




46 Montello St, Brockton, MA 02301-4002  
 Ring: 1, 3, 5 Miles

Latitude: 42.08454  
 Longitude: -71.01708

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	29,438	99,643	164,831
2000 Group Quarters	521	1,851	4,491
2010 Total Population	31,512	103,368	170,844
2015 Total Population	31,970	103,840	171,899
2010 - 2015 Annual Rate	0.29%	0.09%	0.12%
 2000 Households	9,859	35,593	58,593
2000 Average Household Size	2.93	2.75	2.74
2010 Households	10,425	36,951	60,877
2010 Average Household Size	2.97	2.75	2.73
2015 Households	10,560	37,152	61,351
2015 Average Household Size	2.98	2.74	2.72
2010 - 2015 Annual Rate	0.26%	0.11%	0.16%
2000 Families	6,611	24,168	40,810
2000 Average Family Size	3.59	3.35	3.3
2010 Families	6,923	24,861	42,009
2010 Average Family Size	3.63	3.34	3.29
2015 Families	6,985	24,893	42,169
2015 Average Family Size	3.64	3.35	3.29
2010 - 2015 Annual Rate	0.18%	0.03%	0.08%
 <b>2000 Housing Units</b>	10,481	36,794	60,253
Owner Occupied Housing Units	34.4%	54.3%	61.9%
Renter Occupied Housing Units	59.7%	42.4%	35.4%
Vacant Housing Units	5.8%	3.2%	2.8%
<b>2010 Housing Units</b>	11,254	38,744	63,431
Owner Occupied Housing Units	34.6%	53.3%	60.6%
Renter Occupied Housing Units	58.0%	42.0%	35.3%
Vacant Housing Units	7.4%	4.6%	4.0%
<b>2015 Housing Units</b>	11,488	39,195	64,252
Owner Occupied Housing Units	34.5%	52.9%	60.3%
Renter Occupied Housing Units	57.5%	41.8%	35.2%
Vacant Housing Units	8.1%	5.2%	4.5%
<b>Median Household Income</b>			
2000	\$31,462	\$40,252	\$46,582
2010	\$43,659	\$55,607	\$63,441
2015	\$51,978	\$63,913	\$74,222
<b>Median Home Value</b>			
2000	\$124,703	\$129,885	\$145,341
2010	\$197,021	\$208,957	\$234,177
2015	\$234,972	\$252,931	\$286,197
<b>Per Capita Income</b>			
2000	\$13,409	\$17,484	\$20,198
2010	\$18,562	\$24,153	\$27,210
2015	\$21,518	\$27,814	\$31,369
<b>Median Age</b>			
2000	29.4	34.2	35.3
2010	29.2	35.2	36.8
2015	29.8	35.1	36.9


Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



46 Montello St, Brockton, MA 02301-4002  
 Ring: 1, 3, 5 Miles

Latitude: 42.08454  
 Longitude: -71.01708

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	9,838	35,555	58,639
< \$15,000	26.0%	19.3%	15.7%
\$15,000 - \$24,999	15.4%	12.2%	10.9%
\$25,000 - \$34,999	12.9%	12.0%	11.1%
\$35,000 - \$49,999	16.5%	16.6%	15.6%
\$50,000 - \$74,999	17.0%	20.6%	21.6%
\$75,000 - \$99,999	7.2%	10.8%	13.1%
\$100,000 - \$149,999	3.4%	6.5%	9.0%
\$150,000 - \$199,999	1.3%	1.5%	2.0%
\$200,000+	0.3%	0.6%	1.2%
Average Household Income	\$39,466	\$48,229	\$55,874
<b>2010 Households by Income</b>			
Household Income Base	10,425	36,951	60,878
< \$15,000	17.9%	12.8%	10.2%
\$15,000 - \$24,999	13.2%	9.8%	8.5%
\$25,000 - \$34,999	9.3%	8.0%	7.1%
\$35,000 - \$49,999	16.5%	13.7%	12.3%
\$50,000 - \$74,999	17.0%	20.0%	19.7%
\$75,000 - \$99,999	11.1%	13.8%	15.5%
\$100,000 - \$149,999	11.5%	16.0%	18.9%
\$150,000 - \$199,999	2.1%	4.1%	5.2%
\$200,000+	1.4%	1.7%	2.5%
Average Household Income	\$55,130	\$66,847	\$75,219
<b>2015 Households by Income</b>			
Household Income Base	10,561	37,151	61,353
< \$15,000	16.1%	11.0%	8.5%
\$15,000 - \$24,999	10.9%	7.7%	6.5%
\$25,000 - \$34,999	7.7%	6.3%	5.4%
\$35,000 - \$49,999	12.8%	10.0%	8.8%
\$50,000 - \$74,999	20.2%	22.4%	21.2%
\$75,000 - \$99,999	10.7%	12.8%	14.0%
\$100,000 - \$149,999	16.0%	21.0%	24.1%
\$150,000 - \$199,999	3.4%	6.2%	7.7%
\$200,000+	2.2%	2.6%	3.6%
Average Household Income	\$64,020	\$76,926	\$86,604
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,606	19,974	37,248
<\$50,000	1.1%	1.2%	1.3%
\$50,000 - 99,999	25.8%	17.7%	11.4%
\$100,000 - 149,999	48.1%	53.6%	41.8%
\$150,000 - 199,999	22.1%	21.9%	29.1%
\$200,000 - \$299,999	1.8%	4.4%	12.8%
\$300,000 - 499,999	1.1%	0.9%	3.1%
\$500,000 - 999,999	0.0%	0.1%	0.4%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$127,842	\$136,272	\$159,082
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	6,240	15,605	21,263
With Cash Rent	98.2%	97.6%	97.1%
No Cash Rent	1.8%	2.4%	2.9%
Median Rent	\$534	\$549	\$562
Average Rent	\$495	\$524	\$544


Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



46 Montello St, Brockton, MA 02301-4002  
 Ring: 1, 3, 5 Miles



Latitude: 42.08454  
 Longitude: -71.01708

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	29,437	99,644	164,829
Age 0 - 4	8.6%	7.2%	6.8%
Age 5 - 9	9.5%	8.0%	7.5%
Age 10 - 14	9.5%	8.1%	7.7%
Age 15 - 19	8.5%	7.1%	7.1%
Age 20 - 24	7.5%	6.4%	6.4%
Age 25 - 34	15.2%	14.5%	13.9%
Age 35 - 44	16.1%	16.1%	16.4%
Age 45 - 54	10.7%	12.4%	13.0%
Age 55 - 64	6.5%	8.4%	8.7%
Age 65 - 74	4.0%	5.9%	6.3%
Age 75 - 84	2.9%	4.3%	4.4%
Age 85+	1.0%	1.6%	1.7%
Age 18+	67.2%	72.3%	73.7%
<b>2010 Population by Age</b>			
Total	31,510	103,369	170,845
Age 0 - 4	9.1%	7.5%	6.9%
Age 5 - 9	8.3%	7.0%	6.7%
Age 10 - 14	7.1%	6.5%	6.5%
Age 15 - 19	8.5%	7.3%	7.4%
Age 20 - 24	9.5%	7.5%	7.4%
Age 25 - 34	15.8%	13.9%	12.8%
Age 35 - 44	12.5%	13.2%	13.4%
Age 45 - 54	12.6%	13.9%	14.6%
Age 55 - 64	8.5%	10.5%	11.1%
Age 65 - 74	4.4%	6.4%	6.6%
Age 75 - 84	2.4%	4.1%	4.4%
Age 85+	1.2%	2.1%	2.2%
Age 18+	70.3%	74.5%	75.7%
<b>2015 Population by Age</b>			
Total	31,970	103,839	171,901
Age 0 - 4	9.1%	7.4%	6.8%
Age 5 - 9	8.5%	7.1%	6.8%
Age 10 - 14	7.5%	6.7%	6.6%
Age 15 - 19	6.9%	6.2%	6.6%
Age 20 - 24	8.5%	7.1%	7.0%
Age 25 - 34	18.1%	15.3%	13.9%
Age 35 - 44	11.8%	12.4%	12.3%
Age 45 - 54	11.0%	12.6%	13.4%
Age 55 - 64	9.7%	11.4%	12.0%
Age 65 - 74	5.3%	7.6%	8.1%
Age 75 - 84	2.5%	4.1%	4.3%
Age 85+	1.1%	2.1%	2.2%
Age 18+	70.6%	74.9%	76.1%
<b>2000 Population by Sex</b>			
Males	48.2%	48.0%	48.2%
Females	51.8%	52.0%	51.8%
<b>2010 Population by Sex</b>			
Males	48.8%	48.3%	48.3%
Females	51.2%	51.7%	51.7%
<b>2015 Population by Sex</b>			
Males	49.1%	48.5%	48.4%
Females	50.9%	51.5%	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

46 Montello St, Brockton, MA 02301-4002  
 Ring: 1, 3, 5 Miles

Latitude: 42.08454  
 Longitude: -71.01708




	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	29,438	99,642	164,830
White Alone	45.0%	63.4%	74.6%
Black Alone	22.9%	17.0%	11.6%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	1.9%	2.1%	1.8%
Some Other Race Alone	18.0%	9.8%	6.7%
Two or More Races	11.8%	7.4%	5.0%
Hispanic Origin	12.7%	7.6%	5.1%
Diversity Index	80.2	63.0	48.5
<b>2010 Population by Race/Ethnicity</b>			
Total	31,513	103,369	170,845
White Alone	35.2%	53.5%	66.9%
Black Alone	30.2%	23.8%	16.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	2.2%	2.7%	2.4%
Some Other Race Alone	18.0%	10.4%	7.3%
Two or More Races	13.9%	9.3%	6.4%
Hispanic Origin	15.0%	9.6%	6.7%
Diversity Index	83.9	71.6	58.3
<b>2015 Population by Race/Ethnicity</b>			
Total	31,969	103,841	171,899
White Alone	31.9%	49.6%	63.7%
Black Alone	33.5%	27.0%	19.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian or Pacific Islander Alone	2.3%	2.9%	2.7%
Some Other Race Alone	17.5%	10.3%	7.3%
Two or More Races	14.4%	9.9%	6.9%
Hispanic Origin	15.7%	10.3%	7.3%
Diversity Index	84.3	73.9	61.6
<b>2000 Population 3+ by School Enrollment</b>			
 Total	28,180	95,733	158,530
Enrolled in Nursery/Preschool	2.0%	1.8%	1.8%
Enrolled in Kindergarten	2.2%	1.7%	1.7%
Enrolled in Grade 1-8	17.5%	14.2%	13.1%
Enrolled in Grade 9-12	8.2%	6.8%	6.3%
Enrolled in College	5.1%	4.8%	5.6%
Enrolled in Grad/Prof School	0.5%	0.7%	0.8%
Not Enrolled in School	64.5%	70.0%	70.7%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	18,108	66,310	111,344
Less than 9th Grade	9.9%	6.4%	4.8%
9th - 12th Grade, No Diploma	13.9%	9.8%	7.9%
High School Graduate	39.0%	38.5%	37.0%
Some College, No Degree	18.2%	18.7%	18.7%
Associate Degree	6.7%	8.7%	9.5%
Bachelor's Degree	8.6%	11.8%	14.8%
Graduate/Professional Degree	3.7%	6.1%	7.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

46 Montello St, Brockton, MA 02301-4002  
 Ring: 1, 3, 5 Miles


Latitude: 42.08454  
 Longitude: -71.01708

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population 15+ by Marital Status</b>			
 Total	23,773	81,639	136,540
Never Married	45.1%	35.9%	32.9%
Married	38.2%	46.4%	50.4%
Widowed	5.3%	6.7%	6.4%
Divorced	11.3%	11.0%	10.4%
<b>2000 Population 16+ by Employment Status</b>			
 Total	20,739	74,877	126,236
In Labor Force	63.9%	64.8%	66.5%
Civilian Employed	57.5%	60.6%	63.1%
Civilian Unemployed	6.3%	4.2%	3.4%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	36.1%	35.2%	33.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	82.6%	86.6%	88.3%
Civilian Unemployed	17.4%	13.4%	11.7%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	87.0%	90.0%	91.4%
Civilian Unemployed	13.0%	10.0%	8.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	10,985	39,782	66,606
Own Children < 6 Only	7.3%	7.0%	7.2%
Employed/in Armed Forces	4.4%	4.6%	5.0%
Unemployed	0.8%	0.3%	0.2%
Not in Labor Force	2.1%	2.1%	1.9%
Own Children < 6 and 6-17 Only	8.5%	7.2%	6.7%
Employed/in Armed Forces	5.8%	4.9%	4.5%
Unemployed	0.7%	0.3%	0.2%
Not in Labor Force	2.0%	2.0%	2.0%
Own Children 6-17 Only	21.2%	17.7%	17.0%
Employed/in Armed Forces	13.8%	12.6%	12.8%
Unemployed	0.5%	0.5%	0.4%
Not in Labor Force	6.9%	4.7%	3.9%
No Own Children < 18	63.1%	68.1%	69.2%
Employed/in Armed Forces	31.2%	35.0%	36.9%
Unemployed	2.9%	2.4%	1.9%
Not in Labor Force	29.0%	30.7%	30.3%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	12,489	45,497	79,206
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	4.5%	4.7%	5.6%
Manufacturing	12.3%	9.9%	8.9%
Wholesale Trade	3.8%	4.0%	4.1%
Retail Trade	16.8%	15.6%	14.8%
Transportation/Utilities	4.5%	5.0%	4.7%
Information	1.6%	2.4%	2.4%
Finance/Insurance/Real Estate	4.7%	6.8%	7.7%
Services	48.7%	47.5%	47.7%
Public Administration	2.9%	3.8%	4.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

46 Montello St, Brockton, MA 02301-4002  
 Ring: 1, 3, 5 Miles



Latitude: 42.08454  
 Longitude: -71.01708

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	12,488	45,497	79,207
White Collar	47.4%	55.5%	59.7%
Management/Business/Financial	6.6%	9.0%	11.2%
Professional	13.0%	18.3%	20.9%
Sales	12.1%	11.6%	11.3%
Administrative Support	15.6%	16.6%	16.4%
Services	24.8%	21.4%	19.0%
Blue Collar	27.8%	23.2%	21.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.3%	4.3%	4.8%
Installation/Maintenance/Repair	2.8%	3.2%	3.4%
Production	10.8%	7.5%	6.1%
Transportation/Material Moving	9.9%	8.1%	6.9%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	11,583	44,235	77,843
Drove Alone - Car, Truck, or Van	63.9%	73.7%	76.6%
Carpooled - Car, Truck, or Van	20.0%	14.6%	12.1%
Public Transportation	10.2%	7.4%	6.6%
Walked	3.8%	2.3%	2.4%
Other Means	1.5%	1.0%	0.8%
Worked at Home	0.7%	1.1%	1.4%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	11,582	44,236	77,842
Did Not Work at Home	99.3%	98.9%	98.6%
Less than 5 minutes	1.9%	2.1%	2.4%
5 to 9 minutes	7.1%	8.3%	8.9%
10 to 19 minutes	30.6%	29.2%	27.2%
20 to 24 minutes	14.7%	13.3%	13.0%
25 to 34 minutes	19.8%	18.2%	18.4%
35 to 44 minutes	6.5%	7.1%	7.0%
45 to 59 minutes	7.8%	9.0%	9.6%
60 to 89 minutes	8.1%	8.8%	9.4%
90 or more minutes	2.8%	2.8%	2.8%
Worked at Home	0.7%	1.1%	1.4%
Average Travel Time to Work (in min)	27.9	28.5	28.7
<b>2000 Households by Vehicles Available</b>			
Total	9,854	35,592	58,545
None	23.1%	16.1%	12.0%
1	43.8%	39.6%	36.5%
2	25.4%	33.1%	37.9%
3	5.8%	8.0%	9.6%
4	1.4%	2.4%	3.1%
5+	0.5%	0.7%	0.9%
Average Number of Vehicles Available	1.2	1.4	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

46 Montello St, Brockton, MA 02301-4002  
 Ring: 1, 3, 5 Miles

Latitude: 42.08454  
 Longitude: -71.01708


	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	9,858	35,592	58,593
Family Households	67.1%	67.9%	69.6%
Married-couple Family	33.6%	43.0%	48.7%
With Related Children	20.1%	21.9%	24.4%
Other Family (No Spouse)	33.5%	24.9%	20.9%
With Related Children	24.9%	16.7%	13.2%
Nonfamily Households	32.9%	32.1%	30.4%
Householder Living Alone	26.7%	26.3%	24.8%
Householder Not Living Alone	6.3%	5.8%	5.5%
Households with Related Children	45.0%	38.5%	37.6%
Households with Persons 65+	18.4%	23.5%	24.2%
<b>2000 Households by Size</b>			
Total	9,859	35,593	58,593
1 Person Household	26.7%	26.3%	24.8%
2 Person Household	23.6%	27.3%	28.4%
3 Person Household	16.3%	17.1%	17.5%
4 Person Household	14.8%	14.9%	15.8%
5 Person Household	9.7%	8.3%	8.3%
6 Person Household	4.8%	3.5%	3.2%
7+ Person Household	4.1%	2.6%	2.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	9,852	35,591	58,546
Moved in 1999 to March 2000	23.3%	17.6%	15.1%
Moved in 1995 to 1998	34.5%	28.4%	27.1%
Moved in 1990 to 1994	14.7%	15.7%	15.9%
Moved in 1980 to 1989	12.2%	15.0%	15.9%
Moved in 1970 to 1979	6.2%	9.8%	10.8%
Moved in 1969 or Earlier	9.1%	13.4%	15.3%
Median Year Householder Moved In	1996	1994	1993
<b>2000 Housing Units by Units in Structure</b>			
 Total	10,434	36,777	60,235
1, Detached	26.4%	48.3%	56.6%
1, Attached	1.3%	1.9%	2.3%
2	18.8%	12.2%	10.8%
3 or 4	31.3%	16.5%	12.5%
5 to 9	9.0%	6.4%	5.8%
10 to 19	3.0%	5.0%	3.9%
20+	10.0%	9.6%	7.5%
Mobile Home	0.0%	0.2%	0.5%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	10,445	36,789	60,234
1999 to March 2000	0.2%	0.4%	0.6%
1995 to 1998	0.6%	1.1%	2.1%
1990 to 1994	1.2%	1.4%	2.4%
1980 to 1989	5.7%	5.9%	7.2%
1970 to 1979	9.3%	16.8%	15.2%
1969 or Earlier	83.1%	74.3%	72.4%
Median Year Structure Built	1938	1956	1956

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

46 Montello St, Brockton, MA 02301-4002  
 Ring: 1, 3, 5 Miles

Latitude: 42.08454  
 Longitude: -71.01708

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	International Marketpl	Main Street, USA	Pleasant-Ville
2.	Main Street, USA	International Marketpl	Main Street, USA
3.	City Dimensions	Pleasant-Ville	Cozy and Comfortable

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$15,060,075	\$62,107,075	\$113,418,111
Average Spent	\$1,444.61	\$1,680.80	\$1,863.07
Spending Potential Index	60	70	78
Computers & Accessories: Total \$	\$1,886,691	\$7,891,459	\$14,398,032
Average Spent	\$180.98	\$213.57	\$236.51
Spending Potential Index	82	97	107
Education: Total \$	\$10,579,802	\$45,796,008	\$85,194,571
Average Spent	\$1,014.85	\$1,239.37	\$1,399.45
Spending Potential Index	83	102	115
Entertainment/Recreation: Total \$	\$26,197,513	\$114,303,739	\$213,245,877
Average Spent	\$2,512.95	\$3,093.39	\$3,502.90
Spending Potential Index	78	96	109
Food at Home: Total \$	\$39,765,256	\$162,778,649	\$294,506,440
Average Spent	\$3,814.41	\$4,405.26	\$4,837.73
Spending Potential Index	85	98	108
Food Away from Home: Total \$	\$27,990,864	\$116,685,968	\$212,656,830
Average Spent	\$2,684.97	\$3,157.86	\$3,493.22
Spending Potential Index	83	98	109
Health Care: Total \$	\$28,042,579	\$125,398,468	\$232,943,309
Average Spent	\$2,689.94	\$3,393.64	\$3,826.46
Spending Potential Index	72	91	103
HH Furnishings & Equipment: Total \$	\$14,459,827	\$63,382,575	\$118,854,757
Average Spent	\$1,387.03	\$1,715.31	\$1,952.38
Spending Potential Index	67	83	95
Investments: Total \$	\$12,516,216	\$58,937,423	\$115,891,109
Average Spent	\$1,200.60	\$1,595.02	\$1,903.69
Spending Potential Index	69	92	109
Retail Goods: Total \$	\$190,805,787	\$823,844,683	\$1,525,391,117
Average Spent	\$18,302.71	\$22,295.60	\$25,056.94
Spending Potential Index	74	90	101
Shelter: Total \$	\$142,861,949	\$599,681,464	\$1,110,899,598
Average Spent	\$13,703.78	\$16,229.10	\$18,248.26
Spending Potential Index	87	103	116
TV/Video/Audio: Total \$	\$10,582,198	\$44,112,632	\$80,248,597
Average Spent	\$1,015.08	\$1,193.81	\$1,318.21
Spending Potential Index	82	96	106
Travel: Total \$	\$15,207,426	\$68,457,033	\$130,679,739
Average Spent	\$1,458.75	\$1,852.64	\$2,146.62
Spending Potential Index	77	98	113
Vehicle Maintenance & Repairs: Total \$	\$7,680,710	\$32,938,155	\$60,747,011
Average Spent	\$736.76	\$891.40	\$997.86
Spending Potential Index	78	95	106

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.