

606 Belmont St, Brockton, MA 02301-4925  
 Ring: 1, 3, 5 Miles

Latitude: 42.07215  
 Longitude: -71.04347

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	14,914	91,939	148,943
2000 Group Quarters	371	3,675	4,316
2010 Total Population	15,157	95,457	153,656
2015 Total Population	15,142	95,911	154,384
2010 - 2015 Annual Rate	-0.02%	0.09%	0.09%
 2000 Households	5,328	32,620	52,859
2000 Average Household Size	2.73	2.71	2.74
2010 Households	5,413	33,756	54,625
2010 Average Household Size	2.73	2.71	2.73
2015 Households	5,409	33,938	54,961
2015 Average Household Size	2.73	2.71	2.72
2010 - 2015 Annual Rate	-0.01%	0.11%	0.12%
2000 Families	3,757	21,750	36,897
2000 Average Family Size	3.24	3.33	3.29
2010 Families	3,779	22,286	37,781
2010 Average Family Size	3.24	3.33	3.28
2015 Families	3,762	22,311	37,866
2015 Average Family Size	3.24	3.33	3.28
2010 - 2015 Annual Rate	-0.09%	0.02%	0.04%
 <b>2000 Housing Units</b>	5,455	33,804	54,398
Owner Occupied Housing Units	62.6%	50.6%	61.9%
Renter Occupied Housing Units	35.1%	45.9%	35.3%
Vacant Housing Units	2.3%	3.5%	2.8%
<b>2010 Housing Units</b>	5,647	35,528	57,031
Owner Occupied Housing Units	61.2%	49.7%	60.4%
Renter Occupied Housing Units	34.6%	45.3%	35.4%
Vacant Housing Units	4.1%	5.0%	4.2%
<b>2015 Housing Units</b>	5,683	35,958	57,692
Owner Occupied Housing Units	60.2%	49.3%	60.1%
Renter Occupied Housing Units	35.0%	45.0%	35.2%
Vacant Housing Units	4.8%	5.6%	4.7%
<b>Median Household Income</b>			
2000	\$45,399	\$39,149	\$46,252
2010	\$61,918	\$54,036	\$62,514
2015	\$73,152	\$62,491	\$73,114
<b>Median Home Value</b>			
2000	\$140,343	\$133,997	\$144,611
2010	\$225,384	\$214,786	\$232,898
2015	\$273,350	\$259,352	\$284,121
<b>Per Capita Income</b>			
2000	\$19,543	\$17,568	\$20,443
2010	\$26,719	\$23,789	\$27,263
2015	\$30,776	\$27,451	\$31,491
<b>Median Age</b>			
2000	35.6	33.4	35.4
2010	36.7	33.9	36.8
2015	36.6	33.9	36.8

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.

606 Belmont St, Brockton, MA 02301-4925  
 Ring: 1, 3, 5 Miles

Latitude: 42.07215  
 Longitude: -71.04347

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	5,164	32,668	52,862
< \$15,000	12.5%	20.2%	16.1%
\$15,000 - \$24,999	12.8%	12.6%	10.7%
\$25,000 - \$34,999	12.2%	11.9%	11.0%
\$35,000 - \$49,999	16.8%	16.2%	15.6%
\$50,000 - \$74,999	21.8%	19.8%	21.1%
\$75,000 - \$99,999	12.1%	10.5%	12.9%
\$100,000 - \$149,999	8.7%	6.3%	8.9%
\$150,000 - \$199,999	2.1%	1.6%	2.2%
\$200,000+	0.8%	0.9%	1.4%
Average Household Income	\$54,236	\$48,630	\$56,728
<b>2010 Households by Income</b>			
Household Income Base	5,413	33,756	54,625
< \$15,000	7.3%	13.5%	10.6%
\$15,000 - \$24,999	9.5%	10.4%	8.6%
\$25,000 - \$34,999	8.1%	8.3%	7.2%
\$35,000 - \$49,999	14.6%	13.8%	12.6%
\$50,000 - \$74,999	18.7%	19.3%	19.5%
\$75,000 - \$99,999	15.9%	13.6%	15.4%
\$100,000 - \$149,999	18.4%	15.4%	18.2%
\$150,000 - \$199,999	5.3%	3.7%	5.0%
\$200,000+	2.3%	2.0%	2.9%
Average Household Income	\$74,203	\$66,005	\$75,509
<b>2015 Households by Income</b>			
Household Income Base	5,410	33,937	54,962
< \$15,000	5.8%	11.6%	8.9%
\$15,000 - \$24,999	7.1%	8.2%	6.6%
\$25,000 - \$34,999	6.2%	6.6%	5.6%
\$35,000 - \$49,999	10.6%	10.2%	9.0%
\$50,000 - \$74,999	21.4%	21.8%	21.0%
\$75,000 - \$99,999	14.4%	12.6%	14.0%
\$100,000 - \$149,999	23.2%	20.3%	23.3%
\$150,000 - \$199,999	8.0%	5.7%	7.5%
\$200,000+	3.4%	2.9%	4.1%
Average Household Income	\$85,482	\$76,158	\$87,111
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,378	17,123	33,622
<\$50,000	1.2%	1.2%	1.4%
\$50,000 - 99,999	11.5%	17.8%	12.5%
\$100,000 - 149,999	47.5%	47.9%	41.1%
\$150,000 - 199,999	30.6%	24.2%	27.6%
\$200,000 - \$299,999	7.5%	6.3%	12.6%
\$300,000 - 499,999	1.6%	2.3%	4.3%
\$500,000 - 999,999	0.1%	0.3%	0.5%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$147,256	\$143,231	\$161,597
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,913	15,495	19,165
With Cash Rent	96.2%	97.5%	97.1%
No Cash Rent	3.8%	2.5%	2.9%
Median Rent	\$607	\$549	\$558
Average Rent	\$584	\$525	\$542

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.



606 Belmont St, Brockton, MA 02301-4925  
 Ring: 1, 3, 5 Miles

Latitude: 42.07215  
 Longitude: -71.04347

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	14,917	91,942	148,948
Age 0 - 4	6.9%	7.1%	6.9%
Age 5 - 9	7.0%	7.8%	7.5%
Age 10 - 14	7.4%	8.0%	7.7%
Age 15 - 19	7.0%	7.8%	7.2%
Age 20 - 24	6.1%	7.3%	6.4%
Age 25 - 34	14.8%	14.3%	13.7%
Age 35 - 44	15.5%	15.6%	16.3%
Age 45 - 54	13.6%	12.2%	13.2%
Age 55 - 64	8.4%	8.0%	8.8%
Age 65 - 74	6.7%	5.7%	6.3%
Age 75 - 84	4.9%	4.3%	4.4%
Age 85+	1.7%	1.8%	1.7%
Age 18+	74.5%	72.7%	73.7%
<b>2010 Population by Age</b>			
Total	15,157	95,458	153,655
Age 0 - 4	7.1%	7.4%	6.9%
Age 5 - 9	6.8%	6.9%	6.7%
Age 10 - 14	6.4%	6.4%	6.5%
Age 15 - 19	6.6%	8.1%	7.5%
Age 20 - 24	6.9%	8.8%	7.4%
Age 25 - 34	13.8%	13.8%	12.7%
Age 35 - 44	13.8%	12.8%	13.3%
Age 45 - 54	14.3%	13.4%	14.6%
Age 55 - 64	11.1%	10.1%	11.1%
Age 65 - 74	6.5%	6.0%	6.6%
Age 75 - 84	4.6%	4.0%	4.4%
Age 85+	2.1%	2.2%	2.2%
Age 18+	75.8%	74.9%	75.5%
<b>2015 Population by Age</b>			
Total	15,141	95,910	154,386
Age 0 - 4	7.2%	7.4%	6.9%
Age 5 - 9	6.9%	7.0%	6.8%
Age 10 - 14	6.6%	6.6%	6.6%
Age 15 - 19	6.0%	7.0%	6.7%
Age 20 - 24	6.4%	8.2%	7.1%
Age 25 - 34	14.8%	15.4%	13.8%
Age 35 - 44	12.9%	11.9%	12.3%
Age 45 - 54	13.3%	12.2%	13.4%
Age 55 - 64	11.8%	10.9%	11.9%
Age 65 - 74	7.9%	7.2%	8.0%
Age 75 - 84	4.2%	3.9%	4.3%
Age 85+	2.0%	2.2%	2.2%
Age 18+	75.7%	75.2%	75.9%
<b>2000 Population by Sex</b>			
Males	49.0%	47.8%	48.1%
Females	51.0%	52.2%	51.9%
<b>2010 Population by Sex</b>			
Males	48.9%	48.1%	48.3%
Females	51.1%	51.9%	51.7%
<b>2015 Population by Sex</b>			
Males	48.9%	48.3%	48.4%
Females	51.1%	51.7%	51.6%

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

606 Belmont St, Brockton, MA 02301-4925  
 Ring: 1, 3, 5 Miles

Latitude: 42.07215  
 Longitude: -71.04347

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	14,914	91,940	148,943
White Alone	68.5%	61.6%	72.7%
Black Alone	13.9%	17.0%	12.4%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.0%	2.2%	1.9%
Some Other Race Alone	7.5%	11.2%	7.3%
Two or More Races	6.9%	7.6%	5.4%
Hispanic Origin	5.5%	8.0%	5.6%
Diversity Index	56.2	65.1	51.3
<b>2010 Population by Race/Ethnicity</b>			
Total	15,157	95,456	153,656
White Alone	58.3%	51.7%	64.4%
Black Alone	20.2%	23.7%	17.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.9%	2.8%	2.5%
Some Other Race Alone	8.3%	12.0%	8.0%
Two or More Races	9.0%	9.5%	6.9%
Hispanic Origin	7.2%	10.0%	7.3%
Diversity Index	66.8	73.4	61.3
<b>2015 Population by Race/Ethnicity</b>			
Total	15,141	95,911	154,384
White Alone	54.3%	47.9%	61.0%
Black Alone	23.1%	26.7%	20.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	4.2%	3.0%	2.8%
Some Other Race Alone	8.4%	11.9%	8.0%
Two or More Races	9.8%	10.1%	7.4%
Hispanic Origin	7.8%	10.7%	7.9%
Diversity Index	70.0	75.6	64.5
<b>2000 Population 3+ by School Enrollment</b>			
 Total	14,240	88,396	143,270
Enrolled in Nursery/Preschool	1.4%	1.7%	1.9%
Enrolled in Kindergarten	1.5%	1.7%	1.6%
Enrolled in Grade 1-8	13.3%	13.9%	13.2%
Enrolled in Grade 9-12	7.3%	6.9%	6.4%
Enrolled in College	5.6%	6.5%	5.7%
Enrolled in Grad/Prof School	1.1%	0.8%	0.8%
Not Enrolled in School	69.8%	68.5%	70.3%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	10,035	59,638	99,815
Less than 9th Grade	4.8%	6.8%	5.2%
9th - 12th Grade, No Diploma	7.7%	9.9%	8.1%
High School Graduate	34.1%	37.3%	36.3%
Some College, No Degree	20.1%	18.6%	18.5%
Associate Degree	10.0%	8.6%	9.1%
Bachelor's Degree	15.0%	12.2%	14.9%
Graduate/Professional Degree	8.4%	6.7%	7.9%

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.

606 Belmont St, Brockton, MA 02301-4925  
 Ring: 1, 3, 5 Miles

Latitude: 42.07215  
 Longitude: -71.04347

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population 15+ by Marital Status</b>			
 Total	12,080	75,715	122,660
Never Married	35.9%	36.4%	33.2%
Married	48.8%	45.8%	50.1%
Widowed	5.8%	6.6%	6.4%
Divorced	9.5%	11.2%	10.3%
<b>2000 Population 16+ by Employment Status</b>			
 Total	11,399	69,513	113,831
In Labor Force	65.4%	64.1%	66.5%
Civilian Employed	61.7%	59.7%	62.9%
Civilian Unemployed	3.7%	4.3%	3.5%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	34.6%	35.9%	33.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	87.2%	86.3%	88.0%
Civilian Unemployed	12.8%	13.7%	12.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.5%	89.8%	91.2%
Civilian Unemployed	9.5%	10.2%	8.8%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	5,742	37,050	60,268
Own Children < 6 Only	6.5%	6.8%	6.9%
Employed/in Armed Forces	4.2%	4.5%	4.8%
Unemployed	0.3%	0.4%	0.2%
Not in Labor Force	2.0%	2.0%	1.9%
Own Children < 6 and 6-17 Only	7.3%	6.8%	6.6%
Employed/in Armed Forces	5.1%	4.7%	4.6%
Unemployed	0.3%	0.3%	0.2%
Not in Labor Force	1.8%	1.8%	1.8%
Own Children 6-17 Only	17.9%	17.4%	17.2%
Employed/in Armed Forces	12.2%	12.2%	12.8%
Unemployed	0.4%	0.5%	0.4%
Not in Labor Force	5.3%	4.7%	4.0%
No Own Children < 18	68.3%	68.9%	69.2%
Employed/in Armed Forces	36.6%	35.3%	36.9%
Unemployed	1.8%	2.3%	2.0%
Not in Labor Force	29.9%	31.3%	30.3%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	6,909	41,405	70,806
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	3.9%	4.6%	5.3%
Manufacturing	9.9%	10.2%	8.9%
Wholesale Trade	3.9%	4.0%	4.4%
Retail Trade	14.9%	15.4%	15.0%
Transportation/Utilities	5.2%	4.7%	4.7%
Information	3.1%	2.4%	2.4%
Finance/Insurance/Real Estate	7.7%	6.5%	7.3%
Services	46.3%	48.5%	47.9%
Public Administration	4.9%	3.6%	4.0%

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

606 Belmont St, Brockton, MA 02301-4925  
 Ring: 1, 3, 5 Miles

Latitude: 42.07215  
 Longitude: -71.04347

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	6,909	41,407	70,807
White Collar	59.9%	56.3%	59.8%
Management/Business/Financial	9.2%	9.0%	11.1%
Professional	22.6%	18.9%	20.8%
Sales	13.8%	11.6%	11.7%
Administrative Support	14.4%	16.7%	16.2%
Services	19.8%	21.0%	19.4%
Blue Collar	20.2%	22.7%	20.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	3.6%	4.2%	4.5%
Installation/Maintenance/Repair	2.8%	3.1%	3.2%
Production	6.4%	7.5%	6.1%
Transportation/Material Moving	7.5%	7.9%	6.9%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	6,846	40,543	70,044
Drove Alone - Car, Truck, or Van	77.1%	72.2%	76.3%
Carpooled - Car, Truck, or Van	12.3%	15.0%	12.2%
Public Transportation	5.8%	7.3%	6.6%
Walked	2.1%	3.1%	2.4%
Other Means	1.4%	1.1%	0.8%
Worked at Home	1.2%	1.3%	1.6%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	6,846	40,542	70,042
Did Not Work at Home	98.8%	98.7%	98.4%
Less than 5 minutes	3.3%	2.5%	2.5%
5 to 9 minutes	12.0%	9.2%	8.9%
10 to 19 minutes	29.6%	29.9%	28.0%
20 to 24 minutes	11.2%	13.3%	12.7%
25 to 34 minutes	17.0%	17.6%	18.0%
35 to 44 minutes	6.0%	6.8%	6.8%
45 to 59 minutes	8.7%	8.6%	9.3%
60 to 89 minutes	8.8%	8.2%	9.5%
90 or more minutes	2.2%	2.6%	2.7%
Worked at Home	1.2%	1.3%	1.6%
Average Travel Time to Work (in min)	26.3	27.4	28.4
<b>2000 Households by Vehicles Available</b>			
Total	5,291	32,638	52,820
None	8.2%	16.8%	12.6%
1	40.7%	40.4%	36.5%
2	36.3%	32.1%	37.5%
3	10.5%	7.8%	9.6%
4	3.2%	2.2%	3.1%
5+	1.0%	0.7%	0.8%
Average Number of Vehicles Available	1.6	1.4	1.6

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

606 Belmont St, Brockton, MA 02301-4925  
 Ring: 1, 3, 5 Miles

Latitude: 42.07215  
 Longitude: -71.04347

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	5,327	32,618	52,858
Family Households	70.5%	66.7%	69.8%
Married-couple Family	48.4%	41.6%	48.5%
With Related Children	23.5%	21.3%	24.2%
Other Family (No Spouse)	22.2%	25.0%	21.4%
With Related Children	13.1%	17.1%	13.6%
Nonfamily Households	29.5%	33.3%	30.2%
Householder Living Alone	23.1%	27.3%	24.7%
Householder Not Living Alone	6.4%	6.0%	5.4%
Households with Related Children	36.5%	38.4%	37.8%
Households with Persons 65+	24.1%	23.3%	24.1%
<b>2000 Households by Size</b>			
Total	5,328	32,620	52,859
1 Person Household	23.1%	27.3%	24.7%
2 Person Household	30.3%	27.2%	28.5%
3 Person Household	18.1%	16.9%	17.5%
4 Person Household	15.2%	14.4%	15.7%
5 Person Household	7.9%	8.1%	8.2%
6 Person Household	3.0%	3.4%	3.2%
7+ Person Household	2.4%	2.6%	2.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	5,292	32,636	52,818
Moved in 1999 to March 2000	12.1%	18.4%	15.3%
Moved in 1995 to 1998	29.7%	29.6%	27.1%
Moved in 1990 to 1994	15.4%	15.9%	16.2%
Moved in 1980 to 1989	15.2%	14.7%	16.1%
Moved in 1970 to 1979	9.0%	8.8%	10.7%
Moved in 1969 or Earlier	18.5%	12.6%	14.7%
Median Year Householder Moved In	1992	1994	1993
<b>2000 Housing Units by Units in Structure</b>			
 Total	5,405	33,832	54,368
1, Detached	58.1%	43.8%	56.0%
1, Attached	0.7%	2.0%	2.5%
2	13.8%	13.2%	10.5%
3 or 4	16.5%	18.0%	12.6%
5 to 9	4.9%	7.2%	5.9%
10 to 19	4.8%	5.5%	4.3%
20+	1.1%	10.0%	7.3%
Mobile Home	0.0%	0.2%	0.8%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	5,402	33,832	54,360
1999 to March 2000	0.4%	0.3%	0.5%
1995 to 1998	0.9%	1.4%	2.0%
1990 to 1994	0.7%	1.6%	2.5%
1980 to 1989	2.7%	6.6%	8.0%
1970 to 1979	11.4%	17.4%	16.4%
1969 or Earlier	84.0%	72.7%	70.6%
Median Year Structure Built	1947	1954	1958

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

606 Belmont St, Brockton, MA 02301-4925  
 Ring: 1, 3, 5 Miles

Latitude: 42.07215  
 Longitude: -71.04347

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	International Marketpl	Main Street, USA	Pleasant-Ville
2.	Pleasant-Ville	International Marketpl	Main Street, USA
3.	Main Street, USA	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 \$	\$10,008,326	\$56,355,910	\$102,406,274
Average Spent	\$1,848.94	\$1,669.51	\$1,874.71
Spending Potential Index	77	70	78
Computers & Accessories: Total \$	\$1,278,908	\$7,158,409	\$13,000,788
Average Spent	\$236.27	\$212.06	\$238.00
Spending Potential Index	107	96	108
Education: Total \$	\$7,368,487	\$41,302,012	\$76,982,483
Average Spent	\$1,361.26	\$1,223.55	\$1,409.29
Spending Potential Index	112	100	116
Entertainment/Recreation: Total \$	\$18,704,021	\$102,919,152	\$191,937,134
Average Spent	\$3,455.39	\$3,048.91	\$3,513.72
Spending Potential Index	107	95	109
Food at Home: Total \$	\$25,912,456	\$147,567,602	\$265,609,913
Average Spent	\$4,787.08	\$4,371.60	\$4,862.42
Spending Potential Index	107	98	109
Food Away from Home: Total \$	\$18,717,464	\$105,630,379	\$191,933,816
Average Spent	\$3,457.87	\$3,129.23	\$3,513.66
Spending Potential Index	107	97	109
Health Care: Total \$	\$19,904,781	\$112,108,104	\$209,123,947
Average Spent	\$3,677.22	\$3,321.13	\$3,828.36
Spending Potential Index	99	89	103
HH Furnishings & Equipment: Total \$	\$10,464,076	\$57,082,554	\$106,955,292
Average Spent	\$1,933.14	\$1,691.03	\$1,957.99
Spending Potential Index	94	82	95
Investments: Total \$	\$10,137,951	\$52,869,774	\$103,666,692
Average Spent	\$1,872.89	\$1,566.23	\$1,897.79
Spending Potential Index	108	90	109
Retail Goods: Total \$	\$133,617,267	\$742,558,296	\$1,373,995,319
Average Spent	\$24,684.51	\$21,997.82	\$25,153.23
Spending Potential Index	99	88	101
Shelter: Total \$	\$98,403,591	\$543,326,801	\$999,626,970
Average Spent	\$18,179.12	\$16,095.71	\$18,299.81
Spending Potential Index	115	102	116
TV/Video/Audio: Total \$	\$6,996,433	\$39,925,811	\$72,400,025
Average Spent	\$1,292.52	\$1,182.78	\$1,325.40
Spending Potential Index	104	95	107
Travel: Total \$	\$11,562,109	\$61,445,052	\$117,316,593
Average Spent	\$2,135.99	\$1,820.27	\$2,147.67
Spending Potential Index	113	96	113
Vehicle Maintenance & Repairs: Total \$	\$5,325,277	\$29,724,102	\$54,731,057
Average Spent	\$983.79	\$880.56	\$1,001.94
Spending Potential Index	104	93	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.