



# Market Profile

Rainier  
 Rainier, OR  
 Drive Time: 5, 10, 20 minutes

Contact CCET for more info (503)/397-7218

Latitude: 46.08917  
 Longitude: -122.93627

	0 - 5 minutes	0 - 10 minutes	0 - 20 minutes
<b>Population Summary</b>			
2000 Total Population	1,695	16,597	70,224
2000 Group Quarters	0	222	1,211
2010 Total Population	1,932	17,558	74,718
2015 Total Population	2,012	17,999	76,992
2010-2015 Annual Rate	0.82%	0.50%	0.60%
<b>Household Summary</b>			
2000 Households	675	6,693	27,680
2000 Average Household Size	2.51	2.45	2.49
2010 Households	774	7,031	29,511
2010 Average Household Size	2.50	2.46	2.49
2015 Households	808	7,199	30,425
2015 Average Household Size	2.49	2.47	2.49
2010-2015 Annual Rate	0.86%	0.47%	0.61%
2000 Families	481	4,225	18,667
2000 Average Family Size	2.94	3.00	2.98
2010 Families	545	4,376	19,643
2010 Average Family Size	2.93	3.03	2.99
2015 Families	565	4,455	20,153
2015 Average Family Size	2.93	3.04	3.00
2010-2015 Annual Rate	0.72%	0.36%	0.51%
<b>Housing Unit Summary</b>			
2000 Housing Units	739	7,392	29,881
Owner Occupied Housing Units	65.1%	48.2%	58.7%
Renter Occupied Housing Units	26.3%	42.8%	34.0%
Vacant Housing Units	8.7%	9.0%	7.3%
2010 Housing Units	878	8,007	32,625
Owner Occupied Housing Units	62.8%	46.6%	57.2%
Renter Occupied Housing Units	25.4%	41.3%	33.3%
Vacant Housing Units	11.8%	12.2%	9.5%
2015 Housing Units	942	8,317	33,991
Owner Occupied Housing Units	60.4%	45.5%	56.5%
Renter Occupied Housing Units	25.4%	41.1%	33.0%
Vacant Housing Units	14.2%	13.4%	10.5%
<b>Median Household Income</b>			
2000	\$43,601	\$30,697	\$37,157
2010	\$57,948	\$41,397	\$48,427
2015	\$65,336	\$47,959	\$55,859
<b>Median Home Value</b>			
2000	\$133,279	\$95,704	\$119,403
2010	\$199,816	\$141,963	\$171,474
2015	\$236,190	\$165,147	\$198,256
<b>Per Capita Income</b>			
2000	\$19,588	\$15,282	\$17,958
2010	\$25,691	\$19,341	\$22,152
2015	\$29,068	\$21,796	\$25,251
<b>Median Age</b>			
2000	39.7	33.5	36.3
2010	44.0	35.0	38.2
2015	45.2	35.1	38.5

**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 the 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.



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<b>2000 Households by Income</b>			
Household Income Base	671	6,699	27,621
<\$15,000	15.6%	24.5%	19.3%
\$15,000 - \$24,999	10.1%	16.7%	14.5%
\$25,000 - \$34,999	13.0%	15.6%	13.3%
\$35,000 - \$49,999	18.5%	16.7%	17.9%
\$50,000 - \$74,999	25.2%	16.6%	19.9%
\$75,000 - \$99,999	9.8%	6.0%	8.5%
\$100,000 - \$149,999	6.6%	3.0%	4.8%
\$150,000 - \$199,999	0.9%	0.6%	1.0%
\$200,000+	0.3%	0.3%	0.7%
Average Household Income	\$49,565	\$37,553	\$45,065
<b>2010 Households by Income</b>			
Household Income Base	775	7,032	29,511
<\$15,000	9.5%	15.9%	13.1%
\$15,000 - \$24,999	8.5%	15.1%	12.1%
\$25,000 - \$34,999	7.5%	11.8%	10.2%
\$35,000 - \$49,999	14.3%	17.6%	16.3%
\$50,000 - \$74,999	27.4%	21.7%	23.9%
\$75,000 - \$99,999	18.6%	11.0%	13.8%
\$100,000 - \$149,999	10.1%	5.3%	8.2%
\$150,000 - \$199,999	2.8%	1.1%	1.5%
\$200,000+	1.3%	0.6%	0.9%
Average Household Income	\$64,183	\$48,190	\$55,680
<b>2015 Households by Income</b>			
Household Income Base	807	7,196	30,424
<\$15,000	7.3%	13.6%	11.0%
\$15,000 - \$24,999	6.7%	13.3%	10.2%
\$25,000 - \$34,999	5.6%	10.5%	8.7%
\$35,000 - \$49,999	9.7%	14.5%	12.7%
\$50,000 - \$74,999	29.7%	25.3%	26.8%
\$75,000 - \$99,999	20.1%	11.6%	13.9%
\$100,000 - \$149,999	15.5%	8.5%	12.8%
\$150,000 - \$199,999	3.8%	1.8%	2.6%
\$200,000+	1.6%	0.8%	1.3%
Average Household Income	\$72,615	\$54,419	\$63,476
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	481	3,531	17,486
<\$50,000	8.3%	16.8%	9.7%
\$50,000 - \$99,999	20.0%	39.1%	26.9%
\$100,000 - \$149,999	32.4%	25.8%	34.0%
\$150,000 - \$199,999	23.1%	11.9%	18.1%
\$200,000 - \$299,999	11.2%	5.0%	8.6%
\$300,000 - \$499,999	4.2%	1.3%	2.4%
\$500,000 - \$999,999	0.8%	0.1%	0.3%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$145,276	\$105,638	\$130,816
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	191	3,120	10,102
With Cash Rent	91.6%	96.7%	97.1%
No Cash Rent	8.4%	3.3%	2.9%
Median Rent	\$468	\$456	\$456
Average Rent	\$470	\$459	\$464

**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.

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



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<b>2000 Population by Age</b>			
Total	1,695	16,598	70,222
0 - 4	6.0%	8.2%	6.9%
5 - 9	6.7%	8.2%	7.6%
10 - 14	8.3%	7.6%	7.7%
15 - 24	12.1%	13.7%	13.2%
25 - 34	11.3%	14.6%	12.7%
35 - 44	13.8%	13.9%	14.7%
45 - 54	17.1%	12.9%	14.2%
55 - 64	11.6%	8.4%	9.1%
65 - 74	7.0%	5.8%	6.8%
75 - 84	4.8%	4.8%	5.0%
85 +	1.3%	1.9%	2.0%
18 +	74.3%	72.1%	73.2%
<b>2010 Population by Age</b>			
Total	1,931	17,560	74,720
0 - 4	5.8%	8.2%	7.0%
5 - 9	5.3%	7.2%	6.5%
10 - 14	6.0%	6.6%	6.2%
15 - 24	12.7%	14.7%	13.6%
25 - 34	10.4%	13.4%	12.8%
35 - 44	11.1%	12.3%	12.1%
45 - 54	17.3%	13.2%	14.3%
55 - 64	16.3%	11.4%	12.8%
65 - 74	8.3%	6.5%	7.4%
75 - 84	5.1%	4.1%	4.8%
85 +	1.8%	2.4%	2.4%
18 +	78.7%	73.9%	76.1%
<b>2015 Population by Age</b>			
Total	2,012	18,000	76,994
0 - 4	5.8%	8.2%	7.0%
5 - 9	5.3%	7.2%	6.5%
10 - 14	6.0%	6.7%	6.4%
15 - 24	11.2%	13.9%	12.5%
25 - 34	11.3%	13.8%	13.4%
35 - 44	10.2%	11.4%	11.8%
45 - 54	15.6%	12.2%	12.6%
55 - 64	17.0%	11.9%	13.3%
65 - 74	10.3%	8.1%	9.4%
75 - 84	5.5%	4.2%	4.7%
85 +	1.9%	2.3%	2.4%
18 +	79.4%	74.2%	76.5%
<b>2000 Population by Sex</b>			
Males	48.7%	49.1%	49.1%
Females	51.3%	50.9%	50.9%
<b>2010 Population by Sex</b>			
Males	48.1%	49.2%	49.0%
Females	51.9%	50.8%	51.0%
<b>2015 Population by Sex</b>			
Males	47.8%	49.2%	49.0%
Females	52.2%	50.8%	51.0%

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



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<b>2000 Population by Race/Ethnicity</b>			
Total	1,694	16,596	70,226
White Alone	93.9%	87.8%	91.0%
Black Alone	0.1%	0.9%	0.6%
American Indian Alone	1.5%	2.1%	1.7%
Asian or Pacific Islander Alone	0.5%	1.5%	1.7%
Some Other Race Alone	0.8%	4.1%	2.3%
Two or More Races	3.2%	3.6%	2.8%
Hispanic Origin	2.1%	7.5%	4.9%
Diversity Index	15.5	33.6	24.8
<b>2010 Population by Race/Ethnicity</b>			
Total	1,932	17,556	74,717
White Alone	92.2%	84.0%	88.4%
Black Alone	0.2%	1.2%	0.8%
American Indian Alone	1.7%	2.3%	1.8%
Asian or Pacific Islander Alone	0.7%	1.7%	1.9%
Some Other Race Alone	1.0%	6.4%	3.6%
Two or More Races	4.2%	4.5%	3.5%
Hispanic Origin	3.2%	11.7%	7.7%
Diversity Index	20.1	43.9	32.9
<b>2015 Population by Race/Ethnicity</b>			
Total	2,011	18,000	76,992
White Alone	91.5%	82.6%	87.3%
Black Alone	0.2%	1.4%	0.9%
American Indian Alone	1.7%	2.4%	1.9%
Asian or Pacific Islander Alone	0.7%	1.7%	2.0%
Some Other Race Alone	1.1%	7.1%	4.1%
Two or More Races	4.7%	4.9%	3.8%
Hispanic Origin	3.8%	13.4%	8.9%
Diversity Index	22.3	47.5	36.1
<b>2000 Population 3+ by School Enrollment</b>			
Total	1,640	15,766	67,051
Enrolled in Nursery/Preschool	0.9%	1.7%	1.7%
Enrolled in Kindergarten	1.5%	2.1%	1.7%
Enrolled in Grade 1-8	13.2%	13.0%	12.8%
Enrolled in Grade 9-12	5.9%	5.6%	6.2%
Enrolled in College	2.6%	2.9%	3.8%
Enrolled in Grad/Prof School	0.6%	0.2%	0.3%
Not Enrolled in School	75.4%	74.6%	73.6%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	1,356	11,130	49,808
Less Than 9th Grade	2.1%	5.9%	4.5%
9th to 12th Grade, No Diploma	8.0%	13.4%	9.7%
High School Graduate	37.6%	34.7%	33.4%
Some College, No Degree	27.1%	25.3%	26.0%
Associate Degree	8.9%	10.0%	11.1%
Bachelor's Degree	8.9%	6.5%	9.6%
Graduate/Professional Degree	7.4%	4.2%	5.9%

**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.



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<b>2010 Population 15+ by Marital Status</b>			
Total	1,602	13,705	60,006
Never Married	22.2%	27.6%	24.7%
Married	60.7%	47.8%	54.4%
Widowed	5.7%	8.1%	7.0%
Divorced	11.3%	16.4%	13.9%
<b>2000 Population 16+ by Employment Status</b>			
Total	1,311	12,391	53,519
In Labor Force	61.5%	59.3%	60.5%
Civilian Employed	57.8%	53.3%	55.5%
Civilian Unemployed	3.7%	6.0%	4.9%
In Armed Forces	0.0%	0.0%	0.1%
Not In Labor Force	38.5%	40.7%	39.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	87.3%	84.2%	86.0%
Civilian Unemployed	12.7%	15.8%	14.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.8%	86.8%	88.3%
Civilian Unemployed	10.2%	13.2%	11.7%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	689	6,498	27,637
Own Children < 6 Only	4.6%	8.2%	7.6%
Employed/in Armed Forces	1.2%	4.2%	3.9%
Unemployed	0.4%	0.4%	0.6%
Not in Labor Force	3.0%	3.5%	3.1%
Own Children <6 and 6-17 Only	6.2%	7.0%	6.7%
Employed/in Armed Forces	3.9%	4.1%	3.7%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	2.0%	2.7%	2.8%
Own Children 6-17 Only	16.1%	15.2%	16.7%
Employed/in Armed Forces	12.9%	10.7%	11.9%
Unemployed	0.0%	0.6%	0.6%
Not in Labor Force	3.2%	3.9%	4.2%
No Own Children < 18	73.0%	69.6%	68.9%
Employed/in Armed Forces	32.7%	28.8%	29.4%
Unemployed	1.6%	2.3%	2.4%
Not in Labor Force	38.8%	38.4%	37.1%
<b>2010 Employed Population 16+ by Industry</b>			
Total	782	5,935	27,149
Agriculture/Mining	2.8%	2.9%	2.6%
Construction	6.8%	7.0%	6.9%
Manufacturing	13.8%	13.8%	15.1%
Wholesale Trade	1.0%	2.8%	2.0%
Retail Trade	9.3%	10.5%	10.5%
Transportation/Utilities	12.4%	6.0%	5.4%
Information	0.8%	0.9%	1.3%
Finance/Insurance/Real Estate	2.3%	3.7%	4.3%
Services	47.1%	49.3%	48.0%
Public Administration	3.7%	3.2%	4.0%

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

June 12, 2012

Made with Esri Business Analyst



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<b>2010 Employed Population 16+ by Occupation</b>			
Total	783	5,932	27,148
White Collar	49.3%	42.2%	49.1%
Management/Business/Financial	6.8%	6.2%	8.6%
Professional	22.9%	14.2%	18.4%
Sales	8.3%	9.4%	9.6%
Administrative Support	11.4%	12.4%	12.4%
Services	18.5%	26.6%	22.0%
Blue Collar	32.2%	31.2%	28.9%
Farming/Forestry/Fishing	1.0%	1.3%	1.1%
Construction/Extraction	7.0%	6.6%	6.8%
Installation/Maintenance/Repair	5.9%	4.2%	4.4%
Production	8.6%	8.5%	7.8%
Transportation/Material Moving	9.7%	10.6%	8.8%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	752	6,469	29,227
Drove Alone - Car, Truck, or Van	84.2%	79.2%	81.7%
Carpooled - Car, Truck, or Van	8.8%	12.8%	11.7%
Public Transportation	0.0%	0.4%	0.4%
Walked	3.1%	3.1%	2.2%
Other Means	0.5%	2.0%	1.4%
Worked at Home	3.5%	2.4%	2.6%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	752	6,471	29,227
Did not Work at Home	96.5%	97.6%	97.4%
Less than 5 minutes	5.3%	6.0%	4.7%
5 to 9 minutes	11.7%	20.7%	16.2%
10 to 19 minutes	35.4%	40.1%	46.4%
20 to 24 minutes	13.2%	8.5%	9.9%
25 to 34 minutes	10.6%	8.3%	6.7%
35 to 44 minutes	1.6%	1.7%	1.9%
45 to 59 minutes	4.9%	4.9%	4.6%
60 to 89 minutes	12.6%	5.8%	4.8%
90 or more minutes	1.2%	1.5%	2.1%
Worked at Home	3.5%	2.4%	2.6%
Average Travel Time to Work (in min)	23.9	19.4	19.9
<b>2000 Households by Vehicles Available</b>			
Total	678	6,666	27,668
None	4.2%	12.1%	8.5%
1	28.1%	35.9%	32.3%
2	37.3%	34.8%	37.8%
3	17.9%	11.2%	15.1%
4	8.7%	4.4%	4.5%
5+	3.7%	1.7%	1.9%
Average Number of Vehicles Available	2.1	1.7	1.8

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



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<b>2000 Households by Type</b>			
Total	675	6,693	27,682
Family Households	71.3%	63.1%	67.4%
Married-couple Family	58.1%	42.6%	50.8%
With Related Children	22.4%	19.0%	22.3%
Other Family (No Spouse)	13.2%	20.5%	16.6%
With Related Children	9.8%	15.8%	12.4%
Nonfamily Households	28.7%	36.9%	32.6%
Householder Living Alone	24.1%	30.0%	26.4%
Householder Not Living Alone	4.6%	6.9%	6.2%
Households with Related Children	32.1%	34.8%	34.6%
Households with Persons 65+	24.1%	22.8%	24.3%
<b>2000 Households by Size</b>			
Total	675	6,693	27,680
1 Person Household	24.1%	30.0%	26.4%
2 Person Household	38.2%	32.0%	34.7%
3 Person Household	15.5%	16.1%	15.8%
4 Person Household	12.0%	12.4%	13.7%
5 Person Household	6.4%	5.5%	5.8%
6 Person Household	2.5%	2.4%	2.1%
7 + Person Household	1.3%	1.6%	1.4%
<b>2000 Households by Year Householder Moved In</b>			
Total	677	6,665	27,668
Moved in 1999 to March 2000	15.8%	26.8%	22.6%
Moved in 1995 to 1998	30.1%	27.5%	27.4%
Moved in 1990 to 1994	16.0%	14.8%	16.5%
Moved in 1980 to 1989	16.7%	12.2%	13.6%
Moved in 1970 to 1979	10.5%	8.2%	9.6%
Moved in 1969 or Earlier	10.9%	10.5%	10.4%
Median Year Householder Moved In	1994	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
Total	742	7,362	29,866
1, Detached	72.1%	63.1%	65.1%
1, Attached	1.8%	2.8%	2.6%
2	3.6%	4.5%	3.6%
3 or 4	2.2%	3.4%	3.2%
5 to 9	1.1%	5.6%	3.8%
10 to 19	1.8%	4.3%	4.9%
20 +	2.8%	5.7%	6.6%
Mobile Home	13.9%	9.7%	9.9%
Other	0.8%	0.9%	0.4%
<b>2000 Housing Units by Year Structure Built</b>			
Total	742	7,359	29,866
1999 to March 2000	1.8%	1.1%	2.0%
1995 to 1998	6.7%	2.5%	7.0%
1990 to 1994	4.2%	3.8%	5.7%
1980 to 1989	9.4%	4.9%	6.7%
1970 to 1979	16.2%	15.5%	20.0%
1969 or Earlier	61.7%	72.2%	58.6%
Median Year Structure Built	1962	1955	1965

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



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<b>Top 3 Tapestry Segments</b>			
1.	Main Street, USA	City Dimensions	Green Acres
2.	Midlife Junction	Rustbelt Traditions	Cozy and Comfortable
3.	Salt of the Earth	Salt of the Earth	Salt of the Earth
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,186,008	\$8,384,707	\$39,700,637
Average Spent	\$1,531.94	\$1,192.53	\$1,345.28
Spending Potential Index	64	50	56
Computers & Accessories: Total \$	\$157,309	\$1,084,325	\$5,214,096
Average Spent	\$203.19	\$154.22	\$176.68
Spending Potential Index	92	70	80
Education: Total \$	\$892,717	\$6,271,950	\$29,999,896
Average Spent	\$1,153.10	\$892.04	\$1,016.57
Spending Potential Index	95	73	83
Entertainment/Recreation: Total \$	\$2,379,110	\$15,895,348	\$77,550,850
Average Spent	\$3,073.04	\$2,260.74	\$2,627.86
Spending Potential Index	95	70	82
Food at Home: Total \$	\$3,240,796	\$22,935,615	\$107,597,731
Average Spent	\$4,186.06	\$3,262.05	\$3,646.01
Spending Potential Index	94	73	81
Food Away from Home: Total \$	\$2,293,817	\$16,167,436	\$76,958,613
Average Spent	\$2,962.87	\$2,299.44	\$2,607.79
Spending Potential Index	92	71	81
Health Care: Total \$	\$2,818,290	\$18,931,576	\$91,794,536
Average Spent	\$3,640.32	\$2,692.57	\$3,110.51
Spending Potential Index	98	72	83
HH Furnishings & Equipment: Total \$	\$1,297,220	\$8,620,294	\$42,391,967
Average Spent	\$1,675.59	\$1,226.03	\$1,436.48
Spending Potential Index	81	60	70
Investments: Total \$	\$1,356,513	\$7,864,990	\$40,028,340
Average Spent	\$1,752.18	\$1,118.61	\$1,356.39
Spending Potential Index	101	64	78
Retail Goods: Total \$	\$17,324,295	\$117,515,113	\$568,163,164
Average Spent	\$22,377.38	\$16,713.76	\$19,252.55
Spending Potential Index	90	67	77
Shelter: Total \$	\$11,083,087	\$75,940,753	\$368,357,027
Average Spent	\$14,315.76	\$10,800.79	\$12,482.00
Spending Potential Index	91	68	79
TV/Video/Audio: Total \$	\$889,190	\$6,299,578	\$29,792,179
Average Spent	\$1,148.55	\$895.97	\$1,009.53
Spending Potential Index	92	72	81
Travel: Total \$	\$1,352,506	\$8,633,671	\$43,685,992
Average Spent	\$1,747.00	\$1,227.94	\$1,480.33
Spending Potential Index	92	65	78
Vehicle Maintenance & Repairs: Total \$	\$679,974	\$4,638,948	\$22,440,734
Average Spent	\$878.31	\$659.78	\$760.42
Spending Potential Index	93	70	81

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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