






407 2nd St
 407 2nd St
 New Glarus, Village of ,...

Latitude: 42.8162932991042
 Longitude: -89.6353715656696
 Site Type: Ring

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
 2000 Total Population	356,148	612,175	873,041
2000 Group Quarters	14,835	19,087	26,181
2009 Total Population	395,405	683,303	963,325
2014 Total Population	415,370	718,488	1,008,502
2009 - 2014 Annual Rate	0.99%	1.01%	0.92%
 2000 Households	146,151	246,056	345,285
2000 Average Household Size	2.34	2.41	2.45
2009 Households	165,644	280,515	388,252
2009 Average Household Size	2.3	2.37	2.41
2014 Households	175,302	297,060	409,080
2014 Average Household Size	2.29	2.36	2.4
2009 - 2014 Annual Rate	1.14%	1.15%	1.05%
2000 Families	82,472	151,383	221,079
2000 Average Family Size	2.97	2.99	3
2009 Families	91,710	169,879	244,668
2009 Average Family Size	2.93	2.94	2.96
2014 Families	96,176	178,486	255,672
2014 Average Family Size	2.91	2.92	2.95
2009 - 2014 Annual Rate	0.96%	0.99%	0.88%
 2000 Housing Units	152,305	257,876	364,755
Owner Occupied Housing Units	54.5%	59.6%	62.3%
Renter Occupied Housing Units	41.5%	35.8%	32.4%
Vacant Housing Units	4.0%	4.6%	5.3%
2009 Housing Units	178,190	302,769	422,646
Owner Occupied Housing Units	52.6%	57.7%	60.0%
Renter Occupied Housing Units	40.4%	35.0%	31.8%
Vacant Housing Units	7.0%	7.4%	8.1%
2014 Housing Units	188,596	320,540	444,480
Owner Occupied Housing Units	52.1%	57.3%	59.8%
Renter Occupied Housing Units	40.9%	35.4%	32.2%
Vacant Housing Units	7.0%	7.3%	8.0%
Median Household Income			
2000	\$46,372	\$47,944	\$46,953
2009	\$60,482	\$62,261	\$61,244
2014	\$63,337	\$65,202	\$63,768
Median Home Value			
2000	\$143,849	\$134,259	\$124,019
2009	\$207,926	\$190,104	\$173,969
2014	\$235,494	\$215,837	\$196,064
Per Capita Income			
2000	\$24,509	\$23,813	\$22,857
2009	\$31,828	\$31,002	\$29,487
2014	\$33,519	\$32,537	\$30,840
Median Age			
2000	33.1	34.4	35.1
2009	34.4	36.1	36.8
2014	34.2	36.0	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 2009 and 2014.



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Radius: 25 Miles

Radius: 35 Miles

Radius: 45 Miles



2000 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	146,174	246,308	345,762
< \$15,000	12.6%	11.2%	11.4%
\$15,000 - \$24,999	11.8%	11.1%	11.5%
\$25,000 - \$34,999	12.2%	12.3%	12.6%
\$35,000 - \$49,999	17.2%	17.5%	17.8%
\$50,000 - \$74,999	22.2%	23.8%	23.8%
\$75,000 - \$99,999	11.4%	12.4%	12.0%
\$100,000 - \$149,999	8.3%	8.0%	7.5%
\$150,000 - \$199,999	2.1%	1.8%	1.7%
\$200,000+	2.2%	1.9%	1.7%
Average Household Income	\$58,688	\$58,295	\$56,890

2009 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	165,644	280,515	388,252
< \$15,000	9.2%	7.9%	8.0%
\$15,000 - \$24,999	8.2%	7.5%	7.9%
\$25,000 - \$34,999	9.1%	8.8%	9.0%
\$35,000 - \$49,999	14.3%	14.4%	14.8%
\$50,000 - \$74,999	22.4%	23.2%	23.4%
\$75,000 - \$99,999	14.1%	15.9%	17.0%
\$100,000 - \$149,999	15.4%	15.6%	14.0%
\$150,000 - \$199,999	3.6%	3.4%	3.1%
\$200,000+	3.7%	3.2%	2.8%
Average Household Income	\$74,776	\$74,608	\$72,238

2014 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	175,302	297,060	409,080
< \$15,000	9.3%	7.9%	7.9%
\$15,000 - \$24,999	7.7%	7.0%	7.4%
\$25,000 - \$34,999	8.1%	7.8%	8.0%
\$35,000 - \$49,999	12.6%	12.7%	13.3%
\$50,000 - \$74,999	22.2%	23.1%	23.7%
\$75,000 - \$99,999	16.9%	18.6%	19.3%
\$100,000 - \$149,999	15.5%	15.8%	14.1%
\$150,000 - \$199,999	3.9%	3.7%	3.3%
\$200,000+	4.0%	3.3%	2.9%
Average Household Income	\$78,138	\$77,725	\$75,038

2000 Owner Occupied HUs by Value

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	83,054	153,703	227,132
<\$50,000	3.4%	4.1%	6.9%
\$50,000 - 99,999	16.1%	21.4%	26.6%
\$100,000 - 149,999	35.4%	36.6%	34.1%
\$150,000 - 199,999	23.2%	20.6%	17.5%
\$200,000 - \$299,999	14.1%	11.9%	10.2%
\$300,000 - 499,999	6.1%	4.3%	3.6%
\$500,000 - 999,999	1.4%	1.0%	0.8%
\$1,000,000+	0.4%	0.3%	0.2%
Average Home Value	\$170,326	\$154,680	\$142,558

2000 Specified Renter Occupied HUs by Contract Rent

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	62,001	90,289	114,898
With Cash Rent	98.0%	97.6%	97.1%
No Cash Rent	2.0%	2.4%	2.9%
Median Rent	\$580	\$571	\$543
Average Rent	\$601	\$583	\$550

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 2009 and 2014.




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	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
2000 Population by Age			
 Total	356,148	612,175	873,041
Age 0 - 4	5.7%	6.1%	6.2%
Age 5 - 9	6.1%	6.6%	6.8%
Age 10 - 14	6.4%	6.9%	7.2%
Age 15 - 19	8.0%	7.5%	7.6%
Age 20 - 24	11.0%	8.7%	7.9%
Age 25 - 34	15.7%	15.1%	14.2%
Age 35 - 44	16.1%	16.6%	16.5%
Age 45 - 54	14.0%	14.0%	14.0%
Age 55 - 64	7.1%	7.8%	8.1%
Age 65 - 74	4.9%	5.5%	5.8%
Age 75 - 84	3.6%	3.8%	4.1%
Age 85+	1.4%	1.5%	1.6%
Age 18+	78.1%	76.4%	75.6%
2009 Population by Age			
Total	395,405	683,303	963,325
Age 0 - 4	5.7%	6.1%	6.2%
Age 5 - 9	5.4%	5.9%	6.1%
Age 10 - 14	5.5%	6.0%	6.2%
Age 15 - 19	7.7%	7.3%	7.3%
Age 20 - 24	12.0%	9.4%	8.6%
Age 25 - 34	14.5%	13.8%	13.3%
Age 35 - 44	13.4%	13.9%	13.8%
Age 45 - 54	14.6%	15.1%	15.2%
Age 55 - 64	11.0%	11.3%	11.6%
Age 65 - 74	5.1%	5.7%	6.1%
Age 75 - 84	3.4%	3.7%	3.9%
Age 85+	1.7%	1.7%	1.8%
Age 18+	79.8%	78.1%	77.6%
2014 Population by Age			
Total	415,370	718,488	1,008,502
Age 0 - 4	5.6%	6.0%	6.1%
Age 5 - 9	5.4%	5.9%	6.1%
Age 10 - 14	5.4%	6.0%	6.2%
Age 15 - 19	7.1%	6.7%	6.7%
Age 20 - 24	11.9%	9.3%	8.5%
Age 25 - 34	15.7%	14.8%	14.1%
Age 35 - 44	12.1%	12.6%	12.6%
Age 45 - 54	13.3%	13.8%	13.9%
Age 55 - 64	11.8%	12.3%	12.6%
Age 65 - 74	6.7%	7.2%	7.6%
Age 75 - 84	3.2%	3.6%	3.8%
Age 85+	1.7%	1.7%	1.8%
Age 18+	80.3%	78.5%	78.0%
2000 Population by Sex			
Males	49.5%	49.4%	49.4%
Females	50.5%	50.6%	50.6%
2009 Population by Sex			
Males	49.6%	49.5%	49.5%
Females	50.4%	50.5%	50.5%
2014 Population by Sex			
Males	49.6%	49.5%	49.5%
Females	50.4%	50.5%	50.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	356,148	612,175	873,041
White Alone	89.3%	91.4%	91.3%
Black Alone	3.6%	3.0%	3.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	3.6%	2.6%	2.0%
Some Other Race Alone	1.4%	1.2%	1.3%
Two or More Races	1.7%	1.5%	1.5%
Hispanic Origin	3.2%	2.8%	3.0%
Diversity Index	24.9	20.8	21.4

2009 Population by Race/Ethnicity

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	395,405	683,303	963,325
White Alone	86.2%	88.9%	88.8%
Black Alone	4.5%	3.8%	4.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	5.1%	3.7%	2.9%
Some Other Race Alone	1.9%	1.6%	1.8%
Two or More Races	1.9%	1.8%	1.7%
Hispanic Origin	4.5%	4.0%	4.3%
Diversity Index	31.6	26.8	27.4

2014 Population by Race/Ethnicity

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	415,370	718,488	1,008,502
White Alone	84.3%	87.2%	87.3%
Black Alone	4.9%	4.2%	4.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	6.1%	4.4%	3.5%
Some Other Race Alone	2.2%	1.9%	2.2%
Two or More Races	2.1%	1.9%	1.9%
Hispanic Origin	5.3%	4.7%	5.2%
Diversity Index	35.4	30.4	31.0



2000 Population 3+ by School Enrollment

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	344,062	590,135	841,774
Enrolled in Nursery/Preschool	1.6%	1.8%	1.8%
Enrolled in Kindergarten	1.2%	1.3%	1.3%
Enrolled in Grade 1-8	10.5%	11.4%	11.9%
Enrolled in Grade 9-12	5.3%	5.7%	5.9%
Enrolled in College	10.9%	7.9%	7.0%
Enrolled in Grad/Prof School	3.5%	2.3%	1.8%
Not Enrolled in School	67.0%	69.6%	70.3%

2009 Population 25+ by Educational Attainment

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	251,962	445,984	631,994
Less than 9th Grade	2.3%	2.5%	3.0%
9th - 12th Grade, No Diploma	4.2%	5.2%	6.2%
High School Graduate	22.4%	27.4%	30.5%
Some College, No Degree	18.4%	19.7%	20.3%
Associate Degree	8.7%	9.3%	8.9%
Bachelor's Degree	25.3%	22.0%	19.4%
Graduate/Professional Degree	18.7%	13.8%	11.7%

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 2009 and 2014.



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2009 Population 15+ by Marital Status

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	329,908	560,198	785,570
Never Married	37.3%	32.6%	30.8%
Married	48.8%	52.7%	54.1%
Widowed	4.1%	4.6%	5.0%
Divorced	9.7%	10.1%	10.1%



2000 Population 16+ by Employment Status

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	287,371	484,495	685,650
In Labor Force	74.0%	73.8%	72.4%
Civilian Employed	71.0%	70.9%	69.2%
Civilian Unemployed	2.9%	2.9%	3.1%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	26.0%	26.2%	27.6%

2009 Civilian Population 16+ in Labor Force

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	92.8%	92.0%	90.6%
Civilian Unemployed	7.2%	8.0%	9.4%

2014 Civilian Population 16+ in Labor Force

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	95.0%	94.4%	93.5%
Civilian Unemployed	5.0%	5.6%	6.5%

2000 Females 16+ by Employment Status and Age of Children

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	146,433	247,125	350,153
Own Children < 6 Only	7.2%	7.5%	7.4%
Employed/in Armed Forces	5.2%	5.5%	5.4%
Unemployed	0.2%	0.2%	0.3%
Not in Labor Force	1.8%	1.7%	1.7%
Own Children < 6 and 6-17 Only	4.9%	5.5%	5.6%
Employed/in Armed Forces	3.5%	3.9%	4.0%
Unemployed	0.1%	0.1%	0.2%
Not in Labor Force	1.3%	1.4%	1.5%
Own Children 6-17 Only	15.4%	16.6%	17.1%
Employed/in Armed Forces	13.1%	14.3%	14.5%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	2.1%	2.0%	2.3%
No Own Children < 18	72.5%	70.4%	69.9%
Employed/in Armed Forces	45.9%	43.4%	41.4%
Unemployed	1.8%	1.7%	1.7%
Not in Labor Force	24.9%	25.4%	26.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	216,575	364,487	496,028
Agriculture/Mining	1.8%	2.1%	2.3%
Construction	4.0%	4.7%	5.1%
Manufacturing	7.7%	10.2%	12.7%
Wholesale Trade	2.4%	2.8%	2.9%
Retail Trade	11.2%	11.9%	11.9%
Transportation/Utilities	2.7%	3.2%	3.5%
Information	2.7%	2.4%	2.2%
Finance/Insurance/Real Estate	8.3%	8.4%	7.8%
Services	53.2%	48.8%	47.0%
Public Administration	5.9%	5.4%	4.7%

2009 Employed Population 16+ by Occupation

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	216,575	364,487	496,028
White Collar	71.3%	67.4%	64.3%
Management/Business/Financial	15.3%	14.8%	14.4%
Professional	32.1%	28.0%	25.6%
Sales	10.8%	10.8%	10.7%
Administrative Support	13.1%	13.8%	13.6%
Services	14.3%	14.4%	14.9%
Blue Collar	14.4%	18.1%	20.8%
Farming/Forestry/Fishing	0.7%	0.8%	0.9%
Construction/Extraction	3.0%	3.8%	4.1%
Installation/Maintenance/Repair	2.4%	3.0%	3.3%
Production	4.5%	6.0%	7.4%
Transportation/Material Moving	3.7%	4.6%	5.2%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	201,029	338,321	467,612
Drove Alone - Car, Truck, or Van	71.5%	76.0%	77.3%
Carpooled - Car, Truck, or Van	9.6%	9.7%	10.0%
Public Transportation	4.5%	3.1%	2.4%
Walked	7.4%	5.3%	4.7%
Other Means	2.6%	1.8%	1.5%
Worked at Home	4.4%	4.2%	4.1%

2000 Workers 16+ by Travel Time to Work

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	201,029	338,321	467,612
Did Not Work at Home	95.6%	95.8%	95.9%
Less than 5 minutes	4.1%	4.3%	4.7%
5 to 9 minutes	13.5%	13.9%	14.5%
10 to 19 minutes	36.4%	34.5%	33.4%
20 to 24 minutes	16.1%	15.2%	14.8%
25 to 34 minutes	15.7%	16.2%	16.2%
35 to 44 minutes	3.7%	4.3%	4.4%
45 to 59 minutes	3.1%	3.7%	4.0%
60 to 89 minutes	1.8%	2.0%	2.2%
90 or more minutes	1.3%	1.5%	1.6%
Worked at Home	4.4%	4.2%	4.1%
Average Travel Time to Work (in min)	19.7	20.4	20.6

2000 Households by Vehicles Available

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	146,174	246,057	345,277
None	8.7%	7.2%	6.9%
1	36.7%	33.7%	32.6%
2	39.9%	42.3%	42.5%
3	11.0%	12.5%	13.2%
4	2.7%	3.2%	3.5%
5+	1.0%	1.2%	1.3%
Average Number of Vehicles Available	1.7	1.8	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Type

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	146,151	246,056	345,285
Family Households	56.4%	61.5%	64.0%
Married-couple Family	45.9%	50.1%	52.0%
With Related Children	21.6%	23.4%	24.1%
Other Family (No Spouse)	10.5%	11.4%	12.1%
With Related Children	7.1%	7.8%	8.3%
Nonfamily Households	43.6%	38.5%	36.0%
Householder Living Alone	30.9%	28.1%	27.0%
Householder Not Living Alone	12.7%	10.4%	9.0%
Households with Related Children	28.6%	31.2%	32.4%
Households with Persons 65+	16.6%	18.3%	19.8%

2000 Households by Size

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	146,151	246,056	345,285
1 Person Household	30.9%	28.1%	27.0%
2 Person Household	34.9%	35.4%	35.2%
3 Person Household	14.5%	15.1%	15.4%
4 Person Household	12.7%	13.6%	14.0%
5 Person Household	4.9%	5.4%	5.8%
6 Person Household	1.4%	1.6%	1.7%
7+ Person Household	0.7%	0.7%	0.8%

2000 Households by Year Householder Moved In

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	146,174	246,057	345,277
Moved in 1999 to March 2000	25.9%	23.2%	21.2%
Moved in 1995 to 1998	29.5%	29.2%	28.8%
Moved in 1990 to 1994	15.4%	16.0%	16.3%
Moved in 1980 to 1989	13.8%	14.2%	14.8%
Moved in 1970 to 1979	8.1%	9.2%	10.0%
Moved in 1969 or Earlier	7.3%	8.2%	9.0%
Median Year Householder Moved In	1996	1995	1995



2000 Housing Units by Units in Structure

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	152,341	257,815	364,734
1, Detached	54.6%	60.2%	64.7%
1, Attached	4.0%	4.3%	3.7%
2	5.9%	5.9%	5.8%
3 or 4	6.2%	5.4%	4.9%
5 to 9	7.1%	6.5%	5.6%
10 to 19	6.4%	5.3%	4.3%
20+	14.2%	10.3%	8.3%
Mobile Home	1.5%	2.0%	2.8%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	152,341	257,815	364,734
1999 to March 2000	2.3%	2.4%	2.3%
1995 to 1998	7.7%	8.5%	8.4%
1990 to 1994	8.1%	8.8%	8.4%
1980 to 1989	12.0%	12.0%	11.2%
1970 to 1979	18.7%	19.0%	18.0%
1969 or Earlier	51.2%	49.3%	51.7%
Median Year Structure Built	1969	1970	1969

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



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Top 3 Tapestry Segments

1.	Enterprising Professio	Green Acres	Green Acres
2.	Metropolitans	Enterprising Professio	Rustbelt Traditions
3.	Dorms to Diplomas	Sophisticated Squires	Main Street, USA

 **2009 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.

	25 Miles	35 Miles	45 Miles
Apparel & Services: Total \$	\$318,273,530	\$529,950,288	\$705,413,948
Average Spent	\$1,921.43	\$1,889.20	\$1,816.90
Spending Potential Index	77	75	73
Computers & Accessories: Total \$	\$42,419,194	\$70,176,863	\$93,012,795
Average Spent	\$256.09	\$250.17	\$239.57
Spending Potential Index	112	110	105
Education: Total \$	\$245,757,801	\$399,955,743	\$526,641,962
Average Spent	\$1,483.65	\$1,425.79	\$1,356.44
Spending Potential Index	118	114	108
Entertainment/Recreation: Total \$	\$570,452,799	\$968,815,523	\$1,304,397,187
Average Spent	\$3,443.85	\$3,453.70	\$3,359.67
Spending Potential Index	106	107	104
Food at Home: Total \$	\$796,502,373	\$1,345,766,264	\$1,812,972,242
Average Spent	\$4,808.52	\$4,797.48	\$4,669.58
Spending Potential Index	105	105	102
Food Away from Home: Total \$	\$600,258,419	\$1,003,776,007	\$1,340,780,315
Average Spent	\$3,623.79	\$3,578.33	\$3,453.38
Spending Potential Index	109	108	104
Health Care: Total \$	\$628,139,675	\$1,089,234,811	\$1,493,136,598
Average Spent	\$3,792.11	\$3,882.98	\$3,845.79
Spending Potential Index	101	103	102
HH Furnishings & Equipment: Total \$	\$339,193,339	\$572,866,377	\$764,771,360
Average Spent	\$2,047.72	\$2,042.20	\$1,969.78
Spending Potential Index	94	94	91
Investments: Total \$	\$228,339,196	\$394,157,046	\$533,534,834
Average Spent	\$1,378.49	\$1,405.12	\$1,374.20
Spending Potential Index	96	98	96
Retail Goods: Total \$	\$4,294,532,580	\$7,280,929,742	\$9,798,478,869
Average Spent	\$25,926.28	\$25,955.58	\$25,237.42
Spending Potential Index	101	101	98
Shelter: Total \$	\$2,772,518,111	\$4,638,171,038	\$6,151,247,438
Average Spent	\$16,737.81	\$16,534.48	\$15,843.44
Spending Potential Index	107	106	101
TV/Video/Sound Equipment: Total \$	\$216,755,063	\$363,217,069	\$486,624,615
Average Spent	\$1,308.56	\$1,294.82	\$1,253.37
Spending Potential Index	108	107	103
Travel: Total \$	\$319,892,768	\$544,704,629	\$729,217,687
Average Spent	\$1,931.21	\$1,941.80	\$1,878.21
Spending Potential Index	105	105	102
Vehicle Maintenance & Repairs: Total \$	\$164,251,425	\$277,403,439	\$372,693,812
Average Spent	\$991.59	\$988.91	\$959.93
Spending Potential Index	106	106	103

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.