



Latitude: 33.634905  
Longitude: -111.9252

16275 N Scottsdale Rd  
Scottsdale, AZ 85254  
Radius: 3.0 miles

16275 N Scottsdale Rd  
Scottsdale, AZ 85254  
Radius: 5.0 miles

16275 N Scottsdale Rd  
Scottsdale, AZ 85254  
Radius: 10.0 miles



	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
2000 Total Population	57,095	169,681	491,623
2000 Group Quarters	328	1,761	2,795
2006 Total Population	63,936	187,922	538,260
2011 Total Population	74,060	218,434	619,160
2006 - 2011 Annual Rate	2.98%	3.05%	2.84%



2000 Households	22,568	67,769	202,090
2000 Average Household Size	2.52	2.48	2.42
2006 Households	26,109	76,743	224,705
2006 Average Household Size	2.44	2.43	2.38
2011 Households	30,509	89,546	258,815
2011 Average Household Size	2.42	2.42	2.38
2006 - 2011 Annual Rate	3.16%	3.13%	2.87%
2000 Families	15,926	46,100	131,673
2000 Average Family Size	2.99	2.99	2.95
2006 Families	17,816	50,846	143,012
2006 Average Family Size	2.94	2.97	2.94
2011 Families	20,558	58,684	163,150
2011 Average Family Size	2.93	2.97	2.95
2006 - 2011 Annual Rate	2.9%	2.91%	2.67%



<b>2000 Housing Units</b>	24,486	73,884	221,046
Owner Occupied Housing Units	67.1%	67.1%	66.1%
Renter Occupied Housing Units	24.8%	24.5%	25.2%
Vacant Housing Units	8.1%	8.4%	8.7%
<b>2006 Housing Units</b>	28,463	83,895	246,238
Owner Occupied Housing Units	64.9%	65.7%	65.2%
Renter Occupied Housing Units	26.8%	25.8%	26.0%
Vacant Housing Units	8.3%	8.5%	8.7%
<b>2011 Housing Units</b>	33,181	97,500	282,375
Owner Occupied Housing Units	64.1%	65.3%	65.2%
Renter Occupied Housing Units	27.8%	26.6%	26.5%
Vacant Housing Units	8.1%	8.2%	8.3%

**Median Household Income**

2000	\$72,165	\$65,430	\$57,543
2006	\$88,842	\$82,495	\$73,008
2011	\$108,995	\$102,387	\$89,070

**Median Home Value**

2000	\$225,593	\$208,885	\$176,901
2006	\$450,130	\$418,602	\$357,752
2011	\$565,389	\$511,710	\$432,375

**Per Capita Income**

2000	\$35,659	\$36,049	\$34,636
2006	\$46,968	\$47,629	\$45,164
2011	\$61,002	\$62,940	\$59,420

**Median Age**

2000	37.6	37.9	37.9
2006	39.4	39.8	39.9
2011	40.6	41.0	41.2

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 2006 and 2011.



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**2000 Households by Income**

Household Income Base	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
< \$15,000	22,526 (5.3%)	67,755 (6.1%)	202,507 (8.3%)
\$15,000 - \$24,999	5.7%	7.0%	8.8%
\$25,000 - \$34,999	7.5%	8.8%	10.8%
\$35,000 - \$49,999	13.5%	14.1%	15.1%
\$50,000 - \$74,999	19.6%	20.7%	20.1%
\$75,000 - \$99,999	16.8%	14.7%	12.8%
\$100,000 - \$149,999	18.5%	15.8%	12.5%
\$150,000 - \$199,999	6.4%	5.8%	4.7%
\$200,000+	6.6%	7.0%	6.9%
Average Household Income	\$92,022	\$89,658	\$83,509

**2006 Households by Income**

Household Income Base	26,109	76,741	224,706
< \$15,000	3.9%	4.3%	5.9%
\$15,000 - \$24,999	3.7%	4.7%	6.4%
\$25,000 - \$34,999	5.3%	6.1%	7.5%
\$35,000 - \$49,999	10.3%	11.5%	13.1%
\$50,000 - \$74,999	17.4%	17.9%	18.3%
\$75,000 - \$99,999	15.0%	15.0%	14.3%
\$100,000 - \$149,999	22.6%	19.6%	16.3%
\$150,000 - \$199,999	9.9%	8.9%	7.3%
\$200,000+	11.8%	12.0%	10.9%
Average Household Income	\$118,484	\$116,702	\$107,840

**2011 Households by Income**

Household Income Base	30,508	89,548	258,817
< \$15,000	3.0%	3.3%	4.5%
\$15,000 - \$24,999	2.7%	3.4%	4.7%
\$25,000 - \$34,999	3.7%	4.4%	5.5%
\$35,000 - \$49,999	6.8%	8.0%	10.0%
\$50,000 - \$74,999	15.1%	15.6%	16.6%
\$75,000 - \$99,999	13.8%	14.0%	13.8%
\$100,000 - \$149,999	22.6%	21.2%	19.1%
\$150,000 - \$199,999	14.1%	12.2%	9.8%
\$200,000+	18.2%	18.1%	16.0%
Average Household Income	\$153,886	\$153,864	\$141,739

**2000 Owner Occupied HUs by Value**

Total	16,434	49,768	146,253
<\$50,000	0.5%	1.2%	3.8%
\$50,000 - 99,999	2.4%	7.5%	13.5%
\$100,000 - 149,999	11.4%	17.0%	21.5%
\$150,000 - 199,999	24.8%	21.5%	18.9%
\$200,000 - \$299,999	37.7%	27.8%	20.1%
\$300,000 - 499,999	19.4%	17.8%	13.8%
\$500,000 - 999,999	3.3%	5.9%	6.4%
\$1,000,000+	0.5%	1.2%	2.0%
Average Home Value	\$255,733	\$258,520	\$244,026

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	6,121	18,047	55,779
With Cash Rent	97.1%	97.0%	96.4%
No Cash Rent	2.9%	3.0%	3.6%
Median Rent	\$831	\$800	\$702
Average Rent	\$891	\$877	\$747

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 HUs 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 2006 and 2011.



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**2000 Population by Age**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	57,095	169,681	491,624
0 - 4	6.0%	6.1%	6.3%
5 - 9	7.2%	7.0%	6.7%
10 - 14	7.6%	7.2%	6.6%
15 - 19	6.6%	6.1%	5.9%
20 - 24	4.4%	4.5%	5.1%
25 - 34	13.3%	13.9%	14.5%
35 - 44	18.8%	18.2%	17.3%
45 - 54	17.7%	16.6%	15.4%
55 - 64	9.4%	9.8%	10.2%
65 - 74	5.1%	5.8%	6.7%
75 - 84	2.9%	3.6%	4.2%
85+	0.8%	1.2%	1.2%
18+	74.8%	75.7%	76.7%

**2006 Population by Age**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	63,935	187,921	538,261
0 - 4	5.8%	5.8%	6.1%
5 - 9	6.7%	6.4%	6.3%
10 - 14	7.7%	7.2%	6.7%
15 - 19	6.5%	6.2%	5.8%
20 - 24	5.3%	5.2%	5.5%
25 - 34	11.2%	11.5%	12.3%
35 - 44	17.3%	16.7%	15.8%
45 - 54	17.1%	16.1%	15.3%
55 - 64	12.7%	13.0%	12.9%
65 - 74	5.5%	6.3%	7.1%
75 - 84	3.2%	4.0%	4.7%
85+	1.1%	1.6%	1.6%
18+	75.7%	76.6%	77.4%

**2011 Population by Age**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	74,059	218,435	619,159
0 - 4	5.9%	6.0%	6.1%
5 - 9	5.8%	5.7%	5.7%
10 - 14	7.3%	6.9%	6.5%
15 - 19	6.5%	6.2%	5.9%
20 - 24	5.7%	5.5%	5.5%
25 - 34	11.3%	11.5%	11.7%
35 - 44	15.3%	15.1%	14.6%
45 - 54	18.1%	17.1%	16.2%
55 - 64	12.9%	13.1%	13.1%
65 - 74	6.4%	7.1%	7.9%
75 - 84	3.3%	4.0%	4.7%
85+	1.4%	1.8%	2.0%
18+	76.8%	77.4%	78.0%

**2000 Population by Sex**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Males	48.8%	48.6%	49.0%
Females	51.2%	51.4%	51.0%

**2006 Population by Sex**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Males	48.7%	48.6%	48.9%
Females	51.3%	51.4%	51.1%

**2011 Population by Sex**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Males	48.6%	48.6%	49.0%
Females	51.4%	51.4%	51.0%

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2000 Population by Race/Ethnicity

Total	57,096	169,682	491,624
White Alone	93.5%	92.5%	90.4%
Black Alone	1.2%	1.2%	1.4%
American Indian Alone	0.3%	0.4%	0.7%
Asian or Pacific Islander Alone	2.6%	2.5%	2.1%
Some Other Race Alone	1.0%	1.7%	3.3%
Two or More Races	1.5%	1.7%	1.9%
Hispanic Origin	4.2%	5.5%	9.3%
Diversity Index	19.5	23.2	31.9

2006 Population by Race/Ethnicity

Total	63,936	187,921	538,260
White Alone	92.0%	91.0%	88.7%
Black Alone	1.4%	1.4%	1.6%
American Indian Alone	0.3%	0.4%	0.8%
Asian or Pacific Islander Alone	3.2%	3.1%	2.6%
Some Other Race Alone	1.3%	2.2%	4.1%
Two or More Races	1.7%	1.9%	2.2%
Hispanic Origin	5.6%	7.0%	11.5%
Diversity Index	24.2	27.9	37.2

2011 Population by Race/Ethnicity

Total	74,060	218,435	619,161
White Alone	90.7%	89.6%	87.2%
Black Alone	1.6%	1.6%	1.8%
American Indian Alone	0.4%	0.4%	0.9%
Asian or Pacific Islander Alone	3.8%	3.6%	3.0%
Some Other Race Alone	1.6%	2.6%	4.8%
Two or More Races	1.9%	2.1%	2.4%
Hispanic Origin	6.9%	8.6%	13.5%
Diversity Index	28.3	32.1	41.6



2000 Population 3+ by School Enrollment

Total	55,256	164,040	473,325
Enrolled in Nursery/Preschool	2.4%	2.3%	2.0%
Enrolled in Kindergarten	1.5%	1.4%	1.3%
Enrolled in Grade 1-8	12.3%	11.8%	11.0%
Enrolled in Grade 9-12	6.0%	5.8%	5.1%
Enrolled in College	5.1%	4.9%	4.7%
Enrolled in Grad/Prof School	1.8%	1.7%	1.5%
Not Enrolled in School	70.8%	72.1%	74.3%

2000 Population 25+ by Educational Attainment

Total	38,974	117,543	342,403
Less than 9th Grade	1.2%	1.7%	2.7%
9th - 12th Grade, No Diploma	3.1%	4.2%	5.5%
High School Graduate	14.7%	16.2%	18.1%
Some College, No Degree	25.2%	25.4%	26.4%
Associate Degree	8.2%	7.7%	7.3%
Bachelor's Degree	32.2%	30.1%	26.3%
Master's/Prof/Doctorate Degree	15.4%	14.6%	13.6%

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 2006 and 2011.



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**2000 Population 15+ by Sex and Marital Status**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	45,273	135,816	396,025
Females	52.0%	52.3%	51.7%
Never Married	10.8%	10.5%	10.4%
Married, not Separated	31.2%	29.9%	28.6%
Married, Separated	0.7%	0.7%	0.8%
Widowed	2.9%	4.0%	4.4%
Divorced	6.5%	7.1%	7.4%
Males	48.0%	47.7%	48.3%
Never Married	12.0%	12.3%	13.1%
Married, not Separated	31.2%	30.1%	28.9%
Married, Separated	0.3%	0.4%	0.6%
Widowed	0.8%	0.9%	1.0%
Divorced	3.6%	4.1%	4.8%



**2000 Population 16+ by Employment Status**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	44,416	133,422	389,761
In Labor Force	72.6%	70.3%	69.0%
Civilian Employed	70.7%	68.3%	66.7%
Civilian Unemployed	1.9%	2.0%	2.3%
In Armed Forces	0.1%	0.0%	0.1%
Not in Labor Force	27.4%	29.7%	31.0%

**2006 Civilian Population 16+ in Labor Force**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Civilian Employed	96.3%	96.4%	95.9%
Civilian Unemployed	3.7%	3.6%	4.1%

**2011 Civilian Population 16+ in Labor Force**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Civilian Employed	96.4%	96.5%	96.0%
Civilian Unemployed	3.6%	3.5%	4.0%

**2000 Females 16+ by Employment Status and Age of Children**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	23,123	69,820	201,726
Own Children < 6 Only	7.1%	7.1%	7.5%
Employed/in Armed Forces	3.7%	3.9%	4.4%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	3.4%	3.1%	2.9%
Own Children < 6 and 6-17 Only	6.1%	5.3%	5.6%
Employed/in Armed Forces	3.2%	2.7%	3.0%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	2.8%	2.6%	2.4%
Own Children 6-17 Only	19.9%	18.2%	15.6%
Employed/in Armed Forces	14.3%	12.5%	10.9%
Unemployed	0.3%	0.4%	0.3%
Not in Labor Force	5.4%	5.3%	4.4%
No Own Children < 18	66.9%	69.4%	71.3%
Employed/in Armed Forces	41.3%	41.2%	41.0%
Unemployed	1.3%	1.3%	1.3%
Not in Labor Force	24.2%	26.9%	29.0%

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**2006 Employed Population 16+ by Industry**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	34,017	98,103	278,285
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	7.1%	7.2%	8.3%
Manufacturing	6.6%	6.3%	6.3%
Wholesale Trade	4.3%	4.2%	3.7%
Retail Trade	13.7%	13.7%	13.0%
Transportation/Utilities	4.0%	3.8%	3.8%
Information	2.3%	2.5%	2.5%
Finance/Insurance/Real Estate	13.4%	13.9%	13.5%
Services	45.6%	45.7%	45.4%
Public Administration	2.8%	2.6%	3.3%

**2006 Employed Population 16+ by Occupation**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	34,014	98,103	278,286
White Collar	81.0%	78.8%	74.5%
Management/Business/Financial	23.5%	22.4%	19.8%
Professional	26.2%	24.6%	24.1%
Sales	18.6%	18.7%	16.7%
Administrative Support	12.8%	13.1%	13.9%
Services	10.4%	11.7%	13.0%
Blue Collar	8.6%	9.5%	12.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.8%	3.2%	4.6%
Installation/Maintenance/Repair	2.1%	2.2%	2.6%
Production	1.5%	1.8%	2.3%
Transportation/Material Moving	2.2%	2.3%	2.9%



**2000 Workers 16+ by Means of Transportation to Work**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	31,047	89,924	256,254
Drove Alone - Car, Truck, or Van	83.0%	81.8%	79.9%
Carpooled - Car, Truck, or Van	7.3%	8.4%	9.9%
Public Transportation	0.6%	0.8%	1.2%
Walked	0.8%	1.2%	1.4%
Other Means	1.0%	1.1%	1.6%
Worked at Home	7.3%	6.7%	5.9%

**2000 Workers 16+ by Travel Time to Work**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	31,048	89,921	256,254
Did Not Work at Home	92.7%	93.3%	94.1%
Less than 5 minutes	2.4%	2.2%	2.0%
5 to 9 minutes	9.1%	8.4%	7.9%
10 to 19 minutes	24.0%	23.9%	24.1%
20 to 24 minutes	13.2%	14.0%	15.4%
25 to 34 minutes	23.3%	24.2%	24.3%
35 to 44 minutes	9.3%	9.3%	8.7%
45 to 59 minutes	7.8%	7.7%	7.6%
60 to 89 minutes	2.1%	2.1%	2.7%
90 or more minutes	1.5%	1.4%	1.5%
Worked at Home	7.3%	6.7%	5.9%
Average Travel Time to Work (in min)	25.4	25.5	25.8

**2000 Households by Vehicles Available**

	16275 N Scottsdale Rd	16275 N Scottsdale Rd	16275 N Scottsdale Rd
Total	22,560	67,827	202,112
None	1.4%	3.0%	4.0%
1	30.8%	32.5%	35.7%
2	49.1%	47.6%	44.9%
3	14.8%	13.4%	12.0%
4	2.9%	2.8%	2.6%
5+	1.0%	0.8%	0.8%
Average Number of Vehicles Available	1.9	1.8	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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**2000 Households by Type**

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Total	22,566	67,769	202,090
Family Households	70.6%	68.0%	65.2%
Married-couple Family	60.4%	57.2%	52.9%
With Related Children	28.6%	26.2%	22.8%
Other Family (No Spouse)	10.2%	10.8%	12.3%
With Related Children	6.7%	7.0%	7.8%
Nonfamily Households	29.4%	32.0%	34.8%
Householder Living Alone	22.0%	24.4%	26.7%
Householder Not Living Alone	7.4%	7.5%	8.1%
Households with Related Children	35.2%	33.2%	30.5%
Households with Persons 65+	15.4%	17.6%	20.7%

**2000 Households by Size**

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Total	22,568	67,769	202,090
1 Person Household	22.0%	24.4%	26.7%
2 Person Household	37.1%	37.2%	37.7%
3 Person Household	16.6%	15.9%	15.0%
4 Person Household	15.8%	14.5%	12.7%
5 Person Household	6.1%	5.6%	5.2%
6 Person Household	1.8%	1.7%	1.7%
7+ Person Household	0.5%	0.7%	1.0%

**2000 Households by Year Householder Moved In**

	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 3.0 miles	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 5.0 miles	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 10.0 miles
Total	22,560	67,826	202,110
Moved in 1999 to March 2000	28.9%	27.7%	26.4%
Moved in 1995 to 1998	37.7%	36.5%	35.4%
Moved in 1990 to 1994	15.9%	17.4%	17.1%
Moved in 1980 to 1989	13.9%	13.3%	13.0%
Moved in 1970 to 1979	3.5%	4.6%	6.0%
Moved in 1969 or Earlier	0.2%	0.5%	2.1%
Median Year Householder Moved In	1997	1997	1996



**2000 Housing Units by Units in Structure**

	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 3.0 miles	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 5.0 miles	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 10.0 miles
Total	24,557	74,030	221,312
1, Detached	67.7%	67.5%	62.0%
1, Attached	3.7%	5.1%	8.4%
2	0.4%	0.2%	0.6%
3 or 4	3.1%	2.8%	3.3%
5 to 9	8.7%	6.7%	5.6%
10 to 19	6.6%	5.2%	4.8%
20+	9.7%	11.0%	11.2%
Mobile Home	0.2%	1.4%	4.0%
Other	0.0%	0.1%	0.1%

**2000 Housing Units by Year Structure Built**

	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 3.0 miles	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 5.0 miles	16275 N Scottsdale Rd Scottsdale, AZ 85254 Radius: 10.0 miles
Total	24,477	73,961	221,086
1999 to March 2000	8.3%	6.3%	4.7%
1995 to 1998	30.7%	24.1%	17.0%
1990 to 1994	13.7%	15.9%	12.4%
1980 to 1989	30.4%	31.7%	29.3%
1970 to 1979	14.5%	18.8%	23.4%
1969 or Earlier	2.3%	3.3%	13.4%
Median Year Structure Built	1991	1989	1985

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



Latitude: 33.634905  
Longitude: -111.9252

16275 N Scottsdale Rd  
Scottsdale, AZ 85254  
Radius: 3.0 miles

16275 N Scottsdale Rd  
Scottsdale, AZ 85254  
Radius: 5.0 miles

16275 N Scottsdale Rd  
Scottsdale, AZ 85254  
Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Enterprising Professio	Enterprising Professio	Enterprising Professio
2.	Suburban Splendor	Suburban Splendor	Connoisseurs
3.	Exurbanites	Urban Chic	Suburban Splendor

**2006 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 \$	\$87,920,447	\$253,618,997	\$689,556,144
Average Spent	\$3,367.44	\$3,304.78	\$3,068.72
Spending Potential Index	124	121	113
Computers & Accessories: Total \$	\$11,850,517	\$34,067,558	\$91,462,706
Average Spent	\$453.89	\$443.92	\$407.03
Spending Potential Index	176	173	158
Education: Total \$	\$50,989,882	\$145,810,034	\$394,771,504
Average Spent	\$1,952.96	\$1,899.98	\$1,756.84
Spending Potential Index	173	168	155
Entertainment/Recreation: Total \$	\$145,720,285	\$421,056,809	\$1,133,627,357
Average Spent	\$5,581.23	\$5,486.58	\$5,044.96
Spending Potential Index	169	166	153
Food at Home: Total \$	\$200,982,025	\$586,121,243	\$1,616,002,064
Average Spent	\$7,697.81	\$7,637.46	\$7,191.66
Spending Potential Index	156	155	146
Food Away from Home: Total \$	\$144,359,519	\$417,536,293	\$1,138,549,639
Average Spent	\$5,529.11	\$5,440.71	\$5,066.86
Spending Potential Index	166	163	152
Health Care: Total \$	\$144,732,677	\$428,659,578	\$1,190,547,067
Average Spent	\$5,543.40	\$5,585.65	\$5,298.27
Spending Potential Index	151	152	144
HH Furnishings & Equipment: Total \$	\$88,587,217	\$255,835,062	\$684,476,243
Average Spent	\$3,392.98	\$3,333.66	\$3,046.11
Spending Potential Index	154	151	138
Investments: Total \$	\$259,016,209	\$748,878,139	\$1,976,189,525
Average Spent	\$9,920.57	\$9,758.26	\$8,794.60
Spending Potential Index	212	209	188
Retail Goods: Total \$	\$1,052,750,923	\$3,059,988,736	\$8,341,185,738
Average Spent	\$40,321.38	\$39,873.20	\$37,120.61
Spending Potential Index	155	153	142
Shelter: Total \$	\$655,150,640	\$1,889,424,645	\$5,081,290,991
Average Spent	\$25,092.90	\$24,620.16	\$22,613.16
Spending Potential Index	176	173	159
TV/Video/Sound Equipment: Total \$	\$46,028,290	\$133,488,825	\$365,522,045
Average Spent	\$1,762.93	\$1,739.43	\$1,626.68
Spending Potential Index	161	159	149
Travel: Total \$	\$81,854,191	\$236,505,362	\$635,182,223
Average Spent	\$3,135.09	\$3,081.78	\$2,826.74
Spending Potential Index	175	172	158
Vehicle Maintenance & Repairs: Total \$	\$46,906,096	\$135,989,424	\$369,602,894
Average Spent	\$1,796.55	\$1,772.01	\$1,644.84
Spending Potential Index	168	165	153

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

**Source:** Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.