



11000 Plaza

Latitude: 30.284902

Longitude: -81.532646

11000 Beach Blvd

Jacksonville, FL 32246

Radius: 1.0 mile

11000 Beach Blvd

Jacksonville, FL 32246

Radius: 3.0 mile

11000 Beach Blvd

Jacksonville, FL 32246

Radius: 5.0 mile



	11000 Beach Blvd Radius: 1.0 mile	11000 Beach Blvd Radius: 3.0 mile	11000 Beach Blvd Radius: 5.0 mile
2000 Total Population	5,061	50,528	142,683
2000 Group Quarters	133	1,452	2,727
2007 Total Population	5,874	60,803	173,045
2012 Total Population	6,515	67,813	192,200
2007 - 2012 Annual Rate	2.09%	2.21%	2.12%



2000 Households	2,012	18,978	56,027
2000 Average Household Size	2.45	2.59	2.5
2007 Households	2,395	23,309	68,455
2007 Average Household Size	2.4	2.55	2.49
2012 Households	2,680	26,188	76,242
2012 Average Household Size	2.38	2.53	2.49
2007 - 2012 Annual Rate	2.27%	2.36%	2.18%
2000 Families	1,330	12,672	36,540
2000 Average Family Size	2.93	3.08	3.04
2007 Families	1,535	15,187	44,306
2007 Average Family Size	2.89	3.05	3.03
2012 Families	1,682	16,750	48,640
2012 Average Family Size	2.89	3.06	3.04
2007 - 2012 Annual Rate	1.85%	1.98%	1.88%



2000 Housing Units	2,161	20,410	59,729
Owner Occupied Housing Units	61.7%	56.5%	54.2%
Renter Occupied Housing Units	31.7%	36.5%	39.4%
Vacant Housing Units	6.6%	7.1%	6.4%
2007 Housing Units	2,573	25,073	72,817
Owner Occupied Housing Units	63.4%	58.7%	58.2%
Renter Occupied Housing Units	29.7%	34.3%	35.8%
Vacant Housing Units	6.9%	7.0%	6.0%
2012 Housing Units	2,877	28,147	81,101
Owner Occupied Housing Units	62.0%	57.7%	58.3%
Renter Occupied Housing Units	31.2%	35.3%	35.8%
Vacant Housing Units	6.8%	7.0%	6.0%

Median Household Income

2000	\$40,709	\$40,636	\$42,196
2007	\$48,452	\$49,784	\$53,522
2012	\$55,658	\$58,255	\$63,206

Median Home Value

2000	\$73,357	\$78,622	\$88,650
2007	\$162,236	\$174,450	\$201,909
2012	\$181,394	\$203,021	\$236,286

Per Capita Income

2000	\$17,155	\$18,554	\$20,975
2007	\$21,390	\$23,998	\$28,591
2012	\$24,954	\$28,560	\$34,589

Median Age

2000	31.5	30.3	32.5
2007	32.9	31.1	33.7
2012	33.6	32.0	33.8

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 2007 and 2012.



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2000 Households by Income

Household Income Base	11000 Plaza	11000 Beach Blvd	11000 Beach Blvd
< \$15,000	1,976 (16.1%)	18,967 (13.6%)	56,048 (12.4%)
\$15,000 - \$24,999	9.4%	13.4%	13.3%
\$25,000 - \$34,999	13.7%	14.0%	14.0%
\$35,000 - \$49,999	24.6%	21.2%	19.8%
\$50,000 - \$74,999	24.7%	23.0%	21.7%
\$75,000 - \$99,999	6.5%	7.9%	9.8%
\$100,000 - \$149,999	3.9%	5.0%	6.0%
\$150,000 - \$199,999	0.5%	0.9%	1.3%
\$200,000+	0.6%	1.0%	1.6%
Average Household Income	\$45,933	\$48,220	\$52,331

2007 Households by Income

Household Income Base	2,397	23,308	68,456
< \$15,000	11.6%	9.8%	8.8%
\$15,000 - \$24,999	10.9%	10.6%	9.6%
\$25,000 - \$34,999	9.0%	11.5%	11.1%
\$35,000 - \$49,999	20.8%	18.3%	16.6%
\$50,000 - \$74,999	25.6%	24.0%	22.5%
\$75,000 - \$99,999	13.4%	13.3%	13.2%
\$100,000 - \$149,999	6.9%	8.9%	11.1%
\$150,000 - \$199,999	1.1%	2.0%	3.2%
\$200,000+	0.8%	1.5%	4.0%
Average Household Income	\$55,328	\$60,170	\$70,855

2012 Households by Income

Household Income Base	2,679	26,187	76,241
< \$15,000	9.8%	8.3%	7.3%
\$15,000 - \$24,999	10.1%	8.6%	7.6%
\$25,000 - \$34,999	7.3%	9.5%	9.1%
\$35,000 - \$49,999	15.8%	15.1%	13.7%
\$50,000 - \$74,999	26.0%	23.5%	21.6%
\$75,000 - \$99,999	15.7%	15.5%	14.7%
\$100,000 - \$149,999	11.9%	13.8%	15.3%
\$150,000 - \$199,999	2.1%	3.2%	4.7%
\$200,000+	1.3%	2.6%	6.0%
Average Household Income	\$64,465	\$71,177	\$85,506

2000 Owner Occupied HUs by Value

Total	1,318	11,552	32,450
<\$50,000	22.6%	16.7%	10.4%
\$50,000 - 99,999	57.6%	54.0%	51.4%
\$100,000 - 149,999	17.3%	21.6%	25.5%
\$150,000 - 199,999	1.3%	4.5%	6.2%
\$200,000 - \$299,999	0.2%	1.7%	3.4%
\$300,000 - 499,999	0.4%	1.0%	2.4%
\$500,000 - 999,999	0.6%	0.4%	0.6%
\$1,000,000+	0.0%	0.0%	0.2%
Average Home Value	\$79,461	\$90,552	\$107,468

2000 Specified Renter Occupied HUs by Contract Rent

Total	677	7,388	23,521
With Cash Rent	95.4%	94.0%	96.7%
No Cash Rent	4.6%	6.0%	3.3%
Median Rent	\$571	\$555	\$562
Average Rent	\$585	\$566	\$594

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 2007 and 2012.



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2000 Population by Age

Total	5,061	50,526	142,684
0 - 4	7.7%	8.2%	7.6%
5 - 9	7.3%	7.5%	7.3%
10 - 14	6.8%	6.8%	6.8%
15 - 19	7.6%	7.8%	6.8%
20 - 24	8.9%	9.7%	8.2%
25 - 34	18.4%	18.6%	17.7%
35 - 44	17.8%	16.7%	16.9%
45 - 54	11.7%	11.1%	12.2%
55 - 64	7.0%	6.6%	7.1%
65 - 74	4.3%	4.2%	5.0%
75 - 84	2.2%	2.3%	3.4%
85+	0.5%	0.6%	1.1%
18+	74.7%	73.9%	74.5%

2007 Population by Age

Total	5,877	60,805	173,050
0 - 4	7.8%	8.1%	7.6%
5 - 9	6.8%	6.9%	6.7%
10 - 14	6.4%	6.6%	6.7%
15 - 19	7.5%	8.1%	7.2%
20 - 24	7.1%	7.9%	7.3%
25 - 34	17.5%	18.3%	16.4%
35 - 44	17.0%	15.3%	15.5%
45 - 54	13.4%	13.1%	14.2%
55 - 64	9.0%	8.3%	9.1%
65 - 74	4.5%	4.2%	4.7%
75 - 84	2.3%	2.5%	3.3%
85+	0.7%	0.7%	1.3%
18+	75.4%	74.3%	75.0%

2012 Population by Age

Total	6,515	67,811	192,199
0 - 4	7.8%	8.2%	7.7%
5 - 9	6.8%	6.7%	6.5%
10 - 14	6.5%	6.3%	6.3%
15 - 19	7.1%	7.4%	6.6%
20 - 24	7.8%	9.6%	8.6%
25 - 34	16.5%	17.2%	16.2%
35 - 44	14.6%	13.4%	13.4%
45 - 54	15.2%	14.3%	14.9%
55 - 64	9.6%	9.4%	10.3%
65 - 74	4.9%	4.4%	5.0%
75 - 84	2.4%	2.3%	3.0%
85+	0.7%	0.9%	1.4%
18+	75.5%	75.3%	75.9%

2000 Population by Sex

Males	49.2%	48.8%	48.5%
Females	50.8%	51.2%	51.5%

2007 Population by Sex

Males	49.0%	48.8%	48.6%
Females	51.0%	51.2%	51.4%

2012 Population by Sex

Males	48.9%	49.0%	48.7%
Females	51.1%	51.0%	51.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Population by Race/Ethnicity

Total	5,061	50,529	142,684
White Alone	75.8%	70.9%	72.0%
Black Alone	14.0%	18.6%	18.8%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	4.7%	5.0%	4.4%
Some Other Race Alone	2.2%	2.3%	1.9%
Two or More Races	2.8%	2.9%	2.6%
Hispanic Origin	6.5%	6.6%	5.9%
Diversity Index	47.6	52.7	50.7

2007 Population by Race/Ethnicity

Total	5,874	60,802	173,045
White Alone	68.5%	64.2%	65.9%
Black Alone	18.8%	23.1%	22.9%
American Indian Alone	0.5%	0.4%	0.3%
Asian or Pacific Islander Alone	5.9%	6.1%	5.6%
Some Other Race Alone	3.0%	2.9%	2.4%
Two or More Races	3.3%	3.2%	2.9%
Hispanic Origin	9.0%	8.7%	7.9%
Diversity Index	57.5	60.5	58.2

2012 Population by Race/Ethnicity

Total	6,514	67,814	192,201
White Alone	63.8%	59.7%	61.3%
Black Alone	21.7%	25.9%	25.8%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	6.7%	7.1%	6.5%
Some Other Race Alone	3.6%	3.5%	2.9%
Two or More Races	3.6%	3.5%	3.1%
Hispanic Origin	10.9%	10.5%	9.6%
Diversity Index	63.0	65.3	63.1



2000 Population 3+ by School Enrollment

Total	4,772	47,890	136,076
Enrolled in Nursery/Preschool	1.9%	2.2%	2.1%
Enrolled in Kindergarten	1.7%	1.7%	1.7%
Enrolled in Grade 1-8	12.6%	12.4%	12.1%
Enrolled in Grade 9-12	4.9%	4.9%	5.1%
Enrolled in College	7.6%	8.1%	6.6%
Enrolled in Grad/Prof School	0.8%	1.0%	0.9%
Not Enrolled in School	70.5%	69.8%	71.6%

2000 Population 25+ by Educational Attainment

Total	3,067	30,190	90,344
Less than 9th Grade	3.3%	3.6%	3.2%
9th - 12th Grade, No Diploma	17.5%	12.9%	10.3%
High School Graduate	35.6%	31.6%	29.2%
Some College, No Degree	21.4%	25.8%	25.8%
Associate Degree	9.4%	8.5%	8.5%
Bachelor's Degree	9.8%	13.1%	16.2%
Master's/Prof/Doctorate Degree	3.0%	4.4%	6.8%

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 2007 and 2012.



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2000 Population 15+ by Sex and Marital Status

Total	3,893	39,070	111,605
Females	51.0%	51.4%	52.1%
Never Married	11.9%	13.6%	12.7%
Married, not Separated	25.1%	25.1%	26.2%
Married, Separated	1.7%	1.4%	1.3%
Widowed	3.4%	3.4%	4.2%
Divorced	8.9%	7.9%	7.6%
Males	49.0%	48.6%	47.9%
Never Married	14.3%	15.3%	14.5%
Married, not Separated	25.9%	25.4%	26.2%
Married, Separated	1.0%	1.0%	0.8%
Widowed	0.9%	0.8%	0.9%
Divorced	6.9%	6.0%	5.5%



2000 Population 16+ by Employment Status

Total	3,827	38,458	109,923
In Labor Force	73.6%	72.1%	71.1%
Civilian Employed	68.9%	66.0%	65.3%
Civilian Unemployed	2.9%	3.2%	3.1%
In Armed Forces	1.8%	2.9%	2.7%
Not in Labor Force	26.4%	27.9%	28.9%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	95.8%	95.1%	94.9%
Civilian Unemployed	4.2%	4.9%	5.1%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	96.4%	95.9%	95.7%
Civilian Unemployed	3.6%	4.1%	4.3%

2000 Females 16+ by Employment Status and Age of Children

Total	1,948	19,762	57,256
Own Children < 6 Only	9.5%	10.3%	9.6%
Employed/in Armed Forces	7.1%	6.5%	6.1%
Unemployed	0.4%	0.4%	0.5%
Not in Labor Force	2.0%	3.3%	3.0%
Own Children < 6 and 6-17 Only	8.7%	6.7%	6.4%
Employed/in Armed Forces	4.3%	3.6%	3.7%
Unemployed	0.2%	0.2%	0.3%
Not in Labor Force	4.3%	2.8%	2.5%
Own Children 6-17 Only	17.8%	17.5%	17.2%
Employed/in Armed Forces	13.8%	13.1%	13.0%
Unemployed	0.3%	0.5%	0.4%
Not in Labor Force	3.7%	4.0%	3.8%
No Own Children < 18	64.0%	65.6%	66.7%
Employed/in Armed Forces	39.4%	39.6%	38.6%
Unemployed	2.0%	1.7%	1.8%
Not in Labor Force	22.6%	24.3%	26.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.



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2007 Employed Population 16+ by Industry

	11000 Plaza	11000 Beach Blvd	11000 Beach Blvd
Total	2,957	29,144	82,113
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	11.9%	9.2%	8.6%
Manufacturing	6.1%	5.4%	4.9%
Wholesale Trade	2.3%	2.8%	3.0%
Retail Trade	14.4%	12.8%	12.3%
Transportation/Utilities	5.3%	6.0%	6.3%
Information	2.6%	3.0%	2.8%
Finance/Insurance/Real Estate	14.0%	15.5%	16.2%
Services	41.3%	41.7%	41.7%
Public Administration	1.9%	3.4%	4.0%

2007 Employed Population 16+ by Occupation

	11000 Plaza	11000 Beach Blvd	11000 Beach Blvd
Total	2,956	29,142	82,112
White Collar	59.4%	61.9%	65.5%
Management/Business/Financial	7.8%	11.5%	13.4%
Professional	16.6%	16.9%	19.4%
Sales	14.0%	13.4%	13.5%
Administrative Support	21.0%	20.0%	19.2%
Services	13.6%	16.2%	15.0%
Blue Collar	27.0%	21.9%	19.5%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	10.6%	7.8%	6.6%
Installation/Maintenance/Repair	5.6%	4.7%	4.3%
Production	5.6%	4.2%	3.6%
Transportation/Material Moving	5.0%	5.0%	4.9%



2000 Workers 16+ by Means of Transportation to Work

	11000 Plaza	11000 Beach Blvd	11000 Beach Blvd
Total	2,654	26,045	73,342
Drove Alone - Car, Truck, or Van	78.9%	80.4%	81.6%
Carpooled - Car, Truck, or Van	14.8%	13.1%	12.2%
Public Transportation	0.6%	1.0%	1.3%
Walked	1.7%	2.1%	1.6%
Other Means	2.4%	1.9%	1.5%
Worked at Home	1.5%	1.6%	1.9%

2000 Workers 16+ by Travel Time to Work

	11000 Plaza	11000 Beach Blvd	11000 Beach Blvd
Total	2,652	26,045	73,341
Did Not Work at Home	98.5%	98.4%	98.1%
Less than 5 minutes	1.9%	1.5%	1.6%
5 to 9 minutes	6.9%	7.2%	6.9%
10 to 19 minutes	34.6%	31.1%	30.9%
20 to 24 minutes	21.1%	20.8%	19.9%
25 to 34 minutes	22.8%	25.2%	24.8%
35 to 44 minutes	3.2%	4.4%	5.1%
45 to 59 minutes	4.3%	4.7%	5.0%
60 to 89 minutes	2.2%	2.0%	2.2%
90 or more minutes	1.4%	1.6%	1.7%
Worked at Home	1.5%	1.6%	1.9%
Average Travel Time to Work (in min)	23.0	23.7	24.1

2000 Households by Vehicles Available

	11000 Plaza	11000 Beach Blvd	11000 Beach Blvd
Total	1,999	18,966	56,050
None	4.4%	5.7%	6.4%
1	37.0%	38.0%	39.0%
2	46.2%	43.5%	42.2%
3	10.6%	10.6%	10.1%
4	1.7%	1.7%	1.7%
5+	0.3%	0.5%	0.6%
Average Number of Vehicles Available	1.7	1.7	1.6

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2000 Households by Type

	11000 Plaza	11000 Beach Blvd (1.0 mile)	11000 Beach Blvd (3.0 mile)	11000 Beach Blvd (5.0 mile)
Total	2,011	18,977	18,977	56,027
Family Households	66.1%	66.8%	66.8%	65.2%
Married-couple Family	48.7%	48.0%	48.0%	47.7%
With Related Children	25.9%	25.0%	25.0%	23.6%
Other Family (No Spouse)	17.4%	18.8%	18.8%	17.6%
With Related Children	11.8%	13.4%	13.4%	12.4%
Nonfamily Households	33.9%	33.2%	33.2%	34.8%
Householder Living Alone	22.6%	23.5%	23.5%	26.1%
Householder Not Living Alone	11.2%	9.7%	9.7%	8.7%
Households with Related Children	37.7%	38.3%	38.3%	36.0%
Households with Persons 65+	13.8%	13.9%	13.9%	16.7%

2000 Households by Size

	11000 Plaza	11000 Beach Blvd (1.0 mile)	11000 Beach Blvd (3.0 mile)	11000 Beach Blvd (5.0 mile)
Total	2,012	18,978	18,978	56,027
1 Person Household	22.6%	23.5%	23.5%	26.1%
2 Person Household	33.3%	33.3%	33.3%	33.7%
3 Person Household	20.8%	20.1%	20.1%	18.4%
4 Person Household	14.8%	14.5%	14.5%	13.8%
5 Person Household	5.8%	5.7%	5.7%	5.4%
6 Person Household	1.9%	2.0%	2.0%	1.8%
7+ Person Household	0.7%	1.0%	1.0%	0.8%

2000 Households by Year Householder Moved In

	11000 Plaza	11000 Beach Blvd (1.0 mile)	11000 Beach Blvd (3.0 mile)	11000 Beach Blvd (5.0 mile)
Total	1,999	18,965	18,965	56,052
Moved in 1999 to March 2000	27.5%	30.0%	30.0%	28.6%
Moved in 1995 to 1998	33.4%	32.1%	32.1%	32.9%
Moved in 1990 to 1994	15.5%	13.9%	13.9%	14.4%
Moved in 1980 to 1989	11.1%	12.8%	12.8%	13.0%
Moved in 1970 to 1979	6.7%	5.4%	5.4%	5.1%
Moved in 1969 or Earlier	5.8%	5.9%	5.9%	6.0%
Median Year Householder Moved In	1996	1997	1997	1996



2000 Housing Units by Units in Structure

	11000 Plaza	11000 Beach Blvd (1.0 mile)	11000 Beach Blvd (3.0 mile)	11000 Beach Blvd (5.0 mile)
Total	2,141	20,409	20,409	59,854
1, Detached	65.3%	58.7%	58.7%	55.1%
1, Attached	0.7%	4.4%	4.4%	5.2%
2	0.4%	1.4%	1.4%	1.4%
3 or 4	1.6%	4.8%	4.8%	5.7%
5 to 9	4.7%	7.6%	7.6%	9.6%
10 to 19	7.5%	8.5%	8.5%	7.8%
20+	3.5%	6.2%	6.2%	10.3%
Mobile Home	16.3%	8.4%	8.4%	5.0%
Other	0.0%	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	11000 Plaza	11000 Beach Blvd (1.0 mile)	11000 Beach Blvd (3.0 mile)	11000 Beach Blvd (5.0 mile)
Total	2,150	20,397	20,397	59,741
1999 to March 2000	3.3%	4.7%	4.7%	3.0%
1995 to 1998	19.2%	14.7%	14.7%	11.0%
1990 to 1994	15.1%	11.0%	11.0%	11.2%
1980 to 1989	14.9%	21.4%	21.4%	23.4%
1970 to 1979	14.6%	16.1%	16.1%	18.2%
1969 or Earlier	32.9%	32.1%	32.1%	33.3%
Median Year Structure Built	1982	1981	1981	1979

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



11000 Plaza
Latitude: 30.284902
Longitude: -81.532646


11000 Beach Blvd
Jacksonville, FL 32246
Radius: 1.0 mile

11000 Beach Blvd
Jacksonville, FL 32246
Radius: 3.0 mile

11000 Beach Blvd
Jacksonville, FL 32246
Radius: 5.0 mile

Top 3 Tapestry Segments

1.	Aspiring Young Familie	Aspiring Young Familie	Aspiring Young Familie
2.	Midland Crowd	Enterprising Professio	Enterprising Professio
3.	Enterprising Professio	Inner City Tenants	Inner City Tenants

 **2007 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 \$	\$4,550,352	\$49,184,168	\$169,603,910
Average Spent	\$1,899.94	\$2,110.09	\$2,477.60
Spending Potential Index	69	77	90
Computers & Accessories: Total \$	\$466,070	\$5,080,686	\$17,497,466
Average Spent	\$194.60	\$217.97	\$255.61
Spending Potential Index	78	88	103
Education: Total \$	\$2,351,675	\$26,602,686	\$91,536,046
Average Spent	\$981.91	\$1,141.31	\$1,337.17
Spending Potential Index	76	89	104
Entertainment/Recreation: Total \$	\$6,202,940	\$64,743,384	\$224,089,588
Average Spent	\$2,589.95	\$2,777.61	\$3,273.53
Spending Potential Index	76	81	95
Food at Home: Total \$	\$9,163,292	\$97,325,336	\$333,722,280
Average Spent	\$3,826.01	\$4,175.44	\$4,875.06
Spending Potential Index	76	83	97
Food Away from Home: Total \$	\$6,247,907	\$66,966,859	\$230,422,353
Average Spent	\$2,608.73	\$2,873.00	\$3,366.04
Spending Potential Index	77	85	99
Health Care: Total \$	\$6,873,652	\$69,837,577	\$242,209,756
Average Spent	\$2,870.00	\$2,996.16	\$3,538.23
Spending Potential Index	73	77	91
HH Furnishings & Equipment: Total \$	\$3,952,486	\$41,496,874	\$144,130,489
Average Spent	\$1,650.31	\$1,780.29	\$2,105.48
Spending Potential Index	73	79	93
Investments: Total \$	\$2,375,371	\$26,741,105	\$96,336,822
Average Spent	\$991.80	\$1,147.24	\$1,407.30
Spending Potential Index	67	77	94
Retail Goods: Total \$	\$47,845,321	\$498,583,608	\$1,716,691,022
Average Spent	\$19,977.17	\$21,390.18	\$25,077.66
Spending Potential Index	75	81	95
Shelter: Total \$	\$27,096,790	\$295,253,973	\$1,022,120,365
Average Spent	\$11,313.90	\$12,666.95	\$14,931.27
Spending Potential Index	75	84	99
TV/Video/Sound Equipment: Total \$	\$2,147,357	\$22,957,662	\$79,035,750
Average Spent	\$896.60	\$984.93	\$1,154.57
Spending Potential Index	77	85	99
Travel: Total \$	\$3,233,420	\$34,511,027	\$120,422,704
Average Spent	\$1,350.07	\$1,480.59	\$1,759.15
Spending Potential Index	73	80	95
Vehicle Maintenance & Repairs: Total \$	\$1,976,337	\$20,889,431	\$71,779,164
Average Spent	\$825.19	\$896.20	\$1,048.56
Spending Potential Index	77	84	98

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 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.