



Latitude 36.1173  
Longitude -79.8386

3132 Battleground Ave  
Greensboro, NC 27408  
Radius: 1.0 mile

3132 Battleground Ave  
Greensboro, NC 27408  
Radius: 3.0 mile

3132 Battleground Ave  
Greensboro, NC 27408  
Radius: 5.0 mile



2000 Total Population	7,168	61,393	152,578
2000 Group Quarters	33	1,147	10,335
2008 Total Population	7,372	65,035	165,101
2013 Total Population	7,737	68,889	175,118
2008 - 2013 Annual Rate	0.97%	1.16%	1.19%



2000 Households	3,233	26,677	63,568
2000 Average Household Size	2.21	2.26	2.24
2008 Households	3,381	28,799	69,661
2008 Average Household Size	2.17	2.22	2.21
2013 Households	3,567	30,669	74,376
2013 Average Household Size	2.16	2.21	2.21
2008 - 2013 Annual Rate	1.08%	1.27%	1.32%
2000 Families	2,136	16,822	36,214
2000 Average Family Size	2.7	2.83	2.88
2008 Families	2,158	17,346	37,877
2008 Average Family Size	2.71	2.86	2.93
2013 Families	2,242	18,129	39,713
2013 Average Family Size	2.72	2.87	2.95
2008 - 2013 Annual Rate	0.77%	0.89%	0.95%



<b>2000 Housing Units</b>	3,343	28,216	67,993
Owner Occupied Housing Units	73.7%	65.0%	50.9%
Renter Occupied Housing Units	22.5%	29.6%	42.6%
Vacant Housing Units	3.8%	5.4%	6.5%
<b>2008 Housing Units</b>	3,556	31,046	76,354
Owner Occupied Housing Units	72.0%	62.5%	48.8%
Renter Occupied Housing Units	23.1%	30.3%	42.4%
Vacant Housing Units	4.9%	7.2%	8.8%
<b>2013 Housing Units</b>	3,781	33,382	82,403
Owner Occupied Housing Units	71.4%	60.8%	47.1%
Renter Occupied Housing Units	23.0%	31.1%	43.1%
Vacant Housing Units	5.7%	8.1%	9.7%

**Median Household Income**

2000	\$53,771	\$56,694	\$42,731
2008	\$72,761	\$75,272	\$56,051
2013	\$79,718	\$80,320	\$64,230

**Median Home Value**

2000	\$131,156	\$157,016	\$132,063
2008	\$161,452	\$199,273	\$164,124
2013	\$174,621	\$213,062	\$177,505

**Per Capita Income**

2000	\$30,663	\$35,364	\$26,132
2008	\$41,143	\$46,450	\$34,833
2013	\$48,919	\$53,949	\$40,218

**Median Age**

2000	42.0	38.7	33.6
2008	44.7	40.4	34.9
2013	45.7	40.8	35.3

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 2008 and 2013.



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**2000 Households by Income**

Household Income Base	3,240	26,626	63,640
< \$15,000	6.1%	8.2%	14.1%
\$15,000 - \$24,999	8.8%	8.2%	12.9%
\$25,000 - \$34,999	12.8%	12.0%	13.7%
\$35,000 - \$49,999	17.7%	15.5%	16.7%
\$50,000 - \$74,999	23.7%	20.3%	18.4%
\$75,000 - \$99,999	12.3%	12.1%	9.2%
\$100,000 - \$149,999	10.9%	12.8%	8.5%
\$150,000 - \$199,999	4.1%	4.6%	2.8%
\$200,000+	3.5%	6.3%	3.6%
Average Household Income	\$70,023	\$81,340	\$61,533

**2008 Households by Income**

Household Income Base	3,380	28,798	69,662
< \$15,000	4.2%	5.4%	10.1%
\$15,000 - \$24,999	4.6%	5.2%	8.5%
\$25,000 - \$34,999	7.0%	6.6%	10.2%
\$35,000 - \$49,999	14.3%	13.5%	15.0%
\$50,000 - \$74,999	21.3%	19.0%	19.7%
\$75,000 - \$99,999	23.7%	20.1%	16.6%
\$100,000 - \$149,999	12.7%	13.9%	9.8%
\$150,000 - \$199,999	5.2%	6.6%	4.4%
\$200,000+	6.9%	9.7%	5.7%
Average Household Income	\$92,072	\$104,917	\$80,375

**2013 Households by Income**

Household Income Base	3,568	30,671	74,376
< \$15,000	3.8%	4.9%	8.9%
\$15,000 - \$24,999	3.3%	4.5%	7.2%
\$25,000 - \$34,999	5.4%	4.7%	7.5%
\$35,000 - \$49,999	11.3%	11.0%	14.1%
\$50,000 - \$74,999	21.8%	20.6%	22.0%
\$75,000 - \$99,999	17.9%	16.0%	14.7%
\$100,000 - \$149,999	21.8%	19.5%	13.8%
\$150,000 - \$199,999	5.5%	6.6%	4.4%
\$200,000+	9.3%	12.3%	7.4%
Average Household Income	\$109,066	\$121,303	\$92,372

**2000 Owner Occupied HUs by Value**

Total	2,444	18,335	34,609
<\$50,000	0.1%	0.7%	3.0%
\$50,000 - 99,999	26.3%	17.7%	29.8%
\$100,000 - 149,999	38.0%	28.3%	26.5%
\$150,000 - 199,999	18.1%	21.0%	17.5%
\$200,000 - \$299,999	10.9%	18.2%	12.9%
\$300,000 - 499,999	5.4%	10.0%	7.0%
\$500,000 - 999,999	1.2%	3.5%	2.7%
\$1,000,000+	0.0%	0.7%	0.5%
Average Home Value	\$156,194	\$202,036	\$171,585

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

Total	808	8,315	28,951
With Cash Rent	93.4%	97.0%	97.3%
No Cash Rent	6.6%	3.0%	2.7%
Median Rent	\$637	\$614	\$526
Average Rent	\$653	\$665	\$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 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 2008 and 2013.



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**2000 Population by Age**

	3132 Battleground Ave Radius: 1.0 mile	3132 Battleground Ave Radius: 3.0 mile	3132 Battleground Ave Radius: 5.0 mile
Total	7,171	61,395	152,575
0 - 4	5.6%	6.1%	6.0%
5 - 9	5.3%	6.1%	5.9%
10 - 14	5.7%	6.2%	5.6%
15 - 19	5.0%	5.5%	8.1%
20 - 24	4.5%	6.1%	10.6%
25 - 34	12.9%	14.2%	16.0%
35 - 44	15.6%	15.8%	14.6%
45 - 54	16.4%	15.5%	12.8%
55 - 64	10.8%	9.7%	7.9%
65 - 74	10.9%	7.9%	6.3%
75 - 84	6.0%	5.4%	4.6%
85+	1.2%	1.6%	1.8%
18+	79.8%	78.2%	79.4%

**2008 Population by Age**

	3132 Battleground Ave Radius: 1.0 mile	3132 Battleground Ave Radius: 3.0 mile	3132 Battleground Ave Radius: 5.0 mile
Total	7,372	65,034	165,102
0 - 4	5.2%	5.8%	5.8%
5 - 9	5.2%	5.6%	5.3%
10 - 14	5.7%	5.8%	5.4%
15 - 19	5.3%	6.0%	8.6%
20 - 24	4.5%	6.3%	10.0%
25 - 34	11.1%	13.3%	15.0%
35 - 44	13.3%	13.7%	13.4%
45 - 54	16.0%	15.1%	13.3%
55 - 64	14.2%	13.0%	10.5%
65 - 74	9.2%	7.3%	5.8%
75 - 84	7.9%	5.9%	4.6%
85+	2.3%	2.3%	2.2%
18+	80.5%	79.3%	80.0%

**2013 Population by Age**

	3132 Battleground Ave Radius: 1.0 mile	3132 Battleground Ave Radius: 3.0 mile	3132 Battleground Ave Radius: 5.0 mile
Total	7,740	68,890	175,115
0 - 4	5.2%	6.0%	6.0%
5 - 9	4.9%	5.3%	5.1%
10 - 14	5.5%	5.5%	5.0%
15 - 19	5.5%	5.7%	8.1%
20 - 24	4.8%	6.8%	10.8%
25 - 34	10.8%	13.3%	14.6%
35 - 44	12.2%	12.9%	12.5%
45 - 54	16.0%	15.0%	13.3%
55 - 64	15.4%	13.7%	11.4%
65 - 74	9.6%	8.1%	6.5%
75 - 84	7.0%	5.1%	4.2%
85+	3.0%	2.6%	2.5%
18+	80.8%	79.8%	80.7%

**2000 Population by Sex**

	3132 Battleground Ave Radius: 1.0 mile	3132 Battleground Ave Radius: 3.0 mile	3132 Battleground Ave Radius: 5.0 mile
Males	47.6%	47.6%	47.3%
Females	52.4%	52.4%	52.7%

**2008 Population by Sex**

	3132 Battleground Ave Radius: 1.0 mile	3132 Battleground Ave Radius: 3.0 mile	3132 Battleground Ave Radius: 5.0 mile
Males	47.7%	47.8%	47.6%
Females	52.3%	52.2%	52.4%

**2013 Population by Sex**

	3132 Battleground Ave Radius: 1.0 mile	3132 Battleground Ave Radius: 3.0 mile	3132 Battleground Ave Radius: 5.0 mile
Males	47.9%	48.0%	47.8%
Females	52.1%	52.0%	52.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Population by Race/Ethnicity**

Total	7,168	61,392	152,577
White Alone	88.2%	85.1%	68.4%
Black Alone	8.8%	11.0%	25.2%
American Indian Alone	0.1%	0.2%	0.4%
Asian or Pacific Islander Alone	1.5%	1.8%	2.6%
Some Other Race Alone	0.5%	0.9%	1.9%
Two or More Races	0.9%	1.0%	1.6%
Hispanic Origin	1.5%	2.4%	4.1%
Diversity Index	23.8	29.8	50.9

**2008 Population by Race/Ethnicity**

Total	7,371	65,035	165,101
White Alone	85.2%	81.7%	64.8%
Black Alone	10.4%	12.6%	26.5%
American Indian Alone	0.2%	0.2%	0.4%
Asian or Pacific Islander Alone	2.2%	2.7%	3.5%
Some Other Race Alone	0.8%	1.4%	2.8%
Two or More Races	1.2%	1.4%	2.0%
Hispanic Origin	2.2%	3.4%	5.6%
Diversity Index	29.4	36.1	56.0

**2013 Population by Race/Ethnicity**

Total	7,737	68,891	175,118
White Alone	83.3%	79.6%	62.7%
Black Alone	11.2%	13.4%	26.9%
American Indian Alone	0.2%	0.3%	0.4%
Asian or Pacific Islander Alone	2.8%	3.3%	4.2%
Some Other Race Alone	1.1%	1.8%	3.6%
Two or More Races	1.4%	1.6%	2.2%
Hispanic Origin	2.8%	4.2%	6.7%
Diversity Index	33.0	40.0	59.1



**2000 Population 3+ by School Enrollment**

Total	7,012	59,222	147,331
Enrolled in Nursery/Preschool	1.7%	2.1%	1.8%
Enrolled in Kindergarten	1.2%	1.5%	1.4%
Enrolled in Grade 1-8	9.6%	10.4%	9.6%
Enrolled in Grade 9-12	5.9%	5.1%	4.7%
Enrolled in College	3.7%	5.3%	11.2%
Enrolled in Grad/Prof School	1.8%	1.7%	1.6%
Not Enrolled in School	76.1%	73.9%	69.7%

**2008 Population 25+ by Educational Attainment**

Total	5,460	45,889	107,074
Less than 9th Grade	1.4%	1.3%	3.6%
9th - 12th Grade, No Diploma	2.9%	2.8%	6.8%
High School Graduate	18.9%	14.7%	20.2%
Some College, No Degree	20.8%	18.7%	19.9%
Associate Degree	6.9%	6.1%	6.6%
Bachelor's Degree	32.1%	37.0%	28.8%
Graduate/Professional Degree	16.9%	19.4%	14.2%

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 2008 and 2013.



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**2008 Population 15+ by Marital Status**

	1.0 mile	3.0 mile	5.0 mile
Total	6,186	53,881	137,701
Never Married	23.8%	26.8%	35.5%
Married	58.8%	58.4%	48.6%
Widowed	6.4%	6.1%	6.3%
Divorced	11.0%	8.7%	9.6%



**2000 Population 16+ by Employment Status**

	1.0 mile	3.0 mile	5.0 mile
Total	5,968	49,317	124,576
In Labor Force	67.0%	68.3%	68.5%
Civilian Employed	65.9%	66.7%	63.9%
Civilian Unemployed	1.1%	1.6%	4.6%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	33.0%	31.7%	31.5%

**2008 Civilian Population 16+ in Labor Force**

	1.0 mile	3.0 mile	5.0 mile
Civilian Employed	97.2%	96.1%	93.0%
Civilian Unemployed	2.8%	3.9%	7.0%

**2013 Civilian Population 16+ in Labor Force**

	1.0 mile	3.0 mile	5.0 mile
Civilian Employed	97.2%	96.1%	93.1%
Civilian Unemployed	2.8%	3.9%	6.9%

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

	1.0 mile	3.0 mile	5.0 mile
Total	3,148	26,362	66,523
Own Children < 6 Only	5.8%	7.3%	6.8%
Employed/in Armed Forces	3.4%	4.2%	3.9%
Unemployed	0.2%	0.3%	0.4%
Not in Labor Force	2.2%	2.8%	2.4%
Own Children < 6 and 6-17 Only	3.9%	4.9%	4.7%
Employed/in Armed Forces	2.9%	2.9%	2.9%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	1.0%	1.9%	1.6%
Own Children 6-17 Only	15.9%	15.7%	13.4%
Employed/in Armed Forces	12.5%	11.6%	10.0%
Unemployed	0.2%	0.4%	0.4%
Not in Labor Force	3.2%	3.8%	3.0%
No Own Children < 18	74.3%	72.1%	75.1%
Employed/in Armed Forces	40.8%	40.5%	40.6%
Unemployed	0.9%	1.0%	3.5%
Not in Labor Force	32.6%	30.6%	31.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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**2008 Employed Population 16+ by Industry**

	1.0 mile	3.0 mile	5.0 mile
Total	3,772	33,281	82,526
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.2%	4.8%	6.1%
Manufacturing	10.2%	10.1%	10.2%
Wholesale Trade	4.3%	4.9%	4.2%
Retail Trade	11.1%	9.7%	10.9%
Transportation/Utilities	3.9%	3.4%	4.1%
Information	3.4%	3.0%	2.8%
Finance/Insurance/Real Estate	9.6%	10.9%	9.2%
Services	49.1%	50.6%	50.2%
Public Administration	3.1%	2.5%	2.3%

**2008 Employed Population 16+ by Occupation**

	1.0 mile	3.0 mile	5.0 mile
Total	3,770	33,279	82,526
White Collar	78.0%	80.2%	70.4%
Management/Business/Financial	21.6%	23.5%	17.7%
Professional	28.5%	30.2%	25.5%
Sales	15.0%	14.5%	13.2%
Administrative Support	12.8%	12.0%	14.0%
Services	10.6%	9.5%	14.0%
Blue Collar	11.4%	10.2%	15.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.1%	3.2%	4.5%
Installation/Maintenance/Repair	2.0%	1.8%	2.5%
Production	3.7%	2.4%	4.1%
Transportation/Material Moving	2.7%	2.8%	4.5%



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

	1.0 mile	3.0 mile	5.0 mile
Total	3,856	32,460	78,397
Drove Alone - Car, Truck, or Van	88.4%	85.8%	80.0%
Carpooled - Car, Truck, or Van	6.2%	7.4%	11.6%
Public Transportation	0.2%	0.5%	1.2%
Walked	0.4%	1.3%	2.9%
Other Means	0.8%	0.8%	1.1%
Worked at Home	4.1%	4.3%	3.2%

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

	1.0 mile	3.0 mile	5.0 mile
Total	3,856	32,463	78,397
Did Not Work at Home	95.9%	95.7%	96.8%
Less than 5 minutes	1.3%	2.3%	2.8%
5 to 9 minutes	9.7%	11.6%	12.1%
10 to 19 minutes	45.6%	42.5%	42.2%
20 to 24 minutes	17.3%	16.3%	16.4%
25 to 34 minutes	11.7%	12.5%	13.5%
35 to 44 minutes	3.3%	4.1%	3.3%
45 to 59 minutes	2.9%	2.9%	2.9%
60 to 89 minutes	1.9%	1.6%	1.8%
90 or more minutes	2.2%	1.9%	1.8%
Worked at Home	4.1%	4.3%	3.2%
Average Travel Time to Work (in min)	21.0	20.5	20.0

**2000 Households by Vehicles Available**

	1.0 mile	3.0 mile	5.0 mile
Total	3,254	26,671	63,624
None	2.7%	4.4%	7.7%
1	32.6%	33.7%	39.7%
2	47.0%	45.9%	39.1%
3	13.4%	12.2%	10.4%
4	4.3%	3.2%	2.4%
5+	0.2%	0.5%	0.7%
Average Number of Vehicles Available	1.8	1.8	1.6

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**2000 Households by Type**

Total	3,234	26,677	63,567
Family Households	66.0%	63.1%	57.0%
Married-couple Family	55.7%	52.8%	42.2%
With Related Children	21.3%	22.2%	18.2%
Other Family (No Spouse)	10.3%	10.2%	14.7%
With Related Children	5.8%	6.3%	9.6%
Nonfamily Households	34.0%	36.9%	43.0%
Householder Living Alone	28.1%	30.2%	33.6%
Householder Not Living Alone	5.8%	6.7%	9.4%
Households with Related Children	27.0%	28.6%	27.8%
Households with Persons 65+	27.7%	23.6%	20.6%

**2000 Households by Size**

Total	3,233	26,677	63,568
1 Person Household	28.1%	30.2%	33.6%
2 Person Household	40.8%	38.1%	34.9%
3 Person Household	15.0%	14.3%	14.7%
4 Person Household	11.4%	11.8%	10.7%
5 Person Household	3.4%	4.2%	4.1%
6 Person Household	0.8%	1.0%	1.2%
7+ Person Household	0.4%	0.4%	0.7%

**2000 Households by Year Householder Moved In**

Total	3,253	26,672	63,625
Moved in 1999 to March 2000	16.6%	22.8%	27.9%
Moved in 1995 to 1998	26.7%	30.5%	30.9%
Moved in 1990 to 1994	14.9%	16.1%	14.1%
Moved in 1980 to 1989	17.7%	14.3%	12.2%
Moved in 1970 to 1979	9.8%	7.9%	6.8%
Moved in 1969 or Earlier	14.2%	8.5%	8.0%
Median Year Householder Moved In	1993	1995	1996



**2000 Housing Units by Units in Structure**

Total	3,386	28,198	68,033
1, Detached	76.2%	64.6%	55.1%
1, Attached	7.9%	8.2%	6.8%
2	0.4%	1.1%	2.7%
3 or 4	2.0%	3.4%	6.6%
5 to 9	6.3%	7.5%	11.2%
10 to 19	5.3%	8.6%	9.2%
20+	1.9%	6.5%	7.6%
Mobile Home	0.0%	0.1%	0.7%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

Total	3,366	28,222	68,054
1999 to March 2000	1.1%	2.9%	2.7%
1995 to 1998	8.9%	10.7%	8.5%
1990 to 1994	6.0%	10.2%	8.9%
1980 to 1989	17.1%	21.9%	19.0%
1970 to 1979	16.8%	16.7%	17.2%
1969 or Earlier	50.1%	37.6%	43.7%
Median Year Structure Built	1970	1977	1974

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



Latitude 36.1173  
Longitude -79.8386


3132 Battleground Ave  
Greensboro, NC 27408  
Radius: 1.0 mile

3132 Battleground Ave  
Greensboro, NC 27408  
Radius: 3.0 mile

3132 Battleground Ave  
Greensboro, NC 27408  
Radius: 5.0 mile

**Top 3 Tapestry Segments**

1.	Prosperous Empty Nests	Enterprising Professionals	Young and Restless
2.	Rustbelt Retirees	In Style	In Style
3.	In Style	Prosperous Empty Nests	Old and Newcomers

 **2008 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 \$	\$9,458,504	\$93,334,218	\$178,131,704
Average Spent	\$2,797.55	\$3,240.88	\$2,557.12
Spending Potential Index	104	121	95
Computers & Accessories: Total \$	\$993,183	\$10,111,772	\$19,312,221
Average Spent	\$293.75	\$351.12	\$277.23
Spending Potential Index	123	147	116
Education: Total \$	\$6,106,490	\$59,552,365	\$114,775,410
Average Spent	\$1,806.12	\$2,067.86	\$1,647.63
Spending Potential Index	131	150	120
Entertainment/Recreation: Total \$	\$15,681,830	\$151,880,849	\$279,467,816
Average Spent	\$4,638.22	\$5,273.82	\$4,011.83
Spending Potential Index	125	142	108
Food at Home: Total \$	\$20,098,189	\$194,340,035	\$374,240,978
Average Spent	\$5,944.45	\$6,748.15	\$5,372.32
Spending Potential Index	122	138	110
Food Away from Home: Total \$	\$14,348,557	\$140,165,764	\$268,381,285
Average Spent	\$4,243.88	\$4,867.04	\$3,852.68
Spending Potential Index	124	142	112
Health Care: Total \$	\$17,602,273	\$161,028,240	\$298,033,819
Average Spent	\$5,206.23	\$5,591.45	\$4,278.35
Spending Potential Index	127	137	104
HH Furnishings & Equipment: Total \$	\$9,329,825	\$91,726,790	\$165,556,443
Average Spent	\$2,759.49	\$3,185.07	\$2,376.60
Spending Potential Index	120	138	103
Investments: Total \$	\$5,225,979	\$47,753,527	\$76,301,374
Average Spent	\$1,545.69	\$1,658.17	\$1,095.32
Spending Potential Index	152	163	108
Retail Goods: Total \$	\$110,564,371	\$1,073,877,015	\$1,995,944,285
Average Spent	\$32,701.68	\$37,288.69	\$28,652.25
Spending Potential Index	120	137	106
Shelter: Total \$	\$66,290,919	\$655,234,763	\$1,210,639,783
Average Spent	\$19,606.90	\$22,752.00	\$17,379.02
Spending Potential Index	126	146	112
TV/Video/Sound Equipment: Total \$	\$5,968,860	\$58,577,184	\$112,704,803
Average Spent	\$1,765.41	\$2,034.00	\$1,617.90
Spending Potential Index	123	142	113
Travel: Total \$	\$8,347,747	\$80,312,120	\$140,686,404
Average Spent	\$2,469.02	\$2,788.71	\$2,019.59
Spending Potential Index	131	148	107
Vehicle Maintenance & Repairs: Total \$	\$4,096,642	\$40,425,433	\$75,834,819
Average Spent	\$1,211.67	\$1,403.71	\$1,088.63
Spending Potential Index	122	141	110

**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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.