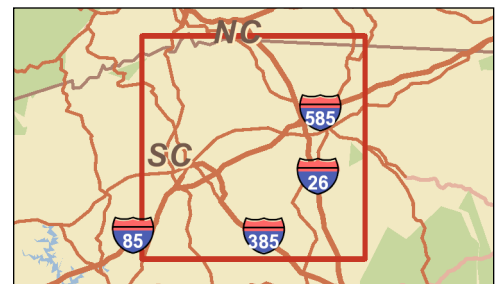
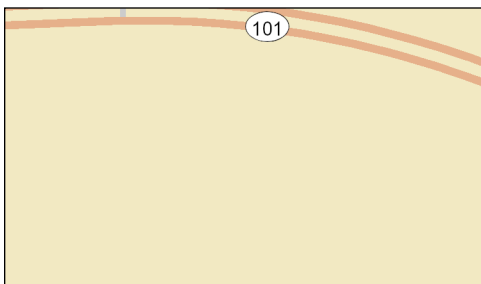
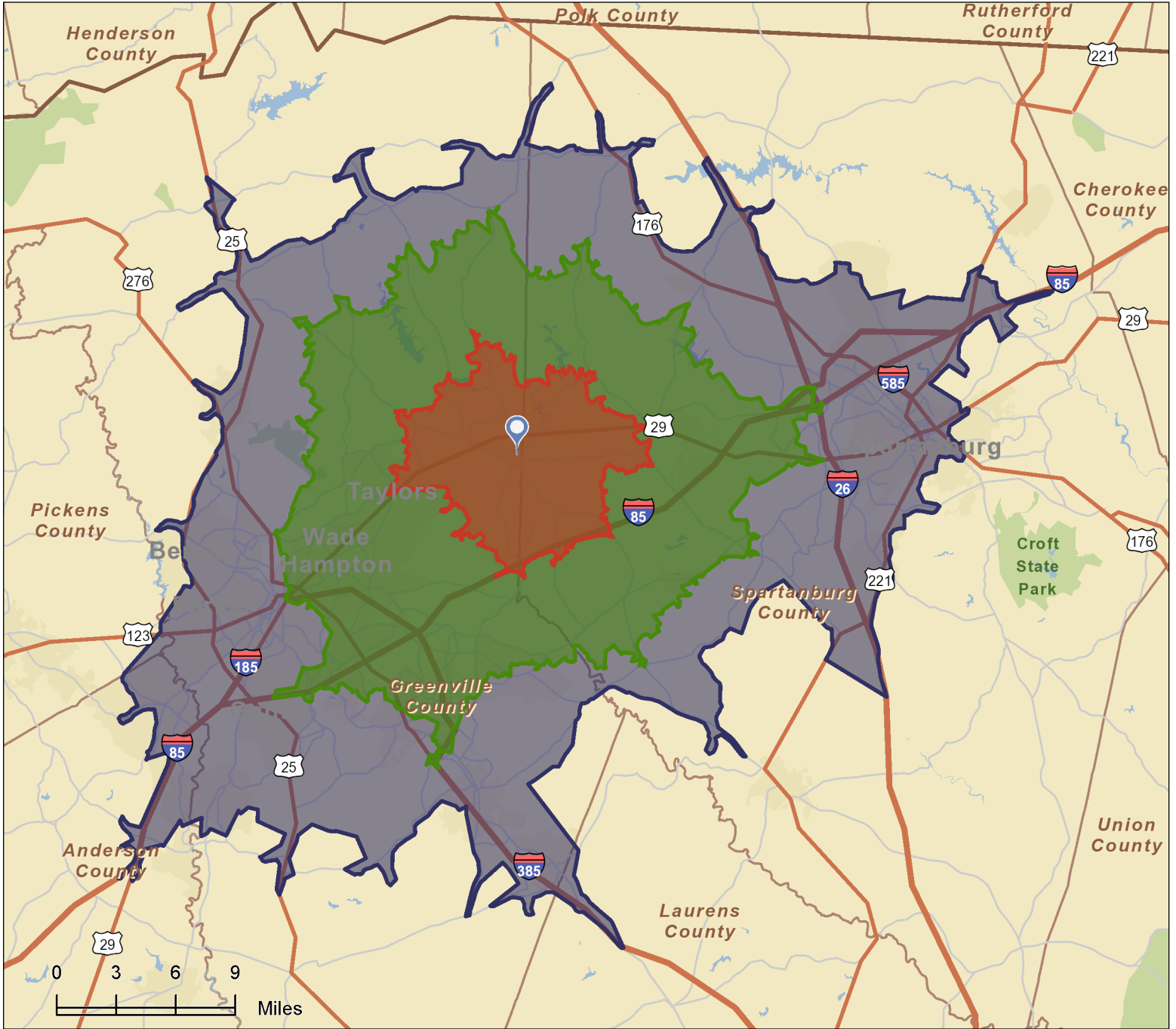


# Site Map




111 Trade St, Greer, SC 29651-3427  
Drivetime: 10, 20, 30 Minutes

Latitude: 34.93809  
Longitude: -82.22631



111 Trade St, Greer, SC 29651-3427  
 Drive Time: 10, 20, 30 Minutes

Latitude: 34.93809  
 Longitude: -82.22631


	10 minutes	20 minutes	30 minutes
 2000 Total Population	36,968	199,952	464,723
2000 Group Quarters	319	4,777	13,746
2010 Total Population	46,085	244,572	546,697
2015 Total Population	50,980	269,520	594,492
2010 - 2015 Annual Rate	2.04%	1.96%	1.69%
 2000 Households	14,556	79,754	183,308
2000 Average Household Size	2.52	2.45	2.46
2010 Households	18,276	98,241	216,904
2010 Average Household Size	2.5	2.44	2.45
2015 Households	20,273	108,569	236,523
2015 Average Household Size	2.5	2.44	2.45
2010 - 2015 Annual Rate	2.1%	2.02%	1.75%
2000 Families	10,334	54,384	123,843
2000 Average Family Size	2.98	2.97	3
2010 Families	12,665	65,228	142,749
2010 Average Family Size	2.98	2.98	3.01
2015 Families	13,922	71,454	154,375
2015 Average Family Size	2.98	2.98	3
2010 - 2015 Annual Rate	1.91%	1.84%	1.58%
 <b>2000 Housing Units</b>	15,785	86,282	199,784
Owner Occupied Housing Units	65.8%	62.7%	60.8%
Renter Occupied Housing Units	26.4%	29.8%	30.9%
Vacant Housing Units	7.8%	7.6%	8.2%
<b>2010 Housing Units</b>	20,288	108,564	242,944
Owner Occupied Housing Units	64.8%	61.6%	59.5%
Renter Occupied Housing Units	25.3%	28.9%	29.8%
Vacant Housing Units	9.9%	9.5%	10.7%
<b>2015 Housing Units</b>	22,617	120,650	266,488
Owner Occupied Housing Units	64.8%	61.5%	59.5%
Renter Occupied Housing Units	24.9%	28.5%	29.3%
Vacant Housing Units	10.4%	10.0%	11.2%
<b>Median Household Income</b>			
2000	\$36,320	\$44,753	\$39,358
2010	\$49,723	\$56,501	\$50,631
2015	\$55,946	\$61,283	\$56,187
<b>Median Home Value</b>			
2000	\$92,340	\$112,482	\$97,377
2010	\$120,423	\$142,655	\$127,760
2015	\$136,622	\$161,174	\$144,383
<b>Per Capita Income</b>			
2000	\$18,267	\$23,709	\$21,015
2010	\$23,103	\$28,410	\$25,471
2015	\$25,109	\$30,658	\$27,637
<b>Median Age</b>			
2000	35.6	35.6	35.4
2010	38.0	38.0	37.7
2015	38.9	38.5	38.2

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 2010 and 2015.

111 Trade St, Greer, SC 29651-3427  
 Drive Time: 10, 20, 30 Minutes

Latitude: 34.93809  
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	10 minutes	20 minutes	30 minutes
<b>2000 Households by Income</b>			
 Household Income Base	14,726	79,768	183,337
< \$15,000	18.8%	13.3%	17.1%
\$15,000 - \$24,999	15.4%	12.0%	14.1%
\$25,000 - \$34,999	14.0%	12.9%	13.4%
\$35,000 - \$49,999	15.9%	17.4%	17.0%
\$50,000 - \$74,999	19.7%	20.4%	18.7%
\$75,000 - \$99,999	8.7%	10.8%	9.1%
\$100,000 - \$149,999	5.4%	8.7%	6.9%
\$150,000 - \$199,999	1.2%	2.3%	1.8%
\$200,000+	0.8%	2.2%	1.9%
Average Household Income	\$45,704	\$58,806	\$52,515
<b>2010 Households by Income</b>			
Household Income Base	18,276	98,241	216,901
< \$15,000	13.8%	10.3%	13.3%
\$15,000 - \$24,999	10.8%	8.4%	10.0%
\$25,000 - \$34,999	10.6%	9.6%	10.6%
\$35,000 - \$49,999	14.9%	15.1%	15.3%
\$50,000 - \$74,999	21.0%	21.9%	20.8%
\$75,000 - \$99,999	16.5%	16.4%	14.8%
\$100,000 - \$149,999	9.1%	12.0%	10.2%
\$150,000 - \$199,999	1.9%	3.1%	2.4%
\$200,000+	1.3%	3.1%	2.5%
Average Household Income	\$58,237	\$70,180	\$63,476
<b>2015 Households by Income</b>			
Household Income Base	20,273	108,569	236,520
< \$15,000	11.7%	8.7%	11.4%
\$15,000 - \$24,999	10.0%	7.6%	9.2%
\$25,000 - \$34,999	8.6%	7.6%	8.5%
\$35,000 - \$49,999	11.9%	11.7%	12.2%
\$50,000 - \$74,999	26.0%	26.8%	25.9%
\$75,000 - \$99,999	16.5%	16.1%	14.6%
\$100,000 - \$149,999	11.5%	14.4%	12.4%
\$150,000 - \$199,999	2.4%	3.7%	3.0%
\$200,000+	1.5%	3.4%	2.8%
Average Household Income	\$63,156	\$75,544	\$68,711
<b>2000 Owner Occupied HUs by Value</b>			
Total	10,377	54,086	121,523
<\$50,000	16.4%	10.3%	15.2%
\$50,000 - 99,999	41.0%	32.2%	36.9%
\$100,000 - 149,999	26.0%	27.7%	23.8%
\$150,000 - 199,999	9.0%	14.1%	11.6%
\$200,000 - \$299,999	6.2%	10.3%	7.7%
\$300,000 - 499,999	0.9%	3.9%	3.6%
\$500,000 - 999,999	0.4%	1.3%	1.0%
\$1,000,000+	0.1%	0.2%	0.2%
Average Home Value	\$105,578	\$138,562	\$124,227
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	4,228	25,521	61,624
With Cash Rent	93.2%	94.9%	94.5%
No Cash Rent	6.8%	5.1%	5.5%
Median Rent	\$381	\$506	\$430
Average Rent	\$393	\$514	\$437

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 2010 and 2015.

111 Trade St, Greer, SC 29651-3427  
 Drive Time: 10, 20, 30 Minutes



Latitude: 34.93809  
 Longitude: -82.22631

	10 minutes	20 minutes	30 minutes
<b>2000 Population by Age</b>			
 Total	36,971	199,952	464,723
Age 0 - 4	7.1%	6.6%	6.7%
Age 5 - 9	7.2%	6.8%	7.0%
Age 10 - 14	6.9%	6.8%	6.9%
Age 15 - 19	6.4%	6.6%	6.9%
Age 20 - 24	6.0%	6.9%	7.0%
Age 25 - 34	15.5%	15.4%	14.9%
Age 35 - 44	15.9%	16.1%	15.9%
Age 45 - 54	12.7%	13.9%	13.6%
Age 55 - 64	9.4%	9.3%	9.1%
Age 65 - 74	6.9%	6.2%	6.4%
Age 75 - 84	4.5%	4.1%	4.3%
Age 85+	1.6%	1.3%	1.4%
Age 18+	74.9%	76.0%	75.5%
<b>2010 Population by Age</b>			
Total	46,087	244,572	546,697
Age 0 - 4	7.1%	6.5%	6.7%
Age 5 - 9	7.0%	6.5%	6.6%
Age 10 - 14	6.9%	6.5%	6.6%
Age 15 - 19	6.4%	6.6%	6.9%
Age 20 - 24	5.4%	6.5%	6.6%
Age 25 - 34	12.6%	13.0%	12.8%
Age 35 - 44	15.1%	14.5%	14.2%
Age 45 - 54	14.7%	15.1%	14.8%
Age 55 - 64	11.6%	12.1%	12.0%
Age 65 - 74	7.2%	7.0%	6.9%
Age 75 - 84	4.2%	4.0%	4.0%
Age 85+	1.9%	1.7%	1.8%
Age 18+	75.1%	76.6%	76.2%
<b>2015 Population by Age</b>			
Total	50,980	269,520	594,492
Age 0 - 4	6.9%	6.4%	6.6%
Age 5 - 9	6.9%	6.5%	6.6%
Age 10 - 14	7.0%	6.6%	6.7%
Age 15 - 19	6.4%	6.5%	6.7%
Age 20 - 24	5.5%	6.3%	6.6%
Age 25 - 34	12.2%	13.0%	12.8%
Age 35 - 44	14.0%	13.6%	13.3%
Age 45 - 54	14.0%	14.2%	13.9%
Age 55 - 64	12.4%	12.6%	12.6%
Age 65 - 74	8.6%	8.5%	8.4%
Age 75 - 84	4.3%	4.0%	4.0%
Age 85+	1.8%	1.7%	1.7%
Age 18+	75.2%	76.6%	76.3%
<b>2000 Population by Sex</b>			
Males	48.4%	48.9%	48.3%
Females	51.6%	51.1%	51.7%
<b>2010 Population by Sex</b>			
Males	48.9%	49.1%	48.7%
Females	51.1%	50.9%	51.3%
<b>2015 Population by Sex</b>			
Males	49.0%	49.2%	48.8%
Females	51.0%	50.8%	51.2%

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

111 Trade St, Greer, SC 29651-3427  
 Drive Time: 10, 20, 30 Minutes

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

	10 minutes	20 minutes	30 minutes
<b>2000 Population by Race/Ethnicity</b>			
 Total	36,968	199,952	464,723
White Alone	80.6%	82.0%	74.0%
Black Alone	14.6%	12.9%	21.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	2.1%	1.6%
Some Other Race Alone	2.8%	1.6%	1.7%
Two or More Races	1.1%	1.2%	1.2%
Hispanic Origin	5.2%	3.8%	4.0%
Diversity Index	39.6	36.1	45.2
<b>2010 Population by Race/Ethnicity</b>			
Total	46,085	244,572	546,697
White Alone	77.1%	78.1%	71.0%
Black Alone	14.2%	13.4%	21.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.4%	3.0%	2.3%
Some Other Race Alone	5.3%	3.2%	3.3%
Two or More Races	1.8%	1.9%	1.9%
Hispanic Origin	10.5%	7.9%	8.1%
Diversity Index	50.1	46.3	53.3
<b>2015 Population by Race/Ethnicity</b>			
Total	50,980	269,520	594,492
White Alone	76.1%	77.0%	70.2%
Black Alone	14.3%	13.7%	21.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	1.6%	3.3%	2.6%
Some Other Race Alone	5.7%	3.5%	3.6%
Two or More Races	2.0%	2.1%	2.1%
Hispanic Origin	12.1%	9.3%	9.4%
Diversity Index	52.7	49.1	55.4
<b>2000 Population 3+ by School Enrollment</b>			
 Total	35,546	192,206	446,193
Enrolled in Nursery/Preschool	1.8%	1.7%	1.7%
Enrolled in Kindergarten	1.8%	1.5%	1.6%
Enrolled in Grade 1-8	11.8%	11.7%	11.8%
Enrolled in Grade 9-12	5.4%	5.5%	5.6%
Enrolled in College	3.1%	5.0%	5.0%
Enrolled in Grad/Prof School	0.6%	0.9%	0.8%
Not Enrolled in School	75.5%	73.7%	73.5%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	30,996	164,688	364,153
Less than 9th Grade	8.7%	4.8%	6.5%
9th - 12th Grade, No Diploma	12.8%	8.7%	11.7%
High School Graduate	33.6%	27.0%	29.1%
Some College, No Degree	18.7%	19.0%	18.1%
Associate Degree	7.7%	8.4%	8.0%
Bachelor's Degree	12.8%	21.0%	17.7%
Graduate/Professional Degree	5.6%	11.1%	9.0%

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.

111 Trade St, Greer, SC 29651-3427  
 Drive Time: 10, 20, 30 Minutes


Latitude: 34.93809  
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	10 minutes	20 minutes	30 minutes
<b>2010 Population 15+ by Marital Status</b>			
 Total	36,440	196,708	437,908
Never Married	26.0%	28.4%	29.4%
Married	56.3%	55.9%	53.4%
Widowed	8.0%	6.2%	6.9%
Divorced	9.7%	9.4%	10.3%
<b>2000 Population 16+ by Employment Status</b>			
 Total	28,767	156,933	362,973
In Labor Force	66.3%	69.2%	66.2%
Civilian Employed	62.8%	66.4%	62.8%
Civilian Unemployed	3.3%	2.7%	3.4%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	33.7%	30.8%	33.8%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	87.7%	89.6%	88.3%
Civilian Unemployed	12.3%	10.4%	11.7%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.0%	91.5%	90.5%
Civilian Unemployed	10.0%	8.5%	9.5%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	15,180	81,212	190,338
Own Children < 6 Only	9.0%	7.8%	7.9%
Employed/in Armed Forces	5.6%	4.8%	4.8%
Unemployed	0.4%	0.3%	0.3%
Not in Labor Force	3.0%	2.7%	2.8%
Own Children < 6 and 6-17 Only	6.1%	5.8%	5.7%
Employed/in Armed Forces	3.3%	3.2%	3.2%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	2.5%	2.4%	2.2%
Own Children 6-17 Only	16.6%	17.2%	16.9%
Employed/in Armed Forces	12.6%	12.6%	12.2%
Unemployed	0.5%	0.4%	0.5%
Not in Labor Force	3.5%	4.2%	4.2%
No Own Children < 18	68.4%	69.2%	69.5%
Employed/in Armed Forces	33.0%	37.8%	35.3%
Unemployed	2.2%	1.7%	2.3%
Not in Labor Force	33.2%	29.7%	32.0%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	19,546	111,998	236,570
Agriculture/Mining	0.4%	0.3%	0.4%
Construction	9.6%	7.9%	8.0%
Manufacturing	17.5%	15.6%	16.9%
Wholesale Trade	4.0%	3.9%	3.8%
Retail Trade	13.5%	12.5%	12.5%
Transportation/Utilities	4.7%	3.7%	4.0%
Information	3.2%	3.8%	3.3%
Finance/Insurance/Real Estate	6.1%	7.0%	6.2%
Services	38.6%	43.0%	42.3%
Public Administration	2.4%	2.3%	2.5%

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

111 Trade St, Greer, SC 29651-3427  
 Drive Time: 10, 20, 30 Minutes



Latitude: 34.93809  
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	10 minutes	20 minutes	30 minutes
<b>2010 Employed Population 16+ by Occupation</b>			
Total	19,545	111,998	236,570
White Collar	54.8%	64.0%	59.4%
Management/Business/Financial	11.1%	15.1%	13.1%
Professional	17.1%	22.3%	20.5%
Sales	12.6%	13.4%	12.6%
Administrative Support	13.9%	13.2%	13.3%
Services	15.1%	13.5%	14.9%
Blue Collar	30.1%	22.5%	25.7%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	7.0%	5.3%	5.6%
Installation/Maintenance/Repair	4.2%	3.5%	4.0%
Production	11.1%	8.1%	9.5%
Transportation/Material Moving	7.4%	5.4%	6.4%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	17,808	102,795	223,574
Drove Alone - Car, Truck, or Van	80.3%	82.5%	81.1%
Carpooled - Car, Truck, or Van	14.8%	11.6%	13.0%
Public Transportation	0.4%	0.2%	0.5%
Walked	1.4%	2.3%	2.2%
Other Means	0.9%	0.8%	0.9%
Worked at Home	2.1%	2.6%	2.2%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	17,807	102,795	223,574
Did Not Work at Home	97.9%	97.4%	97.8%
Less than 5 minutes	2.1%	2.8%	2.6%
5 to 9 minutes	9.7%	10.8%	10.9%
10 to 19 minutes	31.5%	38.5%	38.6%
20 to 24 minutes	17.8%	17.6%	17.6%
25 to 34 minutes	23.9%	17.9%	18.0%
35 to 44 minutes	4.6%	3.3%	3.3%
45 to 59 minutes	4.1%	3.3%	3.4%
60 to 89 minutes	1.6%	1.6%	1.7%
90 or more minutes	2.6%	1.5%	1.7%
Worked at Home	2.1%	2.6%	2.2%
Average Travel Time to Work (in min)	23.7	20.8	21.1
<b>2000 Households by Vehicles Available</b>			
Total	14,629	79,721	183,361
None	8.6%	5.5%	8.5%
1	32.8%	34.1%	35.0%
2	41.9%	42.0%	39.2%
3	13.1%	14.0%	13.2%
4	2.3%	3.1%	3.1%
5+	1.3%	1.2%	1.1%
Average Number of Vehicles Available	1.7	1.8	1.7

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

111 Trade St, Greer, SC 29651-3427  
 Drive Time: 10, 20, 30 Minutes

Latitude: 34.93809  
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	10 minutes	20 minutes	30 minutes
<b>2000 Households by Type</b>			
 Total	14,557	79,754	183,308
Family Households	71.0%	68.2%	67.6%
Married-couple Family	53.8%	54.1%	50.2%
With Related Children	24.7%	24.4%	23.0%
Other Family (No Spouse)	17.2%	14.1%	17.3%
With Related Children	11.2%	9.1%	11.4%
Nonfamily Households	29.0%	31.8%	32.4%
Householder Living Alone	24.8%	26.7%	27.4%
Householder Not Living Alone	4.2%	5.1%	5.1%
Households with Related Children	35.8%	33.6%	34.4%
Households with Persons 65+	23.7%	20.6%	21.8%
<b>2000 Households by Size</b>			
Total	14,556	79,754	183,308
1 Person Household	24.8%	26.7%	27.4%
2 Person Household	34.1%	34.8%	33.6%
3 Person Household	18.6%	17.0%	17.3%
4 Person Household	14.0%	13.8%	13.6%
5 Person Household	5.7%	5.3%	5.5%
6 Person Household	1.9%	1.7%	1.8%
7+ Person Household	1.0%	0.7%	0.9%
<b>2000 Households by Year Householder Moved In</b>			
Total	14,629	79,721	183,361
Moved in 1999 to March 2000	20.1%	24.1%	22.7%
Moved in 1995 to 1998	27.8%	28.7%	28.6%
Moved in 1990 to 1994	15.4%	14.4%	14.5%
Moved in 1980 to 1989	13.6%	13.7%	13.6%
Moved in 1970 to 1979	9.9%	9.4%	9.8%
Moved in 1969 or Earlier	13.2%	9.6%	10.8%
Median Year Householder Moved In	1994	1995	1995
<b>2000 Housing Units by Units in Structure</b>			
 Total	15,845	86,261	199,843
1, Detached	74.6%	65.0%	65.9%
1, Attached	1.6%	3.1%	2.4%
2	2.8%	2.0%	3.4%
3 or 4	2.4%	2.7%	3.3%
5 to 9	2.4%	6.4%	5.4%
10 to 19	0.9%	5.8%	3.9%
20+	1.8%	6.0%	4.9%
Mobile Home	13.5%	8.9%	10.7%
Other	0.1%	0.1%	0.1%
<b>2000 Housing Units by Year Structure Built</b>			
Total	15,839	86,261	199,843
1999 to March 2000	3.7%	3.9%	3.4%
1995 to 1998	13.2%	12.8%	10.8%
1990 to 1994	10.5%	10.4%	9.0%
1980 to 1989	14.5%	20.9%	17.4%
1970 to 1979	14.2%	19.2%	19.0%
1969 or Earlier	43.9%	32.9%	40.3%
Median Year Structure Built	1974	1979	1975

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

111 Trade St, Greer, SC 29651-3427  
 Drive Time: 10, 20, 30 Minutes

Latitude: 34.93809  
 Longitude: -82.22631

	10 minutes	20 minutes	30 minutes
<b>Top 3 Tapestry Segments</b>			
1.	Midland Crowd	Midland Crowd	Midland Crowd
2.	Home Town	In Style	Home Town
3.	Midlife Junction	Young and Restless	In Style

 **2010 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 \$	\$25,332,563	\$166,481,471	\$332,244,698
Average Spent	\$1,386.11	\$1,694.62	\$1,531.76
Spending Potential Index	58	71	64
Computers & Accessories: Total \$	\$3,302,339	\$21,836,113	\$43,405,668
Average Spent	\$180.69	\$222.27	\$200.11
Spending Potential Index	82	101	91
Education: Total \$	\$18,597,483	\$123,012,669	\$242,532,928
Average Spent	\$1,017.59	\$1,252.15	\$1,118.16
Spending Potential Index	83	103	92
Entertainment/Recreation: Total \$	\$50,595,916	\$325,705,133	\$652,222,987
Average Spent	\$2,768.43	\$3,315.37	\$3,006.97
Spending Potential Index	86	103	93
Food at Home: Total \$	\$69,430,119	\$442,727,753	\$899,867,008
Average Spent	\$3,798.98	\$4,506.55	\$4,148.69
Spending Potential Index	85	101	93
Food Away from Home: Total \$	\$49,643,139	\$322,809,806	\$647,189,109
Average Spent	\$2,716.30	\$3,285.90	\$2,983.76
Spending Potential Index	84	102	93
Health Care: Total \$	\$61,130,014	\$373,111,940	\$765,132,539
Average Spent	\$3,344.82	\$3,797.92	\$3,527.52
Spending Potential Index	90	102	95
HH Furnishings & Equipment: Total \$	\$27,620,514	\$179,390,484	\$356,795,037
Average Spent	\$1,511.30	\$1,826.02	\$1,644.94
Spending Potential Index	73	89	80
Investments: Total \$	\$25,570,190	\$162,100,275	\$320,108,134
Average Spent	\$1,399.11	\$1,650.03	\$1,475.81
Spending Potential Index	80	95	85
Retail Goods: Total \$	\$374,845,746	\$2,385,584,383	\$4,813,020,931
Average Spent	\$20,510.27	\$24,282.98	\$22,189.64
Spending Potential Index	83	98	89
Shelter: Total \$	\$230,447,332	\$1,544,868,683	\$3,033,727,921
Average Spent	\$12,609.29	\$15,725.29	\$13,986.50
Spending Potential Index	80	100	89
TV/Video/Audio: Total \$	\$19,402,850	\$124,268,355	\$251,281,949
Average Spent	\$1,061.66	\$1,264.93	\$1,158.49
Spending Potential Index	85	102	93
Travel: Total \$	\$27,656,771	\$183,955,570	\$358,503,600
Average Spent	\$1,513.28	\$1,872.49	\$1,652.82
Spending Potential Index	80	99	87
Vehicle Maintenance & Repairs: Total \$	\$14,657,160	\$94,266,679	\$189,346,682
Average Spent	\$801.99	\$959.55	\$872.95
Spending Potential Index	85	102	93

**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.