



Latitude: 43.612279  
Longitude: -116.212187

1101 W River St  
Boise, ID 83702  
Radius: 1.0 miles

1101 W River St  
Boise, ID 83702  
Radius: 3.0 miles

1101 W River St  
Boise, ID 83702  
Radius: 5.0 miles



2000 Total Population	9,208	94,270	157,770
2000 Group Quarters	1,305	3,410	4,012
2003 Total Population	9,542	99,086	167,328
2008 Total Population	10,484	110,938	188,846
2003 - 2008 Annual Rate	1.9%	2.29%	2.45%



2000 Households	4,561	41,264	65,444
2000 Average Household Size	1.73	2.2	2.35
2003 Households	4,776	43,500	69,541
2003 Average Household Size	1.72	2.2	2.35
2008 Households	5,413	49,572	79,753
2008 Average Household Size	1.7	2.17	2.32
2003 - 2008 Annual Rate	2.54%	2.65%	2.78%
2000 Families	1,575	22,090	39,030
2000 Average Family Size	2.54	2.85	2.95
2003 Families	1,612	22,866	40,882
2003 Average Family Size	2.53	2.85	2.95
2008 Families	1,799	25,725	46,422
2008 Average Family Size	2.52	2.84	2.95
2003 - 2008 Annual Rate	2.22%	2.38%	2.57%



<b>2000 Housing Units</b>	5,019	43,488	68,618
Owner Occupied Housing Units	26.3%	48.9%	57.3%
Renter Occupied Housing Units	64.8%	46.0%	38.1%
Vacant Housing Units	8.9%	5.2%	4.6%
<b>2003 Housing Units</b>	5,305	46,286	73,606
Owner Occupied Housing Units	25.9%	48.2%	56.7%
Renter Occupied Housing Units	64.1%	45.8%	37.8%
Vacant Housing Units	10.0%	6.0%	5.5%
<b>2008 Housing Units</b>	6,065	52,998	84,787
Owner Occupied Housing Units	25.6%	47.7%	56.4%
Renter Occupied Housing Units	63.6%	45.8%	37.7%
Vacant Housing Units	10.8%	6.5%	5.9%

**Median Household Income**

2000	\$24,371	\$34,893	\$40,094
2003	\$26,002	\$38,252	\$43,995
2008	\$29,464	\$43,814	\$50,854

**Median Home Value**

2000	\$102,618	\$108,617	\$114,851
2003	\$118,298	\$123,872	\$133,814
2008	\$150,849	\$161,883	\$171,323

**Per Capita Income**

2000	\$18,272	\$21,582	\$22,648
2003	\$21,783	\$24,183	\$25,424
2008	\$26,374	\$28,955	\$30,369

**Median Age**

2000	28.3	32.2	33.3
2003	28.6	32.7	33.8
2008	29.1	33.9	34.9

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 BIS forecasts for 2003 and 2008.



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**2000 Households by Income**

Household Income Base	1101 W River St	1101 W River St	1101 W River St
< \$15,000	4,641 (28.0%)	41,364 (16.6%)	65,557 (13.6%)
\$15,000 - \$24,999	23.1%	17.4%	15.4%
\$25,000 - \$34,999	17.3%	16.1%	14.6%
\$35,000 - \$49,999	13.6%	17.0%	17.7%
\$50,000 - \$74,999	10.4%	17.2%	19.4%
\$75,000 - \$99,999	4.0%	7.3%	9.2%
\$100,000 - \$149,999	1.6%	5.0%	6.3%
\$150,000 - \$199,999	0.5%	1.5%	1.8%
\$200,000+	1.5%	1.8%	2.0%
Average Household Income	\$36,920	\$48,914	\$53,896

**2003 Households by Income**

Household Income Base	1101 W River St	1101 W River St	1101 W River St
< \$15,000	4,776 (24.9%)	43,502 (14.6%)	69,540 (11.8%)
\$15,000 - \$24,999	23.2%	16.4%	14.2%
\$25,000 - \$34,999	16.1%	14.8%	13.3%
\$35,000 - \$49,999	15.1%	17.4%	17.7%
\$50,000 - \$74,999	11.0%	17.6%	19.5%
\$75,000 - \$99,999	5.0%	8.5%	10.5%
\$100,000 - \$149,999	2.3%	6.5%	8.2%
\$150,000 - \$199,999	0.7%	2.0%	2.3%
\$200,000+	1.8%	2.2%	2.5%
Average Household Income	\$41,399	\$54,635	\$60,393

**2008 Households by Income**

Household Income Base	1101 W River St	1101 W River St	1101 W River St
< \$15,000	5,414 (21.8%)	49,574 (12.3%)	79,754 (9.8%)
\$15,000 - \$24,999	21.4%	14.5%	12.3%
\$25,000 - \$34,999	14.8%	12.8%	11.2%
\$35,000 - \$49,999	15.3%	16.0%	15.7%
\$50,000 - \$74,999	12.8%	19.4%	21.0%
\$75,000 - \$99,999	6.2%	9.6%	11.5%
\$100,000 - \$149,999	4.1%	9.2%	11.4%
\$150,000 - \$199,999	1.0%	3.0%	3.6%
\$200,000+	2.6%	3.1%	3.5%
Average Household Income	\$49,811	\$64,601	\$71,181

**2000 Owner Occupied HUs by Value**

Total	1101 W River St	1101 W River St	1101 W River St
<\$50,000	1,345 (6.2%)	21,291 (5.7%)	39,352 (5.7%)
\$50,000 - 99,999	42.0%	38.0%	30.9%
\$100,000 - 149,999	31.4%	31.2%	37.6%
\$150,000 - 199,999	9.1%	11.0%	12.2%
\$200,000 - \$299,999	6.4%	9.6%	9.3%
\$300,000 - 499,999	3.8%	3.4%	3.2%
\$500,000 - 999,999	0.5%	0.8%	0.9%
\$1,000,000+	0.5%	0.2%	0.2%
Average Home Value	\$131,078	\$134,997	\$137,893

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

Total	1101 W River St	1101 W River St	1101 W River St
With Cash Rent	3,226 (98.1%)	20,008 (97.9%)	26,073 (97.7%)
No Cash Rent	1.9%	2.1%	2.3%
Median Rent	\$442	\$521	\$543
Average Rent	\$455	\$541	\$570

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 BIS forecasts for 2003 and 2008.



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**2000 Population by Age**

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
Total	9,206	94,270	157,770
0 - 4	5.1%	6.6%	6.6%
5 - 9	3.3%	5.7%	6.4%
10 - 14	3.1%	5.5%	6.4%
15 - 24	29.8%	18.7%	16.9%
25 - 34	21.2%	18.1%	16.2%
35 - 44	13.2%	15.0%	15.6%
45 - 54	10.0%	12.7%	13.8%
55 - 64	5.3%	6.7%	7.2%
65 - 74	3.7%	4.8%	5.1%
75 - 84	3.6%	4.4%	4.1%
85+	1.7%	1.9%	1.6%
18+	86.6%	78.8%	76.4%

**2003 Population by Age**

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
Total	9,543	99,086	167,328
0 - 4	5.1%	6.5%	6.5%
5 - 9	3.5%	5.7%	6.2%
10 - 14	3.1%	5.5%	6.3%
15 - 24	29.2%	17.5%	16.1%
25 - 34	21.1%	18.5%	16.6%
35 - 44	13.1%	14.5%	14.7%
45 - 54	11.0%	13.5%	14.4%
55 - 64	5.5%	7.6%	8.3%
65 - 74	3.5%	4.6%	5.0%
75 - 84	3.3%	4.1%	4.0%
85+	1.7%	2.0%	1.8%
18+	86.4%	79.0%	77.2%

**2008 Population by Age**

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
Total	10,484	110,937	188,844
0 - 4	5.2%	6.5%	6.5%
5 - 9	3.5%	5.5%	5.8%
10 - 14	3.2%	5.6%	6.2%
15 - 24	29.2%	16.3%	15.0%
25 - 34	19.2%	18.1%	16.6%
35 - 44	13.2%	14.4%	14.2%
45 - 54	12.8%	14.2%	14.7%
55 - 64	6.0%	9.2%	10.2%
65 - 74	3.1%	4.5%	5.0%
75 - 84	3.0%	3.6%	3.7%
85+	1.7%	2.1%	2.0%
18+	86.2%	79.3%	77.9%

**2000 Population by Sex**

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
Males	53.0%	50.2%	49.7%
Females	47.0%	49.8%	50.3%

**2003 Population by Sex**

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
Males	53.1%	50.3%	49.7%
Females	46.9%	49.7%	50.3%

**2008 Population by Sex**

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
Males	53.1%	50.3%	49.7%
Females	46.9%	49.7%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.



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**2000 Population by Race/Ethnicity**

Total	9,208	94,270	157,771
White Alone	90.0%	91.1%	91.8%
Black Alone	1.3%	0.9%	0.8%
American Indian Alone	1.3%	0.9%	0.8%
Asian or Pacific Islander Alone	2.4%	2.0%	2.1%
Some Other Race Alone	2.3%	2.4%	2.0%
Two or More Races	2.7%	2.7%	2.5%
Hispanic Origin	6.1%	5.7%	5.0%
Diversity Index	28.2	26.0	23.6

**2003 Population by Race/Ethnicity**

Total	9,542	99,086	167,328
White Alone	89.2%	90.3%	91.2%
Black Alone	1.4%	1.0%	0.9%
American Indian Alone	1.3%	0.9%	0.8%
Asian or Pacific Islander Alone	2.7%	2.2%	2.4%
Some Other Race Alone	2.7%	2.8%	2.4%
Two or More Races	2.7%	2.7%	2.4%
Hispanic Origin	6.9%	6.5%	5.6%
Diversity Index	30.7	28.3	25.7

**2008 Population by Race/Ethnicity**

Total	10,484	110,937	188,846
White Alone	87.8%	89.0%	90.0%
Black Alone	1.7%	1.2%	1.0%
American Indian Alone	1.4%	1.0%	0.9%
Asian or Pacific Islander Alone	3.1%	2.7%	2.8%
Some Other Race Alone	3.4%	3.6%	3.0%
Two or More Races	2.6%	2.6%	2.4%
Hispanic Origin	8.3%	7.7%	6.7%
Diversity Index	34.6	32.0	29.1



**2000 Population 3+ by School Enrollment**

Total	8,945	90,440	151,412
Enrolled in Nursery/Preschool	1.0%	1.3%	1.5%
Enrolled in Kindergarten	0.4%	1.1%	1.2%
Enrolled in Grade 1-8	4.4%	9.6%	11.0%
Enrolled in Grade 9-12	2.8%	4.9%	5.6%
Enrolled in College	20.4%	7.9%	6.6%
Enrolled in Grad/Prof School	1.8%	1.2%	1.2%
Not Enrolled in School	69.2%	74.0%	72.9%

**2000 Population 25+ by Educational Attainment**

Total	5,451	60,334	101,026
Less than 9th Grade	2.8%	2.6%	2.3%
9th - 12th Grade, No Diploma	8.5%	8.9%	7.6%
High School Graduate	24.9%	22.5%	22.0%
Some College, No Degree	30.6%	28.1%	28.9%
Associate Degree	7.7%	6.0%	6.8%
Bachelor's Degree	17.2%	21.1%	21.8%
Master's/Prof/Doctorate Degree	8.4%	10.8%	10.5%

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 BIS forecasts for 2003 and 2008.



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

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
<b>Total</b>	8,285	77,808	127,220
<b>Females</b>	47.2%	50.0%	50.7%
Never Married	19.8%	13.4%	12.0%
Married, not Separated	15.1%	22.6%	25.3%
Married, Separated	1.2%	0.9%	0.8%
Widowed	3.5%	4.5%	4.4%
Divorced	7.6%	8.6%	8.3%
<b>Males</b>	52.8%	50.0%	49.3%
Never Married	25.4%	18.6%	16.5%
Married, not Separated	16.8%	22.9%	25.4%
Married, Separated	0.7%	0.6%	0.5%
Widowed	0.8%	0.9%	0.8%
Divorced	9.0%	7.1%	6.1%



**2000 Population 16+ by Employment Status**

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
<b>Total</b>	8,249	76,621	125,010
<b>In Labor Force</b>	72.1%	71.6%	71.8%
Civilian Employed	66.8%	67.9%	68.3%
Civilian Unemployed	5.0%	3.4%	3.1%
In Armed Forces	0.3%	0.2%	0.3%
<b>Not in Labor Force</b>	27.9%	28.4%	28.2%

**2003 Civilian Population 16+ in Labor Force**

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
Civilian Employed	93.2%	92.7%	93.0%
Civilian Unemployed	6.8%	7.3%	7.0%

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

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
Civilian Employed	94.0%	93.0%	93.2%
Civilian Unemployed	6.0%	7.0%	6.8%

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

	1101 W River St Boise, ID 83702 Radius: 1.0 miles	1101 W River St Boise, ID 83702 Radius: 3.0 miles	1101 W River St Boise, ID 83702 Radius: 5.0 miles
<b>Total</b>	3,899	38,374	63,548
<b>Own Children &lt; 6 Only</b>	7.6%	8.3%	8.1%
Employed/in Armed Forces	4.3%	5.1%	4.8%
Unemployed	0.4%	0.4%	0.3%
Not in Labor Force	2.8%	2.8%	2.9%
<b>Own Children &lt; 6 and 6-17 Only</b>	2.7%	4.3%	5.2%
Employed/in Armed Forces	1.8%	2.8%	3.4%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	0.8%	1.4%	1.8%
<b>Own Children 6-17 Only</b>	6.6%	14.5%	16.7%
Employed/in Armed Forces	4.8%	11.0%	12.8%
Unemployed	0.1%	0.5%	0.5%
Not in Labor Force	1.7%	3.0%	3.4%
<b>No Own Children &lt; 18</b>	83.2%	72.9%	70.1%
Employed/in Armed Forces	55.6%	43.8%	41.9%
Unemployed	3.7%	2.1%	1.8%
Not in Labor Force	24.0%	27.0%	26.3%

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**2003 Employed Population 16+ by Industry**

	1.0 miles	3.0 miles	5.0 miles
Total	5,389	51,951	86,230
Agriculture/Mining	0.5%	1.1%	0.9%
Construction	5.0%	6.8%	6.8%
Manufacturing	10.9%	11.6%	12.1%
Wholesale Trade	1.2%	2.6%	2.9%
Retail Trade	12.7%	11.2%	11.5%
Transportation/Utilities	3.3%	4.0%	4.1%
Information	4.2%	3.4%	3.5%
Finance/Insurance/Real Estate	5.1%	6.7%	7.0%
Services	51.0%	46.0%	44.3%
Public Administration	6.0%	6.5%	6.9%

**2003 Employed Population 16+ by Occupation**

	1.0 miles	3.0 miles	5.0 miles
Total	5,386	51,953	86,231
White Collar	60.1%	64.5%	67.0%
Management/Business/Financial	9.1%	15.2%	17.3%
Professional	24.8%	22.9%	22.6%
Sales	9.9%	10.0%	10.9%
Administrative Support	16.3%	16.3%	16.3%
Services	22.1%	17.0%	15.6%
Blue Collar	17.8%	18.5%	17.4%
Farming/Forestry/Fishing	0.2%	0.3%	0.2%
Construction/Extraction	3.9%	4.9%	4.6%
Installation/Maintenance/Repair	2.7%	3.3%	3.2%
Production	5.5%	5.2%	5.0%
Transportation/Material Moving	5.4%	4.9%	4.4%



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

	1.0 miles	3.0 miles	5.0 miles
Total	5,439	51,484	84,748
Drove Alone - Car, Truck, or Van	70.0%	76.5%	79.0%
Carpooled - Car, Truck, or Van	8.5%	11.4%	10.6%
Public Transportation	2.1%	1.6%	1.4%
Walked	10.5%	3.6%	2.6%
Other Means	5.8%	3.4%	2.6%
Worked at Home	3.1%	3.6%	3.8%

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

	1.0 miles	3.0 miles	5.0 miles
Total	5,439	51,483	84,748
Did Not Work at Home	96.9%	96.4%	96.2%
Less than 5 minutes	4.1%	3.2%	2.8%
5 to 9 minutes	17.5%	13.8%	12.5%
10 to 19 minutes	46.4%	48.2%	47.2%
20 to 24 minutes	13.9%	15.5%	17.1%
25 to 34 minutes	10.5%	10.5%	11.4%
35 to 44 minutes	0.8%	1.0%	1.3%
45 to 59 minutes	1.7%	1.6%	1.6%
60 to 89 minutes	1.0%	1.6%	1.4%
90 or more minutes	1.0%	1.1%	1.0%
Worked at Home	3.1%	3.6%	3.8%
Average Travel Time to Work (in min)	16.0	17.4	17.7

**2000 Households by Vehicles Available**

	1.0 miles	3.0 miles	5.0 miles
Total	4,340	41,045	65,232
None	14.7%	7.9%	6.2%
1	48.9%	40.0%	35.7%
2	26.3%	36.5%	39.5%
3	7.7%	11.8%	13.9%
4	1.8%	2.8%	3.6%
5+	0.6%	1.0%	1.1%
Average Number of Vehicles Available	1.4	1.7	1.8

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**2000 Households by Type**

	1.0 miles	3.0 miles	5.0 miles
Total	4,561	41,264	65,444
Family Households	34.5%	53.5%	59.6%
Married-couple Family	24.3%	38.7%	45.2%
With Related Children	9.5%	17.2%	21.1%
Other Family (No Spouse)	10.2%	14.9%	14.4%
With Related Children	6.8%	10.1%	9.9%
Nonfamily Households	65.5%	46.5%	40.4%
Householder Living Alone	50.2%	34.3%	30.1%
Householder Not Living Alone	15.3%	12.2%	10.3%
Households with Related Children	16.3%	27.3%	31.0%
Households with Persons 65+	15.4%	18.1%	18.4%

**2000 Households by Size**

	1.0 miles	3.0 miles	5.0 miles
Total	4,561	41,264	65,444
1 Person Household	49.9%	34.3%	30.1%
2 Person Household	30.5%	35.0%	35.0%
3 Person Household	10.8%	14.7%	15.6%
4 Person Household	6.1%	10.1%	11.9%
5 Person Household	1.9%	3.8%	4.8%
6 Person Household	0.6%	1.4%	1.7%
7+ Person Household	0.2%	0.7%	0.9%

**2000 Households by Year Householder Moved In**

	1.0 miles	3.0 miles	5.0 miles
Total	4,570	41,297	65,432
Moved in 1999 to March 2000	42.5%	31.4%	27.7%
Moved in 1995 to 1998	26.7%	28.8%	30.0%
Moved in 1990 to 1994	10.2%	14.2%	16.7%
Moved in 1980 to 1989	9.8%	11.7%	12.7%
Moved in 1970 to 1979	4.7%	6.7%	7.1%
Moved in 1969 or Earlier	6.1%	7.3%	5.9%
Median Year Householder Moved In	1998	1996	1996



**2000 Housing Units by Units in Structure**

	1.0 miles	3.0 miles	5.0 miles
Total	4,758	43,285	68,409
1, Detached	35.9%	54.0%	60.5%
1, Attached	2.8%	5.8%	6.2%
2	4.7%	5.8%	4.5%
3 or 4	12.0%	8.2%	6.3%
5 to 9	10.4%	5.3%	4.2%
10 to 19	8.3%	5.2%	4.4%
20+	23.3%	10.6%	8.2%
Mobile Home	1.9%	5.0%	5.5%
Other	0.7%	0.2%	0.2%

**2000 Housing Units by Year Structure Built**

	1.0 miles	3.0 miles	5.0 miles
Total	5,019	43,519	68,625
1999 to March 2000	2.6%	1.2%	1.6%
1995 to 1998	7.1%	5.9%	7.7%
1990 to 1994	4.3%	7.7%	11.2%
1980 to 1989	7.7%	11.8%	15.0%
1970 to 1979	16.1%	22.5%	25.5%
1969 or Earlier	62.1%	50.8%	39.1%
Median Year Structure Built	1959	1969	1974

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



Latitude: 43.612279  
Longitude: -116.212187

1101 W River St  
Boise, ID 83702  
Radius: 1.0 miles

1101 W River St  
Boise, ID 83702  
Radius: 3.0 miles

1101 W River St  
Boise, ID 83702  
Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Old and Newcomers	Great Expectations	Great Expectations
2.	Metro Renters	Old and Newcomers	Aspiring Young Familie
3.	Great Expectations	Metropolitans	Midlife Junction



**2003 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 \$	\$9,881,926	\$114,756,983	\$200,897,868
Average Spent	\$2,069.08	\$2,638.09	\$2,888.91
Spending Potential Index	78	99	108
Computers & Accessories: Total \$	\$926,156	\$10,741,593	\$18,905,627
Average Spent	\$193.92	\$246.93	\$271.86
Spending Potential Index	65	83	92
Education: Total \$	\$3,643,801	\$37,583,321	\$64,252,567
Average Spent	\$762.94	\$863.98	\$923.95
Spending Potential Index	79	89	95
Entertainment/Recreation: Total \$	\$8,794,135	\$106,379,493	\$188,423,775
Average Spent	\$1,841.32	\$2,445.51	\$2,709.54
Spending Potential Index	62	83	92
Food at Home: Total \$	\$16,494,983	\$192,410,712	\$335,842,160
Average Spent	\$3,453.72	\$4,423.23	\$4,829.41
Spending Potential Index	77	98	107
Food Away from Home: Total \$	\$11,147,622	\$128,510,872	\$224,588,171
Average Spent	\$2,334.09	\$2,954.27	\$3,229.58
Spending Potential Index	78	99	108
Health Care: Total \$	\$8,312,533	\$103,712,066	\$183,298,261
Average Spent	\$1,740.48	\$2,384.19	\$2,635.83
Spending Potential Index	55	76	84
HH Furnishings & Equipment: Total \$	\$6,316,449	\$77,107,758	\$137,418,467
Average Spent	\$1,322.54	\$1,772.59	\$1,976.08
Spending Potential Index	65	87	97
Investments: Total \$	\$25,021,185	\$329,698,623	\$588,733,922
Average Spent	\$5,238.94	\$7,579.28	\$8,466.00
Spending Potential Index	62	89	100
Retail Goods: Total \$	\$73,480,073	\$871,077,570	\$1,534,113,751
Average Spent	\$15,385.27	\$20,024.77	\$22,060.57
Spending Potential Index	66	86	95
Shelter: Total \$	\$38,441,463	\$457,515,799	\$805,220,970
Average Spent	\$8,048.88	\$10,517.60	\$11,579.08
Spending Potential Index	63	82	91
TV/Video/Sound Equipment: Total \$	\$2,909,498	\$33,419,419	\$2,909,498
Average Spent	\$609.19	\$768.26	\$837.80
Spending Potential Index	64	80	88
Travel: Total \$	\$4,930,360	\$60,893,349	\$108,275,112
Average Spent	\$1,032.32	\$1,399.85	\$1,557.00
Spending Potential Index	59	80	89
Vehicle Maintenance & Repairs: Total \$	\$2,996,484	\$35,129,371	\$61,677,708
Average Spent	\$627.40	\$807.57	\$886.93
Spending Potential Index	64	82	90

**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 Consumer Expenditure Surveys, Bureau of Labor Statistics.