



**Cortez Shopping Center**

Latitude: 37.348863

Longitude: -108.559854

**1835 E Main St**

Cortez, CO 81321

Radius: 3.0 miles

**1835 E Main St**

Cortez, CO 81321

Radius: 5.0 miles

**1835 E Main St**

Cortez, CO 81321

Radius: 7.0 miles



2000 Total Population	9,253	11,957	14,401
2000 Group Quarters	263	277	283
2003 Total Population	9,404	12,223	14,779
2008 Total Population	9,802	12,801	15,525
2003 - 2008 Annual Rate	0.83%	0.93%	0.99%



2000 Households	3,653	4,653	5,559
2000 Average Household Size	2.46	2.51	2.54
2003 Households	3,747	4,799	5,756
2003 Average Household Size	2.44	2.49	2.52
2008 Households	3,965	5,100	6,137
2008 Average Household Size	2.41	2.46	2.48
2003 - 2008 Annual Rate	1.14%	1.22%	1.29%
2000 Families	2,427	3,198	3,889
2000 Average Family Size	3.04	3.04	3.05
2003 Families	2,462	3,267	3,991
2003 Average Family Size	3.02	3.03	3.04
2008 Families	2,584	3,449	4,228
2008 Average Family Size	3	3.01	3.02
2003 - 2008 Annual Rate	0.97%	1.09%	1.16%



<b>2000 Housing Units</b>	3,994	5,076	6,103
Owner Occupied Housing Units	61.3%	65.0%	66.8%
Renter Occupied Housing Units	30.0%	26.3%	24.1%
Vacant Housing Units	8.7%	8.7%	9.1%
<b>2003 Housing Units</b>	4,146	5,296	6,392
Owner Occupied Housing Units	60.4%	64.4%	66.0%
Renter Occupied Housing Units	30.0%	26.3%	24.0%
Vacant Housing Units	9.6%	9.4%	9.9%
<b>2008 Housing Units</b>	4,347	5,583	6,769
Owner Occupied Housing Units	60.7%	64.7%	66.3%
Renter Occupied Housing Units	30.5%	26.7%	24.4%
Vacant Housing Units	8.8%	8.7%	9.4%

**Median Household Income**

2000	\$29,954	\$31,067	\$31,805
2003	\$31,932	\$33,174	\$34,127
2008	\$35,558	\$36,874	\$37,981

**Median Home Value**

2000	\$89,293	\$94,405	\$99,399
2003	\$112,336	\$119,293	\$125,000
2008	\$158,436	\$168,035	\$175,897

**Per Capita Income**

2000	\$17,716	\$17,522	\$17,403
2003	\$19,492	\$19,110	\$18,980
2008	\$22,970	\$22,388	\$22,149

**Median Age**

2000	36.6	37.1	37.5
2003	36.7	37.3	37.9
2008	37.0	37.7	38.5

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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Cortez, CO 81321

Radius: 7.0 miles



**2000 Households by Income**

Household Income Base	1835 E Main St	1835 E Main St	1835 E Main St
< \$15,000	3,711	4,746	5,656
\$15,000 - \$24,999	23.5%	21.9%	21.1%
\$25,000 - \$34,999	17.9%	17.5%	17.1%
\$35,000 - \$49,999	16.2%	17.0%	16.9%
\$50,000 - \$74,999	17.4%	17.4%	17.6%
\$75,000 - \$99,999	15.4%	15.8%	16.4%
\$100,000 - \$149,999	4.8%	5.2%	5.5%
\$150,000 - \$199,999	2.8%	3.1%	3.3%
\$200,000+	0.8%	1.0%	1.0%
Average Household Income	1.3%	1.0%	1.0%
	\$43,226	\$43,349	\$43,493

**2003 Households by Income**

Household Income Base	1835 E Main St	1835 E Main St	1835 E Main St
< \$15,000	3,747	4,800	5,755
\$15,000 - \$24,999	21.5%	20.0%	19.2%
\$25,000 - \$34,999	17.3%	16.7%	16.3%
\$35,000 - \$49,999	15.5%	15.9%	15.8%
\$50,000 - \$74,999	18.0%	18.1%	18.3%
\$75,000 - \$99,999	18.0%	18.1%	18.3%
\$100,000 - \$149,999	16.5%	16.9%	17.4%
\$150,000 - \$199,999	5.1%	5.7%	6.2%
\$200,000+	3.6%	4.0%	4.4%
Average Household Income	1.0%	1.3%	1.3%
	\$47,688	\$47,737	\$47,847

**2008 Households by Income**

Household Income Base	1835 E Main St	1835 E Main St	1835 E Main St
< \$15,000	3,966	5,102	6,135
\$15,000 - \$24,999	19.3%	17.8%	17.0%
\$25,000 - \$34,999	15.9%	15.2%	14.8%
\$35,000 - \$49,999	14.0%	14.2%	14.0%
\$50,000 - \$74,999	17.2%	17.3%	17.3%
\$75,000 - \$99,999	18.8%	19.2%	19.6%
\$100,000 - \$149,999	6.1%	6.7%	7.3%
\$150,000 - \$199,999	5.2%	5.8%	6.3%
\$200,000+	1.3%	1.7%	1.7%
Average Household Income	2.2%	2.0%	1.9%
	\$55,466	\$55,208	\$55,112

**2000 Owner Occupied HUs by Value**

Total	1835 E Main St	1835 E Main St	1835 E Main St
<\$50,000	2,450	3,306	4,079
\$50,000 - 99,999	16.8%	16.6%	16.2%
\$100,000 - 149,999	42.5%	37.6%	34.2%
\$150,000 - 199,999	26.8%	25.7%	25.3%
\$200,000 - \$299,999	7.8%	9.6%	10.7%
\$300,000 - 499,999	4.1%	6.9%	9.2%
\$500,000 - 999,999	1.8%	2.5%	2.8%
\$1,000,000+	0.2%	0.7%	1.2%
Average Home Value	0.1%	0.4%	0.4%
	\$101,444	\$116,059	\$125,249

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

Total	1835 E Main St	1835 E Main St	1835 E Main St
With Cash Rent	1,187	1,323	1,436
No Cash Rent	92.4%	91.5%	91.2%
Median Rent	7.6%	8.5%	8.8%
Average Rent	\$396	\$398	\$397
	\$375	\$379	\$381

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**

Total	9,254	11,958	14,402
0 - 4	7.6%	7.4%	7.2%
5 - 9	7.2%	7.3%	7.4%
10 - 14	7.4%	7.8%	8.0%
15 - 24	13.3%	12.9%	12.6%
25 - 34	12.3%	11.8%	11.4%
35 - 44	13.9%	14.3%	14.6%
45 - 54	13.5%	13.9%	14.5%
55 - 64	9.0%	9.5%	9.8%
65 - 74	8.1%	8.0%	7.9%
75 - 84	5.7%	5.3%	5.0%
85+	2.0%	1.8%	1.6%
18+	72.9%	72.4%	72.3%

**2003 Population by Age**

Total	9,405	12,223	14,780
0 - 4	7.6%	7.4%	7.2%
5 - 9	7.3%	7.3%	7.2%
10 - 14	7.2%	7.5%	7.6%
15 - 24	13.6%	13.6%	13.5%
25 - 34	12.1%	11.4%	11.0%
35 - 44	13.1%	13.2%	13.3%
45 - 54	14.0%	14.6%	15.2%
55 - 64	9.8%	10.4%	10.7%
65 - 74	7.7%	7.7%	7.7%
75 - 84	5.4%	5.1%	4.8%
85+	2.1%	1.9%	1.7%
18+	73.7%	73.5%	73.7%

**2008 Population by Age**

Total	9,801	12,801	15,522
0 - 4	7.4%	7.2%	7.0%
5 - 9	7.0%	6.9%	6.7%
10 - 14	7.5%	7.5%	7.5%
15 - 24	13.3%	13.7%	13.6%
25 - 34	12.4%	11.8%	11.4%
35 - 44	12.2%	11.9%	11.8%
45 - 54	13.9%	14.6%	15.1%
55 - 64	11.6%	12.1%	12.7%
65 - 74	7.2%	7.5%	7.6%
75 - 84	5.2%	5.0%	4.8%
85+	2.2%	2.0%	1.8%
18+	73.9%	74.2%	74.5%

**2000 Population by Sex**

Males	48.1%	48.5%	48.9%
Females	51.9%	51.5%	51.1%

**2003 Population by Sex**

Males	48.2%	48.6%	48.9%
Females	51.7%	51.4%	51.0%

**2008 Population by Sex**

Males	48.5%	48.8%	49.1%
Females	51.5%	51.2%	50.9%

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	9,254	11,957	14,402
White Alone	81.9%	83.0%	84.1%
Black Alone	0.2%	0.2%	0.2%
American Indian Alone	9.3%	8.5%	7.8%
Asian or Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	5.7%	5.3%	4.9%
Two or More Races	2.5%	2.7%	2.7%
Hispanic Origin	12.7%	12.0%	11.4%
Diversity Index	47.0	45.0	43.0

**2003 Population by Race/Ethnicity**

Total	9,405	12,223	14,779
White Alone	81.8%	82.9%	84.0%
Black Alone	0.3%	0.2%	0.2%
American Indian Alone	9.3%	8.5%	7.8%
Asian or Pacific Islander Alone	0.4%	0.3%	0.3%
Some Other Race Alone	5.7%	5.4%	5.0%
Two or More Races	2.5%	2.7%	2.6%
Hispanic Origin	12.4%	11.7%	11.1%
Diversity Index	46.9	44.9	42.8

**2008 Population by Race/Ethnicity**

Total	9,803	12,800	15,525
White Alone	81.6%	82.7%	83.8%
Black Alone	0.3%	0.3%	0.3%
American Indian Alone	9.4%	8.5%	7.8%
Asian or Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	5.9%	5.5%	5.2%
Two or More Races	2.4%	2.6%	2.6%
Hispanic Origin	12.0%	11.3%	10.6%
Diversity Index	46.7	44.6	42.6



**2000 Population 3+ by School Enrollment**

Total	8,802	11,387	13,725
Enrolled in Nursery/Preschool	1.7%	1.6%	1.6%
Enrolled in Kindergarten	1.6%	1.6%	1.5%
Enrolled in Grade 1-8	11.5%	12.0%	12.4%
Enrolled in Grade 9-12	6.9%	6.6%	6.4%
Enrolled in College	3.2%	2.9%	2.7%
Enrolled in Grad/Prof School	0.4%	0.4%	0.6%
Not Enrolled in School	74.7%	74.9%	74.8%

**2000 Population 25+ by Educational Attainment**

Total	5,952	7,743	9,361
Less than 9th Grade	7.2%	7.6%	7.4%
9th - 12th Grade, No Diploma	12.5%	12.7%	12.4%
High School Graduate	33.0%	33.5%	33.3%
Some College, No Degree	23.0%	22.0%	21.6%
Associate Degree	5.9%	5.7%	5.6%
Bachelor's Degree	11.2%	10.9%	11.7%
Master's/Prof/Doctorate Degree	7.2%	7.5%	8.0%

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 BIS forecasts for 2003 and 2008.



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

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
<b>Total</b>	7,193	9,269	11,142
<b>Females</b>	53.2%	52.6%	52.2%
Never Married	10.4%	9.3%	8.8%
Married, not Separated	27.2%	28.5%	29.2%
Married, Separated	1.5%	1.4%	1.4%
Widowed	6.9%	6.3%	6.0%
Divorced	7.1%	7.1%	6.8%
<b>Males</b>	46.8%	47.4%	47.8%
Never Married	11.1%	10.9%	10.6%
Married, not Separated	27.6%	28.7%	29.5%
Married, Separated	0.8%	0.7%	0.7%
Widowed	0.8%	0.9%	0.9%
Divorced	6.5%	6.1%	6.0%



**2000 Population 16+ by Employment Status**

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
<b>Total</b>	7,072	9,111	10,940
<b>In Labor Force</b>	63.0%	62.9%	63.1%
Civilian Employed	58.4%	58.5%	58.7%
Civilian Unemployed	4.6%	4.4%	4.4%
In Armed Forces	0.0%	0.0%	0.0%
<b>Not in Labor Force</b>	37.0%	37.1%	36.9%

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

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
Civilian Employed	92.4%	92.8%	92.8%
Civilian Unemployed	7.6%	7.2%	7.2%

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

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
Civilian Employed	92.8%	93.2%	93.2%
Civilian Unemployed	7.2%	6.8%	6.8%

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

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
<b>Total</b>	3,790	4,821	5,738
<b>Own Children &lt; 6 Only</b>	8.1%	7.6%	7.8%
Employed/in Armed Forces	4.6%	4.3%	4.3%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	3.1%	2.9%	3.1%
<b>Own Children &lt; 6 and 6-17 Only</b>	6.9%	6.8%	6.5%
Employed/in Armed Forces	4.7%	4.8%	4.6%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.2%	2.0%	1.9%
<b>Own Children 6-17 Only</b>	16.9%	18.2%	19.0%
Employed/in Armed Forces	13.8%	14.5%	14.8%
Unemployed	0.5%	0.7%	0.9%
Not in Labor Force	2.6%	3.0%	3.3%
<b>No Own Children &lt; 18</b>	68.2%	67.5%	66.7%
Employed/in Armed Forces	30.6%	30.6%	30.7%
Unemployed	2.7%	2.4%	2.4%
Not in Labor Force	34.9%	34.5%	33.6%

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



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**2003 Employed Population 16+ by Industry**

	1835 E Main St Cortez, CO 81321 Radius: 3.0 miles	1835 E Main St Cortez, CO 81321 Radius: 5.0 miles	1835 E Main St Cortez, CO 81321 Radius: 7.0 miles
Total	3,948	5,095	6,171
Agriculture/Mining	2.7%	3.2%	3.4%
Construction	14.7%	15.8%	16.6%
Manufacturing	2.1%	2.2%	2.3%
Wholesale Trade	2.0%	2.1%	2.3%
Retail Trade	19.3%	18.3%	17.3%
Transportation/Utilities	5.3%	5.8%	5.8%
Information	1.5%	1.5%	1.5%
Finance/Insurance/Real Estate	4.4%	4.1%	4.1%
Services	43.3%	42.6%	41.9%
Public Administration	4.6%	4.5%	4.9%

**2003 Employed Population 16+ by Occupation**

	1835 E Main St Cortez, CO 81321 Radius: 3.0 miles	1835 E Main St Cortez, CO 81321 Radius: 5.0 miles	1835 E Main St Cortez, CO 81321 Radius: 7.0 miles
Total	3,947	5,094	6,171
White Collar	59.6%	60.3%	61.0%
Management/Business/Financial	10.4%	11.4%	12.0%
Professional	18.4%	19.4%	20.3%
Sales	16.1%	15.0%	14.0%
Administrative Support	14.7%	14.5%	14.8%
Services	17.7%	16.8%	16.1%
Blue Collar	22.7%	22.9%	22.9%
Farming/Forestry/Fishing	0.2%	0.3%	0.3%
Construction/Extraction	10.2%	10.4%	10.5%
Installation/Maintenance/Repair	3.4%	3.1%	3.2%
Production	3.9%	4.1%	3.9%
Transportation/Material Moving	5.0%	5.0%	5.0%



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

	1835 E Main St Cortez, CO 81321 Radius: 3.0 miles	1835 E Main St Cortez, CO 81321 Radius: 5.0 miles	1835 E Main St Cortez, CO 81321 Radius: 7.0 miles
Total	3,987	5,157	6,231
Drove Alone - Car, Truck, or Van	73.9%	73.0%	73.4%
Carpooled - Car, Truck, or Van	16.1%	17.5%	17.5%
Public Transportation	0.5%	0.4%	0.3%
Walked	3.3%	2.9%	2.7%
Other Means	2.2%	2.1%	2.0%
Worked at Home	4.0%	4.1%	4.1%

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

	1835 E Main St Cortez, CO 81321 Radius: 3.0 miles	1835 E Main St Cortez, CO 81321 Radius: 5.0 miles	1835 E Main St Cortez, CO 81321 Radius: 7.0 miles
Total	3,987	5,157	6,232
Did Not Work at Home	96.0%	95.9%	95.9%
Less than 5 minutes	8.1%	7.0%	6.4%
5 to 9 minutes	34.8%	30.1%	27.1%
10 to 19 minutes	28.1%	31.5%	32.2%
20 to 24 minutes	4.9%	6.9%	9.2%
25 to 34 minutes	4.0%	4.4%	5.3%
35 to 44 minutes	1.4%	1.5%	1.5%
45 to 59 minutes	6.9%	6.5%	6.1%
60 to 89 minutes	4.5%	4.7%	4.6%
90 or more minutes	3.3%	3.4%	3.5%
Worked at Home	4.0%	4.1%	4.1%
Average Travel Time to Work (in min)	18.4	19.6	20.4

**2000 Households by Vehicles Available**

	1835 E Main St Cortez, CO 81321 Radius: 3.0 miles	1835 E Main St Cortez, CO 81321 Radius: 5.0 miles	1835 E Main St Cortez, CO 81321 Radius: 7.0 miles
Total	3,653	4,646	5,564
None	8.2%	7.2%	6.5%
1	36.9%	34.5%	31.8%
2	35.6%	37.0%	38.6%
3	14.6%	16.2%	17.5%
4	2.7%	3.0%	3.2%
5+	2.0%	2.2%	2.4%
Average Number of Vehicles Available	1.7	1.8	1.9

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 Type**

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
<b>Total</b>	3,653	4,653	5,559
Family Households	66.4%	68.8%	70.0%
Married-couple Family	50.6%	53.8%	55.7%
With Related Children	23.4%	25.2%	25.8%
Other Family (No Spouse)	15.8%	14.9%	14.3%
With Related Children	11.6%	10.7%	10.2%
Nonfamily Households	33.6%	31.2%	30.0%
Householder Living Alone	28.6%	26.4%	25.3%
Householder Not Living Alone	5.0%	4.8%	4.7%
Households with Related Children	35.0%	35.9%	36.0%
Households with Persons 65+	27.1%	26.3%	25.7%

**2000 Households by Size**

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
<b>Total</b>	3,653	4,653	5,559
1 Person Household	28.6%	26.4%	25.3%
2 Person Household	34.3%	35.1%	35.8%
3 Person Household	15.0%	15.2%	15.1%
4 Person Household	13.6%	14.0%	14.3%
5 Person Household	5.1%	5.6%	5.8%
6 Person Household	2.0%	2.2%	2.2%
7+ Person Household	1.4%	1.5%	1.5%

**2000 Households by Year Householder Moved In**

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
<b>Total</b>	3,645	4,649	5,555
Moved in 1999 to March 2000	25.4%	23.3%	22.2%
Moved in 1995 to 1998	30.5%	30.6%	30.9%
Moved in 1990 to 1994	17.0%	17.1%	17.1%
Moved in 1980 to 1989	15.3%	15.7%	16.3%
Moved in 1970 to 1979	6.3%	7.2%	7.7%
Moved in 1969 or Earlier	5.6%	6.0%	5.7%
Median Year Householder Moved In	1996	1996	1995



**2000 Housing Units by Units in Structure**

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
<b>Total</b>	3,997	5,090	6,118
1, Detached	61.4%	59.7%	59.3%
1, Attached	1.7%	1.5%	1.5%
2	4.0%	3.1%	2.6%
3 or 4	4.8%	3.7%	3.1%
5 to 9	2.8%	2.2%	1.9%
10 to 19	0.8%	0.7%	0.6%
20+	2.0%	1.5%	1.3%
Mobile Home	22.2%	26.8%	28.8%
Other	0.4%	0.7%	1.0%

**2000 Housing Units by Year Structure Built**

	1835 E Main St Radius: 3.0 miles	1835 E Main St Radius: 5.0 miles	1835 E Main St Radius: 7.0 miles
<b>Total</b>	3,980	5,068	6,092
1999 to March 2000	2.5%	2.6%	2.8%
1995 to 1998	8.8%	10.2%	11.1%
1990 to 1994	5.7%	6.4%	7.0%
1980 to 1989	17.9%	18.9%	19.7%
1970 to 1979	22.0%	22.9%	23.3%
1969 or Earlier	43.2%	39.0%	36.2%
Median Year Structure Built	1973	1975	1976

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



**Cortez Shopping Center**  
Latitude: 37.348863  
Longitude: -108.559854

1835 E Main St  
Cortez, CO 81321  
Radius: 3.0 miles

1835 E Main St  
Cortez, CO 81321  
Radius: 5.0 miles

1835 E Main St  
Cortez, CO 81321  
Radius: 7.0 miles

**Top 3 Tapestry Segments**

1.	Great Expectations	Great Expectations	Crossroads
2.	Crossroads	Crossroads	Great Expectations
3.	Midland Crowd	Midland Crowd	Midland Crowd



**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 \$	\$8,164,331	\$10,447,618	\$12,502,315
Average Spent	\$2,178.90	\$2,177.04	\$2,172.05
Spending Potential Index	82	82	81
Computers & Accessories: Total \$	\$756,927	\$967,728	\$1,156,079
Average Spent	\$202.01	\$201.65	\$200.85
Spending Potential Index	68	68	68
Education: Total \$	\$2,436,061	\$3,058,702	\$3,603,917
Average Spent	\$650.14	\$637.36	\$626.11
Spending Potential Index	67	66	65
Entertainment/Recreation: Total \$	\$8,268,050	\$10,594,183	\$12,781,289
Average Spent	\$2,206.58	\$2,207.58	\$2,220.52
Spending Potential Index	75	75	75
Food at Home: Total \$	\$15,091,449	\$19,305,279	\$23,250,565
Average Spent	\$4,027.61	\$4,022.77	\$4,039.36
Spending Potential Index	89	89	90
Food Away from Home: Total \$	\$9,452,329	\$12,073,756	\$14,466,481
Average Spent	\$2,522.64	\$2,515.89	\$2,513.29
Spending Potential Index	85	84	84
Health Care: Total \$	\$9,308,068	\$11,884,019	\$14,394,389
Average Spent	\$2,484.14	\$2,476.35	\$2,500.76
Spending Potential Index	79	79	80
HH Furnishings & Equipment: Total \$	\$5,702,580	\$7,338,035	\$8,815,101
Average Spent	\$1,521.91	\$1,529.08	\$1,531.46
Spending Potential Index	74	75	75
Investments: Total \$	\$16,647,846	\$21,253,269	\$24,931,840
Average Spent	\$4,442.98	\$4,428.69	\$4,331.45
Spending Potential Index	52	52	51
Retail Goods: Total \$	\$69,891,847	\$89,683,603	\$108,355,214
Average Spent	\$18,652.75	\$18,687.98	\$18,824.74
Spending Potential Index	80	81	81
Shelter: Total \$	\$31,155,465	\$39,945,144	\$47,720,870
Average Spent	\$8,314.78	\$8,323.64	\$8,290.63
Spending Potential Index	65	65	65
TV/Video/Sound Equipment: Total \$	\$2,557,142	\$3,261,314	\$2,557,142
Average Spent	\$682.45	\$679.58	\$680.00
Spending Potential Index	71	71	71
Travel: Total \$	\$4,402,766	\$5,636,731	\$6,754,743
Average Spent	\$1,175.01	\$1,174.56	\$1,173.51
Spending Potential Index	67	67	67
Vehicle Maintenance & Repairs: Total \$	\$2,697,412	\$3,465,155	\$4,177,191
Average Spent	\$719.89	\$722.06	\$725.71
Spending Potential Index	73	73	74

**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.