



# Market Profile

2000 S I 35, Round Rock, TX, 78681  
Rings: 1, 3, 5 miles radii

Latitude: 30.49069  
Longitude: -97.67818

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	11,494	57,455	125,412
2000 Group Quarters	2	346	777
2010 Total Population	15,398	81,593	205,237
2015 Total Population	18,339	98,808	255,403
2010-2015 Annual Rate	3.56%	3.90%	4.47%
<b>Household Summary</b>			
2000 Households	4,294	20,111	44,270
2000 Average Household Size	2.68	2.84	2.82
2010 Households	5,565	27,941	70,712
2010 Average Household Size	2.77	2.91	2.89
2015 Households	6,588	33,733	87,552
2015 Average Household Size	2.78	2.92	2.91
2010-2015 Annual Rate	3.43%	3.84%	4.37%
2000 Families	2,918	14,804	32,501
2000 Average Family Size	3.20	3.29	3.28
2010 Families	3,682	20,009	51,285
2010 Average Family Size	3.35	3.42	3.40
2015 Families	4,315	23,891	63,099
2015 Average Family Size	3.39	3.45	3.43
2010-2015 Annual Rate	3.22%	3.61%	4.23%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,409	20,783	45,541
Owner Occupied Housing Units	45.9%	62.2%	66.5%
Renter Occupied Housing Units	51.2%	34.6%	30.7%
Vacant Housing Units	2.9%	3.2%	2.9%
2010 Housing Units	5,778	29,198	73,656
Owner Occupied Housing Units	40.5%	59.9%	64.8%
Renter Occupied Housing Units	55.8%	35.8%	31.2%
Vacant Housing Units	3.7%	4.3%	4.0%
2015 Housing Units	6,850	35,424	91,638
Owner Occupied Housing Units	40.9%	60.0%	64.9%
Renter Occupied Housing Units	55.2%	35.3%	30.6%
Vacant Housing Units	3.8%	4.8%	4.5%
<b>Median Household Income</b>			
2000	\$48,510	\$59,426	\$62,437
2010	\$68,604	\$78,501	\$82,626
2015	\$74,052	\$86,748	\$94,097
<b>Median Home Value</b>			
2000	\$89,369	\$117,358	\$126,140
2010	\$140,709	\$182,289	\$192,984
2015	\$179,241	\$226,738	\$239,132
<b>Per Capita Income</b>			
2000	\$20,699	\$23,217	\$25,617
2010	\$29,486	\$31,386	\$34,430
2015	\$32,565	\$33,909	\$37,125
<b>Median Age</b>			
2000	28.9	30.1	30.6
2010	30.2	31.0	31.8
2015	30.4	31.0	31.8

**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 the 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.



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<b>2000 Households by Income</b>			
Household Income Base	4,383	20,119	44,369
<\$15,000	8.0%	5.8%	4.6%
\$15,000 - \$24,999	10.6%	6.5%	5.8%
\$25,000 - \$34,999	13.2%	9.7%	9.0%
\$35,000 - \$49,999	19.7%	17.0%	16.1%
\$50,000 - \$74,999	28.1%	28.9%	27.8%
\$75,000 - \$99,999	12.5%	17.2%	18.3%
\$100,000 - \$149,999	5.8%	11.1%	13.4%
\$150,000 - \$199,999	1.6%	2.2%	3.0%
\$200,000+	0.7%	1.5%	2.1%
Average Household Income	\$55,254	\$66,103	\$71,477
<b>2010 Households by Income</b>			
Household Income Base	5,565	27,941	70,710
<\$15,000	5.7%	3.7%	2.8%
\$15,000 - \$24,999	4.0%	2.8%	2.4%
\$25,000 - \$34,999	7.0%	4.4%	3.8%
\$35,000 - \$49,999	14.8%	11.9%	10.9%
\$50,000 - \$74,999	24.5%	23.7%	23.4%
\$75,000 - \$99,999	16.7%	18.7%	17.6%
\$100,000 - \$149,999	19.6%	25.6%	27.4%
\$150,000 - \$199,999	3.7%	5.2%	6.1%
\$200,000+	4.1%	4.1%	5.6%
Average Household Income	\$82,866	\$91,762	\$98,933
<b>2015 Households by Income</b>			
Household Income Base	6,590	33,733	87,551
<\$15,000	4.4%	2.7%	2.0%
\$15,000 - \$24,999	3.3%	2.2%	1.8%
\$25,000 - \$34,999	5.3%	3.1%	2.6%
\$35,000 - \$49,999	10.2%	7.8%	6.9%
\$50,000 - \$74,999	27.6%	25.8%	24.2%
\$75,000 - \$99,999	12.5%	15.3%	15.4%
\$100,000 - \$149,999	27.3%	32.2%	33.9%
\$150,000 - \$199,999	4.4%	6.0%	6.7%
\$200,000+	5.1%	4.8%	6.4%
Average Household Income	\$92,085	\$99,574	\$107,192
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	2,021	12,966	30,337
<\$50,000	8.8%	3.2%	2.8%
\$50,000 - \$99,999	60.7%	29.8%	23.5%
\$100,000 - \$149,999	25.5%	49.2%	45.1%
\$150,000 - \$199,999	4.9%	14.5%	18.8%
\$200,000 - \$299,999	0.1%	2.8%	8.3%
\$300,000 - \$499,999	0.0%	0.5%	1.4%
\$500,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.1%	0.0%
Average Home Value	\$92,853	\$121,602	\$136,153
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	2,259	7,184	13,862
With Cash Rent	98.3%	98.4%	98.1%
No Cash Rent	1.7%	1.6%	1.9%
Median Rent	\$680	\$688	\$707
Average Rent	\$676	\$693	\$729

**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.

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



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<b>2000 Population by Age</b>			
Total	11,494	57,453	125,411
0 - 4	9.6%	9.5%	9.4%
5 - 9	8.8%	8.9%	8.8%
10 - 14	7.5%	8.2%	8.2%
15 - 24	15.4%	13.3%	12.7%
25 - 34	21.3%	20.7%	20.6%
35 - 44	17.4%	19.0%	20.2%
45 - 54	10.8%	11.3%	11.6%
55 - 64	4.9%	4.9%	4.7%
65 - 74	2.6%	2.4%	2.2%
75 - 84	1.3%	1.3%	1.3%
85 +	0.5%	0.6%	0.5%
18 +	69.8%	69.0%	69.2%
<b>2010 Population by Age</b>			
Total	15,398	81,589	205,239
0 - 4	9.2%	9.6%	9.4%
5 - 9	7.9%	8.6%	8.7%
10 - 14	7.1%	8.0%	8.1%
15 - 24	15.6%	13.7%	12.9%
25 - 34	18.0%	16.2%	15.8%
35 - 44	15.4%	17.5%	17.9%
45 - 54	12.7%	14.1%	15.1%
55 - 64	8.1%	7.6%	7.7%
65 - 74	3.6%	2.9%	2.8%
75 - 84	1.7%	1.3%	1.2%
85 +	0.7%	0.5%	0.5%
18 +	71.5%	69.5%	69.4%
<b>2015 Population by Age</b>			
Total	18,340	98,807	255,406
0 - 4	9.1%	9.5%	9.3%
5 - 9	8.1%	8.8%	8.8%
10 - 14	7.3%	8.1%	8.2%
15 - 24	15.0%	13.4%	12.6%
25 - 34	18.2%	17.1%	17.0%
35 - 44	14.5%	15.2%	15.5%
45 - 54	12.0%	13.8%	14.5%
55 - 64	8.6%	8.5%	8.8%
65 - 74	4.7%	3.9%	3.8%
75 - 84	1.8%	1.4%	1.2%
85 +	0.6%	0.5%	0.4%
18 +	71.5%	69.4%	69.5%
<b>2000 Population by Sex</b>			
Males	50.2%	49.8%	49.8%
Females	49.8%	50.2%	50.2%
<b>2010 Population by Sex</b>			
Males	49.9%	49.6%	49.5%
Females	50.1%	50.4%	50.5%
<b>2015 Population by Sex</b>			
Males	49.7%	49.4%	49.2%
Females	50.3%	50.6%	50.8%

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

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<b>2000 Population by Race/Ethnicity</b>			
Total	11,494	57,455	125,412
White Alone	73.6%	73.5%	75.1%
Black Alone	7.6%	8.6%	8.3%
American Indian Alone	0.6%	0.5%	0.4%
Asian or Pacific Islander Alone	2.8%	4.6%	5.4%
Some Other Race Alone	12.5%	10.0%	8.0%
Two or More Races	3.0%	2.7%	2.6%
Hispanic Origin	28.8%	23.2%	19.4%
Diversity Index	67.7	64.6	60.6
<b>2010 Population by Race/Ethnicity</b>			
Total	15,399	81,592	205,238
White Alone	64.2%	65.4%	68.2%
Black Alone	8.9%	10.3%	9.3%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	3.8%	6.6%	7.8%
Some Other Race Alone	18.7%	13.4%	10.7%
Two or More Races	3.8%	3.6%	3.5%
Hispanic Origin	39.4%	30.5%	25.3%
Diversity Index	78.0	74.5	70.2
<b>2015 Population by Race/Ethnicity</b>			
Total	18,339	98,807	255,403
White Alone	64.5%	65.3%	68.1%
Black Alone	8.8%	10.2%	9.0%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	3.8%	6.9%	8.1%
Some Other Race Alone	18.8%	13.3%	10.6%
Two or More Races	3.6%	3.7%	3.6%
Hispanic Origin	41.2%	31.7%	26.5%
Diversity Index	78.1	74.9	70.8
<b>2000 Population 3+ by School Enrollment</b>			
Total	10,891	54,120	118,395
Enrolled in Nursery/Preschool	2.2%	2.6%	2.8%
Enrolled in Kindergarten	2.5%	2.0%	2.0%
Enrolled in Grade 1-8	13.4%	14.4%	14.3%
Enrolled in Grade 9-12	5.9%	6.0%	6.0%
Enrolled in College	3.4%	4.1%	4.4%
Enrolled in Grad/Prof School	1.1%	1.0%	1.3%
Not Enrolled in School	71.5%	69.9%	69.3%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	9,268	49,028	125,026
Less Than 9th Grade	9.1%	5.7%	3.6%
9th to 12th Grade, No Diploma	4.6%	4.5%	3.7%
High School Graduate	26.8%	22.3%	19.7%
Some College, No Degree	28.7%	24.7%	23.5%
Associate Degree	7.3%	9.2%	9.0%
Bachelor's Degree	18.0%	24.0%	28.8%
Graduate/Professional Degree	5.5%	9.6%	11.7%

**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.

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<b>2010 Population 15+ by Marital Status</b>			
Total	11,671	60,215	151,399
Never Married	36.2%	30.1%	29.1%
Married	47.1%	55.9%	58.2%
Widowed	4.0%	3.1%	2.7%
Divorced	12.6%	10.8%	10.0%
<b>2000 Population 16+ by Employment Status</b>			
Total	8,450	41,502	90,784
In Labor Force	78.4%	78.6%	79.2%
Civilian Employed	75.9%	75.8%	76.8%
Civilian Unemployed	2.4%	2.6%	2.3%
In Armed Forces	0.1%	0.1%	0.2%
Not In Labor Force	21.6%	21.4%	20.8%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.0%	92.6%	93.5%
Civilian Unemployed	8.0%	7.4%	6.5%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.4%	93.9%	94.7%
Civilian Unemployed	6.6%	6.1%	5.3%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	4,196	20,820	45,782
Own Children < 6 Only	12.2%	12.4%	12.2%
Employed/in Armed Forces	7.4%	8.0%	7.8%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	4.7%	4.2%	4.2%
Own Children <6 and 6-17 Only	9.8%	10.2%	9.6%
Employed/in Armed Forces	6.1%	6.4%	5.7%
Unemployed	0.5%	0.4%	0.3%
Not in Labor Force	3.2%	3.5%	3.6%
Own Children 6-17 Only	20.5%	21.2%	22.0%
Employed/in Armed Forces	16.2%	16.6%	17.2%
Unemployed	0.4%	0.5%	0.4%
Not in Labor Force	3.9%	4.1%	4.4%
No Own Children < 18	57.5%	56.2%	56.2%
Employed/in Armed Forces	37.7%	37.1%	38.5%
Unemployed	1.8%	1.6%	1.4%
Not in Labor Force	18.1%	17.5%	16.3%
<b>2010 Employed Population 16+ by Industry</b>			
Total	6,887	37,026	96,710
Agriculture/Mining	0.5%	0.6%	0.6%
Construction	8.6%	6.7%	6.2%
Manufacturing	13.8%	15.1%	15.2%
Wholesale Trade	2.8%	2.4%	2.5%
Retail Trade	12.9%	11.7%	11.0%
Transportation/Utilities	2.8%	2.8%	2.8%
Information	2.2%	2.4%	2.4%
Finance/Insurance/Real Estate	9.9%	8.9%	8.8%
Services	40.9%	41.7%	42.2%
Public Administration	5.5%	7.7%	8.3%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	6,884	37,024	96,709
White Collar	63.6%	69.3%	72.3%
Management/Business/Financial	14.6%	17.6%	18.7%
Professional	20.4%	24.0%	27.0%
Sales	10.3%	11.8%	12.0%
Administrative Support	18.2%	15.9%	14.6%
Services	14.1%	12.9%	12.0%
Blue Collar	22.4%	17.8%	15.7%
Farming/Forestry/Fishing	0.3%	0.2%	0.1%
Construction/Extraction	6.7%	5.0%	4.5%
Installation/Maintenance/Repair	4.1%	3.3%	3.0%
Production	6.7%	5.5%	5.0%
Transportation/Material Moving	4.6%	3.8%	3.2%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	6,343	31,055	68,807
Drove Alone - Car, Truck, or Van	79.6%	82.8%	84.1%
Carpooled - Car, Truck, or Van	16.2%	12.8%	11.3%
Public Transportation	0.4%	0.3%	0.3%
Walked	0.8%	0.7%	0.6%
Other Means	1.4%	0.9%	0.8%
Worked at Home	1.6%	2.5%	2.9%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	6,344	31,055	68,806
Did not Work at Home	98.4%	97.5%	97.1%
Less than 5 minutes	3.5%	2.2%	1.9%
5 to 9 minutes	10.6%	9.5%	7.8%
10 to 19 minutes	26.3%	24.9%	25.9%
20 to 24 minutes	14.3%	14.9%	16.4%
25 to 34 minutes	23.4%	24.5%	24.5%
35 to 44 minutes	7.5%	7.8%	7.4%
45 to 59 minutes	9.3%	9.2%	8.7%
60 to 89 minutes	2.5%	3.0%	3.0%
90 or more minutes	1.1%	1.4%	1.4%
Worked at Home	1.6%	2.5%	2.9%
Average Travel Time to Work (in min)	24.1	25.6	25.7
<b>2000 Households by Vehicles Available</b>			
Total	4,283	20,151	44,221
None	4.4%	3.4%	2.8%
1	38.2%	30.1%	28.9%
2	44.4%	49.5%	51.0%
3	10.9%	13.2%	13.6%
4	1.8%	3.3%	2.9%
5+	0.3%	0.5%	0.7%
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 forecasts for 2010 and 2015.

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<b>2000 Households by Type</b>			
Total	4,294	20,110	44,271
Family Households	68.0%	73.6%	73.4%
Married-couple Family	48.7%	57.9%	59.9%
With Related Children	29.8%	35.9%	36.9%
Other Family (No Spouse)	19.3%	15.7%	13.5%
With Related Children	14.8%	11.8%	10.1%
Nonfamily Households	32.0%	26.4%	26.6%
Householder Living Alone	23.5%	19.2%	19.6%
Householder Not Living Alone	8.6%	7.2%	7.0%
Households with Related Children	44.6%	47.7%	47.0%
Households with Persons 65+	9.5%	8.6%	7.6%
<b>2000 Households by Size</b>			
Total	4,294	20,111	44,270
1 Person Household	23.5%	19.2%	19.6%
2 Person Household	28.9%	29.3%	29.7%
3 Person Household	19.6%	20.4%	19.7%
4 Person Household	16.3%	18.5%	19.1%
5 Person Household	7.2%	8.2%	7.9%
6 Person Household	2.9%	2.9%	2.6%
7 + Person Household	1.8%	1.6%	1.3%
<b>2000 Households by Year Householder Moved In</b>			
Total	4,283	20,151	44,220
Moved in 1999 to March 2000	38.5%	33.1%	32.9%
Moved in 1995 to 1998	32.5%	37.6%	39.5%
Moved in 1990 to 1994	13.3%	15.0%	14.8%
Moved in 1980 to 1989	10.5%	9.7%	9.5%
Moved in 1970 to 1979	3.9%	3.6%	2.7%
Moved in 1969 or Earlier	1.3%	1.1%	0.7%
Median Year Householder Moved In	1997	1997	1997
<b>2000 Housing Units by Units in Structure</b>			
Total	4,393	20,833	45,507
1, Detached	51.8%	67.9%	71.1%
1, Attached	7.4%	4.2%	3.2%
2	6.1%	3.6%	2.5%
3 or 4	6.1%	4.6%	2.9%
5 to 9	5.9%	4.0%	3.5%
10 to 19	8.2%	4.9%	5.3%
20 +	11.5%	9.3%	9.7%
Mobile Home	3.0%	1.4%	1.7%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	4,394	20,831	45,508
1999 to March 2000	4.0%	7.5%	9.7%
1995 to 1998	16.4%	26.3%	28.5%
1990 to 1994	6.5%	12.4%	14.2%
1980 to 1989	46.0%	33.2%	32.4%
1970 to 1979	22.6%	16.2%	12.1%
1969 or Earlier	4.6%	4.3%	3.1%
Median Year Structure Built	1985	1989	1991

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<b>Top 3 Tapestry Segments</b>			
1.	Aspiring Young Families	Up and Coming Families	Up and Coming Families
2.	Milk and Cookies	Aspiring Young Families	Boomburbs
3.	Up and Coming Families	Enterprising Professionals	Enterprising Professionals
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,466,570	\$62,897,091	\$171,134,865
Average Spent	\$2,060.40	\$2,251.09	\$2,420.17
Spending Potential Index	86	94	101
Computers & Accessories: Total \$	\$1,551,096	\$8,504,797	\$23,127,609
Average Spent	\$278.71	\$304.39	\$327.07
Spending Potential Index	127	138	149
Education: Total \$	\$8,190,587	\$45,104,840	\$124,284,193
Average Spent	\$1,471.75	\$1,614.30	\$1,757.61
Spending Potential Index	121	132	144
Entertainment/Recreation: Total \$	\$21,465,154	\$120,362,517	\$329,716,556
Average Spent	\$3,857.03	\$4,307.77	\$4,662.82
Spending Potential Index	120	134	145
Food at Home: Total \$	\$29,869,516	\$160,378,809	\$430,453,350
Average Spent	\$5,367.19	\$5,739.96	\$6,087.43
Spending Potential Index	120	128	136
Food Away from Home: Total \$	\$22,191,871	\$120,785,308	\$326,814,087
Average Spent	\$3,987.61	\$4,322.91	\$4,621.77
Spending Potential Index	124	134	144
Health Care: Total \$	\$22,630,111	\$123,369,443	\$332,602,495
Average Spent	\$4,066.35	\$4,415.39	\$4,703.63
Spending Potential Index	109	119	126
HH Furnishings & Equipment: Total \$	\$11,977,389	\$67,708,278	\$185,966,094
Average Spent	\$2,152.19	\$2,423.28	\$2,629.91
Spending Potential Index	105	118	128
Investments: Total \$	\$9,279,817	\$53,680,120	\$147,984,541
Average Spent	\$1,667.47	\$1,921.21	\$2,092.78
Spending Potential Index	96	110	120
Retail Goods: Total \$	\$157,646,438	\$870,788,082	\$2,367,793,613
Average Spent	\$28,327.14	\$31,165.50	\$33,485.09
Spending Potential Index	114	125	135
Shelter: Total \$	\$107,896,651	\$602,243,039	\$1,642,914,644
Average Spent	\$19,387.71	\$21,554.27	\$23,233.93
Spending Potential Index	123	137	147
TV/Video/Audio: Total \$	\$8,381,939	\$45,402,396	\$122,738,743
Average Spent	\$1,506.13	\$1,624.95	\$1,735.76
Spending Potential Index	121	131	140
Travel: Total \$	\$12,084,004	\$69,688,550	\$192,533,818
Average Spent	\$2,171.35	\$2,494.15	\$2,722.79
Spending Potential Index	115	132	144
Vehicle Maintenance & Repairs: Total \$	\$6,329,207	\$34,546,842	\$93,475,618
Average Spent	\$1,137.28	\$1,236.43	\$1,321.92
Spending Potential Index	121	131	140

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

February 09, 2012

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