






5748 Brainerd Road, Chattano...  
 5748 Brainerd Rd,  
 Chattanooga, TN, 37411

Latitude: 35.012564  
 Longitude: -85.212502  
 Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	3,701	51,559	129,136
2000 Group Quarters	0	400	2,334
2009 Total Population	3,666	52,731	136,792
2014 Total Population	3,676	53,941	141,368
2009 - 2014 Annual Rate	0.05%	0.45%	0.66%
 2000 Households	1,646	22,957	54,187
2000 Average Household Size	2.25	2.23	2.34
2009 Households	1,652	24,042	58,648
2009 Average Household Size	2.22	2.18	2.29
2014 Households	1,665	24,760	61,044
2014 Average Household Size	2.21	2.16	2.27
2009 - 2014 Annual Rate	0.16%	0.59%	0.8%
2000 Families	945	14,073	34,721
2000 Average Family Size	2.9	2.84	2.92
2009 Families	904	14,095	36,104
2009 Average Family Size	2.88	2.8	2.88
2014 Families	891	14,205	36,824
2014 Average Family Size	2.87	2.79	2.87
2009 - 2014 Annual Rate	-0.29%	0.16%	0.4%
 <b>2000 Housing Units</b>	1,775	24,766	59,406
Owner Occupied Housing Units	56.4%	55.8%	54.7%
Renter Occupied Housing Units	36.0%	37.0%	36.5%
Vacant Housing Units	7.6%	7.2%	8.8%
<b>2009 Housing Units</b>	1,846	26,494	65,971
Owner Occupied Housing Units	54.0%	53.8%	53.2%
Renter Occupied Housing Units	35.5%	36.9%	35.7%
Vacant Housing Units	10.5%	9.3%	11.1%
<b>2014 Housing Units</b>	1,877	27,325	68,774
Owner Occupied Housing Units	52.2%	52.9%	52.8%
Renter Occupied Housing Units	36.5%	37.7%	36.0%
Vacant Housing Units	11.3%	9.4%	11.2%
<b>Median Household Income</b>			
2000	\$33,229	\$34,960	\$32,508
2009	\$43,275	\$46,910	\$43,468
2014	\$47,448	\$50,505	\$47,822
<b>Median Home Value</b>			
2000	\$69,070	\$78,441	\$77,331
2009	\$90,520	\$101,321	\$98,502
2014	\$100,540	\$114,290	\$110,756
<b>Per Capita Income</b>			
2000	\$18,699	\$20,090	\$18,207
2009	\$23,913	\$26,609	\$23,837
2014	\$24,817	\$27,530	\$24,871
<b>Median Age</b>			
2000	35.4	37.8	37.3
2009	36.7	39.3	39.2
2014	37.2	40.0	40.0

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 2009 and 2014.



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**2000 Households by Income**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Household Income Base	1,617	22,888	54,177
< \$15,000	18.1%	16.7%	21.6%
\$15,000 - \$24,999	19.5%	17.3%	16.9%
\$25,000 - \$34,999	14.8%	16.0%	14.8%
\$35,000 - \$49,999	22.4%	18.8%	17.6%
\$50,000 - \$74,999	16.8%	18.5%	17.0%
\$75,000 - \$99,999	4.6%	6.6%	6.2%
\$100,000 - \$149,999	2.8%	3.9%	3.9%
\$150,000 - \$199,999	0.3%	1.0%	0.9%
\$200,000+	0.7%	1.2%	1.2%
Average Household Income	\$41,066	\$45,039	\$42,989

**2009 Households by Income**

Household Income Base	1,653	24,042	58,647
< \$15,000	13.9%	12.2%	16.0%
\$15,000 - \$24,999	11.9%	10.6%	11.7%
\$25,000 - \$34,999	14.5%	13.1%	12.7%
\$35,000 - \$49,999	16.5%	17.2%	15.9%
\$50,000 - \$74,999	23.5%	21.1%	20.3%
\$75,000 - \$99,999	13.5%	15.9%	13.8%
\$100,000 - \$149,999	4.2%	5.9%	5.7%
\$150,000 - \$199,999	1.4%	2.2%	2.1%
\$200,000+	0.7%	1.8%	1.6%
Average Household Income	\$51,658	\$58,486	\$55,117

**2014 Households by Income**

Household Income Base	1,666	24,761	61,045
< \$15,000	12.9%	11.3%	14.9%
\$15,000 - \$24,999	11.8%	10.5%	11.5%
\$25,000 - \$34,999	13.0%	11.7%	11.3%
\$35,000 - \$49,999	15.0%	15.7%	14.5%
\$50,000 - \$74,999	28.8%	25.9%	24.8%
\$75,000 - \$99,999	11.9%	14.6%	13.4%
\$100,000 - \$149,999	4.4%	6.1%	5.8%
\$150,000 - \$199,999	1.4%	2.3%	2.2%
\$200,000+	0.8%	1.8%	1.7%
Average Household Income	\$53,338	\$60,095	\$57,073

**2000 Owner Occupied HUs by Value**

Total	997	13,761	32,512
<\$50,000	17.8%	13.7%	19.9%
\$50,000 - 99,999	75.5%	62.5%	53.6%
\$100,000 - 149,999	5.6%	15.9%	16.8%
\$150,000 - 199,999	1.1%	4.4%	5.5%
\$200,000 - \$299,999	0.0%	2.1%	2.7%
\$300,000 - 499,999	0.0%	1.2%	1.2%
\$500,000 - 999,999	0.0%	0.2%	0.3%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$69,461	\$90,006	\$91,229

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

Total	618	9,098	21,617
With Cash Rent	98.4%	95.7%	95.3%
No Cash Rent	1.6%	4.3%	4.7%
Median Rent	\$456	\$446	\$399
Average Rent	\$439	\$454	\$411

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 2009 and 2014.



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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Population by Age</b>			
Total	3,703	51,558	129,138
Age 0 - 4	6.1%	5.8%	6.2%
Age 5 - 9	6.5%	5.9%	6.6%
Age 10 - 14	6.5%	6.1%	6.6%
Age 15 - 19	5.6%	5.8%	6.3%
Age 20 - 24	7.4%	6.8%	6.9%
Age 25 - 34	17.2%	15.4%	14.1%
Age 35 - 44	16.3%	15.0%	14.7%
Age 45 - 54	12.6%	13.8%	13.6%
Age 55 - 64	7.7%	9.2%	9.4%
Age 65 - 74	6.5%	8.1%	8.1%
Age 75 - 84	5.7%	6.1%	5.5%
Age 85+	1.8%	2.0%	2.0%
Age 18+	77.5%	78.6%	76.9%
<b>2009 Population by Age</b>			
Total	3,665	52,733	136,791
Age 0 - 4	6.2%	5.8%	6.2%
Age 5 - 9	6.4%	5.7%	6.0%
Age 10 - 14	5.9%	5.5%	6.0%
Age 15 - 19	6.1%	5.8%	6.4%
Age 20 - 24	7.7%	6.7%	6.6%
Age 25 - 34	15.3%	14.4%	13.2%
Age 35 - 44	14.7%	13.9%	13.2%
Age 45 - 54	15.0%	14.3%	14.3%
Age 55 - 64	10.8%	12.3%	12.2%
Age 65 - 74	5.7%	7.4%	7.7%
Age 75 - 84	4.2%	5.7%	5.6%
Age 85+	2.0%	2.6%	2.6%
Age 18+	78.0%	79.5%	78.1%
<b>2014 Population by Age</b>			
Total	3,675	53,943	141,367
Age 0 - 4	6.0%	5.8%	6.1%
Age 5 - 9	6.3%	5.7%	6.0%
Age 10 - 14	5.9%	5.6%	6.0%
Age 15 - 19	5.6%	5.3%	5.9%
Age 20 - 24	7.7%	6.6%	6.7%
Age 25 - 34	15.5%	14.4%	13.0%
Age 35 - 44	13.7%	13.3%	12.8%
Age 45 - 54	13.9%	13.1%	13.0%
Age 55 - 64	12.5%	13.1%	13.1%
Age 65 - 74	7.0%	9.1%	9.3%
Age 75 - 84	3.9%	5.3%	5.4%
Age 85+	1.9%	2.7%	2.6%
Age 18+	78.5%	79.8%	78.5%
<b>2000 Population by Sex</b>			
Males	46.5%	46.9%	46.9%
Females	53.5%	53.1%	53.1%
<b>2009 Population by Sex</b>			
Males	47.5%	47.5%	47.4%
Females	52.5%	52.5%	52.6%
<b>2014 Population by Sex</b>			
Males	47.8%	47.8%	47.5%
Females	52.2%	52.2%	52.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,700	51,559	129,135
White Alone	57.5%	70.7%	65.7%
Black Alone	36.8%	25.4%	30.3%
American Indian Alone	0.4%	0.3%	0.3%
Asian or Pacific Islander Alone	1.9%	1.7%	1.5%
Some Other Race Alone	1.3%	0.6%	0.9%
Two or More Races	2.2%	1.3%	1.2%
Hispanic Origin	2.4%	1.5%	2.0%
Diversity Index	55.6	45.2	49.6

2009 Population by Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,667	52,731	136,791
White Alone	49.1%	66.1%	62.8%
Black Alone	43.7%	28.5%	31.8%
American Indian Alone	0.4%	0.3%	0.4%
Asian or Pacific Islander Alone	2.5%	2.4%	2.2%
Some Other Race Alone	1.9%	1.0%	1.4%
Two or More Races	2.5%	1.6%	1.5%
Hispanic Origin	3.6%	2.4%	2.8%
Diversity Index	59.8	50.5	53.1

2014 Population by Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,675	53,940	141,368
White Alone	45.0%	63.7%	61.2%
Black Alone	46.9%	30.0%	32.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	2.9%	2.9%	2.6%
Some Other Race Alone	2.3%	1.3%	1.6%
Two or More Races	2.6%	1.7%	1.6%
Hispanic Origin	4.3%	3.0%	3.4%
Diversity Index	61.3	53.3	55.1



2000 Population 3+ by School Enrollment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,534	49,509	124,354
Enrolled in Nursery/Preschool	1.9%	1.9%	2.0%
Enrolled in Kindergarten	0.7%	1.3%	1.5%
Enrolled in Grade 1-8	10.4%	9.9%	10.9%
Enrolled in Grade 9-12	5.5%	4.9%	5.0%
Enrolled in College	5.1%	4.6%	4.6%
Enrolled in Grad/Prof School	0.7%	0.7%	0.6%
Not Enrolled in School	75.7%	76.7%	75.4%

2009 Population 25+ by Educational Attainment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	2,485	37,184	94,134
Less than 9th Grade	3.1%	4.1%	6.3%
9th - 12th Grade, No Diploma	11.3%	11.8%	14.1%
High School Graduate	32.7%	29.4%	31.9%
Some College, No Degree	26.9%	26.4%	23.3%
Associate Degree	7.0%	7.1%	6.3%
Bachelor's Degree	13.5%	14.3%	12.1%
Graduate/Professional Degree	5.5%	7.0%	6.0%



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 2009 and 2014.



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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2009 Population 15+ by Marital Status</b>			
 Total	2,991	43,743	111,879
Never Married	32.9%	27.7%	28.0%
Married	38.5%	47.6%	48.0%
Widowed	9.8%	8.4%	8.8%
Divorced	18.8%	16.3%	15.2%
<b>2000 Population 16+ by Employment Status</b>			
 Total	2,957	41,683	102,677
In Labor Force	70.1%	66.2%	63.2%
Civilian Employed	67.0%	62.8%	59.3%
Civilian Unemployed	2.8%	3.3%	3.9%
In Armed Forces	0.3%	0.1%	0.1%
Not in Labor Force	29.9%	33.8%	36.8%
<b>2009 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.1%	89.5%	88.7%
Civilian Unemployed	8.9%	10.5%	11.3%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.6%	93.5%	92.9%
Civilian Unemployed	5.4%	6.5%	7.1%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	1,718	22,723	55,793
Own Children < 6 Only	5.9%	6.6%	7.0%
Employed/in Armed Forces	4.8%	4.5%	4.3%
Unemployed	0.3%	0.3%	0.7%
Not in Labor Force	0.9%	1.8%	2.0%
Own Children < 6 and 6-17 Only	5.0%	4.6%	5.0%
Employed/in Armed Forces	3.6%	3.2%	3.0%
Unemployed	0.1%	0.1%	0.2%
Not in Labor Force	1.3%	1.3%	1.8%
Own Children 6-17 Only	13.4%	13.7%	14.9%
Employed/in Armed Forces	11.5%	10.5%	11.2%
Unemployed	0.2%	0.6%	0.5%
Not in Labor Force	1.6%	2.7%	3.2%
No Own Children < 18	75.7%	75.1%	73.1%
Employed/in Armed Forces	41.9%	38.7%	34.6%
Unemployed	2.2%	2.3%	2.5%
Not in Labor Force	31.7%	34.2%	36.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,851	25,479	61,901
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	2.9%	5.5%	5.7%
Manufacturing	10.0%	11.2%	12.2%
Wholesale Trade	3.1%	3.5%	3.6%
Retail Trade	12.3%	11.9%	11.8%
Transportation/Utilities	6.5%	5.6%	5.5%
Information	1.7%	1.4%	1.4%
Finance/Insurance/Real Estate	11.2%	10.3%	9.4%
Services	45.0%	46.2%	46.5%
Public Administration	7.2%	4.2%	3.8%

2009 Employed Population 16+ by Occupation

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,853	25,483	61,900
White Collar	56.0%	58.9%	55.8%
Management/Business/Financial	8.0%	11.1%	10.5%
Professional	18.4%	19.7%	18.5%
Sales	13.9%	12.4%	12.3%
Administrative Support	15.7%	15.6%	14.5%
Services	23.8%	18.5%	19.4%
Blue Collar	20.2%	22.6%	24.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.3%	4.9%	5.1%
Installation/Maintenance/Repair	2.1%	2.5%	3.0%
Production	6.9%	7.4%	8.2%
Transportation/Material Moving	7.9%	7.7%	8.4%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,955	25,770	59,676
Drove Alone - Car, Truck, or Van	74.8%	82.5%	80.5%
Carpooled - Car, Truck, or Van	16.9%	13.2%	13.7%
Public Transportation	3.2%	0.9%	1.7%
Walked	1.3%	0.8%	1.5%
Other Means	0.8%	0.7%	0.9%
Worked at Home	3.0%	1.9%	1.7%

2000 Workers 16+ by Travel Time to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,957	25,770	59,676
Did Not Work at Home	97.0%	98.1%	98.3%
Less than 5 minutes	2.2%	1.6%	2.1%
5 to 9 minutes	12.7%	11.1%	10.7%
10 to 19 minutes	45.1%	45.2%	42.7%
20 to 24 minutes	21.0%	19.5%	18.9%
25 to 34 minutes	10.2%	14.0%	16.1%
35 to 44 minutes	1.7%	1.8%	2.3%
45 to 59 minutes	1.8%	2.4%	2.6%
60 to 89 minutes	1.0%	1.1%	1.6%
90 or more minutes	1.3%	1.3%	1.4%
Worked at Home	3.0%	1.9%	1.7%
Average Travel Time to Work (in min)	18.2	19.2	19.8

2000 Households by Vehicles Available

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,618	22,872	54,166
None	8.4%	6.5%	10.0%
1	47.9%	42.5%	39.5%
2	33.5%	36.3%	34.7%
3	7.5%	10.8%	11.4%
4	1.9%	2.6%	3.0%
5+	0.7%	1.3%	1.5%
Average Number of Vehicles Available	1.5	1.7	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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**2000 Households by Type**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,646	22,957	54,186
Family Households	57.4%	61.3%	64.1%
Married-couple Family	34.5%	42.8%	42.6%
With Related Children	15.5%	16.8%	17.1%
Other Family (No Spouse)	22.8%	18.5%	21.4%
With Related Children	14.2%	11.4%	13.6%
Nonfamily Households	42.6%	38.7%	35.9%
Householder Living Alone	35.7%	33.2%	30.7%
Householder Not Living Alone	6.9%	5.5%	5.2%
Households with Related Children	29.7%	28.2%	30.7%
Households with Persons 65+	23.7%	26.4%	26.8%

**2000 Households by Size**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,646	22,957	54,187
1 Person Household	35.8%	33.2%	30.7%
2 Person Household	32.9%	34.7%	34.0%
3 Person Household	16.1%	16.0%	17.0%
4 Person Household	9.4%	10.2%	11.1%
5 Person Household	4.0%	4.1%	4.6%
6 Person Household	1.4%	1.2%	1.7%
7+ Person Household	0.4%	0.6%	0.9%

**2000 Households by Year Householder Moved In**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,618	22,872	54,165
Moved in 1999 to March 2000	23.1%	22.5%	22.0%
Moved in 1995 to 1998	29.1%	26.1%	26.0%
Moved in 1990 to 1994	15.9%	14.5%	14.7%
Moved in 1980 to 1989	12.3%	13.4%	13.8%
Moved in 1970 to 1979	7.7%	10.3%	10.6%
Moved in 1969 or Earlier	11.9%	13.1%	13.0%
Median Year Householder Moved In	1995	1995	1994



**2000 Housing Units by Units in Structure**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,758	24,663	59,308
1, Detached	66.6%	62.3%	64.6%
1, Attached	1.4%	2.5%	3.1%
2	10.1%	9.1%	9.7%
3 or 4	0.6%	3.6%	4.0%
5 to 9	3.1%	4.8%	5.8%
10 to 19	6.8%	5.9%	3.8%
20+	6.2%	8.0%	5.4%
Mobile Home	5.0%	3.7%	3.6%
Other	0.3%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	1,753	24,688	59,326
1999 to March 2000	0.5%	1.5%	1.8%
1995 to 1998	2.9%	4.2%	5.8%
1990 to 1994	1.8%	4.3%	4.6%
1980 to 1989	7.5%	12.4%	11.1%
1970 to 1979	18.4%	15.1%	15.5%
1969 or Earlier	69.0%	62.5%	61.2%
Median Year Structure Built	1958	1963	1964

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



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 Chattanooga, TN, 37411

Latitude: 35.012564  
 Longitude: -85.212502  
 Site Type: Ring


Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

**Top 3 Tapestry Segments**

1.	Rustbelt Traditions	Great Expectations	Great Expectations
2.	Great Expectations	Rustbelt Traditions	Modest Income Homes
3.	Metro City Edge	Rustbelt Retirees	Midlife Junction

 **2009 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.

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Apparel & Services: Total \$	\$2,186,652	\$35,531,820	\$81,293,547
Average Spent	\$1,323.64	\$1,477.91	\$1,386.13
Spending Potential Index	53	59	55
Computers & Accessories: Total \$	\$282,884	\$4,573,803	\$10,342,504
Average Spent	\$171.24	\$190.24	\$176.35
Spending Potential Index	75	83	77
Education: Total \$	\$1,607,011	\$25,664,657	\$57,232,413
Average Spent	\$972.77	\$1,067.49	\$975.86
Spending Potential Index	78	85	78
Entertainment/Recreation: Total \$	\$3,912,700	\$64,531,835	\$149,120,561
Average Spent	\$2,368.46	\$2,684.13	\$2,542.64
Spending Potential Index	73	83	78
Food at Home: Total \$	\$5,712,674	\$93,401,683	\$216,102,564
Average Spent	\$3,458.04	\$3,884.94	\$3,684.74
Spending Potential Index	76	85	81
Food Away from Home: Total \$	\$4,182,945	\$67,920,105	\$155,781,349
Average Spent	\$2,532.05	\$2,825.06	\$2,656.21
Spending Potential Index	76	85	80
Health Care: Total \$	\$4,626,280	\$78,248,562	\$184,225,889
Average Spent	\$2,800.41	\$3,254.66	\$3,141.21
Spending Potential Index	74	86	83
HH Furnishings & Equipment: Total \$	\$2,253,151	\$37,419,558	\$85,792,142
Average Spent	\$1,363.89	\$1,556.42	\$1,462.83
Spending Potential Index	63	72	67
Investments: Total \$	\$1,293,493	\$24,573,826	\$58,216,951
Average Spent	\$782.99	\$1,022.12	\$992.65
Spending Potential Index	54	71	69
Retail Goods: Total \$	\$29,589,240	\$490,138,213	\$1,137,370,326
Average Spent	\$17,911.16	\$20,386.75	\$19,393.16
Spending Potential Index	70	79	75
Shelter: Total \$	\$18,477,896	\$306,720,377	\$692,116,944
Average Spent	\$11,185.17	\$12,757.69	\$11,801.20
Spending Potential Index	72	82	76
TV/Video/Sound Equipment: Total \$	\$1,541,049	\$25,009,878	\$57,719,508
Average Spent	\$932.84	\$1,040.26	\$984.17
Spending Potential Index	77	86	81
Travel: Total \$	\$2,074,779	\$35,163,906	\$79,807,608
Average Spent	\$1,255.92	\$1,462.60	\$1,360.79
Spending Potential Index	68	79	74
Vehicle Maintenance & Repairs: Total \$	\$1,134,072	\$18,753,331	\$43,285,226
Average Spent	\$686.48	\$780.02	\$738.05
Spending Potential Index	73	83	79

**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.