



Arby's - Bellevue

Latitude: 36.079475

Longitude: -86.953687

7689 HWY 70 S

Nashville, TN 37221

Radius: 1.0 mile

7689 HWY 70 S

Nashville, TN 37221

Radius: 3.0 mile

7689 HWY 70 S

Nashville, TN 37221

Radius: 5.0 mile



	7689 HWY 70 S Radius: 1.0 mile	7689 HWY 70 S Radius: 3.0 mile	7689 HWY 70 S Radius: 5.0 mile
2000 Total Population	5,265	33,794	48,430
2000 Group Quarters	89	187	250
2008 Total Population	5,309	36,983	53,576
2013 Total Population	5,518	38,807	56,653
2008 - 2013 Annual Rate	0.78%	0.97%	1.12%



2000 Households	2,403	14,966	20,772
2000 Average Household Size	2.15	2.25	2.32
2008 Households	2,458	16,655	23,273
2008 Average Household Size	2.13	2.21	2.29
2013 Households	2,574	17,532	24,653
2013 Average Household Size	2.12	2.2	2.29
2008 - 2013 Annual Rate	0.93%	1.03%	1.16%
2000 Families	1,495	9,007	13,226
2000 Average Family Size	2.74	2.88	2.91
2008 Families	1,474	9,813	14,546
2008 Average Family Size	2.78	2.89	2.92
2013 Families	1,505	10,147	15,181
2013 Average Family Size	2.8	2.91	2.94
2008 - 2013 Annual Rate	0.42%	0.67%	0.86%



2000 Housing Units	2,483	15,855	21,883
Owner Occupied Housing Units	77.9%	60.2%	65.3%
Renter Occupied Housing Units	18.7%	34.3%	29.5%
Vacant Housing Units	3.4%	5.5%	5.2%
2008 Housing Units	2,577	17,936	24,911
Owner Occupied Housing Units	77.6%	61.3%	66.4%
Renter Occupied Housing Units	17.8%	31.5%	27.0%
Vacant Housing Units	4.6%	7.1%	6.6%
2013 Housing Units	2,720	19,056	26,610
Owner Occupied Housing Units	76.3%	60.4%	65.6%
Renter Occupied Housing Units	18.4%	31.6%	27.0%
Vacant Housing Units	5.4%	8.0%	7.4%

Median Household Income

2000	\$52,778	\$55,315	\$58,918
2008	\$70,877	\$76,897	\$80,047
2013	\$78,526	\$86,521	\$90,819

Median Home Value

2000	\$140,510	\$161,930	\$175,886
2008	\$194,582	\$224,962	\$241,753
2013	\$207,604	\$241,944	\$262,650

Per Capita Income

2000	\$30,623	\$31,942	\$33,757
2008	\$42,578	\$45,834	\$47,455
2013	\$50,898	\$57,679	\$59,390

Median Age

2000	43.2	35.9	37.1
2008	46.3	38.0	39.4
2013	48.0	38.8	40.6

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 2008 and 2013.



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2000 Households by Income

Household Income Base	2000	2008	2013
< \$15,000	2,395 (5.3%)	15,144 (7.2%)	20,859 (6.8%)
\$15,000 - \$24,999	8.3%	7.4%	7.4%
\$25,000 - \$34,999	14.1%	12.7%	11.6%
\$35,000 - \$49,999	19.0%	17.1%	15.8%
\$50,000 - \$74,999	22.4%	20.9%	20.4%
\$75,000 - \$99,999	15.4%	13.2%	13.7%
\$100,000 - \$149,999	10.4%	14.2%	15.1%
\$150,000 - \$199,999	2.3%	3.6%	4.4%
\$200,000+	2.8%	3.6%	4.9%
Average Household Income	\$66,637	\$70,977	\$77,768

2008 Households by Income

Household Income Base	2,457 (3.5%)	16,657 (4.8%)	23,272 (4.5%)
< \$15,000	4.7%	4.3%	4.0%
\$15,000 - \$24,999	6.5%	5.5%	5.5%
\$25,000 - \$34,999	14.7%	13.0%	12.2%
\$35,000 - \$49,999	23.9%	20.4%	19.2%
\$50,000 - \$74,999	20.4%	18.5%	17.7%
\$75,000 - \$99,999	16.4%	17.6%	18.7%
\$100,000 - \$149,999	4.8%	8.2%	8.5%
\$150,000 - \$199,999	5.1%	7.7%	9.7%
\$200,000+	\$89,940	\$100,898	\$108,307

2013 Households by Income

Household Income Base	2,572 (2.8%)	17,531 (3.8%)	24,653 (3.6%)
< \$15,000	3.5%	3.3%	3.1%
\$15,000 - \$24,999	4.4%	3.8%	3.7%
\$25,000 - \$34,999	9.9%	8.3%	8.0%
\$35,000 - \$49,999	25.2%	21.2%	20.1%
\$50,000 - \$74,999	21.8%	17.9%	16.5%
\$75,000 - \$99,999	18.3%	17.2%	17.7%
\$100,000 - \$149,999	5.9%	9.8%	10.8%
\$150,000 - \$199,999	8.2%	14.9%	16.5%
\$200,000+	\$106,669	\$126,550	\$135,219

2000 Owner Occupied HUs by Value

Total	1,900 (0.7%)	9,581 (0.6%)	14,309 (0.7%)
<\$50,000	6.5%	11.3%	9.6%
\$50,000 - 99,999	56.3%	30.9%	25.0%
\$100,000 - 149,999	31.3%	29.0%	27.9%
\$150,000 - 199,999	4.2%	22.6%	25.2%
\$200,000 - \$299,999	0.8%	4.4%	8.7%
\$300,000 - 499,999	0.1%	0.9%	2.1%
\$500,000 - 999,999	0.1%	0.3%	0.8%
\$1,000,000+	\$146,528	\$180,437	\$207,350

2000 Specified Renter Occupied HUs by Contract Rent

Total	461 (91.8%)	5,436 (97.6%)	6,414 (96.8%)
With Cash Rent	8.2%	2.4%	3.2%
No Cash Rent	\$709	\$713	\$707
Median Rent	\$739	\$738	\$735
Average Rent			

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 forecasts for 2008 and 2013.



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2000 Population by Age

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Total	5,267	33,793	48,428
0 - 4	5.6%	6.8%	6.8%
5 - 9	5.0%	6.2%	6.3%
10 - 14	5.2%	5.8%	6.1%
15 - 19	5.1%	4.8%	5.0%
20 - 24	3.8%	6.1%	5.5%
25 - 34	12.9%	18.6%	16.5%
35 - 44	15.1%	18.0%	17.9%
45 - 54	16.2%	15.0%	15.5%
55 - 64	11.8%	8.4%	8.9%
65 - 74	9.5%	5.6%	6.2%
75 - 84	7.6%	3.7%	4.1%
85+	2.1%	1.1%	1.1%
18+	80.7%	78.0%	77.4%

2008 Population by Age

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Total	5,309	36,984	53,577
0 - 4	5.0%	6.3%	6.2%
5 - 9	5.2%	6.3%	6.5%
10 - 14	5.3%	6.4%	6.7%
15 - 19	4.8%	5.8%	6.0%
20 - 24	4.5%	6.0%	5.4%
25 - 34	9.8%	14.2%	12.4%
35 - 44	13.4%	16.7%	16.1%
45 - 54	15.0%	15.6%	16.4%
55 - 64	14.9%	11.5%	12.2%
65 - 74	10.0%	5.7%	6.2%
75 - 84	8.3%	3.8%	4.2%
85+	3.7%	1.6%	1.7%
18+	81.4%	77.4%	76.9%

2013 Population by Age

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Total	5,516	38,808	56,655
0 - 4	4.8%	6.2%	6.1%
5 - 9	4.7%	5.7%	5.8%
10 - 14	5.3%	6.1%	6.5%
15 - 19	5.1%	5.8%	6.1%
20 - 24	4.3%	7.2%	6.3%
25 - 34	10.0%	14.0%	12.1%
35 - 44	11.3%	14.3%	13.9%
45 - 54	14.9%	15.9%	16.6%
55 - 64	15.3%	12.5%	13.4%
65 - 74	11.1%	6.6%	7.0%
75 - 84	8.5%	3.8%	4.0%
85+	4.7%	1.9%	2.0%
18+	81.8%	78.3%	77.7%

2000 Population by Sex

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Males	43.4%	46.7%	47.4%
Females	56.6%	53.3%	52.6%

2008 Population by Sex

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Males	43.8%	47.0%	47.8%
Females	56.2%	53.0%	52.2%

2013 Population by Sex

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Males	43.9%	47.2%	48.0%
Females	56.1%	52.8%	52.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2000 Population by Race/Ethnicity

Total	5,265	33,795	48,430
White Alone	92.2%	88.9%	90.3%
Black Alone	3.1%	5.1%	4.5%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	2.6%	3.7%	3.2%
Some Other Race Alone	0.5%	0.6%	0.5%
Two or More Races	1.5%	1.5%	1.3%
Hispanic Origin	1.5%	1.9%	1.8%
Diversity Index	17.3	23.6	21.0

2008 Population by Race/Ethnicity

Total	5,310	36,983	53,575
White Alone	89.7%	85.8%	87.7%
Black Alone	3.8%	6.0%	5.2%
American Indian Alone	0.1%	0.3%	0.2%
Asian or Pacific Islander Alone	3.7%	5.3%	4.5%
Some Other Race Alone	0.8%	0.9%	0.8%
Two or More Races	1.9%	1.8%	1.6%
Hispanic Origin	2.4%	3.0%	2.8%
Diversity Index	23.0	30.0	26.8

2013 Population by Race/Ethnicity

Total	5,520	38,807	56,652
White Alone	87.8%	83.7%	85.9%
Black Alone	4.2%	6.4%	5.5%
American Indian Alone	0.1%	0.3%	0.3%
Asian or Pacific Islander Alone	4.7%	6.5%	5.6%
Some Other Race Alone	1.1%	1.1%	1.0%
Two or More Races	2.1%	2.0%	1.8%
Hispanic Origin	3.2%	3.8%	3.5%
Diversity Index	27.2	34.4	30.7



2000 Population 3+ by School Enrollment

Total	4,990	32,440	46,342
Enrolled in Nursery/Preschool	1.4%	2.1%	2.2%
Enrolled in Kindergarten	0.5%	1.1%	1.3%
Enrolled in Grade 1-8	8.5%	9.7%	10.1%
Enrolled in Grade 9-12	3.6%	4.3%	4.7%
Enrolled in College	2.7%	3.8%	3.7%
Enrolled in Grad/Prof School	0.9%	2.8%	2.4%
Not Enrolled in School	82.3%	76.2%	75.7%

2008 Population 25+ by Educational Attainment

Total	3,990	25,582	37,093
Less than 9th Grade	1.2%	1.3%	1.4%
9th - 12th Grade, No Diploma	4.4%	3.3%	3.6%
High School Graduate	21.5%	15.1%	14.9%
Some College, No Degree	22.1%	19.0%	18.4%
Associate Degree	6.6%	5.9%	5.6%
Bachelor's Degree	26.6%	34.5%	34.6%
Graduate/Professional Degree	17.6%	21.0%	21.7%

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2008 Population 15+ by Marital Status

Total	4,484	29,950	43,201
Never Married	21.4%	26.1%	24.7%
Married	53.8%	56.5%	58.9%
Widowed	8.2%	4.5%	4.6%
Divorced	16.6%	12.9%	11.8%



2000 Population 16+ by Employment Status

Total	4,315	27,275	38,689
In Labor Force	65.7%	75.3%	72.6%
Civilian Employed	63.8%	73.6%	70.9%
Civilian Unemployed	1.9%	1.6%	1.5%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	34.3%	24.7%	27.4%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	96.0%	97.1%	97.2%
Civilian Unemployed	4.0%	2.9%	2.8%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	96.3%	97.3%	97.3%
Civilian Unemployed	3.7%	2.7%	2.7%

2000 Females 16+ by Employment Status and Age of Children

Total	2,483	14,726	20,665
Own Children < 6 Only	8.1%	9.4%	9.3%
Employed/in Armed Forces	4.6%	5.3%	5.4%
Unemployed	0.0%	0.2%	0.1%
Not in Labor Force	3.4%	3.9%	3.8%
Own Children < 6 and 6-17 Only	4.7%	4.8%	4.9%
Employed/in Armed Forces	3.5%	3.2%	3.3%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	1.2%	1.6%	1.6%
Own Children 6-17 Only	11.4%	14.2%	15.4%
Employed/in Armed Forces	10.9%	11.6%	11.5%
Unemployed	0.0%	0.3%	0.4%
Not in Labor Force	0.5%	2.3%	3.5%
No Own Children < 18	75.8%	71.6%	70.4%
Employed/in Armed Forces	39.5%	47.0%	43.2%
Unemployed	0.5%	0.8%	0.8%
Not in Labor Force	35.8%	23.9%	26.3%

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



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Radius: 5.0 mile



2008 Employed Population 16+ by Industry

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Total	2,783	21,157	29,329
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	5.0%	4.4%	4.6%
Manufacturing	4.0%	4.3%	4.3%
Wholesale Trade	3.3%	3.3%	3.4%
Retail Trade	12.5%	9.1%	9.3%
Transportation/Utilities	3.7%	2.6%	2.5%
Information	3.2%	4.1%	3.9%
Finance/Insurance/Real Estate	12.7%	11.1%	11.2%
Services	48.2%	55.6%	55.2%
Public Administration	7.3%	5.4%	5.3%

2008 Employed Population 16+ by Occupation

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Total	2,784	21,160	29,328
White Collar	79.2%	80.8%	80.6%
Management/Business/Financial	19.6%	20.9%	21.5%
Professional	30.2%	35.0%	33.9%
Sales	17.3%	13.7%	14.5%
Administrative Support	12.1%	11.2%	10.7%
Services	8.8%	10.0%	10.2%
Blue Collar	12.0%	9.3%	9.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	3.5%	2.9%	3.0%
Installation/Maintenance/Repair	2.0%	1.7%	1.6%
Production	1.8%	1.7%	1.8%
Transportation/Material Moving	4.5%	2.7%	2.7%



2000 Workers 16+ by Means of Transportation to Work

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Total	2,723	19,780	27,051
Drove Alone - Car, Truck, or Van	85.1%	83.8%	83.8%
Carpooled - Car, Truck, or Van	9.3%	10.0%	9.6%
Public Transportation	0.3%	0.2%	0.2%
Walked	1.0%	0.8%	0.8%
Other Means	0.4%	0.4%	0.4%
Worked at Home	4.0%	4.8%	5.2%

2000 Workers 16+ by Travel Time to Work

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Total	2,724	19,782	27,052
Did Not Work at Home	96.0%	95.2%	94.8%
Less than 5 minutes	1.6%	1.3%	1.4%
5 to 9 minutes	6.9%	4.9%	4.8%
10 to 19 minutes	15.3%	19.0%	20.6%
20 to 24 minutes	20.9%	21.7%	21.9%
25 to 34 minutes	37.0%	32.7%	31.5%
35 to 44 minutes	7.5%	6.7%	6.2%
45 to 59 minutes	5.1%	5.6%	5.4%
60 to 89 minutes	1.1%	2.0%	1.8%
90 or more minutes	0.7%	1.2%	1.2%
Worked at Home	4.0%	4.8%	5.2%
Average Travel Time to Work (in min)	25.0	25.7	25.5

2000 Households by Vehicles Available

	7689 HWY 70 S	7689 HWY 70 S	7689 HWY 70 S
Total	2,366	15,033	20,789
None	1.0%	2.3%	2.2%
1	44.9%	38.8%	35.1%
2	45.7%	45.9%	46.6%
3	5.2%	10.0%	12.2%
4	2.7%	2.3%	3.0%
5+	0.5%	0.7%	0.9%
Average Number of Vehicles Available	1.7	1.7	1.8

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2000 Households by Type

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Total	2,404	14,966	20,773
Family Households	62.2%	60.2%	63.7%
Married-couple Family	48.5%	49.7%	53.7%
With Related Children	18.0%	22.3%	24.1%
Other Family (No Spouse)	13.7%	10.5%	10.0%
With Related Children	7.6%	6.4%	6.0%
Nonfamily Households	37.8%	39.8%	36.3%
Householder Living Alone	33.4%	32.1%	29.4%
Householder Not Living Alone	4.4%	7.7%	7.0%
Households with Related Children	25.6%	28.8%	30.0%
Households with Persons 65+	28.1%	16.3%	18.4%

2000 Households by Size

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Total	2,403	14,966	20,772
1 Person Household	33.4%	32.1%	29.4%
2 Person Household	37.9%	35.8%	36.6%
3 Person Household	14.9%	15.4%	15.7%
4 Person Household	9.8%	11.6%	12.5%
5 Person Household	2.7%	3.9%	4.5%
6 Person Household	0.8%	0.8%	1.0%
7+ Person Household	0.4%	0.3%	0.4%

2000 Households by Year Householder Moved In

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Total	2,364	15,034	20,788
Moved in 1999 to March 2000	15.4%	27.6%	24.3%
Moved in 1995 to 1998	40.7%	37.2%	34.6%
Moved in 1990 to 1994	18.4%	14.7%	14.6%
Moved in 1980 to 1989	17.4%	13.3%	14.7%
Moved in 1970 to 1979	5.4%	4.6%	6.5%
Moved in 1969 or Earlier	2.6%	2.6%	5.3%
Median Year Householder Moved In	1996	1997	1996



2000 Housing Units by Units in Structure

	7689 HWY 70 S Nashville, TN 37221 Radius: 1.0 mile	7689 HWY 70 S Nashville, TN 37221 Radius: 3.0 mile	7689 HWY 70 S Nashville, TN 37221 Radius: 5.0 mile
Total	2,446	15,901	21,903
1, Detached	34.1%	44.1%	53.2%
1, Attached	45.1%	16.3%	13.1%
2	7.6%	4.3%	3.8%
3 or 4	1.8%	5.8%	4.7%
5 to 9	6.1%	9.1%	7.5%
10 to 19	2.6%	9.6%	8.0%
20+	2.1%	10.6%	8.8%
Mobile Home	0.5%	0.4%	0.7%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	7689 HWY 70 S Nashville, TN 37221 Radius: 1.0 mile	7689 HWY 70 S Nashville, TN 37221 Radius: 3.0 mile	7689 HWY 70 S Nashville, TN 37221 Radius: 5.0 mile
Total	2,440	15,919	21,874
1999 to March 2000	3.9%	3.1%	2.7%
1995 to 1998	13.9%	17.9%	15.2%
1990 to 1994	7.7%	12.4%	10.8%
1980 to 1989	25.9%	28.6%	24.6%
1970 to 1979	36.0%	23.1%	22.2%
1969 or Earlier	12.6%	15.0%	24.6%
Median Year Structure Built	1981	1984	1981

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



Arby's - Bellevue
Latitude: 36.079475
Longitude: -86.953687


7689 HWY 70 S
Nashville, TN 37221
Radius: 1.0 mile

7689 HWY 70 S
Nashville, TN 37221
Radius: 3.0 mile

7689 HWY 70 S
Nashville, TN 37221
Radius: 5.0 mile

Top 3 Tapestry Segments

1.	Retirement Communities	Boomburbs	Boomburbs
2.	Cozy and Comfortable	Young and Restless	Enterprising Professio
3.	Midlife Junction	Enterprising Professio	Young and Restless

 **2008 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 \$	\$6,731,311	\$52,968,270	\$78,448,420
Average Spent	\$2,738.53	\$3,180.32	\$3,370.79
Spending Potential Index	102	118	126
Computers & Accessories: Total \$	\$697,983	\$5,701,393	\$8,457,448
Average Spent	\$283.96	\$342.32	\$363.40
Spending Potential Index	119	143	152
Education: Total \$	\$4,277,366	\$32,683,381	\$49,339,172
Average Spent	\$1,740.18	\$1,962.38	\$2,120.02
Spending Potential Index	127	143	154
Entertainment/Recreation: Total \$	\$11,046,689	\$83,843,412	\$126,450,669
Average Spent	\$4,494.18	\$5,034.13	\$5,433.36
Spending Potential Index	121	135	146
Food at Home: Total \$	\$14,760,403	\$109,297,090	\$162,443,438
Average Spent	\$6,005.05	\$6,562.42	\$6,979.91
Spending Potential Index	123	134	143
Food Away from Home: Total \$	\$10,309,048	\$79,333,425	\$117,611,809
Average Spent	\$4,194.08	\$4,763.34	\$5,053.57
Spending Potential Index	122	139	147
Health Care: Total \$	\$13,201,459	\$86,952,649	\$132,260,981
Average Spent	\$5,370.81	\$5,220.81	\$5,683.02
Spending Potential Index	131	128	139
HH Furnishings & Equipment: Total \$	\$6,457,127	\$50,644,751	\$76,403,149
Average Spent	\$2,626.98	\$3,040.81	\$3,282.91
Spending Potential Index	114	132	143
Investments: Total \$	\$3,453,741	\$24,058,405	\$38,327,822
Average Spent	\$1,405.10	\$1,444.52	\$1,646.88
Spending Potential Index	139	142	162
Retail Goods: Total \$	\$78,415,294	\$596,456,765	\$895,994,884
Average Spent	\$31,902.07	\$35,812.47	\$38,499.33
Spending Potential Index	118	132	142
Shelter: Total \$	\$47,461,794	\$365,747,321	\$546,762,481
Average Spent	\$19,309.11	\$21,960.21	\$23,493.43
Spending Potential Index	124	141	151
TV/Video/Sound Equipment: Total \$	\$4,321,267	\$33,155,311	\$49,089,053
Average Spent	\$1,758.04	\$1,990.71	\$2,109.27
Spending Potential Index	122	139	147
Travel: Total \$	\$5,807,287	\$42,707,048	\$65,674,783
Average Spent	\$2,362.61	\$2,564.22	\$2,821.93
Spending Potential Index	125	136	150
Vehicle Maintenance & Repairs: Total \$	\$2,931,777	\$22,494,358	\$33,655,517
Average Spent	\$1,192.75	\$1,350.61	\$1,446.12
Spending Potential Index	120	136	146

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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.