

Market Profile

4000 W Colfax Ave: 4000 W Colfax Ave, Denver, 80204
Rings: 1, 3, 5 mile radii

www.businessdecision.info
Latitude: 39.740287575
Longitude: -105.0393715

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	25,136	173,009	413,854
2000 Group Quarters	372	4,385	9,030
2010 Total Population	26,845	187,206	439,688
2015 Total Population	28,391	197,522	461,758
2010-2015 Annual Rate	1.13%	1.08%	0.98%
Household Summary			
2000 Households	8,522	67,046	174,929
2000 Average Household Size	2.91	2.52	2.31
2010 Households	8,764	72,661	185,268
2010 Average Household Size	3.02	2.51	2.32
2015 Households	9,194	76,857	194,644
2015 Average Household Size	3.05	2.51	2.32
2010-2015 Annual Rate	0.96%	1.13%	0.99%
2000 Families	5,362	36,977	89,233
2000 Average Family Size	3.65	3.35	3.18
2010 Families	5,374	37,844	90,511
2010 Average Family Size	3.83	3.45	3.26
2015 Families	5,572	39,070	93,034
2015 Average Family Size	3.89	3.48	3.29
2010-2015 Annual Rate	0.73%	0.64%	0.55%
Housing Unit Summary			
2000 Housing Units	8,923	70,466	183,202
Owner Occupied Housing Units	40.3%	46.2%	47.8%
Renter Occupied Housing Units	55.1%	49.0%	47.7%
Vacant Housing Units	4.5%	4.8%	4.5%
2010 Housing Units	9,458	79,284	200,664
Owner Occupied Housing Units	38.5%	43.1%	44.7%
Renter Occupied Housing Units	54.2%	48.5%	47.7%
Vacant Housing Units	7.3%	8.4%	7.7%
2015 Housing Units	9,900	83,839	210,870
Owner Occupied Housing Units	38.2%	42.8%	44.2%
Renter Occupied Housing Units	54.7%	48.8%	48.1%
Vacant Housing Units	7.1%	8.3%	7.7%
Median Household Income			
2000	\$31,275	\$34,139	\$36,740
2010	\$43,542	\$46,911	\$49,460
2015	\$50,218	\$54,888	\$58,265
Median Home Value			
2000	\$132,401	\$142,085	\$150,520
2010	\$170,333	\$187,392	\$198,382
2015	\$196,255	\$221,748	\$235,633
Per Capita Income			
2000	\$13,836	\$17,863	\$21,286
2010	\$17,325	\$23,501	\$26,974
2015	\$20,323	\$27,724	\$31,730
Median Age			
2000	28.4	32.0	33.4
2010	29.4	33.2	34.6
2015	29.6	33.4	34.7

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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2000 Households by Income			
Household Income Base	8,583	67,243	175,130
<\$15,000	22.8%	20.6%	18.0%
\$15,000 - \$24,999	16.9%	15.3%	14.3%
\$25,000 - \$34,999	15.7%	15.3%	15.2%
\$35,000 - \$49,999	18.7%	18.2%	17.7%
\$50,000 - \$74,999	15.7%	17.0%	18.1%
\$75,000 - \$99,999	5.6%	7.4%	8.2%
\$100,000 - \$149,999	2.7%	4.1%	5.5%
\$150,000 - \$199,999	1.2%	1.0%	1.4%
\$200,000+	0.8%	1.2%	1.7%
Average Household Income	\$40,086	\$44,697	\$49,604
2010 Households by Income			
Household Income Base	8,766	72,661	185,267
<\$15,000	16.2%	14.8%	13.1%
\$15,000 - \$24,999	11.3%	10.2%	9.4%
\$25,000 - \$34,999	12.1%	11.1%	10.9%
\$35,000 - \$49,999	19.3%	17.9%	17.2%
\$50,000 - \$74,999	19.6%	20.3%	21.2%
\$75,000 - \$99,999	12.0%	12.7%	12.9%
\$100,000 - \$149,999	6.8%	9.0%	10.4%
\$150,000 - \$199,999	1.3%	2.0%	2.5%
\$200,000+	1.4%	2.0%	2.4%
Average Household Income	\$52,691	\$59,205	\$63,205
2015 Households by Income			
Household Income Base	9,193	76,857	194,643
<\$15,000	13.6%	12.2%	10.6%
\$15,000 - \$24,999	9.4%	8.2%	7.5%
\$25,000 - \$34,999	11.2%	9.5%	9.2%
\$35,000 - \$49,999	15.5%	14.0%	13.3%
\$50,000 - \$74,999	21.9%	22.5%	23.0%
\$75,000 - \$99,999	11.6%	12.5%	12.6%
\$100,000 - \$149,999	11.9%	14.6%	16.0%
\$150,000 - \$199,999	2.6%	3.6%	4.3%
\$200,000+	2.3%	2.9%	3.5%
Average Household Income	\$62,379	\$69,786	\$74,409
2000 Owner Occupied Housing Units by Value			
Total	3,604	32,565	87,554
<\$50,000	1.7%	2.0%	2.6%
\$50,000 - \$99,999	22.4%	16.3%	13.0%
\$100,000 - \$149,999	39.2%	38.2%	34.1%
\$150,000 - \$199,999	20.9%	26.1%	26.0%
\$200,000 - \$299,999	12.3%	13.0%	15.4%
\$300,000 - \$499,999	3.0%	3.3%	6.3%
\$500,000 - \$999,999	0.6%	0.7%	2.0%
\$1,000,000 +	0.0%	0.2%	0.6%
Average Home Value	\$147,956	\$158,858	\$181,988
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	4,890	34,363	87,242
With Cash Rent	98.3%	97.9%	98.0%
No Cash Rent	1.7%	2.1%	2.0%
Median Rent	\$516	\$536	\$548
Average Rent	\$503	\$547	\$575

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.

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2000 Population by Age			
Total	25,136	173,006	413,855
0 - 4	9.8%	8.0%	7.0%
5 - 9	8.9%	7.2%	6.4%
10 - 14	7.6%	6.4%	6.0%
15 - 24	17.1%	14.8%	14.2%
25 - 34	17.7%	18.8%	19.4%
35 - 44	14.5%	15.2%	15.7%
45 - 54	10.1%	11.7%	12.5%
55 - 64	5.8%	6.7%	7.3%
65 - 74	4.2%	5.0%	5.5%
75 - 84	3.0%	4.3%	4.3%
85 +	1.3%	1.9%	1.6%
18 +	69.2%	74.6%	77.1%
2010 Population by Age			
Total	26,846	187,206	439,691
0 - 4	10.1%	8.0%	7.0%
5 - 9	8.7%	7.1%	6.3%
10 - 14	7.3%	6.3%	5.7%
15 - 24	15.7%	14.0%	13.6%
25 - 34	17.4%	17.5%	18.0%
35 - 44	13.6%	14.3%	14.4%
45 - 54	11.0%	12.5%	13.3%
55 - 64	8.2%	9.4%	10.2%
65 - 74	4.0%	5.1%	5.5%
75 - 84	2.5%	3.5%	3.8%
85 +	1.4%	2.2%	2.1%
18 +	69.4%	75.0%	77.6%
2015 Population by Age			
Total	28,392	197,522	461,756
0 - 4	10.2%	8.0%	7.0%
5 - 9	8.8%	7.1%	6.3%
10 - 14	7.7%	6.4%	5.8%
15 - 24	15.3%	13.8%	13.2%
25 - 34	16.7%	17.3%	18.2%
35 - 44	13.6%	13.7%	13.7%
45 - 54	10.2%	11.8%	12.4%
55 - 64	8.8%	10.0%	10.7%
65 - 74	5.1%	6.4%	6.9%
75 - 84	2.4%	3.4%	3.7%
85 +	1.3%	2.1%	2.0%
18 +	69.4%	75.0%	77.6%
2000 Population by Sex			
Males	51.1%	50.8%	50.8%
Females	48.9%	49.2%	49.2%
2010 Population by Sex			
Males	51.3%	50.8%	50.8%
Females	48.7%	49.2%	49.2%
2015 Population by Sex			
Males	51.2%	50.7%	50.8%
Females	48.8%	49.3%	49.2%

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

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2000 Population by Race/Ethnicity			
Total	25,136	173,010	413,854
White Alone	54.1%	65.1%	70.6%
Black Alone	2.7%	2.3%	4.4%
American Indian Alone	2.3%	2.0%	1.6%
Asian or Pacific Islander Alone	2.3%	2.2%	2.5%
Some Other Race Alone	33.6%	24.0%	17.3%
Two or More Races	5.0%	4.3%	3.7%
Hispanic Origin	67.0%	49.8%	36.8%
Diversity Index	83.6	78.7	73.2
2010 Population by Race/Ethnicity			
Total	26,844	187,205	439,688
White Alone	53.1%	62.9%	68.2%
Black Alone	2.0%	2.3%	4.0%
American Indian Alone	1.7%	1.7%	1.4%
Asian or Pacific Islander Alone	2.3%	2.4%	2.7%
Some Other Race Alone	35.9%	26.2%	19.7%
Two or More Races	5.0%	4.5%	4.1%
Hispanic Origin	71.8%	55.1%	42.6%
Diversity Index	83.2	79.9	76.1
2015 Population by Race/Ethnicity			
Total	28,391	197,521	461,758
White Alone	52.4%	61.8%	66.9%
Black Alone	1.8%	2.2%	3.8%
American Indian Alone	1.6%	1.6%	1.4%
Asian or Pacific Islander Alone	2.3%	2.5%	2.8%
Some Other Race Alone	36.8%	27.2%	20.8%
Two or More Races	5.1%	4.7%	4.3%
Hispanic Origin	73.9%	57.7%	45.5%
Diversity Index	83.1	80.4	77.3
2000 Population 3+ by School Enrollment			
Total	23,578	164,136	396,148
Enrolled in Nursery/Preschool	2.0%	1.7%	1.6%
Enrolled in Kindergarten	2.8%	1.6%	1.4%
Enrolled in Grade 1-8	14.0%	11.8%	10.7%
Enrolled in Grade 9-12	5.4%	4.9%	4.6%
Enrolled in College	3.4%	4.1%	4.7%
Enrolled in Grad/Prof School	0.9%	1.2%	1.5%
Not Enrolled in School	71.4%	74.7%	75.5%
2010 Population 25+ by Educational Attainment			
Total	15,590	120,850	296,205
Less Than 9th Grade	20.3%	13.6%	10.0%
9th to 12th Grade, No Diploma	15.7%	13.0%	10.8%
High School Graduate	29.9%	27.7%	25.7%
Some College, No Degree	14.0%	16.7%	18.0%
Associate Degree	4.0%	4.7%	5.2%
Bachelor's Degree	10.5%	15.3%	18.8%
Graduate/Professional Degree	5.6%	9.0%	11.5%

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.

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2010 Population 15+ by Marital Status			
Total	19,818	147,093	355,957
Never Married	38.5%	37.7%	38.7%
Married	42.7%	41.2%	41.0%
Widowed	6.9%	6.8%	6.1%
Divorced	12.0%	14.3%	14.2%
2000 Population 16+ by Employment Status			
Total	18,127	133,608	329,401
In Labor Force	60.8%	63.9%	66.9%
Civilian Employed	54.5%	59.4%	62.8%
Civilian Unemployed	6.2%	4.5%	4.0%
In Armed Forces	0.1%	0.0%	0.0%
Not In Labor Force	39.2%	36.1%	33.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	84.0%	87.9%	88.9%
Civilian Unemployed	16.0%	12.1%	11.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	87.0%	90.3%	91.1%
Civilian Unemployed	13.0%	9.7%	8.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	8,819	66,107	163,278
Own Children < 6 Only	11.0%	8.7%	7.7%
Employed/in Armed Forces	4.7%	4.4%	4.3%
Unemployed	1.0%	0.4%	0.3%
Not in Labor Force	5.4%	3.9%	3.1%
Own Children <6 and 6-17 Only	10.2%	7.2%	5.9%
Employed/in Armed Forces	4.9%	3.5%	2.9%
Unemployed	1.0%	0.4%	0.4%
Not in Labor Force	4.3%	3.4%	2.7%
Own Children 6-17 Only	14.0%	13.1%	12.9%
Employed/in Armed Forces	7.9%	8.7%	9.0%
Unemployed	0.8%	0.5%	0.5%
Not in Labor Force	5.2%	3.9%	3.5%
No Own Children < 18	64.8%	71.0%	73.4%
Employed/in Armed Forces	28.6%	35.9%	40.2%
Unemployed	3.2%	2.9%	2.5%
Not in Labor Force	32.9%	32.1%	30.7%
2010 Employed Population 16+ by Industry			
Total	10,017	81,566	207,153
Agriculture/Mining	0.5%	0.3%	0.5%
Construction	15.9%	11.4%	9.2%
Manufacturing	5.3%	4.9%	4.5%
Wholesale Trade	2.8%	3.1%	3.1%
Retail Trade	10.2%	11.0%	10.9%
Transportation/Utilities	3.6%	4.3%	4.3%
Information	2.2%	3.4%	3.8%
Finance/Insurance/Real Estate	4.8%	6.6%	7.9%
Services	48.8%	49.8%	50.4%
Public Administration	5.8%	5.0%	5.3%

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

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2010 Employed Population 16+ by Occupation			
Total	10,018	81,565	207,152
White Collar	42.4%	53.8%	59.5%
Management/Business/Financial	8.5%	11.9%	14.2%
Professional	11.3%	17.3%	20.0%
Sales	10.0%	10.9%	11.2%
Administrative Support	12.6%	13.7%	14.2%
Services	25.2%	21.3%	19.1%
Blue Collar	32.4%	24.9%	21.4%
Farming/Forestry/Fishing	0.3%	0.2%	0.1%
Construction/Extraction	14.9%	10.3%	8.1%
Installation/Maintenance/Repair	3.7%	3.7%	3.6%
Production	5.9%	4.8%	4.1%
Transportation/Material Moving	7.6%	5.9%	5.4%
2000 Workers 16+ by Means of Transportation to Work			
Total	9,628	77,551	202,459
Drove Alone - Car, Truck, or Van	59.4%	62.6%	66.8%
Carpooled - Car, Truck, or Van	22.6%	18.3%	14.6%
Public Transportation	12.3%	9.4%	8.8%
Walked	2.3%	4.9%	4.6%
Other Means	1.1%	1.9%	1.9%
Worked at Home	2.3%	2.9%	3.4%
2000 Workers 16+ by Travel Time to Work			
Total	9,629	77,549	202,460
Did not Work at Home	97.7%	97.1%	96.6%
Less than 5 minutes	0.9%	1.7%	1.9%
5 to 9 minutes	5.8%	7.5%	8.4%
10 to 19 minutes	29.7%	31.3%	31.5%
20 to 24 minutes	17.5%	16.5%	16.2%
25 to 34 minutes	22.1%	21.4%	21.1%
35 to 44 minutes	4.7%	5.3%	5.3%
45 to 59 minutes	8.3%	6.6%	6.3%
60 to 89 minutes	7.0%	4.9%	4.2%
90 or more minutes	1.6%	1.9%	1.8%
Worked at Home	2.3%	2.9%	3.4%
Average Travel Time to Work (in min)	26.6	25.4	24.7
2000 Households by Vehicles Available			
Total	8,504	67,008	174,926
None	20.5%	17.6%	15.2%
1	39.9%	40.8%	41.6%
2	26.3%	29.3%	30.3%
3	9.2%	8.9%	9.5%
4	3.3%	2.5%	2.3%
5+	0.7%	0.9%	1.0%
Average Number of Vehicles Available	1.4	1.4	1.5

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2000 Households by Type			
Total	8,522	67,048	174,928
Family Households	62.9%	55.2%	51.0%
Married-couple Family	37.3%	35.5%	34.4%
With Related Children	23.7%	18.4%	16.4%
Other Family (No Spouse)	25.7%	19.7%	16.6%
With Related Children	18.4%	13.3%	10.9%
Nonfamily Households	37.1%	44.8%	49.0%
Householder Living Alone	29.1%	35.2%	38.5%
Householder Not Living Alone	8.0%	9.6%	10.5%
Households with Related Children	42.1%	31.7%	27.3%
Households with Persons 65+	19.1%	20.7%	19.7%
2000 Households by Size			
Total	8,522	67,046	174,929
1 Person Household	29.1%	35.2%	38.5%
2 Person Household	23.6%	28.3%	29.9%
3 Person Household	15.6%	13.7%	12.7%
4 Person Household	12.5%	10.2%	9.3%
5 Person Household	8.3%	6.0%	4.9%
6 Person Household	5.2%	3.1%	2.4%
7 + Person Household	5.7%	3.4%	2.3%
2000 Households by Year Householder Moved In			
Total	8,503	67,009	174,926
Moved in 1999 to March 2000	27.4%	26.9%	27.2%
Moved in 1995 to 1998	35.9%	31.9%	31.3%
Moved in 1990 to 1994	13.9%	14.9%	14.9%
Moved in 1980 to 1989	8.2%	10.6%	11.0%
Moved in 1970 to 1979	6.2%	6.3%	6.7%
Moved in 1969 or Earlier	8.4%	9.3%	8.9%
Median Year Householder Moved In	1996	1996	1996
2000 Housing Units by Units in Structure			
Total	8,920	70,439	183,156
1, Detached	44.6%	47.9%	47.2%
1, Attached	11.8%	9.3%	7.8%
2	7.4%	5.8%	4.2%
3 or 4	6.5%	4.9%	4.7%
5 to 9	4.2%	5.5%	6.3%
10 to 19	4.9%	5.9%	7.7%
20 +	19.7%	19.9%	20.9%
Mobile Home	0.9%	0.7%	1.1%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	8,921	70,439	183,156
1999 to March 2000	0.5%	0.9%	1.0%
1995 to 1998	2.3%	2.0%	1.8%
1990 to 1994	1.1%	1.6%	1.6%
1980 to 1989	2.8%	7.7%	7.4%
1970 to 1979	10.8%	10.6%	12.7%
1969 or Earlier	82.5%	77.3%	75.5%
Median Year Structure Built	1955	1954	1956

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Top 3 Tapestry Segments			
	1. Industrious Urban Fringe	Industrious Urban Fringe	Metro Renters
	2. NeWest Residents	Main Street, USA	Industrious Urban Fringe
	3. International Marketplace	Metropolitans	Main Street, USA
2010 Consumer Spending			
Apparel & Services: Total \$	\$11,885,480	\$108,888,896	\$296,074,593
Average Spent	\$1,356.24	\$1,498.58	\$1,598.09
Spending Potential Index	57	63	67
Computers & Accessories: Total \$	\$1,568,904	\$14,381,442	\$39,093,744
Average Spent	\$179.03	\$197.92	\$211.01
Spending Potential Index	81	90	96
Education: Total \$	\$7,952,786	\$75,415,388	\$207,986,569
Average Spent	\$907.49	\$1,037.90	\$1,122.62
Spending Potential Index	74	85	92
Entertainment/Recreation: Total \$	\$20,984,617	\$197,881,634	\$541,248,571
Average Spent	\$2,394.54	\$2,723.34	\$2,921.43
Spending Potential Index	74	84	91
Food at Home: Total \$	\$31,966,344	\$289,123,098	\$775,932,409
Average Spent	\$3,647.65	\$3,979.05	\$4,188.16
Spending Potential Index	82	89	94
Food Away from Home: Total \$	\$22,564,661	\$207,264,927	\$562,623,739
Average Spent	\$2,574.83	\$2,852.48	\$3,036.81
Spending Potential Index	80	89	94
Health Care: Total \$	\$22,521,945	\$215,387,030	\$583,075,434
Average Spent	\$2,569.96	\$2,964.26	\$3,147.20
Spending Potential Index	69	80	84
HH Furnishings & Equipment: Total \$	\$11,762,454	\$110,439,731	\$302,003,306
Average Spent	\$1,342.20	\$1,519.93	\$1,630.09
Spending Potential Index	65	74	79
Investments: Total \$	\$9,573,498	\$95,079,164	\$266,130,727
Average Spent	\$1,092.42	\$1,308.53	\$1,436.46
Spending Potential Index	63	75	83
Retail Goods: Total \$	\$156,424,936	\$1,455,796,677	\$3,953,605,603
Average Spent	\$17,849.50	\$20,035.38	\$21,339.90
Spending Potential Index	72	81	86
Shelter: Total \$	\$113,153,534	\$1,038,273,565	\$2,817,439,450
Average Spent	\$12,911.84	\$14,289.22	\$15,207.35
Spending Potential Index	82	91	96
TV/Video/Audio: Total \$	\$8,419,187	\$78,091,048	\$211,898,292
Average Spent	\$960.71	\$1,074.73	\$1,143.74
Spending Potential Index	77	87	92
Travel: Total \$	\$11,989,492	\$114,128,888	\$314,541,765
Average Spent	\$1,368.11	\$1,570.70	\$1,697.76
Spending Potential Index	72	83	90
Vehicle Maintenance & Repairs: Total \$	\$6,313,133	\$58,576,735	\$158,912,470
Average Spent	\$720.39	\$806.16	\$857.74
Spending Potential Index	76	86	91

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.