



Market Profile

Los Alamos_1
 Los Alamos, NM
 Drive Time: 10, 20, 30 minutes

Latitude: 35.88064
 Longitude: -106.30439

	0 - 10 minutes	0 - 20 minutes	0 - 30 minutes
Population Summary			
2000 Total Population	8,177	17,088	20,989
2000 Group Quarters	69	92	92
2010 Total Population	8,440	17,446	21,553
2015 Total Population	8,278	16,969	21,151
2010-2015 Annual Rate	-0.39%	-0.55%	-0.38%
Household Summary			
2000 Households	3,700	6,994	8,447
2000 Average Household Size	2.19	2.43	2.47
2010 Households	3,907	7,324	8,871
2010 Average Household Size	2.14	2.37	2.42
2015 Households	3,847	7,163	8,742
2015 Average Household Size	2.13	2.36	2.41
2010-2015 Annual Rate	-0.31%	-0.44%	-0.29%
2000 Families	2,248	4,929	6,008
2000 Average Family Size	2.85	2.94	2.97
2010 Families	2,285	5,017	6,125
2010 Average Family Size	2.83	2.90	2.94
2015 Families	2,226	4,862	5,978
2015 Average Family Size	2.82	2.89	2.93
2010-2015 Annual Rate	-0.52%	-0.63%	-0.49%
Housing Unit Summary			
2000 Housing Units	4,030	7,417	9,017
Owner Occupied Housing Units	60.0%	73.4%	73.8%
Renter Occupied Housing Units	31.9%	20.9%	19.8%
Vacant Housing Units	8.2%	5.7%	6.4%
2010 Housing Units	4,562	8,190	9,925
Owner Occupied Housing Units	56.2%	69.3%	69.9%
Renter Occupied Housing Units	29.5%	20.2%	19.5%
Vacant Housing Units	14.4%	10.6%	10.6%
2015 Housing Units	4,633	8,218	10,007
Owner Occupied Housing Units	54.6%	67.6%	68.4%
Renter Occupied Housing Units	28.4%	19.6%	19.0%
Vacant Housing Units	17.0%	12.8%	12.6%
Median Household Income			
2000	\$62,648	\$76,548	\$69,960
2010	\$84,734	\$102,284	\$92,354
2015	\$90,280	\$113,365	\$102,509
Median Home Value			
2000	\$180,484	\$207,674	\$204,504
2010	\$263,630	\$297,439	\$295,436
2015	\$297,690	\$345,627	\$345,845
Per Capita Income			
2000	\$31,902	\$34,060	\$31,588
2010	\$46,965	\$49,174	\$45,128
2015	\$49,961	\$52,121	\$47,749
Median Age			
2000	39.0	40.4	39.9
2010	42.3	44.0	43.4
2015	42.6	44.5	43.7

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	3,684	6,986	8,480
<\$15,000	8.0%	5.5%	7.9%
\$15,000 - \$24,999	7.7%	5.6%	7.2%
\$25,000 - \$34,999	7.8%	6.1%	7.1%
\$35,000 - \$49,999	14.0%	11.2%	11.6%
\$50,000 - \$74,999	22.4%	20.0%	19.2%
\$75,000 - \$99,999	15.8%	18.7%	17.3%
\$100,000 - \$149,999	19.0%	24.6%	22.0%
\$150,000 - \$199,999	3.6%	6.0%	5.4%
\$200,000+	1.8%	2.4%	2.3%
Average Household Income	\$71,057	\$83,337	\$77,956
2010 Households by Income			
Household Income Base	3,908	7,321	8,872
<\$15,000	5.4%	3.7%	5.3%
\$15,000 - \$24,999	4.0%	3.2%	4.3%
\$25,000 - \$34,999	5.2%	4.2%	4.9%
\$35,000 - \$49,999	8.6%	6.9%	8.2%
\$50,000 - \$74,999	20.9%	16.6%	17.3%
\$75,000 - \$99,999	12.9%	13.8%	13.4%
\$100,000 - \$149,999	26.0%	29.9%	26.8%
\$150,000 - \$199,999	10.8%	12.7%	11.7%
\$200,000+	6.1%	9.0%	8.1%
Average Household Income	\$101,876	\$116,695	\$109,121
2015 Households by Income			
Household Income Base	3,845	7,163	8,740
<\$15,000	4.6%	3.2%	4.9%
\$15,000 - \$24,999	2.9%	2.3%	3.4%
\$25,000 - \$34,999	4.3%	3.5%	4.2%
\$35,000 - \$49,999	7.1%	5.7%	7.0%
\$50,000 - \$74,999	26.1%	21.0%	20.4%
\$75,000 - \$99,999	7.6%	8.1%	8.8%
\$100,000 - \$149,999	27.1%	30.6%	28.2%
\$150,000 - \$199,999	13.8%	16.2%	14.7%
\$200,000+	6.5%	9.4%	8.5%
Average Household Income	\$107,988	\$122,935	\$114,999
2000 Owner Occupied Housing Units by Value			
Total	2,405	5,438	6,637
<\$50,000	5.5%	4.6%	5.8%
\$50,000 - \$99,999	13.1%	7.8%	10.3%
\$100,000 - \$149,999	17.5%	13.2%	12.6%
\$150,000 - \$199,999	22.2%	21.5%	19.6%
\$200,000 - \$299,999	26.9%	33.2%	30.4%
\$300,000 - \$499,999	13.2%	17.9%	18.0%
\$500,000 - \$999,999	1.7%	1.8%	2.4%
\$1,000,000 +	0.0%	0.0%	0.8%
Average Home Value	\$198,926	\$221,972	\$227,254
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	1,308	1,558	1,794
With Cash Rent	97.6%	97.3%	95.5%
No Cash Rent	2.4%	2.7%	4.5%
Median Rent	\$593	\$609	\$597
Average Rent	\$617	\$637	\$615

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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2000 Population by Age			
Total	8,175	17,087	20,989
0 - 4	5.8%	5.7%	5.9%
5 - 9	6.7%	7.2%	7.2%
10 - 14	7.4%	8.4%	8.2%
15 - 24	9.2%	9.2%	9.9%
25 - 34	13.6%	10.4%	10.5%
35 - 44	17.6%	17.7%	17.5%
45 - 54	16.2%	17.5%	17.1%
55 - 64	9.7%	12.1%	11.8%
65 - 74	6.5%	6.5%	6.6%
75 - 84	5.9%	4.4%	4.3%
85 +	1.4%	1.0%	1.0%
18 +	75.9%	74.0%	73.8%
2010 Population by Age			
Total	8,442	17,445	21,554
0 - 4	5.8%	5.5%	5.7%
5 - 9	5.7%	5.9%	6.1%
10 - 14	6.0%	6.6%	6.7%
15 - 24	11.8%	11.7%	11.9%
25 - 34	10.8%	8.9%	9.1%
35 - 44	14.0%	12.8%	12.9%
45 - 54	16.8%	17.7%	17.3%
55 - 64	14.3%	15.7%	15.3%
65 - 74	7.6%	8.9%	8.7%
75 - 84	4.7%	4.5%	4.5%
85 +	2.4%	1.9%	1.8%
18 +	78.8%	77.8%	77.2%
2015 Population by Age			
Total	8,278	16,968	21,151
0 - 4	5.8%	5.5%	5.6%
5 - 9	5.8%	6.0%	6.1%
10 - 14	6.0%	6.6%	6.7%
15 - 24	10.8%	10.7%	11.1%
25 - 34	13.5%	11.6%	11.3%
35 - 44	11.2%	10.3%	10.8%
45 - 54	16.0%	15.8%	15.5%
55 - 64	14.5%	16.1%	15.8%
65 - 74	9.7%	10.9%	10.7%
75 - 84	4.4%	4.6%	4.5%
85 +	2.4%	2.0%	1.9%
18 +	79.0%	78.2%	77.6%
2000 Population by Sex			
Males	50.3%	50.4%	50.1%
Females	49.7%	49.6%	49.9%
2010 Population by Sex			
Males	49.5%	49.7%	49.4%
Females	50.5%	50.3%	50.6%
2015 Population by Sex			
Males	49.2%	49.4%	49.2%
Females	50.8%	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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2000 Population by Race/Ethnicity			
Total	8,176	17,088	20,988
White Alone	89.1%	89.7%	82.5%
Black Alone	0.5%	0.4%	0.3%
American Indian Alone	0.7%	0.9%	6.5%
Asian or Pacific Islander Alone	4.1%	4.0%	3.3%
Some Other Race Alone	3.2%	2.8%	5.0%
Two or More Races	2.4%	2.3%	2.5%
Hispanic Origin	13.1%	12.0%	17.0%
Diversity Index	38.6	36.4	50.9
2010 Population by Race/Ethnicity			
Total	8,439	17,446	21,552
White Alone	86.5%	87.4%	80.2%
Black Alone	0.7%	0.5%	0.5%
American Indian Alone	0.7%	0.9%	6.7%
Asian or Pacific Islander Alone	5.7%	5.3%	4.4%
Some Other Race Alone	3.5%	3.1%	5.3%
Two or More Races	2.9%	2.8%	2.9%
Hispanic Origin	14.7%	13.6%	18.8%
Diversity Index	43.7	41.4	54.8
2015 Population by Race/Ethnicity			
Total	8,279	16,969	21,151
White Alone	85.2%	86.2%	78.9%
Black Alone	0.8%	0.6%	0.5%
American Indian Alone	0.7%	0.9%	6.9%
Asian or Pacific Islander Alone	6.5%	6.1%	4.9%
Some Other Race Alone	3.7%	3.2%	5.6%
Two or More Races	3.2%	3.0%	3.1%
Hispanic Origin	15.5%	14.4%	19.8%
Diversity Index	46.1	43.8	57.0
2000 Population 3+ by School Enrollment			
Total	7,873	16,521	20,247
Enrolled in Nursery/Preschool	2.6%	2.3%	2.3%
Enrolled in Kindergarten	1.2%	1.4%	1.3%
Enrolled in Grade 1-8	11.5%	12.9%	12.8%
Enrolled in Grade 9-12	5.8%	6.3%	6.3%
Enrolled in College	5.1%	4.4%	4.5%
Enrolled in Grad/Prof School	1.8%	1.4%	1.3%
Not Enrolled in School	72.1%	71.2%	71.5%
2010 Population 25+ by Educational Attainment			
Total	5,971	12,264	15,017
Less Than 9th Grade	1.3%	1.1%	1.7%
9th to 12th Grade, No Diploma	1.9%	1.7%	2.6%
High School Graduate	12.9%	12.2%	15.1%
Some College, No Degree	14.9%	16.1%	16.8%
Associate Degree	8.9%	8.2%	8.4%
Bachelor's Degree	23.8%	24.2%	22.3%
Graduate/Professional Degree	36.3%	36.6%	33.0%

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 2010 and 2015.



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2010 Population 15+ by Marital Status			
Total	6,972	14,306	17,578
Never Married	27.0%	22.9%	25.0%
Married	55.1%	62.8%	60.3%
Widowed	4.2%	3.5%	3.8%
Divorced	13.7%	10.8%	10.9%
2000 Population 16+ by Employment Status			
Total	6,431	13,183	16,166
In Labor Force	69.7%	69.6%	68.7%
Civilian Employed	67.6%	68.2%	66.9%
Civilian Unemployed	2.1%	1.4%	1.8%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	30.3%	30.4%	31.3%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	95.6%	96.9%	96.1%
Civilian Unemployed	4.4%	3.1%	3.9%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.0%	97.2%	96.4%
Civilian Unemployed	4.0%	2.8%	3.6%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,203	6,549	8,061
Own Children < 6 Only	8.5%	7.9%	7.8%
Employed/in Armed Forces	3.7%	4.0%	4.2%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	4.5%	3.6%	3.4%
Own Children <6 and 6-17 Only	5.5%	5.6%	5.6%
Employed/in Armed Forces	3.4%	2.9%	3.2%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.2%	2.7%	2.4%
Own Children 6-17 Only	18.7%	20.8%	20.8%
Employed/in Armed Forces	13.7%	15.0%	14.7%
Unemployed	0.7%	0.4%	0.5%
Not in Labor Force	4.3%	5.5%	5.6%
No Own Children < 18	67.3%	65.6%	65.8%
Employed/in Armed Forces	37.4%	35.9%	35.5%
Unemployed	0.8%	0.6%	0.8%
Not in Labor Force	29.1%	29.1%	29.6%
2010 Employed Population 16+ by Industry			
Total	4,306	8,879	10,847
Agriculture/Mining	0.1%	0.1%	0.5%
Construction	3.6%	2.8%	3.9%
Manufacturing	0.5%	0.6%	0.9%
Wholesale Trade	1.4%	1.1%	1.1%
Retail Trade	3.7%	3.4%	3.6%
Transportation/Utilities	0.8%	0.7%	1.0%
Information	1.8%	1.6%	1.5%
Finance/Insurance/Real Estate	3.1%	3.1%	3.4%
Services	46.9%	45.7%	46.2%
Public Administration	38.0%	41.0%	37.8%

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	4,307	8,881	10,848
White Collar	80.8%	82.9%	80.1%
Management/Business/Financial	12.9%	16.2%	16.2%
Professional	54.9%	53.6%	49.4%
Sales	4.7%	4.2%	4.9%
Administrative Support	8.3%	8.9%	9.5%
Services	11.7%	10.9%	12.0%
Blue Collar	7.5%	6.2%	8.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.9%	2.1%	3.2%
Installation/Maintenance/Repair	2.0%	1.6%	1.7%
Production	1.8%	1.7%	2.0%
Transportation/Material Moving	0.8%	0.7%	1.0%
2000 Workers 16+ by Means of Transportation to Work			
Total	4,240	8,810	10,618
Drove Alone - Car, Truck, or Van	80.0%	81.8%	80.4%
Carpooled - Car, Truck, or Van	8.0%	9.3%	10.2%
Public Transportation	0.2%	0.2%	0.2%
Walked	4.4%	2.7%	2.6%
Other Means	3.6%	2.2%	2.3%
Worked at Home	3.7%	3.9%	4.3%
2000 Workers 16+ by Travel Time to Work			
Total	4,240	8,811	10,617
Did not Work at Home	96.3%	96.1%	95.7%
Less than 5 minutes	5.0%	3.5%	3.8%
5 to 9 minutes	24.0%	15.8%	14.7%
10 to 19 minutes	53.6%	56.4%	49.9%
20 to 24 minutes	4.0%	10.9%	12.2%
25 to 34 minutes	5.2%	5.4%	9.3%
35 to 44 minutes	1.4%	1.2%	2.0%
45 to 59 minutes	1.3%	1.2%	1.9%
60 to 89 minutes	0.8%	0.8%	0.9%
90 or more minutes	1.0%	0.7%	0.9%
Worked at Home	3.7%	3.9%	4.3%
Average Travel Time to Work (in min)	14.0	15.1	16.5
2000 Households by Vehicles Available			
Total	3,714	6,999	8,439
None	3.6%	2.4%	3.1%
1	36.5%	27.8%	28.0%
2	39.9%	41.6%	40.5%
3	13.9%	19.1%	19.2%
4	4.4%	6.8%	6.7%
5+	1.7%	2.2%	2.5%
Average Number of Vehicles Available	1.8	2.1	2.1

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2000 Households by Type			
Total	3,699	6,994	8,448
Family Households	60.8%	70.5%	71.1%
Married-couple Family	50.7%	61.7%	60.4%
With Related Children	22.1%	27.6%	27.1%
Other Family (No Spouse)	10.1%	8.7%	10.7%
With Related Children	7.7%	6.7%	8.0%
Nonfamily Households	39.3%	29.5%	28.9%
Householder Living Alone	34.3%	25.7%	24.8%
Householder Not Living Alone	4.9%	3.9%	4.1%
Households with Related Children	29.8%	34.3%	35.1%
Households with Persons 65+	20.6%	19.5%	20.2%
2000 Households by Size			
Total	3,700	6,994	8,447
1 Person Household	34.3%	25.6%	24.8%
2 Person Household	35.3%	37.7%	37.3%
3 Person Household	13.4%	15.1%	15.6%
4 Person Household	11.7%	14.5%	14.7%
5 Person Household	3.6%	4.8%	5.2%
6 Person Household	1.2%	1.5%	1.6%
7 + Person Household	0.6%	0.6%	0.8%
2000 Households by Year Householder Moved In			
Total	3,713	6,998	8,439
Moved in 1999 to March 2000	23.7%	17.7%	16.5%
Moved in 1995 to 1998	31.4%	28.5%	26.7%
Moved in 1990 to 1994	14.4%	16.4%	16.1%
Moved in 1980 to 1989	14.1%	18.2%	18.6%
Moved in 1970 to 1979	7.0%	10.7%	12.6%
Moved in 1969 or Earlier	9.4%	8.7%	9.5%
Median Year Householder Moved In	1995	1994	1993
2000 Housing Units by Units in Structure			
Total	4,039	7,422	9,014
1, Detached	40.6%	59.0%	62.7%
1, Attached	14.4%	10.5%	8.9%
2	6.4%	3.5%	3.0%
3 or 4	10.6%	6.5%	5.5%
5 to 9	6.7%	4.2%	3.4%
10 to 19	5.8%	3.6%	2.9%
20 +	11.3%	6.7%	5.6%
Mobile Home	3.9%	5.7%	7.7%
Other	0.2%	0.3%	0.3%
2000 Housing Units by Year Structure Built			
Total	4,037	7,422	9,013
1999 to March 2000	1.7%	1.2%	1.3%
1995 to 1998	5.0%	4.3%	4.8%
1990 to 1994	1.9%	3.9%	5.1%
1980 to 1989	9.1%	13.3%	14.0%
1970 to 1979	8.1%	20.0%	21.6%
1969 or Earlier	74.2%	57.4%	53.2%
Median Year Structure Built	1957	1966	1968

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Top 3 Tapestry Segments			
1.	In Style	Sophisticated Squires	Sophisticated Squires
2.	Metropolitans	In Style	In Style
3.	Wealthy Seaboard	Wealthy Seaboard	Wealthy Seaboard
2010 Consumer Spending			
Apparel & Services: Total \$	\$9,628,099	\$20,447,762	\$23,101,644
Average Spent	\$2,464.25	\$2,792.02	\$2,604.27
Spending Potential Index	103	117	109
Computers & Accessories: Total \$	\$1,269,239	\$2,698,251	\$3,050,371
Average Spent	\$324.85	\$368.43	\$343.87
Spending Potential Index	148	167	156
Education: Total \$	\$7,360,532	\$15,940,979	\$17,739,951
Average Spent	\$1,883.88	\$2,176.65	\$1,999.84
Spending Potential Index	154	178	164
Entertainment/Recreation: Total \$	\$18,782,848	\$40,570,829	\$45,985,030
Average Spent	\$4,807.36	\$5,539.71	\$5,183.93
Spending Potential Index	149	172	161
Food at Home: Total \$	\$24,595,444	\$51,888,906	\$59,286,102
Average Spent	\$6,295.05	\$7,085.13	\$6,683.37
Spending Potential Index	141	158	149
Food Away from Home: Total \$	\$18,216,020	\$38,579,416	\$43,789,273
Average Spent	\$4,662.28	\$5,267.79	\$4,936.40
Spending Potential Index	145	164	153
Health Care: Total \$	\$20,169,284	\$43,226,102	\$49,660,161
Average Spent	\$5,162.21	\$5,902.27	\$5,598.23
Spending Potential Index	139	158	150
HH Furnishings & Equipment: Total \$	\$10,527,869	\$22,800,149	\$25,778,789
Average Spent	\$2,694.54	\$3,113.23	\$2,906.07
Spending Potential Index	131	151	141
Investments: Total \$	\$10,436,813	\$23,188,974	\$26,070,272
Average Spent	\$2,671.24	\$3,166.32	\$2,938.92
Spending Potential Index	154	182	169
Retail Goods: Total \$	\$133,437,826	\$286,397,154	\$326,458,644
Average Spent	\$34,152.59	\$39,105.86	\$36,801.96
Spending Potential Index	137	157	148
Shelter: Total \$	\$94,252,078	\$201,780,870	\$226,727,942
Average Spent	\$24,123.24	\$27,552.00	\$25,559.24
Spending Potential Index	153	175	162
TV/Video/Audio: Total \$	\$6,837,231	\$14,463,566	\$16,473,981
Average Spent	\$1,749.95	\$1,974.92	\$1,857.13
Spending Potential Index	141	159	150
Travel: Total \$	\$11,644,449	\$25,524,101	\$28,578,081
Average Spent	\$2,980.33	\$3,485.17	\$3,221.63
Spending Potential Index	157	184	170
Vehicle Maintenance & Repairs: Total \$	\$5,309,810	\$11,363,912	\$12,941,037
Average Spent	\$1,359.01	\$1,551.68	\$1,458.85
Spending Potential Index	144	165	155

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.