



# Market Profile

Proposed Location  
 100 S Wacker Dr, Chicago, IL 60606-4006  
 Rings: 1, 3, 5 miles radii

Sample  
 Latitude: 41.8805  
 Longitude: -87.63715

	0 - 1 mile	0 - 3 miles	0 - 5 miles
<b>Population Summary</b>			
2000 Total Population	26,162	300,862	816,002
2000 Group Quarters	3,043	10,995	32,318
2010 Total Population	45,534	343,403	865,089
2015 Total Population	50,151	353,272	875,185
2010-2015 Annual Rate	1.95%	0.57%	0.23%
<b>Household Summary</b>			
2000 Households	14,855	141,561	334,355
2000 Average Household Size	1.56	2.05	2.34
2010 Households	24,338	164,537	359,150
2010 Average Household Size	1.66	2.01	2.30
2015 Households	26,808	170,130	364,685
2015 Average Household Size	1.68	2.00	2.30
2010-2015 Annual Rate	1.95%	0.67%	0.31%
2000 Families	4,534	58,924	158,381
2000 Average Family Size	2.40	3.10	3.40
2010 Families	7,223	65,747	164,294
2010 Average Family Size	2.60	3.08	3.39
2015 Families	7,843	66,446	163,681
2015 Average Family Size	2.64	3.09	3.40
2010-2015 Annual Rate	1.66%	0.21%	-0.07%
<b>Housing Unit Summary</b>			
2000 Housing Units	17,113	159,344	373,433
Owner Occupied Housing Units	40.5%	31.9%	29.6%
Renter Occupied Housing Units	46.6%	56.9%	59.9%
Vacant Housing Units	12.9%	11.2%	10.5%
2010 Housing Units	27,796	189,002	411,183
Owner Occupied Housing Units	43.8%	33.3%	30.6%
Renter Occupied Housing Units	43.8%	53.7%	56.8%
Vacant Housing Units	12.4%	12.9%	12.7%
2015 Housing Units	30,706	197,485	422,671
Owner Occupied Housing Units	44.1%	33.2%	30.3%
Renter Occupied Housing Units	43.2%	53.0%	56.0%
Vacant Housing Units	12.7%	13.9%	13.7%
<b>Median Household Income</b>			
2000	\$65,379	\$46,110	\$40,518
2010	\$81,441	\$62,261	\$54,674
2015	\$100,632	\$76,838	\$66,148
<b>Median Home Value</b>			
2000	\$217,450	\$238,126	\$198,403
2010	\$308,814	\$321,349	\$273,098
2015	\$359,555	\$378,204	\$320,177
<b>Per Capita Income</b>			
2000	\$49,927	\$37,060	\$27,260
2010	\$60,584	\$45,353	\$34,145
2015	\$69,932	\$54,655	\$41,098
<b>Median Age</b>			
2000	34.0	32.2	30.2
2010	35.7	33.8	31.2
2015	35.8	33.8	31.3

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	14,598	141,649	334,549
< 15,000	11.6%	20.1%	21.6%
\$15,000 - \$24,999	5.4%	9.9%	11.2%
\$25,000 - \$34,999	6.5%	9.7%	11.2%
\$35,000 - \$49,999	14.7%	13.3%	14.7%
\$50,000 - \$74,999	18.4%	16.0%	15.8%
\$75,000 - \$99,999	12.6%	9.2%	8.7%
\$100,000 - \$149,999	16.6%	10.1%	8.4%
\$150,000 - \$199,999	7.5%	4.6%	3.4%
\$200,000+	6.7%	7.2%	5.0%
Average Household Income	\$87,546	\$78,001	\$65,422
<b>2010 Households by Income</b>			
Household Income Base	24,334	164,500	359,098
< 15,000	7.9%	15.4%	16.8%
\$15,000 - \$24,999	3.3%	7.6%	8.8%
\$25,000 - \$34,999	4.1%	6.7%	7.9%
\$35,000 - \$49,999	9.3%	10.9%	12.5%
\$50,000 - \$74,999	19.9%	17.5%	17.8%
\$75,000 - \$99,999	17.2%	14.3%	14.3%
\$100,000 - \$149,999	18.4%	12.3%	10.6%
\$150,000 - \$199,999	10.2%	5.9%	4.4%
\$200,000+	9.8%	9.4%	6.9%
Average Household Income	\$108,629	\$93,651	\$80,598
<b>2015 Households by Income</b>			
Household Income Base	26,804	170,090	364,635
< 15,000	5.1%	11.7%	13.2%
\$15,000 - \$24,999	2.1%	5.9%	7.0%
\$25,000 - \$34,999	2.9%	5.1%	6.2%
\$35,000 - \$49,999	6.2%	8.2%	9.7%
\$50,000 - \$74,999	19.6%	18.1%	19.1%
\$75,000 - \$99,999	13.6%	11.7%	12.0%
\$100,000 - \$149,999	26.1%	18.6%	16.9%
\$150,000 - \$199,999	12.6%	8.8%	6.9%
\$200,000+	11.9%	12.0%	8.9%
Average Household Income	\$125,374	\$112,403	\$96,786
<b>2000 Owner Occupied Housing Units by Value</b>			
Total	6,801	51,002	110,676
< 50,000	0.5%	1.7%	2.5%
\$50,000 - \$99,999	3.6%	7.3%	12.6%
\$100,000 - \$149,999	11.6%	13.9%	17.8%
\$150,000 - \$199,999	28.1%	18.1%	17.6%
\$200,000 - \$299,999	31.4%	22.4%	19.6%
\$300,000 - \$499,999	18.3%	20.1%	17.7%
\$500,000 - \$999,999	6.1%	12.2%	9.6%
\$1,000,000 +	0.4%	4.2%	2.7%
Average Home Value	\$258,594	\$326,009	\$280,705
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>			
Total	7,917	90,454	223,309
With Cash Rent	98.7%	98.2%	98.2%
No Cash Rent	1.3%	1.8%	1.8%
Median Rent	\$1,059	\$659	\$585
Average Rent	\$1,076	\$745	\$670

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	26,160	300,865	816,003
0 - 4	2.9%	5.9%	7.0%
5 - 9	1.7%	5.5%	6.9%
10 - 14	1.4%	4.7%	6.0%
15 - 24	13.7%	15.2%	16.5%
25 - 34	33.7%	25.3%	24.0%
35 - 44	20.5%	15.6%	14.9%
45 - 54	13.7%	11.4%	10.2%
55 - 64	7.2%	7.5%	6.4%
65 - 74	3.4%	5.1%	4.4%
75 - 84	1.5%	3.0%	2.7%
85 +	0.4%	0.9%	1.0%
18 +	93.1%	81.1%	76.6%
<b>2010 Population by Age</b>			
Total	45,533	343,404	865,088
0 - 4	3.2%	5.9%	7.2%
5 - 9	2.2%	5.0%	6.2%
10 - 14	1.9%	4.1%	5.1%
15 - 24	13.6%	15.0%	16.7%
25 - 34	27.7%	22.4%	22.2%
35 - 44	17.7%	14.9%	14.0%
45 - 54	14.5%	12.8%	11.5%
55 - 64	10.9%	10.2%	8.5%
65 - 74	4.6%	5.3%	4.6%
75 - 84	2.5%	3.1%	2.7%
85 +	1.1%	1.3%	1.3%
18 +	91.4%	82.1%	78.0%
<b>2015 Population by Age</b>			
Total	50,149	353,270	875,187
0 - 4	3.3%	5.9%	7.2%
5 - 9	2.4%	5.0%	6.3%
10 - 14	2.1%	4.3%	5.4%
15 - 24	12.8%	14.0%	15.5%
25 - 34	28.1%	23.4%	23.0%
35 - 44	15.7%	13.5%	13.1%
45 - 54	14.2%	12.3%	10.8%
55 - 64	11.4%	10.8%	9.2%
65 - 74	6.2%	6.5%	5.5%
75 - 84	2.7%	3.0%	2.7%
85 +	1.2%	1.4%	1.3%
18 +	91.2%	82.4%	78.2%
<b>2000 Population by Sex</b>			
Males	53.7%	49.5%	49.8%
Females	46.3%	50.5%	50.2%
<b>2010 Population by Sex</b>			
Males	52.7%	49.7%	50.0%
Females	47.3%	50.3%	50.0%
<b>2015 Population by Sex</b>			
Males	52.5%	49.8%	50.0%
Females	47.5%	50.2%	50.0%

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

June 14, 2010

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<b>2000 Population by Race/Ethnicity</b>			
Total	26,162	300,862	816,002
White Alone	64.8%	54.8%	46.8%
Black Alone	21.1%	20.9%	28.0%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	9.7%	9.0%	5.1%
Some Other Race Alone	2.0%	12.4%	17.1%
Two or More Races	2.2%	2.5%	2.6%
Hispanic Origin	6.1%	23.2%	30.3%
Diversity Index	58.1	77.3	82.7
<b>2010 Population by Race/Ethnicity</b>			
Total	45,535	343,404	865,090
White Alone	61.4%	51.6%	44.7%
Black Alone	20.7%	21.7%	27.2%
American Indian Alone	0.3%	0.4%	0.5%
Asian or Pacific Islander Alone	11.0%	10.3%	6.1%
Some Other Race Alone	3.7%	13.0%	18.7%
Two or More Races	2.9%	2.9%	2.9%
Hispanic Origin	10.7%	25.2%	33.6%
Diversity Index	65.1	79.8	84.7
<b>2015 Population by Race/Ethnicity</b>			
Total	50,151	353,273	875,185
White Alone	60.5%	50.8%	44.0%
Black Alone	19.3%	21.2%	26.5%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	12.0%	11.0%	6.5%
Some Other Race Alone	4.5%	13.5%	19.5%
Two or More Races	3.3%	3.1%	3.1%
Hispanic Origin	13.0%	26.5%	35.2%
Diversity Index	67.8	80.8	85.4
<b>2000 Population 3+ by School Enrollment</b>			
Total	25,469	289,416	780,302
Enrolled in Nursery/Preschool	0.6%	1.5%	1.8%
Enrolled in Kindergarten	0.4%	1.2%	1.5%
Enrolled in Grade 1-8	2.7%	8.7%	11.0%
Enrolled in Grade 9-12	1.5%	4.0%	4.9%
Enrolled in College	10.5%	7.3%	6.0%
Enrolled in Grad/Prof School	6.9%	4.4%	3.1%
Not Enrolled in School	77.5%	73.0%	71.6%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	36,000	240,193	560,497
Less Than 9th Grade	2.3%	8.5%	11.5%
9th to 12th Grade, No Diploma	3.6%	7.3%	10.2%
High School Graduate	11.1%	14.1%	17.9%
Some College, No Degree	13.3%	13.1%	13.6%
Associate Degree	4.6%	4.4%	4.4%
Bachelor's Degree	35.0%	28.4%	24.3%
Graduate/Professional Degree	30.1%	24.1%	18.1%

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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<b>2010 Population 15+ by Marital Status</b>			
Total	42,176	291,748	704,639
Never Married	48.8%	49.5%	51.7%
Married	37.6%	36.4%	34.8%
Widowed	2.8%	4.9%	5.0%
Divorced	10.8%	9.2%	8.4%
<b>2000 Population 16+ by Employment Status</b>			
Total	24,391	249,969	644,509
In Labor Force	76.8%	68.7%	64.2%
Civilian Employed	71.4%	63.4%	58.0%
Civilian Unemployed	5.4%	5.3%	6.2%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	23.2%	31.3%	35.8%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.5%	87.4%	84.7%
Civilian Unemployed	10.5%	12.6%	15.3%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.4%	89.6%	87.4%
Civilian Unemployed	8.6%	10.4%	12.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	11,424	127,642	325,910
Own Children < 6 Only	4.5%	6.5%	7.3%
Employed/in Armed Forces	3.1%	3.3%	3.4%
Unemployed	0.1%	0.4%	0.6%
Not in Labor Force	1.3%	2.8%	3.3%
Own Children < 6 and 6-17 Only	0.8%	4.2%	5.6%
Employed/in Armed Forces	0.5%	1.8%	2.3%
Unemployed	0.0%	0.4%	0.6%
Not in Labor Force	0.3%	2.0%	2.7%
Own Children 6-17 Only	3.5%	9.4%	11.9%
Employed/in Armed Forces	2.3%	5.4%	6.4%
Unemployed	0.3%	0.7%	0.9%
Not in Labor Force	0.9%	3.3%	4.6%
No Own Children < 18	91.2%	79.9%	75.2%
Employed/in Armed Forces	64.0%	47.7%	41.8%
Unemployed	2.8%	3.2%	3.6%
Not in Labor Force	24.5%	29.0%	29.8%
<b>2010 Employed Population 16+ by Industry</b>			
Total	26,269	168,448	371,991
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	2.3%	2.7%	2.9%
Manufacturing	5.1%	6.7%	8.3%
Wholesale Trade	3.3%	3.2%	3.2%
Retail Trade	6.0%	6.9%	7.4%
Transportation/Utilities	3.7%	3.9%	4.3%
Information	3.8%	3.3%	3.2%
Finance/Insurance/Real Estate	17.2%	14.3%	12.7%
Services	54.8%	55.9%	54.8%
Public Administration	3.9%	3.1%	3.1%

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	26,271	168,446	371,991
White Collar	83.7%	75.6%	70.7%
Management/Business/Financial	28.3%	23.1%	20.1%
Professional	32.7%	29.8%	27.1%
Sales	13.0%	12.7%	12.2%
Administrative Support	9.7%	10.0%	11.3%
Services	9.9%	13.8%	15.0%
Blue Collar	6.4%	10.7%	14.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.6%	2.1%	2.4%
Installation/Maintenance/Repair	0.9%	1.2%	1.7%
Production	1.4%	3.6%	5.0%
Transportation/Material Moving	2.5%	3.8%	5.1%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	17,093	155,544	366,511
Drove Alone - Car, Truck, or Van	28.0%	35.6%	39.4%
Carpooled - Car, Truck, or Van	6.8%	11.5%	13.4%
Public Transportation	22.5%	30.9%	32.3%
Walked	36.7%	16.2%	9.9%
Other Means	1.5%	1.9%	1.7%
Worked at Home	4.4%	3.9%	3.2%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	17,091	155,543	366,509
Did not Work at Home	95.6%	96.1%	96.8%
Less than 5 minutes	2.2%	1.8%	1.6%
5 to 9 minutes	10.5%	7.4%	5.4%
10 to 19 minutes	36.8%	28.0%	22.0%
20 to 24 minutes	14.9%	14.8%	13.8%
25 to 34 minutes	11.5%	19.7%	23.3%
35 to 44 minutes	4.8%	6.0%	8.0%
45 to 59 minutes	6.8%	8.4%	10.9%
60 to 89 minutes	5.7%	7.0%	8.6%
90 or more minutes	2.4%	3.1%	3.3%
Worked at Home	4.4%	3.9%	3.2%
Average Travel Time to Work (in min)	24.2	28.2	31.4
<b>2000 Households by Vehicles Available</b>			
Total	14,715	141,554	334,261
None	32.8%	36.1%	35.0%
1	55.8%	47.9%	45.7%
2	9.8%	13.6%	15.9%
3	1.4%	1.8%	2.6%
4	0.0%	0.3%	0.5%
5+	0.2%	0.3%	0.4%
Average Number of Vehicles Available	0.8	0.8	0.9

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	14,856	141,561	334,354
Family Households	30.5%	41.6%	47.4%
Married-couple Family	24.9%	27.7%	28.0%
With Related Children	4.5%	10.9%	13.6%
Other Family (No Spouse)	5.6%	13.9%	19.3%
With Related Children	2.6%	8.7%	12.7%
Nonfamily Households	69.5%	58.4%	52.6%
Householder Living Alone	58.9%	47.5%	41.3%
Householder Not Living Alone	10.6%	10.9%	11.3%
Households with Related Children	7.1%	19.6%	26.3%
Households with Persons 65+	7.7%	15.5%	15.7%
<b>2000 Households by Size</b>			
Total	14,855	141,561	334,355
1 Person Household	58.9%	47.5%	41.3%
2 Person Household	32.2%	28.3%	26.7%
3 Person Household	5.1%	10.1%	12.0%
4 Person Household	2.3%	6.7%	8.6%
5 Person Household	0.8%	3.8%	5.5%
6 Person Household	0.4%	1.9%	2.9%
7 + Person Household	0.2%	1.6%	2.9%
<b>2000 Households by Year Householder Moved In</b>			
Total	14,716	141,554	334,262
Moved in 1999 to March 2000	42.4%	29.0%	27.9%
Moved in 1995 to 1998	37.6%	36.0%	34.8%
Moved in 1990 to 1994	9.9%	13.7%	13.8%
Moved in 1980 to 1989	6.9%	11.0%	11.3%
Moved in 1970 to 1979	1.8%	5.7%	6.3%
Moved in 1969 or Earlier	1.4%	4.6%	5.9%
Median Year Householder Moved In	1997	1996	1996
<b>2000 Housing Units by Units in Structure</b>			
Total	16,921	159,364	373,612
1, Detached	1.9%	5.5%	8.0%
1, Attached	2.8%	5.2%	4.3%
2	3.5%	10.0%	16.8%
3 or 4	1.7%	13.8%	17.9%
5 to 9	1.8%	10.0%	10.7%
10 to 19	2.2%	3.8%	4.6%
20 +	86.0%	51.6%	37.7%
Mobile Home	0.0%	0.0%	0.1%
Other	0.1%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	16,920	159,365	373,611
1999 to March 2000	6.5%	2.6%	1.8%
1995 to 1998	5.3%	4.9%	3.6%
1990 to 1994	6.1%	4.7%	3.3%
1980 to 1989	23.5%	10.9%	6.6%
1970 to 1979	11.1%	13.1%	10.0%
1969 or Earlier	47.5%	63.7%	74.7%
Median Year Structure Built	1972	1959	1949

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<b>Top 3 Tapestry Segments</b>			
1.	0.00000000	0.00000000	0.00000000
2.	0.00000000	0.00000000	0.00000000
3.	0.00000000	0.00000000	0.00000000
<b>2010 Consumer Spending</b>			
Apparel & Services: Total \$	\$69,943,229	\$406,148,412	\$762,737,418
Average Spent	\$2,873.86	\$2,468.44	\$2,123.73
Spending Potential Index	120	103	89
Computers & Accessories: Total \$	\$9,072,076	\$52,424,109	\$98,272,622
Average Spent	\$372.76	\$318.62	\$273.63
Spending Potential Index	169	145	124
Education: Total \$	\$48,872,548	\$280,943,660	\$521,804,199
Average Spent	\$2,008.10	\$1,707.48	\$1,452.89
Spending Potential Index	165	140	119
Entertainment/Recreation: Total \$	\$121,589,422	\$705,963,590	\$1,321,806,549
Average Spent	\$4,995.92	\$4,290.62	\$3,680.37
Spending Potential Index	155	133	114
Food at Home: Total \$	\$174,165,868	\$1,032,757,070	\$1,962,178,622
Average Spent	\$7,156.21	\$6,276.76	\$5,463.39
Spending Potential Index	160	140	122
Food Away from Home: Total \$	\$130,283,655	\$753,355,937	\$1,419,473,442
Average Spent	\$5,353.15	\$4,578.65	\$3,952.31
Spending Potential Index	166	142	123
Health Care: Total \$	\$121,739,645	\$717,434,016	\$1,353,526,088
Average Spent	\$5,002.09	\$4,360.33	\$3,768.69
Spending Potential Index	134	117	101
HH Furnishings & Equipment: Total \$	\$68,062,745	\$395,563,627	\$739,474,001
Average Spent	\$2,796.59	\$2,404.11	\$2,058.95
Spending Potential Index	136	117	100
Investments: Total \$	\$61,016,002	\$362,076,652	\$657,881,566
Average Spent	\$2,507.05	\$2,200.58	\$1,831.77
Spending Potential Index	144	127	105
Retail Goods: Total \$	\$875,373,849	\$5,095,257,560	\$9,605,135,019
Average Spent	\$35,967.76	\$30,967.33	\$26,744.05
Spending Potential Index	145	125	108
Shelter: Total \$	\$651,540,513	\$3,843,895,957	\$7,219,530,778
Average Spent	\$26,770.80	\$23,361.96	\$20,101.70
Spending Potential Index	170	148	127
TV/Video/Audio: Total \$	\$48,761,730	\$281,663,909	\$529,892,893
Average Spent	\$2,003.54	\$1,711.86	\$1,475.41
Spending Potential Index	161	138	119
Travel: Total \$	\$70,369,930	\$414,907,520	\$772,260,390
Average Spent	\$2,891.39	\$2,521.67	\$2,150.24
Spending Potential Index	153	133	114
Vehicle Maintenance & Repairs: Total \$	\$35,223,130	\$205,240,950	\$387,126,228
Average Spent	\$1,447.26	\$1,247.39	\$1,077.89
Spending Potential Index	154	132	114

Data Note: 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. 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.