



**Grand Osks Plaza I & II**

Latitude: 27.018283

Longitude: -82.157703

930 Tamiami Trl  
Port Charlotte, FL 3395  
Radius: 1.0 miles

930 Tamiami Trl  
Port Charlotte, FL 3395  
Radius: 3.0 miles

930 Tamiami Trl  
Port Charlotte, FL 3395  
Radius: 5.0 miles



	930 Tamiami Trl Port Charlotte, FL 3395 Radius: 1.0 miles	930 Tamiami Trl Port Charlotte, FL 3395 Radius: 3.0 miles	930 Tamiami Trl Port Charlotte, FL 3395 Radius: 5.0 miles
2000 Total Population	565	16,155	57,180
2000 Group Quarters	0	222	372
2006 Total Population	644	21,537	73,425
2011 Total Population	700	23,910	82,131
2006 - 2011 Annual Rate	1.68%	2.11%	2.27%



2000 Households	217	6,574	24,559
2000 Average Household Size	2.6	2.42	2.31
2006 Households	250	8,722	30,915
2006 Average Household Size	2.58	2.44	2.36
2011 Households	273	9,717	34,590
2011 Average Household Size	2.56	2.44	2.36
2006 - 2011 Annual Rate	1.78%	2.18%	2.27%
2000 Families	158	4,717	16,933
2000 Average Family Size	2.99	2.81	2.74
2006 Families	179	6,241	21,300
2006 Average Family Size	2.99	2.84	2.8
2011 Families	192	6,854	23,535
2011 Average Family Size	3.01	2.85	2.82
2006 - 2011 Annual Rate	1.41%	1.89%	2.02%



<b>2000 Housing Units</b>	227	7,499	28,459
Owner Occupied Housing Units	79.0%	73.1%	70.9%
Renter Occupied Housing Units	15.7%	14.9%	15.5%
Vacant Housing Units	5.2%	12.0%	13.6%
<b>2006 Housing Units</b>	262	9,973	35,635
Owner Occupied Housing Units	80.9%	74.7%	73.4%
Renter Occupied Housing Units	14.5%	12.8%	13.4%
Vacant Housing Units	4.6%	12.5%	13.2%
<b>2011 Housing Units</b>	282	11,092	39,887
Owner Occupied Housing Units	81.9%	75.1%	73.9%
Renter Occupied Housing Units	14.9%	12.5%	12.9%
Vacant Housing Units	3.2%	12.4%	13.3%

**Median Household Income**

2000	\$40,594	\$38,158	\$35,020
2006	\$45,756	\$47,173	\$42,452
2011	\$50,930	\$55,435	\$48,595

**Median Home Value**

2000	\$98,214	\$84,513	\$81,804
2006	\$214,634	\$196,886	\$192,584
2011	\$226,596	\$218,404	\$216,586

**Per Capita Income**

2000	\$17,150	\$18,443	\$18,507
2006	\$22,511	\$22,755	\$22,083
2011	\$25,482	\$27,355	\$25,889

**Median Age**

2000	38.2	44.0	46.3
2006	40.2	43.1	45.7
2011	41.4	44.0	46.8

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 2006 and 2011.



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**2000 Households by Income**

Household Income Base	930 Tamiami Trl	930 Tamiami Trl	930 Tamiami Trl
< \$15,000	216 (10.6%)	6,568 (11.8%)	24,573 (15.5%)
\$15,000 - \$24,999	12.5%	17.4%	17.9%
\$25,000 - \$34,999	13.0%	15.5%	16.6%
\$35,000 - \$49,999	23.6%	24.4%	21.4%
\$50,000 - \$74,999	20.4%	18.0%	16.9%
\$75,000 - \$99,999	9.3%	7.2%	6.6%
\$100,000 - \$149,999	10.6%	4.6%	3.6%
\$150,000 - \$199,999	0.0%	0.5%	0.7%
\$200,000+	0.0%	0.7%	0.7%
Average Household Income	\$47,652	\$44,894	\$42,861

**2006 Households by Income**

Household Income Base	930 Tamiami Trl	930 Tamiami Trl	930 Tamiami Trl
< \$15,000	249 (10.0%)	8,723 (7.7%)	30,914 (11.3%)
\$15,000 - \$24,999	7.6%	11.8%	13.1%
\$25,000 - \$34,999	9.6%	14.1%	15.0%
\$35,000 - \$49,999	27.7%	20.0%	20.0%
\$50,000 - \$74,999	18.5%	23.7%	21.5%
\$75,000 - \$99,999	11.2%	12.3%	10.1%
\$100,000 - \$149,999	10.4%	8.0%	6.5%
\$150,000 - \$199,999	4.8%	1.5%	1.3%
\$200,000+	0.0%	1.0%	1.2%
Average Household Income	\$59,073	\$56,529	\$52,459

**2011 Households by Income**

Household Income Base	930 Tamiami Trl	930 Tamiami Trl	930 Tamiami Trl
< \$15,000	274 (9.9%)	9,720 (5.9%)	34,588 (9.5%)
\$15,000 - \$24,999	5.5%	9.1%	10.6%
\$25,000 - \$34,999	8.8%	11.9%	13.0%
\$35,000 - \$49,999	24.8%	16.3%	18.2%
\$50,000 - \$74,999	20.8%	26.3%	23.3%
\$75,000 - \$99,999	9.5%	11.8%	10.6%
\$100,000 - \$149,999	13.1%	13.9%	10.9%
\$150,000 - \$199,999	5.5%	2.8%	2.0%
\$200,000+	2.2%	2.0%	1.9%
Average Household Income	\$66,102	\$67,906	\$61,523

**2000 Owner Occupied HUs by Value**

Total	930 Tamiami Trl	930 Tamiami Trl	930 Tamiami Trl
<\$50,000	189 (11.6%)	5,478 (8.4%)	20,112 (13.2%)
\$50,000 - 99,999	39.7%	62.2%	57.6%
\$100,000 - 149,999	35.4%	23.6%	20.9%
\$150,000 - 199,999	9.5%	4.5%	5.4%
\$200,000 - \$299,999	0.0%	0.8%	1.9%
\$300,000 - 499,999	3.7%	0.4%	0.8%
\$500,000 - 999,999	0.0%	0.0%	0.1%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$108,099	\$90,789	\$92,944

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

Total	930 Tamiami Trl	930 Tamiami Trl	930 Tamiami Trl
With Cash Rent	35 (100.0%)	1,110 (94.1%)	4,423 (94.6%)
No Cash Rent	0.0%	5.9%	5.4%
Median Rent	\$494	\$549	\$531
Average Rent	\$515	\$592	\$566

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 2006 and 2011.



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**2000 Population by Age**

Total	565	16,158	57,182
0 - 4	6.2%	5.1%	4.9%
5 - 9	6.7%	6.1%	5.8%
10 - 14	7.6%	6.4%	5.9%
15 - 19	8.1%	5.7%	5.2%
20 - 24	4.6%	3.8%	3.7%
25 - 34	11.3%	10.5%	9.9%
35 - 44	20.2%	13.8%	13.0%
45 - 54	14.3%	12.6%	12.0%
55 - 64	8.1%	10.9%	11.9%
65 - 74	6.9%	13.1%	13.9%
75 - 84	4.8%	9.1%	10.5%
85+	1.1%	2.8%	3.2%
18+	74.2%	78.7%	80.0%

**2006 Population by Age**

Total	645	21,539	73,426
0 - 4	6.5%	5.8%	5.4%
5 - 9	6.2%	5.3%	5.0%
10 - 14	6.4%	6.6%	6.1%
15 - 19	6.4%	6.0%	5.7%
20 - 24	7.6%	5.3%	4.7%
25 - 34	9.9%	9.8%	9.2%
35 - 44	14.6%	14.1%	13.0%
45 - 54	20.2%	13.5%	13.0%
55 - 64	10.7%	12.0%	12.6%
65 - 74	5.6%	9.8%	11.5%
75 - 84	4.8%	8.9%	10.2%
85+	1.2%	3.0%	3.7%
18+	77.3%	78.6%	79.9%

**2011 Population by Age**

Total	699	23,912	82,135
0 - 4	6.0%	6.1%	5.6%
5 - 9	6.3%	5.4%	5.0%
10 - 14	6.6%	5.5%	5.2%
15 - 19	5.9%	5.9%	5.6%
20 - 24	5.4%	5.3%	5.0%
25 - 34	13.6%	11.0%	9.8%
35 - 44	11.4%	12.2%	11.1%
45 - 54	19.3%	14.5%	14.1%
55 - 64	13.7%	13.1%	13.3%
65 - 74	6.0%	9.3%	11.2%
75 - 84	3.9%	8.2%	9.5%
85+	1.9%	3.5%	4.5%
18+	77.4%	79.3%	80.7%

**2000 Population by Sex**

Males	50.4%	47.4%	47.2%
Females	49.6%	52.6%	52.8%

**2006 Population by Sex**

Males	50.4%	47.5%	47.3%
Females	49.6%	52.5%	52.7%

**2011 Population by Sex**

Males	50.2%	47.4%	47.1%
Females	49.8%	52.6%	52.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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**2000 Population by Race/Ethnicity**

Total	565	16,155	57,179
White Alone	89.2%	89.6%	90.8%
Black Alone	5.5%	6.5%	5.3%
American Indian Alone	0.9%	0.2%	0.3%
Asian or Pacific Islander Alone	1.1%	1.0%	0.9%
Some Other Race Alone	1.6%	1.2%	1.1%
Two or More Races	1.8%	1.5%	1.6%
Hispanic Origin	4.6%	4.5%	4.6%
Diversity Index	27.1	26.3	24.5

**2006 Population by Race/Ethnicity**

Total	644	21,538	73,425
White Alone	87.0%	88.2%	89.3%
Black Alone	6.5%	6.9%	5.9%
American Indian Alone	0.9%	0.2%	0.3%
Asian or Pacific Islander Alone	1.4%	1.2%	1.2%
Some Other Race Alone	2.2%	1.6%	1.5%
Two or More Races	2.0%	1.8%	1.9%
Hispanic Origin	6.4%	6.4%	6.4%
Diversity Index	33.0	31.2	29.6

**2011 Population by Race/Ethnicity**

Total	699	23,910	82,132
White Alone	84.8%	86.2%	87.4%
Black Alone	7.4%	7.9%	6.8%
American Indian Alone	1.0%	0.3%	0.3%
Asian or Pacific Islander Alone	1.6%	1.5%	1.4%
Some Other Race Alone	2.9%	2.1%	1.9%
Two or More Races	2.3%	2.1%	2.1%
Hispanic Origin	8.0%	7.9%	7.7%
Diversity Index	38.3	35.9	34.1



**2000 Population 3+ by School Enrollment**

Total	575	15,844	55,683
Enrolled in Nursery/Preschool	0.7%	1.1%	1.3%
Enrolled in Kindergarten	0.5%	1.1%	1.1%
Enrolled in Grade 1-8	16.2%	12.7%	10.5%
Enrolled in Grade 9-12	10.6%	5.0%	4.7%
Enrolled in College	2.6%	2.8%	2.6%
Enrolled in Grad/Prof School	4.9%	0.6%	0.5%
Not Enrolled in School	64.5%	76.7%	79.4%

**2000 Population 25+ by Educational Attainment**

Total	378	11,726	42,594
Less than 9th Grade	3.7%	4.3%	4.9%
9th - 12th Grade, No Diploma	16.7%	15.0%	14.9%
High School Graduate	43.7%	37.0%	37.4%
Some College, No Degree	20.1%	22.5%	22.2%
Associate Degree	4.0%	6.8%	6.5%
Bachelor's Degree	9.5%	8.8%	8.9%
Master's/Prof/Doctorate Degree	2.4%	5.6%	5.2%

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 2006 and 2011.



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**2000 Population 15+ by Sex and Marital Status**

Total	452	13,260	47,642
Females	51.8%	53.8%	53.2%
Never Married	6.4%	7.7%	7.1%
Married, not Separated	38.7%	30.8%	31.0%
Married, Separated	0.2%	0.7%	0.9%
Widowed	2.2%	7.6%	8.2%
Divorced	4.2%	6.9%	6.1%
Males	48.2%	46.2%	46.8%
Never Married	9.5%	8.8%	8.9%
Married, not Separated	35.4%	30.2%	30.5%
Married, Separated	0.0%	0.7%	0.6%
Widowed	0.0%	1.9%	2.1%
Divorced	3.3%	4.8%	4.7%



**2000 Population 16+ by Employment Status**

Total	429	13,040	46,924
In Labor Force	65.0%	54.7%	51.7%
Civilian Employed	61.1%	53.2%	49.6%
Civilian Unemployed	4.0%	1.4%	2.0%
In Armed Forces	0.0%	0.2%	0.0%
Not in Labor Force	35.0%	45.3%	48.3%

**2006 Civilian Population 16+ in Labor Force**

Civilian Employed	92.3%	97.8%	96.9%
Civilian Unemployed	7.7%	2.2%	3.1%

**2011 Civilian Population 16+ in Labor Force**

Civilian Employed	93.4%	98.2%	97.4%
Civilian Unemployed	6.6%	1.8%	2.6%

**2000 Females 16+ by Employment Status and Age of Children**

Total	233	7,073	25,090
Own Children < 6 Only	11.2%	4.9%	4.4%
Employed/in Armed Forces	5.6%	3.4%	3.1%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	5.6%	1.5%	1.2%
Own Children < 6 and 6-17 Only	9.0%	4.0%	3.9%
Employed/in Armed Forces	0.0%	2.5%	2.5%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	9.0%	1.5%	1.4%
Own Children 6-17 Only	15.5%	15.0%	13.9%
Employed/in Armed Forces	11.2%	11.6%	10.9%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	4.3%	3.3%	2.7%
No Own Children < 18	64.4%	76.1%	77.7%
Employed/in Armed Forces	42.9%	31.9%	29.1%
Unemployed	0.4%	0.8%	1.4%
Not in Labor Force	21.0%	43.3%	47.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



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**2006 Employed Population 16+ by Industry**

Total	274	9,131	31,078
Agriculture/Mining	0.0%	0.1%	0.3%
Construction	18.2%	13.3%	12.7%
Manufacturing	2.9%	2.6%	2.9%
Wholesale Trade	1.8%	2.2%	2.3%
Retail Trade	20.1%	17.3%	16.2%
Transportation/Utilities	0.0%	2.6%	3.1%
Information	0.0%	0.9%	1.2%
Finance/Insurance/Real Estate	2.9%	6.9%	7.3%
Services	50.7%	49.1%	48.6%
Public Administration	3.3%	5.0%	5.3%

**2006 Employed Population 16+ by Occupation**

Total	274	9,130	31,079
White Collar	40.5%	55.3%	53.7%
Management/Business/Financial	13.1%	9.5%	8.8%
Professional	13.1%	18.4%	17.9%
Sales	7.3%	14.0%	14.0%
Administrative Support	6.9%	13.5%	13.1%
Services	29.9%	22.5%	23.5%
Blue Collar	29.6%	22.2%	22.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	9.5%	10.5%	10.4%
Installation/Maintenance/Repair	9.1%	4.9%	4.8%
Production	4.0%	2.7%	3.3%
Transportation/Material Moving	6.9%	4.0%	4.2%



**2000 Workers 16+ by Means of Transportation to Work**

Total	262	6,857	22,847
Drove Alone - Car, Truck, or Van	91.6%	81.1%	82.3%
Carpooled - Car, Truck, or Van	6.9%	15.1%	13.3%
Public Transportation	0.0%	0.1%	0.2%
Walked	0.0%	0.6%	0.5%
Other Means	0.0%	0.6%	1.6%
Worked at Home	1.5%	2.6%	2.1%

**2000 Workers 16+ by Travel Time to Work**

Total	261	6,857	22,848
Did Not Work at Home	98.5%	97.4%	97.9%
Less than 5 minutes	3.1%	2.6%	2.5%
5 to 9 minutes	20.3%	14.8%	13.3%
10 to 19 minutes	23.8%	35.8%	36.1%
20 to 24 minutes	10.0%	12.0%	13.7%
25 to 34 minutes	21.5%	11.8%	13.0%
35 to 44 minutes	9.6%	6.1%	5.8%
45 to 59 minutes	2.7%	8.1%	7.8%
60 to 89 minutes	5.0%	4.7%	4.0%
90 or more minutes	2.7%	1.5%	1.8%
Worked at Home	1.5%	2.6%	2.1%
Average Travel Time to Work (in min)	23.3	22.6	23.1

**2000 Households by Vehicles Available**

Total	225	6,589	24,538
None	0.9%	4.9%	6.8%
1	25.3%	41.1%	43.9%
2	60.9%	42.1%	37.8%
3	11.1%	9.2%	9.3%
4	1.8%	2.1%	1.7%
5+	0.0%	0.6%	0.5%
Average Number of Vehicles Available	1.9	1.7	1.6

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**2000 Households by Type**

Total	218	6,574	24,559
Family Households	72.9%	71.8%	68.9%
Married-couple Family	58.7%	57.9%	56.1%
With Related Children	26.1%	19.7%	17.2%
Other Family (No Spouse)	14.2%	13.9%	12.9%
With Related Children	9.6%	8.8%	8.1%
Nonfamily Households	27.1%	28.2%	31.1%
Householder Living Alone	20.2%	22.7%	25.7%
Householder Not Living Alone	6.9%	5.6%	5.3%
Households with Related Children	35.9%	28.6%	25.3%
Households with Persons 65+	24.4%	40.2%	44.3%

**2000 Households by Size**

Total	217	6,574	24,559
1 Person Household	19.9%	22.7%	25.7%
2 Person Household	36.1%	42.8%	43.6%
3 Person Household	19.4%	15.5%	13.8%
4 Person Household	13.4%	11.1%	10.1%
5 Person Household	8.8%	5.4%	4.5%
6 Person Household	1.9%	1.8%	1.5%
7+ Person Household	0.5%	0.9%	0.8%

**2000 Households by Year Householder Moved In**

Total	224	6,589	24,538
Moved in 1999 to March 2000	10.3%	18.3%	18.4%
Moved in 1995 to 1998	47.3%	30.7%	30.7%
Moved in 1990 to 1994	24.6%	22.2%	20.8%
Moved in 1980 to 1989	17.9%	22.1%	22.0%
Moved in 1970 to 1979	0.0%	6.4%	6.7%
Moved in 1969 or Earlier	0.0%	0.3%	1.5%
Median Year Householder Moved In	1996	1995	1995



**2000 Housing Units by Units in Structure**

Total	235	7,497	28,404
1, Detached	93.6%	85.0%	83.1%
1, Attached	0.0%	1.6%	1.8%
2	4.3%	1.7%	1.3%
3 or 4	2.1%	1.0%	0.9%
5 to 9	0.0%	6.1%	2.5%
10 to 19	0.0%	2.8%	1.3%
20+	0.0%	1.4%	4.9%
Mobile Home	0.0%	0.3%	4.1%
Other	0.0%	0.0%	0.2%

**2000 Housing Units by Year Structure Built**

Total	233	7,522	28,439
1999 to March 2000	0.4%	3.3%	2.7%
1995 to 1998	15.5%	9.4%	8.6%
1990 to 1994	19.3%	16.0%	13.2%
1980 to 1989	61.4%	48.8%	36.5%
1970 to 1979	3.0%	19.4%	22.5%
1969 or Earlier	0.4%	3.0%	16.6%
Median Year Structure Built	1988	1986	1983

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



Grand Osks Plaza I & II  
 Latitude: 27.018283  
 Longitude: -82.157703


930 Tamiami Trl  
 Port Charlotte, FL 3395  
 Radius: 1.0 miles

930 Tamiami Trl  
 Port Charlotte, FL 3395  
 Radius: 3.0 miles

930 Tamiami Trl  
 Port Charlotte, FL 3395  
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Midland Crowd	Senior Sun Seekers	Rustbelt Retirees
2.	Midlife Junction	Rustbelt Retirees	Senior Sun Seekers
3.	Cozy and Comfortable	Up and Coming Families	Up and Coming Families

 **2006 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.

	930 Tamiami Trl Port Charlotte, FL 3395 Radius: 1.0 miles	930 Tamiami Trl Port Charlotte, FL 3395 Radius: 3.0 miles	930 Tamiami Trl Port Charlotte, FL 3395 Radius: 5.0 miles
Apparel & Services: Total \$	\$406,214	\$13,647,576	\$44,764,155
Average Spent	\$1,624.86	\$1,564.73	\$1,447.98
Spending Potential Index	60	57	53
Computers & Accessories: Total \$	\$52,195	\$1,766,771	\$5,736,070
Average Spent	\$208.78	\$202.56	\$185.54
Spending Potential Index	81	79	72
Education: Total \$	\$222,603	\$7,670,371	\$24,929,361
Average Spent	\$890.41	\$879.43	\$806.38
Spending Potential Index	79	78	71
Entertainment/Recreation: Total \$	\$700,222	\$23,172,154	\$76,021,423
Average Spent	\$2,800.89	\$2,656.75	\$2,459.05
Spending Potential Index	85	80	74
Food at Home: Total \$	\$1,044,159	\$34,171,111	\$114,647,463
Average Spent	\$4,176.64	\$3,917.81	\$3,708.47
Spending Potential Index	85	80	75
Food Away from Home: Total \$	\$695,450	\$22,935,840	\$75,559,614
Average Spent	\$2,781.80	\$2,629.65	\$2,444.11
Spending Potential Index	83	79	73
Health Care: Total \$	\$830,710	\$28,296,267	\$96,305,661
Average Spent	\$3,322.84	\$3,244.24	\$3,115.18
Spending Potential Index	90	88	85
HH Furnishings & Equipment: Total \$	\$404,912	\$13,627,114	\$44,203,146
Average Spent	\$1,619.65	\$1,562.38	\$1,429.83
Spending Potential Index	73	71	65
Investments: Total \$	\$721,505	\$35,078,380	\$119,671,866
Average Spent	\$2,886.02	\$4,021.83	\$3,871.00
Spending Potential Index	62	86	83
Retail Goods: Total \$	\$5,470,886	\$176,014,026	\$582,719,565
Average Spent	\$21,883.54	\$20,180.47	\$18,849.09
Spending Potential Index	84	77	72
Shelter: Total \$	\$2,807,081	\$97,721,379	\$320,749,014
Average Spent	\$11,228.32	\$11,204.01	\$10,375.19
Spending Potential Index	79	79	73
TV/Video/Sound Equipment: Total \$	\$228,341	\$7,589,758	\$25,110,512
Average Spent	\$913.36	\$870.19	\$812.24
Spending Potential Index	84	80	74
Travel: Total \$	\$366,913	\$12,972,240	\$42,565,649
Average Spent	\$1,467.65	\$1,487.30	\$1,376.86
Spending Potential Index	82	83	77
Vehicle Maintenance & Repairs: Total \$	\$226,289	\$7,520,842	\$24,848,642
Average Spent	\$905.16	\$862.28	\$803.77
Spending Potential Index	84	80	75

**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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.