






My Site	7227 Fenton Road Grand Blanc, MI Radius: 1 Mile	7227 Fenton Road Grand Blanc, MI Radius: 5 Mile	7227 Fenton Road Grand Blanc, MI Radius: 10 Mile
Latitude: 42.923462			
Longitude: -83.691164			
 2000 Total Population	1,980	54,497	258,597
2000 Group Quarters	0	312	3,986
2005 Total Population	2,156	56,883	271,727
2010 Total Population	2,326	60,425	288,173
2005 - 2010 Annual Rate	1.53%	1.22%	1.18%
 2000 Households	1,010	22,315	102,295
2000 Average Household Size	1.96	2.43	2.49
2005 Households	1,133	23,351	107,832
2005 Average Household Size	1.89	2.42	2.48
2010 Households	1,249	25,028	115,022
2010 Average Household Size	1.86	2.4	2.47
2005 - 2010 Annual Rate	1.97%	1.4%	1.3%
2000 Families	458	14,621	67,318
2000 Average Family Size	2.81	2.99	3.06
2005 Families	468	14,994	69,624
2005 Average Family Size	2.77	3	3.08
2010 Families	481	15,616	72,429
2010 Average Family Size	2.74	3	3.09
2005 - 2010 Annual Rate	0.55%	0.82%	0.79%
 2000 Housing Units	1,049	23,615	111,309
Owner Occupied Housing Units	33.8%	69.1%	63.8%
Renter Occupied Housing Units	62.0%	25.2%	28.0%
Vacant Housing Units	4.2%	5.7%	8.1%
2005 Housing Units	1,194	24,857	117,897
Owner Occupied Housing Units	30.3%	69.6%	64.9%
Renter Occupied Housing Units	64.6%	24.3%	26.5%
Vacant Housing Units	5.1%	6.1%	8.5%
2010 Housing Units	1,316	26,623	125,645
Owner Occupied Housing Units	30.7%	70.0%	65.5%
Renter Occupied Housing Units	64.2%	24.0%	26.1%
Vacant Housing Units	5.1%	6.0%	8.5%
Median Household Income			
2000	\$43,976	\$46,754	\$41,430
2005	\$46,708	\$51,800	\$46,276
2010	\$49,819	\$57,343	\$51,572
Median Home Value			
2000	\$142,535	\$90,903	\$87,529
2005	\$184,135	\$112,997	\$107,873
2010	\$219,345	\$143,054	\$136,585
Per Capita Income			
2000	\$26,707	\$22,241	\$21,090
2005	\$31,323	\$25,339	\$23,793
2010	\$34,684	\$29,122	\$27,520
Median Age			
2000	30.7	35.3	34.6
2005	31.3	36.6	35.9
2010	32.1	38.2	37.3

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 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 2005 and 2010.



Business
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ESRI

My Site	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
Latitude: 42.923462	Grand Blanc, MI	Grand Blanc, MI	Grand Blanc, MI
Longitude: -83.691164	Radius: 1 Mile	Radius: 5 Mile	Radius: 10 Mile



2000 Households by Income

Household Income Base	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
< \$15,000	970	22,324	102,887
\$15,000 - \$24,999	11.5%	11.0%	17.3%
\$25,000 - \$34,999	11.4%	13.2%	13.4%
\$35,000 - \$49,999	13.9%	12.8%	12.2%
\$50,000 - \$74,999	17.4%	17.1%	15.6%
\$75,000 - \$99,999	20.7%	23.7%	19.8%
\$100,000 - \$149,999	11.4%	10.4%	10.1%
\$150,000 - \$199,999	10.4%	9.3%	8.4%
\$200,000+	1.4%	1.7%	1.8%
Average Household Income	1.6%	0.8%	1.2%
	\$55,588	\$54,312	\$52,287

2005 Households by Income

Household Income Base	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
< \$15,000	1,132	23,364	107,841
\$15,000 - \$24,999	11.9%	10.0%	15.4%
\$25,000 - \$34,999	9.7%	11.0%	12.0%
\$35,000 - \$49,999	12.9%	11.9%	11.3%
\$50,000 - \$74,999	19.3%	14.7%	14.4%
\$75,000 - \$99,999	18.8%	24.4%	20.1%
\$100,000 - \$149,999	11.7%	12.3%	11.5%
\$150,000 - \$199,999	12.5%	11.5%	10.3%
\$200,000+	1.2%	2.7%	3.0%
Average Household Income	1.9%	1.4%	1.9%
	\$59,658	\$61,525	\$59,489

2010 Households by Income

Household Income Base	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
< \$15,000	1,247	25,017	115,015
\$15,000 - \$24,999	11.5%	8.9%	13.6%
\$25,000 - \$34,999	9.1%	9.3%	10.8%
\$35,000 - \$49,999	11.7%	10.5%	10.0%
\$50,000 - \$74,999	17.9%	14.2%	14.1%
\$75,000 - \$99,999	18.9%	22.3%	19.0%
\$100,000 - \$149,999	11.1%	13.0%	11.5%
\$150,000 - \$199,999	14.8%	14.5%	13.3%
\$200,000+	2.4%	4.5%	4.3%
Average Household Income	2.6%	2.7%	3.4%
	\$64,695	\$70,168	\$68,473

2000 Owner Occupied HUs by Value

Total	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
<\$50,000	377	16,336	71,304
\$50,000 - 99,999	2.4%	19.3%	25.6%
\$100,000 - 149,999	29.7%	35.8%	31.1%
\$150,000 - 199,999	23.6%	26.2%	21.2%
\$200,000 - \$299,999	25.5%	11.0%	11.7%
\$300,000 - 499,999	10.9%	7.2%	7.2%
\$500,000 - 999,999	4.0%	0.3%	2.7%
\$1,000,000+	4.0%	0.2%	0.4%
Average Home Value	0.0%	0.0%	0.1%
	\$166,129	\$104,080	\$108,763

2000 Specified Renter Occupied HUs by Contract Rent


Total	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
With Cash Rent	651	5,967	30,971
No Cash Rent	97.5%	97.9%	96.7%
Median Rent	2.5%	2.1%	3.3%
Average Rent	\$537	\$484	\$418
	\$543	\$506	\$432

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 2005 and 2010.



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2000 Population by Age				
	Total	1,972	54,433	258,552
	0 - 4	6.3%	6.5%	7.6%
	5 - 9	5.1%	7.3%	8.0%
	10 - 14	4.0%	7.2%	7.5%
	15 - 24	17.6%	13.1%	12.9%
	25 - 34	26.8%	15.3%	14.5%
	35 - 44	14.6%	16.7%	16.2%
	45 - 54	12.2%	13.9%	13.4%
	55 - 64	6.7%	8.4%	8.3%
	65 - 74	4.7%	6.7%	6.3%
	75 - 84	1.4%	3.7%	3.9%
	85+	0.7%	1.0%	1.3%
	18+	81.9%	74.8%	72.7%

2005 Population by Age			
Total	2,149	56,816	271,676
0 - 4	5.9%	6.6%	7.5%
5 - 9	5.2%	6.6%	7.3%
10 - 14	3.6%	7.7%	7.8%
15 - 24	17.5%	12.8%	13.0%
25 - 34	25.7%	13.8%	13.1%
35 - 44	15.2%	16.1%	15.0%
45 - 54	13.0%	15.1%	14.9%
55 - 64	7.1%	9.8%	9.8%
65 - 74	4.4%	6.3%	6.1%
75 - 84	1.8%	4.1%	4.1%
85+	0.6%	1.2%	1.4%
18+	83.3%	75.9%	73.3%

2010 Population by Age			
Total	2,327	60,472	288,209
0 - 4	6.0%	6.4%	7.3%
5 - 9	4.6%	6.1%	6.8%
10 - 14	4.1%	7.3%	7.5%
15 - 24	18.3%	13.4%	13.6%
25 - 34	22.6%	12.3%	11.8%
35 - 44	15.6%	15.4%	14.3%
45 - 54	13.5%	15.8%	15.1%
55 - 64	8.4%	11.6%	11.6%
65 - 74	3.9%	6.3%	6.2%
75 - 84	2.1%	4.1%	4.2%
85+	0.9%	1.4%	1.7%
18+	83.5%	76.8%	74.1%

2000 Population by Sex			
Males	49.2%	48.7%	48.2%
Females	50.8%	51.3%	51.8%

2005 Population by Sex			
Males	49.2%	48.9%	48.3%
Females	50.8%	51.1%	51.7%

2010 Population by Sex			
Males	49.1%	49.0%	48.4%
Females	50.9%	51.0%	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population by Race/Ethnicity

Total	1,970	54,384	258,522
White Alone	91.8%	88.7%	71.6%
Black Alone	4.2%	6.3%	23.7%
American Indian Alone	0.3%	0.7%	0.5%
Asian or Pacific Islander Alone	2.6%	1.4%	1.0%
Some Other Race Alone	0.2%	0.8%	0.8%
Two or More Races	1.0%	2.1%	2.3%
Hispanic Origin	1.4%	2.9%	2.6%
Diversity Index	18.7	25.7	45.9

2005 Population by Race/Ethnicity

Total	2,146	56,768	271,646
White Alone	88.8%	86.5%	69.6%
Black Alone	6.0%	7.7%	25.1%
American Indian Alone	0.3%	0.7%	0.5%
Asian or Pacific Islander Alone	3.6%	1.8%	1.3%
Some Other Race Alone	0.3%	1.0%	0.9%
Two or More Races	1.1%	2.4%	2.5%
Hispanic Origin	1.7%	3.4%	2.9%
Diversity Index	24.0	29.9	48.3

2010 Population by Race/Ethnicity

Total	2,326	60,427	288,173
White Alone	86.1%	84.3%	67.8%
Black Alone	7.3%	9.0%	26.3%
American Indian Alone	0.3%	0.7%	0.5%
Asian or Pacific Islander Alone	4.7%	2.3%	1.7%
Some Other Race Alone	0.3%	1.1%	1.0%
Two or More Races	1.2%	2.7%	2.7%
Hispanic Origin	2.0%	3.9%	3.3%
Diversity Index	28.1	33.5	50.5



2000 Population 3+ by School Enrollment

Total	1,908	52,512	246,818
Enrolled in Nursery/Preschool	0.7%	1.9%	1.9%
Enrolled in Kindergarten	1.7%	1.6%	1.8%
Enrolled in Grade 1-8	5.7%	12.2%	13.7%
Enrolled in Grade 9-12	4.2%	5.6%	5.6%
Enrolled in College	6.2%	4.7%	4.7%
Enrolled in Grad/Prof School	5.6%	1.3%	1.0%
Not Enrolled in School	75.9%	72.6%	71.3%

2000 Population 25+ by Educational Attainment

Total	1,305	36,195	165,098
Less than 9th Grade	1.9%	3.0%	3.8%
9th - 12th Grade, No Diploma	6.1%	10.9%	13.2%
High School Graduate	23.5%	34.5%	31.2%
Some College, No Degree	25.5%	24.4%	25.5%
Associate Degree	7.9%	7.5%	8.1%
Bachelor's Degree	27.4%	13.3%	11.1%
Master's/Prof/Doctorate Degree	7.7%	6.5%	7.1%

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 2005 and 2010.



My Site
Latitude: 42.923462
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7227 Fenton Road
Grand Blanc, MI
Radius: 1 Mile

7227 Fenton Road
Grand Blanc, MI
Radius: 5 Mile

7227 Fenton Road
Grand Blanc, MI
Radius: 10 Mile



2000 Population 15+ by Sex and Marital Status

	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
Total	1,720	43,083	197,628
Females	50.2%	51.5%	53.1%
Never Married	15.5%	11.3%	14.2%
Married, not Separated	27.0%	27.5%	24.6%
Married, Separated	0.3%	0.8%	1.3%
Widowed	1.2%	4.7%	5.8%
Divorced	6.1%	7.2%	7.3%
Males	49.8%	48.5%	46.9%
Never Married	17.6%	13.8%	15.0%
Married, not Separated	26.3%	27.4%	24.5%
Married, Separated	0.0%	0.6%	0.7%
Widowed	0.3%	1.2%	1.0%
Divorced	5.6%	5.5%	5.6%



2000 Population 16+ by Employment Status

	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
Total	1,685	42,294	194,144
In Labor Force	77.8%	66.2%	63.3%
Civilian Employed	75.1%	62.5%	58.7%
Civilian Unemployed	2.7%	3.6%	4.6%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	22.2%	33.8%	36.7%

2005 Civilian Population 16+ in Labor Force

	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
Civilian Employed	91.9%	89.5%	86.5%
Civilian Unemployed	8.1%	10.5%	13.5%

2010 Civilian Population 16+ in Labor Force

	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
Civilian Employed	92.8%	91.0%	88.3%
Civilian Unemployed	7.2%	9.0%	11.7%

2000 Females 16+ by Employment Status and Age of Children

	7227 Fenton Road	7227 Fenton Road	7227 Fenton Road
Total	859	21,796	103,152
Own Children < 6 Only	9.8%	7.8%	8.1%
Employed/in Armed Forces	6.3%	5.1%	4.8%
Unemployed	0.0%	0.2%	0.4%
Not in Labor Force	3.5%	2.5%	2.8%
Own Children < 6 and 6-17 Only	2.4%	7.0%	7.5%
Employed/in Armed Forces	0.0%	4.3%	4.5%
Unemployed	0.0%	0.2%	0.3%
Not in Labor Force	2.4%	2.5%	2.7%
Own Children 6-17 Only	12.0%	17.3%	17.4%
Employed/in Armed Forces	9.0%	13.2%	12.6%
Unemployed	0.0%	1.0%	0.7%
Not in Labor Force	3.0%	3.2%	4.1%
No Own Children < 18	75.8%	67.9%	67.0%
Employed/in Armed Forces	56.2%	34.1%	31.5%
Unemployed	3.1%	2.0%	2.3%
Not in Labor Force	16.4%	31.8%	33.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



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2005 Employed Population 16+ by Industry

Total	1,228	24,271	106,623
Agriculture/Mining	1.2%	0.2%	0.2%
Construction	5.4%	6.8%	6.2%
Manufacturing	25.2%	22.1%	19.9%
Wholesale Trade	1.5%	2.2%	2.9%
Retail Trade	10.5%	11.8%	11.6%
Transportation/Utilities	1.9%	4.3%	3.7%
Information	4.6%	1.6%	1.6%
Finance/Insurance/Real Estate	5.9%	5.2%	5.3%
Services	40.6%	42.9%	45.3%
Public Administration	3.3%	2.8%	3.2%

2005 Employed Population 16+ by Occupation

Total	1,227	24,286	106,632
White Collar	60.3%	52.4%	54.0%
Management/Business/Financial	10.6%	11.4%	9.3%
Professional	25.7%	21.3%	22.9%
Sales	8.6%	9.3%	10.1%
Administrative Support	15.4%	10.5%	11.7%
Services	11.4%	17.8%	17.9%
Blue Collar	28.3%	29.8%	28.1%
Farming/Forestry/Fishing	0.9%	0.0%	0.1%
Construction/Extraction	3.0%	7.0%	5.8%
Installation/Maintenance/Repair	8.4%	4.9%	4.8%
Production	11.2%	10.5%	10.5%
Transportation/Material Moving	4.7%	7.3%	6.9%



2000 Workers 16+ by Means of Transportation to Work

Total	1,261	25,653	110,867
Drove Alone - Car, Truck, or Van	92.4%	84.6%	83.5%
Carpooled - Car, Truck, or Van	6.1%	11.2%	10.7%
Public Transportation	0.0%	0.4%	1.7%
Walked	0.0%	0.6%	1.4%
Other Means	0.4%	0.7%	0.7%
Worked at Home	1.1%	2.5%	2.0%

2000 Workers 16+ by Travel Time to Work

Total	1,258	25,635	110,850
Did Not Work at Home	98.9%	97.5%	98.0%
Less than 5 minutes	3.0%	3.4%	3.0%
5 to 9 minutes	2.4%	10.3%	10.4%
10 to 19 minutes	32.3%	36.6%	35.6%
20 to 24 minutes	14.9%	12.9%	13.1%
25 to 34 minutes	13.4%	9.8%	12.2%
35 to 44 minutes	7.2%	4.7%	5.2%
45 to 59 minutes	8.3%	10.6%	9.3%
60 to 89 minutes	13.9%	7.1%	7.1%
90 or more minutes	3.3%	2.2%	2.2%
Worked at Home	1.1%	2.5%	2.0%
Average Travel Time to Work (in min)	32.9	25.8	25.5

2000 Households by Vehicles Available

Total	1,028	22,299	102,343
None	3.0%	4.3%	8.7%
1	38.9%	36.9%	37.8%
2	44.2%	42.0%	38.5%
3	12.3%	13.4%	11.4%
4	1.7%	2.0%	2.6%
5+	0.0%	1.4%	1.0%
Average Number of Vehicles Available	1.7	1.8	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Households by Type

Total	1,005	22,282	102,279
Family Households	45.6%	65.6%	65.8%
Married-couple Family	36.6%	49.2%	44.4%
With Related Children	15.9%	22.4%	20.8%
Other Family (No Spouse)	9.0%	16.4%	21.4%
With Related Children	5.5%	11.0%	15.1%
Nonfamily Households	54.4%	34.4%	34.2%
Householder Living Alone	43.4%	28.2%	28.6%
Householder Not Living Alone	11.0%	6.1%	5.6%
Households with Related Children	21.3%	33.4%	35.8%
Households with Persons 65+	9.6%	20.6%	21.4%

2000 Households by Size

Total	1,010	22,315	102,295
1 Person Household	43.5%	28.2%	28.6%
2 Person Household	32.7%	34.2%	31.6%
3 Person Household	11.9%	15.6%	16.9%
4 Person Household	9.1%	13.9%	13.5%
5 Person Household	2.2%	5.3%	5.9%
6 Person Household	0.5%	2.1%	2.2%
7+ Person Household	0.1%	0.6%	1.2%

2000 Households by Year Householder Moved In

Total	1,029	22,315	102,351
Moved in 1999 to March 2000	44.2%	19.1%	19.6%
Moved in 1995 to 1998	30.5%	28.4%	28.4%
Moved in 1990 to 1994	14.2%	15.4%	15.2%
Moved in 1980 to 1989	5.9%	14.3%	14.4%
Moved in 1970 to 1979	2.5%	10.5%	10.8%
Moved in 1969 or Earlier	2.6%	12.3%	11.5%
Median Year Householder Moved In	1998	1994	1994



2000 Housing Units by Units in Structure

Total	1,083	23,611	111,294
1, Detached	33.6%	69.2%	72.5%
1, Attached	2.5%	3.8%	3.2%
2	0.0%	1.2%	3.4%
3 or 4	1.8%	2.3%	2.8%
5 to 9	10.5%	5.0%	3.9%
10 to 19	18.7%	5.7%	4.2%
20+	32.9%	4.8%	4.8%
Mobile Home	0.0%	7.9%	5.2%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

Total	1,083	23,650	111,318
1999 to March 2000	16.3%	1.6%	1.5%
1995 to 1998	14.7%	6.1%	4.7%
1990 to 1994	15.1%	5.0%	5.0%
1980 to 1989	24.7%	9.1%	7.5%
1970 to 1979	14.2%	18.2%	15.6%
1969 or Earlier	15.0%	60.0%	65.8%
Median Year Structure Built	1988	1965	1961


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



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Latitude: 42.923462	Grand Blanc, MI	Grand Blanc, MI	Grand Blanc, MI
Longitude: -83.691164	Radius: 1 Mile	Radius: 5 Mile	Radius: 10 Mile

Top 3 Tapestry Segments

1.	Young and Restless	Sophisticated Squires	Rustbelt Traditions
2.	Green Acres	Rustbelt Traditions	Sophisticated Squires
3.		Home Town	Home Town

 **2005 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 \$	\$2,866,127	\$58,266,057	\$261,774,100
Average Spent	\$2,529.68	\$2,495.23	\$2,427.61
Spending Potential Index	92	90	88
Computers & Accessories: Total \$	\$285,249	\$5,850,701	\$25,919,296
Average Spent	\$251.76	\$250.55	\$240.37
Spending Potential Index	91	91	87
Education: Total \$	\$1,127,820	\$23,218,683	\$102,433,507
Average Spent	\$995.43	\$994.33	\$949.94
Spending Potential Index	94	94	89
Entertainment/Recreation: Total \$	\$3,009,331	\$64,710,527	\$288,014,270
Average Spent	\$2,656.07	\$2,771.21	\$2,670.95
Spending Potential Index	85	89	86
Food at Home: Total \$	\$4,812,071	\$98,266,770	\$441,404,260
Average Spent	\$4,247.19	\$4,208.25	\$4,093.44
Spending Potential Index	89	89	86
Food Away from Home: Total \$	\$3,362,123	\$66,903,481	\$298,668,814
Average Spent	\$2,967.45	\$2,865.12	\$2,769.76
Spending Potential Index	94	91	88
Health Care: Total \$	\$3,000,138	\$71,459,850	\$321,642,787
Average Spent	\$2,647.96	\$3,060.25	\$2,982.81
Spending Potential Index	76	88	86
HH Furnishings & Equipment: Total \$	\$2,039,139	\$44,168,523	\$196,566,708
Average Spent	\$1,799.77	\$1,891.50	\$1,822.90
Spending Potential Index	85	89	86
Investments: Total \$	\$7,160,853	\$167,058,151	\$782,108,988
Average Spent	\$6,320.26	\$7,154.22	\$7,253.03
Spending Potential Index	76	86	87
Retail Goods: Total \$	\$24,902,809	\$519,677,275	\$2,314,443,304
Average Spent	\$21,979.53	\$22,255.03	\$21,463.42
Spending Potential Index	88	89	86
Shelter: Total \$	\$13,906,293	\$284,998,670	\$1,278,125,873
Average Spent	\$12,273.87	\$12,204.99	\$11,852.94
Spending Potential Index	89	89	86
TV/Video/Sound Equipment: Total \$	\$1,085,066	\$21,754,701	\$97,286,572
Average Spent	\$957.69	\$931.64	\$902.21
Spending Potential Index	93	90	88
Travel: Total \$	\$1,630,536	\$37,761,274	\$168,548,764
Average Spent	\$1,439.13	\$1,617.12	\$1,563.07
Spending Potential Index	80	89	86
Vehicle Maintenance & Repairs: Total \$	\$1,066,125	\$21,391,309	\$95,092,666
Average Spent	\$940.98	\$916.08	\$881.86
Spending Potential Index	91	88	85

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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.