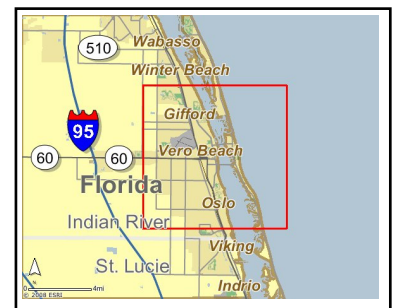
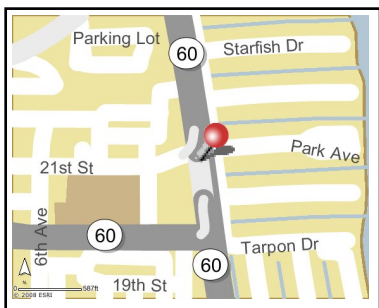


# Site Map

2095 Indian River Blvd  
Vero Beach, FL 32960

Prepared By: Larry Hiegel  
June 25, 2008

Latitude 27.64  
Longitude -80.3805





# Executive Summary

Prepared By: Larry Hiegel

Site Type: Radius

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 1.0 mile

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 3.0 mile

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 5.0 mile

## 2008 Population

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total Population	5,328	38,094	78,989
Male Population	46.2%	46.9%	47.6%
Female Population	53.8%	53.1%	52.4%
Median Age	53.5	52.5	48.8

## 2008 Income

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Median HH Income	\$37,441	\$47,334	\$51,720
Per Capita Income	\$29,767	\$38,003	\$38,628
Average HH Income	\$51,519	\$75,797	\$84,021

## 2008 Households

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total Households	3,005	18,791	35,979
Average Household Size	1.74	1.98	2.17
1990-2000 Annual Rate	1.06%	1.26%	1.95%

## 2008 Housing

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Owner Occupied Housing Units	47.3%	57.4%	62.4%
Renter Occupied Housing Units	34.9%	24.5%	20.7%
Vacant Housing Units	17.9%	18.2%	16.9%

## Population

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
1990 Population	4,552	31,298	55,335
2000 Population	4,982	33,793	64,186
2008 Population	5,328	38,094	78,989
2013 Population	5,828	42,505	90,476
1990-2000 Annual Rate	0.91%	0.77%	1.49%
2000-2008 Annual Rate	0.82%	1.46%	2.55%
2008-2013 Annual Rate	1.81%	2.22%	2.75%

In the identified market area, the current year population is 78,989. In 2000, the Census count in the market area was 64,186. The rate of change since 2000 was 2.55 percent annually. The five-year projection for the population in the market area is 90,476, representing a change of 2.75 percent annually from 2008 to 2013. Currently, the population is 47.6 percent male and 52.4 percent female.

## Households

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
1990 Households	2,450	14,152	23,427
2000 Households	2,723	16,032	28,426
2008 Households	3,005	18,791	35,979
2013 Households	3,324	21,251	41,613
1990-2000 Annual Rate	1.06%	1.26%	1.95%
2000-2008 Annual Rate	1.2%	1.94%	2.9%
2008-2013 Annual Rate	2.04%	2.49%	2.95%

The household count in this market area has changed from 28,426 in 2000 to 35,979 in the current year, a change of 2.9 percent annually. The five-year projection of households is 41,613, a change of 2.95 percent annually from the current year total. Average household size is currently 2.17, compared to 2.22 in the year 2000. The number of families in the current year is 22,567 in the market area.

## Housing

Currently, 62.4 percent of the 43,272 housing units in the market area are owner occupied; 20.7 percent, renter occupied; and 16.9 percent are vacant. In 2000, there were 33,621 housing units— 61.6 percent owner occupied, 22.9 percent renter occupied and 15.5 percent vacant. The rate of change in housing units since 2000 is 3.11 percent. Median home value in the market area is \$229,907, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by -0.05 percent annually to \$229,368. From 2000 to the current year, median home value changed by 10.69 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



Site Type: Radius	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
<b>Median Household Income</b>			
1990 Median HH Income	\$21,974	\$28,859	\$30,611
2000 Median HH Income	\$29,816	\$37,073	\$40,298
2008 Median HH Income	\$37,441	\$47,334	\$51,720
2013 Median HH Income	\$46,057	\$54,418	\$57,697
1990-2000 Annual Rate	3.1%	2.54%	2.79%
2000-2008 Annual Rate	2.8%	3.01%	3.07%
2008-2013 Annual Rate	4.23%	2.83%	2.21%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$17,383	\$18,859	\$19,571
2000 Per Capita Income	\$22,700	\$28,076	\$30,095
2008 Per Capita Income	\$29,767	\$38,003	\$38,628
2013 Per Capita Income	\$34,023	\$44,815	\$45,660
1990-2000 Annual Rate	2.7%	4.06%	4.4%
2000-2008 Annual Rate	3.34%	3.74%	3.07%
2008-2013 Annual Rate	2.71%	3.35%	3.4%
<b>Average Household Income</b>			
1990 Average Household Income	\$32,100	\$41,121	\$45,789
2000 Average Household Income	\$39,929	\$58,052	\$67,151
2008 Average HH Income	\$51,519	\$75,797	\$84,021
2013 Average HH Income	\$58,389	\$88,277	\$98,413
1990-2000 Annual Rate	2.21%	3.51%	3.9%
2000-2008 Annual Rate	3.14%	3.29%	2.75%
2008-2013 Annual Rate	2.54%	3.1%	3.21%

### Households by Income

Current median household income is \$51,720 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$57,697 in five years. In 2000, median household income was \$40,298, compared to \$30,611 in 1990.

Current average household income is \$84,021 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$98,413 in five years. In 2000, average household income was \$67,151, compared to \$45,789 in 1990.

Current per capita income is \$38,628 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$45,660 in five years. In 2000, the per capita income was \$30,095, compared to \$19,571 in 1990.

### Population by Employment

Total Businesses	1,158	4,468	6,329
Total Employees	6,216	23,680	36,184

Currently, 91.9 percent of the civilian labor force in the identified market area is employed and 8.1 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 92.8 percent of the civilian labor force, and unemployment will be 7.2 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 52.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 58.5 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 22.0 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 19.5 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 81.7 percent of the market area population drove alone to work, and 3.7 percent worked at home. The average travel time to work in 2000 was 18.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 13.0 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 27.0 percent were high school graduates only (29.6 percent in the U.S.)
- 8.1 percent had completed an Associate degree (7.2 percent in the U.S.)
- 19.9 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 10.3 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)



# Demographic and Income Profile

Prepared By: Larry Hiegel

2095 Indian River Blvd  
Vero Beach, FL 32960

Site Type: Radius

Latitude 27.64  
Longitude -80.3805  
Radius: 1.0 mile

Summary	2000	2008	2013
Population	4,982	5,328	5,828
Households	2,723	3,005	3,324
Families	1,255	1,313	1,403
Average Household Size	1.80	1.74	1.73
Owner Occupied HUs	1,505	1,730	1,856
Renter Occupied HUs	1,218	1,275	1,469
Median Age	52.8	53.5	55.0

Trends: 2008-2013 Annual Rate	Area	State	National
Population	1.81%	2.22%	1.23%
Households	2.04%	2.28%	1.26%
Families	1.33%	1.99%	1.05%
Owner HHs	1.42%	2.13%	1.07%
Median Household Income	4.23%	2.83%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	551	20.1%	465	15.5%	443	13.3%
\$15,000 - \$24,999	618	22.6%	434	14.4%	390	11.7%
\$25,000 - \$34,999	366	13.4%	512	17.0%	465	14.0%
\$35,000 - \$49,999	516	18.9%	435	14.5%	444	13.4%
\$50,000 - \$74,999	365	13.3%	668	22.2%	847	25.5%
\$75,000 - \$99,999	155	5.7%	175	5.8%	361	10.9%
\$100,000 - \$149,999	112	4.1%	204	6.8%	226	6.8%
\$150,000 - \$199,000	22	0.8%	58	1.9%	56	1.7%
\$200,000+	32	1.2%	56	1.9%	91	2.7%
Median Household Income	\$29,816		\$37,441		\$46,057	
Average Household Income	\$39,929		\$51,519		\$58,389	
Per Capita Income	\$22,700		\$29,767		\$34,023	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	204	4.1%	212	4.0%	226	3.9%
5 - 9	170	3.4%	211	4.0%	214	3.7%
10 - 14	151	3.0%	202	3.8%	229	3.9%
15 - 19	171	3.4%	177	3.3%	217	3.7%
20 - 24	242	4.9%	165	3.1%	191	3.3%
25 - 34	519	10.4%	493	9.3%	428	7.3%
35 - 44	570	11.4%	609	11.4%	622	10.7%
45 - 54	591	11.9%	709	13.3%	785	13.5%
55 - 64	565	11.3%	817	15.3%	1,030	17.7%
65 - 74	745	15.0%	683	12.8%	822	14.1%
75 - 84	783	15.7%	655	12.3%	620	10.6%
85+	272	5.5%	395	7.4%	443	7.6%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,629	92.9%	4,767	89.5%	5,101	87.5%
Black Alone	200	4.0%	320	6.0%	413	7.1%
American Indian Alone	10	0.2%	10	0.2%	11	0.2%
Asian Alone	46	0.9%	72	1.4%	93	1.6%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	51	1.0%	95	1.8%	132	2.3%
Two or More Races	45	0.9%	62	1.2%	76	1.3%
Hispanic Origin (Any Race)	242	4.9%	450	8.4%	614	10.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

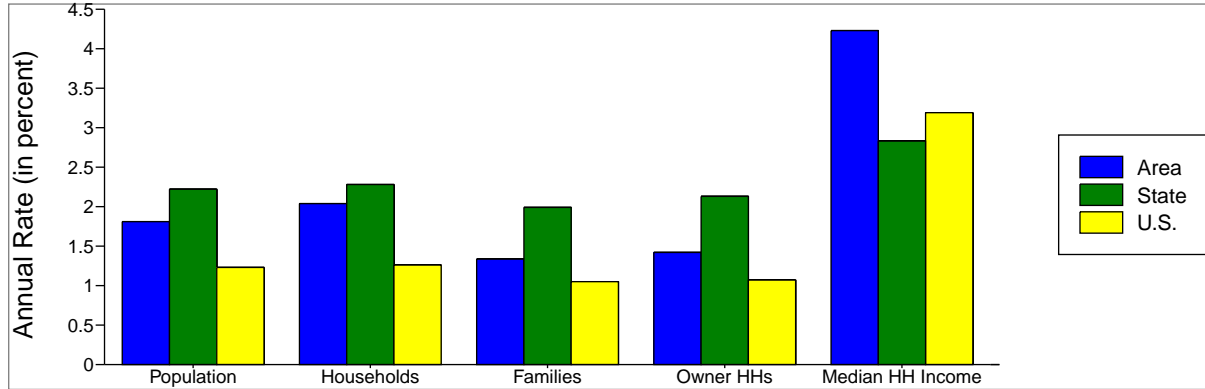
Prepared By: Larry Hiegel

2095 Indian River Blvd  
Vero Beach, FL 32960

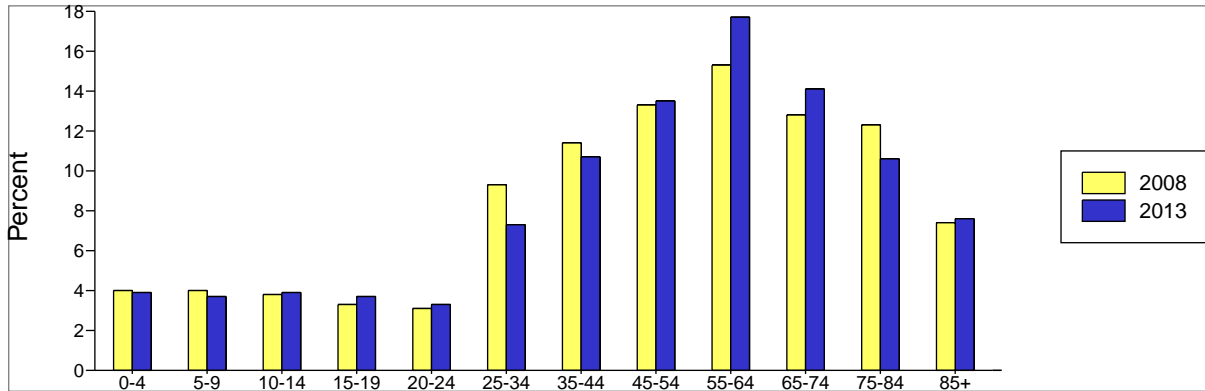
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Radius: 1.0 mile

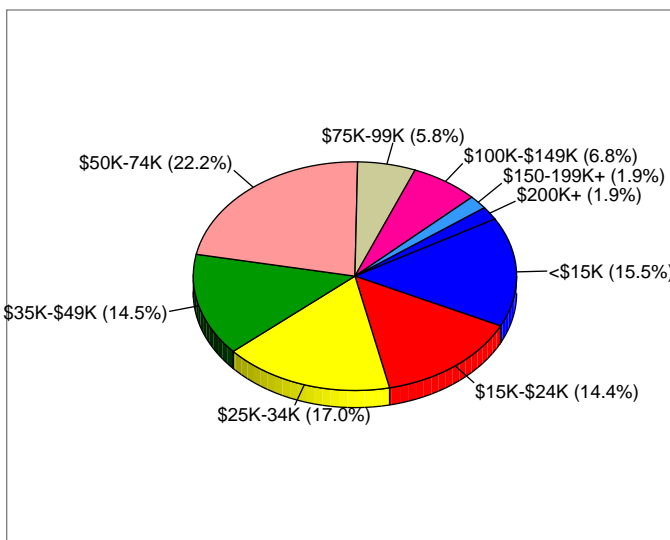
Trends 2008-2013



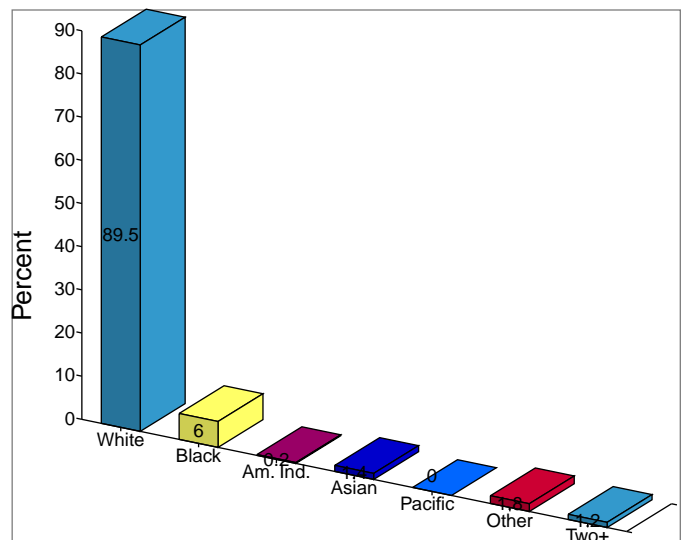
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 8.4%



# Demographic and Income Profile

Prepared By: Larry Hiegel

2095 Indian River Blvd  
Vero Beach, FL 32960

Site Type: Radius

Latitude 27.64  
Longitude -80.3805  
Radius: 3.0 mile

Summary	2000	2008	2013
Population	33,793	38,094	42,505
Households	16,032	18,791	21,251
Families	9,314	10,447	11,499
Average Household Size	2.06	1.98	1.96
Owner Occupied HUs	10,949	13,172	14,650
Renter Occupied HUs	5,083	5,619	6,601
Median Age	49.5	52.5	54.0

Trends: 2008-2013 Annual Rate	Area	State	National
Population	2.22%	2.22%	1.23%
Households	2.49%	2.28%	1.26%
Families	1.94%	1.99%	1.05%
Owner HHs	2.15%	2.13%	1.07%
Median Household Income	2.83%	2.83%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,580	16.1%	2,200	11.7%	2,157	10.1%
\$15,000 - \$24,999	2,732	17.0%	2,398	12.8%	2,175	10.2%
\$25,000 - \$34,999	2,319	14.4%	2,382	12.7%	2,146	10.1%
\$35,000 - \$49,999	2,645	16.5%	2,808	14.9%	2,721	12.8%
\$50,000 - \$74,999	2,571	16.0%	3,763	20.0%	4,804	22.6%
\$75,000 - \$99,999	1,159	7.2%	1,741	9.3%	2,649	12.5%
\$100,000 - \$149,999	1,080	6.7%	1,703	9.1%	2,112	9.9%
\$150,000 - \$199,000	214	1.3%	642	3.4%	743	3.5%
\$200,000+	759	4.7%	1,155	6.1%	1,745	8.2%
Median Household Income	\$37,073		\$47,334		\$54,418	
Average Household Income	\$58,052		\$75,797		\$88,277	
Per Capita Income	\$28,076		\$38,003		\$44,815	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,394	4.1%	1,547	4.1%	1,722	4.1%
5 - 9	1,536	4.5%	1,499	3.9%	1,598	3.8%
10 - 14	1,602	4.7%	1,573	4.1%	1,695	4.0%
15 - 19	1,626	4.8%	1,721	4.5%	1,819	4.3%
20 - 24	1,443	4.3%	1,768	4.6%	1,987	4.7%
25 - 34	3,147	9.3%	3,261	8.6%	3,667	8.6%
35 - 44	4,276	12.7%	3,824	10.0%	3,799	8.9%
45 - 54	4,168	12.3%	5,164	13.6%	5,587	13.1%
55 - 64	3,846	11.4%	5,621	14.8%	7,136	16.8%
65 - 74	4,935	14.6%	5,011	13.2%	6,043	14.2%
75 - 84	4,404	13.0%	4,807	12.6%	4,731	11.1%
85+	1,415	4.2%	2,297	6.0%	2,723	6.4%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	31,037	91.8%	33,582	88.2%	36,598	86.1%
Black Alone	1,604	4.7%	2,645	6.9%	3,451	8.1%
American Indian Alone	75	0.2%	95	0.2%	112	0.3%
Asian Alone	348	1.0%	564	1.5%	735	1.7%
Pacific Islander Alone	13	0.0%	19	0.0%	24	0.1%
Some Other Race Alone	330	1.0%	652	1.7%	919	2.2%
Two or More Races	385	1.1%	537	1.4%	666	1.6%
Hispanic Origin (Any Race)	1,499	4.4%	2,878	7.6%	4,001	9.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

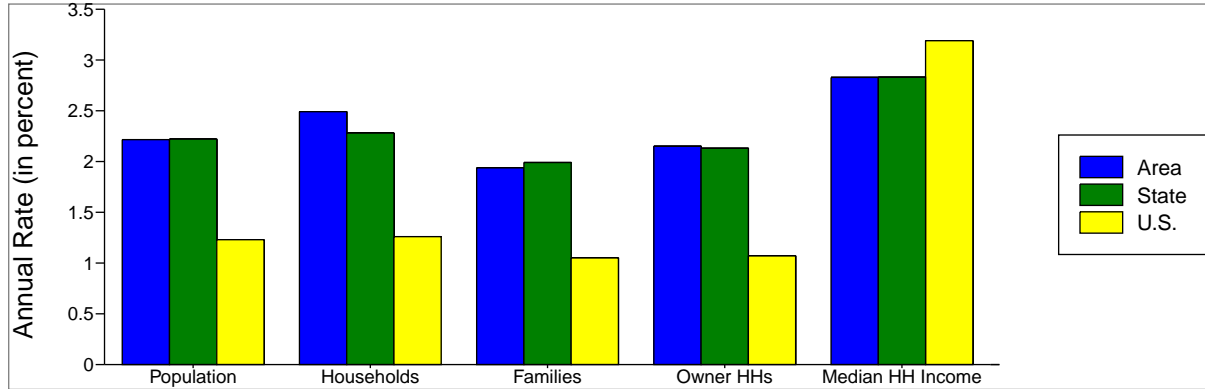
Prepared By: Larry Hiegel

2095 Indian River Blvd  
Vero Beach, FL 32960

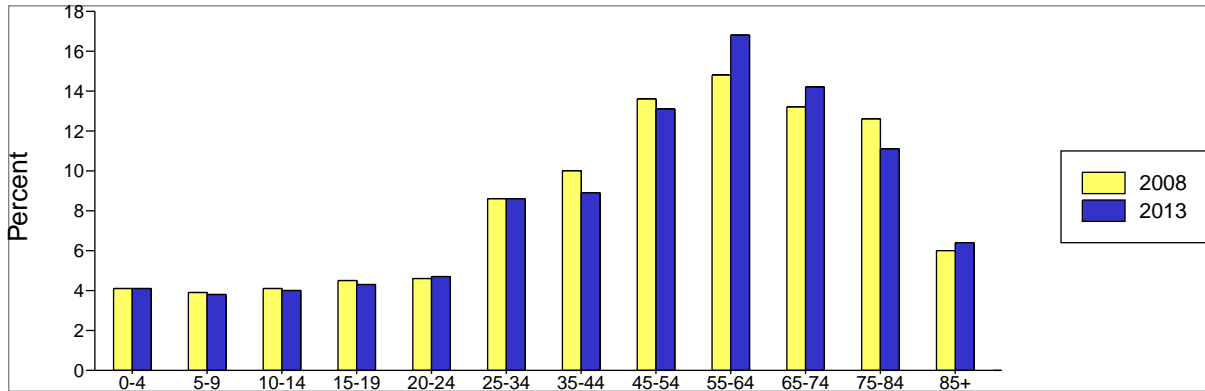
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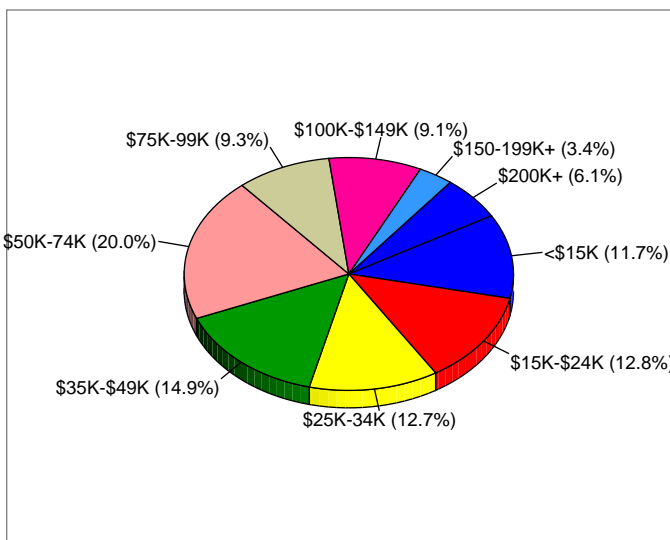
Trends 2008-2013



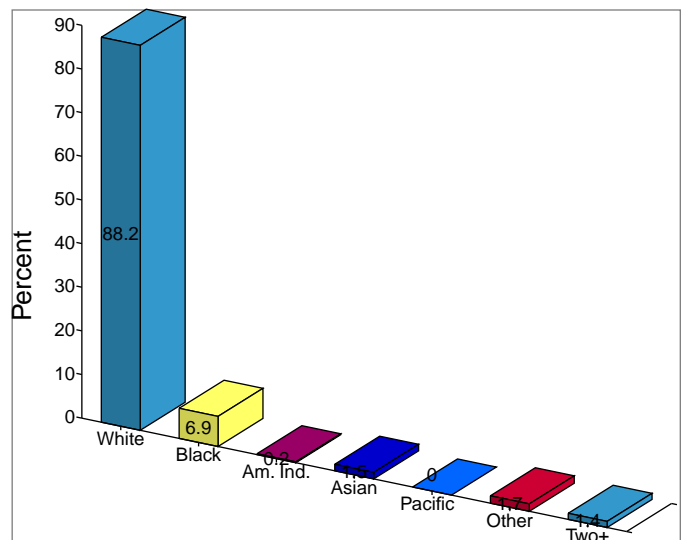
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 7.6%



# Demographic and Income Profile

Prepared By: Larry Hiegel

2095 Indian River Blvd  
Vero Beach, FL 32960

Site Type: Radius

Latitude 27.64  
Longitude -80.3805  
Radius: 5.0 mile

Summary	2000	2008	2013
Population	64,186	78,989	90,476
Households	28,426	35,979	41,613
Families	18,246	22,567	25,618
Average Household Size	2.22	2.17	2.15
Owner Occupied HUs	20,718	27,020	30,989
Renter Occupied HUs	7,708	8,959	10,624
Median Age	46.3	48.8	50.1

Trends: 2008-2013 Annual Rate	Area	State	National
Population	2.75%	2.22%	1.23%
Households	2.95%	2.28%	1.26%
Families	2.57%	1.99%	1.05%
Owner HHs	2.78%	2.13%	1.07%
Median Household Income	2.21%	2.83%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	4,288	15.1%	3,809	10.6%	3,823	9.2%
\$15,000 - \$24,999	4,352	15.3%	4,085	11.4%	3,783	9.1%
\$25,000 - \$34,999	3,901	13.7%	4,056	11.3%	3,767	9.1%
\$35,000 - \$49,999	4,666	16.4%	5,379	15.0%	4,988	12.0%
\$50,000 - \$74,999	4,834	17.0%	7,082	19.7%	9,403	22.6%
\$75,000 - \$99,999	2,152	7.6%	4,019	11.2%	5,404	13.0%
\$100,000 - \$149,999	2,091	7.3%	3,549	9.9%	4,916	11.8%
\$150,000 - \$199,000	583	2.0%	1,292	3.6%	1,518	3.6%
\$200,000+	1,601	5.6%	2,708	7.5%	4,009	9.6%
Median Household Income	\$40,298		\$51,720		\$57,697	
Average Household Income	\$67,151		\$84,021		\$98,413	
Per Capita Income	\$30,095		\$38,628		\$45,660	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,076	4.8%	3,856	4.9%	4,428	4.9%
5 - 9	3,492	5.4%	3,787	4.8%	4,250	4.7%
10 - 14	3,665	5.7%	3,990	5.1%	4,481	5.0%
15 - 19	3,467	5.4%	4,148	5.3%	4,525	5.0%
20 - 24	2,669	4.2%	3,701	4.7%	4,194	4.6%
25 - 34	6,172	9.6%	7,166	9.1%	8,309	9.2%
35 - 44	8,464	13.2%	8,691	11.0%	9,056	10.0%
45 - 54	8,065	12.6%	11,046	14.0%	12,492	13.8%
55 - 64	7,144	11.1%	11,210	14.2%	14,412	15.9%
65 - 74	8,788	13.7%	9,373	11.9%	11,466	12.7%
75 - 84	7,152	11.1%	8,354	10.6%	8,342	9.2%
85+	2,034	3.2%	3,669	4.6%	4,521	5.0%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	55,337	86.2%	65,951	83.5%	74,026	81.8%
Black Alone	6,753	10.5%	9,452	12.0%	11,650	12.9%
American Indian Alone	141	0.2%	192	0.2%	232	0.3%
Asian Alone	547	0.9%	945	1.2%	1,260	1.4%
Pacific Islander Alone	23	0.0%	39	0.0%	54	0.1%
Some Other Race Alone	672	1.0%	1,352	1.7%	1,916	2.1%
Two or More Races	712	1.1%	1,058	1.3%	1,339	1.5%
Hispanic Origin (Any Race)	2,730	4.3%	5,504	7.0%	7,774	8.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

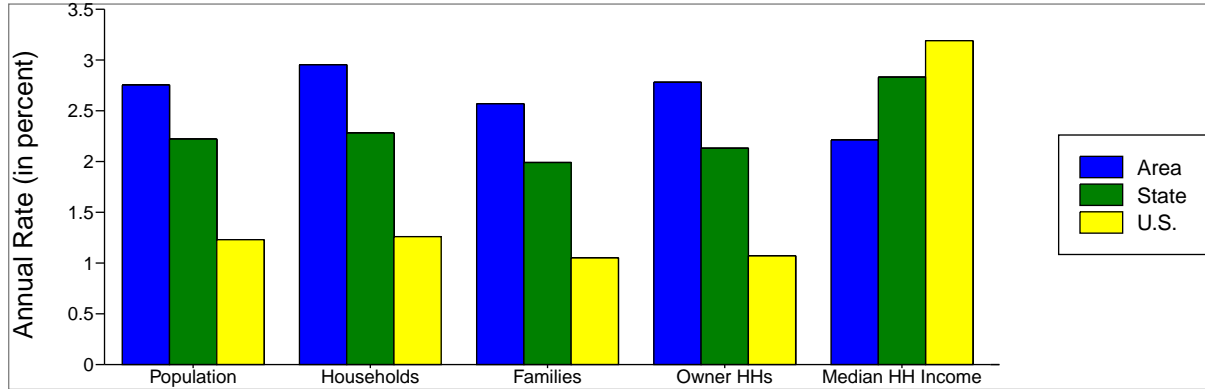
Prepared By: Larry Hiegel

2095 Indian River Blvd  
Vero Beach, FL 32960

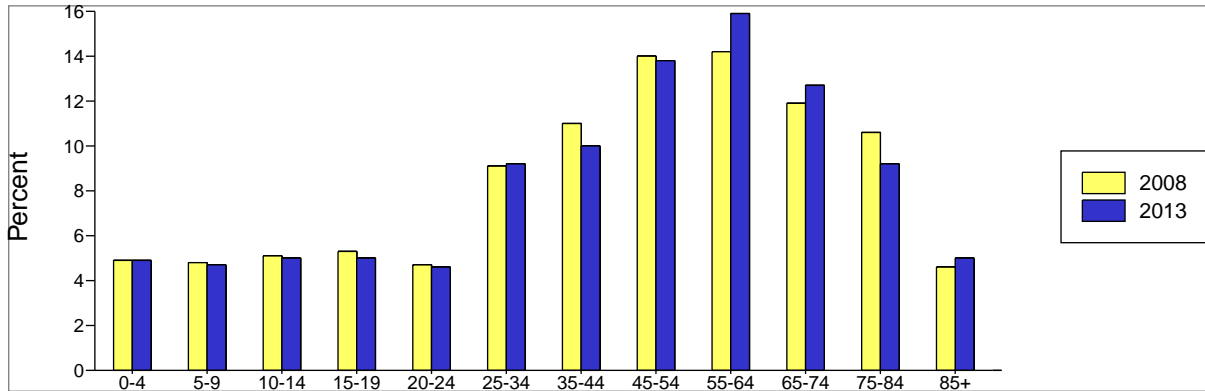
Site Type: Radius

Latitude 27.64  
Longitude -80.3805  
Radius: 5.0 mile

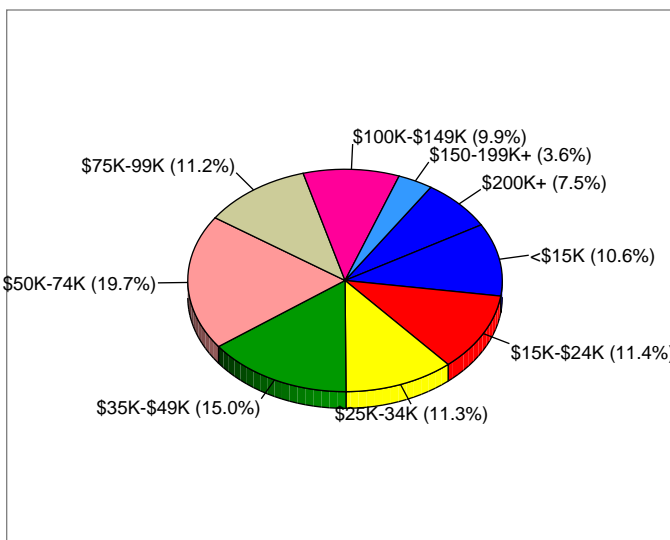
Trends 2008-2013



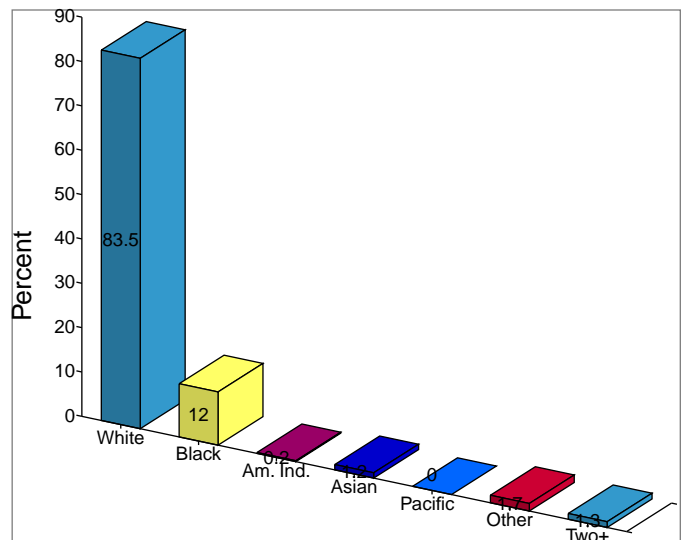
Population by Age



2008 Household Income






2008 Population by Race



2008 Percent Hispanic Origin: 7.0%



	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
<b>Latitude</b> 27.64			
<b>Longitude</b> -80.3805			
 2000 Total Population	4,982	33,793	64,186
2000 Group Quarters	90	788	1,019
2008 Total Population	5,328	38,094	78,989
2013 Total Population	5,828	42,505	90,476
2008 - 2013 Annual Rate	1.81%	2.22%	2.75%
 2000 Households	2,723	16,032	28,426
2000 Average Household Size	1.8	2.06	2.22
2008 Households	3,005	18,791	35,979
2008 Average Household Size	1.74	1.98	2.17
2013 Households	3,324	21,251	41,613
2013 Average Household Size	1.73	1.96	2.15
2008 - 2013 Annual Rate	2.04%	2.49%	2.95%
2000 Families	1,255	9,314	18,246
2000 Average Family Size	2.45	2.63	2.73
2008 Families	1,313	10,447	22,567
2008 Average Family Size	2.47	2.62	2.72
2013 Families	1,403	11,499	25,618
2013 Average Family Size	2.51	2.64	2.74
2008 - 2013 Annual Rate	1.33%	1.94%	2.57%
 <b>2000 Housing Units</b>	3,248	19,123	33,621
Owner Occupied Housing Units	45.8%	57.1%	61.6%
Renter Occupied Housing Units	37.1%	26.5%	22.9%
Vacant Housing Units	17.1%	16.4%	15.5%
<b>2008 Housing Units</b>	3,658	22,965	43,272
Owner Occupied Housing Units	47.3%	57.4%	62.4%
Renter Occupied Housing Units	34.9%	24.5%	20.7%
Vacant Housing Units	17.9%	18.2%	16.9%
<b>2013 Housing Units</b>	4,096	26,223	50,346
Owner Occupied Housing Units	45.3%	55.9%	61.6%
Renter Occupied Housing Units	35.9%	25.2%	21.1%
Vacant Housing Units	18.8%	19.0%	17.3%
<b>Median Household Income</b>			
2000	\$29,816	\$37,073	\$40,298
2008	\$37,441	\$47,334	\$51,720
2013	\$46,057	\$54,418	\$57,697
<b>Median Home Value</b>			
2000	\$64,891	\$94,699	\$99,468
2008	\$146,998	\$216,831	\$229,907
2013	\$148,444	\$217,061	\$229,368
<b>Per Capita Income</b>			
2000	\$22,700	\$28,076	\$30,095
2008	\$29,767	\$38,003	\$38,628
2013	\$34,023	\$44,815	\$45,660
<b>Median Age</b>			
2000	52.8	49.5	46.3
2008	53.5	52.5	48.8
2013	55.0	54.0	50.1

**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 2008 and 2013.



Latitude 27.64  
Longitude -80.3805

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 1.0 mile

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Radius: 3.0 mile

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 5.0 mile



**2000 Households by Income**

Household Income Base	2095 Indian River Blvd	2095 Indian River Blvd	2095 Indian River Blvd
< \$15,000	2,737	16,059	28,468
\$15,000 - \$24,999	20.1%	16.1%	15.1%
\$25,000 - \$34,999	22.6%	17.0%	15.3%
\$35,000 - \$49,999	13.4%	14.4%	13.7%
\$50,000 - \$74,999	18.9%	16.5%	16.4%
\$75,000 - \$99,999	13.3%	16.0%	17.0%
\$100,000 - \$149,999	5.7%	7.2%	7.6%
\$150,000 - \$199,999	4.1%	6.7%	7.3%
\$200,000+	0.8%	1.3%	2.0%
Average Household Income	1.2%	4.7%	5.6%
	\$39,929	\$58,052	\$67,151

**2008 Households by Income**

Household Income Base	3,007	18,792	35,979
< \$15,000	15.5%	11.7%	10.6%
\$15,000 - \$24,999	14.4%	12.8%	11.4%
\$25,000 - \$34,999	17.0%	12.7%	11.3%
\$35,000 - \$49,999	14.5%	14.9%	15.0%
\$50,000 - \$74,999	22.2%	20.0%	19.7%
\$75,000 - \$99,999	5.8%	9.3%	11.2%
\$100,000 - \$149,999	6.8%	9.1%	9.9%
\$150,000 - \$199,999	1.9%	3.4%	3.6%
\$200,000+	1.9%	6.1%	7.5%
Average Household Income	\$51,519	\$75,797	\$84,021

**2013 Households by Income**

Household Income Base	3,323	21,252	41,611
< \$15,000	13.3%	10.1%	9.2%
\$15,000 - \$24,999	11.7%	10.2%	9.1%
\$25,000 - \$34,999	14.0%	10.1%	9.1%
\$35,000 - \$49,999	13.4%	12.8%	12.0%
\$50,000 - \$74,999	25.5%	22.6%	22.6%
\$75,000 - \$99,999	10.9%	12.5%	13.0%
\$100,000 - \$149,999	6.8%	9.9%	11.8%
\$150,000 - \$199,999	1.7%	3.5%	3.6%
\$200,000+	2.7%	8.2%	9.6%
Average Household Income	\$58,389	\$88,277	\$98,413

**2000 Owner Occupied HUs by Value**

Total	1,518	11,013	20,729
<\$50,000	26.5%	12.0%	12.1%
\$50,000 - 99,999	39.3%	41.6%	38.3%
\$100,000 - 149,999	8.7%	17.6%	16.6%
\$150,000 - 199,999	9.9%	9.7%	10.7%
\$200,000 - \$299,999	5.6%	7.8%	8.1%
\$300,000 - 499,999	8.2%	6.8%	6.6%
\$500,000 - 999,999	1.8%	3.8%	5.7%
\$1,000,000+	0.0%	0.7%	1.9%
Average Home Value	\$119,976	\$152,714	\$180,827

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


Total	1,202	5,060	7,689
With Cash Rent	95.6%	94.3%	93.8%
No Cash Rent	4.4%	5.7%	6.2%
Median Rent	\$487	\$509	\$507
Average Rent	\$492	\$547	\$542

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 2008 and 2013.



Latitude	27.64	2095 Indian River Blvd	2095 Indian River Blvd	2095 Indian River Blvd
Longitude	-80.3805	Vero Beach, FL 32960	Vero Beach, FL 32960	Vero Beach, FL 32960
		Radius: 1.0 mile	Radius: 3.0 mile	Radius: 5.0 mile

<b>2000 Population by Age</b>				
	Total	4,983	33,792	64,188
	0 - 4	4.1%	4.1%	4.8%
	5 - 9	3.4%	4.5%	5.4%
	10 - 14	3.0%	4.7%	5.7%
	15 - 19	3.4%	4.8%	5.4%
	20 - 24	4.9%	4.3%	4.2%
	25 - 34	10.4%	9.3%	9.6%
	35 - 44	11.4%	12.7%	13.2%
	45 - 54	11.9%	12.3%	12.6%
	55 - 64	11.3%	11.4%	11.1%
	65 - 74	15.0%	14.6%	13.7%
	75 - 84	15.7%	13.0%	11.1%
	85+	5.5%	4.2%	3.2%
	18+	87.4%	83.5%	80.5%

<b>2008 Population by Age</b>				
	Total	5,328	38,093	78,991
	0 - 4	4.0%	4.1%	4.9%
	5 - 9	4.0%	3.9%	4.8%
	10 - 14	3.8%	4.1%	5.1%
	15 - 19	3.3%	4.5%	5.3%
	20 - 24	3.1%	4.6%	4.7%
	25 - 34	9.3%	8.6%	9.1%
	35 - 44	11.4%	10.0%	11.0%
	45 - 54	13.3%	13.6%	14.0%
	55 - 64	15.3%	14.8%	14.2%
	65 - 74	12.8%	13.2%	11.9%
	75 - 84	12.3%	12.6%	10.6%
	85+	7.4%	6.0%	4.6%
	18+	86.4%	85.1%	82.0%

<b>2013 Population by Age</b>				
	Total	5,827	42,507	90,476
	0 - 4	3.9%	4.1%	4.9%
	5 - 9	3.7%	3.8%	4.7%
	10 - 14	3.9%	4.0%	5.0%
	15 - 19	3.7%	4.3%	5.0%
	20 - 24	3.3%	4.7%	4.6%
	25 - 34	7.3%	8.6%	9.2%
	35 - 44	10.7%	8.9%	10.0%
	45 - 54	13.5%	13.1%	13.8%
	55 - 64	17.7%	16.8%	15.9%
	65 - 74	14.1%	14.2%	12.7%
	75 - 84	10.6%	11.1%	9.2%
	85+	7.6%	6.4%	5.0%
	18+	86.3%	85.6%	82.4%

<b>2000 Population by Sex</b>				
	Males	45.5%	47.0%	47.6%
	Females	54.5%	53.0%	52.4%

<b>2008 Population by Sex</b>				
	Males	46.2%	46.9%	47.6%
	Females	53.8%	53.1%	52.4%

<b>2013 Population by Sex</b>				
	Males	46.4%	47.0%	47.6%
	Females	53.6%	53.0%	52.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 5.0 mile



**2000 Population by Race/Ethnicity**

Total	4,983	33,792	64,185
White Alone	92.9%	91.8%	86.2%
Black Alone	4.0%	4.7%	10.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.0%	1.1%	0.9%
Some Other Race Alone	1.0%	1.0%	1.0%
Two or More Races	0.9%	1.1%	1.1%
Hispanic Origin	4.9%	4.4%	4.3%
Diversity Index	21.5	22.6	30.7

**2008 Population by Race/Ethnicity**

Total	5,328	38,094	78,989
White Alone	89.5%	88.2%	83.5%
Black Alone	6.0%	6.9%	12.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.4%	1.5%	1.2%
Some Other Race Alone	1.8%	1.7%	1.7%
Two or More Races	1.2%	1.4%	1.3%
Hispanic Origin	8.4%	7.6%	7.0%
Diversity Index	32.0	32.7	38.1

**2013 Population by Race/Ethnicity**

Total	5,828	42,505	90,477
White Alone	87.5%	86.1%	81.8%
Black Alone	7.1%	8.1%	12.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	1.6%	1.8%	1.5%
Some Other Race Alone	2.3%	2.2%	2.1%
Two or More Races	1.3%	1.6%	1.5%
Hispanic Origin	10.5%	9.4%	8.6%
Diversity Index	37.4	37.9	42.2



**2000 Population 3+ by School Enrollment**

Total	4,814	32,892	62,540
Enrolled in Nursery/Preschool	1.1%	1.5%	1.6%
Enrolled in Kindergarten	0.6%	0.8%	1.0%
Enrolled in Grade 1-8	5.7%	7.6%	9.8%
Enrolled in Grade 9-12	2.9%	4.5%	4.9%
Enrolled in College	2.7%	3.2%	3.1%
Enrolled in Grad/Prof School	1.2%	1.1%	0.9%
Not Enrolled in School	85.9%	81.3%	78.8%

**2008 Population 25+ by Educational Attainment**

Total	4,362	29,988	59,507
Less than 9th Grade	5.8%	4.5%	4.5%
9th - 12th Grade, No Diploma	8.5%	7.6%	8.4%
High School Graduate	28.9%	26.9%	27.0%
Some College, No Degree	23.6%	22.1%	21.7%
Associate Degree	7.2%	8.1%	8.1%
Bachelor's Degree	17.1%	20.7%	19.9%
Graduate/Professional Degree	8.8%	10.2%	10.3%

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 2008 and 2013.



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Vero Beach, FL 32960  
Radius: 3.0 mile

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 5.0 mile



**2008 Population 15+ by Marital Status**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total	4,703	33,475	67,357
Never Married	20.3%	20.3%	20.0%
Married	47.3%	54.2%	58.4%
Widowed	12.8%	11.9%	9.5%
Divorced	19.5%	13.5%	12.1%



**2000 Population 16+ by Employment Status**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total	4,423	29,107	53,373
In Labor Force	49.1%	51.2%	52.5%
Civilian Employed	47.9%	48.9%	50.3%
Civilian Unemployed	1.2%	2.3%	2.3%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	50.9%	48.8%	47.5%

**2008 Civilian Population 16+ in Labor Force**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Civilian Employed	94.9%	90.4%	91.9%
Civilian Unemployed	5.1%	9.6%	8.1%

**2013 Civilian Population 16+ in Labor Force**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Civilian Employed	95.5%	91.4%	92.8%
Civilian Unemployed	4.5%	8.6%	7.2%

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

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total	2,477	15,704	28,320
Own Children < 6 Only	7.5%	5.8%	5.7%
Employed/in Armed Forces	5.2%	3.6%	3.4%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	2.2%	1.9%	2.0%
Own Children < 6 and 6-17 Only	2.0%	2.9%	3.6%
Employed/in Armed Forces	1.3%	1.9%	2.2%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	0.6%	0.9%	1.2%
Own Children 6-17 Only	5.7%	10.8%	13.2%
Employed/in Armed Forces	5.2%	8.5%	10.2%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	0.5%	2.2%	2.9%
No Own Children < 18	84.8%	80.6%	77.5%
Employed/in Armed Forces	31.9%	30.0%	29.4%
Unemployed	1.0%	1.4%	1.2%
Not in Labor Force	51.9%	49.1%	46.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 5.0 mile



**2008 Employed Population 16+ by Industry**

	2095 Indian River Blvd	2095 Indian River Blvd	2095 Indian River Blvd
Total	1,890	13,770	29,839
Agriculture/Mining	1.5%	1.5%	1.7%
Construction	12.2%	9.1%	9.6%
Manufacturing	5.4%	4.1%	4.7%
Wholesale Trade	1.2%	2.3%	3.1%
Retail Trade	14.5%	13.5%	13.1%
Transportation/Utilities	1.6%	2.7%	2.7%
Information	2.1%	1.8%	1.6%
Finance/Insurance/Real Estate	9.9%	9.5%	8.8%
Services	46.9%	51.1%	50.0%
Public Administration	4.7%	4.5%	4.6%

**2008 Employed Population 16+ by Occupation**

	2095 Indian River Blvd	2095 Indian River Blvd	2095 Indian River Blvd
Total	1,889	13,772	29,839
White Collar	58.3%	59.7%	58.5%
Management/Business/Financial	13.9%	12.3%	12.7%
Professional	18.5%	20.8%	19.0%
Sales	13.5%	15.4%	14.6%
Administrative Support	12.5%	11.2%	12.2%
Services	21.6%	22.0%	22.0%
Blue Collar	20.1%	18.2%	19.5%
Farming/Forestry/Fishing	0.4%	0.9%	1.2%
Construction/Extraction	9.2%	7.2%	7.2%
Installation/Maintenance/Repair	4.7%	3.9%	4.1%
Production	2.9%	3.1%	3.4%
Transportation/Material Moving	2.9%	3.1%	3.6%



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

	2095 Indian River Blvd	2095 Indian River Blvd	2095 Indian River Blvd
Total	2,102	13,960	26,365
Drove Alone - Car, Truck, or Van	77.7%	81.6%	81.7%
Carpooled - Car, Truck, or Van	10.7%	9.9%	10.6%
Public Transportation	0.4%	0.2%	0.3%
Walked	3.4%	2.3%	1.6%
Other Means	2.7%	2.1%	2.0%
Worked at Home	5.1%	3.9%	3.7%

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

	2095 Indian River Blvd	2095 Indian River Blvd	2095 Indian River Blvd
Total	2,102	13,959	26,365
Did Not Work at Home	94.9%	96.1%	96.3%
Less than 5 minutes	7.8%	4.6%	3.6%
5 to 9 minutes	20.4%	19.2%	14.7%
10 to 19 minutes	41.6%	47.1%	49.1%
20 to 24 minutes	9.4%	10.1%	12.0%
25 to 34 minutes	8.8%	8.3%	9.8%
35 to 44 minutes	1.3%	1.1%	1.4%
45 to 59 minutes	1.4%	1.7%	2.1%
60 to 89 minutes	1.3%	1.3%	1.5%
90 or more minutes	3.0%	2.5%	2.0%
Worked at Home	5.1%	3.9%	3.7%
Average Travel Time to Work (in min)	17.9	17.7	18.3

**2000 Households by Vehicles Available**

	2095 Indian River Blvd	2095 Indian River Blvd	2095 Indian River Blvd
Total	2,717	16,073	28,439
None	14.2%	8.3%	7.1%
1	55.8%	47.9%	43.8%
2	25.5%	35.6%	39.5%
3	3.8%	6.5%	7.5%
4	0.7%	1.5%	1.7%
5+	0.0%	0.3%	0.4%
Average Number of Vehicles Available	1.2	1.5	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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Radius: 1.0 mile

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 3.0 mile

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 5.0 mile



**2000 Households by Type**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total	2,724	16,031	28,427
Family Households	46.1%	58.1%	64.2%
Married-couple Family	34.0%	46.5%	51.3%
With Related Children	6.8%	12.5%	15.3%
Other Family (No Spouse)	12.1%	11.6%	12.9%
With Related Children	7.3%	7.2%	8.6%
Nonfamily Households	53.9%	41.9%	35.8%
Householder Living Alone	46.9%	35.7%	30.1%
Householder Not Living Alone	7.0%	6.2%	5.7%
Households with Related Children	14.1%	19.7%	23.9%
Households with Persons 65+	47.0%	44.8%	42.3%

**2000 Households by Size**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total	2,723	16,032	28,426
1 Person Household	46.9%	35.7%	30.1%
2 Person Household	38.5%	41.8%	42.6%
3 Person Household	8.6%	10.8%	12.5%
4 Person Household	4.0%	7.2%	8.9%
5 Person Household	1.5%	3.0%	4.0%
6 Person Household	0.3%	0.9%	1.3%
7+ Person Household	0.2%	0.4%	0.7%

**2000 Households by Year Householder Moved In**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total	2,716	16,074	28,439
Moved in 1999 to March 2000	27.8%	23.0%	21.3%
Moved in 1995 to 1998	35.2%	28.1%	29.0%
Moved in 1990 to 1994	12.7%	17.1%	18.3%
Moved in 1980 to 1989	13.4%	18.1%	18.9%
Moved in 1970 to 1979	8.8%	9.2%	8.0%
Moved in 1969 or Earlier	2.1%	4.5%	4.5%
Median Year Householder Moved In	1996	1995	1995



**2000 Housing Units by Units in Structure**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total	3,282	19,238	33,661
1, Detached	32.1%	50.0%	58.0%
1, Attached	1.3%	3.4%	3.3%
2	3.3%	3.1%	2.4%
3 or 4	6.6%	5.1%	4.0%
5 to 9	13.6%	6.8%	6.2%
10 to 19	18.1%	16.4%	13.1%
20+	12.7%	11.0%	8.9%
Mobile Home	11.8%	3.9%	3.7%
Other	0.4%	0.2%	0.2%

**2000 Housing Units by Year Structure Built**

	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 1.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 3.0 mile	2095 Indian River Blvd Vero Beach, FL 32960 Radius: 5.0 mile
Total	3,242	19,183	33,649
1999 to March 2000	1.4%	1.6%	2.3%
1995 to 1998	6.7%	5.9%	7.8%
1990 to 1994	3.5%	5.7%	9.5%
1980 to 1989	14.9%	24.6%	28.1%
1970 to 1979	40.3%	31.2%	27.2%
1969 or Earlier	33.1%	30.9%	25.1%
Median Year Structure Built	1974	1976	1979

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



Latitude 27.64  
Longitude -80.3805


2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 1.0 mile

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 3.0 mile

2095 Indian River Blvd  
Vero Beach, FL 32960  
Radius: 5.0 mile

**Top 3 Tapestry Segments**

1.	Senior Sun Seekers	Silver and Gold	Silver and Gold
2.	Retirement Communities	Retirement Communities	Green Acres
3.	Silver and Gold	Prosperous Empty Nests	Retirement Communities

 **2008 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 \$	\$4,548,560	\$42,400,250	\$90,152,736
Average Spent	\$1,513.66	\$2,256.41	\$2,505.70
Spending Potential Index	56	84	93
Computers & Accessories: Total \$	\$478,547	\$4,439,212	\$9,365,974
Average Spent	\$159.25	\$236.24	\$260.32
Spending Potential Index	67	99	109
Education: Total \$	\$2,587,786	\$25,153,275	\$52,511,720
Average Spent	\$861.16	\$1,338.58	\$1,459.51
Spending Potential Index	63	97	106
Entertainment/Recreation: Total \$	\$7,980,713	\$72,930,024	\$155,584,867
Average Spent	\$2,655.81	\$3,881.11	\$4,324.32
Spending Potential Index	71	104	116
Food at Home: Total \$	\$10,472,077	\$95,094,999	\$200,976,316
Average Spent	\$3,484.88	\$5,060.67	\$5,585.93
Spending Potential Index	71	104	114
Food Away from Home: Total \$	\$7,032,530	\$65,172,929	\$138,356,618
Average Spent	\$2,340.28	\$3,468.31	\$3,845.48
Spending Potential Index	68	101	112
Health Care: Total \$	\$10,278,705	\$90,270,093	\$189,184,161
Average Spent	\$3,420.53	\$4,803.90	\$5,258.18
Spending Potential Index	84	117	128
HH Furnishings & Equipment: Total \$	\$4,581,081	\$42,189,081	\$89,907,790
Average Spent	\$1,524.49	\$2,245.17	\$2,498.90
Spending Potential Index	66	98	109
Investments: Total \$	\$2,300,464	\$22,107,039	\$46,141,993
Average Spent	\$765.55	\$1,176.47	\$1,282.47
Spending Potential Index	75	116	126
Retail Goods: Total \$	\$57,086,088	\$518,857,276	\$1,105,094,195
Average Spent	\$18,997.03	\$27,612.01	\$30,714.98
Spending Potential Index	70	102	113
Shelter: Total \$	\$31,707,886	\$294,435,441	\$619,732,616
Average Spent	\$10,551.71	\$15,668.96	\$17,224.84
Spending Potential Index	68	101	111
TV/Video/Sound Equipment: Total \$	\$3,031,552	\$27,730,774	\$58,617,226
Average Spent	\$1,008.84	\$1,475.75	\$1,629.21
Spending Potential Index	70	103	113
Travel: Total \$	\$4,080,416	\$37,681,954	\$79,330,918
Average Spent	\$1,357.88	\$2,005.32	\$2,204.92
Spending Potential Index	72	106	117
Vehicle Maintenance & Repairs: Total \$	\$2,166,195	\$19,580,141	\$41,403,395
Average Spent	\$720.86	\$1,042.00	\$1,150.77
Spending Potential Index	73	105	116

**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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.