



500 Jungermann Rd, Saint Pet...




Market Profile

Prepared By STDBonline

Latitude: 38.781718

Longitude: -90.577075

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	11,136	76,758	161,879
2000 Group Quarters	30	285	2,805
2009 Total Population	11,994	81,572	175,030
2014 Total Population	12,476	84,836	182,943
2009 - 2014 Annual Rate	0.79%	0.79%	0.89%
 2000 Households	3,886	28,239	59,294
2000 Average Household Size	2.86	2.71	2.68
2009 Households	4,368	31,357	66,748
2009 Average Household Size	2.74	2.59	2.58
2014 Households	4,595	33,033	70,519
2014 Average Household Size	2.71	2.56	2.55
2009 - 2014 Annual Rate	1.02%	1.05%	1.11%
2000 Families	3,037	20,933	43,336
2000 Average Family Size	3.27	3.17	3.16
2009 Families	3,260	22,112	46,576
2009 Average Family Size	3.21	3.11	3.11
2014 Families	3,348	22,692	48,018
2014 Average Family Size	3.22	3.11	3.11
2009 - 2014 Annual Rate	0.53%	0.52%	0.61%
 2000 Housing Units	3,921	28,971	61,007
Owner Occupied Housing Units	85.0%	78.6%	76.4%
Renter Occupied Housing Units	13.9%	18.9%	20.7%
Vacant Housing Units	1.0%	2.6%	2.9%
2009 Housing Units	4,445	32,716	69,962
Owner Occupied Housing Units	82.7%	74.4%	72.9%
Renter Occupied Housing Units	15.6%	21.5%	22.6%
Vacant Housing Units	1.7%	4.2%	4.6%
2014 Housing Units	4,680	34,553	74,092
Owner Occupied Housing Units	82.2%	73.6%	72.3%
Renter Occupied Housing Units	16.0%	22.0%	22.9%
Vacant Housing Units	1.8%	4.4%	4.8%
Median Household Income			
2000	\$59,986	\$57,189	\$55,760
2009	\$75,771	\$72,914	\$72,179
2014	\$80,634	\$76,261	\$75,528
Median Home Value			
2000	\$114,852	\$114,070	\$115,416
2009	\$175,000	\$173,489	\$176,761
2014	\$215,283	\$212,216	\$216,198
Per Capita Income			
2000	\$22,172	\$23,587	\$23,490
2009	\$29,707	\$31,794	\$31,962
2014	\$30,881	\$33,097	\$33,315
Median Age			
2000	35.1	34.8	34.7
2009	37.1	36.4	36.1
2014	37.2	36.6	36.2


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 2009 and 2014.



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Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Households by Income			
 Household Income Base	3,859	28,345	59,368
< \$15,000	4.9%	5.3%	6.2%
\$15,000 - \$24,999	8.8%	7.9%	8.6%
\$25,000 - \$34,999	10.2%	11.0%	11.0%
\$35,000 - \$49,999	15.2%	17.1%	17.4%
\$50,000 - \$74,999	27.3%	27.1%	26.3%
\$75,000 - \$99,999	19.5%	17.1%	16.3%
\$100,000 - \$149,999	12.0%	11.0%	10.8%
\$150,000 - \$199,999	1.9%	2.3%	2.3%
\$200,000+	0.2%	1.1%	1.2%
Average Household Income	\$62,824	\$64,156	\$63,357
2009 Households by Income			
Household Income Base	4,368	31,357	66,746
< \$15,000	3.0%	3.2%	3.7%
\$15,000 - \$24,999	4.6%	4.5%	5.4%
\$25,000 - \$34,999	7.7%	7.2%	7.3%
\$35,000 - \$49,999	14.0%	13.5%	12.9%
\$50,000 - \$74,999	19.8%	23.1%	22.7%
\$75,000 - \$99,999	19.1%	18.4%	17.9%
\$100,000 - \$149,999	25.5%	22.9%	22.5%
\$150,000 - \$199,999	4.5%	4.4%	4.6%
\$200,000+	1.7%	2.8%	3.0%
Average Household Income	\$81,469	\$83,122	\$83,250
2014 Households by Income			
Household Income Base	4,596	33,032	70,522
< \$15,000	3.1%	3.2%	3.7%
\$15,000 - \$24,999	4.7%	4.3%	5.0%
\$25,000 - \$34,999	6.4%	6.1%	6.1%
\$35,000 - \$49,999	14.0%	12.6%	11.9%
\$50,000 - \$74,999	17.5%	22.9%	22.9%
\$75,000 - \$99,999	15.0%	14.2%	13.8%
\$100,000 - \$149,999	33.1%	29.5%	28.9%
\$150,000 - \$199,999	4.6%	4.5%	4.7%
\$200,000+	1.6%	2.7%	3.0%
Average Household Income	\$83,720	\$85,437	\$85,814
2000 Owner Occupied HUs by Value			
Total	3,303	22,766	46,604
<\$50,000	1.0%	5.8%	4.6%
\$50,000 - 99,999	25.6%	27.4%	29.3%
\$100,000 - 149,999	57.2%	46.6%	42.8%
\$150,000 - 199,999	13.0%	14.5%	15.1%
\$200,000 - \$299,999	2.9%	4.6%	6.8%
\$300,000 - 499,999	0.2%	0.9%	1.2%
\$500,000 - 999,999	0.0%	0.2%	0.2%
\$1,000,000+	0.1%	0.0%	0.0%
Average Home Value	\$120,983	\$121,459	\$126,521
2000 Specified Renter Occupied HUs by Contract Rent			
Total	588	5,488	12,648
With Cash Rent	99.7%	97.4%	96.7%
No Cash Rent	0.3%	2.6%	3.3%
Median Rent	\$475	\$557	\$540
Average Rent	\$514	\$568	\$553

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 rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Age			
 Total	11,138	76,759	161,875
Age 0 - 4	7.0%	6.7%	7.0%
Age 5 - 9	8.4%	7.9%	7.7%
Age 10 - 14	9.6%	9.0%	8.3%
Age 15 - 19	7.9%	8.0%	7.8%
Age 20 - 24	4.9%	5.8%	6.3%
Age 25 - 34	12.0%	13.0%	13.6%
Age 35 - 44	19.6%	18.6%	18.1%
Age 45 - 54	15.3%	15.5%	14.3%
Age 55 - 64	7.5%	7.8%	8.1%
Age 65 - 74	4.4%	4.6%	5.1%
Age 75 - 84	2.7%	2.7%	3.1%
Age 85+	0.6%	0.6%	0.9%
Age 18+	69.5%	71.3%	72.2%
2009 Population by Age			
Total	11,995	81,571	175,028
Age 0 - 4	6.7%	6.6%	7.0%
Age 5 - 9	7.1%	6.7%	6.9%
Age 10 - 14	7.5%	7.0%	7.0%
Age 15 - 19	7.6%	7.4%	7.2%
Age 20 - 24	5.9%	6.5%	6.5%
Age 25 - 34	12.5%	14.0%	13.9%
Age 35 - 44	13.6%	13.9%	14.3%
Age 45 - 54	17.4%	16.6%	15.7%
Age 55 - 64	12.1%	11.9%	11.2%
Age 65 - 74	5.6%	5.6%	5.7%
Age 75 - 84	3.0%	3.0%	3.3%
Age 85+	1.0%	1.0%	1.2%
Age 18+	73.8%	75.2%	74.8%
2014 Population by Age			
Total	12,476	84,834	182,944
Age 0 - 4	6.5%	6.5%	6.9%
Age 5 - 9	7.1%	6.7%	7.0%
Age 10 - 14	7.6%	7.0%	7.1%
Age 15 - 19	6.7%	6.5%	6.6%
Age 20 - 24	5.6%	6.1%	6.3%
Age 25 - 34	13.4%	14.8%	14.4%
Age 35 - 44	13.1%	13.9%	14.1%
Age 45 - 54	14.9%	14.4%	14.0%
Age 55 - 64	13.4%	12.7%	12.0%
Age 65 - 74	7.4%	7.2%	7.1%
Age 75 - 84	3.1%	3.0%	3.3%
Age 85+	1.1%	1.1%	1.3%
Age 18+	74.5%	75.7%	75.1%
2000 Population by Sex			
Males	49.0%	49.2%	49.1%
Females	51.0%	50.8%	50.9%
2009 Population by Sex			
Males	48.8%	49.0%	49.0%
Females	51.2%	51.0%	51.0%
2014 Population by Sex			
Males	48.8%	48.9%	48.9%
Females	51.2%	51.1%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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Market Profile

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Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Population by Race/Ethnicity			
 Total	11,135	76,758	161,880
White Alone	94.3%	94.3%	94.3%
Black Alone	2.8%	2.7%	2.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.1%	1.2%	1.0%
Some Other Race Alone	0.5%	0.4%	0.5%
Two or More Races	1.1%	1.1%	1.1%
Hispanic Origin	1.5%	1.4%	1.6%
Diversity Index	13.7	13.4	13.8
2009 Population by Race/Ethnicity			
Total	11,993	81,572	175,030
White Alone	92.7%	92.8%	92.8%
Black Alone	3.2%	3.1%	3.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.8%	2.0%	1.7%
Some Other Race Alone	0.8%	0.6%	0.7%
Two or More Races	1.2%	1.3%	1.3%
Hispanic Origin	2.1%	2.0%	2.3%
Diversity Index	17.5	17.2	17.5
2014 Population by Race/Ethnicity			
Total	12,476	84,836	182,942
White Alone	92.0%	92.1%	92.1%
Black Alone	3.3%	3.2%	3.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	2.2%	2.4%	2.1%
Some Other Race Alone	0.9%	0.7%	0.8%
Two or More Races	1.3%	1.4%	1.4%
Hispanic Origin	2.5%	2.4%	2.6%
Diversity Index	19.3	19.0	19.3
2000 Population 3+ by School Enrollment			
 Total	10,562	73,924	155,215
Enrolled in Nursery/Preschool	2.0%	2.1%	2.1%
Enrolled in Kindergarten	1.6%	1.7%	1.5%
Enrolled in Grade 1-8	15.6%	14.3%	13.6%
Enrolled in Grade 9-12	7.1%	7.2%	6.6%
Enrolled in College	4.3%	4.4%	5.3%
Enrolled in Grad/Prof School	1.3%	1.3%	1.3%
Not Enrolled in School	68.2%	69.1%	69.6%
2009 Population 25+ by Educational Attainment			
Total	7,815	53,792	114,439
Less than 9th Grade	2.1%	1.9%	2.5%
9th - 12th Grade, No Diploma	4.0%	5.1%	5.4%
High School Graduate	29.2%	28.2%	28.4%
Some College, No Degree	27.1%	25.9%	25.3%
Associate Degree	6.7%	8.7%	8.4%
Bachelor's Degree	21.8%	20.9%	20.8%
Graduate/Professional Degree	9.1%	9.3%	9.3%

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 2009 and 2014.





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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population 15+ by Marital Status			
 Total	9,429	65,081	138,493
Never Married	24.5%	26.3%	25.6%
Married	59.6%	57.7%	58.9%
Widowed	4.5%	4.5%	4.8%
Divorced	11.4%	11.5%	10.8%
2000 Population 16+ by Employment Status			
 Total	8,094	57,517	122,042
In Labor Force	76.7%	76.2%	75.0%
Civilian Employed	74.9%	74.3%	71.9%
Civilian Unemployed	1.8%	1.9%	3.0%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	23.3%	23.8%	25.0%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	92.9%	92.3%	91.8%
Civilian Unemployed	7.1%	7.7%	8.2%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	95.9%	95.6%
Civilian Unemployed	3.7%	4.1%	4.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	4,227	29,746	63,083
Own Children < 6 Only	9.4%	7.8%	8.6%
Employed/in Armed Forces	7.3%	5.7%	6.2%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	2.1%	2.1%	2.2%
Own Children < 6 and 6-17 Only	7.6%	7.6%	7.0%
Employed/in Armed Forces	4.4%	4.8%	4.5%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	3.2%	2.7%	2.3%
Own Children 6-17 Only	22.8%	21.8%	20.5%
Employed/in Armed Forces	19.6%	18.2%	17.0%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	3.0%	3.4%	3.3%
No Own Children < 18	60.1%	62.8%	64.0%
Employed/in Armed Forces	37.9%	39.4%	38.3%
Unemployed	1.1%	1.3%	2.1%
Not in Labor Force	21.1%	22.1%	23.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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Radius: 5 Miles



2009 Employed Population 16+ by Industry

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,974	39,499	82,426
Agriculture/Mining	0.2%	0.2%	0.3%
Construction	5.9%	6.6%	6.8%
Manufacturing	12.0%	11.8%	11.8%
Wholesale Trade	4.1%	3.7%	3.8%
Retail Trade	14.5%	14.0%	13.7%
Transportation/Utilities	7.2%	6.5%	6.2%
Information	2.9%	2.6%	2.9%
Finance/Insurance/Real Estate	8.8%	8.7%	8.4%
Services	41.0%	42.0%	42.0%
Public Administration	3.5%	3.9%	4.0%

2009 Employed Population 16+ by Occupation

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,975	39,498	82,426
White Collar	68.0%	67.9%	67.4%
Management/Business/Financial	15.2%	15.3%	15.2%
Professional	21.8%	21.5%	21.4%
Sales	13.4%	13.4%	13.1%
Administrative Support	17.6%	17.7%	17.7%
Services	13.9%	13.5%	13.8%
Blue Collar	18.1%	18.6%	18.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	5.2%	5.7%	5.7%
Installation/Maintenance/Repair	3.4%	3.4%	3.4%
Production	5.1%	4.6%	4.4%
Transportation/Material Moving	4.4%	4.9%	5.2%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,980	42,257	86,713
Drove Alone - Car, Truck, or Van	88.0%	88.8%	88.0%
Carpooled - Car, Truck, or Van	7.4%	7.3%	7.8%
Public Transportation	0.3%	0.4%	0.4%
Walked	0.4%	0.4%	0.7%
Other Means	0.8%	0.6%	0.6%
Worked at Home	3.1%	2.6%	2.6%

2000 Workers 16+ by Travel Time to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,979	42,258	86,713
Did Not Work at Home	96.9%	97.4%	97.4%
Less than 5 minutes	1.4%	1.7%	1.8%
5 to 9 minutes	8.2%	7.9%	8.3%
10 to 19 minutes	25.3%	26.1%	26.7%
20 to 24 minutes	17.4%	15.4%	15.4%
25 to 34 minutes	24.3%	25.4%	24.3%
35 to 44 minutes	9.1%	9.4%	8.8%
45 to 59 minutes	7.3%	7.7%	8.1%
60 to 89 minutes	2.8%	2.7%	2.8%
90 or more minutes	1.1%	1.2%	1.2%
Worked at Home	3.1%	2.6%	2.6%
Average Travel Time to Work (in min)	25.2	25.3	25.2

2000 Households by Vehicles Available

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,891	28,271	59,305
None	4.0%	3.0%	3.9%
1	22.0%	28.0%	28.1%
2	50.4%	48.6%	47.2%
3	17.5%	14.8%	15.1%
4	4.0%	4.1%	4.2%
5+	2.1%	1.5%	1.5%
Average Number of Vehicles Available	2.0	1.9	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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Radius: 5 Miles



2000 Households by Type

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,886	28,238	59,295
Family Households	78.1%	74.1%	73.1%
Married-couple Family	65.0%	60.6%	60.0%
With Related Children	35.6%	32.5%	31.2%
Other Family (No Spouse)	13.2%	13.6%	13.1%
With Related Children	9.2%	9.2%	8.9%
Nonfamily Households	21.9%	25.9%	26.9%
Householder Living Alone	18.2%	20.9%	21.7%
Householder Not Living Alone	3.7%	5.0%	5.2%
Households with Related Children	44.8%	41.6%	40.1%
Households with Persons 65+	16.1%	15.5%	17.1%

2000 Households by Size

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,886	28,239	59,294
1 Person Household	18.2%	20.9%	21.7%
2 Person Household	29.7%	31.3%	32.2%
3 Person Household	19.1%	18.1%	17.7%
4 Person Household	19.6%	18.3%	17.5%
5 Person Household	9.5%	8.1%	7.7%
6 Person Household	2.8%	2.3%	2.3%
7+ Person Household	1.1%	0.9%	0.9%

2000 Households by Year Householder Moved In

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,893	28,271	59,304
Moved in 1999 to March 2000	14.1%	18.4%	18.3%
Moved in 1995 to 1998	27.5%	30.0%	31.9%
Moved in 1990 to 1994	23.5%	20.5%	18.7%
Moved in 1980 to 1989	23.3%	20.2%	17.5%
Moved in 1970 to 1979	9.9%	8.6%	8.8%
Moved in 1969 or Earlier	1.6%	2.4%	4.9%
Median Year Householder Moved In	1993	1995	1995



2000 Housing Units by Units in Structure

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,929	28,988	61,083
1, Detached	78.8%	70.7%	71.5%
1, Attached	6.9%	6.8%	5.8%
2	1.1%	0.6%	2.0%
3 or 4	4.5%	4.5%	4.1%
5 to 9	5.1%	5.1%	4.4%
10 to 19	3.1%	5.4%	4.8%
20+	0.1%	2.5%	4.0%
Mobile Home	0.4%	4.4%	3.3%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,923	28,980	61,012
1999 to March 2000	0.4%	1.5%	2.1%
1995 to 1998	2.6%	7.3%	10.1%
1990 to 1994	12.4%	14.1%	12.1%
1980 to 1989	37.1%	38.9%	31.4%
1970 to 1979	40.7%	27.9%	24.0%
1969 or Earlier	6.8%	10.2%	20.2%
Median Year Structure Built	1981	1983	1982

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



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Site Type: Ring


Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

Top 3 Tapestry Segments

1.	Sophisticated Squires	Sophisticated Squires	Sophisticated Squires
2.	Milk and Cookies	Aspiring Young Familie	Up and Coming Families
3.	Main Street, USA	Milk and Cookies	Aspiring Young Familie

 **2009 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.

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Apparel & Services: Total \$	\$8,816,648	\$64,824,571	\$138,320,381
Average Spent	\$2,018.46	\$2,067.31	\$2,072.28
Spending Potential Index	81	83	83
Computers & Accessories: Total \$	\$1,162,761	\$8,583,057	\$18,223,877
Average Spent	\$266.20	\$273.72	\$273.03
Spending Potential Index	117	120	120
Education: Total \$	\$6,668,049	\$47,810,511	\$102,562,417
Average Spent	\$1,526.57	\$1,524.72	\$1,536.56
Spending Potential Index	122	121	122
Entertainment/Recreation: Total \$	\$16,365,361	\$119,548,753	\$255,247,000
Average Spent	\$3,746.65	\$3,812.51	\$3,824.04
Spending Potential Index	116	118	118
Food at Home: Total \$	\$22,072,118	\$162,250,870	\$347,315,259
Average Spent	\$5,053.14	\$5,174.31	\$5,203.38
Spending Potential Index	111	113	114
Food Away from Home: Total \$	\$16,571,362	\$122,321,758	\$260,877,962
Average Spent	\$3,793.81	\$3,900.94	\$3,908.40
Spending Potential Index	114	117	117
Health Care: Total \$	\$17,732,535	\$130,253,475	\$281,237,352
Average Spent	\$4,059.65	\$4,153.89	\$4,213.42
Spending Potential Index	108	110	112
HH Furnishings & Equipment: Total \$	\$9,970,523	\$73,207,464	\$155,209,917
Average Spent	\$2,282.63	\$2,334.65	\$2,325.31
Spending Potential Index	105	107	107
Investments: Total \$	\$7,141,578	\$50,776,138	\$107,945,062
Average Spent	\$1,634.98	\$1,619.29	\$1,617.20
Spending Potential Index	114	113	112
Retail Goods: Total \$	\$122,141,921	\$899,302,759	\$1,915,324,452
Average Spent	\$27,962.89	\$28,679.49	\$28,694.86
Spending Potential Index	109	112	112
Shelter: Total \$	\$81,024,918	\$588,568,195	\$1,252,512,360
Average Spent	\$18,549.66	\$18,769.91	\$18,764.79
Spending Potential Index	119	120	120
TV/Video/Sound Equipment: Total \$	\$5,916,542	\$43,878,050	\$93,766,191
Average Spent	\$1,354.52	\$1,399.31	\$1,404.78
Spending Potential Index	111	115	116
Travel: Total \$	\$9,699,117	\$69,649,418	\$148,474,933
Average Spent	\$2,220.49	\$2,221.18	\$2,224.41
Spending Potential Index	120	120	120
Vehicle Maintenance & Repairs: Total \$	\$4,611,541	\$33,981,715	\$72,364,043
Average Spent	\$1,055.76	\$1,083.70	\$1,084.14
Spending Potential Index	113	116	116

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.