



3501 Dunn Rd, Florissant, MO...




# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.771498

Longitude: -90.27227

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	10,594	108,470	254,298
2000 Group Quarters	163	1,941	3,319
2010 Total Population	10,310	104,396	245,949
2015 Total Population	10,168	102,844	242,443
2010 - 2015 Annual Rate	-0.28%	-0.3%	-0.29%
 2000 Households	4,177	41,604	97,647
2000 Average Household Size	2.5	2.56	2.57
2010 Households	4,154	40,907	96,109
2010 Average Household Size	2.44	2.51	2.53
2015 Households	4,120	40,501	95,170
2015 Average Household Size	2.43	2.5	2.51
2010 - 2015 Annual Rate	-0.16%	-0.2%	-0.2%
2000 Families	2,893	28,638	67,074
2000 Average Family Size	3.07	3.12	3.13
2010 Families	2,779	27,144	63,831
2010 Average Family Size	3.06	3.12	3.13
2015 Families	2,714	26,445	62,240
2015 Average Family Size	3.07	3.13	3.14
2010 - 2015 Annual Rate	-0.47%	-0.52%	-0.5%
 <b>2000 Housing Units</b>	4,348	43,907	103,732
Owner Occupied Housing Units	74.4%	68.6%	66.9%
Renter Occupied Housing Units	21.7%	26.2%	27.3%
Vacant Housing Units	3.9%	5.2%	5.9%
<b>2010 Housing Units</b>	4,457	44,861	106,150
Owner Occupied Housing Units	70.9%	64.6%	63.3%
Renter Occupied Housing Units	22.3%	26.6%	27.2%
Vacant Housing Units	6.8%	8.8%	9.5%
<b>2015 Housing Units</b>	4,485	45,212	106,930
Owner Occupied Housing Units	69.8%	63.4%	62.3%
Renter Occupied Housing Units	22.1%	26.2%	26.7%
Vacant Housing Units	8.1%	10.4%	11.0%
<b>Median Household Income</b>			
2000	\$42,641	\$39,595	\$38,781
2010	\$55,453	\$51,774	\$50,796
2015	\$62,954	\$60,428	\$59,285
<b>Median Home Value</b>			
2000	\$74,112	\$73,086	\$69,477
2010	\$90,912	\$90,308	\$88,129
2015	\$100,899	\$100,296	\$98,579
<b>Per Capita Income</b>			
2000	\$19,644	\$18,950	\$18,544
2010	\$25,240	\$24,127	\$23,513
2015	\$28,435	\$27,190	\$26,455
<b>Median Age</b>			
2000	36.0	35.4	34.6
2010	38.1	36.9	36.2
2015	38.5	37.0	36.4

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 2010 and 2015.



3501 Dunn Rd, Florissant, MO...


# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.771498

Longitude: -90.27227

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	4,247	41,675	97,790
< \$15,000	11.9%	13.3%	14.5%
\$15,000 - \$24,999	12.7%	14.0%	14.6%
\$25,000 - \$34,999	15.1%	16.1%	15.7%
\$35,000 - \$49,999	19.0%	19.5%	18.7%
\$50,000 - \$74,999	24.1%	21.4%	20.6%
\$75,000 - \$99,999	8.9%	8.3%	9.1%
\$100,000 - \$149,999	6.5%	5.7%	5.2%
\$150,000 - \$199,999	1.0%	0.8%	0.7%
\$200,000+	0.8%	0.9%	0.9%
Average Household Income	\$50,737	\$48,776	\$47,747
<b>2010 Households by Income</b>			
Household Income Base	4,156	40,906	96,109
< \$15,000	8.7%	9.4%	10.5%
\$15,000 - \$24,999	6.4%	9.1%	9.8%
\$25,000 - \$34,999	9.8%	10.4%	10.4%
\$35,000 - \$49,999	18.8%	19.3%	18.5%
\$50,000 - \$74,999	25.4%	23.9%	23.0%
\$75,000 - \$99,999	17.0%	16.2%	16.6%
\$100,000 - \$149,999	10.4%	8.7%	8.4%
\$150,000 - \$199,999	1.9%	1.5%	1.5%
\$200,000+	1.4%	1.5%	1.4%
Average Household Income	\$64,321	\$60,969	\$59,777
<b>2015 Households by Income</b>			
Household Income Base	4,118	40,502	95,168
< \$15,000	6.8%	7.7%	8.7%
\$15,000 - \$24,999	5.1%	7.7%	8.2%
\$25,000 - \$34,999	6.9%	7.8%	8.2%
\$35,000 - \$49,999	15.1%	16.0%	15.3%
\$50,000 - \$74,999	27.7%	26.2%	25.6%
\$75,000 - \$99,999	18.8%	18.1%	18.2%
\$100,000 - \$149,999	15.1%	12.4%	11.9%
\$150,000 - \$199,999	2.6%	2.1%	2.0%
\$200,000+	1.8%	2.0%	1.8%
Average Household Income	\$72,238	\$68,338	\$66,938
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,251	30,093	69,334
<\$50,000	7.0%	12.6%	18.7%
\$50,000 - 99,999	82.0%	71.7%	65.4%
\$100,000 - 149,999	9.5%	13.0%	12.7%
\$150,000 - 199,999	0.9%	1.9%	2.3%
\$200,000 - \$299,999	0.3%	0.5%	0.7%
\$300,000 - 499,999	0.0%	0.1%	0.2%
\$500,000 - 999,999	0.2%	0.1%	0.1%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$77,901	\$79,471	\$77,304
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	952	11,399	28,156
With Cash Rent	95.7%	96.5%	96.8%
No Cash Rent	4.3%	3.5%	3.2%
Median Rent	\$460	\$459	\$439
Average Rent	\$460	\$478	\$442

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 2010 and 2015.



3501 Dunn Rd, Florissant, MO...


# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.771498

Longitude: -90.27227

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	10,595	108,469	254,299
Age 0 - 4	6.4%	6.8%	7.1%
Age 5 - 9	8.1%	8.2%	8.4%
Age 10 - 14	8.2%	8.3%	8.2%
Age 15 - 19	7.2%	7.5%	7.6%
Age 20 - 24	5.7%	5.8%	6.1%
Age 25 - 34	12.8%	12.8%	13.3%
Age 35 - 44	15.3%	15.4%	15.6%
Age 45 - 54	13.5%	12.8%	12.7%
Age 55 - 64	8.9%	8.0%	8.0%
Age 65 - 74	7.3%	7.1%	6.8%
Age 75 - 84	4.7%	5.4%	4.7%
Age 85+	1.8%	2.0%	1.5%
Age 18+	72.9%	72.0%	71.6%
<b>2010 Population by Age</b>			
Total	10,310	104,397	245,946
Age 0 - 4	6.5%	6.9%	7.1%
Age 5 - 9	6.6%	7.0%	7.2%
Age 10 - 14	6.3%	6.6%	6.8%
Age 15 - 19	7.2%	7.3%	7.5%
Age 20 - 24	6.7%	6.8%	6.8%
Age 25 - 34	13.0%	13.1%	13.2%
Age 35 - 44	12.3%	12.1%	12.4%
Age 45 - 54	14.0%	14.2%	14.3%
Age 55 - 64	12.3%	11.4%	11.3%
Age 65 - 74	7.7%	6.7%	6.6%
Age 75 - 84	5.1%	5.1%	4.7%
Age 85+	2.3%	2.6%	2.1%
Age 18+	76.2%	75.0%	74.3%
<b>2015 Population by Age</b>			
Total	10,170	102,843	242,445
Age 0 - 4	6.4%	6.9%	7.0%
Age 5 - 9	6.6%	7.0%	7.2%
Age 10 - 14	6.4%	6.8%	7.0%
Age 15 - 19	5.9%	6.2%	6.4%
Age 20 - 24	6.5%	6.7%	6.9%
Age 25 - 34	13.9%	14.0%	13.7%
Age 35 - 44	11.6%	11.7%	12.0%
Age 45 - 54	12.2%	12.4%	12.6%
Age 55 - 64	13.1%	12.7%	12.4%
Age 65 - 74	9.9%	8.4%	8.2%
Age 75 - 84	4.9%	4.7%	4.4%
Age 85+	2.4%	2.6%	2.1%
Age 18+	77.0%	75.5%	74.9%
<b>2000 Population by Sex</b>			
Males	45.7%	45.5%	46.0%
Females	54.3%	54.5%	54.0%
<b>2010 Population by Sex</b>			
Males	46.0%	45.7%	46.0%
Females	54.0%	54.3%	54.0%
<b>2015 Population by Sex</b>			
Males	46.1%	45.9%	46.1%
Females	53.9%	54.1%	53.9%

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



3501 Dunn Rd, Florissant, MO...



# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.771498

Longitude: -90.27227

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	10,594	108,471	254,297
White Alone	26.3%	43.0%	44.3%
Black Alone	71.6%	54.6%	53.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	0.5%	0.6%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	1.1%	1.3%	1.4%
Hispanic Origin	0.6%	0.9%	1.0%
Diversity Index	42.5	52.6	53.1
<b>2010 Population by Race/Ethnicity</b>			
Total	10,310	104,397	245,948
White Alone	18.4%	33.6%	35.9%
Black Alone	79.4%	63.4%	61.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.7%	0.7%	0.8%
Some Other Race Alone	0.3%	0.5%	0.5%
Two or More Races	1.1%	1.6%	1.7%
Hispanic Origin	0.8%	1.5%	1.7%
Diversity Index	34.7	49.9	51.6
<b>2015 Population by Race/Ethnicity</b>			
Total	10,167	102,843	242,444
White Alone	16.0%	30.6%	33.1%
Black Alone	81.7%	66.3%	63.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.7%	0.7%	0.9%
Some Other Race Alone	0.2%	0.5%	0.5%
Two or More Races	1.2%	1.7%	1.8%
Hispanic Origin	0.9%	1.7%	1.9%
Diversity Index	31.9	48.5	50.7
<b>2000 Population 3+ by School Enrollment</b>			
 Total	10,315	104,138	243,984
Enrolled in Nursery/Preschool	2.8%	2.5%	2.5%
Enrolled in Kindergarten	1.2%	1.5%	1.6%
Enrolled in Grade 1-8	13.7%	14.2%	14.2%
Enrolled in Grade 9-12	5.5%	6.5%	6.5%
Enrolled in College	6.0%	5.2%	5.1%
Enrolled in Grad/Prof School	1.0%	0.9%	0.9%
Not Enrolled in School	69.8%	69.2%	69.2%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	6,878	68,215	158,899
Less than 9th Grade	4.8%	4.9%	4.4%
9th - 12th Grade, No Diploma	7.7%	8.9%	9.5%
High School Graduate	30.3%	30.8%	32.5%
Some College, No Degree	27.8%	25.8%	25.4%
Associate Degree	8.3%	8.2%	8.2%
Bachelor's Degree	13.0%	14.0%	13.2%
Graduate/Professional Degree	8.2%	7.4%	6.8%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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



3501 Dunn Rd, Florissant, MO...




# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.771498

Longitude: -90.27227

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population 15+ by Marital Status</b>			
 Total	8,310	82,966	194,100
Never Married	31.4%	34.8%	35.7%
Married	47.6%	44.7%	44.5%
Widowed	7.0%	7.6%	7.2%
Divorced	14.0%	12.9%	12.6%
<b>2000 Population 16+ by Employment Status</b>			
 Total	8,137	81,434	190,328
In Labor Force	66.4%	64.0%	65.5%
Civilian Employed	62.1%	59.6%	60.8%
Civilian Unemployed	4.0%	4.1%	4.5%
In Armed Forces	0.3%	0.2%	0.1%
Not in Labor Force	33.6%	36.0%	34.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	86.0%	85.5%	84.9%
Civilian Unemployed	14.0%	14.5%	15.1%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	89.0%	88.6%	88.2%
Civilian Unemployed	11.0%	11.4%	11.8%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	4,613	45,941	106,322
Own Children < 6 Only	6.6%	6.9%	7.2%
Employed/in Armed Forces	5.7%	4.9%	5.0%
Unemployed	0.1%	0.3%	0.5%
Not in Labor Force	0.8%	1.7%	1.7%
Own Children < 6 and 6-17 Only	7.0%	6.5%	6.3%
Employed/in Armed Forces	5.3%	4.7%	4.2%
Unemployed	0.6%	0.3%	0.5%
Not in Labor Force	1.1%	1.5%	1.6%
Own Children 6-17 Only	16.8%	18.6%	19.1%
Employed/in Armed Forces	13.3%	14.2%	14.5%
Unemployed	1.0%	0.8%	0.8%
Not in Labor Force	2.5%	3.6%	3.9%
No Own Children < 18	69.6%	68.0%	67.4%
Employed/in Armed Forces	34.5%	33.2%	34.0%
Unemployed	2.5%	2.2%	2.3%
Not in Labor Force	32.6%	32.6%	31.0%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	4,372	41,902	99,974
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	3.1%	3.9%	3.9%
Manufacturing	9.2%	9.7%	9.9%
Wholesale Trade	2.2%	3.2%	3.4%
Retail Trade	11.2%	10.6%	10.9%
Transportation/Utilities	9.9%	8.4%	8.1%
Information	4.3%	3.3%	3.0%
Finance/Insurance/Real Estate	9.6%	8.3%	8.1%
Services	44.4%	47.1%	47.0%
Public Administration	6.1%	5.4%	5.6%

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



3501 Dunn Rd, Florissant, MO...


# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.771498

Longitude: -90.27227

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	4,371	41,901	99,970
White Collar	63.8%	62.8%	61.6%
Management/Business/Financial	12.5%	11.0%	10.4%
Professional	20.5%	20.3%	19.6%
Sales	11.0%	10.2%	10.3%
Administrative Support	19.8%	21.4%	21.3%
Services	16.7%	18.5%	19.1%
Blue Collar	19.5%	18.7%	19.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.4%	3.9%	3.9%
Installation/Maintenance/Repair	2.9%	2.9%	3.0%
Production	6.2%	5.4%	5.5%
Transportation/Material Moving	7.0%	6.4%	6.7%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	4,974	47,654	113,480
Drove Alone - Car, Truck, or Van	83.9%	80.7%	80.7%
Carpooled - Car, Truck, or Van	12.6%	12.7%	12.1%
Public Transportation	1.7%	3.1%	3.8%
Walked	1.0%	1.2%	1.2%
Other Means	0.4%	0.6%	0.6%
Worked at Home	0.5%	1.7%	1.7%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	4,973	47,653	113,480
Did Not Work at Home	99.5%	98.3%	98.3%
Less than 5 minutes	1.9%	2.1%	1.6%
5 to 9 minutes	6.0%	5.8%	6.1%
10 to 19 minutes	21.3%	23.8%	24.7%
20 to 24 minutes	18.4%	17.6%	18.8%
25 to 34 minutes	31.6%	28.3%	27.4%
35 to 44 minutes	8.3%	8.7%	7.8%
45 to 59 minutes	8.6%	7.6%	7.2%
60 to 89 minutes	2.4%	2.8%	2.6%
90 or more minutes	1.1%	1.6%	2.1%
Worked at Home	0.5%	1.7%	1.7%
Average Travel Time to Work (in min)	26.1	26.4	26.7
<b>2000 Households by Vehicles Available</b>			
Total	4,207	41,558	97,613
None	6.3%	8.5%	9.5%
1	42.9%	42.1%	41.4%
2	35.4%	34.8%	34.9%
3	12.1%	11.1%	10.6%
4	2.7%	2.7%	2.8%
5+	0.5%	0.7%	0.9%
Average Number of Vehicles Available	1.6	1.6	1.6

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



3501 Dunn Rd, Florissant, MO...



# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.771498

Longitude: -90.27227

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	4,176	41,604	97,647
Family Households	69.3%	68.8%	68.7%
Married-couple Family	43.1%	42.3%	41.4%
With Related Children	20.8%	19.8%	19.7%
Other Family (No Spouse)	26.2%	26.5%	27.3%
With Related Children	17.2%	18.6%	19.2%
Nonfamily Households	30.7%	31.2%	31.3%
Householder Living Alone	27.9%	27.5%	27.2%
Householder Not Living Alone	2.8%	3.7%	4.1%
Households with Related Children	38.0%	38.4%	38.9%
Households with Persons 65+	27.0%	26.2%	24.0%
<b>2000 Households by Size</b>			
Total	4,177	41,604	97,647
1 Person Household	27.9%	27.5%	27.2%
2 Person Household	28.7%	30.3%	30.1%
3 Person Household	17.9%	17.9%	18.1%
4 Person Household	14.2%	13.7%	13.9%
5 Person Household	7.4%	6.6%	6.6%
6 Person Household	2.4%	2.5%	2.5%
7+ Person Household	1.6%	1.5%	1.5%
<b>2000 Households by Year Householder Moved In</b>			
Total	4,207	41,558	97,613
Moved in 1999 to March 2000	15.6%	16.3%	16.0%
Moved in 1995 to 1998	28.2%	27.8%	27.4%
Moved in 1990 to 1994	14.7%	14.8%	14.7%
Moved in 1980 to 1989	15.5%	15.7%	15.9%
Moved in 1970 to 1979	13.1%	12.1%	12.8%
Moved in 1969 or Earlier	12.9%	13.4%	13.3%
Median Year Householder Moved In	1993	1993	1993
<b>2000 Housing Units by Units in Structure</b>			
 Total	4,372	43,788	103,654
1, Detached	78.4%	75.9%	75.5%
1, Attached	0.8%	2.5%	2.6%
2	0.1%	0.8%	1.3%
3 or 4	1.4%	4.1%	4.8%
5 to 9	4.5%	6.4%	6.0%
10 to 19	7.5%	5.0%	4.9%
20+	7.2%	5.1%	4.7%
Mobile Home	0.1%	0.1%	0.2%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	4,374	43,802	103,660
1999 to March 2000	0.0%	0.6%	0.4%
1995 to 1998	1.6%	1.0%	1.1%
1990 to 1994	1.5%	1.6%	1.9%
1980 to 1989	12.6%	8.4%	8.1%
1970 to 1979	18.9%	17.5%	15.9%
1969 or Earlier	65.3%	71.0%	72.6%
Median Year Structure Built	1967	1963	1962

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



3501 Dunn Rd, Florissant, MO...

# Market Profile

Prepared by Patricia McKelvey

Latitude: 38.771498

Longitude: -90.27227

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Rustbelt Traditions	Rustbelt Traditions	Rustbelt Traditions
2.	Family Foundations	Metro City Edge	Metro City Edge
3.	Retirement Communities	Rustbelt Retirees	Family Foundations



**2010 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 \$	\$6,391,169	\$60,468,629	\$139,711,843
Average Spent	\$1,538.56	\$1,478.20	\$1,453.68
Spending Potential Index	64	62	61
Computers & Accessories: Total \$	\$818,961	\$7,715,684	\$17,867,197
Average Spent	\$197.15	\$188.62	\$185.91
Spending Potential Index	90	86	84
Education: Total \$	\$4,941,010	\$46,264,552	\$106,544,438
Average Spent	\$1,189.46	\$1,130.97	\$1,108.58
Spending Potential Index	98	93	91
Entertainment/Recreation: Total \$	\$12,455,486	\$116,370,106	\$267,939,853
Average Spent	\$2,998.43	\$2,844.75	\$2,787.87
Spending Potential Index	93	88	86
Food at Home: Total \$	\$17,302,084	\$162,947,381	\$375,959,037
Average Spent	\$4,165.16	\$3,983.36	\$3,911.80
Spending Potential Index	93	89	87
Food Away from Home: Total \$	\$12,503,017	\$117,716,459	\$272,129,223
Average Spent	\$3,009.87	\$2,877.66	\$2,831.46
Spending Potential Index	94	89	88
Health Care: Total \$	\$15,457,558	\$140,288,837	\$320,224,299
Average Spent	\$3,721.13	\$3,429.46	\$3,331.89
Spending Potential Index	100	92	89
HH Furnishings & Equipment: Total \$	\$6,792,483	\$63,516,025	\$146,287,704
Average Spent	\$1,635.17	\$1,552.69	\$1,522.10
Spending Potential Index	79	75	74
Investments: Total \$	\$6,152,694	\$55,854,128	\$125,316,121
Average Spent	\$1,481.15	\$1,365.39	\$1,303.90
Spending Potential Index	85	79	75
Retail Goods: Total \$	\$91,186,273	\$853,965,762	\$1,968,952,807
Average Spent	\$21,951.44	\$20,875.79	\$20,486.66
Spending Potential Index	88	84	82
Shelter: Total \$	\$59,671,846	\$558,853,725	\$1,286,820,827
Average Spent	\$14,364.91	\$13,661.57	\$13,389.18
Spending Potential Index	91	87	85
TV/Video/Audio: Total \$	\$4,843,089	\$45,485,092	\$105,111,748
Average Spent	\$1,165.89	\$1,111.91	\$1,093.67
Spending Potential Index	94	90	88
Travel: Total \$	\$7,108,382	\$65,641,556	\$150,226,088
Average Spent	\$1,711.21	\$1,604.65	\$1,563.08
Spending Potential Index	90	85	83
Vehicle Maintenance & Repairs: Total \$	\$3,625,626	\$33,888,287	\$78,239,180
Average Spent	\$872.80	\$828.42	\$814.07
Spending Potential Index	93	88	86

**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.