






<b>Waterbuy</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	
<b>Latitude: 38.72384</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	
<b>Longitude: -90.696278</b>	<b>Radius: 1.0 mile</b>	<b>Radius: 3.0 mile</b>	<b>Radius: 5.0 mile</b>	
	2000 Total Population	4,285	24,349	74,764
	2000 Group Quarters	3	147	372
	2008 Total Population	6,499	35,692	103,173
	2013 Total Population	7,836	43,129	120,989
	2008 - 2013 Annual Rate	3.81%	3.86%	3.24%
	2000 Households	1,387	7,712	24,255
	2000 Average Household Size	3.09	3.14	3.07
	2008 Households	2,118	11,456	34,453
	2008 Average Household Size	3.07	3.1	2.98
	2013 Households	2,562	13,871	40,663
	2013 Average Household Size	3.06	3.1	2.97
	2008 - 2013 Annual Rate	3.88%	3.9%	3.37%
	2000 Families	1,179	6,693	20,497
	2000 Average Family Size	3.39	3.4	3.35
	2008 Families	1,753	9,713	28,371
	2008 Average Family Size	3.43	3.42	3.32
	2013 Families	2,089	11,611	32,995
	2013 Average Family Size	3.45	3.44	3.33
	2008 - 2013 Annual Rate	3.57%	3.63%	3.07%
	<b>2000 Housing Units</b>	1,425	7,932	24,968
	Owner Occupied Housing Units	93.5%	93.4%	90.8%
	Renter Occupied Housing Units	2.6%	3.4%	6.1%
	Vacant Housing Units	3.9%	3.2%	3.0%
	<b>2008 Housing Units</b>	2,223	11,932	35,765
	Owner Occupied Housing Units	92.2%	91.6%	89.1%
	Renter Occupied Housing Units	3.1%	4.4%	7.2%
	Vacant Housing Units	4.7%	4.0%	3.7%
	<b>2013 Housing Units</b>	2,692	14,491	42,353
	Owner Occupied Housing Units	91.9%	91.1%	88.4%
	Renter Occupied Housing Units	3.3%	4.7%	7.6%
	Vacant Housing Units	4.8%	4.3%	4.0%
	<b>Median Household Income</b>			
	2000	\$75,153	\$74,312	\$64,643
	2008	\$107,396	\$106,781	\$90,740
	2013	\$142,830	\$139,885	\$116,471
	<b>Median Home Value</b>			
	2000	\$158,468	\$160,452	\$141,498
	2008	\$246,372	\$244,587	\$219,194
	2013	\$258,659	\$252,656	\$226,016
	<b>Per Capita Income</b>			
	2000	\$27,170	\$26,916	\$24,357
	2008	\$41,764	\$40,426	\$35,749
	2013	\$59,553	\$56,461	\$48,019
	<b>Median Age</b>			
	2000	32.7	32.8	32.2
	2008	32.4	32.4	32.4
	2013	31.9	31.8	32.3

**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 2008 and 2013.



<b>Waterbuy</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>
<b>Latitude: 38.72384</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>
<b>Longitude: -90.696278</b>	<b>Radius: 1.0 mile</b>	<b>Radius: 3.0 mile</b>	<b>Radius: 5.0 mile</b>



**2000 Households by Income**

Household Income Base	1,397	7,741	24,277
< \$15,000	1.0%	2.3%	3.4%
\$15,000 - \$24,999	3.9%	3.7%	5.7%
\$25,000 - \$34,999	4.4%	4.6%	7.4%
\$35,000 - \$49,999	12.4%	11.5%	15.1%
\$50,000 - \$74,999	28.1%	28.5%	29.3%
\$75,000 - \$99,999	25.4%	23.1%	20.1%
\$100,000 - \$149,999	18.3%	18.8%	13.8%
\$150,000 - \$199,999	4.7%	5.1%	3.2%
\$200,000+	1.9%	2.5%	1.9%
Average Household Income	\$82,774	\$84,248	\$74,012

**2008 Households by Income**

Household Income Base	2,117	11,458	34,452
< \$15,000	0.0%	1.0%	1.5%
\$15,000 - \$24,999	1.6%	1.8%	3.0%
\$25,000 - \$34,999	2.5%	2.2%	3.6%
\$35,000 - \$49,999	4.3%	4.3%	8.0%
\$50,000 - \$74,999	13.8%	14.3%	20.1%
\$75,000 - \$99,999	20.4%	19.5%	19.5%
\$100,000 - \$149,999	34.8%	34.4%	29.0%
\$150,000 - \$199,999	12.4%	12.6%	8.9%
\$200,000+	10.3%	9.9%	6.3%
Average Household Income	\$126,258	\$124,876	\$106,538

**2013 Households by Income**

Household Income Base	2,560	13,871	40,662
< \$15,000	0.0%	0.7%	1.1%
\$15,000 - \$24,999	0.6%	0.9%	1.5%
\$25,000 - \$34,999	1.3%	1.3%	2.2%
\$35,000 - \$49,999	2.8%	2.4%	4.1%
\$50,000 - \$74,999	6.2%	6.9%	12.0%
\$75,000 - \$99,999	15.8%	16.6%	21.9%
\$100,000 - \$149,999	27.3%	26.8%	27.5%
\$150,000 - \$199,999	21.1%	20.7%	14.7%
\$200,000+	24.9%	23.6%	15.0%
Average Household Income	\$178,909	\$173,817	\$142,262

**2000 Owner Occupied HUs by Value**

Total	1,361	7,482	22,680
<\$50,000	3.5%	2.2%	6.9%
\$50,000 - 99,999	6.0%	6.9%	15.0%
\$100,000 - 149,999	32.0%	30.4%	34.4%
\$150,000 - 199,999	37.5%	37.3%	27.2%
\$200,000 - \$299,999	19.1%	17.7%	12.6%
\$300,000 - 499,999	1.3%	4.3%	3.0%
\$500,000 - 999,999	0.0%	0.8%	0.7%
\$1,000,000+	0.5%	0.3%	0.2%
Average Home Value	\$168,098	\$176,485	\$152,790

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


Total	20	207	1,513
With Cash Rent	80.0%	74.4%	91.0%
No Cash Rent	20.0%	25.6%	9.0%
Median Rent	\$675	\$954	\$646
Average Rent	\$653	\$1,165	\$751

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.



<b>Waterbuy</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>
<b>Latitude: 38.72384</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>
<b>Longitude: -90.696278</b>	<b>Radius: 1.0 mile</b>	<b>Radius: 3.0 mile</b>	<b>Radius: 5.0 mile</b>

<b>2000 Population by Age</b>				
	Total	4,285	24,349	74,763
	0 - 4	11.1%	10.3%	9.7%
	5 - 9	10.9%	10.5%	9.8%
	10 - 14	9.1%	9.5%	9.3%
	15 - 19	5.9%	6.5%	6.9%
	20 - 24	2.5%	2.7%	4.0%
	25 - 34	15.3%	14.6%	15.6%
	35 - 44	22.6%	21.9%	20.5%
	45 - 54	10.9%	11.8%	12.0%
	55 - 64	6.4%	6.4%	6.5%
	65 - 74	4.0%	3.7%	3.7%
	75 - 84	1.1%	1.5%	1.7%
	85+	0.3%	0.5%	0.5%
	18+	64.8%	65.0%	66.5%

<b>2008 Population by Age</b>				
	Total	6,499	35,693	103,175
	0 - 4	10.9%	10.4%	9.8%
	5 - 9	10.6%	10.3%	9.3%
	10 - 14	10.5%	10.2%	9.1%
	15 - 19	7.2%	7.5%	7.2%
	20 - 24	3.2%	4.2%	5.1%
	25 - 34	11.2%	10.4%	12.8%
	35 - 44	20.2%	18.8%	17.8%
	45 - 54	14.2%	15.2%	14.7%
	55 - 64	6.8%	7.5%	8.1%
	65 - 74	3.6%	3.5%	3.7%
	75 - 84	1.4%	1.6%	1.8%
	85+	0.3%	0.5%	0.6%
	18+	63.1%	63.9%	66.9%

<b>2013 Population by Age</b>				
	Total	7,836	43,131	120,988
	0 - 4	10.9%	10.4%	9.9%
	5 - 9	9.9%	9.7%	9.0%
	10 - 14	10.1%	9.9%	8.9%
	15 - 19	7.8%	8.0%	7.3%
	20 - 24	3.6%	4.2%	4.8%
	25 - 34	12.2%	12.2%	14.2%
	35 - 44	15.8%	14.3%	14.7%
	45 - 54	16.5%	16.9%	15.7%
	55 - 64	7.7%	8.5%	9.0%
	65 - 74	3.6%	3.7%	4.0%
	75 - 84	1.5%	1.6%	1.8%
	85+	0.4%	0.6%	0.6%
	18+	63.9%	64.6%	67.3%

<b>2000 Population by Sex</b>				
	Males	49.7%	49.6%	49.5%
	Females	50.3%	50.4%	50.5%

<b>2008 Population by Sex</b>				
	Males	49.4%	49.4%	49.1%
	Females	50.6%	50.6%	50.9%

<b>2013 Population by Sex</b>				
	Males	49.3%	49.2%	48.9%
	Females	50.7%	50.8%	51.1%

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



<b>Waterbuy</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>
<b>Latitude: 38.72384</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>
<b>Longitude: -90.696278</b>	<b>Radius: 1.0 mile</b>	<b>Radius: 3.0 mile</b>	<b>Radius: 5.0 mile</b>



**2000 Population by Race/Ethnicity**

Total	4,284	24,349	74,764
White Alone	96.2%	95.8%	95.3%
Black Alone	1.6%	1.9%	2.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	0.9%	0.8%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	0.9%	0.9%	1.0%
Hispanic Origin	1.4%	1.2%	1.4%
Diversity Index	10.1	10.4	11.5

**2008 Population by Race/Ethnicity**

Total	6,498	35,693	103,172
White Alone	95.2%	94.8%	94.3%
Black Alone	1.8%	2.0%	2.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.3%	1.5%	1.3%
Some Other Race Alone	0.5%	0.4%	0.5%
Two or More Races	1.0%	1.1%	1.1%
Hispanic Origin	2.0%	1.7%	1.9%
Diversity Index	12.9	13.0	14.2

**2013 Population by Race/Ethnicity**

Total	7,835	43,130	120,989
White Alone	94.7%	94.3%	93.8%
Black Alone	1.9%	2.1%	2.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.6%	1.8%	1.6%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	2.3%	2.0%	2.2%
Diversity Index	14.4	14.5	15.7



**2000 Population 3+ by School Enrollment**

Total	4,013	22,925	70,641
Enrolled in Nursery/Preschool	3.3%	3.6%	3.1%
Enrolled in Kindergarten	2.7%	2.7%	2.2%
Enrolled in Grade 1-8	16.5%	16.6%	16.3%
Enrolled in Grade 9-12	6.0%	6.4%	6.6%
Enrolled in College	3.3%	3.5%	4.0%
Enrolled in Grad/Prof School	1.6%	1.3%	0.9%
Not Enrolled in School	66.6%	66.0%	67.0%

**2008 Population 25+ by Educational Attainment**

Total	3,744	20,501	61,329
Less than 9th Grade	0.5%	0.8%	1.5%
9th - 12th Grade, No Diploma	3.9%	3.3%	4.5%
High School Graduate	19.8%	20.3%	25.4%
Some College, No Degree	22.6%	23.6%	25.0%
Associate Degree	9.3%	9.4%	9.2%
Bachelor's Degree	32.6%	31.2%	25.2%
Graduate/Professional Degree	11.2%	11.4%	9.2%

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

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



<b>Waterbuy</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>
<b>Latitude: 38.72384</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>
<b>Longitude: -90.696278</b>	<b>Radius: 1.0 mile</b>	<b>Radius: 3.0 mile</b>	<b>Radius: 5.0 mile</b>



**2008 Population 15+ by Marital Status**

Total	4,419	24,672	74,035
Never Married	17.6%	18.0%	20.4%
Married	72.7%	73.4%	69.2%
Widowed	3.2%	2.8%	2.9%
Divorced	6.4%	5.8%	7.5%



**2000 Population 16+ by Employment Status**

Total	2,920	16,625	51,895
In Labor Force	77.6%	77.9%	77.4%
Civilian Employed	75.4%	75.3%	74.8%
Civilian Unemployed	2.1%	2.5%	2.5%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	22.4%	22.1%	22.6%

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

Civilian Employed	96.2%	95.0%	94.6%
Civilian Unemployed	3.8%	5.0%	5.4%

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

Civilian Employed	96.4%	95.3%	95.0%
Civilian Unemployed	3.6%	4.7%	5.0%

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

Total	1,484	8,504	26,577
Own Children < 6 Only	15.5%	13.6%	12.8%
Employed/in Armed Forces	9.3%	8.6%	8.6%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	5.9%	4.8%	3.9%
Own Children < 6 and 6-17 Only	11.5%	12.0%	11.0%
Employed/in Armed Forces	7.3%	7.5%	6.9%
Unemployed	0.0%	0.2%	0.3%
Not in Labor Force	4.1%	4.3%	3.8%
Own Children 6-17 Only	25.6%	23.8%	23.0%
Employed/in Armed Forces	19.3%	18.6%	18.0%
Unemployed	0.2%	0.2%	0.3%
Not in Labor Force	6.1%	5.1%	4.7%
No Own Children < 18	47.4%	50.6%	53.3%
Employed/in Armed Forces	28.6%	30.8%	32.8%
Unemployed	2.2%	2.4%	2.1%
Not in Labor Force	16.7%	17.4%	18.4%

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



<b>Waterbuy</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>
<b>Latitude: 38.72384</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>
<b>Longitude: -90.696278</b>	<b>Radius: 1.0 mile</b>	<b>Radius: 3.0 mile</b>	<b>Radius: 5.0 mile</b>



**2008 Employed Population 16+ by Industry**

Total	3,012	16,224	48,299
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	6.8%	7.2%	7.7%
Manufacturing	10.2%	11.5%	12.8%
Wholesale Trade	4.3%	4.7%	4.4%
Retail Trade	13.9%	13.8%	13.9%
Transportation/Utilities	4.1%	4.6%	5.5%
Information	4.3%	3.4%	3.3%
Finance/Insurance/Real Estate	10.7%	9.9%	8.7%
Services	41.6%	41.3%	40.0%
Public Administration	4.0%	3.2%	3.4%

**2008 Employed Population 16+ by Occupation**

Total	3,013	16,225	48,299
White Collar	73.5%	72.6%	68.0%
Management/Business/Financial	21.7%	20.1%	16.9%
Professional	22.7%	22.7%	21.0%
Sales	16.4%	15.8%	14.2%
Administrative Support	12.7%	14.1%	15.9%
Services	11.0%	11.3%	12.9%
Blue Collar	15.5%	16.0%	19.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.9%	5.2%	6.0%
Installation/Maintenance/Repair	3.3%	3.1%	3.5%
Production	3.4%	3.4%	4.7%
Transportation/Material Moving	3.9%	4.2%	4.8%



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

Total	2,178	12,417	38,438
Drove Alone - Car, Truck, or Van	89.7%	87.8%	86.7%
Carpooled - Car, Truck, or Van	4.8%	6.6%	8.4%
Public Transportation	0.2%	0.2%	0.3%
Walked	0.6%	0.6%	0.5%
Other Means	0.3%	0.5%	0.6%
Worked at Home	4.5%	4.3%	3.5%

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

Total	2,177	12,418	38,438
Did Not Work at Home	95.5%	95.7%	96.5%
Less than 5 minutes	1.1%	1.5%	1.4%
5 to 9 minutes	4.2%	4.7%	5.8%
10 to 19 minutes	16.9%	16.9%	20.3%
20 to 24 minutes	13.3%	12.3%	12.1%
25 to 34 minutes	29.1%	27.0%	26.1%
35 to 44 minutes	13.5%	14.4%	12.1%
45 to 59 minutes	12.6%	13.0%	12.8%
60 to 89 minutes	3.6%	4.2%	4.3%
90 or more minutes	1.1%	1.7%	1.6%
Worked at Home	4.5%	4.3%	3.5%
Average Travel Time to Work (in min)	29.4	30.4	29.5

**2000 Households by Vehicles Available**

Total	1,382	7,699	24,227
None	0.2%	1.5%	2.3%
1	15.3%	13.7%	18.1%
2	65.3%	62.3%	56.7%
3	16.0%	17.6%	17.4%
4	2.7%	3.8%	4.2%
5+	0.5%	1.1%	1.3%
Average Number of Vehicles Available	2.1	2.1	2.1

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



<b>Waterbury</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>
<b>Latitude: 38.72384</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>
<b>Longitude: -90.696278</b>	<b>Radius: 1.0 mile</b>	<b>Radius: 3.0 mile</b>	<b>Radius: 5.0 mile</b>



**2000 Households by Type**

Total	1,387	7,712	24,254
Family Households	85.0%	86.8%	84.5%
Married-couple Family	78.0%	79.5%	73.8%
With Related Children	49.0%	49.2%	44.5%
Other Family (No Spouse)	7.0%	7.3%	10.7%
With Related Children	5.1%	5.3%	7.8%
Nonfamily Households	15.0%	13.2%	15.5%
Householder Living Alone	12.4%	10.7%	12.0%
Householder Not Living Alone	2.6%	2.5%	3.5%
Households with Related Children	54.1%	54.4%	52.3%
Households with Persons 65+	11.6%	12.0%	12.1%

**2000 Households by Size**

Total	1,387	7,712	24,255
1 Person Household	12.3%	10.7%	12.0%
2 Person Household	28.8%	29.2%	30.0%
3 Person Household	18.1%	19.1%	20.0%
4 Person Household	25.4%	25.5%	23.5%
5 Person Household	11.1%	10.9%	10.2%
6 Person Household	3.2%	3.5%	3.3%
7+ Person Household	1.0%	1.1%	1.2%

**2000 Households by Year Householder Moved In**

Total	1,380	7,698	24,226
Moved in 1999 to March 2000	22.7%	21.2%	19.5%
Moved in 1995 to 1998	39.3%	39.7%	41.0%
Moved in 1990 to 1994	26.4%	26.2%	21.9%
Moved in 1980 to 1989	10.5%	10.4%	12.2%
Moved in 1970 to 1979	0.8%	1.8%	3.9%
Moved in 1969 or Earlier	0.3%	0.8%	1.4%
Median Year Householder Moved In	1996	1996	1996



**2000 Housing Units by Units in Structure**

Total	1,439	7,961	25,037
1, Detached	85.7%	91.3%	85.1%
1, Attached	8.3%	4.7%	3.6%
2	0.2%	0.2%	0.4%
3 or 4	0.7%	0.5%	0.6%
5 to 9	1.0%	0.5%	0.8%
10 to 19	0.0%	0.0%	0.6%
20+	0.0%	0.8%	1.1%
Mobile Home	4.1%	2.0%	7.8%
Other	0.0%	0.1%	0.0%

**2000 Housing Units by Year Structure Built**

Total	1,424	7,926	24,989
1999 to March 2000	14.9%	13.0%	10.4%
1995 to 1998	28.5%	29.4%	28.2%
1990 to 1994	27.9%	27.9%	21.3%
1980 to 1989	22.5%	21.2%	22.9%
1970 to 1979	2.9%	4.6%	11.7%
1969 or Earlier	3.2%	4.0%	5.5%
Median Year Structure Built	1994	1994	1992


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



<b>Waterbuy</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>	<b>929 Waterbury Falls Dr</b>
<b>Latitude: 38.72384</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>	<b>O Fallon, MO 63368</b>
<b>Longitude: -90.696278</b>	<b>Radius: 1.0 mile</b>	<b>Radius: 3.0 mile</b>	<b>Radius: 5.0 mile</b>

**Top 3 Tapestry Segments**

1.	Boomburbs	Boomburbs	Up and Coming Families
2.	Up and Coming Families	Up and Coming Families	Boomburbs
3.	Sophisticated Squires	Sophisticated Squires	Sophisticated Squires

 **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 \$	\$8,188,050	\$43,675,757	\$112,317,849
Average Spent	\$3,865.93	\$3,812.48	\$3,260.03
Spending Potential Index	144	142	121
Computers & Accessories: Total \$	\$892,096	\$4,751,508	\$12,195,835
Average Spent	\$421.20	\$414.76	\$353.98
Spending Potential Index	176	173	148
Education: Total \$	\$4,880,209	\$26,782,346	\$67,610,808
Average Spent	\$2,304.16	\$2,337.84	\$1,962.41
Spending Potential Index	168	170	143
Entertainment/Recreation: Total \$	\$13,638,241	\$72,880,556	\$187,087,707
Average Spent	\$6,439.21	\$6,361.78	\$5,430.23
Spending Potential Index	173	171	146
Food at Home: Total \$	\$16,213,920	\$86,716,069	\$225,930,086
Average Spent	\$7,655.30	\$7,569.49	\$6,557.63
Spending Potential Index	157	155	134
Food Away from Home: Total \$	\$12,109,874	\$64,600,241	\$166,999,442
Average Spent	\$5,717.60	\$5,638.99	\$4,847.17
Spending Potential Index	167	165	141
Health Care: Total \$	\$13,193,728	\$70,729,407	\$185,094,635
Average Spent	\$6,229.33	\$6,174.01	\$5,372.38
Spending Potential Index	152	151	131
HH Furnishings & Equipment: Total \$	\$8,612,216	\$45,874,921	\$116,837,032
Average Spent	\$4,066.20	\$4,004.44	\$3,391.20
Spending Potential Index	177	174	147
Investments: Total \$	\$4,312,030	\$23,797,320	\$58,431,346
Average Spent	\$2,035.90	\$2,077.28	\$1,695.97
Spending Potential Index	201	205	167
Retail Goods: Total \$	\$94,981,625	\$507,206,864	\$1,309,143,177
Average Spent	\$44,844.96	\$44,274.34	\$37,997.94
Spending Potential Index	165	163	140
Shelter: Total \$	\$58,155,025	\$311,499,186	\$793,971,327
Average Spent	\$27,457.52	\$27,190.92	\$23,045.06
Spending Potential Index	177	175	148
TV/Video/Sound Equipment: Total \$	\$5,048,110	\$26,845,167	\$69,521,114
Average Spent	\$2,383.43	\$2,343.33	\$2,017.85
Spending Potential Index	166	163	140
Travel: Total \$	\$7,115,534	\$38,486,067	\$97,477,336
Average Spent	\$3,359.55	\$3,359.47	\$2,829.28
Spending Potential Index	178	178	150
Vehicle Maintenance & Repairs: Total \$	\$3,485,058	\$18,590,658	\$48,219,329
Average Spent	\$1,645.45	\$1,622.79	\$1,399.57
Spending Potential Index	166	163	141

**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.