






Dorsett	11348 Dorsett Rd Maryland Heights, MO 63 Radius: 1.0 mile	11348 Dorsett Rd Maryland Heights, MO 63 Radius: 3.0 mile	11348 Dorsett Rd Maryland Heights, MO 63 Radius: 5.0 mile
 2000 Total Population	5,025	88,926	176,189
2000 Group Quarters	92	820	1,961
2008 Total Population	5,028	86,785	171,033
2013 Total Population	5,000	85,775	168,733
2008 - 2013 Annual Rate	-0.11%	-0.23%	-0.27%
 2000 Households	2,203	38,943	75,937
2000 Average Household Size	2.24	2.26	2.29
2008 Households	2,244	38,823	75,343
2008 Average Household Size	2.2	2.21	2.24
2013 Households	2,247	38,656	74,896
2013 Average Household Size	2.18	2.2	2.23
2008 - 2013 Annual Rate	0.03%	-0.09%	-0.12%
2000 Families	1,184	23,070	46,358
2000 Average Family Size	3.04	2.92	2.93
2008 Families	1,127	21,763	43,584
2008 Average Family Size	3.12	2.95	2.96
2013 Families	1,084	20,960	41,964
2013 Average Family Size	3.16	2.98	2.99
2008 - 2013 Annual Rate	-0.78%	-0.75%	-0.75%
 2000 Housing Units	2,344	40,968	80,506
Owner Occupied Housing Units	46.4%	60.2%	63.0%
Renter Occupied Housing Units	48.0%	34.7%	31.3%
Vacant Housing Units	5.7%	5.1%	5.7%
2008 Housing Units	2,414	41,672	81,827
Owner Occupied Housing Units	43.8%	58.2%	60.4%
Renter Occupied Housing Units	49.2%	35.0%	31.7%
Vacant Housing Units	7.0%	6.8%	7.9%
2013 Housing Units	2,446	42,016	82,504
Owner Occupied Housing Units	41.6%	56.4%	58.5%
Renter Occupied Housing Units	50.3%	35.6%	32.3%
Vacant Housing Units	8.1%	8.0%	9.2%
Median Household Income			
2000	\$37,318	\$43,001	\$45,684
2008	\$47,055	\$55,761	\$59,682
2013	\$57,890	\$65,004	\$67,870
Median Home Value			
2000	\$86,724	\$91,018	\$96,724
2008	\$117,020	\$122,690	\$130,370
2013	\$124,564	\$132,283	\$141,085
Per Capita Income			
2000	\$19,377	\$23,260	\$27,326
2008	\$25,527	\$30,165	\$35,234
2013	\$29,263	\$34,904	\$41,014
Median Age			
2000	34.3	37.1	38.0
2008	35.6	39.2	40.0
2013	35.7	40.4	41.1

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.



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 Radius: 3.0 mile

11348 Dorsett Rd
 Maryland Heights, MO 63
 Radius: 5.0 mile



2000 Households by Income

Household Income Base	2000	2008	2013
< \$15,000	2,187 (17.5%)	38,967 (12.5%)	75,892 (11.7%)
\$15,000 - \$24,999	11.9%	12.0%	11.5%
\$25,000 - \$34,999	16.7%	14.4%	13.4%
\$35,000 - \$49,999	19.9%	18.9%	17.6%
\$50,000 - \$74,999	22.1%	22.4%	21.4%
\$75,000 - \$99,999	7.3%	10.4%	10.7%
\$100,000 - \$149,999	3.3%	7.1%	8.2%
\$150,000 - \$199,999	0.8%	1.3%	2.2%
\$200,000+	0.5%	1.1%	3.3%
Average Household Income	\$44,017	\$52,491	\$62,822

2008 Households by Income

Household Income Base	2,242 (10.5%)	38,822 (8.4%)	75,342 (7.8%)
< \$15,000	10.5%	8.5%	8.2%
\$15,000 - \$24,999	13.6%	10.6%	9.8%
\$25,000 - \$34,999	18.4%	16.7%	15.4%
\$35,000 - \$49,999	24.4%	23.2%	21.7%
\$50,000 - \$74,999	14.9%	17.2%	16.8%
\$75,000 - \$99,999	5.7%	10.8%	11.8%
\$100,000 - \$149,999	1.2%	2.6%	3.6%
\$150,000 - \$199,999	0.9%	2.0%	4.9%
\$200,000+	\$55,323	\$67,085	\$79,884

2013 Households by Income

Household Income Base	2,247 (8.5%)	38,655 (7.0%)	74,896 (6.4%)
< \$15,000	8.5%	6.1%	5.9%
\$15,000 - \$24,999	8.3%	6.7%	6.5%
\$25,000 - \$34,999	17.3%	14.8%	13.5%
\$35,000 - \$49,999	29.2%	25.7%	24.3%
\$50,000 - \$74,999	15.9%	17.3%	16.7%
\$75,000 - \$99,999	9.9%	16.7%	16.3%
\$100,000 - \$149,999	1.2%	2.9%	3.8%
\$150,000 - \$199,999	1.3%	2.9%	6.5%
\$200,000+	\$62,960	\$77,042	\$92,272

2000 Owner Occupied HUs by Value

Total	1,141 (6.4%)	24,697 (9.5%)	50,733 (10.5%)
<\$50,000	57.5%	47.9%	41.4%
\$50,000 - 99,999	13.8%	27.0%	21.2%
\$100,000 - 149,999	12.2%	10.5%	11.4%
\$150,000 - 199,999	7.7%	4.0%	7.4%
\$200,000 - \$299,999	2.4%	1.0%	4.7%
\$300,000 - 499,999	0.0%	0.2%	2.8%
\$500,000 - 999,999	0.0%	0.0%	0.6%
\$1,000,000+	\$110,788	\$104,719	\$143,184

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,105 (98.9%)	14,238 (96.7%)	25,135 (96.8%)
With Cash Rent	1.1%	3.3%	3.2%
No Cash Rent	\$475	\$517	\$524
Median Rent	\$453	\$528	\$558
Average Rent			

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.



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 Radius: 5.0 mile



2000 Population by Age

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Total	5,026	88,924	176,186
0 - 4	5.6%	6.0%	5.9%
5 - 9	6.6%	6.2%	6.5%
10 - 14	6.8%	6.2%	6.5%
15 - 19	5.7%	5.7%	5.9%
20 - 24	7.9%	6.6%	6.1%
25 - 34	18.5%	15.9%	14.3%
35 - 44	17.8%	16.6%	16.1%
45 - 54	11.4%	13.1%	13.8%
55 - 64	7.4%	9.2%	9.8%
65 - 74	6.1%	7.5%	7.8%
75 - 84	4.8%	5.5%	5.5%
85+	1.4%	1.6%	1.8%
18+	77.5%	78.0%	77.3%

2008 Population by Age

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Total	5,026	86,787	171,031
0 - 4	5.7%	5.9%	5.8%
5 - 9	4.7%	5.5%	5.6%
10 - 14	5.2%	5.6%	5.9%
15 - 19	7.4%	6.0%	6.3%
20 - 24	9.6%	6.6%	6.5%
25 - 34	16.6%	14.4%	13.2%
35 - 44	14.7%	14.7%	13.7%
45 - 54	15.2%	15.2%	15.2%
55 - 64	9.0%	11.0%	11.9%
65 - 74	5.6%	7.2%	7.6%
75 - 84	4.4%	5.6%	5.8%
85+	2.0%	2.4%	2.5%
18+	80.1%	79.5%	78.9%

2013 Population by Age

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Total	5,000	85,775	168,731
0 - 4	5.9%	5.9%	5.8%
5 - 9	4.5%	5.3%	5.4%
10 - 14	4.1%	5.3%	5.6%
15 - 19	5.2%	5.5%	5.8%
20 - 24	11.3%	7.1%	6.9%
25 - 34	18.1%	14.0%	13.1%
35 - 44	12.9%	13.5%	12.5%
45 - 54	14.8%	15.2%	15.0%
55 - 64	11.2%	12.8%	13.5%
65 - 74	5.5%	7.5%	8.0%
75 - 84	4.3%	5.3%	5.5%
85+	2.2%	2.7%	2.8%
18+	82.7%	80.3%	79.7%

2000 Population by Sex

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Males	48.8%	47.9%	47.8%
Females	51.2%	52.1%	52.2%

2008 Population by Sex

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Males	49.0%	47.9%	47.8%
Females	51.0%	52.1%	52.2%

2013 Population by Sex

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Males	49.3%	48.1%	47.9%
Females	50.7%	51.9%	52.1%

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



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2000 Population by Race/Ethnicity

Total	5,025	88,925	176,190
White Alone	76.3%	81.7%	77.9%
Black Alone	14.4%	11.2%	15.7%
American Indian Alone	0.4%	0.2%	0.2%
Asian or Pacific Islander Alone	5.9%	4.4%	3.8%
Some Other Race Alone	1.5%	1.0%	0.8%
Two or More Races	1.5%	1.6%	1.5%
Hispanic Origin	3.6%	2.6%	2.2%
Diversity Index	43.6	35.4	39.4

2008 Population by Race/Ethnicity

Total	5,028	86,784	171,032
White Alone	69.6%	76.7%	73.1%
Black Alone	18.2%	13.8%	18.4%
American Indian Alone	0.4%	0.2%	0.2%
Asian or Pacific Islander Alone	8.3%	6.2%	5.5%
Some Other Race Alone	1.8%	1.2%	1.0%
Two or More Races	1.7%	1.8%	1.7%
Hispanic Origin	4.4%	3.3%	2.8%
Diversity Index	51.9	42.7	45.9

2013 Population by Race/Ethnicity

Total	5,001	85,775	168,732
White Alone	65.5%	73.5%	70.1%
Black Alone	20.3%	15.4%	20.0%
American Indian Alone	0.4%	0.2%	0.2%
Asian or Pacific Islander Alone	10.0%	7.6%	6.8%
Some Other Race Alone	2.0%	1.4%	1.1%
Two or More Races	1.8%	1.9%	1.8%
Hispanic Origin	4.9%	3.7%	3.1%
Diversity Index	56.4	47.1	49.6



2000 Population 3+ by School Enrollment

Total	5,019	85,947	170,187
Enrolled in Nursery/Preschool	2.0%	2.0%	2.1%
Enrolled in Kindergarten	1.4%	1.2%	1.3%
Enrolled in Grade 1-8	12.7%	10.4%	11.0%
Enrolled in Grade 9-12	4.3%	5.0%	5.3%
Enrolled in College	3.0%	4.2%	4.2%
Enrolled in Grad/Prof School	1.0%	1.7%	1.9%
Not Enrolled in School	75.7%	75.4%	74.3%

2008 Population 25+ by Educational Attainment

Total	3,393	61,182	119,460
Less than 9th Grade	6.1%	3.9%	3.3%
9th - 12th Grade, No Diploma	8.5%	7.8%	7.2%
High School Graduate	30.3%	27.3%	24.7%
Some College, No Degree	21.5%	21.3%	21.2%
Associate Degree	4.7%	6.0%	6.0%
Bachelor's Degree	20.3%	21.6%	22.6%
Graduate/Professional Degree	8.6%	12.2%	15.0%

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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2008 Population 15+ by Marital Status

	11348 Dorsett Rd	11348 Dorsett Rd	11348 Dorsett Rd
Total	4,246	72,043	141,367
Never Married	33.2%	30.6%	29.7%
Married	48.7%	49.8%	51.4%
Widowed	4.7%	6.8%	7.0%
Divorced	13.4%	12.9%	11.9%



2000 Population 16+ by Employment Status

	11348 Dorsett Rd	11348 Dorsett Rd	11348 Dorsett Rd
Total	4,061	71,370	140,428
In Labor Force	67.4%	69.1%	67.7%
Civilian Employed	64.8%	66.0%	64.6%
Civilian Unemployed	2.3%	3.0%	3.0%
In Armed Forces	0.3%	0.1%	0.1%
Not in Labor Force	32.6%	30.9%	32.3%

2008 Civilian Population 16+ in Labor Force

	11348 Dorsett Rd	11348 Dorsett Rd	11348 Dorsett Rd
Civilian Employed	93.8%	92.2%	92.2%
Civilian Unemployed	6.2%	7.8%	7.8%

2013 Civilian Population 16+ in Labor Force

	11348 Dorsett Rd	11348 Dorsett Rd	11348 Dorsett Rd
Civilian Employed	94.3%	92.8%	92.8%
Civilian Unemployed	5.7%	7.2%	7.2%

2000 Females 16+ by Employment Status and Age of Children

	11348 Dorsett Rd	11348 Dorsett Rd	11348 Dorsett Rd
Total	2,142	37,806	74,538
Own Children < 6 Only	6.0%	6.9%	6.7%
Employed/in Armed Forces	4.1%	4.8%	4.3%
Unemployed	0.0%	0.4%	0.3%
Not in Labor Force	2.0%	1.7%	2.0%
Own Children < 6 and 6-17 Only	6.4%	5.2%	5.3%
Employed/in Armed Forces	4.1%	3.4%	3.5%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	2.4%	1.6%	1.6%
Own Children 6-17 Only	14.4%	14.9%	15.7%
Employed/in Armed Forces	11.0%	11.9%	12.0%
Unemployed	0.4%	0.6%	0.6%
Not in Labor Force	3.0%	2.4%	3.0%
No Own Children < 18	73.2%	73.0%	72.4%
Employed/in Armed Forces	38.6%	40.2%	38.7%
Unemployed	2.1%	1.6%	1.7%
Not in Labor Force	32.4%	31.2%	32.0%

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



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2008 Employed Population 16+ by Industry

Total	2,543	43,916	84,413
Agriculture/Mining	0.6%	0.2%	0.1%
Construction	7.1%	5.6%	5.1%
Manufacturing	9.1%	10.6%	10.3%
Wholesale Trade	2.5%	4.2%	3.9%
Retail Trade	10.7%	11.5%	11.1%
Transportation/Utilities	6.6%	5.3%	5.2%
Information	2.7%	2.8%	2.9%
Finance/Insurance/Real Estate	8.5%	9.2%	9.5%
Services	47.7%	47.4%	48.5%
Public Administration	4.4%	3.2%	3.3%

2008 Employed Population 16+ by Occupation

Total	2,542	43,913	84,413
White Collar	62.7%	68.1%	70.4%
Management/Business/Financial	12.0%	15.1%	15.5%
Professional	22.5%	23.9%	25.7%
Sales	9.2%	11.3%	12.1%
Administrative Support	19.0%	17.8%	16.9%
Services	15.4%	14.6%	14.1%
Blue Collar	21.9%	17.4%	15.6%
Farming/Forestry/Fishing	0.9%	0.2%	0.1%
Construction/Extraction	5.7%	4.5%	3.8%
Installation/Maintenance/Repair	4.2%	3.2%	2.8%
Production	5.3%	4.6%	4.3%
Transportation/Material Moving	5.7%	4.8%	4.6%



2000 Workers 16+ by Means of Transportation to Work

Total	2,577	46,450	89,411
Drove Alone - Car, Truck, or Van	83.4%	85.2%	84.5%
Carpooled - Car, Truck, or Van	10.6%	8.8%	8.6%
Public Transportation	1.6%	1.4%	1.8%
Walked	1.4%	1.2%	1.3%
Other Means	1.1%	0.6%	0.6%
Worked at Home	2.0%	2.8%	3.1%

2000 Workers 16+ by Travel Time to Work

Total	2,576	46,452	89,410
Did Not Work at Home	98.0%	97.2%	96.9%
Less than 5 minutes	3.0%	2.2%	2.0%
5 to 9 minutes	11.3%	10.6%	9.7%
10 to 19 minutes	39.8%	35.6%	35.9%
20 to 24 minutes	15.2%	17.7%	18.3%
25 to 34 minutes	19.3%	20.7%	21.0%
35 to 44 minutes	4.7%	3.8%	3.7%
45 to 59 minutes	2.5%	3.8%	3.3%
60 to 89 minutes	0.9%	1.4%	1.5%
90 or more minutes	1.2%	1.4%	1.4%
Worked at Home	2.0%	2.8%	3.1%
Average Travel Time to Work (in min)	20.5	21.4	21.5

2000 Households by Vehicles Available

Total	2,247	38,943	75,891
None	10.2%	7.6%	7.3%
1	38.7%	40.1%	38.8%
2	37.2%	39.4%	40.3%
3	11.0%	10.0%	10.5%
4	2.0%	2.4%	2.5%
5+	0.8%	0.5%	0.6%
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 2008 and 2013.



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 Radius: 5.0 mile



2000 Households by Type

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Total	2,202	38,944	75,937
Family Households	53.8%	59.2%	61.0%
Married-couple Family	36.4%	43.5%	45.3%
With Related Children	15.8%	18.1%	19.1%
Other Family (No Spouse)	17.4%	15.8%	15.7%
With Related Children	11.4%	9.8%	9.8%
Nonfamily Households	46.2%	40.8%	39.0%
Householder Living Alone	38.2%	33.5%	32.4%
Householder Not Living Alone	8.0%	7.3%	6.6%
Households with Related Children	27.1%	27.9%	28.9%
Households with Persons 65+	19.7%	24.0%	25.0%

2000 Households by Size

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Total	2,203	38,943	75,937
1 Person Household	38.2%	33.5%	32.4%
2 Person Household	31.4%	34.1%	34.1%
3 Person Household	14.3%	15.1%	15.1%
4 Person Household	10.1%	11.0%	11.4%
5 Person Household	3.9%	4.2%	4.6%
6 Person Household	1.4%	1.5%	1.6%
7+ Person Household	0.7%	0.6%	0.7%

2000 Households by Year Householder Moved In

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Total	2,244	38,943	75,891
Moved in 1999 to March 2000	24.6%	20.9%	19.2%
Moved in 1995 to 1998	30.7%	26.0%	26.2%
Moved in 1990 to 1994	13.9%	13.9%	13.7%
Moved in 1980 to 1989	12.3%	14.9%	16.0%
Moved in 1970 to 1979	6.3%	11.1%	11.5%
Moved in 1969 or Earlier	12.3%	13.1%	13.5%
Median Year Householder Moved In	1996	1994	1993



2000 Housing Units by Units in Structure

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Total	2,372	41,047	80,539
1, Detached	53.1%	61.7%	65.9%
1, Attached	2.2%	5.0%	4.6%
2	0.0%	2.1%	2.0%
3 or 4	4.7%	6.5%	7.1%
5 to 9	6.9%	6.9%	6.2%
10 to 19	21.6%	9.7%	7.5%
20+	10.7%	7.9%	6.3%
Mobile Home	0.8%	0.2%	0.4%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	11348 Dorsett Rd Radius: 1.0 mile	11348 Dorsett Rd Radius: 3.0 mile	11348 Dorsett Rd Radius: 5.0 mile
Total	2,380	40,961	80,518
1999 to March 2000	3.0%	0.5%	0.4%
1995 to 1998	2.0%	2.1%	2.0%
1990 to 1994	6.1%	2.8%	2.7%
1980 to 1989	14.1%	11.2%	10.1%
1970 to 1979	19.3%	21.5%	19.5%
1969 or Earlier	55.5%	62.0%	65.2%
Median Year Structure Built	1968	1966	1964

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



Dorsett
Latitude: 38.708899
Longitude: -90.415045


11348 Dorsett Rd
Maryland Heights, MO 63
Radius: 1.0 mile

11348 Dorsett Rd
Maryland Heights, MO 63
Radius: 3.0 mile

11348 Dorsett Rd
Maryland Heights, MO 63
Radius: 5.0 mile

Top 3 Tapestry Segments

1.	Old and Newcomers	Rustbelt Traditions	Rustbelt Traditions
2.	Great Expectations	Old and Newcomers	Enterprising Professio
3.	Rustbelt Traditions	Great Expectations	Great Expectations

 **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 \$	\$3,982,301	\$81,544,226	\$187,320,009
Average Spent	\$1,774.64	\$2,100.41	\$2,486.23
Spending Potential Index	66	78	93
Computers & Accessories: Total \$	\$430,589	\$8,661,400	\$19,879,180
Average Spent	\$191.88	\$223.10	\$263.85
Spending Potential Index	80	93	110
Education: Total \$	\$2,564,768	\$52,194,050	\$119,546,171
Average Spent	\$1,142.94	\$1,344.41	\$1,586.69
Spending Potential Index	83	98	115
Entertainment/Recreation: Total \$	\$6,158,859	\$130,572,766	\$302,447,578
Average Spent	\$2,744.59	\$3,363.28	\$4,014.28
Spending Potential Index	74	91	108
Food at Home: Total \$	\$8,544,472	\$174,612,527	\$399,338,170
Average Spent	\$3,807.70	\$4,497.66	\$5,300.27
Spending Potential Index	78	92	108
Food Away from Home: Total \$	\$6,032,042	\$124,008,416	\$284,083,255
Average Spent	\$2,688.08	\$3,194.20	\$3,770.53
Spending Potential Index	78	93	110
Health Care: Total \$	\$6,774,296	\$145,528,559	\$336,389,377
Average Spent	\$3,018.85	\$3,748.51	\$4,464.77
Spending Potential Index	74	92	109
HH Furnishings & Equipment: Total \$	\$3,584,352	\$76,445,678	\$178,208,875
Average Spent	\$1,597.30	\$1,969.08	\$2,365.30
Spending Potential Index	69	86	103
Investments: Total \$	\$1,559,447	\$36,649,890	\$88,582,058
Average Spent	\$694.94	\$944.03	\$1,175.72
Spending Potential Index	69	93	116
Retail Goods: Total \$	\$44,075,443	\$926,608,092	\$2,141,314,867
Average Spent	\$19,641.46	\$23,867.50	\$28,420.89
Spending Potential Index	72	88	105
Shelter: Total \$	\$27,127,305	\$555,054,105	\$1,283,489,314
Average Spent	\$12,088.82	\$14,297.04	\$17,035.28
Spending Potential Index	78	92	110
TV/Video/Sound Equipment: Total \$	\$2,540,267	\$51,961,888	\$119,084,745
Average Spent	\$1,132.03	\$1,338.43	\$1,580.57
Spending Potential Index	79	93	110
Travel: Total \$	\$3,075,109	\$66,266,584	\$155,094,076
Average Spent	\$1,370.37	\$1,706.89	\$2,058.51
Spending Potential Index	73	91	109
Vehicle Maintenance & Repairs: Total \$	\$1,699,392	\$34,951,921	\$80,504,646
Average Spent	\$757.30	\$900.29	\$1,068.51
Spending Potential Index	76	91	108

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.