



10101 Gravois Rd, Affton, MO...




# Market Profile

Prepared By STDBonline

Latitude: 38.551041

Longitude: -90.336525

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	12,249	108,541	300,043
2000 Group Quarters	12	1,684	4,110
2009 Total Population	11,961	106,175	297,596
2014 Total Population	11,807	104,877	295,163
2009 - 2014 Annual Rate	-0.26%	-0.25%	-0.16%
 2000 Households	5,577	48,703	131,866
2000 Average Household Size	2.19	2.19	2.24
2009 Households	5,565	48,644	132,109
2009 Average Household Size	2.15	2.15	2.22
2014 Households	5,530	48,362	131,626
2014 Average Household Size	2.13	2.13	2.21
2009 - 2014 Annual Rate	-0.13%	-0.12%	-0.07%
2000 Families	3,230	29,077	78,041
2000 Average Family Size	2.91	2.87	2.94
2009 Families	3,038	27,522	74,255
2009 Average Family Size	2.92	2.88	2.97
2014 Families	2,921	26,537	71,766
2014 Average Family Size	2.94	2.89	3
2009 - 2014 Annual Rate	-0.78%	-0.73%	-0.68%
 <b>2000 Housing Units</b>	5,773	50,274	138,755
Owner Occupied Housing Units	63.6%	73.4%	67.9%
Renter Occupied Housing Units	33.1%	23.5%	27.1%
Vacant Housing Units	3.3%	3.1%	4.9%
<b>2009 Housing Units</b>	5,834	50,987	141,897
Owner Occupied Housing Units	61.7%	71.6%	66.2%
Renter Occupied Housing Units	33.7%	23.8%	26.9%
Vacant Housing Units	4.6%	4.6%	6.9%
<b>2014 Housing Units</b>	5,838	51,038	142,198
Owner Occupied Housing Units	61.2%	70.9%	65.4%
Renter Occupied Housing Units	33.5%	23.9%	27.2%
Vacant Housing Units	5.3%	5.2%	7.4%
<b>Median Household Income</b>			
2000	\$40,677	\$44,989	\$42,658
2009	\$51,648	\$59,612	\$55,858
2014	\$54,201	\$60,870	\$57,303
<b>Median Home Value</b>			
2000	\$106,755	\$108,310	\$101,915
2009	\$135,411	\$138,891	\$135,830
2014	\$147,978	\$153,903	\$153,614
<b>Per Capita Income</b>			
2000	\$24,278	\$25,422	\$24,456
2009	\$29,513	\$31,999	\$30,779
2014	\$31,280	\$33,693	\$32,272
<b>Median Age</b>			
2000	39.9	41.9	39.3
2009	41.8	44.7	41.6
2014	42.0	45.5	42.3

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 2009 and 2014.



10101 Gravois Rd, Affton, MO...


# Market Profile

Prepared By STDBonline

Latitude: 38.551041

Longitude: -90.336525

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Households by Income</b>			
 Household Income Base	5,602	48,678	132,086
< \$15,000	10.7%	10.5%	12.5%
\$15,000 - \$24,999	14.5%	12.4%	13.4%
\$25,000 - \$34,999	17.4%	15.0%	14.4%
\$35,000 - \$49,999	19.0%	18.0%	17.8%
\$50,000 - \$74,999	20.0%	22.4%	20.6%
\$75,000 - \$99,999	10.3%	11.4%	10.5%
\$100,000 - \$149,999	5.8%	7.2%	7.2%
\$150,000 - \$199,999	1.3%	1.8%	2.0%
\$200,000+	1.1%	1.6%	1.7%
Average Household Income	\$52,792	\$56,118	\$55,032
<b>2009 Households by Income</b>			
Household Income Base	5,565	48,642	132,110
< \$15,000	7.0%	6.6%	8.3%
\$15,000 - \$24,999	8.9%	8.2%	8.9%
\$25,000 - \$34,999	14.1%	11.3%	11.6%
\$35,000 - \$49,999	18.4%	16.1%	15.8%
\$50,000 - \$74,999	22.9%	23.5%	22.2%
\$75,000 - \$99,999	16.0%	18.2%	16.7%
\$100,000 - \$149,999	9.1%	10.9%	10.7%
\$150,000 - \$199,999	2.1%	2.9%	3.3%
\$200,000+	1.6%	2.2%	2.7%
Average Household Income	\$62,964	\$69,353	\$68,954
<b>2014 Households by Income</b>			
Household Income Base	5,529	48,362	131,626
< \$15,000	7.3%	6.7%	8.3%
\$15,000 - \$24,999	8.4%	7.6%	8.2%
\$25,000 - \$34,999	12.2%	9.7%	9.9%
\$35,000 - \$49,999	17.4%	15.2%	14.7%
\$50,000 - \$74,999	22.2%	22.7%	23.0%
\$75,000 - \$99,999	18.8%	20.9%	18.3%
\$100,000 - \$149,999	9.7%	11.5%	11.1%
\$150,000 - \$199,999	2.3%	3.2%	3.5%
\$200,000+	1.8%	2.5%	2.9%
Average Household Income	\$66,286	\$72,514	\$71,939
<b>2000 Owner Occupied HUs by Value</b>			
Total	3,636	36,950	94,215
<\$50,000	0.6%	3.0%	7.7%
\$50,000 - 99,999	43.0%	40.1%	41.0%
\$100,000 - 149,999	35.0%	33.8%	27.8%
\$150,000 - 199,999	12.9%	12.5%	11.4%
\$200,000 - \$299,999	6.8%	7.3%	7.6%
\$300,000 - 499,999	1.5%	2.5%	3.3%
\$500,000 - 999,999	0.2%	0.6%	1.0%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$124,137	\$129,342	\$127,609
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	1,934	11,729	37,593
With Cash Rent	97.8%	96.1%	96.2%
No Cash Rent	2.2%	3.9%	3.8%
Median Rent	\$443	\$463	\$420
Average Rent	\$443	\$515	\$463

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.



10101 Gravois Rd, Affton, MO...


# Market Profile

Prepared By STDBonline

Latitude: 38.551041

Longitude: -90.336525

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Population by Age</b>			
 Total	12,247	108,539	300,038
Age 0 - 4	5.3%	5.0%	5.8%
Age 5 - 9	5.6%	5.5%	6.0%
Age 10 - 14	6.3%	5.8%	6.2%
Age 15 - 19	5.7%	5.7%	5.9%
Age 20 - 24	6.2%	5.2%	5.6%
Age 25 - 34	13.1%	12.2%	13.8%
Age 35 - 44	16.3%	15.5%	16.0%
Age 45 - 54	13.0%	13.2%	13.4%
Age 55 - 64	9.0%	9.3%	8.8%
Age 65 - 74	9.6%	10.6%	8.8%
Age 75 - 84	7.8%	8.9%	7.1%
Age 85+	2.1%	3.2%	2.7%
Age 18+	79.3%	80.2%	78.4%
<b>2009 Population by Age</b>			
Total	11,963	106,172	297,597
Age 0 - 4	5.4%	4.9%	5.7%
Age 5 - 9	5.5%	5.1%	5.7%
Age 10 - 14	5.4%	5.4%	5.8%
Age 15 - 19	5.4%	5.6%	5.8%
Age 20 - 24	6.2%	5.4%	5.9%
Age 25 - 34	13.1%	11.0%	12.2%
Age 35 - 44	13.5%	13.0%	13.7%
Age 45 - 54	15.4%	15.6%	15.5%
Age 55 - 64	11.8%	12.3%	12.0%
Age 65 - 74	7.9%	8.5%	7.5%
Age 75 - 84	7.1%	8.5%	6.7%
Age 85+	3.2%	4.6%	3.5%
Age 18+	80.5%	81.2%	79.4%
<b>2014 Population by Age</b>			
Total	11,811	104,878	295,162
Age 0 - 4	5.3%	4.8%	5.5%
Age 5 - 9	5.5%	5.1%	5.6%
Age 10 - 14	5.5%	5.4%	5.8%
Age 15 - 19	5.1%	5.4%	5.6%
Age 20 - 24	5.7%	5.4%	5.9%
Age 25 - 34	13.7%	11.3%	12.7%
Age 35 - 44	13.1%	12.0%	12.5%
Age 45 - 54	14.0%	14.5%	14.3%
Age 55 - 64	13.5%	14.3%	13.6%
Age 65 - 74	9.5%	9.9%	9.0%
Age 75 - 84	5.9%	7.3%	5.9%
Age 85+	3.2%	4.7%	3.6%
Age 18+	80.5%	81.5%	79.7%
<b>2000 Population by Sex</b>			
Males	46.6%	46.2%	47.0%
Females	53.4%	53.8%	53.0%
<b>2009 Population by Sex</b>			
Males	47.2%	46.7%	47.5%
Females	52.8%	53.3%	52.5%
<b>2014 Population by Sex</b>			
Males	47.7%	47.0%	47.7%
Females	52.3%	53.0%	52.3%

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





10101 Gravois Rd, Affton, MO...

Latitude: 38.551041

Longitude: -90.336525

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2000 Population by Race/Ethnicity</b>			
 Total	12,249	108,541	300,042
White Alone	95.6%	95.9%	91.4%
Black Alone	0.8%	0.9%	4.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.8%	1.7%	1.6%
Some Other Race Alone	0.3%	0.4%	0.6%
Two or More Races	1.3%	1.1%	1.4%
Hispanic Origin	1.2%	1.3%	1.8%
Diversity Index	10.6	10.3	19.2
<b>2009 Population by Race/Ethnicity</b>			
Total	11,962	106,175	297,597
White Alone	94.0%	94.2%	88.7%
Black Alone	1.1%	1.2%	6.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	2.8%	2.6%	2.5%
Some Other Race Alone	0.4%	0.5%	0.8%
Two or More Races	1.6%	1.3%	1.7%
Hispanic Origin	1.6%	1.8%	2.5%
Diversity Index	14.4	14.3	24.7
<b>2014 Population by Race/Ethnicity</b>			
Total	11,807	104,878	295,162
White Alone	92.9%	93.1%	87.1%
Black Alone	1.2%	1.4%	6.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	3.5%	3.3%	3.2%
Some Other Race Alone	0.4%	0.6%	0.9%
Two or More Races	1.8%	1.5%	1.9%
Hispanic Origin	1.9%	2.1%	2.9%
Diversity Index	16.8	16.8	27.9
<b>2000 Population 3+ by School Enrollment</b>			
 Total	11,916	105,141	289,480
Enrolled in Nursery/Preschool	1.7%	1.7%	1.9%
Enrolled in Kindergarten	1.1%	1.0%	1.2%
Enrolled in Grade 1-8	9.8%	9.7%	10.3%
Enrolled in Grade 9-12	5.5%	5.0%	5.1%
Enrolled in College	4.3%	4.6%	4.6%
Enrolled in Grad/Prof School	1.7%	1.6%	1.7%
Not Enrolled in School	75.9%	76.3%	75.3%
<b>2009 Population 25+ by Educational Attainment</b>			
Total	8,620	78,057	211,720
Less than 9th Grade	4.0%	3.9%	4.5%
9th - 12th Grade, No Diploma	7.3%	7.2%	8.3%
High School Graduate	30.8%	27.0%	26.8%
Some College, No Degree	23.8%	22.1%	20.9%
Associate Degree	6.8%	6.6%	6.7%
Bachelor's Degree	17.9%	20.9%	20.6%
Graduate/Professional Degree	9.3%	12.3%	12.4%



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.



10101 Gravois Rd, Affton, MO...

Latitude: 38.551041  
Longitude: -90.336525  
Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
<b>2009 Population 15+ by Marital Status</b>			
 Total	10,013	89,733	246,665
Never Married	29.6%	26.9%	29.3%
Married	50.4%	52.8%	50.5%
Widowed	7.9%	9.7%	8.6%
Divorced	12.2%	10.7%	11.6%
<b>2000 Population 16+ by Employment Status</b>			
 Total	10,063	89,453	242,714
In Labor Force	64.6%	62.4%	64.8%
Civilian Employed	62.6%	60.4%	62.4%
Civilian Unemployed	1.8%	2.0%	2.4%
In Armed Forces	0.2%	0.0%	0.1%
Not in Labor Force	35.4%	37.6%	35.2%
<b>2009 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.8%	92.4%	92.1%
Civilian Unemployed	7.2%	7.6%	7.9%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.8%	95.5%	95.3%
Civilian Unemployed	4.2%	4.5%	4.7%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	5,466	48,940	131,215
Own Children < 6 Only	6.6%	5.7%	6.5%
Employed/in Armed Forces	4.6%	3.9%	4.4%
Unemployed	0.1%	0.1%	0.2%
Not in Labor Force	1.9%	1.7%	1.9%
Own Children < 6 and 6-17 Only	4.2%	4.0%	4.5%
Employed/in Armed Forces	2.5%	2.6%	2.9%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.6%	1.3%	1.5%
Own Children 6-17 Only	12.3%	13.5%	14.4%
Employed/in Armed Forces	9.7%	10.7%	11.1%
Unemployed	0.2%	0.2%	0.3%
Not in Labor Force	2.5%	2.6%	3.0%
No Own Children < 18	76.9%	76.8%	74.6%
Employed/in Armed Forces	40.5%	37.0%	38.0%
Unemployed	0.9%	1.4%	1.4%
Not in Labor Force	35.5%	38.3%	35.2%

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



10101 Gravois Rd, Affton, MO...

# Market Profile

Prepared By STDBOnline

Latitude: 38.551041

Longitude: -90.336525

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles



## 2009 Employed Population 16+ by Industry

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,756	49,558	139,785
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	5.5%	5.3%	5.0%
Manufacturing	7.7%	8.0%	8.7%
Wholesale Trade	3.7%	3.8%	3.6%
Retail Trade	13.3%	12.1%	11.7%
Transportation/Utilities	4.2%	4.6%	4.6%
Information	4.0%	3.1%	2.9%
Finance/Insurance/Real Estate	9.5%	9.6%	9.1%
Services	47.5%	48.5%	48.9%
Public Administration	4.5%	4.9%	5.4%

## 2009 Employed Population 16+ by Occupation

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,754	49,559	139,783
White Collar	70.3%	72.2%	69.0%
Management/Business/Financial	15.2%	15.9%	14.9%
Professional	21.9%	25.3%	24.7%
Sales	13.3%	13.3%	12.6%
Administrative Support	19.9%	17.7%	16.8%
Services	13.9%	13.4%	15.3%
Blue Collar	15.8%	14.4%	15.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.5%	3.9%	4.0%
Installation/Maintenance/Repair	3.9%	2.7%	2.7%
Production	4.0%	3.8%	4.6%
Transportation/Material Moving	4.3%	4.0%	4.2%



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

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	6,262	53,473	149,488
Drove Alone - Car, Truck, or Van	86.6%	87.4%	84.4%
Carpooled - Car, Truck, or Van	8.6%	7.8%	9.1%
Public Transportation	1.0%	0.9%	1.9%
Walked	1.1%	1.1%	1.5%
Other Means	0.4%	0.3%	0.5%
Worked at Home	2.4%	2.5%	2.6%

## 2000 Workers 16+ by Travel Time to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	6,262	53,475	149,487
Did Not Work at Home	97.6%	97.5%	97.4%
Less than 5 minutes	2.6%	2.0%	2.1%
5 to 9 minutes	8.6%	8.6%	8.4%
10 to 19 minutes	28.8%	31.0%	31.8%
20 to 24 minutes	20.4%	20.5%	19.9%
25 to 34 minutes	24.2%	24.1%	22.9%
35 to 44 minutes	6.6%	5.3%	5.1%
45 to 59 minutes	3.9%	3.9%	4.4%
60 to 89 minutes	1.1%	1.2%	1.7%
90 or more minutes	1.4%	1.0%	1.1%
Worked at Home	2.4%	2.5%	2.6%
Average Travel Time to Work (in min)	23.3	22.3	22.4

## 2000 Households by Vehicles Available

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,575	48,688	131,855
None	5.5%	6.4%	8.3%
1	44.7%	40.4%	41.1%
2	38.0%	40.2%	38.1%
3	8.5%	9.7%	9.4%
4	2.4%	2.7%	2.4%
5+	0.8%	0.7%	0.7%
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 2009 and 2014.



10101 Gravois Rd, Affton, MO...

# Market Profile

Prepared By STDBonline

Latitude: 38.551041

Longitude: -90.336525

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles



## 2000 Households by Type

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,577	48,704	131,866
Family Households	57.9%	59.7%	59.2%
Married-couple Family	45.5%	48.3%	45.9%
With Related Children	18.3%	18.7%	19.5%
Other Family (No Spouse)	12.4%	11.4%	13.3%
With Related Children	7.0%	5.9%	7.5%
Nonfamily Households	42.1%	40.3%	40.8%
Householder Living Alone	37.2%	35.4%	35.2%
Householder Not Living Alone	4.9%	4.9%	5.6%
Households with Related Children	25.3%	24.6%	27.0%
Households with Persons 65+	31.4%	35.2%	29.9%

## 2000 Households by Size

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,577	48,703	131,866
1 Person Household	37.2%	35.4%	35.2%
2 Person Household	33.3%	34.7%	32.9%
3 Person Household	13.1%	13.4%	14.0%
4 Person Household	10.3%	10.5%	11.0%
5 Person Household	4.2%	4.1%	4.7%
6 Person Household	1.3%	1.3%	1.5%
7+ Person Household	0.5%	0.5%	0.6%

## 2000 Households by Year Householder Moved In

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,577	48,689	131,854
Moved in 1999 to March 2000	17.3%	14.5%	16.2%
Moved in 1995 to 1998	25.1%	24.2%	26.6%
Moved in 1990 to 1994	17.2%	16.3%	15.3%
Moved in 1980 to 1989	12.4%	16.0%	15.8%
Moved in 1970 to 1979	10.1%	10.3%	10.0%
Moved in 1969 or Earlier	18.0%	18.8%	16.1%
Median Year Householder Moved In	1993	1992	1993



## 2000 Housing Units by Units in Structure

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,776	50,271	138,726
1, Detached	64.0%	72.9%	69.4%
1, Attached	2.3%	3.3%	2.5%
2	1.6%	1.7%	5.0%
3 or 4	12.8%	6.3%	7.9%
5 to 9	9.6%	5.7%	5.1%
10 to 19	5.5%	4.3%	4.6%
20+	4.2%	5.6%	5.3%
Mobile Home	0.1%	0.1%	0.1%
Other	0.0%	0.0%	0.0%

## 2000 Housing Units by Year Structure Built

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,782	50,268	138,749
1999 to March 2000	0.5%	0.5%	0.4%
1995 to 1998	0.6%	2.0%	1.6%
1990 to 1994	3.5%	3.2%	2.6%
1980 to 1989	4.9%	6.6%	6.2%
1970 to 1979	14.6%	9.5%	9.3%
1969 or Earlier	75.9%	78.3%	79.9%
Median Year Structure Built	1961	1959	1954

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



10101 Gravois Rd, Affton, MO...

Latitude: 38.551041  
Longitude: -90.336525  
Site Type: Ring


Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

**Top 3 Tapestry Segments**

1.	Old and Newcomers	Rustbelt Retirees	Prosperous Empty Nests
2.	Rustbelt Retirees	Prosperous Empty Nests	Rustbelt Traditions
3.	Prosperous Empty Nests	Retirement Communities	Rustbelt Retirees

 **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 \$	\$8,734,951	\$83,215,073	\$227,430,423
Average Spent	\$1,569.62	\$1,710.70	\$1,721.54
Spending Potential Index	63	68	69
Computers & Accessories: Total \$	\$1,112,073	\$10,563,887	\$29,179,305
Average Spent	\$199.83	\$217.17	\$220.87
Spending Potential Index	88	95	97
Education: Total \$	\$6,431,661	\$62,044,726	\$170,232,203
Average Spent	\$1,155.73	\$1,275.49	\$1,288.57
Spending Potential Index	92	102	103
Entertainment/Recreation: Total \$	\$16,002,409	\$154,840,248	\$418,600,856
Average Spent	\$2,875.55	\$3,183.13	\$3,168.60
Spending Potential Index	89	98	98
Food at Home: Total \$	\$22,813,954	\$218,327,067	\$592,197,018
Average Spent	\$4,099.54	\$4,488.26	\$4,482.64
Spending Potential Index	90	98	98
Food Away from Home: Total \$	\$16,650,008	\$158,751,308	\$432,324,218
Average Spent	\$2,991.92	\$3,263.53	\$3,272.48
Spending Potential Index	90	98	98
Health Care: Total \$	\$19,726,928	\$193,997,924	\$508,211,570
Average Spent	\$3,544.82	\$3,988.12	\$3,846.91
Spending Potential Index	94	106	102
HH Furnishings & Equipment: Total \$	\$9,360,677	\$90,211,618	\$244,377,136
Average Spent	\$1,682.06	\$1,854.53	\$1,849.81
Spending Potential Index	77	85	85
Investments: Total \$	\$6,825,326	\$67,976,960	\$174,865,713
Average Spent	\$1,226.47	\$1,397.44	\$1,323.65
Spending Potential Index	85	97	92
Retail Goods: Total \$	\$120,624,045	\$1,163,167,632	\$3,146,226,724
Average Spent	\$21,675.48	\$23,911.84	\$23,815.39
Spending Potential Index	84	93	93
Shelter: Total \$	\$77,925,279	\$743,950,516	\$2,010,159,305
Average Spent	\$14,002.75	\$15,293.78	\$15,215.91
Spending Potential Index	90	98	97
TV/Video/Sound Equipment: Total \$	\$6,057,537	\$57,928,026	\$157,894,850
Average Spent	\$1,088.51	\$1,190.86	\$1,195.19
Spending Potential Index	90	98	98
Travel: Total \$	\$9,254,236	\$89,898,746	\$238,974,940
Average Spent	\$1,662.94	\$1,848.10	\$1,808.92
Spending Potential Index	90	100	98
Vehicle Maintenance & Repairs: Total \$	\$4,631,295	\$44,446,413	\$120,259,986
Average Spent	\$832.22	\$913.71	\$910.31
Spending Potential Index	89	98	97

**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.