






Lat: 38.800366, Lon: -90.677...

Market Profile

Prepared By STDBonline

Latitude: 38.800366
Longitude: -90.677653
Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	7,893	54,482	109,915
2000 Group Quarters	96	364	573
2009 Total Population	8,416	70,516	141,512
2014 Total Population	8,746	78,428	158,339
2009 - 2014 Annual Rate	0.77%	2.15%	2.27%
 2000 Households	2,654	18,584	36,996
2000 Average Household Size	2.94	2.91	2.96
2009 Households	2,937	24,933	49,365
2009 Average Household Size	2.83	2.81	2.86
2014 Households	3,083	28,019	55,720
2014 Average Household Size	2.81	2.79	2.83
2009 - 2014 Annual Rate	0.98%	2.36%	2.45%
2000 Families	2,130	14,945	30,035
2000 Average Family Size	3.28	3.25	3.29
2009 Families	2,267	19,358	38,781
2009 Average Family Size	3.23	3.2	3.24
2014 Families	2,332	21,340	43,016
2014 Average Family Size	3.23	3.2	3.24
2009 - 2014 Annual Rate	0.57%	1.97%	2.09%
 2000 Housing Units	2,712	19,136	38,023
Owner Occupied Housing Units	90.2%	86.3%	86.7%
Renter Occupied Housing Units	7.6%	10.8%	10.5%
Vacant Housing Units	2.2%	3.0%	2.8%
2009 Housing Units	3,037	26,092	51,679
Owner Occupied Housing Units	87.7%	84.9%	84.4%
Renter Occupied Housing Units	9.1%	10.7%	11.1%
Vacant Housing Units	3.3%	4.4%	4.5%
2014 Housing Units	3,191	29,358	58,429
Owner Occupied Housing Units	87.2%	84.6%	84.2%
Renter Occupied Housing Units	9.4%	10.8%	11.2%
Vacant Housing Units	3.4%	4.6%	4.6%
Median Household Income			
2000	\$59,069	\$57,242	\$60,457
2009	\$77,544	\$76,136	\$80,513
2014	\$81,196	\$81,132	\$88,391
Median Home Value			
2000	\$113,896	\$113,955	\$120,413
2009	\$171,492	\$174,900	\$184,038
2014	\$209,075	\$212,906	\$224,659
Per Capita Income			
2000	\$21,445	\$21,408	\$22,462
2009	\$30,761	\$30,395	\$32,350
2014	\$32,003	\$31,954	\$34,050
Median Age			
2000	32.5	32.2	32.6
2009	32.2	33.0	33.5
2014	32.5	33.0	33.4


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 2009 and 2014.



Lat: 38.800366, Lon: -90.677...

Latitude: 38.800366
Longitude: -90.677653
Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Households by Income			
 Household Income Base	2,669	18,593	37,085
< \$15,000	2.5%	4.8%	4.4%
\$15,000 - \$24,999	6.8%	7.2%	6.4%
\$25,000 - \$34,999	12.6%	10.3%	9.3%
\$35,000 - \$49,999	17.3%	17.6%	16.4%
\$50,000 - \$74,999	32.1%	31.1%	31.5%
\$75,000 - \$99,999	18.1%	17.5%	18.3%
\$100,000 - \$149,999	8.2%	9.1%	10.5%
\$150,000 - \$199,999	1.2%	1.2%	2.1%
\$200,000+	1.2%	1.1%	1.2%
Average Household Income	\$63,313	\$62,268	\$65,799
2009 Households by Income			
Household Income Base	2,940	24,932	49,365
< \$15,000	1.2%	2.9%	2.4%
\$15,000 - \$24,999	3.0%	4.1%	3.6%
\$25,000 - \$34,999	5.3%	5.6%	5.0%
\$35,000 - \$49,999	12.0%	11.9%	10.8%
\$50,000 - \$74,999	25.2%	24.1%	22.1%
\$75,000 - \$99,999	22.2%	20.5%	20.9%
\$100,000 - \$149,999	23.8%	23.8%	25.7%
\$150,000 - \$199,999	4.7%	4.4%	5.7%
\$200,000+	2.6%	2.6%	3.8%
Average Household Income	\$87,742	\$85,700	\$92,270
2014 Households by Income			
Household Income Base	3,085	28,018	55,718
< \$15,000	1.2%	3.0%	2.4%
\$15,000 - \$24,999	2.9%	3.9%	3.4%
\$25,000 - \$34,999	4.4%	4.8%	4.2%
\$35,000 - \$49,999	11.3%	11.0%	10.1%
\$50,000 - \$74,999	24.8%	22.4%	20.2%
\$75,000 - \$99,999	16.8%	16.0%	15.8%
\$100,000 - \$149,999	30.9%	31.5%	33.8%
\$150,000 - \$199,999	4.8%	4.6%	6.0%
\$200,000+	2.7%	2.8%	4.1%
Average Household Income	\$90,354	\$89,153	\$96,310
2000 Owner Occupied HUs by Value			
Total	2,406	16,480	32,997
<\$50,000	5.1%	7.5%	5.7%
\$50,000 - 99,999	27.3%	30.1%	24.5%
\$100,000 - 149,999	52.1%	37.3%	41.9%
\$150,000 - 199,999	13.1%	17.4%	19.0%
\$200,000 - \$299,999	2.0%	6.8%	7.2%
\$300,000 - 499,999	0.3%	0.7%	1.3%
\$500,000 - 999,999	0.0%	0.2%	0.2%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$115,649	\$123,147	\$130,521
2000 Specified Renter Occupied HUs by Contract Rent			
Total	243	2,068	3,956
With Cash Rent	92.6%	94.1%	94.7%
No Cash Rent	7.4%	5.9%	5.3%
Median Rent	\$526	\$531	\$545
Average Rent	\$573	\$532	\$558

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.




Lat: 38.800366, Lon: -90.677...

Latitude: 38.800366

Longitude: -90.677653

Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Population by Age			
 Total	7,894	54,482	109,915
Age 0 - 4	9.0%	9.1%	8.7%
Age 5 - 9	8.8%	9.0%	9.0%
Age 10 - 14	8.6%	8.6%	9.1%
Age 15 - 19	7.5%	7.1%	7.2%
Age 20 - 24	4.9%	5.1%	4.7%
Age 25 - 34	16.0%	16.3%	15.5%
Age 35 - 44	20.5%	19.1%	19.6%
Age 45 - 54	11.2%	11.6%	12.5%
Age 55 - 64	6.2%	6.9%	6.9%
Age 65 - 74	4.1%	4.4%	4.2%
Age 75 - 84	2.2%	2.2%	2.1%
Age 85+	0.9%	0.6%	0.6%
Age 18+	68.4%	68.6%	68.3%
2009 Population by Age			
Total	8,415	70,513	141,511
Age 0 - 4	9.4%	9.2%	9.0%
Age 5 - 9	8.6%	8.6%	8.6%
Age 10 - 14	7.8%	8.1%	8.3%
Age 15 - 19	6.5%	6.9%	7.0%
Age 20 - 24	5.5%	5.3%	5.2%
Age 25 - 34	16.6%	14.9%	14.1%
Age 35 - 44	15.5%	16.5%	16.6%
Age 45 - 54	15.0%	14.4%	15.0%
Age 55 - 64	7.7%	8.5%	8.8%
Age 65 - 74	4.0%	4.4%	4.4%
Age 75 - 84	2.4%	2.4%	2.3%
Age 85+	1.0%	0.8%	0.7%
Age 18+	70.0%	69.5%	69.5%
2014 Population by Age			
Total	8,746	78,428	158,342
Age 0 - 4	9.3%	9.1%	9.0%
Age 5 - 9	8.7%	8.7%	8.7%
Age 10 - 14	8.0%	8.3%	8.4%
Age 15 - 19	6.2%	6.7%	6.8%
Age 20 - 24	5.1%	5.3%	5.1%
Age 25 - 34	17.8%	15.2%	14.8%
Age 35 - 44	14.5%	15.3%	15.3%
Age 45 - 54	13.3%	13.6%	14.1%
Age 55 - 64	9.1%	9.5%	9.6%
Age 65 - 74	4.5%	5.1%	5.2%
Age 75 - 84	2.4%	2.4%	2.3%
Age 85+	1.1%	0.8%	0.8%
Age 18+	70.0%	69.4%	69.4%
2000 Population by Sex			
Males	49.0%	49.2%	49.4%
Females	51.0%	50.8%	50.6%
2009 Population by Sex			
Males	48.6%	48.8%	49.1%
Females	51.4%	51.2%	50.9%
2014 Population by Sex			
Males	48.5%	48.6%	48.9%
Females	51.5%	51.4%	51.1%

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



Lat: 38.800366, Lon: -90.677...

Latitude: 38.800366

Longitude: -90.677653

Site Type: Ring

Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles



2000 Population by Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	7,892	54,482	109,914
White Alone	95.2%	95.4%	95.3%
Black Alone	1.9%	2.2%	2.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.9%	0.8%	0.9%
Some Other Race Alone	0.4%	0.4%	0.4%
Two or More Races	1.4%	1.1%	1.0%
Hispanic Origin	1.8%	1.6%	1.5%
Diversity Index	12.5	11.8	11.8

2009 Population by Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	8,415	70,515	141,512
White Alone	93.9%	94.2%	94.1%
Black Alone	2.2%	2.5%	2.5%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.5%	1.2%	1.4%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	1.6%	1.3%	1.2%
Hispanic Origin	2.5%	2.2%	2.1%
Diversity Index	16.1	15.0	14.9

2014 Population by Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	8,747	78,427	158,340
White Alone	93.3%	93.7%	93.6%
Black Alone	2.2%	2.6%	2.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	1.8%	1.5%	1.6%
Some Other Race Alone	0.6%	0.6%	0.6%
Two or More Races	1.7%	1.3%	1.3%
Hispanic Origin	2.9%	2.5%	2.4%
Diversity Index	17.7	16.5	16.4



2000 Population 3+ by School Enrollment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	7,637	51,597	104,443
Enrolled in Nursery/Preschool	2.7%	2.4%	2.5%
Enrolled in Kindergarten	1.4%	1.6%	1.8%
Enrolled in Grade 1-8	15.7%	15.2%	15.4%
Enrolled in Grade 9-12	7.5%	6.7%	6.9%
Enrolled in College	3.7%	4.1%	4.2%
Enrolled in Grad/Prof School	0.3%	0.7%	1.0%
Not Enrolled in School	68.7%	69.2%	68.2%

2009 Population 25+ by Educational Attainment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,237	43,625	87,586
Less than 9th Grade	2.6%	2.7%	2.1%
9th - 12th Grade, No Diploma	6.1%	5.9%	5.3%
High School Graduate	29.5%	31.5%	29.0%
Some College, No Degree	26.5%	25.8%	25.9%
Associate Degree	8.2%	8.7%	8.8%
Bachelor's Degree	20.1%	17.9%	20.8%
Graduate/Professional Degree	7.0%	7.5%	8.1%



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.



Lat: 38.800366, Lon: -90.677...

Latitude: 38.800366
Longitude: -90.677653
Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population 15+ by Marital Status			
 Total	6,247	52,201	104,858
Never Married	24.4%	22.9%	22.7%
Married	58.7%	63.9%	65.0%
Widowed	4.4%	3.8%	3.5%
Divorced	12.5%	9.4%	8.8%
2000 Population 16+ by Employment Status			
 Total	5,732	39,042	78,728
In Labor Force	76.6%	77.0%	77.1%
Civilian Employed	74.6%	74.3%	74.8%
Civilian Unemployed	1.8%	2.4%	2.1%
In Armed Forces	0.3%	0.2%	0.1%
Not in Labor Force	23.4%	23.0%	22.9%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	92.8%	92.6%	92.9%
Civilian Unemployed	7.2%	7.4%	7.1%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	96.2%	95.5%	95.6%
Civilian Unemployed	3.8%	4.5%	4.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,917	20,135	40,514
Own Children < 6 Only	11.1%	11.8%	11.1%
Employed/in Armed Forces	8.7%	8.3%	7.7%
Unemployed	0.4%	0.4%	0.3%
Not in Labor Force	2.0%	3.0%	3.1%
Own Children < 6 and 6-17 Only	8.2%	9.0%	9.5%
Employed/in Armed Forces	4.8%	5.5%	5.8%
Unemployed	0.0%	0.3%	0.2%
Not in Labor Force	3.3%	3.2%	3.5%
Own Children 6-17 Only	25.7%	22.2%	22.3%
Employed/in Armed Forces	21.8%	18.0%	18.1%
Unemployed	0.7%	0.4%	0.3%
Not in Labor Force	3.2%	3.7%	3.9%
No Own Children < 18	55.0%	57.0%	57.2%
Employed/in Armed Forces	31.8%	35.1%	35.7%
Unemployed	0.6%	1.6%	1.5%
Not in Labor Force	22.6%	20.4%	20.0%

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



Lat: 38.800366, Lon: -90.677...

Market Profile

Prepared By STDBOnline

Latitude: 38.800366

Longitude: -90.677653

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	3,906	32,965	66,150
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	6.2%	7.7%	7.4%
Manufacturing	10.2%	13.1%	12.4%
Wholesale Trade	2.8%	3.5%	3.8%
Retail Trade	16.3%	13.7%	13.5%
Transportation/Utilities	7.2%	6.1%	5.8%
Information	3.6%	3.0%	3.1%
Finance/Insurance/Real Estate	9.1%	7.8%	8.3%
Services	40.9%	41.2%	41.7%
Public Administration	3.7%	3.7%	3.8%

2009 Employed Population 16+ by Occupation

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	3,907	32,961	66,151
White Collar	68.2%	63.5%	66.1%
Management/Business/Financial	14.8%	13.9%	15.5%
Professional	20.1%	19.3%	20.3%
Sales	13.9%	12.4%	13.1%
Administrative Support	19.3%	18.0%	17.2%
Services	12.5%	14.6%	13.8%
Blue Collar	19.3%	21.9%	20.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.6%	6.7%	6.4%
Installation/Maintenance/Repair	4.5%	4.0%	3.7%
Production	4.4%	6.0%	5.2%
Transportation/Material Moving	4.9%	5.0%	4.7%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	4,281	28,750	58,319
Drove Alone - Car, Truck, or Van	85.0%	86.2%	87.4%
Carpooled - Car, Truck, or Van	9.1%	9.6%	8.4%
Public Transportation	0.1%	0.3%	0.2%
Walked	2.3%	0.9%	0.6%
Other Means	0.8%	0.6%	0.6%
Worked at Home	2.7%	2.4%	2.8%

2000 Workers 16+ by Travel Time to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	4,282	28,751	58,319
Did Not Work at Home	97.3%	97.6%	97.2%
Less than 5 minutes	2.0%	1.9%	1.8%
5 to 9 minutes	11.5%	8.7%	7.9%
10 to 19 minutes	24.6%	25.3%	23.7%
20 to 24 minutes	13.1%	12.8%	12.8%
25 to 34 minutes	23.5%	23.8%	24.4%
35 to 44 minutes	9.9%	9.2%	10.7%
45 to 59 minutes	8.8%	11.2%	11.1%
60 to 89 minutes	3.2%	3.8%	3.8%
90 or more minutes	0.8%	0.9%	1.1%
Worked at Home	2.7%	2.4%	2.8%
Average Travel Time to Work (in min)	24.5	26.2	27.0

2000 Households by Vehicles Available

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	2,650	18,583	36,999
None	1.8%	3.1%	2.6%
1	23.4%	22.5%	21.2%
2	53.2%	51.2%	52.6%
3	16.6%	17.5%	17.8%
4	3.6%	4.4%	4.5%
5+	1.4%	1.3%	1.3%
Average Number of Vehicles Available	2.0	2.0	2.0

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



Lat: 38.800366, Lon: -90.677...

Market Profile

Prepared By STDBOnline

Latitude: 38.800366
 Longitude: -90.677653
 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	2,654	18,583	36,996
Family Households	80.3%	80.4%	81.2%
Married-couple Family	66.8%	66.7%	68.7%
With Related Children	40.6%	38.7%	39.9%
Other Family (No Spouse)	13.5%	13.7%	12.4%
With Related Children	9.5%	9.8%	8.8%
Nonfamily Households	19.7%	19.6%	18.8%
Householder Living Alone	15.2%	15.4%	14.8%
Householder Not Living Alone	4.5%	4.2%	4.0%
Households with Related Children	50.1%	48.5%	48.7%
Households with Persons 65+	13.2%	14.5%	13.8%

2000 Households by Size

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	2,654	18,584	36,996
1 Person Household	15.2%	15.4%	14.8%
2 Person Household	28.7%	30.2%	30.2%
3 Person Household	22.0%	20.6%	20.3%
4 Person Household	20.8%	20.6%	21.2%
5 Person Household	8.8%	9.1%	9.4%
6 Person Household	3.1%	3.0%	2.9%
7+ Person Household	1.3%	1.2%	1.1%

2000 Households by Year Householder Moved In

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	2,650	18,583	36,999
Moved in 1999 to March 2000	14.4%	18.6%	18.6%
Moved in 1995 to 1998	41.1%	39.3%	37.4%
Moved in 1990 to 1994	24.9%	17.9%	19.6%
Moved in 1980 to 1989	11.6%	13.2%	14.8%
Moved in 1970 to 1979	4.1%	7.1%	6.9%
Moved in 1969 or Earlier	3.8%	3.9%	2.8%
Median Year Householder Moved In	1996	1996	1996



2000 Housing Units by Units in Structure

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	2,716	19,145	38,069
1, Detached	87.7%	82.4%	83.5%
1, Attached	2.4%	3.6%	3.9%
2	2.7%	0.9%	0.6%
3 or 4	1.8%	1.4%	1.7%
5 to 9	0.8%	1.7%	2.0%
10 to 19	0.0%	1.5%	2.0%
20+	0.0%	0.9%	0.9%
Mobile Home	4.6%	7.6%	5.5%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	2,712	19,136	38,043
1999 to March 2000	1.2%	8.0%	7.3%
1995 to 1998	21.8%	23.1%	19.9%
1990 to 1994	24.4%	13.9%	15.5%
1980 to 1989	23.6%	21.0%	26.9%
1970 to 1979	14.0%	17.8%	18.8%
1969 or Earlier	15.1%	16.1%	11.6%
Median Year Structure Built	1989	1988	1987

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



Lat: 38.800366, Lon: -90.677...

Latitude: 38.800366
Longitude: -90.677653
Site Type: Ring


Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

Top 3 Tapestry Segments

1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Rustbelt Retirees	Midland Crowd	Sophisticated Squires
3.	Sophisticated Squires	Sophisticated Squires	Boomburbs

 **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 \$	\$6,330,355	\$52,608,491	\$112,214,314
Average Spent	\$2,155.38	\$2,109.99	\$2,273.16
Spending Potential Index	86	84	91
Computers & Accessories: Total \$	\$853,763	\$7,031,153	\$14,994,760
Average Spent	\$290.69	\$282.00	\$303.75
Spending Potential Index	127	124	133
Education: Total \$	\$4,450,282	\$37,470,565	\$81,052,260
Average Spent	\$1,515.25	\$1,502.85	\$1,641.90
Spending Potential Index	121	120	131
Entertainment/Recreation: Total \$	\$11,853,828	\$98,549,570	\$210,131,951
Average Spent	\$4,036.03	\$3,952.58	\$4,256.70
Spending Potential Index	125	122	131
Food at Home: Total \$	\$15,637,933	\$131,305,241	\$277,479,695
Average Spent	\$5,324.46	\$5,266.32	\$5,620.98
Spending Potential Index	117	115	123
Food Away from Home: Total \$	\$12,004,101	\$99,873,231	\$211,718,893
Average Spent	\$4,087.20	\$4,005.66	\$4,288.85
Spending Potential Index	123	120	129
Health Care: Total \$	\$12,625,147	\$107,144,617	\$224,734,421
Average Spent	\$4,298.65	\$4,297.30	\$4,552.51
Spending Potential Index	114	114	121
HH Furnishings & Equipment: Total \$	\$7,453,108	\$60,955,025	\$130,465,306
Average Spent	\$2,537.66	\$2,444.75	\$2,642.87
Spending Potential Index	117	112	122
Investments: Total \$	\$4,983,184	\$40,893,535	\$89,141,011
Average Spent	\$1,696.69	\$1,640.14	\$1,805.75
Spending Potential Index	118	114	126
Retail Goods: Total \$	\$89,464,283	\$742,506,389	\$1,577,078,669
Average Spent	\$30,461.11	\$29,780.07	\$31,947.30
Spending Potential Index	118	116	124
Shelter: Total \$	\$58,206,877	\$477,023,546	\$1,023,154,290
Average Spent	\$19,818.48	\$19,132.22	\$20,726.31
Spending Potential Index	127	122	133
TV/Video/Sound Equipment: Total \$	\$4,309,663	\$35,954,354	\$76,002,242
Average Spent	\$1,467.37	\$1,442.04	\$1,539.60
Spending Potential Index	121	119	127
Travel: Total \$	\$6,849,721	\$56,485,325	\$121,797,891
Average Spent	\$2,332.22	\$2,265.48	\$2,467.29
Spending Potential Index	126	123	134
Vehicle Maintenance & Repairs: Total \$	\$3,321,792	\$27,687,240	\$58,726,953
Average Spent	\$1,131.02	\$1,110.47	\$1,189.65
Spending Potential Index	121	119	127

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.