



Latitude 38.7871
Longitude -90.6621

104 Birdie Hills Rd
Saint Peters, MO 63376
Radius: 1.0 mile

104 Birdie Hills Rd
Saint Peters, MO 63376
Radius: 3.0 mile

104 Birdie Hills Rd
Saint Peters, MO 63376
Radius: 5.0 mile



2000 Total Population	10,774	59,938	133,857
2000 Group Quarters	15	323	751
2008 Total Population	11,985	71,577	169,415
2013 Total Population	13,175	80,736	194,003
2008 - 2013 Annual Rate	1.91%	2.44%	2.75%



2000 Households	3,538	20,465	45,139
2000 Average Household Size	3.04	2.91	2.95
2008 Households	4,094	25,139	58,966
2008 Average Household Size	2.92	2.83	2.86
2013 Households	4,549	28,595	68,059
2013 Average Household Size	2.89	2.81	2.84
2008 - 2013 Annual Rate	2.13%	2.61%	2.91%
2000 Families	2,952	16,377	36,566
2000 Average Family Size	3.34	3.27	3.29
2008 Families	3,308	19,559	46,224
2008 Average Family Size	3.27	3.24	3.26
2013 Families	3,611	21,879	52,395
2013 Average Family Size	3.27	3.25	3.28
2008 - 2013 Annual Rate	1.77%	2.27%	2.54%



2000 Housing Units	3,593	21,032	46,276
Owner Occupied Housing Units	92.2%	86.3%	86.4%
Renter Occupied Housing Units	6.3%	11.0%	10.9%
Vacant Housing Units	1.6%	2.7%	2.6%
2008 Housing Units	4,171	25,892	60,837
Owner Occupied Housing Units	90.7%	85.8%	85.1%
Renter Occupied Housing Units	7.4%	11.3%	11.8%
Vacant Housing Units	1.8%	2.9%	3.1%
2013 Housing Units	4,653	29,552	70,479
Owner Occupied Housing Units	89.8%	85.1%	84.2%
Renter Occupied Housing Units	8.0%	11.6%	12.3%
Vacant Housing Units	2.2%	3.2%	3.4%

Median Household Income

2000	\$62,072	\$58,010	\$60,814
2008	\$81,668	\$76,956	\$80,053
2013	\$97,017	\$92,240	\$95,723

Median Home Value

2000	\$114,221	\$112,916	\$120,421
2008	\$181,334	\$181,928	\$192,295
2013	\$186,808	\$188,672	\$198,525

Per Capita Income

2000	\$22,546	\$21,645	\$22,857
2008	\$31,962	\$30,793	\$32,544
2013	\$40,074	\$38,983	\$42,111

Median Age

2000	33.7	32.4	32.9
2008	35.0	33.1	33.7
2013	35.4	33.2	33.8

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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2000 Households by Income

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	3,507 (2.4%)	20,610 (4.7%)	45,158 (4.3%)
\$15,000 - \$24,999	5.9%	7.2%	6.7%
\$25,000 - \$34,999	7.7%	10.0%	9.2%
\$35,000 - \$49,999	16.2%	17.3%	16.1%
\$50,000 - \$74,999	32.8%	31.9%	30.4%
\$75,000 - \$99,999	19.9%	17.0%	18.6%
\$100,000 - \$149,999	11.9%	9.3%	11.2%
\$150,000 - \$199,999	1.9%	1.6%	2.2%
\$200,000+	1.3%	1.0%	1.2%
Average Household Income	\$68,533	\$62,791	\$66,908

2008 Households by Income

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	4,095 (0.8%)	25,139 (2.5%)	58,966 (2.3%)
\$15,000 - \$24,999	4.1%	4.2%	3.9%
\$25,000 - \$34,999	3.4%	5.2%	5.0%
\$35,000 - \$49,999	8.1%	10.9%	10.8%
\$50,000 - \$74,999	26.3%	24.8%	22.6%
\$75,000 - \$99,999	21.4%	21.1%	20.2%
\$100,000 - \$149,999	27.3%	23.4%	25.1%
\$150,000 - \$199,999	5.7%	5.1%	6.2%
\$200,000+	3.0%	2.8%	3.8%
Average Household Income	\$93,267	\$87,438	\$92,665

2013 Households by Income

Household Income Base	1.0 mile	3.0 mile	5.0 mile
< \$15,000	4,548 (0.5%)	28,594 (1.8%)	68,060 (1.6%)
\$15,000 - \$24,999	1.6%	2.4%	2.2%
\$25,000 - \$34,999	3.4%	3.3%	3.1%
\$35,000 - \$49,999	3.6%	6.0%	6.0%
\$50,000 - \$74,999	15.2%	15.9%	15.5%
\$75,000 - \$99,999	28.0%	27.0%	24.6%
\$100,000 - \$149,999	33.0%	28.4%	27.7%
\$150,000 - \$199,999	7.9%	8.9%	10.1%
\$200,000+	6.6%	6.4%	9.1%
Average Household Income	\$115,747	\$109,722	\$118,853

2000 Owner Occupied HUs by Value

Total	1.0 mile	3.0 mile	5.0 mile
<\$50,000	3,243 (0.9%)	18,162 (6.8%)	40,047 (4.9%)
\$50,000 - 99,999	28.2%	29.6%	24.0%
\$100,000 - 149,999	51.8%	42.2%	43.8%
\$150,000 - 199,999	13.6%	15.1%	18.2%
\$200,000 - \$299,999	4.8%	5.6%	7.2%
\$300,000 - 499,999	0.7%	0.6%	1.5%
\$500,000 - 999,999	0.0%	0.1%	0.3%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$123,453	\$120,130	\$132,044

2000 Specified Renter Occupied HUs by Contract Rent

Total	1.0 mile	3.0 mile	5.0 mile
Total	284	2,280	5,036
With Cash Rent	95.1%	95.3%	95.4%
No Cash Rent	4.9%	4.7%	4.6%
Median Rent	\$589	\$549	\$548
Average Rent	\$634	\$553	\$588

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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2000 Population by Age

	1.0 mile	3.0 mile	5.0 mile
Total	10,774	59,939	133,855
0 - 4	8.0%	8.7%	8.6%
5 - 9	8.4%	8.8%	9.0%
10 - 14	9.3%	8.9%	9.1%
15 - 19	8.3%	7.3%	7.3%
20 - 24	4.9%	4.9%	4.7%
25 - 34	13.0%	16.0%	14.9%
35 - 44	19.8%	19.2%	19.6%
45 - 54	14.2%	12.2%	12.9%
55 - 64	7.2%	6.7%	6.9%
65 - 74	4.3%	4.2%	4.2%
75 - 84	2.2%	2.3%	2.2%
85+	0.4%	0.6%	0.6%
18+	68.5%	68.6%	68.3%

2008 Population by Age

	1.0 mile	3.0 mile	5.0 mile
Total	11,987	71,575	169,417
0 - 4	8.0%	9.0%	8.8%
5 - 9	7.7%	8.2%	8.4%
10 - 14	7.7%	7.9%	8.2%
15 - 19	7.2%	6.9%	7.1%
20 - 24	5.6%	6.0%	5.6%
25 - 34	13.8%	14.7%	13.6%
35 - 44	15.5%	16.7%	16.6%
45 - 54	16.1%	14.4%	15.1%
55 - 64	10.7%	8.7%	9.1%
65 - 74	4.6%	4.2%	4.3%
75 - 84	2.5%	2.4%	2.3%
85+	0.7%	0.8%	0.8%
18+	72.1%	70.4%	69.9%

2013 Population by Age

	1.0 mile	3.0 mile	5.0 mile
Total	13,175	80,738	194,003
0 - 4	8.0%	9.1%	8.9%
5 - 9	7.5%	8.1%	8.2%
10 - 14	7.6%	7.8%	8.2%
15 - 19	6.9%	6.6%	7.0%
20 - 24	4.8%	5.5%	5.1%
25 - 34	14.7%	15.9%	14.6%
35 - 44	14.5%	14.7%	14.6%
45 - 54	15.2%	14.7%	15.4%
55 - 64	12.2%	9.8%	10.2%
65 - 74	5.4%	4.6%	4.8%
75 - 84	2.4%	2.3%	2.3%
85+	0.9%	0.9%	0.9%
18+	72.4%	70.7%	70.1%

2000 Population by Sex

	1.0 mile	3.0 mile	5.0 mile
Males	49.6%	49.1%	49.3%
Females	50.4%	50.9%	50.7%

2008 Population by Sex

	1.0 mile	3.0 mile	5.0 mile
Males	49.5%	48.7%	48.9%
Females	50.5%	51.3%	51.1%

2013 Population by Sex

	1.0 mile	3.0 mile	5.0 mile
Males	49.5%	48.6%	48.8%
Females	50.5%	51.4%	51.2%

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2000 Population by Race/Ethnicity

Total	10,773	59,937	133,857
White Alone	95.6%	95.2%	95.1%
Black Alone	2.1%	2.2%	2.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.9%	0.9%	0.9%
Some Other Race Alone	0.4%	0.4%	0.4%
Two or More Races	0.9%	1.1%	1.1%
Hispanic Origin	1.3%	1.6%	1.5%
Diversity Index	11.1	12.1	12.1

2008 Population by Race/Ethnicity

Total	11,983	71,576	169,415
White Alone	94.4%	94.2%	94.0%
Black Alone	2.4%	2.6%	2.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.4%	1.3%	1.4%
Some Other Race Alone	0.5%	0.5%	0.5%
Two or More Races	1.1%	1.2%	1.2%
Hispanic Origin	1.9%	2.2%	2.0%
Diversity Index	14.1	15.0	14.9

2013 Population by Race/Ethnicity

Total	13,176	80,737	194,003
White Alone	93.8%	93.6%	93.4%
Black Alone	2.5%	2.7%	2.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	1.7%	1.6%	1.7%
Some Other Race Alone	0.6%	0.6%	0.6%
Two or More Races	1.2%	1.3%	1.3%
Hispanic Origin	2.2%	2.5%	2.3%
Diversity Index	15.6	16.6	16.5



2000 Population 3+ by School Enrollment

Total	10,209	56,981	127,263
Enrolled in Nursery/Preschool	1.7%	2.5%	2.6%
Enrolled in Kindergarten	1.4%	1.7%	1.8%
Enrolled in Grade 1-8	16.4%	15.3%	15.6%
Enrolled in Grade 9-12	8.0%	6.9%	6.9%
Enrolled in College	3.9%	4.3%	4.2%
Enrolled in Grad/Prof School	0.8%	0.9%	1.0%
Not Enrolled in School	67.9%	68.6%	68.0%

2008 Population 25+ by Educational Attainment

Total	7,646	44,406	104,829
Less than 9th Grade	1.8%	2.4%	2.0%
9th - 12th Grade, No Diploma	5.7%	5.7%	5.3%
High School Graduate	28.8%	29.5%	27.9%
Some College, No Degree	29.3%	26.5%	26.1%
Associate Degree	6.3%	9.2%	8.7%
Bachelor's Degree	20.2%	19.4%	21.7%
Graduate/Professional Degree	7.9%	7.3%	8.4%

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 2008 and 2013.



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2008 Population 15+ by Marital Status

	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 1.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 3.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 5.0 mile
Total	9,184	53,647	126,312
Never Married	23.3%	22.5%	22.5%
Married	63.9%	64.4%	65.0%
Widowed	3.5%	3.8%	3.6%
Divorced	9.3%	9.3%	8.9%



2000 Population 16+ by Employment Status

	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 1.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 3.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 5.0 mile
Total	7,673	43,128	95,735
In Labor Force	78.9%	76.9%	77.0%
Civilian Employed	77.2%	74.7%	74.7%
Civilian Unemployed	1.4%	2.0%	2.2%
In Armed Forces	0.3%	0.1%	0.1%
Not in Labor Force	21.1%	23.1%	23.0%

2008 Civilian Population 16+ in Labor Force

	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 1.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 3.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 5.0 mile
Civilian Employed	96.6%	95.3%	95.2%
Civilian Unemployed	3.4%	4.7%	4.8%

2013 Civilian Population 16+ in Labor Force

	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 1.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 3.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 5.0 mile
Civilian Employed	96.9%	95.6%	95.5%
Civilian Unemployed	3.1%	4.4%	4.5%

2000 Females 16+ by Employment Status and Age of Children

	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 1.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 3.0 mile	104 Birdie Hills Rd Saint Peters, MO 63376 Radius: 5.0 mile
Total	3,923	22,423	49,401
Own Children < 6 Only	7.7%	11.2%	11.0%
Employed/in Armed Forces	5.3%	8.0%	7.7%
Unemployed	0.6%	0.4%	0.2%
Not in Labor Force	1.8%	2.8%	3.1%
Own Children < 6 and 6-17 Only	9.0%	9.2%	9.2%
Employed/in Armed Forces	5.5%	5.6%	5.7%
Unemployed	0.1%	0.2%	0.2%
Not in Labor Force	3.4%	3.3%	3.3%
Own Children 6-17 Only	25.1%	22.0%	22.7%
Employed/in Armed Forces	20.7%	17.8%	18.3%
Unemployed	0.2%	0.4%	0.3%
Not in Labor Force	4.1%	3.7%	4.1%
No Own Children < 18	58.3%	57.7%	57.1%
Employed/in Armed Forces	37.5%	35.4%	35.7%
Unemployed	0.5%	1.2%	1.7%
Not in Labor Force	20.3%	21.0%	19.8%

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2008 Employed Population 16+ by Industry

	1.0 mile	3.0 mile	5.0 mile
Total	6,054	34,462	81,387
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	8.1%	8.0%	7.8%
Manufacturing	12.3%	13.7%	13.2%
Wholesale Trade	3.7%	3.7%	4.0%
Retail Trade	15.3%	13.6%	13.6%
Transportation/Utilities	8.0%	6.2%	5.7%
Information	2.6%	2.9%	3.0%
Finance/Insurance/Real Estate	6.4%	8.0%	8.3%
Services	40.6%	40.3%	40.8%
Public Administration	3.0%	3.4%	3.4%

2008 Employed Population 16+ by Occupation

	1.0 mile	3.0 mile	5.0 mile
Total	6,053	34,460	81,391
White Collar	65.3%	64.3%	66.1%
Management/Business/Financial	13.7%	14.5%	15.5%
Professional	19.5%	19.5%	20.3%
Sales	12.7%	12.7%	13.3%
Administrative Support	19.4%	17.6%	16.9%
Services	12.6%	13.8%	13.5%
Blue Collar	22.1%	21.8%	20.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	7.0%	6.8%	6.6%
Installation/Maintenance/Repair	3.9%	4.0%	3.8%
Production	6.0%	6.1%	5.3%
Transportation/Material Moving	5.2%	4.8%	4.8%



2000 Workers 16+ by Means of Transportation to Work

	1.0 mile	3.0 mile	5.0 mile
Total	5,863	31,933	70,738
Drove Alone - Car, Truck, or Van	87.9%	86.7%	87.4%
Carpooled - Car, Truck, or Van	9.4%	9.2%	8.2%
Public Transportation	0.0%	0.3%	0.3%
Walked	0.6%	0.9%	0.6%
Other Means	0.3%	0.6%	0.6%
Worked at Home	1.7%	2.4%	2.9%

2000 Workers 16+ by Travel Time to Work

	1.0 mile	3.0 mile	5.0 mile
Total	5,862	31,932	70,737
Did Not Work at Home	98.3%	97.6%	97.1%
Less than 5 minutes	1.1%	1.7%	1.6%
5 to 9 minutes	7.8%	8.8%	7.4%
10 to 19 minutes	28.1%	25.2%	22.7%
20 to 24 minutes	14.4%	12.9%	13.4%
25 to 34 minutes	25.3%	23.8%	25.2%
35 to 44 minutes	7.9%	9.7%	10.7%
45 to 59 minutes	10.3%	10.8%	11.1%
60 to 89 minutes	2.6%	3.8%	3.9%
90 or more minutes	0.8%	0.9%	1.1%
Worked at Home	1.7%	2.4%	2.9%
Average Travel Time to Work (in min)	24.8	26.2	27.3

2000 Households by Vehicles Available

	1.0 mile	3.0 mile	5.0 mile
Total	3,524	20,486	45,134
None	1.5%	3.1%	2.8%
1	20.3%	22.9%	21.6%
2	53.3%	51.1%	52.4%
3	18.6%	17.1%	17.2%
4	5.1%	4.5%	4.5%
5+	1.2%	1.3%	1.5%
Average Number of Vehicles Available	2.1	2.0	2.0

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2000 Households by Type

	1.0 mile	3.0 mile	5.0 mile
Total	3,538	20,464	45,139
Family Households	83.4%	80.0%	81.0%
Married-couple Family	71.4%	66.6%	68.4%
With Related Children	41.5%	38.9%	39.6%
Other Family (No Spouse)	12.0%	13.4%	12.6%
With Related Children	8.2%	9.5%	9.0%
Nonfamily Households	16.6%	20.0%	19.0%
Householder Living Alone	13.1%	15.8%	15.1%
Householder Not Living Alone	3.5%	4.1%	3.9%
Households with Related Children	49.7%	48.4%	48.6%
Households with Persons 65+	14.1%	14.3%	14.0%

2000 Households by Size

	1.0 mile	3.0 mile	5.0 mile
Total	3,538	20,465	45,139
1 Person Household	13.1%	15.8%	15.1%
2 Person Household	29.8%	29.7%	30.1%
3 Person Household	20.0%	20.3%	20.1%
4 Person Household	21.6%	20.6%	21.3%
5 Person Household	10.7%	9.4%	9.4%
6 Person Household	3.5%	2.9%	2.9%
7+ Person Household	1.3%	1.2%	1.1%

2000 Households by Year Householder Moved In

	1.0 mile	3.0 mile	5.0 mile
Total	3,524	20,485	45,134
Moved in 1999 to March 2000	12.4%	17.1%	17.9%
Moved in 1995 to 1998	33.3%	38.3%	36.1%
Moved in 1990 to 1994	21.1%	18.5%	20.7%
Moved in 1980 to 1989	21.8%	14.6%	16.1%
Moved in 1970 to 1979	10.3%	8.3%	6.7%
Moved in 1969 or Earlier	1.1%	3.3%	2.5%
Median Year Householder Moved In	1994	1996	1995



2000 Housing Units by Units in Structure

	1.0 mile	3.0 mile	5.0 mile
Total	3,568	21,038	46,350
1, Detached	89.4%	83.0%	83.1%
1, Attached	5.0%	3.1%	4.4%
2	1.6%	0.7%	0.6%
3 or 4	2.4%	1.7%	2.0%
5 to 9	1.1%	1.6%	2.2%
10 to 19	0.1%	2.3%	2.0%
20+	0.0%	0.9%	1.1%
Mobile Home	0.4%	6.7%	4.7%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	1.0 mile	3.0 mile	5.0 mile
Total	3,567	21,048	46,275
1999 to March 2000	2.6%	6.1%	6.5%
1995 to 1998	17.5%	20.6%	17.9%
1990 to 1994	10.5%	14.3%	15.5%
1980 to 1989	35.9%	24.3%	29.4%
1970 to 1979	27.2%	20.8%	20.2%
1969 or Earlier	6.4%	13.9%	10.5%
Median Year Structure Built	1985	1986	1987

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



Latitude 38.7871
Longitude -90.6621


104 Birdie Hills Rd
Saint Peters, MO 63376
Radius: 1.0 mile

104 Birdie Hills Rd
Saint Peters, MO 63376
Radius: 3.0 mile

104 Birdie Hills Rd
Saint Peters, MO 63376
Radius: 5.0 mile

Top 3 Tapestry Segments

1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Sophisticated Squires	Milk and Cookies	Sophisticated Squires
3.	Cozy and Comfortable	Sophisticated Squires	Boomburbs

 **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 \$	\$11,650,964	\$67,612,977	\$167,536,862
Average Spent	\$2,845.86	\$2,689.57	\$2,841.25
Spending Potential Index	106	100	106
Computers & Accessories: Total \$	\$1,257,022	\$7,285,041	\$18,065,618
Average Spent	\$307.04	\$289.79	\$306.37
Spending Potential Index	128	121	128
Education: Total \$	\$7,164,451	\$40,023,283	\$100,871,629
Average Spent	\$1,749.99	\$1,592.08	\$1,710.67
Spending Potential Index	127	116	124
Entertainment/Recreation: Total \$	\$19,402,829	\$111,801,492	\$278,090,013
Average Spent	\$4,739.33	\$4,447.33	\$4,716.11
Spending Potential Index	128	120	127
Food at Home: Total \$	\$23,858,771	\$138,997,247	\$343,004,259
Average Spent	\$5,827.74	\$5,529.15	\$5,816.98
Spending Potential Index	119	113	119
Food Away from Home: Total \$	\$17,461,030	\$101,402,953	\$250,700,414
Average Spent	\$4,265.03	\$4,033.69	\$4,251.61
Spending Potential Index	124	118	124
Health Care: Total \$	\$19,738,076	\$115,086,500	\$283,285,543
Average Spent	\$4,821.22	\$4,578.01	\$4,804.22
Spending Potential Index	118	112	117
HH Furnishings & Equipment: Total \$	\$11,986,829	\$68,651,511	\$171,154,677
Average Spent	\$2,927.90	\$2,730.88	\$2,902.60
Spending Potential Index	127	119	126
Investments: Total \$	\$6,049,279	\$32,833,952	\$84,220,204
Average Spent	\$1,477.60	\$1,306.10	\$1,428.28
Spending Potential Index	146	129	141
Retail Goods: Total \$	\$136,069,383	\$787,299,164	\$1,954,175,475
Average Spent	\$33,236.29	\$31,317.84	\$33,140.72
Spending Potential Index	122	115	122
Shelter: Total \$	\$82,507,946	\$471,187,497	\$1,174,467,956
Average Spent	\$20,153.38	\$18,743.29	\$19,917.71
Spending Potential Index	130	121	128
TV/Video/Sound Equipment: Total \$	\$7,244,341	\$42,321,862	\$104,329,796
Average Spent	\$1,769.50	\$1,683.51	\$1,769.32
Spending Potential Index	123	117	123
Travel: Total \$	\$10,205,558	\$57,182,827	\$143,773,734
Average Spent	\$2,492.81	\$2,274.67	\$2,438.25
Spending Potential Index	132	121	129
Vehicle Maintenance & Repairs: Total \$	\$5,029,509	\$29,206,142	\$72,293,974
Average Spent	\$1,228.51	\$1,161.79	\$1,226.03
Spending Potential Index	124	117	124

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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.