






4458 Chippewa St, St Louis, ...

Market Profile

Prepared By STDBonline

Latitude: 38.590767
 Longitude: -90.269028
 Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	29,245	192,446	366,215
2000 Group Quarters	232	2,896	12,636
2009 Total Population	30,365	192,511	365,924
2014 Total Population	30,415	192,238	364,851
2009 - 2014 Annual Rate	0.03%	-0.03%	-0.06%
 2000 Households	13,034	82,843	161,496
2000 Average Household Size	2.23	2.29	2.19
2009 Households	13,096	81,139	160,320
2009 Average Household Size	2.3	2.34	2.2
2014 Households	13,095	80,996	160,144
2014 Average Household Size	2.3	2.34	2.2
2009 - 2014 Annual Rate	0%	-0.04%	-0.02%
2000 Families	6,848	44,555	82,445
2000 Average Family Size	3.06	3.11	3.05
2009 Families	6,543	41,366	77,044
2009 Average Family Size	3.23	3.24	3.14
2014 Families	6,327	39,948	74,301
2014 Average Family Size	3.28	3.29	3.17
2009 - 2014 Annual Rate	-0.67%	-0.7%	-0.72%
 2000 Housing Units	14,299	94,991	182,901
Owner Occupied Housing Units	47.6%	46.6%	46.3%
Renter Occupied Housing Units	43.6%	40.6%	42.0%
Vacant Housing Units	8.8%	12.8%	11.7%
2009 Housing Units	14,668	97,255	188,970
Owner Occupied Housing Units	46.8%	45.1%	44.2%
Renter Occupied Housing Units	42.4%	38.3%	40.6%
Vacant Housing Units	10.7%	16.6%	15.2%
2014 Housing Units	14,682	97,395	189,769
Owner Occupied Housing Units	46.2%	44.5%	43.4%
Renter Occupied Housing Units	43.0%	38.7%	41.0%
Vacant Housing Units	10.8%	16.8%	15.6%
Median Household Income			
2000	\$30,583	\$31,429	\$32,613
2009	\$39,505	\$40,946	\$42,430
2014	\$42,725	\$44,501	\$45,791
Median Home Value			
2000	\$64,884	\$71,273	\$81,778
2009	\$95,437	\$103,661	\$113,374
2014	\$116,010	\$124,565	\$131,537
Per Capita Income			
2000	\$16,873	\$17,480	\$20,007
2009	\$20,460	\$21,673	\$24,918
2014	\$21,006	\$22,293	\$26,002
Median Age			
2000	33.8	34.0	34.7
2009	35.7	35.7	36.3
2014	36.0	35.8	36.5

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.



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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Households by Income			
 Household Income Base	13,013	82,894	161,556
< \$15,000	22.8%	21.6%	22.5%
\$15,000 - \$24,999	17.1%	17.6%	16.0%
\$25,000 - \$34,999	16.8%	16.0%	14.7%
\$35,000 - \$49,999	18.2%	17.5%	16.7%
\$50,000 - \$74,999	16.1%	16.0%	16.1%
\$75,000 - \$99,999	6.0%	6.6%	7.1%
\$100,000 - \$149,999	2.4%	3.3%	4.3%
\$150,000 - \$199,999	0.1%	0.7%	1.2%
\$200,000+	0.4%	0.6%	1.4%
Average Household Income	\$37,517	\$40,085	\$44,615
2009 Households by Income			
Household Income Base	13,098	81,138	160,320
< \$15,000	16.2%	15.5%	16.8%
\$15,000 - \$24,999	13.9%	12.7%	11.9%
\$25,000 - \$34,999	14.0%	14.5%	13.0%
\$35,000 - \$49,999	18.4%	17.5%	16.1%
\$50,000 - \$74,999	19.3%	19.5%	19.2%
\$75,000 - \$99,999	11.8%	12.0%	12.2%
\$100,000 - \$149,999	4.9%	5.7%	6.6%
\$150,000 - \$199,999	1.0%	1.5%	2.2%
\$200,000+	0.4%	1.0%	2.0%
Average Household Income	\$47,353	\$50,818	\$55,844
2014 Households by Income			
Household Income Base	13,094	80,994	160,142
< \$15,000	16.2%	15.4%	16.8%
\$15,000 - \$24,999	12.7%	11.8%	11.1%
\$25,000 - \$34,999	12.1%	12.5%	11.2%
\$35,000 - \$49,999	17.3%	16.3%	15.1%
\$50,000 - \$74,999	24.1%	23.9%	21.9%
\$75,000 - \$99,999	11.1%	11.5%	12.5%
\$100,000 - \$149,999	5.2%	5.9%	6.9%
\$150,000 - \$199,999	1.1%	1.6%	2.3%
\$200,000+	0.4%	1.1%	2.2%
Average Household Income	\$48,686	\$52,240	\$58,071
2000 Owner Occupied HUs by Value			
Total	6,739	44,211	84,576
<\$50,000	25.9%	22.6%	18.5%
\$50,000 - 99,999	65.0%	57.1%	48.6%
\$100,000 - 149,999	8.8%	14.1%	18.0%
\$150,000 - 199,999	0.2%	4.0%	6.6%
\$200,000 - \$299,999	0.0%	1.7%	4.3%
\$300,000 - 499,999	0.1%	0.4%	2.7%
\$500,000 - 999,999	0.0%	0.1%	1.1%
\$1,000,000+	0.0%	0.0%	0.2%
Average Home Value	\$67,442	\$80,059	\$107,452
2000 Specified Renter Occupied HUs by Contract Rent			
Total	6,310	38,494	76,747
With Cash Rent	97.8%	97.1%	97.1%
No Cash Rent	2.2%	2.9%	2.9%
Median Rent	\$338	\$348	\$378
Average Rent	\$341	\$358	\$407

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.



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2000 Population by Age			
 Total	29,241	192,447	366,213
Age 0 - 4	6.9%	7.1%	6.2%
Age 5 - 9	6.6%	7.4%	6.7%
Age 10 - 14	6.3%	6.8%	6.3%
Age 15 - 19	6.1%	6.5%	6.9%
Age 20 - 24	7.3%	6.9%	8.0%
Age 25 - 34	19.1%	17.1%	16.3%
Age 35 - 44	17.4%	16.5%	15.6%
Age 45 - 54	11.6%	11.9%	12.2%
Age 55 - 64	6.4%	6.6%	7.1%
Age 65 - 74	5.3%	6.0%	6.7%
Age 75 - 84	4.8%	5.1%	5.5%
Age 85+	2.3%	2.2%	2.4%
Age 18+	76.5%	74.9%	77.1%
2009 Population by Age			
Total	30,366	192,510	365,923
Age 0 - 4	6.9%	7.1%	6.3%
Age 5 - 9	6.4%	6.7%	6.0%
Age 10 - 14	5.9%	6.2%	5.7%
Age 15 - 19	6.2%	6.6%	7.1%
Age 20 - 24	8.0%	7.6%	8.6%
Age 25 - 34	15.7%	14.7%	14.6%
Age 35 - 44	15.6%	14.6%	13.7%
Age 45 - 54	14.9%	14.6%	14.3%
Age 55 - 64	9.6%	9.9%	10.3%
Age 65 - 74	4.9%	5.2%	5.8%
Age 75 - 84	3.9%	4.2%	4.9%
Age 85+	2.3%	2.4%	2.8%
Age 18+	77.3%	76.0%	78.4%
2014 Population by Age			
Total	30,417	192,239	364,852
Age 0 - 4	6.7%	7.0%	6.2%
Age 5 - 9	6.3%	6.7%	6.0%
Age 10 - 14	5.9%	6.2%	5.7%
Age 15 - 19	5.6%	5.9%	6.4%
Age 20 - 24	7.9%	7.7%	8.6%
Age 25 - 34	16.3%	15.3%	15.3%
Age 35 - 44	13.7%	13.1%	12.4%
Age 45 - 54	13.9%	13.5%	13.1%
Age 55 - 64	11.7%	11.8%	11.9%
Age 65 - 74	6.3%	6.5%	7.2%
Age 75 - 84	3.6%	3.8%	4.4%
Age 85+	2.2%	2.4%	2.7%
Age 18+	77.8%	76.5%	78.8%
2000 Population by Sex			
Males	48.1%	47.6%	47.3%
Females	51.9%	52.4%	52.7%
2009 Population by Sex			
Males	49.1%	48.3%	47.9%
Females	50.9%	51.7%	52.1%
2014 Population by Sex			
Males	49.6%	48.6%	48.2%
Females	50.4%	51.4%	51.8%

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



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Market Profile

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Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2000 Population by Race/Ethnicity			
 Total	29,244	192,447	366,215
White Alone	76.4%	68.4%	68.3%
Black Alone	14.4%	24.8%	25.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	3.9%	2.7%	2.6%
Some Other Race Alone	1.7%	1.2%	0.9%
Two or More Races	3.3%	2.5%	2.1%
Hispanic Origin	3.6%	2.9%	2.3%
Diversity Index	43.7	49.9	49.1
2009 Population by Race/Ethnicity			
Total	30,365	192,511	365,924
White Alone	69.9%	63.4%	63.2%
Black Alone	18.1%	28.1%	29.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	5.7%	3.9%	3.8%
Some Other Race Alone	2.2%	1.5%	1.2%
Two or More Races	3.8%	2.7%	2.3%
Hispanic Origin	4.8%	3.7%	3.0%
Diversity Index	52.4	55.1	54.2
2014 Population by Race/Ethnicity			
Total	30,415	192,239	364,851
White Alone	66.6%	60.9%	60.6%
Black Alone	19.6%	29.6%	30.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	7.0%	4.7%	4.6%
Some Other Race Alone	2.5%	1.6%	1.3%
Two or More Races	4.0%	2.8%	2.4%
Hispanic Origin	5.4%	4.2%	3.4%
Diversity Index	56.3	57.6	56.6
2000 Population 3+ by School Enrollment			
 Total	27,943	184,006	351,924
Enrolled in Nursery/Preschool	1.8%	1.9%	1.9%
Enrolled in Kindergarten	1.1%	1.4%	1.2%
Enrolled in Grade 1-8	11.7%	12.2%	11.1%
Enrolled in Grade 9-12	4.8%	5.4%	5.0%
Enrolled in College	4.7%	4.8%	6.8%
Enrolled in Grad/Prof School	1.0%	1.5%	2.5%
Not Enrolled in School	74.9%	72.9%	71.4%
2009 Population 25+ by Educational Attainment			
Total	20,279	126,560	242,845
Less than 9th Grade	7.3%	7.1%	6.1%
9th - 12th Grade, No Diploma	13.2%	14.2%	12.3%
High School Graduate	34.1%	29.4%	26.3%
Some College, No Degree	19.2%	20.1%	19.6%
Associate Degree	7.1%	6.0%	5.6%
Bachelor's Degree	12.1%	14.7%	17.4%
Graduate/Professional Degree	6.9%	8.5%	12.5%



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.



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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population 15+ by Marital Status			
 Total	24,566	153,886	300,061
Never Married	38.6%	40.0%	39.7%
Married	41.0%	39.8%	40.1%
Widowed	7.9%	7.2%	7.8%
Divorced	12.6%	12.9%	12.4%
2000 Population 16+ by Employment Status			
 Total	23,031	149,008	290,941
In Labor Force	67.5%	65.8%	64.3%
Civilian Employed	64.0%	60.7%	58.7%
Civilian Unemployed	3.5%	5.0%	5.6%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	32.5%	34.2%	35.7%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	90.9%	88.3%	88.9%
Civilian Unemployed	9.1%	11.7%	11.1%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	94.5%	92.9%	93.3%
Civilian Unemployed	5.5%	7.1%	6.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	12,148	79,850	156,139
Own Children < 6 Only	7.6%	7.2%	6.4%
Employed/in Armed Forces	5.7%	4.7%	4.1%
Unemployed	0.3%	0.5%	0.4%
Not in Labor Force	1.5%	2.0%	1.9%
Own Children < 6 and 6-17 Only	5.4%	5.8%	5.2%
Employed/in Armed Forces	3.2%	3.3%	3.0%
Unemployed	0.4%	0.5%	0.5%
Not in Labor Force	1.8%	2.0%	1.7%
Own Children 6-17 Only	15.2%	15.1%	13.8%
Employed/in Armed Forces	12.0%	10.5%	9.7%
Unemployed	0.7%	0.9%	0.7%
Not in Labor Force	2.6%	3.7%	3.4%
No Own Children < 18	71.8%	71.9%	74.6%
Employed/in Armed Forces	38.3%	37.2%	37.0%
Unemployed	1.6%	2.5%	3.5%
Not in Labor Force	31.9%	32.2%	34.2%

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



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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	13,997	83,855	159,863
Agriculture/Mining	0.5%	0.3%	0.2%
Construction	4.3%	4.4%	4.2%
Manufacturing	11.9%	9.2%	8.3%
Wholesale Trade	3.8%	3.1%	2.9%
Retail Trade	10.4%	10.7%	10.3%
Transportation/Utilities	4.0%	5.1%	4.7%
Information	2.4%	2.5%	2.9%
Finance/Insurance/Real Estate	6.5%	7.3%	7.6%
Services	49.2%	50.4%	53.0%
Public Administration	7.0%	7.0%	5.8%

2009 Employed Population 16+ by Occupation

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	13,995	83,856	159,865
White Collar	55.6%	58.4%	63.7%
Management/Business/Financial	9.0%	10.6%	12.3%
Professional	19.1%	20.4%	24.5%
Sales	10.0%	10.0%	10.6%
Administrative Support	17.4%	17.5%	16.4%
Services	22.5%	22.2%	19.7%
Blue Collar	21.9%	19.4%	16.6%
Farming/Forestry/Fishing	0.5%	0.2%	0.2%
Construction/Extraction	3.9%	4.2%	3.6%
Installation/Maintenance/Repair	2.6%	2.7%	2.4%
Production	9.3%	6.7%	5.3%
Transportation/Material Moving	5.5%	5.7%	5.0%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	14,421	88,906	167,625
Drove Alone - Car, Truck, or Van	74.4%	74.5%	75.2%
Carpooled - Car, Truck, or Van	15.6%	13.6%	11.6%
Public Transportation	5.5%	7.0%	6.3%
Walked	2.2%	2.5%	3.8%
Other Means	0.5%	0.8%	0.9%
Worked at Home	1.8%	1.6%	2.2%

2000 Workers 16+ by Travel Time to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	14,422	88,906	167,626
Did Not Work at Home	98.2%	98.4%	97.8%
Less than 5 minutes	1.9%	2.0%	2.5%
5 to 9 minutes	6.2%	7.3%	9.0%
10 to 19 minutes	33.2%	34.7%	35.2%
20 to 24 minutes	18.4%	18.4%	18.3%
25 to 34 minutes	23.8%	21.5%	20.1%
35 to 44 minutes	5.0%	4.9%	4.2%
45 to 59 minutes	5.6%	5.3%	4.5%
60 to 89 minutes	3.0%	2.6%	2.3%
90 or more minutes	1.2%	1.8%	1.7%
Worked at Home	1.8%	1.6%	2.2%
Average Travel Time to Work (in min)	23.5	23.5	22.5

2000 Households by Vehicles Available

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	13,059	82,722	161,426
None	17.5%	18.3%	18.1%
1	48.2%	46.4%	45.5%
2	27.2%	27.3%	28.1%
3	5.7%	6.0%	6.3%
4	1.1%	1.4%	1.5%
5+	0.4%	0.5%	0.5%
Average Number of Vehicles Available	1.3	1.3	1.3

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



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Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles



2000 Households by Type

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	13,034	82,842	161,496
Family Households	52.5%	53.8%	51.1%
Married-couple Family	34.3%	32.5%	32.2%
With Related Children	17.9%	15.5%	14.4%
Other Family (No Spouse)	18.2%	21.2%	18.8%
With Related Children	11.4%	14.2%	12.3%
Nonfamily Households	47.5%	46.2%	48.9%
Householder Living Alone	39.4%	38.4%	41.0%
Householder Not Living Alone	8.0%	7.8%	8.0%
Households with Related Children	29.2%	29.7%	26.7%
Households with Persons 65+	21.4%	23.0%	24.6%

2000 Households by Size

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	13,034	82,843	161,496
1 Person Household	39.4%	38.4%	41.0%
2 Person Household	28.2%	28.4%	28.8%
3 Person Household	14.3%	14.1%	13.2%
4 Person Household	10.4%	10.6%	9.6%
5 Person Household	4.9%	5.1%	4.6%
6 Person Household	1.7%	2.0%	1.7%
7+ Person Household	1.1%	1.4%	1.2%

2000 Households by Year Householder Moved In

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	13,056	82,722	161,425
Moved in 1999 to March 2000	23.0%	22.9%	22.7%
Moved in 1995 to 1998	32.6%	31.0%	30.2%
Moved in 1990 to 1994	14.4%	14.1%	14.2%
Moved in 1980 to 1989	12.5%	12.9%	13.3%
Moved in 1970 to 1979	6.7%	7.2%	7.3%
Moved in 1969 or Earlier	10.8%	12.0%	12.2%
Median Year Householder Moved In	1996	1995	1995



2000 Housing Units by Units in Structure

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	14,332	94,873	182,802
1, Detached	49.1%	48.0%	46.6%
1, Attached	1.3%	2.3%	3.0%
2	17.1%	19.3%	13.4%
3 or 4	20.7%	18.5%	13.8%
5 to 9	4.3%	4.6%	6.3%
10 to 19	3.7%	3.3%	4.3%
20+	3.7%	3.8%	12.3%
Mobile Home	0.1%	0.2%	0.3%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	14,336	94,891	182,772
1999 to March 2000	0.0%	0.1%	0.2%
1995 to 1998	0.2%	0.4%	1.2%
1990 to 1994	0.1%	0.6%	1.3%
1980 to 1989	1.8%	2.1%	4.1%
1970 to 1979	2.8%	3.3%	5.3%
1969 or Earlier	95.1%	93.5%	87.9%
Median Year Structure Built	1938	1937	1943

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



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Site Type: Ring


Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles

Top 3 Tapestry Segments

1.	Great Expectations	Great Expectations	Great Expectations
2.	Rustbelt Traditions	City Dimensions	Rustbelt Traditions
3.	City Dimensions	Rustbelt Traditions	City Dimensions

 **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 \$	\$16,144,401	\$106,989,189	\$231,774,607
Average Spent	\$1,232.77	\$1,318.59	\$1,445.70
Spending Potential Index	49	53	58
Computers & Accessories: Total \$	\$2,073,197	\$13,613,188	\$29,472,116
Average Spent	\$158.31	\$167.78	\$183.83
Spending Potential Index	69	74	81
Education: Total \$	\$11,898,930	\$79,220,758	\$169,695,721
Average Spent	\$908.59	\$976.36	\$1,058.48
Spending Potential Index	72	78	84
Entertainment/Recreation: Total \$	\$28,360,568	\$188,259,640	\$407,230,045
Average Spent	\$2,165.59	\$2,320.21	\$2,540.11
Spending Potential Index	67	72	78
Food at Home: Total \$	\$42,282,438	\$279,735,041	\$601,975,516
Average Spent	\$3,228.65	\$3,447.60	\$3,754.84
Spending Potential Index	71	76	82
Food Away from Home: Total \$	\$30,579,205	\$202,306,819	\$437,355,980
Average Spent	\$2,335.00	\$2,493.34	\$2,728.02
Spending Potential Index	70	75	82
Health Care: Total \$	\$33,382,460	\$222,706,818	\$482,926,017
Average Spent	\$2,549.06	\$2,744.76	\$3,012.26
Spending Potential Index	68	73	80
HH Furnishings & Equipment: Total \$	\$16,259,692	\$108,051,562	\$235,558,116
Average Spent	\$1,241.58	\$1,331.68	\$1,469.30
Spending Potential Index	57	61	68
Investments: Total \$	\$9,558,748	\$66,164,182	\$151,218,821
Average Spent	\$729.90	\$815.44	\$943.23
Spending Potential Index	51	57	66
Retail Goods: Total \$	\$215,496,798	\$1,425,602,186	\$3,083,360,695
Average Spent	\$16,455.16	\$17,569.88	\$19,232.54
Spending Potential Index	64	68	75
Shelter: Total \$	\$136,488,546	\$913,658,795	\$2,006,091,713
Average Spent	\$10,422.16	\$11,260.41	\$12,513.05
Spending Potential Index	67	72	80
TV/Video/Sound Equipment: Total \$	\$11,283,570	\$74,457,405	\$160,478,542
Average Spent	\$861.60	\$917.65	\$1,000.99
Spending Potential Index	71	76	82
Travel: Total \$	\$15,016,260	\$101,147,338	\$222,517,254
Average Spent	\$1,146.63	\$1,246.59	\$1,387.96
Spending Potential Index	62	68	75
Vehicle Maintenance & Repairs: Total \$	\$8,279,584	\$54,691,029	\$118,479,754
Average Spent	\$632.22	\$674.04	\$739.02
Spending Potential Index	68	72	79

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.