






	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
<b>Latitude</b>	38.8156		
<b>Longitude</b>	-90.8		
 2000 Total Population	861	16,003	41,499
2000 Group Quarters	0	26	168
2008 Total Population	1,415	21,612	68,203
2013 Total Population	1,678	25,433	81,196
2008 - 2013 Annual Rate	3.47%	3.31%	3.55%
 2000 Households	343	5,857	14,924
2000 Average Household Size	2.51	2.73	2.77
2008 Households	543	8,011	25,268
2008 Average Household Size	2.61	2.7	2.69
2013 Households	650	9,484	30,324
2013 Average Household Size	2.58	2.68	2.67
2008 - 2013 Annual Rate	3.66%	3.43%	3.72%
2000 Families	263	4,566	11,670
2000 Average Family Size	2.87	3.1	3.13
2008 Families	411	6,073	19,165
2008 Average Family Size	3.05	3.13	3.11
2013 Families	482	7,064	22,544
2013 Average Family Size	3.06	3.14	3.12
2008 - 2013 Annual Rate	3.24%	3.07%	3.3%
 <b>2000 Housing Units</b>	377	6,169	15,736
Owner Occupied Housing Units	79.3%	74.9%	78.9%
Renter Occupied Housing Units	15.5%	20.0%	16.0%
Vacant Housing Units	5.2%	5.1%	5.1%
<b>2008 Housing Units</b>	578	8,473	26,798
Owner Occupied Housing Units	78.9%	74.2%	78.4%
Renter Occupied Housing Units	15.1%	20.4%	15.9%
Vacant Housing Units	6.1%	5.5%	5.7%
<b>2013 Housing Units</b>	693	10,025	32,134
Owner Occupied Housing Units	77.9%	73.5%	77.8%
Renter Occupied Housing Units	15.9%	21.1%	16.6%
Vacant Housing Units	6.2%	5.4%	5.6%
<b>Median Household Income</b>			
2000	\$52,362	\$60,727	\$55,129
2008	\$67,498	\$78,448	\$70,928
2013	\$79,641	\$90,555	\$83,448
<b>Median Home Value</b>			
2000	\$129,375	\$151,402	\$134,508
2008	\$222,973	\$237,112	\$206,677
2013	\$229,360	\$242,868	\$213,201
<b>Per Capita Income</b>			
2000	\$23,249	\$26,795	\$23,421
2008	\$29,273	\$35,904	\$31,757
2013	\$34,926	\$46,123	\$39,876
<b>Median Age</b>			
2000	36.9	36.4	34.4
2008	39.5	38.2	35.8
2013	39.6	38.8	36.3

**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 2008 and 2013.



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**2000 Households by Income**

Household Income Base	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
< \$15,000	340 (8.2%)	5,861 (8.1%)	14,890 (7.4%)
\$15,000 - \$24,999	12.6%	7.4%	7.7%
\$25,000 - \$34,999	9.7%	10.1%	11.1%
\$35,000 - \$49,999	16.8%	14.3%	17.8%
\$50,000 - \$74,999	21.5%	24.0%	26.2%
\$75,000 - \$99,999	14.1%	14.2%	14.0%
\$100,000 - \$149,999	11.5%	14.9%	11.4%
\$150,000 - \$199,999	4.1%	4.0%	2.5%
\$200,000+	1.5%	3.1%	1.9%
Average Household Income	\$62,614	\$72,428	\$64,689

**2008 Households by Income**

Household Income Base	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
< \$15,000	545 (6.1%)	8,011 (5.7%)	25,269 (4.4%)
\$15,000 - \$24,999	8.8%	5.4%	5.4%
\$25,000 - \$34,999	6.6%	5.7%	5.8%
\$35,000 - \$49,999	11.2%	11.1%	13.8%
\$50,000 - \$74,999	24.0%	19.2%	23.9%
\$75,000 - \$99,999	15.2%	16.2%	16.9%
\$100,000 - \$149,999	20.9%	23.3%	20.4%
\$150,000 - \$199,999	3.5%	7.2%	5.2%
\$200,000+	3.7%	6.3%	4.2%
Average Household Income	\$79,305	\$96,298	\$86,610

**2013 Households by Income**

Household Income Base	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
< \$15,000	650 (4.6%)	9,485 (4.4%)	30,323 (3.3%)
\$15,000 - \$24,999	5.1%	3.5%	3.4%
\$25,000 - \$34,999	6.2%	4.0%	3.9%
\$35,000 - \$49,999	8.5%	6.9%	7.7%
\$50,000 - \$74,999	19.2%	17.7%	21.8%
\$75,000 - \$99,999	24.9%	19.3%	23.1%
\$100,000 - \$149,999	19.8%	20.9%	20.7%
\$150,000 - \$199,999	6.5%	9.7%	7.5%
\$200,000+	5.2%	13.5%	8.7%
Average Household Income	\$94,420	\$123,022	\$108,146

**2000 Owner Occupied HUs by Value**

Total	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
<\$50,000	280 (5.0%)	4,653 (2.9%)	12,432 (11.3%)
\$50,000 - 99,999	26.1%	16.9%	19.3%
\$100,000 - 149,999	30.7%	29.5%	27.9%
\$150,000 - 199,999	17.9%	20.4%	19.5%
\$200,000 - \$299,999	13.6%	18.4%	15.3%
\$300,000 - 499,999	6.1%	9.5%	5.3%
\$500,000 - 999,999	0.4%	1.7%	0.9%
\$1,000,000+	0.4%	0.6%	0.5%
Average Home Value	\$152,067	\$185,556	\$156,155

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
Total	64	1,192	2,447
With Cash Rent	95.3%	94.6%	94.3%
No Cash Rent	4.7%	5.4%	5.7%
Median Rent	\$569	\$531	\$514
Average Rent	\$529	\$507	\$494

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**

Age Group	2903 Mexico Rd (1.0 mile)	2903 Mexico Rd (3.0 mile)	2903 Mexico Rd (5.0 mile)
Total	857	16,001	41,499
0 - 4	6.9%	7.1%	7.9%
5 - 9	7.1%	7.6%	8.2%
10 - 14	9.1%	8.8%	8.7%
15 - 19	7.7%	7.5%	7.1%
20 - 24	4.9%	4.9%	5.1%
25 - 34	11.2%	11.8%	13.9%
35 - 44	17.3%	17.4%	18.0%
45 - 54	15.1%	14.7%	13.1%
55 - 64	10.5%	10.2%	8.8%
65 - 74	7.2%	6.5%	5.9%
75 - 84	2.3%	2.8%	2.6%
85+	0.7%	0.7%	0.7%
18+	71.9%	71.7%	70.7%

**2008 Population by Age**

Age Group	2903 Mexico Rd (1.0 mile)	2903 Mexico Rd (3.0 mile)	2903 Mexico Rd (5.0 mile)
Total	1,415	21,610	68,203
0 - 4	6.7%	7.1%	8.0%
5 - 9	6.7%	6.9%	7.6%
10 - 14	7.0%	7.3%	7.6%
15 - 19	7.1%	7.3%	7.1%
20 - 24	5.9%	5.8%	5.8%
25 - 34	11.3%	11.1%	12.6%
35 - 44	12.9%	14.4%	15.6%
45 - 54	17.2%	16.6%	15.6%
55 - 64	13.0%	12.7%	10.8%
65 - 74	7.3%	6.5%	5.6%
75 - 84	3.7%	3.4%	2.9%
85+	1.0%	0.9%	0.8%
18+	74.9%	74.0%	72.3%

**2013 Population by Age**

Age Group	2903 Mexico Rd (1.0 mile)	2903 Mexico Rd (3.0 mile)	2903 Mexico Rd (5.0 mile)
Total	1,677	25,432	81,195
0 - 4	6.6%	7.2%	8.0%
5 - 9	6.8%	6.8%	7.5%
10 - 14	7.2%	7.1%	7.5%
15 - 19	6.6%	6.8%	6.8%
20 - 24	5.0%	5.6%	5.6%
25 - 34	12.3%	11.6%	12.8%
35 - 44	12.2%	13.2%	14.1%
45 - 54	16.2%	16.2%	15.8%
55 - 64	14.1%	14.1%	12.0%
65 - 74	7.8%	6.9%	6.0%
75 - 84	3.9%	3.3%	2.9%
85+	1.2%	1.1%	1.0%
18+	75.0%	74.5%	72.7%

**2000 Population by Sex**

Sex	2903 Mexico Rd (1.0 mile)	2903 Mexico Rd (3.0 mile)	2903 Mexico Rd (5.0 mile)
Males	49.6%	49.3%	49.5%
Females	50.4%	50.7%	50.5%

**2008 Population by Sex**

Sex	2903 Mexico Rd (1.0 mile)	2903 Mexico Rd (3.0 mile)	2903 Mexico Rd (5.0 mile)
Males	50.1%	49.3%	49.3%
Females	49.9%	50.7%	50.7%

**2013 Population by Sex**

Sex	2903 Mexico Rd (1.0 mile)	2903 Mexico Rd (3.0 mile)	2903 Mexico Rd (5.0 mile)
Males	50.0%	49.3%	49.2%
Females	50.0%	50.7%	50.8%

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	860	16,003	41,498
White Alone	95.9%	92.8%	94.0%
Black Alone	2.0%	4.5%	3.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	0.8%	0.6%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	0.9%	1.2%	1.1%
Hispanic Origin	1.5%	1.2%	1.3%
Diversity Index	10.9	15.7	13.8

**2008 Population by Race/Ethnicity**

Total	1,415	21,613	68,203
White Alone	95.7%	91.4%	93.0%
Black Alone	1.6%	5.2%	4.0%
American Indian Alone	0.2%	0.3%	0.2%
Asian or Pacific Islander Alone	0.9%	1.2%	0.9%
Some Other Race Alone	0.6%	0.5%	0.5%
Two or More Races	1.1%	1.4%	1.3%
Hispanic Origin	1.8%	1.6%	1.7%
Diversity Index	11.6	18.8	16.2

**2013 Population by Race/Ethnicity**

Total	1,678	25,433	81,196
White Alone	95.3%	90.6%	92.4%
Black Alone	1.5%	5.6%	4.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	1.1%	1.4%	1.1%
Some Other Race Alone	0.7%	0.6%	0.6%
Two or More Races	1.1%	1.5%	1.4%
Hispanic Origin	2.0%	1.8%	2.0%
Diversity Index	12.8	20.5	17.7



**2000 Population 3+ by School Enrollment**

Total	815	15,265	39,482
Enrolled in Nursery/Preschool	2.1%	2.2%	2.2%
Enrolled in Kindergarten	1.5%	1.3%	1.5%
Enrolled in Grade 1-8	14.2%	13.1%	14.0%
Enrolled in Grade 9-12	5.6%	6.4%	6.4%
Enrolled in College	3.8%	4.2%	4.0%
Enrolled in Grad/Prof School	0.7%	1.0%	0.8%
Not Enrolled in School	72.0%	71.9%	71.1%

**2008 Population 25+ by Educational Attainment**

Total	941	14,169	43,586
Less than 9th Grade	3.2%	2.5%	2.9%
9th - 12th Grade, No Diploma	4.0%	5.5%	7.1%
High School Graduate	35.3%	28.0%	32.4%
Some College, No Degree	22.7%	24.4%	24.5%
Associate Degree	8.0%	7.2%	7.4%
Bachelor's Degree	17.6%	20.3%	16.8%
Graduate/Professional Degree	9.1%	12.2%	8.8%

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**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Total	1,125	16,998	52,349
Never Married	23.7%	22.0%	23.4%
Married	63.7%	66.0%	64.4%
Widowed	3.8%	3.7%	3.6%
Divorced	8.7%	8.3%	8.7%



**2000 Population 16+ by Employment Status**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Total	633	12,004	30,571
In Labor Force	76.8%	71.4%	72.7%
Civilian Employed	73.9%	68.9%	70.3%
Civilian Unemployed	2.7%	2.5%	2.4%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	23.2%	28.6%	27.3%

**2008 Civilian Population 16+ in Labor Force**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Civilian Employed	95.1%	94.6%	95.1%
Civilian Unemployed	4.9%	5.4%	4.9%

**2013 Civilian Population 16+ in Labor Force**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Civilian Employed	95.3%	94.9%	95.3%
Civilian Unemployed	4.7%	5.1%	4.7%

**2000 Females 16+ by Employment Status and Age of Children**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Total	314	6,176	15,603
Own Children < 6 Only	5.1%	7.6%	9.2%
Employed/in Armed Forces	2.9%	5.3%	6.2%
Unemployed	0.6%	0.4%	0.3%
Not in Labor Force	1.6%	1.9%	2.7%
Own Children < 6 and 6-17 Only	11.1%	8.3%	8.7%
Employed/in Armed Forces	6.7%	4.9%	5.0%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	4.5%	3.2%	3.4%
Own Children 6-17 Only	18.2%	19.0%	20.2%
Employed/in Armed Forces	16.2%	14.8%	16.2%
Unemployed	0.3%	0.5%	0.4%
Not in Labor Force	1.6%	3.6%	3.6%
No Own Children < 18	65.6%	65.1%	61.9%
Employed/in Armed Forces	40.8%	35.8%	35.1%
Unemployed	1.6%	1.7%	1.7%
Not in Labor Force	23.2%	27.6%	25.0%

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**

	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
Total	723	10,356	32,705
Agriculture/Mining	0.4%	0.2%	0.3%
Construction	10.4%	8.0%	9.4%
Manufacturing	12.0%	11.8%	13.2%
Wholesale Trade	2.8%	3.2%	3.3%
Retail Trade	12.9%	13.7%	13.0%
Transportation/Utilities	5.9%	5.4%	5.5%
Information	3.0%	3.5%	3.2%
Finance/Insurance/Real Estate	6.4%	7.4%	7.3%
Services	44.0%	43.9%	41.6%
Public Administration	2.2%	2.8%	3.2%

**2008 Employed Population 16+ by Occupation**

	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
Total	722	10,355	32,705
White Collar	62.0%	67.6%	62.4%
Management/Business/Financial	11.9%	15.2%	13.5%
Professional	18.4%	21.5%	18.7%
Sales	15.5%	15.5%	13.1%
Administrative Support	16.2%	15.4%	17.0%
Services	14.3%	12.7%	14.3%
Blue Collar	23.7%	19.7%	23.3%
Farming/Forestry/Fishing	0.1%	0.0%	0.1%
Construction/Extraction	8.4%	5.6%	7.6%
Installation/Maintenance/Repair	4.6%	4.2%	4.5%
Production	6.2%	5.2%	6.0%
Transportation/Material Moving	4.3%	4.6%	5.1%



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

	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
Total	463	8,176	21,165
Drove Alone - Car, Truck, or Van	87.3%	85.5%	85.9%
Carpooled - Car, Truck, or Van	7.1%	8.5%	8.7%
Public Transportation	0.0%	0.0%	0.1%
Walked	0.9%	0.6%	0.8%
Other Means	0.6%	0.7%	0.6%
Worked at Home	4.1%	4.7%	3.9%

**2000 Workers 16+ by Travel Time to Work**

	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
Total	461	8,177	21,165
Did Not Work at Home	95.9%	95.3%	96.1%
Less than 5 minutes	1.7%	1.6%	2.1%
5 to 9 minutes	8.9%	8.5%	8.4%
10 to 19 minutes	28.0%	25.2%	24.6%
20 to 24 minutes	11.9%	11.0%	12.0%
25 to 34 minutes	20.8%	21.4%	21.9%
35 to 44 minutes	8.5%	11.1%	10.1%
45 to 59 minutes	10.8%	11.5%	11.7%
60 to 89 minutes	4.1%	3.6%	3.9%
90 or more minutes	1.1%	1.4%	1.4%
Worked at Home	4.1%	4.7%	3.9%
Average Travel Time to Work (in min)	26.6	27.3	27.3

**2000 Households by Vehicles Available**

	2903 Mexico Rd	2903 Mexico Rd	2903 Mexico Rd
Total	345	5,852	14,918
None	1.7%	3.0%	2.9%
1	21.4%	21.8%	22.3%
2	45.5%	48.4%	49.8%
3	21.7%	20.3%	19.1%
4	8.4%	5.3%	4.7%
5+	1.2%	1.2%	1.1%
Average Number of Vehicles Available	2.2	2.1	2.0

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 Type**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Total	344	5,856	14,924
Family Households	76.5%	78.0%	78.2%
Married-couple Family	62.8%	65.9%	64.9%
With Related Children	30.2%	31.0%	32.9%
Other Family (No Spouse)	13.7%	12.0%	13.3%
With Related Children	9.6%	8.8%	9.6%
Nonfamily Households	23.5%	22.0%	21.8%
Householder Living Alone	18.6%	17.6%	17.2%
Householder Not Living Alone	4.9%	4.4%	4.6%
Households with Related Children	39.9%	39.8%	42.6%
Households with Persons 65+	19.8%	18.8%	17.4%

**2000 Households by Size**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Total	343	5,857	14,924
1 Person Household	18.6%	17.6%	17.2%
2 Person Household	35.1%	36.4%	34.3%
3 Person Household	18.0%	17.8%	18.7%
4 Person Household	16.5%	17.3%	18.4%
5 Person Household	7.5%	7.5%	7.9%
6 Person Household	2.9%	2.2%	2.4%
7+ Person Household	1.4%	1.2%	1.1%

**2000 Households by Year Householder Moved In**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Total	345	5,853	14,918
Moved in 1999 to March 2000	14.8%	20.1%	21.4%
Moved in 1995 to 1998	39.1%	36.3%	36.9%
Moved in 1990 to 1994	16.2%	16.4%	16.3%
Moved in 1980 to 1989	15.4%	16.2%	14.5%
Moved in 1970 to 1979	8.4%	7.0%	6.5%
Moved in 1969 or Earlier	6.1%	3.9%	4.4%
Median Year Householder Moved In	1995	1996	1996



**2000 Housing Units by Units in Structure**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Total	363	6,170	15,754
1, Detached	68.9%	76.6%	73.8%
1, Attached	8.8%	6.1%	4.3%
2	0.0%	0.3%	0.4%
3 or 4	3.9%	5.8%	3.4%
5 to 9	6.3%	6.7%	4.1%
10 to 19	11.6%	3.4%	2.7%
20+	0.3%	0.6%	0.9%
Mobile Home	0.3%	0.5%	10.4%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	2903 Mexico Rd Ofallon, MO 63366 Radius: 1.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 3.0 mile	2903 Mexico Rd Ofallon, MO 63366 Radius: 5.0 mile
Total	380	6,162	15,763
1999 to March 2000	2.6%	5.3%	8.8%
1995 to 1998	6.3%	13.6%	18.2%
1990 to 1994	7.6%	11.1%	12.0%
1980 to 1989	18.7%	28.0%	23.6%
1970 to 1979	45.3%	25.5%	19.3%
1969 or Earlier	19.5%	16.5%	18.1%
Median Year Structure Built	1977	1983	1985

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



Latitude 38.8156  
Longitude -90.8


2903 Mexico Rd  
Ofallon, MO 63366  
Radius: 1.0 mile

2903 Mexico Rd  
Ofallon, MO 63366  
Radius: 3.0 mile

2903 Mexico Rd  
Ofallon, MO 63366  
Radius: 5.0 mile

**Top 3 Tapestry Segments**

1.	Green Acres	Exurbanites	Green Acres
2.	Milk and Cookies	In Style	Up and Coming Families
3.	In Style	Green Acres	Midland Crowd

 **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 \$	\$1,303,596	\$23,488,604	\$66,711,899
Average Spent	\$2,400.73	\$2,932.04	\$2,640.17
Spending Potential Index	89	109	98
Computers & Accessories: Total \$	\$137,580	\$2,518,345	\$7,078,753
Average Spent	\$253.37	\$314.36	\$280.15
Spending Potential Index	106	131	117
Education: Total \$	\$781,406	\$14,622,456	\$39,634,911
Average Spent	\$1,439.05	\$1,825.30	\$1,568.58
Spending Potential Index	105	133	114
Entertainment/Recreation: Total \$	\$2,212,864	\$39,298,175	\$112,473,562
Average Spent	\$4,075.26	\$4,905.53	\$4,451.23
Spending Potential Index	110	132	120
Food at Home: Total \$	\$2,764,528	\$49,207,978	\$140,728,247
Average Spent	\$5,091.21	\$6,142.55	\$5,569.43
Spending Potential Index	104	126	114
Food Away from Home: Total \$	\$1,977,114	\$35,379,004	\$100,921,968
Average Spent	\$3,641.09	\$4,416.30	\$3,994.06
Spending Potential Index	106	129	117
Health Care: Total \$	\$2,392,249	\$41,828,056	\$120,261,285
Average Spent	\$4,405.62	\$5,221.33	\$4,759.43
Spending Potential Index	108	128	116
HH Furnishings & Equipment: Total \$	\$1,316,402	\$23,683,646	\$67,090,458
Average Spent	\$2,424.31	\$2,956.39	\$2,655.16
Spending Potential Index	105	129	115
Investments: Total \$	\$649,822	\$12,299,083	\$32,189,197
Average Spent	\$1,196.73	\$1,535.27	\$1,273.91
Spending Potential Index	118	151	126
Retail Goods: Total \$	\$15,573,653	\$276,717,445	\$794,159,329
Average Spent	\$28,680.76	\$34,542.19	\$31,429.45
Spending Potential Index	106	127	116
Shelter: Total \$	\$8,947,341	\$163,961,314	\$456,620,308
Average Spent	\$16,477.61	\$20,467.02	\$18,071.09
Spending Potential Index	106	132	116
TV/Video/Sound Equipment: Total \$	\$817,970	\$14,690,891	\$41,926,598
Average Spent	\$1,506.39	\$1,833.84	\$1,659.28
Spending Potential Index	105	128	115
Travel: Total \$	\$1,130,692	\$20,624,104	\$56,829,347
Average Spent	\$2,082.31	\$2,574.47	\$2,249.06
Spending Potential Index	110	137	119
Vehicle Maintenance & Repairs: Total \$	\$575,323	\$10,308,263	\$29,404,764
Average Spent	\$1,059.53	\$1,286.76	\$1,163.72
Spending Potential Index	107	130	117

**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.