




Latitude: 31.9964
Longitude: -81.2631

Radius: 3.0 miles Radius: 5.0 miles Radius: 10.0 miles

	2000 Total Population	12,572	19,816	120,862
	2000 Group Quarters	2	26	3,724
	2008 Total Population	15,051	28,034	140,729
	2013 Total Population	16,838	31,532	150,741
	2008 - 2013 Annual Rate	2.27%	2.38%	1.38%
	2000 Households	4,679	7,473	45,683
	2000 Average Household Size	2.69	2.65	2.56
	2008 Households	5,717	10,735	53,661
	2008 Average Household Size	2.63	2.61	2.52
	2013 Households	6,432	12,136	57,902
	2013 Average Household Size	2.62	2.6	2.51
	2008 - 2013 Annual Rate	2.38%	2.48%	1.53%
	2000 Families	3,322	5,286	31,345
	2000 Average Family Size	3.14	3.11	3.08
	2008 Families	3,840	7,349	35,752
	2008 Average Family Size	3.17	3.11	3.08
	2013 Families	4,202	8,107	37,796
	2013 Average Family Size	3.2	3.14	3.1
	2008 - 2013 Annual Rate	1.82%	1.98%	1.12%
	2000 Housing Units	5,064	8,010	49,308
	Owner Occupied Housing Units	60.3%	58.7%	56.4%
	Renter Occupied Housing Units	32.0%	34.3%	36.2%
	Vacant Housing Units	7.7%	6.9%	7.5%
	2008 Housing Units	6,366	11,782	59,267
	Owner Occupied Housing Units	56.6%	59.3%	55.8%
	Renter Occupied Housing Units	33.2%	31.8%	34.7%
	Vacant Housing Units	10.2%	8.9%	9.5%
	2013 Housing Units	7,225	13,415	64,462
	Owner Occupied Housing Units	54.0%	57.5%	54.7%
	Renter Occupied Housing Units	35.0%	33.0%	35.1%
	Vacant Housing Units	11.0%	9.5%	10.2%
	Median Household Income			
	2000	\$45,022	\$46,042	\$38,750
	2008	\$53,923	\$56,094	\$49,458
	2013	\$61,209	\$63,196	\$55,754
	Median Home Value			
	2000	\$93,148	\$96,264	\$86,553
	2008	\$139,293	\$143,257	\$134,377
	2013	\$139,626	\$146,158	\$139,574
	Per Capita Income			
	2000	\$22,228	\$22,287	\$19,184
	2008	\$25,197	\$26,103	\$23,811
	2013	\$27,910	\$28,963	\$26,937
	Median Age			
	2000	30.8	30.6	32.6
	2008	32.5	32.7	33.9
	2013	33.1	33.5	34.7

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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Radius: 3.0 miles

Radius: 5.0 miles

Radius: 10.0 miles



2000 Households by Income

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Household Income Base	4,657	7,462	45,741
< \$15,000	11.3%	11.2%	17.0%
\$15,000 - \$24,999	13.6%	12.4%	14.4%
\$25,000 - \$34,999	10.3%	10.6%	13.5%
\$35,000 - \$49,999	21.4%	20.1%	18.7%
\$50,000 - \$74,999	20.3%	22.9%	18.8%
\$75,000 - \$99,999	12.2%	12.0%	9.6%
\$100,000 - \$149,999	7.6%	7.7%	5.3%
\$150,000 - \$199,999	1.7%	1.5%	1.2%
\$200,000+	1.6%	1.5%	1.4%
Average Household Income	\$58,807	\$58,563	\$49,674

2008 Households by Income

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Household Income Base	5,714	10,734	53,662
< \$15,000	9.6%	8.9%	11.6%
\$15,000 - \$24,999	7.7%	7.3%	10.1%
\$25,000 - \$34,999	14.4%	12.5%	13.2%
\$35,000 - \$49,999	13.0%	13.4%	15.6%
\$50,000 - \$74,999	24.1%	24.0%	21.3%
\$75,000 - \$99,999	19.0%	20.0%	16.1%
\$100,000 - \$149,999	8.1%	8.9%	7.9%
\$150,000 - \$199,999	2.4%	2.8%	2.2%
\$200,000+	1.8%	2.2%	2.0%
Average Household Income	\$63,916	\$67,693	\$61,315

2013 Households by Income

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Household Income Base	6,432	12,138	57,899
< \$15,000	8.1%	7.5%	9.5%
\$15,000 - \$24,999	7.6%	7.0%	9.4%
\$25,000 - \$34,999	13.4%	11.8%	11.7%
\$35,000 - \$49,999	10.7%	11.0%	13.6%
\$50,000 - \$74,999	22.5%	22.6%	21.3%
\$75,000 - \$99,999	19.3%	19.0%	16.3%
\$100,000 - \$149,999	13.7%	15.2%	13.1%
\$150,000 - \$199,999	2.4%	3.0%	2.4%
\$200,000+	2.3%	2.9%	2.7%
Average Household Income	\$70,385	\$74,632	\$68,990

2000 Owner Occupied HUs by Value

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	3,037	4,708	27,807
<\$50,000	21.2%	17.0%	16.2%
\$50,000 - 99,999	34.3%	36.6%	47.6%
\$100,000 - 149,999	26.0%	26.3%	22.1%
\$150,000 - 199,999	9.0%	9.8%	7.1%
\$200,000 - \$299,999	5.9%	6.6%	4.5%
\$300,000 - 499,999	3.4%	3.4%	1.8%
\$500,000 - 999,999	0.2%	0.2%	0.5%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$108,221	\$112,794	\$103,565

2000 Specified Renter Occupied HUs by Contract Rent

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	1,626	2,738	17,734
With Cash Rent	94.7%	95.2%	95.1%
No Cash Rent	5.3%	4.8%	4.9%
Median Rent	\$633	\$629	\$517
Average Rent	\$623	\$616	\$537

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

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	12,573	19,817	120,861
0 - 4	8.1%	8.2%	7.2%
5 - 9	7.9%	7.9%	7.4%
10 - 14	7.7%	7.7%	7.3%
15 - 19	6.1%	6.2%	7.2%
20 - 24	8.1%	8.1%	8.5%
25 - 34	19.8%	20.0%	15.9%
35 - 44	18.3%	17.8%	15.8%
45 - 54	12.4%	12.2%	12.2%
55 - 64	6.4%	6.3%	7.8%
65 - 74	3.5%	3.5%	5.5%
75 - 84	1.4%	1.6%	3.8%
85+	0.3%	0.4%	1.3%
18+	72.6%	72.4%	73.9%

2008 Population by Age

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	15,052	28,036	140,726
0 - 4	7.9%	8.0%	7.2%
5 - 9	6.8%	7.1%	6.6%
10 - 14	6.7%	7.0%	6.7%
15 - 19	7.0%	7.0%	7.3%
20 - 24	8.1%	7.4%	8.1%
25 - 34	17.8%	17.4%	15.8%
35 - 44	15.6%	16.0%	14.2%
45 - 54	14.0%	13.8%	13.5%
55 - 64	9.1%	9.2%	9.8%
65 - 74	4.4%	4.4%	5.6%
75 - 84	2.0%	2.1%	3.6%
85+	0.6%	0.7%	1.7%
18+	74.5%	73.8%	75.3%

2013 Population by Age

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	16,836	31,532	150,742
0 - 4	8.0%	8.1%	7.3%
5 - 9	6.7%	6.9%	6.5%
10 - 14	6.2%	6.7%	6.4%
15 - 19	6.1%	6.4%	6.8%
20 - 24	8.5%	7.8%	8.4%
25 - 34	17.3%	16.3%	15.1%
35 - 44	14.5%	15.2%	13.7%
45 - 54	14.1%	14.0%	13.5%
55 - 64	10.6%	10.4%	11.0%
65 - 74	5.0%	5.0%	6.1%
75 - 84	2.2%	2.2%	3.4%
85+	0.7%	0.9%	1.8%
18+	75.6%	74.5%	75.9%

2000 Population by Sex

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Males	50.1%	49.9%	48.7%
Females	49.9%	50.1%	51.3%

2008 Population by Sex

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Males	49.8%	49.7%	49.2%
Females	50.2%	50.3%	50.8%

2013 Population by Sex

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Males	49.7%	49.6%	49.2%
Females	50.3%	50.4%	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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Radius: 3.0 miles

Radius: 5.0 miles

Radius: 10.0 miles



2000 Population by Race/Ethnicity

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	12,572	19,814	120,862
White Alone	71.5%	72.8%	58.4%
Black Alone	22.0%	20.8%	36.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	2.8%	2.6%	1.8%
Some Other Race Alone	1.4%	1.4%	1.4%
Two or More Races	1.9%	1.9%	1.6%
Hispanic Origin	4.3%	4.1%	3.4%
Diversity Index	48.6	47.1	55.7

2008 Population by Race/Ethnicity

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	15,052	28,034	140,729
White Alone	62.1%	64.3%	52.9%
Black Alone	29.7%	27.8%	40.7%
American Indian Alone	0.5%	0.5%	0.3%
Asian or Pacific Islander Alone	3.3%	2.9%	2.2%
Some Other Race Alone	2.1%	2.0%	1.9%
Two or More Races	2.3%	2.4%	2.0%
Hispanic Origin	5.6%	5.3%	4.4%
Diversity Index	57.6	55.7	59.2

2013 Population by Race/Ethnicity

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	16,839	31,532	150,742
White Alone	56.3%	59.1%	49.7%
Black Alone	34.3%	31.9%	43.0%
American Indian Alone	0.6%	0.6%	0.4%
Asian or Pacific Islander Alone	3.6%	3.3%	2.5%
Some Other Race Alone	2.6%	2.4%	2.2%
Two or More Races	2.7%	2.8%	2.3%
Hispanic Origin	6.6%	6.2%	5.0%
Diversity Index	61.8	60.1	61.0



2000 Population 3+ by School Enrollment

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	12,083	18,925	115,921
Enrolled in Nursery/Preschool	3.1%	2.9%	2.3%
Enrolled in Kindergarten	2.2%	1.9%	1.7%
Enrolled in Grade 1-8	14.1%	14.0%	12.8%
Enrolled in Grade 9-12	5.0%	5.0%	5.9%
Enrolled in College	4.4%	4.5%	5.3%
Enrolled in Grad/Prof School	1.1%	1.3%	1.0%
Not Enrolled in School	70.2%	70.5%	71.0%

2008 Population 25+ by Educational Attainment

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	9,560	17,804	90,352
Less than 9th Grade	1.9%	2.7%	4.1%
9th - 12th Grade, No Diploma	11.5%	10.9%	11.8%
High School Graduate	31.0%	30.1%	30.9%
Some College, No Degree	19.8%	20.8%	23.4%
Associate Degree	6.3%	7.2%	7.1%
Bachelor's Degree	21.2%	19.9%	15.7%
Graduate/Professional Degree	8.2%	8.3%	7.0%

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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Radius: 5.0 miles

Radius: 10.0 miles



2008 Population 15+ by Marital Status

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	11,831	21,840	111,955
Never Married	26.1%	25.7%	29.7%
Married	57.8%	58.6%	52.0%
Widowed	4.3%	4.0%	5.9%
Divorced	11.8%	11.6%	12.4%



2000 Population 16+ by Employment Status

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	9,405	14,838	92,783
In Labor Force	72.5%	73.4%	66.5%
Civilian Employed	64.4%	65.7%	59.0%
Civilian Unemployed	2.2%	2.0%	3.0%
In Armed Forces	5.9%	5.8%	4.6%
Not in Labor Force	27.5%	26.6%	33.5%

2008 Civilian Population 16+ in Labor Force

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Civilian Employed	95.5%	95.7%	93.8%
Civilian Unemployed	4.5%	4.3%	6.2%

2013 Civilian Population 16+ in Labor Force

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Civilian Employed	95.8%	95.9%	94.6%
Civilian Unemployed	4.2%	4.1%	5.4%

2000 Females 16+ by Employment Status and Age of Children

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,809	7,593	48,300
Own Children < 6 Only	11.2%	11.8%	8.5%
Employed/in Armed Forces	6.4%	7.0%	5.3%
Unemployed	0.7%	0.6%	0.5%
Not in Labor Force	4.1%	4.2%	2.7%
Own Children < 6 and 6-17 Only	7.8%	7.5%	6.2%
Employed/in Armed Forces	5.6%	5.1%	4.1%
Unemployed	0.5%	0.4%	0.4%
Not in Labor Force	1.7%	2.0%	1.8%
Own Children 6-17 Only	18.5%	18.3%	18.4%
Employed/in Armed Forces	14.6%	14.8%	14.1%
Unemployed	0.2%	0.3%	0.4%
Not in Labor Force	3.7%	3.3%	4.0%
No Own Children < 18	62.4%	62.4%	66.9%
Employed/in Armed Forces	37.9%	38.0%	34.2%
Unemployed	1.9%	1.6%	2.0%
Not in Labor Force	22.6%	22.8%	30.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.

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Radius: 3.0 miles

Radius: 5.0 miles

Radius: 10.0 miles



2008 Employed Population 16+ by Industry

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	7,748	14,300	69,379
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	6.6%	7.2%	7.8%
Manufacturing	9.1%	9.0%	7.8%
Wholesale Trade	2.4%	2.7%	2.7%
Retail Trade	12.7%	12.2%	12.7%
Transportation/Utilities	7.1%	7.3%	6.8%
Information	1.8%	1.8%	1.7%
Finance/Insurance/Real Estate	7.2%	6.7%	6.1%
Services	48.1%	47.4%	48.7%
Public Administration	4.7%	5.2%	5.4%

2008 Employed Population 16+ by Occupation

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	7,749	14,300	69,379
White Collar	63.9%	63.1%	59.1%
Management/Business/Financial	13.1%	12.8%	11.4%
Professional	24.3%	24.5%	21.0%
Sales	13.5%	13.0%	13.2%
Administrative Support	13.0%	12.7%	13.4%
Services	16.0%	15.5%	18.2%
Blue Collar	20.1%	21.4%	22.7%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	5.7%	5.9%	6.3%
Installation/Maintenance/Repair	5.1%	5.6%	4.6%
Production	2.9%	3.4%	4.1%
Transportation/Material Moving	6.1%	6.2%	7.6%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	6,531	10,487	58,040
Drove Alone - Car, Truck, or Van	83.6%	84.0%	77.7%
Carpooled - Car, Truck, or Van	11.6%	11.2%	14.2%
Public Transportation	0.5%	0.7%	2.4%
Walked	1.7%	1.4%	2.3%
Other Means	0.6%	0.7%	1.3%
Worked at Home	1.9%	2.0%	2.3%

2000 Workers 16+ by Travel Time to Work

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	6,532	10,489	58,042
Did Not Work at Home	98.1%	98.0%	97.7%
Less than 5 minutes	2.0%	1.8%	2.5%
5 to 9 minutes	3.9%	5.1%	9.5%
10 to 19 minutes	29.4%	28.5%	33.2%
20 to 24 minutes	26.1%	23.7%	18.5%
25 to 34 minutes	23.6%	25.6%	21.5%
35 to 44 minutes	5.1%	5.3%	3.8%
45 to 59 minutes	3.4%	3.6%	4.5%
60 to 89 minutes	3.7%	3.3%	2.8%
90 or more minutes	0.9%	1.2%	1.5%
Worked at Home	1.9%	2.0%	2.3%
Average Travel Time to Work (in min)	23.8	23.9	22.7

2000 Households by Vehicles Available

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,665	7,454	45,627
None	2.8%	3.4%	8.9%
1	33.4%	32.9%	36.7%
2	46.8%	46.2%	39.1%
3	13.3%	12.9%	11.8%
4	3.2%	4.0%	2.7%
5+	0.5%	0.7%	0.9%
Average Number of Vehicles Available	1.8	1.8	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

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Radius: 10.0 miles



2000 Households by Type

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,679	7,473	45,684
Family Households	71.0%	70.7%	68.6%
Married-couple Family	56.8%	56.5%	48.6%
With Related Children	29.9%	29.9%	24.1%
Other Family (No Spouse)	14.1%	14.2%	20.0%
With Related Children	10.3%	10.4%	13.7%
Nonfamily Households	29.0%	29.3%	31.4%
Householder Living Alone	21.0%	21.4%	25.0%
Householder Not Living Alone	8.0%	7.9%	6.4%
Households with Related Children	40.2%	40.3%	37.7%
Households with Persons 65+	10.6%	11.1%	20.8%

2000 Households by Size

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,679	7,473	45,683
1 Person Household	21.0%	21.4%	25.0%
2 Person Household	34.0%	33.8%	32.3%
3 Person Household	20.1%	20.0%	18.9%
4 Person Household	15.5%	15.6%	14.2%
5 Person Household	6.6%	6.3%	6.1%
6 Person Household	1.7%	1.8%	2.1%
7+ Person Household	1.1%	1.1%	1.3%

2000 Households by Year Householder Moved In

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,667	7,454	45,626
Moved in 1999 to March 2000	36.9%	36.0%	26.3%
Moved in 1995 to 1998	34.2%	33.5%	28.8%
Moved in 1990 to 1994	11.9%	12.9%	14.0%
Moved in 1980 to 1989	10.0%	10.7%	13.5%
Moved in 1970 to 1979	4.3%	3.9%	7.9%
Moved in 1969 or Earlier	2.7%	2.9%	9.5%
Median Year Householder Moved In	1997	1997	1996



2000 Housing Units by Units in Structure

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	5,049	7,991	49,395
1, Detached	51.6%	53.9%	59.6%
1, Attached	2.5%	2.5%	4.1%
2	0.5%	0.4%	2.1%
3 or 4	2.0%	2.2%	6.5%
5 to 9	6.4%	6.2%	6.8%
10 to 19	7.2%	7.5%	3.5%
20+	5.9%	7.6%	6.6%
Mobile Home	23.8%	19.6%	10.6%
Other	0.1%	0.1%	0.1%

2000 Housing Units by Year Structure Built

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	5,042	7,970	49,340
1999 to March 2000	12.6%	11.0%	3.8%
1995 to 1998	30.6%	27.0%	10.1%
1990 to 1994	13.8%	16.5%	10.2%
1980 to 1989	22.2%	24.7%	22.2%
1970 to 1979	12.8%	11.9%	20.1%
1969 or Earlier	8.0%	8.9%	33.6%
Median Year Structure Built	1993	1991	1978

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

Latitude: 31.9964
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Radius: 3.0 miles

Radius: 5.0 miles

Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Enterprising Professio	Enterprising Professio	Midland Crowd
2.	Aspiring Young Familie	Midland Crowd	Aspiring Young Familie
3.	Southern Satellites	Aspiring Young Familie	Young and Restless

 **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 \$	\$11,463,931	\$22,738,052	\$103,217,535
Average Spent	\$2,005.24	\$2,118.12	\$1,923.51
Spending Potential Index	75	79	72
Computers & Accessories: Total \$	\$1,216,974	\$2,405,821	\$10,797,163
Average Spent	\$212.87	\$224.11	\$201.21
Spending Potential Index	89	94	84
Education: Total \$	\$6,569,058	\$13,054,963	\$60,949,433
Average Spent	\$1,149.04	\$1,216.11	\$1,135.82
Spending Potential Index	84	88	83
Entertainment/Recreation: Total \$	\$18,648,712	\$37,113,246	\$166,487,195
Average Spent	\$3,261.98	\$3,457.22	\$3,102.57
Spending Potential Index	88	93	84
Food at Home: Total \$	\$24,314,486	\$48,226,787	\$221,108,934
Average Spent	\$4,253.01	\$4,492.48	\$4,120.48
Spending Potential Index	87	92	84
Food Away from Home: Total \$	\$17,341,298	\$34,403,442	\$156,346,234
Average Spent	\$3,033.29	\$3,204.79	\$2,913.59
Spending Potential Index	89	94	85
Health Care: Total \$	\$19,849,764	\$39,697,426	\$183,940,414
Average Spent	\$3,472.06	\$3,697.94	\$3,427.82
Spending Potential Index	85	90	84
HH Furnishings & Equipment: Total \$	\$10,879,996	\$21,686,883	\$97,018,672
Average Spent	\$1,903.10	\$2,020.20	\$1,807.99
Spending Potential Index	83	88	79
Investments: Total \$	\$4,516,630	\$9,227,037	\$43,421,086
Average Spent	\$790.03	\$859.53	\$809.17
Spending Potential Index	78	85	80
Retail Goods: Total \$	\$133,746,488	\$265,864,333	\$1,192,440,842
Average Spent	\$23,394.52	\$24,766.12	\$22,221.74
Spending Potential Index	86	91	82
Shelter: Total \$	\$76,038,509	\$150,939,303	\$687,799,716
Average Spent	\$13,300.42	\$14,060.48	\$12,817.50
Spending Potential Index	86	91	83
TV/Video/Sound Equipment: Total \$	\$7,240,183	\$14,354,409	\$65,607,185
Average Spent	\$1,266.43	\$1,337.16	\$1,222.62
Spending Potential Index	88	93	85
Travel: Total \$	\$8,931,280	\$17,827,237	\$80,766,056
Average Spent	\$1,562.23	\$1,660.66	\$1,505.12
Spending Potential Index	83	88	80
Vehicle Maintenance & Repairs: Total \$	\$5,016,441	\$9,951,123	\$44,638,243
Average Spent	\$877.46	\$926.98	\$831.86
Spending Potential Index	88	93	84

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.