



Center of Madison County, MS

Latitude: 32.46342

Longitude: -90.11533

Radius: 10.0 miles

Radius: 20.0 miles

Radius: 30.0 miles



	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
2000 Total Population	137,366	383,098	450,055
2000 Group Quarters	3,248	15,371	17,383
2004 Total Population	145,019	394,117	464,175
2009 Total Population	152,155	407,477	480,201
2004 - 2009 Annual Rate	0.97%	0.67%	0.68%



2000 Households	54,415	140,293	163,876
2000 Average Household Size	2.46	2.62	2.64
2004 Households	58,506	147,608	172,897
2004 Average Household Size	2.42	2.57	2.58
2009 Households	62,452	155,819	182,627
2009 Average Household Size	2.38	2.52	2.53
2004 - 2009 Annual Rate	1.31%	1.09%	1.1%
2000 Families	36,160	97,149	115,357
2000 Average Family Size	3.05	3.18	3.18
2004 Families	38,514	101,242	120,613
2004 Average Family Size	3.01	3.12	3.12
2009 Families	40,850	106,188	126,605
2009 Average Family Size	2.96	3.06	3.06
2004 - 2009 Annual Rate	1.18%	0.96%	0.97%



<b>2000 Housing Units</b>	58,424	152,621	177,968
Owner Occupied Housing Units	62.8%	60.8%	63.3%
Renter Occupied Housing Units	30.3%	31.1%	28.7%
Vacant Housing Units	6.9%	8.1%	7.9%
<b>2004 Housing Units</b>	62,889	161,392	188,479
Owner Occupied Housing Units	63.7%	60.7%	63.2%
Renter Occupied Housing Units	29.4%	30.7%	28.5%
Vacant Housing Units	7.0%	8.5%	8.3%
<b>2009 Housing Units</b>	67,496	171,512	200,335
Owner Occupied Housing Units	64.7%	61.3%	63.6%
Renter Occupied Housing Units	27.8%	29.6%	27.6%
Vacant Housing Units	7.5%	9.1%	8.8%

**Median Household Income**

2000	\$46,332	\$38,674	\$38,571
2004	\$51,747	\$43,095	\$42,907
2009	\$60,999	\$49,710	\$49,340

**Median Home Value**

2000	\$107,062	\$82,987	\$81,324
2004	\$122,605	\$94,258	\$91,981
2009	\$146,370	\$112,202	\$108,863

**Per Capita Income**

2000	\$26,261	\$19,721	\$19,297
2004	\$30,927	\$23,222	\$22,695
2009	\$37,970	\$28,183	\$27,483

**Median Age**

2000	34.4	32.7	33.1
2004	35.3	33.6	33.9
2009	36.7	34.7	35.0

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 BIS forecasts for 2004 and 2009.

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**2000 Households by Income**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Household Income Base	54,570	140,453	164,043
< \$15,000	13.7%	18.8%	18.8%
\$15,000 - \$24,999	11.1%	13.5%	13.6%
\$25,000 - \$34,999	12.5%	13.1%	13.1%
\$35,000 - \$49,999	16.1%	16.5%	16.7%
\$50,000 - \$74,999	19.3%	18.7%	18.9%
\$75,000 - \$99,999	11.0%	9.1%	9.2%
\$100,000 - \$149,999	9.4%	6.3%	6.0%
\$150,000 - \$199,999	3.0%	1.8%	1.7%
\$200,000+	4.0%	2.2%	2.1%
Average Household Income	\$65,452	\$52,837	\$52,072

**2004 Households by Income**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Household Income Base	58,509	147,608	172,896
< \$15,000	12.1%	16.6%	16.6%
\$15,000 - \$24,999	9.5%	11.9%	12.0%
\$25,000 - \$34,999	11.3%	12.7%	12.7%
\$35,000 - \$49,999	15.4%	15.9%	16.1%
\$50,000 - \$74,999	18.0%	17.9%	18.1%
\$75,000 - \$99,999	12.4%	10.9%	10.9%
\$100,000 - \$149,999	12.1%	9.0%	8.8%
\$150,000 - \$199,999	3.9%	2.3%	2.2%
\$200,000+	5.1%	2.9%	2.7%
Average Household Income	\$76,131	\$61,063	\$60,044

**2009 Households by Income**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Household Income Base	62,453	155,819	182,629
< \$15,000	10.2%	13.9%	13.9%
\$15,000 - \$24,999	8.2%	10.7%	10.8%
\$25,000 - \$34,999	8.7%	10.6%	10.7%
\$35,000 - \$49,999	14.3%	15.1%	15.2%
\$50,000 - \$74,999	17.5%	17.9%	18.1%
\$75,000 - \$99,999	12.4%	11.5%	11.7%
\$100,000 - \$149,999	15.9%	12.7%	12.5%
\$150,000 - \$199,999	5.7%	3.6%	3.4%
\$200,000+	7.1%	4.0%	3.7%
Average Household Income	\$91,946	\$72,715	\$71,335

**2000 Owner Occupied HUs by Value**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	36,602	92,818	112,741
<\$50,000	11.4%	23.1%	25.0%
\$50,000 - 99,999	34.6%	39.9%	39.2%
\$100,000 - 149,999	24.4%	18.8%	18.5%
\$150,000 - 199,999	12.5%	8.4%	8.2%
\$200,000 - \$299,999	10.2%	6.2%	5.8%
\$300,000 - 499,999	5.3%	2.7%	2.5%
\$500,000 - 999,999	1.3%	0.6%	0.6%
\$1,000,000+	0.2%	0.2%	0.3%
Average Home Value	\$140,039	\$107,447	\$104,301

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

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	17,701	47,182	50,697
With Cash Rent	96.6%	94.9%	93.9%
No Cash Rent	3.4%	5.1%	6.1%
Median Rent	\$518	\$437	\$428
Average Rent	\$533	\$437	\$430

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 BIS forecasts for 2004 and 2009.



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**2000 Population by Age**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	137,367	383,096	450,057
0 - 4	7.1%	7.5%	7.4%
5 - 9	7.3%	7.7%	7.6%
10 - 14	7.2%	7.7%	7.7%
15 - 24	13.5%	15.5%	15.5%
25 - 34	15.8%	14.9%	14.5%
35 - 44	16.5%	15.9%	15.9%
45 - 54	13.9%	13.0%	13.1%
55 - 64	7.6%	7.6%	7.8%
65 - 74	5.6%	5.5%	5.6%
75 - 84	3.9%	3.5%	3.5%
85+	1.6%	1.4%	1.3%
18+	74.2%	72.4%	72.6%

**2004 Population by Age**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	145,019	394,118	464,175
0 - 4	7.1%	7.5%	7.4%
5 - 9	7.2%	7.4%	7.3%
10 - 14	7.1%	7.5%	7.4%
15 - 24	13.2%	15.2%	15.2%
25 - 34	15.0%	14.6%	14.4%
35 - 44	15.8%	15.1%	15.0%
45 - 54	14.6%	13.8%	13.9%
55 - 64	9.0%	8.7%	8.9%
65 - 74	5.4%	5.4%	5.6%
75 - 84	3.9%	3.5%	3.6%
85+	1.7%	1.4%	1.4%
18+	74.8%	73.5%	73.7%

**2009 Population by Age**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	152,155	407,478	480,202
0 - 4	7.0%	7.5%	7.4%
5 - 9	6.6%	6.9%	6.8%
10 - 14	7.3%	7.4%	7.4%
15 - 24	13.3%	14.9%	14.7%
25 - 34	13.3%	13.8%	13.7%
35 - 44	15.4%	14.4%	14.4%
45 - 54	15.1%	14.4%	14.5%
55 - 64	10.9%	10.3%	10.6%
65 - 74	5.5%	5.4%	5.6%
75 - 84	3.8%	3.5%	3.5%
85+	1.9%	1.5%	1.5%
18+	75.0%	74.0%	74.2%

**2000 Population by Sex**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Males	47.0%	47.3%	47.6%
Females	53.0%	52.7%	52.4%

**2004 Population by Sex**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Males	47.1%	47.4%	47.7%
Females	52.9%	52.6%	52.3%

**2009 Population by Sex**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Males	47.1%	47.5%	47.9%
Females	52.9%	52.5%	52.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



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**2000 Population by Race/Ethnicity**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	137,367	383,097	450,054
White Alone	59.8%	51.0%	53.4%
Black Alone	37.9%	47.2%	44.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.4%	0.8%	0.7%
Some Other Race Alone	0.3%	0.3%	0.3%
Two or More Races	0.6%	0.6%	0.6%
Hispanic Origin	0.9%	1.0%	1.1%
Diversity Index	50.8	52.7	52.4

**2004 Population by Race/Ethnicity**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	145,018	394,117	464,175
White Alone	59.4%	50.6%	52.8%
Black Alone	37.8%	47.2%	45.1%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	1.7%	1.0%	0.9%
Some Other Race Alone	0.3%	0.3%	0.4%
Two or More Races	0.7%	0.7%	0.7%
Hispanic Origin	1.0%	1.1%	1.2%
Diversity Index	51.4	53.1	52.9

**2009 Population by Race/Ethnicity**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	152,155	407,476	480,201
White Alone	58.7%	50.0%	52.1%
Black Alone	37.9%	47.4%	45.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	2.1%	1.3%	1.1%
Some Other Race Alone	0.4%	0.4%	0.4%
Two or More Races	0.8%	0.8%	0.8%
Hispanic Origin	1.2%	1.3%	1.4%
Diversity Index	52.3	53.7	53.6



**2000 Population 3+ by School Enrollment**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	131,311	366,265	430,450
Enrolled in Nursery/Preschool	2.7%	2.5%	2.4%
Enrolled in Kindergarten	1.8%	1.8%	1.7%
Enrolled in Grade 1-8	12.2%	13.5%	13.5%
Enrolled in Grade 9-12	5.5%	6.2%	6.3%
Enrolled in College	5.3%	5.6%	5.4%
Enrolled in Grad/Prof School	1.8%	1.2%	1.1%
Not Enrolled in School	70.8%	69.2%	69.6%

**2000 Population 25+ by Educational Attainment**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	89,600	236,052	278,119
Less than 9th Grade	3.4%	5.7%	6.1%
9th - 12th Grade, No Diploma	7.2%	12.6%	13.3%
High School Graduate	14.9%	21.7%	23.0%
Some College, No Degree	23.9%	23.9%	23.7%
Associate Degree	6.3%	6.1%	6.3%
Bachelor's Degree	28.9%	19.6%	18.1%
Master's/Prof/Doctorate Degree	15.5%	10.4%	9.5%

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 BIS forecasts for 2004 and 2009.



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**2000 Population 15+ by Sex and Marital Status**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
<b>Total</b>	107,614	295,178	347,659
<b>Females</b>	54.0%	53.6%	53.2%
Never Married	14.7%	16.0%	15.3%
Married, not Separated	26.1%	23.6%	24.2%
Married, Separated	1.5%	1.9%	1.8%
Widowed	5.2%	5.5%	5.6%
Divorced	6.4%	6.5%	6.2%
<b>Males</b>	46.0%	46.4%	46.8%
Never Married	13.6%	16.0%	15.7%
Married, not Separated	26.3%	23.9%	24.5%
Married, Separated	1.0%	1.2%	1.2%
Widowed	1.0%	1.1%	1.1%
Divorced	4.1%	4.3%	4.3%



**2000 Population 16+ by Employment Status**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
<b>Total</b>	105,643	289,263	340,597
<b>In Labor Force</b>	69.2%	64.9%	64.6%
Civilian Employed	65.9%	60.6%	60.4%
Civilian Unemployed	3.1%	4.1%	4.0%
In Armed Forces	0.1%	0.2%	0.2%
<b>Not in Labor Force</b>	30.8%	35.1%	35.4%

**2004 Civilian Population 16+ in Labor Force**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Civilian Employed	95.1%	93.3%	93.5%
Civilian Unemployed	4.9%	6.7%	6.5%

**2009 Civilian Population 16+ in Labor Force**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Civilian Employed	95.4%	93.7%	94.0%
Civilian Unemployed	4.6%	6.3%	6.0%

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

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
<b>Total</b>	57,086	155,058	181,500
<b>Own Children &lt; 6 Only</b>	8.7%	8.0%	7.9%
Employed/in Armed Forces	5.5%	5.2%	5.1%
Unemployed	0.5%	0.5%	0.5%
Not in Labor Force	2.8%	2.3%	2.3%
<b>Own Children &lt; 6 and 6-17 Only</b>	6.0%	6.7%	6.6%
Employed/in Armed Forces	3.9%	4.2%	4.2%
Unemployed	0.2%	0.4%	0.4%
Not in Labor Force	1.9%	2.0%	2.1%
<b>Own Children 6-17 Only</b>	17.0%	18.4%	18.7%
Employed/in Armed Forces	12.9%	13.5%	13.8%
Unemployed	0.4%	0.7%	0.7%
Not in Labor Force	3.6%	4.3%	4.3%
<b>No Own Children &lt; 18</b>	68.3%	66.9%	66.8%
Employed/in Armed Forces	38.2%	33.4%	33.1%
Unemployed	1.9%	2.4%	2.3%
Not in Labor Force	28.2%	31.1%	31.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004.



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**2004 Employed Population 16+ by Industry**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	74,349	183,602	216,453
Agriculture/Mining	0.7%	0.7%	1.0%
Construction	4.7%	6.4%	7.1%
Manufacturing	6.5%	8.1%	8.8%
Wholesale Trade	3.4%	3.4%	3.5%
Retail Trade	10.9%	11.5%	11.5%
Transportation/Utilities	4.9%	5.5%	5.7%
Information	4.3%	3.4%	3.2%
Finance/Insurance/Real Estate	10.1%	8.4%	8.1%
Services	47.7%	45.7%	44.4%
Public Administration	6.7%	6.8%	6.6%

**2004 Employed Population 16+ by Occupation**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	74,351	183,600	216,453
White Collar	73.9%	64.2%	62.4%
Management/Business/Financial	17.0%	13.3%	12.8%
Professional	26.8%	21.8%	20.8%
Sales	14.2%	12.2%	11.9%
Administrative Support	16.0%	16.8%	17.0%
Services	12.7%	15.5%	15.3%
Blue Collar	13.4%	20.3%	22.3%
Farming/Forestry/Fishing	0.2%	0.3%	0.4%
Construction/Extraction	3.1%	4.9%	5.5%
Installation/Maintenance/Repair	2.8%	4.0%	4.5%
Production	3.9%	6.1%	6.7%
Transportation/Material Moving	3.4%	4.9%	5.2%



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

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	68,921	172,407	202,283
Drove Alone - Car, Truck, or Van	83.4%	81.2%	81.1%
Carpooled - Car, Truck, or Van	11.7%	13.8%	13.9%
Public Transportation	0.5%	0.6%	0.6%
Walked	0.9%	1.5%	1.5%
Other Means	0.5%	0.7%	0.8%
Worked at Home	3.0%	2.2%	2.2%

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

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	68,919	172,406	202,282
Did Not Work at Home	97.0%	97.8%	97.8%
Less than 5 minutes	2.5%	2.5%	2.4%
5 to 9 minutes	8.4%	9.0%	8.5%
10 to 19 minutes	38.5%	36.3%	33.9%
20 to 24 minutes	19.8%	19.3%	18.6%
25 to 34 minutes	19.2%	20.5%	21.7%
35 to 44 minutes	2.6%	3.3%	4.1%
45 to 59 minutes	2.5%	3.6%	4.7%
60 to 89 minutes	1.4%	1.7%	2.0%
90 or more minutes	2.0%	1.8%	1.9%
Worked at Home	3.0%	2.2%	2.2%
Average Travel Time to Work (in min)	21.8	22.3	23.3

**2000 Households by Vehicles Available**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	54,358	140,283	163,890
None	5.5%	8.1%	7.9%
1	35.8%	36.2%	35.1%
2	41.5%	38.3%	38.6%
3	13.1%	12.9%	13.6%
4	3.3%	3.4%	3.6%
5+	0.8%	1.1%	1.2%
Average Number of Vehicles Available	1.8	1.7	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



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**2000 Households by Type**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	54,415	140,293	163,876
Family Households	66.5%	69.2%	70.4%
Married-couple Family	48.5%	45.8%	47.6%
With Related Children	24.1%	23.2%	23.9%
Other Family (No Spouse)	18.0%	23.4%	22.8%
With Related Children	11.9%	16.3%	15.7%
Nonfamily Households	33.5%	30.8%	29.6%
Householder Living Alone	28.1%	26.0%	25.1%
Householder Not Living Alone	5.4%	4.8%	4.5%
Households with Related Children	36.0%	39.5%	39.7%
Households with Persons 65+	18.8%	19.6%	20.2%

**2000 Households by Size**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	54,415	140,293	163,876
1 Person Household	28.1%	26.0%	25.1%
2 Person Household	32.3%	30.2%	30.5%
3 Person Household	17.1%	18.1%	18.3%
4 Person Household	14.1%	14.9%	15.1%
5 Person Household	5.7%	6.8%	6.8%
6 Person Household	1.8%	2.4%	2.4%
7+ Person Household	0.9%	1.7%	1.7%

**2000 Households by Year Householder Moved In**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	54,358	140,284	163,890
Moved in 1999 to March 2000	23.3%	22.2%	21.0%
Moved in 1995 to 1998	32.4%	30.8%	30.4%
Moved in 1990 to 1994	17.1%	16.3%	16.4%
Moved in 1980 to 1989	12.3%	13.1%	13.9%
Moved in 1970 to 1979	8.1%	9.6%	9.8%
Moved in 1969 or Earlier	6.8%	8.1%	8.5%
Median Year Householder Moved In	1996	1995	1995



**2000 Housing Units by Units in Structure**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	58,382	152,634	177,997
1, Detached	66.9%	67.5%	67.8%
1, Attached	4.0%	3.1%	2.8%
2	2.0%	2.7%	2.4%
3 or 4	5.5%	5.2%	4.6%
5 to 9	7.6%	6.5%	5.7%
10 to 19	4.0%	2.9%	2.5%
20+	7.1%	5.7%	5.0%
Mobile Home	2.6%	6.2%	9.0%
Other	0.4%	0.2%	0.2%

**2000 Housing Units by Year Structure Built**

	Radius: 10.0 miles	Radius: 20.0 miles	Radius: 30.0 miles
Total	58,346	152,602	177,957
1999 to March 2000	2.5%	2.4%	2.7%
1995 to 1998	12.9%	10.1%	10.7%
1990 to 1994	12.9%	9.2%	9.6%
1980 to 1989	22.6%	18.8%	19.2%
1970 to 1979	21.5%	23.2%	22.8%
1969 or Earlier	27.7%	36.3%	35.0%
Median Year Structure Built	1980	1976	1977

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

Center of Madison County, MS

Latitude: 32.46342

Longitude: -90.11533

Radius: 10.0 miles

Radius: 20.0 miles

Radius: 30.0 miles

**Top 3 Tapestry Segments**

1.	Boomburbs	Metro City Edge	Midland Crowd
2.	Up and Coming Families	Modest Income Homes	Metro City Edge
3.	Enterprising Professoio	Midland Crowd	Modest Income Homes



**2004 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 \$	\$180,283,455	\$366,520,914	\$419,076,274
Average Spent	\$3,081.45	\$2,483.07	\$2,423.85
Spending Potential Index	113	91	89
Computers & Accessories: Total \$	\$18,404,353	\$36,637,714	\$41,679,788
Average Spent	\$314.57	\$248.21	\$241.07
Spending Potential Index	116	91	89
Education: Total \$	\$69,500,729	\$139,531,158	\$156,355,330
Average Spent	\$1,187.92	\$945.28	\$904.33
Spending Potential Index	114	91	87
Entertainment/Recreation: Total \$	\$200,090,995	\$404,154,530	\$467,696,618
Average Spent	\$3,420.01	\$2,738.03	\$2,705.06
Spending Potential Index	112	90	88
Food at Home: Total \$	\$299,561,704	\$620,059,838	\$718,424,685
Average Spent	\$5,120.19	\$4,200.72	\$4,155.22
Spending Potential Index	110	90	89
Food Away from Home: Total \$	\$206,430,986	\$421,003,645	\$483,126,126
Average Spent	\$3,528.37	\$2,852.17	\$2,794.30
Spending Potential Index	113	92	90
Health Care: Total \$	\$211,314,033	\$445,623,014	\$526,025,388
Average Spent	\$3,611.84	\$3,018.96	\$3,042.42
Spending Potential Index	106	88	89
HH Furnishings & Equipment: Total \$	\$139,502,034	\$278,306,340	\$319,841,573
Average Spent	\$2,384.41	\$1,885.44	\$1,849.90
Spending Potential Index	114	90	89
Investments: Total \$	\$562,476,035	\$1,048,993,137	\$1,135,114,038
Average Spent	\$9,613.99	\$7,106.61	\$6,565.26
Spending Potential Index	117	87	80
Retail Goods: Total \$	\$1,590,889,954	\$3,269,274,456	\$3,808,183,485
Average Spent	\$27,191.91	\$22,148.36	\$22,025.73
Spending Potential Index	111	90	90
Shelter: Total \$	\$908,630,692	\$1,802,339,821	\$2,045,711,479
Average Spent	\$15,530.56	\$12,210.31	\$11,831.97
Spending Potential Index	115	90	87
TV/Video/Sound Equipment: Total \$	\$66,431,714	\$136,676,201	\$66,431,714
Average Spent	\$1,135.47	\$925.94	\$910.10
Spending Potential Index	112	91	90
Travel: Total \$	\$117,022,226	\$233,038,368	\$266,573,898
Average Spent	\$2,000.17	\$1,578.77	\$1,541.81
Spending Potential Index	112	89	87
Vehicle Maintenance & Repairs: Total \$	\$66,864,472	\$135,688,863	\$157,047,712
Average Spent	\$1,142.87	\$919.25	\$908.33
Spending Potential Index	112	90	89

**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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI BIS forecasts for 2004 and 2009.