



Mall Park Power Center
Latitude: 37.73485
Longitude: -85.887507

1998 N Dixie Hwy
Elizabethtown, KY 42701
Radius: 5.0 mile

1998 N Dixie Hwy
Elizabethtown, KY 42701
Radius: 10.0 mile

1998 N Dixie Hwy
Elizabethtown, KY 42701
Radius: 20.0 mile



	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
2000 Total Population	33,842	75,830	137,252
2000 Group Quarters	466	1,205	4,182
2008 Total Population	38,005	82,801	149,325
2013 Total Population	40,606	87,834	158,393
2008 - 2013 Annual Rate	1.33%	1.19%	1.19%



2000 Households	13,583	29,291	50,403
2000 Average Household Size	2.46	2.55	2.64
2008 Households	15,775	33,264	56,945
2008 Average Household Size	2.38	2.45	2.55
2013 Households	17,027	35,706	61,181
2013 Average Household Size	2.36	2.43	2.52
2008 - 2013 Annual Rate	1.54%	1.43%	1.45%
2000 Families	9,578	21,080	37,538
2000 Average Family Size	2.95	3.02	3.08
2008 Families	10,823	23,252	41,231
2008 Average Family Size	2.92	2.98	3.04
2013 Families	11,537	24,646	43,764
2013 Average Family Size	2.92	2.97	3.03
2008 - 2013 Annual Rate	1.29%	1.17%	1.2%



2000 Housing Units	14,643	31,797	54,890
Owner Occupied Housing Units	62.4%	63.3%	64.1%
Renter Occupied Housing Units	30.4%	28.8%	27.7%
Vacant Housing Units	7.2%	7.9%	8.2%
2008 Housing Units	17,294	36,730	63,066
Owner Occupied Housing Units	60.3%	61.5%	62.8%
Renter Occupied Housing Units	30.9%	29.1%	27.5%
Vacant Housing Units	8.8%	9.4%	9.7%
2013 Housing Units	18,831	39,793	68,314
Owner Occupied Housing Units	59.0%	60.0%	61.7%
Renter Occupied Housing Units	31.4%	29.7%	27.8%
Vacant Housing Units	9.6%	10.3%	10.4%

Median Household Income

2000	\$39,147	\$38,646	\$37,196
2008	\$50,899	\$50,643	\$47,826
2013	\$60,014	\$59,631	\$55,361

Median Home Value

2000	\$93,242	\$86,697	\$83,429
2008	\$140,731	\$130,473	\$121,805
2013	\$148,953	\$139,435	\$132,202

Per Capita Income

2000	\$20,134	\$18,442	\$16,896
2008	\$26,348	\$24,690	\$22,157
2013	\$31,083	\$28,846	\$25,568

Median Age

2000	36.2	35.4	33.4
2008	37.8	37.1	35.0
2013	38.7	38.0	35.9

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	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
< \$15,000	13,546	29,258	50,374
\$15,000 - \$24,999	15.8%	15.2%	16.0%
\$25,000 - \$34,999	14.9%	15.4%	15.1%
\$35,000 - \$49,999	13.8%	14.1%	15.4%
\$50,000 - \$74,999	17.3%	18.7%	19.6%
\$75,000 - \$99,999	20.8%	21.6%	20.4%
\$100,000 - \$149,999	10.1%	8.8%	8.0%
\$150,000 - \$199,999	4.9%	4.4%	4.0%
\$200,000+	1.1%	0.9%	0.7%
Average Household Income	1.2%	0.8%	0.7%
	\$50,132	\$47,469	\$45,043

2008 Households by Income

Household Income Base	15,773	33,265	56,944
< \$15,000	10.2%	9.6%	11.1%
\$15,000 - \$24,999	11.2%	10.9%	10.9%
\$25,000 - \$34,999	11.1%	11.9%	12.0%
\$35,000 - \$49,999	16.5%	16.8%	18.1%
\$50,000 - \$74,999	19.1%	20.8%	22.2%
\$75,000 - \$99,999	18.8%	18.6%	15.9%
\$100,000 - \$149,999	8.6%	7.7%	6.7%
\$150,000 - \$199,999	2.3%	2.0%	1.7%
\$200,000+	2.1%	1.6%	1.3%
Average Household Income	\$63,443	\$61,079	\$57,255

2013 Households by Income

Household Income Base	17,028	35,708	61,181
< \$15,000	8.6%	8.1%	9.6%
\$15,000 - \$24,999	8.5%	8.5%	8.7%
\$25,000 - \$34,999	10.4%	10.7%	10.6%
\$35,000 - \$49,999	14.0%	14.4%	15.7%
\$50,000 - \$74,999	22.4%	23.6%	25.1%
\$75,000 - \$99,999	16.2%	17.2%	15.8%
\$100,000 - \$149,999	13.2%	11.9%	10.1%
\$150,000 - \$199,999	3.2%	2.9%	2.3%
\$200,000+	3.4%	2.7%	2.1%
Average Household Income	\$74,110	\$70,556	\$65,303

2000 Owner Occupied HUs by Value

Total	9,135	20,121	35,131
<\$50,000	13.9%	16.4%	20.9%
\$50,000 - 99,999	42.8%	48.5%	45.9%
\$100,000 - 149,999	24.9%	21.4%	20.2%
\$150,000 - 199,999	8.7%	6.8%	7.0%
\$200,000 - \$299,999	6.4%	4.3%	3.9%
\$300,000 - 499,999	2.1%	1.6%	1.4%
\$500,000 - 999,999	1.0%	0.8%	0.6%
\$1,000,000+	0.3%	0.1%	0.1%
Average Home Value	\$116,467	\$103,822	\$98,444

2000 Specified Renter Occupied HUs by Contract Rent

Total	4,410	9,037	14,849
With Cash Rent	95.4%	94.5%	79.2%
No Cash Rent	4.6%	5.5%	20.8%
Median Rent	\$363	\$354	\$349
Average Rent	\$402	\$383	\$372

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

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Total	33,841	75,831	137,254
0 - 4	7.0%	7.0%	7.4%
5 - 9	7.1%	7.2%	7.6%
10 - 14	7.3%	7.8%	7.9%
15 - 19	7.3%	7.8%	8.0%
20 - 24	5.8%	5.9%	7.0%
25 - 34	13.6%	13.6%	14.4%
35 - 44	17.1%	17.7%	17.2%
45 - 54	14.1%	13.8%	12.8%
55 - 64	8.6%	8.6%	8.1%
65 - 74	6.6%	6.1%	5.7%
75 - 84	4.1%	3.4%	3.0%
85+	1.5%	1.1%	1.0%
18+	73.9%	73.0%	72.2%

2008 Population by Age

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Total	38,005	82,801	149,326
0 - 4	6.9%	6.9%	7.5%
5 - 9	6.5%	6.5%	6.9%
10 - 14	6.6%	6.6%	6.8%
15 - 19	6.6%	6.9%	7.2%
20 - 24	6.0%	6.6%	7.4%
25 - 34	13.4%	13.7%	14.4%
35 - 44	14.3%	14.2%	14.1%
45 - 54	15.8%	15.9%	14.7%
55 - 64	11.3%	11.2%	10.6%
65 - 74	6.4%	6.4%	6.0%
75 - 84	4.2%	3.7%	3.3%
85+	1.8%	1.4%	1.2%
18+	75.7%	75.6%	74.7%

2013 Population by Age

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Total	40,604	87,834	158,391
0 - 4	6.8%	6.8%	7.3%
5 - 9	6.4%	6.4%	6.7%
10 - 14	6.6%	6.6%	6.7%
15 - 19	6.4%	6.5%	6.9%
20 - 24	5.7%	6.1%	6.9%
25 - 34	13.0%	13.7%	14.2%
35 - 44	13.6%	13.3%	13.2%
45 - 54	15.3%	15.3%	14.4%
55 - 64	13.0%	13.1%	12.4%
65 - 74	6.8%	6.8%	6.4%
75 - 84	4.2%	3.9%	3.4%
85+	2.0%	1.6%	1.4%
18+	76.0%	76.1%	75.1%

2000 Population by Sex

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Males	47.8%	48.9%	50.4%
Females	52.2%	51.1%	49.6%

2008 Population by Sex

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Males	48.1%	49.0%	50.3%
Females	51.9%	51.0%	49.7%

2013 Population by Sex

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Males	48.4%	49.1%	50.3%
Females	51.6%	50.9%	49.7%

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2000 Population by Race/Ethnicity

Total	33,842	75,830	137,250
White Alone	87.0%	82.1%	85.7%
Black Alone	8.4%	11.7%	9.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	2.0%	2.2%	1.5%
Some Other Race Alone	0.7%	1.2%	1.1%
Two or More Races	1.7%	2.4%	2.0%
Hispanic Origin	1.9%	2.8%	2.8%
Diversity Index	26.5	34.9	29.7

2008 Population by Race/Ethnicity

Total	38,005	82,801	149,324
White Alone	84.4%	79.6%	84.0%
Black Alone	9.2%	12.2%	9.4%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	3.0%	3.3%	2.2%
Some Other Race Alone	1.0%	1.7%	1.6%
Two or More Races	2.0%	2.7%	2.3%
Hispanic Origin	3.1%	4.3%	4.2%
Diversity Index	32.1	40.4	34.3

2013 Population by Race/Ethnicity

Total	40,606	87,835	158,394
White Alone	82.6%	77.8%	82.7%
Black Alone	9.6%	12.4%	9.4%
American Indian Alone	0.4%	0.5%	0.5%
Asian or Pacific Islander Alone	3.8%	4.0%	2.8%
Some Other Race Alone	1.3%	2.1%	2.0%
Two or More Races	2.3%	3.0%	2.5%
Hispanic Origin	4.1%	5.6%	5.3%
Diversity Index	36.2	44.3	37.5



2000 Population 3+ by School Enrollment

Total	32,373	72,642	131,174
Enrolled in Nursery/Preschool	1.3%	1.4%	1.5%
Enrolled in Kindergarten	1.6%	1.5%	1.6%
Enrolled in Grade 1-8	12.5%	13.1%	13.4%
Enrolled in Grade 9-12	6.6%	6.9%	6.5%
Enrolled in College	4.3%	4.5%	4.1%
Enrolled in Grad/Prof School	1.2%	0.9%	0.8%
Not Enrolled in School	72.6%	71.7%	72.1%

2008 Population 25+ by Educational Attainment

Total	25,603	55,088	96,122
Less than 9th Grade	5.3%	5.1%	6.6%
9th - 12th Grade, No Diploma	9.4%	9.5%	11.2%
High School Graduate	31.9%	34.4%	36.9%
Some College, No Degree	24.2%	25.1%	22.7%
Associate Degree	9.3%	8.7%	7.8%
Bachelor's Degree	10.9%	9.7%	8.8%
Graduate/Professional Degree	9.0%	7.5%	6.2%

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

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Total	30,383	66,190	117,802
Never Married	20.4%	21.5%	22.1%
Married	60.2%	60.2%	61.1%
Widowed	5.9%	5.4%	5.3%
Divorced	13.5%	12.9%	11.5%



2000 Population 16+ by Employment Status

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Total	26,029	57,759	103,366
In Labor Force	66.4%	66.6%	66.7%
Civilian Employed	61.3%	59.7%	56.4%
Civilian Unemployed	3.1%	3.4%	3.5%
In Armed Forces	2.0%	3.5%	6.8%
Not in Labor Force	33.6%	33.4%	33.3%

2008 Civilian Population 16+ in Labor Force

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Civilian Employed	94.1%	93.5%	92.6%
Civilian Unemployed	5.9%	6.5%	7.4%

2013 Civilian Population 16+ in Labor Force

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Civilian Employed	94.5%	94.0%	93.2%
Civilian Unemployed	5.5%	6.0%	6.8%

2000 Females 16+ by Employment Status and Age of Children

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Total	13,918	30,025	51,823
Own Children < 6 Only	8.5%	8.5%	9.5%
Employed/in Armed Forces	4.9%	5.0%	5.2%
Unemployed	0.4%	0.4%	0.5%
Not in Labor Force	3.2%	3.1%	3.7%
Own Children < 6 and 6-17 Only	5.5%	6.1%	7.2%
Employed/in Armed Forces	3.7%	3.7%	4.0%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	1.8%	2.2%	3.0%
Own Children 6-17 Only	19.6%	21.0%	20.8%
Employed/in Armed Forces	15.4%	16.3%	15.4%
Unemployed	0.3%	0.7%	0.9%
Not in Labor Force	3.9%	4.0%	4.4%
No Own Children < 18	66.4%	64.4%	62.6%
Employed/in Armed Forces	31.9%	30.8%	29.3%
Unemployed	1.4%	1.8%	2.0%
Not in Labor Force	33.1%	31.7%	31.2%

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

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Total	18,846	39,981	66,317
Agriculture/Mining	0.7%	0.9%	1.7%
Construction	6.1%	6.7%	8.7%
Manufacturing	12.9%	12.3%	13.2%
Wholesale Trade	1.8%	2.0%	2.3%
Retail Trade	14.1%	13.6%	12.9%
Transportation/Utilities	5.3%	6.5%	6.8%
Information	1.2%	1.2%	1.5%
Finance/Insurance/Real Estate	5.9%	5.3%	5.0%
Services	44.9%	43.6%	40.9%
Public Administration	7.0%	7.9%	6.9%

2008 Employed Population 16+ by Occupation

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Total	18,847	39,981	66,316
White Collar	59.3%	55.7%	52.6%
Management/Business/Financial	12.8%	11.0%	10.8%
Professional	20.9%	18.7%	17.1%
Sales	11.0%	11.3%	10.5%
Administrative Support	14.6%	14.8%	14.2%
Services	16.9%	17.7%	16.8%
Blue Collar	23.7%	26.6%	30.6%
Farming/Forestry/Fishing	0.2%	0.2%	0.4%
Construction/Extraction	4.5%	5.2%	6.9%
Installation/Maintenance/Repair	3.9%	4.3%	4.9%
Production	8.4%	9.0%	10.0%
Transportation/Material Moving	6.7%	7.9%	8.4%



2000 Workers 16+ by Means of Transportation to Work

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Total	16,221	35,931	63,988
Drove Alone - Car, Truck, or Van	85.4%	82.9%	80.0%
Carpooled - Car, Truck, or Van	9.2%	11.3%	12.1%
Public Transportation	0.3%	0.5%	0.6%
Walked	1.2%	1.2%	2.5%
Other Means	1.2%	1.4%	1.6%
Worked at Home	2.7%	2.7%	3.2%

2000 Workers 16+ by Travel Time to Work

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Total	16,220	35,932	63,987
Did Not Work at Home	97.3%	97.3%	96.8%
Less than 5 minutes	3.6%	2.9%	3.7%
5 to 9 minutes	16.0%	12.7%	11.9%
10 to 19 minutes	39.2%	40.1%	33.6%
20 to 24 minutes	10.7%	12.6%	12.4%
25 to 34 minutes	11.8%	10.6%	14.5%
35 to 44 minutes	2.9%	3.5%	4.8%
45 to 59 minutes	6.8%	7.7%	8.4%
60 to 89 minutes	4.3%	5.0%	5.5%
90 or more minutes	2.0%	2.1%	2.0%
Worked at Home	2.7%	2.7%	3.2%
Average Travel Time to Work (in min)	21.8	23.4	24.5

2000 Households by Vehicles Available

	1998 N Dixie Hwy	1998 N Dixie Hwy	1998 N Dixie Hwy
Total	13,591	29,294	50,397
None	7.4%	6.7%	6.1%
1	32.7%	31.7%	30.0%
2	42.2%	42.4%	42.9%
3	13.2%	14.5%	15.2%
4	3.1%	3.4%	4.3%
5+	1.4%	1.3%	1.3%
Average Number of Vehicles Available	1.8	1.8	1.9

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

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Total	13,583	29,291	50,403
Family Households	70.5%	72.0%	74.5%
Married-couple Family	54.4%	55.6%	59.1%
With Related Children	25.7%	27.0%	30.1%
Other Family (No Spouse)	16.2%	16.4%	15.3%
With Related Children	11.3%	11.9%	10.9%
Nonfamily Households	29.5%	28.0%	25.5%
Householder Living Alone	25.7%	24.0%	21.9%
Householder Not Living Alone	3.8%	4.0%	3.7%
Households with Related Children	36.9%	39.0%	41.1%
Households with Persons 65+	21.2%	19.5%	19.0%

2000 Households by Size

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Total	13,583	29,291	50,403
1 Person Household	25.7%	24.0%	21.9%
2 Person Household	34.3%	33.3%	32.6%
3 Person Household	18.2%	18.7%	19.3%
4 Person Household	14.1%	15.3%	16.5%
5 Person Household	5.5%	6.0%	6.8%
6 Person Household	1.6%	1.8%	2.0%
7+ Person Household	0.6%	0.8%	0.9%

2000 Households by Year Householder Moved In

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Total	13,594	29,294	50,394
Moved in 1999 to March 2000	24.6%	24.2%	23.3%
Moved in 1995 to 1998	28.8%	29.8%	30.1%
Moved in 1990 to 1994	16.2%	15.7%	15.4%
Moved in 1980 to 1989	14.7%	14.4%	14.5%
Moved in 1970 to 1979	9.7%	9.7%	9.6%
Moved in 1969 or Earlier	6.1%	6.2%	7.2%
Median Year Householder Moved In	1995	1996	1995



2000 Housing Units by Units in Structure

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Total	14,638	31,798	54,889
1, Detached	67.2%	65.3%	64.1%
1, Attached	1.7%	2.0%	2.9%
2	3.3%	2.7%	2.7%
3 or 4	7.4%	6.0%	5.0%
5 to 9	6.2%	6.0%	5.9%
10 to 19	2.5%	2.6%	2.0%
20+	2.0%	1.5%	1.2%
Mobile Home	9.7%	13.9%	16.1%
Other	0.1%	0.1%	0.1%

2000 Housing Units by Year Structure Built

	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 5.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 10.0 mile	1998 N Dixie Hwy Elizabethtown, KY 42701 Radius: 20.0 mile
Total	14,644	31,790	54,871
1999 to March 2000	4.8%	4.0%	4.1%
1995 to 1998	10.5%	10.1%	10.7%
1990 to 1994	11.5%	10.2%	9.9%
1980 to 1989	20.2%	23.7%	20.1%
1970 to 1979	23.3%	24.4%	22.3%
1969 or Earlier	29.6%	27.6%	32.9%
Median Year Structure Built	1979	1979	1978

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



Mall Park Power Center
Latitude: 37.73485
Longitude: -85.887507


1998 N Dixie Hwy
Elizabethtown, KY 42701
Radius: 5.0 mile

1998 N Dixie Hwy
Elizabethtown, KY 42701
Radius: 10.0 mile

1998 N Dixie Hwy
Elizabethtown, KY 42701
Radius: 20.0 mile

Top 3 Tapestry Segments

1.	Midland Crowd	Midland Crowd	Midland Crowd
2.	Midlife Junction	Midlife Junction	Salt of the Earth
3.	Green Acres	Aspiring Young Familie	Southern Satellites

 **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 \$	\$30,866,655	\$62,480,063	\$99,877,900
Average Spent	\$1,956.68	\$1,878.31	\$1,753.94
Spending Potential Index	73	70	65
Computers & Accessories: Total \$	\$3,242,559	\$6,567,569	\$10,398,005
Average Spent	\$205.55	\$197.44	\$182.60
Spending Potential Index	86	83	76
Education: Total \$	\$18,682,190	\$37,437,766	\$57,763,520
Average Spent	\$1,184.29	\$1,125.47	\$1,014.37
Spending Potential Index	86	82	74
Entertainment/Recreation: Total \$	\$51,302,615	\$104,527,353	\$169,628,695
Average Spent	\$3,252.15	\$3,142.36	\$2,978.82
Spending Potential Index	88	85	80
Food at Home: Total \$	\$66,693,684	\$135,874,433	\$220,859,700
Average Spent	\$4,227.81	\$4,084.73	\$3,878.47
Spending Potential Index	87	84	79
Food Away from Home: Total \$	\$47,137,313	\$95,669,111	\$153,975,397
Average Spent	\$2,988.10	\$2,876.06	\$2,703.93
Spending Potential Index	87	84	79
Health Care: Total \$	\$57,317,132	\$117,211,020	\$192,824,175
Average Spent	\$3,633.42	\$3,523.66	\$3,386.15
Spending Potential Index	89	86	83
HH Furnishings & Equipment: Total \$	\$29,682,886	\$60,090,682	\$95,104,957
Average Spent	\$1,881.64	\$1,806.48	\$1,670.12
Spending Potential Index	82	79	73
Investments: Total \$	\$13,607,941	\$26,787,081	\$39,336,011
Average Spent	\$862.63	\$805.29	\$690.77
Spending Potential Index	85	79	68
Retail Goods: Total \$	\$364,305,562	\$743,872,686	\$1,214,169,236
Average Spent	\$23,093.85	\$22,362.69	\$21,321.79
Spending Potential Index	85	82	79
Shelter: Total \$	\$205,716,628	\$414,284,707	\$647,822,918
Average Spent	\$13,040.67	\$12,454.45	\$11,376.29
Spending Potential Index	84	80	73
TV/Video/Sound Equipment: Total \$	\$19,686,878	\$39,926,763	\$64,161,529
Average Spent	\$1,247.98	\$1,200.30	\$1,126.73
Spending Potential Index	87	84	78
Travel: Total \$	\$25,155,461	\$50,825,884	\$79,788,121
Average Spent	\$1,594.64	\$1,527.95	\$1,401.14
Spending Potential Index	85	81	74
Vehicle Maintenance & Repairs: Total \$	\$13,534,820	\$27,654,794	\$44,868,623
Average Spent	\$857.99	\$831.37	\$787.93
Spending Potential Index	86	84	79

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.