






2911 S Hurstbourne Parkway, ...
 2911 S Hurstbourne Pkwy,
 Louisville, KY, 40220

Latitude: 38.200478
 Longitude: -85.60269
 Site Type: Ring

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
 2000 Total Population	12,735	86,798	204,024
2000 Group Quarters	59	1,118	2,514
2009 Total Population	12,967	88,933	211,878
2014 Total Population	13,230	90,041	215,607
2009 - 2014 Annual Rate	0.4%	0.25%	0.35%
 2000 Households	5,116	36,610	86,862
2000 Average Household Size	2.48	2.34	2.32
2009 Households	5,367	38,337	91,821
2009 Average Household Size	2.41	2.29	2.28
2014 Households	5,524	39,124	94,040
2014 Average Household Size	2.38	2.27	2.27
2009 - 2014 Annual Rate	0.58%	0.41%	0.48%
2000 Families	3,508	23,490	55,088
2000 Average Family Size	3.03	2.92	2.92
2009 Families	3,456	23,102	55,154
2009 Average Family Size	3.02	2.93	2.92
2014 Families	3,450	22,849	54,947
2014 Average Family Size	3.02	2.93	2.93
2009 - 2014 Annual Rate	-0.03%	-0.22%	-0.08%
 2000 Housing Units	5,310	38,857	92,070
Owner Occupied Housing Units	73.7%	62.2%	63.2%
Renter Occupied Housing Units	22.1%	32.2%	31.1%
Vacant Housing Units	4.2%	5.6%	5.7%
2009 Housing Units	5,676	41,838	100,273
Owner Occupied Housing Units	72.4%	60.0%	61.5%
Renter Occupied Housing Units	22.1%	31.7%	30.1%
Vacant Housing Units	5.4%	8.4%	8.4%
2014 Housing Units	5,783	42,427	102,129
Owner Occupied Housing Units	72.7%	59.9%	61.7%
Renter Occupied Housing Units	22.8%	32.3%	30.4%
Vacant Housing Units	4.5%	7.8%	7.9%
Median Household Income			
2000	\$60,358	\$47,466	\$47,880
2009	\$77,203	\$61,050	\$61,533
2014	\$78,005	\$63,247	\$63,849
Median Home Value			
2000	\$136,391	\$119,565	\$123,659
2009	\$173,533	\$151,515	\$155,689
2014	\$187,200	\$164,350	\$167,606
Per Capita Income			
2000	\$26,844	\$24,284	\$25,497
2009	\$35,385	\$31,257	\$32,517
2014	\$36,391	\$32,065	\$33,423
Median Age			
2000	37.0	37.1	37.6
2009	40.5	39.2	39.7
2014	41.3	39.8	40.3

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 2009 and 2014.



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Radius: 1 Miles

Radius: 3 Miles

Radius: 5 Miles



2000 Households by Income

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Household Income Base	5,107	36,671	86,969
< \$15,000	6.9%	10.4%	10.7%
\$15,000 - \$24,999	6.9%	12.0%	11.7%
\$25,000 - \$34,999	8.9%	12.8%	12.6%
\$35,000 - \$49,999	15.9%	17.6%	17.3%
\$50,000 - \$74,999	26.2%	22.4%	22.2%
\$75,000 - \$99,999	20.2%	13.1%	12.7%
\$100,000 - \$149,999	11.5%	8.2%	8.9%
\$150,000 - \$199,999	2.5%	1.7%	2.0%
\$200,000+	1.1%	1.6%	2.0%
Average Household Income	\$67,121	\$56,949	\$59,256

2009 Households by Income

Household Income Base	5,367	38,336	91,821
< \$15,000	4.1%	6.8%	6.9%
\$15,000 - \$24,999	5.0%	7.8%	7.7%
\$25,000 - \$34,999	5.9%	10.1%	9.8%
\$35,000 - \$49,999	9.7%	12.9%	12.6%
\$50,000 - \$74,999	22.6%	23.9%	23.4%
\$75,000 - \$99,999	21.5%	18.4%	18.1%
\$100,000 - \$149,999	23.7%	14.5%	14.9%
\$150,000 - \$199,999	4.9%	3.3%	3.7%
\$200,000+	2.6%	2.3%	2.8%
Average Household Income	\$84,829	\$72,000	\$74,632

2014 Households by Income

Household Income Base	5,524	39,123	94,039
< \$15,000	3.9%	6.7%	6.7%
\$15,000 - \$24,999	4.3%	6.8%	6.8%
\$25,000 - \$34,999	4.7%	8.2%	7.9%
\$35,000 - \$49,999	10.2%	13.6%	13.2%
\$50,000 - \$74,999	23.2%	26.5%	25.9%
\$75,000 - \$99,999	22.1%	18.1%	17.9%
\$100,000 - \$149,999	24.3%	14.6%	15.1%
\$150,000 - \$199,999	4.8%	3.2%	3.7%
\$200,000+	2.5%	2.2%	2.8%
Average Household Income	\$86,467	\$73,251	\$76,195

2000 Owner Occupied HUs by Value

Total	3,948	24,188	58,323
<\$50,000	0.4%	1.2%	2.7%
\$50,000 - 99,999	9.9%	27.1%	26.3%
\$100,000 - 149,999	56.0%	49.5%	41.2%
\$150,000 - 199,999	29.1%	14.0%	17.9%
\$200,000 - \$299,999	3.7%	5.7%	9.2%
\$300,000 - 499,999	0.8%	1.8%	2.1%
\$500,000 - 999,999	0.0%	0.5%	0.4%
\$1,000,000+	0.0%	0.2%	0.2%
Average Home Value	\$141,511	\$134,401	\$139,602

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,152	12,420	28,466
With Cash Rent	97.4%	96.9%	97.2%
No Cash Rent	2.6%	3.1%	2.8%
Median Rent	\$531	\$507	\$517
Average Rent	\$573	\$530	\$547

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	12,734	86,797	204,025
Age 0 - 4	6.9%	6.6%	6.4%
Age 5 - 9	6.8%	6.5%	6.5%
Age 10 - 14	6.5%	6.2%	6.3%
Age 15 - 19	6.2%	5.9%	5.9%
Age 20 - 24	5.3%	6.2%	6.0%
Age 25 - 34	14.7%	15.1%	14.8%
Age 35 - 44	17.6%	16.1%	16.2%
Age 45 - 54	16.5%	14.2%	14.5%
Age 55 - 64	8.5%	8.7%	9.0%
Age 65 - 74	6.5%	7.5%	7.4%
Age 75 - 84	3.4%	5.2%	5.3%
Age 85+	0.9%	1.8%	1.8%
Age 18+	75.6%	77.0%	77.2%
2009 Population by Age			
Total	12,967	88,933	211,878
Age 0 - 4	6.3%	6.4%	6.2%
Age 5 - 9	6.4%	6.3%	6.1%
Age 10 - 14	6.7%	6.3%	6.3%
Age 15 - 19	6.1%	5.9%	6.0%
Age 20 - 24	5.0%	5.6%	5.7%
Age 25 - 34	11.6%	13.4%	13.1%
Age 35 - 44	14.8%	14.5%	14.1%
Age 45 - 54	16.7%	14.8%	15.2%
Age 55 - 64	13.9%	12.0%	12.4%
Age 65 - 74	6.6%	6.9%	7.1%
Age 75 - 84	4.5%	5.5%	5.3%
Age 85+	1.5%	2.5%	2.5%
Age 18+	76.8%	77.4%	77.7%
2014 Population by Age			
Total	13,230	90,037	215,608
Age 0 - 4	6.1%	6.3%	6.0%
Age 5 - 9	6.3%	6.2%	6.1%
Age 10 - 14	6.7%	6.3%	6.3%
Age 15 - 19	6.2%	5.8%	5.8%
Age 20 - 24	5.4%	5.8%	5.9%
Age 25 - 34	11.3%	12.9%	13.0%
Age 35 - 44	13.4%	14.0%	13.3%
Age 45 - 54	15.6%	13.9%	14.2%
Age 55 - 64	14.4%	12.6%	13.1%
Age 65 - 74	8.8%	8.5%	8.8%
Age 75 - 84	4.1%	5.0%	4.9%
Age 85+	1.7%	2.7%	2.6%
Age 18+	77.1%	77.6%	78.0%
2000 Population by Sex			
Males	47.6%	47.6%	47.5%
Females	52.4%	52.4%	52.5%
2009 Population by Sex			
Males	47.2%	47.7%	47.8%
Females	52.8%	52.3%	52.2%
2014 Population by Sex			
Males	47.2%	47.9%	47.9%
Females	52.8%	52.1%	52.1%

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 Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	12,736	86,798	204,024
White Alone	83.5%	84.5%	83.7%
Black Alone	12.3%	10.7%	12.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	1.8%	1.9%	1.7%
Some Other Race Alone	0.8%	1.1%	0.9%
Two or More Races	1.4%	1.6%	1.4%
Hispanic Origin	2.0%	2.4%	2.1%
Diversity Index	31.5	30.8	31.4

2009 Population by Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	12,967	88,933	211,878
White Alone	79.1%	80.6%	81.0%
Black Alone	14.9%	12.7%	13.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	2.8%	2.9%	2.6%
Some Other Race Alone	1.2%	1.7%	1.3%
Two or More Races	1.7%	1.9%	1.6%
Hispanic Origin	3.3%	3.9%	3.3%
Diversity Index	39.2	38.4	36.9

2014 Population by Race/Ethnicity

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	13,230	90,040	215,608
White Alone	76.7%	78.4%	79.4%
Black Alone	16.1%	13.6%	13.8%
American Indian Alone	0.2%	0.3%	0.2%
Asian or Pacific Islander Alone	3.6%	3.7%	3.2%
Some Other Race Alone	1.5%	2.1%	1.6%
Two or More Races	1.9%	2.0%	1.8%
Hispanic Origin	4.2%	5.0%	4.2%
Diversity Index	43.5	42.5	40.2



2000 Population 3+ by School Enrollment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	12,242	83,153	196,182
Enrolled in Nursery/Preschool	2.5%	2.1%	2.1%
Enrolled in Kindergarten	1.7%	1.3%	1.3%
Enrolled in Grade 1-8	11.6%	10.6%	10.6%
Enrolled in Grade 9-12	6.1%	5.6%	5.4%
Enrolled in College	4.3%	4.4%	4.4%
Enrolled in Grad/Prof School	1.9%	1.4%	1.5%
Not Enrolled in School	72.0%	74.7%	74.7%

2009 Population 25+ by Educational Attainment

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	9,010	61,809	147,654
Less than 9th Grade	1.6%	2.3%	2.3%
9th - 12th Grade, No Diploma	4.5%	6.5%	6.5%
High School Graduate	21.3%	25.3%	24.6%
Some College, No Degree	24.6%	25.2%	24.2%
Associate Degree	7.7%	8.1%	7.7%
Bachelor's Degree	25.1%	21.0%	21.8%
Graduate/Professional Degree	15.2%	11.6%	13.0%



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.

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	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
2009 Population 15+ by Marital Status			
 Total	10,454	72,073	172,546
Never Married	23.6%	25.7%	26.0%
Married	58.6%	53.8%	53.9%
Widowed	6.4%	7.2%	7.3%
Divorced	11.4%	13.2%	12.8%
2000 Population 16+ by Employment Status			
 Total	9,940	68,821	162,675
In Labor Force	72.4%	69.1%	68.9%
Civilian Employed	70.3%	66.8%	66.5%
Civilian Unemployed	1.9%	2.1%	2.3%
In Armed Forces	0.2%	0.2%	0.1%
Not in Labor Force	27.6%	30.9%	31.1%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	92.0%	91.4%	91.3%
Civilian Unemployed	8.0%	8.6%	8.7%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	94.8%	94.4%	94.3%
Civilian Unemployed	5.2%	5.6%	5.7%
2000 Females 16+ by Employment Status and Age of Children			
Total	5,317	36,990	87,284
Own Children < 6 Only	8.5%	8.5%	7.7%
Employed/in Armed Forces	5.9%	6.0%	5.2%
Unemployed	0.4%	0.3%	0.2%
Not in Labor Force	2.2%	2.2%	2.3%
Own Children < 6 and 6-17 Only	5.3%	4.6%	5.0%
Employed/in Armed Forces	4.2%	3.4%	3.4%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.1%	1.1%	1.5%
Own Children 6-17 Only	18.6%	16.5%	15.8%
Employed/in Armed Forces	16.1%	13.2%	12.5%
Unemployed	0.0%	0.3%	0.4%
Not in Labor Force	2.5%	2.9%	2.9%
No Own Children < 18	67.6%	70.4%	71.4%
Employed/in Armed Forces	39.8%	38.6%	39.3%
Unemployed	1.2%	1.2%	1.2%
Not in Labor Force	26.6%	30.6%	30.9%

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2009 Employed Population 16+ by Industry

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	6,735	44,133	105,087
Agriculture/Mining	0.1%	0.2%	0.3%
Construction	4.7%	5.0%	4.8%
Manufacturing	6.9%	7.8%	7.7%
Wholesale Trade	3.5%	3.7%	3.8%
Retail Trade	11.7%	11.3%	11.3%
Transportation/Utilities	6.9%	6.2%	5.9%
Information	2.2%	1.9%	1.9%
Finance/Insurance/Real Estate	8.6%	10.6%	10.5%
Services	51.7%	49.0%	49.8%
Public Administration	3.7%	4.2%	4.0%

2009 Employed Population 16+ by Occupation

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	6,736	44,135	105,086
White Collar	76.0%	70.7%	71.2%
Management/Business/Financial	20.0%	17.3%	17.5%
Professional	29.7%	25.1%	25.7%
Sales	11.6%	11.8%	12.3%
Administrative Support	14.8%	16.5%	15.7%
Services	11.0%	13.6%	13.9%
Blue Collar	13.0%	15.7%	14.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.5%	3.6%	3.5%
Installation/Maintenance/Repair	2.6%	2.6%	2.6%
Production	3.0%	4.3%	4.1%
Transportation/Material Moving	4.0%	5.1%	4.7%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	6,903	45,384	106,791
Drove Alone - Car, Truck, or Van	87.8%	85.3%	84.9%
Carpooled - Car, Truck, or Van	8.1%	9.4%	9.2%
Public Transportation	0.6%	1.4%	1.5%
Walked	0.6%	1.0%	1.2%
Other Means	0.2%	0.5%	0.6%
Worked at Home	2.6%	2.5%	2.7%

2000 Workers 16+ by Travel Time to Work

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	6,904	45,386	106,790
Did Not Work at Home	97.4%	97.5%	97.3%
Less than 5 minutes	1.2%	2.0%	2.1%
5 to 9 minutes	6.4%	8.1%	8.7%
10 to 19 minutes	35.3%	33.7%	34.5%
20 to 24 minutes	19.2%	21.9%	21.7%
25 to 34 minutes	25.9%	22.7%	21.4%
35 to 44 minutes	3.9%	3.3%	3.0%
45 to 59 minutes	2.3%	2.8%	2.6%
60 to 89 minutes	1.5%	1.7%	1.7%
90 or more minutes	1.7%	1.4%	1.5%
Worked at Home	2.6%	2.5%	2.7%
Average Travel Time to Work (in min)	22.4	21.9	21.6

2000 Households by Vehicles Available

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,105	36,653	86,880
None	3.8%	5.8%	5.9%
1	31.9%	37.1%	37.7%
2	48.1%	42.6%	42.2%
3	12.7%	11.2%	11.0%
4	2.7%	2.6%	2.6%
5+	0.9%	0.7%	0.5%
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 forecasts for 2009 and 2014.



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2000 Households by Type

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,115	36,611	86,862
Family Households	68.6%	64.2%	63.4%
Married-couple Family	57.6%	49.9%	49.4%
With Related Children	27.4%	22.2%	21.7%
Other Family (No Spouse)	10.9%	14.2%	14.0%
With Related Children	6.5%	8.9%	8.6%
Nonfamily Households	31.4%	35.8%	36.6%
Householder Living Alone	26.8%	30.2%	31.0%
Householder Not Living Alone	4.7%	5.6%	5.6%
Households with Related Children	33.9%	31.1%	30.2%
Households with Persons 65+	19.3%	23.3%	23.7%

2000 Households by Size

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,116	36,610	86,862
1 Person Household	26.8%	30.2%	31.0%
2 Person Household	34.0%	33.9%	34.0%
3 Person Household	16.8%	16.7%	16.1%
4 Person Household	15.2%	12.9%	12.6%
5 Person Household	5.0%	4.6%	4.5%
6 Person Household	1.5%	1.3%	1.3%
7+ Person Household	0.6%	0.5%	0.5%

2000 Households by Year Householder Moved In

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,104	36,650	86,879
Moved in 1999 to March 2000	22.5%	23.2%	22.1%
Moved in 1995 to 1998	35.2%	28.2%	27.9%
Moved in 1990 to 1994	17.4%	16.0%	16.0%
Moved in 1980 to 1989	13.3%	13.5%	14.1%
Moved in 1970 to 1979	8.9%	9.6%	9.8%
Moved in 1969 or Earlier	2.7%	9.4%	10.1%
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	5,319	38,857	92,121
1, Detached	66.1%	62.6%	64.2%
1, Attached	5.4%	2.9%	3.0%
2	0.2%	0.4%	0.6%
3 or 4	5.2%	5.6%	6.3%
5 to 9	11.1%	9.6%	10.2%
10 to 19	9.1%	9.8%	7.8%
20+	2.5%	8.8%	7.3%
Mobile Home	0.5%	0.3%	0.5%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Radius: 1 Miles	Radius: 3 Miles	Radius: 5 Miles
Total	5,294	38,931	92,119
1999 to March 2000	4.9%	2.5%	2.3%
1995 to 1998	25.1%	7.8%	5.7%
1990 to 1994	17.9%	8.9%	7.0%
1980 to 1989	16.0%	13.2%	13.6%
1970 to 1979	23.0%	27.9%	25.3%
1969 or Earlier	13.1%	39.9%	46.0%
Median Year Structure Built	1989	1974	1972

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



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Top 3 Tapestry Segments

1.	In Style	Cozy and Comfortable	Cozy and Comfortable
2.	Exurbanites	In Style	Old and Newcomers
3.	Midlife Junction	Aspiring Young Familie	Exurbanites

 **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 \$	\$11,248,281	\$68,855,466	\$171,161,869
Average Spent	\$2,095.82	\$1,796.06	\$1,864.08
Spending Potential Index	84	72	74
Computers & Accessories: Total \$	\$1,473,526	\$8,956,085	\$22,147,642
Average Spent	\$274.55	\$233.61	\$241.20
Spending Potential Index	120	102	106
Education: Total \$	\$8,386,857	\$50,697,458	\$126,471,982
Average Spent	\$1,562.67	\$1,322.42	\$1,377.38
Spending Potential Index	125	105	110
Entertainment/Recreation: Total \$	\$21,035,418	\$126,749,880	\$314,018,989
Average Spent	\$3,919.40	\$3,306.20	\$3,419.90
Spending Potential Index	121	102	106
Food at Home: Total \$	\$28,698,428	\$176,733,563	\$437,780,360
Average Spent	\$5,347.20	\$4,610.00	\$4,767.76
Spending Potential Index	117	101	105
Food Away from Home: Total \$	\$21,264,707	\$130,525,818	\$323,972,852
Average Spent	\$3,962.12	\$3,404.70	\$3,528.31
Spending Potential Index	119	102	106
Health Care: Total \$	\$24,320,502	\$147,735,064	\$365,749,170
Average Spent	\$4,531.49	\$3,853.59	\$3,983.28
Spending Potential Index	120	102	106
HH Furnishings & Equipment: Total \$	\$12,597,320	\$75,488,781	\$187,116,359
Average Spent	\$2,347.18	\$1,969.08	\$2,037.84
Spending Potential Index	108	91	94
Investments: Total \$	\$9,531,614	\$53,416,131	\$133,626,564
Average Spent	\$1,775.97	\$1,393.33	\$1,455.29
Spending Potential Index	123	97	101
Retail Goods: Total \$	\$157,896,744	\$954,186,867	\$2,362,204,943
Average Spent	\$29,419.93	\$24,889.45	\$25,726.19
Spending Potential Index	114	97	100
Shelter: Total \$	\$100,964,600	\$615,043,313	\$1,530,933,161
Average Spent	\$18,812.11	\$16,043.07	\$16,673.02
Spending Potential Index	120	103	107
TV/Video/Sound Equipment: Total \$	\$7,698,025	\$47,359,262	\$117,436,470
Average Spent	\$1,434.33	\$1,235.34	\$1,278.97
Spending Potential Index	118	102	105
Travel: Total \$	\$12,305,922	\$72,959,881	\$181,321,183
Average Spent	\$2,292.89	\$1,903.12	\$1,974.72
Spending Potential Index	124	103	107
Vehicle Maintenance & Repairs: Total \$	\$6,007,775	\$36,370,220	\$90,049,407
Average Spent	\$1,119.39	\$948.70	\$980.71
Spending Potential Index	120	101	105

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.