






600 By-Pass Road, Brandenbur...
 600 Bypass Rd, Brandenburg,
 KY, 40108

Latitude: 37.979993
 Longitude: -86.1614
 Site Type: Ring

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
 2000 Total Population	9,541	21,488	61,083
2000 Group Quarters	107	108	2,941
2009 Total Population	10,506	22,897	63,654
2014 Total Population	10,918	23,404	64,723
2009 - 2014 Annual Rate	0.77%	0.44%	0.33%
 2000 Households	3,585	7,988	21,050
2000 Average Household Size	2.63	2.68	2.76
2009 Households	4,078	8,759	22,783
2009 Average Household Size	2.55	2.6	2.66
2014 Households	4,283	9,041	23,442
2014 Average Household Size	2.52	2.58	2.64
2009 - 2014 Annual Rate	0.99%	0.64%	0.57%
2000 Families	2,720	6,027	16,154
2000 Average Family Size	3.04	3.09	3.17
2009 Families	2,995	6,405	16,944
2009 Average Family Size	2.99	3.04	3.1
2014 Families	3,094	6,506	17,157
2014 Average Family Size	2.98	3.03	3.08
2009 - 2014 Annual Rate	0.65%	0.31%	0.25%
 2000 Housing Units	3,856	8,705	23,096
Owner Occupied Housing Units	75.5%	74.5%	61.5%
Renter Occupied Housing Units	17.1%	17.3%	29.7%
Vacant Housing Units	7.4%	8.2%	8.9%
2009 Housing Units	4,486	9,777	25,663
Owner Occupied Housing Units	73.6%	72.3%	60.4%
Renter Occupied Housing Units	17.3%	17.3%	28.4%
Vacant Housing Units	9.1%	10.4%	11.2%
2014 Housing Units	4,714	10,106	26,471
Owner Occupied Housing Units	73.2%	71.8%	60.3%
Renter Occupied Housing Units	17.7%	17.7%	28.3%
Vacant Housing Units	9.1%	10.5%	11.4%
Median Household Income			
2000	\$40,520	\$37,926	\$36,947
2009	\$50,185	\$47,384	\$46,847
2014	\$52,112	\$50,211	\$49,412
Median Home Value			
2000	\$81,199	\$76,971	\$79,272
2009	\$104,535	\$98,056	\$101,017
2014	\$113,142	\$106,954	\$109,700
Per Capita Income			
2000	\$17,858	\$16,945	\$15,959
2009	\$22,271	\$20,894	\$20,131
2014	\$23,057	\$21,607	\$20,839
Median Age			
2000	36.2	35.2	30.9
2009	38.5	37.3	32.3
2014	39.2	38.0	33.0

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 forecasts for 2009 and 2014.



600 By-Pass Road, Brandenbur...
 600 Bypass Rd, Brandenburg,
 KY, 40108

Latitude: 37.979993
 Longitude: -86.1614
 Site Type: Ring

Radius: 5 Miles

Radius: 10 Miles

Radius: 15 Miles



2000 Households by Income

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Household Income Base	3,613	8,056	21,011
< \$15,000	16.9%	16.9%	14.1%
\$15,000 - \$24,999	13.0%	13.5%	15.3%
\$25,000 - \$34,999	13.5%	14.8%	17.4%
\$35,000 - \$49,999	19.9%	20.2%	20.4%
\$50,000 - \$74,999	22.1%	22.1%	20.9%
\$75,000 - \$99,999	7.6%	6.9%	7.0%
\$100,000 - \$149,999	5.4%	4.6%	3.8%
\$150,000 - \$199,999	1.2%	0.6%	0.5%
\$200,000+	0.5%	0.5%	0.5%
Average Household Income	\$47,092	\$45,152	\$44,266

2009 Households by Income

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Household Income Base	4,076	8,759	22,783
< \$15,000	12.3%	12.3%	10.4%
\$15,000 - \$24,999	10.4%	10.8%	9.8%
\$25,000 - \$34,999	11.4%	11.4%	13.8%
\$35,000 - \$49,999	15.7%	18.8%	19.9%
\$50,000 - \$74,999	26.8%	25.7%	24.4%
\$75,000 - \$99,999	13.1%	12.4%	13.4%
\$100,000 - \$149,999	7.3%	6.0%	6.0%
\$150,000 - \$199,999	1.8%	1.7%	1.5%
\$200,000+	1.3%	0.9%	0.8%
Average Household Income	\$57,094	\$54,473	\$54,698

2014 Households by Income

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Household Income Base	4,284	9,041	23,442
< \$15,000	11.9%	12.0%	10.1%
\$15,000 - \$24,999	8.8%	9.3%	8.7%
\$25,000 - \$34,999	9.2%	9.3%	11.4%
\$35,000 - \$49,999	15.8%	19.0%	20.5%
\$50,000 - \$74,999	31.1%	29.5%	27.9%
\$75,000 - \$99,999	12.7%	12.1%	13.1%
\$100,000 - \$149,999	7.4%	6.1%	6.1%
\$150,000 - \$199,999	1.8%	1.7%	1.5%
\$200,000+	1.4%	0.9%	0.8%
Average Household Income	\$58,425	\$55,772	\$55,835

2000 Owner Occupied HUs by Value

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	2,917	6,428	14,112
<\$50,000	24.6%	26.5%	24.3%
\$50,000 - 99,999	38.9%	40.4%	45.0%
\$100,000 - 149,999	22.2%	21.0%	18.4%
\$150,000 - 199,999	9.6%	8.1%	7.6%
\$200,000 - \$299,999	3.3%	2.9%	3.3%
\$300,000 - 499,999	1.0%	0.6%	0.8%
\$500,000 - 999,999	0.3%	0.2%	0.3%
\$1,000,000+	0.1%	0.3%	0.2%
Average Home Value	\$95,037	\$90,788	\$92,139

2000 Specified Renter Occupied HUs by Contract Rent

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	633	1,457	6,702
With Cash Rent	92.3%	91.6%	63.7%
No Cash Rent	7.7%	8.4%	36.3%
Median Rent	\$315	\$319	\$349
Average Rent	\$312	\$317	\$364

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.



600 By-Pass Road, Brandenbur...
 600 Bypass Rd, Brandenburg,
 KY, 40108

Latitude: 37.979993
 Longitude: -86.1614
 Site Type: Ring

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
2000 Population by Age			
Total	9,541	21,488	61,083
Age 0 - 4	6.8%	7.2%	7.9%
Age 5 - 9	7.5%	7.7%	8.1%
Age 10 - 14	7.7%	8.0%	8.2%
Age 15 - 19	7.6%	7.7%	8.5%
Age 20 - 24	5.4%	5.8%	8.3%
Age 25 - 34	13.0%	13.2%	15.3%
Age 35 - 44	17.6%	17.7%	17.1%
Age 45 - 54	13.7%	13.5%	11.4%
Age 55 - 64	9.9%	9.2%	7.3%
Age 65 - 74	6.9%	6.2%	4.9%
Age 75 - 84	3.1%	2.9%	2.3%
Age 85+	0.9%	0.8%	0.6%
Age 18+	73.0%	72.2%	71.0%
2009 Population by Age			
Total	10,505	22,897	63,654
Age 0 - 4	6.7%	7.1%	8.0%
Age 5 - 9	6.8%	7.1%	7.5%
Age 10 - 14	6.8%	7.1%	7.2%
Age 15 - 19	6.7%	6.8%	7.7%
Age 20 - 24	5.9%	5.8%	8.5%
Age 25 - 34	12.5%	12.9%	15.0%
Age 35 - 44	13.8%	13.8%	13.8%
Age 45 - 54	16.4%	16.3%	13.6%
Age 55 - 64	12.0%	11.7%	9.7%
Age 65 - 74	7.4%	6.8%	5.5%
Age 75 - 84	3.9%	3.5%	2.8%
Age 85+	1.2%	1.0%	0.8%
Age 18+	75.5%	74.4%	73.2%
2014 Population by Age			
Total	10,917	23,404	64,723
Age 0 - 4	6.4%	6.8%	7.7%
Age 5 - 9	6.6%	7.0%	7.4%
Age 10 - 14	6.9%	7.3%	7.3%
Age 15 - 19	6.3%	6.5%	7.3%
Age 20 - 24	5.8%	5.8%	8.3%
Age 25 - 34	12.7%	12.7%	15.1%
Age 35 - 44	12.7%	13.1%	13.0%
Age 45 - 54	14.7%	14.6%	12.3%
Age 55 - 64	13.7%	13.5%	11.1%
Age 65 - 74	8.6%	8.0%	6.7%
Age 75 - 84	4.1%	3.7%	3.0%
Age 85+	1.3%	1.1%	0.9%
Age 18+	76.1%	74.9%	73.7%
2000 Population by Sex			
Males	49.1%	49.8%	52.1%
Females	50.9%	50.2%	47.9%
2009 Population by Sex			
Males	48.9%	49.7%	52.0%
Females	51.1%	50.3%	48.0%
2014 Population by Sex			
Males	48.8%	49.7%	51.8%
Females	51.2%	50.3%	48.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



600 By-Pass Road, Brandenbur...
600 Bypass Rd, Brandenburg,
KY, 40108

Latitude: 37.979993
Longitude: -86.1614
Site Type: Ring

Radius: 5 Miles

Radius: 10 Miles

Radius: 15 Miles



2000 Population by Race/Ethnicity

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	9,540	21,488	61,083
White Alone	96.4%	94.8%	84.9%
Black Alone	1.7%	2.9%	9.7%
American Indian Alone	0.4%	0.5%	0.6%
Asian or Pacific Islander Alone	0.3%	0.4%	1.3%
Some Other Race Alone	0.3%	0.4%	1.5%
Two or More Races	1.0%	1.0%	2.1%
Hispanic Origin	0.8%	1.1%	3.7%
Diversity Index	8.6	11.9	32.1

2009 Population by Race/Ethnicity

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	10,507	22,897	63,654
White Alone	95.5%	94.0%	83.3%
Black Alone	1.9%	3.1%	9.6%
American Indian Alone	0.5%	0.6%	0.7%
Asian or Pacific Islander Alone	0.4%	0.6%	1.8%
Some Other Race Alone	0.4%	0.6%	2.2%
Two or More Races	1.2%	1.2%	2.4%
Hispanic Origin	1.3%	1.7%	5.4%
Diversity Index	11.0	14.6	36.8

2014 Population by Race/Ethnicity

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	10,918	23,404	64,723
White Alone	95.0%	93.3%	82.3%
Black Alone	2.1%	3.3%	9.6%
American Indian Alone	0.5%	0.6%	0.8%
Asian or Pacific Islander Alone	0.5%	0.7%	2.1%
Some Other Race Alone	0.5%	0.7%	2.7%
Two or More Races	1.4%	1.3%	2.6%
Hispanic Origin	1.7%	2.2%	6.7%
Diversity Index	12.7	16.5	39.8



2000 Population 3+ by School Enrollment

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	9,100	20,455	57,981
Enrolled in Nursery/Preschool	1.0%	1.5%	1.6%
Enrolled in Kindergarten	1.7%	1.6%	1.6%
Enrolled in Grade 1-8	12.7%	13.2%	14.2%
Enrolled in Grade 9-12	6.3%	6.2%	6.4%
Enrolled in College	2.9%	2.7%	4.2%
Enrolled in Grad/Prof School	0.5%	0.3%	0.5%
Not Enrolled in School	74.8%	74.5%	71.4%

2009 Population 25+ by Educational Attainment

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	7,056	15,116	38,935
Less than 9th Grade	6.4%	7.0%	5.6%
9th - 12th Grade, No Diploma	14.3%	14.3%	11.9%
High School Graduate	38.9%	40.8%	39.2%
Some College, No Degree	18.8%	19.4%	23.2%
Associate Degree	6.3%	6.9%	7.3%
Bachelor's Degree	7.8%	6.2%	7.9%
Graduate/Professional Degree	7.6%	5.5%	5.1%



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 2009 and 2014.



600 By-Pass Road, Brandenbur...
 600 Bypass Rd, Brandenburg,
 KY, 40108

Latitude: 37.979993
 Longitude: -86.1614
 Site Type: Ring

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
2009 Population 15+ by Marital Status			
 Total	8,376	18,010	49,244
Never Married	18.7%	19.4%	23.2%
Married	63.2%	62.0%	61.1%
Widowed	6.3%	6.7%	4.7%
Divorced	11.7%	11.9%	11.0%
2000 Population 16+ by Employment Status			
 Total	7,317	16,249	45,147
In Labor Force	62.7%	63.6%	68.2%
Civilian Employed	59.5%	58.5%	51.9%
Civilian Unemployed	2.9%	4.2%	3.9%
In Armed Forces	0.4%	0.9%	12.4%
Not in Labor Force	37.3%	36.4%	31.8%
2009 Civilian Population 16+ in Labor Force			
Civilian Employed	88.9%	86.7%	87.1%
Civilian Unemployed	11.1%	13.3%	12.9%
2014 Civilian Population 16+ in Labor Force			
Civilian Employed	92.7%	91.2%	91.6%
Civilian Unemployed	7.3%	8.8%	8.4%
2000 Females 16+ by Employment Status and Age of Children			
Total	3,739	8,240	21,359
Own Children < 6 Only	8.7%	9.9%	11.3%
Employed/in Armed Forces	5.6%	5.7%	6.0%
Unemployed	0.2%	0.4%	0.5%
Not in Labor Force	3.0%	3.8%	4.9%
Own Children < 6 and 6-17 Only	6.5%	7.2%	8.4%
Employed/in Armed Forces	4.1%	4.2%	4.1%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	2.2%	2.7%	3.9%
Own Children 6-17 Only	18.4%	19.0%	22.0%
Employed/in Armed Forces	13.8%	13.9%	16.2%
Unemployed	0.4%	0.9%	1.0%
Not in Labor Force	4.2%	4.3%	4.8%
No Own Children < 18	66.4%	63.9%	58.3%
Employed/in Armed Forces	29.7%	28.1%	27.1%
Unemployed	1.9%	2.7%	2.6%
Not in Labor Force	34.8%	33.0%	28.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



600 By-Pass Road, Brandenbur...
 600 Bypass Rd, Brandenburg,
 KY, 40108

Latitude: 37.979993
 Longitude: -86.1614
 Site Type: Ring

Radius: 5 Miles

Radius: 10 Miles

Radius: 15 Miles



2009 Employed Population 16+ by Industry

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	4,561	9,651	24,253
Agriculture/Mining	1.4%	1.6%	3.0%
Construction	9.9%	10.9%	9.3%
Manufacturing	11.0%	12.1%	11.2%
Wholesale Trade	1.6%	2.2%	2.3%
Retail Trade	12.2%	11.7%	11.9%
Transportation/Utilities	9.7%	10.3%	8.7%
Information	2.5%	1.9%	1.6%
Finance/Insurance/Real Estate	5.4%	4.7%	4.7%
Services	37.4%	37.4%	39.4%
Public Administration	9.0%	7.2%	7.9%

2009 Employed Population 16+ by Occupation

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	4,563	9,651	24,253
White Collar	53.2%	48.0%	49.6%
Management/Business/Financial	9.4%	8.3%	9.2%
Professional	18.3%	15.9%	17.1%
Sales	10.5%	9.8%	9.7%
Administrative Support	14.9%	14.0%	13.7%
Services	13.8%	15.3%	17.2%
Blue Collar	33.0%	36.7%	33.2%
Farming/Forestry/Fishing	0.6%	0.5%	1.0%
Construction/Extraction	9.6%	10.7%	8.6%
Installation/Maintenance/Repair	6.3%	6.1%	5.2%
Production	7.8%	9.9%	9.0%
Transportation/Material Moving	8.8%	9.6%	9.4%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	4,280	9,409	28,273
Drove Alone - Car, Truck, or Van	84.1%	80.5%	76.3%
Carpooled - Car, Truck, or Van	12.6%	15.2%	13.5%
Public Transportation	0.1%	0.1%	0.9%
Walked	0.4%	0.5%	4.1%
Other Means	0.5%	0.7%	2.0%
Worked at Home	2.3%	3.1%	3.2%

2000 Workers 16+ by Travel Time to Work

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	4,277	9,409	28,273
Did Not Work at Home	97.7%	96.9%	96.8%
Less than 5 minutes	3.8%	2.5%	4.0%
5 to 9 minutes	10.9%	7.7%	12.1%
10 to 19 minutes	21.3%	20.8%	28.2%
20 to 24 minutes	7.6%	9.0%	8.6%
25 to 34 minutes	14.4%	15.2%	12.9%
35 to 44 minutes	7.5%	8.4%	7.1%
45 to 59 minutes	17.3%	18.7%	13.4%
60 to 89 minutes	12.9%	12.4%	8.2%
90 or more minutes	2.0%	2.3%	2.4%
Worked at Home	2.3%	3.1%	3.2%
Average Travel Time to Work (in min)	31.7	33.2	28.1

2000 Households by Vehicles Available

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	3,584	7,976	21,027
None	6.2%	5.3%	4.8%
1	26.3%	27.8%	29.7%
2	42.3%	42.0%	43.1%
3	15.6%	16.6%	15.6%
4	7.7%	6.9%	5.2%
5+	1.9%	1.4%	1.7%
Average Number of Vehicles Available	2.0	2.0	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



600 By-Pass Road, Brandenbur...
 600 Bypass Rd, Brandenburg,
 KY, 40108

Latitude: 37.979993
 Longitude: -86.1614
 Site Type: Ring

Radius: 5 Miles Radius: 10 Miles Radius: 15 Miles



2000 Households by Type

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	3,584	7,988	21,050
Family Households	75.9%	75.5%	76.7%
Married-couple Family	61.6%	60.5%	62.5%
With Related Children	29.3%	29.8%	34.3%
Other Family (No Spouse)	14.3%	15.0%	14.2%
With Related Children	10.2%	10.7%	10.4%
Nonfamily Households	24.1%	24.5%	23.3%
Householder Living Alone	20.6%	20.7%	19.5%
Householder Not Living Alone	3.5%	3.8%	3.7%
Households with Related Children	39.5%	40.5%	44.7%
Households with Persons 65+	20.6%	19.8%	17.0%

2000 Households by Size

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	3,585	7,988	21,050
1 Person Household	20.6%	20.7%	19.5%
2 Person Household	34.6%	32.9%	31.2%
3 Person Household	19.6%	19.6%	19.7%
4 Person Household	16.1%	16.6%	18.1%
5 Person Household	6.2%	6.9%	7.9%
6 Person Household	2.1%	2.3%	2.6%
7+ Person Household	0.8%	1.0%	1.1%

2000 Households by Year Householder Moved In

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	3,584	7,976	21,027
Moved in 1999 to March 2000	15.6%	17.6%	23.8%
Moved in 1995 to 1998	31.1%	30.8%	31.9%
Moved in 1990 to 1994	18.4%	17.7%	14.4%
Moved in 1980 to 1989	14.4%	14.2%	12.9%
Moved in 1970 to 1979	12.8%	11.4%	8.7%
Moved in 1969 or Earlier	7.7%	8.3%	8.2%
Median Year Householder Moved In	1994	1995	1996



2000 Housing Units by Units in Structure

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	3,869	8,695	23,053
1, Detached	66.6%	63.5%	56.7%
1, Attached	0.3%	0.6%	4.4%
2	2.4%	2.1%	3.3%
3 or 4	2.4%	1.7%	4.2%
5 to 9	3.4%	2.4%	7.7%
10 to 19	1.6%	1.4%	1.9%
20+	0.0%	0.5%	1.2%
Mobile Home	23.3%	27.6%	20.3%
Other	0.0%	0.3%	0.3%

2000 Housing Units by Year Structure Built

	Radius: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Total	3,851	8,695	23,053
1999 to March 2000	4.4%	4.8%	3.3%
1995 to 1998	12.5%	12.6%	9.8%
1990 to 1994	13.1%	12.3%	9.2%
1980 to 1989	18.5%	17.4%	18.4%
1970 to 1979	24.1%	21.3%	21.1%
1969 or Earlier	27.4%	31.5%	38.2%
Median Year Structure Built	1979	1979	1976

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



600 By-Pass Road, Brandenbur...
600 Bypass Rd, Brandenburg,
KY, 40108

Latitude: 37.979993
Longitude: -86.1614
Site Type: Ring


Radius: 5 Miles

Radius: 10 Miles

Radius: 15 Miles

Top 3 Tapestry Segments

1.	Midland Crowd	Midland Crowd	Midland Crowd
2.	Southern Satellites	Southern Satellites	Salt of the Earth
3.	Home Town	Home Town	Military Proximity

 **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: 5 Miles	Radius: 10 Miles	Radius: 15 Miles
Apparel & Services: Total \$	\$5,759,565	\$11,773,534	\$31,377,235
Average Spent	\$1,412.35	\$1,344.16	\$1,377.22
Spending Potential Index	56	54	55
Computers & Accessories: Total \$	\$738,201	\$1,505,166	\$4,062,407
Average Spent	\$181.02	\$171.84	\$178.31
Spending Potential Index	79	75	78
Education: Total \$	\$3,767,528	\$7,582,989	\$20,861,437
Average Spent	\$923.87	\$865.74	\$915.66
Spending Potential Index	74	69	73
Entertainment/Recreation: Total \$	\$10,942,504	\$22,531,926	\$58,462,835
Average Spent	\$2,683.30	\$2,572.43	\$2,566.07
Spending Potential Index	83	79	79
Food at Home: Total \$	\$15,351,925	\$31,496,082	\$83,063,290
Average Spent	\$3,764.57	\$3,595.85	\$3,645.85
Spending Potential Index	83	79	80
Food Away from Home: Total \$	\$11,178,775	\$22,892,579	\$60,617,438
Average Spent	\$2,741.24	\$2,613.61	\$2,660.64
Spending Potential Index	82	79	80
Health Care: Total \$	\$13,493,670	\$27,787,479	\$69,281,799
Average Spent	\$3,308.89	\$3,172.45	\$3,040.94
Spending Potential Index	88	84	81
HH Furnishings & Equipment: Total \$	\$6,314,830	\$12,935,115	\$33,588,627
Average Spent	\$1,548.51	\$1,476.78	\$1,474.28
Spending Potential Index	71	68	68
Investments: Total \$	\$4,415,864	\$9,248,010	\$22,612,844
Average Spent	\$1,082.85	\$1,055.83	\$992.53
Spending Potential Index	75	73	69
Retail Goods: Total \$	\$84,518,832	\$173,937,470	\$450,686,719
Average Spent	\$20,725.56	\$19,858.14	\$19,781.71
Spending Potential Index	81	77	77
Shelter: Total \$	\$47,455,532	\$96,634,309	\$258,784,703
Average Spent	\$11,636.96	\$11,032.57	\$11,358.68
Spending Potential Index	74	71	73
TV/Video/Sound Equipment: Total \$	\$4,150,917	\$8,491,200	\$22,270,138
Average Spent	\$1,017.88	\$969.43	\$977.49
Spending Potential Index	84	80	80
Travel: Total \$	\$5,602,537	\$11,472,281	\$30,081,175
Average Spent	\$1,373.84	\$1,309.77	\$1,320.33
Spending Potential Index	74	71	71
Vehicle Maintenance & Repairs: Total \$	\$3,154,253	\$6,475,059	\$16,922,555
Average Spent	\$773.48	\$739.25	\$742.77
Spending Potential Index	83	79	79

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.