






2929 James Sanders Blvd., Pa...  
 2929 James Sanders Blvd,  
 Paducah, KY, 42001

Latitude: 37.073131  
 Longitude: -88.683603  
 Site Type: Ring

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
 2000 Total Population	42,456	90,764	188,973
2000 Group Quarters	1,179	1,799	6,481
2009 Total Population	42,159	90,751	189,012
2014 Total Population	42,314	91,118	189,500
2009 - 2014 Annual Rate	0.07%	0.08%	0.05%
 2000 Households	18,478	37,996	77,067
2000 Average Household Size	2.23	2.34	2.37
2009 Households	18,752	38,774	78,633
2009 Average Household Size	2.19	2.29	2.33
2014 Households	18,955	39,183	79,274
2014 Average Household Size	2.17	2.28	2.31
2009 - 2014 Annual Rate	0.22%	0.21%	0.16%
2000 Families	11,639	25,717	53,186
2000 Average Family Size	2.83	2.87	2.88
2009 Families	11,253	25,228	52,336
2009 Average Family Size	2.82	2.85	2.86
2014 Families	11,094	24,965	51,752
2014 Average Family Size	2.82	2.85	2.87
2009 - 2014 Annual Rate	-0.28%	-0.21%	-0.22%
 <b>2000 Housing Units</b>	20,315	41,665	86,805
Owner Occupied Housing Units	57.8%	65.8%	67.1%
Renter Occupied Housing Units	33.2%	25.4%	21.7%
Vacant Housing Units	9.0%	8.8%	11.2%
<b>2009 Housing Units</b>	21,640	44,305	92,132
Owner Occupied Housing Units	55.2%	63.2%	64.5%
Renter Occupied Housing Units	31.5%	24.3%	20.8%
Vacant Housing Units	13.3%	12.5%	14.7%
<b>2014 Housing Units</b>	21,865	44,732	93,112
Owner Occupied Housing Units	54.8%	63.0%	64.1%
Renter Occupied Housing Units	31.8%	24.6%	21.0%
Vacant Housing Units	13.3%	12.4%	14.9%
<b>Median Household Income</b>			
2000	\$32,942	\$33,447	\$32,303
2009	\$42,616	\$42,304	\$40,804
2014	\$43,730	\$43,476	\$42,486
<b>Median Home Value</b>			
2000	\$81,192	\$72,580	\$66,053
2009	\$95,231	\$89,357	\$84,552
2014	\$96,586	\$92,739	\$89,242
<b>Per Capita Income</b>			
2000	\$20,533	\$18,732	\$17,896
2009	\$25,624	\$22,967	\$21,557
2014	\$26,597	\$23,717	\$22,289
<b>Median Age</b>			
2000	39.7	39.0	39.1
2009	42.4	41.7	41.8
2014	43.4	42.8	42.9

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 2009 and 2014.



2929 James Sanders Blvd., Pa...  
 2929 James Sanders Blvd,  
 Paducah, KY, 42001

Latitude: 37.073131  
 Longitude: -88.683603  
 Site Type: Ring

Radius: 5 Miles                      Radius: 15 Miles                      Radius: 30 Miles



**2000 Households by Income**

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Household Income Base	18,397	38,000	77,057
< \$15,000	23.7%	22.8%	23.4%
\$15,000 - \$24,999	15.2%	15.0%	15.7%
\$25,000 - \$34,999	13.6%	14.2%	14.4%
\$35,000 - \$49,999	15.2%	16.2%	16.6%
\$50,000 - \$74,999	16.2%	17.1%	17.0%
\$75,000 - \$99,999	7.7%	8.1%	7.2%
\$100,000 - \$149,999	5.1%	4.5%	3.9%
\$150,000 - \$199,999	1.7%	1.1%	0.8%
\$200,000+	1.6%	1.1%	1.0%
Average Household Income	\$46,394	\$44,005	\$42,590

**2009 Households by Income**

Household Income Base	18,752	38,774	78,633
< \$15,000	17.7%	17.2%	17.7%
\$15,000 - \$24,999	13.1%	13.3%	13.8%
\$25,000 - \$34,999	11.6%	12.0%	12.6%
\$35,000 - \$49,999	15.1%	15.9%	16.5%
\$50,000 - \$74,999	19.0%	20.6%	20.6%
\$75,000 - \$99,999	11.6%	11.3%	10.3%
\$100,000 - \$149,999	7.0%	6.4%	5.8%
\$150,000 - \$199,999	2.4%	1.7%	1.4%
\$200,000+	2.4%	1.6%	1.3%
Average Household Income	\$56,958	\$53,160	\$50,695

**2014 Households by Income**

Household Income Base	18,954	39,183	79,274
< \$15,000	17.4%	16.6%	17.0%
\$15,000 - \$24,999	11.3%	11.8%	12.4%
\$25,000 - \$34,999	9.6%	10.1%	10.8%
\$35,000 - \$49,999	20.0%	20.5%	20.7%
\$50,000 - \$74,999	17.9%	19.8%	20.1%
\$75,000 - \$99,999	11.5%	11.1%	10.2%
\$100,000 - \$149,999	7.3%	6.6%	6.0%
\$150,000 - \$199,999	2.4%	1.7%	1.4%
\$200,000+	2.6%	1.7%	1.4%
Average Household Income	\$58,636	\$54,485	\$52,022

**2000 Owner Occupied HUs by Value**

Total	11,778	27,520	58,276
<\$50,000	29.9%	32.4%	36.2%
\$50,000 - 99,999	32.8%	36.9%	38.1%
\$100,000 - 149,999	21.2%	18.1%	15.3%
\$150,000 - 199,999	7.2%	6.2%	5.3%
\$200,000 - \$299,999	6.2%	4.7%	3.6%
\$300,000 - 499,999	1.7%	1.2%	1.0%
\$500,000 - 999,999	0.7%	0.4%	0.3%
\$1,000,000+	0.4%	0.2%	0.1%
Average Home Value	\$103,118	\$89,813	\$81,896

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

Total	6,634	10,265	18,082
With Cash Rent	95.2%	91.7%	89.5%
No Cash Rent	4.8%	8.3%	10.5%
Median Rent	\$331	\$325	\$289
Average Rent	\$331	\$323	\$290


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.



2929 James Sanders Blvd., Pa...  
 2929 James Sanders Blvd,  
 Paducah, KY, 42001

Latitude: 37.073131  
 Longitude: -88.683603  
 Site Type: Ring

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
<b>2000 Population by Age</b>			
 Total	42,456	90,764	188,973
Age 0 - 4	6.1%	6.1%	5.9%
Age 5 - 9	6.5%	6.6%	6.5%
Age 10 - 14	6.3%	6.6%	6.6%
Age 15 - 19	6.3%	6.5%	6.6%
Age 20 - 24	5.7%	5.5%	5.6%
Age 25 - 34	12.2%	12.5%	12.6%
Age 35 - 44	15.1%	15.7%	15.3%
Age 45 - 54	14.5%	14.5%	14.0%
Age 55 - 64	9.7%	10.1%	10.5%
Age 65 - 74	8.4%	8.0%	8.2%
Age 75 - 84	6.5%	5.7%	5.9%
Age 85+	2.6%	2.1%	2.2%
Age 18+	77.1%	76.6%	76.9%
<b>2009 Population by Age</b>			
Total	42,160	90,751	189,012
Age 0 - 4	5.8%	5.9%	5.8%
Age 5 - 9	5.8%	6.0%	5.9%
Age 10 - 14	6.1%	6.3%	6.1%
Age 15 - 19	6.3%	6.3%	6.2%
Age 20 - 24	5.3%	5.2%	5.3%
Age 25 - 34	11.2%	11.4%	11.6%
Age 35 - 44	12.9%	13.5%	13.4%
Age 45 - 54	15.1%	15.6%	15.2%
Age 55 - 64	13.6%	13.5%	13.4%
Age 65 - 74	8.3%	8.2%	8.6%
Age 75 - 84	6.4%	5.6%	5.6%
Age 85+	3.2%	2.6%	2.7%
Age 18+	78.5%	78.0%	78.4%
<b>2014 Population by Age</b>			
Total	42,317	91,118	189,500
Age 0 - 4	5.7%	5.7%	5.6%
Age 5 - 9	5.6%	5.9%	5.8%
Age 10 - 14	6.0%	6.3%	6.2%
Age 15 - 19	6.0%	6.1%	6.0%
Age 20 - 24	5.7%	5.4%	5.5%
Age 25 - 34	10.7%	10.8%	11.1%
Age 35 - 44	12.4%	12.9%	12.8%
Age 45 - 54	13.6%	14.2%	14.0%
Age 55 - 64	14.6%	14.8%	14.6%
Age 65 - 74	10.4%	10.0%	10.3%
Age 75 - 84	5.9%	5.3%	5.6%
Age 85+	3.4%	2.7%	2.8%
Age 18+	79.1%	78.5%	78.9%
<b>2000 Population by Sex</b>			
Males	46.8%	47.8%	48.9%
Females	53.2%	52.2%	51.1%
<b>2009 Population by Sex</b>			
Males	47.0%	48.0%	49.1%
Females	53.0%	52.0%	50.9%
<b>2014 Population by Sex</b>			
Males	47.1%	48.1%	49.2%
Females	52.9%	51.9%	50.8%

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



2929 James Sanders Blvd., Pa...  
2929 James Sanders Blvd,  
Paducah, KY, 42001

Latitude: 37.073131  
Longitude: -88.683603  
Site Type: Ring

Radius: 5 Miles

Radius: 15 Miles

Radius: 30 Miles



2000 Population by Race/Ethnicity

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	42,457	90,764	188,973
White Alone	82.7%	89.0%	89.2%
Black Alone	14.8%	8.9%	8.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	0.5%	0.4%
Some Other Race Alone	0.4%	0.4%	0.6%
Two or More Races	1.3%	1.1%	1.1%
Hispanic Origin	1.2%	1.0%	1.3%
Diversity Index	31.1	21.7	21.9

2009 Population by Race/Ethnicity

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	42,160	90,751	189,012
White Alone	81.2%	87.8%	88.2%
Black Alone	15.5%	9.4%	9.0%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	0.9%	0.6%	0.5%
Some Other Race Alone	0.6%	0.6%	0.8%
Two or More Races	1.5%	1.3%	1.3%
Hispanic Origin	1.8%	1.5%	2.0%
Diversity Index	33.9	24.4	24.6

2014 Population by Race/Ethnicity

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	42,315	91,118	189,500
White Alone	80.4%	87.2%	87.6%
Black Alone	15.9%	9.6%	9.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.1%	0.7%	0.6%
Some Other Race Alone	0.8%	0.7%	1.0%
Two or More Races	1.6%	1.4%	1.4%
Hispanic Origin	2.2%	1.9%	2.5%
Diversity Index	35.7	25.8	26.2



2000 Population 3+ by School Enrollment

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	40,759	87,365	182,366
Enrolled in Nursery/Preschool	2.1%	1.7%	1.6%
Enrolled in Kindergarten	1.7%	1.7%	1.4%
Enrolled in Grade 1-8	10.5%	10.8%	11.1%
Enrolled in Grade 9-12	5.9%	5.8%	5.9%
Enrolled in College	3.6%	3.4%	3.2%
Enrolled in Grad/Prof School	0.5%	0.4%	0.5%
Not Enrolled in School	75.6%	76.2%	76.3%

2009 Population 25+ by Educational Attainment

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	29,833	63,864	133,499
Less than 9th Grade	5.5%	6.3%	7.7%
9th - 12th Grade, No Diploma	10.4%	10.7%	13.0%
High School Graduate	31.5%	35.9%	36.9%
Some College, No Degree	21.7%	21.7%	20.3%
Associate Degree	8.1%	8.0%	6.9%
Bachelor's Degree	13.8%	10.7%	9.2%
Graduate/Professional Degree	9.0%	6.6%	6.0%



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 2009 and 2014.



2929 James Sanders Blvd., Pa...  
 2929 James Sanders Blvd,  
 Paducah, KY, 42001

Latitude: 37.073131  
 Longitude: -88.683603  
 Site Type: Ring

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
<b>2009 Population 15+ by Marital Status</b>			
 Total	34,709	74,242	155,288
Never Married	20.8%	19.2%	18.5%
Married	54.9%	58.9%	60.3%
Widowed	9.6%	8.5%	8.4%
Divorced	14.6%	13.5%	12.9%
<b>2000 Population 16+ by Employment Status</b>			
 Total	33,750	71,906	150,349
In Labor Force	59.1%	60.2%	57.8%
Civilian Employed	55.6%	56.7%	54.4%
Civilian Unemployed	3.4%	3.5%	3.3%
In Armed Forces	0.1%	0.1%	0.0%
Not in Labor Force	40.9%	39.8%	42.2%
<b>2009 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.2%	91.2%	91.4%
Civilian Unemployed	8.8%	8.8%	8.6%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.3%	94.3%	94.4%
Civilian Unemployed	5.7%	5.7%	5.6%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	18,273	38,208	77,839
Own Children < 6 Only	7.1%	7.4%	7.1%
Employed/in Armed Forces	4.2%	4.3%	4.1%
Unemployed	0.4%	0.5%	0.5%
Not in Labor Force	2.5%	2.6%	2.5%
Own Children < 6 and 6-17 Only	5.5%	5.8%	5.6%
Employed/in Armed Forces	3.2%	3.3%	3.2%
Unemployed	0.4%	0.3%	0.2%
Not in Labor Force	2.0%	2.2%	2.1%
Own Children 6-17 Only	15.8%	16.5%	17.0%
Employed/in Armed Forces	10.8%	11.7%	11.9%
Unemployed	0.5%	0.6%	0.6%
Not in Labor Force	4.5%	4.3%	4.4%
No Own Children < 18	71.5%	70.3%	70.4%
Employed/in Armed Forces	31.0%	30.6%	28.9%
Unemployed	1.8%	1.7%	1.7%
Not in Labor Force	38.7%	38.1%	39.7%

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



2929 James Sanders Blvd., Pa...  
2929 James Sanders Blvd,  
Paducah, KY, 42001

Latitude: 37.073131  
Longitude: -88.683603  
Site Type: Ring

Radius: 5 Miles

Radius: 15 Miles

Radius: 30 Miles



2009 Employed Population 16+ by Industry

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	18,180	39,617	78,702
Agriculture/Mining	1.4%	1.8%	3.4%
Construction	5.6%	6.9%	7.4%
Manufacturing	8.5%	8.8%	10.4%
Wholesale Trade	4.1%	4.3%	3.8%
Retail Trade	14.1%	14.1%	13.1%
Transportation/Utilities	5.7%	7.2%	7.0%
Information	1.6%	1.8%	1.5%
Finance/Insurance/Real Estate	5.2%	4.5%	4.5%
Services	50.0%	46.6%	44.2%
Public Administration	3.8%	4.0%	4.8%

2009 Employed Population 16+ by Occupation

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	18,181	39,617	78,702
White Collar	62.2%	56.9%	53.6%
Management/Business/Financial	12.9%	11.3%	11.0%
Professional	22.7%	19.5%	18.4%
Sales	13.2%	13.0%	11.4%
Administrative Support	13.4%	13.0%	12.8%
Services	18.7%	18.9%	18.8%
Blue Collar	19.2%	24.2%	27.6%
Farming/Forestry/Fishing	0.3%	0.4%	0.8%
Construction/Extraction	4.8%	6.3%	7.0%
Installation/Maintenance/Repair	3.3%	4.4%	4.7%
Production	5.1%	5.8%	7.0%
Transportation/Material Moving	5.6%	7.3%	8.0%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	18,541	40,062	80,299
Drove Alone - Car, Truck, or Van	84.0%	84.5%	83.5%
Carpooled - Car, Truck, or Van	10.0%	9.9%	10.5%
Public Transportation	0.9%	0.6%	0.5%
Walked	1.2%	1.4%	1.6%
Other Means	0.9%	1.1%	1.1%
Worked at Home	3.0%	2.6%	2.7%

2000 Workers 16+ by Travel Time to Work

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	18,540	40,062	80,299
Did Not Work at Home	97.0%	97.4%	97.3%
Less than 5 minutes	4.3%	4.3%	5.0%
5 to 9 minutes	18.2%	15.5%	13.9%
10 to 19 minutes	46.3%	39.1%	34.9%
20 to 24 minutes	11.7%	15.6%	13.6%
25 to 34 minutes	10.0%	13.6%	15.9%
35 to 44 minutes	2.0%	2.9%	4.7%
45 to 59 minutes	2.0%	3.1%	5.2%
60 to 89 minutes	1.4%	1.7%	2.5%
90 or more minutes	1.1%	1.6%	1.6%
Worked at Home	3.0%	2.6%	2.7%
Average Travel Time to Work (in min)	16.8	19.4	21.3

2000 Households by Vehicles Available

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
Total	18,466	38,004	77,090
None	9.9%	8.4%	8.3%
1	38.9%	35.0%	33.5%
2	37.0%	39.6%	39.9%
3	10.9%	12.8%	13.5%
4	2.4%	3.0%	3.6%
5+	0.9%	1.1%	1.1%
Average Number of Vehicles Available	1.6	1.7	1.8

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



2929 James Sanders Blvd., Pa...  
 2929 James Sanders Blvd,  
 Paducah, KY, 42001

# Market Profile

Prepared by Robbins Properties

Latitude: 37.073131  
 Longitude: -88.683603  
 Site Type: Ring

Radius: 5 Miles

Radius: 15 Miles

Radius: 30 Miles



## 2000 Households by Type

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
<b>Total</b>	18,478	37,996	77,067
Family Households	63.0%	67.7%	69.0%
Married-couple Family	46.8%	53.1%	54.9%
With Related Children	18.8%	22.2%	22.7%
Other Family (No Spouse)	16.1%	14.6%	14.1%
With Related Children	10.9%	9.8%	9.4%
Nonfamily Households	37.0%	32.3%	31.0%
Householder Living Alone	33.0%	28.7%	27.8%
Householder Not Living Alone	4.0%	3.6%	3.2%
Households with Related Children	29.7%	32.0%	32.1%
Households with Persons 65+	27.9%	26.5%	28.0%

## 2000 Households by Size

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
<b>Total</b>	18,478	37,996	77,067
1 Person Household	33.0%	28.7%	27.8%
2 Person Household	34.8%	35.5%	35.9%
3 Person Household	15.5%	17.0%	17.1%
4 Person Household	11.2%	12.7%	12.9%
5 Person Household	4.0%	4.3%	4.5%
6 Person Household	1.1%	1.1%	1.2%
7+ Person Household	0.4%	0.5%	0.6%

## 2000 Households by Year Householder Moved In

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
<b>Total</b>	18,468	38,004	77,090
Moved in 1999 to March 2000	21.2%	18.5%	17.0%
Moved in 1995 to 1998	27.0%	26.4%	25.9%
Moved in 1990 to 1994	17.2%	17.9%	17.1%
Moved in 1980 to 1989	14.1%	15.2%	15.8%
Moved in 1970 to 1979	9.5%	10.2%	11.5%
Moved in 1969 or Earlier	11.0%	11.8%	12.7%
Median Year Householder Moved In	1994	1994	1993



## 2000 Housing Units by Units in Structure

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
<b>Total</b>	20,276	41,658	86,865
1, Detached	66.9%	69.2%	70.6%
1, Attached	2.1%	1.6%	1.2%
2	5.0%	3.4%	2.7%
3 or 4	5.4%	3.7%	3.1%
5 to 9	7.2%	4.1%	3.1%
10 to 19	2.7%	1.5%	1.0%
20+	3.7%	2.0%	1.4%
Mobile Home	7.1%	14.3%	16.6%
Other	0.0%	0.0%	0.2%

## 2000 Housing Units by Year Structure Built

	Radius: 5 Miles	Radius: 15 Miles	Radius: 30 Miles
<b>Total</b>	20,288	41,658	86,865
1999 to March 2000	1.3%	2.0%	2.1%
1995 to 1998	6.2%	8.0%	8.2%
1990 to 1994	6.8%	7.8%	7.6%
1980 to 1989	11.4%	13.5%	13.8%
1970 to 1979	19.6%	19.9%	19.8%
1969 or Earlier	54.7%	48.9%	48.5%
Median Year Structure Built	1966	1971	1971

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



2929 James Sanders Blvd., Pa...  
 2929 James Sanders Blvd,  
 Paducah, KY, 42001

# Market Profile

Prepared by Robbins Properties

Latitude: 37.073131  
 Longitude: -88.683603  
 Site Type: Ring


Radius: 5 Miles

Radius: 15 Miles

Radius: 30 Miles

## Top 3 Tapestry Segments

1.	Midlife Junction	Midlife Junction	Rooted Rural
2.	Heartland Communities	Midland Crowd	Heartland Communities
3.	Exurbanites	Heartland Communities	Southern Satellites

 **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: 15 Miles	Radius: 30 Miles
Apparel & Services: Total \$	\$26,467,718	\$50,673,848	\$97,244,639
Average Spent	\$1,411.46	\$1,306.90	\$1,236.69
Spending Potential Index	56	52	49
Computers & Accessories: Total \$	\$3,376,207	\$6,456,573	\$12,360,772
Average Spent	\$180.05	\$166.52	\$157.20
Spending Potential Index	79	73	69
Education: Total \$	\$18,306,671	\$33,692,264	\$61,722,275
Average Spent	\$976.25	\$868.94	\$784.94
Spending Potential Index	78	69	63
Entertainment/Recreation: Total \$	\$49,840,850	\$97,714,576	\$192,329,638
Average Spent	\$2,657.90	\$2,520.11	\$2,445.92
Spending Potential Index	82	78	76
Food at Home: Total \$	\$71,338,339	\$138,256,516	\$271,233,061
Average Spent	\$3,804.31	\$3,565.70	\$3,449.35
Spending Potential Index	83	78	76
Food Away from Home: Total \$	\$50,833,289	\$98,167,876	\$189,959,367
Average Spent	\$2,710.82	\$2,531.80	\$2,415.77
Spending Potential Index	81	76	73
Health Care: Total \$	\$62,601,783	\$123,179,860	\$245,782,368
Average Spent	\$3,338.41	\$3,176.87	\$3,125.69
Spending Potential Index	89	84	83
HH Furnishings & Equipment: Total \$	\$28,498,202	\$55,000,702	\$105,663,010
Average Spent	\$1,519.74	\$1,418.49	\$1,343.75
Spending Potential Index	70	65	62
Investments: Total \$	\$21,318,937	\$42,331,830	\$86,549,026
Average Spent	\$1,136.89	\$1,091.76	\$1,100.67
Spending Potential Index	79	76	77
Retail Goods: Total \$	\$380,449,892	\$746,821,016	\$1,471,594,898
Average Spent	\$20,288.50	\$19,260.87	\$18,714.72
Spending Potential Index	79	75	73
Shelter: Total \$	\$225,607,805	\$421,869,907	\$790,659,547
Average Spent	\$12,031.13	\$10,880.23	\$10,055.06
Spending Potential Index	77	70	64
TV/Video/Sound Equipment: Total \$	\$18,884,910	\$36,501,945	\$70,886,362
Average Spent	\$1,007.09	\$941.40	\$901.48
Spending Potential Index	83	77	74
Travel: Total \$	\$26,783,527	\$50,965,978	\$97,268,897
Average Spent	\$1,428.30	\$1,314.44	\$1,237.00
Spending Potential Index	77	71	67
Vehicle Maintenance & Repairs: Total \$	\$14,437,339	\$28,089,093	\$55,094,399
Average Spent	\$769.91	\$724.43	\$700.65
Spending Potential Index	82	77	75

**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.