



**Longview Shopping Center**

Latitude: 32.4391

Longitude: -94.7073

Radius: 3.0 miles

Radius: 5.0 miles

Radius: 10.0 miles



	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
2000 Total Population	12,380	29,595	102,598
2000 Group Quarters	762	1,655	2,599
2006 Total Population	12,708	30,400	106,315
2011 Total Population	12,910	30,947	108,424
2006 - 2011 Annual Rate	0.32%	0.36%	0.39%



2000 Households	4,187	10,475	39,833
2000 Average Household Size	2.77	2.67	2.51
2006 Households	4,275	10,731	41,308
2006 Average Household Size	2.79	2.68	2.51
2011 Households	4,347	10,946	42,210
2011 Average Household Size	2.79	2.67	2.51
2006 - 2011 Annual Rate	0.33%	0.4%	0.43%
2000 Families	3,023	7,267	27,742
2000 Average Family Size	3.29	3.22	3.03
2006 Families	3,072	7,421	28,702
2006 Average Family Size	3.31	3.24	3.03
2011 Families	3,112	7,540	29,229
2011 Average Family Size	3.31	3.23	3.02
2006 - 2011 Annual Rate	0.26%	0.32%	0.36%



<b>2000 Housing Units</b>	4,660	11,658	43,451
Owner Occupied Housing Units	56.2%	55.3%	59.9%
Renter Occupied Housing Units	33.7%	34.7%	31.8%
Vacant Housing Units	10.1%	10.0%	8.3%
<b>2006 Housing Units</b>	4,656	11,712	44,337
Owner Occupied Housing Units	58.3%	57.7%	62.3%
Renter Occupied Housing Units	33.5%	33.9%	30.9%
Vacant Housing Units	8.2%	8.4%	6.8%
<b>2011 Housing Units</b>	4,742	11,969	45,394
Owner Occupied Housing Units	58.1%	57.5%	62.2%
Renter Occupied Housing Units	33.5%	33.9%	30.8%
Vacant Housing Units	8.3%	8.5%	7.0%

**Median Household Income**

2000	\$24,454	\$26,363	\$36,137
2006	\$29,639	\$32,399	\$43,103
2011	\$34,773	\$37,713	\$49,292

**Median Home Value**

2000	\$42,365	\$46,171	\$73,298
2006	\$52,310	\$57,760	\$93,238
2011	\$61,985	\$68,779	\$110,036

**Per Capita Income**

2000	\$12,200	\$13,719	\$19,115
2006	\$14,659	\$16,453	\$23,140
2011	\$16,966	\$19,179	\$27,273

**Median Age**

2000	29.2	31.4	35.5
2006	30.4	32.2	36.6
2011	31.4	33.1	37.4

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 2006 and 2011.



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**2000 Households by Income**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Household Income Base	4,259	10,606	39,865
< \$15,000	31.1%	28.9%	18.9%
\$15,000 - \$24,999	19.9%	18.6%	15.2%
\$25,000 - \$34,999	15.5%	15.5%	14.3%
\$35,000 - \$49,999	13.1%	13.9%	16.8%
\$50,000 - \$74,999	12.8%	13.4%	18.7%
\$75,000 - \$99,999	4.7%	5.6%	8.3%
\$100,000 - \$149,999	1.5%	2.8%	4.7%
\$150,000 - \$199,999	0.5%	0.4%	1.4%
\$200,000+	0.9%	0.9%	1.7%
Average Household Income	\$34,590	\$37,041	\$48,318

**2006 Households by Income**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Household Income Base	4,274	10,732	41,309
< \$15,000	25.5%	23.2%	14.7%
\$15,000 - \$24,999	15.5%	15.2%	12.1%
\$25,000 - \$34,999	15.4%	14.6%	12.7%
\$35,000 - \$49,999	17.9%	17.2%	17.5%
\$50,000 - \$74,999	13.0%	14.5%	18.6%
\$75,000 - \$99,999	7.1%	7.8%	11.2%
\$100,000 - \$149,999	3.9%	5.5%	8.6%
\$150,000 - \$199,999	0.5%	0.9%	1.8%
\$200,000+	1.1%	1.2%	2.6%
Average Household Income	\$41,165	\$44,670	\$58,852

**2011 Households by Income**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Household Income Base	4,349	10,945	42,209
< \$15,000	21.8%	19.6%	12.3%
\$15,000 - \$24,999	13.5%	13.1%	10.1%
\$25,000 - \$34,999	15.0%	13.9%	11.7%
\$35,000 - \$49,999	17.5%	17.5%	16.7%
\$50,000 - \$74,999	15.2%	15.7%	18.5%
\$75,000 - \$99,999	8.5%	9.2%	12.5%
\$100,000 - \$149,999	6.2%	7.8%	11.8%
\$150,000 - \$199,999	0.9%	1.6%	2.8%
\$200,000+	1.4%	1.7%	3.7%
Average Household Income	\$47,737	\$52,151	\$69,312

**2000 Owner Occupied HUs by Value**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	2,614	6,462	26,018
<\$50,000	61.9%	55.5%	30.0%
\$50,000 - 99,999	30.9%	33.6%	41.7%
\$100,000 - 149,999	3.9%	6.7%	16.3%
\$150,000 - 199,999	2.0%	2.2%	6.9%
\$200,000 - \$299,999	0.5%	1.3%	3.7%
\$300,000 - 499,999	0.1%	0.4%	1.0%
\$500,000 - 999,999	0.0%	0.0%	0.3%
\$1,000,000+	0.8%	0.3%	0.1%
Average Home Value	\$58,563	\$59,920	\$88,033

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

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	1,552	3,964	13,721
With Cash Rent	91.4%	92.7%	94.9%
No Cash Rent	8.6%	7.3%	5.1%
Median Rent	\$336	\$343	\$394
Average Rent	\$316	\$326	\$415

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 2006 and 2011.



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**2000 Population by Age**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
<b>Total</b>	12,380	29,596	102,597
0 - 4	8.2%	8.1%	7.0%
5 - 9	8.7%	8.4%	7.3%
10 - 14	7.9%	7.5%	7.5%
15 - 19	9.9%	8.7%	7.8%
20 - 24	9.8%	8.4%	6.8%
25 - 34	12.9%	13.7%	12.9%
35 - 44	13.2%	14.5%	15.5%
45 - 54	10.9%	11.6%	13.2%
55 - 64	7.9%	7.7%	8.9%
65 - 74	5.9%	6.1%	7.1%
75 - 84	3.6%	3.8%	4.5%
85+	1.4%	1.5%	1.6%
18+	70.6%	71.4%	73.6%

**2006 Population by Age**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
<b>Total</b>	12,704	30,399	106,314
0 - 4	8.3%	8.2%	7.0%
5 - 9	7.3%	7.4%	6.4%
10 - 14	8.0%	7.9%	7.0%
15 - 19	9.4%	7.9%	7.0%
20 - 24	9.6%	8.5%	7.7%
25 - 34	13.3%	14.1%	12.9%
35 - 44	12.0%	13.1%	13.1%
45 - 54	12.3%	13.2%	14.8%
55 - 64	9.1%	9.0%	10.5%
65 - 74	5.9%	5.6%	7.0%
75 - 84	3.5%	3.7%	4.6%
85+	1.4%	1.5%	1.9%
18+	72.1%	72.5%	75.5%

**2011 Population by Age**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
<b>Total</b>	12,914	30,946	108,423
0 - 4	8.3%	8.1%	7.0%
5 - 9	7.4%	7.4%	6.4%
10 - 14	7.0%	7.2%	6.6%
15 - 19	9.7%	8.4%	6.8%
20 - 24	9.6%	8.0%	7.0%
25 - 34	12.5%	13.3%	13.5%
35 - 44	11.5%	12.4%	12.0%
45 - 54	12.3%	13.1%	14.5%
55 - 64	10.4%	10.8%	12.6%
65 - 74	6.1%	5.8%	6.9%
75 - 84	3.5%	3.7%	4.7%
85+	1.5%	1.6%	2.1%
18+	72.7%	72.8%	76.1%

**2000 Population by Sex**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Males	49.4%	49.3%	48.4%
Females	50.6%	50.7%	51.6%

**2006 Population by Sex**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Males	49.7%	49.5%	48.6%
Females	50.3%	50.5%	51.4%

**2011 Population by Sex**

	Radius: 3.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Males	49.9%	49.6%	48.7%
Females	50.1%	50.4%	51.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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**2000 Population by Race/Ethnicity**

	3.0 miles	5.0 miles	10.0 miles
Total	12,380	29,595	102,599
White Alone	36.5%	44.9%	73.1%
Black Alone	53.5%	45.3%	20.0%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	0.4%	0.4%	0.7%
Some Other Race Alone	7.3%	7.1%	4.3%
Two or More Races	1.9%	1.7%	1.4%
Hispanic Origin	15.6%	14.7%	8.8%
Diversity Index	69.1	69.5	51.8

**2006 Population by Race/Ethnicity**

	3.0 miles	5.0 miles	10.0 miles
Total	12,709	30,400	106,316
White Alone	34.2%	42.5%	70.4%
Black Alone	54.1%	46.1%	21.2%
American Indian Alone	0.5%	0.5%	0.5%
Asian or Pacific Islander Alone	0.5%	0.5%	0.9%
Some Other Race Alone	8.7%	8.5%	5.4%
Two or More Races	2.0%	1.9%	1.7%
Hispanic Origin	18.5%	17.4%	10.9%
Diversity Index	71.4	72.0	56.4

**2011 Population by Race/Ethnicity**

	3.0 miles	5.0 miles	10.0 miles
Total	12,911	30,948	108,423
White Alone	32.8%	40.8%	68.4%
Black Alone	54.1%	46.5%	21.9%
American Indian Alone	0.5%	0.5%	0.5%
Asian or Pacific Islander Alone	0.5%	0.5%	1.0%
Some Other Race Alone	9.9%	9.7%	6.3%
Two or More Races	2.2%	2.0%	1.8%
Hispanic Origin	20.9%	19.7%	12.8%
Diversity Index	73.2	73.9	60.0



**2000 Population 3+ by School Enrollment**

	3.0 miles	5.0 miles	10.0 miles
Total	11,980	28,305	98,244
Enrolled in Nursery/Preschool	2.2%	2.3%	1.9%
Enrolled in Kindergarten	1.4%	1.9%	1.5%
Enrolled in Grade 1-8	15.2%	13.1%	12.6%
Enrolled in Grade 9-12	6.3%	6.9%	6.6%
Enrolled in College	8.9%	5.5%	4.0%
Enrolled in Grad/Prof School	0.2%	0.3%	0.5%
Not Enrolled in School	65.9%	69.8%	72.9%

**2000 Population 25+ by Educational Attainment**

	3.0 miles	5.0 miles	10.0 miles
Total	6,954	17,388	65,006
Less than 9th Grade	12.8%	10.7%	6.1%
9th - 12th Grade, No Diploma	21.1%	20.5%	13.5%
High School Graduate	33.6%	30.9%	28.2%
Some College, No Degree	19.5%	21.9%	25.5%
Associate Degree	4.9%	5.4%	6.9%
Bachelor's Degree	5.5%	7.8%	13.6%
Master's/Prof/Doctorate Degree	2.6%	2.9%	6.3%

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 2006 and 2011.



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

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	9,376	22,562	80,307
<b>Females</b>	51.9%	51.5%	52.3%
Never Married	14.6%	12.9%	10.0%
Married, not Separated	20.7%	22.0%	27.9%
Married, Separated	2.6%	2.7%	1.5%
Widowed	7.0%	7.1%	6.1%
Divorced	6.9%	6.8%	6.7%
<b>Males</b>	48.1%	48.5%	47.7%
Never Married	17.5%	14.9%	11.8%
Married, not Separated	23.4%	25.8%	28.9%
Married, Separated	1.6%	1.4%	0.9%
Widowed	1.4%	1.7%	1.2%
Divorced	4.2%	4.7%	4.9%



**2000 Population 16+ by Employment Status**

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	9,187	22,104	78,856
<b>In Labor Force</b>	58.3%	55.8%	61.3%
Civilian Employed	51.5%	50.0%	57.3%
Civilian Unemployed	6.8%	5.8%	4.1%
In Armed Forces	0.0%	0.0%	0.0%
<b>Not in Labor Force</b>	41.7%	44.2%	38.7%

**2006 Civilian Population 16+ in Labor Force**

	3.0 miles	5.0 miles	10.0 miles
Civilian Employed	91.2%	91.1%	93.6%
Civilian Unemployed	8.8%	8.9%	6.4%

**2011 Civilian Population 16+ in Labor Force**

	3.0 miles	5.0 miles	10.0 miles
Civilian Employed	92.0%	91.9%	94.2%
Civilian Unemployed	8.0%	8.1%	5.8%

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

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	4,773	11,392	41,198
<b>Own Children &lt; 6 Only</b>	7.7%	8.6%	8.1%
Employed/in Armed Forces	2.9%	3.7%	4.2%
Unemployed	0.4%	0.7%	0.5%
Not in Labor Force	4.4%	4.1%	3.4%
<b>Own Children &lt; 6 and 6-17 Only</b>	6.0%	6.7%	5.9%
Employed/in Armed Forces	2.9%	3.6%	3.3%
Unemployed	0.6%	0.8%	0.3%
Not in Labor Force	2.5%	2.4%	2.4%
<b>Own Children 6-17 Only</b>	18.6%	17.9%	18.0%
Employed/in Armed Forces	13.4%	12.4%	12.8%
Unemployed	1.1%	1.1%	0.7%
Not in Labor Force	4.1%	4.5%	4.5%
<b>No Own Children &lt; 18</b>	67.7%	66.8%	68.0%
Employed/in Armed Forces	27.0%	26.1%	30.6%
Unemployed	3.9%	3.3%	2.1%
Not in Labor Force	36.8%	37.3%	35.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



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**2006 Employed Population 16+ by Industry**

	3.0 miles	5.0 miles	10.0 miles
Total	5,337	12,232	49,998
Agriculture/Mining	4.0%	4.0%	4.6%
Construction	8.7%	8.1%	6.7%
Manufacturing	12.4%	13.2%	12.5%
Wholesale Trade	1.8%	3.0%	4.2%
Retail Trade	13.0%	12.8%	13.9%
Transportation/Utilities	4.7%	4.3%	3.9%
Information	1.1%	1.5%	1.8%
Finance/Insurance/Real Estate	4.5%	4.9%	6.5%
Services	47.3%	45.3%	42.5%
Public Administration	2.6%	3.0%	3.4%

**2006 Employed Population 16+ by Occupation**

	3.0 miles	5.0 miles	10.0 miles
Total	5,338	12,232	49,997
White Collar	43.5%	46.6%	57.9%
Management/Business/Financial	5.7%	6.4%	11.2%
Professional	15.5%	16.7%	20.0%
Sales	10.6%	12.2%	14.7%
Administrative Support	11.6%	11.3%	12.0%
Services	23.9%	22.4%	16.3%
Blue Collar	32.6%	31.0%	25.8%
Farming/Forestry/Fishing	0.4%	0.3%	0.2%
Construction/Extraction	10.8%	8.6%	7.0%
Installation/Maintenance/Repair	4.1%	4.3%	4.4%
Production	9.8%	10.2%	8.3%
Transportation/Material Moving	7.6%	7.5%	6.0%



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

	3.0 miles	5.0 miles	10.0 miles
Total	4,537	10,718	44,440
Drove Alone - Car, Truck, or Van	74.9%	77.2%	83.7%
Carpooled - Car, Truck, or Van	15.2%	15.7%	11.5%
Public Transportation	0.2%	0.2%	0.2%
Walked	4.7%	2.8%	1.2%
Other Means	2.7%	1.9%	1.0%
Worked at Home	2.4%	2.2%	2.3%

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

	3.0 miles	5.0 miles	10.0 miles
Total	4,537	10,719	44,437
Did Not Work at Home	97.6%	97.8%	97.7%
Less than 5 minutes	2.7%	2.3%	3.1%
5 to 9 minutes	11.6%	12.3%	14.5%
10 to 19 minutes	46.9%	48.2%	45.0%
20 to 24 minutes	15.9%	15.6%	15.1%
25 to 34 minutes	10.4%	10.0%	10.8%
35 to 44 minutes	1.0%	1.5%	2.0%
45 to 59 minutes	4.0%	3.1%	3.2%
60 to 89 minutes	3.0%	2.7%	2.0%
90 or more minutes	2.0%	2.2%	1.9%
Worked at Home	2.4%	2.2%	2.3%
Average Travel Time to Work (in min)	21.0	20.4	19.5

**2000 Households by Vehicles Available**

	3.0 miles	5.0 miles	10.0 miles
Total	4,174	10,457	39,831
None	10.3%	11.8%	6.9%
1	43.8%	41.5%	37.7%
2	33.9%	33.7%	40.5%
3	8.4%	9.4%	11.3%
4	2.8%	2.7%	3.0%
5+	0.8%	0.9%	0.7%
Average Number of Vehicles Available	1.5	1.5	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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**2000 Households by Type**

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	4,187	10,476	39,833
Family Households	72.2%	69.4%	69.6%
Married-couple Family	43.5%	43.5%	52.6%
With Related Children	22.1%	22.2%	24.4%
Other Family (No Spouse)	28.7%	25.8%	17.0%
With Related Children	20.2%	18.1%	11.8%
Nonfamily Households	27.8%	30.6%	30.4%
Householder Living Alone	24.1%	26.4%	26.1%
Householder Not Living Alone	3.7%	4.2%	4.2%
Households with Related Children	42.2%	40.3%	36.2%
Households with Persons 65+	24.2%	24.5%	24.4%

**2000 Households by Size**

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	4,187	10,475	39,833
1 Person Household	24.1%	26.4%	26.1%
2 Person Household	29.8%	29.7%	34.1%
3 Person Household	18.0%	17.5%	16.7%
4 Person Household	14.3%	13.8%	13.7%
5 Person Household	7.6%	7.1%	6.0%
6 Person Household	3.2%	3.0%	2.1%
7+ Person Household	3.0%	2.5%	1.2%

**2000 Households by Year Householder Moved In**

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	4,175	10,456	39,831
Moved in 1999 to March 2000	20.4%	20.6%	22.6%
Moved in 1995 to 1998	23.1%	26.9%	28.9%
Moved in 1990 to 1994	16.0%	15.5%	15.3%
Moved in 1980 to 1989	13.1%	13.2%	14.5%
Moved in 1970 to 1979	14.9%	11.5%	10.3%
Moved in 1969 or Earlier	12.5%	12.3%	8.4%
Median Year Householder Moved In	1993	1994	1995



**2000 Housing Units by Units in Structure**

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	4,645	11,626	43,447
1, Detached	72.5%	70.6%	65.3%
1, Attached	1.9%	2.1%	2.3%
2	3.7%	3.7%	4.9%
3 or 4	3.6%	3.4%	3.5%
5 to 9	1.6%	3.1%	4.8%
10 to 19	0.9%	1.1%	1.8%
20+	4.1%	5.3%	7.1%
Mobile Home	10.7%	10.1%	10.0%
Other	1.0%	0.7%	0.3%

**2000 Housing Units by Year Structure Built**

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	4,649	11,640	43,444
1999 to March 2000	1.3%	1.6%	1.8%
1995 to 1998	4.2%	5.2%	7.1%
1990 to 1994	2.8%	3.3%	5.6%
1980 to 1989	12.0%	12.1%	22.0%
1970 to 1979	19.9%	20.5%	25.8%
1969 or Earlier	59.8%	57.4%	37.7%
Median Year Structure Built	1966	1966	1975

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



Longview Shopping Center

Latitude: 32.4391

Longitude: -94.7073


Radius: 3.0 miles

Radius: 5.0 miles

Radius: 10.0 miles

**Top 3 Tapestry Segments**

1.	Modest Income Homes	Rooted Rural	Midland Crowd
2.	Rooted Rural	City Dimensions	Midlife Junction
3.	City Dimensions	Modest Income Homes	Rooted Rural

 **2006 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 \$	\$5,115,456	\$13,873,068	\$69,067,093
Average Spent	\$1,196.60	\$1,292.80	\$1,672.00
Spending Potential Index	44	47	61
Computers & Accessories: Total \$	\$610,765	\$1,701,236	\$8,765,390
Average Spent	\$142.87	\$158.53	\$212.20
Spending Potential Index	56	62	83
Education: Total \$	\$2,673,553	\$7,604,520	\$39,154,272
Average Spent	\$625.39	\$708.65	\$947.86
Spending Potential Index	55	63	84
Entertainment/Recreation: Total \$	\$8,110,907	\$22,253,107	\$114,017,488
Average Spent	\$1,897.29	\$2,073.72	\$2,760.18
Spending Potential Index	57	63	83
Food at Home: Total \$	\$13,355,319	\$35,796,019	\$174,476,159
Average Spent	\$3,124.05	\$3,335.76	\$4,223.79
Spending Potential Index	63	68	86
Food Away from Home: Total \$	\$8,671,892	\$23,485,957	\$116,698,703
Average Spent	\$2,028.51	\$2,188.61	\$2,825.09
Spending Potential Index	61	66	85
Health Care: Total \$	\$9,922,864	\$26,872,153	\$134,561,750
Average Spent	\$2,321.14	\$2,504.16	\$3,257.52
Spending Potential Index	63	68	89
HH Furnishings & Equipment: Total \$	\$4,639,712	\$12,740,233	\$65,806,201
Average Spent	\$1,085.31	\$1,187.24	\$1,593.06
Spending Potential Index	49	54	72
Investments: Total \$	\$8,513,149	\$24,325,193	\$138,211,763
Average Spent	\$1,991.38	\$2,266.82	\$3,345.88
Spending Potential Index	43	49	72
Retail Goods: Total \$	\$65,311,028	\$176,824,603	\$884,870,425
Average Spent	\$15,277.43	\$16,477.92	\$21,421.28
Spending Potential Index	59	63	82
Shelter: Total \$	\$34,242,983	\$93,596,962	\$477,880,500
Average Spent	\$8,010.05	\$8,722.11	\$11,568.72
Spending Potential Index	56	61	81
TV/Video/Sound Equipment: Total \$	\$2,872,380	\$7,793,597	\$38,472,173
Average Spent	\$671.90	\$726.27	\$931.35
Spending Potential Index	62	67	85
Travel: Total \$	\$4,199,066	\$11,644,118	\$60,999,695
Average Spent	\$982.24	\$1,085.09	\$1,476.70
Spending Potential Index	55	61	83
Vehicle Maintenance & Repairs: Total \$	\$2,707,528	\$7,371,796	\$37,311,858
Average Spent	\$633.34	\$686.96	\$903.26
Spending Potential Index	59	64	84

**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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.

# Site Map

The Spectra Group  
May 18, 2007

Latitude: 32.4391  
Longitude: -94.7073

