



# Market Profile

## Lubbock, TX SW Site

Latitude: 33.5198  
Longitude: -101.957

Milwaukee Ave AT 82nd S  
Lubbock, TX 79424  
Radius: 1.0 miles

Milwaukee Ave AT 82nd S  
Lubbock, TX 79424  
Radius: 3.0 miles

Milwaukee Ave AT 82nd S  
Lubbock, TX 79424  
Radius: 5.0 miles



	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 1.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 3.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 5.0 miles
2000 Total Population	2,782	36,828	104,663
2000 Group Quarters	2	443	1,593
2005 Total Population	3,355	39,906	111,744
2010 Total Population	3,763	42,906	119,389
2005 - 2010 Annual Rate	2.32%	1.46%	1.33%



2000 Households	944	15,299	42,834
2000 Average Household Size	2.94	2.38	2.41
2005 Households	1,141	16,598	45,874
2005 Average Household Size	2.94	2.38	2.4
2010 Households	1,284	17,914	49,252
2010 Average Household Size	2.93	2.37	2.39
2005 - 2010 Annual Rate	2.39%	1.54%	1.43%
2000 Families	746	9,684	27,792
2000 Average Family Size	3.32	2.97	2.95
2005 Families	897	10,513	29,673
2005 Average Family Size	3.33	2.98	2.96
2010 Families	1,006	11,316	31,715
2010 Average Family Size	3.32	2.96	2.94
2005 - 2010 Annual Rate	2.32%	1.48%	1.34%



<b>2000 Housing Units</b>	970	16,270	45,262
Owner Occupied Housing Units	79.2%	55.1%	58.5%
Renter Occupied Housing Units	16.2%	39.0%	36.1%
Vacant Housing Units	4.6%	5.9%	5.4%
<b>2005 Housing Units</b>	1,153	17,446	47,985
Owner Occupied Housing Units	82.9%	57.6%	60.8%
Renter Occupied Housing Units	16.0%	37.5%	34.8%
Vacant Housing Units	1.0%	4.9%	4.4%
<b>2010 Housing Units</b>	1,295	18,782	51,397
Owner Occupied Housing Units	83.4%	58.3%	61.3%
Renter Occupied Housing Units	15.8%	37.1%	34.6%
Vacant Housing Units	0.8%	4.6%	4.2%

### Median Household Income

2000	\$59,690	\$43,427	\$39,247
2005	\$71,886	\$51,531	\$46,233
2010	\$87,229	\$60,369	\$53,799

### Median Home Value

2000	\$115,365	\$96,547	\$82,739
2005	\$140,397	\$120,092	\$102,803
2010	\$168,579	\$144,668	\$123,085

### Per Capita Income

2000	\$24,127	\$23,993	\$21,724
2005	\$30,171	\$29,497	\$26,721
2010	\$37,491	\$36,844	\$32,987

### Median Age

2000	34.1	32.5	33.2
2005	35.0	33.2	33.8
2010	34.6	34.2	34.8

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 2005 and 2010.



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**2000 Households by Income**

Household Income Base	969	15,335	42,838
< \$15,000	8.3%	18.4%	17.8%
\$15,000 - \$24,999	5.2%	11.6%	14.0%
\$25,000 - \$34,999	10.0%	11.5%	13.0%
\$35,000 - \$49,999	12.5%	14.4%	16.1%
\$50,000 - \$74,999	26.4%	20.4%	19.1%
\$75,000 - \$99,999	18.4%	11.7%	9.8%
\$100,000 - \$149,999	16.0%	6.9%	6.0%
\$150,000 - \$199,999	2.1%	2.5%	2.0%
\$200,000+	1.2%	2.5%	2.1%
Average Household Income	\$67,119	\$57,084	\$52,712

**2005 Households by Income**

Household Income Base	1,141	16,596	45,874
< \$15,000	6.7%	15.1%	14.6%
\$15,000 - \$24,999	5.8%	10.5%	12.0%
\$25,000 - \$34,999	6.7%	9.2%	11.0%
\$35,000 - \$49,999	10.0%	13.7%	15.8%
\$50,000 - \$74,999	23.4%	20.0%	19.1%
\$75,000 - \$99,999	15.7%	12.0%	11.2%
\$100,000 - \$149,999	21.0%	11.5%	9.9%
\$150,000 - \$199,999	7.9%	3.6%	2.8%
\$200,000+	2.7%	4.3%	3.6%
Average Household Income	\$84,225	\$70,371	\$64,579

**2010 Households by Income**

Household Income Base	1,284	17,914	49,251
< \$15,000	5.5%	12.8%	12.4%
\$15,000 - \$24,999	5.2%	9.4%	10.2%
\$25,000 - \$34,999	4.0%	8.2%	9.8%
\$35,000 - \$49,999	9.2%	12.0%	14.1%
\$50,000 - \$74,999	14.7%	17.4%	18.0%
\$75,000 - \$99,999	19.7%	13.8%	12.8%
\$100,000 - \$149,999	21.2%	14.1%	12.4%
\$150,000 - \$199,999	11.8%	5.3%	4.5%
\$200,000+	8.6%	7.2%	5.8%
Average Household Income	\$104,250	\$87,631	\$79,430

**2000 Owner Occupied HUs by Value**

Total	795	8,878	26,441
<\$50,000	8.9%	7.9%	16.3%
\$50,000 - 99,999	29.9%	46.0%	51.3%
\$100,000 - 149,999	42.8%	27.7%	19.7%
\$150,000 - 199,999	11.2%	9.6%	6.8%
\$200,000 - \$299,999	3.9%	5.6%	4.0%
\$300,000 - 499,999	3.3%	2.7%	1.6%
\$500,000 - 999,999	0.0%	0.4%	0.3%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$122,427	\$116,146	\$99,033

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

Total	162	6,382	16,347
With Cash Rent	93.2%	98.8%	96.9%
No Cash Rent	6.8%	1.2%	3.1%
Median Rent	\$516	\$518	\$491
Average Rent	\$544	\$533	\$513

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 2005 and 2010.



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**2000 Population by Age**

	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 1.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 3.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 5.0 miles
Total	2,785	36,825	104,666
0 - 4	7.0%	6.5%	6.5%
5 - 9	9.2%	6.5%	6.5%
10 - 14	8.8%	6.8%	6.5%
15 - 24	13.6%	19.7%	19.2%
25 - 34	12.8%	13.9%	13.6%
35 - 44	21.5%	15.3%	14.4%
45 - 54	13.9%	13.6%	12.8%
55 - 64	7.2%	7.8%	8.3%
65 - 74	3.8%	5.2%	6.5%
75 - 84	2.0%	3.4%	4.2%
85+	0.3%	1.4%	1.5%
18+	70.0%	76.0%	76.3%

**2005 Population by Age**

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Total	3,357	39,907	111,743
0 - 4	7.1%	6.5%	6.6%
5 - 9	7.1%	6.1%	6.1%
10 - 14	9.1%	6.2%	6.2%
15 - 24	13.6%	18.0%	17.0%
25 - 34	13.0%	15.5%	15.8%
35 - 44	18.7%	13.5%	12.9%
45 - 54	16.5%	14.4%	13.7%
55 - 64	8.5%	9.0%	9.1%
65 - 74	3.8%	5.3%	6.3%
75 - 84	2.1%	3.9%	4.6%
85+	0.4%	1.5%	1.7%
18+	72.1%	77.3%	77.4%

**2010 Population by Age**

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Total	3,763	42,905	119,388
0 - 4	7.1%	6.5%	6.6%
5 - 9	6.6%	5.6%	5.7%
10 - 14	7.5%	6.2%	6.1%
15 - 24	13.2%	17.3%	16.2%
25 - 34	16.2%	15.7%	15.8%
35 - 44	14.1%	12.5%	12.3%
45 - 54	17.9%	14.1%	13.6%
55 - 64	10.2%	10.7%	10.8%
65 - 74	4.5%	5.5%	6.2%
75 - 84	2.0%	3.9%	4.6%
85+	0.6%	1.9%	2.0%
18+	74.1%	78.1%	78.1%

**2000 Population by Sex**

	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 1.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 3.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 5.0 miles
Males	48.8%	47.8%	47.8%
Females	51.2%	52.2%	52.2%

**2005 Population by Sex**

	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 1.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 3.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 5.0 miles
Males	48.6%	47.9%	47.9%
Females	51.4%	52.1%	52.1%

**2010 Population by Sex**

	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 1.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 3.0 miles	Milwaukee Ave AT 82nd S Lubbock, TX 79424 Radius: 5.0 miles
Males	48.3%	47.8%	47.9%
Females	51.7%	52.2%	52.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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**2000 Population by Race/Ethnicity**

Total	2,782	36,827	104,663
White Alone	92.4%	88.4%	86.8%
Black Alone	1.1%	2.4%	3.3%
American Indian Alone	0.2%	0.4%	0.4%
Asian or Pacific Islander Alone	2.3%	2.3%	1.6%
Some Other Race Alone	2.8%	5.0%	6.4%
Two or More Races	1.2%	1.4%	1.5%
Hispanic Origin	9.2%	11.6%	14.8%
Diversity Index	28.8	37.8	43.6

**2005 Population by Race/Ethnicity**

Total	3,354	39,907	111,743
White Alone	90.4%	85.9%	84.0%
Black Alone	1.3%	2.7%	3.7%
American Indian Alone	0.2%	0.4%	0.5%
Asian or Pacific Islander Alone	2.7%	2.7%	1.9%
Some Other Race Alone	3.9%	6.6%	8.1%
Two or More Races	1.5%	1.7%	1.8%
Hispanic Origin	12.4%	15.1%	18.7%
Diversity Index	35.9	45.0	50.8

**2010 Population by Race/Ethnicity**

Total	3,761	42,905	119,389
White Alone	88.4%	83.4%	81.4%
Black Alone	1.5%	3.0%	3.9%
American Indian Alone	0.2%	0.5%	0.5%
Asian or Pacific Islander Alone	3.1%	3.1%	2.2%
Some Other Race Alone	5.0%	8.1%	10.0%
Two or More Races	1.7%	1.9%	2.0%
Hispanic Origin	15.7%	18.6%	22.7%
Diversity Index	42.5	51.4	56.9



**2000 Population 3+ by School Enrollment**

Total	2,699	35,446	100,652
Enrolled in Nursery/Preschool	2.4%	2.0%	1.9%
Enrolled in Kindergarten	3.1%	1.7%	1.4%
Enrolled in Grade 1-8	15.1%	10.8%	11.0%
Enrolled in Grade 9-12	7.0%	5.7%	5.8%
Enrolled in College	5.5%	11.8%	11.0%
Enrolled in Grad/Prof School	1.8%	3.0%	2.4%
Not Enrolled in School	65.0%	65.0%	66.5%

**2000 Population 25+ by Educational Attainment**

Total	1,734	22,348	64,427
Less than 9th Grade	1.6%	2.6%	3.5%
9th - 12th Grade, No Diploma	4.5%	7.1%	8.6%
High School Graduate	17.0%	18.8%	21.9%
Some College, No Degree	24.7%	26.4%	27.1%
Associate Degree	6.1%	5.9%	5.6%
Bachelor's Degree	31.5%	26.5%	21.7%
Master's/Prof/Doctorate Degree	14.5%	12.5%	11.6%

**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 2005 and 2010.



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

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Total	2,099	29,594	84,189
Females	51.4%	52.7%	53.1%
Never Married	10.1%	13.6%	12.8%
Married, not Separated	34.5%	29.2%	28.2%
Married, Separated	0.6%	0.7%	1.0%
Widowed	2.1%	4.0%	5.0%
Divorced	4.1%	5.1%	6.1%
Males	48.6%	47.3%	46.9%
Never Married	10.8%	14.6%	14.3%
Married, not Separated	34.7%	28.3%	27.9%
Married, Separated	0.1%	0.5%	0.5%
Widowed	0.0%	0.7%	0.7%
Divorced	3.0%	3.2%	3.5%



**2000 Population 16+ by Employment Status**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Total	2,039	29,051	82,639
In Labor Force	75.5%	71.1%	68.7%
Civilian Employed	72.7%	68.4%	66.0%
Civilian Unemployed	2.6%	2.6%	2.6%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	24.5%	28.9%	31.3%

**2005 Civilian Population 16+ in Labor Force**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Civilian Employed	95.2%	94.8%	94.6%
Civilian Unemployed	4.8%	5.2%	5.4%

**2010 Civilian Population 16+ in Labor Force**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Civilian Employed	95.8%	95.4%	95.3%
Civilian Unemployed	4.2%	4.6%	4.7%

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

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Total	1,047	15,357	43,933
Own Children < 6 Only	8.6%	8.4%	8.3%
Employed/in Armed Forces	7.0%	5.4%	5.4%
Unemployed	0.2%	0.4%	0.3%
Not in Labor Force	1.4%	2.6%	2.6%
Own Children < 6 and 6-17 Only	8.8%	6.3%	5.7%
Employed/in Armed Forces	5.3%	3.8%	3.7%
Unemployed	0.7%	0.3%	0.2%
Not in Labor Force	2.9%	2.2%	1.9%
Own Children 6-17 Only	24.9%	15.9%	15.5%
Employed/in Armed Forces	18.1%	11.9%	12.1%
Unemployed	0.9%	0.2%	0.3%
Not in Labor Force	5.9%	3.7%	3.1%
No Own Children < 18	57.7%	69.4%	70.5%
Employed/in Armed Forces	35.9%	39.7%	38.1%
Unemployed	1.1%	1.6%	1.8%
Not in Labor Force	20.7%	28.1%	30.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



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**2005 Employed Population 16+ by Industry**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	1,795	21,451	58,790
Agriculture/Mining	2.1%	1.1%	1.1%
Construction	6.5%	5.3%	6.0%
Manufacturing	4.1%	3.2%	3.4%
Wholesale Trade	4.8%	4.1%	4.6%
Retail Trade	9.5%	12.4%	12.2%
Transportation/Utilities	5.6%	4.1%	3.7%
Information	1.5%	3.2%	2.8%
Finance/Insurance/Real Estate	9.0%	8.6%	7.1%
Services	51.4%	53.5%	54.2%
Public Administration	5.5%	4.5%	5.0%

**2005 Employed Population 16+ by Occupation**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	1,796	21,453	58,788
White Collar	76.1%	74.3%	70.1%
Management/Business/Financial	17.9%	16.7%	14.3%
Professional	32.6%	28.9%	27.2%
Sales	14.9%	15.0%	14.0%
Administrative Support	10.6%	13.7%	14.7%
Services	9.6%	12.9%	15.3%
Blue Collar	14.3%	12.8%	14.6%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	5.5%	4.1%	5.0%
Installation/Maintenance/Repair	2.0%	2.7%	3.0%
Production	3.0%	2.4%	2.6%
Transportation/Material Moving	3.6%	3.3%	3.8%



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

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	1,475	19,589	53,753
Drove Alone - Car, Truck, or Van	85.8%	86.6%	85.0%
Carpooled - Car, Truck, or Van	8.1%	9.5%	10.2%
Public Transportation	0.0%	0.4%	0.5%
Walked	0.4%	0.5%	0.6%
Other Means	0.6%	0.6%	0.8%
Worked at Home	5.2%	2.3%	2.9%

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

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	1,476	19,589	53,753
Did Not Work at Home	94.9%	97.7%	97.1%
Less than 5 minutes	3.9%	3.9%	3.7%
5 to 9 minutes	13.3%	15.9%	14.9%
10 to 19 minutes	49.5%	50.6%	53.8%
20 to 24 minutes	15.6%	16.7%	14.1%
25 to 34 minutes	8.2%	6.1%	6.1%
35 to 44 minutes	0.1%	0.6%	0.7%
45 to 59 minutes	1.5%	1.2%	1.4%
60 to 89 minutes	2.0%	1.4%	1.2%
90 or more minutes	0.7%	1.4%	1.2%
Worked at Home	5.1%	2.3%	2.9%
Average Travel Time to Work (in min)	16.9	16.8	16.4

**2000 Households by Vehicles Available**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	963	15,274	42,834
None	1.5%	4.4%	4.7%
1	24.6%	34.5%	35.9%
2	57.7%	46.0%	44.0%
3	11.6%	11.2%	12.0%
4	3.7%	3.3%	2.8%
5+	0.8%	0.5%	0.6%
Average Number of Vehicles Available	2.0	1.8	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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Lubbock, TX 79424  
Radius: 5.0 miles



**2000 Households by Type**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Total	944	15,300	42,834
Family Households	79.0%	63.3%	64.9%
Married-couple Family	70.6%	52.3%	51.8%
With Related Children	40.1%	25.3%	23.8%
Other Family (No Spouse)	8.5%	11.0%	13.0%
With Related Children	5.4%	7.4%	8.5%
Nonfamily Households	21.0%	36.7%	35.1%
Householder Living Alone	16.7%	28.0%	27.0%
Householder Not Living Alone	4.2%	8.8%	8.2%
Households with Related Children	45.6%	32.7%	32.2%
Households with Persons 65+	11.5%	15.8%	20.2%

**2000 Households by Size**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Total	944	15,299	42,834
1 Person Household	16.8%	28.0%	27.0%
2 Person Household	34.0%	35.8%	35.8%
3 Person Household	16.0%	16.1%	16.9%
4 Person Household	23.3%	14.0%	13.3%
5 Person Household	7.7%	4.7%	5.0%
6 Person Household	1.4%	1.0%	1.3%
7+ Person Household	0.7%	0.5%	0.6%

**2000 Households by Year Householder Moved In**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Total	966	15,273	42,833
Moved in 1999 to March 2000	23.4%	33.5%	29.1%
Moved in 1995 to 1998	38.8%	29.7%	28.5%
Moved in 1990 to 1994	26.2%	17.4%	15.2%
Moved in 1980 to 1989	8.2%	13.4%	13.4%
Moved in 1970 to 1979	1.8%	5.0%	7.8%
Moved in 1969 or Earlier	1.7%	1.0%	5.8%
Median Year Householder Moved In	1996	1997	1996



**2000 Housing Units by Units in Structure**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Total	1,008	16,252	45,288
1, Detached	77.8%	57.4%	65.6%
1, Attached	2.1%	2.6%	3.0%
2	1.1%	2.7%	3.8%
3 or 4	0.6%	3.6%	3.0%
5 to 9	0.5%	4.3%	3.2%
10 to 19	1.3%	6.7%	3.8%
20+	5.1%	18.6%	13.0%
Mobile Home	11.2%	3.8%	4.4%
Other	0.4%	0.2%	0.1%

**2000 Housing Units by Year Structure Built**

	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S	Milwaukee Ave AT 82nd S
Total	988	16,267	45,265
1999 to March 2000	3.6%	2.5%	2.4%
1995 to 1998	21.0%	9.3%	7.7%
1990 to 1994	30.9%	12.6%	7.6%
1980 to 1989	33.5%	36.7%	23.4%
1970 to 1979	6.7%	30.1%	27.8%
1969 or Earlier	4.4%	8.8%	31.1%
Median Year Structure Built	1991	1983	1977


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



<b>Latitude:</b> 33.5198	<b>Milwaukee Ave AT 82nd S</b> Lubbock, TX 79424	<b>Milwaukee Ave AT 82nd S</b> Lubbock, TX 79424	<b>Milwaukee Ave AT 82nd S</b> Lubbock, TX 79424
<b>Longitude:</b> -101.957	<b>Radius: 1.0 miles</b>	<b>Radius: 3.0 miles</b>	<b>Radius: 5.0 miles</b>

**Top 3 Tapestry Segments**

1.	Boomburbs	College Towns	College Towns
2.	Up and Coming Families	Milk and Cookies	Great Expectations
3.	Enterprising Professio	Up and Coming Families	Midlife Junction

 **2005 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 \$	\$2,706,063	\$34,630,670	\$87,017,305
Average Spent	\$2,371.66	\$2,086.44	\$1,896.88
Spending Potential Index	90	79	72
Computers & Accessories: Total \$	\$364,894	\$4,675,097	\$11,566,154
Average Spent	\$319.80	\$281.67	\$252.13
Spending Potential Index	129	113	101
Education: Total \$	\$1,490,724	\$23,438,555	\$57,106,282
Average Spent	\$1,306.51	\$1,412.13	\$1,244.85
Spending Potential Index	120	129	114
Entertainment/Recreation: Total \$	\$4,515,505	\$54,579,727	\$138,468,150
Average Spent	\$3,957.50	\$3,288.33	\$3,018.45
Spending Potential Index	124	103	94
Food at Home: Total \$	\$6,253,201	\$80,288,807	\$205,967,238
Average Spent	\$5,480.46	\$4,837.26	\$4,489.85
Spending Potential Index	115	102	94
Food Away from Home: Total \$	\$4,496,195	\$57,662,977	\$145,125,472
Average Spent	\$3,940.57	\$3,474.09	\$3,163.57
Spending Potential Index	122	108	98
Health Care: Total \$	\$4,483,892	\$56,076,105	\$149,380,565
Average Spent	\$3,929.79	\$3,378.49	\$3,256.32
Spending Potential Index	111	95	92
HH Furnishings & Equipment: Total \$	\$2,766,557	\$32,521,820	\$81,635,809
Average Spent	\$2,424.68	\$1,959.38	\$1,779.57
Spending Potential Index	114	92	84
Investments: Total \$	\$6,548,748	\$75,700,843	\$189,520,924
Average Spent	\$5,739.48	\$4,560.84	\$4,131.34
Spending Potential Index	127	101	91
Retail Goods: Total \$	\$33,284,081	\$410,961,753	\$1,047,312,317
Average Spent	\$29,170.97	\$24,759.72	\$22,830.19
Spending Potential Index	116	98	91
Shelter: Total \$	\$19,867,217	\$240,568,473	\$603,833,223
Average Spent	\$17,412.11	\$14,493.82	\$13,162.86
Spending Potential Index	126	105	95
TV/Video/Sound Equipment: Total \$	\$1,436,830	\$18,589,886	\$47,238,384
Average Spent	\$1,259.27	\$1,120.01	\$1,029.74
Spending Potential Index	119	106	98
Travel: Total \$	\$2,437,189	\$29,725,825	\$75,808,710
Average Spent	\$2,136.01	\$1,790.93	\$1,652.54
Spending Potential Index	124	104	96
Vehicle Maintenance & Repairs: Total \$	\$1,446,748	\$18,041,047	\$45,571,044
Average Spent	\$1,267.96	\$1,086.94	\$993.40
Spending Potential Index	122	105	96

**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 2005 and 2010.