



Latitude: 43.233182  
Longitude: -75.499362

5815 Rome Taberg Rd  
Rome, NY 13440  
Radius: 3.0 miles

5815 Rome Taberg Rd  
Rome, NY 13440  
Radius: 5.0 miles

5815 Rome Taberg Rd  
Rome, NY 13440  
Radius: 10.0 miles



2000 Total Population	20,915	38,752	61,877
2000 Group Quarters	905	3,343	4,151
2005 Total Population	21,090	38,824	62,101
2010 Total Population	21,450	39,298	63,008
2005 - 2010 Annual Rate	0.34%	0.24%	0.29%



2000 Households	8,617	15,017	23,365
2000 Average Household Size	2.32	2.36	2.47
2005 Households	8,881	15,241	23,909
2005 Average Household Size	2.29	2.32	2.43
2010 Households	9,118	15,592	24,509
2010 Average Household Size	2.27	2.3	2.41
2005 - 2010 Annual Rate	0.53%	0.46%	0.5%
2000 Families	5,294	9,427	15,743
2000 Average Family Size	2.94	2.96	3
2005 Families	5,397	9,468	15,967
2005 Average Family Size	2.9	2.92	2.96
2010 Families	5,465	9,558	16,178
2010 Average Family Size	2.89	2.9	2.94
2005 - 2010 Annual Rate	0.25%	0.19%	0.26%



<b>2000 Housing Units</b>	9,607	17,695	26,546
Owner Occupied Housing Units	50.9%	51.1%	60.8%
Renter Occupied Housing Units	38.9%	33.9%	27.3%
Vacant Housing Units	10.2%	15.0%	12.0%
<b>2005 Housing Units</b>	9,861	17,870	27,034
Owner Occupied Housing Units	53.0%	53.0%	62.7%
Renter Occupied Housing Units	37.0%	32.3%	25.7%
Vacant Housing Units	9.9%	14.7%	11.6%
<b>2010 Housing Units</b>	10,076	18,177	27,569
Owner Occupied Housing Units	53.4%	53.4%	63.2%
Renter Occupied Housing Units	37.1%	32.4%	25.7%
Vacant Housing Units	9.5%	14.2%	11.1%

**Median Household Income**

2000	\$33,945	\$35,376	\$38,075
2005	\$38,734	\$40,251	\$43,481
2010	\$44,116	\$45,716	\$48,768

**Median Home Value**

2000	\$66,074	\$66,503	\$69,392
2005	\$107,722	\$107,488	\$112,994
2010	\$145,833	\$145,405	\$151,977

**Per Capita Income**

2000	\$19,231	\$19,094	\$18,550
2005	\$22,044	\$21,756	\$21,478
2010	\$26,032	\$25,636	\$25,202

**Median Age**

2000	38.9	38.3	37.7
2005	39.8	38.1	38.4
2010	40.7	39.1	39.8

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	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
< \$15,000	8,656 21.2%	15,031 19.3%	23,364 15.7%
\$15,000 - \$24,999	16.1%	16.0%	15.0%
\$25,000 - \$34,999	14.0%	14.2%	15.2%
\$35,000 - \$49,999	17.1%	17.2%	18.4%
\$50,000 - \$74,999	17.2%	19.0%	21.2%
\$75,000 - \$99,999	8.1%	8.2%	8.5%
\$100,000 - \$149,999	4.5%	4.4%	4.2%
\$150,000 - \$199,999	1.0%	1.1%	1.0%
\$200,000+	0.8%	0.7%	0.6%
Average Household Income	\$45,703	\$45,790	\$46,766

**2005 Households by Income**

Household Income Base	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
< \$15,000	8,881 17.4%	15,237 16.2%	23,909 13.2%
\$15,000 - \$24,999	15.4%	14.5%	13.4%
\$25,000 - \$34,999	12.1%	12.6%	13.1%
\$35,000 - \$49,999	17.4%	17.1%	17.8%
\$50,000 - \$74,999	18.4%	19.7%	21.8%
\$75,000 - \$99,999	9.0%	9.7%	10.6%
\$100,000 - \$149,999	7.0%	6.9%	7.3%
\$150,000 - \$199,999	2.0%	1.9%	1.6%
\$200,000+	1.4%	1.3%	1.2%
Average Household Income	\$51,250	\$51,894	\$53,465

**2010 Households by Income**

Household Income Base	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
< \$15,000	9,119 15.1%	15,589 14.3%	24,508 11.6%
\$15,000 - \$24,999	14.1%	13.1%	11.8%
\$25,000 - \$34,999	11.4%	11.6%	11.6%
\$35,000 - \$49,999	15.5%	15.3%	16.3%
\$50,000 - \$74,999	19.2%	19.9%	21.9%
\$75,000 - \$99,999	10.0%	10.9%	11.8%
\$100,000 - \$149,999	9.4%	9.7%	10.4%
\$150,000 - \$199,999	2.6%	2.5%	2.4%
\$200,000+	2.8%	2.7%	2.4%
Average Household Income	\$60,058	\$60,780	\$62,292

**2000 Owner Occupied HUs by Value**

Total	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
<\$50,000	4,894 19.5%	9,022 21.8%	16,117 21.4%
\$50,000 - 99,999	68.2%	63.4%	61.4%
\$100,000 - 149,999	9.4%	10.3%	12.1%
\$150,000 - 199,999	2.2%	2.7%	3.1%
\$200,000 - \$299,999	0.3%	1.0%	1.2%
\$300,000 - 499,999	0.4%	0.7%	0.6%
\$500,000 - 999,999	0.0%	0.1%	0.1%
\$1,000,000+	0.0%	0.0%	0.0%
Average Home Value	\$72,940	\$75,251	\$77,288

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

Total	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
With Cash Rent	3,744 97.0%	5,976 97.0%	7,188 95.7%
No Cash Rent	3.0%	3.0%	4.3%
Median Rent	\$373	\$372	\$378
Average Rent	\$370	\$371	\$386

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**

Total	20,918	38,750	61,875
0 - 4	6.2%	5.8%	5.7%
5 - 9	6.8%	6.4%	6.9%
10 - 14	6.8%	6.5%	7.2%
15 - 24	12.4%	12.2%	12.2%
25 - 34	12.3%	13.8%	13.5%
35 - 44	14.2%	15.7%	16.4%
45 - 54	13.1%	13.5%	13.7%
55 - 64	9.3%	9.3%	9.5%
65 - 74	8.2%	7.9%	7.4%
75 - 84	7.7%	6.7%	5.7%
85+	3.0%	2.2%	1.8%
18+	76.0%	77.3%	75.8%

**2005 Population by Age**

Total	21,089	38,825	62,104
0 - 4	6.3%	5.8%	5.8%
5 - 9	6.2%	5.6%	5.7%
10 - 14	6.7%	6.3%	6.9%
15 - 24	13.6%	16.6%	15.5%
25 - 34	11.4%	11.7%	11.3%
35 - 44	13.1%	13.8%	15.0%
45 - 54	13.6%	13.4%	14.1%
55 - 64	10.4%	10.2%	10.6%
65 - 74	7.5%	7.1%	7.0%
75 - 84	7.6%	6.6%	5.8%
85+	3.6%	2.9%	2.3%
18+	76.7%	78.6%	77.4%

**2010 Population by Age**

Total	21,451	39,299	63,009
0 - 4	6.3%	5.8%	5.8%
5 - 9	5.8%	5.2%	5.4%
10 - 14	6.3%	5.8%	6.1%
15 - 24	13.5%	16.7%	15.7%
25 - 34	12.2%	12.0%	11.6%
35 - 44	11.5%	12.1%	13.0%
45 - 54	13.4%	13.7%	14.9%
55 - 64	12.3%	11.8%	12.1%
65 - 74	7.8%	7.5%	7.4%
75 - 84	7.0%	6.2%	5.4%
85+	4.0%	3.2%	2.6%
18+	77.7%	79.5%	78.6%

**2000 Population by Sex**

Males	47.4%	51.0%	51.2%
Females	52.6%	49.0%	48.8%

**2005 Population by Sex**

Males	47.3%	49.4%	50.1%
Females	52.7%	50.6%	49.9%

**2010 Population by Sex**

Males	47.4%	49.4%	50.1%
Females	52.6%	50.6%	49.9%

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	20,914	38,752	61,877
White Alone	91.7%	89.0%	91.8%
Black Alone	4.1%	6.7%	4.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.9%	0.9%	0.7%
Some Other Race Alone	1.2%	1.2%	0.9%
Two or More Races	1.9%	1.9%	1.5%
Hispanic Origin	3.3%	4.2%	3.1%
Diversity Index	21.0	26.7	20.7

**2005 Population by Race/Ethnicity**

Total	21,091	38,822	62,101
White Alone	89.9%	86.9%	90.2%
Black Alone	4.8%	7.4%	5.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	1.2%	1.6%	1.2%
Some Other Race Alone	1.5%	1.5%	1.1%
Two or More Races	2.4%	2.4%	1.9%
Hispanic Origin	4.2%	5.1%	3.8%
Diversity Index	25.6	31.3	24.3

**2010 Population by Race/Ethnicity**

Total	21,451	39,298	63,008
White Alone	87.7%	84.7%	88.5%
Black Alone	5.8%	8.3%	6.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian or Pacific Islander Alone	1.5%	2.0%	1.5%
Some Other Race Alone	1.9%	1.9%	1.3%
Two or More Races	3.0%	2.9%	2.3%
Hispanic Origin	5.4%	6.2%	4.7%
Diversity Index	30.7	36.1	28.3



**2000 Population 3+ by School Enrollment**

Total	20,108	37,350	59,783
Enrolled in Nursery/Preschool	1.4%	1.3%	1.3%
Enrolled in Kindergarten	1.4%	1.1%	1.2%
Enrolled in Grade 1-8	11.8%	11.4%	12.5%
Enrolled in Grade 9-12	6.0%	5.6%	6.2%
Enrolled in College	3.3%	3.2%	3.4%
Enrolled in Grad/Prof School	0.4%	0.6%	0.5%
Not Enrolled in School	75.8%	76.8%	74.9%

**2000 Population 25+ by Educational Attainment**

Total	14,232	26,897	42,108
Less than 9th Grade	6.1%	6.8%	5.9%
9th - 12th Grade, No Diploma	14.4%	17.3%	15.9%
High School Graduate	33.1%	32.5%	35.5%
Some College, No Degree	18.8%	18.3%	18.8%
Associate Degree	8.9%	8.1%	8.6%
Bachelor's Degree	11.7%	10.6%	9.8%
Master's/Prof/Doctorate Degree	6.9%	6.4%	5.6%

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**

	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
Total	16,809	31,538	49,509
Females	53.6%	49.0%	49.1%
Never Married	13.0%	11.5%	11.0%
Married, not Separated	24.4%	23.4%	25.4%
Married, Separated	1.5%	1.2%	1.1%
Widowed	8.8%	7.3%	6.5%
Divorced	6.0%	5.7%	5.0%
Males	46.4%	51.0%	50.9%
Never Married	14.7%	17.3%	16.0%
Married, not Separated	24.0%	26.3%	27.9%
Married, Separated	1.6%	1.6%	1.5%
Widowed	1.8%	1.7%	1.6%
Divorced	4.4%	4.1%	4.0%



**2000 Population 16+ by Employment Status**

	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
Total	16,551	31,082	48,633
In Labor Force	58.9%	55.5%	58.3%
Civilian Employed	54.5%	51.3%	54.5%
Civilian Unemployed	3.7%	3.6%	3.4%
In Armed Forces	0.7%	0.6%	0.4%
Not in Labor Force	41.1%	44.5%	41.7%

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

	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
Civilian Employed	92.3%	92.0%	93.0%
Civilian Unemployed	7.7%	8.0%	7.0%

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

	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
Civilian Employed	93.0%	92.7%	93.6%
Civilian Unemployed	7.0%	7.3%	6.4%

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

	5815 Rome Taberg Rd	5815 Rome Taberg Rd	5815 Rome Taberg Rd
Total	8,897	15,262	23,921
Own Children < 6 Only	6.2%	6.4%	6.0%
Employed/in Armed Forces	3.7%	4.2%	4.0%
Unemployed	0.6%	0.4%	0.3%
Not in Labor Force	1.9%	1.8%	1.7%
Own Children < 6 and 6-17 Only	5.0%	5.1%	5.3%
Employed/in Armed Forces	2.6%	2.5%	3.0%
Unemployed	0.5%	0.3%	0.2%
Not in Labor Force	1.9%	2.3%	2.0%
Own Children 6-17 Only	14.5%	15.4%	17.5%
Employed/in Armed Forces	11.2%	11.9%	13.7%
Unemployed	0.4%	0.5%	0.5%
Not in Labor Force	2.8%	3.0%	3.2%
No Own Children < 18	74.4%	73.1%	71.3%
Employed/in Armed Forces	31.0%	31.3%	31.7%
Unemployed	2.2%	2.2%	1.9%
Not in Labor Force	41.1%	39.6%	37.7%

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**

Total	9,563	16,469	27,660
Agriculture/Mining	0.6%	0.8%	1.3%
Construction	3.7%	3.7%	4.7%
Manufacturing	9.2%	10.2%	11.9%
Wholesale Trade	1.9%	2.1%	2.6%
Retail Trade	13.3%	13.3%	12.9%
Transportation/Utilities	2.9%	3.3%	3.6%
Information	2.0%	1.9%	2.0%
Finance/Insurance/Real Estate	7.8%	7.9%	7.7%
Services	50.3%	48.4%	45.4%
Public Administration	8.3%	8.4%	8.0%

**2005 Employed Population 16+ by Occupation**

Total	9,563	16,471	27,662
White Collar	56.6%	57.8%	54.8%
Management/Business/Financial	11.6%	11.6%	11.0%
Professional	21.9%	21.9%	20.4%
Sales	8.9%	9.9%	9.3%
Administrative Support	14.2%	14.5%	14.1%
Services	26.1%	23.9%	23.2%
Blue Collar	17.3%	18.3%	22.0%
Farming/Forestry/Fishing	0.1%	0.2%	0.4%
Construction/Extraction	3.4%	2.9%	3.6%
Installation/Maintenance/Repair	2.4%	3.0%	4.0%
Production	6.6%	7.0%	7.9%
Transportation/Material Moving	4.7%	5.1%	6.1%



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

Total	8,925	15,766	26,192
Drove Alone - Car, Truck, or Van	78.5%	80.9%	82.6%
Carpooled - Car, Truck, or Van	12.9%	11.6%	10.8%
Public Transportation	2.2%	1.7%	1.2%
Walked	4.1%	3.4%	2.7%
Other Means	0.9%	0.8%	0.7%
Worked at Home	1.5%	1.6%	2.1%

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

Total	8,925	15,769	26,193
Did Not Work at Home	98.5%	98.4%	97.9%
Less than 5 minutes	4.6%	4.1%	3.9%
5 to 9 minutes	22.2%	18.4%	14.7%
10 to 19 minutes	37.6%	39.3%	36.9%
20 to 24 minutes	11.5%	12.7%	15.0%
25 to 34 minutes	12.9%	13.2%	15.1%
35 to 44 minutes	2.9%	3.4%	3.9%
45 to 59 minutes	3.2%	3.6%	4.6%
60 to 89 minutes	1.9%	1.9%	2.1%
90 or more minutes	1.7%	1.6%	1.7%
Worked at Home	1.5%	1.6%	2.1%
Average Travel Time to Work (in min)	18.8	19.4	20.9

**2000 Households by Vehicles Available**

Total	8,652	15,040	23,384
None	14.9%	13.4%	10.3%
1	41.0%	39.9%	36.2%
2	35.0%	36.5%	40.2%
3	7.2%	8.1%	10.3%
4	1.2%	1.4%	2.0%
5+	0.7%	0.7%	1.0%
Average Number of Vehicles Available	1.4	1.5	1.6

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**2000 Households by Type**

	5815 Rome Taberg Rd Rome, NY 13440 Radius: 3.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 5.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 10.0 miles
Total	8,617	15,017	23,365
Family Households	61.4%	62.8%	67.4%
Married-couple Family	43.4%	45.1%	50.8%
With Related Children	17.7%	18.3%	21.9%
Other Family (No Spouse)	18.0%	17.7%	16.6%
With Related Children	12.4%	12.2%	11.3%
Nonfamily Households	38.6%	37.2%	32.6%
Householder Living Alone	32.7%	31.8%	27.4%
Householder Not Living Alone	5.9%	5.4%	5.2%
Households with Related Children	30.2%	30.5%	33.3%
Households with Persons 65+	30.9%	29.7%	27.6%

**2000 Households by Size**

	5815 Rome Taberg Rd Rome, NY 13440 Radius: 3.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 5.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 10.0 miles
Total	8,617	15,017	23,365
1 Person Household	32.7%	31.8%	27.4%
2 Person Household	33.1%	33.2%	33.6%
3 Person Household	15.1%	15.5%	16.5%
4 Person Household	11.3%	12.0%	13.7%
5 Person Household	5.1%	5.0%	5.8%
6 Person Household	1.8%	1.7%	2.0%
7+ Person Household	0.9%	0.9%	1.0%

**2000 Households by Year Householder Moved In**

	5815 Rome Taberg Rd Rome, NY 13440 Radius: 3.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 5.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 10.0 miles
Total	8,651	15,039	23,384
Moved in 1999 to March 2000	19.2%	18.2%	15.5%
Moved in 1995 to 1998	24.3%	24.9%	23.4%
Moved in 1990 to 1994	12.0%	12.5%	14.5%
Moved in 1980 to 1989	15.0%	15.9%	17.3%
Moved in 1970 to 1979	11.0%	10.6%	11.1%
Moved in 1969 or Earlier	18.6%	18.0%	18.2%
Median Year Householder Moved In	1992	1992	1991



**2000 Housing Units by Units in Structure**

	5815 Rome Taberg Rd Rome, NY 13440 Radius: 3.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 5.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 10.0 miles
Total	9,631	17,684	26,538
1, Detached	52.2%	51.7%	58.2%
1, Attached	1.7%	2.2%	1.7%
2	20.9%	16.6%	12.4%
3 or 4	9.1%	9.7%	7.0%
5 to 9	5.1%	6.5%	4.6%
10 to 19	2.5%	2.6%	1.8%
20+	7.9%	6.5%	4.7%
Mobile Home	0.6%	4.2%	9.5%
Other	0.0%	0.0%	0.1%

**2000 Housing Units by Year Structure Built**

	5815 Rome Taberg Rd Rome, NY 13440 Radius: 3.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 5.0 miles	5815 Rome Taberg Rd Rome, NY 13440 Radius: 10.0 miles
Total	9,644	17,717	26,542
1999 to March 2000	0.0%	0.2%	0.7%
1995 to 1998	0.6%	1.0%	2.2%
1990 to 1994	1.4%	2.9%	5.1%
1980 to 1989	5.8%	7.4%	10.2%
1970 to 1979	8.5%	11.1%	12.0%
1969 or Earlier	83.6%	77.5%	69.8%
Median Year Structure Built	1945	1952	1955

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



Latitude: 43.233182  
Longitude: -75.499362

5815 Rome Taberg Rd  
Rome, NY 13440  
Radius: 3.0 miles

5815 Rome Taberg Rd  
Rome, NY 13440  
Radius: 5.0 miles

5815 Rome Taberg Rd  
Rome, NY 13440  
Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Rustbelt Retirees	Rustbelt Retirees	Rustbelt Retirees
2.	Great Expectations	Simple Living	Salt of the Earth
3.	City Dimensions	Great Expectations	Simple Living



**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 \$	\$18,757,744	\$32,174,059	\$51,144,611
Average Spent	\$2,112.12	\$2,111.02	\$2,139.14
Spending Potential Index	76	76	77
Computers & Accessories: Total \$	\$1,827,371	\$3,157,217	\$4,972,156
Average Spent	\$205.76	\$207.15	\$207.96
Spending Potential Index	74	75	75
Education: Total \$	\$7,806,006	\$13,392,794	\$19,889,276
Average Spent	\$878.96	\$878.73	\$831.87
Spending Potential Index	83	83	78
Entertainment/Recreation: Total \$	\$20,301,416	\$35,334,794	\$57,904,840
Average Spent	\$2,285.94	\$2,318.40	\$2,421.88
Spending Potential Index	74	75	78
Food at Home: Total \$	\$31,798,207	\$55,252,276	\$89,489,133
Average Spent	\$3,580.48	\$3,625.24	\$3,742.91
Spending Potential Index	75	76	79
Food Away from Home: Total \$	\$21,368,035	\$36,882,810	\$58,956,741
Average Spent	\$2,406.04	\$2,419.97	\$2,465.88
Spending Potential Index	76	77	78
Health Care: Total \$	\$23,268,226	\$41,405,334	\$69,195,355
Average Spent	\$2,620.00	\$2,716.71	\$2,894.11
Spending Potential Index	75	78	83
HH Furnishings & Equipment: Total \$	\$13,638,081	\$23,747,544	\$38,535,026
Average Spent	\$1,535.65	\$1,558.14	\$1,611.74
Spending Potential Index	72	73	76
Investments: Total \$	\$58,964,692	\$99,452,674	\$140,655,430
Average Spent	\$6,639.42	\$6,525.34	\$5,882.95
Spending Potential Index	80	78	71
Retail Goods: Total \$	\$163,044,801	\$285,018,082	\$471,621,835
Average Spent	\$18,358.83	\$18,700.75	\$19,725.70
Spending Potential Index	73	75	79
Shelter: Total \$	\$91,367,827	\$156,993,495	\$245,661,732
Average Spent	\$10,288.01	\$10,300.73	\$10,274.86
Spending Potential Index	75	75	75
TV/Video/Sound Equipment: Total \$	\$6,968,863	\$12,062,779	\$19,343,771
Average Spent	\$784.69	\$791.47	\$809.06
Spending Potential Index	76	77	79
Travel: Total \$	\$12,092,136	\$21,046,339	\$33,482,169
Average Spent	\$1,361.57	\$1,380.90	\$1,400.40
Spending Potential Index	75	76	77
Vehicle Maintenance & Repairs: Total \$	\$6,647,135	\$11,619,754	\$18,994,640
Average Spent	\$748.47	\$762.40	\$794.46
Spending Potential Index	72	74	77

**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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.