



Latitude: 38.626757
Longitude: -88.945875

101 S Broadway
Salem, IL 62881
Radius: 5.0 miles

101 S Broadway
Salem, IL 62881
Radius: 7.0 miles

101 S Broadway
Salem, IL 62881
Radius: 10.0 miles



2000 Total Population	11,222	14,668	21,155
2000 Group Quarters	404	475	477
2005 Total Population	11,109	14,475	20,793
2010 Total Population	11,007	14,332	20,571
2005 - 2010 Annual Rate	-0.18%	-0.2%	-0.21%



2000 Households	4,479	5,796	8,296
2000 Average Household Size	2.42	2.45	2.49
2005 Households	4,478	5,776	8,233
2005 Average Household Size	2.39	2.42	2.47
2010 Households	4,464	5,751	8,187
2010 Average Household Size	2.38	2.41	2.45
2005 - 2010 Annual Rate	-0.06%	-0.09%	-0.11%
2000 Families	3,030	4,004	5,916
2000 Average Family Size	2.96	2.97	2.98
2005 Families	2,979	3,925	5,778
2005 Average Family Size	2.94	2.96	2.96
2010 Families	2,916	3,841	5,652
2010 Average Family Size	2.94	2.95	2.96
2005 - 2010 Annual Rate	-0.43%	-0.43%	-0.44%



2000 Housing Units	4,772	6,215	8,901
Owner Occupied Housing Units	69.8%	71.9%	73.8%
Renter Occupied Housing Units	23.9%	21.6%	19.4%
Vacant Housing Units	6.2%	6.5%	6.8%
2005 Housing Units	4,855	6,323	9,075
Owner Occupied Housing Units	71.2%	72.5%	74.0%
Renter Occupied Housing Units	21.0%	18.8%	16.8%
Vacant Housing Units	7.8%	8.7%	9.3%
2010 Housing Units	4,892	6,375	9,167
Owner Occupied Housing Units	71.2%	72.3%	73.4%
Renter Occupied Housing Units	20.1%	17.9%	15.9%
Vacant Housing Units	8.7%	9.8%	10.7%

Median Household Income

2000	\$35,862	\$36,162	\$36,651
2005	\$39,612	\$40,006	\$40,579
2010	\$43,478	\$43,897	\$44,560

Median Home Value

2000	\$59,361	\$59,241	\$58,700
2005	\$87,644	\$87,245	\$86,513
2010	\$112,665	\$111,656	\$110,317

Per Capita Income

2000	\$17,377	\$17,620	\$17,575
2005	\$20,241	\$20,349	\$20,212
2010	\$23,080	\$23,242	\$23,063

Median Age

2000	38.7	38.7	38.4
2005	39.7	40.0	39.9
2010	40.5	40.9	40.9

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 2005 and 2010.



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2000 Households by Income

Household Income Base	5.0 miles	7.0 miles	10.0 miles
< \$15,000	4,478 (16.7%)	5,829 (16.4%)	8,341 (16.6%)
\$15,000 - \$24,999	16.3%	15.9%	15.4%
\$25,000 - \$34,999	15.5%	15.6%	15.3%
\$35,000 - \$49,999	20.2%	19.7%	19.6%
\$50,000 - \$74,999	19.3%	19.7%	20.7%
\$75,000 - \$99,999	7.0%	7.2%	6.9%
\$100,000 - \$149,999	4.2%	4.6%	4.4%
\$150,000 - \$199,999	0.3%	0.3%	0.4%
\$200,000+	0.6%	0.6%	0.7%
Average Household Income	\$42,380	\$43,310	\$43,851

2005 Households by Income

Household Income Base	5.0 miles	7.0 miles	10.0 miles
< \$15,000	4,477 (14.6%)	5,775 (14.2%)	8,234 (14.3%)
\$15,000 - \$24,999	14.8%	14.5%	14.2%
\$25,000 - \$34,999	13.7%	13.8%	13.4%
\$35,000 - \$49,999	18.9%	18.7%	18.7%
\$50,000 - \$74,999	21.1%	21.0%	21.8%
\$75,000 - \$99,999	8.6%	9.0%	9.0%
\$100,000 - \$149,999	6.4%	6.8%	6.6%
\$150,000 - \$199,999	1.0%	1.1%	1.0%
\$200,000+	0.8%	0.8%	1.0%
Average Household Income	\$48,667	\$49,533	\$50,070

2010 Households by Income

Household Income Base	5.0 miles	7.0 miles	10.0 miles
< \$15,000	4,461 (13.7%)	5,751 (13.2%)	8,188 (13.3%)
\$15,000 - \$24,999	12.8%	12.5%	12.2%
\$25,000 - \$34,999	13.0%	13.0%	12.8%
\$35,000 - \$49,999	18.0%	17.9%	17.5%
\$50,000 - \$74,999	20.9%	20.7%	21.6%
\$75,000 - \$99,999	9.9%	10.2%	10.4%
\$100,000 - \$149,999	8.3%	8.6%	8.5%
\$150,000 - \$199,999	2.0%	2.1%	2.1%
\$200,000+	1.5%	1.6%	1.7%
Average Household Income	\$55,215	\$56,283	\$56,859

2000 Owner Occupied HUs by Value

Total	5.0 miles	7.0 miles	10.0 miles
<\$50,000	3,328 (37.2%)	4,449 (38.4%)	6,560 (39.7%)
\$50,000 - 99,999	47.1%	45.7%	43.8%
\$100,000 - 149,999	11.3%	11.3%	11.0%
\$150,000 - 199,999	2.3%	2.4%	3.0%
\$200,000 - \$299,999	1.4%	1.4%	1.6%
\$300,000 - 499,999	0.5%	0.5%	0.5%
\$500,000 - 999,999	0.1%	0.2%	0.2%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$69,382	\$70,148	\$69,719

2000 Specified Renter Occupied HUs by Contract Rent

Total	5.0 miles	7.0 miles	10.0 miles
With Cash Rent	1,115 (94.1%)	1,288 (92.5%)	1,635 (90.6%)
No Cash Rent	5.9%	7.5%	9.4%
Median Rent	\$273	\$269	\$260
Average Rent	\$269	\$265	\$257

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

	101 S Broadway Salem, IL 62881 Radius: 5.0 miles	101 S Broadway Salem, IL 62881 Radius: 7.0 miles	101 S Broadway Salem, IL 62881 Radius: 10.0 miles
Total	11,221	14,669	21,156
0 - 4	6.1%	6.1%	6.1%
5 - 9	6.7%	6.8%	7.0%
10 - 14	7.0%	7.2%	7.5%
15 - 24	12.9%	12.7%	12.6%
25 - 34	11.9%	11.7%	11.6%
35 - 44	14.7%	14.9%	15.4%
45 - 54	12.9%	13.1%	13.4%
55 - 64	10.2%	10.3%	10.4%
65 - 74	8.2%	8.0%	7.8%
75 - 84	6.2%	6.0%	5.5%
85+	3.3%	3.1%	2.6%
18+	75.6%	75.5%	74.8%

2005 Population by Age

	101 S Broadway Salem, IL 62881 Radius: 5.0 miles	101 S Broadway Salem, IL 62881 Radius: 7.0 miles	101 S Broadway Salem, IL 62881 Radius: 10.0 miles
Total	11,109	14,475	20,793
0 - 4	6.4%	6.4%	6.3%
5 - 9	6.0%	6.1%	6.2%
10 - 14	6.6%	6.7%	7.0%
15 - 24	13.1%	12.8%	12.8%
25 - 34	12.3%	12.0%	11.7%
35 - 44	13.3%	13.5%	14.0%
45 - 54	13.8%	14.2%	14.4%
55 - 64	10.6%	10.9%	11.3%
65 - 74	8.5%	8.5%	8.2%
75 - 84	5.9%	5.7%	5.4%
85+	3.3%	3.2%	2.6%
18+	76.9%	76.9%	76.4%

2010 Population by Age

	101 S Broadway Salem, IL 62881 Radius: 5.0 miles	101 S Broadway Salem, IL 62881 Radius: 7.0 miles	101 S Broadway Salem, IL 62881 Radius: 10.0 miles
Total	11,008	14,333	20,572
0 - 4	6.3%	6.2%	6.2%
5 - 9	5.8%	5.8%	5.9%
10 - 14	6.4%	6.5%	6.8%
15 - 24	12.4%	12.2%	12.4%
25 - 34	12.2%	11.9%	11.6%
35 - 44	12.6%	12.6%	12.7%
45 - 54	14.3%	14.7%	15.1%
55 - 64	12.3%	12.6%	13.0%
65 - 74	8.4%	8.4%	8.3%
75 - 84	6.0%	5.8%	5.4%
85+	3.2%	3.2%	2.7%
18+	77.5%	77.5%	77.1%

2000 Population by Sex

	101 S Broadway Salem, IL 62881 Radius: 5.0 miles	101 S Broadway Salem, IL 62881 Radius: 7.0 miles	101 S Broadway Salem, IL 62881 Radius: 10.0 miles
Males	48.0%	48.4%	48.9%
Females	52.0%	51.6%	51.1%

2005 Population by Sex

	101 S Broadway Salem, IL 62881 Radius: 5.0 miles	101 S Broadway Salem, IL 62881 Radius: 7.0 miles	101 S Broadway Salem, IL 62881 Radius: 10.0 miles
Males	48.2%	48.5%	49.0%
Females	51.8%	51.5%	51.0%

2010 Population by Sex

	101 S Broadway Salem, IL 62881 Radius: 5.0 miles	101 S Broadway Salem, IL 62881 Radius: 7.0 miles	101 S Broadway Salem, IL 62881 Radius: 10.0 miles
Males	48.1%	48.5%	48.9%
Females	51.9%	51.5%	51.1%

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	11,222	14,669	21,155
White Alone	97.5%	97.7%	97.9%
Black Alone	0.5%	0.5%	0.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.9%	0.7%	0.6%
Some Other Race Alone	0.1%	0.1%	0.1%
Two or More Races	0.7%	0.7%	0.7%
Hispanic Origin	0.6%	0.7%	0.6%
Diversity Index	6.0	5.7	5.3

2005 Population by Race/Ethnicity

Total	11,109	14,475	20,793
White Alone	97.0%	97.3%	97.5%
Black Alone	0.6%	0.6%	0.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.1%	0.9%	0.7%
Some Other Race Alone	0.1%	0.2%	0.1%
Two or More Races	0.8%	0.8%	0.8%
Hispanic Origin	0.8%	0.8%	0.8%
Diversity Index	7.3	7.0	6.5

2010 Population by Race/Ethnicity

Total	11,006	14,332	20,570
White Alone	96.4%	96.7%	97.0%
Black Alone	0.7%	0.7%	0.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.4%	1.2%	0.9%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	1.0%	1.1%	1.0%
Diversity Index	8.8	8.4	7.8



2000 Population 3+ by School Enrollment

Total	10,834	14,176	20,411
Enrolled in Nursery/Preschool	1.8%	1.7%	1.8%
Enrolled in Kindergarten	1.4%	1.3%	1.3%
Enrolled in Grade 1-8	11.6%	11.9%	12.4%
Enrolled in Grade 9-12	6.4%	6.4%	6.4%
Enrolled in College	3.2%	3.2%	3.2%
Enrolled in Grad/Prof School	0.2%	0.2%	0.2%
Not Enrolled in School	75.4%	75.2%	74.7%

2000 Population 25+ by Educational Attainment

Total	7,542	9,880	14,140
Less than 9th Grade	10.3%	9.6%	8.9%
9th - 12th Grade, No Diploma	10.6%	10.8%	11.1%
High School Graduate	34.2%	35.1%	36.9%
Some College, No Degree	23.1%	23.0%	22.6%
Associate Degree	8.8%	9.0%	8.7%
Bachelor's Degree	8.9%	8.5%	7.9%
Master's/Prof/Doctorate Degree	4.1%	3.9%	3.9%

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

	5.0 miles	7.0 miles	10.0 miles
Total	8,987	11,732	16,780
Females	52.7%	52.3%	51.8%
Never Married	9.2%	8.6%	8.2%
Married, not Separated	29.2%	30.1%	30.6%
Married, Separated	0.8%	0.9%	0.8%
Widowed	7.1%	6.5%	6.2%
Divorced	6.4%	6.2%	6.0%
Males	47.3%	47.7%	48.2%
Never Married	11.3%	11.0%	11.1%
Married, not Separated	29.6%	30.3%	30.9%
Married, Separated	0.2%	0.2%	0.3%
Widowed	1.3%	1.3%	1.2%
Divorced	4.9%	4.8%	4.7%



2000 Population 16+ by Employment Status

	5.0 miles	7.0 miles	10.0 miles
Total	8,820	11,512	16,462
In Labor Force	62.3%	63.0%	64.2%
Civilian Employed	58.3%	59.2%	60.0%
Civilian Unemployed	4.0%	3.8%	4.1%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	37.7%	37.0%	35.8%

2005 Civilian Population 16+ in Labor Force

	5.0 miles	7.0 miles	10.0 miles
Civilian Employed	91.5%	91.9%	91.6%
Civilian Unemployed	8.5%	8.1%	8.4%

2010 Civilian Population 16+ in Labor Force

	5.0 miles	7.0 miles	10.0 miles
Civilian Employed	91.6%	92.1%	91.7%
Civilian Unemployed	8.4%	7.9%	8.3%

2000 Females 16+ by Employment Status and Age of Children

	5.0 miles	7.0 miles	10.0 miles
Total	4,653	6,019	8,541
Own Children < 6 Only	7.4%	7.4%	7.1%
Employed/in Armed Forces	4.7%	4.8%	4.5%
Unemployed	1.1%	0.9%	0.8%
Not in Labor Force	1.6%	1.7%	1.8%
Own Children < 6 and 6-17 Only	4.7%	4.8%	5.3%
Employed/in Armed Forces	3.5%	3.5%	3.6%
Unemployed	0.1%	0.1%	0.4%
Not in Labor Force	1.1%	1.2%	1.4%
Own Children 6-17 Only	16.7%	17.1%	18.5%
Employed/in Armed Forces	13.5%	13.7%	14.6%
Unemployed	0.7%	0.7%	0.8%
Not in Labor Force	2.6%	2.7%	3.1%
No Own Children < 18	71.2%	70.7%	69.1%
Employed/in Armed Forces	30.5%	30.8%	31.2%
Unemployed	1.4%	1.4%	1.6%
Not in Labor Force	39.3%	38.5%	36.3%

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	4,001	5,325	7,809
Agriculture/Mining	1.6%	2.1%	2.6%
Construction	4.6%	5.0%	5.6%
Manufacturing	22.4%	22.2%	21.3%
Wholesale Trade	3.7%	3.8%	3.8%
Retail Trade	10.7%	10.8%	10.7%
Transportation/Utilities	5.4%	5.6%	6.2%
Information	2.4%	2.1%	1.9%
Finance/Insurance/Real Estate	3.5%	3.4%	3.4%
Services	41.9%	40.9%	40.3%
Public Administration	3.8%	4.2%	4.2%

2005 Employed Population 16+ by Occupation

Total	4,002	5,326	7,810
White Collar	50.2%	49.1%	47.7%
Management/Business/Financial	9.2%	9.4%	9.2%
Professional	20.9%	20.1%	18.8%
Sales	8.5%	8.5%	8.7%
Administrative Support	11.6%	11.2%	10.9%
Services	17.1%	17.3%	17.2%
Blue Collar	32.7%	33.6%	35.1%
Farming/Forestry/Fishing	0.3%	0.4%	0.6%
Construction/Extraction	4.2%	4.9%	5.5%
Installation/Maintenance/Repair	4.1%	4.6%	5.3%
Production	14.5%	14.3%	14.3%
Transportation/Material Moving	9.5%	9.3%	9.4%



2000 Workers 16+ by Means of Transportation to Work

Total	5,071	6,712	9,719
Drove Alone - Car, Truck, or Van	85.0%	85.4%	85.2%
Carpooled - Car, Truck, or Van	9.2%	8.9%	9.2%
Public Transportation	0.0%	0.0%	0.1%
Walked	2.5%	2.2%	1.8%
Other Means	0.5%	0.5%	0.7%
Worked at Home	2.8%	2.9%	3.1%

2000 Workers 16+ by Travel Time to Work

Total	5,071	6,714	9,720
Did Not Work at Home	97.2%	97.1%	96.9%
Less than 5 minutes	7.1%	6.6%	5.6%
5 to 9 minutes	25.2%	22.0%	17.9%
10 to 19 minutes	34.3%	35.1%	35.4%
20 to 24 minutes	6.6%	8.4%	11.3%
25 to 34 minutes	12.9%	13.2%	14.0%
35 to 44 minutes	4.0%	4.1%	4.2%
45 to 59 minutes	3.1%	3.0%	3.2%
60 to 89 minutes	1.4%	1.8%	2.6%
90 or more minutes	2.7%	2.9%	2.8%
Worked at Home	2.8%	2.9%	3.1%
Average Travel Time to Work (in min)	18.8	19.7	20.9

2000 Households by Vehicles Available

Total	4,471	5,793	8,294
None	6.6%	6.2%	5.5%
1	35.2%	34.5%	33.0%
2	41.6%	41.4%	42.1%
3	13.3%	14.1%	15.0%
4	2.4%	2.9%	3.2%
5+	0.8%	0.9%	1.2%
Average Number of Vehicles Available	1.7	1.8	1.8

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2000 Households by Type

	5.0 miles	7.0 miles	10.0 miles
Total	4,477	5,797	8,296
Family Households	67.7%	69.1%	71.3%
Married-couple Family	53.1%	54.9%	57.4%
With Related Children	22.2%	23.0%	24.5%
Other Family (No Spouse)	14.6%	14.2%	13.9%
With Related Children	10.2%	9.9%	9.8%
Nonfamily Households	32.3%	30.9%	28.7%
Householder Living Alone	28.8%	27.5%	25.3%
Householder Not Living Alone	3.5%	3.4%	3.4%
Households with Related Children	32.4%	32.9%	34.4%
Households with Persons 65+	29.9%	29.0%	28.0%

2000 Households by Size

	5.0 miles	7.0 miles	10.0 miles
Total	4,479	5,796	8,296
1 Person Household	28.8%	27.6%	25.3%
2 Person Household	34.7%	35.1%	35.8%
3 Person Household	15.5%	15.9%	16.7%
4 Person Household	12.3%	12.8%	13.3%
5 Person Household	6.1%	6.1%	6.1%
6 Person Household	1.9%	1.9%	2.0%
7+ Person Household	0.6%	0.7%	0.7%

2000 Households by Year Householder Moved In

	5.0 miles	7.0 miles	10.0 miles
Total	4,472	5,794	8,295
Moved in 1999 to March 2000	17.0%	15.9%	14.5%
Moved in 1995 to 1998	29.6%	28.8%	27.7%
Moved in 1990 to 1994	15.4%	15.4%	15.9%
Moved in 1980 to 1989	16.1%	16.4%	17.7%
Moved in 1970 to 1979	11.0%	11.8%	12.2%
Moved in 1969 or Earlier	10.8%	11.7%	12.0%
Median Year Householder Moved In	1994	1993	1993



2000 Housing Units by Units in Structure

	5.0 miles	7.0 miles	10.0 miles
Total	4,765	6,207	8,911
1, Detached	74.8%	74.9%	74.2%
1, Attached	0.8%	0.8%	0.7%
2	3.8%	3.3%	2.7%
3 or 4	3.7%	3.0%	2.3%
5 to 9	1.0%	0.9%	0.7%
10 to 19	1.2%	1.1%	1.3%
20+	2.4%	1.9%	1.5%
Mobile Home	12.3%	14.2%	16.6%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	5.0 miles	7.0 miles	10.0 miles
Total	4,762	6,219	8,911
1999 to March 2000	1.2%	1.4%	1.5%
1995 to 1998	5.8%	6.3%	7.1%
1990 to 1994	3.8%	4.2%	4.8%
1980 to 1989	14.5%	14.4%	14.6%
1970 to 1979	21.1%	20.7%	20.5%
1969 or Earlier	53.7%	53.0%	51.5%
Median Year Structure Built	1967	1968	1969

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



Latitude: 38.626757
Longitude: -88.945875

101 S Broadway
Salem, IL 62881
Radius: 5.0 miles

101 S Broadway
Salem, IL 62881
Radius: 7.0 miles

101 S Broadway
Salem, IL 62881
Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Rustbelt Retirees	Salt of the Earth	Salt of the Earth
2.	Salt of the Earth	Heartland Communities	Heartland Communities
3.	Heartland Communities	Rustbelt Retirees	Rustbelt Retirees



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 \$	\$8,580,667	\$11,195,369	\$16,034,811
Average Spent	\$1,916.18	\$1,938.26	\$1,947.63
Spending Potential Index	69	70	71
Computers & Accessories: Total \$	\$829,300	\$1,076,875	\$1,529,489
Average Spent	\$185.19	\$186.44	\$185.78
Spending Potential Index	67	67	67
Education: Total \$	\$3,277,009	\$4,165,231	\$5,737,402
Average Spent	\$731.80	\$721.13	\$696.88
Spending Potential Index	69	68	66
Entertainment/Recreation: Total \$	\$9,902,762	\$13,070,625	\$18,975,069
Average Spent	\$2,211.43	\$2,262.92	\$2,304.76
Spending Potential Index	71	73	74
Food at Home: Total \$	\$15,488,218	\$20,419,976	\$29,568,161
Average Spent	\$3,458.74	\$3,535.31	\$3,591.42
Spending Potential Index	73	74	76
Food Away from Home: Total \$	\$10,023,265	\$13,110,778	\$18,816,097
Average Spent	\$2,238.34	\$2,269.87	\$2,285.45
Spending Potential Index	71	72	72
Health Care: Total \$	\$12,549,100	\$16,703,965	\$24,377,422
Average Spent	\$2,802.39	\$2,891.96	\$2,960.94
Spending Potential Index	81	83	85
HH Furnishings & Equipment: Total \$	\$6,515,325	\$8,548,572	\$12,310,278
Average Spent	\$1,454.96	\$1,480.02	\$1,495.24
Spending Potential Index	69	70	70
Investments: Total \$	\$20,329,993	\$24,915,265	\$32,919,870
Average Spent	\$4,539.97	\$4,313.58	\$3,998.53
Spending Potential Index	54	52	48
Retail Goods: Total \$	\$82,142,194	\$108,948,433	\$158,992,404
Average Spent	\$18,343.50	\$18,862.26	\$19,311.60
Spending Potential Index	73	75	77
Shelter: Total \$	\$40,284,980	\$52,213,344	\$74,096,346
Average Spent	\$8,996.20	\$9,039.71	\$8,999.92
Spending Potential Index	65	66	65
TV/Video/Sound Equipment: Total \$	\$3,336,287	\$4,375,034	\$6,292,124
Average Spent	\$745.04	\$757.45	\$764.26
Spending Potential Index	72	74	74
Travel: Total \$	\$5,648,475	\$7,354,334	\$10,467,771
Average Spent	\$1,261.38	\$1,273.26	\$1,271.44
Spending Potential Index	70	70	70
Vehicle Maintenance & Repairs: Total \$	\$3,270,562	\$4,322,750	\$6,275,297
Average Spent	\$730.36	\$748.40	\$762.21
Spending Potential Index	70	72	74

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.

Site Map

101 S Broadway
Salem, IL 62881

Salem, IL
September 30, 2005

Latitude: 38.626757
Longitude: -88.945875

