



**Uvalde Shopping Center**

Latitude: 29.2204

Longitude: -99.765229

**2340 E Main St**

Uvalde, TX 78801

Radius: 10.0 miles

**2340 E Main St**

Uvalde, TX 78801

Radius: 15.0 miles

**2340 E Main St**

Uvalde, TX 78801

Radius: 20.0 miles



2000 Total Population	21,625	22,275	25,953
2000 Group Quarters	587	591	599
2003 Total Population	22,080	22,759	26,457
2008 Total Population	22,823	23,537	27,274
2003 - 2008 Annual Rate	0.66%	0.67%	0.61%



2000 Households	6,892	7,130	8,408
2000 Average Household Size	3.05	3.04	3.02
2003 Households	7,036	7,285	8,578
2003 Average Household Size	3.05	3.04	3.01
2008 Households	7,320	7,583	8,906
2008 Average Household Size	3.04	3.03	3
2003 - 2008 Annual Rate	0.79%	0.81%	0.75%
2000 Families	5,421	5,598	6,581
2000 Average Family Size	3.5	3.49	3.47
2003 Families	5,525	5,708	6,702
2003 Average Family Size	3.5	3.49	3.47
2008 Families	5,740	5,932	6,947
2008 Average Family Size	3.49	3.48	3.46
2003 - 2008 Annual Rate	0.77%	0.77%	0.72%



<b>2000 Housing Units</b>	7,803	8,106	9,689
Owner Occupied Housing Units	61.6%	61.6%	62.3%
Renter Occupied Housing Units	26.1%	25.8%	24.0%
Vacant Housing Units	12.3%	12.6%	13.7%
<b>2003 Housing Units</b>	8,067	8,386	10,011
Owner Occupied Housing Units	61.9%	61.9%	62.4%
Renter Occupied Housing Units	25.4%	25.0%	23.2%
Vacant Housing Units	12.8%	13.1%	14.3%
<b>2008 Housing Units</b>	8,337	8,642	10,204
Owner Occupied Housing Units	62.9%	63.1%	64.2%
Renter Occupied Housing Units	24.9%	24.7%	23.1%
Vacant Housing Units	12.2%	12.3%	12.7%

**Median Household Income**

2000	\$26,828	\$26,927	\$26,502
2003	\$29,033	\$29,148	\$28,652
2008	\$33,547	\$33,697	\$32,973

**Median Home Value**

2000	\$42,960	\$43,181	\$40,605
2003	\$48,064	\$48,448	\$45,873
2008	\$54,695	\$55,168	\$52,008

**Per Capita Income**

2000	\$12,037	\$12,124	\$12,110
2003	\$13,630	\$13,734	\$13,648
2008	\$16,009	\$16,129	\$16,065

**Median Age**

2000	30.8	31.0	31.3
2003	30.6	30.8	31.2
2008	30.3	30.6	30.9

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 BIS forecasts for 2003 and 2008.



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**2000 Households by Income**

Household Income Base	2340 E Main St	2340 E Main St	2340 E Main St
< \$15,000	6,878 27.4%	7,114 27.1%	8,406 27.9%
\$15,000 - \$24,999	19.0%	19.1%	19.1%
\$25,000 - \$34,999	15.6%	15.6%	15.5%
\$35,000 - \$49,999	13.3%	13.3%	13.5%
\$50,000 - \$74,999	14.5%	14.6%	14.1%
\$75,000 - \$99,999	5.5%	5.5%	5.4%
\$100,000 - \$149,999	3.2%	3.2%	3.0%
\$150,000 - \$199,999	0.8%	0.8%	0.7%
\$200,000+	0.8%	0.8%	0.8%
Average Household Income	\$36,947	\$37,055	\$36,640

**2003 Households by Income**

Household Income Base	2340 E Main St	2340 E Main St	2340 E Main St
< \$15,000	7,036 25.1%	7,288 24.8%	8,578 25.6%
\$15,000 - \$24,999	17.8%	17.9%	18.0%
\$25,000 - \$34,999	15.0%	15.0%	14.9%
\$35,000 - \$49,999	14.0%	13.9%	14.2%
\$50,000 - \$74,999	15.1%	15.2%	14.7%
\$75,000 - \$99,999	6.4%	6.5%	6.3%
\$100,000 - \$149,999	4.5%	4.5%	4.3%
\$150,000 - \$199,999	1.0%	1.0%	1.0%
\$200,000+	1.1%	1.1%	1.1%
Average Household Income	\$41,579	\$41,679	\$41,157

**2008 Households by Income**

Household Income Base	2340 E Main St	2340 E Main St	2340 E Main St
< \$15,000	7,322 22.7%	7,585 22.4%	8,906 23.1%
\$15,000 - \$24,999	15.7%	15.8%	16.0%
\$25,000 - \$34,999	13.2%	13.3%	13.2%
\$35,000 - \$49,999	13.7%	13.7%	14.0%
\$50,000 - \$74,999	16.8%	16.9%	16.5%
\$75,000 - \$99,999	7.4%	7.4%	7.2%
\$100,000 - \$149,999	7.2%	7.2%	6.8%
\$150,000 - \$199,999	1.4%	1.5%	1.4%
\$200,000+	1.8%	1.8%	1.7%
Average Household Income	\$48,615	\$48,737	\$48,188

**2000 Owner Occupied HUs by Value**

Total	2340 E Main St	2340 E Main St	2340 E Main St
<\$50,000	4,832 59.1%	5,022 58.6%	6,065 61.4%
\$50,000 - 99,999	27.7%	27.8%	26.3%
\$100,000 - 149,999	6.2%	6.3%	5.8%
\$150,000 - 199,999	3.4%	3.6%	3.2%
\$200,000 - \$299,999	2.5%	2.5%	2.2%
\$300,000 - 499,999	0.6%	0.7%	0.6%
\$500,000 - 999,999	0.2%	0.2%	0.2%
\$1,000,000+	0.3%	0.3%	0.3%
Average Home Value	\$63,170	\$64,290	\$60,816

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

Total	2340 E Main St	2340 E Main St	2340 E Main St
With Cash Rent	2,028 87.8%	2,072 87.6%	2,284 86.5%
No Cash Rent	12.2%	12.4%	13.5%
Median Rent	\$327	\$326	\$319
Average Rent	\$307	\$307	\$305

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 BIS forecasts for 2003 and 2008.



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**2000 Population by Age**

Total	21,627	22,275	25,954
0 - 4	8.8%	8.8%	8.6%
5 - 9	9.1%	9.1%	9.1%
10 - 14	9.1%	9.0%	9.0%
15 - 24	15.7%	15.6%	15.3%
25 - 34	12.7%	12.6%	12.6%
35 - 44	13.0%	13.0%	13.0%
45 - 54	11.3%	11.4%	11.5%
55 - 64	7.5%	7.6%	7.9%
65 - 74	6.5%	6.6%	6.7%
75 - 84	4.3%	4.3%	4.4%
85+	1.9%	1.9%	1.9%
18+	67.6%	67.7%	67.9%

**2003 Population by Age**

Total	22,082	22,759	26,458
0 - 4	9.0%	8.9%	8.8%
5 - 9	8.8%	8.8%	8.7%
10 - 14	9.0%	9.0%	9.0%
15 - 24	16.1%	16.0%	15.9%
25 - 34	12.6%	12.6%	12.5%
35 - 44	12.5%	12.5%	12.5%
45 - 54	11.5%	11.6%	11.7%
55 - 64	8.3%	8.4%	8.7%
65 - 74	6.1%	6.1%	6.3%
75 - 84	4.2%	4.2%	4.3%
85+	1.8%	1.8%	1.8%
18+	68.0%	68.2%	68.4%

**2008 Population by Age**

Total	22,821	23,539	27,274
0 - 4	9.1%	9.0%	8.9%
5 - 9	8.7%	8.6%	8.5%
10 - 14	8.9%	8.9%	8.9%
15 - 24	16.3%	16.2%	16.2%
25 - 34	12.9%	12.8%	12.6%
35 - 44	11.8%	11.7%	11.7%
45 - 54	11.7%	11.8%	11.9%
55 - 64	9.3%	9.5%	9.7%
65 - 74	5.7%	5.8%	6.0%
75 - 84	3.9%	4.0%	4.1%
85+	1.8%	1.8%	1.7%
18+	68.1%	68.3%	68.6%

**2000 Population by Sex**

Males	48.4%	48.5%	48.6%
Females	51.6%	51.5%	51.4%

**2003 Population by Sex**

Males	48.7%	48.7%	48.8%
Females	51.3%	51.3%	51.2%

**2008 Population by Sex**

Males	49.1%	49.1%	49.2%
Females	50.9%	50.9%	50.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.



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**2000 Population by Race/Ethnicity**

Total	21,624	22,274	25,953
White Alone	73.9%	74.1%	73.7%
Black Alone	0.4%	0.4%	0.4%
American Indian Alone	0.7%	0.7%	0.7%
Asian or Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	21.4%	21.2%	21.7%
Two or More Races	3.0%	3.1%	3.1%
Hispanic Origin	71.1%	70.2%	69.6%
Diversity Index	67.8	68.1	68.7

**2003 Population by Race/Ethnicity**

Total	22,080	22,761	26,457
White Alone	75.1%	75.2%	74.6%
Black Alone	0.4%	0.4%	0.4%
American Indian Alone	0.9%	1.0%	0.9%
Asian or Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	20.3%	20.1%	20.8%
Two or More Races	2.7%	2.8%	2.8%
Hispanic Origin	73.8%	72.9%	72.3%
Diversity Index	65.5	65.8	66.6

**2008 Population by Race/Ethnicity**

Total	22,822	23,538	27,275
White Alone	76.8%	76.9%	76.2%
Black Alone	0.5%	0.5%	0.4%
American Indian Alone	1.3%	1.3%	1.2%
Asian or Pacific Islander Alone	0.6%	0.6%	0.5%
Some Other Race Alone	18.6%	18.5%	19.3%
Two or More Races	2.2%	2.3%	2.4%
Hispanic Origin	77.8%	76.9%	76.2%
Diversity Index	61.4	61.9	63.0



**2000 Population 3+ by School Enrollment**

Total	20,474	21,099	24,594
Enrolled in Nursery/Preschool	2.3%	2.3%	2.3%
Enrolled in Kindergarten	1.8%	1.8%	1.8%
Enrolled in Grade 1-8	16.6%	16.5%	16.4%
Enrolled in Grade 9-12	7.3%	7.3%	7.2%
Enrolled in College	4.2%	4.2%	4.0%
Enrolled in Grad/Prof School	0.5%	0.5%	0.5%
Not Enrolled in School	67.2%	67.4%	67.8%

**2000 Population 25+ by Educational Attainment**

Total	12,405	12,816	15,100
Less than 9th Grade	28.0%	27.5%	27.1%
9th - 12th Grade, No Diploma	15.2%	15.2%	15.5%
High School Graduate	21.0%	21.1%	22.3%
Some College, No Degree	18.3%	18.4%	18.0%
Associate Degree	4.2%	4.3%	4.3%
Bachelor's Degree	9.4%	9.4%	9.1%
Master's/Prof/Doctorate Degree	3.9%	3.9%	3.8%

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 BIS forecasts for 2003 and 2008.



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

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	15,722	16,227	18,967
Females	52.8%	52.8%	52.6%
Never Married	10.8%	10.8%	10.6%
Married, not Separated	30.1%	30.1%	30.0%
Married, Separated	1.8%	1.8%	1.8%
Widowed	5.8%	5.8%	6.0%
Divorced	4.3%	4.3%	4.3%
Males	47.2%	47.2%	47.4%
Never Married	11.7%	11.7%	11.8%
Married, not Separated	29.3%	29.4%	29.4%
Married, Separated	1.3%	1.3%	1.4%
Widowed	1.6%	1.7%	1.7%
Divorced	3.2%	3.2%	3.1%



**2000 Population 16+ by Employment Status**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	15,375	15,874	18,559
In Labor Force	57.5%	57.5%	57.0%
Civilian Employed	53.5%	53.5%	52.9%
Civilian Unemployed	3.9%	3.9%	4.0%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	42.5%	42.5%	43.0%

**2003 Civilian Population 16+ in Labor Force**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Civilian Employed	90.9%	90.9%	90.8%
Civilian Unemployed	9.1%	9.1%	9.2%

**2008 Civilian Population 16+ in Labor Force**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Civilian Employed	93.3%	93.2%	93.0%
Civilian Unemployed	6.7%	6.8%	7.0%

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

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	8,150	8,399	9,788
Own Children < 6 Only	7.8%	7.9%	7.6%
Employed/in Armed Forces	3.8%	3.8%	3.7%
Unemployed	0.6%	0.6%	0.6%
Not in Labor Force	3.5%	3.5%	3.4%
Own Children < 6 and 6-17 Only	10.0%	9.8%	10.0%
Employed/in Armed Forces	4.8%	4.8%	4.9%
Unemployed	0.6%	0.6%	0.5%
Not in Labor Force	4.6%	4.5%	4.6%
Own Children 6-17 Only	20.3%	20.2%	20.0%
Employed/in Armed Forces	13.5%	13.4%	13.0%
Unemployed	0.8%	0.7%	0.7%
Not in Labor Force	6.1%	6.1%	6.2%
No Own Children < 18	61.9%	62.1%	62.4%
Employed/in Armed Forces	23.6%	23.8%	23.5%
Unemployed	1.9%	1.8%	1.9%
Not in Labor Force	36.4%	36.4%	37.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003.



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**2003 Employed Population 16+ by Industry**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	7,650	7,901	9,149
Agriculture/Mining	7.6%	7.8%	8.7%
Construction	9.2%	9.2%	9.5%
Manufacturing	7.4%	7.3%	7.1%
Wholesale Trade	3.2%	3.2%	3.2%
Retail Trade	12.3%	12.3%	11.8%
Transportation/Utilities	6.5%	6.5%	6.6%
Information	1.5%	1.4%	1.4%
Finance/Insurance/Real Estate	3.6%	3.6%	3.4%
Services	43.5%	43.5%	43.1%
Public Administration	5.2%	5.1%	5.1%

**2003 Employed Population 16+ by Occupation**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	7,651	7,903	9,149
White Collar	47.8%	48.0%	47.2%
Management/Business/Financial	8.9%	9.0%	8.9%
Professional	16.4%	16.4%	16.5%
Sales	10.7%	10.7%	10.2%
Administrative Support	11.9%	11.9%	11.6%
Services	21.2%	21.0%	21.0%
Blue Collar	31.1%	31.1%	31.8%
Farming/Forestry/Fishing	2.8%	2.8%	3.0%
Construction/Extraction	7.7%	7.6%	8.1%
Installation/Maintenance/Repair	5.6%	5.6%	5.5%
Production	7.0%	7.0%	6.9%
Transportation/Material Moving	7.9%	8.0%	8.3%



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

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	8,104	8,370	9,665
Drove Alone - Car, Truck, or Van	71.9%	71.7%	71.1%
Carpooled - Car, Truck, or Van	18.9%	18.9%	19.6%
Public Transportation	0.3%	0.3%	0.3%
Walked	3.5%	3.5%	3.5%
Other Means	2.8%	2.7%	2.6%
Worked at Home	2.7%	2.9%	2.8%

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

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	8,105	8,370	9,665
Did Not Work at Home	97.3%	97.1%	97.2%
Less than 5 minutes	7.8%	7.6%	8.0%
5 to 9 minutes	22.0%	21.5%	20.7%
10 to 19 minutes	45.6%	45.5%	41.8%
20 to 24 minutes	6.8%	6.9%	7.7%
25 to 34 minutes	5.7%	6.0%	8.5%
35 to 44 minutes	0.8%	0.8%	1.1%
45 to 59 minutes	3.0%	3.0%	3.2%
60 to 89 minutes	2.7%	2.7%	2.8%
90 or more minutes	3.0%	3.0%	3.3%
Worked at Home	2.7%	2.9%	2.8%
Average Travel Time to Work (in min)	18.4	18.6	19.6

**2000 Households by Vehicles Available**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	6,918	7,162	8,414
None	11.0%	10.7%	10.4%
1	37.9%	37.7%	37.6%
2	38.6%	38.7%	38.7%
3	9.3%	9.5%	9.9%
4	2.6%	2.6%	2.5%
5+	0.8%	0.8%	0.8%
Average Number of Vehicles Available	1.6	1.6	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.



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**2000 Households by Type**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	6,892	7,130	8,408
Family Households	78.7%	78.5%	78.3%
Married-couple Family	59.1%	59.2%	59.4%
With Related Children	33.9%	33.7%	33.6%
Other Family (No Spouse)	19.6%	19.3%	18.9%
With Related Children	13.9%	13.7%	13.2%
Nonfamily Households	21.3%	21.5%	21.7%
Householder Living Alone	18.9%	19.1%	19.4%
Householder Not Living Alone	2.4%	2.4%	2.3%
Households with Related Children	47.8%	47.4%	46.9%
Households with Persons 65+	26.9%	27.0%	27.5%

**2000 Households by Size**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	6,892	7,130	8,408
1 Person Household	18.9%	19.1%	19.4%
2 Person Household	27.2%	27.5%	27.6%
3 Person Household	18.4%	18.2%	18.0%
4 Person Household	16.6%	16.5%	16.4%
5 Person Household	10.6%	10.4%	10.5%
6 Person Household	5.0%	4.9%	4.9%
7+ Person Household	3.4%	3.4%	3.3%

**2000 Households by Year Householder Moved In**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	6,894	7,136	8,410
Moved in 1999 to March 2000	19.8%	19.7%	18.7%
Moved in 1995 to 1998	27.1%	27.0%	26.6%
Moved in 1990 to 1994	13.9%	14.1%	14.1%
Moved in 1980 to 1989	14.2%	14.3%	14.9%
Moved in 1970 to 1979	12.2%	12.2%	12.7%
Moved in 1969 or Earlier	12.8%	12.6%	13.0%
Median Year Householder Moved In	1994	1994	1993



**2000 Housing Units by Units in Structure**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	7,905	8,228	9,782
1, Detached	71.3%	71.1%	70.9%
1, Attached	1.1%	1.1%	1.2%
2	2.4%	2.3%	2.0%
3 or 4	3.6%	3.5%	3.1%
5 to 9	2.7%	2.6%	2.2%
10 to 19	0.7%	0.6%	0.6%
20+	1.0%	0.9%	0.9%
Mobile Home	15.9%	16.4%	17.7%
Other	1.4%	1.5%	1.3%

**2000 Housing Units by Year Structure Built**

	2340 E Main St Uvalde, TX 78801 Radius: 10.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 15.0 miles	2340 E Main St Uvalde, TX 78801 Radius: 20.0 miles
Total	7,805	8,109	9,694
1999 to March 2000	3.5%	3.6%	3.4%
1995 to 1998	8.6%	8.7%	8.6%
1990 to 1994	4.8%	5.0%	4.9%
1980 to 1989	20.5%	20.6%	20.2%
1970 to 1979	19.9%	19.8%	19.7%
1969 or Earlier	42.7%	42.3%	43.1%
Median Year Structure Built	1974	1974	1973

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



Uvalde Shopping Center  
Latitude: 29.2204  
Longitude: -99.765229

2340 E Main St  
Uvalde, TX 78801  
Radius: 10.0 miles

2340 E Main St  
Uvalde, TX 78801  
Radius: 15.0 miles

2340 E Main St  
Uvalde, TX 78801  
Radius: 20.0 miles

Top 3 Tapestry Segments

1.	Southwestern Families	Southwestern Families	Southwestern Families
2.	Industrious Urban Frin	Industrious Urban Frin	Industrious Urban Frin
3.	Midland Crowd	Midland Crowd	Rooted Rural



**2003 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 \$	\$14,133,697	\$14,631,298	\$17,023,287
Average Spent	\$2,008.77	\$2,008.41	\$1,984.53
Spending Potential Index	75	75	74
Computers & Accessories: Total \$	\$1,233,137	\$1,278,332	\$1,484,965
Average Spent	\$175.26	\$175.47	\$173.11
Spending Potential Index	59	59	58
Education: Total \$	\$3,853,742	\$3,991,995	\$4,637,656
Average Spent	\$547.72	\$547.97	\$540.65
Spending Potential Index	57	57	56
Entertainment/Recreation: Total \$	\$12,655,011	\$13,167,892	\$15,297,401
Average Spent	\$1,798.61	\$1,807.53	\$1,783.33
Spending Potential Index	61	61	60
Food at Home: Total \$	\$25,509,581	\$26,456,655	\$30,823,011
Average Spent	\$3,625.58	\$3,631.66	\$3,593.26
Spending Potential Index	81	81	80
Food Away from Home: Total \$	\$15,686,741	\$16,262,809	\$18,917,688
Average Spent	\$2,229.50	\$2,232.37	\$2,205.37
Spending Potential Index	75	75	74
Health Care: Total \$	\$14,029,840	\$14,623,752	\$17,023,162
Average Spent	\$1,994.01	\$2,007.38	\$1,984.51
Spending Potential Index	64	64	63
HH Furnishings & Equipment: Total \$	\$9,585,250	\$9,936,051	\$11,549,111
Average Spent	\$1,362.32	\$1,363.91	\$1,346.36
Spending Potential Index	67	67	66
Investments: Total \$	\$29,032,246	\$29,988,043	\$34,675,883
Average Spent	\$4,126.24	\$4,116.41	\$4,042.42
Spending Potential Index	49	49	48
Retail Goods: Total \$	\$113,288,426	\$117,690,016	\$136,975,629
Average Spent	\$16,101.25	\$16,155.12	\$15,968.25
Spending Potential Index	69	70	69
Shelter: Total \$	\$54,241,700	\$56,129,536	\$65,257,485
Average Spent	\$7,709.17	\$7,704.81	\$7,607.54
Spending Potential Index	60	60	60
TV/Video/Sound Equipment: Total \$	\$4,134,952	\$4,291,659	\$4,134,952
Average Spent	\$587.69	\$589.11	\$582.15
Spending Potential Index	62	62	61
Travel: Total \$	\$7,029,602	\$7,298,522	\$8,473,862
Average Spent	\$999.09	\$1,001.86	\$987.86
Spending Potential Index	57	57	57
Vehicle Maintenance & Repairs: Total \$	\$4,493,204	\$4,661,303	\$5,424,988
Average Spent	\$638.60	\$639.85	\$632.43
Spending Potential Index	65	65	64

**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 Consumer Expenditure Surveys, Bureau of Labor Statistics.