






Indianola
Indianola, IA

Latitude: 41.3583639995836
Longitude: -93.5663890003418

Site Type: Ring

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
 2000 Total Population	421,905	521,695	595,374
2000 Group Quarters	10,871	14,771	16,278
2009 Total Population	482,365	604,651	679,736
2014 Total Population	519,032	652,569	729,365
2009 - 2014 Annual Rate	1.48%	1.54%	1.42%
 2000 Households	167,235	204,272	233,411
2000 Average Household Size	2.46	2.48	2.48
2009 Households	195,934	242,267	272,701
2009 Average Household Size	2.41	2.43	2.43
2014 Households	211,825	262,685	293,958
2014 Average Household Size	2.4	2.43	2.43
2009 - 2014 Annual Rate	1.57%	1.63%	1.51%
2000 Families	109,689	136,820	157,163
2000 Average Family Size	3.03	3.03	3.03
2009 Families	125,011	158,621	179,409
2009 Average Family Size	2.97	2.98	2.97
2014 Families	132,963	169,494	190,556
2014 Average Family Size	2.97	2.97	2.97
2009 - 2014 Annual Rate	1.24%	1.33%	1.21%
 2000 Housing Units	175,805	214,960	246,446
Owner Occupied Housing Units	66.6%	67.8%	68.0%
Renter Occupied Housing Units	28.5%	27.3%	26.7%
Vacant Housing Units	4.9%	5.0%	5.3%
2009 Housing Units	209,568	259,476	293,116
Owner Occupied Housing Units	65.3%	66.7%	66.8%
Renter Occupied Housing Units	28.2%	26.6%	26.2%
Vacant Housing Units	6.5%	6.6%	7.0%
2014 Housing Units	226,712	281,483	316,201
Owner Occupied Housing Units	65.0%	66.5%	66.6%
Renter Occupied Housing Units	28.4%	26.8%	26.4%
Vacant Housing Units	6.6%	6.7%	7.0%
Median Household Income			
2000	\$45,384	\$45,832	\$44,961
2009	\$60,146	\$60,454	\$59,081
2014	\$62,832	\$63,154	\$61,727
Median Home Value			
2000	\$96,893	\$98,924	\$96,119
2009	\$131,041	\$135,094	\$129,461
2014	\$151,356	\$155,357	\$149,122
Per Capita Income			
2000	\$22,885	\$22,723	\$22,255
2009	\$29,600	\$29,477	\$28,816
2014	\$30,815	\$30,708	\$30,003
Median Age			
2000	34.9	35.0	35.4
2009	36.3	36.4	36.8
2014	36.4	36.5	36.9

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 2009 and 2014.



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Radius: 25 Miles

Radius: 35 Miles

Radius: 45 Miles



2000 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	167,448	204,465	233,638
< \$15,000	11.9%	11.7%	12.0%
\$15,000 - \$24,999	12.1%	11.9%	12.2%
\$25,000 - \$34,999	13.1%	13.0%	13.2%
\$35,000 - \$49,999	17.9%	18.0%	18.2%
\$50,000 - \$74,999	23.0%	23.0%	22.9%
\$75,000 - \$99,999	11.1%	11.5%	11.1%
\$100,000 - \$149,999	7.0%	7.2%	6.9%
\$150,000 - \$199,999	1.8%	1.8%	1.6%
\$200,000+	2.1%	2.0%	1.9%
Average Household Income	\$56,711	\$56,980	\$55,721

2009 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	195,934	242,267	272,701
< \$15,000	8.1%	8.0%	8.2%
\$15,000 - \$24,999	8.2%	8.2%	8.5%
\$25,000 - \$34,999	9.4%	9.2%	9.6%
\$35,000 - \$49,999	15.7%	15.6%	15.8%
\$50,000 - \$74,999	22.4%	22.5%	22.7%
\$75,000 - \$99,999	18.0%	17.8%	17.6%
\$100,000 - \$149,999	11.6%	12.1%	11.5%
\$150,000 - \$199,999	3.4%	3.5%	3.2%
\$200,000+	3.1%	3.2%	2.9%
Average Household Income	\$72,119	\$72,736	\$71,015

2014 Households by Income

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	211,825	262,685	293,958
< \$15,000	7.9%	7.7%	8.0%
\$15,000 - \$24,999	7.4%	7.3%	7.6%
\$25,000 - \$34,999	9.0%	8.8%	9.1%
\$35,000 - \$49,999	13.9%	13.8%	13.9%
\$50,000 - \$74,999	21.8%	22.1%	22.7%
\$75,000 - \$99,999	21.3%	20.9%	20.4%
\$100,000 - \$149,999	12.1%	12.7%	12.1%
\$150,000 - \$199,999	3.3%	3.5%	3.2%
\$200,000+	3.2%	3.2%	3.0%
Average Household Income	\$74,719	\$75,415	\$73,591

2000 Owner Occupied HUs by Value

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	117,090	145,708	167,500
<\$50,000	12.8%	12.9%	14.6%
\$50,000 - 99,999	40.1%	38.0%	38.8%
\$100,000 - 149,999	26.4%	27.1%	25.8%
\$150,000 - 199,999	11.4%	12.0%	11.3%
\$200,000 - \$299,999	6.2%	6.6%	6.3%
\$300,000 - 499,999	2.5%	2.7%	2.5%
\$500,000 - 999,999	0.5%	0.5%	0.6%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$116,653	\$118,744	\$115,376

2000 Specified Renter Occupied HUs by Contract Rent

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	49,692	57,670	64,460
With Cash Rent	97.2%	96.9%	96.4%
No Cash Rent	2.8%	3.1%	3.6%
Median Rent	\$492	\$485	\$474
Average Rent	\$495	\$487	\$474

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 Housing Units 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 2009 and 2014.



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2000 Population by Age

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	421,905	521,695	595,374
Age 0 - 4	7.4%	7.3%	7.2%
Age 5 - 9	7.2%	7.3%	7.3%
Age 10 - 14	7.0%	7.1%	7.2%
Age 15 - 19	6.7%	6.9%	7.0%
Age 20 - 24	6.6%	6.5%	6.3%
Age 25 - 34	15.3%	14.8%	14.5%
Age 35 - 44	16.2%	16.3%	16.2%
Age 45 - 54	13.5%	13.6%	13.6%
Age 55 - 64	8.3%	8.3%	8.4%
Age 65 - 74	6.0%	6.0%	6.2%
Age 75 - 84	4.2%	4.2%	4.4%
Age 85+	1.6%	1.7%	1.8%
Age 18+	74.3%	74.1%	74.1%

2009 Population by Age

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	482,365	604,651	679,736
Age 0 - 4	7.3%	7.3%	7.2%
Age 5 - 9	7.0%	7.1%	7.0%
Age 10 - 14	6.9%	7.0%	6.9%
Age 15 - 19	6.8%	6.9%	6.9%
Age 20 - 24	6.5%	6.4%	6.3%
Age 25 - 34	13.6%	13.3%	13.2%
Age 35 - 44	14.6%	14.6%	14.4%
Age 45 - 54	14.6%	14.7%	14.8%
Age 55 - 64	11.0%	11.0%	11.2%
Age 65 - 74	6.0%	6.0%	6.2%
Age 75 - 84	3.9%	3.9%	4.0%
Age 85+	1.8%	1.8%	2.0%
Age 18+	74.7%	74.6%	74.8%

2014 Population by Age

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	519,032	652,569	729,365
Age 0 - 4	7.2%	7.2%	7.1%
Age 5 - 9	7.0%	7.1%	7.0%
Age 10 - 14	7.0%	7.1%	7.0%
Age 15 - 19	6.6%	6.7%	6.7%
Age 20 - 24	6.5%	6.5%	6.4%
Age 25 - 34	13.7%	13.4%	13.3%
Age 35 - 44	13.5%	13.5%	13.4%
Age 45 - 54	13.8%	13.9%	13.8%
Age 55 - 64	11.7%	11.8%	12.0%
Age 65 - 74	7.3%	7.3%	7.5%
Age 75 - 84	3.8%	3.7%	3.9%
Age 85+	1.8%	1.8%	1.9%
Age 18+	74.8%	74.7%	74.8%

2000 Population by Sex

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	48.5%	48.8%	48.9%
Females	51.5%	51.2%	51.1%

2009 Population by Sex

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	48.8%	49.0%	49.1%
Females	51.2%	51.0%	50.9%

2014 Population by Sex

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	48.8%	49.1%	49.1%
Females	51.2%	50.9%	50.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	421,905	521,695	595,374
White Alone	89.4%	91.0%	91.7%
Black Alone	4.3%	3.6%	3.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	2.4%	2.1%	1.9%
Some Other Race Alone	2.0%	1.7%	1.7%
Two or More Races	1.6%	1.4%	1.3%
Hispanic Origin	4.1%	3.5%	3.5%
Diversity Index	26.0	22.7	21.5

2009 Population by Race/Ethnicity

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	482,365	604,651	679,736
White Alone	86.1%	88.2%	88.9%
Black Alone	5.1%	4.2%	3.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	3.8%	3.3%	3.0%
Some Other Race Alone	2.9%	2.5%	2.5%
Two or More Races	1.7%	1.5%	1.5%
Hispanic Origin	5.9%	5.1%	5.1%
Diversity Index	33.7	29.4	28.4

2014 Population by Race/Ethnicity

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	519,032	652,569	729,365
White Alone	84.1%	86.4%	87.2%
Black Alone	5.5%	4.5%	4.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	4.8%	4.1%	3.8%
Some Other Race Alone	3.5%	3.0%	3.1%
Two or More Races	1.8%	1.6%	1.5%
Hispanic Origin	7.1%	6.1%	6.2%
Diversity Index	38.2	33.5	32.6



2000 Population 3+ by School Enrollment

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	403,176	499,024	569,915
Enrolled in Nursery/Preschool	2.0%	2.1%	2.0%
Enrolled in Kindergarten	1.5%	1.6%	1.5%
Enrolled in Grade 1-8	11.9%	12.0%	12.1%
Enrolled in Grade 9-12	5.8%	5.9%	5.9%
Enrolled in College	4.5%	4.6%	4.4%
Enrolled in Grad/Prof School	1.0%	1.0%	0.9%
Not Enrolled in School	73.3%	73.0%	73.1%

2009 Population 25+ by Educational Attainment

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	316,008	395,299	446,440
Less than 9th Grade	2.7%	2.7%	2.9%
9th - 12th Grade, No Diploma	6.5%	6.3%	6.4%
High School Graduate	31.2%	31.7%	32.9%
Some College, No Degree	20.8%	20.7%	20.6%
Associate Degree	8.5%	8.8%	8.6%
Bachelor's Degree	21.7%	21.3%	20.4%
Graduate/Professional Degree	8.6%	8.4%	8.1%

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 2009 and 2014.



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2009 Population 15+ by Marital Status

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	379,927	475,631	535,974
Never Married	25.9%	25.4%	25.0%
Married	57.0%	58.1%	58.4%
Widowed	5.4%	5.3%	5.5%
Divorced	11.8%	11.3%	11.1%



2000 Population 16+ by Employment Status

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	324,962	401,221	458,180
In Labor Force	72.2%	72.4%	71.8%
Civilian Employed	68.8%	69.1%	68.6%
Civilian Unemployed	3.4%	3.2%	3.0%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	27.8%	27.6%	28.2%

2009 Civilian Population 16+ in Labor Force

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	94.3%	94.7%	94.7%
Civilian Unemployed	5.7%	5.3%	5.3%

2014 Civilian Population 16+ in Labor Force

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	95.5%	95.7%	95.7%
Civilian Unemployed	4.5%	4.3%	4.3%

2000 Females 16+ by Employment Status and Age of Children

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	170,029	208,637	237,714
Own Children < 6 Only	8.6%	8.4%	8.2%
Employed/in Armed Forces	6.1%	6.1%	5.9%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	2.1%	2.1%	2.0%
Own Children < 6 and 6-17 Only	6.5%	6.6%	6.6%
Employed/in Armed Forces	4.4%	4.5%	4.5%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.9%	1.9%	1.9%
Own Children 6-17 Only	16.2%	16.8%	16.9%
Employed/in Armed Forces	13.3%	13.9%	14.1%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	2.6%	2.5%	2.5%
No Own Children < 18	68.7%	68.2%	68.3%
Employed/in Armed Forces	40.5%	40.0%	39.5%
Unemployed	1.9%	1.8%	1.7%
Not in Labor Force	26.3%	26.3%	27.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	254,071	318,771	354,877
Agriculture/Mining	0.9%	1.3%	1.7%
Construction	5.8%	5.8%	5.9%
Manufacturing	6.5%	7.2%	7.9%
Wholesale Trade	3.7%	3.8%	3.7%
Retail Trade	11.9%	11.7%	11.7%
Transportation/Utilities	4.9%	4.8%	4.8%
Information	2.6%	2.5%	2.4%
Finance/Insurance/Real Estate	13.4%	12.7%	11.9%
Services	45.6%	45.7%	45.5%
Public Administration	4.7%	4.5%	4.4%

2009 Employed Population 16+ by Occupation

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	254,071	318,771	354,877
White Collar	66.6%	66.3%	65.3%
Management/Business/Financial	16.1%	16.2%	15.9%
Professional	22.6%	22.9%	22.6%
Sales	11.9%	11.6%	11.3%
Administrative Support	16.0%	15.7%	15.5%
Services	15.8%	15.7%	15.8%
Blue Collar	17.6%	18.0%	18.9%
Farming/Forestry/Fishing	0.3%	0.3%	0.4%
Construction/Extraction	4.5%	4.5%	4.5%
Installation/Maintenance/Repair	3.2%	3.2%	3.3%
Production	4.2%	4.4%	4.9%
Transportation/Material Moving	5.4%	5.6%	5.7%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	220,757	273,803	310,575
Drove Alone - Car, Truck, or Van	81.4%	81.1%	80.7%
Carpooled - Car, Truck, or Van	11.0%	10.8%	11.1%
Public Transportation	1.6%	1.5%	1.4%
Walked	2.2%	2.3%	2.4%
Other Means	0.6%	0.6%	0.6%
Worked at Home	3.2%	3.6%	3.8%

2000 Workers 16+ by Travel Time to Work

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	220,757	273,803	310,575
Did Not Work at Home	96.8%	96.4%	96.2%
Less than 5 minutes	3.2%	3.9%	4.2%
5 to 9 minutes	12.5%	13.2%	13.7%
10 to 19 minutes	39.4%	36.7%	35.7%
20 to 24 minutes	18.1%	17.5%	16.7%
25 to 34 minutes	14.9%	15.6%	15.4%
35 to 44 minutes	3.1%	3.4%	3.8%
45 to 59 minutes	3.0%	3.3%	3.6%
60 to 89 minutes	1.5%	1.7%	1.8%
90 or more minutes	1.1%	1.1%	1.2%
Worked at Home	3.2%	3.6%	3.8%
Average Travel Time to Work (in min)	19.3	19.6	19.8

2000 Households by Vehicles Available

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	167,229	204,285	233,411
None	6.6%	6.2%	6.1%
1	33.1%	31.3%	30.8%
2	41.5%	42.2%	41.9%
3	13.6%	14.5%	14.9%
4	3.7%	4.2%	4.4%
5+	1.5%	1.6%	1.8%
Average Number of Vehicles Available	1.8	1.9	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Type

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	167,235	204,272	233,411
Family Households	65.6%	67.0%	67.3%
Married-couple Family	51.9%	54.1%	54.7%
With Related Children	24.7%	25.8%	25.8%
Other Family (No Spouse)	13.7%	12.9%	12.6%
With Related Children	9.4%	8.9%	8.7%
Nonfamily Households	34.4%	33.0%	32.7%
Householder Living Alone	27.8%	26.7%	26.6%
Householder Not Living Alone	6.6%	6.3%	6.1%
Households with Related Children	34.1%	34.7%	34.5%
Households with Persons 65+	20.4%	20.5%	21.4%

2000 Households by Size

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	167,235	204,272	233,411
1 Person Household	27.8%	26.7%	26.6%
2 Person Household	34.2%	34.6%	34.9%
3 Person Household	15.6%	15.7%	15.5%
4 Person Household	13.9%	14.4%	14.2%
5 Person Household	5.8%	5.9%	6.0%
6 Person Household	1.8%	1.8%	1.8%
7+ Person Household	0.9%	0.9%	0.9%

2000 Households by Year Householder Moved In

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	167,229	204,285	233,411
Moved in 1999 to March 2000	21.3%	20.8%	20.4%
Moved in 1995 to 1998	30.0%	29.7%	29.1%
Moved in 1990 to 1994	17.1%	17.1%	17.1%
Moved in 1980 to 1989	13.6%	14.0%	14.2%
Moved in 1970 to 1979	8.6%	8.9%	9.4%
Moved in 1969 or Earlier	9.5%	9.4%	9.8%
Median Year Householder Moved In	1995	1995	1995



2000 Housing Units by Units in Structure

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	175,714	214,966	246,446
1, Detached	66.6%	68.4%	69.5%
1, Attached	4.4%	4.1%	3.8%
2	2.8%	2.7%	2.6%
3 or 4	2.7%	2.6%	2.7%
5 to 9	3.9%	3.9%	3.8%
10 to 19	4.9%	4.6%	4.3%
20+	10.9%	9.6%	8.7%
Mobile Home	4.0%	4.2%	4.5%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	175,714	214,966	246,446
1999 to March 2000	2.4%	2.8%	2.8%
1995 to 1998	7.3%	7.6%	7.3%
1990 to 1994	7.7%	7.8%	7.4%
1980 to 1989	11.9%	11.6%	11.1%
1970 to 1979	17.1%	17.9%	17.7%
1969 or Earlier	53.7%	52.2%	53.7%
Median Year Structure Built	1967	1968	1967

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



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Top 3 Tapestry Segments

1.	Rustbelt Traditions	Rustbelt Traditions	Rustbelt Traditions
2.	Enterprising Professio	Green Acres	Green Acres
3.	Green Acres	Boomburbs	Boomburbs

 **2009 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.

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Apparel & Services: Total \$	\$354,344,276	\$440,054,184	\$482,045,171
Average Spent	\$1,808.49	\$1,816.40	\$1,767.67
Spending Potential Index	72	73	71
Computers & Accessories: Total \$	\$46,242,728	\$57,472,748	\$62,962,812
Average Spent	\$236.01	\$237.23	\$230.89
Spending Potential Index	103	104	101
Education: Total \$	\$258,632,535	\$319,133,226	\$346,895,010
Average Spent	\$1,320.00	\$1,317.28	\$1,272.07
Spending Potential Index	105	105	101
Entertainment/Recreation: Total \$	\$652,413,168	\$817,387,933	\$902,828,076
Average Spent	\$3,329.76	\$3,373.91	\$3,310.69
Spending Potential Index	103	104	102
Food at Home: Total \$	\$910,173,655	\$1,134,034,772	\$1,252,395,414
Average Spent	\$4,645.31	\$4,680.93	\$4,592.56
Spending Potential Index	102	103	101
Food Away from Home: Total \$	\$672,495,787	\$836,376,553	\$919,054,223
Average Spent	\$3,432.26	\$3,452.29	\$3,370.19
Spending Potential Index	103	104	101
Health Care: Total \$	\$752,128,044	\$944,015,680	\$1,052,764,946
Average Spent	\$3,838.68	\$3,896.59	\$3,860.51
Spending Potential Index	102	103	102
HH Furnishings & Equipment: Total \$	\$385,853,573	\$481,767,854	\$527,825,104
Average Spent	\$1,969.30	\$1,988.58	\$1,935.55
Spending Potential Index	91	92	89
Investments: Total \$	\$260,530,821	\$332,101,483	\$369,604,995
Average Spent	\$1,329.69	\$1,370.81	\$1,355.35
Spending Potential Index	92	95	94
Retail Goods: Total \$	\$4,914,478,562	\$6,153,382,204	\$6,796,091,819
Average Spent	\$25,082.32	\$25,399.18	\$24,921.40
Spending Potential Index	98	99	97
Shelter: Total \$	\$3,105,123,075	\$3,848,617,893	\$4,191,867,830
Average Spent	\$15,847.80	\$15,885.85	\$15,371.66
Spending Potential Index	101	102	98
TV/Video/Sound Equipment: Total \$	\$244,885,851	\$304,587,952	\$335,246,935
Average Spent	\$1,249.84	\$1,257.24	\$1,229.36
Spending Potential Index	103	103	101
Travel: Total \$	\$364,813,399	\$455,877,517	\$499,578,140
Average Spent	\$1,861.92	\$1,881.72	\$1,831.96
Spending Potential Index	101	102	99
Vehicle Maintenance & Repairs: Total \$	\$186,362,117	\$232,834,321	\$257,008,690
Average Spent	\$951.15	\$961.06	\$942.46
Spending Potential Index	102	103	101

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.