



Latitude: 40.7327
Longitude: -82.5349

Lexington Ave AT W Cook
Mansfield, OH 44907
Radius: 1.0 miles

Lexington Ave AT W Cook
Mansfield, OH 44907
Radius: 3.0 miles

Lexington Ave AT W Cook
Mansfield, OH 44907
Radius: 5.0 miles



	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
2000 Total Population	6,495	47,292	77,181
2000 Group Quarters	76	1,236	5,541
2005 Total Population	6,456	46,391	76,462
2010 Total Population	6,376	45,712	75,519
2005 - 2010 Annual Rate	-0.25%	-0.29%	-0.25%



2000 Households	3,151	20,200	30,342
2000 Average Household Size	2.04	2.28	2.36
2005 Households	3,188	20,294	30,652
2005 Average Household Size	2	2.24	2.32
2010 Households	3,178	20,160	30,511
2010 Average Household Size	1.98	2.22	2.3
2005 - 2010 Annual Rate	-0.06%	-0.13%	-0.09%
2000 Families	1,826	12,380	19,695
2000 Average Family Size	2.69	2.91	2.93
2005 Families	1,801	12,165	19,509
2005 Average Family Size	2.66	2.87	2.89
2010 Families	1,735	11,732	18,907
2010 Average Family Size	2.65	2.87	2.88
2005 - 2010 Annual Rate	-0.74%	-0.72%	-0.62%



2000 Housing Units	3,333	22,174	32,888
Owner Occupied Housing Units	64.6%	54.4%	60.7%
Renter Occupied Housing Units	29.5%	36.8%	31.6%
Vacant Housing Units	5.9%	8.8%	7.7%
2005 Housing Units	3,486	23,078	34,308
Owner Occupied Housing Units	65.1%	54.7%	60.8%
Renter Occupied Housing Units	26.3%	33.3%	28.5%
Vacant Housing Units	8.5%	12.1%	10.7%
2010 Housing Units	3,572	23,586	35,017
Owner Occupied Housing Units	63.8%	53.5%	59.8%
Renter Occupied Housing Units	25.1%	31.9%	27.4%
Vacant Housing Units	11.0%	14.5%	12.9%

Median Household Income

2000	\$38,410	\$32,318	\$33,762
2005	\$45,052	\$38,443	\$39,978
2010	\$51,806	\$45,684	\$47,180

Median Home Value

2000	\$99,672	\$81,865	\$81,124
2005	\$127,754	\$104,570	\$103,643
2010	\$155,455	\$127,068	\$125,987

Per Capita Income

2000	\$27,150	\$19,125	\$18,398
2005	\$31,246	\$22,961	\$22,216
2010	\$38,219	\$27,979	\$26,989

Median Age

2000	47.0	37.5	37.3
2005	47.3	38.1	38.0
2010	47.5	39.1	38.9

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	1.0 miles	3.0 miles	5.0 miles
< \$15,000	3,123 (16.1%)	20,230 (22.3%)	30,391 (20.0%)
\$15,000 - \$24,999	14.5%	15.8%	16.2%
\$25,000 - \$34,999	15.9%	15.6%	15.4%
\$35,000 - \$49,999	16.8%	16.6%	17.5%
\$50,000 - \$74,999	17.5%	16.3%	17.2%
\$75,000 - \$99,999	8.3%	7.2%	7.6%
\$100,000 - \$149,999	6.9%	4.2%	4.0%
\$150,000 - \$199,999	2.0%	0.8%	1.0%
\$200,000+	2.1%	1.2%	1.1%
Average Household Income	\$56,745	\$44,347	\$44,789

2005 Households by Income

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	3,188 (12.8%)	20,295 (17.8%)	30,650 (15.9%)
\$15,000 - \$24,999	12.4%	14.1%	14.2%
\$25,000 - \$34,999	12.4%	13.4%	13.3%
\$35,000 - \$49,999	17.8%	17.2%	17.2%
\$50,000 - \$74,999	18.9%	17.6%	18.9%
\$75,000 - \$99,999	9.9%	9.1%	9.5%
\$100,000 - \$149,999	9.4%	7.4%	7.5%
\$150,000 - \$199,999	3.3%	1.7%	1.7%
\$200,000+	3.1%	1.6%	1.7%
Average Household Income	\$63,293	\$52,237	\$53,234

2010 Households by Income

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	3,177 (10.7%)	20,161 (14.5%)	30,510 (13.1%)
\$15,000 - \$24,999	10.5%	12.6%	12.1%
\$25,000 - \$34,999	10.5%	11.2%	11.5%
\$35,000 - \$49,999	16.5%	16.3%	16.3%
\$50,000 - \$74,999	18.7%	17.9%	18.8%
\$75,000 - \$99,999	11.0%	10.9%	11.4%
\$100,000 - \$149,999	12.0%	10.8%	11.2%
\$150,000 - \$199,999	4.8%	3.0%	2.9%
\$200,000+	5.1%	2.7%	2.8%
Average Household Income	\$76,722	\$63,201	\$64,411

2000 Owner Occupied HUs by Value

Total	1.0 miles	3.0 miles	5.0 miles
<\$50,000	2,154 (3.2%)	12,076 (20.1%)	20,008 (21.6%)
\$50,000 - 99,999	47.2%	46.8%	46.4%
\$100,000 - 149,999	34.7%	21.4%	20.5%
\$150,000 - 199,999	8.0%	7.3%	6.8%
\$200,000 - \$299,999	4.7%	3.3%	3.6%
\$300,000 - 499,999	1.1%	0.8%	0.8%
\$500,000 - 999,999	1.2%	0.3%	0.3%
\$1,000,000+	0.0%	0.0%	0.0%
Average Home Value	\$117,562	\$93,923	\$92,876

2000 Specified Renter Occupied HUs by Contract Rent

Total	1.0 miles	3.0 miles	5.0 miles
Total	989	8,138	10,325
With Cash Rent	93.2%	96.8%	96.3%
No Cash Rent	6.8%	3.2%	3.7%
Median Rent	\$386	\$350	\$354
Average Rent	\$389	\$341	\$346

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

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Total	6,495	47,292	77,179
0 - 4	5.3%	7.2%	6.5%
5 - 9	5.2%	7.0%	6.6%
10 - 14	4.8%	6.7%	6.6%
15 - 24	8.3%	12.5%	12.7%
25 - 34	11.4%	13.2%	14.0%
35 - 44	12.3%	14.4%	15.6%
45 - 54	13.8%	13.4%	13.7%
55 - 64	11.1%	9.3%	9.4%
65 - 74	12.4%	8.1%	7.8%
75 - 84	10.9%	6.0%	5.3%
85+	4.3%	2.1%	1.6%
18+	81.9%	75.1%	76.4%

2005 Population by Age

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Total	6,454	46,392	76,461
0 - 4	5.3%	7.2%	6.6%
5 - 9	5.3%	6.8%	6.3%
10 - 14	5.4%	6.9%	6.6%
15 - 24	9.2%	12.7%	13.4%
25 - 34	9.8%	12.3%	13.0%
35 - 44	12.0%	13.1%	14.2%
45 - 54	13.4%	14.2%	14.5%
55 - 64	12.4%	10.5%	10.4%
65 - 74	11.0%	7.7%	7.5%
75 - 84	10.7%	5.9%	5.5%
85+	5.6%	2.5%	2.1%
18+	81.1%	75.2%	76.8%

2010 Population by Age

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Total	6,375	45,711	75,519
0 - 4	5.2%	7.0%	6.4%
5 - 9	4.8%	6.3%	5.8%
10 - 14	5.9%	7.0%	6.6%
15 - 24	9.7%	13.2%	13.7%
25 - 34	8.8%	11.7%	12.6%
35 - 44	12.6%	12.6%	13.3%
45 - 54	12.9%	13.7%	14.1%
55 - 64	14.1%	12.4%	12.2%
65 - 74	10.1%	7.5%	7.3%
75 - 84	10.2%	5.8%	5.5%
85+	5.6%	2.7%	2.3%
18+	80.9%	75.7%	77.4%

2000 Population by Sex

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Males	44.5%	47.4%	50.7%
Females	55.5%	52.6%	49.3%

2005 Population by Sex

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Males	44.8%	47.4%	50.4%
Females	55.2%	52.6%	49.6%

2010 Population by Sex

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Males	45.1%	47.6%	50.6%
Females	54.9%	52.4%	49.4%

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	6,494	47,291	77,180
White Alone	93.9%	79.7%	82.2%
Black Alone	3.9%	16.7%	14.8%
American Indian Alone	0.1%	0.3%	0.2%
Asian or Pacific Islander Alone	0.8%	0.7%	0.6%
Some Other Race Alone	0.2%	0.5%	0.5%
Two or More Races	1.1%	2.0%	1.7%
Hispanic Origin	0.8%	1.1%	1.0%
Diversity Index	13.0	35.1	31.7

2005 Population by Race/Ethnicity

Total	6,457	46,391	76,462
White Alone	93.0%	78.4%	81.4%
Black Alone	4.3%	17.6%	15.1%
American Indian Alone	0.1%	0.3%	0.3%
Asian or Pacific Islander Alone	1.1%	1.0%	1.0%
Some Other Race Alone	0.3%	0.6%	0.5%
Two or More Races	1.2%	2.2%	1.8%
Hispanic Origin	0.9%	1.3%	1.2%
Diversity Index	14.9	37.1	33.0

2010 Population by Race/Ethnicity

Total	6,376	45,712	75,519
White Alone	92.0%	76.8%	80.0%
Black Alone	4.7%	18.6%	16.0%
American Indian Alone	0.1%	0.3%	0.3%
Asian or Pacific Islander Alone	1.5%	1.4%	1.3%
Some Other Race Alone	0.3%	0.6%	0.5%
Two or More Races	1.3%	2.4%	2.0%
Hispanic Origin	1.1%	1.4%	1.3%
Diversity Index	16.8	39.3	35.1



2000 Population 3+ by School Enrollment

Total	6,287	45,179	73,997
Enrolled in Nursery/Preschool	2.0%	1.7%	1.7%
Enrolled in Kindergarten	1.2%	1.6%	1.4%
Enrolled in Grade 1-8	8.8%	11.6%	11.1%
Enrolled in Grade 9-12	3.8%	5.4%	5.7%
Enrolled in College	3.3%	3.3%	3.4%
Enrolled in Grad/Prof School	1.6%	0.8%	0.6%
Not Enrolled in School	79.3%	75.6%	76.1%

2000 Population 25+ by Educational Attainment

Total	4,926	31,749	52,275
Less than 9th Grade	4.4%	4.9%	5.3%
9th - 12th Grade, No Diploma	8.1%	13.9%	16.0%
High School Graduate	33.8%	39.1%	40.1%
Some College, No Degree	20.3%	19.5%	18.9%
Associate Degree	5.8%	6.1%	5.9%
Bachelor's Degree	16.8%	10.9%	9.4%
Master's/Prof/Doctorate Degree	10.9%	5.5%	4.4%

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

	1.0 miles	3.0 miles	5.0 miles
Total	5,453	37,420	61,889
Females	56.2%	53.7%	49.6%
Never Married	8.1%	11.9%	9.9%
Married, not Separated	29.6%	25.2%	25.2%
Married, Separated	0.8%	1.6%	1.3%
Widowed	11.4%	7.2%	6.5%
Divorced	6.3%	7.8%	6.7%
Males	43.8%	46.3%	50.4%
Never Married	8.5%	12.6%	14.9%
Married, not Separated	29.8%	25.7%	26.4%
Married, Separated	0.5%	0.7%	1.2%
Widowed	1.9%	1.7%	1.7%
Divorced	3.1%	5.5%	6.2%



2000 Population 16+ by Employment Status

	1.0 miles	3.0 miles	5.0 miles
Total	5,386	36,685	60,796
In Labor Force	55.5%	61.7%	57.9%
Civilian Employed	53.3%	58.3%	54.6%
Civilian Unemployed	2.1%	3.3%	3.1%
In Armed Forces	0.1%	0.1%	0.2%
Not in Labor Force	44.5%	38.3%	42.1%

2005 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	94.8%	92.9%	92.6%
Civilian Unemployed	5.2%	7.1%	7.4%

2010 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	95.2%	93.5%	93.2%
Civilian Unemployed	4.8%	6.5%	6.8%

2000 Females 16+ by Employment Status and Age of Children

	1.0 miles	3.0 miles	5.0 miles
Total	3,027	19,738	30,158
Own Children < 6 Only	4.8%	7.2%	7.5%
Employed/in Armed Forces	2.4%	4.5%	4.8%
Unemployed	0.1%	0.6%	0.4%
Not in Labor Force	2.3%	2.2%	2.3%
Own Children < 6 and 6-17 Only	5.1%	6.0%	5.8%
Employed/in Armed Forces	2.3%	3.5%	3.4%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	2.5%	2.3%	2.1%
Own Children 6-17 Only	12.2%	15.4%	16.0%
Employed/in Armed Forces	9.1%	11.4%	11.7%
Unemployed	0.4%	0.2%	0.3%
Not in Labor Force	2.7%	3.8%	4.1%
No Own Children < 18	77.9%	71.3%	70.7%
Employed/in Armed Forces	32.2%	33.4%	32.8%
Unemployed	0.6%	2.0%	1.8%
Not in Labor Force	45.1%	35.9%	36.2%

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

	1.0 miles	3.0 miles	5.0 miles
Total	2,826	21,300	33,055
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	3.5%	4.9%	4.9%
Manufacturing	14.5%	18.4%	20.1%
Wholesale Trade	4.2%	3.4%	3.4%
Retail Trade	11.1%	12.2%	12.8%
Transportation/Utilities	2.7%	3.0%	3.4%
Information	2.0%	2.5%	2.5%
Finance/Insurance/Real Estate	5.5%	4.4%	4.2%
Services	50.4%	45.3%	43.2%
Public Administration	5.9%	5.9%	5.4%

2005 Employed Population 16+ by Occupation

	1.0 miles	3.0 miles	5.0 miles
Total	2,825	21,301	33,053
White Collar	68.2%	52.9%	51.7%
Management/Business/Financial	11.6%	9.2%	9.6%
Professional	29.9%	19.4%	17.7%
Sales	13.4%	12.2%	11.9%
Administrative Support	13.4%	12.1%	12.5%
Services	15.5%	19.9%	19.0%
Blue Collar	16.2%	27.2%	29.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.3%	4.3%	4.4%
Installation/Maintenance/Repair	1.6%	2.8%	3.2%
Production	8.0%	12.8%	13.8%
Transportation/Material Moving	4.2%	7.4%	7.8%



2000 Workers 16+ by Means of Transportation to Work

	1.0 miles	3.0 miles	5.0 miles
Total	2,825	20,944	32,555
Drove Alone - Car, Truck, or Van	86.9%	83.8%	84.8%
Carpooled - Car, Truck, or Van	7.4%	10.3%	9.6%
Public Transportation	1.4%	1.2%	1.0%
Walked	0.8%	2.2%	1.9%
Other Means	0.5%	0.7%	0.7%
Worked at Home	3.0%	1.9%	2.0%

2000 Workers 16+ by Travel Time to Work

	1.0 miles	3.0 miles	5.0 miles
Total	2,827	20,942	32,555
Did Not Work at Home	97.0%	98.1%	98.0%
Less than 5 minutes	4.5%	3.6%	3.8%
5 to 9 minutes	23.7%	18.3%	17.4%
10 to 19 minutes	46.2%	48.1%	46.4%
20 to 24 minutes	8.0%	11.7%	13.1%
25 to 34 minutes	5.5%	7.4%	8.2%
35 to 44 minutes	1.8%	2.0%	2.0%
45 to 59 minutes	1.4%	2.3%	2.2%
60 to 89 minutes	4.4%	3.3%	3.1%
90 or more minutes	1.5%	1.4%	1.8%
Worked at Home	3.0%	1.9%	2.0%
Average Travel Time to Work (in min)	17.2	17.8	18.6

2000 Households by Vehicles Available

	1.0 miles	3.0 miles	5.0 miles
Total	3,149	20,229	30,377
None	9.1%	11.3%	9.2%
1	41.2%	39.0%	36.8%
2	38.9%	34.9%	37.1%
3	9.0%	11.6%	12.6%
4	1.7%	2.3%	3.1%
5+	0.2%	0.9%	1.1%
Average Number of Vehicles Available	1.5	1.6	1.7

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2000 Households by Type

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Total	3,151	20,201	30,342
Family Households	57.9%	61.3%	64.9%
Married-couple Family	49.1%	43.3%	47.8%
With Related Children	15.7%	17.4%	19.6%
Other Family (No Spouse)	8.9%	17.9%	17.1%
With Related Children	4.9%	12.9%	12.0%
Nonfamily Households	42.1%	38.7%	35.1%
Householder Living Alone	38.2%	33.5%	30.3%
Householder Not Living Alone	3.8%	5.2%	4.8%
Households with Related Children	20.6%	30.3%	31.6%
Households with Persons 65+	42.4%	27.7%	27.1%

2000 Households by Size

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Total	3,151	20,200	30,342
1 Person Household	38.2%	33.5%	30.3%
2 Person Household	37.5%	33.7%	34.7%
3 Person Household	11.6%	14.3%	15.2%
4 Person Household	8.4%	10.9%	11.9%
5 Person Household	3.0%	4.9%	5.3%
6 Person Household	1.0%	1.9%	1.8%
7+ Person Household	0.3%	0.9%	0.8%

2000 Households by Year Householder Moved In

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Total	3,147	20,228	30,377
Moved in 1999 to March 2000	12.6%	19.1%	17.4%
Moved in 1995 to 1998	29.6%	28.6%	27.6%
Moved in 1990 to 1994	11.9%	13.9%	14.0%
Moved in 1980 to 1989	18.9%	15.1%	15.8%
Moved in 1970 to 1979	11.5%	10.6%	11.4%
Moved in 1969 or Earlier	15.5%	12.7%	13.8%
Median Year Householder Moved In	1992	1994	1993



2000 Housing Units by Units in Structure

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Total	3,344	22,199	32,917
1, Detached	69.7%	64.6%	68.6%
1, Attached	3.4%	3.3%	2.9%
2	7.7%	9.9%	8.3%
3 or 4	5.1%	5.6%	4.6%
5 to 9	6.0%	5.8%	4.8%
10 to 19	4.1%	5.2%	4.0%
20+	3.6%	4.3%	3.3%
Mobile Home	0.4%	1.5%	3.5%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 1.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 3.0 miles	Lexington Ave AT W Cook Mansfield, OH 44907 Radius: 5.0 miles
Total	3,328	22,212	32,923
1999 to March 2000	1.4%	1.1%	1.3%
1995 to 1998	3.7%	3.1%	3.8%
1990 to 1994	1.5%	2.1%	2.6%
1980 to 1989	2.5%	6.5%	6.7%
1970 to 1979	12.9%	12.6%	13.8%
1969 or Earlier	77.9%	74.6%	71.8%
Median Year Structure Built	1956	1955	1957


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



Latitude: 40.7327	Lexington Ave AT W Cook	Lexington Ave AT W Cook	Lexington Ave AT W Cook
Longitude: -82.5349	Mansfield, OH 44907	Mansfield, OH 44907	Mansfield, OH 44907
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Midlife Junction	Home Town	Home Town
2.	Rustbelt Retirees	Rustbelt Traditions	Rustbelt Traditions
3.	Prosperous Empty Nests	Great Expectations	Exurbanites

 **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 \$	\$5,747,000	\$31,027,111	\$46,978,466
Average Spent	\$1,802.70	\$1,528.88	\$1,532.64
Spending Potential Index	69	58	58
Computers & Accessories: Total \$	\$734,964	\$3,919,059	\$5,953,401
Average Spent	\$230.54	\$193.11	\$194.23
Spending Potential Index	93	78	78
Education: Total \$	\$3,569,328	\$18,666,060	\$27,620,588
Average Spent	\$1,119.61	\$919.78	\$901.10
Spending Potential Index	102	84	82
Entertainment/Recreation: Total \$	\$9,436,829	\$49,423,914	\$76,713,278
Average Spent	\$2,960.11	\$2,435.40	\$2,502.72
Spending Potential Index	93	76	78
Food at Home: Total \$	\$14,130,484	\$75,962,458	\$116,786,404
Average Spent	\$4,432.40	\$3,743.10	\$3,810.07
Spending Potential Index	93	79	80
Food Away from Home: Total \$	\$9,569,984	\$51,641,349	\$78,683,461
Average Spent	\$3,001.88	\$2,544.66	\$2,566.99
Spending Potential Index	93	79	80
Health Care: Total \$	\$11,578,359	\$57,897,167	\$90,473,329
Average Spent	\$3,631.86	\$2,852.92	\$2,951.63
Spending Potential Index	102	80	83
HH Furnishings & Equipment: Total \$	\$5,441,696	\$28,457,832	\$43,980,474
Average Spent	\$1,706.93	\$1,402.28	\$1,434.83
Spending Potential Index	80	66	67
Investments: Total \$	\$13,994,535	\$63,579,615	\$94,130,357
Average Spent	\$4,389.75	\$3,132.93	\$3,070.94
Spending Potential Index	97	69	68
Retail Goods: Total \$	\$71,114,808	\$377,400,643	\$587,807,120
Average Spent	\$22,307.03	\$18,596.66	\$19,176.79
Spending Potential Index	89	74	76
Shelter: Total \$	\$40,321,470	\$211,953,167	\$322,031,218
Average Spent	\$12,647.89	\$10,444.13	\$10,506.04
Spending Potential Index	92	76	76
TV/Video/Sound Equipment: Total \$	\$3,187,487	\$17,178,920	\$26,155,230
Average Spent	\$999.84	\$846.50	\$853.30
Spending Potential Index	95	80	81
Travel: Total \$	\$5,395,471	\$27,183,202	\$41,732,993
Average Spent	\$1,692.43	\$1,339.47	\$1,361.51
Spending Potential Index	98	77	79
Vehicle Maintenance & Repairs: Total \$	\$3,021,082	\$15,974,308	\$24,638,501
Average Spent	\$947.64	\$787.14	\$803.81
Spending Potential Index	91	76	78

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.