



The City Marketplace
 Latitude: 26.936755
 Longitude: -82.050859

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 1.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 3.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 5.0 miles



2000 Total Population	2,589	20,256	51,744
2000 Group Quarters	184	794	1,163
2006 Total Population	2,559	22,134	57,200
2011 Total Population	2,700	23,913	61,971
2006 - 2011 Annual Rate	1.08%	1.56%	1.62%



2000 Households	1,186	9,922	24,748
2000 Average Household Size	2.03	1.96	2.04
2006 Households	1,176	10,884	27,472
2006 Average Household Size	2.01	1.96	2.04
2011 Households	1,251	11,812	29,886
2011 Average Household Size	2	1.95	2.03
2006 - 2011 Annual Rate	1.24%	1.65%	1.7%
2000 Families	650	6,301	16,118
2000 Average Family Size	2.64	2.38	2.47
2006 Families	612	6,723	17,519
2006 Average Family Size	2.69	2.41	2.49
2011 Families	630	7,150	18,736
2011 Average Family Size	2.71	2.43	2.5
2006 - 2011 Annual Rate	0.58%	1.24%	1.35%



2000 Housing Units	1,562	12,606	30,518
Owner Occupied Housing Units	50.6%	61.8%	65.9%
Renter Occupied Housing Units	24.6%	16.7%	15.3%
Vacant Housing Units	24.8%	21.5%	18.8%
2006 Housing Units	1,584	13,888	33,932
Owner Occupied Housing Units	51.3%	63.2%	67.2%
Renter Occupied Housing Units	22.9%	15.2%	13.7%
Vacant Housing Units	25.8%	21.6%	19.0%
2011 Housing Units	1,657	15,074	36,844
Owner Occupied Housing Units	54.9%	63.8%	67.8%
Renter Occupied Housing Units	20.6%	14.6%	13.3%
Vacant Housing Units	24.5%	21.6%	18.9%

Median Household Income

2000	\$31,943	\$37,570	\$35,269
2006	\$38,249	\$45,109	\$42,559
2011	\$43,530	\$52,725	\$49,690

Median Home Value

2000	\$77,300	\$106,238	\$84,071
2006	\$170,905	\$238,622	\$190,524
2011	\$193,056	\$261,296	\$210,787

Per Capita Income

2000	\$22,651	\$26,481	\$23,180
2006	\$26,183	\$32,699	\$28,916
2011	\$30,992	\$39,450	\$34,773

Median Age

2000	54.5	63.0	58.7
2006	55.2	64.3	60.4
2011	56.6	65.7	61.7

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 2006 and 2011.



The City Marketplace
 Latitude: 26.936755
 Longitude: -82.050859

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 1.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 3.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 5.0 miles



2000 Households by Income

Household Income Base	115 Tamiami Trl	115 Tamiami Trl	115 Tamiami Trl
< \$15,000	1,191 (23.8%)	9,905 (16.4%)	24,703 (17.2%)
\$15,000 - \$24,999	16.9%	15.9%	16.0%
\$25,000 - \$34,999	12.7%	14.1%	16.3%
\$35,000 - \$49,999	16.6%	17.3%	18.0%
\$50,000 - \$74,999	17.0%	18.9%	17.7%
\$75,000 - \$99,999	5.8%	7.3%	6.4%
\$100,000 - \$149,999	4.8%	5.3%	4.7%
\$150,000 - \$199,999	0.9%	2.4%	1.8%
\$200,000+	1.4%	2.5%	1.8%
Average Household Income	\$44,761	\$51,895	\$48,011

2006 Households by Income

Household Income Base	1,175	10,885	27,472
< \$15,000	19.8%	12.9%	13.3%
\$15,000 - \$24,999	15.8%	12.7%	12.6%
\$25,000 - \$34,999	11.1%	12.2%	13.4%
\$35,000 - \$49,999	15.0%	17.2%	18.8%
\$50,000 - \$74,999	16.6%	17.5%	18.4%
\$75,000 - \$99,999	10.6%	12.2%	10.6%
\$100,000 - \$149,999	7.8%	8.8%	7.8%
\$150,000 - \$199,999	1.1%	2.4%	2.0%
\$200,000+	2.1%	4.1%	3.2%
Average Household Income	\$53,387	\$64,702	\$59,838

2011 Households by Income

Household Income Base	1,251	11,813	29,886
< \$15,000	16.8%	10.8%	11.1%
\$15,000 - \$24,999	14.5%	10.8%	10.6%
\$25,000 - \$34,999	11.1%	11.0%	11.7%
\$35,000 - \$49,999	12.5%	14.6%	16.9%
\$50,000 - \$74,999	18.8%	18.9%	19.8%
\$75,000 - \$99,999	9.3%	10.9%	10.5%
\$100,000 - \$149,999	11.4%	13.5%	11.5%
\$150,000 - \$199,999	2.9%	3.8%	3.4%
\$200,000+	2.9%	5.7%	4.5%
Average Household Income	\$62,957	\$77,944	\$71,759

2000 Owner Occupied HUs by Value

Total	793	7,859	20,138
<\$50,000	28.8%	22.0%	20.5%
\$50,000 - 99,999	36.7%	26.4%	40.1%
\$100,000 - 149,999	8.6%	13.2%	14.6%
\$150,000 - 199,999	9.0%	13.3%	9.0%
\$200,000 - \$299,999	13.1%	16.6%	10.2%
\$300,000 - 499,999	2.8%	7.3%	4.8%
\$500,000 - 999,999	1.1%	1.2%	0.8%
\$1,000,000+	0.0%	0.0%	0.0%
Average Home Value	\$111,410	\$141,773	\$118,990

2000 Specified Renter Occupied HUs by Contract Rent

Total	389	2,060	4,599
With Cash Rent	90.5%	92.7%	93.3%
No Cash Rent	9.5%	7.3%	6.7%
Median Rent	\$410	\$479	\$499
Average Rent	\$375	\$591	\$577

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 2006 and 2011.



The City Marketplace
 Latitude: 26.936755
 Longitude: -82.050859

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 1.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 3.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 5.0 miles



2000 Population by Age

Total	2,588	20,259	51,743
0 - 4	4.3%	2.6%	3.3%
5 - 9	3.8%	2.8%	3.8%
10 - 14	4.4%	2.9%	4.1%
15 - 19	4.1%	3.0%	3.9%
20 - 24	3.7%	2.3%	2.8%
25 - 34	7.8%	5.0%	6.6%
35 - 44	10.3%	7.6%	9.4%
45 - 54	12.2%	10.9%	11.0%
55 - 64	13.1%	16.4%	14.9%
65 - 74	16.9%	22.5%	19.7%
75 - 84	13.2%	17.2%	15.1%
85+	6.2%	6.8%	5.4%
18+	84.9%	89.9%	86.3%

2006 Population by Age

Total	2,558	22,132	57,205
0 - 4	4.4%	2.3%	3.2%
5 - 9	4.3%	2.3%	3.1%
10 - 14	3.6%	2.5%	3.5%
15 - 19	4.3%	2.7%	3.8%
20 - 24	3.8%	2.7%	3.4%
25 - 34	7.3%	4.2%	5.6%
35 - 44	9.3%	6.0%	7.8%
45 - 54	12.7%	9.7%	11.2%
55 - 64	16.7%	19.0%	16.9%
65 - 74	13.9%	21.1%	18.7%
75 - 84	12.7%	18.9%	16.1%
85+	7.0%	8.5%	6.7%
18+	84.8%	91.2%	88.0%

2011 Population by Age

Total	2,700	23,910	61,970
0 - 4	4.2%	2.2%	3.1%
5 - 9	3.9%	2.0%	2.9%
10 - 14	4.3%	2.3%	3.1%
15 - 19	3.3%	2.5%	3.4%
20 - 24	4.3%	2.6%	3.3%
25 - 34	7.7%	4.7%	6.0%
35 - 44	7.8%	5.0%	6.4%
45 - 54	11.9%	8.9%	10.8%
55 - 64	17.6%	18.1%	17.3%
65 - 74	14.9%	22.8%	19.9%
75 - 84	12.9%	19.2%	16.1%
85+	7.2%	9.8%	7.8%
18+	85.6%	91.9%	88.9%

2000 Population by Sex

Males	45.4%	46.5%	46.8%
Females	54.6%	53.5%	53.2%

2006 Population by Sex

Males	45.3%	46.3%	46.7%
Females	54.7%	53.7%	53.3%

2011 Population by Sex

Males	45.0%	46.0%	46.5%
Females	55.0%	54.0%	53.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



The City Marketplace
Latitude: 26.936755
Longitude: -82.050859

115 Tamiami Trl
Punta Gorda, FL 33950
Radius: 1.0 miles

115 Tamiami Trl
Punta Gorda, FL 33950
Radius: 3.0 miles

115 Tamiami Trl
Punta Gorda, FL 33950
Radius: 5.0 miles



2000 Population by Race/Ethnicity

Total	2,589	20,257	51,743
White Alone	89.3%	93.9%	92.7%
Black Alone	7.5%	3.5%	4.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.8%	0.9%
Some Other Race Alone	1.4%	0.8%	0.8%
Two or More Races	1.2%	0.9%	1.1%
Hispanic Origin	2.6%	2.4%	3.4%
Diversity Index	23.7	15.8	19.5

2006 Population by Race/Ethnicity

Total	2,561	22,134	57,199
White Alone	87.2%	92.7%	91.3%
Black Alone	8.8%	3.9%	4.8%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	0.4%	1.1%	1.2%
Some Other Race Alone	1.8%	1.1%	1.1%
Two or More Races	1.5%	1.0%	1.3%
Hispanic Origin	3.5%	3.3%	4.7%
Diversity Index	28.3	19.4	23.9

2011 Population by Race/Ethnicity

Total	2,701	23,914	61,972
White Alone	85.4%	91.6%	89.9%
Black Alone	9.9%	4.3%	5.4%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	0.5%	1.4%	1.5%
Some Other Race Alone	2.2%	1.4%	1.4%
Two or More Races	1.7%	1.2%	1.5%
Hispanic Origin	4.4%	4.1%	5.7%
Diversity Index	32.3	22.5	27.6



2000 Population 3+ by School Enrollment

Total	2,502	20,078	50,841
Enrolled in Nursery/Preschool	2.6%	1.0%	1.1%
Enrolled in Kindergarten	0.7%	0.4%	0.9%
Enrolled in Grade 1-8	5.6%	5.4%	6.6%
Enrolled in Grade 9-12	2.8%	2.3%	3.4%
Enrolled in College	1.6%	1.4%	1.7%
Enrolled in Grad/Prof School	0.4%	0.3%	0.4%
Not Enrolled in School	86.4%	89.2%	85.7%

2000 Population 25+ by Educational Attainment

Total	2,043	17,552	42,535
Less than 9th Grade	6.0%	4.0%	4.4%
9th - 12th Grade, No Diploma	14.0%	12.5%	14.1%
High School Graduate	36.2%	31.9%	33.4%
Some College, No Degree	18.9%	22.6%	23.0%
Associate Degree	5.4%	5.1%	5.5%
Bachelor's Degree	12.3%	14.9%	11.9%
Master's/Prof/Doctorate Degree	7.1%	9.1%	7.6%

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 2006 and 2011.



The City Marketplace
 Latitude: 26.936755
 Longitude: -82.050859

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 1.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 3.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 5.0 miles



2000 Population 15+ by Sex and Marital Status

	115 Tamiami Trl	115 Tamiami Trl	115 Tamiami Trl
Total	2,249	18,531	45,899
Females	55.0%	54.3%	53.8%
Never Married	5.5%	4.5%	5.5%
Married, not Separated	24.6%	31.5%	31.6%
Married, Separated	1.8%	0.6%	0.7%
Widowed	12.9%	12.2%	10.7%
Divorced	10.3%	5.5%	5.4%
Males	45.0%	45.7%	46.2%
Never Married	8.9%	6.0%	7.3%
Married, not Separated	24.1%	31.2%	31.3%
Married, Separated	0.9%	0.7%	0.8%
Widowed	3.3%	2.8%	2.6%
Divorced	7.8%	5.0%	4.2%



2000 Population 16+ by Employment Status

	115 Tamiami Trl	115 Tamiami Trl	115 Tamiami Trl
Total	2,239	18,431	45,509
In Labor Force	40.7%	32.0%	38.3%
Civilian Employed	38.8%	30.9%	36.6%
Civilian Unemployed	1.9%	1.1%	1.6%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	59.3%	68.0%	61.7%

2006 Civilian Population 16+ in Labor Force

	115 Tamiami Trl	115 Tamiami Trl	115 Tamiami Trl
Civilian Employed	94.8%	96.4%	95.9%
Civilian Unemployed	5.2%	3.6%	4.1%

2011 Civilian Population 16+ in Labor Force

	115 Tamiami Trl	115 Tamiami Trl	115 Tamiami Trl
Civilian Employed	95.6%	96.9%	96.5%
Civilian Unemployed	4.4%	3.1%	3.5%

2000 Females 16+ by Employment Status and Age of Children

	115 Tamiami Trl	115 Tamiami Trl	115 Tamiami Trl
Total	1,232	10,014	24,544
Own Children < 6 Only	4.5%	1.7%	2.6%
Employed/in Armed Forces	3.0%	1.1%	1.8%
Unemployed	0.2%	0.1%	0.1%
Not in Labor Force	1.3%	0.5%	0.7%
Own Children < 6 and 6-17 Only	2.1%	1.8%	2.5%
Employed/in Armed Forces	1.1%	0.8%	1.2%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	1.1%	0.8%	1.0%
Own Children 6-17 Only	8.8%	6.9%	9.2%
Employed/in Armed Forces	6.9%	5.3%	7.0%
Unemployed	0.2%	0.1%	0.2%
Not in Labor Force	1.8%	1.6%	2.0%
No Own Children < 18	84.6%	89.5%	85.7%
Employed/in Armed Forces	24.5%	20.9%	23.2%
Unemployed	1.2%	0.7%	0.9%
Not in Labor Force	58.8%	67.9%	61.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



The City Marketplace
 Latitude: 26.936755
 Longitude: -82.050859

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 1.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 3.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 5.0 miles



2006 Employed Population 16+ by Industry

Total	748	5,835	18,831
Agriculture/Mining	1.6%	0.9%	0.5%
Construction	13.0%	9.5%	11.3%
Manufacturing	2.9%	2.2%	2.5%
Wholesale Trade	2.0%	2.4%	2.5%
Retail Trade	13.1%	15.1%	15.8%
Transportation/Utilities	4.7%	4.1%	3.9%
Information	0.7%	1.6%	1.8%
Finance/Insurance/Real Estate	10.4%	7.5%	7.0%
Services	47.9%	53.0%	50.1%
Public Administration	3.7%	3.6%	4.7%

2006 Employed Population 16+ by Occupation

Total	746	5,834	18,831
White Collar	51.3%	57.4%	55.7%
Management/Business/Financial	10.2%	10.2%	9.5%
Professional	15.7%	19.7%	18.4%
Sales	15.7%	13.9%	14.8%
Administrative Support	9.8%	13.7%	13.0%
Services	24.0%	21.5%	22.4%
Blue Collar	24.7%	21.0%	21.8%
Farming/Forestry/Fishing	0.0%	0.4%	0.2%
Construction/Extraction	14.2%	8.8%	9.1%
Installation/Maintenance/Repair	2.4%	4.0%	4.8%
Production	2.7%	2.8%	3.3%
Transportation/Material Moving	5.4%	5.0%	4.4%



2000 Workers 16+ by Means of Transportation to Work

Total	816	5,508	16,271
Drove Alone - Car, Truck, or Van	71.8%	78.0%	80.5%
Carpooled - Car, Truck, or Van	12.0%	10.9%	12.0%
Public Transportation	0.0%	0.0%	0.2%
Walked	2.2%	1.3%	0.8%
Other Means	6.5%	3.2%	2.2%
Worked at Home	7.5%	6.6%	4.3%

2000 Workers 16+ by Travel Time to Work

Total	818	5,509	16,270
Did Not Work at Home	92.5%	93.4%	95.7%
Less than 5 minutes	8.2%	3.9%	3.1%
5 to 9 minutes	19.7%	15.9%	14.7%
10 to 19 minutes	26.5%	35.0%	40.2%
20 to 24 minutes	11.7%	11.3%	12.0%
25 to 34 minutes	12.6%	12.2%	10.5%
35 to 44 minutes	3.1%	4.0%	3.6%
45 to 59 minutes	6.2%	5.8%	5.9%
60 to 89 minutes	1.1%	1.9%	2.7%
90 or more minutes	3.4%	3.2%	3.0%
Worked at Home	7.5%	6.6%	4.3%
Average Travel Time to Work (in min)	20.2	22.8	22.7

2000 Households by Vehicles Available

Total	1,184	9,925	24,746
None	11.0%	7.6%	7.8%
1	56.0%	50.6%	48.0%
2	26.4%	34.8%	35.4%
3	6.4%	6.1%	7.3%
4	0.1%	0.4%	1.0%
5+	0.2%	0.5%	0.5%
Average Number of Vehicles Available	1.3	1.4	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



The City Marketplace
 Latitude: 26.936755
 Longitude: -82.050859

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 1.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 3.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 5.0 miles



2000 Households by Type

Total	1,186	9,921	24,748
Family Households	54.8%	63.5%	65.1%
Married-couple Family	42.0%	55.5%	55.2%
With Related Children	8.4%	6.5%	9.7%
Other Family (No Spouse)	12.8%	8.0%	9.9%
With Related Children	8.8%	4.7%	6.0%
Nonfamily Households	45.2%	36.5%	34.9%
Householder Living Alone	38.5%	32.0%	30.2%
Householder Not Living Alone	6.7%	4.5%	4.7%
Households with Related Children	17.2%	11.1%	15.6%
Households with Persons 65+	45.3%	59.2%	55.7%

2000 Households by Size

Total	1,186	9,922	24,748
1 Person Household	38.5%	32.0%	30.2%
2 Person Household	42.7%	54.0%	50.3%
3 Person Household	9.2%	7.4%	9.3%
4 Person Household	5.1%	4.0%	6.1%
5 Person Household	2.8%	1.8%	2.6%
6 Person Household	1.2%	0.6%	1.0%
7+ Person Household	0.5%	0.4%	0.5%

2000 Households by Year Householder Moved In

Total	1,182	9,924	24,747
Moved in 1999 to March 2000	21.4%	18.6%	17.9%
Moved in 1995 to 1998	33.4%	29.7%	28.4%
Moved in 1990 to 1994	18.5%	19.2%	19.9%
Moved in 1980 to 1989	12.9%	21.2%	22.3%
Moved in 1970 to 1979	6.3%	7.8%	8.5%
Moved in 1969 or Earlier	7.4%	3.4%	3.1%
Median Year Householder Moved In	1996	1995	1994



2000 Housing Units by Units in Structure

Total	1,570	12,638	30,465
1, Detached	41.3%	47.9%	61.0%
1, Attached	5.0%	2.8%	2.3%
2	2.7%	2.1%	1.3%
3 or 4	6.5%	5.0%	3.2%
5 to 9	5.5%	5.1%	3.1%
10 to 19	8.5%	5.5%	3.2%
20+	15.2%	11.0%	8.8%
Mobile Home	13.6%	20.4%	16.9%
Other	1.7%	0.2%	0.2%

2000 Housing Units by Year Structure Built

Total	1,553	12,600	30,518
1999 to March 2000	2.4%	2.6%	2.2%
1995 to 1998	5.5%	6.4%	5.8%
1990 to 1994	4.8%	11.5%	10.7%
1980 to 1989	17.0%	30.1%	29.3%
1970 to 1979	29.1%	30.9%	28.1%
1969 or Earlier	41.1%	18.5%	23.8%
Median Year Structure Built	1973	1980	1979

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



The City Marketplace
 Latitude: 26.936755
 Longitude: -82.050859


115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 1.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 3.0 miles

115 Tamiami Trl
 Punta Gorda, FL 33950
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Senior Sun Seekers	Silver and Gold	Senior Sun Seekers
2.	Simple Living	Senior Sun Seekers	Silver and Gold
3.	Silver and Gold	Simple Living	The Elders

 **2006 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 \$	\$1,695,838	\$18,880,296	\$44,098,032
Average Spent	\$1,442.04	\$1,734.68	\$1,605.20
Spending Potential Index	53	64	59
Computers & Accessories: Total \$	\$218,289	\$2,406,093	\$5,602,683
Average Spent	\$185.62	\$221.07	\$203.94
Spending Potential Index	72	86	79
Education: Total \$	\$943,582	\$10,138,611	\$23,358,902
Average Spent	\$802.37	\$931.52	\$850.28
Spending Potential Index	71	82	75
Entertainment/Recreation: Total \$	\$2,932,974	\$32,703,332	\$76,586,692
Average Spent	\$2,494.03	\$3,004.72	\$2,787.81
Spending Potential Index	75	91	84
Food at Home: Total \$	\$4,556,885	\$50,127,690	\$118,255,422
Average Spent	\$3,874.90	\$4,605.63	\$4,304.58
Spending Potential Index	79	94	87
Food Away from Home: Total \$	\$2,900,328	\$32,154,448	\$75,348,762
Average Spent	\$2,466.27	\$2,954.29	\$2,742.75
Spending Potential Index	74	89	82
Health Care: Total \$	\$4,045,204	\$46,083,083	\$107,239,066
Average Spent	\$3,439.80	\$4,234.02	\$3,903.58
Spending Potential Index	94	115	106
HH Furnishings & Equipment: Total \$	\$1,699,800	\$19,054,221	\$44,324,357
Average Spent	\$1,445.41	\$1,750.66	\$1,613.44
Spending Potential Index	66	79	73
Investments: Total \$	\$5,230,539	\$65,023,073	\$143,126,645
Average Spent	\$4,447.74	\$5,974.19	\$5,209.91
Spending Potential Index	95	128	111
Retail Goods: Total \$	\$22,984,907	\$254,334,323	\$598,481,746
Average Spent	\$19,544.99	\$23,367.73	\$21,785.15
Spending Potential Index	75	90	84
Shelter: Total \$	\$12,155,081	\$136,027,323	\$317,395,885
Average Spent	\$10,335.95	\$12,497.92	\$11,553.43
Spending Potential Index	72	88	81
TV/Video/Sound Equipment: Total \$	\$977,659	\$10,773,875	\$25,263,451
Average Spent	\$831.34	\$989.88	\$919.61
Spending Potential Index	76	91	84
Travel: Total \$	\$1,660,204	\$19,115,100	\$43,967,947
Average Spent	\$1,411.74	\$1,756.26	\$1,600.46
Spending Potential Index	79	98	89
Vehicle Maintenance & Repairs: Total \$	\$998,422	\$11,001,045	\$25,767,672
Average Spent	\$849.00	\$1,010.75	\$937.96
Spending Potential Index	79	94	88

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 2006 and 2011.