



Latitude: 33.450406  
 Longitude: -84.325437

11148 Tara Blvd  
 Hampton, GA 30228  
 Radius: 1.0 miles

11148 Tara Blvd  
 Hampton, GA 30228  
 Radius: 3.0 miles

11148 Tara Blvd  
 Hampton, GA 30228  
 Radius: 5.0 miles



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2000 Total Population	2,641	15,959	45,047
2000 Group Quarters	301	1,192	1,222
2008 Total Population	6,993	25,044	66,285
2013 Total Population	8,574	30,455	80,689
2008 - 2013 Annual Rate	4.16%	3.99%	4.01%



2000 Households	910	4,934	14,896
2000 Average Household Size	2.57	2.99	2.94
2008 Households	2,494	7,889	21,786
2008 Average Household Size	2.59	3	2.98
2013 Households	3,072	9,667	26,566
2013 Average Household Size	2.62	3.01	2.98
2008 - 2013 Annual Rate	4.26%	4.15%	4.05%
2000 Families	741	4,010	12,164
2000 Average Family Size	2.84	3.3	3.25
2008 Families	2,010	6,258	17,271
2008 Average Family Size	2.89	3.36	3.34
2013 Families	2,438	7,532	20,676
2013 Average Family Size	2.94	3.4	3.38
2008 - 2013 Annual Rate	3.94%	3.78%	3.66%



<b>2000 Housing Units</b>	1,027	5,203	15,564
Owner Occupied Housing Units	84.1%	86.3%	85.0%
Renter Occupied Housing Units	8.3%	8.6%	10.6%
Vacant Housing Units	7.5%	5.2%	4.4%
<b>2008 Housing Units</b>	2,905	8,703	23,700
Owner Occupied Housing Units	77.4%	81.4%	81.1%
Renter Occupied Housing Units	8.5%	9.2%	10.8%
Vacant Housing Units	14.1%	9.4%	8.1%
<b>2013 Housing Units</b>	3,627	10,780	29,088
Owner Occupied Housing Units	75.6%	79.7%	80.0%
Renter Occupied Housing Units	9.1%	9.9%	11.3%
Vacant Housing Units	15.3%	10.3%	8.7%

**Median Household Income**

2000	\$51,319	\$52,205	\$57,163
2008	\$69,137	\$67,882	\$72,143
2013	\$80,943	\$80,218	\$83,679

**Median Home Value**

2000	\$98,037	\$99,909	\$114,823
2008	\$155,451	\$143,803	\$160,843
2013	\$165,107	\$153,370	\$168,992

**Per Capita Income**

2000	\$17,637	\$18,840	\$22,804
2008	\$24,616	\$24,178	\$27,945
2013	\$29,285	\$28,984	\$33,680

**Median Age**

2000	31.1	31.4	33.1
2008	33.0	32.6	34.4
2013	33.6	33.3	34.9

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 2008 and 2013.



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**2000 Households by Income**

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	908 (6.5%)	4,925 (6.5%)	14,781 (7.2%)
\$15,000 - \$24,999	9.0%	8.9%	7.9%
\$25,000 - \$34,999	12.7%	12.2%	9.7%
\$35,000 - \$49,999	18.7%	18.3%	15.8%
\$50,000 - \$74,999	31.2%	30.1%	27.0%
\$75,000 - \$99,999	15.5%	14.9%	16.1%
\$100,000 - \$149,999	5.2%	7.5%	11.9%
\$150,000 - \$199,999	1.0%	1.1%	2.5%
\$200,000+	0.2%	0.6%	1.9%
<b>Average Household Income</b>	<b>\$54,262</b>	<b>\$57,169</b>	<b>\$67,561</b>

**2008 Households by Income**

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	2,493 (4.2%)	7,889 (4.8%)	21,786 (5.6%)
\$15,000 - \$24,999	4.0%	4.2%	4.1%
\$25,000 - \$34,999	6.8%	6.9%	6.4%
\$35,000 - \$49,999	13.0%	13.8%	11.9%
\$50,000 - \$74,999	28.3%	27.5%	24.5%
\$75,000 - \$99,999	24.7%	24.7%	22.9%
\$100,000 - \$149,999	12.9%	12.4%	15.6%
\$150,000 - \$199,999	4.1%	3.9%	5.7%
\$200,000+	2.1%	1.7%	3.3%
<b>Average Household Income</b>	<b>\$77,823</b>	<b>\$75,612</b>	<b>\$83,556</b>

**2013 Households by Income**

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	3,071 (3.4%)	9,665 (3.9%)	26,566 (4.4%)
\$15,000 - \$24,999	2.9%	2.9%	2.9%
\$25,000 - \$34,999	4.6%	4.7%	4.3%
\$35,000 - \$49,999	10.0%	9.2%	8.0%
\$50,000 - \$74,999	21.3%	22.8%	21.1%
\$75,000 - \$99,999	24.7%	23.0%	21.2%
\$100,000 - \$149,999	23.9%	24.6%	24.5%
\$150,000 - \$199,999	5.3%	5.2%	7.0%
\$200,000+	4.1%	3.7%	6.5%
<b>Average Household Income</b>	<b>\$92,307</b>	<b>\$90,639</b>	<b>\$100,723</b>

**2000 Owner Occupied HUs by Value**

Total	1.0 miles	3.0 miles	5.0 miles
<\$50,000	830 (15.1%)	4,489 (12.9%)	13,278 (9.1%)
\$50,000 - 99,999	37.5%	37.2%	29.2%
\$100,000 - 149,999	41.8%	38.7%	36.9%
\$150,000 - 199,999	4.6%	8.6%	15.2%
\$200,000 - \$299,999	0.7%	1.9%	6.9%
\$300,000 - 499,999	0.0%	0.2%	1.2%
\$500,000 - 999,999	0.1%	0.2%	1.0%
\$1,000,000+	0.2%	0.2%	0.5%
<b>Average Home Value</b>	<b>\$99,984</b>	<b>\$106,205</b>	<b>\$131,892</b>

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

Total	1.0 miles	3.0 miles	5.0 miles
Total	80	434	1,577
With Cash Rent	97.5%	95.9%	94.6%
No Cash Rent	2.5%	4.1%	5.4%
Median Rent	\$622	\$622	\$525
Average Rent	\$554	\$563	\$535

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.

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**2000 Population by Age**

Total	2,638	15,960	45,046
0 - 4	7.6%	7.9%	7.8%
5 - 9	8.0%	8.4%	8.3%
10 - 14	8.2%	8.5%	8.6%
15 - 19	8.4%	7.9%	7.4%
20 - 24	6.7%	6.4%	5.5%
25 - 34	18.9%	18.1%	15.6%
35 - 44	20.4%	19.8%	19.0%
45 - 54	11.5%	11.9%	13.9%
55 - 64	5.6%	6.1%	7.5%
65 - 74	3.0%	3.3%	4.1%
75 - 84	1.4%	1.4%	1.7%
85+	0.3%	0.3%	0.4%
18+	71.1%	70.4%	70.5%

**2008 Population by Age**

Total	6,994	25,040	66,288
0 - 4	7.9%	8.2%	7.9%
5 - 9	7.3%	7.5%	7.4%
10 - 14	7.2%	7.3%	7.4%
15 - 19	7.5%	7.3%	7.1%
20 - 24	7.3%	7.1%	6.2%
25 - 34	15.9%	16.5%	14.8%
35 - 44	17.7%	17.6%	16.5%
45 - 54	15.0%	14.5%	15.3%
55 - 64	8.7%	8.4%	10.2%
65 - 74	3.6%	3.7%	4.6%
75 - 84	1.6%	1.6%	2.0%
85+	0.4%	0.4%	0.6%
18+	73.3%	72.8%	72.9%

**2013 Population by Age**

Total	8,571	30,453	80,690
0 - 4	7.9%	8.2%	7.9%
5 - 9	7.3%	7.4%	7.3%
10 - 14	7.1%	7.1%	7.2%
15 - 19	6.9%	6.7%	6.6%
20 - 24	6.4%	6.2%	5.6%
25 - 34	16.9%	17.5%	15.5%
35 - 44	15.5%	15.5%	14.9%
45 - 54	15.5%	15.1%	15.5%
55 - 64	10.0%	9.6%	11.1%
65 - 74	4.3%	4.2%	5.3%
75 - 84	1.7%	1.7%	2.2%
85+	0.5%	0.5%	0.7%
18+	73.6%	73.3%	73.4%

**2000 Population by Sex**

Males	54.2%	52.2%	49.7%
Females	45.8%	47.8%	50.3%

**2008 Population by Sex**

Males	52.2%	51.1%	49.5%
Females	47.8%	48.9%	50.5%

**2013 Population by Sex**

Males	51.5%	50.7%	49.3%
Females	48.5%	49.3%	50.7%

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**2000 Population by Race/Ethnicity**

Total	2,642	15,959	45,047
White Alone	58.2%	60.2%	64.3%
Black Alone	36.9%	34.9%	30.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	1.6%	1.7%	2.3%
Some Other Race Alone	1.7%	1.4%	1.1%
Two or More Races	1.2%	1.4%	1.5%
Hispanic Origin	3.6%	3.3%	3.0%
Diversity Index	55.8	54.6	52.2

**2008 Population by Race/Ethnicity**

Total	6,993	25,043	66,284
White Alone	51.7%	53.2%	58.9%
Black Alone	41.5%	40.0%	34.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	2.4%	2.4%	3.0%
Some Other Race Alone	2.4%	2.2%	1.6%
Two or More Races	1.7%	1.8%	1.9%
Hispanic Origin	5.0%	4.9%	4.3%
Diversity Index	60.2	59.8	57.3

**2013 Population by Race/Ethnicity**

Total	8,574	30,456	80,689
White Alone	47.3%	49.9%	56.5%
Black Alone	44.4%	42.0%	35.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	2.9%	2.8%	3.4%
Some Other Race Alone	3.0%	2.8%	2.0%
Two or More Races	1.9%	2.1%	2.1%
Hispanic Origin	6.2%	5.9%	5.0%
Diversity Index	62.7	62.1	59.6



**2000 Population 3+ by School Enrollment**

Total	2,548	15,292	42,963
Enrolled in Nursery/Preschool	2.0%	2.3%	2.3%
Enrolled in Kindergarten	1.8%	1.7%	1.6%
Enrolled in Grade 1-8	13.2%	14.0%	14.5%
Enrolled in Grade 9-12	8.0%	7.0%	6.8%
Enrolled in College	3.0%	2.9%	3.1%
Enrolled in Grad/Prof School	0.8%	0.9%	1.0%
Not Enrolled in School	71.2%	71.1%	70.7%

**2008 Population 25+ by Educational Attainment**

Total	4,399	15,687	42,409
Less than 9th Grade	2.3%	2.8%	2.8%
9th - 12th Grade, No Diploma	10.2%	11.0%	9.2%
High School Graduate	33.9%	34.6%	32.1%
Some College, No Degree	22.4%	23.0%	23.5%
Associate Degree	8.5%	8.3%	8.1%
Bachelor's Degree	15.1%	13.7%	16.7%
Graduate/Professional Degree	7.6%	6.6%	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 2008 and 2013.



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**2008 Population 15+ by Marital Status**

	1.0 miles	3.0 miles	5.0 miles
Total	5,427	19,298	51,181
Never Married	26.0%	25.9%	23.5%
Married	60.0%	59.0%	61.9%
Widowed	3.1%	3.4%	3.5%
Divorced	10.9%	11.8%	11.1%



**2000 Population 16+ by Employment Status**

	1.0 miles	3.0 miles	5.0 miles
Total	1,951	11,692	32,953
In Labor Force	63.4%	66.4%	70.4%
Civilian Employed	60.1%	62.9%	67.2%
Civilian Unemployed	2.3%	2.5%	2.5%
In Armed Forces	1.0%	1.1%	0.8%
Not in Labor Force	36.6%	33.6%	29.6%

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

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	94.6%	94.5%	94.6%
Civilian Unemployed	5.4%	5.5%	5.4%

**2013 Civilian Population 16+ in Labor Force**

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	94.9%	95.0%	95.3%
Civilian Unemployed	5.1%	5.0%	4.7%

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

	1.0 miles	3.0 miles	5.0 miles
Total	867	5,555	16,657
Own Children < 6 Only	12.3%	11.4%	10.0%
Employed/in Armed Forces	9.0%	7.8%	6.3%
Unemployed	0.1%	0.1%	0.3%
Not in Labor Force	3.2%	3.4%	3.4%
Own Children < 6 and 6-17 Only	8.3%	8.6%	8.6%
Employed/in Armed Forces	5.3%	5.8%	5.7%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	2.9%	2.6%	2.6%
Own Children 6-17 Only	24.5%	23.7%	23.0%
Employed/in Armed Forces	18.9%	18.7%	18.2%
Unemployed	0.7%	0.6%	0.6%
Not in Labor Force	4.8%	4.5%	4.2%
No Own Children < 18	54.9%	56.3%	58.4%
Employed/in Armed Forces	32.2%	32.4%	33.6%
Unemployed	1.6%	1.6%	1.4%
Not in Labor Force	21.1%	22.2%	23.4%

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**2008 Employed Population 16+ by Industry**

	1.0 miles	3.0 miles	5.0 miles
Total	3,059	11,043	30,366
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	7.4%	7.7%	7.3%
Manufacturing	4.8%	5.2%	5.4%
Wholesale Trade	2.8%	3.2%	3.6%
Retail Trade	10.4%	10.2%	9.5%
Transportation/Utilities	16.7%	16.2%	16.0%
Information	1.9%	2.2%	2.5%
Finance/Insurance/Real Estate	7.5%	7.6%	8.0%
Services	41.2%	40.7%	41.4%
Public Administration	7.3%	6.8%	6.2%

**2008 Employed Population 16+ by Occupation**

	1.0 miles	3.0 miles	5.0 miles
Total	3,058	11,042	30,368
White Collar	59.3%	58.4%	62.2%
Management/Business/Financial	13.3%	12.9%	15.0%
Professional	17.1%	17.2%	19.4%
Sales	9.7%	9.3%	9.8%
Administrative Support	19.2%	19.1%	18.0%
Services	16.8%	16.6%	14.7%
Blue Collar	23.9%	25.0%	23.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	5.9%	5.9%	5.3%
Installation/Maintenance/Repair	4.5%	5.1%	5.4%
Production	3.3%	3.8%	3.8%
Transportation/Material Moving	10.2%	10.1%	8.6%



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

	1.0 miles	3.0 miles	5.0 miles
Total	1,180	7,351	22,016
Drove Alone - Car, Truck, or Van	85.3%	84.3%	84.3%
Carpooled - Car, Truck, or Van	11.5%	12.3%	11.9%
Public Transportation	0.7%	0.6%	0.4%
Walked	0.0%	0.2%	0.3%
Other Means	0.8%	0.7%	0.7%
Worked at Home	1.8%	1.9%	2.3%

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

	1.0 miles	3.0 miles	5.0 miles
Total	1,179	7,351	22,018
Did Not Work at Home	98.2%	98.1%	97.7%
Less than 5 minutes	0.8%	0.9%	1.4%
5 to 9 minutes	4.6%	4.0%	4.4%
10 to 19 minutes	16.6%	16.0%	19.0%
20 to 24 minutes	11.1%	11.9%	13.6%
25 to 34 minutes	28.6%	27.6%	25.0%
35 to 44 minutes	7.4%	8.8%	8.7%
45 to 59 minutes	15.4%	15.1%	13.6%
60 to 89 minutes	10.9%	10.5%	9.0%
90 or more minutes	3.0%	3.3%	3.0%
Worked at Home	1.8%	1.9%	2.3%
Average Travel Time to Work (in min)	33.7	34.7	32.8

**2000 Households by Vehicles Available**

	1.0 miles	3.0 miles	5.0 miles
Total	910	4,928	14,867
None	1.3%	1.8%	2.9%
1	29.3%	28.3%	25.2%
2	48.4%	47.5%	46.3%
3	16.7%	17.6%	18.8%
4	3.0%	3.3%	4.7%
5+	1.3%	1.5%	2.1%
Average Number of Vehicles Available	1.9	2.0	2.1

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**2000 Households by Type**

	1.0 miles	3.0 miles	5.0 miles
Total	909	4,935	14,897
Family Households	81.5%	81.3%	81.7%
Married-couple Family	62.0%	62.1%	64.0%
With Related Children	37.6%	37.4%	35.5%
Other Family (No Spouse)	19.5%	19.1%	17.7%
With Related Children	13.4%	13.6%	12.5%
Nonfamily Households	18.5%	18.7%	18.3%
Householder Living Alone	14.3%	14.7%	14.7%
Householder Not Living Alone	4.2%	4.0%	3.6%
Households with Related Children	51.0%	50.9%	48.0%
Households with Persons 65+	12.0%	12.0%	13.9%

**2000 Households by Size**

	1.0 miles	3.0 miles	5.0 miles
Total	910	4,934	14,896
1 Person Household	14.4%	14.7%	14.7%
2 Person Household	28.4%	28.7%	31.2%
3 Person Household	23.0%	22.3%	21.6%
4 Person Household	20.4%	20.3%	19.6%
5 Person Household	9.1%	9.2%	8.5%
6 Person Household	3.2%	3.2%	2.8%
7+ Person Household	1.5%	1.5%	1.5%

**2000 Households by Year Householder Moved In**

	1.0 miles	3.0 miles	5.0 miles
Total	910	4,929	14,869
Moved in 1999 to March 2000	23.0%	21.9%	19.5%
Moved in 1995 to 1998	43.7%	41.4%	37.8%
Moved in 1990 to 1994	17.5%	19.4%	19.9%
Moved in 1980 to 1989	8.8%	9.9%	13.7%
Moved in 1970 to 1979	4.9%	4.7%	5.8%
Moved in 1969 or Earlier	2.1%	2.6%	3.3%
Median Year Householder Moved In	1997	1996	1996



**2000 Housing Units by Units in Structure**

	1.0 miles	3.0 miles	5.0 miles
Total	983	5,177	15,537
1, Detached	75.8%	80.0%	83.1%
1, Attached	0.1%	0.4%	0.8%
2	0.4%	0.8%	0.8%
3 or 4	0.0%	0.1%	1.4%
5 to 9	0.0%	0.2%	1.3%
10 to 19	0.0%	0.0%	0.4%
20+	0.1%	0.1%	0.7%
Mobile Home	23.6%	18.4%	11.3%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	1.0 miles	3.0 miles	5.0 miles
Total	1,028	5,177	15,524
1999 to March 2000	14.8%	11.4%	7.6%
1995 to 1998	29.3%	28.5%	24.8%
1990 to 1994	16.9%	20.3%	20.4%
1980 to 1989	15.5%	18.4%	21.4%
1970 to 1979	9.6%	9.6%	13.2%
1969 or Earlier	13.9%	11.7%	12.5%
Median Year Structure Built	1993	1993	1991

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



Latitude: 33.450406  
 Longitude: -84.325437


11148 Tara Blvd  
 Hampton, GA 30228  
 Radius: 1.0 miles

11148 Tara Blvd  
 Hampton, GA 30228  
 Radius: 3.0 miles

11148 Tara Blvd  
 Hampton, GA 30228  
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Sophisticated Squires	Sophisticated Squires	Sophisticated Squires
3.	Crossroads	Crossroads	Midland Crowd

 **2008 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 \$	\$5,951,057	\$18,295,021	\$55,705,896
Average Spent	\$2,386.15	\$2,319.05	\$2,556.96
Spending Potential Index	89	86	95
Computers & Accessories: Total \$	\$642,883	\$1,974,923	\$6,014,787
Average Spent	\$257.77	\$250.34	\$276.08
Spending Potential Index	108	105	115
Education: Total \$	\$3,580,369	\$10,738,953	\$33,251,936
Average Spent	\$1,435.59	\$1,361.26	\$1,526.30
Spending Potential Index	104	99	111
Entertainment/Recreation: Total \$	\$9,900,577	\$30,482,287	\$92,824,610
Average Spent	\$3,969.76	\$3,863.90	\$4,260.75
Spending Potential Index	107	104	115
Food at Home: Total \$	\$12,261,802	\$37,598,156	\$114,679,998
Average Spent	\$4,916.52	\$4,765.90	\$5,263.93
Spending Potential Index	101	98	108
Food Away from Home: Total \$	\$8,914,655	\$27,424,126	\$83,449,391
Average Spent	\$3,574.44	\$3,476.25	\$3,830.41
Spending Potential Index	104	101	112
Health Care: Total \$	\$10,107,384	\$31,096,328	\$94,845,108
Average Spent	\$4,052.68	\$3,941.73	\$4,353.49
Spending Potential Index	99	96	106
HH Furnishings & Equipment: Total \$	\$6,084,113	\$18,744,794	\$57,087,069
Average Spent	\$2,439.50	\$2,376.07	\$2,620.36
Spending Potential Index	106	103	114
Investments: Total \$	\$2,921,107	\$8,839,239	\$27,602,357
Average Spent	\$1,171.25	\$1,120.45	\$1,266.98
Spending Potential Index	115	110	125
Retail Goods: Total \$	\$69,787,492	\$214,910,512	\$654,240,224
Average Spent	\$27,982.15	\$27,241.79	\$30,030.30
Spending Potential Index	103	100	111
Shelter: Total \$	\$41,563,657	\$127,339,320	\$390,152,339
Average Spent	\$16,665.46	\$16,141.38	\$17,908.40
Spending Potential Index	107	104	115
TV/Video/Sound Equipment: Total \$	\$3,714,287	\$11,438,631	\$34,747,039
Average Spent	\$1,489.29	\$1,449.95	\$1,594.93
Spending Potential Index	104	101	111
Travel: Total \$	\$5,097,992	\$15,532,799	\$47,886,682
Average Spent	\$2,044.10	\$1,968.92	\$2,198.05
Spending Potential Index	108	104	117
Vehicle Maintenance & Repairs: Total \$	\$2,589,501	\$7,960,955	\$24,240,486
Average Spent	\$1,038.29	\$1,009.12	\$1,112.66
Spending Potential Index	105	102	112

**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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.