



Houma Plaza

Latitude: 29.608826

Longitude: -90.740604

133 Monarch Dr

Houma, LA 70364

Radius: 1.0 miles

133 Monarch Dr

Houma, LA 70364

Radius: 3.0 miles

133 Monarch Dr

Houma, LA 70364

Radius: 5.0 miles



2000 Total Population	8,966	43,944	67,391
2000 Group Quarters	367	721	799
2003 Total Population	9,111	44,839	68,959
2008 Total Population	9,318	46,025	70,934
2003 - 2008 Annual Rate	0.45%	0.52%	0.57%



2000 Households	3,492	16,252	23,998
2000 Average Household Size	2.46	2.66	2.77
2003 Households	3,569	16,677	24,709
2003 Average Household Size	2.45	2.65	2.76
2008 Households	3,701	17,351	25,761
2008 Average Household Size	2.42	2.61	2.72
2003 - 2008 Annual Rate	0.73%	0.8%	0.84%
2000 Families	2,253	11,525	17,655
2000 Average Family Size	3.08	3.17	3.24
2003 Families	2,280	11,742	18,053
2003 Average Family Size	3.06	3.15	3.22
2008 Families	2,350	12,164	18,739
2008 Average Family Size	3.04	3.13	3.2
2003 - 2008 Annual Rate	0.61%	0.71%	0.75%



2000 Housing Units	3,710	17,443	25,621
Owner Occupied Housing Units	52.7%	63.5%	66.0%
Renter Occupied Housing Units	41.0%	30.0%	27.7%
Vacant Housing Units	6.3%	6.5%	6.3%
2003 Housing Units	3,874	18,289	26,945
Owner Occupied Housing Units	52.5%	62.7%	65.4%
Renter Occupied Housing Units	39.7%	28.5%	26.3%
Vacant Housing Units	7.9%	8.8%	8.3%
2008 Housing Units	3,982	19,141	28,277
Owner Occupied Housing Units	53.5%	63.0%	65.6%
Renter Occupied Housing Units	39.5%	27.7%	25.5%
Vacant Housing Units	7.1%	9.3%	8.9%

Median Household Income

2000	\$32,961	\$38,028	\$36,809
2003	\$34,771	\$41,043	\$39,747
2008	\$37,847	\$45,598	\$43,953

Median Home Value

2000	\$76,014	\$81,745	\$77,410
2003	\$86,215	\$92,847	\$87,660
2008	\$105,682	\$114,038	\$108,426

Per Capita Income

2000	\$16,706	\$18,802	\$17,167
2003	\$18,786	\$21,000	\$19,208
2008	\$21,906	\$24,901	\$22,638

Median Age

2000	35.3	34.5	33.3
2003	35.9	35.2	34.0
2008	37.1	36.4	35.3

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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133 Monarch Dr
Houma, LA 70364
Radius: 5.0 miles



2000 Households by Income

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	24.4%	20.2%	20.9%
\$15,000 - \$24,999	14.5%	12.8%	13.5%
\$25,000 - \$34,999	14.7%	13.3%	13.1%
\$35,000 - \$49,999	18.4%	15.8%	16.4%
\$50,000 - \$74,999	18.6%	20.5%	19.6%
\$75,000 - \$99,999	5.0%	9.3%	9.1%
\$100,000 - \$149,999	2.4%	4.9%	4.6%
\$150,000 - \$199,999	0.8%	1.7%	1.4%
\$200,000+	1.0%	1.6%	1.4%
Average Household Income	\$42,433	\$50,030	\$47,625

2003 Households by Income

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	22.6%	18.5%	19.3%
\$15,000 - \$24,999	13.6%	11.8%	12.5%
\$25,000 - \$34,999	14.1%	12.5%	12.4%
\$35,000 - \$49,999	19.0%	15.9%	16.4%
\$50,000 - \$74,999	18.7%	19.9%	19.2%
\$75,000 - \$99,999	6.3%	10.6%	10.4%
\$100,000 - \$149,999	3.5%	6.9%	6.6%
\$150,000 - \$199,999	0.8%	1.9%	1.6%
\$200,000+	1.3%	2.1%	1.7%
Average Household Income	\$47,236	\$56,165	\$53,181

2008 Households by Income

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	20.1%	16.3%	17.0%
\$15,000 - \$24,999	12.3%	10.5%	11.0%
\$25,000 - \$34,999	12.7%	11.2%	11.3%
\$35,000 - \$49,999	19.8%	15.9%	16.4%
\$50,000 - \$74,999	18.9%	19.2%	18.7%
\$75,000 - \$99,999	7.2%	10.9%	10.7%
\$100,000 - \$149,999	5.9%	10.4%	10.2%
\$150,000 - \$199,999	1.2%	2.6%	2.2%
\$200,000+	1.9%	3.0%	2.5%
Average Household Income	\$54,434	\$65,778	\$61,886

2000 Owner Occupied HUs by Value

Total	1.0 miles	3.0 miles	5.0 miles
<\$50,000	25.3%	20.8%	24.8%
\$50,000 - 99,999	51.2%	47.2%	46.4%
\$100,000 - 149,999	19.4%	18.9%	16.5%
\$150,000 - 199,999	1.6%	6.5%	6.3%
\$200,000 - \$299,999	2.5%	4.7%	4.1%
\$300,000 - 499,999	0.1%	1.3%	1.3%
\$500,000 - 999,999	0.0%	0.6%	0.5%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$78,248	\$97,589	\$91,976

2000 Specified Renter Occupied HUs by Contract Rent

Total	1.0 miles	3.0 miles	5.0 miles
With Cash Rent	94.5%	93.1%	92.1%
No Cash Rent	5.5%	6.9%	7.9%
Median Rent	\$387	\$379	\$360
Average Rent	\$370	\$382	\$366

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

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
Total	8,967	43,944	67,393
0 - 4	7.3%	7.3%	7.5%
5 - 9	6.8%	7.6%	8.0%
10 - 14	6.8%	7.5%	8.0%
15 - 24	13.9%	14.4%	15.0%
25 - 34	14.8%	14.0%	14.0%
35 - 44	14.6%	16.4%	16.2%
45 - 54	11.5%	12.8%	12.7%
55 - 64	8.9%	8.0%	8.1%
65 - 74	7.8%	6.4%	5.9%
75 - 84	5.4%	4.1%	3.5%
85+	2.3%	1.5%	1.1%
18+	75.0%	72.7%	71.4%

2003 Population by Age

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
Total	9,112	44,838	68,958
0 - 4	7.2%	7.3%	7.6%
5 - 9	6.7%	7.2%	7.5%
10 - 14	6.7%	7.5%	7.8%
15 - 24	13.4%	14.1%	14.7%
25 - 34	14.7%	13.7%	13.8%
35 - 44	14.1%	15.7%	15.5%
45 - 54	12.2%	13.9%	13.6%
55 - 64	9.3%	8.8%	8.9%
65 - 74	7.8%	6.1%	5.8%
75 - 84	5.5%	4.2%	3.6%
85+	2.3%	1.5%	1.2%
18+	75.5%	73.8%	72.6%

2008 Population by Age

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
Total	9,319	46,024	70,934
0 - 4	7.2%	7.2%	7.5%
5 - 9	6.5%	6.8%	7.1%
10 - 14	6.6%	7.3%	7.6%
15 - 24	13.0%	13.4%	13.8%
25 - 34	13.9%	13.5%	13.6%
35 - 44	13.4%	14.2%	14.1%
45 - 54	13.3%	15.2%	14.9%
55 - 64	10.0%	10.4%	10.3%
65 - 74	7.8%	6.1%	6.0%
75 - 84	5.7%	4.2%	3.7%
85+	2.5%	1.7%	1.3%
18+	75.9%	74.5%	73.4%

2000 Population by Sex

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
Males	46.9%	48.2%	48.5%
Females	53.1%	51.8%	51.5%

2003 Population by Sex

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
Males	47.0%	48.2%	48.5%
Females	52.9%	51.8%	51.5%

2008 Population by Sex

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
Males	47.4%	48.3%	48.5%
Females	52.6%	51.7%	51.5%

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	8,967	43,944	67,392
White Alone	72.0%	79.1%	75.9%
Black Alone	23.7%	15.5%	17.9%
American Indian Alone	1.7%	2.8%	3.1%
Asian or Pacific Islander Alone	0.6%	0.7%	1.0%
Some Other Race Alone	0.5%	0.6%	0.7%
Two or More Races	1.7%	1.4%	1.4%
Hispanic Origin	2.2%	1.9%	1.9%
Diversity Index	45.1	37.4	41.3

2003 Population by Race/Ethnicity

Total	9,111	44,838	68,959
White Alone	71.4%	78.6%	75.6%
Black Alone	24.0%	15.8%	18.0%
American Indian Alone	1.7%	2.8%	3.1%
Asian or Pacific Islander Alone	0.6%	0.7%	1.0%
Some Other Race Alone	0.5%	0.6%	0.7%
Two or More Races	1.8%	1.5%	1.6%
Hispanic Origin	2.2%	1.9%	1.9%
Diversity Index	45.7	38.0	41.8

2008 Population by Race/Ethnicity

Total	9,317	46,025	70,934
White Alone	70.7%	78.1%	75.0%
Black Alone	24.4%	16.0%	18.1%
American Indian Alone	1.7%	2.8%	3.2%
Asian or Pacific Islander Alone	0.7%	0.8%	1.1%
Some Other Race Alone	0.5%	0.6%	0.7%
Two or More Races	2.0%	1.7%	1.8%
Hispanic Origin	2.2%	1.9%	1.9%
Diversity Index	46.4	38.8	42.5



2000 Population 3+ by School Enrollment

Total	8,500	41,939	64,355
Enrolled in Nursery/Preschool	1.4%	1.9%	2.0%
Enrolled in Kindergarten	0.8%	1.4%	1.6%
Enrolled in Grade 1-8	14.4%	13.3%	14.1%
Enrolled in Grade 9-12	5.7%	6.4%	6.8%
Enrolled in College	3.5%	3.3%	3.3%
Enrolled in Grad/Prof School	0.5%	0.7%	0.6%
Not Enrolled in School	73.7%	72.9%	71.6%

2000 Population 25+ by Educational Attainment

Total	5,720	27,852	41,528
Less than 9th Grade	13.6%	11.7%	12.1%
9th - 12th Grade, No Diploma	17.3%	14.7%	16.8%
High School Graduate	34.1%	35.0%	35.7%
Some College, No Degree	17.8%	18.0%	17.5%
Associate Degree	4.3%	3.9%	3.5%
Bachelor's Degree	9.5%	12.0%	10.1%
Master's/Prof/Doctorate Degree	3.5%	4.7%	4.2%

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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Radius: 5.0 miles



2000 Population 15+ by Sex and Marital Status

	1.0 miles	3.0 miles	5.0 miles
Total	6,961	34,134	51,680
Females	54.2%	52.5%	52.3%
Never Married	12.1%	11.5%	12.2%
Married, not Separated	24.5%	26.5%	26.7%
Married, Separated	1.5%	1.3%	1.5%
Widowed	8.2%	6.7%	5.5%
Divorced	7.9%	6.5%	6.4%
Males	45.8%	47.5%	47.7%
Never Married	12.1%	13.4%	13.6%
Married, not Separated	24.5%	27.2%	27.3%
Married, Separated	1.8%	1.2%	1.1%
Widowed	2.1%	1.1%	1.1%
Divorced	5.2%	4.6%	4.6%



2000 Population 16+ by Employment Status

	1.0 miles	3.0 miles	5.0 miles
Total	6,818	33,476	50,576
In Labor Force	55.6%	58.9%	59.0%
Civilian Employed	51.3%	55.6%	55.4%
Civilian Unemployed	4.1%	3.2%	3.5%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	44.4%	41.1%	41.0%

2003 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	93.2%	95.0%	94.5%
Civilian Unemployed	6.8%	5.0%	5.5%

2008 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	93.9%	95.7%	95.3%
Civilian Unemployed	6.1%	4.3%	4.7%

2000 Females 16+ by Employment Status and Age of Children

	1.0 miles	3.0 miles	5.0 miles
Total	3,676	17,514	26,371
Own Children < 6 Only	9.3%	8.6%	8.9%
Employed/in Armed Forces	4.5%	4.6%	4.6%
Unemployed	1.0%	0.4%	0.6%
Not in Labor Force	3.9%	3.6%	3.8%
Own Children < 6 and 6-17 Only	5.7%	6.2%	6.7%
Employed/in Armed Forces	2.6%	3.3%	3.3%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	2.9%	2.7%	3.1%
Own Children 6-17 Only	18.6%	18.8%	19.4%
Employed/in Armed Forces	12.4%	12.0%	12.5%
Unemployed	0.7%	0.7%	0.6%
Not in Labor Force	5.4%	6.2%	6.2%
No Own Children < 18	66.5%	66.4%	65.0%
Employed/in Armed Forces	24.7%	26.6%	26.5%
Unemployed	2.2%	2.0%	2.1%
Not in Labor Force	39.6%	37.8%	36.4%

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



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133 Monarch Dr
Houma, LA 70364
Radius: 5.0 miles



2003 Employed Population 16+ by Industry

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
	Houma, LA 70364	Houma, LA 70364	Houma, LA 70364
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	3,680	19,259	29,177
Agriculture/Mining	8.5%	10.8%	10.3%
Construction	7.2%	6.3%	7.5%
Manufacturing	6.1%	6.9%	7.2%
Wholesale Trade	3.9%	4.2%	4.3%
Retail Trade	11.4%	13.5%	13.9%
Transportation/Utilities	5.7%	5.9%	6.2%
Information	2.2%	2.3%	2.0%
Finance/Insurance/Real Estate	4.1%	5.4%	4.9%
Services	45.0%	40.1%	39.5%
Public Administration	5.9%	4.5%	4.2%

2003 Employed Population 16+ by Occupation

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
	Houma, LA 70364	Houma, LA 70364	Houma, LA 70364
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	3,681	19,263	29,176
White Collar	52.7%	58.4%	55.5%
Management/Business/Financial	9.8%	11.1%	10.2%
Professional	15.8%	18.1%	16.9%
Sales	10.4%	12.4%	12.5%
Administrative Support	16.8%	16.8%	15.9%
Services	19.4%	13.5%	14.5%
Blue Collar	27.9%	28.1%	30.0%
Farming/Forestry/Fishing	0.2%	0.5%	0.6%
Construction/Extraction	5.8%	7.0%	7.8%
Installation/Maintenance/Repair	5.7%	5.8%	5.8%
Production	7.6%	7.5%	7.9%
Transportation/Material Moving	8.5%	7.3%	7.9%



2000 Workers 16+ by Means of Transportation to Work

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
	Houma, LA 70364	Houma, LA 70364	Houma, LA 70364
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	3,432	18,317	27,488
Drove Alone - Car, Truck, or Van	82.9%	83.0%	81.6%
Carpooled - Car, Truck, or Van	11.5%	11.0%	11.2%
Public Transportation	1.0%	0.8%	1.0%
Walked	1.7%	1.4%	1.3%
Other Means	1.5%	2.0%	2.6%
Worked at Home	1.4%	1.8%	2.2%

2000 Workers 16+ by Travel Time to Work

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
	Houma, LA 70364	Houma, LA 70364	Houma, LA 70364
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	3,433	18,315	27,488
Did Not Work at Home	98.6%	98.2%	97.8%
Less than 5 minutes	3.6%	4.1%	4.1%
5 to 9 minutes	17.7%	15.0%	14.3%
10 to 19 minutes	47.1%	47.4%	45.8%
20 to 24 minutes	9.7%	10.8%	11.7%
25 to 34 minutes	7.7%	8.9%	9.7%
35 to 44 minutes	2.9%	1.8%	2.1%
45 to 59 minutes	1.9%	2.7%	2.9%
60 to 89 minutes	4.7%	3.3%	3.1%
90 or more minutes	3.4%	4.2%	4.3%
Worked at Home	1.4%	1.8%	2.2%
Average Travel Time to Work (in min)	21.6	22.2	22.6

2000 Households by Vehicles Available

	133 Monarch Dr	133 Monarch Dr	133 Monarch Dr
	Houma, LA 70364	Houma, LA 70364	Houma, LA 70364
	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
Total	3,447	16,245	24,103
None	13.0%	9.5%	9.5%
1	42.4%	38.1%	37.5%
2	34.5%	39.8%	40.0%
3	8.3%	10.0%	10.2%
4	1.7%	2.1%	2.3%
5+	0.0%	0.5%	0.5%
Average Number of Vehicles Available	1.4	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

	1.0 miles	3.0 miles	5.0 miles
Total	3,492	16,252	23,998
Family Households	64.5%	70.9%	73.6%
Married-couple Family	44.4%	52.5%	53.9%
With Related Children	21.9%	27.3%	28.4%
Other Family (No Spouse)	20.1%	18.4%	19.6%
With Related Children	13.4%	12.6%	13.8%
Nonfamily Households	35.5%	29.1%	26.4%
Householder Living Alone	29.6%	23.8%	21.4%
Householder Not Living Alone	5.8%	5.2%	5.1%
Households with Related Children	35.3%	39.8%	42.2%
Households with Persons 65+	25.4%	22.3%	20.7%

2000 Households by Size

	1.0 miles	3.0 miles	5.0 miles
Total	3,492	16,252	23,998
1 Person Household	29.5%	23.9%	21.3%
2 Person Household	29.6%	30.2%	29.8%
3 Person Household	18.5%	19.1%	19.9%
4 Person Household	13.5%	16.1%	16.7%
5 Person Household	5.5%	7.0%	7.7%
6 Person Household	1.9%	2.4%	2.8%
7+ Person Household	1.4%	1.4%	1.8%

2000 Households by Year Householder Moved In

	1.0 miles	3.0 miles	5.0 miles
Total	3,477	16,250	24,033
Moved in 1999 to March 2000	21.7%	19.4%	18.6%
Moved in 1995 to 1998	28.7%	27.7%	27.6%
Moved in 1990 to 1994	16.5%	14.7%	15.2%
Moved in 1980 to 1989	9.2%	14.2%	14.7%
Moved in 1970 to 1979	10.3%	10.7%	11.9%
Moved in 1969 or Earlier	13.7%	13.3%	12.0%
Median Year Householder Moved In	1995	1994	1993



2000 Housing Units by Units in Structure

	1.0 miles	3.0 miles	5.0 miles
Total	3,707	17,374	25,775
1, Detached	58.2%	72.1%	69.6%
1, Attached	4.6%	2.8%	2.2%
2	2.0%	2.8%	2.9%
3 or 4	6.5%	3.5%	3.2%
5 to 9	5.9%	3.2%	3.0%
10 to 19	3.9%	1.8%	1.5%
20+	10.2%	6.2%	4.9%
Mobile Home	8.7%	7.5%	12.5%
Other	0.0%	0.0%	0.2%

2000 Housing Units by Year Structure Built

	1.0 miles	3.0 miles	5.0 miles
Total	3,724	17,450	25,686
1999 to March 2000	2.3%	2.2%	2.4%
1995 to 1998	4.8%	7.6%	8.0%
1990 to 1994	5.1%	5.6%	5.8%
1980 to 1989	12.0%	13.6%	14.8%
1970 to 1979	29.5%	23.3%	26.9%
1969 or Earlier	46.4%	47.8%	42.2%
Median Year Structure Built	1971	1970	1972

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



Houma Plaza
Latitude: 29.608826
Longitude: -90.740604

133 Monarch Dr
Houma, LA 70364
Radius: 1.0 miles

133 Monarch Dr
Houma, LA 70364
Radius: 3.0 miles

133 Monarch Dr
Houma, LA 70364
Radius: 5.0 miles

Top 3 ACORN Consumer Groups

1.	Newly Formed Households	Baby Boomers with Child	Rural Industrial Worker
2.	Social Security Dependents	Newly Formed Households	Young Frequent Movers
3.	Baby Boomers with Child	Rural Industrial Worker	Baby Boomers with Child



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 \$	\$7,995,123	\$44,082,503	\$61,452,285
Average Spent	\$2,240.16	\$2,643.31	\$2,487.04
Spending Potential Index	84	99	93
Computers & Accessories: Total \$	\$725,452	\$4,034,397	\$5,593,607
Average Spent	\$203.26	\$241.91	\$226.38
Spending Potential Index	69	82	76
Education: Total \$	\$2,484,513	\$13,475,564	\$18,262,140
Average Spent	\$696.14	\$808.03	\$739.09
Spending Potential Index	72	83	76
Entertainment/Recreation: Total \$	\$7,629,194	\$42,613,759	\$59,961,402
Average Spent	\$2,137.63	\$2,555.24	\$2,426.70
Spending Potential Index	72	87	82
Food at Home: Total \$	\$14,097,963	\$76,970,478	\$108,912,583
Average Spent	\$3,950.12	\$4,615.37	\$4,407.81
Spending Potential Index	88	103	98
Food Away from Home: Total \$	\$9,074,576	\$49,948,585	\$69,869,964
Average Spent	\$2,542.61	\$2,995.06	\$2,827.71
Spending Potential Index	85	101	95
Health Care: Total \$	\$8,124,603	\$44,749,194	\$64,105,434
Average Spent	\$2,276.44	\$2,683.29	\$2,594.42
Spending Potential Index	73	85	83
HH Furnishings & Equipment: Total \$	\$5,344,480	\$30,018,160	\$42,058,969
Average Spent	\$1,497.47	\$1,799.97	\$1,702.17
Spending Potential Index	73	88	83
Investments: Total \$	\$20,918,567	\$115,210,344	\$151,994,795
Average Spent	\$5,861.18	\$6,908.34	\$6,151.39
Spending Potential Index	69	81	72
Retail Goods: Total \$	\$63,498,912	\$351,625,508	\$499,449,351
Average Spent	\$17,791.79	\$21,084.46	\$20,213.26
Spending Potential Index	77	91	87
Shelter: Total \$	\$31,187,701	\$171,795,170	\$237,875,348
Average Spent	\$8,738.50	\$10,301.32	\$9,627.07
Spending Potential Index	69	81	76
TV/Video/Sound Equipment: Total \$	\$2,406,762	\$13,198,331	\$2,406,762
Average Spent	\$674.35	\$791.41	\$751.09
Spending Potential Index	71	83	79
Travel: Total \$	\$4,232,758	\$23,662,931	\$32,819,333
Average Spent	\$1,185.98	\$1,418.90	\$1,328.23
Spending Potential Index	68	81	76
Vehicle Maintenance & Repairs: Total \$	\$2,467,293	\$13,599,100	\$19,240,813
Average Spent	\$691.31	\$815.44	\$778.70
Spending Potential Index	70	83	79

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. Data was updated in September of 2003 based on the Consumer Expenditure Surveys from 1999, 2000 and 2001.