



Latitude: 37.6172  
Longitude: -77.3191

Creighton Pkwy AT Mecha  
Mechanicsville, VA 2311  
Radius: 3.0 miles

Creighton Pkwy AT Mecha  
Mechanicsville, VA 2311  
Radius: 5.0 miles

Creighton Pkwy AT Mecha  
Mechanicsville, VA 2311  
Radius: 10.0 miles



	21,473	50,245	263,193
2000 Total Population	21,473	50,245	263,193
2000 Group Quarters	112	291	9,746
2006 Total Population	25,640	57,055	279,642
2011 Total Population	29,026	63,245	295,561
2006 - 2011 Annual Rate	2.51%	2.08%	1.11%



2000 Households	8,051	19,297	107,413
2000 Average Household Size	2.65	2.59	2.36
2006 Households	9,631	21,928	114,201
2006 Average Household Size	2.65	2.59	2.36
2011 Households	10,914	24,332	120,689
2011 Average Household Size	2.65	2.59	2.37
2006 - 2011 Annual Rate	2.53%	2.1%	1.11%
2000 Families	6,221	14,341	64,668
2000 Average Family Size	3.03	3.01	2.99
2006 Families	7,291	15,881	66,807
2006 Average Family Size	3.06	3.05	3.03
2011 Families	8,111	17,255	69,192
2011 Average Family Size	3.09	3.07	3.06
2006 - 2011 Annual Rate	2.15%	1.67%	0.7%



<b>2000 Housing Units</b>	8,245	19,926	114,990
Owner Occupied Housing Units	81.6%	75.6%	54.0%
Renter Occupied Housing Units	16.0%	21.1%	39.4%
Vacant Housing Units	2.4%	3.3%	6.6%
<b>2006 Housing Units</b>	9,833	22,672	123,204
Owner Occupied Housing Units	82.6%	76.1%	54.7%
Renter Occupied Housing Units	15.4%	20.6%	38.0%
Vacant Housing Units	2.1%	3.3%	7.3%
<b>2011 Housing Units</b>	11,148	25,148	130,385
Owner Occupied Housing Units	82.7%	76.0%	54.9%
Renter Occupied Housing Units	15.2%	20.8%	37.7%
Vacant Housing Units	2.1%	3.2%	7.4%

**Median Household Income**

2000	\$56,048	\$52,463	\$37,979
2006	\$69,003	\$64,218	\$47,145
2011	\$80,292	\$75,411	\$55,784

**Median Home Value**

2000	\$127,418	\$125,855	\$102,011
2006	\$227,241	\$222,831	\$182,070
2011	\$268,165	\$265,096	\$229,765

**Per Capita Income**

2000	\$23,644	\$23,528	\$20,264
2006	\$29,875	\$29,675	\$25,734
2011	\$35,704	\$35,558	\$30,980

**Median Age**

2000	35.4	36.5	35.1
2006	36.9	38.4	36.5
2011	37.6	39.5	37.6

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.



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**2000 Households by Income**

Household Income Base	3.0 miles	5.0 miles	10.0 miles
< \$15,000	8,007 (6.3%)	19,296 (7.5%)	107,326 (18.6%)
\$15,000 - \$24,999	7.2%	9.4%	13.7%
\$25,000 - \$34,999	10.9%	12.1%	13.9%
\$35,000 - \$49,999	17.4%	17.7%	16.7%
\$50,000 - \$74,999	29.6%	26.3%	19.4%
\$75,000 - \$99,999	16.2%	14.5%	9.0%
\$100,000 - \$149,999	9.5%	9.0%	5.9%
\$150,000 - \$199,999	1.4%	1.7%	1.4%
\$200,000+	1.5%	1.7%	1.3%
Average Household Income	\$63,263	\$60,953	\$48,662

**2006 Households by Income**

Household Income Base	3.0 miles	5.0 miles	10.0 miles
< \$15,000	9,633 (4.5%)	21,928 (5.4%)	114,200 (14.3%)
\$15,000 - \$24,999	4.2%	6.0%	10.5%
\$25,000 - \$34,999	7.7%	9.2%	11.4%
\$35,000 - \$49,999	14.4%	15.3%	16.3%
\$50,000 - \$74,999	24.2%	23.0%	19.5%
\$75,000 - \$99,999	21.0%	18.2%	12.6%
\$100,000 - \$149,999	18.8%	16.7%	10.4%
\$150,000 - \$199,999	2.8%	3.3%	2.7%
\$200,000+	2.5%	2.8%	2.3%
Average Household Income	\$79,542	\$76,963	\$61,690

**2011 Households by Income**

Household Income Base	3.0 miles	5.0 miles	10.0 miles
< \$15,000	10,915 (3.7%)	24,335 (4.4%)	120,691 (11.6%)
\$15,000 - \$24,999	3.4%	4.5%	8.8%
\$25,000 - \$34,999	5.3%	6.8%	9.1%
\$35,000 - \$49,999	10.5%	12.3%	14.8%
\$50,000 - \$74,999	21.9%	21.6%	19.5%
\$75,000 - \$99,999	19.1%	17.3%	13.7%
\$100,000 - \$149,999	25.8%	22.6%	14.6%
\$150,000 - \$199,999	6.3%	5.7%	4.0%
\$200,000+	4.1%	4.8%	4.0%
Average Household Income	\$95,035	\$92,174	\$74,496

**2000 Owner Occupied HUs by Value**

Total	3.0 miles	5.0 miles	10.0 miles
<\$50,000	6,682 (0.5%)	15,089 (0.9%)	62,214 (6.4%)
\$50,000 - 99,999	14.1%	24.8%	42.4%
\$100,000 - 149,999	57.8%	43.9%	27.8%
\$150,000 - 199,999	18.2%	18.0%	12.4%
\$200,000 - \$299,999	6.7%	8.7%	8.1%
\$300,000 - 499,999	2.2%	3.4%	2.4%
\$500,000 - 999,999	0.3%	0.2%	0.4%
\$1,000,000+	0.2%	0.1%	0.1%
Average Home Value	\$144,589	\$142,517	\$123,164

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

Total	3.0 miles	5.0 miles	10.0 miles
With Cash Rent	1,333 (98.1%)	4,175 (96.8%)	44,922 (97.3%)
No Cash Rent	1.9%	3.2%	2.7%
Median Rent	\$624	\$553	\$464
Average Rent	\$597	\$528	\$469

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.



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**2000 Population by Age**

	3.0 miles	5.0 miles	10.0 miles
Total	21,476	50,246	263,192
0 - 4	7.3%	6.7%	6.5%
5 - 9	8.1%	7.8%	7.1%
10 - 14	7.8%	7.7%	6.8%
15 - 19	6.2%	6.5%	6.8%
20 - 24	3.8%	4.4%	7.3%
25 - 34	15.9%	14.1%	15.5%
35 - 44	19.0%	18.2%	16.5%
45 - 54	13.4%	14.7%	13.3%
55 - 64	8.6%	8.9%	8.2%
65 - 74	5.7%	6.2%	6.2%
75 - 84	3.3%	3.7%	4.3%
85+	1.0%	1.0%	1.6%
18+	72.3%	73.3%	75.9%

**2006 Population by Age**

	3.0 miles	5.0 miles	10.0 miles
Total	25,640	57,056	279,642
0 - 4	7.5%	6.6%	6.4%
5 - 9	7.4%	6.7%	6.0%
10 - 14	7.9%	7.8%	6.9%
15 - 19	6.9%	7.1%	7.3%
20 - 24	5.4%	5.6%	7.3%
25 - 34	11.4%	11.0%	14.0%
35 - 44	18.7%	17.0%	15.3%
45 - 54	14.7%	15.9%	14.5%
55 - 64	10.0%	11.1%	10.1%
65 - 74	5.4%	5.9%	6.0%
75 - 84	3.6%	4.1%	4.5%
85+	1.1%	1.3%	1.9%
18+	72.6%	74.3%	76.7%

**2011 Population by Age**

	3.0 miles	5.0 miles	10.0 miles
Total	29,027	63,246	295,559
0 - 4	7.7%	6.7%	6.4%
5 - 9	7.1%	6.4%	5.9%
10 - 14	7.7%	7.1%	6.1%
15 - 19	6.9%	7.1%	7.2%
20 - 24	5.7%	6.1%	8.1%
25 - 34	11.1%	10.9%	13.0%
35 - 44	16.5%	14.8%	13.8%
45 - 54	16.6%	17.0%	15.2%
55 - 64	10.4%	12.5%	11.8%
65 - 74	5.6%	6.1%	6.2%
75 - 84	3.4%	3.8%	4.2%
85+	1.3%	1.5%	2.1%
18+	72.9%	75.2%	77.6%

**2000 Population by Sex**

	3.0 miles	5.0 miles	10.0 miles
Males	48.4%	47.9%	47.1%
Females	51.6%	52.1%	52.9%

**2006 Population by Sex**

	3.0 miles	5.0 miles	10.0 miles
Males	48.6%	48.2%	47.4%
Females	51.4%	51.8%	52.6%

**2011 Population by Sex**

	3.0 miles	5.0 miles	10.0 miles
Males	48.7%	48.3%	47.6%
Females	51.3%	51.7%	52.4%

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



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2000 Population by Race/Ethnicity

Total	21,473	50,245	263,193
White Alone	90.8%	77.7%	51.5%
Black Alone	6.6%	19.6%	44.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	0.9%	0.8%	1.3%
Some Other Race Alone	0.5%	0.5%	0.7%
Two or More Races	0.9%	1.0%	1.3%
Hispanic Origin	1.0%	1.1%	1.5%
Diversity Index	18.8	37.2	54.7

2006 Population by Race/Ethnicity

Total	25,639	57,055	279,641
White Alone	89.6%	76.3%	50.5%
Black Alone	7.0%	20.5%	45.1%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	1.2%	1.0%	1.6%
Some Other Race Alone	0.6%	0.6%	0.8%
Two or More Races	1.1%	1.2%	1.6%
Hispanic Origin	1.4%	1.5%	1.9%
Diversity Index	21.4	39.5	55.9

2011 Population by Race/Ethnicity

Total	29,025	63,246	295,561
White Alone	88.5%	75.2%	49.6%
Black Alone	7.5%	21.0%	45.1%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	1.5%	1.2%	1.9%
Some Other Race Alone	0.7%	0.7%	1.0%
Two or More Races	1.3%	1.4%	1.9%
Hispanic Origin	1.7%	1.8%	2.4%
Diversity Index	23.7	41.3	57.0



2000 Population 3+ by School Enrollment

Total	20,514	48,355	252,940
Enrolled in Nursery/Preschool	2.5%	2.4%	2.0%
Enrolled in Kindergarten	1.4%	1.6%	1.5%
Enrolled in Grade 1-8	13.3%	12.9%	11.8%
Enrolled in Grade 9-12	6.2%	6.2%	5.4%
Enrolled in College	3.6%	3.4%	6.0%
Enrolled in Grad/Prof School	0.9%	0.7%	1.6%
Not Enrolled in School	72.0%	72.8%	71.8%

2000 Population 25+ by Educational Attainment

Total	14,269	33,601	172,473
Less than 9th Grade	2.7%	3.8%	6.5%
9th - 12th Grade, No Diploma	8.7%	10.5%	14.9%
High School Graduate	32.6%	32.4%	28.2%
Some College, No Degree	25.1%	25.3%	21.8%
Associate Degree	6.5%	5.8%	4.2%
Bachelor's Degree	17.7%	16.4%	16.4%
Master's/Prof/Doctorate Degree	6.8%	5.9%	8.0%

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.



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**2000 Population 15+ by Sex and Marital Status**

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	16,445	39,021	209,519
<b>Females</b>	52.4%	53.0%	53.9%
Never Married	8.8%	10.4%	17.0%
Married, not Separated	32.6%	30.5%	21.9%
Married, Separated	1.6%	1.6%	2.2%
Widowed	3.9%	4.5%	6.1%
Divorced	5.6%	6.0%	6.7%
<b>Males</b>	47.6%	47.0%	46.1%
Never Married	10.0%	11.3%	16.7%
Married, not Separated	32.3%	30.2%	22.1%
Married, Separated	0.6%	0.7%	1.4%
Widowed	0.4%	0.7%	1.4%
Divorced	4.3%	4.1%	4.5%



**2000 Population 16+ by Employment Status**

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	16,116	38,279	206,084
<b>In Labor Force</b>	73.4%	71.6%	66.7%
Civilian Employed	71.5%	69.6%	62.6%
Civilian Unemployed	1.7%	1.9%	4.0%
In Armed Forces	0.2%	0.1%	0.2%
<b>Not in Labor Force</b>	26.6%	28.4%	33.3%

**2006 Civilian Population 16+ in Labor Force**

	3.0 miles	5.0 miles	10.0 miles
Civilian Employed	96.4%	95.9%	93.2%
Civilian Unemployed	3.6%	4.1%	6.8%

**2011 Civilian Population 16+ in Labor Force**

	3.0 miles	5.0 miles	10.0 miles
Civilian Employed	96.6%	96.2%	93.8%
Civilian Unemployed	3.4%	3.8%	6.2%

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

	3.0 miles	5.0 miles	10.0 miles
<b>Total</b>	8,460	20,336	111,257
<b>Own Children &lt; 6 Only</b>	9.5%	8.0%	7.5%
Employed/in Armed Forces	7.2%	6.3%	5.0%
Unemployed	0.1%	0.1%	0.5%
Not in Labor Force	2.2%	1.7%	2.0%
<b>Own Children &lt; 6 and 6-17 Only</b>	7.9%	7.2%	5.2%
Employed/in Armed Forces	5.8%	5.4%	3.5%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	2.1%	1.8%	1.5%
<b>Own Children 6-17 Only</b>	22.1%	20.8%	15.8%
Employed/in Armed Forces	18.3%	16.9%	12.0%
Unemployed	0.4%	0.4%	0.5%
Not in Labor Force	3.5%	3.5%	3.3%
<b>No Own Children &lt; 18</b>	60.5%	64.0%	71.5%
Employed/in Armed Forces	34.1%	35.5%	37.9%
Unemployed	1.5%	1.3%	2.9%
Not in Labor Force	24.9%	27.1%	30.8%

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



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**2006 Employed Population 16+ by Industry**

	3.0 miles	5.0 miles	10.0 miles
Total	13,560	30,482	144,028
Agriculture/Mining	0.2%	0.4%	0.3%
Construction	9.6%	10.3%	7.9%
Manufacturing	9.4%	9.3%	8.2%
Wholesale Trade	6.8%	6.0%	4.2%
Retail Trade	13.1%	12.2%	12.0%
Transportation/Utilities	3.9%	4.4%	4.4%
Information	2.1%	2.1%	2.1%
Finance/Insurance/Real Estate	12.4%	11.6%	10.5%
Services	35.9%	36.3%	43.5%
Public Administration	6.6%	7.4%	7.0%

**2006 Employed Population 16+ by Occupation**

	3.0 miles	5.0 miles	10.0 miles
Total	13,560	30,481	144,029
White Collar	68.8%	67.1%	63.5%
Management/Business/Financial	17.1%	16.9%	14.3%
Professional	20.5%	19.5%	20.6%
Sales	13.1%	12.1%	11.1%
Administrative Support	18.1%	18.7%	17.5%
Services	9.7%	10.6%	15.7%
Blue Collar	21.5%	22.2%	20.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.3%	6.9%	6.4%
Installation/Maintenance/Repair	6.0%	5.4%	4.0%
Production	5.6%	5.6%	5.3%
Transportation/Material Moving	3.5%	4.3%	5.1%



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

	3.0 miles	5.0 miles	10.0 miles
Total	11,327	26,180	126,645
Drove Alone - Car, Truck, or Van	88.5%	87.2%	77.5%
Carpooled - Car, Truck, or Van	7.9%	8.6%	11.1%
Public Transportation	0.1%	0.3%	4.8%
Walked	0.2%	0.6%	2.7%
Other Means	0.9%	1.0%	1.6%
Worked at Home	2.3%	2.4%	2.3%

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

	3.0 miles	5.0 miles	10.0 miles
Total	11,327	26,179	126,648
Did Not Work at Home	97.7%	97.6%	97.7%
Less than 5 minutes	1.8%	1.7%	1.9%
5 to 9 minutes	6.9%	7.0%	8.5%
10 to 19 minutes	24.7%	27.2%	35.6%
20 to 24 minutes	22.6%	23.6%	20.2%
25 to 34 minutes	29.9%	27.0%	20.8%
35 to 44 minutes	4.9%	4.4%	3.3%
45 to 59 minutes	3.3%	3.0%	3.3%
60 to 89 minutes	2.0%	1.9%	2.1%
90 or more minutes	1.7%	1.9%	2.0%
Worked at Home	2.3%	2.4%	2.3%
Average Travel Time to Work (in min)	24.0	23.8	22.5

**2000 Households by Vehicles Available**

	3.0 miles	5.0 miles	10.0 miles
Total	8,036	19,322	107,483
None	3.0%	4.7%	15.1%
1	23.0%	26.8%	36.6%
2	46.2%	41.6%	31.8%
3	19.9%	19.3%	12.1%
4	5.5%	5.5%	3.2%
5+	2.5%	2.2%	1.2%
Average Number of Vehicles Available	2.1	2.0	1.6

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**2000 Households by Type**

	3.0 miles	5.0 miles	10.0 miles
Total	8,052	19,297	107,413
Family Households	77.3%	74.3%	60.2%
Married-couple Family	64.1%	58.0%	37.9%
With Related Children	33.8%	28.8%	17.3%
Other Family (No Spouse)	13.2%	16.3%	22.3%
With Related Children	8.9%	11.1%	15.1%
Nonfamily Households	22.7%	25.7%	39.8%
Householder Living Alone	18.7%	21.4%	31.2%
Householder Not Living Alone	4.1%	4.3%	8.6%
Households with Related Children	42.7%	39.9%	32.5%
Households with Persons 65+	18.6%	20.5%	21.5%

**2000 Households by Size**

	3.0 miles	5.0 miles	10.0 miles
Total	8,051	19,297	107,413
1 Person Household	18.7%	21.4%	31.2%
2 Person Household	33.7%	33.9%	32.2%
3 Person Household	21.1%	20.2%	17.2%
4 Person Household	19.0%	16.8%	12.0%
5 Person Household	5.7%	5.7%	4.8%
6 Person Household	1.5%	1.5%	1.6%
7+ Person Household	0.4%	0.5%	0.9%

**2000 Households by Year Householder Moved In**

	3.0 miles	5.0 miles	10.0 miles
Total	8,034	19,321	107,483
Moved in 1999 to March 2000	16.9%	15.8%	22.1%
Moved in 1995 to 1998	31.3%	29.8%	29.7%
Moved in 1990 to 1994	16.1%	16.6%	14.6%
Moved in 1980 to 1989	18.8%	18.0%	13.9%
Moved in 1970 to 1979	9.6%	9.9%	9.2%
Moved in 1969 or Earlier	7.4%	9.9%	10.4%
Median Year Householder Moved In	1994	1994	1995



**2000 Housing Units by Units in Structure**

	3.0 miles	5.0 miles	10.0 miles
Total	8,223	19,975	115,054
1, Detached	88.4%	83.8%	59.3%
1, Attached	1.0%	1.4%	7.1%
2	0.3%	1.2%	5.1%
3 or 4	0.6%	3.3%	7.2%
5 to 9	1.8%	3.4%	7.2%
10 to 19	6.6%	5.2%	5.9%
20+	0.6%	1.2%	7.6%
Mobile Home	0.6%	0.4%	0.7%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	3.0 miles	5.0 miles	10.0 miles
Total	8,219	19,948	115,064
1999 to March 2000	3.8%	2.9%	1.7%
1995 to 1998	16.4%	12.7%	5.9%
1990 to 1994	11.8%	11.1%	5.4%
1980 to 1989	29.1%	23.8%	11.5%
1970 to 1979	17.9%	18.9%	16.2%
1969 or Earlier	21.0%	30.6%	59.4%
Median Year Structure Built	1984	1980	1963

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



Latitude: 37.6172  
Longitude: -77.3191


Creighton Pkwy AT Mecha  
Mechanicsville, VA 2311  
Radius: 3.0 miles

Creighton Pkwy AT Mecha  
Mechanicsville, VA 2311  
Radius: 5.0 miles

Creighton Pkwy AT Mecha  
Mechanicsville, VA 2311  
Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Up and Coming Families	Up and Coming Families	Aspiring Young Familie
2.	Sophisticated Squires	Aspiring Young Familie	Metro Renters
3.	Aspiring Young Familie	Cozy and Comfortable	Family Foundations

 **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 \$	\$21,602,343	\$47,927,554	\$208,024,393
Average Spent	\$2,243.00	\$2,185.68	\$1,821.56
Spending Potential Index	82	80	67
Computers & Accessories: Total \$	\$2,899,937	\$6,335,558	\$26,714,159
Average Spent	\$301.10	\$288.93	\$233.92
Spending Potential Index	117	112	91
Education: Total \$	\$12,278,797	\$27,739,340	\$124,231,471
Average Spent	\$1,274.92	\$1,265.02	\$1,087.83
Spending Potential Index	113	112	96
Entertainment/Recreation: Total \$	\$36,078,342	\$79,486,506	\$326,217,852
Average Spent	\$3,746.06	\$3,624.89	\$2,856.52
Spending Potential Index	113	110	86
Food at Home: Total \$	\$50,512,096	\$112,732,369	\$493,211,137
Average Spent	\$5,244.74	\$5,141.02	\$4,318.80
Spending Potential Index	107	104	88
Food Away from Home: Total \$	\$35,859,730	\$79,345,462	\$345,004,913
Average Spent	\$3,723.37	\$3,618.45	\$3,021.03
Spending Potential Index	112	108	91
Health Care: Total \$	\$36,996,148	\$83,390,642	\$353,122,211
Average Spent	\$3,841.36	\$3,802.93	\$3,092.11
Spending Potential Index	105	103	84
HH Furnishings & Equipment: Total \$	\$21,868,146	\$47,518,519	\$192,068,644
Average Spent	\$2,270.60	\$2,167.02	\$1,681.85
Spending Potential Index	103	98	76
Investments: Total \$	\$54,755,371	\$120,952,837	\$466,689,230
Average Spent	\$5,685.33	\$5,515.91	\$4,086.56
Spending Potential Index	122	118	87
Retail Goods: Total \$	\$265,599,559	\$585,764,273	\$2,468,147,721
Average Spent	\$27,577.57	\$26,713.07	\$21,612.31
Spending Potential Index	106	102	83
Shelter: Total \$	\$158,507,387	\$348,627,772	\$1,455,339,498
Average Spent	\$16,458.04	\$15,898.75	\$12,743.67
Spending Potential Index	115	111	89
TV/Video/Sound Equipment: Total \$	\$11,544,356	\$25,638,707	\$112,131,118
Average Spent	\$1,198.67	\$1,169.22	\$981.88
Spending Potential Index	110	107	90
Travel: Total \$	\$19,796,539	\$44,024,263	\$178,039,055
Average Spent	\$2,055.50	\$2,007.67	\$1,559.00
Spending Potential Index	115	112	87
Vehicle Maintenance & Repairs: Total \$	\$11,570,143	\$25,454,980	\$107,425,426
Average Spent	\$1,201.34	\$1,160.84	\$940.67
Spending Potential Index	112	108	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.