






	Stowe Township Pennsylvania, United S Drive Time: 5 minutes	Stowe Township Pennsylvania, United S Drive Time: 10 minutes	Stowe Township Pennsylvania, United S Drive Time: 15 minutes
Latitude 40.4843			
Longitude -80.0738			
 2000 Total Population	17,016	123,376	395,605
2000 Group Quarters	216	10,221	22,753
2007 Total Population	16,469	116,406	380,595
2012 Total Population	16,056	113,382	370,818
2007 - 2012 Annual Rate	-0.51%	-0.53%	-0.52%
 2000 Households	7,521	50,868	170,052
2000 Average Household Size	2.23	2.22	2.19
2007 Households	7,399	49,590	166,098
2007 Average Household Size	2.2	2.19	2.16
2012 Households	7,263	48,554	162,740
2012 Average Household Size	2.18	2.17	2.14
2007 - 2012 Annual Rate	-0.37%	-0.42%	-0.41%
2000 Families	4,455	28,481	92,499
2000 Average Family Size	2.9	2.97	2.93
2007 Families	4,202	26,585	86,408
2007 Average Family Size	2.84	2.91	2.87
2012 Families	3,996	25,186	81,829
2012 Average Family Size	2.82	2.9	2.85
2007 - 2012 Annual Rate	-1%	-1.08%	-1.08%
 2000 Housing Units	8,656	57,917	188,436
Owner Occupied Housing Units	53.3%	51.2%	51.9%
Renter Occupied Housing Units	33.6%	36.6%	38.3%
Vacant Housing Units	13.1%	12.1%	9.8%
2007 Housing Units	8,667	57,662	187,588
Owner Occupied Housing Units	52.9%	50.6%	51.4%
Renter Occupied Housing Units	32.5%	35.4%	37.1%
Vacant Housing Units	14.6%	14.0%	11.5%
2012 Housing Units	8,695	57,809	187,716
Owner Occupied Housing Units	51.2%	49.2%	50.0%
Renter Occupied Housing Units	32.3%	34.8%	36.7%
Vacant Housing Units	16.5%	16.0%	13.3%
Median Household Income			
2000	\$28,171	\$31,432	\$32,532
2007	\$36,228	\$40,446	\$41,815
2012	\$42,804	\$47,908	\$49,779
Median Home Value			
2000	\$52,364	\$65,310	\$71,106
2007	\$76,851	\$97,988	\$107,206
2012	\$90,212	\$114,617	\$126,684
Per Capita Income			
2000	\$16,626	\$17,859	\$19,910
2007	\$21,762	\$23,650	\$26,452
2012	\$26,244	\$28,670	\$32,400
Median Age			
2000	40.5	37.5	37.1
2007	41.8	39.4	38.7
2012	43.2	40.7	40.3

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 forecasts for 2007 and 2012.



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2000 Households by Income

Household Income Base	Stowe Township	Stowe Township	Stowe Township
< \$15,000	7,539 (25.2%)	51,019 (23.3%)	169,998 (22.9%)
\$15,000 - \$24,999	19.1%	16.9%	16.4%
\$25,000 - \$34,999	16.0%	14.6%	13.8%
\$35,000 - \$49,999	15.9%	16.2%	15.9%
\$50,000 - \$74,999	14.0%	16.5%	16.5%
\$75,000 - \$99,999	5.3%	6.9%	6.9%
\$100,000 - \$149,999	3.0%	3.9%	4.8%
\$150,000 - \$199,999	0.8%	0.9%	1.2%
\$200,000+	0.7%	0.7%	1.6%
Average Household Income	\$37,008	\$41,087	\$45,191

2007 Households by Income

Household Income Base	Stowe Township	Stowe Township	Stowe Township
< \$15,000	7,397 (19.2%)	49,590 (17.2%)	166,097 (16.8%)
\$15,000 - \$24,999	14.9%	14.0%	13.7%
\$25,000 - \$34,999	14.1%	12.2%	11.6%
\$35,000 - \$49,999	17.8%	16.4%	15.5%
\$50,000 - \$74,999	16.8%	17.5%	17.5%
\$75,000 - \$99,999	8.2%	11.1%	11.1%
\$100,000 - \$149,999	6.4%	8.2%	8.6%
\$150,000 - \$199,999	1.3%	2.0%	2.5%
\$200,000+	1.3%	1.5%	2.6%
Average Household Income	\$47,963	\$53,529	\$58,870

2012 Households by Income

Household Income Base	Stowe Township	Stowe Township	Stowe Township
< \$15,000	7,263 (16.2%)	48,554 (14.5%)	162,739 (14.3%)
\$15,000 - \$24,999	12.3%	11.4%	11.0%
\$25,000 - \$34,999	12.6%	11.2%	10.9%
\$35,000 - \$49,999	17.0%	15.0%	14.1%
\$50,000 - \$74,999	17.9%	18.1%	17.5%
\$75,000 - \$99,999	10.1%	11.2%	11.4%
\$100,000 - \$149,999	9.4%	12.5%	12.8%
\$150,000 - \$199,999	2.4%	3.3%	3.8%
\$200,000+	2.2%	2.8%	4.3%
Average Household Income	\$57,436	\$64,655	\$71,814

2000 Owner Occupied HUs by Value

Total	Stowe Township	Stowe Township	Stowe Township
<\$50,000	4,632 (46.9%)	29,692 (32.0%)	97,728 (27.9%)
\$50,000 - 99,999	44.8%	49.9%	46.4%
\$100,000 - 149,999	6.5%	12.1%	14.4%
\$150,000 - 199,999	1.4%	3.4%	5.2%
\$200,000 - \$299,999	0.3%	2.0%	3.4%
\$300,000 - 499,999	0.0%	0.5%	1.7%
\$500,000 - 999,999	0.0%	0.1%	0.7%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$57,557	\$75,540	\$91,548

2000 Specified Renter Occupied HUs by Contract Rent

Total	Stowe Township	Stowe Township	Stowe Township
With Cash Rent	2,898 (94.4%)	21,120 (95.2%)	72,171 (96.0%)
No Cash Rent	5.6%	4.8%	4.0%
Median Rent	\$326	\$397	\$417
Average Rent	\$312	\$406	\$431

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 2007 and 2012.



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2000 Population by Age

	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S
Total	17,019	123,373	395,604
0 - 4	6.1%	5.5%	5.2%
5 - 9	6.2%	5.9%	5.5%
10 - 14	6.0%	6.0%	5.7%
15 - 19	5.4%	7.3%	7.3%
20 - 24	5.3%	7.6%	8.9%
25 - 34	12.9%	13.9%	14.3%
35 - 44	14.6%	15.8%	15.0%
45 - 54	13.3%	13.3%	12.8%
55 - 64	8.7%	8.3%	8.3%
65 - 74	9.4%	8.0%	8.2%
75 - 84	9.1%	6.5%	6.6%
85+	2.9%	2.0%	2.1%
18+	78.3%	79.3%	80.3%

2007 Population by Age

Total	16,470	116,406	380,593
0 - 4	6.2%	5.5%	5.2%
5 - 9	5.8%	5.1%	4.8%
10 - 14	5.8%	5.6%	5.1%
15 - 19	6.2%	7.8%	7.6%
20 - 24	5.6%	7.5%	8.7%
25 - 34	11.5%	12.6%	13.8%
35 - 44	13.6%	13.6%	13.3%
45 - 54	15.7%	16.0%	15.2%
55 - 64	11.1%	10.5%	10.4%
65 - 74	7.3%	6.7%	6.7%
75 - 84	7.4%	6.3%	6.5%
85+	3.9%	2.8%	2.8%
18+	78.5%	80.2%	81.6%

2012 Population by Age

Total	16,057	113,382	370,817
0 - 4	6.2%	5.4%	5.1%
5 - 9	5.4%	4.9%	4.6%
10 - 14	5.5%	5.0%	4.8%
15 - 19	5.7%	7.3%	7.1%
20 - 24	6.6%	8.3%	9.3%
25 - 34	10.8%	12.2%	12.8%
35 - 44	12.1%	12.5%	12.5%
45 - 54	14.9%	15.0%	14.4%
55 - 64	14.4%	13.6%	13.3%
65 - 74	7.8%	7.0%	7.0%
75 - 84	6.3%	5.5%	5.8%
85+	4.2%	3.3%	3.3%
18+	79.5%	81.3%	82.6%

2000 Population by Sex

Males	46.7%	48.5%	47.8%
Females	53.3%	51.5%	52.2%

2007 Population by Sex

Males	47.2%	48.2%	48.1%
Females	52.8%	51.8%	51.9%

2012 Population by Sex

Males	47.3%	48.3%	48.2%
Females	52.7%	51.7%	51.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Population by Race/Ethnicity

Total	17,015	123,376	395,607
White Alone	86.2%	77.4%	81.3%
Black Alone	11.5%	19.8%	14.4%
American Indian Alone	0.2%	0.1%	0.1%
Asian or Pacific Islander Alone	0.5%	0.7%	2.4%
Some Other Race Alone	0.3%	0.5%	0.5%
Two or More Races	1.3%	1.4%	1.3%
Hispanic Origin	0.7%	1.0%	1.1%
Diversity Index	25.4	37.4	33.3

2007 Population by Race/Ethnicity

Total	16,468	116,406	380,594
White Alone	82.2%	74.0%	78.0%
Black Alone	15.1%	22.7%	16.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.7%	1.0%	3.3%
Some Other Race Alone	0.4%	0.6%	0.6%
Two or More Races	1.4%	1.5%	1.5%
Hispanic Origin	0.8%	1.2%	1.3%
Diversity Index	31.2	41.5	38.0

2012 Population by Race/Ethnicity

Total	16,056	113,383	370,819
White Alone	79.4%	71.2%	75.5%
Black Alone	17.6%	25.1%	18.1%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	1.3%	4.0%
Some Other Race Alone	0.4%	0.6%	0.6%
Two or More Races	1.5%	1.6%	1.6%
Hispanic Origin	0.9%	1.3%	1.5%
Diversity Index	35.0	44.4	41.4



2000 Population 3+ by School Enrollment

Total	16,375	119,440	383,109
Enrolled in Nursery/Preschool	1.4%	1.5%	1.6%
Enrolled in Kindergarten	1.3%	1.1%	1.1%
Enrolled in Grade 1-8	10.8%	10.1%	9.5%
Enrolled in Grade 9-12	4.6%	5.2%	4.9%
Enrolled in College	3.0%	6.8%	8.9%
Enrolled in Grad/Prof School	0.6%	1.3%	2.4%
Not Enrolled in School	78.3%	73.9%	71.8%

2000 Population 25+ by Educational Attainment

Total	11,926	83,792	266,296
Less than 9th Grade	5.6%	4.9%	4.5%
9th - 12th Grade, No Diploma	17.3%	15.1%	12.6%
High School Graduate	45.5%	38.0%	34.4%
Some College, No Degree	14.4%	16.8%	16.7%
Associate Degree	5.8%	7.2%	6.7%
Bachelor's Degree	8.0%	12.0%	15.1%
Master's/Prof/Doctorate Degree	3.5%	6.0%	10.1%

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 2007 and 2012.



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Stowe Township
Pennsylvania, United S
Drive Time: 15 minutes



2000 Population 15+ by Sex and Marital Status

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	13,839	101,982	330,097
Females	54.0%	52.0%	53.0%
Never Married	15.0%	17.5%	17.5%
Married, not Separated	20.4%	19.4%	21.1%
Married, Separated	1.1%	1.5%	1.4%
Widowed	10.0%	7.8%	7.7%
Divorced	7.5%	5.9%	5.3%
Males	46.0%	48.0%	47.0%
Never Married	16.0%	18.0%	18.7%
Married, not Separated	20.7%	22.5%	22.0%
Married, Separated	1.1%	1.3%	1.0%
Widowed	2.9%	1.8%	1.8%
Divorced	5.4%	4.3%	3.7%



2000 Population 16+ by Employment Status

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	13,600	100,620	325,980
In Labor Force	55.2%	57.4%	60.3%
Civilian Employed	51.1%	52.9%	55.2%
Civilian Unemployed	4.2%	4.4%	4.9%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	44.8%	42.6%	39.7%

2007 Civilian Population 16+ in Labor Force

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Civilian Employed	90.5%	91.3%	92.5%
Civilian Unemployed	9.5%	8.7%	7.5%

2012 Civilian Population 16+ in Labor Force

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Civilian Employed	90.8%	91.6%	92.8%
Civilian Unemployed	9.2%	8.4%	7.2%

2000 Females 16+ by Employment Status and Age of Children

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	7,370	52,366	172,873
Own Children < 6 Only	6.2%	5.2%	5.6%
Employed/in Armed Forces	3.6%	3.3%	3.3%
Unemployed	0.5%	0.4%	0.3%
Not in Labor Force	2.1%	1.6%	1.9%
Own Children < 6 and 6-17 Only	4.4%	4.5%	4.2%
Employed/in Armed Forces	2.6%	2.6%	2.3%
Unemployed	0.1%	0.3%	0.3%
Not in Labor Force	1.7%	1.5%	1.6%
Own Children 6-17 Only	12.1%	13.4%	12.7%
Employed/in Armed Forces	8.6%	9.7%	9.2%
Unemployed	0.0%	0.5%	0.5%
Not in Labor Force	3.5%	3.2%	3.0%
No Own Children < 18	77.4%	76.9%	77.6%
Employed/in Armed Forces	31.0%	35.6%	35.9%
Unemployed	2.2%	2.4%	3.5%
Not in Labor Force	44.2%	38.9%	38.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.



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Stowe Township
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Drive Time: 15 minutes



2007 Employed Population 16+ by Industry

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	7,080	54,154	185,140
Agriculture/Mining	0.3%	0.2%	0.2%
Construction	8.5%	6.7%	5.9%
Manufacturing	8.2%	6.1%	5.5%
Wholesale Trade	3.1%	2.9%	2.7%
Retail Trade	11.8%	11.5%	11.0%
Transportation/Utilities	7.7%	6.7%	5.7%
Information	2.1%	2.5%	2.5%
Finance/Insurance/Real Estate	7.6%	8.8%	9.0%
Services	45.8%	50.0%	53.6%
Public Administration	5.1%	4.6%	4.0%

2007 Employed Population 16+ by Occupation

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	7,080	54,155	185,138
White Collar	50.9%	59.2%	64.6%
Management/Business/Financial	8.1%	11.2%	12.6%
Professional	15.0%	19.4%	24.7%
Sales	12.1%	11.2%	10.9%
Administrative Support	15.8%	17.4%	16.4%
Services	24.0%	21.2%	18.8%
Blue Collar	25.1%	19.7%	16.6%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	7.2%	6.2%	5.3%
Installation/Maintenance/Repair	3.9%	2.8%	2.6%
Production	5.7%	4.0%	3.3%
Transportation/Material Moving	8.2%	6.6%	5.3%



2000 Workers 16+ by Means of Transportation to Work

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,791	52,142	176,917
Drove Alone - Car, Truck, or Van	64.9%	64.5%	63.0%
Carpooled - Car, Truck, or Van	15.4%	11.9%	10.9%
Public Transportation	12.5%	13.7%	14.7%
Walked	5.6%	7.0%	8.1%
Other Means	0.8%	0.9%	1.0%
Worked at Home	0.9%	2.0%	2.3%

2000 Workers 16+ by Travel Time to Work

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,791	52,141	176,917
Did Not Work at Home	99.1%	98.0%	97.7%
Less than 5 minutes	1.9%	2.3%	2.4%
5 to 9 minutes	11.5%	10.6%	10.1%
10 to 19 minutes	32.2%	33.6%	33.8%
20 to 24 minutes	21.4%	18.4%	18.0%
25 to 34 minutes	19.4%	20.3%	20.2%
35 to 44 minutes	3.8%	4.1%	4.7%
45 to 59 minutes	3.6%	4.0%	4.4%
60 to 89 minutes	3.0%	3.0%	2.6%
90 or more minutes	2.3%	1.7%	1.4%
Worked at Home	0.9%	2.0%	2.3%
Average Travel Time to Work (in min)	23.3	22.4	22.4

2000 Households by Vehicles Available

	Stowe Township	Stowe Township	Stowe Township
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	7,530	50,836	169,993
None	24.7%	23.9%	23.2%
1	44.8%	42.6%	42.1%
2	25.2%	26.8%	27.5%
3	3.6%	5.0%	5.4%
4	1.1%	1.2%	1.2%
5+	0.5%	0.5%	0.5%
Average Number of Vehicles Available	1.1	1.2	1.2

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



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2000 Households by Type

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Total	7,522	50,867	170,052
Family Households	59.2%	56.0%	54.4%
Married-couple Family	35.9%	35.7%	36.9%
With Related Children	12.6%	14.6%	14.9%
Other Family (No Spouse)	23.3%	20.3%	17.5%
With Related Children	13.3%	12.0%	10.0%
Nonfamily Households	40.8%	44.0%	45.6%
Householder Living Alone	35.6%	37.6%	37.6%
Householder Not Living Alone	5.2%	6.4%	8.0%
Households with Related Children	26.0%	26.6%	24.8%
Households with Persons 65+	35.7%	29.8%	29.0%

2000 Households by Size

	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S
Total	7,521	50,868	170,052
1 Person Household	35.6%	37.6%	37.6%
2 Person Household	32.1%	30.3%	31.5%
3 Person Household	15.5%	14.7%	14.4%
4 Person Household	10.1%	10.4%	10.1%
5 Person Household	4.5%	4.7%	4.3%
6 Person Household	1.4%	1.6%	1.4%
7+ Person Household	0.7%	0.8%	0.7%

2000 Households by Year Householder Moved In

	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S
Total	7,531	50,836	169,993
Moved in 1999 to March 2000	14.5%	16.8%	18.1%
Moved in 1995 to 1998	24.6%	25.3%	25.3%
Moved in 1990 to 1994	13.1%	14.5%	13.8%
Moved in 1980 to 1989	13.0%	14.6%	14.3%
Moved in 1970 to 1979	10.1%	10.5%	10.4%
Moved in 1969 or Earlier	24.6%	18.3%	18.2%
Median Year Householder Moved In	1991	1992	1993



2000 Housing Units by Units in Structure

	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S
Total	8,678	57,895	188,388
1, Detached	56.2%	49.8%	50.1%
1, Attached	9.9%	12.0%	12.2%
2	9.4%	10.1%	9.6%
3 or 4	10.1%	7.9%	7.2%
5 to 9	8.7%	5.7%	5.8%
10 to 19	2.6%	2.8%	4.2%
20+	2.8%	11.4%	10.6%
Mobile Home	0.1%	0.3%	0.3%
Other	0.2%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S	Stowe Township Pennsylvania, United S
Total	8,684	57,929	188,388
1999 to March 2000	0.5%	0.5%	0.6%
1995 to 1998	0.8%	1.6%	1.4%
1990 to 1994	0.7%	1.4%	1.5%
1980 to 1989	1.8%	4.0%	4.8%
1970 to 1979	3.9%	7.3%	7.5%
1969 or Earlier	92.3%	85.2%	84.2%
Median Year Structure Built	1938	1942	1943

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



Latitude 40.4843
Longitude -80.0738


Stowe Township
Pennsylvania, United S
Drive Time: 5 minutes

Stowe Township
Pennsylvania, United S
Drive Time: 10 minutes

Stowe Township
Pennsylvania, United S
Drive Time: 15 minutes

Top 3 Tapestry Segments

1.	Simple Living	Rustbelt Traditions	Simple Living
2.	Heartland Communities	Rustbelt Retirees	Rustbelt Retirees
3.	Home Town	Simple Living	Rustbelt Traditions

 **2007 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 \$	\$12,237,100	\$92,456,711	\$341,609,868
Average Spent	\$1,653.89	\$1,864.42	\$2,056.68
Spending Potential Index	60	68	75
Computers & Accessories: Total \$	\$1,207,644	\$9,085,714	\$34,291,011
Average Spent	\$163.22	\$183.22	\$206.45
Spending Potential Index	66	74	83
Education: Total \$	\$6,857,287	\$51,133,771	\$198,175,260
Average Spent	\$926.79	\$1,031.13	\$1,193.12
Spending Potential Index	72	80	93
Entertainment/Recreation: Total \$	\$16,462,026	\$122,551,458	\$452,060,370
Average Spent	\$2,224.90	\$2,471.29	\$2,721.65
Spending Potential Index	65	72	79
Food at Home: Total \$	\$25,697,426	\$187,393,009	\$686,352,737
Average Spent	\$3,473.09	\$3,778.85	\$4,132.22
Spending Potential Index	69	75	82
Food Away from Home: Total \$	\$17,079,428	\$126,742,820	\$468,467,372
Average Spent	\$2,308.34	\$2,555.81	\$2,820.43
Spending Potential Index	68	75	83
Health Care: Total \$	\$21,512,462	\$149,761,125	\$542,344,373
Average Spent	\$2,907.48	\$3,019.99	\$3,265.21
Spending Potential Index	74	77	84
HH Furnishings & Equipment: Total \$	\$10,154,604	\$77,127,858	\$284,830,226
Average Spent	\$1,372.43	\$1,555.31	\$1,714.83
Spending Potential Index	61	69	76
Investments: Total \$	\$7,828,766	\$60,018,062	\$221,866,879
Average Spent	\$1,058.08	\$1,210.29	\$1,335.76
Spending Potential Index	71	81	90
Retail Goods: Total \$	\$129,328,875	\$946,635,067	\$3,479,264,489
Average Spent	\$17,479.24	\$19,089.23	\$20,947.06
Spending Potential Index	66	72	79
Shelter: Total \$	\$69,920,414	\$543,953,869	\$2,013,168,912
Average Spent	\$9,449.98	\$10,969.02	\$12,120.37
Spending Potential Index	63	73	81
TV/Video/Sound Equipment: Total \$	\$6,138,807	\$44,585,437	\$163,973,118
Average Spent	\$829.68	\$899.08	\$987.21
Spending Potential Index	71	77	85
Travel: Total \$	\$8,729,268	\$66,449,036	\$246,696,994
Average Spent	\$1,179.79	\$1,339.97	\$1,485.25
Spending Potential Index	64	73	80
Vehicle Maintenance & Repairs: Total \$	\$5,137,582	\$38,070,235	\$141,093,096
Average Spent	\$694.36	\$767.70	\$849.46
Spending Potential Index	65	72	80

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 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.