



Latitude 40.6053  
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2000 Total Population	13,995	59,908	107,396
2000 Group Quarters	215	733	1,844
2007 Total Population	13,479	57,874	104,931
2012 Total Population	13,168	56,779	103,277
2007 - 2012 Annual Rate	-0.47%	-0.38%	-0.32%



2000 Households	6,070	26,059	45,982
2000 Average Household Size	2.27	2.27	2.3
2007 Households	5,930	25,606	45,603
2007 Average Household Size	2.24	2.23	2.26
2012 Households	5,830	25,308	45,168
2012 Average Household Size	2.22	2.21	2.25
2007 - 2012 Annual Rate	-0.34%	-0.23%	-0.19%
2000 Families	3,836	16,632	29,579
2000 Average Family Size	2.87	2.87	2.9
2007 Families	3,609	15,774	28,382
2007 Average Family Size	2.82	2.81	2.85
2012 Families	3,447	15,165	27,391
2012 Average Family Size	2.81	2.8	2.84
2007 - 2012 Annual Rate	-0.91%	-0.78%	-0.71%



<b>2000 Housing Units</b>	6,762	28,738	49,753
Owner Occupied Housing Units	62.3%	63.1%	65.4%
Renter Occupied Housing Units	27.4%	27.7%	27.0%
Vacant Housing Units	10.4%	9.2%	7.5%
<b>2007 Housing Units</b>	6,715	28,698	50,040
Owner Occupied Housing Units	61.9%	62.5%	65.1%
Renter Occupied Housing Units	26.4%	26.8%	26.1%
Vacant Housing Units	11.7%	10.8%	8.9%
<b>2012 Housing Units</b>	6,723	28,800	50,260
Owner Occupied Housing Units	60.9%	61.5%	64.1%
Renter Occupied Housing Units	25.8%	26.4%	25.7%
Vacant Housing Units	13.3%	12.1%	10.1%

**Median Household Income**

2000	\$31,423	\$32,806	\$36,645
2007	\$41,202	\$42,651	\$47,436
2012	\$49,540	\$51,276	\$56,425

**Median Home Value**

2000	\$63,257	\$71,759	\$81,735
2007	\$94,698	\$108,256	\$122,861
2012	\$110,688	\$127,572	\$147,843

**Per Capita Income**

2000	\$17,417	\$17,920	\$21,330
2007	\$23,539	\$23,886	\$27,995
2012	\$28,691	\$29,240	\$34,170

**Median Age**

2000	41.9	42.1	42.0
2007	44.1	44.6	44.6
2012	45.8	46.0	46.0

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	Tarentum	Tarentum	Tarentum
< \$15,000	6,028 20.3%	26,098 20.2%	46,008 17.7%
\$15,000 - \$24,999	19.5%	17.7%	15.8%
\$25,000 - \$34,999	15.1%	15.3%	14.2%
\$35,000 - \$49,999	15.2%	17.6%	17.4%
\$50,000 - \$74,999	19.7%	18.0%	18.8%
\$75,000 - \$99,999	6.4%	7.3%	8.2%
\$100,000 - \$149,999	2.7%	2.9%	4.7%
\$150,000 - \$199,999	0.2%	0.3%	1.0%
\$200,000+	0.9%	0.8%	2.2%
Average Household Income	\$40,676	\$40,886	\$49,432

**2007 Households by Income**

Household Income Base	Tarentum	Tarentum	Tarentum
< \$15,000	5,929 13.1%	25,606 14.0%	45,603 11.9%
\$15,000 - \$24,999	15.8%	14.1%	12.5%
\$25,000 - \$34,999	13.7%	12.5%	11.6%
\$35,000 - \$49,999	15.4%	17.0%	16.3%
\$50,000 - \$74,999	19.1%	19.6%	19.3%
\$75,000 - \$99,999	13.1%	11.9%	13.0%
\$100,000 - \$149,999	7.7%	8.5%	9.8%
\$150,000 - \$199,999	1.0%	1.4%	2.5%
\$200,000+	1.0%	1.1%	3.1%
Average Household Income	\$53,053	\$53,784	\$64,122

**2012 Households by Income**

Household Income Base	Tarentum	Tarentum	Tarentum
< \$15,000	5,832 10.7%	25,309 11.5%	45,168 9.8%
\$15,000 - \$24,999	11.6%	10.4%	9.5%
\$25,000 - \$34,999	12.7%	11.9%	10.4%
\$35,000 - \$49,999	15.3%	14.7%	14.0%
\$50,000 - \$74,999	17.3%	19.3%	19.2%
\$75,000 - \$99,999	14.2%	13.7%	13.6%
\$100,000 - \$149,999	13.8%	13.2%	14.7%
\$150,000 - \$199,999	2.6%	3.2%	4.2%
\$200,000+	1.7%	2.0%	4.7%
Average Household Income	\$64,255	\$65,378	\$77,820

**2000 Owner Occupied HUs by Value**

Total	Tarentum	Tarentum	Tarentum
<\$50,000	4,258 32.9%	18,096 25.2%	32,476 20.8%
\$50,000 - 99,999	50.8%	52.9%	45.6%
\$100,000 - 149,999	11.3%	15.1%	18.3%
\$150,000 - 199,999	3.3%	4.6%	7.3%
\$200,000 - \$299,999	1.2%	1.5%	5.0%
\$300,000 - 499,999	0.2%	0.6%	2.2%
\$500,000 - 999,999	0.2%	0.1%	0.8%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$72,885	\$80,556	\$103,115

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

Total	Tarentum	Tarentum	Tarentum
With Cash Rent	1,848 91.7%	7,936 92.8%	13,407 93.4%
No Cash Rent	8.3%	7.2%	6.6%
Median Rent	\$359	\$349	\$376
Average Rent	\$349	\$336	\$411

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**

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	13,994	59,909	107,398
0 - 4	5.0%	5.2%	5.2%
5 - 9	5.6%	6.0%	6.1%
10 - 14	5.8%	6.0%	6.3%
15 - 19	5.7%	5.8%	5.8%
20 - 24	5.2%	4.6%	4.2%
25 - 34	12.2%	11.6%	11.4%
35 - 44	15.9%	15.8%	16.0%
45 - 54	14.2%	14.0%	14.6%
55 - 64	8.9%	9.4%	9.4%
65 - 74	10.0%	10.5%	10.0%
75 - 84	9.0%	8.8%	8.3%
85+	2.7%	2.4%	2.5%
18+	79.9%	79.0%	78.4%

**2007 Population by Age**

Total	13,480	57,873	104,929
0 - 4	5.1%	5.2%	5.2%
5 - 9	4.8%	5.0%	5.0%
10 - 14	5.3%	5.7%	5.8%
15 - 19	5.3%	5.6%	5.9%
20 - 24	5.5%	5.6%	5.7%
25 - 34	12.2%	10.5%	9.9%
35 - 44	13.1%	13.0%	13.1%
45 - 54	17.7%	17.3%	17.5%
55 - 64	11.4%	11.8%	12.1%
65 - 74	7.3%	7.9%	7.8%
75 - 84	8.2%	8.7%	8.4%
85+	4.0%	3.8%	3.7%
18+	81.5%	80.6%	80.2%

**2012 Population by Age**

Total	13,170	56,779	103,274
0 - 4	4.9%	5.1%	5.0%
5 - 9	4.8%	4.9%	4.9%
10 - 14	4.9%	5.1%	5.2%
15 - 19	5.2%	5.5%	5.6%
20 - 24	5.1%	5.4%	5.5%
25 - 34	11.7%	10.9%	10.7%
35 - 44	12.3%	11.7%	11.6%
45 - 54	16.5%	16.2%	16.3%
55 - 64	15.7%	15.3%	15.6%
65 - 74	7.6%	8.2%	8.2%
75 - 84	7.0%	7.5%	7.2%
85+	4.5%	4.3%	4.3%
18+	82.2%	81.5%	81.3%

**2000 Population by Sex**

Males	46.2%	46.7%	47.1%
Females	53.8%	53.3%	52.9%

**2007 Population by Sex**

Males	46.8%	47.2%	47.5%
Females	53.2%	52.8%	52.5%

**2012 Population by Sex**

Males	46.9%	47.3%	47.6%
Females	53.1%	52.7%	52.4%

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	13,994	59,908	107,397
White Alone	95.3%	93.3%	95.0%
Black Alone	3.1%	5.0%	3.3%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	0.4%	0.3%	0.7%
Some Other Race Alone	0.2%	0.2%	0.2%
Two or More Races	0.9%	1.0%	0.8%
Hispanic Origin	0.6%	0.6%	0.6%
Diversity Index	10.3	13.7	10.7

**2007 Population by Race/Ethnicity**

Total	13,479	57,873	104,930
White Alone	93.7%	92.0%	93.7%
Black Alone	4.3%	6.1%	4.0%
American Indian Alone	0.2%	0.1%	0.1%
Asian or Pacific Islander Alone	0.5%	0.4%	1.0%
Some Other Race Alone	0.3%	0.2%	0.2%
Two or More Races	1.1%	1.2%	0.9%
Hispanic Origin	0.8%	0.7%	0.7%
Diversity Index	13.4	16.3	13.2

**2012 Population by Race/Ethnicity**

Total	13,168	56,778	103,278
White Alone	92.4%	90.9%	92.7%
Black Alone	5.2%	6.9%	4.6%
American Indian Alone	0.2%	0.1%	0.1%
Asian or Pacific Islander Alone	0.7%	0.6%	1.3%
Some Other Race Alone	0.3%	0.3%	0.2%
Two or More Races	1.2%	1.3%	1.0%
Hispanic Origin	0.9%	0.9%	0.8%
Diversity Index	15.9	18.4	15.1



**2000 Population 3+ by School Enrollment**

Total	13,546	58,089	104,078
Enrolled in Nursery/Preschool	1.5%	1.5%	1.6%
Enrolled in Kindergarten	1.3%	1.4%	1.3%
Enrolled in Grade 1-8	9.5%	10.1%	10.4%
Enrolled in Grade 9-12	5.2%	5.3%	5.5%
Enrolled in College	3.0%	2.8%	2.8%
Enrolled in Grad/Prof School	0.4%	0.5%	0.8%
Not Enrolled in School	79.2%	78.5%	77.5%

**2000 Population 25+ by Educational Attainment**

Total	10,135	43,458	77,581
Less than 9th Grade	3.7%	4.3%	4.2%
9th - 12th Grade, No Diploma	9.6%	11.0%	9.8%
High School Graduate	46.9%	44.8%	40.4%
Some College, No Degree	17.7%	16.4%	15.9%
Associate Degree	7.7%	8.1%	7.4%
Bachelor's Degree	9.4%	10.3%	13.8%
Master's/Prof/Doctorate Degree	5.1%	5.2%	8.5%

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

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
<b>Total</b>	11,659	49,584	88,344
<b>Females</b>	54.4%	54.1%	53.9%
Never Married	12.1%	11.4%	11.5%
Married, not Separated	26.2%	26.9%	27.5%
Married, Separated	1.2%	1.2%	1.1%
Widowed	9.1%	9.1%	8.7%
Divorced	5.9%	5.5%	5.2%
<b>Males</b>	45.6%	45.9%	46.1%
Never Married	14.1%	12.9%	12.4%
Married, not Separated	24.9%	26.3%	27.2%
Married, Separated	0.6%	0.8%	0.8%
Widowed	2.0%	1.9%	2.0%
Divorced	4.0%	4.0%	3.7%



**2000 Population 16+ by Employment Status**

<b>Total</b>	11,506	48,738	86,906
<b>In Labor Force</b>	57.7%	56.4%	57.9%
Civilian Employed	54.8%	53.1%	54.8%
Civilian Unemployed	2.9%	3.3%	3.1%
In Armed Forces	0.0%	0.1%	0.1%
<b>Not in Labor Force</b>	42.3%	43.6%	42.1%

**2007 Civilian Population 16+ in Labor Force**

Civilian Employed	93.7%	92.9%	93.6%
Civilian Unemployed	6.3%	7.1%	6.4%

**2012 Civilian Population 16+ in Labor Force**

Civilian Employed	94.0%	93.2%	93.9%
Civilian Unemployed	6.0%	6.8%	6.1%

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

<b>Total</b>	6,286	26,394	46,854
<b>Own Children &lt; 6 Only</b>	5.8%	5.5%	5.8%
Employed/in Armed Forces	4.1%	3.8%	3.8%
Unemployed	0.1%	0.2%	0.2%
Not in Labor Force	1.6%	1.5%	1.8%
<b>Own Children &lt; 6 and 6-17 Only</b>	3.9%	4.1%	4.3%
Employed/in Armed Forces	2.0%	2.1%	2.2%
Unemployed	0.1%	0.2%	0.1%
Not in Labor Force	1.8%	1.9%	2.0%
<b>Own Children 6-17 Only</b>	13.6%	14.9%	15.4%
Employed/in Armed Forces	11.4%	11.2%	11.1%
Unemployed	0.1%	0.4%	0.4%
Not in Labor Force	2.1%	3.4%	3.9%
<b>No Own Children &lt; 18</b>	76.7%	75.5%	74.5%
Employed/in Armed Forces	32.0%	30.6%	31.0%
Unemployed	1.3%	1.7%	1.8%
Not in Labor Force	43.4%	43.2%	41.7%

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



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Drive Time: 15 minutes



**2007 Employed Population 16+ by Industry**

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,407	26,290	49,264
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	6.5%	6.5%	6.5%
Manufacturing	15.8%	15.0%	13.1%
Wholesale Trade	2.3%	2.6%	3.1%
Retail Trade	13.3%	13.5%	12.5%
Transportation/Utilities	5.4%	5.1%	5.2%
Information	1.6%	1.7%	1.6%
Finance/Insurance/Real Estate	4.5%	5.3%	6.0%
Services	47.9%	47.1%	49.0%
Public Administration	2.5%	3.0%	2.9%

**2007 Employed Population 16+ by Occupation**

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,408	26,290	49,264
White Collar	54.2%	55.9%	60.7%
Management/Business/Financial	8.7%	9.8%	12.4%
Professional	20.1%	20.2%	23.6%
Sales	9.6%	10.0%	10.2%
Administrative Support	15.7%	15.9%	14.6%
Services	18.4%	18.3%	16.4%
Blue Collar	27.5%	25.8%	22.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.7%	6.8%	6.1%
Installation/Maintenance/Repair	3.8%	3.8%	3.5%
Production	10.6%	9.2%	7.5%
Transportation/Material Moving	6.3%	5.8%	5.6%



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

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,192	25,369	46,746
Drove Alone - Car, Truck, or Van	76.2%	78.7%	80.8%
Carpooled - Car, Truck, or Van	12.6%	10.7%	9.8%
Public Transportation	2.5%	2.8%	2.8%
Walked	5.3%	5.0%	3.9%
Other Means	1.7%	0.9%	0.7%
Worked at Home	1.7%	1.8%	2.1%

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

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,190	25,369	46,745
Did Not Work at Home	98.3%	98.2%	97.9%
Less than 5 minutes	6.1%	5.2%	4.2%
5 to 9 minutes	14.0%	12.5%	11.6%
10 to 19 minutes	30.9%	30.2%	27.6%
20 to 24 minutes	12.0%	13.0%	14.3%
25 to 34 minutes	14.3%	15.0%	17.5%
35 to 44 minutes	6.0%	6.4%	7.6%
45 to 59 minutes	8.8%	9.0%	9.0%
60 to 89 minutes	4.8%	4.6%	4.3%
90 or more minutes	1.4%	2.1%	1.9%
Worked at Home	1.7%	1.8%	2.1%
Average Travel Time to Work (in min)	22.8	24.3	24.9

**2000 Households by Vehicles Available**

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,106	26,070	45,973
None	13.8%	13.4%	11.2%
1	43.1%	41.3%	39.8%
2	31.3%	34.5%	37.4%
3	9.3%	8.4%	8.9%
4	2.0%	1.7%	1.9%
5+	0.5%	0.7%	0.9%
Average Number of Vehicles Available	1.4	1.5	1.5

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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	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,070	26,059	45,982
Family Households	63.2%	63.8%	64.3%
Married-couple Family	46.8%	48.1%	50.1%
With Related Children	18.0%	18.3%	20.1%
Other Family (No Spouse)	16.4%	15.7%	14.3%
With Related Children	8.4%	8.6%	7.7%
Nonfamily Households	36.8%	36.2%	35.7%
Householder Living Alone	32.6%	32.3%	31.8%
Householder Not Living Alone	4.2%	3.9%	3.9%
Households with Related Children	26.4%	26.9%	27.8%
Households with Persons 65+	35.0%	35.8%	34.0%

**2000 Households by Size**

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,070	26,059	45,982
1 Person Household	32.6%	32.3%	31.8%
2 Person Household	33.6%	34.4%	34.1%
3 Person Household	16.2%	15.4%	15.3%
4 Person Household	11.7%	11.7%	12.2%
5 Person Household	4.3%	4.4%	4.8%
6 Person Household	1.1%	1.3%	1.4%
7+ Person Household	0.5%	0.5%	0.5%

**2000 Households by Year Householder Moved In**

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,106	26,069	45,975
Moved in 1999 to March 2000	14.5%	12.7%	12.6%
Moved in 1995 to 1998	20.7%	20.7%	21.5%
Moved in 1990 to 1994	12.3%	13.4%	14.2%
Moved in 1980 to 1989	14.7%	15.6%	16.6%
Moved in 1970 to 1979	12.7%	12.3%	12.4%
Moved in 1969 or Earlier	25.2%	25.3%	22.6%
Median Year Householder Moved In	1988	1988	1989



**2000 Housing Units by Units in Structure**

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,798	28,710	49,717
1, Detached	69.0%	69.4%	68.2%
1, Attached	2.9%	4.6%	5.9%
2	10.3%	8.3%	7.0%
3 or 4	7.8%	5.8%	5.3%
5 to 9	3.6%	3.8%	3.7%
10 to 19	3.2%	2.3%	2.4%
20+	3.1%	4.6%	5.1%
Mobile Home	0.1%	1.0%	2.3%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	Tarentum	Tarentum	Tarentum
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	6,786	28,745	49,745
1999 to March 2000	0.1%	0.3%	0.6%
1995 to 1998	0.7%	1.1%	2.1%
1990 to 1994	0.6%	1.8%	2.9%
1980 to 1989	2.2%	4.8%	7.5%
1970 to 1979	6.9%	8.0%	10.3%
1969 or Earlier	89.5%	84.1%	76.5%
Median Year Structure Built	1941	1949	1952

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



Latitude **40.6053**  
Longitude **-79.76**


**Tarentum**  
**Pennsylvania, United S**  
**Drive Time: 5 minutes**

**Tarentum**  
**Pennsylvania, United S**  
**Drive Time: 10 minutes**

**Tarentum**  
**Pennsylvania, United S**  
**Drive Time: 15 minutes**

**Top 3 Tapestry Segments**

1.	Rustbelt Retirees	Rustbelt Retirees	Rustbelt Retirees
2.	Home Town	Simple Living	Simple Living
3.	Rustbelt Traditions	Home Town	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 \$	\$10,665,908	\$46,774,935	\$98,927,065
Average Spent	\$1,798.64	\$1,826.72	\$2,169.31
Spending Potential Index	65	66	79
Computers & Accessories: Total \$	\$1,045,960	\$4,550,642	\$9,747,379
Average Spent	\$176.38	\$177.72	\$213.74
Spending Potential Index	71	71	86
Education: Total \$	\$5,791,298	\$25,476,032	\$54,055,420
Average Spent	\$976.61	\$994.92	\$1,185.35
Spending Potential Index	76	77	92
Entertainment/Recreation: Total \$	\$14,701,257	\$64,103,632	\$136,792,922
Average Spent	\$2,479.13	\$2,503.46	\$2,999.65
Spending Potential Index	72	73	87
Food at Home: Total \$	\$21,792,707	\$95,794,115	\$201,189,424
Average Spent	\$3,674.99	\$3,741.08	\$4,411.76
Spending Potential Index	73	74	88
Food Away from Home: Total \$	\$14,758,789	\$64,472,742	\$135,897,091
Average Spent	\$2,488.83	\$2,517.88	\$2,980.00
Spending Potential Index	73	74	88
Health Care: Total \$	\$18,655,269	\$81,584,230	\$169,528,704
Average Spent	\$3,145.91	\$3,186.14	\$3,717.49
Spending Potential Index	80	82	95
HH Furnishings & Equipment: Total \$	\$9,276,471	\$40,414,040	\$86,607,054
Average Spent	\$1,564.33	\$1,578.30	\$1,899.15
Spending Potential Index	69	70	84
Investments: Total \$	\$7,543,006	\$33,633,903	\$71,077,776
Average Spent	\$1,272.01	\$1,313.52	\$1,558.62
Spending Potential Index	85	88	105
Retail Goods: Total \$	\$112,913,923	\$492,560,885	\$1,043,772,704
Average Spent	\$19,041.13	\$19,236.15	\$22,888.25
Spending Potential Index	72	73	86
Shelter: Total \$	\$62,361,652	\$276,031,735	\$589,422,343
Average Spent	\$10,516.30	\$10,779.96	\$12,925.08
Spending Potential Index	70	72	86
TV/Video/Sound Equipment: Total \$	\$5,237,684	\$22,774,097	\$47,658,451
Average Spent	\$883.25	\$889.40	\$1,045.07
Spending Potential Index	76	76	90
Travel: Total \$	\$8,039,777	\$35,282,352	\$75,512,077
Average Spent	\$1,355.78	\$1,377.89	\$1,655.86
Spending Potential Index	73	75	90
Vehicle Maintenance & Repairs: Total \$	\$4,465,619	\$19,537,448	\$41,711,009
Average Spent	\$753.06	\$763.00	\$914.65
Spending Potential Index	71	72	86

**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.