






	Verona Pennsylvania, United S Drive Time: 5 minutes	Verona Pennsylvania, United S Drive Time: 10 minutes	Verona Pennsylvania, United S Drive Time: 15 minutes
Latitude 40.5044			
Longitude -79.8417			
 2000 Total Population	10,885	55,205	286,871
2000 Group Quarters	204	966	5,515
2008 Total Population	10,328	51,802	269,376
2013 Total Population	10,003	50,059	260,278
2008 - 2013 Annual Rate	-0.64%	-0.68%	-0.68%
 2000 Households	4,967	23,712	128,807
2000 Average Household Size	2.15	2.29	2.18
2008 Households	4,826	22,812	123,591
2008 Average Household Size	2.1	2.23	2.13
2013 Households	4,711	22,224	120,290
2013 Average Household Size	2.08	2.21	2.12
2008 - 2013 Annual Rate	-0.48%	-0.52%	-0.54%
2000 Families	2,872	15,281	72,137
2000 Average Family Size	2.85	2.89	2.91
2008 Families	2,672	14,158	66,353
2008 Average Family Size	2.82	2.85	2.88
2013 Families	2,539	13,480	62,925
2013 Average Family Size	2.82	2.85	2.88
2008 - 2013 Annual Rate	-1.02%	-0.98%	-1.06%
 2000 Housing Units	5,245	25,130	141,037
Owner Occupied Housing Units	57.6%	68.8%	53.2%
Renter Occupied Housing Units	37.2%	25.8%	38.2%
Vacant Housing Units	5.2%	5.5%	8.6%
2008 Housing Units	5,250	24,974	140,620
Owner Occupied Housing Units	54.8%	65.6%	50.3%
Renter Occupied Housing Units	37.1%	25.7%	37.6%
Vacant Housing Units	8.1%	8.7%	12.1%
2013 Housing Units	5,235	24,903	140,611
Owner Occupied Housing Units	53.0%	63.4%	48.0%
Renter Occupied Housing Units	37.0%	25.9%	37.5%
Vacant Housing Units	10.0%	10.8%	14.5%
Median Household Income			
2000	\$36,515	\$37,797	\$34,517
2008	\$49,852	\$51,443	\$45,523
2013	\$62,019	\$63,020	\$57,506
Median Home Value			
2000	\$78,061	\$72,846	\$75,219
2008	\$120,238	\$113,302	\$117,024
2013	\$125,209	\$118,068	\$122,267
Per Capita Income			
2000	\$21,787	\$20,647	\$23,029
2008	\$29,289	\$27,685	\$30,045
2013	\$34,489	\$32,431	\$35,249
Median Age			
2000	42.6	42.1	39.6
2008	45.3	44.7	41.5
2013	46.8	46.1	43.1

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	Verona	Verona	Verona
< \$15,000	4,975 17.2%	23,696 17.3%	128,657 21.3%
\$15,000 - \$24,999	15.1%	15.2%	16.0%
\$25,000 - \$34,999	15.3%	13.3%	13.2%
\$35,000 - \$49,999	18.2%	18.1%	16.2%
\$50,000 - \$74,999	19.8%	19.9%	16.1%
\$75,000 - \$99,999	7.5%	8.9%	7.4%
\$100,000 - \$149,999	4.1%	4.8%	5.4%
\$150,000 - \$199,999	1.0%	1.1%	1.7%
\$200,000+	1.9%	1.3%	2.6%
Average Household Income	\$47,607	\$47,768	\$50,768

2008 Households by Income

Household Income Base	Verona	Verona	Verona
< \$15,000	4,827 10.5%	22,811 11.1%	123,589 15.9%
\$15,000 - \$24,999	11.4%	11.5%	12.6%
\$25,000 - \$34,999	12.2%	11.6%	11.4%
\$35,000 - \$49,999	15.9%	14.2%	14.0%
\$50,000 - \$74,999	22.1%	21.7%	18.8%
\$75,000 - \$99,999	16.8%	18.1%	14.0%
\$100,000 - \$149,999	6.6%	7.5%	6.8%
\$150,000 - \$199,999	1.6%	2.1%	2.6%
\$200,000+	2.8%	2.2%	4.0%
Average Household Income	\$63,053	\$62,970	\$65,041

2013 Households by Income

Household Income Base	Verona	Verona	Verona
< \$15,000	4,711 8.4%	22,224 9.0%	120,290 13.2%
\$15,000 - \$24,999	9.3%	8.9%	9.9%
\$25,000 - \$34,999	7.4%	7.9%	9.2%
\$35,000 - \$49,999	14.9%	13.9%	13.4%
\$50,000 - \$74,999	25.4%	23.8%	21.2%
\$75,000 - \$99,999	17.0%	18.1%	14.9%
\$100,000 - \$149,999	11.7%	12.7%	10.3%
\$150,000 - \$199,999	2.3%	2.6%	2.7%
\$200,000+	3.6%	3.3%	5.2%
Average Household Income	\$73,675	\$73,170	\$75,749

2000 Owner Occupied HUs by Value

Total	Verona	Verona	Verona
<\$50,000	2,996 17.8%	17,344 16.6%	74,981 22.8%
\$50,000 - 99,999	51.2%	62.4%	47.9%
\$100,000 - 149,999	18.0%	13.5%	13.7%
\$150,000 - 199,999	7.4%	4.0%	6.2%
\$200,000 - \$299,999	4.2%	2.5%	4.8%
\$300,000 - 499,999	1.3%	0.7%	2.9%
\$500,000 - 999,999	0.0%	0.3%	1.5%
\$1,000,000+	0.1%	0.1%	0.2%
Average Home Value	\$95,899	\$86,003	\$105,895

2000 Specified Renter Occupied HUs by Contract Rent

Total	Verona	Verona	Verona
With Cash Rent	1,976 96.7%	6,367 93.8%	53,800 96.7%
No Cash Rent	3.3%	6.2%	3.3%
Median Rent	\$433	\$418	\$431
Average Rent	\$445	\$473	\$458

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 2008 and 2013.



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Drive Time: 15 minutes



2000 Population by Age

	Verona Pennsylvania, United S	Verona Pennsylvania, United S	Verona Pennsylvania, United S
Total	10,886	55,205	286,870
0 - 4	5.0%	5.6%	5.4%
5 - 9	5.4%	6.2%	6.0%
10 - 14	6.4%	6.5%	6.2%
15 - 19	5.4%	5.7%	5.6%
20 - 24	4.0%	4.2%	6.4%
25 - 34	12.2%	11.1%	13.9%
35 - 44	15.6%	15.4%	15.0%
45 - 54	14.0%	14.9%	14.1%
55 - 64	9.4%	9.7%	9.1%
65 - 74	10.3%	9.9%	9.0%
75 - 84	9.0%	8.0%	6.9%
85+	3.3%	2.8%	2.3%
18+	79.5%	77.9%	78.9%

2008 Population by Age

	Verona Pennsylvania, United S	Verona Pennsylvania, United S	Verona Pennsylvania, United S
Total	10,329	51,803	269,374
0 - 4	4.9%	5.4%	5.2%
5 - 9	4.8%	5.4%	5.2%
10 - 14	5.1%	5.9%	5.6%
15 - 19	5.6%	6.0%	6.0%
20 - 24	5.8%	5.2%	6.8%
25 - 34	10.4%	10.0%	12.9%
35 - 44	13.0%	12.5%	13.1%
45 - 54	16.1%	16.0%	15.2%
55 - 64	12.5%	13.1%	12.3%
65 - 74	8.4%	8.4%	7.7%
75 - 84	8.7%	8.0%	6.9%
85+	4.8%	4.1%	3.2%
18+	81.8%	79.6%	80.4%

2013 Population by Age

	Verona Pennsylvania, United S	Verona Pennsylvania, United S	Verona Pennsylvania, United S
Total	9,999	50,058	260,279
0 - 4	4.8%	5.3%	5.2%
5 - 9	4.5%	5.2%	4.9%
10 - 14	4.8%	5.5%	5.1%
15 - 19	5.0%	5.8%	5.6%
20 - 24	5.6%	5.4%	7.2%
25 - 34	11.3%	10.2%	12.5%
35 - 44	11.3%	11.0%	11.9%
45 - 54	15.2%	15.1%	14.6%
55 - 64	15.5%	15.6%	14.4%
65 - 74	9.0%	9.2%	8.5%
75 - 84	7.4%	7.1%	6.3%
85+	5.6%	4.6%	3.7%
18+	82.7%	80.4%	81.4%

2000 Population by Sex

	Verona Pennsylvania, United S	Verona Pennsylvania, United S	Verona Pennsylvania, United S
Males	46.2%	46.1%	46.6%
Females	53.8%	53.9%	53.4%

2008 Population by Sex

	Verona Pennsylvania, United S	Verona Pennsylvania, United S	Verona Pennsylvania, United S
Males	46.4%	46.2%	46.8%
Females	53.6%	53.8%	53.2%

2013 Population by Sex

	Verona Pennsylvania, United S	Verona Pennsylvania, United S	Verona Pennsylvania, United S
Males	46.7%	46.3%	46.8%
Females	53.3%	53.7%	53.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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Drive Time: 15 minutes



2000 Population by Race/Ethnicity

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
Total	10,886	55,205	286,870
White Alone	96.9%	76.0%	71.4%
Black Alone	1.9%	21.9%	24.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	0.4%	0.7%	2.3%
Some Other Race Alone	0.2%	0.3%	0.4%
Two or More Races	0.5%	1.0%	1.4%
Hispanic Origin	0.4%	0.6%	1.1%
Diversity Index	6.8	38.2	44.4

2008 Population by Race/Ethnicity

Total	10,327	51,803	269,376
White Alone	95.4%	72.1%	67.3%
Black Alone	3.0%	25.3%	27.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.7%	1.1%	3.4%
Some Other Race Alone	0.2%	0.3%	0.5%
Two or More Races	0.6%	1.1%	1.5%
Hispanic Origin	0.6%	0.7%	1.3%
Diversity Index	9.9	42.4	48.6

2013 Population by Race/Ethnicity

Total	10,003	50,059	260,277
White Alone	94.4%	69.8%	64.6%
Black Alone	3.7%	27.3%	29.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.9%	1.4%	4.1%
Some Other Race Alone	0.2%	0.3%	0.5%
Two or More Races	0.7%	1.1%	1.5%
Hispanic Origin	0.7%	0.8%	1.5%
Diversity Index	12.0	44.7	51.1



2000 Population 3+ by School Enrollment

Total	10,546	53,431	277,933
Enrolled in Nursery/Preschool	1.6%	1.8%	1.7%
Enrolled in Kindergarten	0.8%	1.0%	1.1%
Enrolled in Grade 1-8	10.1%	11.1%	10.5%
Enrolled in Grade 9-12	5.5%	5.2%	5.0%
Enrolled in College	3.7%	3.6%	5.1%
Enrolled in Grad/Prof School	1.5%	1.2%	3.1%
Not Enrolled in School	76.7%	76.1%	73.6%

2008 Population 25+ by Educational Attainment

Total	7,634	37,342	192,033
Less than 9th Grade	3.3%	2.9%	2.7%
9th - 12th Grade, No Diploma	8.1%	7.9%	7.9%
High School Graduate	34.3%	34.9%	30.2%
Some College, No Degree	17.1%	18.3%	16.1%
Associate Degree	8.0%	8.9%	7.7%
Bachelor's Degree	18.6%	16.8%	18.7%
Graduate/Professional Degree	10.6%	10.4%	16.7%

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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Drive Time: 15 minutes



2008 Population 15+ by Marital Status

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	8,809	43,163	226,407
Never Married	28.5%	26.9%	34.4%
Married	47.8%	52.0%	46.3%
Widowed	12.5%	10.8%	8.9%
Divorced	11.2%	10.3%	10.3%



2000 Population 16+ by Employment Status

Total	8,857	44,337	232,785
In Labor Force	59.7%	59.6%	60.7%
Civilian Employed	56.2%	56.3%	56.9%
Civilian Unemployed	3.3%	3.1%	3.7%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	40.3%	40.4%	39.3%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	92.7%	93.1%	92.3%
Civilian Unemployed	7.3%	6.9%	7.7%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	93.1%	93.4%	92.7%
Civilian Unemployed	6.9%	6.6%	7.3%

2000 Females 16+ by Employment Status and Age of Children

Total	4,853	24,535	126,672
Own Children < 6 Only	5.5%	6.1%	5.9%
Employed/in Armed Forces	3.8%	3.9%	3.5%
Unemployed	0.0%	0.4%	0.4%
Not in Labor Force	1.7%	1.7%	1.9%
Own Children < 6 and 6-17 Only	3.7%	5.0%	4.5%
Employed/in Armed Forces	1.8%	3.0%	2.5%
Unemployed	0.2%	0.3%	0.3%
Not in Labor Force	1.7%	1.7%	1.7%
Own Children 6-17 Only	14.2%	14.6%	13.7%
Employed/in Armed Forces	10.6%	11.0%	9.9%
Unemployed	0.1%	0.4%	0.5%
Not in Labor Force	3.5%	3.2%	3.3%
No Own Children < 18	76.6%	74.3%	75.9%
Employed/in Armed Forces	32.8%	32.7%	35.8%
Unemployed	2.2%	1.4%	2.1%
Not in Labor Force	41.5%	40.2%	38.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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Verona
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Drive Time: 10 minutes

Verona
Pennsylvania, United S
Drive Time: 15 minutes



2008 Employed Population 16+ by Industry

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	5,058	24,833	132,001
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.9%	5.6%	4.5%
Manufacturing	8.6%	7.1%	5.4%
Wholesale Trade	4.2%	3.3%	2.5%
Retail Trade	10.7%	10.9%	10.6%
Transportation/Utilities	6.3%	6.3%	4.5%
Information	1.9%	2.3%	2.3%
Finance/Insurance/Real Estate	6.1%	7.5%	7.7%
Services	53.4%	52.8%	58.9%
Public Administration	2.8%	4.0%	3.5%

2008 Employed Population 16+ by Occupation

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	5,060	24,833	132,000
White Collar	65.2%	64.7%	69.2%
Management/Business/Financial	14.9%	13.5%	13.5%
Professional	26.0%	24.0%	30.6%
Sales	9.9%	10.8%	10.3%
Administrative Support	14.4%	16.3%	14.8%
Services	16.1%	18.2%	17.5%
Blue Collar	18.7%	17.1%	13.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	4.4%	4.4%	3.5%
Installation/Maintenance/Repair	3.5%	3.4%	2.4%
Production	4.3%	4.2%	3.2%
Transportation/Material Moving	6.6%	5.0%	4.2%



2000 Workers 16+ by Means of Transportation to Work

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	4,878	24,496	129,904
Drove Alone - Car, Truck, or Van	78.7%	76.7%	65.7%
Carpooled - Car, Truck, or Van	10.4%	11.3%	10.7%
Public Transportation	4.4%	7.5%	14.7%
Walked	3.8%	1.8%	5.3%
Other Means	0.5%	0.3%	0.9%
Worked at Home	2.2%	2.4%	2.6%

2000 Workers 16+ by Travel Time to Work

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	4,876	24,496	129,905
Did Not Work at Home	97.8%	97.6%	97.4%
Less than 5 minutes	4.5%	2.3%	2.2%
5 to 9 minutes	12.5%	9.5%	8.5%
10 to 19 minutes	21.0%	23.5%	28.6%
20 to 24 minutes	14.4%	14.6%	16.4%
25 to 34 minutes	20.5%	21.5%	21.3%
35 to 44 minutes	9.1%	9.3%	7.0%
45 to 59 minutes	11.1%	10.2%	7.6%
60 to 89 minutes	3.7%	4.8%	4.0%
90 or more minutes	1.1%	1.9%	1.7%
Worked at Home	2.2%	2.4%	2.6%
Average Travel Time to Work (in min)	25.0	27.2	25.3

2000 Households by Vehicles Available

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	4,973	23,722	128,876
None	11.3%	12.6%	20.7%
1	46.1%	41.4%	42.9%
2	34.8%	35.6%	28.6%
3	6.6%	8.5%	6.1%
4	1.1%	1.3%	1.1%
5+	0.1%	0.6%	0.5%
Average Number of Vehicles Available	1.4	1.5	1.3

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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Verona
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Drive Time: 15 minutes



2000 Households by Type

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	4,967	23,711	128,807
Family Households	57.8%	64.4%	56.0%
Married-couple Family	43.4%	47.0%	38.8%
With Related Children	17.0%	18.5%	15.3%
Other Family (No Spouse)	14.4%	17.5%	17.2%
With Related Children	7.5%	10.1%	10.1%
Nonfamily Households	42.2%	35.6%	44.0%
Householder Living Alone	37.3%	31.6%	37.3%
Householder Not Living Alone	4.9%	3.9%	6.7%
Households with Related Children	24.5%	28.6%	25.4%
Households with Persons 65+	34.8%	33.6%	29.0%

2000 Households by Size

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	4,967	23,712	128,807
1 Person Household	37.3%	31.6%	37.3%
2 Person Household	33.5%	34.1%	32.3%
3 Person Household	13.4%	15.7%	14.2%
4 Person Household	9.8%	11.7%	10.1%
5 Person Household	4.4%	4.9%	4.2%
6 Person Household	1.5%	1.5%	1.4%
7+ Person Household	0.3%	0.5%	0.7%

2000 Households by Year Householder Moved In

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	4,973	23,723	128,874
Moved in 1999 to March 2000	14.8%	11.5%	17.9%
Moved in 1995 to 1998	25.0%	21.5%	24.6%
Moved in 1990 to 1994	14.1%	14.8%	14.3%
Moved in 1980 to 1989	16.8%	15.8%	14.6%
Moved in 1970 to 1979	9.6%	14.7%	11.2%
Moved in 1969 or Earlier	19.7%	21.6%	17.4%
Median Year Householder Moved In	1991	1989	1992



2000 Housing Units by Units in Structure

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	5,252	25,090	141,020
1, Detached	59.2%	73.2%	53.0%
1, Attached	8.4%	7.0%	11.1%
2	7.2%	3.9%	7.2%
3 or 4	7.6%	2.9%	7.3%
5 to 9	6.3%	2.9%	5.9%
10 to 19	3.8%	2.8%	4.9%
20+	7.2%	6.6%	10.4%
Mobile Home	0.4%	0.7%	0.3%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Verona	Verona	Verona
	Pennsylvania, United S	Pennsylvania, United S	Pennsylvania, United S
	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes
Total	5,258	25,141	141,094
1999 to March 2000	0.1%	0.1%	0.2%
1995 to 1998	3.4%	1.8%	1.1%
1990 to 1994	2.1%	2.3%	1.6%
1980 to 1989	8.1%	6.2%	4.8%
1970 to 1979	8.4%	10.8%	9.3%
1969 or Earlier	77.9%	78.8%	83.0%
Median Year Structure Built	1950	1955	1949


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



Latitude 40.5044	Verona Pennsylvania, United S	Verona Pennsylvania, United S	Verona Pennsylvania, United S
Longitude -79.8417	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes

Top 3 Tapestry Segments

1.	Rustbelt Retirees	Rustbelt Retirees	Rustbelt Retirees
2.	Retirement Communities	Family Foundations	Simple Living
3.	Midlife Junction	Simple Living	Metro Renters

 **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 \$	\$9,322,808	\$43,907,255	\$252,455,921
Average Spent	\$1,931.79	\$1,924.74	\$2,042.67
Spending Potential Index	72	72	76
Computers & Accessories: Total \$	\$972,615	\$4,484,208	\$26,390,327
Average Spent	\$201.54	\$196.57	\$213.53
Spending Potential Index	84	82	89
Education: Total \$	\$6,105,676	\$27,810,740	\$161,470,475
Average Spent	\$1,265.16	\$1,219.13	\$1,306.49
Spending Potential Index	92	89	95
Entertainment/Recreation: Total \$	\$15,309,317	\$72,366,028	\$402,109,038
Average Spent	\$3,172.26	\$3,172.28	\$3,253.55
Spending Potential Index	85	85	88
Food at Home: Total \$	\$20,634,937	\$97,027,326	\$548,079,625
Average Spent	\$4,275.78	\$4,253.35	\$4,434.62
Spending Potential Index	88	87	91
Food Away from Home: Total \$	\$14,382,425	\$67,601,659	\$384,980,178
Average Spent	\$2,980.20	\$2,963.43	\$3,114.95
Spending Potential Index	87	86	91
Health Care: Total \$	\$18,371,165	\$87,513,491	\$465,202,437
Average Spent	\$3,806.71	\$3,836.29	\$3,764.05
Spending Potential Index	93	94	92
HH Furnishings & Equipment: Total \$	\$8,777,964	\$41,511,589	\$231,320,803
Average Spent	\$1,818.89	\$1,819.73	\$1,871.66
Spending Potential Index	79	79	81
Investments: Total \$	\$4,537,742	\$21,936,409	\$114,148,618
Average Spent	\$940.27	\$961.62	\$923.60
Spending Potential Index	93	95	91
Retail Goods: Total \$	\$108,488,536	\$513,035,247	\$2,863,998,095
Average Spent	\$22,480.01	\$22,489.71	\$23,173.19
Spending Potential Index	83	83	85
Shelter: Total \$	\$63,901,670	\$298,612,949	\$1,711,991,237
Average Spent	\$13,241.13	\$13,090.17	\$13,852.07
Spending Potential Index	85	84	89
TV/Video/Sound Equipment: Total \$	\$6,051,241	\$28,430,123	\$162,403,658
Average Spent	\$1,253.88	\$1,246.28	\$1,314.04
Spending Potential Index	87	87	91
Travel: Total \$	\$7,864,890	\$36,868,339	\$202,114,876
Average Spent	\$1,629.69	\$1,616.18	\$1,635.35
Spending Potential Index	86	86	87
Vehicle Maintenance & Repairs: Total \$	\$4,048,162	\$18,964,394	\$107,255,256
Average Spent	\$838.82	\$831.33	\$867.82
Spending Potential Index	85	84	87

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.