



Latitude: 43.08725
Longitude: -88.4712

Pabst Rd AT N Summit Av
Oconomowoc, WI 53066
Radius: 4.0 miles

Pabst Rd AT N Summit Av
Oconomowoc, WI 53066
Radius: 6.0 miles

Pabst Rd AT N Summit Av
Oconomowoc, WI 53066
Radius: 8.0 miles



	2000	2005	2010
2000 Total Population	27,055	41,506	65,764
2000 Group Quarters	455	1,063	1,168
2005 Total Population	29,164	44,848	71,007
2010 Total Population	31,207	48,007	75,966
2005 - 2010 Annual Rate	1.36%	1.37%	1.36%



	2000	2005	2010
2000 Households	10,408	15,539	24,245
2000 Average Household Size	2.56	2.6	2.66
2005 Households	11,513	17,274	26,959
2005 Average Household Size	2.49	2.54	2.59
2010 Households	12,497	18,781	29,295
2010 Average Household Size	2.46	2.5	2.55
2005 - 2010 Annual Rate	1.65%	1.69%	1.68%
2000 Families	7,512	11,571	18,464
2000 Average Family Size	3.03	3.04	3.08
2005 Families	8,187	12,688	20,266
2005 Average Family Size	2.97	2.97	3
2010 Families	8,700	13,528	21,624
2010 Average Family Size	2.95	2.95	2.98
2005 - 2010 Annual Rate	1.22%	1.29%	1.31%



	2000	2005	2010
2000 Housing Units	11,169	16,617	25,706
Owner Occupied Housing Units	67.4%	70.4%	71.8%
Renter Occupied Housing Units	25.7%	23.2%	22.5%
Vacant Housing Units	6.9%	6.4%	5.7%
2005 Housing Units	12,181	18,229	28,267
Owner Occupied Housing Units	70.2%	72.8%	73.9%
Renter Occupied Housing Units	24.4%	22.0%	21.5%
Vacant Housing Units	5.5%	5.2%	4.6%
2010 Housing Units	13,194	19,784	30,676
Owner Occupied Housing Units	71.9%	74.0%	74.8%
Renter Occupied Housing Units	22.8%	20.9%	20.7%
Vacant Housing Units	5.3%	5.1%	4.5%

Median Household Income

Year	2000	2005	2010
2000	\$59,930	\$62,454	\$64,664
2005	\$69,739	\$72,961	\$75,590
2010	\$82,796	\$86,226	\$89,013

Median Home Value

Year	2000	2005	2010
2000	\$179,513	\$188,965	\$193,106
2005	\$253,942	\$266,055	\$272,418
2010	\$329,044	\$343,680	\$351,058

Per Capita Income

Year	2000	2005	2010
2000	\$30,224	\$31,592	\$31,727
2005	\$35,676	\$37,135	\$37,727
2010	\$44,102	\$46,020	\$46,836

Median Age

Year	2000	2005	2010
2000	38.5	38.5	38.0
2005	40.7	40.7	40.3
2010	41.8	41.8	41.2

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 2005 and 2010.



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2000 Households by Income

Household Income Base	4.0 miles	6.0 miles	8.0 miles
< \$15,000	10,421 (7.2%)	15,604 (6.5%)	24,336 (6.0%)
\$15,000 - \$24,999	8.1%	7.6%	7.0%
\$25,000 - \$34,999	8.5%	8.2%	8.0%
\$35,000 - \$49,999	15.5%	14.5%	13.7%
\$50,000 - \$74,999	24.3%	24.0%	23.8%
\$75,000 - \$99,999	15.1%	15.3%	16.2%
\$100,000 - \$149,999	13.6%	14.5%	15.2%
\$150,000 - \$199,999	3.8%	4.3%	4.4%
\$200,000+	3.9%	5.3%	5.7%
Average Household Income	\$77,444	\$83,524	\$85,351

2005 Households by Income

Household Income Base	4.0 miles	6.0 miles	8.0 miles
< \$15,000	11,512 (5.5%)	17,277 (5.0%)	26,959 (4.6%)
\$15,000 - \$24,999	6.5%	6.0%	5.5%
\$25,000 - \$34,999	7.7%	7.2%	6.7%
\$35,000 - \$49,999	12.7%	11.9%	11.6%
\$50,000 - \$74,999	21.6%	21.4%	21.0%
\$75,000 - \$99,999	17.1%	17.1%	17.6%
\$100,000 - \$149,999	17.9%	18.4%	19.3%
\$150,000 - \$199,999	5.3%	5.9%	6.1%
\$200,000+	5.7%	7.2%	7.6%
Average Household Income	\$89,457	\$95,937	\$99,086

2010 Households by Income

Household Income Base	4.0 miles	6.0 miles	8.0 miles
< \$15,000	12,497 (4.1%)	18,780 (3.8%)	29,296 (3.5%)
\$15,000 - \$24,999	5.1%	4.7%	4.3%
\$25,000 - \$34,999	5.8%	5.4%	5.1%
\$35,000 - \$49,999	10.1%	9.4%	9.2%
\$50,000 - \$74,999	18.9%	18.5%	17.8%
\$75,000 - \$99,999	15.7%	15.7%	16.0%
\$100,000 - \$149,999	23.0%	23.2%	24.0%
\$150,000 - \$199,999	8.7%	8.9%	9.2%
\$200,000+	8.6%	10.3%	10.9%
Average Household Income	\$109,086	\$117,255	\$121,208

2000 Owner Occupied HUs by Value

Total	4.0 miles	6.0 miles	8.0 miles
<\$50,000	7,548 (0.8%)	11,705 (0.9%)	18,472 (1.3%)
\$50,000 - 99,999	5.4%	4.6%	4.7%
\$100,000 - 149,999	28.7%	26.1%	22.9%
\$150,000 - 199,999	23.3%	22.6%	24.0%
\$200,000 - \$299,999	21.6%	22.7%	24.4%
\$300,000 - 499,999	13.3%	14.5%	14.5%
\$500,000 - 999,999	5.4%	6.5%	6.5%
\$1,000,000+	1.5%	2.1%	1.7%
Average Home Value	\$240,738	\$258,999	\$256,869

2000 Specified Renter Occupied HUs by Contract Rent

Total	4.0 miles	6.0 miles	8.0 miles
With Cash Rent	2,844 (95.8%)	3,780 (95.2%)	5,674 (95.9%)
No Cash Rent	4.2%	4.8%	4.1%
Median Rent	\$642	\$656	\$651
Average Rent	\$652	\$666	\$655

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 2005 and 2010.



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2000 Population by Age

	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 4.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 6.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 8.0 miles
Total	27,058	41,508	65,763
0 - 4	6.3%	6.1%	6.2%
5 - 9	7.0%	7.1%	7.3%
10 - 14	7.9%	8.3%	8.7%
15 - 24	11.0%	11.7%	11.9%
25 - 34	11.6%	10.8%	10.6%
35 - 44	17.8%	17.9%	18.3%
45 - 54	15.6%	16.0%	16.5%
55 - 64	9.9%	9.9%	9.7%
65 - 74	6.4%	6.0%	5.5%
75 - 84	4.7%	4.3%	3.7%
85+	1.8%	1.9%	1.5%
18+	74.0%	73.1%	72.3%

2005 Population by Age

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Total	29,164	44,850	71,008
0 - 4	6.1%	5.9%	6.0%
5 - 9	6.5%	6.4%	6.5%
10 - 14	7.4%	7.6%	7.8%
15 - 24	12.5%	13.3%	13.5%
25 - 34	9.9%	9.1%	9.2%
35 - 44	15.4%	15.2%	15.5%
45 - 54	16.3%	16.9%	17.4%
55 - 64	12.2%	12.4%	12.3%
65 - 74	6.5%	6.2%	5.9%
75 - 84	5.0%	4.6%	3.9%
85+	2.3%	2.3%	1.8%
18+	75.3%	74.6%	74.2%

2010 Population by Age

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Total	31,207	48,004	75,967
0 - 4	6.1%	6.0%	6.1%
5 - 9	5.8%	5.7%	5.8%
10 - 14	7.4%	7.5%	7.6%
15 - 24	12.4%	13.1%	13.1%
25 - 34	9.7%	9.4%	9.8%
35 - 44	13.5%	13.2%	13.5%
45 - 54	17.6%	17.9%	18.1%
55 - 64	13.4%	13.7%	13.7%
65 - 74	7.2%	6.9%	6.6%
75 - 84	4.6%	4.3%	3.8%
85+	2.4%	2.3%	1.9%
18+	76.1%	75.6%	75.5%

2000 Population by Sex

	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 4.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 6.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 8.0 miles
Males	49.3%	49.9%	49.9%
Females	50.7%	50.1%	50.1%

2005 Population by Sex

	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 4.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 6.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 8.0 miles
Males	49.2%	49.8%	49.7%
Females	50.8%	50.2%	50.3%

2010 Population by Sex

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Males	49.2%	49.7%	49.6%
Females	50.8%	50.3%	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population by Race/Ethnicity

Total	27,056	41,507	65,764
White Alone	97.9%	97.3%	97.5%
Black Alone	0.4%	0.8%	0.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.5%	0.5%	0.5%
Some Other Race Alone	0.4%	0.4%	0.4%
Two or More Races	0.7%	0.7%	0.7%
Hispanic Origin	1.3%	1.4%	1.3%
Diversity Index	6.7	7.9	7.3

2005 Population by Race/Ethnicity

Total	29,164	44,848	71,007
White Alone	97.5%	96.8%	97.1%
Black Alone	0.4%	0.9%	0.7%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.6%	0.7%	0.7%
Some Other Race Alone	0.4%	0.5%	0.4%
Two or More Races	0.8%	0.8%	0.8%
Hispanic Origin	1.7%	1.7%	1.6%
Diversity Index	8.0	9.3	8.7

2010 Population by Race/Ethnicity

Total	31,207	48,006	75,966
White Alone	97.1%	96.3%	96.6%
Black Alone	0.5%	1.0%	0.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.8%	0.9%	0.8%
Some Other Race Alone	0.5%	0.6%	0.5%
Two or More Races	0.9%	0.9%	0.9%
Hispanic Origin	2.0%	2.1%	1.9%
Diversity Index	9.5	10.9	10.1



2000 Population 3+ by School Enrollment

Total	25,957	39,989	63,330
Enrolled in Nursery/Preschool	2.2%	2.1%	2.0%
Enrolled in Kindergarten	1.6%	1.4%	1.5%
Enrolled in Grade 1-8	12.6%	13.0%	13.6%
Enrolled in Grade 9-12	6.4%	7.2%	7.6%
Enrolled in College	3.4%	3.4%	3.5%
Enrolled in Grad/Prof School	1.1%	1.0%	1.0%
Not Enrolled in School	72.8%	71.9%	70.8%

2000 Population 25+ by Educational Attainment

Total	18,215	27,724	43,307
Less than 9th Grade	2.0%	2.0%	2.0%
9th - 12th Grade, No Diploma	5.9%	5.7%	5.3%
High School Graduate	26.1%	26.3%	26.6%
Some College, No Degree	24.7%	24.6%	23.9%
Associate Degree	7.4%	7.8%	8.2%
Bachelor's Degree	24.0%	23.3%	23.6%
Master's/Prof/Doctorate Degree	9.9%	10.3%	10.5%

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 2005 and 2010.



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2000 Population 15+ by Sex and Marital Status

	4.0 miles	6.0 miles	8.0 miles
Total	21,211	32,579	51,170
Females	51.4%	50.6%	50.4%
Never Married	9.4%	8.9%	9.2%
Married, not Separated	31.5%	32.1%	32.7%
Married, Separated	0.3%	0.3%	0.3%
Widowed	5.7%	5.2%	4.2%
Divorced	4.5%	4.1%	4.0%
Males	48.6%	49.4%	49.6%
Never Married	11.0%	11.5%	11.8%
Married, not Separated	32.5%	33.0%	33.1%
Married, Separated	0.3%	0.4%	0.3%
Widowed	1.1%	1.1%	1.0%
Divorced	3.8%	3.5%	3.4%



2000 Population 16+ by Employment Status

	4.0 miles	6.0 miles	8.0 miles
Total	20,834	31,940	49,964
In Labor Force	71.1%	71.2%	73.3%
Civilian Employed	69.2%	69.4%	71.5%
Civilian Unemployed	2.0%	1.8%	1.8%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	28.9%	28.8%	26.7%

2005 Civilian Population 16+ in Labor Force

	4.0 miles	6.0 miles	8.0 miles
Civilian Employed	96.0%	96.5%	96.7%
Civilian Unemployed	4.0%	3.5%	3.3%

2010 Civilian Population 16+ in Labor Force

	4.0 miles	6.0 miles	8.0 miles
Civilian Employed	96.4%	96.9%	97.1%
Civilian Unemployed	3.6%	3.1%	2.9%

2000 Females 16+ by Employment Status and Age of Children

	4.0 miles	6.0 miles	8.0 miles
Total	10,671	16,142	25,176
Own Children < 6 Only	7.3%	7.0%	7.0%
Employed/in Armed Forces	5.5%	5.3%	5.1%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	1.6%	1.6%	1.7%
Own Children < 6 and 6-17 Only	6.1%	6.1%	6.4%
Employed/in Armed Forces	3.8%	3.6%	3.7%
Unemployed	0.1%	0.0%	0.0%
Not in Labor Force	2.2%	2.4%	2.7%
Own Children 6-17 Only	18.6%	19.5%	21.2%
Employed/in Armed Forces	13.7%	14.9%	16.5%
Unemployed	0.4%	0.3%	0.3%
Not in Labor Force	4.4%	4.2%	4.5%
No Own Children < 18	68.1%	67.4%	65.3%
Employed/in Armed Forces	38.7%	38.9%	39.5%
Unemployed	1.2%	1.0%	1.0%
Not in Labor Force	28.2%	27.5%	24.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



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2005 Employed Population 16+ by Industry

	4.0 miles	6.0 miles	8.0 miles
Total	15,968	24,376	39,226
Agriculture/Mining	0.4%	0.7%	1.0%
Construction	8.0%	8.2%	8.1%
Manufacturing	16.2%	16.2%	16.3%
Wholesale Trade	5.7%	5.3%	5.6%
Retail Trade	13.0%	12.6%	12.2%
Transportation/Utilities	2.7%	3.0%	3.2%
Information	2.0%	2.1%	2.2%
Finance/Insurance/Real Estate	7.8%	7.5%	7.3%
Services	42.2%	42.5%	42.4%
Public Administration	2.0%	1.9%	1.9%

2005 Employed Population 16+ by Occupation

	4.0 miles	6.0 miles	8.0 miles
Total	15,972	24,377	39,225
White Collar	69.3%	68.8%	68.8%
Management/Business/Financial	15.9%	16.7%	16.5%
Professional	24.2%	24.4%	24.9%
Sales	16.6%	15.3%	14.6%
Administrative Support	12.6%	12.5%	12.9%
Services	10.7%	10.8%	10.9%
Blue Collar	19.9%	20.3%	20.3%
Farming/Forestry/Fishing	0.1%	0.1%	0.2%
Construction/Extraction	5.7%	5.9%	5.9%
Installation/Maintenance/Repair	2.9%	3.1%	3.1%
Production	7.4%	7.3%	7.1%
Transportation/Material Moving	3.9%	3.9%	4.1%



2000 Workers 16+ by Means of Transportation to Work

	4.0 miles	6.0 miles	8.0 miles
Total	14,235	21,933	35,303
Drove Alone - Car, Truck, or Van	83.0%	83.8%	85.2%
Carpooled - Car, Truck, or Van	9.4%	8.7%	7.7%
Public Transportation	0.3%	0.3%	0.4%
Walked	2.4%	2.0%	1.8%
Other Means	0.6%	0.6%	0.6%
Worked at Home	4.3%	4.6%	4.4%

2000 Workers 16+ by Travel Time to Work

	4.0 miles	6.0 miles	8.0 miles
Total	14,235	21,935	35,300
Did Not Work at Home	95.7%	95.4%	95.6%
Less than 5 minutes	4.8%	4.3%	3.9%
5 to 9 minutes	13.8%	11.9%	11.2%
10 to 19 minutes	26.1%	25.9%	27.3%
20 to 24 minutes	11.4%	12.2%	12.8%
25 to 34 minutes	17.7%	18.7%	19.6%
35 to 44 minutes	9.0%	9.6%	9.2%
45 to 59 minutes	8.9%	8.7%	7.8%
60 to 89 minutes	2.9%	3.1%	2.7%
90 or more minutes	1.2%	1.1%	1.0%
Worked at Home	4.3%	4.6%	4.4%
Average Travel Time to Work (in min)	23.4	23.9	23.6

2000 Households by Vehicles Available

	4.0 miles	6.0 miles	8.0 miles
Total	10,413	15,544	24,236
None	4.4%	3.9%	3.6%
1	26.5%	24.3%	22.7%
2	46.5%	45.9%	47.3%
3	16.6%	19.1%	19.8%
4	4.6%	5.1%	5.1%
5+	1.4%	1.6%	1.6%
Average Number of Vehicles Available	2.0	2.0	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Households by Type

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Total	10,408	15,540	24,244
Family Households	72.2%	74.5%	76.2%
Married-couple Family	62.3%	64.9%	66.5%
With Related Children	28.5%	30.0%	31.9%
Other Family (No Spouse)	9.9%	9.6%	9.6%
With Related Children	6.1%	6.0%	6.1%
Nonfamily Households	27.8%	25.5%	23.8%
Householder Living Alone	22.9%	20.9%	19.3%
Householder Not Living Alone	4.9%	4.6%	4.6%
Households with Related Children	34.6%	36.0%	38.0%
Households with Persons 65+	22.8%	21.8%	19.7%

2000 Households by Size

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Total	10,408	15,539	24,245
1 Person Household	22.9%	20.9%	19.3%
2 Person Household	36.5%	36.5%	36.1%
3 Person Household	15.8%	16.3%	16.8%
4 Person Household	16.0%	16.8%	17.6%
5 Person Household	6.4%	6.9%	7.4%
6 Person Household	1.7%	1.9%	2.1%
7+ Person Household	0.7%	0.7%	0.7%

2000 Households by Year Householder Moved In

	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 4.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 6.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 8.0 miles
Total	10,411	15,544	24,236
Moved in 1999 to March 2000	19.2%	17.7%	16.4%
Moved in 1995 to 1998	28.2%	28.5%	29.1%
Moved in 1990 to 1994	18.9%	19.0%	19.6%
Moved in 1980 to 1989	17.2%	17.2%	16.9%
Moved in 1970 to 1979	8.1%	9.6%	10.5%
Moved in 1969 or Earlier	8.4%	8.0%	7.5%
Median Year Householder Moved In	1994	1994	1994



2000 Housing Units by Units in Structure

	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 4.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 6.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 8.0 miles
Total	11,204	16,626	25,698
1, Detached	73.4%	76.1%	75.5%
1, Attached	4.8%	4.4%	4.8%
2	4.3%	4.2%	4.3%
3 or 4	3.5%	2.8%	3.0%
5 to 9	6.0%	5.0%	4.9%
10 to 19	3.1%	2.5%	2.5%
20+	4.7%	4.6%	4.2%
Mobile Home	0.2%	0.3%	0.7%
Other	0.1%	0.1%	0.0%

2000 Housing Units by Year Structure Built

	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 4.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 6.0 miles	Pabst Rd AT N Summit Av Oconomowoc, WI 53066 Radius: 8.0 miles
Total	11,190	16,634	25,699
1999 to March 2000	2.7%	2.6%	2.9%
1995 to 1998	7.6%	9.4%	9.7%
1990 to 1994	8.2%	10.0%	10.8%
1980 to 1989	11.4%	11.8%	12.2%
1970 to 1979	17.9%	18.0%	21.3%
1969 or Earlier	52.3%	48.1%	43.1%
Median Year Structure Built	1968	1971	1973

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



Latitude: 43.08725	Pabst Rd AT N Summit Av Oconomowoc, WI 53066	Pabst Rd AT N Summit Av Oconomowoc, WI 53066	Pabst Rd AT N Summit Av Oconomowoc, WI 53066
Longitude: -88.4712	Radius: 4.0 miles	Radius: 6.0 miles	Radius: 8.0 miles

Top 3 Tapestry Segments

1.	In Style	In Style	In Style
2.	Exurbanites	Exurbanites	Suburban Splendor
3.	Main Street, USA	Suburban Splendor	Exurbanites



2005 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 \$	\$40,737,220	\$65,574,070	\$105,732,954
Average Spent	\$3,538.37	\$3,796.11	\$3,921.99
Spending Potential Index	128	137	142
Computers & Accessories: Total \$	\$4,247,407	\$6,837,639	\$11,042,919
Average Spent	\$368.92	\$395.83	\$409.62
Spending Potential Index	133	143	148
Education: Total \$	\$16,202,304	\$26,133,748	\$41,864,387
Average Spent	\$1,407.31	\$1,512.89	\$1,552.89
Spending Potential Index	133	142	146
Entertainment/Recreation: Total \$	\$46,889,484	\$75,653,530	\$122,195,801
Average Spent	\$4,072.74	\$4,379.62	\$4,532.65
Spending Potential Index	131	141	146
Food at Home: Total \$	\$67,180,127	\$107,674,471	\$172,933,651
Average Spent	\$5,835.15	\$6,233.33	\$6,414.69
Spending Potential Index	123	131	135
Food Away from Home: Total \$	\$46,039,985	\$73,895,830	\$119,152,539
Average Spent	\$3,998.96	\$4,277.86	\$4,419.77
Spending Potential Index	126	135	140
Health Care: Total \$	\$49,424,392	\$78,981,941	\$125,962,183
Average Spent	\$4,292.92	\$4,572.30	\$4,672.36
Spending Potential Index	124	132	135
HH Furnishings & Equipment: Total \$	\$32,810,303	\$52,939,819	\$85,656,808
Average Spent	\$2,849.85	\$3,064.71	\$3,177.30
Spending Potential Index	134	144	150
Investments: Total \$	\$150,604,327	\$243,899,318	\$383,540,752
Average Spent	\$13,081.24	\$14,119.45	\$14,226.82
Spending Potential Index	157	169	171
Retail Goods: Total \$	\$361,415,780	\$581,164,880	\$938,761,746
Average Spent	\$31,391.97	\$33,643.91	\$34,821.83
Spending Potential Index	126	135	139
Shelter: Total \$	\$211,610,780	\$340,389,119	\$547,351,718
Average Spent	\$18,380.16	\$19,705.29	\$20,303.12
Spending Potential Index	134	143	148
TV/Video/Sound Equipment: Total \$	\$14,785,109	\$23,704,749	\$38,145,094
Average Spent	\$1,284.21	\$1,372.28	\$1,414.93
Spending Potential Index	125	133	137
Travel: Total \$	\$28,634,857	\$46,145,373	\$73,921,995
Average Spent	\$2,487.18	\$2,671.38	\$2,742.02
Spending Potential Index	138	148	152
Vehicle Maintenance & Repairs: Total \$	\$15,224,322	\$24,424,206	\$39,361,305
Average Spent	\$1,322.36	\$1,413.93	\$1,460.04
Spending Potential Index	128	136	141

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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.