



Pine Street Plaza

Latitude: 39.976863

Longitude: -105.12911

1130 Pine St
Louisville, CO 80027
Radius: 1.0 miles

1130 Pine St
Louisville, CO 80027
Radius: 3.0 miles

1130 Pine St
Louisville, CO 80027
Radius: 5.0 miles



	1130 Pine St Louisville, CO 80027 Radius: 1.0 miles	1130 Pine St Louisville, CO 80027 Radius: 3.0 miles	1130 Pine St Louisville, CO 80027 Radius: 5.0 miles
2000 Total Population	6,238	45,265	77,285
2000 Group Quarters	2	145	154
2004 Total Population	6,437	48,714	86,114
2009 Total Population	6,883	53,196	95,656
2004 - 2009 Annual Rate	1.35%	1.78%	2.12%



2000 Households	2,629	17,263	29,267
2000 Average Household Size	2.37	2.61	2.64
2004 Households	2,752	18,774	32,869
2004 Average Household Size	2.34	2.59	2.62
2009 Households	2,969	20,633	36,695
2009 Average Household Size	2.32	2.57	2.6
2004 - 2009 Annual Rate	1.53%	1.91%	2.23%
2000 Families	1,692	11,593	20,364
2000 Average Family Size	2.89	3.13	3.12
2004 Families	1,727	12,338	22,523
2004 Average Family Size	2.87	3.12	3.12
2009 Families	1,826	13,318	24,800
2009 Average Family Size	2.86	3.11	3.11
2004 - 2009 Annual Rate	1.12%	1.54%	1.94%



2000 Housing Units	2,696	17,785	30,347
Owner Occupied Housing Units	71.2%	71.9%	71.4%
Renter Occupied Housing Units	26.8%	24.8%	25.1%
Vacant Housing Units	2.0%	3.2%	3.5%
2004 Housing Units	2,829	19,364	34,142
Owner Occupied Housing Units	71.9%	72.8%	72.1%
Renter Occupied Housing Units	25.3%	24.1%	24.2%
Vacant Housing Units	2.7%	3.0%	3.7%
2009 Housing Units	3,051	21,280	38,318
Owner Occupied Housing Units	72.8%	73.6%	72.5%
Renter Occupied Housing Units	24.5%	23.4%	23.3%
Vacant Housing Units	2.7%	3.0%	4.2%

Median Household Income

2000	\$57,993	\$62,023	\$65,402
2004	\$67,453	\$73,528	\$77,300
2009	\$81,881	\$88,386	\$91,616

Median Home Value

2000	\$202,618	\$211,917	\$224,033
2004	\$249,466	\$266,088	\$289,376
2009	\$319,699	\$340,671	\$371,554

Per Capita Income

2000	\$29,517	\$30,461	\$31,236
2004	\$34,258	\$36,545	\$37,325
2009	\$43,704	\$46,618	\$46,782

Median Age

2000	36.4	34.8	34.9
2004	37.8	35.7	35.7
2009	39.7	37.2	36.9

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 BIS forecasts for 2004 and 2009.



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2000 Households by Income

Household Income Base	1130 Pine St	1130 Pine St	1130 Pine St
< \$15,000	2,709	17,327	29,380
\$15,000 - \$24,999	5.9%	6.8%	6.0%
\$25,000 - \$34,999	7.9%	6.7%	6.1%
\$35,000 - \$49,999	10.5%	9.9%	9.2%
\$50,000 - \$74,999	15.1%	13.4%	13.1%
\$75,000 - \$99,999	26.1%	24.6%	23.3%
\$100,000 - \$149,999	14.9%	14.7%	15.7%
\$150,000 - \$199,999	13.3%	14.8%	16.5%
\$200,000+	4.4%	5.0%	5.2%
Average Household Income	1.9%	4.1%	4.9%
	\$69,592	\$77,556	\$81,503

2004 Households by Income

Household Income Base	1130 Pine St	1130 Pine St	1130 Pine St
< \$15,000	2,751	18,775	32,868
\$15,000 - \$24,999	5.2%	5.7%	5.1%
\$25,000 - \$34,999	6.0%	5.1%	4.5%
\$35,000 - \$49,999	6.8%	7.2%	6.7%
\$50,000 - \$74,999	15.4%	12.4%	12.0%
\$75,000 - \$99,999	22.8%	20.5%	19.5%
\$100,000 - \$149,999	17.7%	17.6%	17.9%
\$150,000 - \$199,999	17.6%	18.4%	20.1%
\$200,000+	4.9%	6.8%	7.0%
Average Household Income	3.7%	6.2%	7.2%
	\$83,169	\$93,314	\$97,689

2009 Households by Income

Household Income Base	1130 Pine St	1130 Pine St	1130 Pine St
< \$15,000	2,971	20,632	36,695
\$15,000 - \$24,999	4.0%	4.3%	3.8%
\$25,000 - \$34,999	3.8%	3.6%	3.1%
\$35,000 - \$49,999	5.1%	4.8%	4.6%
\$50,000 - \$74,999	10.3%	9.7%	9.2%
\$75,000 - \$99,999	19.7%	16.5%	16.5%
\$100,000 - \$149,999	20.0%	18.1%	17.5%
\$150,000 - \$199,999	21.4%	22.8%	23.5%
\$200,000+	9.0%	9.9%	10.4%
Average Household Income	6.6%	10.2%	11.3%
	\$105,083	\$118,235	\$121,829

2000 Owner Occupied HUs by Value

Total	1130 Pine St	1130 Pine St	1130 Pine St
<\$50,000	1,925	12,837	21,706
\$50,000 - 99,999	0.0%	5.4%	3.7%
\$100,000 - 149,999	5.0%	3.8%	2.8%
\$150,000 - 199,999	10.3%	13.3%	12.7%
\$200,000 - \$299,999	33.4%	23.2%	22.8%
\$300,000 - 499,999	38.4%	28.9%	29.9%
\$500,000 - 999,999	10.8%	19.7%	22.2%
\$1,000,000+	1.6%	4.6%	5.1%
Average Home Value	0.5%	1.1%	0.9%
	\$226,608	\$252,301	\$263,138

2000 Specified Renter Occupied HUs by Contract Rent

Total	1130 Pine St	1130 Pine St	1130 Pine St
With Cash Rent	709	4,378	7,523
No Cash Rent	96.8%	97.6%	97.8%
Median Rent	3.2%	2.4%	2.2%
Average Rent	\$733	\$860	\$857
	\$803	\$880	\$887

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 BIS forecasts for 2004 and 2009.



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2000 Population by Age

	1130 Pine St	1130 Pine St	1130 Pine St
Total	6,236	45,268	77,286
0 - 4	5.7%	7.0%	7.1%
5 - 9	7.7%	7.8%	8.0%
10 - 14	8.1%	8.0%	8.2%
15 - 24	11.2%	11.7%	11.8%
25 - 34	14.4%	15.8%	15.0%
35 - 44	21.4%	20.9%	20.7%
45 - 54	17.7%	16.4%	15.9%
55 - 64	6.2%	6.1%	6.5%
65 - 74	4.1%	3.6%	4.0%
75 - 84	2.6%	2.1%	2.1%
85+	0.9%	0.6%	0.5%
18+	74.2%	72.8%	72.2%

2004 Population by Age

	1130 Pine St	1130 Pine St	1130 Pine St
Total	6,439	48,714	86,118
0 - 4	5.5%	6.8%	7.1%
5 - 9	5.9%	7.0%	7.3%
10 - 14	7.7%	7.5%	7.8%
15 - 24	13.7%	12.9%	13.1%
25 - 34	12.7%	14.5%	13.5%
35 - 44	18.2%	18.8%	18.6%
45 - 54	19.7%	17.8%	17.3%
55 - 64	8.8%	8.2%	8.5%
65 - 74	4.1%	3.7%	4.0%
75 - 84	2.7%	2.1%	2.2%
85+	1.0%	0.7%	0.6%
18+	76.5%	74.3%	73.5%

2009 Population by Age

	1130 Pine St	1130 Pine St	1130 Pine St
Total	6,881	53,195	95,654
0 - 4	5.3%	6.7%	6.9%
5 - 9	4.8%	6.2%	6.5%
10 - 14	5.9%	7.1%	7.5%
15 - 24	15.2%	13.1%	13.5%
25 - 34	12.7%	13.5%	12.9%
35 - 44	15.1%	17.1%	16.2%
45 - 54	19.6%	18.0%	18.0%
55 - 64	13.3%	11.3%	11.1%
65 - 74	4.3%	4.0%	4.2%
75 - 84	2.8%	2.2%	2.4%
85+	1.1%	0.8%	0.8%
18+	79.9%	75.8%	74.7%

2000 Population by Sex

	1130 Pine St	1130 Pine St	1130 Pine St
Males	49.7%	49.8%	50.0%
Females	50.3%	50.2%	50.0%

2004 Population by Sex

	1130 Pine St	1130 Pine St	1130 Pine St
Males	49.7%	49.7%	49.9%
Females	50.3%	50.3%	50.1%

2009 Population by Sex

	1130 Pine St	1130 Pine St	1130 Pine St
Males	49.5%	49.5%	49.6%
Females	50.5%	50.5%	50.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



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2000 Population by Race/Ethnicity

Total	6,238	45,266	77,284
White Alone	92.4%	88.3%	88.9%
Black Alone	0.6%	0.9%	1.0%
American Indian Alone	0.8%	0.6%	0.6%
Asian or Pacific Islander Alone	2.2%	3.6%	3.9%
Some Other Race Alone	2.1%	4.3%	3.4%
Two or More Races	1.8%	2.3%	2.2%
Hispanic Origin	5.5%	10.6%	9.0%
Diversity Index	23.4	36.7	33.7

2004 Population by Race/Ethnicity

Total	6,437	48,715	86,115
White Alone	91.6%	87.2%	87.8%
Black Alone	0.7%	1.0%	1.0%
American Indian Alone	0.9%	0.6%	0.6%
Asian or Pacific Islander Alone	2.5%	4.1%	4.6%
Some Other Race Alone	2.5%	4.7%	3.7%
Two or More Races	1.9%	2.4%	2.3%
Hispanic Origin	6.4%	11.7%	9.8%
Diversity Index	26.2	39.6	36.3

2009 Population by Race/Ethnicity

Total	6,882	53,197	95,658
White Alone	90.4%	85.7%	86.3%
Black Alone	0.7%	1.1%	1.1%
American Indian Alone	0.9%	0.6%	0.6%
Asian or Pacific Islander Alone	2.9%	4.8%	5.4%
Some Other Race Alone	2.9%	5.3%	4.2%
Two or More Races	2.1%	2.5%	2.4%
Hispanic Origin	7.6%	13.2%	11.0%
Diversity Index	29.7	43.3	39.8



2000 Population 3+ by School Enrollment

Total	5,939	43,279	74,108
Enrolled in Nursery/Preschool	2.2%	2.5%	2.7%
Enrolled in Kindergarten	1.2%	1.7%	1.8%
Enrolled in Grade 1-8	12.8%	13.3%	13.4%
Enrolled in Grade 9-12	3.7%	5.9%	6.1%
Enrolled in College	5.2%	5.0%	4.7%
Enrolled in Grad/Prof School	2.2%	2.3%	2.1%
Not Enrolled in School	72.7%	69.4%	69.2%

2000 Population 25+ by Educational Attainment

Total	4,297	29,732	50,465
Less than 9th Grade	1.8%	2.8%	2.2%
9th - 12th Grade, No Diploma	3.4%	3.6%	3.5%
High School Graduate	16.5%	14.6%	14.6%
Some College, No Degree	19.2%	20.2%	20.4%
Associate Degree	5.0%	5.8%	6.3%
Bachelor's Degree	33.9%	33.1%	33.1%
Master's/Prof/Doctorate Degree	20.3%	19.8%	19.9%

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 BIS forecasts for 2004 and 2009.



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2000 Population 15+ by Sex and Marital Status

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	4,872	34,790	59,250
Females	50.3%	50.4%	50.1%
Never Married	12.3%	11.9%	11.0%
Married, not Separated	26.1%	28.5%	30.0%
Married, Separated	1.1%	0.7%	0.6%
Widowed	3.5%	2.8%	2.7%
Divorced	7.3%	6.4%	5.9%
Males	49.7%	49.6%	49.9%
Never Married	15.9%	15.0%	14.3%
Married, not Separated	27.3%	28.9%	30.3%
Married, Separated	1.0%	0.8%	0.7%
Widowed	1.0%	0.4%	0.4%
Divorced	4.5%	4.5%	4.2%



2000 Population 16+ by Employment Status

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	4,799	33,971	57,985
In Labor Force	77.9%	78.2%	76.6%
Civilian Employed	76.6%	76.2%	74.3%
Civilian Unemployed	1.3%	1.9%	2.2%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	22.1%	21.8%	23.4%

2004 Civilian Population 16+ in Labor Force

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Civilian Employed	97.5%	96.5%	95.3%
Civilian Unemployed	2.5%	3.5%	4.7%

2009 Civilian Population 16+ in Labor Force

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Civilian Employed	98.0%	97.1%	95.8%
Civilian Unemployed	2.0%	2.9%	4.2%

2000 Females 16+ by Employment Status and Age of Children

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	2,416	17,197	29,182
Own Children < 6 Only	7.8%	9.7%	10.0%
Employed/in Armed Forces	5.7%	6.3%	6.0%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	2.0%	3.3%	3.8%
Own Children < 6 and 6-17 Only	5.3%	7.3%	7.8%
Employed/in Armed Forces	3.7%	4.6%	4.5%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	1.6%	2.6%	3.1%
Own Children 6-17 Only	20.4%	20.7%	21.2%
Employed/in Armed Forces	17.4%	16.5%	16.5%
Unemployed	0.1%	0.3%	0.3%
Not in Labor Force	2.9%	3.9%	4.4%
No Own Children < 18	66.5%	62.3%	61.1%
Employed/in Armed Forces	47.0%	42.9%	40.1%
Unemployed	0.3%	0.8%	1.3%
Not in Labor Force	19.2%	18.6%	19.7%



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2004 Employed Population 16+ by Industry

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	3,390	25,128	40,612
Agriculture/Mining	0.4%	0.4%	0.5%
Construction	4.3%	5.0%	4.9%
Manufacturing	10.6%	12.4%	12.6%
Wholesale Trade	3.8%	4.1%	4.1%
Retail Trade	10.8%	10.7%	10.5%
Transportation/Utilities	2.3%	2.9%	3.1%
Information	4.4%	4.2%	4.5%
Finance/Insurance/Real Estate	8.0%	6.9%	6.8%
Services	52.8%	50.4%	49.7%
Public Administration	2.7%	3.1%	3.3%

2004 Employed Population 16+ by Occupation

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	3,390	25,127	40,613
White Collar	78.0%	75.7%	77.1%
Management/Business/Financial	20.0%	21.5%	23.1%
Professional	32.7%	30.8%	30.7%
Sales	10.8%	11.2%	11.4%
Administrative Support	14.6%	12.2%	11.9%
Services	11.2%	11.6%	10.9%
Blue Collar	10.8%	12.7%	12.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	3.5%	3.9%	3.3%
Installation/Maintenance/Repair	1.9%	2.2%	1.9%
Production	3.5%	4.0%	4.1%
Transportation/Material Moving	1.9%	2.6%	2.6%



2000 Workers 16+ by Means of Transportation to Work

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	3,653	25,573	42,479
Drove Alone - Car, Truck, or Van	75.9%	77.5%	78.2%
Carpooled - Car, Truck, or Van	8.2%	9.7%	9.4%
Public Transportation	5.4%	4.5%	4.0%
Walked	1.5%	1.1%	1.2%
Other Means	1.4%	1.3%	1.3%
Worked at Home	7.6%	5.9%	5.9%

2000 Workers 16+ by Travel Time to Work

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	3,655	25,574	42,479
Did Not Work at Home	92.4%	94.1%	94.1%
Less than 5 minutes	2.0%	2.0%	2.1%
5 to 9 minutes	7.1%	8.4%	8.8%
10 to 19 minutes	29.7%	30.6%	29.0%
20 to 24 minutes	21.6%	19.7%	18.4%
25 to 34 minutes	19.6%	17.0%	18.2%
35 to 44 minutes	4.2%	5.7%	6.1%
45 to 59 minutes	5.3%	6.1%	6.6%
60 to 89 minutes	2.1%	3.4%	3.7%
90 or more minutes	0.8%	1.3%	1.3%
Worked at Home	7.6%	5.9%	5.9%
Average Travel Time to Work (in min)	22.4	23.8	24.4

2000 Households by Vehicles Available

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	2,634	17,240	29,264
None	5.3%	3.3%	3.1%
1	31.0%	28.7%	26.8%
2	48.3%	47.9%	49.1%
3	10.9%	15.2%	15.8%
4	3.0%	3.7%	3.7%
5+	1.5%	1.2%	1.4%
Average Number of Vehicles Available	1.8	1.9	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



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2000 Households by Type

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	2,629	17,263	29,267
Family Households	64.4%	67.1%	69.6%
Married-couple Family	50.2%	54.0%	57.5%
With Related Children	26.5%	29.5%	31.3%
Other Family (No Spouse)	14.2%	13.1%	12.1%
With Related Children	9.7%	9.2%	8.4%
Nonfamily Households	35.6%	32.9%	30.4%
Householder Living Alone	25.9%	23.0%	21.7%
Householder Not Living Alone	9.7%	9.9%	8.8%
Households with Related Children	36.2%	38.7%	39.7%
Households with Persons 65+	14.0%	11.9%	12.6%

2000 Households by Size

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	2,629	17,263	29,267
1 Person Household	25.9%	23.0%	21.7%
2 Person Household	34.7%	33.8%	33.8%
3 Person Household	17.3%	18.2%	17.8%
4 Person Household	15.4%	16.4%	17.4%
5 Person Household	5.0%	5.9%	6.5%
6 Person Household	1.0%	1.8%	1.9%
7+ Person Household	0.7%	1.0%	1.0%

2000 Households by Year Householder Moved In

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	2,636	17,243	29,265
Moved in 1999 to March 2000	19.8%	26.5%	27.8%
Moved in 1995 to 1998	34.1%	35.0%	34.3%
Moved in 1990 to 1994	18.7%	19.2%	17.3%
Moved in 1980 to 1989	18.2%	12.8%	12.0%
Moved in 1970 to 1979	4.1%	3.9%	5.2%
Moved in 1969 or Earlier	5.2%	2.7%	3.5%
Median Year Householder Moved In	1995	1996	1996



2000 Housing Units by Units in Structure

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	2,678	17,818	30,334
1, Detached	78.2%	66.1%	69.1%
1, Attached	7.7%	10.9%	7.7%
2	2.4%	1.4%	1.2%
3 or 4	2.4%	3.2%	3.0%
5 to 9	3.3%	5.8%	6.7%
10 to 19	3.1%	3.8%	4.5%
20+	2.3%	3.0%	4.1%
Mobile Home	0.5%	5.6%	3.6%
Other	0.0%	0.1%	0.0%

2000 Housing Units by Year Structure Built

	1130 Pine St Radius: 1.0 miles	1130 Pine St Radius: 3.0 miles	1130 Pine St Radius: 5.0 miles
Total	2,690	17,760	30,346
1999 to March 2000	0.7%	6.0%	7.8%
1995 to 1998	8.1%	18.0%	21.0%
1990 to 1994	10.9%	14.8%	12.8%
1980 to 1989	28.0%	25.8%	19.5%
1970 to 1979	20.6%	20.4%	20.8%
1969 or Earlier	31.8%	15.0%	18.0%
Median Year Structure Built	1979	1986	1986

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



Pine Street Plaza
 Latitude: 39.976863
 Longitude: -105.12911

1130 Pine St
 Louisville, CO 80027
 Radius: 1.0 miles

1130 Pine St
 Louisville, CO 80027
 Radius: 3.0 miles

1130 Pine St
 Louisville, CO 80027
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	In Style	In Style	Boomburbs
2.	Metropolitans	Boomburbs	Enterprising Professio
3.	Enterprising Professio	Enterprising Professio	In Style



2004 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 \$	\$9,195,985	\$70,132,849	\$128,519,019
Average Spent	\$3,341.56	\$3,735.64	\$3,910.04
Spending Potential Index	123	138	144
Computers & Accessories: Total \$	\$960,191	\$7,376,362	\$13,490,222
Average Spent	\$348.91	\$392.90	\$410.42
Spending Potential Index	128	145	151
Education: Total \$	\$3,704,478	\$27,739,499	\$50,734,649
Average Spent	\$1,346.10	\$1,477.55	\$1,543.54
Spending Potential Index	129	141	148
Entertainment/Recreation: Total \$	\$10,381,203	\$79,568,116	\$145,783,312
Average Spent	\$3,772.24	\$4,238.21	\$4,435.28
Spending Potential Index	123	139	145
Food at Home: Total \$	\$15,035,834	\$114,134,957	\$209,127,162
Average Spent	\$5,463.60	\$6,079.42	\$6,362.44
Spending Potential Index	117	130	136
Food Away from Home: Total \$	\$10,454,426	\$79,765,528	\$146,063,579
Average Spent	\$3,798.85	\$4,248.72	\$4,443.81
Spending Potential Index	122	137	143
Health Care: Total \$	\$10,531,262	\$79,334,014	\$145,930,132
Average Spent	\$3,826.77	\$4,225.74	\$4,439.75
Spending Potential Index	112	124	130
HH Furnishings & Equipment: Total \$	\$7,255,596	\$56,099,060	\$102,750,554
Average Spent	\$2,636.48	\$2,988.13	\$3,126.06
Spending Potential Index	126	143	150
Investments: Total \$	\$31,440,377	\$235,574,876	\$435,554,805
Average Spent	\$11,424.56	\$12,547.93	\$13,251.23
Spending Potential Index	139	153	161
Retail Goods: Total \$	\$80,617,676	\$617,358,556	\$1,130,262,962
Average Spent	\$29,294.21	\$32,883.70	\$34,386.90
Spending Potential Index	119	134	140
Shelter: Total \$	\$47,356,939	\$362,415,448	\$664,225,212
Average Spent	\$17,208.19	\$19,304.11	\$20,208.26
Spending Potential Index	127	143	149
TV/Video/Sound Equipment: Total \$	\$3,349,967	\$25,483,868	\$3,349,967
Average Spent	\$1,217.28	\$1,357.40	\$1,419.42
Spending Potential Index	120	134	140
Travel: Total \$	\$6,190,038	\$47,109,846	\$86,542,213
Average Spent	\$2,249.29	\$2,509.31	\$2,632.94
Spending Potential Index	126	141	148
Vehicle Maintenance & Repairs: Total \$	\$3,410,229	\$26,111,198	\$47,784,381
Average Spent	\$1,239.18	\$1,390.82	\$1,453.78
Spending Potential Index	122	136	143

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 BIS forecasts for 2004 and 2009.