



Zell Miller Mountain Pkwy and Lower Dowda Mill Rd, Jasper, GA
30143

Latitude: 34.39109

Longitude: -84.40593

Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles



	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
2000 Total Population	4,278	10,229	17,862
2000 Group Quarters	0	62	220
2009 Total Population	6,105	14,413	25,380
2014 Total Population	7,163	16,938	29,923
2009 - 2014 Annual Rate	3.25%	3.28%	3.35%



2000 Households	1,602	3,747	6,736
2000 Average Household Size	2.67	2.71	2.62
2009 Households	2,340	5,358	9,675
2009 Average Household Size	2.61	2.67	2.59
2014 Households	2,755	6,318	11,459
2014 Average Household Size	2.6	2.67	2.59
2009 - 2014 Annual Rate	3.32%	3.35%	3.44%
2000 Families	1,269	2,885	5,146
2000 Average Family Size	3	3.1	3
2009 Families	1,817	4,036	7,219
2009 Average Family Size	2.95	3.08	3
2014 Families	2,110	4,694	8,424
2014 Average Family Size	2.96	3.09	3
2009 - 2014 Annual Rate	3.04%	3.07%	3.14%



2000 Housing Units	1,725	4,023	7,261
Owner Occupied Housing Units	77.6%	75.2%	73.2%
Renter Occupied Housing Units	15.4%	18.0%	18.4%
Vacant Housing Units	7.1%	6.8%	8.4%
2009 Housing Units	2,589	5,902	10,796
Owner Occupied Housing Units	74.9%	73.0%	71.3%
Renter Occupied Housing Units	15.5%	17.8%	18.3%
Vacant Housing Units	9.6%	9.2%	10.4%
2014 Housing Units	3,043	6,950	12,760
Owner Occupied Housing Units	75.0%	73.6%	71.8%
Renter Occupied Housing Units	15.6%	17.3%	18.0%
Vacant Housing Units	9.5%	9.1%	10.2%

Median Household Income

2000	\$41,265	\$42,094	\$43,246
2009	\$53,848	\$54,180	\$54,773
2014	\$57,613	\$56,807	\$56,917

Median Home Value

2000	\$106,179	\$100,141	\$103,224
2009	\$110,986	\$105,131	\$105,715
2014	\$113,503	\$108,113	\$108,684

Per Capita Income

2000	\$18,283	\$18,237	\$18,980
2009	\$21,911	\$22,419	\$23,328
2014	\$22,988	\$23,460	\$24,425

Median Age

2000	36.4	36.3	36.6
2009	38.9	39.1	39.4
2014	40.0	40.2	40.4

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 2009 and 2014.



Zell Miller Mountain Pkwy and Lower Dowda Mill Rd, Jasper, GA
30143

Latitude: 34.39109

Longitude: -84.40593

Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles



2000 Households by Income

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Household Income Base	1,663	3,776	6,770
< \$15,000	15.8%	15.4%	14.9%
\$15,000 - \$24,999	10.6%	11.6%	11.7%
\$25,000 - \$34,999	14.3%	13.2%	12.3%
\$35,000 - \$49,999	16.7%	19.0%	19.8%
\$50,000 - \$74,999	26.5%	25.0%	24.7%
\$75,000 - \$99,999	10.7%	10.2%	9.6%
\$100,000 - \$149,999	4.6%	4.4%	4.7%
\$150,000 - \$199,999	0.3%	0.5%	1.0%
\$200,000+	0.5%	0.7%	1.4%
Average Household Income	\$46,781	\$47,122	\$49,616

2009 Households by Income

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Household Income Base	2,339	5,358	9,676
< \$15,000	11.2%	10.7%	10.7%
\$15,000 - \$24,999	8.6%	9.1%	8.9%
\$25,000 - \$34,999	9.1%	9.6%	9.8%
\$35,000 - \$49,999	17.9%	16.0%	14.7%
\$50,000 - \$74,999	26.8%	28.0%	28.6%
\$75,000 - \$99,999	16.7%	16.7%	16.8%
\$100,000 - \$149,999	8.5%	7.9%	7.4%
\$150,000 - \$199,999	0.7%	1.2%	1.6%
\$200,000+	0.6%	0.9%	1.4%
Average Household Income	\$57,983	\$58,829	\$60,903

2014 Households by Income

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Household Income Base	2,753	6,318	11,461
< \$15,000	10.0%	9.5%	9.5%
\$15,000 - \$24,999	8.1%	8.5%	8.3%
\$25,000 - \$34,999	7.8%	8.2%	8.3%
\$35,000 - \$49,999	15.3%	13.5%	12.3%
\$50,000 - \$74,999	29.5%	31.2%	32.1%
\$75,000 - \$99,999	18.4%	18.0%	18.0%
\$100,000 - \$149,999	9.4%	8.9%	8.2%
\$150,000 - \$199,999	0.7%	1.3%	1.6%
\$200,000+	0.8%	1.0%	1.6%
Average Household Income	\$60,656	\$61,405	\$63,507

2000 Owner Occupied HUs by Value

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	1,307	2,987	5,360
<\$50,000	13.0%	12.3%	11.7%
\$50,000 - 99,999	33.7%	37.7%	36.5%
\$100,000 - 149,999	31.5%	29.5%	27.1%
\$150,000 - 199,999	11.8%	10.2%	10.5%
\$200,000 - \$299,999	4.0%	4.8%	7.4%
\$300,000 - 499,999	5.4%	4.8%	5.7%
\$500,000 - 999,999	0.6%	0.6%	0.8%
\$1,000,000+	0.0%	0.1%	0.2%
Average Home Value	\$125,217	\$123,685	\$133,124

2000 Specified Renter Occupied HUs by Contract Rent

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	285	704	1,301
With Cash Rent	93.0%	94.9%	92.8%
No Cash Rent	7.0%	5.1%	7.2%
Median Rent	\$342	\$353	\$354
Average Rent	\$351	\$366	\$378

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 Housing Units 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 2009 and 2014.



Zell Miller Mountain Pkwy and Lower Dowda Mill Rd, Jasper, GA
30143

Latitude: 34.39109

Longitude: -84.40593

Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles



2000 Population by Age

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	4,274	10,230	17,865
0 - 4	6.7%	6.6%	6.6%
5 - 9	6.8%	7.0%	7.0%
10 - 14	8.0%	7.6%	7.3%
15 - 19	6.0%	6.7%	6.8%
20 - 24	5.3%	5.2%	5.4%
25 - 34	14.8%	14.5%	14.3%
35 - 44	17.4%	17.0%	16.5%
45 - 54	13.9%	13.8%	13.9%
55 - 64	10.0%	10.0%	10.5%
65 - 74	6.9%	6.6%	6.9%
75 - 84	3.3%	3.5%	3.6%
85+	0.8%	1.2%	1.2%
18+	74.9%	74.7%	75.1%

2009 Population by Age

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	6,106	14,413	25,383
0 - 4	6.6%	6.5%	6.5%
5 - 9	6.7%	6.6%	6.7%
10 - 14	7.0%	6.9%	6.8%
15 - 19	6.4%	6.6%	6.7%
20 - 24	5.3%	5.4%	5.3%
25 - 34	11.9%	11.9%	11.7%
35 - 44	15.6%	15.3%	15.0%
45 - 54	16.2%	16.0%	15.6%
55 - 64	12.4%	12.3%	12.7%
65 - 74	7.1%	7.3%	7.7%
75 - 84	3.6%	3.8%	4.0%
85+	1.1%	1.4%	1.4%
18+	75.6%	75.9%	76.1%

2014 Population by Age

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	7,163	16,941	29,923
0 - 4	6.4%	6.3%	6.3%
5 - 9	6.7%	6.6%	6.6%
10 - 14	7.1%	7.0%	6.9%
15 - 19	6.4%	6.4%	6.5%
20 - 24	5.2%	5.4%	5.3%
25 - 34	11.4%	11.6%	11.2%
35 - 44	14.4%	13.9%	13.6%
45 - 54	15.5%	15.5%	15.3%
55 - 64	13.6%	13.4%	13.5%
65 - 74	8.6%	8.7%	9.2%
75 - 84	3.6%	3.8%	4.1%
85+	1.2%	1.4%	1.4%
18+	75.8%	76.2%	76.3%

2000 Population by Sex

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Males	49.9%	49.1%	49.1%
Females	50.1%	50.9%	50.9%

2009 Population by Sex

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Males	49.7%	49.2%	49.2%
Females	50.3%	50.8%	50.8%

2014 Population by Sex

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Males	49.7%	49.3%	49.2%
Females	50.3%	50.7%	50.8%



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



Zell Miller Mountain Pkwy and Lower Dowda Mill Rd, Jasper, GA 30143

Latitude: 34.39109

Longitude: -84.40593

Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles



2000 Population by Race/Ethnicity

Total	4,278	10,229	17,860
White Alone	94.5%	96.1%	96.2%
Black Alone	3.8%	2.1%	1.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	0.4%	0.5%	0.8%
Two or More Races	0.7%	0.8%	0.8%
Hispanic Origin	0.7%	1.2%	1.8%
Diversity Index	11.7	9.7	10.8

2009 Population by Race/Ethnicity

Total	6,106	14,412	25,379
White Alone	93.2%	94.9%	94.7%
Black Alone	4.5%	2.6%	2.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.4%	0.4%	0.4%
Some Other Race Alone	0.7%	0.9%	1.3%
Two or More Races	1.0%	1.1%	1.1%
Hispanic Origin	1.2%	1.9%	2.8%
Diversity Index	15.0	13.3	15.0

2014 Population by Race/Ethnicity

Total	7,164	16,939	29,922
White Alone	92.5%	94.3%	94.1%
Black Alone	4.9%	2.8%	2.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	0.5%	0.4%	0.4%
Some Other Race Alone	0.8%	1.0%	1.5%
Two or More Races	1.1%	1.2%	1.3%
Hispanic Origin	1.4%	2.2%	3.2%
Diversity Index	16.5	14.9	16.9



2000 Population 3+ by School Enrollment

Total	4,149	9,837	17,283
Enrolled in Nursery/Preschool	1.7%	2.0%	2.2%
Enrolled in Kindergarten	1.8%	1.7%	1.8%
Enrolled in Grade 1-8	10.5%	11.2%	11.6%
Enrolled in Grade 9-12	4.8%	5.3%	5.1%
Enrolled in College	1.8%	1.8%	2.3%
Enrolled in Grad/Prof School	0.3%	0.4%	0.5%
Not Enrolled in School	79.0%	77.6%	76.6%

2009 Population 25+ by Educational Attainment

Total	4,145	9,790	17,254
Less than 9th Grade	10.1%	9.8%	9.6%
9th - 12th Grade, No Diploma	15.9%	17.3%	17.4%
High School Graduate	37.2%	36.4%	36.1%
Some College, No Degree	16.1%	17.8%	17.8%
Associate Degree	3.9%	3.8%	3.9%
Bachelor's Degree	11.6%	10.0%	10.0%
Graduate/Professional Degree	5.2%	4.8%	5.3%

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 2009 and 2014.



Zell Miller Mountain Pkwy and Lower Dowda Mill Rd, Jasper, GA
30143

Latitude: 34.39109

Longitude: -84.40593

Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles



2009 Population 15+ by Marital Status

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	4,862	11,522	20,300
Never Married	18.7%	18.7%	19.2%
Married	63.6%	63.9%	64.1%
Widowed	7.0%	7.3%	6.9%
Divorced	10.7%	10.1%	9.9%



2000 Population 16+ by Employment Status

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	3,374	7,979	13,949
In Labor Force	65.0%	65.8%	65.4%
Civilian Employed	62.6%	64.0%	63.7%
Civilian Unemployed	2.3%	1.7%	1.6%
In Armed Forces	0.1%	0.1%	0.0%
Not in Labor Force	35.0%	34.2%	34.6%

2009 Civilian Population 16+ in Labor Force

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Civilian Employed	90.1%	90.9%	91.1%
Civilian Unemployed	9.9%	9.1%	8.9%

2014 Civilian Population 16+ in Labor Force

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Civilian Employed	93.2%	93.8%	94.0%
Civilian Unemployed	6.8%	6.2%	6.0%

2000 Females 16+ by Employment Status and Age of Children

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	1,695	4,124	7,251
Own Children < 6 Only	8.6%	7.6%	6.9%
Employed/in Armed Forces	7.7%	5.6%	4.7%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	0.9%	1.7%	2.0%
Own Children < 6 and 6-17 Only	4.1%	5.2%	6.4%
Employed/in Armed Forces	1.9%	3.2%	3.9%
Unemployed	0.5%	0.3%	0.2%
Not in Labor Force	1.6%	1.7%	2.2%
Own Children 6-17 Only	19.9%	18.9%	18.5%
Employed/in Armed Forces	12.2%	13.5%	13.6%
Unemployed	1.3%	0.6%	0.4%
Not in Labor Force	6.4%	4.8%	4.6%
No Own Children < 18	67.4%	68.3%	68.2%
Employed/in Armed Forces	32.0%	32.8%	32.3%
Unemployed	0.9%	0.6%	0.7%
Not in Labor Force	34.5%	34.8%	35.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



Zell Miller Mountain Pkwy and Lower Dowda Mill Rd, Jasper, GA
30143

Latitude: 34.39109

Longitude: -84.40593

Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles



2009 Employed Population 16+ by Industry

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	2,571	6,159	10,769
Agriculture/Mining	3.1%	2.7%	2.7%
Construction	14.4%	14.8%	15.0%
Manufacturing	11.9%	11.4%	11.5%
Wholesale Trade	2.8%	2.6%	2.7%
Retail Trade	16.1%	14.3%	13.6%
Transportation/Utilities	4.6%	5.1%	5.4%
Information	2.2%	1.7%	1.6%
Finance/Insurance/Real Estate	6.9%	6.5%	6.8%
Services	33.9%	36.6%	36.3%
Public Administration	4.2%	4.3%	4.4%

2009 Employed Population 16+ by Occupation

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	2,575	6,163	10,772
White Collar	55.5%	54.7%	53.2%
Management/Business/Financial	13.3%	12.2%	11.7%
Professional	15.9%	17.2%	16.7%
Sales	11.4%	10.5%	10.2%
Administrative Support	14.9%	14.7%	14.5%
Services	12.3%	13.5%	14.3%
Blue Collar	32.2%	31.8%	32.5%
Farming/Forestry/Fishing	0.4%	0.3%	0.3%
Construction/Extraction	12.5%	11.9%	12.3%
Installation/Maintenance/Repair	4.5%	5.1%	4.9%
Production	5.3%	6.2%	6.9%
Transportation/Material Moving	9.4%	8.4%	8.2%



2000 Workers 16+ by Means of Transportation to Work

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	2,093	5,054	8,776
Drove Alone - Car, Truck, or Van	84.5%	80.3%	79.2%
Carpooled - Car, Truck, or Van	12.4%	15.8%	16.5%
Public Transportation	0.2%	0.4%	0.3%
Walked	1.0%	1.1%	1.0%
Other Means	0.6%	0.6%	0.6%
Worked at Home	1.3%	1.8%	2.4%

2000 Workers 16+ by Travel Time to Work

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	2,094	5,054	8,776
Did Not Work at Home	98.7%	98.2%	97.6%
Less than 5 minutes	2.1%	2.7%	3.5%
5 to 9 minutes	9.9%	10.5%	10.3%
10 to 19 minutes	28.7%	25.9%	23.9%
20 to 24 minutes	13.1%	12.6%	11.0%
25 to 34 minutes	15.8%	15.5%	15.1%
35 to 44 minutes	7.6%	7.4%	7.8%
45 to 59 minutes	11.0%	11.4%	11.1%
60 to 89 minutes	8.6%	9.4%	10.9%
90 or more minutes	1.8%	2.8%	4.0%
Worked at Home	1.3%	1.8%	2.4%
Average Travel Time to Work (in min)	27.6	29.3	31.3

2000 Households by Vehicles Available

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	1,608	3,733	6,724
None	5.1%	4.8%	5.2%
1	24.2%	25.1%	25.4%
2	40.9%	39.6%	39.6%
3	18.8%	20.1%	19.5%
4	9.4%	8.5%	8.3%
5+	1.6%	2.0%	2.0%
Average Number of Vehicles Available	2.1	2.1	2.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



Zell Miller Mountain Pkwy and Lower Dowda Mill Rd, Jasper, GA
30143

Latitude: 34.39109

Longitude: -84.40593

Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles



2000 Households by Type

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	1,602	3,747	6,736
Family Households	79.2%	77.0%	76.4%
Married-couple Family	65.9%	64.1%	63.7%
With Related Children	30.0%	29.5%	28.3%
Other Family (No Spouse)	13.4%	12.9%	12.8%
With Related Children	8.2%	8.1%	8.0%
Nonfamily Households	20.8%	23.0%	23.6%
Householder Living Alone	17.0%	19.5%	20.1%
Householder Not Living Alone	3.7%	3.5%	3.5%
Households with Related Children	38.1%	37.6%	36.4%
Households with Persons 65+	22.0%	22.0%	22.4%

2000 Households by Size

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	1,602	3,747	6,736
1 Person Household	17.1%	19.5%	20.1%
2 Person Household	38.0%	35.6%	36.5%
3 Person Household	20.0%	19.9%	19.3%
4 Person Household	15.4%	15.3%	14.6%
5 Person Household	6.2%	6.6%	6.3%
6 Person Household	2.2%	2.1%	2.1%
7+ Person Household	1.1%	1.1%	1.2%

2000 Households by Year Householder Moved In

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	1,610	3,734	6,724
Moved in 1999 to March 2000	22.4%	18.3%	17.6%
Moved in 1995 to 1998	28.3%	28.9%	30.3%
Moved in 1990 to 1994	12.8%	15.3%	16.2%
Moved in 1980 to 1989	13.5%	15.4%	15.8%
Moved in 1970 to 1979	10.8%	11.2%	9.8%
Moved in 1969 or Earlier	12.2%	11.0%	10.3%
Median Year Householder Moved In	1995	1994	1994



2000 Housing Units by Units in Structure

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	1,712	3,987	7,315
1, Detached	75.6%	72.9%	72.2%
1, Attached	0.4%	0.9%	1.4%
2	2.8%	1.8%	2.0%
3 or 4	1.3%	1.6%	2.1%
5 to 9	0.2%	1.7%	1.3%
10 to 19	0.1%	0.7%	0.5%
20+	0.1%	0.5%	0.4%
Mobile Home	19.4%	19.8%	20.1%
Other	0.2%	0.1%	0.1%

2000 Housing Units by Year Structure Built

	Radius: 3 Miles	Radius: 5 Miles	Radius: 7 Miles
Total	1,713	3,993	7,220
1999 to March 2000	10.4%	7.0%	6.1%
1995 to 1998	19.0%	17.7%	17.7%
1990 to 1994	13.4%	14.7%	14.0%
1980 to 1989	12.1%	15.4%	18.4%
1970 to 1979	12.4%	15.1%	15.4%
1969 or Earlier	32.7%	30.1%	28.4%
Median Year Structure Built	1984	1983	1983

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



Zell Miller Mountain Pkwy and Lower Dowda Mill Rd, Jasper, GA
30143

Latitude: 34.39109

Longitude: -84.40593


Radius: 3 Miles

Radius: 5 Miles

Radius: 7 Miles

Top 3 Tapestry Segments

1.	Midland Crowd	Midland Crowd	Midland Crowd
2.	Southern Satellites	Southern Satellites	Southern Satellites
3.	Green Acres	Midlife Junction	Green Acres

 **2009 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 \$	\$3,339,231	\$7,736,950	\$14,418,641
Average Spent	\$1,427.02	\$1,444.00	\$1,490.30
Spending Potential Index	57	58	60
Computers & Accessories: Total \$	\$424,299	\$992,789	\$1,850,072
Average Spent	\$181.32	\$185.29	\$191.22
Spending Potential Index	79	81	84
Education: Total \$	\$2,109,527	\$5,060,147	\$9,434,242
Average Spent	\$901.51	\$944.41	\$975.12
Spending Potential Index	72	75	78
Entertainment/Recreation: Total \$	\$6,412,759	\$14,890,273	\$27,897,880
Average Spent	\$2,740.50	\$2,779.07	\$2,883.50
Spending Potential Index	85	86	89
Food at Home: Total \$	\$8,884,371	\$20,627,202	\$38,519,884
Average Spent	\$3,796.74	\$3,849.80	\$3,981.38
Spending Potential Index	83	84	87
Food Away from Home: Total \$	\$6,500,598	\$15,037,370	\$28,009,497
Average Spent	\$2,778.03	\$2,806.53	\$2,895.04
Spending Potential Index	83	84	87
Health Care: Total \$	\$7,866,872	\$18,281,075	\$34,406,574
Average Spent	\$3,361.91	\$3,411.92	\$3,556.24
Spending Potential Index	89	91	94
HH Furnishings & Equipment: Total \$	\$3,697,781	\$8,576,545	\$16,038,542
Average Spent	\$1,580.25	\$1,600.70	\$1,657.73
Spending Potential Index	73	74	76
Investments: Total \$	\$2,673,452	\$6,187,642	\$11,827,784
Average Spent	\$1,142.50	\$1,154.84	\$1,222.51
Spending Potential Index	79	80	85
Retail Goods: Total \$	\$49,557,614	\$114,409,497	\$213,897,646
Average Spent	\$21,178.47	\$21,353.02	\$22,108.28
Spending Potential Index	82	83	86
Shelter: Total \$	\$27,357,660	\$64,215,581	\$119,858,349
Average Spent	\$11,691.31	\$11,984.99	\$12,388.46
Spending Potential Index	75	77	79
TV/Video/Sound Equipment: Total \$	\$2,402,919	\$5,555,579	\$10,350,222
Average Spent	\$1,026.89	\$1,036.88	\$1,069.79
Spending Potential Index	85	85	88
Travel: Total \$	\$3,259,234	\$7,726,878	\$14,564,603
Average Spent	\$1,392.84	\$1,442.12	\$1,505.39
Spending Potential Index	75	78	82
Vehicle Maintenance & Repairs: Total \$	\$1,835,266	\$4,260,084	\$7,968,645
Average Spent	\$784.30	\$795.09	\$823.63
Spending Potential Index	84	85	88

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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.

Site Map

Prepared for Retail Works USA
May 4, 2009

Latitude: 34.39109
Longitude: -84.40593

