



OAKWOOD GA

Latitude: 34.193659

Longitude: -83.858288

Flowerly Branch, GA 3054
Radius: 1.0 mile

Flowerly Branch, GA 3054
Radius: 3.0 mile

Flowerly Branch, GA 3054
Radius: 5.0 mile



	Flowerly Branch, GA 3054 Radius: 1.0 mile	Flowerly Branch, GA 3054 Radius: 3.0 mile	Flowerly Branch, GA 3054 Radius: 5.0 mile
2000 Total Population	983	14,189	36,845
2000 Group Quarters	10	124	434
2008 Total Population	1,291	18,406	50,637
2013 Total Population	1,510	21,776	60,381
2008 - 2013 Annual Rate	3.18%	3.42%	3.58%



2000 Households	356	4,934	12,587
2000 Average Household Size	2.73	2.85	2.89
2008 Households	461	6,283	16,933
2008 Average Household Size	2.78	2.91	2.97
2013 Households	536	7,382	20,035
2013 Average Household Size	2.8	2.94	2.99
2008 - 2013 Annual Rate	3.06%	3.28%	3.42%
2000 Families	294	3,872	9,980
2000 Average Family Size	3.01	3.19	3.21
2008 Families	372	4,798	13,066
2008 Average Family Size	3.11	3.32	3.35
2013 Families	425	5,544	15,190
2013 Average Family Size	3.16	3.38	3.4
2008 - 2013 Annual Rate	2.7%	2.93%	3.06%



2000 Housing Units	384	5,239	13,387
Owner Occupied Housing Units	85.5%	71.9%	73.0%
Renter Occupied Housing Units	10.2%	22.3%	20.8%
Vacant Housing Units	4.3%	5.8%	6.2%
2008 Housing Units	502	6,800	18,382
Owner Occupied Housing Units	82.1%	70.8%	71.8%
Renter Occupied Housing Units	9.8%	21.6%	20.3%
Vacant Housing Units	8.2%	7.6%	7.9%
2013 Housing Units	586	8,014	21,804
Owner Occupied Housing Units	81.2%	70.3%	70.9%
Renter Occupied Housing Units	10.2%	21.8%	20.9%
Vacant Housing Units	8.5%	7.9%	8.1%

Median Household Income

2000	\$52,846	\$48,026	\$49,134
2008	\$62,817	\$61,129	\$62,462
2013	\$70,698	\$72,470	\$74,144

Median Home Value

2000	\$127,143	\$113,362	\$113,496
2008	\$177,802	\$155,809	\$155,821
2013	\$185,185	\$161,890	\$161,572

Per Capita Income

2000	\$24,417	\$20,621	\$20,029
2008	\$27,354	\$25,032	\$24,398
2013	\$30,508	\$29,178	\$28,406

Median Age

2000	35.2	31.8	32.1
2008	38.5	33.5	34.0
2013	40.1	33.9	34.7

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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Flowerly Branch, GA 3054

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Flowerly Branch, GA 3054

Radius: 5.0 mile



2000 Households by Income

Household Income Base	359	4,905	12,588
< \$15,000	7.2%	9.8%	9.7%
\$15,000 - \$24,999	8.4%	10.1%	9.5%
\$25,000 - \$34,999	12.0%	12.1%	12.4%
\$35,000 - \$49,999	18.7%	20.3%	19.4%
\$50,000 - \$74,999	22.8%	24.1%	24.3%
\$75,000 - \$99,999	13.9%	12.6%	14.2%
\$100,000 - \$149,999	11.4%	7.5%	7.5%
\$150,000 - \$199,999	2.2%	1.3%	1.6%
\$200,000+	3.3%	2.0%	1.5%
Average Household Income	\$67,538	\$58,811	\$58,023

2008 Households by Income

Household Income Base	461	6,285	16,932
< \$15,000	5.0%	6.9%	6.6%
\$15,000 - \$24,999	5.2%	6.0%	6.1%
\$25,000 - \$34,999	7.6%	8.6%	8.0%
\$35,000 - \$49,999	20.6%	15.8%	15.4%
\$50,000 - \$74,999	21.5%	25.6%	25.0%
\$75,000 - \$99,999	22.6%	21.2%	22.0%
\$100,000 - \$149,999	11.1%	10.4%	11.7%
\$150,000 - \$199,999	2.6%	3.0%	2.8%
\$200,000+	3.9%	2.6%	2.4%
Average Household Income	\$79,007	\$72,855	\$72,717

2013 Households by Income

Household Income Base	534	7,382	20,035
< \$15,000	3.9%	5.4%	5.1%
\$15,000 - \$24,999	4.5%	5.4%	5.4%
\$25,000 - \$34,999	5.8%	6.0%	5.5%
\$35,000 - \$49,999	15.7%	12.6%	11.8%
\$50,000 - \$74,999	23.0%	22.5%	22.7%
\$75,000 - \$99,999	19.9%	19.6%	19.3%
\$100,000 - \$149,999	20.0%	21.3%	23.0%
\$150,000 - \$199,999	2.4%	3.4%	3.5%
\$200,000+	4.7%	3.8%	3.6%
Average Household Income	\$88,958	\$85,579	\$85,342

2000 Owner Occupied HUs by Value

Total	328	3,791	9,781
<\$50,000	5.5%	7.3%	8.4%
\$50,000 - 99,999	25.9%	30.7%	30.3%
\$100,000 - 149,999	38.1%	39.9%	37.4%
\$150,000 - 199,999	12.5%	10.6%	12.5%
\$200,000 - \$299,999	10.1%	6.7%	6.9%
\$300,000 - 499,999	7.3%	3.8%	3.4%
\$500,000 - 999,999	0.6%	1.1%	0.7%
\$1,000,000+	0.0%	0.0%	0.4%
Average Home Value	\$151,377	\$133,573	\$134,429

2000 Specified Renter Occupied HUs by Contract Rent

Total	29	1,117	2,756
With Cash Rent	89.7%	96.4%	95.2%
No Cash Rent	10.3%	3.6%	4.8%
Median Rent	\$450	\$540	\$539
Average Rent	\$472	\$559	\$546

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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Flowery Branch, GA 3054

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Flowery Branch, GA 3054

Radius: 3.0 mile

Flowery Branch, GA 3054

Radius: 5.0 mile



2000 Population by Age

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	983	14,187	36,847
0 - 4	7.7%	8.9%	8.5%
5 - 9	7.9%	8.0%	7.9%
10 - 14	7.2%	7.7%	7.4%
15 - 19	6.6%	6.6%	6.9%
20 - 24	5.1%	6.4%	6.8%
25 - 34	15.1%	18.6%	17.7%
35 - 44	17.3%	17.4%	17.2%
45 - 54	15.5%	12.8%	12.9%
55 - 64	9.1%	7.1%	7.5%
65 - 74	5.3%	4.1%	4.4%
75 - 84	2.7%	2.0%	2.1%
85+	0.5%	0.5%	0.6%
18+	73.2%	71.5%	72.0%

2008 Population by Age

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	1,292	18,405	50,637
0 - 4	7.1%	8.8%	8.5%
5 - 9	7.3%	7.7%	7.7%
10 - 14	7.5%	7.3%	7.3%
15 - 19	6.3%	6.5%	6.5%
20 - 24	4.6%	6.4%	6.0%
25 - 34	11.5%	15.8%	15.6%
35 - 44	16.7%	16.8%	16.8%
45 - 54	16.1%	13.8%	13.9%
55 - 64	12.8%	9.9%	9.9%
65 - 74	6.3%	4.3%	4.7%
75 - 84	2.9%	2.2%	2.3%
85+	0.9%	0.7%	0.7%
18+	74.4%	72.4%	72.5%

2013 Population by Age

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	1,509	21,776	60,380
0 - 4	7.0%	8.8%	8.5%
5 - 9	7.0%	7.5%	7.6%
10 - 14	7.6%	7.4%	7.5%
15 - 19	6.9%	6.5%	6.7%
20 - 24	4.4%	6.2%	5.7%
25 - 34	10.1%	15.3%	14.4%
35 - 44	15.1%	15.4%	15.8%
45 - 54	16.9%	14.3%	14.6%
55 - 64	13.8%	10.8%	10.8%
65 - 74	7.1%	4.8%	5.2%
75 - 84	3.2%	2.2%	2.3%
85+	1.0%	0.8%	0.8%
18+	74.3%	72.3%	72.3%

2000 Population by Sex

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Males	49.4%	50.2%	51.1%
Females	50.6%	49.8%	48.9%

2008 Population by Sex

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Males	49.7%	50.1%	50.9%
Females	50.3%	49.9%	49.1%

2013 Population by Sex

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Males	49.8%	50.1%	50.8%
Females	50.2%	49.9%	49.2%

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



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2000 Population by Race/Ethnicity

Total	982	14,188	36,843
White Alone	91.5%	86.6%	84.4%
Black Alone	3.0%	6.1%	5.3%
American Indian Alone	0.5%	0.3%	0.4%
Asian or Pacific Islander Alone	1.4%	1.3%	1.7%
Some Other Race Alone	2.6%	4.4%	6.9%
Two or More Races	0.9%	1.3%	1.3%
Hispanic Origin	7.6%	10.9%	14.5%
Diversity Index	28.1	39.3	46.2

2008 Population by Race/Ethnicity

Total	1,290	18,405	50,637
White Alone	87.5%	81.0%	78.4%
Black Alone	3.8%	7.7%	6.7%
American Indian Alone	0.6%	0.4%	0.4%
Asian or Pacific Islander Alone	2.1%	1.7%	2.1%
Some Other Race Alone	4.7%	7.4%	10.8%
Two or More Races	1.3%	1.8%	1.7%
Hispanic Origin	12.1%	16.9%	21.4%
Diversity Index	39.6	52.4	58.9

2013 Population by Race/Ethnicity

Total	1,510	21,776	60,381
White Alone	84.4%	77.5%	74.6%
Black Alone	4.4%	8.6%	7.4%
American Indian Alone	0.7%	0.4%	0.4%
Asian or Pacific Islander Alone	2.6%	2.0%	2.4%
Some Other Race Alone	6.2%	9.3%	13.1%
Two or More Races	1.7%	2.1%	2.0%
Hispanic Origin	15.4%	20.9%	25.8%
Diversity Index	47.0	59.3	65.2



2000 Population 3+ by School Enrollment

Total	956	13,503	35,080
Enrolled in Nursery/Preschool	3.2%	3.0%	2.5%
Enrolled in Kindergarten	1.3%	1.5%	1.6%
Enrolled in Grade 1-8	13.9%	14.2%	13.4%
Enrolled in Grade 9-12	4.6%	5.4%	5.7%
Enrolled in College	4.2%	3.6%	3.3%
Enrolled in Grad/Prof School	1.4%	1.0%	0.7%
Not Enrolled in School	71.4%	71.3%	72.7%

2008 Population 25+ by Educational Attainment

Total	868	11,664	32,382
Less than 9th Grade	4.6%	6.1%	8.5%
9th - 12th Grade, No Diploma	9.6%	10.7%	11.5%
High School Graduate	30.4%	35.1%	33.5%
Some College, No Degree	19.8%	21.3%	20.4%
Associate Degree	7.3%	6.6%	6.2%
Bachelor's Degree	19.5%	14.0%	13.2%
Graduate/Professional Degree	8.9%	6.2%	6.8%

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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2008 Population 15+ by Marital Status

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	1,008	14,033	38,707
Never Married	18.7%	22.5%	22.9%
Married	70.6%	63.6%	63.2%
Widowed	4.0%	4.1%	3.7%
Divorced	6.7%	9.8%	10.2%



2000 Population 16+ by Employment Status

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	759	10,430	27,549
In Labor Force	69.2%	70.0%	69.2%
Civilian Employed	67.6%	67.8%	67.0%
Civilian Unemployed	1.6%	2.1%	2.1%
In Armed Forces	0.0%	0.1%	0.0%
Not in Labor Force	30.8%	30.0%	30.8%

2008 Civilian Population 16+ in Labor Force

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Civilian Employed	96.7%	95.6%	95.6%
Civilian Unemployed	3.3%	4.4%	4.4%

2013 Civilian Population 16+ in Labor Force

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Civilian Employed	97.2%	96.2%	96.1%
Civilian Unemployed	2.8%	3.8%	3.9%

2000 Females 16+ by Employment Status and Age of Children

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	384	5,264	13,581
Own Children < 6 Only	11.7%	12.8%	10.6%
Employed/in Armed Forces	5.5%	7.5%	6.2%
Unemployed	0.5%	0.4%	0.3%
Not in Labor Force	5.7%	4.9%	4.1%
Own Children < 6 and 6-17 Only	9.4%	7.7%	7.9%
Employed/in Armed Forces	5.5%	3.6%	3.9%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	3.9%	4.0%	3.9%
Own Children 6-17 Only	17.4%	18.7%	18.5%
Employed/in Armed Forces	14.8%	15.2%	14.7%
Unemployed	0.0%	0.6%	0.6%
Not in Labor Force	2.6%	2.8%	3.2%
No Own Children < 18	61.5%	60.9%	63.0%
Employed/in Armed Forces	32.6%	33.1%	34.0%
Unemployed	1.3%	1.1%	1.2%
Not in Labor Force	27.6%	26.6%	27.8%

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



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2008 Employed Population 16+ by Industry

Total	639	8,898	24,411
Agriculture/Mining	0.6%	1.4%	1.2%
Construction	8.5%	9.4%	9.8%
Manufacturing	14.1%	15.1%	17.7%
Wholesale Trade	5.3%	4.8%	4.1%
Retail Trade	8.5%	11.6%	11.7%
Transportation/Utilities	4.9%	4.2%	4.5%
Information	1.4%	1.6%	1.8%
Finance/Insurance/Real Estate	6.9%	7.3%	7.4%
Services	47.9%	41.5%	38.7%
Public Administration	2.0%	3.1%	3.1%

2008 Employed Population 16+ by Occupation

Total	636	8,897	24,412
White Collar	64.6%	57.7%	57.3%
Management/Business/Financial	14.5%	14.2%	14.4%
Professional	25.9%	19.1%	18.5%
Sales	8.2%	9.8%	10.9%
Administrative Support	16.0%	14.7%	13.6%
Services	9.9%	14.0%	13.2%
Blue Collar	25.5%	28.3%	29.4%
Farming/Forestry/Fishing	0.0%	0.4%	0.4%
Construction/Extraction	7.2%	7.6%	7.7%
Installation/Maintenance/Repair	3.3%	4.3%	4.5%
Production	8.2%	9.5%	10.1%
Transportation/Material Moving	6.8%	6.5%	6.7%



2000 Workers 16+ by Means of Transportation to Work

Total	509	6,930	17,997
Drove Alone - Car, Truck, or Van	85.9%	82.6%	80.6%
Carpooled - Car, Truck, or Van	12.0%	14.1%	15.2%
Public Transportation	0.0%	0.4%	0.6%
Walked	0.0%	0.6%	0.7%
Other Means	0.8%	0.8%	0.6%
Worked at Home	1.4%	1.5%	2.2%

2000 Workers 16+ by Travel Time to Work

Total	507	6,930	17,997
Did Not Work at Home	98.6%	98.5%	97.8%
Less than 5 minutes	1.2%	1.1%	1.5%
5 to 9 minutes	7.1%	7.3%	6.9%
10 to 19 minutes	41.2%	34.7%	32.9%
20 to 24 minutes	18.1%	18.7%	17.5%
25 to 34 minutes	11.4%	14.2%	16.1%
35 to 44 minutes	3.9%	5.2%	5.5%
45 to 59 minutes	8.3%	8.4%	8.2%
60 to 89 minutes	4.3%	6.0%	6.9%
90 or more minutes	3.0%	2.9%	2.4%
Worked at Home	1.4%	1.5%	2.2%
Average Travel Time to Work (in min)	24.7	26.3	26.6

2000 Households by Vehicles Available

Total	356	4,918	12,582
None	1.4%	1.8%	2.7%
1	23.0%	26.2%	24.5%
2	45.2%	46.1%	46.5%
3	17.4%	17.2%	18.1%
4	8.1%	6.4%	6.1%
5+	4.8%	2.3%	2.1%
Average Number of Vehicles Available	2.3	2.1	2.1

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



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Radius: 5.0 mile



2000 Households by Type

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	354	4,933	12,585
Family Households	82.8%	78.5%	79.3%
Married-couple Family	72.9%	65.0%	65.3%
With Related Children	35.9%	35.5%	34.7%
Other Family (No Spouse)	9.9%	13.5%	14.0%
With Related Children	5.9%	9.2%	9.2%
Nonfamily Households	17.2%	21.5%	20.7%
Householder Living Alone	14.4%	16.8%	16.2%
Householder Not Living Alone	2.8%	4.8%	4.6%
Households with Related Children	41.6%	44.8%	44.0%
Households with Persons 65+	18.5%	14.6%	15.7%

2000 Households by Size

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	356	4,934	12,587
1 Person Household	14.4%	16.8%	16.2%
2 Person Household	34.6%	31.7%	32.1%
3 Person Household	21.4%	21.2%	20.6%
4 Person Household	19.4%	18.6%	17.8%
5 Person Household	6.5%	7.4%	7.8%
6 Person Household	2.0%	2.4%	2.8%
7+ Person Household	1.7%	1.9%	2.6%

2000 Households by Year Householder Moved In

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	357	4,921	12,583
Moved in 1999 to March 2000	14.6%	22.4%	21.9%
Moved in 1995 to 1998	28.9%	35.1%	33.8%
Moved in 1990 to 1994	25.5%	17.8%	16.3%
Moved in 1980 to 1989	19.3%	14.3%	14.9%
Moved in 1970 to 1979	4.5%	4.9%	7.4%
Moved in 1969 or Earlier	7.3%	5.5%	5.8%
Median Year Householder Moved In	1994	1996	1996



2000 Housing Units by Units in Structure

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	370	5,227	13,401
1, Detached	93.0%	76.1%	76.4%
1, Attached	0.0%	0.7%	1.0%
2	1.1%	3.0%	2.9%
3 or 4	0.0%	3.3%	2.5%
5 to 9	0.0%	1.5%	1.7%
10 to 19	0.0%	1.9%	0.9%
20+	0.0%	1.1%	0.9%
Mobile Home	5.9%	12.3%	13.5%
Other	0.0%	0.0%	0.1%

2000 Housing Units by Year Structure Built

	Flowery Branch, GA 3054 Radius: 1.0 mile	Flowery Branch, GA 3054 Radius: 3.0 mile	Flowery Branch, GA 3054 Radius: 5.0 mile
Total	386	5,227	13,370
1999 to March 2000	7.5%	9.6%	8.6%
1995 to 1998	18.4%	25.7%	22.3%
1990 to 1994	23.3%	16.2%	14.7%
1980 to 1989	24.9%	21.8%	22.9%
1970 to 1979	10.6%	11.4%	14.8%
1969 or Earlier	15.3%	15.3%	16.8%
Median Year Structure Built	1990	1990	1988

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



OAKWOOD GA

Latitude: 34.193659

Longitude: -83.858288

Flowery Branch, GA 3054

Radius: 1.0 mile

Flowery Branch, GA 3054


Radius: 3.0 mile

Flowery Branch, GA 3054

Radius: 5.0 mile

Top 3 Tapestry Segments

1.	Green Acres	Up and Coming Families	Up and Coming Families
2.	Salt of the Earth	Green Acres	Midland Crowd
3.	Up and Coming Families	Midland Crowd	Green Acres

 **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 \$	\$1,081,726	\$13,944,895	\$37,624,328
Average Spent	\$2,346.48	\$2,219.46	\$2,221.95
Spending Potential Index	87	83	83
Computers & Accessories: Total \$	\$112,290	\$1,475,167	\$3,999,109
Average Spent	\$243.58	\$234.79	\$236.17
Spending Potential Index	102	98	99
Education: Total \$	\$641,586	\$8,046,368	\$21,882,406
Average Spent	\$1,391.73	\$1,280.66	\$1,292.29
Spending Potential Index	101	93	94
Entertainment/Recreation: Total \$	\$1,910,607	\$23,660,924	\$63,215,378
Average Spent	\$4,144.48	\$3,765.86	\$3,733.27
Spending Potential Index	112	101	100
Food at Home: Total \$	\$2,387,821	\$29,754,083	\$79,858,979
Average Spent	\$5,179.66	\$4,735.65	\$4,716.17
Spending Potential Index	106	97	97
Food Away from Home: Total \$	\$1,674,876	\$21,240,014	\$56,927,192
Average Spent	\$3,633.14	\$3,380.55	\$3,361.91
Spending Potential Index	106	99	98
Health Care: Total \$	\$2,148,659	\$25,497,785	\$67,581,030
Average Spent	\$4,660.87	\$4,058.22	\$3,991.08
Spending Potential Index	114	99	97
HH Furnishings & Equipment: Total \$	\$1,086,146	\$13,913,277	\$37,652,623
Average Spent	\$2,356.07	\$2,214.43	\$2,223.62
Spending Potential Index	102	96	97
Investments: Total \$	\$492,294	\$6,180,181	\$17,198,614
Average Spent	\$1,067.88	\$983.64	\$1,015.69
Spending Potential Index	105	97	100
Retail Goods: Total \$	\$13,441,798	\$167,641,430	\$448,987,682
Average Spent	\$29,157.91	\$26,681.75	\$26,515.54
Spending Potential Index	107	98	98
Shelter: Total \$	\$7,259,202	\$94,177,348	\$257,355,207
Average Spent	\$15,746.64	\$14,989.23	\$15,198.44
Spending Potential Index	101	97	98
TV/Video/Sound Equipment: Total \$	\$687,641	\$8,816,494	\$23,680,456
Average Spent	\$1,491.63	\$1,403.23	\$1,398.48
Spending Potential Index	104	98	97
Travel: Total \$	\$948,435	\$11,639,602	\$31,680,370
Average Spent	\$2,057.34	\$1,852.55	\$1,870.92
Spending Potential Index	109	98	99
Vehicle Maintenance & Repairs: Total \$	\$492,611	\$6,198,359	\$16,668,610
Average Spent	\$1,068.57	\$986.53	\$984.39
Spending Potential Index	108	99	99

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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.