






Colona  
Colona, IL

Latitude: 41.464593999615  
Longitude: -90.3577479999577  
Site Type: Ring

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
 2000 Total Population	360,359	469,501	625,820
2000 Group Quarters	8,271	10,918	17,608
2009 Total Population	364,820	471,139	625,017
2014 Total Population	366,769	471,294	623,122
2009 - 2014 Annual Rate	0.11%	0.01%	-0.06%
 2000 Households	143,237	187,198	248,130
2000 Average Household Size	2.46	2.45	2.45
2009 Households	147,373	191,037	252,111
2009 Average Household Size	2.42	2.41	2.41
2014 Households	148,932	192,079	252,599
2014 Average Household Size	2.41	2.4	2.4
2009 - 2014 Annual Rate	0.21%	0.11%	0.04%
2000 Families	96,214	126,235	167,769
2000 Average Family Size	3	2.99	2.99
2009 Families	96,848	126,015	166,850
2009 Average Family Size	2.97	2.95	2.95
2014 Families	96,437	124,848	164,782
2014 Average Family Size	2.96	2.95	2.95
2009 - 2014 Annual Rate	-0.09%	-0.19%	-0.25%
 <b>2000 Housing Units</b>	151,363	198,534	263,835
Owner Occupied Housing Units	67.9%	68.3%	68.1%
Renter Occupied Housing Units	26.7%	26.0%	26.0%
Vacant Housing Units	5.4%	5.7%	6.0%
<b>2009 Housing Units</b>	159,934	208,386	276,138
Owner Occupied Housing Units	65.9%	66.2%	65.9%
Renter Occupied Housing Units	26.2%	25.5%	25.4%
Vacant Housing Units	7.9%	8.3%	8.7%
<b>2014 Housing Units</b>	161,794	210,377	278,603
Owner Occupied Housing Units	65.7%	65.7%	65.3%
Renter Occupied Housing Units	26.4%	25.6%	25.3%
Vacant Housing Units	7.9%	8.7%	9.3%
<b>Median Household Income</b>			
2000	\$41,379	\$40,289	\$39,558
2009	\$53,253	\$51,749	\$50,820
2014	\$56,477	\$54,693	\$53,528
<b>Median Home Value</b>			
2000	\$84,538	\$80,991	\$78,289
2009	\$115,581	\$111,939	\$109,347
2014	\$133,872	\$128,819	\$124,701
<b>Per Capita Income</b>			
2000	\$20,620	\$20,135	\$19,631
2009	\$25,952	\$25,367	\$24,779
2014	\$26,756	\$26,147	\$25,555
<b>Median Age</b>			
2000	36.9	37.4	37.5
2009	38.8	39.4	39.4
2014	39.4	39.9	39.9

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 forecasts for 2009 and 2014.



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Radius: 25 Miles

Radius: 35 Miles

Radius: 45 Miles



**2000 Households by Income**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	143,182	187,397	248,270
< \$15,000	14.5%	14.8%	15.1%
\$15,000 - \$24,999	14.0%	14.4%	14.7%
\$25,000 - \$34,999	13.8%	14.2%	14.5%
\$35,000 - \$49,999	17.4%	17.6%	18.0%
\$50,000 - \$74,999	21.5%	21.3%	21.1%
\$75,000 - \$99,999	10.6%	9.9%	9.5%
\$100,000 - \$149,999	5.9%	5.5%	5.0%
\$150,000 - \$199,999	1.3%	1.2%	1.0%
\$200,000+	1.2%	1.1%	1.0%
Average Household Income	\$51,169	\$49,757	\$48,659

**2009 Households by Income**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	147,373	191,037	252,111
< \$15,000	10.1%	10.3%	10.5%
\$15,000 - \$24,999	10.2%	10.7%	11.0%
\$25,000 - \$34,999	11.1%	11.3%	11.4%
\$35,000 - \$49,999	15.2%	15.9%	16.2%
\$50,000 - \$74,999	22.2%	22.6%	23.1%
\$75,000 - \$99,999	17.8%	16.8%	16.0%
\$100,000 - \$149,999	9.0%	8.4%	8.0%
\$150,000 - \$199,999	2.6%	2.4%	2.2%
\$200,000+	1.9%	1.7%	1.6%
Average Household Income	\$63,369	\$61,671	\$60,341

**2014 Households by Income**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Household Income Base	148,932	192,079	252,599
< \$15,000	9.3%	9.6%	9.7%
\$15,000 - \$24,999	9.5%	10.0%	10.3%
\$25,000 - \$34,999	10.3%	10.4%	10.6%
\$35,000 - \$49,999	14.0%	14.8%	15.3%
\$50,000 - \$74,999	26.0%	26.3%	26.6%
\$75,000 - \$99,999	17.3%	16.3%	15.5%
\$100,000 - \$149,999	9.1%	8.5%	8.1%
\$150,000 - \$199,999	2.6%	2.4%	2.2%
\$200,000+	1.9%	1.7%	1.6%
Average Household Income	\$64,911	\$63,154	\$61,811

**2000 Owner Occupied HUs by Value**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	102,717	135,564	179,643
<\$50,000	16.9%	20.0%	21.9%
\$50,000 - 99,999	47.7%	47.4%	47.5%
\$100,000 - 149,999	19.8%	18.5%	17.6%
\$150,000 - 199,999	8.4%	7.6%	7.1%
\$200,000 - \$299,999	5.3%	4.6%	4.1%
\$300,000 - 499,999	1.5%	1.5%	1.4%
\$500,000 - 999,999	0.3%	0.3%	0.3%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$102,336	\$98,231	\$95,166

**2000 Specified Renter Occupied HUs by Contract Rent**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	39,605	50,089	66,046
With Cash Rent	95.6%	94.9%	94.4%
No Cash Rent	4.4%	5.1%	5.6%
Median Rent	\$388	\$374	\$364
Average Rent	\$393	\$379	\$367

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.



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**2000 Population by Age**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	360,359	469,501	625,820
Age 0 - 4	6.5%	6.4%	6.4%
Age 5 - 9	6.9%	6.8%	6.8%
Age 10 - 14	7.3%	7.3%	7.3%
Age 15 - 19	7.4%	7.4%	7.4%
Age 20 - 24	6.4%	6.1%	6.2%
Age 25 - 34	12.7%	12.3%	12.3%
Age 35 - 44	15.5%	15.4%	15.3%
Age 45 - 54	14.4%	14.2%	14.1%
Age 55 - 64	9.4%	9.5%	9.5%
Age 65 - 74	6.9%	7.3%	7.4%
Age 75 - 84	4.8%	5.3%	5.4%
Age 85+	1.7%	2.0%	2.0%
Age 18+	74.8%	74.9%	75.0%

**2009 Population by Age**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	364,820	471,139	625,017
Age 0 - 4	6.5%	6.4%	6.4%
Age 5 - 9	6.3%	6.3%	6.3%
Age 10 - 14	6.4%	6.4%	6.3%
Age 15 - 19	6.9%	6.8%	6.8%
Age 20 - 24	6.5%	6.3%	6.4%
Age 25 - 34	12.6%	12.3%	12.3%
Age 35 - 44	12.9%	12.7%	12.7%
Age 45 - 54	15.1%	15.1%	15.0%
Age 55 - 64	12.6%	12.6%	12.6%
Age 65 - 74	7.3%	7.5%	7.5%
Age 75 - 84	4.7%	5.1%	5.1%
Age 85+	2.2%	2.4%	2.5%
Age 18+	76.9%	77.0%	77.0%

**2014 Population by Age**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	366,769	471,294	623,122
Age 0 - 4	6.3%	6.3%	6.2%
Age 5 - 9	6.3%	6.3%	6.2%
Age 10 - 14	6.4%	6.4%	6.4%
Age 15 - 19	6.4%	6.4%	6.4%
Age 20 - 24	6.4%	6.2%	6.3%
Age 25 - 34	12.7%	12.5%	12.4%
Age 35 - 44	12.5%	12.2%	12.2%
Age 45 - 54	13.5%	13.5%	13.3%
Age 55 - 64	13.6%	13.7%	13.7%
Age 65 - 74	8.9%	9.1%	9.2%
Age 75 - 84	4.7%	4.9%	5.0%
Age 85+	2.2%	2.5%	2.5%
Age 18+	77.3%	77.3%	77.4%

**2000 Population by Sex**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	48.9%	48.8%	48.9%
Females	51.1%	51.2%	51.1%

**2009 Population by Sex**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	49.0%	48.8%	49.0%
Females	51.0%	51.2%	51.0%

**2014 Population by Sex**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Males	49.0%	48.9%	49.1%
Females	51.0%	51.1%	50.9%

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



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**2000 Population by Race/Ethnicity**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	360,359	469,501	625,820
White Alone	88.7%	90.3%	90.7%
Black Alone	5.9%	4.9%	4.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.2%	1.0%	0.9%
Some Other Race Alone	2.3%	2.0%	2.3%
Two or More Races	1.7%	1.5%	1.5%
Hispanic Origin	5.6%	4.8%	5.3%
Diversity Index	29.3	25.8	25.8

**2009 Population by Race/Ethnicity**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	364,820	471,139	625,017
White Alone	85.9%	87.8%	88.3%
Black Alone	6.7%	5.7%	5.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.8%	1.6%	1.4%
Some Other Race Alone	3.2%	2.8%	3.2%
Two or More Races	2.0%	1.9%	1.8%
Hispanic Origin	7.7%	6.8%	7.4%
Diversity Index	36.3	32.4	32.6

**2014 Population by Race/Ethnicity**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	366,769	471,294	623,122
White Alone	84.2%	86.2%	86.7%
Black Alone	7.2%	6.1%	5.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	2.3%	1.9%	1.7%
Some Other Race Alone	3.8%	3.4%	3.8%
Two or More Races	2.2%	2.1%	2.0%
Hispanic Origin	9.2%	8.1%	8.9%
Diversity Index	40.5	36.4	36.7



**2000 Population 3+ by School Enrollment**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	345,778	451,163	601,219
Enrolled in Nursery/Preschool	1.9%	1.9%	1.9%
Enrolled in Kindergarten	1.3%	1.3%	1.4%
Enrolled in Grade 1-8	12.2%	12.1%	12.0%
Enrolled in Grade 9-12	6.1%	6.1%	6.1%
Enrolled in College	5.2%	4.9%	4.8%
Enrolled in Grad/Prof School	1.1%	0.9%	0.8%
Not Enrolled in School	72.2%	72.8%	73.1%

**2009 Population 25+ by Educational Attainment**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	245,834	319,255	423,232
Less than 9th Grade	3.6%	3.9%	4.4%
9th - 12th Grade, No Diploma	8.3%	8.2%	8.7%
High School Graduate	34.0%	35.4%	36.5%
Some College, No Degree	23.0%	22.6%	22.3%
Associate Degree	8.6%	8.7%	8.6%
Bachelor's Degree	15.2%	14.3%	13.3%
Graduate/Professional Degree	7.3%	6.8%	6.2%

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.



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**2009 Population 15+ by Marital Status**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	294,875	381,225	506,027
Never Married	26.5%	25.7%	25.2%
Married	55.5%	55.9%	56.3%
Widowed	6.6%	7.0%	7.1%
Divorced	11.5%	11.4%	11.5%



**2000 Population 16+ by Employment Status**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	280,217	366,271	488,377
In Labor Force	66.9%	66.1%	65.6%
Civilian Employed	63.2%	62.5%	62.0%
Civilian Unemployed	3.7%	3.5%	3.6%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	33.1%	33.9%	34.4%

**2009 Civilian Population 16+ in Labor Force**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	93.2%	93.3%	93.0%
Civilian Unemployed	6.8%	6.7%	7.0%

**2014 Civilian Population 16+ in Labor Force**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Civilian Employed	95.1%	95.2%	95.0%
Civilian Unemployed	4.9%	4.8%	5.0%

**2000 Females 16+ by Employment Status and Age of Children**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	144,948	190,137	253,091
Own Children < 6 Only	7.2%	7.0%	7.0%
Employed/in Armed Forces	4.9%	4.8%	4.8%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	1.9%	1.8%	1.9%
Own Children < 6 and 6-17 Only	6.0%	5.9%	5.9%
Employed/in Armed Forces	3.9%	3.9%	3.9%
Unemployed	0.3%	0.3%	0.2%
Not in Labor Force	1.8%	1.8%	1.7%
Own Children 6-17 Only	17.4%	17.4%	17.1%
Employed/in Armed Forces	13.8%	13.8%	13.7%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	3.2%	3.1%	3.0%
No Own Children < 18	69.4%	69.7%	69.9%
Employed/in Armed Forces	36.0%	35.1%	34.8%
Unemployed	2.0%	1.8%	1.8%
Not in Labor Force	31.4%	32.7%	33.3%

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



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**2009 Employed Population 16+ by Industry**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	187,940	239,509	313,079
Agriculture/Mining	1.4%	1.8%	2.3%
Construction	5.8%	5.8%	5.7%
Manufacturing	12.7%	13.5%	14.6%
Wholesale Trade	3.7%	3.6%	3.4%
Retail Trade	12.0%	12.1%	12.0%
Transportation/Utilities	5.7%	5.7%	5.7%
Information	1.8%	1.8%	1.7%
Finance/Insurance/Real Estate	5.7%	5.5%	5.2%
Services	46.9%	46.2%	45.6%
Public Administration	4.3%	4.0%	3.8%

**2009 Employed Population 16+ by Occupation**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	187,940	239,509	313,079
White Collar	57.9%	56.7%	55.2%
Management/Business/Financial	12.4%	12.2%	11.9%
Professional	20.4%	20.0%	19.6%
Sales	11.4%	11.1%	10.8%
Administrative Support	13.6%	13.4%	13.0%
Services	18.8%	18.7%	18.9%
Blue Collar	23.4%	24.6%	25.9%
Farming/Forestry/Fishing	0.3%	0.4%	0.5%
Construction/Extraction	4.4%	4.6%	4.6%
Installation/Maintenance/Repair	4.0%	4.1%	4.2%
Production	7.3%	7.9%	8.6%
Transportation/Material Moving	7.3%	7.6%	8.0%



**2000 Workers 16+ by Means of Transportation to Work**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	174,494	225,783	298,406
Drove Alone - Car, Truck, or Van	83.8%	83.3%	82.2%
Carpooled - Car, Truck, or Van	9.3%	9.5%	10.0%
Public Transportation	0.9%	0.8%	0.8%
Walked	2.2%	2.3%	2.7%
Other Means	0.8%	0.9%	1.0%
Worked at Home	3.0%	3.2%	3.4%

**2000 Workers 16+ by Travel Time to Work**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	174,494	225,783	298,406
Did Not Work at Home	97.0%	96.8%	96.6%
Less than 5 minutes	3.9%	4.6%	5.3%
5 to 9 minutes	13.7%	15.6%	17.0%
10 to 19 minutes	39.3%	37.8%	37.2%
20 to 24 minutes	17.0%	15.4%	14.1%
25 to 34 minutes	14.4%	13.6%	12.7%
35 to 44 minutes	3.0%	3.3%	3.3%
45 to 59 minutes	2.6%	3.1%	3.5%
60 to 89 minutes	1.5%	1.8%	2.0%
90 or more minutes	1.5%	1.6%	1.6%
Worked at Home	3.0%	3.2%	3.4%
Average Travel Time to Work (in min)	19.3	19.3	19.1

**2000 Households by Vehicles Available**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	143,203	187,229	248,118
None	7.4%	7.3%	7.5%
1	33.2%	33.0%	32.9%
2	40.4%	40.5%	40.4%
3	13.9%	13.9%	14.0%
4	3.7%	3.8%	3.7%
5+	1.5%	1.5%	1.5%
Average Number of Vehicles Available	1.8	1.8	1.8

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



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**2000 Households by Type**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	143,237	187,198	248,130
Family Households	67.2%	67.4%	67.6%
Married-couple Family	52.7%	53.4%	53.6%
With Related Children	23.3%	23.3%	23.3%
Other Family (No Spouse)	14.4%	14.1%	14.0%
With Related Children	10.1%	9.8%	9.7%
Nonfamily Households	32.8%	32.6%	32.4%
Householder Living Alone	27.6%	27.6%	27.5%
Householder Not Living Alone	5.3%	5.0%	4.9%
Households with Related Children	33.4%	33.1%	33.0%
Households with Persons 65+	23.9%	25.2%	25.9%

**2000 Households by Size**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	143,237	187,198	248,130
1 Person Household	27.6%	27.6%	27.5%
2 Person Household	34.3%	34.7%	34.9%
3 Person Household	16.0%	15.8%	15.7%
4 Person Household	13.4%	13.3%	13.2%
5 Person Household	5.8%	5.8%	5.8%
6 Person Household	1.9%	1.9%	1.9%
7+ Person Household	1.0%	0.9%	0.9%

**2000 Households by Year Householder Moved In**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	143,203	187,229	248,118
Moved in 1999 to March 2000	17.4%	16.8%	16.4%
Moved in 1995 to 1998	26.9%	26.6%	26.2%
Moved in 1990 to 1994	16.6%	16.4%	16.4%
Moved in 1980 to 1989	15.2%	15.3%	15.7%
Moved in 1970 to 1979	11.7%	12.1%	12.3%
Moved in 1969 or Earlier	12.2%	12.8%	13.0%
Median Year Householder Moved In	1993	1993	1993



**2000 Housing Units by Units in Structure**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	151,360	198,550	263,821
1, Detached	72.3%	74.0%	74.9%
1, Attached	2.7%	2.3%	2.0%
2	4.6%	4.5%	4.6%
3 or 4	3.6%	3.6%	3.7%
5 to 9	4.4%	4.0%	3.8%
10 to 19	3.5%	3.2%	2.7%
20+	5.2%	4.6%	4.2%
Mobile Home	3.7%	3.7%	4.1%
Other	0.0%	0.0%	0.1%

**2000 Housing Units by Year Structure Built**

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Total	151,360	198,550	263,821
1999 to March 2000	1.2%	1.2%	1.1%
1995 to 1998	3.9%	3.8%	3.6%
1990 to 1994	3.5%	3.2%	3.1%
1980 to 1989	7.1%	6.6%	6.4%
1970 to 1979	19.3%	17.9%	17.6%
1969 or Earlier	64.9%	67.3%	68.2%
Median Year Structure Built	1961	1958	1957

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



Colona  
Colona, IL

Latitude: 41.464593999615  
Longitude: -90.3577479999577  
Site Type: Ring


Radius: 25 Miles

Radius: 35 Miles

Radius: 45 Miles

Top 3 Tapestry Segments

1.	Rustbelt Traditions	Rustbelt Traditions	Rustbelt Traditions
2.	Rustbelt Retirees	Rustbelt Retirees	Rustbelt Retirees
3.	Green Acres	Salt of the Earth	Salt of the Earth

 **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.

	Radius: 25 Miles	Radius: 35 Miles	Radius: 45 Miles
Apparel & Services: Total \$	\$231,857,181	\$291,295,684	\$375,441,016
Average Spent	\$1,573.27	\$1,524.81	\$1,489.19
Spending Potential Index	63	61	59
Computers & Accessories: Total \$	\$29,897,308	\$37,551,322	\$48,472,831
Average Spent	\$202.87	\$196.57	\$192.27
Spending Potential Index	89	86	84
Education: Total \$	\$169,285,489	\$209,886,202	\$268,231,356
Average Spent	\$1,148.69	\$1,098.67	\$1,063.94
Spending Potential Index	92	88	85
Entertainment/Recreation: Total \$	\$435,291,092	\$552,559,364	\$717,088,190
Average Spent	\$2,953.67	\$2,892.42	\$2,844.34
Spending Potential Index	91	89	88
Food at Home: Total \$	\$613,172,925	\$778,341,134	\$1,010,479,577
Average Spent	\$4,160.69	\$4,074.30	\$4,008.07
Spending Potential Index	91	89	88
Food Away from Home: Total \$	\$444,021,056	\$559,969,787	\$723,586,278
Average Spent	\$3,012.91	\$2,931.21	\$2,870.11
Spending Potential Index	91	88	86
Health Care: Total \$	\$529,148,308	\$679,890,541	\$887,248,504
Average Spent	\$3,590.54	\$3,558.95	\$3,519.28
Spending Potential Index	95	94	93
HH Furnishings & Equipment: Total \$	\$250,238,164	\$314,575,220	\$405,102,292
Average Spent	\$1,697.99	\$1,646.67	\$1,606.84
Spending Potential Index	78	76	74
Investments: Total \$	\$176,915,586	\$227,211,258	\$295,472,029
Average Spent	\$1,200.46	\$1,189.36	\$1,171.99
Spending Potential Index	83	83	81
Retail Goods: Total \$	\$3,274,949,974	\$4,161,256,925	\$5,401,148,460
Average Spent	\$22,222.18	\$21,782.47	\$21,423.69
Spending Potential Index	86	85	83
Shelter: Total \$	\$2,006,232,494	\$2,499,591,127	\$3,198,024,859
Average Spent	\$13,613.30	\$13,084.33	\$12,684.99
Spending Potential Index	87	84	81
TV/Video/Sound Equipment: Total \$	\$162,820,817	\$205,940,265	\$266,659,599
Average Spent	\$1,104.82	\$1,078.01	\$1,057.71
Spending Potential Index	91	89	87
Travel: Total \$	\$240,678,691	\$301,972,601	\$387,868,949
Average Spent	\$1,633.13	\$1,580.70	\$1,538.48
Spending Potential Index	88	86	83
Vehicle Maintenance & Repairs: Total \$	\$124,273,632	\$157,710,750	\$204,595,572
Average Spent	\$843.26	\$825.55	\$811.53
Spending Potential Index	90	88	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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.