

ESKI				
	anin Bank Building	1020 Holcombe Blvd	1020 Holcombe Blvd	1020 Holcombe Blvd
Latitude		Houston, TX 77030	Houston, TX 77030	Houston, TX 77030
Longitud	de: -95.404587	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
20	2000 Total Population	12,301	138,460	338,400
4 9 6	2000 Group Quarters	1,425	4,614	20,597
	2003 Total Population	13,061	143,454	354,231
	2008 Total Population	14,177	153,749	379,860
	2003 - 2008 Annual Rate	1.65%	1.4%	1.41%
0.0	2000 Households	5,676	67,054	144,774
	2000 Average Household Size	1.92	2	2.2
48 6 P	2003 Households	6,051	69,231	150,971
	2003 Average Household Size	1.92	2.01	2.21
	2008 Households	6,668	74,716	163,237
	2008 Average Household Size	1.91	2	2.2
	2003 - 2008 Annual Rate	1.96%	1.54%	1.57%
	2000 Families	2,651	30,546	72,469
	2000 Average Family Size	2.73	2.88	3.08
	2003 Families	2,770	31,100	74,841
	2003 Average Family Size	2.73	2.88	3.1
	2008 Families	3,012	33,225	80,298
	2008 Average Family Size	2.73	2.89	3.1
	2003 - 2008 Annual Rate	1.69%	1.33%	1.42%
	2000 Housing Units	6,534	74,434	162,287
	Owner Occupied Housing Units	35.3%	36.6%	36.9%
	Renter Occupied Housing Units	53.0%	53.5%	52.3%
	Vacant Housing Units	11.8%	9.9%	10.8%
	2003 Housing Units	7,227	78,770	173,303
	Owner Occupied Housing Units	33.2%	36.6%	37.1%
	Renter Occupied Housing Units	50.5%	51.3%	50.0%
	Vacant Housing Units	16.3%	12.1%	12.9%
	2008 Housing Units	8,173	84,783	185,965
	Owner Occupied Housing Units	32.5%	37.7%	38.4%
	Renter Occupied Housing Units	49.1%	50.4%	49.4%
	Vacant Housing Units	18.4%	11.9%	12.2%
	Median Household Income			
	2000	\$56,525	\$44,724	\$40,894
	2003	\$66,048	\$52,347	\$47,244
	2008	\$85,509	\$66,023	\$59,263
	Median Home Value			
	2000	\$265,547	\$190,502	\$151,003
	2003	\$305,827	\$224,424	\$177,785
	2008	\$349,481	\$260,139	\$208,213
	Per Capita Income			
	2000	\$43,070	\$38,413	\$31,377
	2003	\$52,344	\$46,168	\$37,643
	2008	\$69,234	\$59,686	\$48,250
	Median Age	• •		
	2000	32.9	34.6	33.5
	2003	33.4	35.3	34.4
	2008	34.6	37.0	35.9

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 2003 and 2008.

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Norvin Fanin Bank Building Latitude: 29.706063		1020 Holcombe Blvd Houston, TX 77030	1020 Holcombe Blvd Houston, TX 77030	1020 Holcombe Blvd Houston, TX 77030
ongitue.	de: -95.404587	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
一	2000 Households by Income			
	Household Income Base	5,615	67,095	144,847
4P	< \$15,000	12.8%	17.1%	19.6%
	\$15,000 - \$24,999	8.3%	11.5%	12.0%
	\$25,000 - \$34,999	9.1%	11.6%	12.1%
	\$35,000 - \$49,999	14.2%	13.8%	13.9%
	\$50,000 - \$74,999	17.0%	15.0%	14.5%
	\$75,000 - \$99,999	8.9%	8.7%	8.3%
	\$100,000 - \$149,999	12.7%	9.7%	8.9%
	\$150,000 - \$199,999	6.9%	4.7%	4.2%
	\$200,000+	10.1%	7.8%	6.5%
	Average Household Income	\$92,390	\$78,585	\$71,962
	2003 Households by Income			
	Household Income Base	6,051	69,234	150,962
	< \$15,000	10.7%	14.7%	17.0%
	\$15,000 - \$24,999	6.7%	9.9%	10.6%
	\$25,000 - \$34,999	7.7%	10.0%	10.7%
	\$35,000 - \$49,999	13.6%	13.7%	13.8%
	\$50,000 - \$74,999	16.3%	14.7%	14.3%
	\$75,000 - \$99,999	9.6%	9.4%	9.1%
	\$100,000 - \$149,999	14.7%	11.9%	11.1%
	\$150,000 - \$199,999	7.4%	5.6%	4.9%
	\$200,000+	13.3%	10.1%	8.5%
	Average Household Income	\$111,501	\$95,112	\$86,797
	2008 Households by Income	Ψ111,001	ψ00,112	φοσ,τοτ
	Household Income Base	6,668	74,714	163,232
	< \$15,000	8.3%	12.1%	14.4%
	\$15,000 \$15,000 - \$24,999	5.0%	7.7%	8.6%
	\$25,000 - \$34,999 \$35,000 - \$40,000	5.7%	8.1%	8.9%
	\$35,000 - \$49,999 \$50,000 - \$74,000	11.2%	12.0%	12.3%
	\$50,000 - \$74,999	15.6%	14.5%	14.2%
	\$75,000 - \$99,999	8.7%	8.8%	8.6%
	\$100,000 - \$149,999	17.6%	15.0%	14.3%
	\$150,000 - \$199,999	8.5%	7.3%	6.5%
	\$200,000+	19.3%	14.4%	12.2%
	Average Household Income	\$146,124	\$122,348	\$110,789
	2000 Owner Occupied HUs by Value			
	Total	2,273	27,093	60,066
	<\$50,000	8.7%	11.1%	19.7%
	\$50,000 - 99,999	9.9%	13.6%	17.6%
	\$100,000 - 149,999	7.0%	13.7%	12.4%
	\$150,000 - 199,999	10.6%	14.2%	12.4%
	\$200,000 - \$299,999	23.5%	17.5%	14.7%
	\$300,000 - 499,999	30.2%	18.3%	13.4%
	\$500,000 - 999,999	8.8%	9.8%	7.6%
	\$1,000,000+	1.2%	1.7%	2.1%
	Average Home Value	\$290,555	\$259,990	\$224,547
	2000 Specified Renter Occupied HUs by Contrac	ct Rent		
	Total	3,385	39,877	84,795
	With Cash Rent	97.9%	97.5%	97.4%
	No Cash Rent	2.1%	2.5%	2.6%
	Median Rent	\$707	\$583	\$563
	Average Rent	\$739	\$666	\$635

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 2003 and 2008.

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	706063	Houston, TX 77030	Houston, TX 77030	Houston, TX 77030
Longitude: -95	.404587	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
2000	Population by Age			
Total Total		12,302	138,457	338,401
0 - 4	4	5.5%	6.1%	6.4%
5 - 9	9	4.4%	5.5%	6.1%
10 -	· 14	3.7%	4.6%	5.4%
15 -	- 24	18.2%	12.7%	14.5%
25 -	34	22.7%	22.0%	20.4%
35 -	44	16.9%	17.0%	16.4%
45 -		12.4%	14.1%	13.2%
55 -		6.9%	7.6%	7.4%
65 -		4.3%	4.9%	5.2%
75 -		3.3%	3.7%	3.6%
85+		1.7%	1.8%	1.4%
18+		84.7%	81.3%	79.0%
10+		04.7 /0	01.370	79.076
2003	Population by Age			
Total		13,063	143,456	354,233
0 - 4	4	5.3%	5.8%	6.2%
5 - 9		4.8%	5.5%	6.0%
10 -		3.9%	5.1%	5.7%
15 -		17.7%	12.2%	13.9%
25 -		21.7%	20.8%	19.5%
25 - 35 -			16.9%	16.3%
		17.3%		
45 -		12.7%	14.7%	13.8%
55 -		7.8%	8.7%	8.4%
65 -		4.1%	4.8%	5.1%
75 -		3.2%	3.6%	3.6%
85+		1.5%	1.8%	1.5%
18+		84.1%	81.0%	78.9%
2008	Population by Age			
Total		14,176	153,748	379,860
0 - 4		5.1%	5.6%	6.0%
5 - 9		4.6%	5.2%	5.7%
10 -				
		4.5%	5.5%	6.0%
15 -		19.0%	13.0%	14.2%
25 -		17.6%	17.4%	16.6%
35 -		17.5%	16.9%	16.4%
45 -		14.1%	15.5%	14.7%
55 -		8.8%	10.6%	10.1%
65 -		4.5%	5.1%	5.2%
75 -		2.8%	3.4%	3.5%
85+		1.5%	1.9%	1.6%
18+		83.6%	80.8%	78.9%
2000	Population by Say			
	Population by Sex	40.40/	40.00/	E0.00/
Ma		48.1%	49.2%	50.9%
	nales	51.9%	50.8%	49.1%
2003	Population by Sex			
Ма		48.2%	49.3%	50.9%
Fer	males	51.8%	50.7%	49.1%
2008	Population by Sex			
Ма		48.4%	49.5%	51.0%
	nales	51.7%	50.5%	49.0%
		2.1.1 /9		

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

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Latitude:	29.706063			
Longitude	e: -95.404587	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
	2000 Population by Race/Ethnicity			
	Total	12,301	138,459	338,401
The state of the s	White Alone	73.8%	61.1%	54.8%
	Black Alone	5.0%	24.4%	28.4%
	American Indian Alone	0.2%	0.2%	0.3%
	Asian or Pacific Islander Alone	15.9%	7.4%	5.3%
	Some Other Race Alone	2.5%	4.5%	8.7%
	Two or More Races	2.7%	2.3%	2.5%
	Hispanic Origin	8.6%	11.8%	21.4%
	Diversity Index	51.8	65.3	74.5
	2003 Population by Race/Ethnicity			
	Total	13,061	143,453	354,231
	White Alone	71.5%	59.7%	54.2%
	Black Alone	5.3%	24.1%	27.5%
	American Indian Alone	0.2%	0.3%	0.4%
	Asian or Pacific Islander Alone	17.2%	8.2%	5.8%
	Some Other Race Alone	2.9%	5.1%	9.5%
	Two or More Races	2.9%	2.6%	2.7%
	Hispanic Origin	10.1%	14.0%	24.1%
	Diversity Index	55.5	68.0	76.4
	2008 Population by Race/Ethnicity			
	Total	14,177	153,749	379,859
	White Alone	68.0%	57.4%	52.7%
	Black Alone	5.5%	23.7%	26.5%
	American Indian Alone	0.2%	0.3%	0.4%
	Asian or Pacific Islander Alone	19.3%	9.4%	6.5%
	Some Other Race Alone	3.6%	6.2%	10.6%
	Two or More Races	3.3%	3.1%	3.1%
	Hispanic Origin	13.5%	18.0%	28.5%
	Diversity Index	61.4	72.3	79.1
5	2000 Population 3+ by School Enrollment			
4	Total	11,847	133,062	325,062
7	Enrolled in Nursery/Preschool	1.6%	2.0%	1.7%
	Enrolled in Kindergarten	0.7%	1.3%	1.4%
	Enrolled in Grade 1-8	6.2%	8.3%	9.7%
	Enrolled in Grade 9-12	2.8%	3.5%	4.8%
	Enrolled in College	14.5%	6.9%	6.7%
	Enrolled in Grad/Prof School	7.5%	5.5%	3.4%
	Not Enrolled in School	66.6%	72.4%	72.3%
	2000 Population 25+ by Educational Attainment			
	Total	8,476	98,729	229,724
	Less than 9th Grade	1.7%	4.4%	9.6%
	9th - 12th Grade, No Diploma	2.2%	6.4%	10.6%
	High School Graduate	6.2%	11.3%	15.0%
	Some College, No Degree	12.0%	16.5%	17.0%
	Associate Degree	2.7%	3.5%	3.2%
	Bachelor's Degree	31.9%	29.1%	24.1%
	Master's/Prof/Doctorate Degree	43.3%	28.7%	20.4%

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 2003 and 2008.

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Norvin Fanin Bank Building 1020 Holcombe Blvd 1020 Holcombe Blvd 1020 Holcombe Blvd Latitude: 29.706063 Houston, TX 77030 Houston, TX 77030 Houston, TX 77030 Longitude: -95.404587 Radius: 1.0 miles Radius: 3.0 miles Radius: 5.0 miles 2000 Population 15+ by Sex and Marital **Status** Total 10,706 116,037 278,532 **Females** 52.6% 51.4% 49.4% **Never Married** 17.8% 17.8% 16.1% Married, not Separated 25.4% 21.1% 20.6% Married, Separated 0.7% 1.4% 1.7% Widowed 3.9% 4.9% 5.0% Divorced 4.7% 6.2% 5.9% Males 47.4% 48.6% 50.6% **Never Married** 16.1% 19.8% 19.4% Married, not Separated 26.2% 21.6% 23.8% Married, Separated 0.4% 1.1% 1.3% Widowed 0.7% 1.1% 1.4% Divorced 3.9% 4.9% 4.7% 2000 Population 16+ by Employment Status 10,636 114,792 274,984 Total In Labor Force 69.4% 69.0% 63.8% Civilian Employed 65.0% 65.6% 59.1% Civilian Unemployed 4.2% 3.3% 4.7% In Armed Forces 0.2% 0.1% 0.0% Not in Labor Force 30.6% 31.0% 36.2% 2003 Civilian Population 16+ in Labor Force Civilian Employed 97.1% 94.5% 92.4% Civilian Unemployed 2.9% 5.5% 7.6% 2008 Civilian Population 16+ in Labor Force Civilian Employed 97.4% 95.1% 93.2% Civilian Unemployed 2.6% 4.9% 6.8% 2000 Females 16+ by Employment Status and Age of Children 135.857 Total 5.582 59.115 Own Children < 6 Only 7.4% 7.6% 7.4% Employed/in Armed Forces 4.1% 3.6% 3.9% Unemployed 0.0% 0.2% 0.4% Not in Labor Force 3.5% 3.2% 3.3% Own Children < 6 and 6-17 Only 4.2% 2.6% 5.1% 1.7% 2 4% Employed/in Armed Forces 2.4% Unemployed 0.1% 0.2% 0.3% Not in Labor Force 0.7% 1.7% 2.4% Own Children 6-17 Only 10.7% 11.5% 12.7% Employed/in Armed Forces 7.5% 7.7% 8.0% Unemployed 0.3% 0.4% 0.6% Not in Labor Force 2.8% 3.4% 4.1% No Own Children < 18 79.4% 76.7% 74.9% Employed/in Armed Forces 47.7% 44.8% 39.8% Unemployed 2.6% 2.2% 3.3% Not in Labor Force 29.1% 29.6% 31.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003.

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Norvin Fanin Bank Building 1020 Holcombe Blvd 1020 Holcombe Blvd 1020 Holcombe Blvd Latitude: 29.706063 Houston, TX 77030 Houston, TX 77030 Houston, TX 77030 Longitude: -95.404587 Radius: 1.0 miles Radius: 3.0 miles Radius: 5.0 miles 2003 Employed Population 16+ by Industry Total 7,636 79,295 173,266 Agriculture/Mining 2.5% 2.5% 2.3% Construction 1.3% 3.3% 5.7% Manufacturing 4.2% 4.9% 5.6% Wholesale Trade 2.9% 2.9% 3.2% Retail Trade 4.5% 7.0% 7.9% Transportation/Utilities 2.1% 4.7% 5.2% Information 2.6% 2.9% 2.8% Finance/Insurance/Real Estate 7.3% 8.3% 8.4% 71.6% 61.5% 57.1% Services **Public Administration** 0.9% 1.9% 1.9% 2003 Employed Population 16+ by Occupation 7.636 79.299 173.268 White Collar 90.8% 82.5% 74.3% Management/Business/Financial 15.1% 17.5% 16.5% Professional 56.9% 42.3% 33.9% Sales 9.7% 11.7% 12.5% Administrative Support 9.1% 11.0% 11.4% Services 6.2% 10.3% 13.2% 7.2% Blue Collar 3.0% 12.5% Farming/Forestry/Fishing 0.0% 0.0% 0.0% Construction/Extraction 0.8% 1.8% 3.7% 1.2% Installation/Maintenance/Repair 0.6% 2.1% 1.7% 2.9% 0.8% Production 0.8% 2.5% 3.8% Transportation/Material Moving 2000 Workers 16+ by Means of Transportation to Work 6,830 73.998 159.261 Drove Alone - Car, Truck, or Van 71.9% 76.5% 73.8% Carpooled - Car, Truck, or Van 9.1% 8.3% 10.5% **Public Transportation** 3.0% 6.2% 7.1% Walked 9.1% 3.5% 3.5% Other Means 2.1% 1.8% 1.7% Worked at Home 4.8% 3.6% 3.4% 2000 Workers 16+ by Travel Time to Work 6,830 73,999 159,262 Did Not Work at Home 95.2% 96.4% 96.6% Less than 5 minutes 3.2% 2.5% 2.4% 5 to 9 minutes 15.9% 11.4% 10.0% 10 to 19 minutes 38.9% 39.4% 36.2% 20 to 24 minutes 13.6% 16.0% 16.4% 25 to 34 minutes 14.4% 16.2% 18.6% 35 to 44 minutes 3.4% 4.0% 4.2% 45 to 59 minutes 3.8% 3.5% 4.2% 60 to 89 minutes 2.2% 2.9% 1.5% 90 or more minutes 0.6% 1.2% 1.7% 3.4% 4.8% 3.6% Worked at Home 18.2 Average Travel Time to Work (in min) 20.5 22.3 2000 Households by Vehicles Available Total 5,599 66,848 144,819 None 5.8% 10.9% 12.9% 1 49.5% 49.9% 48.2% 2 35.4% 32.0% 30.8% 3 7.5% 5.7% 6.3% 1.2% 1.2% 4 1.4% 5+ 0.6% 0.3% 0.4% Average Number of Vehicles Available 1.5 1.4 1.4

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

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Longitud	de: -95.404587	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
0.0	2000 Households by Type			
	Total	5,676	67,054	144,774
TELL	Family Households	46.7%	45.6%	50.1%
	Married-couple Family	39.6%	32.7%	34.2%
	With Related Children	17.2%	14.0%	15.7%
	Other Family (No Spouse)	7.1%	12.9%	15.9%
	With Related Children	3.7%	7.6%	9.6%
	Nonfamily Households	53.3%	54.4%	49.9%
	Householder Living Alone	44.7%	44.7%	40.8%
	Householder Not Living Alone	8.6%	9.8%	9.1%
	Households with Related Children	20.9%	21.7%	25.2%
	Households with Persons 65+	12.8%	15.6%	17.8%
	2000 Households by Size			
	Total	5,676	67,054	144,774
	1 Person Household	44.6%	44.7%	40.8%
	2 Person Household	32.4%	31.4%	30.2%
	3 Person Household	11.8%	11.3%	12.2%
	4 Person Household	8.1%	7.7%	8.8%
	5 Person Household	2.3%	3.2%	4.4%
	6 Person Household	0.6%	1.1%	1.9%
	7+ Person Household	0.2%	0.7%	1.6%
	2000 Households by Year Householder Mov	red In		
	Total	5,661	67,005	144,963
	Moved in 1999 to March 2000	34.4%	32.7%	30.6%
	Moved in 1995 to 1998	35.9%	32.9%	31.5%
	Moved in 1990 to 1994	10.9%	13.1%	12.9%
	Moved in 1980 to 1989	9.7%	9.7%	9.8%
	Moved in 1970 to 1979	4.5%	4.9%	6.2%
	Moved in 1969 or Earlier	4.6%	6.7%	8.9%
	Median Year Householder Moved In	1997	1996	1996
	2000 Housing Units by Units in Structure			
	Total	6,280	74,216	162,287
	1, Detached	30.4%	35.0%	40.5%
	1, Attached	4.3%	6.9%	5.9%
	2	3.2%	4.7%	3.8%
	3 or 4	9.6%	6.5%	5.0%
	5 to 9	4.8%	6.9%	5.4%
	10 to 19	7.4%	9.8%	7.2%
	20+	40.3%	30.0%	32.0%
	Mobile Home	0.0%	0.1%	0.1%
	Other	0.0%	0.1%	0.1%
	2000 Housing Units by Year Structure Built			
	Total	6,474	74,381	162,510
	1999 to March 2000	10.9%	4.3%	4.1%
	1995 to 1998	11.5%	7.2%	7.0%
	1990 to 1994	5.1%	5.8%	4.7%
	1980 to 1989	14.5%	14.9%	11.3%
	1970 to 1979	13.5%	14.2%	15.8%
	1969 or Earlier	44.6%	53.6%	57.2%
	Median Year Structure Built	1974	1967	1965

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

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Top 3 ACORN Consumer Groups

1.	High Rise Renters	High Rise Renters	High Rise Renters
2.	Top One Percent	Twentysomethings	Top One Percent
3.	Twentysomethings	Top One Percent	Twentysomethings



2003 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.

business revenue.			
Apparel & Services: Total \$	\$33,402,451	\$326,796,646	\$648,428,368
Average Spent	\$5,520.15	\$4,720.38	\$4,295.05
Spending Potential Index	207	177	161
Computers & Accessories: Total \$	\$3,013,840	\$28,908,948	\$56,905,304
Average Spent	\$498.07	\$417.57	\$376.93
Spending Potential Index	168	141	127
Education: Total \$	\$10,744,343	\$102,785,231	\$200,406,109
Average Spent	\$1,775.63	\$1,484.67	\$1,327.45
Spending Potential Index	183	153	137
Entertainment/Recreation: Total \$	\$30,052,247	\$292,289,936	\$578,514,620
Average Spent	\$4,966.49	\$4,221.95	\$3,831.96
Spending Potential Index	168	143	130
Food at Home: Total \$	\$54,595,476	\$540,488,578	\$1,082,208,657
Average Spent	\$9,022.55	\$7,807.03	\$7,168.32
Spending Potential Index	200	173	159
Food Away from Home: Total \$	\$36,838,677	\$361,999,570	\$717,703,846
Average Spent	\$6,088.03	\$5,228.87	\$4,753.92
Spending Potential Index	204	176	160
Health Care: Total \$	\$28,091,106	\$281,500,371	\$567,428,528
Average Spent	\$4,642.39	\$4,066.10	\$3,758.53
Spending Potential Index	148	130	120
HH Furnishings & Equipment: Total \$	\$21,580,299	\$208,616,301	\$414,485,186
Average Spent	\$3,566.40	\$3,013.34	\$2,745.46
Spending Potential Index	175	147	134
Investments: Total \$	\$122,887,044	\$1,117,707,933	\$2,128,146,494
Average Spent	\$20,308.55	\$16,144.62	\$14,096.39
Spending Potential Index	239	190	166
Retail Goods: Total \$	\$242,762,731	\$2,392,600,209	\$4,777,528,266
Average Spent	\$40,119.44	\$34,559.67	\$31,645.34
Spending Potential Index	173	149	136
Shelter: Total \$	\$133,380,269	\$1,284,849,791	\$2,538,125,751
Average Spent	\$22,042.68	\$18,558.88	\$16,812.01
Spending Potential Index	173	146	132
TV/Video/Sound Equipment: Total \$	\$9,515,248	\$94,005,766	\$9,515,248
Average Spent	\$1,572.51	\$1,357.86	\$1,236.78
Spending Potential Index	165	142	129
Travel: Total \$	\$17,538,109	\$167,890,869	\$331,126,990
Average Spent	\$2,898.38	\$2,425.08	\$2,193.32
Spending Potential Index	166	139	126
Vehicle Maintenance & Repairs: Total \$	\$9,680,003	\$93,836,866	\$186,782,410
Average Spent	\$1,599.74	\$1,355.42	\$1,237.21
Spending Potential Index	162	137	125

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 Consumer Expenditure Surveys, Bureau of Labor Statistics. Data was updated in September of 2003 based on the Consumer Expenditure Surveys from 1999, 2000 and 2001.

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