

Hwy 278 and Turner Lake Rd NW

Latitude: 33.6055

Longitude: -83.8763

US Route 278 AT Turne

Covington, GA 30014

Radius: 1.0 miles

US Route 278 AT Turne

Covington, GA 30014

Radius: 3.0 miles

US Route 278 AT Turne

Covington, GA 30014

Radius: 5.0 miles



2000 Total Population	3,903	17,718	31,882
2000 Group Quarters	622	937	994
2007 Total Population	6,239	25,277	50,598
2012 Total Population	8,417	33,064	68,930
2007 - 2012 Annual Rate	6.17%	5.52%	6.38%



2000 Households	1,384	6,284	11,283
2000 Average Household Size	2.37	2.67	2.74
2007 Households	2,370	9,143	18,187
2007 Average Household Size	2.33	2.65	2.72
2012 Households	3,327	12,143	25,022
2012 Average Household Size	2.31	2.63	2.71
2007 - 2012 Annual Rate	7.02%	5.84%	6.59%
2000 Families	991	4,591	8,401
2000 Average Family Size	2.78	3.12	3.17
2007 Families	1,659	6,512	13,186
2007 Average Family Size	2.75	3.11	3.17
2012 Families	2,284	8,476	17,778
2012 Average Family Size	2.74	3.11	3.17
2007 - 2012 Annual Rate	6.6%	5.41%	6.16%



2000 Housing Units	1,496	6,663	11,837
Owner Occupied Housing Units	57.8%	58.5%	64.2%
Renter Occupied Housing Units	36.4%	36.2%	31.0%
Vacant Housing Units	5.9%	5.2%	4.8%
2007 Housing Units	2,586	9,766	19,171
Owner Occupied Housing Units	56.6%	60.4%	64.5%
Renter Occupied Housing Units	35.0%	33.2%	30.3%
Vacant Housing Units	8.4%	6.4%	5.1%
2012 Housing Units	3,612	12,913	26,284
Owner Occupied Housing Units	57.3%	60.6%	64.5%
Renter Occupied Housing Units	34.8%	33.4%	30.7%
Vacant Housing Units	7.9%	6.0%	4.8%

Median Household Income

2000	\$40,194	\$37,347	\$40,863
2007	\$53,650	\$48,413	\$53,150
2012	\$65,674	\$57,290	\$63,957

Median Home Value

2000	\$92,826	\$87,742	\$95,081
2007	\$141,445	\$134,883	\$144,466
2012	\$160,479	\$152,880	\$163,310

Per Capita Income

2000	\$15,266	\$15,966	\$17,634
2007	\$22,271	\$21,216	\$23,520
2012	\$27,971	\$25,899	\$28,802

Median Age

2000	33.4	33.0	33.3
2007	34.8	34.4	35.0
2012	36.0	35.5	36.0

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 2007 and 2012.

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2000 Households by Income

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	1,375 14.8%	6,268 18.2%	11,224 14.8%
\$15,000 - \$24,999	13.0%	14.2%	13.5%
\$25,000 - \$34,999	14.8%	13.9%	12.9%
\$35,000 - \$49,999	22.1%	20.5%	20.7%
\$50,000 - \$74,999	22.3%	20.1%	21.8%
\$75,000 - \$99,999	6.9%	6.5%	8.2%
\$100,000 - \$149,999	5.0%	5.1%	6.0%
\$150,000 - \$199,999	0.4%	0.8%	1.0%
\$200,000+	0.6%	0.8%	1.1%
Average Household Income	\$45,600	\$44,930	\$49,137

2007 Households by Income

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	2,369 10.8%	9,143 14.2%	18,187 11.0%
\$15,000 - \$24,999	7.8%	10.7%	9.3%
\$25,000 - \$34,999	10.6%	10.3%	9.9%
\$35,000 - \$49,999	15.3%	16.4%	15.5%
\$50,000 - \$74,999	26.6%	22.2%	23.7%
\$75,000 - \$99,999	15.4%	13.8%	15.5%
\$100,000 - \$149,999	8.8%	8.3%	10.1%
\$150,000 - \$199,999	3.6%	2.6%	3.1%
\$200,000+	1.1%	1.6%	1.9%
Average Household Income	\$62,392	\$58,383	\$64,013

2012 Households by Income

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	3,329 8.9%	12,142 12.3%	25,024 9.3%
\$15,000 - \$24,999	5.2%	7.9%	6.6%
\$25,000 - \$34,999	7.7%	9.0%	8.1%
\$35,000 - \$49,999	14.9%	14.3%	14.1%
\$50,000 - \$74,999	21.6%	20.9%	20.8%
\$75,000 - \$99,999	18.3%	15.2%	17.1%
\$100,000 - \$149,999	15.5%	13.6%	15.8%
\$150,000 - \$199,999	4.3%	3.4%	4.2%
\$200,000+	3.8%	3.3%	4.0%
Average Household Income	\$77,493	\$70,929	\$77,934

2000 Owner Occupied HUs by Value

Total	1.0 miles	3.0 miles	5.0 miles
<\$50,000	852 14.8%	3,887 12.8%	7,618 11.2%
\$50,000 - 99,999	43.0%	49.8%	43.5%
\$100,000 - 149,999	31.0%	23.6%	29.2%
\$150,000 - 199,999	7.5%	6.7%	8.0%
\$200,000 - \$299,999	2.7%	4.9%	5.4%
\$300,000 - 499,999	0.7%	1.8%	2.0%
\$500,000 - 999,999	0.0%	0.1%	0.2%
\$1,000,000+	0.4%	0.3%	0.4%
Average Home Value	\$102,133	\$106,958	\$115,191

2000 Specified Renter Occupied HUs by Contract Rent

Total	1.0 miles	3.0 miles	5.0 miles
Total	525	2,403	3,654
With Cash Rent	95.4%	96.0%	95.7%
No Cash Rent	4.6%	4.0%	4.3%
Median Rent	\$465	\$427	\$449
Average Rent	\$440	\$401	\$423

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 2007 and 2012.

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Radius: 3.0 miles

US Route 278 AT Turne

Covington, GA 30014

Radius: 5.0 miles



2000 Population by Age

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Total	3,903	17,722	31,881
0 - 4	6.1%	7.1%	7.5%
5 - 9	7.2%	7.9%	7.9%
10 - 14	6.9%	7.8%	7.8%
15 - 19	10.6%	9.1%	7.9%
20 - 24	7.4%	6.9%	6.4%
25 - 34	14.3%	14.0%	15.2%
35 - 44	14.2%	14.5%	15.2%
45 - 54	11.2%	11.8%	12.4%
55 - 64	7.6%	8.4%	8.5%
65 - 74	6.7%	6.4%	6.0%
75 - 84	4.8%	4.3%	3.7%
85+	3.2%	1.7%	1.4%
18+	76.3%	72.8%	72.5%

2007 Population by Age

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Total	6,239	25,276	50,597
0 - 4	6.7%	7.5%	7.8%
5 - 9	6.0%	6.9%	7.4%
10 - 14	7.0%	7.1%	7.2%
15 - 19	11.5%	9.2%	8.1%
20 - 24	6.8%	7.0%	6.1%
25 - 34	12.2%	13.0%	13.4%
35 - 44	15.2%	14.8%	16.2%
45 - 54	12.3%	12.8%	12.9%
55 - 64	9.6%	9.8%	10.2%
65 - 74	5.8%	6.2%	5.9%
75 - 84	4.2%	3.9%	3.4%
85+	2.6%	1.8%	1.4%
18+	75.3%	73.8%	73.1%

2012 Population by Age

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Total	8,419	33,063	68,931
0 - 4	7.1%	7.6%	8.0%
5 - 9	6.2%	6.9%	7.2%
10 - 14	6.0%	6.7%	7.2%
15 - 19	9.8%	8.2%	7.4%
20 - 24	9.2%	7.6%	7.0%
25 - 34	10.4%	12.4%	11.8%
35 - 44	14.1%	13.6%	14.9%
45 - 54	14.1%	13.9%	14.4%
55 - 64	10.4%	10.9%	10.9%
65 - 74	6.0%	6.4%	6.2%
75 - 84	4.3%	4.1%	3.6%
85+	2.3%	1.7%	1.4%
18+	76.4%	74.5%	73.5%

2000 Population by Sex

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Males	47.7%	46.9%	47.6%
Females	52.3%	53.1%	52.4%

2007 Population by Sex

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Males	48.3%	47.7%	48.2%
Females	51.7%	52.3%	51.8%

2012 Population by Sex

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Males	48.4%	47.9%	48.4%
Females	51.6%	52.1%	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

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2000 Population by Race/Ethnicity

Total	3,903	17,718	31,883
White Alone	54.9%	58.2%	64.6%
Black Alone	41.1%	38.7%	32.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	1.6%	1.0%	1.0%
Some Other Race Alone	0.8%	0.8%	0.7%
Two or More Races	1.3%	1.2%	1.2%
Hispanic Origin	2.2%	2.3%	2.1%
Diversity Index	54.9	53.4	50.0

2007 Population by Race/Ethnicity

Total	6,240	25,277	50,599
White Alone	51.9%	53.6%	60.5%
Black Alone	43.4%	42.5%	35.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	1.8%	1.2%	1.3%
Some Other Race Alone	1.0%	1.0%	1.0%
Two or More Races	1.6%	1.4%	1.4%
Hispanic Origin	2.7%	2.9%	2.7%
Diversity Index	56.7	55.8	53.3

2012 Population by Race/Ethnicity

Total	8,417	33,064	68,931
White Alone	51.1%	52.1%	59.0%
Black Alone	43.9%	43.7%	36.8%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	1.8%	1.3%	1.4%
Some Other Race Alone	1.1%	1.1%	1.0%
Two or More Races	1.8%	1.5%	1.6%
Hispanic Origin	2.9%	3.1%	2.9%
Diversity Index	57.2	56.5	54.4



2000 Population 3+ by School Enrollment

Total	3,766	17,016	30,532
Enrolled in Nursery/Preschool	2.1%	2.1%	2.4%
Enrolled in Kindergarten	1.7%	1.7%	1.8%
Enrolled in Grade 1-8	11.6%	13.9%	13.7%
Enrolled in Grade 9-12	4.3%	5.7%	5.6%
Enrolled in College	8.8%	5.7%	4.3%
Enrolled in Grad/Prof School	0.5%	0.5%	0.5%
Not Enrolled in School	71.0%	70.3%	71.7%

2000 Population 25+ by Educational Attainment

Total	2,407	10,739	19,703
Less than 9th Grade	14.7%	12.2%	9.8%
9th - 12th Grade, No Diploma	22.3%	22.1%	19.9%
High School Graduate	32.6%	32.7%	33.0%
Some College, No Degree	16.2%	17.2%	19.6%
Associate Degree	2.7%	2.7%	3.1%
Bachelor's Degree	8.2%	8.5%	9.5%
Master's/Prof/Doctorate Degree	3.2%	4.5%	5.1%

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 2007 and 2012.

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Radius: 5.0 miles



2000 Population 15+ by Sex and Marital Status

	1.0 miles	3.0 miles	5.0 miles
Total	3,121	13,668	24,436
Females	53.9%	54.6%	53.6%
Never Married	15.7%	14.5%	12.9%
Married, not Separated	23.2%	24.5%	26.5%
Married, Separated	1.6%	1.7%	1.6%
Widowed	8.4%	7.4%	6.2%
Divorced	5.0%	6.5%	6.5%
Males	46.1%	45.4%	46.4%
Never Married	15.4%	13.9%	13.0%
Married, not Separated	21.4%	22.8%	25.2%
Married, Separated	1.0%	1.1%	0.9%
Widowed	2.5%	2.1%	1.8%
Divorced	5.8%	5.6%	5.5%



2000 Population 16+ by Employment Status

	1.0 miles	3.0 miles	5.0 miles
Total	3,083	13,410	24,024
In Labor Force	57.4%	60.5%	63.4%
Civilian Employed	50.0%	54.7%	58.9%
Civilian Unemployed	7.2%	5.7%	4.5%
In Armed Forces	0.1%	0.1%	0.0%
Not in Labor Force	42.6%	39.5%	36.6%

2007 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	90.0%	89.6%	91.4%
Civilian Unemployed	10.0%	10.4%	8.6%

2012 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	90.5%	90.0%	91.7%
Civilian Unemployed	9.5%	10.0%	8.3%

2000 Females 16+ by Employment Status and Age of Children

	1.0 miles	3.0 miles	5.0 miles
Total	1,674	7,356	12,926
Own Children < 6 Only	6.9%	7.2%	8.1%
Employed/in Armed Forces	5.3%	4.6%	5.2%
Unemployed	0.2%	0.8%	0.6%
Not in Labor Force	1.3%	1.8%	2.3%
Own Children < 6 and 6-17 Only	4.8%	6.5%	6.9%
Employed/in Armed Forces	2.4%	3.3%	3.6%
Unemployed	0.4%	0.5%	0.3%
Not in Labor Force	2.0%	2.7%	2.9%
Own Children 6-17 Only	13.1%	16.9%	17.8%
Employed/in Armed Forces	8.4%	10.9%	11.8%
Unemployed	1.1%	0.7%	0.6%
Not in Labor Force	3.7%	5.3%	5.3%
No Own Children < 18	75.1%	69.5%	67.3%
Employed/in Armed Forces	30.1%	29.8%	31.0%
Unemployed	5.7%	3.9%	3.1%
Not in Labor Force	39.3%	35.8%	33.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.

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2007 Employed Population 16+ by Industry

Total	2,249	9,302	19,869
Agriculture/Mining	0.4%	0.7%	0.7%
Construction	14.0%	12.2%	13.5%
Manufacturing	14.6%	17.4%	16.0%
Wholesale Trade	2.9%	2.9%	3.0%
Retail Trade	9.0%	11.4%	10.9%
Transportation/Utilities	5.0%	4.2%	4.7%
Information	2.3%	2.2%	2.6%
Finance/Insurance/Real Estate	6.0%	6.3%	6.6%
Services	40.5%	37.9%	36.9%
Public Administration	5.3%	4.8%	5.1%

2007 Employed Population 16+ by Occupation

Total	2,249	9,305	19,869
White Collar	50.8%	50.5%	52.1%
Management/Business/Financial	11.0%	11.2%	12.2%
Professional	15.7%	15.9%	16.2%
Sales	9.6%	10.2%	10.0%
Administrative Support	14.5%	13.3%	13.7%
Services	18.5%	17.0%	16.2%
Blue Collar	30.6%	32.5%	31.8%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	11.2%	10.2%	10.8%
Installation/Maintenance/Repair	3.7%	4.2%	4.6%
Production	7.9%	9.7%	8.4%
Transportation/Material Moving	7.5%	8.0%	7.6%



2000 Workers 16+ by Means of Transportation to Work

Total	1,517	7,193	13,868
Drove Alone - Car, Truck, or Van	74.8%	77.3%	79.3%
Carpooled - Car, Truck, or Van	17.9%	17.1%	16.1%
Public Transportation	0.3%	0.7%	0.5%
Walked	4.0%	2.2%	1.3%
Other Means	0.7%	1.1%	1.0%
Worked at Home	2.3%	1.7%	1.8%

2000 Workers 16+ by Travel Time to Work

Total	1,514	7,192	13,867
Did Not Work at Home	97.7%	98.3%	98.2%
Less than 5 minutes	4.3%	4.5%	3.2%
5 to 9 minutes	13.2%	12.9%	10.4%
10 to 19 minutes	32.8%	32.3%	32.8%
20 to 24 minutes	9.2%	11.0%	11.2%
25 to 34 minutes	10.8%	12.2%	12.7%
35 to 44 minutes	5.3%	4.7%	4.8%
45 to 59 minutes	10.5%	10.8%	11.6%
60 to 89 minutes	8.0%	7.2%	8.3%
90 or more minutes	3.6%	2.7%	3.1%
Worked at Home	2.3%	1.7%	1.8%
Average Travel Time to Work (in min)	27.3	25.6	27.4

2000 Households by Vehicles Available

Total	1,384	6,314	11,324
None	10.8%	11.9%	9.3%
1	33.9%	33.8%	31.5%
2	39.1%	35.3%	38.6%
3	11.8%	13.3%	14.0%
4	2.7%	3.8%	4.7%
5+	1.7%	1.8%	1.8%
Average Number of Vehicles Available	1.7	1.7	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

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Radius: 5.0 miles



2000 Households by Type

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Total	1,384	6,284	11,284
Family Households	71.6%	73.1%	74.5%
Married-couple Family	45.6%	46.7%	51.1%
With Related Children	21.4%	22.0%	24.6%
Other Family (No Spouse)	26.0%	26.3%	23.3%
With Related Children	17.8%	18.2%	16.1%
Nonfamily Households	28.4%	26.9%	25.5%
Householder Living Alone	23.2%	22.5%	21.3%
Householder Not Living Alone	5.2%	4.4%	4.3%
Households with Related Children	39.2%	40.2%	40.7%
Households with Persons 65+	22.3%	24.8%	22.2%

2000 Households by Size

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Total	1,384	6,284	11,283
1 Person Household	23.1%	22.5%	21.2%
2 Person Household	31.5%	31.2%	31.8%
3 Person Household	20.3%	19.5%	20.0%
4 Person Household	13.9%	14.6%	15.3%
5 Person Household	6.7%	7.2%	7.0%
6 Person Household	3.0%	2.9%	2.7%
7+ Person Household	1.5%	2.1%	1.9%

2000 Households by Year Householder Moved In

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Total	1,384	6,314	11,327
Moved in 1999 to March 2000	26.2%	21.8%	22.1%
Moved in 1995 to 1998	31.3%	29.6%	30.9%
Moved in 1990 to 1994	12.6%	14.7%	15.4%
Moved in 1980 to 1989	9.5%	11.8%	12.0%
Moved in 1970 to 1979	7.3%	9.4%	9.1%
Moved in 1969 or Earlier	13.2%	12.7%	10.5%
Median Year Householder Moved In	1996	1995	1995



2000 Housing Units by Units in Structure

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Total	1,471	6,670	11,900
1, Detached	75.3%	73.8%	74.2%
1, Attached	3.6%	3.0%	2.3%
2	6.8%	7.7%	6.1%
3 or 4	5.2%	4.6%	4.1%
5 to 9	3.6%	3.0%	3.6%
10 to 19	0.1%	0.3%	0.3%
20+	1.0%	2.7%	2.2%
Mobile Home	4.4%	4.9%	7.2%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	US Route 278 AT Turne Covington, GA 30014 Radius: 1.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 3.0 miles	US Route 278 AT Turne Covington, GA 30014 Radius: 5.0 miles
Total	1,495	6,705	11,890
1999 to March 2000	5.2%	4.2%	5.5%
1995 to 1998	13.3%	8.5%	12.0%
1990 to 1994	10.4%	8.8%	11.4%
1980 to 1989	16.5%	16.1%	18.6%
1970 to 1979	15.3%	20.4%	20.1%
1969 or Earlier	39.3%	42.0%	32.5%
Median Year Structure Built	1977	1974	1979

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

Hwy 278 and Turner Lake Rd NW
Latitude: 33.6055
Longitude: -83.8763


US Route 278 AT Turne
Covington, GA 30014
Radius: 1.0 miles

US Route 278 AT Turne
Covington, GA 30014
Radius: 3.0 miles

US Route 278 AT Turne
Covington, GA 30014
Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Main Street, USA	Home Town	Main Street, USA
2.	Home Town	Main Street, USA	Home Town
3.	Midlife Junction	Great Expectations	Salt of the Earth

 **2007 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 \$	\$5,110,258	\$18,322,348	\$39,948,012
Average Spent	\$2,156.23	\$2,003.98	\$2,196.51
Spending Potential Index	78	73	80
Computers & Accessories: Total \$	\$517,020	\$1,837,398	\$3,992,514
Average Spent	\$218.15	\$200.96	\$219.53
Spending Potential Index	88	81	88
Education: Total \$	\$2,883,625	\$10,197,735	\$21,734,727
Average Spent	\$1,216.72	\$1,115.36	\$1,195.07
Spending Potential Index	95	87	93
Entertainment/Recreation: Total \$	\$6,909,328	\$25,012,858	\$54,693,475
Average Spent	\$2,915.33	\$2,735.74	\$3,007.28
Spending Potential Index	85	80	88
Food at Home: Total \$	\$10,176,063	\$37,049,869	\$80,283,410
Average Spent	\$4,293.70	\$4,052.27	\$4,414.33
Spending Potential Index	85	81	88
Food Away from Home: Total \$	\$6,956,220	\$25,227,372	\$54,570,751
Average Spent	\$2,935.11	\$2,759.20	\$3,000.54
Spending Potential Index	87	81	89
Health Care: Total \$	\$7,971,062	\$29,927,395	\$63,723,203
Average Spent	\$3,363.32	\$3,273.26	\$3,503.78
Spending Potential Index	86	84	90
HH Furnishings & Equipment: Total \$	\$4,398,439	\$15,832,736	\$34,815,429
Average Spent	\$1,855.88	\$1,731.68	\$1,914.30
Spending Potential Index	82	77	85
Investments: Total \$	\$3,449,361	\$11,929,804	\$25,995,971
Average Spent	\$1,455.43	\$1,304.80	\$1,429.37
Spending Potential Index	98	87	96
Retail Goods: Total \$	\$52,241,052	\$191,968,596	\$417,633,701
Average Spent	\$22,042.64	\$20,996.24	\$22,963.31
Spending Potential Index	83	79	87
Shelter: Total \$	\$30,776,843	\$107,460,203	\$237,593,765
Average Spent	\$12,986.01	\$11,753.28	\$13,063.93
Spending Potential Index	86	78	87
TV/Video/Sound Equipment: Total \$	\$2,426,291	\$8,857,748	\$18,940,797
Average Spent	\$1,023.75	\$968.80	\$1,041.45
Spending Potential Index	88	83	90
Travel: Total \$	\$3,836,638	\$13,530,600	\$29,757,173
Average Spent	\$1,618.83	\$1,479.89	\$1,636.18
Spending Potential Index	88	80	89
Vehicle Maintenance & Repairs: Total \$	\$2,126,790	\$7,685,366	\$16,773,282
Average Spent	\$897.38	\$840.57	\$922.27
Spending Potential Index	84	79	87

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 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.