

Market Profile
 105 W 3rd St., Beardstown, IL 62618
 Ring: 1, 15, 25 Miles

Latitude: 40.016571
 Longitude: -90.433835

	1 mile radius	15 miles radius	25 miles radius
 2000 Total Population	5,832	20,707	67,719
2000 Group Quarters	74	319	5,700
2010 Total Population	5,793	20,296	65,436
2015 Total Population	5,678	19,899	64,035
2010 - 2015 Annual Rate	-0.4%	-0.39%	-0.43%
 2000 Households	2,231	8,281	25,916
2000 Average Household Size	2.58	2.46	2.39
2010 Households	2,200	8,178	25,201
2010 Average Household Size	2.6	2.44	2.37
2015 Households	2,153	8,031	24,684
2015 Average Household Size	2.6	2.44	2.36
2010 - 2015 Annual Rate	-0.43%	-0.36%	-0.41%
2000 Families	1,487	5,725	17,360
2000 Average Family Size	3.09	2.95	2.93
2010 Families	1,431	5,532	16,501
2010 Average Family Size	3.15	2.96	2.93
2015 Families	1,383	5,368	15,958
2015 Average Family Size	3.17	2.97	2.93
2010 - 2015 Annual Rate	-0.68%	-0.6%	-0.67%
 2000 Housing Units	2,405	9,076	28,635
Owner Occupied Housing Units	64.6%	69.6%	66.0%
Renter Occupied Housing Units	28.2%	21.7%	24.5%
Vacant Housing Units	7.2%	8.8%	9.5%
2010 Housing Units	2,480	9,426	29,472
Owner Occupied Housing Units	61.4%	65.5%	61.7%
Renter Occupied Housing Units	27.3%	21.3%	23.8%
Vacant Housing Units	11.3%	13.2%	14.5%
2015 Housing Units	2,494	9,486	29,589
Owner Occupied Housing Units	59.3%	63.9%	60.2%
Renter Occupied Housing Units	27.1%	20.8%	23.2%
Vacant Housing Units	13.7%	15.3%	16.6%
Median Household Income			
2000	\$29,285	\$34,375	\$35,300
2010	\$37,401	\$41,118	\$43,300
2015	\$41,815	\$46,911	\$49,800
Median Home Value			
2000	\$42,531	\$52,590	\$61,556
2010	\$60,237	\$74,225	\$85,679
2015	\$69,031	\$83,859	\$95,283
Per Capita Income			
2000	\$13,745	\$16,756	\$17,134
2010	\$16,765	\$19,544	\$20,842
2015	\$18,616	\$22,005	\$23,572
Median Age			
2000	34.3	38.7	37.8
2010	36.0	41.7	39.8
2015	37.1	42.7	40.3

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 2010 and 2015.



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2000 Households by Income			
 Household Income Base	2,215	8,384	25,904
< \$15,000	24.5%	18.7%	17.8%
\$15,000 - \$24,999	16.2%	16.5%	15.6%
\$25,000 - \$34,999	17.6%	15.6%	16.1%
\$35,000 - \$49,999	18.6%	20.3%	19.6%
\$50,000 - \$74,999	16.4%	19.3%	19.1%
\$75,000 - \$99,999	4.6%	6.0%	7.0%
\$100,000 - \$149,999	1.3%	2.3%	3.0%
\$150,000 - \$199,999	0.6%	0.7%	0.8%
\$200,000+	0.3%	0.5%	0.8%
Average Household Income	\$35,028	\$40,758	\$42,658
2010 Households by Income			
Household Income Base	2,200	8,178	25,201
< \$15,000	17.5%	14.3%	13.7%
\$15,000 - \$24,999	14.8%	13.6%	12.3%
\$25,000 - \$34,999	14.0%	13.7%	13.5%
\$35,000 - \$49,999	17.1%	17.2%	16.9%
\$50,000 - \$74,999	25.5%	27.7%	28.0%
\$75,000 - \$99,999	7.2%	8.0%	9.0%
\$100,000 - \$149,999	3.2%	3.9%	4.6%
\$150,000 - \$199,999	0.3%	0.6%	1.0%
\$200,000+	0.4%	0.8%	1.0%
Average Household Income	\$43,655	\$47,882	\$50,444
2015 Households by Income			
Household Income Base	2,152	8,031	24,684
< \$15,000	14.8%	12.0%	11.4%
\$15,000 - \$24,999	13.1%	11.9%	10.6%
\$25,000 - \$34,999	12.9%	12.4%	12.1%
\$35,000 - \$49,999	17.1%	16.5%	16.1%
\$50,000 - \$74,999	26.3%	28.6%	28.2%
\$75,000 - \$99,999	8.5%	9.2%	10.2%
\$100,000 - \$149,999	6.0%	7.4%	8.5%
\$150,000 - \$199,999	0.5%	1.0%	1.6%
\$200,000+	0.7%	1.1%	1.4%
Average Household Income	\$48,543	\$53,804	\$56,888
2000 Owner Occupied HUs by Value			
Total	1,527	6,333	18,886
<\$50,000	61.9%	47.3%	38.6%
\$50,000 - 99,999	33.7%	38.7%	42.0%
\$100,000 - 149,999	3.9%	9.6%	12.7%
\$150,000 - 199,999	0.5%	2.1%	3.5%
\$200,000 - \$299,999	0.0%	1.3%	2.0%
\$300,000 - 499,999	0.0%	0.6%	0.8%
\$500,000 - 999,999	0.0%	0.5%	0.3%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$47,794	\$65,124	\$74,516
2000 Specified Renter Occupied HUs by Contract Rent			
Total	701	1,819	6,649
With Cash Rent	92.6%	87.7%	90.3%
No Cash Rent	7.4%	12.3%	9.7%
Median Rent	\$310	\$282	\$291
Average Rent	\$297	\$272	\$287

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.

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2000 Population by Age			
 Total	5,832	20,707	67,719
Age 0 - 4	8.0%	6.3%	5.6%
Age 5 - 9	7.3%	6.8%	6.2%
Age 10 - 14	6.6%	6.8%	6.5%
Age 15 - 19	7.0%	7.1%	7.7%
Age 20 - 24	7.2%	5.6%	6.9%
Age 25 - 34	15.0%	12.1%	12.8%
Age 35 - 44	14.6%	14.7%	15.2%
Age 45 - 54	11.5%	13.5%	13.2%
Age 55 - 64	8.7%	10.0%	9.7%
Age 65 - 74	6.9%	8.4%	7.9%
Age 75 - 84	5.5%	6.3%	5.9%
Age 85+	1.8%	2.6%	2.4%
Age 18+	73.7%	75.6%	77.3%
2010 Population by Age			
Total	5,790	20,296	65,436
Age 0 - 4	7.9%	6.2%	5.7%
Age 5 - 9	7.1%	6.1%	5.6%
Age 10 - 14	6.3%	6.2%	5.7%
Age 15 - 19	6.3%	6.2%	7.2%
Age 20 - 24	6.3%	5.1%	6.8%
Age 25 - 34	14.7%	12.1%	13.0%
Age 35 - 44	12.4%	12.2%	12.6%
Age 45 - 54	13.4%	14.9%	14.3%
Age 55 - 64	11.1%	13.4%	12.5%
Age 65 - 74	7.2%	8.7%	8.2%
Age 75 - 84	4.9%	5.9%	5.5%
Age 85+	2.4%	3.1%	2.9%
Age 18+	74.9%	77.5%	79.3%
2015 Population by Age			
Total	5,677	19,899	64,035
Age 0 - 4	7.5%	5.9%	5.5%
Age 5 - 9	6.8%	5.9%	5.5%
Age 10 - 14	6.5%	6.3%	5.9%
Age 15 - 19	6.2%	6.0%	6.9%
Age 20 - 24	6.5%	5.3%	6.9%
Age 25 - 34	13.7%	11.1%	12.4%
Age 35 - 44	12.7%	12.1%	12.6%
Age 45 - 54	11.9%	13.1%	12.7%
Age 55 - 64	12.3%	14.9%	13.6%
Age 65 - 74	8.4%	10.2%	9.6%
Age 75 - 84	5.1%	6.0%	5.5%
Age 85+	2.3%	3.0%	2.9%
Age 18+	75.4%	78.0%	79.6%
2000 Population by Sex			
Males	50.1%	49.7%	51.1%
Females	49.9%	50.3%	48.9%
2010 Population by Sex			
Males	50.2%	49.9%	51.2%
Females	49.8%	50.1%	48.8%
2015 Population by Sex			
Males	50.2%	50.0%	51.3%
Females	49.8%	50.0%	48.7%

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2000 Population by Race/Ethnicity			
 Total	5,833	20,707	67,719
White Alone	90.8%	96.3%	92.6%
Black Alone	0.8%	0.4%	4.9%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	0.4%	0.2%	0.4%
Some Other Race Alone	7.0%	2.3%	1.1%
Two or More Races	0.8%	0.7%	0.8%
Hispanic Origin	17.5%	5.8%	3.0%
Diversity Index	41.3	17.3	18.9
2010 Population by Race/Ethnicity			
Total	5,794	20,296	65,436
White Alone	90.7%	96.2%	92.2%
Black Alone	0.8%	0.4%	4.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	0.2%	0.6%
Some Other Race Alone	7.0%	2.3%	1.3%
Two or More Races	0.8%	0.7%	1.0%
Hispanic Origin	17.8%	6.0%	3.4%
Diversity Index	41.7	17.8	20.4
2015 Population by Race/Ethnicity			
Total	5,679	19,899	64,035
White Alone	90.7%	96.2%	92.0%
Black Alone	0.9%	0.4%	4.7%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	0.3%	0.7%
Some Other Race Alone	7.0%	2.3%	1.3%
Two or More Races	0.8%	0.7%	1.1%
Hispanic Origin	18.0%	6.1%	3.6%
Diversity Index	42.0	18.1	21.2
2000 Population 3+ by School Enrollment			
 Total	5,578	20,062	65,608
Enrolled in Nursery/Preschool	3.2%	2.0%	1.8%
Enrolled in Kindergarten	2.3%	1.5%	1.4%
Enrolled in Grade 1-8	11.7%	11.6%	10.8%
Enrolled in Grade 9-12	5.6%	5.9%	6.2%
Enrolled in College	3.2%	2.4%	4.4%
Enrolled in Grad/Prof School	0.3%	0.4%	0.4%
Not Enrolled in School	73.7%	76.3%	75.0%
2010 Population 25+ by Educational Attainment			
Total	3,832	14,251	45,135
Less than 9th Grade	11.7%	7.5%	6.8%
9th - 12th Grade, No Diploma	8.4%	8.5%	10.5%
High School Graduate	44.1%	45.5%	39.9%
Some College, No Degree	20.1%	19.6%	18.8%
Associate Degree	4.9%	5.2%	5.6%
Bachelor's Degree	8.2%	9.9%	12.7%
Graduate/Professional Degree	2.7%	3.7%	5.8%

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.

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2010 Population 15+ by Marital Status			
 Total	4,563	16,545	54,332
Never Married	24.2%	21.0%	23.2%
Married	54.7%	61.0%	58.4%
Widowed	9.3%	8.6%	7.4%
Divorced	11.8%	9.4%	11.0%
2000 Population 16+ by Employment Status			
 Total	4,499	16,498	54,495
In Labor Force	62.5%	64.5%	60.9%
Civilian Employed	56.4%	60.5%	57.1%
Civilian Unemployed	5.9%	3.8%	3.7%
In Armed Forces	0.2%	0.2%	0.1%
Not in Labor Force	37.5%	35.5%	39.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	86.8%	91.2%	90.5%
Civilian Unemployed	13.2%	8.8%	9.5%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.1%	92.8%	92.2%
Civilian Unemployed	10.9%	7.2%	7.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,249	8,387	26,738
Own Children < 6 Only	11.5%	7.5%	6.3%
Employed/in Armed Forces	5.7%	4.6%	4.3%
Unemployed	1.5%	0.5%	0.3%
Not in Labor Force	4.3%	2.4%	1.7%
Own Children < 6 and 6-17 Only	8.1%	6.2%	5.3%
Employed/in Armed Forces	5.7%	4.2%	3.6%
Unemployed	0.2%	0.3%	0.2%
Not in Labor Force	2.2%	1.7%	1.5%
Own Children 6-17 Only	14.9%	17.3%	16.8%
Employed/in Armed Forces	11.4%	13.8%	13.3%
Unemployed	1.2%	0.5%	0.4%
Not in Labor Force	2.3%	2.9%	3.0%
No Own Children < 18	65.5%	69.0%	71.6%
Employed/in Armed Forces	25.4%	31.7%	33.6%
Unemployed	1.8%	1.3%	2.0%
Not in Labor Force	38.3%	36.1%	36.1%
2010 Employed Population 16+ by Industry			
 Total	2,880	11,159	32,815
Agriculture/Mining	2.8%	6.4%	5.8%
Construction	6.6%	5.8%	4.9%
Manufacturing	23.5%	13.9%	11.6%
Wholesale Trade	2.7%	5.1%	4.3%
Retail Trade	7.6%	9.2%	10.0%
Transportation/Utilities	7.8%	7.3%	5.5%
Information	0.2%	0.9%	1.3%
Finance/Insurance/Real Estate	4.7%	4.6%	5.1%
Services	37.9%	40.7%	44.9%
Public Administration	6.3%	6.1%	6.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	2,879	11,159	32,815
White Collar	40.5%	48.3%	53.1%
Management/Business/Financial	9.2%	11.6%	12.3%
Professional	16.0%	17.5%	19.7%
Sales	4.4%	7.5%	8.5%
Administrative Support	10.8%	11.8%	12.7%
Services	20.8%	20.7%	20.5%
Blue Collar	38.7%	31.0%	26.4%
Farming/Forestry/Fishing	1.3%	1.5%	1.5%
Construction/Extraction	5.0%	4.1%	3.9%
Installation/Maintenance/Repair	3.7%	4.5%	3.7%
Production	16.1%	10.0%	8.4%
Transportation/Material Moving	12.6%	10.8%	8.9%
2000 Workers 16+ by Means of Transportation to Work			
 Total	2,501	9,826	30,697
Drove Alone - Car, Truck, or Van	68.4%	75.2%	77.0%
Carpooled - Car, Truck, or Van	26.6%	17.0%	14.0%
Public Transportation	0.0%	0.1%	0.3%
Walked	2.2%	2.2%	3.4%
Other Means	0.2%	0.8%	1.2%
Worked at Home	2.5%	4.6%	4.1%
2000 Workers 16+ by Travel Time to Work			
Total	2,502	9,826	30,697
Did Not Work at Home	97.5%	95.4%	95.9%
Less than 5 minutes	14.7%	9.9%	8.9%
5 to 9 minutes	33.2%	23.5%	22.3%
10 to 19 minutes	25.3%	24.1%	28.2%
20 to 24 minutes	4.8%	9.9%	7.9%
25 to 34 minutes	3.8%	11.4%	11.6%
35 to 44 minutes	3.0%	4.7%	4.7%
45 to 59 minutes	4.4%	5.0%	6.4%
60 to 89 minutes	4.4%	4.1%	3.6%
90 or more minutes	3.9%	2.7%	2.4%
Worked at Home	2.5%	4.6%	4.1%
Average Travel Time to Work (in min)	18.9	21.2	21.0
2000 Households by Vehicles Available			
Total	2,233	8,299	25,921
None	8.3%	5.2%	7.2%
1	39.6%	31.7%	31.7%
2	41.2%	43.3%	40.9%
3	9.6%	14.6%	14.5%
4	0.9%	4.2%	4.3%
5+	0.4%	1.1%	1.3%
Average Number of Vehicles Available	1.6	1.8	1.8

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2000 Households by Type			
 Total	2,232	8,281	25,916
Family Households	66.6%	69.1%	67.0%
Married-couple Family	49.8%	56.9%	54.4%
With Related Children	23.6%	24.5%	23.0%
Other Family (No Spouse)	16.8%	12.2%	12.6%
With Related Children	11.5%	8.2%	8.6%
Nonfamily Households	33.4%	30.9%	33.0%
Householder Living Alone	27.6%	26.7%	28.7%
Householder Not Living Alone	5.8%	4.2%	4.4%
Households with Related Children	35.1%	32.7%	31.6%
Households with Persons 65+	27.1%	29.6%	28.8%
2000 Households by Size			
Total	2,231	8,281	25,916
1 Person Household	27.6%	26.7%	28.7%
2 Person Household	30.9%	35.2%	35.3%
3 Person Household	17.0%	16.6%	15.8%
4 Person Household	13.7%	13.1%	12.6%
5 Person Household	6.1%	5.5%	5.2%
6 Person Household	2.3%	1.8%	1.8%
7+ Person Household	2.3%	1.1%	0.8%
2000 Households by Year Householder Moved In			
Total	2,233	8,299	25,921
Moved in 1999 to March 2000	22.7%	13.6%	15.0%
Moved in 1995 to 1998	20.5%	23.9%	25.0%
Moved in 1990 to 1994	16.0%	17.1%	17.6%
Moved in 1980 to 1989	12.4%	15.9%	16.3%
Moved in 1970 to 1979	10.0%	13.7%	12.7%
Moved in 1969 or Earlier	18.4%	15.7%	13.4%
Median Year Householder Moved In	1993	1991	1992
2000 Housing Units by Units in Structure			
 Total	2,405	9,097	28,649
1, Detached	69.6%	75.7%	73.9%
1, Attached	1.3%	0.7%	0.9%
2	4.9%	2.8%	3.9%
3 or 4	3.1%	2.9%	4.0%
5 to 9	2.6%	1.4%	2.1%
10 to 19	0.8%	0.5%	1.1%
20+	1.0%	0.5%	2.3%
Mobile Home	16.6%	15.3%	11.6%
Other	0.0%	0.2%	0.1%
2000 Housing Units by Year Structure Built			
Total	2,408	9,097	28,649
1999 to March 2000	1.1%	1.1%	1.3%
1995 to 1998	0.9%	3.7%	4.5%
1990 to 1994	2.8%	3.4%	3.7%
1980 to 1989	4.5%	6.7%	6.8%
1970 to 1979	10.5%	17.9%	17.3%
1969 or Earlier	80.2%	67.3%	66.6%
Median Year Structure Built	1942	1953	1955

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

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Top 3 Tapestry Segments			
1.	Home Town	Heartland Communities	Heartland Communities
2.	Heartland Communities	Rooted Rural	Prairie Living
3.	Rustbelt Traditions	Salt of the Earth	Rooted Rural



2010 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 \$	\$2,269,390	\$8,916,454	\$29,412,535
Average Spent	\$1,031.54	\$1,090.30	\$1,167.12
Spending Potential Index	43	46	49
Computers & Accessories: Total \$	\$299,650	\$1,192,813	\$3,924,363
Average Spent	\$136.20	\$145.86	\$155.72
Spending Potential Index	62	66	71
Education: Total \$	\$1,668,297	\$6,014,918	\$20,636,314
Average Spent	\$758.32	\$735.50	\$818.87
Spending Potential Index	62	60	67
Entertainment/Recreation: Total \$	\$4,648,735	\$19,517,653	\$62,398,071
Average Spent	\$2,113.06	\$2,386.60	\$2,476.02
Spending Potential Index	66	74	77
Food at Home: Total \$	\$6,622,875	\$27,339,313	\$86,999,093
Average Spent	\$3,010.40	\$3,343.03	\$3,452.21
Spending Potential Index	67	75	77
Food Away from Home: Total \$	\$4,502,329	\$17,966,736	\$58,610,239
Average Spent	\$2,046.51	\$2,196.96	\$2,325.71
Spending Potential Index	64	68	72
Health Care: Total \$	\$6,080,887	\$26,303,749	\$81,419,711
Average Spent	\$2,764.04	\$3,216.40	\$3,230.81
Spending Potential Index	74	86	87
HH Furnishings & Equipment: Total \$	\$2,476,965	\$10,201,054	\$33,021,132
Average Spent	\$1,125.89	\$1,247.38	\$1,310.31
Spending Potential Index	55	61	64
Investments: Total \$	\$2,568,180	\$11,837,595	\$36,572,124
Average Spent	\$1,167.35	\$1,447.49	\$1,451.22
Spending Potential Index	67	83	83
Retail Goods: Total \$	\$35,135,862	\$147,456,690	\$467,020,695
Average Spent	\$15,970.85	\$18,030.90	\$18,531.83
Spending Potential Index	64	73	75
Shelter: Total \$	\$19,366,247	\$74,857,360	\$255,213,768
Average Spent	\$8,802.84	\$9,153.50	\$10,127.13
Spending Potential Index	56	58	64
TV/Video/Audio: Total \$	\$1,810,876	\$7,281,664	\$23,427,148
Average Spent	\$823.13	\$890.40	\$929.61
Spending Potential Index	66	72	75
Travel: Total \$	\$2,333,351	\$9,538,332	\$31,932,351
Average Spent	\$1,060.61	\$1,166.34	\$1,267.11
Spending Potential Index	56	62	67
Vehicle Maintenance & Repairs: Total \$	\$1,349,785	\$5,598,432	\$17,955,563
Average Spent	\$613.54	\$684.57	\$712.49
Spending Potential Index	65	73	76

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.