

Market Profile  
 PO Box 119, Taylorsville, MS 39345  
 Ring: 5, 10, 15 Miles

Latitude: 32.22404  
 Longitude: -89.049901

	5 miles radius	10 miles radius	15 miles radius
 2000 Total Population	1,121	8,366	17,494
2000 Group Quarters	2	173	475
2010 Total Population	1,222	8,520	18,128
2015 Total Population	1,247	8,548	18,291
2010 - 2015 Annual Rate	0.41%	0.07%	0.18%
 2000 Households	429	3,273	6,762
2000 Average Household Size	2.61	2.5	2.52
2010 Households	474	3,403	7,187
2010 Average Household Size	2.57	2.45	2.45
2015 Households	486	3,435	7,304
2015 Average Household Size	2.56	2.44	2.44
2010 - 2015 Annual Rate	0.5%	0.19%	0.32%
2000 Families	311	2,333	4,881
2000 Average Family Size	3.12	3.01	3.01
2010 Families	335	2,368	5,063
2010 Average Family Size	3.12	2.99	2.97
2015 Families	341	2,370	5,103
2015 Average Family Size	3.11	2.98	2.96
2010 - 2015 Annual Rate	0.36%	0.02%	0.16%
 <b>2000 Housing Units</b>	501	3,772	7,803
Owner Occupied Housing Units	73.8%	68.5%	71.2%
Renter Occupied Housing Units	10.6%	18.3%	15.5%
Vacant Housing Units	15.6%	13.2%	13.3%
<b>2010 Housing Units</b>	572	4,052	8,541
Owner Occupied Housing Units	71.7%	65.7%	68.4%
Renter Occupied Housing Units	11.2%	18.3%	15.8%
Vacant Housing Units	17.1%	16.0%	15.9%
<b>2015 Housing Units</b>	593	4,145	8,782
Owner Occupied Housing Units	70.8%	65.0%	67.7%
Renter Occupied Housing Units	11.1%	17.9%	15.5%
Vacant Housing Units	18.0%	17.1%	16.8%
<b>Median Household Income</b>			
2000	\$26,161	\$26,052	\$26,353
2010	\$31,003	\$29,495	\$30,207
2015	\$32,806	\$30,521	\$31,716
<b>Median Home Value</b>			
2000	\$51,098	\$50,655	\$49,893
2010	\$65,645	\$65,209	\$64,310
2015	\$72,069	\$71,980	\$70,959
<b>Per Capita Income</b>			
2000	\$13,284	\$13,915	\$13,740
2010	\$15,605	\$15,855	\$15,770
2015	\$15,772	\$16,076	\$15,991
<b>Median Age</b>			
2000	36.9	36.5	35.7
2010	40.1	38.5	38.0
2015	41.1	39.4	39.0

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 2010 and 2015.



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<b>2000 Households by Income</b>			
 Household Income Base	426	3,257	6,732
< \$15,000	31.0%	30.4%	29.4%
\$15,000 - \$24,999	16.9%	17.4%	18.1%
\$25,000 - \$34,999	14.1%	15.6%	14.5%
\$35,000 - \$49,999	14.6%	13.3%	14.8%
\$50,000 - \$74,999	15.7%	14.4%	14.7%
\$75,000 - \$99,999	4.2%	4.9%	4.9%
\$100,000 - \$149,999	2.8%	2.9%	2.5%
\$150,000 - \$199,999	0.5%	0.5%	0.4%
\$200,000+	0.2%	0.7%	0.6%
Average Household Income	\$33,743	\$35,390	\$35,402
<b>2010 Households by Income</b>			
Household Income Base	473	3,403	7,188
< \$15,000	24.7%	25.4%	24.4%
\$15,000 - \$24,999	17.1%	16.7%	17.4%
\$25,000 - \$34,999	12.9%	15.3%	14.1%
\$35,000 - \$49,999	14.2%	13.7%	14.8%
\$50,000 - \$74,999	21.8%	18.4%	18.8%
\$75,000 - \$99,999	4.0%	5.0%	5.4%
\$100,000 - \$149,999	4.0%	4.1%	4.0%
\$150,000 - \$199,999	1.1%	0.7%	0.6%
\$200,000+	0.2%	0.7%	0.6%
Average Household Income	\$39,533	\$39,694	\$39,678
<b>2015 Households by Income</b>			
Household Income Base	486	3,434	7,304
< \$15,000	24.1%	24.8%	23.8%
\$15,000 - \$24,999	16.7%	16.0%	16.7%
\$25,000 - \$34,999	11.1%	13.6%	12.4%
\$35,000 - \$49,999	17.5%	16.8%	17.8%
\$50,000 - \$74,999	22.0%	19.0%	19.5%
\$75,000 - \$99,999	3.5%	4.4%	4.7%
\$100,000 - \$149,999	3.9%	4.0%	4.0%
\$150,000 - \$199,999	1.0%	0.7%	0.6%
\$200,000+	0.2%	0.7%	0.6%
Average Household Income	\$39,633	\$39,957	\$39,884
<b>2000 Owner Occupied HUs by Value</b>			
Total	373	2,581	5,522
<\$50,000	48.8%	49.2%	50.1%
\$50,000 - 99,999	38.6%	38.7%	37.2%
\$100,000 - 149,999	9.9%	7.9%	8.3%
\$150,000 - 199,999	1.1%	2.4%	2.4%
\$200,000 - \$299,999	1.1%	1.2%	1.5%
\$300,000 - 499,999	0.0%	0.2%	0.3%
\$500,000 - 999,999	0.0%	0.0%	0.0%
\$1,000,000+	0.5%	0.3%	0.2%
Average Home Value	\$63,169	\$63,479	\$61,942
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	54	665	1,148
With Cash Rent	64.8%	81.8%	78.7%
No Cash Rent	35.2%	18.2%	21.3%
Median Rent	\$261	\$256	\$250
Average Rent	\$231	\$251	\$239

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 2010 and 2015.



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<b>2000 Population by Age</b>			
 Total	1,119	8,365	17,491
Age 0 - 4	6.3%	7.2%	7.0%
Age 5 - 9	7.7%	7.6%	7.5%
Age 10 - 14	7.2%	7.3%	7.2%
Age 15 - 19	7.8%	7.5%	8.3%
Age 20 - 24	5.9%	6.5%	6.6%
Age 25 - 34	12.2%	11.7%	12.3%
Age 35 - 44	15.9%	14.4%	14.3%
Age 45 - 54	13.0%	12.2%	12.5%
Age 55 - 64	8.9%	8.9%	9.0%
Age 65 - 74	7.8%	7.8%	7.7%
Age 75 - 84	5.4%	6.0%	5.3%
Age 85+	2.0%	2.8%	2.2%
Age 18+	74.4%	73.4%	73.8%
<b>2010 Population by Age</b>			
Total	1,221	8,518	18,128
Age 0 - 4	6.3%	7.1%	6.9%
Age 5 - 9	6.6%	7.3%	7.1%
Age 10 - 14	6.6%	7.2%	7.1%
Age 15 - 19	7.2%	7.1%	7.9%
Age 20 - 24	5.1%	5.2%	5.6%
Age 25 - 34	11.8%	11.9%	11.7%
Age 35 - 44	12.9%	12.0%	12.7%
Age 45 - 54	16.2%	14.6%	14.3%
Age 55 - 64	13.1%	12.1%	12.3%
Age 65 - 74	7.5%	7.5%	7.4%
Age 75 - 84	4.6%	5.1%	4.7%
Age 85+	2.1%	2.9%	2.3%
Age 18+	76.0%	74.0%	74.7%
<b>2015 Population by Age</b>			
Total	1,245	8,549	18,290
Age 0 - 4	6.0%	6.8%	6.6%
Age 5 - 9	6.3%	7.0%	6.8%
Age 10 - 14	6.8%	7.5%	7.3%
Age 15 - 19	6.4%	7.0%	7.7%
Age 20 - 24	6.0%	5.9%	6.3%
Age 25 - 34	10.8%	10.2%	10.3%
Age 35 - 44	12.4%	12.4%	12.5%
Age 45 - 54	14.3%	13.1%	13.3%
Age 55 - 64	14.9%	13.5%	13.5%
Age 65 - 74	9.7%	9.1%	9.0%
Age 75 - 84	4.3%	4.8%	4.6%
Age 85+	1.9%	2.8%	2.2%
Age 18+	76.8%	74.6%	75.2%
<b>2000 Population by Sex</b>			
Males	48.9%	46.9%	48.2%
Females	51.1%	53.1%	51.8%
<b>2010 Population by Sex</b>			
Males	49.5%	48.1%	49.0%
Females	50.5%	51.9%	51.0%
<b>2015 Population by Sex</b>			
Males	50.0%	48.5%	49.2%
Females	50.0%	51.5%	50.8%

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

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<b>2000 Population by Race/Ethnicity</b>			
 Total	1,121	8,367	17,493
White Alone	60.1%	53.4%	56.9%
Black Alone	38.5%	45.3%	41.9%
American Indian Alone	0.2%	0.1%	0.1%
Asian or Pacific Islander Alone	0.1%	0.3%	0.2%
Some Other Race Alone	0.7%	0.4%	0.3%
Two or More Races	0.4%	0.5%	0.5%
Hispanic Origin	1.7%	1.3%	1.0%
Diversity Index	50.7	52.2	51.0
<b>2010 Population by Race/Ethnicity</b>			
Total	1,221	8,519	18,128
White Alone	58.1%	50.4%	53.7%
Black Alone	39.4%	47.4%	44.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	1.6%	0.9%	0.6%
Two or More Races	0.6%	0.8%	0.7%
Hispanic Origin	3.1%	2.4%	1.8%
Diversity Index	53.7	54.4	53.1
<b>2015 Population by Race/Ethnicity</b>			
Total	1,247	8,547	18,291
White Alone	57.3%	49.1%	52.3%
Black Alone	39.8%	48.4%	45.6%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.2%	0.3%	0.2%
Some Other Race Alone	1.8%	1.1%	0.7%
Two or More Races	0.6%	0.9%	0.8%
Hispanic Origin	3.5%	2.8%	2.2%
Diversity Index	54.6	55.2	53.9
<b>2000 Population 3+ by School Enrollment</b>			
 Total	1,086	8,023	16,738
Enrolled in Nursery/Preschool	1.4%	1.4%	1.5%
Enrolled in Kindergarten	1.7%	1.7%	1.6%
Enrolled in Grade 1-8	12.2%	13.4%	12.9%
Enrolled in Grade 9-12	6.0%	5.2%	5.6%
Enrolled in College	2.4%	3.7%	5.1%
Enrolled in Grad/Prof School	0.5%	0.4%	0.3%
Not Enrolled in School	75.8%	74.1%	72.8%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	834	5,632	11,868
Less than 9th Grade	6.4%	6.8%	6.5%
9th - 12th Grade, No Diploma	17.1%	13.9%	14.4%
High School Graduate	39.3%	36.4%	37.8%
Some College, No Degree	19.3%	20.3%	20.4%
Associate Degree	8.6%	9.8%	9.9%
Bachelor's Degree	5.8%	8.7%	7.3%
Graduate/Professional Degree	3.5%	4.1%	3.7%

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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<b>2010 Population 15+ by Marital Status</b>			
 Total	984	6,681	14,312
Never Married	27.8%	28.2%	28.4%
Married	53.5%	52.4%	52.5%
Widowed	8.8%	9.9%	9.1%
Divorced	9.9%	9.5%	9.9%
<b>2000 Population 16+ by Employment Status</b>			
 Total	870	6,399	13,358
In Labor Force	54.7%	55.0%	56.2%
Civilian Employed	48.5%	49.9%	51.3%
Civilian Unemployed	5.6%	4.6%	4.3%
In Armed Forces	0.6%	0.6%	0.6%
Not in Labor Force	45.3%	45.0%	43.8%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	83.3%	85.5%	86.6%
Civilian Unemployed	16.7%	14.5%	13.4%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	85.6%	87.4%	88.3%
Civilian Unemployed	14.4%	12.6%	11.7%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	451	3,489	7,094
Own Children < 6 Only	7.8%	8.1%	8.2%
Employed/in Armed Forces	4.9%	5.0%	5.0%
Unemployed	0.7%	0.8%	0.6%
Not in Labor Force	2.2%	2.4%	2.5%
Own Children < 6 and 6-17 Only	4.9%	6.3%	6.2%
Employed/in Armed Forces	2.4%	4.1%	4.1%
Unemployed	1.3%	0.5%	0.5%
Not in Labor Force	1.1%	1.7%	1.7%
Own Children 6-17 Only	19.7%	18.0%	18.7%
Employed/in Armed Forces	12.4%	12.0%	12.3%
Unemployed	1.3%	1.0%	1.0%
Not in Labor Force	6.0%	5.1%	5.4%
No Own Children < 18	67.6%	67.6%	66.9%
Employed/in Armed Forces	24.6%	24.1%	25.5%
Unemployed	2.2%	2.2%	2.0%
Not in Labor Force	40.8%	41.2%	39.4%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	438	2,932	6,464
Agriculture/Mining	5.9%	4.5%	4.8%
Construction	11.4%	8.3%	8.3%
Manufacturing	24.9%	22.9%	23.6%
Wholesale Trade	1.8%	2.0%	2.0%
Retail Trade	9.1%	12.4%	12.5%
Transportation/Utilities	8.4%	6.0%	5.2%
Information	0.7%	0.9%	1.2%
Finance/Insurance/Real Estate	3.0%	2.9%	2.6%
Services	32.4%	35.3%	35.5%
Public Administration	2.3%	4.8%	4.4%

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

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<b>2010 Employed Population 16+ by Occupation</b>			
Total	438	2,932	6,465
White Collar	38.4%	42.2%	41.6%
Management/Business/Financial	9.4%	7.3%	7.4%
Professional	12.6%	16.2%	15.5%
Sales	6.8%	9.3%	9.3%
Administrative Support	9.6%	9.3%	9.4%
Services	14.4%	17.0%	16.5%
Blue Collar	47.3%	40.8%	41.9%
Farming/Forestry/Fishing	2.7%	2.4%	2.4%
Construction/Extraction	9.4%	6.8%	7.0%
Installation/Maintenance/Repair	6.2%	4.6%	5.2%
Production	19.4%	18.9%	18.9%
Transportation/Material Moving	9.6%	8.1%	8.4%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	419	3,105	6,710
Drove Alone - Car, Truck, or Van	75.9%	77.4%	78.4%
Carpooled - Car, Truck, or Van	21.0%	18.9%	17.9%
Public Transportation	0.5%	0.4%	0.4%
Walked	0.7%	1.1%	0.9%
Other Means	0.7%	0.6%	0.7%
Worked at Home	1.2%	1.7%	1.7%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	419	3,104	6,709
Did Not Work at Home	98.8%	98.3%	98.3%
Less than 5 minutes	2.6%	7.7%	5.7%
5 to 9 minutes	4.3%	15.3%	12.3%
10 to 19 minutes	22.9%	24.4%	26.1%
20 to 24 minutes	12.9%	10.4%	13.5%
25 to 34 minutes	28.2%	21.0%	21.3%
35 to 44 minutes	7.9%	6.8%	6.0%
45 to 59 minutes	10.7%	6.2%	6.6%
60 to 89 minutes	6.4%	4.0%	4.1%
90 or more minutes	2.9%	2.4%	2.7%
Worked at Home	1.2%	1.7%	1.7%
Average Travel Time to Work (in min)	30.9	24.5	25.5
<b>2000 Households by Vehicles Available</b>			
Total	428	3,274	6,738
None	8.9%	11.1%	9.8%
1	27.6%	33.8%	33.4%
2	40.2%	35.3%	36.2%
3	18.0%	14.4%	14.7%
4	4.0%	4.4%	4.8%
5+	1.4%	0.9%	1.1%
Average Number of Vehicles Available	1.9	1.7	1.8

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

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<b>2000 Households by Type</b>			
 Total	428	3,273	6,761
Family Households	72.7%	71.3%	72.2%
Married-couple Family	53.5%	48.7%	51.0%
With Related Children	24.8%	22.1%	23.5%
Other Family (No Spouse)	19.2%	22.6%	21.2%
With Related Children	11.9%	15.0%	14.1%
Nonfamily Households	27.3%	28.7%	27.8%
Householder Living Alone	25.2%	26.6%	25.6%
Householder Not Living Alone	2.1%	2.2%	2.2%
Households with Related Children	36.6%	37.2%	37.5%
Households with Persons 65+	29.8%	29.5%	28.7%
<b>2000 Households by Size</b>			
Total	429	3,273	6,762
1 Person Household	25.1%	26.6%	25.6%
2 Person Household	32.6%	32.2%	32.6%
3 Person Household	17.4%	16.7%	17.3%
4 Person Household	15.6%	15.3%	15.1%
5 Person Household	6.0%	6.0%	6.2%
6 Person Household	2.1%	2.1%	2.1%
7+ Person Household	1.2%	1.1%	1.1%
<b>2000 Households by Year Householder Moved In</b>			
Total	426	3,274	6,738
Moved in 1999 to March 2000	11.5%	13.0%	12.9%
Moved in 1995 to 1998	16.7%	23.4%	22.6%
Moved in 1990 to 1994	23.9%	19.0%	18.5%
Moved in 1980 to 1989	21.1%	18.1%	19.4%
Moved in 1970 to 1979	9.9%	11.2%	12.0%
Moved in 1969 or Earlier	16.9%	15.3%	14.5%
Median Year Householder Moved In	1990	1991	1991
<b>2000 Housing Units by Units in Structure</b>			
 Total	507	3,763	7,719
1, Detached	65.5%	67.7%	67.5%
1, Attached	0.8%	1.6%	1.1%
2	0.0%	2.3%	1.5%
3 or 4	0.0%	3.7%	2.5%
5 to 9	0.0%	0.7%	1.0%
10 to 19	0.2%	0.3%	0.2%
20+	0.0%	0.0%	0.0%
Mobile Home	33.1%	23.5%	26.0%
Other	0.4%	0.2%	0.2%
<b>2000 Housing Units by Year Structure Built</b>			
Total	500	3,762	7,725
1999 to March 2000	2.8%	1.9%	2.3%
1995 to 1998	10.6%	9.0%	9.6%
1990 to 1994	9.0%	10.0%	9.6%
1980 to 1989	21.2%	17.5%	19.8%
1970 to 1979	19.4%	20.5%	20.6%
1969 or Earlier	37.0%	41.1%	38.1%
Median Year Structure Built	1977	1974	1976

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



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<b>Top 3 Tapestry Segments</b>			
1.	Rural Bypasses	Rural Bypasses	Rural Bypasses
2.	Southern Satellites	Southern Satellites	Southern Satellites
3.		Heartland Communities	Heartland Communities



**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 \$	\$429,260	\$3,115,629	\$6,557,326
Average Spent	\$905.61	\$915.55	\$912.39
Spending Potential Index	38	38	38
Computers & Accessories: Total \$	\$54,117	\$394,159	\$830,599
Average Spent	\$114.17	\$115.83	\$115.57
Spending Potential Index	52	53	53
Education: Total \$	\$232,845	\$1,800,265	\$3,713,512
Average Spent	\$491.23	\$529.02	\$516.70
Spending Potential Index	40	43	42
Entertainment/Recreation: Total \$	\$943,956	\$6,738,956	\$14,302,358
Average Spent	\$1,991.47	\$1,980.30	\$1,990.03
Spending Potential Index	62	61	62
Food at Home: Total \$	\$1,348,505	\$9,657,650	\$20,401,106
Average Spent	\$2,844.95	\$2,837.98	\$2,838.61
Spending Potential Index	64	63	63
Food Away from Home: Total \$	\$880,767	\$6,347,457	\$13,397,876
Average Spent	\$1,858.16	\$1,865.25	\$1,864.18
Spending Potential Index	58	58	58
Health Care: Total \$	\$1,265,072	\$9,060,924	\$19,172,263
Average Spent	\$2,668.93	\$2,662.63	\$2,667.63
Spending Potential Index	72	71	72
HH Furnishings & Equipment: Total \$	\$488,746	\$3,509,473	\$7,431,921
Average Spent	\$1,031.11	\$1,031.29	\$1,034.08
Spending Potential Index	50	50	50
Investments: Total \$	\$456,718	\$3,352,021	\$7,084,786
Average Spent	\$963.54	\$985.02	\$985.78
Spending Potential Index	55	57	57
Retail Goods: Total \$	\$7,295,930	\$51,890,246	\$110,182,410
Average Spent	\$15,392.26	\$15,248.38	\$15,330.79
Spending Potential Index	62	61	62
Shelter: Total \$	\$3,356,304	\$24,995,715	\$52,172,251
Average Spent	\$7,080.81	\$7,345.20	\$7,259.25
Spending Potential Index	45	47	46
TV/Video/Audio: Total \$	\$360,182	\$2,591,707	\$5,467,464
Average Spent	\$759.88	\$761.59	\$760.74
Spending Potential Index	61	61	61
Travel: Total \$	\$421,681	\$3,089,986	\$6,512,297
Average Spent	\$889.62	\$908.02	\$906.12
Spending Potential Index	47	48	48
Vehicle Maintenance & Repairs: Total \$	\$273,627	\$1,960,170	\$4,150,537
Average Spent	\$577.27	\$576.01	\$577.51
Spending Potential Index	61	61	61

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.