






Market Profile

Prepared by DPN for Bloomfield Main Street

Bloomfield, Iowa - Market Study Data

	Ottumwa Area	Secondary Trade Area	Primary Trade Area	
	2000 Total Population	27,755	20,054	7,802
	2000 Group Quarters	994	358	170
	2005 Total Population	27,985	19,469	7,688
	2010 Total Population	28,127	18,939	7,475
	2005 - 2010 Annual Rate	0.1%	-0.55%	-0.56%
	2000 Households	11,455	8,331	2,909
	2000 Average Household Size	2.34	2.36	2.62
	2005 Households	11,647	8,155	2,893
	2005 Average Household Size	2.32	2.34	2.6
	2010 Households	11,750	7,952	2,822
	2010 Average Household Size	2.31	2.34	2.59
	2005 - 2010 Annual Rate	0.18%	-0.5%	-0.5%
	2000 Families	7,342	5,561	2,062
	2000 Average Family Size	2.89	2.92	3.16
	2005 Families	7,351	5,354	2,021
	2005 Average Family Size	2.86	2.9	3.14
	2010 Families	7,275	5,131	1,942
	2010 Average Family Size	2.85	2.9	3.14
	2005 - 2010 Annual Rate	-0.21%	-0.85%	-0.79%
	2000 Housing Units	12,233	9,475	3,194
	Owner Occupied Housing Units	68.6%	66.0%	72.1%
	Renter Occupied Housing Units	25.1%	22.0%	18.8%
	Vacant Housing Units	6.3%	12.0%	9.1%
	2005 Housing Units	12,598	9,566	3,249
	Owner Occupied Housing Units	68.8%	64.7%	71.7%
	Renter Occupied Housing Units	23.7%	20.5%	17.4%
	Vacant Housing Units	7.5%	14.8%	11.0%
	2010 Housing Units	12,831	9,598	3,245
	Owner Occupied Housing Units	68.5%	63.1%	70.3%
	Renter Occupied Housing Units	23.1%	19.8%	16.7%
	Vacant Housing Units	8.4%	17.1%	13.0%
	Median Household Income			
	2000	\$30,751	\$29,569	\$33,165
	2005	\$35,493	\$33,989	\$38,878
	2010	\$40,645	\$39,050	\$44,887
	Median Home Value			
	2000	\$48,504	\$50,922	\$60,551
	2005	\$61,655	\$65,561	\$77,419
	2010	\$76,265	\$79,883	\$92,454
	Per Capita Income			
	2000	\$16,304	\$15,385	\$15,133
	2005	\$19,622	\$18,281	\$18,108
	2010	\$23,631	\$21,900	\$21,406
	Median Age			
	2000	38.6	40.0	38.5
	2005	39.4	41.4	40.0
	2010	40.5	42.8	41.4

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 2005 and 2010.



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	Ottumwa Area	Secondary Trade Area	Primary Trade Area
2000 Households by Income			
 Household Income Base	11,474	8,339	2,901
< \$15,000	22.9%	23.5%	18.9%
\$15,000 - \$24,999	17.0%	18.3%	18.9%
\$25,000 - \$34,999	17.1%	17.1%	14.2%
\$35,000 - \$49,999	18.6%	18.9%	19.3%
\$50,000 - \$74,999	14.9%	15.1%	20.9%
\$75,000 - \$99,999	5.7%	4.3%	4.5%
\$100,000 - \$149,999	2.2%	1.9%	2.4%
\$150,000 - \$199,999	0.8%	0.3%	0.2%
\$200,000 +	0.8%	0.7%	0.8%
Average Household Income	\$38,280	\$36,818	\$39,664
2005 Households by Income			
Household Income Base	11,647	8,153	2,893
< \$15,000	19.0%	20.1%	15.7%
\$15,000 - \$24,999	15.2%	16.1%	16.3%
\$25,000 - \$34,999	14.9%	15.2%	13.9%
\$35,000 - \$49,999	18.8%	18.8%	16.7%
\$50,000 - \$74,999	17.6%	17.5%	23.3%
\$75,000 - \$99,999	7.3%	6.8%	8.1%
\$100,000 - \$149,999	4.6%	3.8%	4.7%
\$150,000 - \$199,999	1.3%	0.8%	0.3%
\$200,000 +	1.2%	1.0%	1.0%
Average Household Income	\$46,016	\$43,474	\$46,931
2010 Households by Income			
Household Income Base	11,752	7,951	2,822
< \$15,000	16.3%	17.6%	13.5%
\$15,000 - \$24,999	12.5%	13.6%	13.5%
\$25,000 - \$34,999	13.2%	13.0%	12.5%
\$35,000 - \$49,999	18.4%	18.8%	15.6%
\$50,000 - \$74,999	18.0%	18.2%	23.7%
\$75,000 - \$99,999	9.7%	8.9%	11.0%
\$100,000 - \$149,999	7.6%	6.6%	7.8%
\$150,000 - \$199,999	2.1%	1.6%	0.8%
\$200,000 +	2.0%	1.6%	1.5%
Average Household Income	\$55,314	\$51,977	\$55,330
2000 Owner Occupied HUs by Value			
Total	8,387	6,252	2,315
< \$50,000	52.0%	49.2%	38.1%
\$50,000 - \$99,999	33.8%	32.1%	41.1%
\$100,000 - \$149,999	8.6%	11.2%	10.1%
\$150,000 - \$199,999	3.2%	3.5%	5.8%
\$200,000 - \$299,999	1.5%	2.9%	2.9%
\$300,000 - \$499,999	0.6%	0.6%	1.4%
\$500,000 - \$999,999	0.3%	0.3%	0.0%
\$1,000,000+	0.0%	0.2%	0.6%
Average Home Value	\$64,050	\$70,384	\$81,300
2000 Specified Renter Occupied HUs by Contract Rent			
Total	3,034	1,897	462
With Cash Rent	93.4%	89.4%	84.0%
No Cash Rent	6.6%	10.6%	16.0%
Median Rent	\$350	\$248	\$271
Average Rent	\$337	\$245	\$248

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 2005 and 2010.



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Bloomfield, Iowa - Market Study Data

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
2000 Population by Age			
 Total	27,755	20,054	7,801
0 - 4	6.1%	5.9%	7.1%
5 - 9	6.5%	6.9%	7.0%
10 - 14	6.5%	7.5%	8.1%
15 - 24	14.4%	12.2%	12.3%
25 - 34	11.7%	10.5%	10.7%
35 - 44	14.2%	14.4%	14.5%
45 - 54	13.0%	12.6%	12.9%
55 - 64	9.0%	10.2%	9.9%
65 - 74	8.8%	9.2%	8.4%
75 - 84	6.8%	7.4%	6.0%
85+	3.0%	3.3%	3.2%
18+	77.1%	75.1%	72.9%
2005 Population by Age			
Total	27,986	19,471	7,686
0 - 4	6.2%	6.3%	7.3%
5 - 9	5.9%	5.8%	6.7%
10 - 14	6.3%	6.7%	7.0%
15 - 24	13.8%	12.8%	12.5%
25 - 34	12.7%	10.7%	10.4%
35 - 44	12.7%	13.2%	13.2%
45 - 54	14.5%	14.2%	15.0%
55 - 64	9.9%	10.7%	10.6%
65 - 74	7.8%	9.2%	8.3%
75 - 84	6.8%	6.8%	5.6%
85+	3.3%	3.7%	3.4%
18+	77.9%	77.1%	74.8%
2010 Population by Age			
Total	28,127	18,941	7,474
0 - 4	6.0%	6.2%	7.0%
5 - 9	5.6%	5.7%	6.4%
10 - 14	6.2%	6.3%	7.5%
15 - 24	13.4%	12.3%	11.4%
25 - 34	12.6%	10.9%	10.6%
35 - 44	11.9%	11.4%	11.9%
45 - 54	14.2%	15.0%	15.0%
55 - 64	12.4%	12.5%	12.9%
65 - 74	7.7%	8.8%	8.0%
75 - 84	6.5%	7.0%	5.9%
85+	3.6%	3.9%	3.4%
18+	78.6%	77.8%	74.9%
2000 Population by Sex			
Males	48.3%	47.9%	49.4%
Females	51.7%	52.1%	50.6%
2005 Population by Sex			
Males	48.7%	48.0%	49.9%
Females	51.3%	52.0%	50.1%
2010 Population by Sex			
Males	48.8%	48.0%	50.1%
Females	51.2%	52.0%	49.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



Market Profile

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Bloomfield, Iowa - Market Study Data

Ottumwa Area

Secondary Trade Area

Primary Trade Area



2000 Population by Race/Ethnicity

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Total	27,755	20,054	7,802
White Alone	95.6%	98.2%	98.3%
Black Alone	1.2%	0.3%	0.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	0.3%	0.2%
Some Other Race Alone	1.3%	0.3%	0.2%
Two or More Races	0.9%	0.7%	0.8%
Hispanic Origin	2.6%	0.9%	0.7%
Diversity Index	13.3	5.3	4.7

2005 Population by Race/Ethnicity

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Total	27,985	19,468	7,688
White Alone	95.6%	98.0%	98.1%
Black Alone	1.1%	0.3%	0.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	0.4%	0.3%
Some Other Race Alone	1.3%	0.3%	0.3%
Two or More Races	0.9%	0.8%	0.9%
Hispanic Origin	2.6%	1.0%	0.9%
Diversity Index	13.1	5.9	5.5

2010 Population by Race/Ethnicity

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Total	28,127	18,939	7,475
White Alone	95.7%	97.8%	97.8%
Black Alone	1.1%	0.3%	0.2%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	0.7%	0.5%	0.5%
Some Other Race Alone	1.3%	0.3%	0.3%
Two or More Races	0.9%	0.8%	0.9%
Hispanic Origin	2.6%	1.2%	1.0%
Diversity Index	13.1	6.5	6.4



2000 Population 3+ by School Enrollment

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Total	26,758	19,312	7,481
Enrolled in Nursery/Preschool	1.9%	1.5%	1.3%
Enrolled in Kindergarten	1.2%	1.4%	1.4%
Enrolled in Grade 1-8	11.2%	12.3%	13.1%
Enrolled in Grade 9-12	5.7%	5.8%	6.1%
Enrolled in College	4.5%	2.8%	2.8%
Enrolled in Grad/Prof School	0.4%	0.3%	0.5%
Not Enrolled in School	75.2%	76.0%	74.8%

2000 Population 25+ by Educational Attainment

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Total	18,458	13,508	5,094
Less than 9th Grade	7.6%	8.4%	12.2%
9th - 12th Grade, No Diploma	12.0%	10.3%	8.8%
High School Graduate	37.9%	42.5%	41.2%
Some College, No Degree	19.8%	19.4%	18.8%
Associate Degree	7.1%	7.2%	7.4%
Bachelor's Degree	10.2%	8.6%	8.2%
Master's/Prof/Doctorate Degree	5.5%	3.5%	3.3%

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 2005 and 2010.



Bloomfield, Iowa - Market Study Data

Ottumwa Area

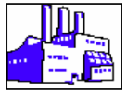
Secondary Trade Area

Primary Trade Area



2000 Population 15+ by Sex and Marital Status

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Total	22,462	15,953	6,082
Females	52.4%	52.6%	51.3%
Never Married	10.2%	8.5%	8.1%
Married, not Separated	26.5%	30.4%	31.4%
Married, Separated	0.8%	0.7%	0.3%
Widowed	7.9%	8.0%	8.0%
Divorced	7.1%	5.0%	3.5%
Males	47.6%	47.4%	48.7%
Never Married	13.2%	11.2%	12.0%
Married, not Separated	27.0%	29.8%	30.9%
Married, Separated	0.5%	0.4%	0.2%
Widowed	1.0%	1.8%	1.1%
Divorced	5.8%	4.2%	4.5%



2000 Population 16+ by Employment Status

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Total	22,098	15,680	5,957
In Labor Force	60.3%	60.6%	62.6%
Civilian Employed	55.7%	57.3%	60.2%
Civilian Unemployed	4.6%	3.2%	2.3%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	39.7%	39.4%	37.4%

2005 Civilian Population 16+ in Labor Force

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Civilian Employed	90.8%	93.4%	94.6%
Civilian Unemployed	9.2%	6.6%	5.4%

2010 Civilian Population 16+ in Labor Force

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Civilian Employed	92.4%	94.6%	95.6%
Civilian Unemployed	7.6%	5.4%	4.4%

2000 Females 16+ by Employment Status and Age of Children

	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Total	11,578	8,284	3,054
Own Children < 6 Only	6.9%	6.3%	7.7%
Employed/in Armed Forces	4.8%	4.3%	5.0%
Unemployed	0.3%	0.5%	0.3%
Not in Labor Force	1.7%	1.5%	2.4%
Own Children <6 and 6-17	4.5%	6.0%	5.4%
Employed/in Armed Forces	2.8%	3.8%	2.6%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	1.5%	2.0%	2.7%
Own Children 6-17 Only	16.0%	16.4%	16.0%
Employed/in Armed Forces	12.1%	13.1%	12.5%
Unemployed	0.3%	0.3%	0.2%
Not in Labor Force	3.7%	3.0%	3.2%
No Own Children <18	72.5%	71.3%	71.0%
Employed/in Armed Forces	30.4%	30.5%	29.5%
Unemployed	2.8%	1.7%	0.9%
Not in Labor Force	39.3%	39.1%	40.5%



Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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	Ottumwa Area	Secondary Trade Area	Primary Trade Area	
2005 Employed Population 16+ by Industry				
	Total	13,865	8,714	4,087
	Agriculture/Mining	1.4%	6.7%	11.3%
	Construction	6.8%	7.2%	8.8%
	Manufacturing	18.1%	18.8%	18.4%
	Wholesale Trade	3.1%	3.9%	4.4%
	Retail Trade	14.3%	12.7%	9.0%
	Transportation/Utilities	4.5%	6.0%	6.2%
	Information	1.2%	1.5%	1.2%
	Finance/Insurance/Real Estate	3.5%	3.5%	3.4%
	Services	43.3%	35.4%	34.8%
	Public Administration	3.9%	4.4%	2.5%
2005 Employed Population 16+ by Occupation				
	Total	13,867	8,715	4,086
	White Collar	47.6%	50.4%	48.6%
	Management/Business/Financial	8.4%	11.9%	12.7%
	Professional	17.4%	15.1%	16.3%
	Sales	11.8%	10.1%	8.5%
	Administrative Support	10.0%	13.4%	11.1%
	Services	20.8%	14.7%	11.0%
	Blue Collar	31.7%	34.9%	40.4%
	Farming/Forestry/Fishing	0.8%	2.0%	5.3%
	Construction/Extraction	6.7%	6.6%	7.9%
	Installation/Maintenance/Repair	3.4%	5.5%	5.8%
	Production	11.7%	12.1%	13.1%
	Transportation/Material Moving	9.0%	8.7%	8.3%
2000 Workers 16+ by Means of Transportation to Work				
	Total	12,096	8,895	3,570
	Drove Alone - Car, Truck, or Van	80.7%	77.9%	69.7%
	Carpooled - Car, Truck, or Van	12.3%	12.1%	12.0%
	Public Transportation	1.2%	0.1%	0.8%
	Walked	1.8%	2.8%	3.9%
	Other Means	1.3%	1.0%	2.1%
	Worked at Home	2.6%	6.1%	11.5%
2000 Workers 16+ by Travel Time to Work				
	Total	12,096	8,896	3,570
	Did not Work at Home	97.4%	93.9%	88.5%
	Less than 5 minutes	5.2%	9.0%	8.6%
	5 to 9 minutes	26.2%	20.1%	12.9%
	10 to 19 minutes	41.5%	25.9%	21.6%
	20 to 24 minutes	6.4%	10.6%	9.9%
	25 to 34 minutes	7.9%	12.6%	18.2%
	35 to 44 minutes	2.2%	3.1%	4.6%
	45 to 59 minutes	3.3%	5.2%	6.1%
	60 to 89 minutes	2.5%	4.2%	3.9%
	90 or more minutes	2.2%	3.1%	2.7%
	Worked at Home	2.6%	6.1%	11.5%
	Average Travel Time to Work (in min)	17.3	22.1	24.7
2000 Households by Vehicles Available				
	Total	11,454	8,331	2,909
	None	8.8%	7.4%	10.0%
	1	35.8%	31.5%	24.9%
	2	36.7%	35.7%	34.5%
	3	13.9%	17.6%	20.8%
	4	3.2%	5.5%	6.4%
	5+	1.7%	2.3%	3.3%
	Average Number of Vehicles Available	1.7	1.9	2.0


Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



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	Ottumwa Area	Secondary Trade Area	Primary Trade Area
2000 Households by Type			
			
Total	11,455	8,330	2,911
Family Households	64.1%	66.8%	70.8%
Married-couple Family	49.4%	55.4%	62.3%
With Related Children	20.2%	22.8%	27.4%
Other Family (No Spouse)	14.7%	11.4%	8.6%
With Related Children	9.8%	7.7%	5.7%
Nonfamily Households	35.9%	33.2%	29.2%
Householder Living Alone	30.0%	29.2%	25.4%
Householder Not Living Alone	5.9%	4.1%	3.8%
Households with Related Children	30.0%	30.5%	33.2%
Households with Persons 65+	30.4%	32.7%	30.4%
2000 Households by Size			
Total	11,455	8,331	2,909
1 Person Household	30.0%	29.2%	25.4%
2 Person Household	35.9%	36.8%	35.8%
3 Person Household	15.0%	14.2%	15.5%
4 Person Household	12.2%	11.4%	12.6%
5 Person Household	4.6%	5.5%	5.6%
6 Person Household	1.5%	1.7%	2.3%
7+ Person Household	0.8%	1.2%	2.8%
2000 Households by Year Householder Moved In			
Total	11,454	8,331	2,911
Moved in 1999 to March 2000	17.4%	15.9%	12.7%
Moved in 1995 to 1998	25.6%	25.0%	27.5%
Moved in 1990 to 1994	17.3%	17.7%	15.4%
Moved in 1980 to 1989	15.5%	17.0%	17.3%
Moved in 1970 to 1979	10.8%	11.8%	12.6%
Moved in 1969 or Earlier	13.5%	12.7%	14.5%
Median Year Householder Moved In	1993	1992	1992
2000 Housing Units by Units in Structure			
			
Total	12,221	9,470	3,206
1, Detached	77.7%	76.5%	80.4%
1, Attached	0.9%	1.1%	1.2%
2	4.3%	2.3%	3.4%
3 or 4	3.4%	4.4%	2.7%
5 to 9	2.7%	2.3%	1.8%
10 to 19	1.4%	1.0%	0.5%
20+	3.9%	1.8%	0.0%
Mobile Home	5.5%	10.6%	9.3%
Other	0.2%	0.2%	0.6%
2000 Housing Units by Year Structure Built			
Total	12,231	9,478	3,199
1999 to March 2000	0.7%	1.4%	1.5%
1995 to 1998	2.7%	4.4%	4.6%
1990 to 1994	2.6%	3.2%	3.3%
1980 to 1989	4.5%	7.2%	6.9%
1970 to 1979	9.7%	18.8%	18.4%
1969 or Earlier	79.8%	65.0%	65.3%
Median Year Structure Built	1948	1955	1955

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



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	Ottumwa Area	Secondary Trade Area	Primary Trade Area
Top 3 Tapestry Segments			
1.	Heartland Communities	Heartland Communities	Prairie Living
2.	Home Town	Prairie Living	Heartland Communities
3.	Rustbelt Retirees	Salt of the Earth	Salt of the Earth



2005 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 \$	\$21,293,804	\$13,583,000	\$5,086,479
Average Spent	\$1,828.27	\$1,665.60	\$1,758.20
Spending Potential Index	66	60	64
Computers & Accessories: Total \$	\$2,080,625	\$1,291,093	\$470,452
Average Spent	\$178.64	\$158.32	\$162.62
Spending Potential Index	65	57	59
Education: Total \$	\$8,563,266	\$4,917,078	\$1,538,204
Average Spent	\$735.23	\$602.95	\$531.70
Spending Potential Index	69	57	50
Entertainment/Recreation: Total \$	\$24,095,073	\$16,343,090	\$6,423,871
Average Spent	\$2,068.78	\$2,004.06	\$2,220.49
Spending Potential Index	67	64	71
Food at Home: Total \$	\$38,085,935	\$26,282,568	\$10,092,852
Average Spent	\$3,270.02	\$3,222.88	\$3,488.71
Spending Potential Index	69	68	73
Food Away from Home: Total \$	\$24,877,072	\$16,211,039	\$6,077,174
Average Spent	\$2,135.92	\$1,987.86	\$2,100.65
Spending Potential Index	68	63	66
Health Care: Total \$	\$30,628,150	\$22,296,355	\$8,745,330
Average Spent	\$2,629.70	\$2,734.07	\$3,022.93
Spending Potential Index	76	79	87
HH Furnishings & Equipment: Total \$	\$15,988,512	\$10,376,208	\$3,998,546
Average Spent	\$1,372.76	\$1,272.37	\$1,382.15
Spending Potential Index	65	60	65
Investments: Total \$	\$53,784,154	\$23,149,800	\$6,340,651
Average Spent	\$4,617.85	\$2,838.72	\$2,191.72
Spending Potential Index	55	34	26
Retail Goods: Total \$	\$199,584,876	\$140,381,840	\$55,621,172
Average Spent	\$17,136.16	\$17,214.20	\$19,226.12
Spending Potential Index	69	69	77
Shelter: Total \$	\$100,237,594	\$61,697,478	\$22,612,429
Average Spent	\$8,606.30	\$7,565.60	\$7,816.26
Spending Potential Index	63	55	57
TV/Video/Sound Equipment: Total \$	\$8,303,712	\$5,530,875	\$2,070,977
Average Spent	\$712.95	\$678.22	\$715.86
Spending Potential Index	69	66	70
Travel: Total \$	\$14,063,250	\$8,794,618	\$3,248,915
Average Spent	\$1,207.46	\$1,078.43	\$1,123.03
Spending Potential Index	67	60	62
Vehicle Maintenance & Repairs: Total \$	\$8,008,197	\$5,531,752	\$2,161,439
Average Spent	\$687.58	\$678.33	\$747.13
Spending Potential Index	66	65	72

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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.