




<b>Rings</b>	<b>1790 Falls Blvd N Wynne, AR 72396 Radius: 15.0 miles</b>	<b>1790 Falls Blvd N Wynne, AR 72396 Radius: 30.0 miles</b>	<b>1790 Falls Blvd N Wynne, AR 72396 Radius: 45.0 miles</b>
<b>Latitude: 35.243449</b>			
<b>Longitude: -90.78257</b>			
 2000 Total Population	25,453	79,081	469,580
2000 Group Quarters	386	4,535	16,133
2006 Total Population	26,101	79,916	479,869
2011 Total Population	26,093	79,151	492,152
2006 - 2011 Annual Rate	-0.01%	-0.19%	0.51%
 2000 Households	9,668	28,387	176,205
2000 Average Household Size	2.59	2.63	2.57
2006 Households	10,202	28,759	183,200
2006 Average Household Size	2.52	2.56	2.52
2011 Households	10,337	28,795	189,751
2011 Average Household Size	2.49	2.53	2.5
2006 - 2011 Annual Rate	0.26%	0.03%	0.71%
2000 Families	7,143	20,547	118,276
2000 Average Family Size	3.06	3.13	3.17
2006 Families	7,408	20,438	119,073
2006 Average Family Size	2.99	3.07	3.14
2011 Families	7,379	20,104	120,203
2011 Average Family Size	2.96	3.04	3.12
2006 - 2011 Annual Rate	-0.08%	-0.33%	0.19%
 <b>2000 Housing Units</b>	10,510	31,574	195,940
Owner Occupied Housing Units	66.4%	60.3%	53.5%
Renter Occupied Housing Units	25.6%	29.4%	36.5%
Vacant Housing Units	8.1%	10.2%	10.0%
<b>2006 Housing Units</b>	11,088	32,037	204,739
Owner Occupied Housing Units	68.4%	62.4%	54.4%
Renter Occupied Housing Units	23.6%	27.4%	35.0%
Vacant Housing Units	8.0%	10.2%	10.5%
<b>2011 Housing Units</b>	11,314	32,297	213,398
Owner Occupied Housing Units	67.9%	62.0%	54.0%
Renter Occupied Housing Units	23.5%	27.2%	34.9%
Vacant Housing Units	8.6%	10.8%	11.1%
<b>Median Household Income</b>			
2000	\$30,291	\$26,470	\$27,014
2006	\$36,021	\$31,576	\$33,149
2011	\$41,700	\$36,647	\$39,657
<b>Median Home Value</b>			
2000	\$53,824	\$47,430	\$56,855
2006	\$73,464	\$63,867	\$70,869
2011	\$88,694	\$77,276	\$84,857
<b>Per Capita Income</b>			
2000	\$15,814	\$13,480	\$14,437
2006	\$19,163	\$16,495	\$18,189
2011	\$22,823	\$19,601	\$22,046
<b>Median Age</b>			
2000	36.2	35.3	33.4
2006	37.3	36.2	34.6
2011	38.3	37.0	35.8

**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 2006 and 2011.

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**2000 Households by Income**

Household Income Base	9,705	28,388	176,146
< \$15,000	24.9%	29.7%	29.8%
\$15,000 - \$24,999	16.8%	17.7%	16.9%
\$25,000 - \$34,999	16.1%	15.4%	14.2%
\$35,000 - \$49,999	17.7%	15.8%	15.6%
\$50,000 - \$74,999	15.3%	13.6%	13.6%
\$75,000 - \$99,999	4.3%	3.8%	5.1%
\$100,000 - \$149,999	2.9%	2.4%	3.0%
\$150,000 - \$199,999	0.9%	0.6%	0.8%
\$200,000+	1.2%	1.0%	1.1%
Average Household Income	\$40,686	\$36,832	\$37,855

**2006 Households by Income**

Household Income Base	10,201	28,758	183,201
< \$15,000	19.7%	24.0%	24.0%
\$15,000 - \$24,999	15.6%	17.3%	15.4%
\$25,000 - \$34,999	13.2%	12.9%	12.7%
\$35,000 - \$49,999	18.1%	16.2%	15.3%
\$50,000 - \$74,999	17.9%	16.6%	16.6%
\$75,000 - \$99,999	7.7%	6.4%	7.2%
\$100,000 - \$149,999	5.0%	4.4%	5.8%
\$150,000 - \$199,999	1.1%	0.8%	1.2%
\$200,000+	1.8%	1.4%	1.7%
Average Household Income	\$48,465	\$43,660	\$46,877

**2011 Households by Income**

Household Income Base	10,337	28,796	189,751
< \$15,000	16.4%	20.2%	20.1%
\$15,000 - \$24,999	13.4%	14.9%	13.2%
\$25,000 - \$34,999	12.5%	13.0%	12.0%
\$35,000 - \$49,999	16.8%	15.6%	14.5%
\$50,000 - \$74,999	18.7%	17.2%	17.4%
\$75,000 - \$99,999	10.5%	9.3%	9.8%
\$100,000 - \$149,999	7.6%	6.6%	8.6%
\$150,000 - \$199,999	1.8%	1.4%	1.9%
\$200,000+	2.3%	1.8%	2.4%
Average Household Income	\$56,957	\$51,455	\$56,387

**2000 Owner Occupied HUs by Value**

Total	6,941	19,128	104,649
<\$50,000	46.3%	53.0%	41.0%
\$50,000 - 99,999	38.5%	34.8%	41.3%
\$100,000 - 149,999	8.9%	6.9%	9.5%
\$150,000 - 199,999	3.6%	3.1%	4.1%
\$200,000 - \$299,999	1.8%	1.3%	2.5%
\$300,000 - 499,999	0.5%	0.5%	1.1%
\$500,000 - 999,999	0.2%	0.2%	0.3%
\$1,000,000+	0.2%	0.3%	0.2%
Average Home Value	\$68,102	\$62,857	\$74,503


**2000 Specified Renter Occupied HUs by Contract Rent**

Total	2,627	9,065	70,980
With Cash Rent	82.9%	81.9%	91.7%
No Cash Rent	17.1%	18.1%	8.3%
Median Rent	\$290	\$252	\$325
Average Rent	\$290	\$254	\$335

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 2006 and 2011.

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Longitude: -90.78257	Radius: 15.0 miles	Radius: 30.0 miles	Radius: 45.0 miles

<b>2000 Population by Age</b>				
	Total	25,449	79,081	469,577
	0 - 4	6.9%	7.1%	7.4%
	5 - 9	7.7%	7.5%	7.9%
	10 - 14	7.8%	7.7%	7.9%
	15 - 19	7.8%	7.7%	7.9%
	20 - 24	5.8%	6.4%	7.5%
	25 - 34	12.2%	13.0%	13.5%
	35 - 44	14.9%	15.0%	14.6%
	45 - 54	13.2%	12.9%	12.8%
	55 - 64	9.9%	9.4%	8.7%
	65 - 74	7.3%	7.0%	6.4%
	75 - 84	4.7%	4.5%	4.0%
	85+	1.7%	1.7%	1.4%
	18+	72.6%	72.8%	72.1%

<b>2006 Population by Age</b>			
Total	26,102	79,917	479,869
0 - 4	7.4%	7.3%	7.4%
5 - 9	6.8%	6.5%	6.8%
10 - 14	7.3%	6.9%	7.4%
15 - 19	6.5%	6.4%	7.3%
20 - 24	6.6%	7.1%	7.4%
25 - 34	12.9%	14.2%	14.1%
35 - 44	13.2%	14.1%	13.3%
45 - 54	13.9%	13.6%	13.8%
55 - 64	12.1%	11.0%	10.5%
65 - 74	7.1%	6.7%	6.4%
75 - 84	4.7%	4.3%	4.0%
85+	1.8%	1.8%	1.6%
18+	74.6%	75.3%	74.1%

<b>2011 Population by Age</b>			
Total	26,095	79,151	492,154
0 - 4	7.2%	7.1%	7.4%
5 - 9	6.9%	6.6%	6.8%
10 - 14	7.0%	6.7%	6.8%
15 - 19	6.7%	6.6%	7.3%
20 - 24	5.5%	6.4%	7.5%
25 - 34	12.5%	13.9%	13.3%
35 - 44	12.5%	13.2%	12.8%
45 - 54	14.9%	14.3%	13.8%
55 - 64	12.6%	11.8%	12.0%
65 - 74	7.8%	7.2%	6.7%
75 - 84	4.4%	4.3%	3.9%
85+	2.0%	1.9%	1.8%
18+	74.7%	75.5%	74.8%

<b>2000 Population by Sex</b>			
Males	48.4%	50.3%	48.1%
Females	51.6%	49.7%	51.9%

<b>2006 Population by Sex</b>			
Males	48.7%	51.7%	48.5%
Females	51.3%	48.3%	51.5%

<b>2011 Population by Sex</b>			
Males	48.8%	51.8%	48.5%
Females	51.2%	48.2%	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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**2000 Population by Race/Ethnicity**

Total	25,453	79,083	469,579
White Alone	74.4%	64.2%	48.1%
Black Alone	24.0%	33.8%	49.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.4%	0.4%	0.7%
Some Other Race Alone	0.3%	0.4%	0.7%
Two or More Races	0.7%	0.9%	0.8%
Hispanic Origin	1.0%	2.6%	1.8%
Diversity Index	40.2	50.1	54.1

**2006 Population by Race/Ethnicity**

Total	26,101	79,917	479,869
White Alone	72.3%	61.9%	47.0%
Black Alone	25.9%	35.8%	50.1%
American Indian Alone	0.2%	0.3%	0.2%
Asian or Pacific Islander Alone	0.5%	0.5%	0.9%
Some Other Race Alone	0.4%	0.6%	0.9%
Two or More Races	0.7%	1.1%	0.9%
Hispanic Origin	1.2%	3.2%	2.2%
Diversity Index	42.5	52.1	54.8

**2011 Population by Race/Ethnicity**

Total	26,093	79,151	492,154
White Alone	71.6%	60.9%	46.4%
Black Alone	26.4%	36.6%	50.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.6%	0.5%	1.0%
Some Other Race Alone	0.4%	0.6%	1.0%
Two or More Races	0.7%	1.1%	1.0%
Hispanic Origin	1.3%	3.6%	2.6%
Diversity Index	43.3	53.0	55.5



**2000 Population 3+ by School Enrollment**

Total	24,433	75,700	448,773
Enrolled in Nursery/Preschool	1.6%	1.7%	1.9%
Enrolled in Kindergarten	1.7%	1.7%	1.6%
Enrolled in Grade 1-8	13.3%	13.1%	13.6%
Enrolled in Grade 9-12	7.2%	7.1%	6.7%
Enrolled in College	3.1%	3.2%	4.3%
Enrolled in Grad/Prof School	0.3%	0.3%	0.7%
Not Enrolled in School	72.7%	73.0%	71.0%

**2000 Population 25+ by Educational Attainment**

Total	16,255	50,148	287,539
Less than 9th Grade	13.4%	14.8%	11.9%
9th - 12th Grade, No Diploma	17.2%	21.0%	20.2%
High School Graduate	37.8%	35.5%	32.7%
Some College, No Degree	17.6%	16.3%	18.4%
Associate Degree	3.8%	3.6%	3.4%
Bachelor's Degree	6.5%	6.0%	8.4%
Master's/Prof/Doctorate Degree	3.7%	2.9%	4.9%

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 2006 and 2011.

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**2000 Population 15+ by Sex and Marital Status**

<b>Total</b>	19,711	61,299	360,343
<b>Females</b>	52.5%	50.1%	53.0%
Never Married	10.2%	10.6%	15.2%
Married, not Separated	29.0%	25.5%	21.8%
Married, Separated	1.3%	1.6%	2.5%
Widowed	7.0%	7.3%	7.1%
Divorced	5.1%	5.1%	6.3%
<b>Males</b>	47.5%	49.9%	47.0%
Never Married	11.2%	12.4%	16.0%
Married, not Separated	29.6%	29.9%	22.8%
Married, Separated	1.0%	1.0%	1.6%
Widowed	1.5%	1.8%	1.6%
Divorced	4.1%	4.8%	5.0%



**2000 Population 16+ by Employment Status**

<b>Total</b>	19,302	60,114	353,299
<b>In Labor Force</b>	59.7%	53.7%	57.7%
Civilian Employed	55.3%	49.0%	52.1%
Civilian Unemployed	4.4%	4.6%	5.5%
In Armed Forces	0.0%	0.0%	0.1%
<b>Not in Labor Force</b>	40.3%	46.3%	42.3%

**2006 Civilian Population 16+ in Labor Force**

Civilian Employed	90.7%	89.5%	88.3%
Civilian Unemployed	9.3%	10.5%	11.7%

**2011 Civilian Population 16+ in Labor Force**

Civilian Employed	91.5%	90.5%	89.0%
Civilian Unemployed	8.5%	9.5%	11.0%

**2000 Females 16+ by Employment Status and Age of Children**

<b>Total</b>	10,167	30,150	187,530
<b>Own Children &lt; 6 Only</b>	8.5%	8.0%	7.4%
Employed/in Armed Forces	4.8%	4.0%	4.0%
Unemployed	0.6%	0.9%	0.7%
Not in Labor Force	3.2%	3.0%	2.7%
<b>Own Children &lt; 6 and 6-17 Only</b>	6.6%	6.5%	6.3%
Employed/in Armed Forces	3.7%	3.4%	3.4%
Unemployed	0.2%	0.5%	0.6%
Not in Labor Force	2.6%	2.6%	2.3%
<b>Own Children 6-17 Only</b>	18.7%	17.8%	17.2%
Employed/in Armed Forces	13.1%	12.1%	11.4%
Unemployed	0.4%	0.6%	0.9%
Not in Labor Force	5.2%	5.2%	4.9%
<b>No Own Children &lt; 18</b>	66.3%	67.7%	69.2%
Employed/in Armed Forces	28.6%	26.3%	29.2%
Unemployed	2.6%	2.5%	2.8%
Not in Labor Force	35.0%	38.9%	37.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.

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**2006 Employed Population 16+ by Industry**

Total	11,040	30,071	187,215
Agriculture/Mining	5.8%	7.0%	2.7%
Construction	9.1%	8.8%	6.9%
Manufacturing	16.3%	16.3%	12.5%
Wholesale Trade	3.6%	4.0%	4.1%
Retail Trade	15.2%	14.6%	12.6%
Transportation/Utilities	5.7%	5.9%	7.4%
Information	0.8%	0.9%	1.2%
Finance/Insurance/Real Estate	5.5%	4.7%	5.4%
Services	32.0%	31.9%	41.8%
Public Administration	6.0%	5.9%	5.3%

**2006 Employed Population 16+ by Occupation**

Total	11,042	30,070	187,215
White Collar	53.1%	51.2%	52.2%
Management/Business/Financial	11.2%	10.8%	9.7%
Professional	16.6%	15.2%	17.0%
Sales	12.8%	12.3%	11.2%
Administrative Support	12.5%	13.0%	14.3%
Services	15.6%	16.0%	19.5%
Blue Collar	31.4%	32.8%	28.3%
Farming/Forestry/Fishing	1.5%	2.0%	0.9%
Construction/Extraction	5.5%	5.4%	5.0%
Installation/Maintenance/Repair	3.9%	4.2%	4.0%
Production	12.2%	12.1%	9.1%
Transportation/Material Moving	8.2%	9.0%	9.4%



**2000 Workers 16+ by Means of Transportation to Work**

Total	10,499	28,959	180,322
Drove Alone - Car, Truck, or Van	80.0%	78.4%	76.4%
Carpooled - Car, Truck, or Van	15.0%	15.9%	15.8%
Public Transportation	0.2%	0.4%	2.6%
Walked	1.4%	1.8%	2.3%
Other Means	1.3%	1.6%	1.2%
Worked at Home	2.1%	1.9%	1.8%

**2000 Workers 16+ by Travel Time to Work**

Total	10,500	28,960	180,320
Did Not Work at Home	97.9%	98.1%	98.2%
Less than 5 minutes	5.9%	7.0%	4.0%
5 to 9 minutes	18.6%	16.8%	13.3%
10 to 19 minutes	33.2%	30.3%	34.2%
20 to 24 minutes	11.1%	10.1%	13.7%
25 to 34 minutes	11.5%	15.2%	18.7%
35 to 44 minutes	2.5%	4.0%	3.8%
45 to 59 minutes	6.0%	6.8%	5.0%
60 to 89 minutes	5.8%	5.4%	3.3%
90 or more minutes	3.2%	2.6%	2.3%
Worked at Home	2.1%	1.9%	1.8%
Average Travel Time to Work (in min)	22.9	23.3	22.7

**2000 Households by Vehicles Available**

Total	9,644	28,396	176,214
None	9.6%	13.2%	16.1%
1	36.3%	36.7%	39.8%
2	41.5%	37.1%	32.2%
3	10.1%	9.9%	9.3%
4	2.1%	2.3%	1.9%
5+	0.4%	0.7%	0.7%
Average Number of Vehicles Available	1.6	1.5	1.4

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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**2000 Households by Type**

Total	9,668	28,387	176,206
Family Households	73.9%	72.4%	67.1%
Married-couple Family	56.0%	51.5%	40.3%
With Related Children	26.0%	23.9%	18.6%
Other Family (No Spouse)	17.9%	20.9%	26.8%
With Related Children	12.3%	14.7%	18.5%
Nonfamily Households	26.1%	27.6%	32.9%
Householder Living Alone	23.4%	24.7%	27.9%
Householder Not Living Alone	2.7%	2.9%	4.9%
Households with Related Children	38.2%	38.6%	37.0%
Households with Persons 65+	25.8%	26.6%	23.7%

**2000 Households by Size**

Total	9,668	28,387	176,205
1 Person Household	23.4%	24.7%	27.9%
2 Person Household	33.6%	32.2%	30.3%
3 Person Household	18.6%	18.6%	17.7%
4 Person Household	15.1%	14.2%	13.0%
5 Person Household	6.0%	6.3%	6.3%
6 Person Household	2.1%	2.4%	2.6%
7+ Person Household	1.2%	1.7%	2.1%

**2000 Households by Year Householder Moved In**

Total	9,643	28,397	176,213
Moved in 1999 to March 2000	17.9%	18.0%	21.6%
Moved in 1995 to 1998	28.3%	27.8%	26.9%
Moved in 1990 to 1994	15.6%	15.1%	14.5%
Moved in 1980 to 1989	15.1%	15.1%	13.9%
Moved in 1970 to 1979	11.0%	12.2%	12.1%
Moved in 1969 or Earlier	12.1%	11.8%	11.0%
Median Year Householder Moved In	1994	1994	1994



**2000 Housing Units by Units in Structure**

Total	10,497	31,619	195,847
1, Detached	64.8%	67.1%	65.1%
1, Attached	0.8%	1.4%	2.3%
2	3.4%	4.3%	4.2%
3 or 4	2.8%	3.2%	4.8%
5 to 9	1.6%	1.7%	5.3%
10 to 19	0.7%	0.7%	3.6%
20+	0.7%	1.1%	6.0%
Mobile Home	25.0%	20.4%	8.5%
Other	0.2%	0.1%	0.2%

**2000 Housing Units by Year Structure Built**


Total	10,490	31,579	195,978
1999 to March 2000	3.2%	2.4%	2.2%
1995 to 1998	10.8%	8.8%	6.7%
1990 to 1994	8.0%	7.0%	5.7%
1980 to 1989	17.7%	16.0%	11.8%
1970 to 1979	23.4%	24.2%	20.4%
1969 or Earlier	36.9%	41.7%	53.1%
Median Year Structure Built	1976	1973	1968

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

<b>Rings</b>	<b>1790 Falls Blvd N</b>	<b>1790 Falls Blvd N</b>	<b>1790 Falls Blvd N</b>
<b>Latitude: 35.243449</b>	<b>Wynne, AR 72396</b>	<b>Wynne, AR 72396</b>	<b>Wynne, AR 72396</b>
<b>Longitude: -90.78257</b>	<b>Radius: 15.0 miles</b>	<b>Radius: 30.0 miles</b>	<b>Radius: 45.0 miles</b>

**Top 3 Tapestry Segments**

<b>1.</b>	Southern Satellites	Rural Bypasses	Modest Income Homes
<b>2.</b>	Rural Bypasses	Southern Satellites	Rural Bypasses
<b>3.</b>	Midland Crowd	Modest Income Homes	Southern Satellites

 **2006 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 \$	\$13,207,949	\$33,964,245	\$247,014,636
Average Spent	\$1,294.64	\$1,181.00	\$1,348.33
Spending Potential Index	48	43	50
Computers & Accessories: Total \$	\$1,642,582	\$4,161,507	\$30,237,772
Average Spent	\$161.01	\$144.70	\$165.05
Spending Potential Index	63	56	64
Education: Total \$	\$6,431,656	\$16,477,977	\$131,159,411
Average Spent	\$630.43	\$572.97	\$715.94
Spending Potential Index	56	51	63
Entertainment/Recreation: Total \$	\$23,871,829	\$60,219,533	\$399,828,452
Average Spent	\$2,339.92	\$2,093.94	\$2,182.47
Spending Potential Index	71	63	66
Food at Home: Total \$	\$37,227,491	\$96,069,613	\$637,618,912
Average Spent	\$3,649.04	\$3,340.51	\$3,480.45
Spending Potential Index	74	68	71
Food Away from Home: Total \$	\$23,290,770	\$59,798,621	\$419,720,869
Average Spent	\$2,282.96	\$2,079.30	\$2,291.05
Spending Potential Index	68	62	69
Health Care: Total \$	\$30,491,909	\$78,126,091	\$484,303,389
Average Spent	\$2,988.82	\$2,716.58	\$2,643.58
Spending Potential Index	81	74	72
HH Furnishings & Equipment: Total \$	\$13,195,577	\$33,163,902	\$227,552,504
Average Spent	\$1,293.43	\$1,153.17	\$1,242.10
Spending Potential Index	59	52	56
Investments: Total \$	\$17,109,811	\$42,420,964	\$429,324,618
Average Spent	\$1,677.10	\$1,475.05	\$2,343.47
Spending Potential Index	36	32	50
Retail Goods: Total \$	\$194,668,371	\$495,458,413	\$3,181,233,600
Average Spent	\$19,081.39	\$17,227.94	\$17,364.81
Spending Potential Index	73	66	67
Shelter: Total \$	\$88,628,298	\$224,866,153	\$1,662,611,626
Average Spent	\$8,687.35	\$7,818.98	\$9,075.39
Spending Potential Index	61	55	64
TV/Video/Sound Equipment: Total \$	\$7,737,325	\$20,000,940	\$139,186,207
Average Spent	\$758.41	\$695.47	\$759.75
Spending Potential Index	69	64	70
Travel: Total \$	\$11,689,604	\$29,395,820	\$206,847,317
Average Spent	\$1,145.81	\$1,022.14	\$1,129.08
Spending Potential Index	64	57	63
Vehicle Maintenance & Repairs: Total \$	\$7,718,813	\$19,666,012	\$132,158,330
Average Spent	\$756.60	\$683.82	\$721.39
Spending Potential Index	71	64	67

**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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.