

**Cross County Region Rings**

Latitude: 35.243449

Longitude: -90.78257

**1790 Falls Blvd N**

Wynne, AR 72396

Radius: 60.0 miles

**1790 Falls Blvd N**

Wynne, AR 72396

Radius: 75.0 miles

**1790 Falls Blvd N**

Wynne, AR 72396

Radius: 100.0 miles



2000 Total Population	1,419,458	1,707,237	2,535,779
2000 Group Quarters	35,552	43,478	79,929
2006 Total Population	1,495,188	1,814,785	2,680,788
2011 Total Population	1,565,418	1,906,770	2,807,568
2006 - 2011 Annual Rate	0.92%	0.99%	0.93%



2000 Households	535,723	640,318	960,305
2000 Average Household Size	2.58	2.6	2.56
2006 Households	570,630	688,639	1,027,937
2006 Average Household Size	2.55	2.57	2.53
2011 Households	601,151	728,110	1,084,120
2011 Average Household Size	2.54	2.56	2.51
2006 - 2011 Annual Rate	1.05%	1.12%	1.07%
2000 Families	369,643	448,075	664,922
2000 Average Family Size	3.13	3.13	3.09
2006 Families	383,417	470,734	695,764
2006 Average Family Size	3.12	3.11	3.08
2011 Families	395,059	487,690	719,263
2011 Average Family Size	3.12	3.11	3.07
2006 - 2011 Annual Rate	0.6%	0.71%	0.67%



<b>2000 Housing Units</b>	580,666	695,634	1,053,912
Owner Occupied Housing Units	59.6%	60.7%	60.1%
Renter Occupied Housing Units	32.7%	31.4%	31.1%
Vacant Housing Units	7.7%	8.0%	8.9%
<b>2006 Housing Units</b>	621,904	751,626	1,129,787
Owner Occupied Housing Units	60.7%	62.1%	61.7%
Renter Occupied Housing Units	31.0%	29.5%	29.3%
Vacant Housing Units	8.2%	8.4%	9.0%
<b>2011 Housing Units</b>	659,052	799,126	1,195,710
Owner Occupied Housing Units	60.7%	62.1%	61.7%
Renter Occupied Housing Units	30.6%	29.0%	29.0%
Vacant Housing Units	8.8%	8.9%	9.3%

**Median Household Income**

2000	\$35,942	\$35,885	\$34,631
2006	\$44,532	\$44,505	\$42,683
2011	\$52,726	\$52,627	\$50,651

**Median Home Value**

2000	\$79,025	\$78,417	\$74,930
2006	\$97,114	\$97,720	\$94,823
2011	\$117,620	\$118,382	\$114,819

**Per Capita Income**

2000	\$18,637	\$18,469	\$18,046
2006	\$23,518	\$23,450	\$22,793
2011	\$28,475	\$28,411	\$27,556

**Median Age**

2000	33.5	33.8	34.1
2006	34.8	35.1	35.4
2011	35.8	36.2	36.5

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	535,927	640,318	960,839
< \$15,000	20.5%	20.7%	21.5%
\$15,000 - \$24,999	14.5%	14.5%	15.1%
\$25,000 - \$34,999	13.7%	13.6%	13.9%
\$35,000 - \$49,999	16.7%	16.6%	16.7%
\$50,000 - \$74,999	17.8%	17.7%	17.2%
\$75,000 - \$99,999	8.2%	8.2%	7.7%
\$100,000 - \$149,999	5.2%	5.3%	4.9%
\$150,000 - \$199,999	1.5%	1.5%	1.4%
\$200,000+	1.9%	1.8%	1.7%
Average Household Income	\$48,715	\$48,616	\$46,880

**2006 Households by Income**

Household Income Base	570,627	688,637	1,027,935
< \$15,000	16.0%	16.2%	16.9%
\$15,000 - \$24,999	12.2%	12.2%	12.8%
\$25,000 - \$34,999	11.5%	11.4%	11.8%
\$35,000 - \$49,999	15.6%	15.5%	15.7%
\$50,000 - \$74,999	19.4%	19.3%	19.1%
\$75,000 - \$99,999	10.4%	10.3%	9.8%
\$100,000 - \$149,999	9.7%	9.7%	9.0%
\$150,000 - \$199,999	2.3%	2.4%	2.1%
\$200,000+	2.9%	3.0%	2.7%
Average Household Income	\$60,961	\$61,115	\$58,629

**2011 Households by Income**

Household Income Base	601,150	728,108	1,084,118
< \$15,000	13.2%	13.4%	14.1%
\$15,000 - \$24,999	9.8%	9.9%	10.4%
\$25,000 - \$34,999	10.4%	10.3%	10.7%
\$35,000 - \$49,999	13.9%	13.8%	14.0%
\$50,000 - \$74,999	19.1%	19.0%	18.9%
\$75,000 - \$99,999	12.9%	12.8%	12.4%
\$100,000 - \$149,999	13.0%	12.9%	12.2%
\$150,000 - \$199,999	3.6%	3.6%	3.3%
\$200,000+	4.2%	4.3%	3.9%
Average Household Income	\$73,461	\$73,688	\$70,511

**2000 Owner Occupied HUs by Value**

Total	346,043	422,375	632,969
<\$50,000	23.8%	25.0%	27.7%
\$50,000 - 99,999	41.2%	40.0%	40.1%
\$100,000 - 149,999	17.3%	16.6%	16.0%
\$150,000 - 199,999	8.7%	8.9%	7.9%
\$200,000 - \$299,999	5.6%	5.9%	5.2%
\$300,000 - 499,999	2.4%	2.5%	2.2%
\$500,000 - 999,999	0.8%	0.8%	0.7%
\$1,000,000+	0.2%	0.2%	0.2%
Average Home Value	\$105,142	\$105,365	\$99,711

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

Total	188,167	215,664	322,915
With Cash Rent	93.5%	92.7%	91.9%
No Cash Rent	6.5%	7.3%	8.1%
Median Rent	\$408	\$391	\$380
Average Rent	\$422	\$408	\$395

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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**2000 Population by Age**

	1790 Falls Blvd N	1790 Falls Blvd N	1790 Falls Blvd N
Total	1,419,458	1,707,237	2,535,779
0 - 4	7.5%	7.4%	7.2%
5 - 9	7.9%	7.9%	7.6%
10 - 14	7.7%	7.8%	7.6%
15 - 19	7.5%	7.5%	7.6%
20 - 24	7.0%	6.9%	7.1%
25 - 34	14.6%	14.2%	14.1%
35 - 44	15.5%	15.6%	15.4%
45 - 54	13.1%	13.1%	13.1%
55 - 64	8.2%	8.3%	8.5%
65 - 74	5.9%	6.0%	6.2%
75 - 84	3.8%	3.8%	4.0%
85+	1.3%	1.3%	1.4%
18+	72.4%	72.3%	73.1%

**2006 Population by Age**

	1790 Falls Blvd N	1790 Falls Blvd N	1790 Falls Blvd N
Total	1,495,188	1,814,785	2,680,788
0 - 4	7.4%	7.4%	7.2%
5 - 9	6.9%	7.0%	6.8%
10 - 14	7.4%	7.4%	7.1%
15 - 19	7.2%	7.2%	7.1%
20 - 24	7.2%	7.1%	7.3%
25 - 34	14.2%	13.8%	13.9%
35 - 44	14.2%	14.2%	14.1%
45 - 54	14.1%	14.3%	14.2%
55 - 64	10.2%	10.4%	10.5%
65 - 74	5.8%	6.0%	6.2%
75 - 84	3.9%	3.9%	4.0%
85+	1.5%	1.5%	1.6%
18+	74.0%	74.0%	74.8%

**2011 Population by Age**

	1790 Falls Blvd N	1790 Falls Blvd N	1790 Falls Blvd N
Total	1,565,418	1,906,770	2,807,568
0 - 4	7.4%	7.4%	7.2%
5 - 9	6.8%	6.8%	6.6%
10 - 14	7.0%	7.0%	6.9%
15 - 19	7.1%	7.0%	7.0%
20 - 24	7.2%	7.0%	7.1%
25 - 34	13.4%	13.2%	13.3%
35 - 44	13.5%	13.5%	13.3%
45 - 54	14.3%	14.5%	14.4%
55 - 64	11.8%	11.9%	12.0%
65 - 74	6.1%	6.2%	6.5%
75 - 84	3.7%	3.8%	4.0%
85+	1.7%	1.7%	1.8%
18+	74.6%	74.6%	75.2%

**2000 Population by Sex**

	1790 Falls Blvd N	1790 Falls Blvd N	1790 Falls Blvd N
Males	48.1%	48.2%	48.4%
Females	51.9%	51.8%	51.6%

**2006 Population by Sex**

	1790 Falls Blvd N	1790 Falls Blvd N	1790 Falls Blvd N
Males	48.3%	48.5%	48.6%
Females	51.7%	51.5%	51.4%

**2011 Population by Sex**

	1790 Falls Blvd N	1790 Falls Blvd N	1790 Falls Blvd N
Males	48.4%	48.5%	48.7%
Females	51.6%	51.5%	51.3%

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	1,419,457	1,707,237	2,535,779
White Alone	58.0%	60.8%	62.9%
Black Alone	38.6%	36.0%	33.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	1.2%	1.1%	1.0%
Some Other Race Alone	1.0%	0.9%	0.9%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	2.4%	2.2%	2.1%
Diversity Index	53.8	52.3	51.0

**2006 Population by Race/Ethnicity**

Total	1,495,188	1,814,785	2,680,788
White Alone	56.5%	59.6%	61.6%
Black Alone	39.2%	36.4%	34.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.5%	1.4%	1.3%
Some Other Race Alone	1.3%	1.2%	1.1%
Two or More Races	1.1%	1.1%	1.1%
Hispanic Origin	3.0%	2.8%	2.6%
Diversity Index	55.3	53.8	52.6

**2011 Population by Race/Ethnicity**

Total	1,565,417	1,906,770	2,807,568
White Alone	55.8%	59.0%	60.8%
Black Alone	39.3%	36.5%	34.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.8%	1.7%	1.5%
Some Other Race Alone	1.6%	1.4%	1.3%
Two or More Races	1.2%	1.2%	1.2%
Hispanic Origin	3.5%	3.3%	3.0%
Diversity Index	56.5	54.9	53.8



**2000 Population 3+ by School Enrollment**

Total	1,356,118	1,632,059	2,426,832
Enrolled in Nursery/Preschool	2.1%	2.1%	2.0%
Enrolled in Kindergarten	1.6%	1.6%	1.6%
Enrolled in Grade 1-8	13.5%	13.5%	13.0%
Enrolled in Grade 9-12	6.4%	6.4%	6.3%
Enrolled in College	4.6%	4.4%	4.7%
Enrolled in Grad/Prof School	1.0%	0.9%	0.9%
Not Enrolled in School	70.9%	71.1%	71.5%

**2000 Population 25+ by Educational Attainment**

Total	885,817	1,067,855	1,596,478
Less than 9th Grade	8.2%	8.6%	8.8%
9th - 12th Grade, No Diploma	15.0%	15.3%	15.4%
High School Graduate	29.8%	30.2%	30.5%
Some College, No Degree	22.2%	21.8%	21.5%
Associate Degree	4.8%	4.8%	4.6%
Bachelor's Degree	13.0%	12.7%	12.6%
Master's/Prof/Doctorate Degree	7.0%	6.7%	6.7%

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.

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

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Radius: 75.0 miles

**1790 Falls Blvd N**  
Wynne, AR 72396  
Radius: 100.0 miles



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

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
<b>Total</b>	1,090,606	1,312,163	1,967,285
<b>Females</b>	52.9%	52.8%	52.5%
Never Married	13.7%	13.1%	12.7%
Married, not Separated	24.9%	25.6%	25.7%
Married, Separated	2.0%	1.9%	1.7%
Widowed	6.0%	6.1%	6.1%
Divorced	6.3%	6.1%	6.2%
<b>Males</b>	47.1%	47.2%	47.5%
Never Married	14.6%	14.1%	14.1%
Married, not Separated	25.4%	26.0%	26.2%
Married, Separated	1.3%	1.2%	1.2%
Widowed	1.3%	1.3%	1.3%
Divorced	4.5%	4.5%	4.7%



**2000 Population 16+ by Employment Status**

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
<b>Total</b>	1,069,731	1,286,474	1,929,923
<b>In Labor Force</b>	63.7%	63.2%	62.1%
Civilian Employed	59.0%	58.7%	57.5%
Civilian Unemployed	4.4%	4.3%	4.2%
In Armed Forces	0.2%	0.2%	0.4%
<b>Not in Labor Force</b>	36.3%	36.8%	37.9%

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

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
Civilian Employed	91.4%	91.5%	91.7%
Civilian Unemployed	8.6%	8.5%	8.3%

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

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
Civilian Employed	92.0%	92.2%	92.4%
Civilian Unemployed	8.0%	7.8%	7.6%

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

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
<b>Total</b>	567,101	680,279	1,014,390
<b>Own Children &lt; 6 Only</b>	8.0%	7.9%	7.8%
Employed/in Armed Forces	4.7%	4.7%	4.6%
Unemployed	0.6%	0.6%	0.5%
Not in Labor Force	2.7%	2.7%	2.7%
<b>Own Children &lt; 6 and 6-17 Only</b>	6.6%	6.6%	6.4%
Employed/in Armed Forces	3.8%	3.8%	3.7%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	2.3%	2.4%	2.3%
<b>Own Children 6-17 Only</b>	18.3%	18.5%	18.1%
Employed/in Armed Forces	13.0%	13.1%	12.8%
Unemployed	0.7%	0.7%	0.7%
Not in Labor Force	4.6%	4.7%	4.6%
<b>No Own Children &lt; 18</b>	67.2%	67.0%	67.7%
Employed/in Armed Forces	32.1%	31.5%	31.5%
Unemployed	2.4%	2.4%	2.4%
Not in Labor Force	32.7%	33.1%	33.9%

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

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Wynne, AR 72396

Radius: 75.0 miles

1790 Falls Blvd N

Wynne, AR 72396

Radius: 100.0 miles



**2006 Employed Population 16+ by Industry**

	646,021	782,522	1,162,274
Total	646,021	782,522	1,162,274
Agriculture/Mining	1.4%	1.7%	1.8%
Construction	6.8%	7.0%	7.2%
Manufacturing	10.7%	11.7%	12.0%
Wholesale Trade	4.7%	4.6%	4.1%
Retail Trade	11.9%	12.0%	12.2%
Transportation/Utilities	9.5%	9.1%	7.9%
Information	1.3%	1.3%	1.6%
Finance/Insurance/Real Estate	6.3%	6.2%	6.4%
Services	42.0%	41.1%	40.9%
Public Administration	5.4%	5.3%	5.8%

**2006 Employed Population 16+ by Occupation**

	646,020	782,522	1,162,274
Total	646,020	782,522	1,162,274
White Collar	58.2%	57.6%	57.9%
Management/Business/Financial	12.0%	12.1%	11.8%
Professional	19.1%	18.6%	19.2%
Sales	11.6%	11.6%	11.8%
Administrative Support	15.5%	15.2%	15.1%
Services	16.7%	16.5%	16.4%
Blue Collar	25.1%	25.9%	25.7%
Farming/Forestry/Fishing	0.5%	0.6%	0.7%
Construction/Extraction	5.2%	5.4%	5.4%
Installation/Maintenance/Repair	4.1%	4.2%	4.1%
Production	6.9%	7.4%	7.9%
Transportation/Material Moving	8.4%	8.3%	7.7%



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

	621,852	743,997	1,097,610
Total	621,852	743,997	1,097,610
Drove Alone - Car, Truck, or Van	80.4%	80.6%	80.2%
Carpooled - Car, Truck, or Van	13.5%	13.5%	13.8%
Public Transportation	1.4%	1.3%	1.1%
Walked	1.5%	1.5%	1.6%
Other Means	1.0%	1.0%	1.0%
Worked at Home	2.1%	2.2%	2.2%

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

	621,854	743,997	1,097,610
Total	621,854	743,997	1,097,610
Did Not Work at Home	97.9%	97.8%	97.8%
Less than 5 minutes	3.0%	3.3%	3.6%
5 to 9 minutes	10.4%	10.9%	11.7%
10 to 19 minutes	32.0%	31.1%	31.8%
20 to 24 minutes	16.5%	15.7%	15.2%
25 to 34 minutes	21.9%	21.4%	19.8%
35 to 44 minutes	4.5%	4.8%	4.6%
45 to 59 minutes	5.2%	5.8%	5.9%
60 to 89 minutes	2.6%	3.0%	3.2%
90 or more minutes	1.8%	1.9%	2.0%
Worked at Home	2.1%	2.2%	2.2%
Average Travel Time to Work (in min)	23.2	23.5	23.4

**2000 Households by Vehicles Available**

	535,744	640,324	960,290
Total	535,744	640,324	960,290
None	10.7%	10.3%	9.9%
1	37.6%	36.5%	36.7%
2	37.4%	38.1%	38.3%
3	11.0%	11.5%	11.5%
4	2.6%	2.7%	2.7%
5+	0.8%	0.9%	0.9%
Average Number of Vehicles Available	1.6	1.6	1.6

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

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Wynne, AR 72396  
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**2000 Households by Type**

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
Total	535,724	640,318	960,305
Family Households	69.0%	70.0%	69.2%
Married-couple Family	46.4%	48.1%	48.4%
With Related Children	22.5%	23.3%	22.8%
Other Family (No Spouse)	22.6%	21.8%	20.9%
With Related Children	15.6%	15.1%	14.4%
Nonfamily Households	31.0%	30.0%	30.8%
Householder Living Alone	26.1%	25.4%	26.1%
Householder Not Living Alone	4.9%	4.6%	4.7%
Households with Related Children	38.1%	38.5%	37.3%
Households with Persons 65+	21.2%	21.7%	22.4%

**2000 Households by Size**

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
Total	535,723	640,318	960,305
1 Person Household	26.1%	25.4%	26.1%
2 Person Household	31.4%	31.5%	32.2%
3 Person Household	18.1%	18.2%	17.9%
4 Person Household	14.2%	14.5%	14.0%
5 Person Household	6.4%	6.5%	6.2%
6 Person Household	2.3%	2.3%	2.2%
7+ Person Household	1.6%	1.6%	1.5%

**2000 Households by Year Householder Moved In**

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
Total	535,744	640,324	960,290
Moved in 1999 to March 2000	22.3%	21.9%	21.8%
Moved in 1995 to 1998	30.1%	30.0%	29.4%
Moved in 1990 to 1994	15.8%	16.0%	16.0%
Moved in 1980 to 1989	13.9%	14.2%	14.4%
Moved in 1970 to 1979	9.5%	9.6%	9.9%
Moved in 1969 or Earlier	8.5%	8.4%	8.6%
Median Year Householder Moved In	1995	1995	1995



**2000 Housing Units by Units in Structure**

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
Total	580,698	695,646	1,053,902
1, Detached	67.1%	68.2%	68.0%
1, Attached	3.5%	3.1%	2.8%
2	3.1%	3.2%	3.3%
3 or 4	4.7%	4.4%	4.1%
5 to 9	6.0%	5.4%	4.8%
10 to 19	3.7%	3.2%	3.0%
20+	5.4%	4.7%	4.5%
Mobile Home	6.3%	7.6%	9.5%
Other	0.1%	0.1%	0.2%

**2000 Housing Units by Year Structure Built**

	1790 Falls Blvd N Wynne, AR 72396 Radius: 60.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 75.0 miles	1790 Falls Blvd N Wynne, AR 72396 Radius: 100.0 miles
Total	580,687	695,646	1,053,902
1999 to March 2000	2.7%	3.0%	2.9%
1995 to 1998	8.6%	9.2%	8.7%
1990 to 1994	8.6%	8.9%	8.4%
1980 to 1989	16.1%	16.3%	16.8%
1970 to 1979	21.1%	21.1%	22.2%
1969 or Earlier	42.9%	41.5%	40.9%
Median Year Structure Built	1973	1974	1974

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

Cross County Region Rings  
Latitude: 35.243449  
Longitude: -90.78257


1790 Falls Blvd N  
Wynne, AR 72396  
Radius: 60.0 miles

1790 Falls Blvd N  
Wynne, AR 72396  
Radius: 75.0 miles

1790 Falls Blvd N  
Wynne, AR 72396  
Radius: 100.0 miles

**Top 3 Tapestry Segments**

1.	Modest Income Homes	Southern Satellites	Southern Satellites
2.	Metro City Edge	Modest Income Homes	Rural Bypasses
3.	Up and Coming Families	Metro City Edge	Metro City Edge

 **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 \$	\$996,388,111	\$1,196,561,138	\$1,704,880,813
Average Spent	\$1,746.12	\$1,737.57	\$1,658.55
Spending Potential Index	64	64	61
Computers & Accessories: Total \$	\$125,715,198	\$151,109,489	\$215,333,950
Average Spent	\$220.31	\$219.43	\$209.48
Spending Potential Index	86	85	81
Education: Total \$	\$544,981,806	\$650,119,870	\$928,141,128
Average Spent	\$955.05	\$944.06	\$902.92
Spending Potential Index	84	84	80
Entertainment/Recreation: Total \$	\$1,625,253,314	\$1,973,685,397	\$2,833,831,736
Average Spent	\$2,848.17	\$2,866.07	\$2,756.81
Spending Potential Index	86	87	83
Food at Home: Total \$	\$2,493,331,445	\$3,022,575,646	\$4,359,983,767
Average Spent	\$4,369.44	\$4,389.20	\$4,241.49
Spending Potential Index	89	89	86
Food Away from Home: Total \$	\$1,680,390,842	\$2,024,893,211	\$2,898,120,937
Average Spent	\$2,944.80	\$2,940.43	\$2,819.36
Spending Potential Index	88	88	84
Health Care: Total \$	\$1,871,342,042	\$2,292,423,889	\$3,339,487,893
Average Spent	\$3,279.43	\$3,328.92	\$3,248.73
Spending Potential Index	89	91	88
HH Furnishings & Equipment: Total \$	\$942,457,178	\$1,140,702,647	\$1,628,827,749
Average Spent	\$1,651.61	\$1,656.46	\$1,584.56
Spending Potential Index	75	75	72
Investments: Total \$	\$1,966,227,505	\$2,313,594,635	\$3,194,676,249
Average Spent	\$3,445.71	\$3,359.66	\$3,107.85
Spending Potential Index	74	72	66
Retail Goods: Total \$	\$12,628,680,042	\$15,379,016,298	\$22,215,091,597
Average Spent	\$22,131.12	\$22,332.48	\$21,611.34
Spending Potential Index	85	86	83
Shelter: Total \$	\$6,881,491,423	\$8,257,389,344	\$11,713,906,897
Average Spent	\$12,059.46	\$11,990.88	\$11,395.55
Spending Potential Index	85	84	80
TV/Video/Sound Equipment: Total \$	\$551,796,425	\$665,626,713	\$954,722,340
Average Spent	\$967.00	\$966.58	\$928.78
Spending Potential Index	89	89	85
Travel: Total \$	\$857,483,527	\$1,036,355,010	\$1,479,310,479
Average Spent	\$1,502.70	\$1,504.93	\$1,439.11
Spending Potential Index	84	84	80
Vehicle Maintenance & Repairs: Total \$	\$533,418,443	\$645,801,026	\$928,447,165
Average Spent	\$934.79	\$937.79	\$903.21
Spending Potential Index	87	87	84

**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.