

Site Map

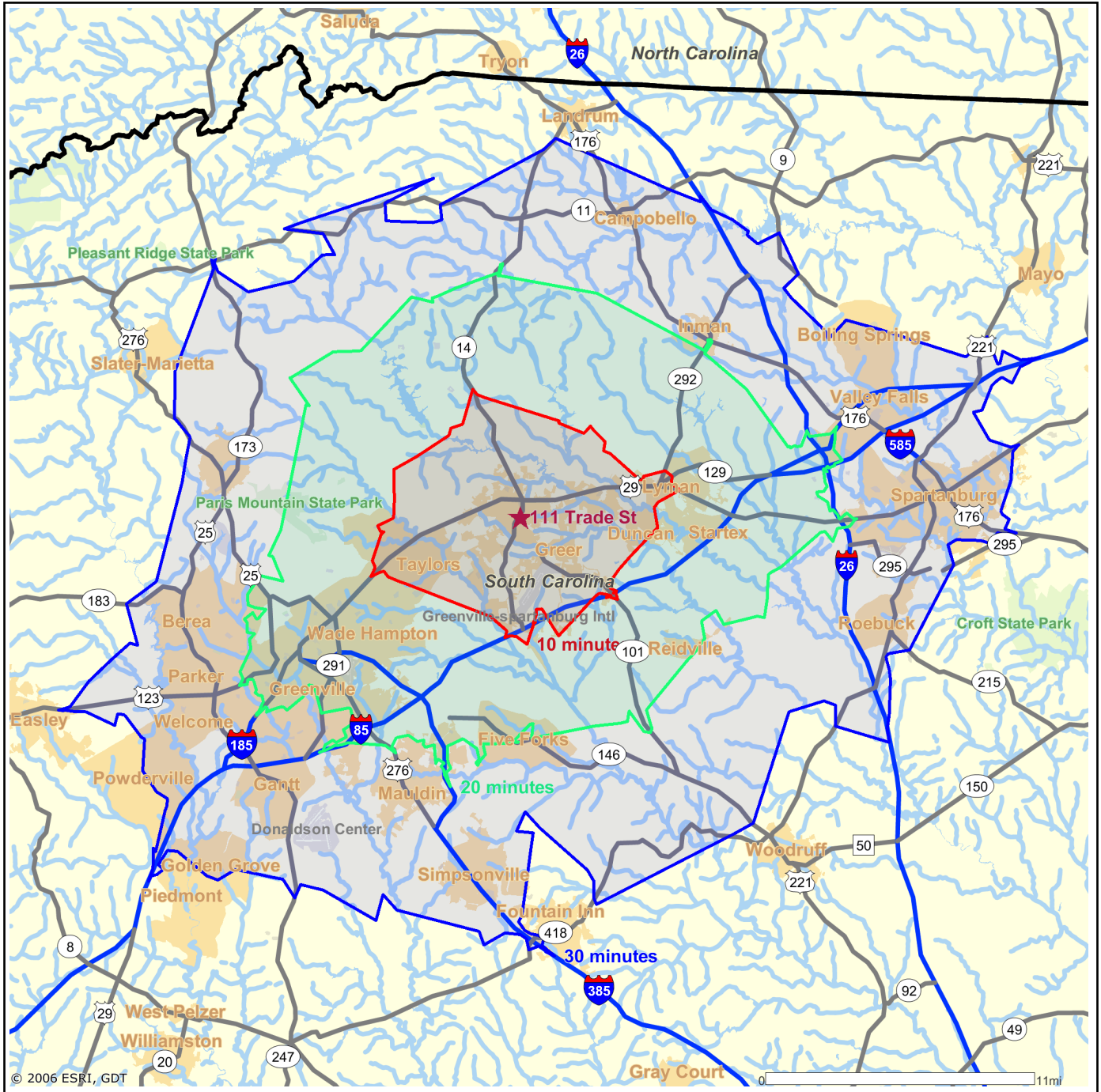
111 Trade St

Prepared by Greer Development Corporation

Latitude: 34.938333
Longitude: -82.226485

Greer, SC 29651

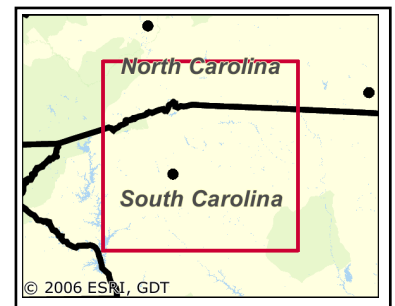
March 9, 2006



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	2000 Total Population	57,047	227,369	514,999
	2000 Group Quarters	343	5,735	14,815
	2005 Total Population	61,517	245,305	550,354
	2010 Total Population	65,511	261,505	584,275
	2005 - 2010 Annual Rate	1.27%	1.29%	1.2%
	2000 Households	22,280	91,335	202,560
	2000 Average Household Size	2.55	2.43	2.47
	2005 Households	24,369	99,730	219,409
	2005 Average Household Size	2.51	2.4	2.44
	2010 Households	26,139	107,092	234,766
	2010 Average Household Size	2.49	2.39	2.42
	2005 - 2010 Annual Rate	1.41%	1.43%	1.36%
	2000 Families	16,053	60,788	138,076
	2000 Average Family Size	3	2.98	3
	2005 Families	17,102	64,659	145,645
	2005 Average Family Size	2.99	2.98	2.99
	2010 Families	17,839	67,372	151,280
	2010 Average Family Size	2.99	2.98	2.99
	2005 - 2010 Annual Rate	0.85%	0.83%	0.76%
	2000 Housing Units	24,101	99,708	220,588
	Owner Occupied Housing Units	66.5%	60.3%	61.8%
	Renter Occupied Housing Units	26.0%	31.5%	30.0%
	Vacant Housing Units	7.5%	8.3%	8.1%
	2005 Housing Units	26,596	109,718	241,113
	Owner Occupied Housing Units	67.4%	61.4%	62.8%
	Renter Occupied Housing Units	24.2%	29.5%	28.2%
	Vacant Housing Units	8.4%	9.1%	9.0%
	2010 Housing Units	28,706	118,492	259,712
	Owner Occupied Housing Units	67.6%	61.6%	63.0%
	Renter Occupied Housing Units	23.4%	28.7%	27.4%
	Vacant Housing Units	8.9%	9.6%	9.6%
	Median Household Income			
	2000	\$40,189	\$41,940	\$39,907
	2005	\$46,756	\$49,573	\$46,588
	2010	\$54,411	\$58,294	\$54,419
	Median Home Value			
	2000	\$96,965	\$110,106	\$97,367
	2005	\$115,297	\$129,927	\$116,827
	2010	\$137,110	\$155,200	\$138,956
	Per Capita Income			
	2000	\$19,497	\$22,667	\$21,178
	2005	\$23,458	\$27,335	\$25,335
	2010	\$28,380	\$33,626	\$31,033
	Median Age			
	2000	35.5	35.9	35.5
	2005	36.7	37.2	36.7
	2010	38.2	38.6	38.1

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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2000 Households by Income

Household Income Base	22,439	91,384	202,699
< \$15,000	16.3%	15.8%	16.8%
\$15,000 - \$24,999	14.3%	12.7%	13.8%
\$25,000 - \$34,999	13.0%	13.1%	13.4%
\$35,000 - \$49,999	16.8%	16.9%	17.2%
\$50,000 - \$74,999	20.9%	19.2%	18.9%
\$75,000 - \$99,999	9.7%	9.9%	9.4%
\$100,000 - \$149,999	6.5%	8.1%	6.9%
\$150,000 - \$199,999	1.5%	2.2%	1.8%
\$200,000+	1.1%	2.1%	1.9%
Average Household Income	\$49,418	\$55,709	\$53,029

2005 Households by Income

Household Income Base	24,367	99,729	219,406
< \$15,000	13.5%	13.0%	14.0%
\$15,000 - \$24,999	11.8%	10.5%	11.3%
\$25,000 - \$34,999	11.7%	11.4%	11.8%
\$35,000 - \$49,999	15.8%	15.5%	16.0%
\$50,000 - \$74,999	20.6%	19.4%	19.3%
\$75,000 - \$99,999	12.3%	12.1%	11.7%
\$100,000 - \$149,999	10.0%	11.5%	10.3%
\$150,000 - \$199,999	2.5%	3.4%	2.7%
\$200,000+	1.8%	3.2%	2.8%
Average Household Income	\$59,191	\$66,633	\$62,889

2010 Households by Income

Household Income Base	26,140	107,092	234,763
< \$15,000	11.3%	10.9%	11.8%
\$15,000 - \$24,999	10.0%	8.9%	9.6%
\$25,000 - \$34,999	10.7%	9.4%	10.1%
\$35,000 - \$49,999	14.2%	14.0%	14.5%
\$50,000 - \$74,999	18.8%	18.4%	18.5%
\$75,000 - \$99,999	12.9%	12.2%	11.9%
\$100,000 - \$149,999	14.7%	15.6%	14.5%
\$150,000 - \$199,999	4.1%	5.3%	4.5%
\$200,000+	3.4%	5.4%	4.6%
Average Household Income	\$71,101	\$81,488	\$76,558

2000 Owner Occupied HUs by Value

Total	16,046	59,889	136,413
<\$50,000	13.6%	11.7%	15.0%
\$50,000 - 99,999	39.5%	32.6%	37.1%
\$100,000 - 149,999	28.9%	26.0%	23.7%
\$150,000 - 199,999	9.2%	13.9%	11.5%
\$200,000 - \$299,999	6.9%	10.1%	7.9%
\$300,000 - 499,999	1.4%	4.2%	3.5%
\$500,000 - 999,999	0.4%	1.2%	1.1%
\$1,000,000+	0.1%	0.3%	0.3%
Average Home Value	\$111,433	\$137,041	\$124,752

2000 Specified Renter Occupied HUs by Contract Rent

Total	6,223	31,258	65,889
With Cash Rent	93.0%	95.0%	94.4%
No Cash Rent	7.0%	5.0%	5.6%
Median Rent	\$415	\$471	\$432
Average Rent	\$420	\$474	\$441

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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Drive Time: 30 minutes



2000 Population by Age

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	57,048	227,370	514,997
0 - 4	6.9%	6.5%	6.7%
5 - 9	7.4%	6.8%	7.1%
10 - 14	7.3%	6.7%	6.9%
15 - 24	12.4%	13.4%	13.7%
25 - 34	15.1%	15.2%	14.8%
35 - 44	16.2%	16.1%	15.9%
45 - 54	13.5%	14.0%	13.7%
55 - 64	9.4%	9.2%	9.1%
65 - 74	6.5%	6.3%	6.4%
75 - 84	4.0%	4.4%	4.2%
85+	1.3%	1.5%	1.4%
18+	74.3%	76.1%	75.4%

2005 Population by Age

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	61,516	245,306	550,351
0 - 4	7.0%	6.5%	6.8%
5 - 9	6.8%	6.4%	6.6%
10 - 14	7.2%	6.7%	6.9%
15 - 24	12.1%	13.2%	13.5%
25 - 34	14.2%	14.0%	13.6%
35 - 44	15.8%	15.6%	15.5%
45 - 54	14.2%	14.6%	14.3%
55 - 64	10.6%	10.7%	10.5%
65 - 74	6.5%	6.3%	6.4%
75 - 84	4.0%	4.4%	4.3%
85+	1.5%	1.6%	1.6%
18+	74.9%	76.6%	75.9%

2010 Population by Age

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	65,512	261,505	584,276
0 - 4	7.0%	6.4%	6.7%
5 - 9	6.4%	5.9%	6.1%
10 - 14	7.2%	6.8%	6.9%
15 - 24	12.2%	13.4%	13.8%
25 - 34	12.5%	12.4%	12.2%
35 - 44	15.6%	14.9%	14.8%
45 - 54	15.2%	15.5%	15.0%
55 - 64	11.5%	11.9%	11.8%
65 - 74	6.7%	6.7%	6.7%
75 - 84	4.0%	4.2%	4.2%
85+	1.6%	1.9%	1.8%
18+	75.5%	77.0%	76.3%

2000 Population by Sex

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Males	48.5%	48.8%	48.3%
Females	51.5%	51.2%	51.7%

2005 Population by Sex

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Males	48.7%	49.0%	48.5%
Females	51.3%	51.0%	51.5%

2010 Population by Sex

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Males	48.9%	49.0%	48.6%
Females	51.1%	51.0%	51.4%

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



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2000 Population by Race/Ethnicity

Total	57,047	227,369	514,998
White Alone	81.2%	79.5%	75.0%
Black Alone	14.2%	15.7%	20.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.3%	1.9%	1.6%
Some Other Race Alone	2.1%	1.6%	1.6%
Two or More Races	1.1%	1.2%	1.2%
Hispanic Origin	4.3%	3.7%	3.8%
Diversity Index	37.7	39.1	43.9

2005 Population by Race/Ethnicity

Total	61,517	245,305	550,354
White Alone	79.9%	78.4%	73.9%
Black Alone	14.2%	15.6%	20.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.6%	2.5%	2.0%
Some Other Race Alone	2.7%	2.0%	2.0%
Two or More Races	1.3%	1.3%	1.3%
Hispanic Origin	5.6%	4.8%	4.8%
Diversity Index	41.1	42.0	46.6

2010 Population by Race/Ethnicity

Total	65,512	261,505	584,277
White Alone	78.5%	77.1%	72.6%
Black Alone	14.3%	15.5%	20.6%
American Indian Alone	0.3%	0.2%	0.3%
Asian or Pacific Islander Alone	2.0%	3.0%	2.4%
Some Other Race Alone	3.5%	2.5%	2.5%
Two or More Races	1.5%	1.5%	1.5%
Hispanic Origin	7.2%	6.1%	6.1%
Diversity Index	44.8	45.2	49.4



2000 Population 3+ by School Enrollment

Total	54,710	218,666	494,199
Enrolled in Nursery/Preschool	1.9%	1.7%	1.7%
Enrolled in Kindergarten	1.7%	1.6%	1.7%
Enrolled in Grade 1-8	12.3%	11.5%	11.8%
Enrolled in Grade 9-12	5.8%	5.5%	5.7%
Enrolled in College	3.7%	4.7%	4.9%
Enrolled in Grad/Prof School	0.6%	0.8%	0.8%
Not Enrolled in School	74.1%	74.1%	73.5%

2000 Population 25+ by Educational Attainment

Total	37,755	151,447	338,206
Less than 9th Grade	8.5%	6.8%	7.8%
9th - 12th Grade, No Diploma	13.9%	12.2%	14.5%
High School Graduate	29.9%	25.1%	26.8%
Some College, No Degree	20.5%	19.8%	19.2%
Associate Degree	7.5%	7.4%	7.0%
Bachelor's Degree	14.5%	19.4%	16.7%
Master's/Prof/Doctorate Degree	5.3%	9.3%	8.0%

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.



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2000 Population 15+ by Sex and Marital Status

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	44,775	181,589	408,348
Females	52.6%	51.7%	52.4%
Never Married	10.4%	11.4%	11.9%
Married, not Separated	28.9%	27.8%	27.5%
Married, Separated	1.8%	1.7%	1.8%
Widowed	6.4%	5.7%	6.0%
Divorced	5.1%	5.1%	5.4%
Males	47.4%	48.3%	47.6%
Never Married	11.8%	13.7%	13.3%
Married, not Separated	29.8%	28.3%	27.6%
Married, Separated	1.1%	1.1%	1.2%
Widowed	1.0%	1.1%	1.2%
Divorced	3.8%	4.0%	4.2%



2000 Population 16+ by Employment Status

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	43,904	178,652	401,574
In Labor Force	68.1%	67.9%	66.3%
Civilian Employed	65.2%	64.8%	63.0%
Civilian Unemployed	2.8%	3.0%	3.3%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	31.9%	32.1%	33.7%

2005 Civilian Population 16+ in Labor Force

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Civilian Employed	92.5%	92.5%	91.8%
Civilian Unemployed	7.5%	7.5%	8.2%

2010 Civilian Population 16+ in Labor Force

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Civilian Employed	93.3%	93.2%	92.6%
Civilian Unemployed	6.7%	6.8%	7.4%

2000 Females 16+ by Employment Status and Age of Children

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	23,116	92,536	210,883
Own Children < 6 Only	8.8%	7.7%	7.9%
Employed/in Armed Forces	5.5%	4.7%	4.8%
Unemployed	0.4%	0.3%	0.3%
Not in Labor Force	2.9%	2.8%	2.8%
Own Children < 6 and 6-17 Only	6.4%	5.8%	5.7%
Employed/in Armed Forces	3.8%	3.1%	3.2%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	2.4%	2.5%	2.3%
Own Children 6-17 Only	17.6%	16.9%	17.1%
Employed/in Armed Forces	13.6%	12.3%	12.3%
Unemployed	0.4%	0.5%	0.5%
Not in Labor Force	3.7%	4.1%	4.2%
No Own Children < 18	67.1%	69.5%	69.3%
Employed/in Armed Forces	34.1%	36.9%	35.2%
Unemployed	1.9%	1.9%	2.2%
Not in Labor Force	31.1%	30.7%	31.9%

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



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2005 Employed Population 16+ by Industry

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	30,136	121,183	261,551
Agriculture/Mining	0.3%	0.3%	0.4%
Construction	9.8%	8.3%	8.5%
Manufacturing	17.8%	16.2%	17.9%
Wholesale Trade	4.8%	4.5%	4.3%
Retail Trade	12.2%	11.6%	11.6%
Transportation/Utilities	4.2%	3.5%	3.9%
Information	3.4%	3.7%	3.2%
Finance/Insurance/Real Estate	6.7%	6.7%	6.2%
Services	38.3%	43.0%	41.8%
Public Administration	2.4%	2.2%	2.2%

2005 Employed Population 16+ by Occupation

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	30,132	121,183	261,548
White Collar	58.0%	63.0%	59.7%
Management/Business/Financial	12.1%	14.7%	13.1%
Professional	18.4%	21.9%	20.6%
Sales	12.2%	12.5%	11.6%
Administrative Support	15.3%	13.9%	14.4%
Services	15.1%	15.0%	15.5%
Blue Collar	26.9%	22.0%	24.8%
Farming/Forestry/Fishing	0.3%	0.2%	0.2%
Construction/Extraction	5.5%	4.7%	5.0%
Installation/Maintenance/Repair	4.2%	3.6%	4.0%
Production	10.8%	8.4%	9.9%
Transportation/Material Moving	6.1%	5.1%	5.7%



2000 Workers 16+ by Means of Transportation to Work

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	28,199	113,992	248,196
Drove Alone - Car, Truck, or Van	82.1%	81.6%	81.6%
Carpooled - Car, Truck, or Van	13.4%	12.1%	12.7%
Public Transportation	0.3%	0.4%	0.5%
Walked	1.1%	2.5%	2.0%
Other Means	0.8%	0.8%	0.9%
Worked at Home	2.3%	2.5%	2.3%

2000 Workers 16+ by Travel Time to Work

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	28,198	113,993	248,197
Did Not Work at Home	97.7%	97.5%	97.7%
Less than 5 minutes	2.1%	3.0%	2.6%
5 to 9 minutes	8.7%	11.1%	10.7%
10 to 19 minutes	32.8%	38.1%	37.8%
20 to 24 minutes	19.1%	17.5%	17.7%
25 to 34 minutes	23.3%	17.8%	18.5%
35 to 44 minutes	4.0%	3.3%	3.4%
45 to 59 minutes	3.8%	3.3%	3.6%
60 to 89 minutes	1.6%	1.6%	1.7%
90 or more minutes	2.3%	1.7%	1.7%
Worked at Home	2.3%	2.5%	2.3%
Average Travel Time to Work (in min)	23.4	21.0	21.3

2000 Households by Vehicles Available

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	22,308	91,302	202,608
None	7.3%	7.7%	8.3%
1	31.7%	34.4%	34.4%
2	43.0%	40.3%	39.4%
3	13.7%	13.5%	13.6%
4	2.9%	3.0%	3.2%
5+	1.4%	1.1%	1.1%
Average Number of Vehicles Available	1.8	1.7	1.7

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



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2000 Households by Type

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	22,282	91,335	202,561
Family Households	72.0%	66.6%	68.2%
Married-couple Family	55.6%	51.7%	51.1%
With Related Children	25.9%	23.4%	23.5%
Other Family (No Spouse)	16.5%	14.8%	17.1%
With Related Children	10.9%	9.4%	11.2%
Nonfamily Households	28.0%	33.4%	31.8%
Householder Living Alone	23.8%	28.1%	26.9%
Householder Not Living Alone	4.2%	5.3%	5.0%
Households with Related Children	36.9%	32.9%	34.7%
Households with Persons 65+	21.9%	21.3%	21.7%

2000 Households by Size

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	22,280	91,335	202,560
1 Person Household	23.8%	28.1%	26.9%
2 Person Household	34.2%	34.1%	33.7%
3 Person Household	18.6%	16.7%	17.4%
4 Person Household	14.8%	13.4%	13.8%
5 Person Household	5.8%	5.3%	5.5%
6 Person Household	1.9%	1.7%	1.7%
7+ Person Household	0.9%	0.8%	0.9%

2000 Households by Year Householder Moved In

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	22,309	91,301	202,607
Moved in 1999 to March 2000	20.2%	24.0%	22.3%
Moved in 1995 to 1998	27.6%	28.8%	28.7%
Moved in 1990 to 1994	15.9%	14.3%	14.5%
Moved in 1980 to 1989	14.4%	13.8%	13.8%
Moved in 1970 to 1979	10.4%	9.2%	10.0%
Moved in 1969 or Earlier	11.5%	9.9%	10.8%
Median Year Householder Moved In	1994	1995	1995



2000 Housing Units by Units in Structure

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	24,088	99,546	220,569
1, Detached	73.9%	64.8%	66.2%
1, Attached	1.7%	3.0%	2.5%
2	2.4%	2.9%	3.4%
3 or 4	1.9%	3.2%	3.2%
5 to 9	3.5%	5.9%	5.3%
10 to 19	1.9%	5.4%	3.7%
20+	3.0%	6.1%	4.8%
Mobile Home	11.5%	8.6%	11.0%
Other	0.2%	0.1%	0.1%

2000 Housing Units by Year Structure Built

	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651	111 Trade St Greer, SC 29651
Total	24,116	99,694	220,635
1999 to March 2000	3.7%	3.6%	3.4%
1995 to 1998	11.3%	11.7%	11.0%
1990 to 1994	10.3%	10.0%	9.2%
1980 to 1989	17.0%	18.9%	17.5%
1970 to 1979	18.7%	17.7%	19.4%
1969 or Earlier	38.9%	38.1%	39.4%
Median Year Structure Built	1976	1977	1975

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



Latitude: 34.938333
Longitude: -82.226485


111 Trade St
Greer, SC 29651
Drive Time: 10 minutes

111 Trade St
Greer, SC 29651
Drive Time: 20 minutes

111 Trade St
Greer, SC 29651
Drive Time: 30 minutes

Top 3 Tapestry Segments

1.	Midland Crowd	Midland Crowd	Midland Crowd
2.	Midlife Junction	In Style	Home Town
3.	Cozy and Comfortable	Young and Restless	Southern Satellites

 **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 \$	\$40,540,057	\$189,801,096	\$392,247,131
Average Spent	\$1,663.59	\$1,903.15	\$1,787.74
Spending Potential Index	63	72	68
Computers & Accessories: Total \$	\$5,213,731	\$24,304,830	\$50,139,866
Average Spent	\$213.95	\$243.71	\$228.52
Spending Potential Index	86	98	92
Education: Total \$	\$23,028,948	\$106,592,456	\$219,942,408
Average Spent	\$945.01	\$1,068.81	\$1,002.43
Spending Potential Index	87	98	92
Entertainment/Recreation: Total \$	\$68,188,569	\$311,348,960	\$648,710,590
Average Spent	\$2,798.17	\$3,121.92	\$2,956.63
Spending Potential Index	88	98	93
Food at Home: Total \$	\$101,494,297	\$466,072,893	\$979,012,739
Average Spent	\$4,164.89	\$4,673.35	\$4,462.04
Spending Potential Index	88	98	94
Food Away from Home: Total \$	\$68,424,217	\$318,363,068	\$661,526,903
Average Spent	\$2,807.84	\$3,192.25	\$3,015.04
Spending Potential Index	87	99	94
Health Care: Total \$	\$79,511,890	\$351,892,467	\$745,747,770
Average Spent	\$3,262.83	\$3,528.45	\$3,398.89
Spending Potential Index	92	99	96
HH Furnishings & Equipment: Total \$	\$39,511,775	\$181,813,217	\$376,137,054
Average Spent	\$1,621.40	\$1,823.05	\$1,714.32
Spending Potential Index	76	86	80
Investments: Total \$	\$82,406,476	\$407,616,555	\$790,283,269
Average Spent	\$3,381.61	\$4,087.20	\$3,601.87
Spending Potential Index	75	91	80
Retail Goods: Total \$	\$523,299,943	\$2,380,833,386	\$5,002,752,325
Average Spent	\$21,474.00	\$23,872.79	\$22,801.04
Spending Potential Index	85	95	91
Shelter: Total \$	\$282,010,002	\$1,329,051,090	\$2,723,950,156
Average Spent	\$11,572.49	\$13,326.49	\$12,414.94
Spending Potential Index	84	97	90
TV/Video/Sound Equipment: Total \$	\$22,569,339	\$104,189,512	\$217,390,000
Average Spent	\$926.15	\$1,044.72	\$990.80
Spending Potential Index	88	99	94
Travel: Total \$	\$36,657,842	\$167,473,828	\$345,122,471
Average Spent	\$1,504.28	\$1,679.27	\$1,572.96
Spending Potential Index	87	97	91
Vehicle Maintenance & Repairs: Total \$	\$21,896,601	\$101,467,300	\$211,043,187
Average Spent	\$898.54	\$1,017.42	\$961.87
Spending Potential Index	87	98	93

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 2005 and 2010.

Community Tapestry Descriptions for 10, 20 and 30 Minute Drive Times

Midland Crowd - Tapestry's largest market, *Midland Crowd*, represents 11 million people, nearly 4 percent of the total US population, with a median age of 36 years and an average family size of 3.1 people. The median household income of \$47,000 is just below the US median of \$48,100. These differences distinguish the *Midland Crowd* residents. These neighborhoods are located in mainly rural areas, which since 2000, have been growing at an annual rate of more than 2.5 percent. Approximately 40 percent of the homes were built after 1990; more than 95 percent of their homes are single-family houses or mobile homes. These do-it-yourselfers take pride in their homes and vehicles. Their vehicle of choice is a used truck such as a Ford or Chevrolet. For leisure, they go fishing and hunting, listen to country music, and watch television. They are politically conservative, devoted pet lovers, and interested in domestic travel.

Midlife Junction - Somewhere between the child rearing years and retirement lies Tapestry's *Midlife Junction* segment. Few households still have children. Most of the labor force is still employed but approaching retirement. Approximately one-third of these residents already draw retirement income. Most still own their homes, but many have eschewed home ownership responsibilities and moved into multiunit apartments, somewhere between urban and rural. *Midlife Junction* residents have a median age of 40 years and a median household income of \$42,900. They live quiet, settled lives. They spend their money prudently and do not succumb to fads. They are comfortable shopping online or by phone. Dining out on the weekends at full-service restaurants is a favorite activity; they also patronize fast-food establishments. They enjoy gardening, watching television, and reading books and the newspaper.

Cozy and Comfortable - Settled, married, and still working, *Cozy and Comfortable* families are nearing retirement. Many couples are still living in the pre-1970's, single-family homes in which they raised their children. These houses carry a current market value of \$151,000 and are located mainly in suburban areas of the Midwest and Northeast. With a median age of 40 years, most of the population in this market is older than the US average. Residents prefer mutual funds and consult financial planners. They are likely to have a second mortgage and hold home equity credit lines to complete their home improvement projects. Television is more important than technology for *Cozy and Comfortable* residents; many

households own four or more TV sets. The Golf Channel and Home and Garden Television are among their favorite channels. They own home computers, but they are content with old equipment and software.

In Style - *In Style* residents live in the affluent neighborhoods of metropolitan areas. More suburban than urban, these households nevertheless embrace an urban lifestyle, favoring townhomes over traditional single-family houses. Professional couples are predominant in these neighborhoods. Labor force participation is high and most households have fewer children than the US average. Their median age is approximately 38 years. Technologically savvy, *In Style* residents own cell phones, PDAs, and fully equipped PCs. Home remodeling and yard work are contracted out. Physical fitness is integral to their lives; they subscribe to Weight Watchers for diet control, work out in regular exercise programs, and take vitamins.

Young and Restless - Change is the constant in this market. With a median age under 29 years, the population is young and on the go. More than 70 percent have moved in the past five years. Still not settled, single-person or shared households are the standard-almost 60 percent of this growing segment. *Young and Restless* residents are renters who favor multiunit apartment buildings. Many are college graduates; some are still enrolled in college. Their median household income is nearly \$40,000. Technologically savvy, they use the Internet to communicate with family and friends, shop, bank, and search for new employment opportunities. They read magazines to keep up with trends in lifestyle and entertainment. They watch movies in the theater and on video, work out at the gym, and go to bars and nightclubs.

Home Town - *Home Town* residents stay close to their home base. Although they may move from one house to another, they rarely cross the county line. Single-family homes predominate in these suburban neighborhoods with low population density, found mainly in the Midwest and South. The median home value is \$58,900; more than half of the *Home Town* residents own their homes. The local job market offers employment primarily in the manufacturing, retail trade, and support services industries. Residents enjoy going to movies, museums, and zoos and indoor activities such as reading and playing cards. They like to watch CNN, Fox News, Discovery Channel, and any movie channel. Many own pets. Perhaps hindered by a lack of choice, they tend to shop for apparel at discount stores or small local malls, but they are gaining confidence in purchasing online.

Southern Satellites - *Southern Satellites* neighborhoods are rural settlements, primarily in the South, that are dominated by employment in a single manufacturing and/or construction industry. Families in this market own newer single-family or mobile homes, with a median value of approximately \$79,000. With a median age of 37 years, these residents are slightly older than the national media. *Southern Satellites* residents enjoy country living. They listen to country music and participate in fishing and hunting activities. Their rural setting makes satellite dishes popular and often necessary. They invest time in vegetable gardening over home improvement. They are likely to own riding mowers, garden tractors, and tillers. Vehicles are important to these residents; they frequently own two or more vehicles to meet their transportation requirements.