



Market Profile

Market Profile
 10th St. and Barrington Ave., Marion, IA 52302
 Rings: 1, 3, 5 mile radii

Latitude: 42.056455
 Longitude: -91.600422

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,111	36,024	72,846
2000 Group Quarters	16	614	1,423
2010 Total Population	5,424	45,204	83,097
2015 Total Population	5,990	49,715	88,688
2010-2015 Annual Rate	2.01%	1.92%	1.31%
Household Summary			
2000 Households	1,424	14,021	29,857
2000 Average Household Size	2.88	2.53	2.39
2010 Households	2,024	18,211	35,001
2010 Average Household Size	2.67	2.45	2.33
2015 Households	2,258	20,211	37,608
2015 Average Household Size	2.65	2.43	2.32
2010-2015 Annual Rate	2.21%	2.11%	1.45%
2000 Families	1,130	9,779	19,256
2000 Average Family Size	3.25	3.05	2.98
2010 Families	1,533	12,367	22,136
2010 Average Family Size	3.07	2.96	2.89
2015 Families	1,688	13,551	23,540
2015 Average Family Size	3.06	2.94	2.88
2010-2015 Annual Rate	1.95%	1.85%	1.24%
Housing Unit Summary			
2000 Housing Units	1,469	14,631	31,183
Owner Occupied Housing Units	84.2%	74.3%	69.5%
Renter Occupied Housing Units	13.0%	21.4%	26.3%
Vacant Housing Units	2.8%	4.3%	4.2%
2010 Housing Units	2,128	19,361	37,439
Owner Occupied Housing Units	80.0%	71.7%	67.2%
Renter Occupied Housing Units	15.1%	22.3%	26.3%
Vacant Housing Units	4.9%	5.9%	6.5%
2015 Housing Units	2,396	21,702	40,672
Owner Occupied Housing Units	78.8%	70.5%	66.4%
Renter Occupied Housing Units	15.5%	22.6%	26.0%
Vacant Housing Units	5.8%	6.9%	7.5%
Median Household Income			
2000	\$61,050	\$51,865	\$48,612
2010	\$73,938	\$66,916	\$62,314
2015	\$81,963	\$77,289	\$71,422
Median Home Value			
2000	\$120,262	\$108,925	\$101,500
2010	\$161,721	\$149,958	\$141,752
2015	\$186,784	\$175,169	\$165,867
Per Capita Income			
2000	\$23,953	\$24,656	\$24,852
2010	\$31,809	\$31,662	\$31,136
2015	\$35,816	\$35,785	\$35,234
Median Age			
2000	34.7	35.0	35.3
2010	34.2	35.1	36.2
2015	34.2	35.0	36.2

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 the 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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2000 Households by Income			
Household Income Base	1,438	14,118	29,930
<\$15,000	4.2%	7.8%	8.4%
\$15,000 - \$24,999	8.6%	11.2%	11.6%
\$25,000 - \$34,999	8.7%	11.2%	12.7%
\$35,000 - \$49,999	17.0%	17.7%	18.9%
\$50,000 - \$74,999	27.7%	23.4%	23.3%
\$75,000 - \$99,999	17.7%	14.3%	12.8%
\$100,000 - \$149,999	11.3%	9.9%	8.1%
\$150,000 - \$199,999	3.1%	2.6%	2.2%
\$200,000+	1.7%	1.8%	1.9%
Average Household Income	\$66,998	\$62,938	\$60,207
2010 Households by Income			
Household Income Base	2,023	18,211	35,002
<\$15,000	2.4%	4.7%	5.4%
\$15,000 - \$24,999	5.3%	7.0%	7.3%
\$25,000 - \$34,999	5.7%	7.8%	9.3%
\$35,000 - \$49,999	14.3%	14.8%	16.6%
\$50,000 - \$74,999	23.1%	22.6%	23.4%
\$75,000 - \$99,999	24.1%	20.9%	19.2%
\$100,000 - \$149,999	17.6%	15.2%	12.9%
\$150,000 - \$199,999	4.0%	3.8%	3.2%
\$200,000+	3.5%	3.3%	2.8%
Average Household Income	\$83,502	\$78,340	\$73,361
2015 Households by Income			
Household Income Base	2,257	20,211	37,608
<\$15,000	2.0%	4.0%	4.7%
\$15,000 - \$24,999	3.9%	5.3%	5.7%
\$25,000 - \$34,999	3.8%	5.5%	6.7%
\$35,000 - \$49,999	9.7%	10.3%	12.0%
\$50,000 - \$74,999	21.7%	22.0%	23.5%
\$75,000 - \$99,999	24.3%	22.1%	20.8%
\$100,000 - \$149,999	25.7%	22.2%	19.3%
\$150,000 - \$199,999	5.0%	4.8%	4.1%
\$200,000+	3.9%	3.8%	3.3%
Average Household Income	\$92,938	\$87,796	\$82,506
2000 Owner Occupied Housing Units by Value			
Total	1,240	10,896	21,691
<\$50,000	1.5%	9.0%	9.9%
\$50,000 - \$99,999	22.3%	34.1%	39.1%
\$100,000 - \$149,999	52.3%	32.2%	29.1%
\$150,000 - \$199,999	17.8%	14.4%	12.0%
\$200,000 - \$299,999	5.1%	8.2%	7.4%
\$300,000 - \$499,999	1.0%	1.6%	1.9%
\$500,000 - \$999,999	0.0%	0.2%	0.5%
\$1,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$129,580	\$123,445	\$121,784
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	182	3,179	8,156
With Cash Rent	95.1%	97.3%	97.7%
No Cash Rent	4.9%	2.7%	2.3%
Median Rent	\$407	\$441	\$453
Average Rent	\$425	\$473	\$488

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.

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



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2000 Population by Age			
Total	4,109	36,023	72,843
0 - 4	7.9%	7.6%	7.2%
5 - 9	8.3%	8.0%	7.2%
10 - 14	8.5%	7.4%	6.6%
15 - 24	12.3%	12.4%	13.2%
25 - 34	13.5%	14.7%	15.2%
35 - 44	17.9%	16.9%	16.3%
45 - 54	15.1%	13.7%	13.5%
55 - 64	8.7%	8.4%	8.4%
65 - 74	5.0%	5.6%	6.3%
75 - 84	2.2%	3.9%	4.4%
85 +	0.5%	1.5%	1.7%
18 +	70.2%	72.6%	74.9%
2010 Population by Age			
Total	5,425	45,204	83,097
0 - 4	8.1%	7.9%	7.3%
5 - 9	7.7%	7.5%	7.0%
10 - 14	7.4%	6.9%	6.6%
15 - 24	12.1%	12.2%	12.6%
25 - 34	15.9%	15.4%	14.7%
35 - 44	13.8%	14.4%	14.2%
45 - 54	14.5%	14.2%	14.3%
55 - 64	11.2%	10.3%	10.9%
65 - 74	5.7%	5.9%	6.2%
75 - 84	2.8%	3.6%	4.2%
85 +	0.8%	1.8%	2.0%
18 +	72.2%	73.5%	75.1%
2015 Population by Age			
Total	5,992	49,717	88,691
0 - 4	8.2%	8.0%	7.4%
5 - 9	7.9%	7.6%	7.0%
10 - 14	7.7%	7.0%	6.7%
15 - 24	11.6%	11.8%	12.6%
25 - 34	16.1%	15.6%	14.6%
35 - 44	14.3%	14.6%	14.0%
45 - 54	12.7%	12.6%	12.9%
55 - 64	10.9%	10.6%	11.4%
65 - 74	6.8%	6.8%	7.4%
75 - 84	3.0%	3.6%	4.1%
85 +	0.8%	1.7%	1.9%
18 +	72.0%	73.4%	75.0%
2000 Population by Sex			
Males	50.0%	48.6%	48.6%
Females	50.0%	51.4%	51.4%
2010 Population by Sex			
Males	49.8%	48.6%	48.6%
Females	50.2%	51.4%	51.4%
2015 Population by Sex			
Males	49.8%	48.5%	48.6%
Females	50.2%	51.5%	51.4%

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



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2000 Population by Race/Ethnicity			
Total	4,110	36,024	72,846
White Alone	97.3%	95.9%	95.0%
Black Alone	0.5%	1.0%	1.7%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	1.2%	1.6%	1.5%
Some Other Race Alone	0.3%	0.4%	0.4%
Two or More Races	0.7%	1.0%	1.2%
Hispanic Origin	0.9%	1.1%	1.3%
Diversity Index	7.2	10.0	12.0
2010 Population by Race/Ethnicity			
Total	5,424	45,204	83,099
White Alone	95.2%	93.2%	92.1%
Black Alone	1.1%	1.7%	2.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.9%	2.5%	2.4%
Some Other Race Alone	0.5%	0.7%	0.7%
Two or More Races	1.0%	1.5%	1.7%
Hispanic Origin	1.8%	2.3%	2.6%
Diversity Index	12.5	16.9	19.2
2015 Population by Race/Ethnicity			
Total	5,990	49,715	88,689
White Alone	94.4%	92.0%	90.9%
Black Alone	1.3%	2.1%	3.2%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	2.3%	3.0%	2.8%
Some Other Race Alone	0.6%	0.8%	0.8%
Two or More Races	1.2%	1.7%	2.0%
Hispanic Origin	2.3%	2.8%	3.1%
Diversity Index	14.9	19.8	22.2
2000 Population 3+ by School Enrollment			
Total	3,989	34,478	69,768
Enrolled in Nursery/Preschool	2.3%	2.5%	2.2%
Enrolled in Kindergarten	2.1%	1.8%	1.6%
Enrolled in Grade 1-8	15.8%	12.9%	11.7%
Enrolled in Grade 9-12	6.0%	6.1%	5.5%
Enrolled in College	4.4%	4.1%	4.7%
Enrolled in Grad/Prof School	0.8%	0.7%	0.7%
Not Enrolled in School	68.5%	71.9%	73.5%
2010 Population 25+ by Educational Attainment			
Total	3,505	29,632	55,247
Less Than 9th Grade	0.5%	1.4%	1.3%
9th to 12th Grade, No Diploma	1.7%	3.2%	3.3%
High School Graduate	20.9%	22.3%	22.9%
Some College, No Degree	21.2%	21.4%	22.2%
Associate Degree	17.5%	13.7%	12.9%
Bachelor's Degree	27.2%	28.5%	27.8%
Graduate/Professional Degree	11.0%	9.5%	9.5%

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 2010 and 2015.



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2010 Population 15+ by Marital Status			
Total	4,160	35,130	65,740
Never Married	23.9%	25.9%	27.1%
Married	63.9%	58.3%	56.0%
Widowed	3.6%	5.1%	5.3%
Divorced	8.7%	10.8%	11.6%
2000 Population 16+ by Employment Status			
Total	3,011	27,354	56,600
In Labor Force	77.9%	75.5%	73.8%
Civilian Employed	77.0%	73.4%	71.6%
Civilian Unemployed	0.9%	2.0%	2.2%
In Armed Forces	0.0%	0.0%	0.1%
Not In Labor Force	22.1%	24.5%	26.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	96.8%	94.3%	93.9%
Civilian Unemployed	3.2%	5.7%	6.1%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	94.9%	94.5%
Civilian Unemployed	3.0%	5.1%	5.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,538	14,225	29,306
Own Children < 6 Only	8.3%	9.0%	8.8%
Employed/in Armed Forces	5.7%	6.6%	6.4%
Unemployed	0.4%	0.3%	0.4%
Not in Labor Force	2.2%	2.2%	2.1%
Own Children <6 and 6-17 Only	9.2%	7.0%	6.1%
Employed/in Armed Forces	6.7%	5.0%	4.3%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	2.5%	2.0%	1.7%
Own Children 6-17 Only	20.5%	18.5%	16.6%
Employed/in Armed Forces	19.8%	16.0%	14.1%
Unemployed	0.0%	0.2%	0.1%
Not in Labor Force	0.8%	2.3%	2.4%
No Own Children < 18	61.9%	65.5%	68.5%
Employed/in Armed Forces	41.5%	39.5%	41.2%
Unemployed	0.5%	1.2%	1.2%
Not in Labor Force	20.0%	24.8%	26.1%
2010 Employed Population 16+ by Industry			
Total	3,043	24,568	44,773
Agriculture/Mining	0.1%	0.5%	0.4%
Construction	3.4%	4.5%	4.8%
Manufacturing	13.8%	14.1%	13.8%
Wholesale Trade	3.2%	3.4%	3.3%
Retail Trade	13.6%	13.3%	12.6%
Transportation/Utilities	4.0%	3.9%	3.6%
Information	5.6%	4.6%	4.7%
Finance/Insurance/Real Estate	7.3%	6.7%	7.3%
Services	46.7%	46.6%	47.1%
Public Administration	2.3%	2.3%	2.4%

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



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2010 Employed Population 16+ by Occupation			
Total	3,042	24,568	44,774
White Collar	68.8%	69.7%	69.6%
Management/Business/Financial	13.1%	15.4%	14.7%
Professional	27.3%	26.6%	27.2%
Sales	15.3%	13.6%	12.8%
Administrative Support	13.1%	14.2%	14.9%
Services	15.4%	14.5%	13.9%
Blue Collar	15.8%	15.7%	16.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.4%	3.6%	3.9%
Installation/Maintenance/Repair	3.2%	2.8%	2.9%
Production	4.1%	4.9%	5.4%
Transportation/Material Moving	5.1%	4.3%	4.2%
2000 Workers 16+ by Means of Transportation to Work			
Total	2,296	19,759	39,918
Drove Alone - Car, Truck, or Van	84.9%	85.4%	84.3%
Carpooled - Car, Truck, or Van	7.2%	8.9%	9.5%
Public Transportation	0.7%	1.0%	1.2%
Walked	0.8%	1.0%	1.5%
Other Means	0.9%	0.6%	0.6%
Worked at Home	5.5%	2.9%	2.8%
2000 Workers 16+ by Travel Time to Work			
Total	2,296	19,761	39,917
Did not Work at Home	94.5%	97.1%	97.2%
Less than 5 minutes	2.0%	3.3%	3.8%
5 to 9 minutes	10.9%	14.0%	15.3%
10 to 19 minutes	42.1%	42.0%	47.9%
20 to 24 minutes	17.5%	18.1%	14.1%
25 to 34 minutes	15.1%	12.6%	9.8%
35 to 44 minutes	1.7%	2.2%	2.0%
45 to 59 minutes	2.0%	2.2%	1.9%
60 to 89 minutes	2.4%	1.3%	1.3%
90 or more minutes	0.8%	1.3%	1.1%
Worked at Home	5.5%	2.9%	2.8%
Average Travel Time to Work (in min)	18.7	18.5	17.0
2000 Households by Vehicles Available			
Total	1,421	14,077	29,867
None	4.0%	4.2%	5.2%
1	20.1%	29.6%	32.6%
2	52.5%	45.9%	44.1%
3	16.4%	14.9%	13.3%
4	5.1%	4.1%	3.8%
5+	1.9%	1.3%	1.0%
Average Number of Vehicles Available	2.1	1.9	1.8

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2000 Households by Type			
Total	1,423	14,022	29,856
Family Households	79.4%	69.7%	64.5%
Married-couple Family	70.8%	59.6%	53.7%
With Related Children	36.8%	30.0%	25.2%
Other Family (No Spouse)	8.5%	10.2%	10.8%
With Related Children	6.3%	7.1%	7.4%
Nonfamily Households	20.7%	30.3%	35.5%
Householder Living Alone	16.3%	24.8%	28.8%
Householder Not Living Alone	4.4%	5.4%	6.7%
Households with Related Children	43.0%	37.1%	32.6%
Households with Persons 65+	14.3%	18.3%	20.3%
2000 Households by Size			
Total	1,424	14,021	29,857
1 Person Household	16.3%	24.8%	28.8%
2 Person Household	35.2%	34.3%	35.0%
3 Person Household	18.0%	15.5%	14.8%
4 Person Household	19.2%	16.2%	13.8%
5 Person Household	8.4%	6.7%	5.6%
6 Person Household	2.2%	1.8%	1.5%
7 + Person Household	0.8%	0.6%	0.5%
2000 Households by Year Householder Moved In			
Total	1,421	14,078	29,868
Moved in 1999 to March 2000	17.2%	22.3%	21.3%
Moved in 1995 to 1998	28.8%	31.6%	30.7%
Moved in 1990 to 1994	18.3%	15.4%	15.6%
Moved in 1980 to 1989	15.0%	14.0%	14.1%
Moved in 1970 to 1979	12.1%	7.9%	8.8%
Moved in 1969 or Earlier	8.7%	8.8%	9.6%
Median Year Householder Moved In	1994	1995	1995
2000 Housing Units by Units in Structure			
Total	1,466	14,689	31,203
1, Detached	82.0%	66.2%	65.1%
1, Attached	4.4%	4.3%	2.8%
2	0.3%	2.5%	2.1%
3 or 4	6.3%	6.0%	5.2%
5 to 9	2.9%	5.5%	4.9%
10 to 19	1.4%	4.4%	6.6%
20 +	0.9%	4.0%	6.6%
Mobile Home	1.6%	7.1%	6.7%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,467	14,686	31,202
1999 to March 2000	3.5%	5.7%	3.7%
1995 to 1998	14.3%	15.7%	10.6%
1990 to 1994	10.0%	11.0%	8.2%
1980 to 1989	11.1%	10.6%	9.0%
1970 to 1979	27.5%	18.5%	18.7%
1969 or Earlier	33.5%	38.6%	49.8%
Median Year Structure Built	1976	1976	1970

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Top 3 Tapestry Segments			
	1. Up and Coming Families	Up and Coming Families	Up and Coming Families
	2. Milk and Cookies	Enterprising Professionals	Rustbelt Traditions
	3. Cozy and Comfortable	Cozy and Comfortable	Enterprising Professionals
2010 Consumer Spending			
Apparel & Services: Total \$	\$4,028,749	\$34,467,277	\$62,321,407
Average Spent	\$1,990.37	\$1,892.63	\$1,780.55
Spending Potential Index	83	79	74
Computers & Accessories: Total \$	\$540,909	\$4,593,811	\$8,264,863
Average Spent	\$267.23	\$252.25	\$236.13
Spending Potential Index	121	115	107
Education: Total \$	\$2,943,952	\$25,439,010	\$46,661,558
Average Spent	\$1,454.44	\$1,396.88	\$1,333.14
Spending Potential Index	119	115	109
Entertainment/Recreation: Total \$	\$7,977,600	\$67,193,369	\$120,707,405
Average Spent	\$3,941.28	\$3,689.65	\$3,448.66
Spending Potential Index	122	114	107
Food at Home: Total \$	\$10,377,606	\$89,689,135	\$163,346,705
Average Spent	\$5,126.98	\$4,924.92	\$4,666.88
Spending Potential Index	115	110	104
Food Away from Home: Total \$	\$7,817,364	\$66,625,510	\$120,356,540
Average Spent	\$3,862.11	\$3,658.47	\$3,438.63
Spending Potential Index	120	114	107
Health Care: Total \$	\$8,511,607	\$73,917,690	\$135,147,302
Average Spent	\$4,205.10	\$4,058.89	\$3,861.21
Spending Potential Index	113	109	104
HH Furnishings & Equipment: Total \$	\$4,480,942	\$37,406,842	\$66,882,953
Average Spent	\$2,213.78	\$2,054.05	\$1,910.87
Spending Potential Index	108	100	93
Investments: Total \$	\$3,627,656	\$31,987,386	\$58,957,410
Average Spent	\$1,792.22	\$1,756.46	\$1,684.44
Spending Potential Index	103	101	97
Retail Goods: Total \$	\$57,491,438	\$486,910,806	\$876,699,434
Average Spent	\$28,403.23	\$26,736.74	\$25,047.63
Spending Potential Index	114	108	101
Shelter: Total \$	\$39,185,277	\$327,946,466	\$588,624,399
Average Spent	\$19,359.20	\$18,007.86	\$16,817.22
Spending Potential Index	123	114	107
TV/Video/Audio: Total \$	\$2,946,333	\$25,345,986	\$45,933,696
Average Spent	\$1,455.61	\$1,391.77	\$1,312.34
Spending Potential Index	117	112	106
Travel: Total \$	\$4,695,313	\$38,825,186	\$69,614,639
Average Spent	\$2,319.69	\$2,131.93	\$1,988.92
Spending Potential Index	123	113	105
Vehicle Maintenance & Repairs: Total \$	\$2,268,265	\$19,236,911	\$34,770,526
Average Spent	\$1,120.62	\$1,056.32	\$993.41
Spending Potential Index	119	112	105

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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