



-95.6219,31.7731

Latitude: 31.7731

Longitude: -95.6219

Palestine, TX
Area: 1



2000 Total Population	95,876
2000 Group Quarters	16,767
2006 Total Population	100,877
2011 Total Population	103,689
2006 - 2011 Annual Rate	0.55%



2000 Households	31,290
2000 Average Household Size	2.53
2006 Households	33,368
2006 Average Household Size	2.52
2011 Households	34,599
2011 Average Household Size	2.51
2006 - 2011 Annual Rate	0.73%
2000 Families	22,304
2000 Average Family Size	3.03
2006 Families	23,766
2006 Average Family Size	3.02
2011 Families	24,570
2011 Average Family Size	3.01
2006 - 2011 Annual Rate	0.67%



2000 Housing Units	38,283
Owner Occupied Housing Units	61.6%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	18.5%
2006 Housing Units	40,332
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	19.4%
Vacant Housing Units	17.3%
2011 Housing Units	41,986
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	19.2%
Vacant Housing Units	17.6%

Median Household Income

2000	\$30,252
2006	\$36,028
2011	\$41,050

Median Home Value

2000	\$54,395
2006	\$71,721
2011	\$86,012

Per Capita Income

2000	\$14,611
2006	\$18,145
2011	\$21,231

Median Age

2000	36.9
2006	37.7
2011	38.2

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 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	31,304
< \$15,000	25.1%
\$15,000 - \$24,999	16.6%
\$25,000 - \$34,999	15.1%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	6.5%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	0.6%
\$200,000+	1.1%
Average Household Income	\$40,269

2006 Households by Income

Household Income Base	33,369
< \$15,000	20.7%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	8.4%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	1.2%
\$200,000+	1.4%
Average Household Income	\$47,982

2011 Households by Income

Household Income Base	34,600
< \$15,000	17.5%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	1.8%
\$200,000+	2.2%
Average Household Income	\$56,289

2000 Owner Occupied HUs by Value

Total	23,618
<\$50,000	45.7%
\$50,000 - 99,999	36.3%
\$100,000 - 149,999	9.7%
\$150,000 - 199,999	4.3%
\$200,000 - \$299,999	2.7%
\$300,000 - 499,999	0.8%
\$500,000 - 999,999	0.2%
\$1,000,000+	0.3%
Average Home Value	\$72,883

2000 Specified Renter Occupied HUs by Contract Rent

Total	7,180
With Cash Rent	81.5%
No Cash Rent	18.5%
Median Rent	\$309
Average Rent	\$305

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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Palestine, TX
Area: 1



2000 Population by Age

Total	95,878
0 - 4	5.6%
5 - 9	6.0%
10 - 14	6.6%
15 - 19	6.8%
20 - 24	6.4%
25 - 34	15.4%
35 - 44	17.0%
45 - 54	12.8%
55 - 64	9.0%
65 - 74	7.5%
75 - 84	4.8%
85+	2.1%
18+	77.5%

2006 Population by Age

Total	100,875
0 - 4	5.8%
5 - 9	5.4%
10 - 14	5.5%
15 - 19	6.0%
20 - 24	7.9%
25 - 34	15.3%
35 - 44	15.3%
45 - 54	14.1%
55 - 64	10.3%
65 - 74	7.4%
75 - 84	4.8%
85+	2.2%
18+	79.6%

2011 Population by Age

Total	103,689
0 - 4	5.9%
5 - 9	5.4%
10 - 14	5.6%
15 - 19	5.5%
20 - 24	7.0%
25 - 34	15.9%
35 - 44	14.1%
45 - 54	13.9%
55 - 64	11.9%
65 - 74	7.3%
75 - 84	5.1%
85+	2.3%
18+	79.7%

2000 Population by Sex

Males	56.3%
Females	43.7%

2006 Population by Sex

Males	56.1%
Females	43.9%

2011 Population by Sex

Males	55.9%
Females	44.1%

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



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Palestine, TX

Area: 1



2000 Population by Race/Ethnicity

Total	95,877
White Alone	69.1%
Black Alone	22.7%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	6.3%
Two or More Races	1.0%
Hispanic Origin	10.5%
Diversity Index	57.0

2006 Population by Race/Ethnicity

Total	100,876
White Alone	66.4%
Black Alone	23.7%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	7.8%
Two or More Races	1.1%
Hispanic Origin	12.9%
Diversity Index	61.4

2011 Population by Race/Ethnicity

Total	103,690
White Alone	64.6%
Black Alone	24.1%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	9.0%
Two or More Races	1.2%
Hispanic Origin	14.8%
Diversity Index	64.5



2000 Population 3+ by School Enrollment

Total	92,588
Enrolled in Nursery/Preschool	1.1%
Enrolled in Kindergarten	1.1%
Enrolled in Grade 1-8	11.1%
Enrolled in Grade 9-12	6.7%
Enrolled in College	2.4%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	77.1%

2000 Population 25+ by Educational Attainment

Total	65,885
Less than 9th Grade	9.4%
9th - 12th Grade, No Diploma	22.8%
High School Graduate	31.7%
Some College, No Degree	20.9%
Associate Degree	4.2%
Bachelor's Degree	7.3%
Master's/Prof/Doctorate Degree	3.7%

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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Palestine, TX

Area: 1



2000 Population 15+ by Sex and Marital Status

Total	78,516
Females	42.9%
Never Married	7.3%
Married, not Separated	23.5%
Married, Separated	1.2%
Widowed	6.6%
Divorced	4.3%
Males	57.1%
Never Married	8.5%
Married, not Separated	40.8%
Married, Separated	1.6%
Widowed	2.1%
Divorced	4.1%



2000 Population 16+ by Employment Status

Total	77,013
In Labor Force	45.2%
Civilian Employed	42.3%
Civilian Unemployed	2.9%
In Armed Forces	0.0%
Not in Labor Force	54.8%

2006 Civilian Population 16+ in Labor Force

Civilian Employed	93.1%
Civilian Unemployed	6.9%

2011 Civilian Population 16+ in Labor Force

Civilian Employed	93.7%
Civilian Unemployed	6.3%

2000 Females 16+ by Employment Status and Age of Children

Total	32,933
Own Children < 6 Only	6.0%
Employed/in Armed Forces	3.4%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	6.3%
Employed/in Armed Forces	3.8%
Unemployed	0.3%
Not in Labor Force	2.2%
Own Children 6-17 Only	18.0%
Employed/in Armed Forces	12.3%
Unemployed	0.7%
Not in Labor Force	5.0%
No Own Children < 18	69.8%
Employed/in Armed Forces	26.1%
Unemployed	2.0%
Not in Labor Force	41.7%

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



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Palestine, TX

Area: 1



2006 Employed Population 16+ by Industry

Total	36,547
Agriculture/Mining	7.8%
Construction	8.2%
Manufacturing	6.2%
Wholesale Trade	2.5%
Retail Trade	14.2%
Transportation/Utilities	6.4%
Information	1.0%
Finance/Insurance/Real Estate	4.0%
Services	38.2%
Public Administration	11.7%

2006 Employed Population 16+ by Occupation

Total	36,546
White Collar	47.6%
Management/Business/Financial	9.1%
Professional	16.6%
Sales	10.2%
Administrative Support	11.7%
Services	25.1%
Blue Collar	27.3%
Farming/Forestry/Fishing	1.1%
Construction/Extraction	8.9%
Installation/Maintenance/Repair	4.4%
Production	5.4%
Transportation/Material Moving	7.5%



2000 Workers 16+ by Means of Transportation to Work

Total	31,947
Drove Alone - Car, Truck, or Van	78.2%
Carpooled - Car, Truck, or Van	15.5%
Public Transportation	0.3%
Walked	1.8%
Other Means	0.9%
Worked at Home	3.3%

2000 Workers 16+ by Travel Time to Work

Total	31,947
Did Not Work at Home	96.7%
Less than 5 minutes	6.5%
5 to 9 minutes	16.3%
10 to 19 minutes	30.8%
20 to 24 minutes	11.6%
25 to 34 minutes	14.6%
35 to 44 minutes	4.1%
45 to 59 minutes	5.7%
60 to 89 minutes	3.8%
90 or more minutes	3.3%
Worked at Home	3.3%
Average Travel Time to Work (in min)	23.2

2000 Households by Vehicles Available

Total	31,296
None	8.3%
1	35.5%
2	39.7%
3	12.6%
4	2.8%
5+	1.0%
Average Number of Vehicles Available	1.7

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



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Palestine, TX

Area: 1



2000 Households by Type

Total	31,290
Family Households	71.3%
Married-couple Family	54.7%
With Related Children	23.9%
Other Family (No Spouse)	16.5%
With Related Children	11.4%
Nonfamily Households	28.7%
Householder Living Alone	26.0%
Householder Not Living Alone	2.8%
Households with Related Children	35.3%
Households with Persons 65+	30.8%

2000 Households by Size

Total	31,290
1 Person Household	26.0%
2 Person Household	34.9%
3 Person Household	16.1%
4 Person Household	13.1%
5 Person Household	6.2%
6 Person Household	2.4%
7+ Person Household	1.3%

2000 Households by Year Householder Moved In

Total	31,295
Moved in 1999 to March 2000	18.3%
Moved in 1995 to 1998	26.7%
Moved in 1990 to 1994	16.1%
Moved in 1980 to 1989	19.1%
Moved in 1970 to 1979	10.4%
Moved in 1969 or Earlier	9.4%
Median Year Householder Moved In	1993



2000 Housing Units by Units in Structure

Total	38,394
1, Detached	68.0%
1, Attached	1.2%
2	2.0%
3 or 4	1.8%
5 to 9	1.2%
10 to 19	0.9%
20+	1.9%
Mobile Home	22.0%
Other	1.0%

2000 Housing Units by Year Structure Built

Total	38,307
1999 to March 2000	2.9%
1995 to 1998	8.2%
1990 to 1994	7.6%
1980 to 1989	23.8%
1970 to 1979	20.9%
1969 or Earlier	36.6%
Median Year Structure Built	1976

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




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Palestine, TX
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Top 3 Tapestry Segments

1. Rooted Rural
2. Heartland Communities
3. Midland Crowd

 **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 \$	\$43,126,965
Average Spent	\$1,292.46
Spending Potential Index	47
Computers & Accessories: Total \$	\$5,422,308
Average Spent	\$162.50
Spending Potential Index	63
Education: Total \$	\$22,385,230
Average Spent	\$670.86
Spending Potential Index	59
Entertainment/Recreation: Total \$	\$76,834,795
Average Spent	\$2,302.65
Spending Potential Index	70
Food at Home: Total \$	\$120,622,603
Average Spent	\$3,614.92
Spending Potential Index	73
Food Away from Home: Total \$	\$75,525,246
Average Spent	\$2,263.40
Spending Potential Index	68
Health Care: Total \$	\$99,324,214
Average Spent	\$2,976.63
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$42,776,595
Average Spent	\$1,281.96
Spending Potential Index	58
Investments: Total \$	\$64,601,339
Average Spent	\$1,936.03
Spending Potential Index	41
Retail Goods: Total \$	\$623,160,678
Average Spent	\$18,675.40
Spending Potential Index	72
Shelter: Total \$	\$291,736,819
Average Spent	\$8,743.01
Spending Potential Index	61
TV/Video/Sound Equipment: Total \$	\$25,252,998
Average Spent	\$756.80
Spending Potential Index	69
Travel: Total \$	\$38,668,972
Average Spent	\$1,158.86
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$25,163,932
Average Spent	\$754.13
Spending Potential Index	70

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.



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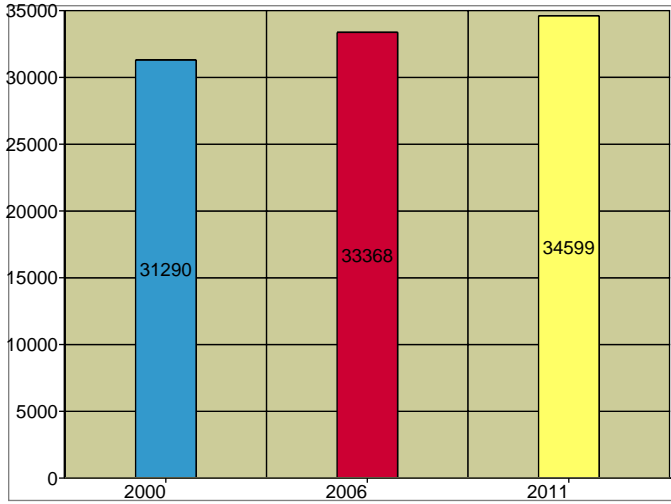
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Palestine, TX

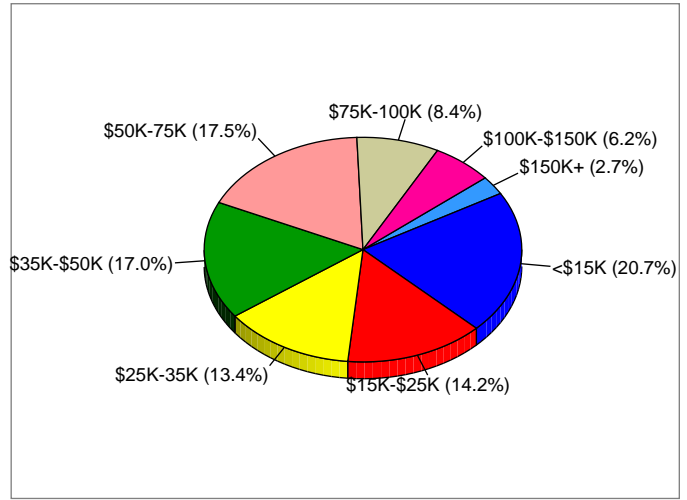
Site Type: Hand-drawn Shape

Area: 1

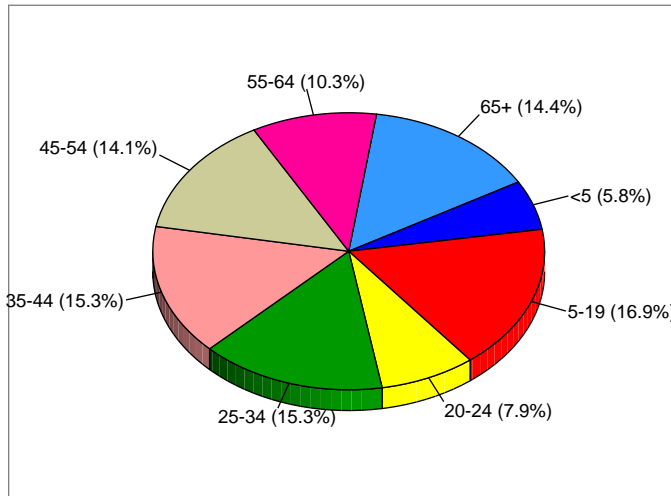
Households



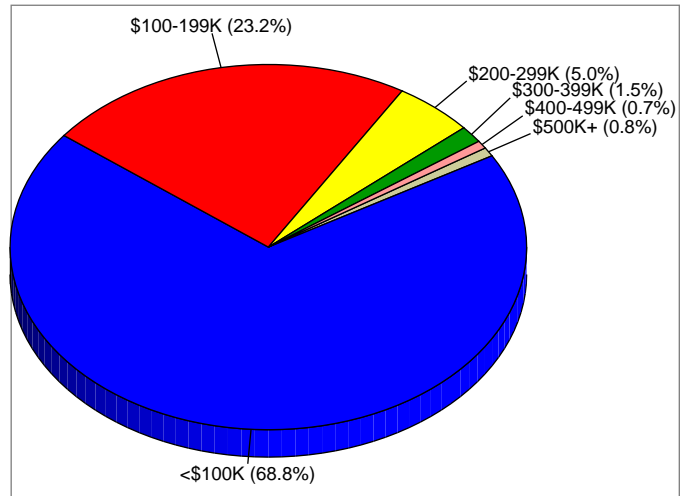
2006 Households by Income



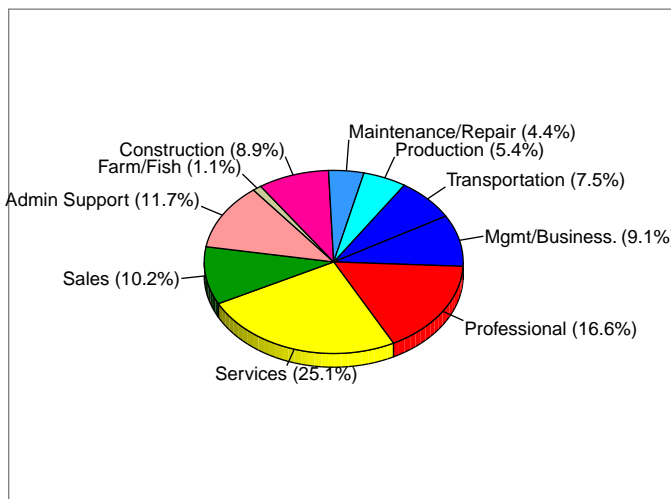
2006 Population by Age



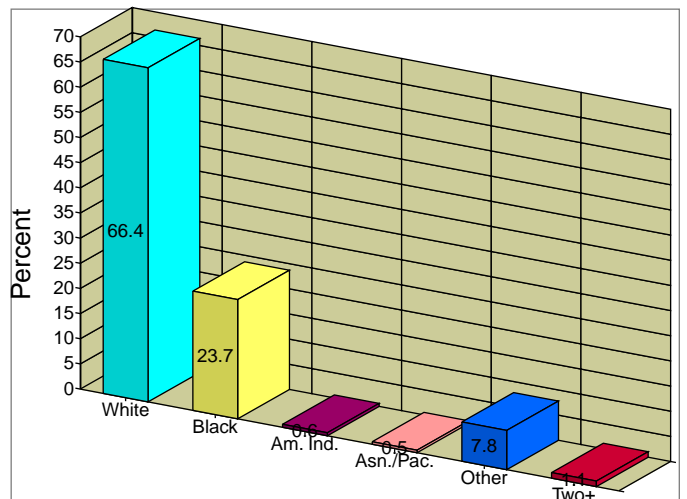
2006 Owner Occupied HUs by Value



2006 Employed 16+ by Occupation



2006 Population by Race



2006 Percent Hispanic Origin: 12.9%

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



Demographic and Income Profile

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731
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Palestine, TX Site Type: Hand-drawn Shape Area: 1

Summary	2000	2006	2011
Population	95,876	100,877	103,689
Households	31,290	33,368	34,599
Families	22,304	23,766	24,570
Average Household Size	2.53	2.52	2.51
Owner Occupied HUs	23,639	25,557	26,529
Renter Occupied HUs	7,651	7,811	8,070
Median Age	36.9	37.7	38.2

Trends: 2006-2011 Annual Rate	Area	State	National
Population	0.55%	2.1%	1.30%
Households	0.73%	2.05%	1.33%
Families	0.67%	2.04%	1.08%
Owner HHs	0.75%	2.2%	1.41%
Median Household Income	2.64%	3.29%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	7,868	25.1%	6,913	20.7%	6,061	17.5%
\$15,000 - \$24,999	5,206	16.6%	4,751	14.2%	4,457	12.9%
\$25,000 - \$34,999	4,728	15.1%	4,464	13.4%	4,134	11.9%
\$35,000 - \$49,999	4,983	15.9%	5,664	17.0%	5,940	17.2%
\$50,000 - \$74,999	5,032	16.1%	5,849	17.5%	5,917	17.1%
\$75,000 - \$99,999	2,043	6.5%	2,787	8.4%	3,688	10.7%
\$100,000 - \$149,999	929	3.0%	2,053	6.2%	3,037	8.8%
\$150,000 - \$199,000	183	0.6%	407	1.2%	617	1.8%
\$200,000+	332	1.1%	481	1.4%	749	2.2%
Median Household Income	\$30,252		\$36,028		\$41,050	
Average Household Income	\$40,269		\$47,982		\$56,289	
Per Capita Income	\$14,611		\$18,145		\$21,231	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,334	5.6%	5,898	5.8%	6,132	5.9%
5 - 9	5,747	6.0%	5,418	5.4%	5,608	5.4%
10 - 14	6,309	6.6%	5,556	5.5%	5,794	5.6%
15 - 19	6,477	6.8%	6,044	6.0%	5,704	5.5%
20 - 24	6,106	6.4%	7,999	7.9%	7,261	7.0%
25 - 34	14,740	15.4%	15,425	15.3%	16,523	15.9%
35 - 44	16,335	17.0%	15,453	15.3%	14,665	14.1%
45 - 54	12,302	12.8%	14,181	14.1%	14,433	13.9%
55 - 64	8,657	9.0%	10,409	10.3%	12,386	11.9%
65 - 74	7,210	7.5%	7,450	7.4%	7,558	7.3%
75 - 84	4,630	4.8%	4,862	4.8%	5,270	5.1%
85+	2,031	2.1%	2,180	2.2%	2,355	2.3%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	66,212	69.1%	67,009	66.4%	66,944	64.6%
Black Alone	21,805	22.7%	23,867	23.7%	25,000	24.1%
American Indian Alone	488	0.5%	569	0.6%	623	0.6%
Asian Alone	364	0.4%	456	0.5%	527	0.5%
Pacific Islander Alone	31	0.0%	37	0.0%	39	0.0%
Some Other Race Alone	6,056	6.3%	7,825	7.8%	9,303	9.0%
Two or More Races	921	1.0%	1,113	1.1%	1,254	1.2%
Hispanic Origin (Any Race)	10,035	10.5%	12,970	12.9%	15,326	14.8%

Data Note: Income is expressed in current dollars.

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



Demographic and Income Profile

Prepared by Palestine, Texas EDC

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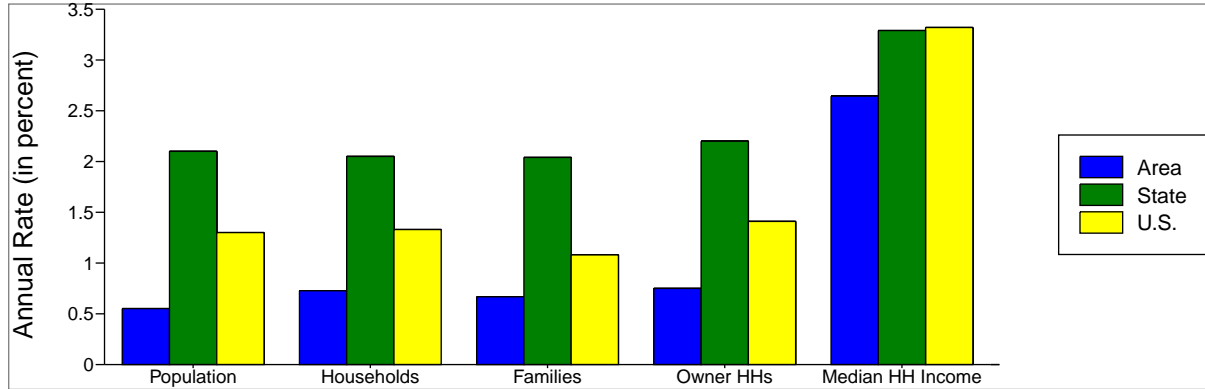
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Palestine, TX

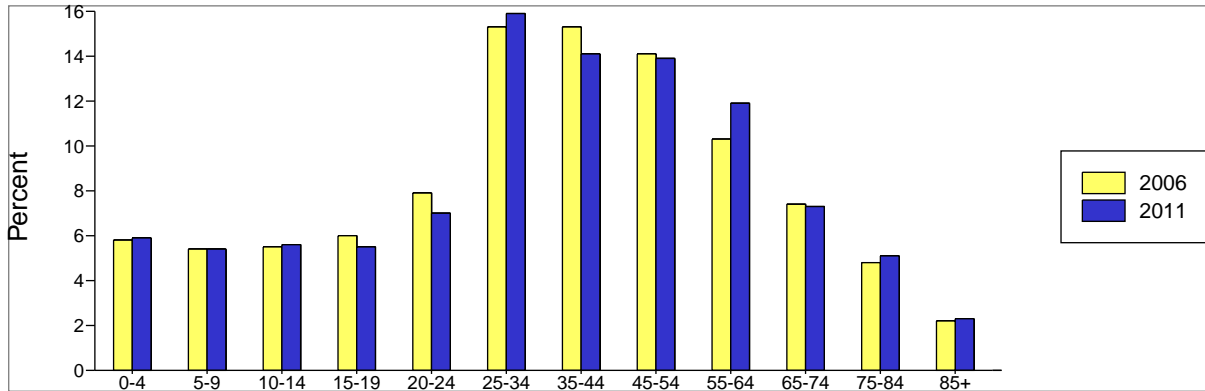
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Area: 1

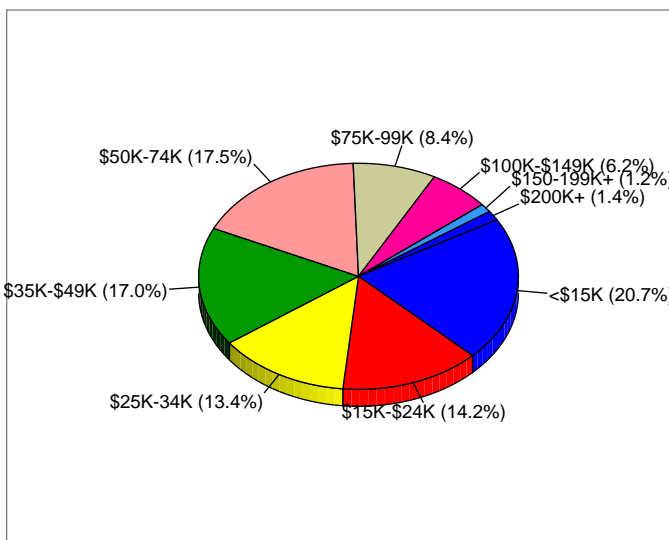
Trends 2006-2011



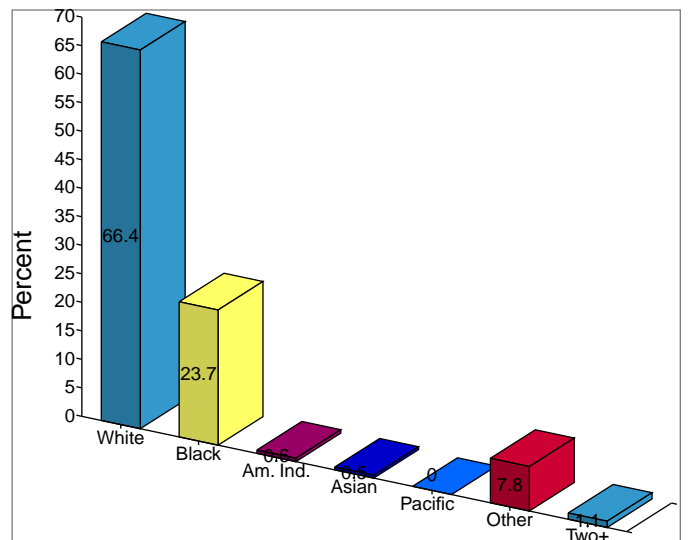
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 12.9%



Disposable Income Profile

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731

Longitude: -95.6219

Palestine, TX

Site Type: Hand-drawn Shape

Area: 1

	Census 2000	2006	2011	2006-2011 Change	2006-2011 Annual Rate
Population	95,876	100,877	103,689	2,812	0.55%
Median Age	36.9	37.7	38.2	0.5	0.26%
Households	31,290	33,368	34,599	1,231	0.73%
Average Household Size	2.53	2.52	2.51	-0.01	-0.08%

2006 Households by Disposable Income

	Number	Percent
Total	33,370	100.0%
<\$15,000	7,763	23.3%
\$15,000 - \$24,999	5,658	17.0%
\$25,000 - \$34,999	5,344	16.0%
\$35,000 - \$49,999	5,895	17.7%
\$50,000 - \$74,999	5,316	15.9%
\$75,000 - \$99,999	1,723	5.2%
\$100,000 - \$149,999	1,173	3.5%
\$150,000 - \$199,999	177	0.5%
\$200,000+	321	1.0%
Median Disposable Income	\$30,316	
Average Disposable Income	\$40,802	

2006 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,635	4,374	5,507	6,801	5,754	4,674	4,619
<\$15,000	467	683	651	1,028	1,245	1,559	2,128
\$15,000 - \$24,999	346	898	922	1,008	830	1,018	635
\$25,000 - \$34,999	268	964	879	1,083	873	636	640
\$35,000 - \$49,999	233	890	1,284	1,209	1,144	646	488
\$50,000 - \$74,999	155	640	1,244	1,492	1,021	421	344
\$75,000 - \$99,999	90	166	247	511	351	167	191
\$100,000 - \$149,999	56	106	190	333	196	151	140
\$150,000 - \$199,999	4	6	33	49	35	30	20
\$200,000+	16	21	57	88	59	46	33
Median Disposable Income	\$25,117	\$30,364	\$37,462	\$37,586	\$33,930	\$21,737	\$17,105
Average Disposable Income	\$36,423	\$38,064	\$46,103	\$48,821	\$43,042	\$34,539	\$30,414

Data Note: Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding.

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



Age by Income Profile

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731
 Longitude: -95.6219
 Area: 1

Palestine, TX

Site Type: Hand-drawn Shape

	Census 2000	2006	2011	2006-2011 Change	2006-2011 Annual Rate
Population	95,876	100,877	103,689	2,812	0.55%
Households	31,290	33,368	34,599	1,231	0.73%
Median Age	36.9	37.7	38.2	0.5	0.26%

Census 2000 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,495	4,019	6,203	5,745	4,825	4,630	4,389
<\$10,000	292	490	551	586	758	901	1,331
\$10,000 - \$14,999	220	265	337	319	397	711	709
\$15,000 - \$24,999	327	803	875	734	681	943	843
\$25,000 - \$34,999	285	807	1,000	807	571	685	574
\$35,000 - \$49,999	257	786	1,079	932	924	598	408
\$50,000 - \$74,999	87	589	1,442	1,288	871	483	273
\$75,000 - \$99,999	22	217	631	631	321	117	103
\$100,000 - \$149,999	5	45	183	343	219	92	43
\$150,000 - \$199,999	0	10	51	19	44	29	30
\$200,000+	0	7	54	86	39	71	75
Median HH Income	\$21,756	\$30,165	\$39,019	\$42,644	\$35,062	\$21,813	\$16,417
Average HH Income	\$24,859	\$34,935	\$46,051	\$49,899	\$43,273	\$33,972	\$32,947

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$10,000	19.5%	12.2%	8.9%	10.2%	15.7%	19.5%	30.3%
\$10,000 - \$14,999	14.7%	6.6%	5.4%	5.6%	8.2%	15.4%	16.2%
\$15,000 - \$24,999	21.9%	20.0%	14.1%	12.8%	14.1%	20.4%	19.2%
\$25,000 - \$34,999	19.1%	20.1%	16.1%	14.0%	11.8%	14.8%	13.1%
\$35,000 - \$49,999	17.2%	19.6%	17.4%	16.2%	19.2%	12.9%	9.3%
\$50,000 - \$74,999	5.8%	14.7%	23.2%	22.4%	18.1%	10.4%	6.2%
\$75,000 - \$99,999	1.5%	5.4%	10.2%	11.0%	6.7%	2.5%	2.3%
\$100,000 - \$149,999	0.3%	1.1%	3.0%	6.0%	4.5%	2.0%	1.0%
\$150,000 - \$199,999	0.0%	0.2%	0.8%	0.3%	0.9%	0.6%	0.7%
\$200,000+	0.0%	0.2%	0.9%	1.5%	0.8%	1.5%	1.7%

Data Note: Census 2000 income is expressed in current (1999) dollars.

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



Age by Income Profile

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731
 Longitude: -95.6219
 Area: 1

Palestine, TX

Site Type: Hand-drawn Shape

2006 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,637	4,376	5,505	6,803	5,753	4,676	4,620
<\$15,000	442	683	587	883	1,113	1,382	1,822
\$15,000 - \$24,999	266	747	686	729	665	883	775
\$25,000 - \$34,999	260	773	766	854	605	622	585
\$35,000 - \$49,999	268	877	1,035	1,097	1,148	668	571
\$50,000 - \$74,999	142	714	1,321	1,544	1,135	626	368
\$75,000 - \$99,999	120	350	651	792	498	174	202
\$100,000 - \$149,999	93	156	296	718	422	194	174
\$150,000 - \$199,999	26	48	75	49	74	63	72
\$200,000 - \$249,999	11	15	27	46	36	32	46
\$250,000 - \$499,999	8	11	51	78	46	25	5
\$500,000+	1	2	10	13	11	7	0
Median HH Income	\$28,464	\$34,735	\$44,129	\$47,112	\$40,083	\$25,882	\$20,286
Average HH Income	\$42,138	\$43,374	\$54,894	\$58,847	\$51,957	\$39,582	\$33,723

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	27.0%	15.6%	10.7%	13.0%	19.3%	29.6%	39.4%
\$15,000 - \$24,999	16.2%	17.1%	12.5%	10.7%	11.6%	18.9%	16.8%
\$25,000 - \$34,999	15.9%	17.7%	13.9%	12.6%	10.5%	13.3%	12.7%
\$35,000 - \$49,999	16.4%	20.0%	18.8%	16.1%	20.0%	14.3%	12.4%
\$50,000 - \$74,999	8.7%	16.3%	24.0%	22.7%	19.7%	13.4%	8.0%
\$75,000 - \$99,999	7.3%	8.0%	11.8%	11.6%	8.7%	3.7%	4.4%
\$100,000 - \$149,999	5.7%	3.6%	5.4%	10.6%	7.3%	4.1%	3.8%
\$150,000 - \$199,999	1.6%	1.1%	1.4%	0.7%	1.3%	1.3%	1.6%
\$200,000 - \$249,999	0.7%	0.3%	0.5%	0.7%	0.6%	0.7%	1.0%
\$250,000 - \$499,999	0.5%	0.3%	0.9%	1.1%	0.8%	0.5%	0.1%
\$500,000+	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%	0.0%

Data Note: Income reported for July 1, 2006 represents annual income for the preceding year, expressed in current (2005) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2006.



Age by Income Profile

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731
 Longitude: -95.6219
 Area: 1

Palestine, TX

Site Type: Hand-drawn Shape

2011 Households by Income and Age of Householder

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	1,432	4,726	5,099	6,815	6,835	4,724	4,964
<\$15,000	350	634	431	687	1,070	1,166	1,722
\$15,000 - \$24,999	213	733	560	632	710	850	756
\$25,000 - \$34,999	218	735	636	760	620	577	590
\$35,000 - \$49,999	242	985	937	1,049	1,367	712	646
\$50,000 - \$74,999	122	755	1,155	1,454	1,339	652	439
\$75,000 - \$99,999	142	517	755	927	712	277	357
\$100,000 - \$149,999	106	258	398	996	669	312	298
\$150,000 - \$199,999	28	76	102	67	144	91	110
\$200,000 - \$249,999	4	15	37	76	94	41	40
\$250,000 - \$499,999	6	13	69	131	85	34	6
\$500,000+	1	5	19	36	25	12	0
Median HH Income	\$31,327	\$37,892	\$49,678	\$53,291	\$45,042	\$30,290	\$25,050
Average HH Income	\$45,903	\$49,043	\$63,535	\$70,640	\$61,986	\$47,147	\$39,950

Percent Distribution

	< 25	25 - 34	35 - 44	45 - 54	55 - 64	65 - 74	75+
HH Income Base	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	24.4%	13.4%	8.5%	10.1%	15.7%	24.7%	34.7%
\$15,000 - \$24,999	14.9%	15.5%	11.0%	9.3%	10.4%	18.0%	15.2%
\$25,000 - \$34,999	15.2%	15.6%	12.5%	11.2%	9.1%	12.2%	11.9%
\$35,000 - \$49,999	16.9%	20.8%	18.4%	15.4%	20.0%	15.1%	13.0%
\$50,000 - \$74,999	8.5%	16.0%	22.7%	21.3%	19.6%	13.8%	8.8%
\$75,000 - \$99,999	9.9%	10.9%	14.8%	13.6%	10.4%	5.9%	7.2%
\$100,000 - \$149,999	7.4%	5.5%	7.8%	14.6%	9.8%	6.6%	6.0%
\$150,000 - \$199,999	2.0%	1.6%	2.0%	1.0%	2.1%	1.9%	2.2%
\$200,000 - \$249,999	0.3%	0.3%	0.7%	1.1%	1.4%	0.9%	0.8%
\$250,000 - \$499,999	0.4%	0.3%	1.4%	1.9%	1.2%	0.7%	0.1%
\$500,000+	0.1%	0.1%	0.4%	0.5%	0.4%	0.3%	0.0%

Data Note: Income reported for July 1, 2011 represents annual income for the preceding year, expressed in current (2010) dollars, including an adjustment for inflation.

Source: ESRI forecasts for 2011.



Detailed Income Profile

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731

Longitude: -95.6219

Palestine, TX

Site Type: Hand-drawn Shape

Area: 1

	Census 2000	2006	2011	2006-2011 Change	2006-2011 Annual Rate
Population	95,876	100,877	103,689	2,812	0.55%
Households	31,290	33,368	34,599	1,231	0.73%
Average Household Size	2.53	2.52	2.51	-0.01	-0.08%
Families	22,304	23,766	24,570	804	0.67%
Average Family Size	3.03	3.02	3.01	-0.01	-0.07%

	Census 2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
Households by Income						
HH Income Base	31,304	100.0%	33,369	100.0%	34,600	100.0%
< \$10,000	4,909	15.7%	4,576	13.7%	4,009	11.6%
\$10,000 - \$14,999	2,959	9.5%	2,337	7.0%	2,052	5.9%
\$15,000 - \$19,999	2,613	8.3%	2,423	7.3%	2,061	6.0%
\$20,000 - \$24,999	2,593	8.3%	2,328	7.0%	2,396	6.9%
\$25,000 - \$29,999	2,445	7.8%	2,231	6.7%	1,972	5.7%
\$30,000 - \$34,999	2,283	7.3%	2,233	6.7%	2,162	6.2%
\$35,000 - \$39,999	1,916	6.1%	2,421	7.3%	2,163	6.3%
\$40,000 - \$44,999	1,577	5.0%	1,689	5.1%	2,101	6.1%
\$45,000 - \$49,999	1,490	4.8%	1,554	4.7%	1,676	4.8%
\$50,000 - \$59,999	2,669	8.5%	2,724	8.2%	2,837	8.2%
\$60,000 - \$74,999	2,363	7.5%	3,125	9.4%	3,080	8.9%
\$75,000 - \$99,999	2,043	6.5%	2,787	8.4%	3,688	10.7%
\$100,000 - \$124,999	604	1.9%	1,532	4.6%	1,785	5.2%
\$125,000 - \$149,999	325	1.0%	521	1.6%	1,252	3.6%
\$150,000 - \$199,999	183	0.6%	407	1.2%	617	1.8%
\$200,000 - \$249,999	332	1.1%	213	0.6%	308	0.9%
\$250,000 - \$499,999	N/A		224	0.7%	342	1.0%
\$500,000+	N/A		44	0.1%	99	0.3%
Median Household Income	\$30,252		\$36,028		\$41,050	
Average Household Income	\$40,269		\$47,982		\$56,289	
Per Capita Income	\$14,611		\$18,145		\$21,231	

	Census 2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
Families by Income						
Family Income Base	22,451	100.0%	23,765	100.0%	24,571	100.0%
< \$10,000	1,957	8.7%	1,641	6.9%	1,424	5.8%
\$10,000 - \$14,999	1,690	7.5%	1,248	5.3%	981	4.0%
\$15,000 - \$19,999	1,704	7.6%	1,473	6.2%	1,036	4.2%
\$20,000 - \$24,999	1,740	7.8%	1,556	6.5%	1,456	5.9%
\$25,000 - \$29,999	1,777	7.9%	1,587	6.7%	1,322	5.4%
\$30,000 - \$34,999	1,742	7.8%	1,661	7.0%	1,707	6.9%
\$35,000 - \$39,999	1,652	7.4%	1,607	6.8%	1,457	5.9%
\$40,000 - \$44,999	1,385	6.2%	1,405	5.9%	1,554	6.3%
\$45,000 - \$49,999	1,282	5.7%	1,370	5.8%	1,230	5.0%
\$50,000 - \$59,999	2,334	10.4%	2,358	9.9%	2,412	9.8%
\$60,000 - \$74,999	2,093	9.3%	3,011	12.7%	3,110	12.7%
\$75,000 - \$99,999	1,828	8.1%	2,274	9.6%	3,076	12.5%
\$100,000 - \$124,999	519	2.3%	1,310	5.5%	1,536	6.3%
\$125,000 - \$149,999	312	1.4%	471	2.0%	1,109	4.5%
\$150,000 - \$199,999	170	0.8%	409	1.7%	586	2.4%
\$200,000 - \$249,999	266	1.2%	174	0.7%	232	0.9%
\$250,000 - \$499,999	N/A		177	0.7%	257	1.0%
\$500,000+	N/A		33	0.1%	86	0.4%
Median Family Income	\$36,700		\$43,849		\$50,406	
Average Family Income	\$46,155		\$55,203		\$64,846	

Data Note: Income represents the annual income for the preceding year, expressed in current dollars, including an adjustment for inflation (for 2006 and 2011). In 2000, the Census Bureau reported income to an upper interval of \$200,000+. ESRI forecasts extend income to \$500,000+. N/A means Not Available.

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



Retail Goods and Services Expenditures

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731

Longitude: -95.6219

Palestine, TX

Site Type: Hand-drawn Shape

Area: 1

Top Tapestry Segments:		Demographic Summary		2006	2011
Rooted Rural	37.6%	Population		100,877	103,689
Heartland Communities	12.4%	Households		33,368	34,599
Midland Crowd	7.2%	Families		23,766	24,570
Crossroads	5.4%	Median Age		37.7	38.2
Great Expectations	4.6%	Median Household Income		\$36,028	\$41,050

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	47	\$1,292.46	\$43,126,965
Men's	50	\$259.71	\$8,666,080
Women's	44	\$412.18	\$13,753,680
Children's	59	\$262.95	\$8,774,091
Footwear	27	\$133.69	\$4,461,118
Watches & Jewelry	58	\$108.97	\$3,636,041
Apparel Products and Services ¹	78	\$114.96	\$3,835,955
Computer			
Computers and Hardware for Home Use	63	\$142.83	\$4,765,825
Software and Accessories for Home Use	62	\$19.67	\$656,483
Entertainment & Recreation	70	\$2,302.65	\$76,834,795
Fees and Admissions	57	\$347.29	\$11,588,487
Membership Fees for Clubs ²	59	\$97.27	\$3,245,632
Fees for Participant Sports, excl. Trips	60	\$68.13	\$2,273,473
Admission to Movie/Theatre/Opera/Ballet	56	\$82.05	\$2,737,975
Admission to Sporting Events, excl. Trips	58	\$33.35	\$1,112,912
Fees for Recreational Lessons	52	\$66.49	\$2,218,495
TV/Video/Sound Equipment	69	\$756.80	\$25,252,998
Community Antenna or Cable Television	74	\$443.46	\$14,797,435
Color Televisions	64	\$80.53	\$2,687,144
VCRs, Video Cameras, and DVD Players	66	\$26.39	\$880,624
Video Cassettes and DVDs	68	\$35.24	\$1,175,946
Video Game Hardware and Software	64	\$22.91	\$764,428
Satellite Dishes	76	\$1.67	\$55,753
Rental of Video Cassettes and DVDs	65	\$40.33	\$1,345,624
Sound Equipment ³	61	\$102.42	\$3,417,448
Rental and Repair of TV/Sound Equipment	64	\$3.85	\$128,596
Pets	86	\$354.93	\$11,843,428
Toys and Games	70	\$137.66	\$4,593,476
Recreational Vehicles and Fees ⁴	85	\$346.48	\$11,561,495
Sports/Recreation/Exercise Equipment ⁵	54	\$122.97	\$4,103,401
Photo Equipment and Supplies ⁶	66	\$93.00	\$3,103,363
Reading ⁷	66	\$143.50	\$4,788,147
Food	71	\$5,878.32	\$196,147,849
Food at Home	73	\$3,614.92	\$120,622,603
Bakery and Cereal Products	73	\$526.04	\$17,552,878
Meat, Poultry, Fish, and Eggs	75	\$974.15	\$32,505,293
Dairy Products	73	\$392.13	\$13,084,529
Fruit and Vegetables	70	\$602.03	\$20,088,645
Snacks and Other Food at Home ⁸	74	\$1,120.57	\$37,391,258
Food Away from Home	68	\$2,263.40	\$75,525,246
Alcoholic Beverages	64	\$369.07	\$12,315,139
Nonalcoholic Beverages at Home	75	\$318.07	\$10,613,249



Retail Goods and Services Expenditures

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731
 Longitude: -95.6219
 Area: 1

Palestine, TX

Site Type: Hand-drawn Shape

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	41	\$1,936.03	\$64,601,339
Vehicle Loans	80	\$4,774.85	\$159,327,247
Health			
Nonprescription Drugs	78	\$88.43	\$2,950,832
Prescription Drugs	90	\$511.22	\$17,058,310
Eyeglasses and Contact Lenses	72	\$62.15	\$2,073,941
Home			
Mortgage Payment and Basics ⁹	62	\$5,076.17	\$169,381,803
Maintenance and Remodeling Services	63	\$1,131.42	\$37,753,215
Maintenance and Remodeling Materials ¹⁰	75	\$271.83	\$9,070,292
Utilities, Fuel, and Public Services	75	\$3,176.57	\$105,995,812
Household Furnishings and Equipment			
Household Textiles ¹¹	64	\$85.22	\$2,843,717
Furniture	65	\$400.30	\$13,357,064
Floor Coverings	54	\$45.34	\$1,512,872
Major Appliances ¹²	73	\$206.63	\$6,894,949
Housewares ¹³	56	\$57.62	\$1,922,751
Small Appliances	71	\$26.46	\$883,035
Luggage	56	\$5.70	\$190,040
Telephones and Accessories	26	\$14.74	\$491,750
Household Operations			
Child Care	55	\$227.59	\$7,594,231
Lawn and Garden ¹⁴	81	\$352.81	\$11,772,664
Moving/Storage/Freight Express	59	\$30.59	\$1,020,874
Housekeeping Supplies ¹⁵	74	\$553.84	\$18,480,540
Insurance			
Owners and Renters Insurance	77	\$341.91	\$11,408,800
Vehicle Insurance	73	\$1,000.56	\$33,386,729
Life/Other Insurance	76	\$493.88	\$16,479,672
Health Insurance	82	\$1,475.06	\$49,219,836
Personal Care Products ¹⁶	70	\$317.56	\$10,596,432
School Books and Supplies ¹⁷	67	\$78.30	\$2,612,721
Smoking Products	84	\$416.75	\$13,905,975
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	79	\$4,642.08	\$154,896,842
Gasoline and Motor Oil	79	\$1,456.70	\$48,607,010
Vehicle Maintenance and Repairs	70	\$754.13	\$25,163,932
Travel			
Airline Fares	58	\$229.12	\$7,645,161
Lodging on Trips	66	\$260.24	\$8,683,601
Auto/Truck/Van Rental on Trips	56	\$25.48	\$850,113
Food and Drink on Trips	67	\$306.32	\$10,221,125

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.



Retail Goods and Services Expenditures

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731

Longitude: -95.6219

Palestine, TX

Site Type: Hand-drawn Shape

Area: 1

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Automotive Aftermarket Expenditures

Prepared by Palestine, Texas EDC

-95.6219,31.7731

Latitude: 31.7731
 Longitude: -95.6219
 Area: 1

Palestine, TX

Site Type: Hand-drawn Shape

Demographic Summary	2006	2011
Population	100,877	103,689
Households	33,368	34,599
Families	23,766	24,570
Median Age	37.7	38.2
Median Household Income	\$36,028	\$41,050

	Spending Potential Index	Average Amount Spent	Total
Products			
Coolant, Brake, Transmission Fluids	89	\$4.93	\$164,556
Gasoline	78	\$1,419.97	\$47,381,677
Motor Oil	95	\$15.01	\$500,690
Parts, Equipment, and Accessories	80	\$57.88	\$1,931,322
Tires	80	\$113.88	\$3,799,900
Vehicle Audio Equipment	71	\$2.17	\$72,540
Wax, Polish, etc.	85	\$8.49	\$283,179
Services			
Auto Repair Service Policy	53	\$7.01	\$234,052
Auto Service Club Membership	60	\$11.96	\$399,017
Air Conditioning Repair	70	\$17.23	\$574,981
Body Work and Painting	69	\$35.18	\$1,174,027
Brake Work	63	\$53.68	\$1,791,289
Clutch and Transmission Repair	73	\$51.86	\$1,730,597
Cooling System Repair	62	\$19.80	\$660,723
Drive Shaft and Rear-end Repair	61	\$5.80	\$193,686
Electrical System Repair	72	\$31.34	\$1,045,771
Exhaust System Repair	71	\$13.38	\$446,476
Front End Alignment, Wheel Balance/Rotation	74	\$12.34	\$411,856
Lube/Oil Change and Filters	77	\$74.83	\$2,496,778
Motor Repair and Replacement	70	\$83.53	\$2,787,123
Motor Tune-up	63	\$43.69	\$1,457,746
Shock Absorber Replacement	68	\$4.68	\$156,032
Steering and Front End Repair	67	\$17.20	\$573,862
Tire Repair and Other Repairs	66	\$40.50	\$1,351,438

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service 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.



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	Spending Potential Index	Average	Total
Assets			
Market Value			
Checking Accounts	66	\$3,309.27	\$110,423,616
Savings Accounts	68	\$6,655.97	\$222,096,282
U.S. Savings Bonds	76	\$506.54	\$16,902,081
Stocks, Bonds & Mutual Funds	63	\$20,308.42	\$677,651,289
Annual Changes			
Checking Accounts	63	-\$85.78	-\$2,862,412
Savings Accounts	-85	\$44.52	\$1,485,576
U.S. Savings Bonds	28	\$9.78	\$326,471
Earnings			
Dividends, Royalties, Estates, Trusts	60	\$361.95	\$12,077,503
Interest from Savings Accounts or Bonds	66	\$445.20	\$14,855,282
Retirement Plan Contributions	59	\$898.80	\$29,991,304
Liabilities			
Original Mortgage Amount	55	\$11,753.02	\$392,174,931
Vehicle Loan Amount ¹	80	\$2,831.10	\$94,468,042
Amount Paid: Interest			
Home Mortgage	59	\$2,501.79	\$83,479,777
Lump Sum Home Equity Loan	68	\$90.90	\$3,033,099
New Car/Truck/Van Loan	73	\$205.48	\$6,856,619
Used Car/Truck/Van Loan	83	\$230.48	\$7,690,807
Amount Paid: Principal			
Home Mortgage	65	\$1,003.78	\$33,494,115
Lump Sum Home Equity Loan	71	\$110.39	\$3,683,484
New Car/Truck/Van Loan	71	\$837.22	\$27,936,450
Used Car/Truck/Van Loan	85	\$746.52	\$24,909,784
Checking Account and Banking Service Charges	69	\$26.73	\$892,074
Finance Charges, excluding Mortgage/Vehicle	71	\$275.86	\$9,204,734

Data Note: The Spending Potential Index (SPI) is household-based, and represents the asset value or amount spent for a product or service relative to a national average of 100. Annual change may be negative.

¹ **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.