



Market Profile

Market Profile
 501 W Main St, Cherokee, IA 51012
 Rings: 5, 15, 25 miles radii

Latitude: 42.749686
 Longitude: -95.554902

	5 miles	15 miles	25 miles
Population Summary			
2000 Total Population	6,544	16,072	47,419
2000 Group Quarters	269	405	2,012
2010 Total Population	5,972	14,595	44,541
2015 Total Population	5,691	13,956	43,363
2010-2015 Annual Rate	-0.96%	-0.89%	-0.54%
Household Summary			
2000 Households	2,830	6,522	18,448
2000 Average Household Size	2.22	2.40	2.46
2010 Households	2,664	6,075	17,656
2010 Average Household Size	2.16	2.35	2.43
2015 Households	2,552	5,832	17,207
2015 Average Household Size	2.14	2.33	2.42
2010-2015 Annual Rate	-0.86%	-0.81%	-0.51%
2000 Families	1,760	4,432	12,661
2000 Average Family Size	2.83	2.95	3.00
2010 Families	1,627	4,059	11,922
2010 Average Family Size	2.73	2.87	2.95
2015 Families	1,542	3,862	11,514
2015 Average Family Size	2.71	2.85	2.95
2010-2015 Annual Rate	-1.07%	-0.99%	-0.69%
Housing Unit Summary			
2000 Housing Units	3,042	7,083	20,063
Owner Occupied Housing Units	64.9%	67.9%	68.2%
Renter Occupied Housing Units	27.7%	24.0%	23.8%
Vacant Housing Units	7.3%	8.1%	8.0%
2010 Housing Units	3,043	7,015	20,246
Owner Occupied Housing Units	61.6%	63.9%	64.5%
Renter Occupied Housing Units	26.0%	22.7%	22.7%
Vacant Housing Units	12.5%	13.4%	12.8%
2015 Housing Units	3,002	6,931	20,235
Owner Occupied Housing Units	59.7%	62.1%	62.9%
Renter Occupied Housing Units	25.3%	22.0%	22.2%
Vacant Housing Units	15.0%	15.9%	15.0%
Median Household Income			
2000	\$32,756	\$35,200	\$35,681
2010	\$42,079	\$42,921	\$43,841
2015	\$50,562	\$49,464	\$50,411
Median Home Value			
2000	\$57,422	\$61,754	\$63,854
2010	\$77,571	\$82,596	\$84,913
2015	\$87,622	\$93,363	\$96,032
Per Capita Income			
2000	\$18,388	\$17,743	\$17,076
2010	\$23,691	\$21,818	\$21,192
2015	\$26,461	\$24,246	\$23,544
Median Age			
2000	42.1	40.9	39.1
2010	44.4	43.7	41.3
2015	44.4	44.2	41.6

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.



Market Profile

Market Profile
 501 W Main St, Cherokee, IA 51012
 Rings: 5, 15, 25 miles radii

Latitude: 42.749686
 Longitude: -95.554902

	5 miles	15 miles	25 miles
2000 Households by Income			
Household Income Base	2,843	6,541	18,461
<\$15,000	16.7%	15.7%	15.6%
\$15,000 - \$24,999	20.2%	17.8%	17.3%
\$25,000 - \$34,999	16.5%	16.1%	15.9%
\$35,000 - \$49,999	18.0%	20.8%	20.6%
\$50,000 - \$74,999	16.4%	19.0%	19.9%
\$75,000 - \$99,999	8.1%	6.5%	6.0%
\$100,000 - \$149,999	3.0%	2.9%	3.2%
\$150,000 - \$199,999	0.0%	0.4%	0.5%
\$200,000+	1.0%	0.9%	0.9%
Average Household Income	\$42,002	\$42,708	\$42,899
2010 Households by Income			
Household Income Base	2,665	6,073	17,654
<\$15,000	11.2%	11.0%	10.8%
\$15,000 - \$24,999	14.3%	13.0%	12.4%
\$25,000 - \$34,999	15.6%	14.9%	14.1%
\$35,000 - \$49,999	16.4%	19.6%	20.0%
\$50,000 - \$74,999	21.4%	23.1%	24.1%
\$75,000 - \$99,999	12.9%	10.7%	10.5%
\$100,000 - \$149,999	6.6%	5.7%	6.1%
\$150,000 - \$199,999	0.8%	1.1%	1.2%
\$200,000+	0.9%	0.8%	0.9%
Average Household Income	\$52,178	\$51,338	\$52,283
2015 Households by Income			
Household Income Base	2,553	5,834	17,204
<\$15,000	10.9%	10.6%	10.3%
\$15,000 - \$24,999	12.5%	11.1%	10.6%
\$25,000 - \$34,999	12.3%	11.8%	11.1%
\$35,000 - \$49,999	13.5%	17.0%	17.4%
\$50,000 - \$74,999	23.9%	25.7%	26.2%
\$75,000 - \$99,999	14.6%	12.3%	12.1%
\$100,000 - \$149,999	10.2%	9.0%	9.6%
\$150,000 - \$199,999	1.0%	1.4%	1.6%
\$200,000+	1.1%	1.0%	1.2%
Average Household Income	\$57,883	\$56,717	\$57,958
2000 Owner Occupied Housing Units by Value			
Total	1,982	4,806	13,697
<\$50,000	39.3%	36.7%	34.9%
\$50,000 - \$99,999	43.6%	43.2%	43.4%
\$100,000 - \$149,999	10.1%	11.5%	12.3%
\$150,000 - \$199,999	3.4%	4.0%	3.9%
\$200,000 - \$299,999	2.7%	2.5%	3.3%
\$300,000 - \$499,999	0.7%	1.7%	1.6%
\$500,000 - \$999,999	0.3%	0.5%	0.5%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$71,857	\$78,766	\$82,559
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	801	1,464	4,157
With Cash Rent	94.6%	88.5%	86.6%
No Cash Rent	5.4%	11.5%	13.4%
Median Rent	\$272	\$273	\$285
Average Rent	\$299	\$283	\$286

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.



Market Profile

Market Profile
 501 W Main St, Cherokee, IA 51012
 Rings: 5, 15, 25 miles radii

Latitude: 42.749686
 Longitude: -95.554902

	5 miles	15 miles	25 miles
2000 Population by Age			
Total	6,543	16,074	47,421
0 - 4	5.4%	5.6%	5.9%
5 - 9	6.3%	6.5%	6.7%
10 - 14	6.8%	7.9%	7.8%
15 - 24	12.3%	12.1%	14.2%
25 - 34	9.3%	9.3%	9.8%
35 - 44	14.4%	15.3%	14.7%
45 - 54	15.0%	14.1%	13.3%
55 - 64	10.1%	9.6%	8.6%
65 - 74	9.4%	9.6%	9.1%
75 - 84	7.9%	7.2%	7.1%
85 +	3.1%	2.7%	2.9%
18 +	76.3%	74.7%	74.5%
2010 Population by Age			
Total	5,975	14,598	44,541
0 - 4	5.3%	5.5%	6.0%
5 - 9	5.5%	5.9%	6.3%
10 - 14	6.1%	6.5%	6.7%
15 - 24	12.5%	11.9%	13.1%
25 - 34	10.6%	10.7%	11.1%
35 - 44	10.6%	10.9%	11.2%
45 - 54	14.5%	15.2%	14.9%
55 - 64	14.9%	14.3%	13.2%
65 - 74	9.1%	8.7%	7.7%
75 - 84	7.1%	6.9%	6.4%
85 +	3.7%	3.4%	3.5%
18 +	78.2%	77.5%	76.8%
2015 Population by Age			
Total	5,692	13,956	43,364
0 - 4	5.2%	5.3%	5.8%
5 - 9	5.4%	5.7%	6.1%
10 - 14	6.2%	6.7%	6.9%
15 - 24	12.3%	11.3%	12.8%
25 - 34	10.9%	11.0%	10.9%
35 - 44	10.6%	10.9%	11.3%
45 - 54	11.8%	12.3%	12.5%
55 - 64	15.3%	16.2%	15.0%
65 - 74	11.5%	10.7%	9.5%
75 - 84	7.0%	6.4%	5.7%
85 +	3.7%	3.5%	3.5%
18 +	78.7%	78.0%	77.1%
2000 Population by Sex			
Males	48.6%	49.5%	49.7%
Females	51.4%	50.5%	50.3%
2010 Population by Sex			
Males	48.8%	49.6%	50.0%
Females	51.2%	50.4%	50.0%
2015 Population by Sex			
Males	49.0%	49.7%	50.2%
Females	51.0%	50.3%	49.8%

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



Market Profile

Market Profile
 501 W Main St, Cherokee, IA 51012
 Rings: 5, 15, 25 miles radii

Latitude: 42.749686
 Longitude: -95.554902

	5 miles	15 miles	25 miles
2000 Population by Race/Ethnicity			
Total	6,543	16,073	47,418
White Alone	97.8%	97.6%	94.0%
Black Alone	0.5%	0.3%	0.3%
American Indian Alone	0.2%	0.1%	0.1%
Asian or Pacific Islander Alone	0.6%	0.5%	2.1%
Some Other Race Alone	0.5%	0.9%	2.6%
Two or More Races	0.5%	0.5%	0.9%
Hispanic Origin	1.3%	2.2%	5.9%
Diversity Index	7.0	8.8	21.3
2010 Population by Race/Ethnicity			
Total	5,971	14,594	44,541
White Alone	97.5%	96.5%	91.3%
Black Alone	0.5%	0.4%	0.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	0.7%	2.6%
Some Other Race Alone	0.6%	1.6%	4.5%
Two or More Races	0.6%	0.6%	1.2%
Hispanic Origin	1.6%	3.7%	9.8%
Diversity Index	7.9	13.4	31.4
2015 Population by Race/Ethnicity			
Total	5,689	13,956	43,363
White Alone	97.3%	96.4%	91.0%
Black Alone	0.6%	0.4%	0.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.6%	0.7%	2.7%
Some Other Race Alone	0.6%	1.7%	4.6%
Two or More Races	0.6%	0.7%	1.2%
Hispanic Origin	1.7%	3.8%	10.1%
Diversity Index	8.5	13.9	32.2
2000 Population 3+ by School Enrollment			
Total	6,357	15,544	45,674
Enrolled in Nursery/Preschool	2.1%	1.8%	1.7%
Enrolled in Kindergarten	0.8%	1.3%	1.4%
Enrolled in Grade 1-8	10.8%	12.3%	12.5%
Enrolled in Grade 9-12	7.0%	7.3%	7.3%
Enrolled in College	1.0%	1.7%	4.0%
Enrolled in Grad/Prof School	0.2%	0.3%	0.3%
Not Enrolled in School	78.1%	75.4%	72.7%
2010 Population 25+ by Educational Attainment			
Total	4,210	10,238	30,266
Less Than 9th Grade	3.2%	3.1%	5.1%
9th to 12th Grade, No Diploma	7.2%	5.6%	6.2%
High School Graduate	40.2%	40.8%	38.9%
Some College, No Degree	23.6%	22.7%	21.0%
Associate Degree	8.5%	9.0%	9.0%
Bachelor's Degree	12.1%	14.0%	15.0%
Graduate/Professional Degree	5.2%	4.8%	4.8%

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.



Market Profile

Market Profile
 501 W Main St, Cherokee, IA 51012
 Rings: 5, 15, 25 miles radii

Latitude: 42.749686
 Longitude: -95.554902

	5 miles	15 miles	25 miles
2010 Population 15+ by Marital Status			
Total	4,955	11,970	36,121
Never Married	23.0%	22.0%	24.4%
Married	56.7%	60.5%	59.8%
Widowed	9.9%	8.6%	8.6%
Divorced	10.4%	8.9%	7.3%
2000 Population 16+ by Employment Status			
Total	5,252	12,624	36,859
In Labor Force	64.9%	66.1%	64.6%
Civilian Employed	62.0%	63.7%	62.4%
Civilian Unemployed	2.9%	2.3%	2.2%
In Armed Forces	0.0%	0.1%	0.0%
Not In Labor Force	35.1%	33.9%	35.4%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	93.5%	94.8%	94.6%
Civilian Unemployed	6.5%	5.2%	5.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.2%	95.3%	95.1%
Civilian Unemployed	5.8%	4.7%	4.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,714	6,440	18,761
Own Children < 6 Only	5.3%	5.7%	5.6%
Employed/in Armed Forces	4.1%	4.4%	4.1%
Unemployed	0.3%	0.1%	0.1%
Not in Labor Force	0.9%	1.2%	1.4%
Own Children <6 and 6-17 Only	5.6%	5.8%	6.3%
Employed/in Armed Forces	5.1%	4.8%	4.6%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	0.5%	1.0%	1.6%
Own Children 6-17 Only	15.6%	17.2%	17.1%
Employed/in Armed Forces	15.0%	15.2%	14.6%
Unemployed	0.1%	0.2%	0.2%
Not in Labor Force	0.5%	1.8%	2.3%
No Own Children < 18	73.4%	71.2%	71.0%
Employed/in Armed Forces	33.8%	33.7%	33.3%
Unemployed	1.3%	1.2%	1.1%
Not in Labor Force	38.3%	36.4%	36.6%
2010 Employed Population 16+ by Industry			
Total	3,265	7,992	22,995
Agriculture/Mining	3.8%	9.4%	9.5%
Construction	8.2%	6.9%	5.8%
Manufacturing	14.2%	12.2%	14.2%
Wholesale Trade	4.7%	5.1%	3.8%
Retail Trade	13.2%	12.2%	11.2%
Transportation/Utilities	4.0%	3.9%	4.2%
Information	1.1%	1.0%	1.3%
Finance/Insurance/Real Estate	2.9%	3.0%	3.3%
Services	43.8%	43.3%	44.0%
Public Administration	4.1%	3.0%	2.6%

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

January 07, 2012

Made with Esri Business Analyst



Market Profile

Market Profile
 501 W Main St, Cherokee, IA 51012
 Rings: 5, 15, 25 miles radii

Latitude: 42.749686
 Longitude: -95.554902

	5 miles	15 miles	25 miles
2010 Employed Population 16+ by Occupation			
Total	3,266	7,990	22,993
White Collar	49.8%	53.9%	54.5%
Management/Business/Financial	12.8%	15.7%	15.6%
Professional	17.1%	18.0%	18.3%
Sales	9.0%	9.5%	9.0%
Administrative Support	10.9%	10.8%	11.6%
Services	20.0%	17.7%	17.1%
Blue Collar	30.2%	28.4%	28.4%
Farming/Forestry/Fishing	1.1%	1.9%	2.1%
Construction/Extraction	5.9%	5.3%	4.7%
Installation/Maintenance/Repair	3.5%	4.5%	4.3%
Production	9.3%	7.7%	9.2%
Transportation/Material Moving	10.3%	9.1%	8.1%
2000 Workers 16+ by Means of Transportation to Work			
Total	3,205	7,930	22,660
Drove Alone - Car, Truck, or Van	79.0%	77.8%	74.1%
Carpooled - Car, Truck, or Van	11.2%	9.8%	10.9%
Public Transportation	0.3%	0.2%	0.2%
Walked	4.4%	4.5%	6.1%
Other Means	2.0%	1.2%	1.1%
Worked at Home	3.1%	6.4%	7.6%
2000 Workers 16+ by Travel Time to Work			
Total	3,206	7,928	22,660
Did not Work at Home	96.9%	93.6%	92.4%
Less than 5 minutes	8.4%	9.3%	11.7%
5 to 9 minutes	39.1%	24.2%	24.4%
10 to 19 minutes	28.9%	32.2%	28.1%
20 to 24 minutes	6.3%	10.2%	8.2%
25 to 34 minutes	7.5%	9.5%	10.1%
35 to 44 minutes	0.9%	1.8%	2.8%
45 to 59 minutes	2.4%	2.6%	3.6%
60 to 89 minutes	2.5%	2.5%	2.0%
90 or more minutes	0.9%	1.2%	1.6%
Worked at Home	3.1%	6.4%	7.6%
Average Travel Time to Work (in min)	13.9	16.5	17.1
2000 Households by Vehicles Available			
Total	2,830	6,524	18,452
None	6.7%	5.1%	5.5%
1	35.3%	28.9%	29.6%
2	38.1%	41.1%	40.3%
3	14.3%	17.0%	17.1%
4	3.8%	5.2%	5.2%
5+	1.8%	2.8%	2.3%
Average Number of Vehicles Available	1.8	2.0	2.0

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



Market Profile

Market Profile
 501 W Main St, Cherokee, IA 51012
 Rings: 5, 15, 25 miles radii

Latitude: 42.749686
 Longitude: -95.554902

	5 miles	15 miles	25 miles
2000 Households by Type			
Total	2,831	6,522	18,448
Family Households	62.2%	68.0%	68.6%
Married-couple Family	51.1%	58.0%	58.9%
With Related Children	20.2%	23.9%	25.3%
Other Family (No Spouse)	11.0%	10.0%	9.8%
With Related Children	7.7%	6.8%	6.6%
Nonfamily Households	37.8%	32.0%	31.4%
Householder Living Alone	34.1%	28.5%	27.7%
Householder Not Living Alone	3.8%	3.5%	3.7%
Households with Related Children	28.0%	30.7%	31.9%
Households with Persons 65+	32.1%	31.8%	32.0%
2000 Households by Size			
Total	2,830	6,522	18,448
1 Person Household	34.1%	28.5%	27.7%
2 Person Household	35.6%	37.1%	36.6%
3 Person Household	12.5%	13.2%	12.8%
4 Person Household	11.0%	12.4%	12.6%
5 Person Household	5.2%	6.2%	6.8%
6 Person Household	1.4%	1.9%	2.5%
7 + Person Household	0.3%	0.6%	1.1%
2000 Households by Year Householder Moved In			
Total	2,830	6,524	18,452
Moved in 1999 to March 2000	15.6%	13.4%	13.5%
Moved in 1995 to 1998	24.1%	22.2%	22.4%
Moved in 1990 to 1994	16.3%	14.9%	15.4%
Moved in 1980 to 1989	17.6%	19.3%	18.4%
Moved in 1970 to 1979	13.0%	14.6%	14.7%
Moved in 1969 or Earlier	13.3%	15.7%	15.6%
Median Year Householder Moved In	1992	1990	1990
2000 Housing Units by Units in Structure			
Total	3,042	7,084	20,071
1, Detached	76.6%	84.1%	84.3%
1, Attached	0.6%	0.7%	1.2%
2	4.8%	3.1%	2.4%
3 or 4	3.8%	3.1%	3.6%
5 to 9	1.9%	1.3%	2.1%
10 to 19	3.5%	1.6%	1.2%
20 +	6.0%	2.6%	2.0%
Mobile Home	2.9%	3.7%	3.3%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	3,042	7,085	20,070
1999 to March 2000	1.4%	0.9%	0.7%
1995 to 1998	2.1%	2.3%	2.3%
1990 to 1994	1.9%	2.2%	2.8%
1980 to 1989	4.2%	5.0%	5.7%
1970 to 1979	12.9%	12.9%	12.7%
1969 or Earlier	77.5%	76.6%	75.7%
Median Year Structure Built	1951	1947	1947

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

January 07, 2012

Made with Esri Business Analyst



Market Profile

Market Profile
 501 W Main St, Cherokee, IA 51012
 Rings: 5, 15, 25 miles radii

Latitude: 42.749686
 Longitude: -95.554902

	5 miles	15 miles	25 miles
Top 3 Tapestry Segments			
1.	Heartland Communities	Heartland Communities	Prairie Living
2.	Rustbelt Retirees	Prairie Living	Heartland Communities
3.	Midlife Junction	Rustbelt Traditions	Southern Satellites
2010 Consumer Spending			
Apparel & Services: Total \$	\$3,190,379	\$7,043,100	\$20,915,998
Average Spent	\$1,197.65	\$1,159.45	\$1,184.63
Spending Potential Index	50	48	49
Computers & Accessories: Total \$	\$422,802	\$958,862	\$2,832,414
Average Spent	\$158.72	\$157.85	\$160.42
Spending Potential Index	72	72	73
Education: Total \$	\$2,216,107	\$4,825,874	\$14,161,952
Average Spent	\$831.91	\$794.44	\$802.10
Spending Potential Index	68	65	66
Entertainment/Recreation: Total \$	\$6,838,000	\$15,592,174	\$46,106,496
Average Spent	\$2,566.94	\$2,566.81	\$2,611.35
Spending Potential Index	80	80	81
Food at Home: Total \$	\$9,591,613	\$21,640,948	\$63,954,495
Average Spent	\$3,600.63	\$3,562.57	\$3,622.22
Spending Potential Index	80	80	81
Food Away from Home: Total \$	\$6,380,346	\$14,203,949	\$42,184,385
Average Spent	\$2,395.14	\$2,338.28	\$2,389.21
Spending Potential Index	74	73	74
Health Care: Total \$	\$9,188,419	\$21,032,609	\$61,749,434
Average Spent	\$3,449.28	\$3,462.43	\$3,497.33
Spending Potential Index	93	93	94
HH Furnishings & Equipment: Total \$	\$3,609,020	\$8,142,849	\$24,123,533
Average Spent	\$1,354.80	\$1,340.49	\$1,366.29
Spending Potential Index	66	65	66
Investments: Total \$	\$4,116,421	\$9,942,289	\$28,814,054
Average Spent	\$1,545.28	\$1,636.72	\$1,631.95
Spending Potential Index	89	94	94
Retail Goods: Total \$	\$51,449,911	\$116,850,689	\$346,451,608
Average Spent	\$19,313.99	\$19,236.17	\$19,622.11
Spending Potential Index	78	77	79
Shelter: Total \$	\$27,459,369	\$59,934,530	\$177,243,929
Average Spent	\$10,308.08	\$9,866.53	\$10,038.63
Spending Potential Index	65	62	64
TV/Video/Audio: Total \$	\$2,571,794	\$5,720,277	\$16,982,736
Average Spent	\$965.44	\$941.68	\$961.86
Spending Potential Index	78	76	77
Travel: Total \$	\$3,457,883	\$7,790,770	\$22,934,026
Average Spent	\$1,298.07	\$1,282.53	\$1,298.92
Spending Potential Index	69	68	69
Vehicle Maintenance & Repairs: Total \$	\$1,967,283	\$4,448,240	\$13,193,419
Average Spent	\$738.51	\$732.28	\$747.24
Spending Potential Index	78	78	79

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.