

**Consumer Spending - 2005 / 2006**  
**ESRI Market Profile - 2009**  
**20, 30, 40 Mile Radius of MidAmerica Industrial Park**

| Description                                | 20 Mile Radius   | 30 Mile Radius     | 40 Mile Radius     |
|--|------------------|--------------------|--------------------|
| <b>Retail Goods: Total</b>                 | \$791,129,699.00 | \$2,679,994,096.00 | \$7,938,291,316.00 |
| Average Spent                              | \$20,433.65      | \$21,651.44        | \$21,925.04        |
| Spending Potential Index                   | 79               | 84                 | 85                 |
| <b>Apparel &amp; Services: Total</b>       | \$53,186,667.00  | \$184,627,242.00   | \$561,200,368.00   |
| Average Spent                              | \$1,373.73       | \$1,491.59         | \$1,550.00         |
| Spending Potential Index                   | 55               | 60                 | 62                 |
| <b>Computers &amp; Accessories: Total</b>  | \$6,810,964.00   | \$24,017,470.00    | \$72,628,303.00    |
| Average Spent                              | \$175.92         | \$194.04           | \$200.59           |
| Spending Potential Index                   | 77               | 85                 | 88                 |
| <b>Education: Total</b>                    | \$34,673,642.00  | \$125,468,293.00   | \$390,860,217.00   |
| Average Spent                              | \$895.57         | \$1,013.65         | \$1,079.53         |
| Spending Potential Index                   | 71               | 81                 | 86                 |
| <b>Entertainment/Recreation: Total</b>     | \$103,503,138.00 | \$352,149,114.00   | \$1,042,362,811.00 |
| Average Spent                              | \$2,673.33       | \$2,844.98         | \$2,878.94         |
| Spending Potential Index                   | 83               | 88                 | 89                 |
| <b>Food at Home: Total</b>                 | \$144,316,373.00 | \$489,221,837.00   | \$1,471,154,742.00 |
| Average Spent                              | \$3,727.47       | \$3,952.38         | \$4,063.23         |
| Spending Potential Index                   | 82               | 87                 | 89                 |
| <b>Food Away from Home: Total</b>          | \$103,343,649.00 | \$356,028,911.00   | \$1,073,523,325.00 |
| Average Spent                              | \$2,669.21       | \$2,876.33         | \$2,965.00         |
| Spending Potential Index                   | 80               | 86                 | 89                 |
| <b>Health Care: Total</b>                  | \$128,777,476.00 | \$420,537,559.00   | \$1,238,047,034.00 |
| Average Spent                              | \$3,326.12       | \$3,397.49         | \$3,419.41         |
| Spending Potential Index                   | 88               | 90                 | 91                 |
| <b>HH Furnishings &amp; Equip.: Total</b>  | \$58,441,093.00  | \$203,915,482.00   | \$607,659,174.00   |
| Average Spent                              | \$1,509.44       | \$1,647.42         | \$1,678.32         |
| Spending Potential Index                   | 69               | 76                 | 77                 |
| <b>Investments: Total</b>                  | \$44,173,409.00  | \$147,061,271.00   | \$426,303,145.00   |
| Average Spent                              | \$1,140.93       | \$1,188.10         | \$1,177.42         |
| Spending Potential Index                   | 79               | 83                 | 82                 |
| <b>Shelter: Total</b>                      | \$437,609,208.00 | \$1,566,623,905.00 | \$4,808,141,868.00 |
| Average Spent                              | \$11,302.77      | \$12,656.62        | \$13,279.78        |
| Spending Potential Index                   | 72               | 81                 | 85                 |
| <b>TV/Video/Sound Equip.: Total</b>        | \$38,322,754.00  | \$130,778,802.00   | \$394,232,908.00   |
| Average Spent                              | \$989.82         | \$1,056.55         | \$1,088.85         |
| Spending Potential Index                   | 81               | 87                 | 90                 |
| <b>Travel: Total</b>                       | \$53,356,546.00  | \$187,749,083.00   | \$563,227,727.00   |
| Average Spent                              | \$1,378.12       | \$1,516.81         | \$1,555.60         |
| Spending Potential Index                   | 75               | 82                 | 84                 |
| <b>Vehicle Maint. &amp; Repairs: Total</b> | \$29,557,575.00  | \$100,696,854.00   | \$300,582,480.00   |
| Average Spent                              | \$763.43         | \$813.52           | \$830.19           |
| Spending Potential Index                   | 82               | 87                 | 89                 |

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.

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.