

Latitude: 38.61004 Longitude: -89.36833

		10 minutes	20 minutes	30 minutes
20,00	2000 Total Population	5,691	15,426	39,781
	2000 Group Quarters	167	273	2,402
	2010 Total Population	5,743	15,957	40,497
	2015 Total Population	5,746	16,076	40,566
	2010 - 2015 Annual Rate	0.01%	0.15%	0.03%
	2000 Households	2,228	5,793	14,629
K	2000 Average Household Size	2.48	2.62	2.56
	2010 Households	2,302	6,112	15,152
TEII	2010 Average Household Size	2,302	2.57	2.51
	2015 Households	2,320	6,193	15,252
	2015 Nouseholds 2015 Average Household Size	2,320	2.55	2.5
	2010 - 2015 Annual Rate	0.16%	0.26%	0.13%
	2000 Families	1,523 3.03	4,188 3.12	10,360 3.08
	2000 Average Family Size			
	2010 Families	1,533	4,329	10,539
	2010 Average Family Size	3	3.09	3.06
	2015 Families	1,524	4,339	10,502
	2015 Average Family Size	3	3.09	3.06
	2010 - 2015 Annual Rate	-0.12%	0.05%	-0.07%
	2000 Housing Units	2,421	6,263	16,059
	Owner Occupied Housing Units	70.0%	73.4%	71.3%
	Renter Occupied Housing Units	20.7%	18.6%	19.8%
	Vacant Housing Units	9.4%	7.9%	8.9%
	2010 Housing Units	2,637	6,940	17,506
	Owner Occupied Housing Units	66.9%	69.7%	67.3%
	Renter Occupied Housing Units	20.4%	18.3%	19.2%
	Vacant Housing Units	12.7%	11.9%	13.4%
	2015 Housing Units	2,723	7,186	18,029
	Owner Occupied Housing Units	65.1%	68.2%	65.9%
	Renter Occupied Housing Units	20.1%	18.0%	18.7%
	Vacant Housing Units	14.8%	13.8%	15.4%
	Median Household Income			
	2000	\$38,341	\$43,505	\$40,742
	2010	\$47,909	\$54,932	\$50,676
	2015	\$58,005	\$63,484	\$59,943
	Median Home Value			
	2000	\$67,575	\$77,076	\$70,061
	2010	\$96,638	\$115,431	\$103,766
	2015	\$116,071	\$139,063	\$124,014
	Per Capita Income			
	2000	\$18,399	\$19,004	\$18,243
	2010	\$23,164	\$23,605	\$22,318
	2015	\$26,958	\$27,216	\$25,650
	Median Age	•	•	•
	2000	38.8	36.8	36.7
	2010	39.8	38.8	38.5
	2015	40.2	39.2	39.1

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.



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		10 minutes	20 minutes	30 minutes
dis	2000 Households by Income			
	Household Income Base	2,222	5,810	14,570
W)	< \$15,000	15.2%	12.5%	15.1%
	\$15,000 - \$24,999	15.3%	12.8%	14.5%
	\$25,000 - \$34,999	15.0%	13.7%	13.2%
	\$35,000 - \$49,999	18.2%	19.1%	18.4%
	\$50,000 - \$74,999	20.4%	25.1%	23.2%
	\$75,000 - \$99,999	10.6%	10.4%	9.6%
	\$100,000 - \$149,999	4.5%	4.8%	4.5%
	\$150,000 - \$199,999	0.0%	0.8%	0.6%
	\$200,000+	0.8%	0.8%	0.8%
	Average Household Income	\$45,659	\$49,578	\$47,359
	2010 Households by Income			
	Household Income Base	2,302	6,113	15,152
	< \$15,000	11.1%	9.4%	11.2%
	\$15,000 - \$24,999	13.4%	9.9%	11.9%
	\$25,000 - \$34,999	10.2%	9.5%	10.2%
	\$35,000 - \$49,999	18.0%	17.2%	16.0%
	\$50,000 - \$74,999	21.0%	25.8%	25.4%
	\$75,000 - \$99,999	15.7%	16.9%	15.7%
	\$100,000 - \$149,999	8.6%	8.4%	7.2%
	\$150,000 - \$199,999	1.1%	1.7%	1.3%
	\$200,000+	0.8%	1.2%	1.0%
	Average Household Income	\$56,077	\$60,809	\$57,109
	2015 Households by Income			
	Household Income Base	2,321	6,193	15,252
	< \$15,000	8.8%	7.4%	9.0%
	\$15,000 - \$24,999	11.0%	8.0%	9.8%
	\$25,000 - \$34,999	8.7%	8.0%	8.8%
	\$35,000 - \$49,999	14.3%	13.5%	12.9%
	\$50,000 - \$74,999	22.0%	25.7%	26.1%
	\$75,000 - \$99,999	17.1%	18.3%	16.9%
	\$100,000 - \$149,999	15.1%	14.8%	13.0%
	\$150,000 - \$199,999	1.8%	2.7%	2.2%
	\$200,000+	1.1%	1.6%	1.4%
	Average Household Income	\$64,794	\$69,744	\$65,352
	2000 Owner Occupied HUs by Value			
	Total	1,713	4,609	11,438
	<\$50,000	34.3%	27.4%	31.7%
	\$50,000 - 99,999	43.5%	44.4%	42.3%
	\$100,000 - 149,999	16.7%	18.5%	16.9%
	\$150,000 - 199,999	3.0%	5.7%	5.1%
	\$200,000 - \$299,999	1.7%	3.0%	2.6%
	\$300,000 - 499,999	0.6%	0.8%	0.9%
	\$500,000 - 999,999	0.1%	0.3%	0.4%
	\$1,000,000+	0.0%	0.0%	0.1%
	Average Home Value	\$75,660	\$86,857	\$83,618
	2000 Specified Renter Occupied HUs by Contract Rent			
	Total	501	1,143	3,101
	With Cash Rent	92.8%	91.3%	90.8%
	No Cash Rent	7.2%	8.7%	9.2%
	Median Rent	\$280	\$307	\$295
	Average Rent	\$312	\$311	\$296

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 rent.



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	10 minutes	20 minutes	30 minutes
2000 Population by Age			
T	5,694	15,426	39,781
■ ■ ■ Age 0 - 4	6.2%	6.5%	6.3%
Age 5 - 9	6.6%	7.3%	7.1%
Age 10 - 14	7.0%	8.0%	7.3%
Age 15 - 19	7.3%	7.7%	7.3%
Age 20 - 24	6.6%	5.9%	6.4%
Age 25 - 34	11.3%	11.6%	13.0%
Age 35 - 44	14.7%	16.0%	16.5%
Age 45 - 54	11.9%	12.0%	12.6%
Age 55 - 64	9.4%	9.3%	8.7%
Age 65 - 74	8.8%	7.9%	7.6%
Age 75 - 84	7.0%	5.4%	5.3%
Age 85+	3.3%	2.3%	2.0%
Age 18+	75.6%	73.2%	74.8%
-			
2010 Population by Age Total	5,743	15,959	40,497
Age 0 - 4	6.3%	6.6%	6.3%
Age 5 - 9		6.9%	
	6.4%		6.5%
Age 10 - 14	6.2%	7.0%	6.6%
Age 15 - 19	6.2%	6.8%	6.8%
Age 20 - 24	5.8%	5.4%	5.9%
Age 25 - 34	13.5%	12.7%	13.2%
Age 35 - 44	11.7%	12.5%	13.6%
Age 45 - 54	14.5%	15.4%	15.3%
Age 55 - 64	11.5%	11.4%	11.5%
Age 65 - 74	7.9%	7.4%	7.0%
Age 75 - 84	6.2%	5.3%	5.0%
Age 85+	3.8%	2.6%	2.4%
Age 18+	77.3%	75.3%	76.5%
2015 Population by Age			
Total	5,746	16,076	40,566
Age 0 - 4	6.2%	6.4%	6.1%
Age 5 - 9	6.2%	6.8%	6.4%
Age 10 - 14	6.5%	7.4%	6.9%
Age 15 - 19	6.0%	6.6%	6.5%
Age 20 - 24	5.4%	5.2%	6.0%
Age 25 - 34	12.5%	11.7%	12.3%
Age 35 - 44	12.9%	13.3%	13.8%
Age 45 - 54	12.0%	13.4%	13.5%
Age 55 - 64	14.2%	13.7%	13.3%
Age 65 - 74	8.9%	8.2%	8.2%
Age 75 - 84	5.6%	4.9%	4.6%
Age 85+	3.6%	2.6%	2.4%
Age 18+	77.4%	75.4%	76.7%
-			
2000 Population by Sex Males	48.4%	49.3%	51.1%
Females	51.6%	50.7%	48.9%
2010 Population by Sex	31.070	30.770	40.370
Males	48.8%	49.5%	51.5%
Females	51.2%	50.5%	48.5%
2015 Population by Sex	J1.2/0	JU.J /0	40.0 /0
Males	48.9%	49.7%	51.7%
Females	51.1%	50.3%	48.3%



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		10 minutes	20 minutes	30 minutes
a.	2000 Population by Race/Ethnicity			
KEE S	Total	5,692	15,426	39,781
(15-17)	White Alone	96.0%	97.5%	93.0%
	Black Alone	2.7%	1.3%	5.1%
	American Indian Alone	0.2%	0.2%	0.2%
	Asian or Pacific Islander Alone	0.5%	0.4%	0.2%
	Some Other Race Alone	0.1%	0.4%	0.5%
	Two or More Races	0.4%	0.5%	0.8%
		0.4%	0.9%	1.4%
	Hispanic Origin Diversity Index	9.3	6.7	15.7
	Diversity index	9.5	0.7	13.7
	2010 Population by Race/Ethnicity			
	Total	5,742	15,958	40,497
	White Alone	95.5%	97.0%	92.6%
	Black Alone	2.9%	1.4%	5.0%
	American Indian Alone	0.3%	0.2%	0.2%
	Asian or Pacific Islander Alone	0.6%	0.5%	0.5%
	Some Other Race Alone	0.1%	0.3%	0.7%
	Two or More Races	0.6%	0.6%	1.0%
	Hispanic Origin	1.3% 11.0	1.4% 8.3	2.0% 17.3
	Diversity Index	11.0	0.3	17.3
	2015 Population by Race/Ethnicity			
	Total	5,746	16,078	40,566
	White Alone	95.3%	96.8%	92.4%
	Black Alone	2.9%	1.4%	4.9%
	American Indian Alone	0.3%	0.2%	0.2%
	Asian or Pacific Islander Alone	0.7%	0.5%	0.5%
	Some Other Race Alone	0.1%	0.4%	0.9%
	Two or More Races	0.7%	0.7%	1.1%
	Hispanic Origin	1.5%	1.6%	2.3%
	Diversity Index	11.9	9.2	18.2
	2000 Population 3+ by School Enrollment Total	5,525	14,899	38,202
A		1.9%	1.8%	1.7%
* * * * * * * * * * * * * * * * * * *	Enrolled in Nursery/Preschool			
	Enrolled in Kindergarten	1.0%	1.6%	1.5%
	Enrolled in Grade 1-8	11.9%	13.2%	12.1%
	Enrolled in Grade 9-12	7.0%	6.5%	6.3%
	Enrolled in College	4.1%	4.5%	4.1%
	Enrolled in Grad/Prof School	0.5%	0.5%	0.5%
	Not Enrolled in School	73.6%	72.0%	73.7%
	2010 Population 25+ by Educational Attainment			
	Total	3,972	10,748	27,504
	Less than 9th Grade	11.8%	10.3%	10.4%
		6.0%	5.2%	6.9%
	9th - 12th Grade, No Diploma			
	High School Graduate	36.0%	35.7%	36.3%
	Some College, No Degree	20.6%	20.6%	20.3%
	Associate Degree	12.8%	13.1%	11.6%
	Bachelor's Degree	10.2%	12.0%	10.8%
	Graduate/Professional Degree	2.7%	3.2%	3.8%

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.



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		10 minutes	20 minutes	30 minutes
<u> (6)</u>	2010 Population 15+ by Marital Status			
	Total	4,659	12,688	32,626
<u></u>	Never Married	28.2%	28.5%	25.6%
	Married	50.7%	55.8%	57.9%
	Widowed	11.0%	7.9%	7.5%
	Divorced	10.0%	7.8%	9.0%
Nûn	2000 Population 16+ by Employment Status			
	Total	4,503	11,819	30,783
	In Labor Force	64.0%	69.5%	64.0%
	Civilian Employed	61.0%	66.7%	61.2%
	Civilian Unemployed	2.9%	2.5%	2.6%
	In Armed Forces	0.2%	0.3%	0.2%
	Not in Labor Force	36.0%	30.5%	36.0%
	2010 Civilian Population 16+ in Labor Force			
	Civilian Employed	88.8%	91.2%	90.7%
	Civilian Unemployed	11.2%	8.8%	9.3%
	2015 Civilian Population 16+ in Labor Force			
	Civilian Employed	90.8%	92.9%	92.4%
	Civilian Unemployed	9.2%	7.1%	7.6%
	2000 Females 46 hy Employment Status and Age	of Children		
	2000 Females 16+ by Employment Status and Age Total	2,357	6,114	15,194
	Own Children < 6 Only	4.8%	6.8%	7.2%
	Employed/in Armed Forces	3.3%	5.3%	5.6%
	Unemployed	0.0%	0.1%	0.2%
	Not in Labor Force	1.5%	1.4%	1.4%
	Own Children < 6 and 6-17 Only	5.4%	7.2%	6.6%
	Employed/in Armed Forces	3.7%	4.9%	4.6%
	Unemployed	0.0%	0.2%	0.2%
	Not in Labor Force	1.7%	2.2%	1.7%
	Own Children 6-17 Only	18.3%	20.8%	18.8%
	Employed/in Armed Forces	14.3%	17.4%	15.6%
	Unemployed	1.6%	0.9%	0.6%
	Not in Labor Force	2.5%	2.5%	2.7%
	No Own Children < 18	71.4%	65.3%	67.4%
	Employed/in Armed Forces	33.4%	33.6%	33.0%
	Unemployed	2.1%	1.6%	1.6%
	Not in Labor Force	35.9%	30.1%	32.7%
	2010 Employed Population 16+ by Industry			
 7	Total	2,631	7,823	18,275
	Agriculture/Mining	3.1%	5.6%	4.4%
	Construction	7.2%	6.6%	6.6%
	Manufacturing	15.1%	12.6%	13.5%
	Wholesale Trade	2.6%	3.2%	3.3%
	Retail Trade	9.7%	9.7%	10.1%
	Transportation/Utilities	3.6%	4.4%	5.2%
	Information	0.7%	1.8%	1.6%
	Finance/Insurance/Real Estate	3.3%	6.5%	6.1%
	Services	44.8%	42.0%	43.0%
	Public Administration	9.9%	7.5%	6.2%
	i ubile Autilitistiation	9.970	1.570	0.270



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	10 minutes	20 minutes	30 minutes
2010 Employed Population 16+ by Occupation			
Total	2,633	7,826	18,275
White Collar	46.9%	50.9%	50.5%
Management/Business/Financial	9.3%	12.0%	11.7%
Professional	19.3%	18.6%	18.4%
Sales	8.5%	8.2%	8.4%
Administrative Support	9.8%	12.1%	11.9%
Services	20.8%	19.0%	19.3%
Blue Collar	32.4%	30.1%	30.1%
Farming/Forestry/Fishing	0.7%	1.2%	0.9%
Construction/Extraction	7.3%	6.1%	6.1%
Installation/Maintenance/Repair	3.3%	4.2%	4.4%
Production	10.3%	8.8%	10.0%
Transportation/Material Moving	10.8%	9.8%	8.8%
2000 Workers 16+ by Means of Transportation t	to Work		
Total	2,726	7,779	18,621
Drove Alone - Car, Truck, or Van	81.8%	80.3%	79.6%
Carpooled - Car, Truck, or Van	10.8%	10.9%	11.3%
Public Transportation	1.6%	0.8%	0.7%
Walked	1.8%	2.3%	2.6%
Other Means	1.0%	0.7%	0.9%
Worked at Home	3.0%	4.9%	4.9%
2000 Workers 16+ by Travel Time to Work			
Total	2,727	7,782	18,621
Did Not Work at Home	97.0%	95.1%	95.1%
Less than 5 minutes	6.0%	7.1%	7.2%
5 to 9 minutes	19.0%	16.3%	15.9%
10 to 19 minutes	25.4%	24.7%	27.9%
20 to 24 minutes	9.5%	9.7%	10.1%
25 to 34 minutes	16.6%	14.5%	13.1%
35 to 44 minutes	4.8%	5.5%	5.2%
45 to 59 minutes	6.9%	7.0%	7.1%
60 to 89 minutes	6.1%	7.3%	6.0%
90 or more minutes	2.7%	2.9%	2.7%
Worked at Home	3.0%	4.9%	4.9%
Average Travel Time to Work (in min)	23.7	25.4	24.3
2000 Households by Vehicles Available			
Total	2,226	5,790	14,626
None	8.0%	6.2%	6.4%
1	35.3%	29.4%	31.7%
2	33.7%	41.2%	41.4%
3	15.3%	16.3%	14.4%
4	5.8%	5.0%	4.2%
5+	2.0%	1.8%	1.9%
Average Number of Vehicles Available	1.8	1.9	1.9



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		10 minutes	20 minutes	30 minutes
0.0	2000 Households by Type			
	Total	2,228	5,793	14,629
41 1 /	Family Households	68.4%	72.3%	70.8%
	Married-couple Family	53.4%	59.0%	56.9%
	With Related Children	23.3%	28.7%	26.8%
	Other Family (No Spouse)	15.0%	13.3%	13.9%
	With Related Children	9.7%	8.5%	9.0%
	Nonfamily Households	31.6%	27.7%	29.2%
	Householder Living Alone	27.9%	24.2%	25.6%
	Householder Not Living Alone	3.7%	3.5%	3.6%
	Households with Related Children	33.0%	37.2%	35.9%
	Households with Persons 65+	31.2%	27.4%	28.1%
	2000 Households by Size			
	Total	2,228	5,793	14,629
	1 Person Household	27.9%	24.2%	25.6%
	2 Person Household	33.8%	32.7%	32.7%
	3 Person Household	16.1%	16.6%	16.6%
	4 Person Household	13.2%	15.5%	15.1%
	5 Person Household	6.2%	7.6%	7.0%
	6 Person Household	1.8%	2.5%	2.1%
	7+ Person Household	0.9%	0.9%	0.9%
	2000 Households by Year Householder Moved In			
	Total	2,225	5,792	14,626
	Moved in 1999 to March 2000	13.2%	12.0%	13.7%
	Moved in 1995 to 1998	22.1%	22.0%	22.4%
	Moved in 1990 to 1994	18.0%	16.6%	16.1%
	Moved in 1980 to 1989	16.9%	18.6%	18.3%
	Moved in 1970 to 1979	15.0%	14.3%	13.5%
	Moved in 1970 to 1979 Moved in 1969 or Earlier	14.8%		16.0%
	Median Year Householder Moved In	1991	16.6% 1990	1991
	2000 Housing Units by Units in Structure			
	Total	2,455	6,289	16,087
	1, Detached	73.4%	76.3%	74.1%
	1, Attached	0.1%	0.6%	0.6%
	2	3.8%	3.8%	3.1%
	3 or 4	3.9%	2.4%	2.3%
	5 to 9		1.6%	
	10 to 19	0.8%	1.4%	1.1%
		1.4%		1.1%
	20+ Mahila Harra	0.0%	0.3%	1.7%
	Mobile Home	16.0%	13.2%	15.7%
	Other	0.5%	0.3%	0.4%
	2000 Housing Units by Year Structure Built			
	Total	2,418	6,261	16,087
	1999 to March 2000	2.4%	2.5%	2.1%
	1995 to 1998	4.8%	5.1%	5.7%
	1990 to 1994	5.2%	6.9%	6.3%
	1980 to 1989	12.1%	13.3%	12.6%
	1970 to 1979	14.6%	17.9%	18.6%
	1969 or Earlier	60.9%	54.2%	54.7%
	Median Year Structure Built	1961	1967	1966

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



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Drive Time. 10, 20, 30 Williates			
	10 minutes	20 minutes	30 minutes
	Top 3 Tapestry Segments		
1.	Rustbelt Retirees	Salt of the Earth	Salt of the Earth
2.	Rustbelt Traditions	Rustbelt Traditions	Green Acres
3.	Home Town	Green Acres	Home Town

2010 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.		.,	3
Apparel & Services: Total \$	\$3,036,446	\$8,637,862	\$20,121,529
Average Spent	\$1,319.05	\$1,413.26	\$1,327.98
Spending Potential Index	55	59	55
Computers & Accessories: Total \$	\$397,249	\$1,147,843	\$2,666,871
Average Spent	\$172.57	\$187.80	\$176.01
Spending Potential Index	78	85	80
Education: Total \$	\$2,315,966	\$6,451,005	\$14,627,256
Average Spent	\$1,006.07	\$1,055.47	\$965.37
Spending Potential Index	82	87	79
Entertainment/Recreation: Total \$	\$6,175,410	\$17,993,256	\$42,082,623
Average Spent	\$2,682.63	\$2,943.92	\$2,777.36
Spending Potential Index	83	91	86
Food at Home: Total \$	\$8,523,987	\$24,450,987	\$57,779,804
Average Spent	\$3,702.86	\$4,000.49	\$3,813.35
Spending Potential Index	83	89	85
Food Away from Home: Total \$	\$5,978,925	\$17,083,751	\$39,932,885
Average Spent	\$2,597.27	\$2,795.12	\$2,635.49
Spending Potential Index	81	87	82
Health Care: Total \$	\$7,852,084	\$22,521,095	\$53,326,939
Average Spent	\$3,410.98	\$3,684.73	\$3,519.47
Spending Potential Index	92	99	94
HH Furnishings & Equipment: Total \$	\$3,330,947	\$9,671,085	\$22,514,244
Average Spent	\$1,446.98	\$1,582.31	\$1,485.89
Spending Potential Index	70	77	72
Investments: Total \$	\$3,462,056	\$10,284,836	\$23,817,654
Average Spent	\$1,503.93	\$1,682.73	\$1,571.91
Spending Potential Index	86	97	90
Retail Goods: Total \$	\$45,724,219	\$132,760,854	\$312,851,343
Average Spent	\$19,862.82	\$21,721.34	\$20,647.53
Spending Potential Index	80	87	83
Shelter: Total \$	\$27,313,877	\$77,699,229	\$177,799,559
Average Spent	\$11,865.28	\$12,712.57	\$11,734.40
Spending Potential Index	75	81	74
TV/Video/Audio: Total \$	\$2,351,754	\$6,697,109	\$15,776,286
Average Spent	\$1,021.61	\$1,095.73	\$1,041.20
Spending Potential Index	82	88	84
Travel: Total \$	\$3,367,109	\$9,761,252	\$22,241,096
Average Spent	\$1,462.69	\$1,597.06	\$1,467.87
Spending Potential Index	77	84	78
Vehicle Maintenance & Repairs: Total \$	\$1,779,146	\$5,146,917	\$12,083,036
Average Spent	\$772.87	\$842.10	\$797.45
Spending Potential Index	82	89	85

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.