



# Spending Potential Indices

Source: 2005 & 2008 Community Sourcebook of Zip Code Demographics

	40202 ZIP CODE		40203 ZIP CODE		US MEDIAN	
	2005	2008	2005	2008	2005	2008
<b>Entertainment</b>						
Dine in/Carry out	37	43	37	42	75	77
Sports Equipment	31	35	27	31	75	82
Fees & Tickets	32	37	31	34	65	66
Toys & Games	38	39	34	40	76	76
Travel	32	37	30	33	71	73
Cable TV	38	45	39	44	79	81
<b>Financial Services</b>						
Auto Loan	32	38	31	37	84	89
Home Loan	24	28	23	27	69	72
Investments	40	43	26	29	58	50
Retirement Plans	26	30	25	29	69	68
<b>The Home</b>						
Home Repair	24	27	23	26	74	77
Lawn & Garden	27	31	27	31	83	91
Computers & Hardware Personal	34	40	35	40	70	71
Major Appliances	30	35	28	32	82	81
TV, Radio, & Sound Equipment	37	43	37	42	74	78
Furniture	33	38	32	36	67	71
<b>Personal</b>						
Apparel & Services	37	43	31	35	60	74
Auto Repairs	35	40	34	38	78	80
Health Insurance	34	40	35	40	84	91
Pets & Supplies	31	36	31	35	91	89

Spending potential data measures the likely expenditure for a product or service in a zipcode. The Spending Potential Indices compares the average local expenditure for a product to the average amount spent nationally (set at 100). Indices results above 100 show above average expenditure where as a result below 100 shows below normal expenditure, for example, a result of 85 shows 15% below average spent by residents within a zipcode for that type of product or service.