



Houma-Terrebonne Retail Sales Potential



Terrebonne

Economic Development Authority
Houma, Louisiana



Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

Retail Sales Potential Summary Report

Index Base Average = 100

Index Base File: US

Demographic Overview

Total Population	275,930	Total Households	102,798	Median Income	\$37,555
% Male Population	49.0%	Average Household Size	2.7	Per Capita Income	\$18,199
% Female Population	51.0%	Household Growth from 1990 to 2000	9.2%	Average Household Income	\$47,283
Median Age	35.2	% Owner Occupied Housing Units	67.5%	Employees	112,224
Population Density	74.4	% Renter Occupied Housing Units	23.6%	Establishments	11,010
		% Vacant Housing Units	8.9%		

Current Year Annual	Aggregate Dollars	Average Dollars	Percent of Total	Index
Appliances and Electronics Stores	\$32,343,314	\$314.63	1.6%	79
Art Dealers	\$77,103	\$0.75	0.0%	77
Auto Parts and Accessories	\$19,751,480	\$192.14	1.0%	81
Book Stores	\$11,850,767	\$115.28	0.6%	76
Camera and Photography Stores	\$3,135,859	\$30.51	0.2%	80
Childrens' and Infant's Clothing Stores	\$3,102,104	\$30.18	0.2%	78
Clothing Accessory Stores	\$493,257	\$4.80	0.0%	77
Computer Stores	\$17,853,118	\$173.67	0.9%	77
Convenience Stores	\$15,355,112	\$149.37	0.8%	83
Costmetics and Beauty Stores	\$2,061,599	\$20.05	0.1%	80
Department Stores	\$118,730,616	\$1,154.99	6.0%	79
Drinking Places	\$8,534,119	\$83.02	0.4%	78
Family Clothing Stores	\$15,239,048	\$148.24	0.8%	78
Fish and Seafood Markets	\$1,033,365	\$10.05	0.1%	83
Floor Covering Stores	\$6,088,807	\$59.23	0.3%	73
Florists	\$1,641,093	\$15.96	0.1%	76
Fruit and Vegetable Markets	\$2,028,031	\$19.73	0.1%	84
Fuel Dealers	\$15,323,337	\$149.06	0.8%	82
Full Service Restaurants	\$103,647,723	\$1,008.27	5.2%	79
Furniture Stores	\$37,549,663	\$365.28	1.9%	76
Gasoline Stations with Convenience Stores	\$173,951,543	\$1,692.17	8.7%	82

Gasoline Stations without Convenience Stores	\$84,669,811	\$823.65	4.3%	82
Gift and Souvenir Stores	\$3,309,342	\$32.19	0.2%	78
Grocery Stores	\$338,105,512	\$3,289.03	17.0%	82
Hardware Stores	\$17,324,760	\$168.53	0.9%	77
Hobby, Toy, and Game Stores	\$9,323,768	\$90.70	0.5%	80
Home Centers	\$39,635,307	\$385.56	2.0%	78
Hotels and Other Travel Accomodations	\$15,237,746	\$148.23	0.8%	79
Jewelry Stores	\$3,544,455	\$34.48	0.2%	75
Limited Service Restaurants	\$103,620,461	\$1,008.00	5.2%	79
Liquor Stores	\$14,794,261	\$143.92	0.7%	78
Luggage Stores	\$464,773	\$4.52	0.0%	77
Mail Order and Catalog Stores	\$43,653,162	\$424.65	2.2%	78
Meat Markets	\$4,327,228	\$42.09	0.2%	83
Men's Clothing Stores	\$3,718,177	\$36.17	0.2%	78
Mobile Home Dealers	\$50,454	\$0.49	0.0%	77
Motorcycle and Boat Dealers	\$16,608,598	\$161.57	0.8%	80
Musical Instrument Stores	\$3,664,874	\$35.65	0.2%	81
New Car Dealers	\$361,891,010	\$3,520.41	18.2%	80
Nursery and Garden Stores	\$7,996,265	\$77.79	0.4%	77
Office and Stationary Stores	\$4,168,509	\$40.55	0.2%	77
Optical Goods Stores	\$9,834,498	\$95.67	0.5%	82
Other Apparel Stores	\$2,096,043	\$20.39	0.1%	79
Other Building Materials Stores	\$48,681,006	\$473.56	2.4%	77
Other Direct Selling Establishments	\$9,320,631	\$90.67	0.5%	80
Other General Merchandise Stores	\$16,399,635	\$159.53	0.8%	79
Other Health and Personal Care Stores	\$4,210,317	\$40.96	0.2%	81
Other Home Furnishing Stores	\$8,923,057	\$86.80	0.4%	77
Other Miscellaneous Retail Stores	\$4,164,415	\$40.51	0.2%	83
Other Specialty Food Markets	\$3,205,787	\$31.19	0.2%	83
Outdoor Power Equipment Stores	\$995,587	\$9.68	0.1%	76
Paint and Wallpaper Stores	\$1,592,615	\$15.49	0.1%	78
Pet and Pet Supply Stores	\$5,803,288	\$56.45	0.3%	80
Pharmacy and Drug Stores	\$49,654,825	\$483.03	2.5%	81
RV Parks	\$197,449	\$1.92	0.0%	81
Record, Tape, and CD Stores	\$7,024,385	\$68.33	0.4%	81
Recreational Vehicle Dealers	\$495,165	\$4.82	0.0%	80
Rooming and Boarding Houses	\$106,441	\$1.04	0.0%	79
Sewing and Needlecraft Stores	\$1,211,542	\$11.79	0.1%	78
Shoe Stores	\$5,422,204	\$52.75	0.3%	81
Special Food Services and Catering	\$17,369,838	\$168.97	0.9%	79
Sporting Goods Stores	\$16,984,530	\$165.22	0.9%	80
Tire Dealers	\$8,963,604	\$87.20	0.5%	81
Used Merchandise Stores	\$2,463,040	\$23.96	0.1%	78
User Car Dealers	\$25,182,999	\$244.98	1.3%	80
Vending Machines	\$6,454,867	\$62.79	0.3%	83
Warehouse Superstores	\$60,594,422	\$589.45	3.0%	82
Women's Clothing Stores	\$6,920,984	\$67.33	0.3%	78

Total Annual Retail

\$1,990,172,705

\$19,360.03

100%

80

Current year data is for the year **2006**, 5 year projected data is for the year **2011**. [More About Our Data.](#)

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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

Retail Sales Geography

Assumption Parish, Lafourche Parish,
St. Mary Parish...

Basic Variables 2006 Income

Per Capita Income \$18,199

Basic Variables 2006 Income: Disposable Income (HH)

Aggregate Disposable Income \$4,272,726,000

Business Summary 2006 Employees

Total Employees 112,224

Business Summary 2006 Establishments

Total Establishments 11,010

Consumer Expenditure 2006 Summary: Average Expenditure

Apparel \$612.45

Education \$966.54

Entertainment \$2,399.56

Food and Beverages \$6,848.57

Gifts \$1,079.87

Health Care \$2,781.29

Household Furnishings and Equipment \$1,828.72

Household Operations \$1,469.17

Miscellaneous Expenses \$741.41

Personal Care \$634.50

Personal Insurance \$418.23

Reading \$141.29

Shelter \$8,344.47

Tobacco \$316.11

Total Household Expenditure \$42,008.92

Total Non-Retail Expenditure \$23,423.56

Total Retail Expenditure \$18,585.36

Transportation \$8,751.80

Utilities \$3,182.66

Consumer Expenditure 2006 Summary: Average Expenditure: Apparel

Boy's \$37.16

Footwear \$80.90

Girl's \$35.45

Infant's \$24.33

Men's	\$181.40
Services and Accessories	\$65.91
Women's	\$187.30
Consumer Expenditure 2006 Summary:Average Expenditure:Apparel:Services and Accessories	
Jewelry	\$26.37
Watches	\$4.88
Consumer Expenditure 2006 Summary:Average Expenditure:Education	
Books and Supplies	\$135.10
Tuition	\$831.43
Consumer Expenditure 2006 Summary:Average Expenditure:Entertainment:Recreational Equipment and Supplies	
Pet Supplies and Services	\$237.51
Consumer Expenditure 2006 Summary:Average Expenditure:Entertainment:Video and Audio Equipment	
Audio Equipment	\$74.59
Records, Tapes and CD Purchases	\$119.28
Satellite Dishes	\$9.38
Televisions	\$108.81
Video Game Hardware and Software	\$27.90
Consumer Expenditure 2006 Summary:Average Expenditure:Food and Beverages	
Alcoholic Beverages	\$497.55
Food At Home	\$3,677.93
Food Away From Home	\$2,673.08
Consumer Expenditure 2006 Summary:Average Expenditure:Health Care	
Health Care Insurance	\$1,344.48
Health Care Services	\$671.09
Health Care Supplies and Equipment	\$765.72
Consumer Expenditure 2006 Summary:Average Expenditure:Household Furnishing and Equip.	
Furniture	\$493.68
Housewares and Small Appliances	\$924.77
Major Appliances	\$218.22
Consumer Expenditure 2006 Summary:Average Expenditure:Household Furnishing and Equip.:Housewares and Small Appliances	
Computer Hardware	\$289.12
Computer Software	\$22.50
Consumer Expenditure 2006 Summary:Average Expenditure:Personal Care	
Hair Care	\$49.33
Personal Care Products	\$148.12
Personal Care Services	\$424.58
Consumer Expenditure 2006 Summary:Average Expenditure:Personal Care:Products	
Cosmetics and Perfume	\$89.79
Consumer Expenditure 2006 Summary:Average Expenditure:Reading	
Books	\$51.72
Magazines	\$28.98
Newspapers	\$60.59
Consumer Expenditure 2006 Summary:Average Expenditure:Shelter	

Mortgage Interest	\$3,196.75
Other Lodging	\$436.82
Property Taxes	\$1,393.27
Rental Costs	\$2,211.45

Consumer Expenditure 2006 Summary:Average Expenditure:Tobacco

Cigarettes	\$284.44
Other Tobacco Products	\$31.67

Consumer Expenditure 2006 Summary:Average Expenditure:Transportation

Gasoline and Oil	\$2,012.05
Motorcycles (New And Used)	\$56.90

Consumer Expenditure 2006 Summary:Average Expenditure:Transportation:New Vehicle Purchase

New Car Purchased	\$974.88
New Truck Purchased	\$1,153.86

Consumer Expenditure 2006 Summary:Average Expenditure:Utilities:Telephone Service

Cellular Phone Service	\$356.64
Excl Cell Phones	\$702.85

Financial 2006 Net Worth (HH)

Average Household Net Worth	\$138,955
Median Household Net Worth	\$36,528

Geographic Identifiers 2006

Area Square Miles	3,710.23
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Geographic Identifiers 2006 Selected Geography Within:County

Name	*Assumption Parish
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Housing units 2006

% Owner Occupied Units	67.50%
% Renter Occupied Units	23.64%
% Vacant Housing Units	8.86%
Housing units	112,792
Occupied Housing Units	102,798
Owner Occupied Units	76,136
Renter Occupied Units	26,662
Vacant Housing Units	9,994

Housing units 2011

% Owner Occupied Units	65.85%
% Renter Occupied Units	25.60%
% Vacant Housing Units	8.54%
Housing units	118,404
Occupied Housing Units	108,288
Owner Occupied Units	77,971
Renter Occupied Units	30,317
Vacant Housing Units	10,116

Consumer Expenditure 2006 Summary:Average Expenditure

Index: Transportation	83
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Consumer Expenditure 2006 Summary:Average Expenditure:Utilities:Telephone Service

Index: Cellular Phone Service	86
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Occupation and Employment 2006

% Civilian Employed	94.06%
% Civilian Unemployed	5.80%
% In Armed Forces	0.08%
% Not in labor force	43.18%
% in Labor Force	56.74%
Civilian Employed	113,643
Civilian Unemployed	7,005
In Armed Forces	168
In Labor Force	120,816
Not in Labor Force	91,933
Total Population Age 16 Plus	212,917

Occupation and Employment 2006 Female

Civilian Employed	48,543
Civilian Unemployed	3,485
In Armed Forces	15
Not in Labor Force	57,646

Occupation and Employment 2006 Male

Civilian Employed	65,100
Civilian Unemployed	3,520
In Armed Forces	153
Not in Labor Force	34,287

Retail Potential by Store Type 2006 Total Potential

Appliances and Electronics Stores	\$32,343,314
Auto Parts and Accessories	\$19,751,480
Book Stores	\$11,850,767
Camera and Photography Stores	\$3,135,859
Childrens' and Infant's Clothing Stores	\$3,102,104
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Jewelry Stores	\$3,544,455
Men's Clothing Stores	\$3,718,177
Mobile Home Dealers	\$50,454

Motorcycle and Boat Dealers	\$16,608,598
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Women's Clothing Stores	\$6,920,984

Current year data is for the year **2006**, 5 year projected data is for the year **2011**. More About Our Data.
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Demographic Detail Summary Report

Population Demographics

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Total Population	263,682		271,365		275,930		279,627		2.9%	1.3%
Population Density (Pop/Sq Mi)	71.1		73.1		74.4		75.4		2.9%	1.3%
Total Households	87,522		95,610		102,798		108,288		9.2%	5.3%

Population by Gender:

	1990		2000		2006		2011		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2006 to 2011
Male	128,857	48.9%	132,611	48.9%	135,089	49.0%	137,081	49.0%	2.9%	1.5%
Female	134,825	51.1%	138,754	51.1%	140,841	51.0%	142,546	51.0%	2.9%	1.2%

Population by Race/Ethnicity

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
White	200,415	76.0%	201,246	74.2%	203,590	73.8%	205,500	73.5%	0.4%	0.9%
Black	52,421	19.9%	54,323	20.0%	56,712	20.6%	58,597	21.0%	3.6%	3.3%
American Indian or Alaska Native	7,698	2.9%	8,412	3.1%	7,806	2.8%	7,327	2.6%	9.3%	-6.1%
Asian or Pacific Islander	2,442	0.9%	2,424	0.9%	2,785	1.0%	3,110	1.1%	-0.7%	11.7%
Some Other Race	710	0.3%	1,596	0.6%	1,621	0.6%	2,237	0.8%	124.8%	38.0%
Two or More Races			3,364	1.2%	3,414	1.2%	2,853	1.0%		-16.4%
Hispanic Ethnicity	4,046	1.5%	4,351	1.6%	5,951	2.2%	7,300	2.6%	7.5%	22.7%
Not Hispanic or Latino	259,636	98.5%	267,014	98.4%	269,979	97.8%	272,327	97.4%	2.8%	0.9%

Population by Age

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
0 to 4	22,498	8.5%	19,551	7.2%	19,757	7.2%	20,323	7.3%	-13.1%	2.9%
5 to 14	48,035	18.2%	43,903	16.2%	39,247	14.2%	37,774	13.5%	-8.6%	-3.8%
15 to 19	20,949	7.9%	23,117	8.5%	20,997	7.6%	19,706	7.1%	10.3%	-6.1%
20 to 24	20,482	7.8%	18,029	6.6%	21,669	7.9%	20,438	7.3%	-12.0%	-5.7%

25 to 34	45,328	17.2%	36,365	13.4%	35,673	12.9%	39,631	14.2%	-19.8%	11.1%
35 to 44	36,385	13.8%	43,528	16.0%	38,811	14.1%	33,913	12.1%	19.6%	-12.6%
45 to 54	25,796	9.8%	34,587	12.7%	39,150	14.2%	39,681	14.2%	34.1%	1.4%
55 to 64	20,164	7.6%	23,512	8.7%	28,484	10.3%	32,260	11.5%	16.6%	13.3%
65 to 74	14,647	5.6%	16,548	6.1%	17,788	6.4%	20,553	7.4%	13.0%	15.5%
75 to 84	7,393	2.8%	9,347	3.4%	10,600	3.8%	11,185	4.0%	26.4%	5.5%
85+	2,024	0.8%	2,878	1.1%	3,754	1.4%	4,163	1.5%	42.2%	10.9%

Median Age:

Total Population	29.4		33.7		35.2		35.6		14.5%	1.1%
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Households by Income

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
\$0 - \$15,000	32,013	36.6%	22,946	24.0%	22,196	21.6%	21,925	20.2%	-28.3%	-1.2%
\$15,000 - \$24,999	18,181	20.8%	14,033	14.7%	13,556	13.2%	13,517	12.5%	-22.8%	-0.3%
\$25,000 - \$34,999	14,143	16.2%	12,789	13.4%	12,414	12.1%	12,885	11.9%	-9.6%	3.8%
\$35,000 - \$49,999	12,602	14.4%	16,301	17.1%	16,543	16.1%	16,162	14.9%	29.4%	-2.3%
\$50,000 - \$74,999	7,713	8.8%	17,179	18.0%	19,547	19.0%	19,991	18.5%	298.9%	2.3%
\$75,000 - \$99,999	1,563	1.8%	7,055	7.4%	9,673	9.4%	11,808	10.9%	351.4%	22.1%
\$100,000 - \$149,999	832	1.0%	3,494	3.7%	6,169	6.0%	8,327	7.7%	320.0%	35.0%
\$150,000 +	481	0.6%	1,813	1.9%	2,700	2.6%	3,673	3.4%	276.9%	36.0%
Average Hhld Income	\$27,219		\$42,630		\$47,283		\$51,097		56.6%	8.1%
Median Hhld Income	\$21,377		\$33,486		\$37,555		\$40,842		56.6%	8.8%
Per Capita Income	\$9,082		\$15,020		\$18,199		\$20,372		65.4%	11.9%

Employment and Business

	1990		2000		2006		2011		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2006 to 2011
Age 16 + Population	188,950		203,307		212,917		217,770		7.6%	2.3%
In Labor Force	106,458	56.3%	115,590	56.9%	120,816	56.7%	123,467	56.7%	8.6%	2.2%
Employed	96,728	90.9%	107,715	93.2%	113,643	94.1%	116,177	94.1%	11.4%	2.2%
Unemployed	9,537	9.0%	7,728	6.7%	7,005	5.8%	7,113	5.8%	-19.0%	1.5%
In Armed Forces	195	0.1%	147	0.1%	168	0.1%	177	0.1%	-24.6%	5.4%
Not In Labor Force	82,492	43.7%	87,717	43.2%	91,933	43.2%	94,126	43.2%	6.3%	2.4%
Number of Employees (Daytime Pop)					112,224					
Number of Establishments					11,010					
Emp in Blue Collar Occupations			53,716	49.9%						

Emp in White Collar Occupations

53,999 50.1%

Housing Units

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Total Housing Units	97,276		106,258		112,792		118,404		9.2%	5.0%
Owner Occupied	64,575	66.4%	73,410	69.1%	76,136	67.5%	77,971	65.9%	13.7%	2.4%
Renter Occupied	22,952	23.6%	22,200	20.9%	26,662	23.6%	30,317	25.6%	-3.3%	13.7%
Vacant	9,750	10.0%	10,648	10.0%	9,994	8.9%	10,116	8.5%	9.2%	1.2%

Vehicles Available

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Average Vehicles Per Hhld	1.50		1.40		1.70		1.80		-5.5%	9.5%
0 Vehicles Available	10,926	11.8%	9,885	10.3%	9,409	9.2%	8,761	8.1%	-9.5%	-6.9%
1 Vehicle Available	32,302	34.9%	34,436	36.0%	35,416	34.5%	36,281	33.5%	6.6%	2.4%
2+ Vehicles Available	49,443	53.4%	51,289	53.6%	57,973	56.4%	63,246	58.4%	3.7%	9.1%

Marital Status

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 15+ Population	193,168		207,911		216,926		221,530		7.6%	2.1%
Married, Spouse Present	112,953	58.5%	111,270	53.5%	116,621	53.8%	119,528	54.0%	-1.5%	2.5%
Married, Spouse Absent	5,577	2.9%	9,217	4.4%	9,481	4.4%	9,583	4.3%	65.3%	1.1%
Divorced	12,808	6.6%	18,867	9.1%	19,650	9.1%	20,019	9.0%	47.3%	1.9%
Widowed	13,365	6.9%	14,280	6.9%	14,734	6.8%	14,927	6.7%	6.8%	1.3%
Never Married	48,454	25.1%	54,277	26.1%	56,428	26.0%	57,459	25.9%	12.0%	1.8%

Educational Attainment

	1990 Census		2000 Census		2006 Estimate		2011 Projection		Percent Change	
									1990 to 2000	2006 to 2011
Age 25+ Population	151,737		166,765		174,260		181,386		9.9%	4.1%
Grade K - 8	36,811	24.3%	23,410	14.0%	21,887	12.6%	17,495	9.7%	-36.4%	-20.1%
Grade 9 - 12	27,825	18.3%	29,666	17.8%	26,093	15.0%	22,678	12.5%	6.6%	-13.1%
High School Graduate	51,999	34.3%	61,883	37.1%	68,425	39.3%	74,578	41.1%	19.0%	9.0%
Some College, No Degree	17,418	11.5%	24,583	14.7%	27,049	15.5%	28,798	15.9%	41.1%	6.5%
Associates Degree	3,813	2.5%	4,620	2.8%	6,783	3.9%	8,669	4.8%	21.2%	27.8%

Bachelor's Degree	9,051	6.0%	13,233	7.9%	17,102	9.8%	20,951	11.6%	46.2%	22.5%
Graduate Degree	4,787	3.2%	5,624	3.4%	6,921	4.0%	8,217	4.5%	17.5%	18.7%
No Schooling Completed			3,746	2.3%						

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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

Demographic Summary with Index

Index Base Average = 100

Index Base File: US

Population and Gender

Population:	2006 Estimate	2011 Projection	Percent Change	
			1990 to 2006	2006 to 2011
Total Population	275,930	279,627	4.6%	1.3%
Total Households	102,798	108,288	17.5%	5.3%

Gender:	2006 Estimate	2011 Projection	2006 Index		2011 Index	
			2006 Index	2011 Index	2006 Index	2011 Index
Male	135,089	137,081	49.0%	99	49.0%	99
Female	140,841	142,546	51.0%	101	51.0%	101

Population by Race/Ethnicity

Race:	2006 Estimate	2011 Projection	2006 Index		2011 Index	
			2006 Index	2011 Index	2006 Index	2011 Index
White	203,590	205,500	73.8%	97	73.5%	96
Black	56,712	58,597	20.6%	170	21.0%	176
American Indian/Eskimo	7,806	7,327	2.8%	401	2.6%	423
Asian	2,769	3,103	1.0%	22	1.1%	22
Hawaiian/Pacific Islander	16	7	0.0%	4	0.0%	2
Other	1,621	2,237	0.6%	13	0.8%	20
Multi-Race	3,414	2,853	1.2%	55	1.0%	54
Hispanic Ethnicity	5,951	7,300	2.2%	74	2.6%	106

Population by Age

Age:	2006 Estimate	2011 Projection	2006 Index		2011 Index	
			2006 Index	2011 Index	2006 Index	2011 Index
0 to 4	19,757	20,323	7.2%	105	7.3%	107
5 to 14	39,247	37,774	14.2%	105	13.5%	103
15 to 19	20,997	19,706	7.6%	108	7.0%	105
20 to 24	21,669	20,438	7.9%	112	7.3%	107
25 to 34	35,673	39,631	12.9%	96	14.2%	106

35 to 44	38,811	14.1%	33,913	12.1%	97	91
45 to 54	39,150	14.2%	39,681	14.2%	99	99
55 to 64	28,484	10.3%	32,260	11.5%	98	96
65 to 74	17,788	6.4%	20,553	7.4%	99	99
75 to 84	10,600	3.8%	11,185	4.0%	89	94
85+	3,754	1.4%	4,163	1.5%	75	82

Median Age:

Total Population	35.2		35.6		96	95
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Households by Income

	2006 Estimate		2011 Projection		2006 Index	2011 Index
\$0 - \$14,999	22,196	21.6%	21,925	20.2%	156	159
\$15,000 - \$24,999	13,556	13.2%	13,517	12.5%	119	122
\$25,000 - \$34,999	12,414	12.1%	12,885	11.9%	105	106
\$35,000 - \$49,999	16,543	16.1%	16,162	14.9%	107	109
\$50,000 - \$74,999	19,547	19.0%	19,991	18.5%	97	98
\$75,000 - \$99,999	9,673	9.4%	11,808	10.9%	81	86
\$100,000 - \$149,999	6,169	6.0%	8,327	7.7%	56	62
\$150,000 +	2,700	2.6%	3,673	3.4%	40	41
Average Hhld Income	\$47,283		\$51,097		74	74
Median Hhld Income	\$37,555		\$40,842		78	78
Per Capita Income	\$18,199		\$20,372		74	77

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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

Mature Market Summary Report

Population By Age

	2000	%	2006	%	2011	%	% Change 2006 to 2011
Total Population	271,365		275,930		279,627		
Age 55 - 59	12,910	4.8%	15,677	5.7%	17,653	6.3%	12.6%
Age 60 - 64	10,602	3.9%	12,807	4.6%	14,607	5.2%	14.1%
Age 65 - 69	8,918	3.3%	9,940	3.6%	11,937	4.3%	20.1%
Age 70 - 74	7,630	2.8%	7,848	2.8%	8,616	3.1%	9.8%
Age 75 - 79	5,720	2.1%	6,158	2.2%	6,816	2.4%	10.7%
Age 80 - 84	3,627	1.3%	4,442	1.6%	4,369	1.6%	-1.6%
Age 85+	2,878	1.1%	3,754	1.4%	4,163	1.5%	10.9%
Age 55 +	52,285	19.3%	60,626	22.0%	68,161	24.4%	12.4%
Age 65 +	28,773	10.6%	32,142	11.7%	35,901	12.8%	11.7%
Median Age Total Pop	33.7		35.2		35.6		1.1%
Median Age 55+	66.4		65.8		65.7		-0.2%
Male Population	132,611		135,089		137,081		1.1%
Age 55 - 59	6,261	4.7%	7,688	5.7%	8,717	6.4%	13.4%
Age 60 - 64	5,082	3.8%	6,174	4.6%	7,092	5.2%	14.9%
Age 65 - 69	4,147	3.1%	4,700	3.5%	5,696	4.2%	21.2%
Age 70 - 74	3,503	2.6%	3,546	2.6%	3,960	2.9%	11.7%
Age 75 - 79	2,332	1.8%	2,662	2.0%	2,992	2.2%	12.4%
Age 80 - 84	1,301	1.0%	1,762	1.3%	1,747	1.3%	-0.9%
Age 85+	855	0.6%	1,241	0.9%	1,418	1.0%	14.3%
Age 55 +	23,481	17.7%	27,773	20.6%	31,622	23.1%	13.9%
Age 65 +	12,138	9.2%	13,911	10.3%	15,813	11.5%	13.7%
Median Age Males	32.8		34.1		34.5		1.2%
Median Age Males 55+	65.4		65.0		65.0		-0.0%
Female Population	138,754		140,841		142,546		
Age 55 - 59	6,649	4.8%	7,989	5.7%	8,936	6.3%	11.9%
Age 60 - 64	5,520	4.0%	6,633	4.7%	7,515	5.3%	13.3%

Age 65 - 69	4,771	3.4%	5,240	3.7%	6,241	4.4%	19.1%
Age 70 - 74	4,127	3.0%	4,302	3.1%	4,656	3.3%	8.2%
Age 75 - 79	3,388	2.4%	3,496	2.5%	3,824	2.7%	9.4%
Age 80 - 84	2,326	1.7%	2,680	1.9%	2,622	1.8%	-2.2%
Age 85+	2,023	1.5%	2,513	1.8%	2,745	1.9%	9.2%
Age 55 +	28,804	20.8%	32,853	23.3%	36,539	25.6%	11.2%
Age 65 +	16,635	12.0%	18,231	12.9%	20,088	14.1%	10.2%
Median Age Females	34.5		36.2		34.7		-4.1%
Median Age Females 55+	67.2		66.6		66.3		-0.4%

Income by Age of Head of Household

Householder Age 55 - 64 Years

	2000 Census		2006 Estimate		2011 Projection		Percent Change 2000 to 2006
\$ 0 - \$19,999	4,266	30.8%	4,768	27.9%	5,099	25.9%	11.8%
\$ 20,000 - \$39,999	3,744	27.0%	4,250	24.8%	4,505	22.9%	13.5%
\$ 40,000 - \$59,999	2,692	19.4%	3,314	19.4%	3,919	19.9%	23.1%
\$ 60,000 - \$74,999	1,271	9.2%	1,733	10.1%	1,920	9.8%	36.4%
\$ 75,000 - \$99,999	927	6.7%	1,458	8.5%	1,982	10.1%	57.3%
\$100,000 - \$124,999	432	3.1%	768	4.5%	991	5.0%	77.8%
\$125,000 - \$149,999	164	1.2%	299	1.7%	508	2.6%	82.3%
\$150,000 +	367	2.6%	525	3.1%	734	3.7%	43.1%
Median Income Age 55-64	\$33,511		\$37,616		\$41,059		

Age Householder 65 - 74 Years

	2000 Census		2006 Estimate		2011 Projection		Percent Change 2000 to 2006
\$ 0 - \$19,999	4,944	46.2%	4,459	38.1%	4,789	34.9%	-9.8%
\$ 20,000 - \$39,999	3,110	29.1%	3,140	26.8%	3,413	24.9%	1.0%
\$ 40,000 - \$59,999	1,268	11.9%	1,672	14.3%	2,079	15.1%	31.9%
\$ 60,000 - \$74,999	519	4.9%	818	7.0%	984	7.2%	57.6%
\$ 75,000 - \$99,999	438	4.1%	802	6.8%	1,175	8.6%	83.1%
\$100,000 - \$124,999	149	1.4%	348	3.0%	508	3.7%	133.6%
\$125,000 - \$149,999	80	0.7%	155	1.3%	303	2.2%	93.8%
\$150,000 +	187	1.7%	321	2.7%	483	3.5%	71.7%

Median Income Age 65-74	\$21,836	\$27,370	\$29,859
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Householder Age 75 Plus Years

	2000 Census		2006 Estimate		2011 Projection		Percent Change 2000 to 2006
\$ 0 - \$19,999	5,056	62.0%	4,701	48.3%	4,673	44.4%	-7.0%
\$ 20,000 - \$39,999	1,865	22.9%	2,266	23.3%	2,306	21.9%	21.5%
\$ 40,000 - \$59,999	612	7.5%	1,077	11.1%	1,260	12.0%	76.0%
\$ 60,000 - \$74,999	221	2.7%	493	5.1%	563	5.3%	123.1%
\$ 75,000 - \$99,999	185	2.3%	492	5.1%	703	6.7%	165.9%
\$100,000 - \$124,999	90	1.1%	311	3.2%	435	4.1%	245.6%
\$125,000 - \$149,999	54	0.7%	146	1.5%	251	2.4%	170.4%
\$150,000 +	76	0.9%	249	2.6%	343	3.3%	227.6%

Median Income Age 75+	\$15,166	\$21,103	\$24,244
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2000 Age by Race by Gender

Females	Total	Asian	Black	Hispanic*	Mult Race	Native Am	Pac Islander	Other	White
Age 55 to 59	6,649	0.8%	16.6%	1.1%	0.9%	1.4%	0.1%	0.3%	81.7%
Age 60 and 64	5,520	0.8%	18.4%	1.3%	1.3%	1.6%	0.2%	0.7%	77.0%
Age 65 and 69	4,771	0.1%	12.9%	0.4%	0.7%	1.3%	0.0%	0.0%	81.3%
Age 70 to 74	4,127	0.5%	14.0%	1.8%	0.7%	0.8%	0.0%	0.6%	86.6%
Age 75 to 79	3,388	0.6%	11.4%	0.9%	0.7%	1.7%	0.0%	0.0%	81.1%
Age 80 to 84	2,326	0.0%	14.8%	0.8%	0.8%	1.2%	0.0%	0.0%	90.3%
Age 85 +	2,023	0.3%	9.7%	0.2%	0.8%	1.8%	0.0%	0.0%	82.4%
Males	Total	Asian	Black	Hispanic*	Mult Race	Native Am	Pac Islander	Other	White
Age 55 to 59	6,261	0.7%	12.7%	1.2%	1.3%	1.6%	0.0%	0.5%	83.8%
Age 60 and 64	5,082	0.4%	15.5%	0.8%	0.2%	2.1%	0.3%	0.3%	77.3%
Age 65 and 69	4,147	0.4%	13.1%	1.6%	1.7%	1.4%	0.1%	0.1%	89.5%
Age 70 to 74	3,503	0.2%	11.7%	0.7%	0.5%	1.4%	0.0%	0.0%	82.8%
Age 75 to 79	2,332	0.2%	11.3%	1.6%	0.6%	0.7%	0.0%	0.0%	82.8%
Age 80 to 84	1,301	1.0%	14.2%	0.0%	0.9%	0.5%	0.0%	0.0%	80.6%
Age 85 +	855	0.0%	20.5%	0.9%	0.0%	0.9%	0.0%	0.0%	77.7%

*People with Hispanic Ethnicity may be of any race.



Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

Consumer Expenditure Summary Report

Consumer Expenditure Totals (Average Household Annual Expenditures)

	2006 Estimate	2011 Projection	% Change 06-11
Total Households	102,798	108,288	5.3%
Total Avg Household Expenditure	\$42,009	\$44,133	5.1%
Total Avg Retail Expenditure	\$18,585	\$19,499	4.9%

Consumer Expenditure Detail (Average Household Annual Expenditures)

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 06-11
Airline Fares	\$304.04	0.7%	\$324.21	0.7%	6.6%
Alcoholic Beverages	\$497.55	1.2%	\$526.81	1.2%	5.9%
Alimony & Child Support	\$213.79	0.5%	\$228.37	0.5%	6.8%
Apparel	\$612.45	1.5%	\$641.80	1.5%	4.8%
Apparel Services & Acces	\$65.91	0.2%	\$70.12	0.2%	6.4%
Audio Equipment	\$74.59	0.2%	\$78.00	0.2%	4.6%
Babysitting & Elderly Care	\$341.83	0.8%	\$361.89	0.8%	5.9%
Books	\$51.72	0.1%	\$54.58	0.1%	5.5%
Books & Supplies	\$135.10	0.3%	\$144.79	0.3%	7.2%
Boys Apparel	\$37.16	0.1%	\$38.32	0.1%	3.1%
Cellular Phone Service	\$356.64	0.9%	\$371.05	0.8%	4.0%
Cigarettes	\$284.44	0.7%	\$292.06	0.7%	2.7%
Computer Hardware	\$289.12	0.7%	\$307.20	0.7%	6.3%
Computer Information Svcs	\$136.08	0.3%	\$145.55	0.3%	7.0%
Computer Software	\$22.50	0.1%	\$23.91	0.1%	6.3%
Contributions	\$1,492.29	3.6%	\$1,593.34	3.6%	6.8%
Coolant & Other Fluids	\$6.79	0.0%	\$7.11	0.0%	4.7%
Cosmetics & Perfume	\$89.79	0.2%	\$94.22	0.2%	4.9%
Deodorants & Other Pers Care	\$24.92	0.1%	\$26.15	0.1%	4.9%
Education	\$966.54	2.3%	\$1,035.16	2.3%	7.1%
Electricity	\$1,175.53	2.8%	\$1,218.19	2.8%	3.6%
Entertainment	\$2,399.56	5.7%	\$2,529.02	5.7%	5.4%
Fees & Admissions	\$578.31	1.4%	\$619.16	1.4%	7.1%
Finance Chgs Exc Mort & Veh	\$477.79	1.1%	\$500.49	1.1%	4.8%

Floor Coverings	\$58.65	0.1%	\$63.63	0.1%	8.5%
Food & Beverages	\$6,848.57	16.3%	\$7,144.00	16.2%	4.3%
Food At Home	\$3,677.93	8.8%	\$3,803.28	8.6%	3.4%
Food Away From Home	\$2,673.08	6.4%	\$2,813.91	6.4%	5.3%
Footwear	\$80.90	0.2%	\$83.76	0.2%	3.5%
Fuel Oil & Other Fuels	\$117.31	0.3%	\$122.32	0.3%	4.3%
Funeral & Cemetery	\$81.86	0.2%	\$85.79	0.2%	4.8%
Furniture	\$493.68	1.2%	\$525.44	1.2%	6.4%
Gasoline & Oil	\$2,012.05	4.8%	\$2,095.06	4.7%	4.1%
Gifts	\$1,079.87	2.6%	\$1,152.80	2.6%	6.8%
Girls Apparel	\$35.45	0.1%	\$36.77	0.1%	3.7%
Hair Care	\$49.33	0.1%	\$51.78	0.1%	5.0%
Hard Surface Flooring	\$21.67	0.1%	\$23.01	0.1%	6.2%
Health Care	\$2,781.29	6.6%	\$2,896.15	6.6%	4.1%
Health Care Insurance	\$1,344.48	3.2%	\$1,400.44	3.2%	4.2%
Health Care Services	\$671.09	1.6%	\$697.40	1.6%	3.9%
Health Care Supplies & Equip	\$765.72	1.8%	\$798.32	1.8%	4.3%
Household Services	\$263.95	0.6%	\$281.70	0.6%	6.7%
Household Supplies	\$649.60	1.5%	\$690.35	1.6%	6.3%
Household Textiles	\$133.39	0.3%	\$141.08	0.3%	5.8%
Housewares & Small App	\$924.77	2.2%	\$983.68	2.2%	6.4%
Indoor Plants & Fresh Flowers	\$57.65	0.1%	\$61.65	0.1%	6.9%
Infants Apparel	\$24.33	0.1%	\$25.39	0.1%	4.4%
Jewelry	\$26.37	0.1%	\$28.07	0.1%	6.5%
Legal & Accounting	\$89.64	0.2%	\$93.89	0.2%	4.7%
Magazines	\$28.98	0.1%	\$30.57	0.1%	5.5%
Major Appliances	\$218.22	0.5%	\$229.97	0.5%	5.4%
Mass Transit	\$81.62	0.2%	\$86.95	0.2%	6.5%
Men's Apparel	\$181.40	0.4%	\$190.82	0.4%	5.2%
Mortgage Interest	\$3,196.75	7.6%	\$3,395.99	7.7%	6.2%
Natural Gas	\$443.34	1.1%	\$461.17	1.0%	4.0%
New Car Purchased	\$974.88	2.3%	\$1,039.25	2.4%	6.6%
New Truck Purchased	\$1,153.86	2.7%	\$1,230.04	2.8%	6.6%
New Vehicle Purchase	\$2,128.74	5.1%	\$2,269.29	5.1%	6.6%
Newspapers	\$60.59	0.1%	\$63.95	0.1%	5.5%
Oral Hygeine Products	\$22.81	0.1%	\$23.95	0.1%	5.0%
Other Lodging	\$436.82	1.0%	\$474.67	1.1%	8.7%
Other Miscellaneous Expenses	\$92.11	0.2%	\$96.47	0.2%	4.7%
Other Repairs & Maint	\$123.70	0.3%	\$131.34	0.3%	6.2%
Other Tobacco Products	\$31.67	0.1%	\$32.52	0.1%	2.7%
Other Transportation Costs	\$477.34	1.1%	\$505.74	1.1%	6.0%
Other Utilities	\$364.38	0.9%	\$378.98	0.9%	4.0%
Paint & Wallpaper	\$55.09	0.1%	\$58.41	0.1%	6.0%
Personal Care Products	\$148.12	0.4%	\$155.45	0.4%	5.0%
Personal Care Services	\$424.58	1.0%	\$445.52	1.0%	4.9%
Personal Insurance	\$418.23	1.0%	\$445.46	1.0%	6.5%
Pet Supplies & Svcs	\$237.51	0.6%	\$249.32	0.6%	5.0%

Photographic Equip & Supplies	\$106.81	0.3%	\$112.35	0.3%	5.2%
Plumbing & Heating	\$49.16	0.1%	\$52.19	0.1%	6.2%
Property Taxes	\$1,393.27	3.3%	\$1,485.46	3.4%	6.6%
Public Transportation	\$472.47	1.1%	\$503.73	1.1%	6.6%
Records/Tapes/CD Purchases	\$119.28	0.3%	\$124.76	0.3%	0.0%
Recreational Equip & Supplies	\$963.16	2.3%	\$1,012.40	2.3%	5.1%
Rental Costs	\$2,211.45	5.3%	\$2,248.48	5.1%	1.7%
Roofing & Siding	\$67.55	0.2%	\$71.60	0.2%	6.0%
Satellite Dishes	\$9.38	0.0%	\$9.81	0.0%	4.6%
Shaving Needs	\$10.60	0.0%	\$11.13	0.0%	5.0%
Shelter	\$8,344.47	19.9%	\$8,778.45	19.9%	5.2%
Telephone Svc Excl Cell	\$702.85	1.7%	\$731.31	1.7%	4.1%
Televisions	\$108.81	0.3%	\$113.78	0.3%	4.6%
Transportation	\$8,751.80	20.8%	\$9,187.89	20.8%	5.0%
Tuition	\$831.43	2.0%	\$890.37	2.0%	7.1%
Used Car Purchase	\$797.05	1.9%	\$825.17	1.9%	3.5%
Used Truck Purchase	\$694.62	1.7%	\$718.71	1.6%	3.5%
Used Vehicle Purchase	\$1,491.67	3.6%	\$1,543.88	3.5%	3.5%
VCRs & Related Equipment	\$44.91	0.1%	\$46.97	0.1%	4.6%
Vehicle Insurance	\$1,009.42	2.4%	\$1,054.23	2.4%	4.4%
Vehicle Repair	\$679.58	1.6%	\$711.10	1.6%	4.6%
Vehicle Repair & Maintenance	\$686.37	1.6%	\$718.20	1.6%	4.6%
Video & Audio Equipment	\$858.09	2.0%	\$897.46	2.0%	4.6%
Video Game Hardware & Software	\$27.90	0.1%	\$29.19	0.1%	4.6%
Watches	\$4.88	0.0%	\$5.19	0.0%	6.5%
Women's Apparel	\$187.30	0.4%	\$196.60	0.4%	5.0%

Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure

Current year data is for the year **2006**, 5 year projected data is for the year **2011**. More About Our Data.

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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Food, Beverage & Grocery Detail Summary Report

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	102,798	108,288	5.3%
Average Household Income	\$47,283	\$51,097	8.1%
Median Household Income	\$37,555	\$40,842	8.8%

Consumer Expenditures (Ave Hhld Exp)

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Household Expenditure	\$42,008.92	\$44,132.86	5.1%
Total Non-Retail Expenditure	\$23,423.56	\$24,633.87	5.2%
Total Retail Expenditure	\$18,585.36	\$19,498.99	4.9%

Consumer Expenditures (Average Household Annual) Food & Beverage Detail

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Food & Beverages					
Alcoholic Beverages	\$497.55	1.18%	\$526.81	1.19%	5.9%
Food At Home	\$3,677.93	8.76%	\$3,803.28	8.62%	3.4%
Food Away From Home	\$2,673.08	6.36%	\$2,813.91	6.38%	5.3%
Food & Beverages: Alcoholic					
Beer And Ale At Home (Incl. Non-Alcoholic)	\$148.94	0.35%	\$157.68	0.36%	5.9%
Beer And Ale At Home	\$147.56	0.35%	\$156.23	0.35%	5.9%
Non-Alcoholic Beer	\$1.38	0.00%	\$1.45	0.00%	5.7%
Liquor at Home	\$47.86	0.11%	\$50.68	0.11%	5.9%
Whiskey At Home	\$19.37	0.05%	\$20.51	0.05%	5.9%
Other Liquor at Home	\$28.49	0.07%	\$30.17	0.07%	5.9%
Wine At Home	\$79.48	0.19%	\$84.16	0.19%	5.9%
Beer And Ale Not At Home	\$69.50	0.17%	\$73.57	0.17%	5.9%
Wine Away From Home	\$33.98	0.08%	\$35.99	0.08%	5.9%
Whiskey Away From Home	\$56.56	0.13%	\$59.90	0.14%	5.9%
Alcohol On Out-Of-Town Trips	\$61.24	0.15%	\$64.81	0.15%	5.8%

Food & Beverages: Away From Home

Board (Including At School)	\$44.91	0.11%	\$47.29	0.11%	5.3%
Breakfast And Brunch	\$163.36	0.39%	\$171.99	0.39%	5.3%
Catered Affairs	\$63.66	0.15%	\$1,074.30	0.15%	5.4%
Dinner	\$1,074.30	2.56%	\$1,131.01	2.56%	5.3%
Food on Out-Of-Town Trips	\$427.58	1.02%	\$450.00	1.02%	5.2%
Lunch	\$717.53	1.71%	\$755.33	1.71%	5.3%
Snacks And Non-Alcoholic Beverages	\$181.73	0.43%	\$191.17	0.43%	5.2%

Food & Beverages: Bakery Products

Bread And Cracker Products	\$5.12	0.01%	\$5.30	0.01%	3.5%
Bread Other Than White	\$51.60	0.12%	\$53.41	0.12%	3.5%
Cakes And Cupcakes	\$36.58	0.09%	\$37.84	0.09%	3.4%
Cookies	\$51.67	0.12%	\$53.50	0.12%	3.5%
Crackers	\$27.10	0.06%	\$28.05	0.06%	3.5%
Doughnuts, Sweetrolls, Coffeecake	\$26.44	0.06%	\$27.36	0.06%	3.5%
Fresh Biscuits, Rolls, Muffins	\$49.36	0.12%	\$51.10	0.12%	3.5%
Fresh Pies, Tarts, Turnovers	\$15.78	0.04%	\$16.34	0.04%	3.5%
Frozen & Refrig. Bakery Prod.	\$28.54	0.07%	\$29.55	0.07%	3.5%
White Bread	\$49.70	0.12%	\$51.45	0.12%	3.5%

Food & Beverages: Cereal & Products

Cereal	\$102.68	0.24%	\$105.77	0.24%	3.0%
Flour	\$9.36	0.02%	\$9.64	0.02%	3.0%
Pasta Cornmeal Oth Cereal Prods	\$30.23	0.07%	\$31.13	0.07%	3.0%
Prepared Flour Mixes	\$15.04	0.04%	\$15.50	0.04%	3.0%
Rice	\$18.61	0.04%	\$19.18	0.04%	3.0%

Food & Beverages: Dairy

Butter	\$18.17	0.04%	\$18.82	0.04%	3.6%
Cheese	\$118.69	0.28%	\$122.92	0.28%	3.6%
Cream	\$10.54	0.03%	\$10.89	0.02%	3.4%
Fresh Milk	\$139.23	0.33%	\$143.94	0.33%	3.4%
Ice Cream And Related Products	\$66.70	0.16%	\$69.08	0.16%	3.6%
Other Dairy Products	\$30.10	0.07%	\$31.17	0.07%	3.5%

Food & Beverages: Fats and Oils

Fats And Oils	\$30.53	0.07%	\$31.52	0.07%	3.2%
Margarine	\$14.70	0.04%	\$15.17	0.03%	3.2%
Peanut Butter	\$14.47	0.03%	\$14.95	0.03%	3.3%
Salad Dressings	\$40.85	0.10%	\$42.17	0.10%	3.2%

Food & Beverages: Food At Home

Baby Foods	\$36.02	0.09%	\$37.19	0.08%	3.3%
Bakery Products	\$341.91	0.81%	\$353.90	0.80%	3.5%
Cereal And Cereal Products	\$175.93	0.42%	\$181.22	0.41%	3.0%
Dairy	\$383.42	0.91%	\$396.82	0.90%	3.5%

Eggs	\$43.23	0.10%	\$44.46	0.10%	2.8%
Fats And Oils	\$100.55	0.24%	\$144.25	0.24%	3.2%
Fish And Seafood	\$144.25	0.34%	\$149.89	0.34%	3.9%
Fresh Fruits	\$207.58	0.49%	\$215.40	0.49%	3.8%
Fresh Vegetables	\$202.66	0.48%	\$209.94	0.48%	3.6%
Frozen Meals	\$112.24	0.27%	\$116.00	0.26%	3.4%
Meat	\$773.48	1.84%	\$798.62	1.81%	3.3%
Miscellaneous Prepared Foods	\$96.60	0.23%	\$99.83	0.23%	3.3%
Non Alcoholic Beverages	\$314.43	0.75%	\$325.19	0.74%	3.4%
Prepared Desserts	\$13.64	0.03%	\$14.09	0.03%	3.3%
Prepared Salads	\$22.55	0.05%	\$23.31	0.05%	3.4%
Processed Fruits And Vegetables	\$224.05	0.53%	\$231.47	0.52%	3.3%
Seasonings And Condiments	\$124.50	0.30%	\$128.68	0.29%	3.4%
Snack Foods	\$118.78	0.28%	\$122.76	0.28%	3.4%
Soup	\$48.70	0.12%	\$50.34	0.11%	3.4%
Sugar And Other Sweets	\$139.44	0.33%	\$144.53	0.33%	3.7%
Vitamin Supplements	\$53.97	0.13%	\$55.84	0.13%	3.5%

Food & Beverages: Fresh Fruits

Apples	\$38.69	0.09%	\$40.15	0.09%	3.8%
Bananas	\$42.63	0.10%	\$44.23	0.10%	3.8%
Citrus Fruits Excl Oranges	\$23.33	0.06%	\$24.21	0.06%	3.8%
Oranges	\$23.97	0.06%	\$24.88	0.06%	3.8%
Other Fresh Fruits	\$78.96	0.19%	\$81.93	0.19%	3.8%

Food & Beverages: Fresh Vegetables

Lettuce	\$26.58	0.06%	\$27.54	0.06%	3.6%
Other Fresh Vegetables	\$105.22	0.25%	\$109.00	0.25%	3.6%
Potatoes	\$37.68	0.09%	\$39.04	0.09%	3.6%
Tomatoes	\$33.18	0.08%	\$34.37	0.08%	3.6%

Food & Beverages: Meat

Beef	\$286.50	0.68%	\$295.74	0.67%	3.2%
Lamb And Other Meats	\$10.42	0.02%	\$10.75	0.02%	3.2%
Lunchmeat And Frankfurters	\$108.47	0.26%	\$112.00	0.25%	3.3%
Pork	\$199.17	0.47%	\$205.69	0.47%	3.3%
Poultry	\$168.93	0.40%	\$174.44	0.40%	3.3%

Food & Beverages: Non-Alcoholic

Coffee	\$59.25	0.14%	\$61.28	0.14%	3.4%
Cola Drinks	\$121.15	0.29%	\$125.29	0.28%	3.4%
Non Carbonated Fruit Flavor Beverages	\$24.30	0.06%	\$25.13	0.06%	3.4%
Other Carbonated Drinks	\$53.74	0.13%	\$55.59	0.13%	3.4%
Other Non Carbonated Beverages	\$36.49	0.09%	\$37.73	0.09%	3.4%
Tea	\$19.50	0.05%	\$20.16	0.05%	3.4%

Food & Beverages: Processed Fruits & Vegetables

Canned And Dried Fruits	\$106.33	0.25%	\$109.82	0.25%	3.3%
Canned Beans And Corn	\$22.52	0.05%	\$23.25	0.05%	3.3%
Frozen Fruits	\$8.83	0.02%	\$9.12	0.02%	3.3%
Frozen Orange Juice	\$10.84	0.03%	\$11.20	0.03%	3.3%
Frozen Vegetables	\$42.31	0.10%	\$43.73	0.10%	3.4%
Other Processed Vegetables	\$33.22	0.08%	\$34.34	0.08%	3.4%

Food & Beverages: Seasonings & Condiments

Olives Pickles And Relishes	\$14.71	0.04%	\$15.20	0.03%	3.4%
Other Condiments	\$22.19	0.05%	\$22.94	0.05%	3.4%
Salt And Other Seasonings / Spices	\$28.31	0.07%	\$29.26	0.07%	3.4%
Sauces And Gravies	\$59.30	0.14%	\$61.28	0.14%	3.3%

Food & Beverages: Snack Foods

Nuts	\$23.91	0.06%	\$24.73	0.06%	3.4%
Potato Chips And Other Snacks	\$94.87	0.23%	\$98.03	0.22%	3.3%

Food & Beverages: Sugar & Other Sweets

Candy And Chewing Gum	\$78.67	0.19%	\$81.54	0.18%	3.6%
Other Sweets	\$35.09	0.08%	\$36.38	0.08%	3.7%
Sugar And Sweeteners	\$25.68	0.06%	\$26.61	0.06%	3.6%

Personal Care

Hair Care	\$49.33	0.12%	\$51.78	0.12%	5.0%
Personal Care Products	\$148.12	0.35%	\$155.45	0.35%	5.0%

Personal Care Products

Cosmetics and Perfume	\$89.79	0.21%	\$94.22	0.21%	4.9%
Deodorants and Other Personal Care Products	\$24.92	0.06%	\$26.15	0.06%	4.9%
Oral Hygiene Products	\$22.81	0.05%	\$23.95	0.05%	5.0%
Shaving Needs	\$10.60	0.03%	\$11.13	0.03%	5.0%

Reading

Books	\$51.72	0.12%	\$54.58	0.12%	5.5%
Magazines	\$28.98	0.07%	\$30.57	0.07%	5.5%
Newspapers	\$60.59	0.14%	\$63.95	0.15%	5.5%

Tobacco

Cigarettes	\$284.44	0.68%	\$292.06	0.66%	2.7%
Other Tobacco Products	\$31.67	0.08%	\$32.52	0.07%	2.7%



Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Healthcare Detail Summary Report

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	102,798	108,288	5.3%
Average Household Income	\$47,283	\$51,097	8.1%
Median Household Income	\$37,555	\$40,842	8.8%

Consumer Expenditures (Ave Hhld Exp)

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Household Expenditure	\$42,008.92	\$44,132.86	5.1%
Total Non-Retail Expenditure	\$23,423.56	\$24,633.87	5.2%
Total Retail Expenditure	\$18,585.36	\$19,498.99	4.9%

Consumer Expenditures (Average Household Annual) Health Care Detail

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Total Health Care	\$2,781.29	6.62%	\$2,896.15	6.56%	4.1%
Health Care Detail					
Health Care Insurance	\$1,344.48	3.20%	\$1,400.44	3.17%	4.2%
Health Care Services	\$671.09	1.60%	\$697.40	1.58%	3.9%
Health Care Supplies And Equipment	\$765.72	1.82%	\$798.32	1.81%	4.3%
Health Care: Insurance					
Blue Cross / Blue Shield	\$334.27	0.80%	\$348.29	0.79%	4.2%
Commercial Health Insurance	\$165.71	0.39%	\$172.71	0.39%	4.2%
Health Maintenance Plans	\$434.67	1.03%	\$452.63	1.03%	4.1%
Medicare Payments	\$265.75	0.63%	\$276.77	0.63%	4.1%
Medicare Supplements	\$144.08	0.34%	\$150.04	0.34%	4.1%
Health Care: Other Services					
Convalescent/Nursing Home Care	\$8.22	0.02%	\$8.54	0.02%	3.9%

Lab Tests and X-Rays	\$29.88	0.07%	\$31.07	0.07%	4.0%
Other Medical Services including Rentals	\$12.81	0.03%	\$13.31	0.03%	3.9%
Services by Non-Physician Professionals	\$45.75	0.11%	\$47.52	0.11%	3.9%
Health Care: Services					
Dental Services	\$254.70	0.61%	\$264.62	0.60%	3.9%
Eyecare Services	\$32.71	0.08%	\$34.03	0.08%	4.0%
Hospital Services	\$50.33	0.12%	\$52.27	0.12%	3.9%
Hospital Services Oth Than Room	\$59.75	0.14%	\$62.09	0.14%	3.9%
Other Medical Services	\$96.65	0.23%	\$100.43	0.23%	3.9%
Physician Services	\$176.97	0.42%	\$183.96	0.42%	4.0%
Health Care: Supplies & Equip.					
Eyeglasses And Contact Lenses	\$113.98	0.27%	\$118.76	0.27%	4.2%
Medical Equipment and Supplies	\$122.14	0.29%	\$127.35	0.29%	4.3%
Prescription Drugs	\$415.00	0.99%	\$432.73	0.98%	4.3%
Household Operations: Babysitting & Elderly Care					
Care Of Invalids And Elderly	\$108.99	0.26%	\$115.06	0.26%	5.6%

Current year data is for the year **2006**, 5 year projected data is for the year **2011**. More About Our Data.
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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Shelter Utilities Detail Summary Report

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	102,798	108,288	5.3%
Average Household Income	\$47,283	\$51,097	8.1%
Median Household Income	\$37,555	\$40,842	8.8%

Consumer Expenditures (Ave Hhld Exp)

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Household Expenditure	\$42,008.92	\$44,132.86	5.1%
Total Non-Retail Expenditure	\$23,423.56	\$24,633.87	5.2%
Total Retail Expenditure	\$18,585.36	\$19,498.99	4.9%

Consumer Expenditures (Average Household Annual) Shelter & Utilities Detail

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Total Shelter	\$8,344.47	19.86%	\$8,778.45	19.89%	5.2%
Shelter: Total					
Mortgage Interest	\$3,196.75	7.61%	\$3,395.99	7.69%	6.2%
Mortgage Interest - Primary Dwelling	\$3,130.06	7.45%	\$3,325.23	7.53%	6.2%
Mortgage Interest - Vacation Dwelling	\$66.69	0.16%	\$70.76	0.16%	6.1%
Property Taxes	\$1,393.27	3.32%	\$1,485.46	3.37%	6.6%
Property Taxes - Primary Dwelling	\$1,330.56	3.17%	\$1,419.29	3.22%	6.7%
Property Taxes - Vacation Dwelling	\$62.71	0.15%	\$66.17	0.15%	5.5%
Miscellaneous Owned Dwelling Costs	\$1,106.18	2.63%	\$1,173.86	2.66%	6.1%
Rental Costs	\$2,211.45	5.26%	\$2,248.48	5.09%	1.7%
Other Lodging	\$436.82	1.04%	\$474.67	1.08%	8.7%
Property Management Fees	\$20.50	0.05%	\$21.76	0.05%	6.2%

Shelter: Other Lodging

Costs For Vacation Property	\$167.70	0.40%	\$182.18	0.41%	8.6%
Housing For Someone At School	\$37.67	0.09%	\$40.61	0.09%	7.8%
Lodging Away From Home	\$231.46	0.55%	\$251.88	0.57%	8.8%

Utilities: Total

Electricity	\$1,175.53	2.80%	\$1,218.19	2.76%	3.6%
Fuel Oil And Other Fuels	\$117.31	0.28%	\$122.32	0.28%	4.3%
Natural Gas	\$443.34	1.06%	\$461.17	1.05%	4.0%
Other Utilities	\$364.38	0.87%	\$378.98	0.86%	4.0%
Telephone Service	\$1,082.09	2.58%	\$1,125.88	2.55%	4.0%

Utilities: Other

Septic Tank Cleaning	\$2.67	0.01%	\$2.78	0.01%	4.0%
Trash And Garbage Collection	\$92.85	0.22%	\$96.49	0.22%	3.9%
Water And Sewage	\$268.86	0.64%	\$279.71	0.63%	4.0%

Utilities: Telephone Service

Cellular Phone Service	\$356.64	0.85%	\$371.05	0.84%	4.0%
Telephone Service Excl Cell Phones	\$702.85	1.67%	\$731.31	1.66%	4.1%

Current year data is for the year **2006**, 5 year projected data is for the year **2011**. More About Our Data.

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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Restaurant Detail Summary Report

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	102,798	108,288	5.3%
Average Household Income	\$47,283	\$51,097	8.1%
Median Household Income	\$37,555	\$40,842	8.8%

Consumer Expenditures (Ave Hhld Exp)

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Household Expenditure	\$42,008.92	\$44,132.86	5.1%
Total Non-Retail Expenditure	\$23,423.56	\$24,633.87	5.2%
Total Retail Expenditure	\$18,585.36	\$19,498.99	4.9%

Business Summary Totals

	2006 Estimate
Total Employees	112,224
Total Establishments	11,010

Consumer Expenditures (Average Household Annual) Restaurant Detail

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Food & Beverages: Alcoholic					
Beer And Ale Not At Home	\$69.50	0.17%	\$73.57	0.17%	5.9%
Whiskey Away From Home	\$56.56	0.13%	\$59.90	0.14%	5.9%
Wine Away From Home	\$33.98	0.08%	\$35.99	0.08%	5.9%
Food & Beverages: Away From Home					
Breakfast And Brunch	\$163.36	0.39%	\$171.99	0.39%	5.3%
Catered Affairs	\$63.66	0.15%	\$67.12	0.15%	5.4%
Dinner	\$1,074.30	2.56%	\$1,131.01	2.56%	5.3%
Food on Out-Of-Town Trips	\$427.58	1.02%	\$450.00	1.02%	5.2%
Lunch	\$717.53	1.71%	\$755.33	1.71%	5.3%
Snacks And Non-Alcoholic Beverages	\$181.73	0.43%	\$191.17	0.43%	5.2%

Current year data is for the year **2006**, 5 year projected data is for the year **2011**. [More About Our Data.](#)
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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Apparel Detail Summary Report

Apparel Detail Summary Report

Geography: Assumption Parish, Lafourche Parish, St. Mary Parish...

Date: March 7, 2007

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	102,798	108,288	5.3%
Average Household Income	\$47,283	\$51,097	8.1%
Median Household Income	\$37,555	\$40,842	8.8%

Consumer Expenditures (Ave Hhld Exp)

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Household Expenditure	\$42,008.92	\$44,132.86	5.1%
Total Non-Retail Expenditure	\$23,423.56	\$24,633.87	5.2%
Total Retail Expenditure	\$18,585.36	\$19,498.99	4.9%

Consumer Expenditure (Average Household Annual) Totals

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Apparel: Total					
Apparel	\$612.45	1.46%	\$641.80	1.45%	4.8%
Women's Apparel	\$187.30	0.45%	\$196.60	0.45%	5.0%
Girl's Apparel	\$35.45	0.08%	\$36.77	0.08%	3.7%
Men's Apparel	\$181.40	0.43%	\$190.82	0.43%	5.2%
Boy's Apparel	\$37.16	0.09%	\$38.32	0.09%	3.1%
Infant's Apparel	\$24.33	0.06%	\$25.39	0.06%	4.4%
Footwear	\$80.90	0.19%	\$83.76	0.19%	3.5%
Apparel Services & Acces	\$65.91	0.16%	\$70.12	0.16%	6.4%

Consumer Expenditure (Average Household Annual) Apparel Detail

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Apparel: Women's					
Women's Coats And Jackets	\$17.96	0.04%	\$18.85	0.04%	5.0%

Women's Dresses and Jackets	\$37.03	0.09%	\$38.88	0.09%	5.0%
Women's Dresses	\$32.62	0.08%	\$34.25	0.08%	5.0%
Women's Sportcoats and Jackets	\$4.41	0.01%	\$4.63	0.01%	5.0%
Women's Vests And Sweaters	\$13.07	0.03%	\$13.72	0.03%	5.0%
Women's Shirts Tops and blouses	\$24.07	0.06%	\$25.27	0.06%	5.0%
Women's Skirts	\$6.66	0.02%	\$6.99	0.02%	4.9%
Women's Pants	\$24.15	0.06%	\$25.35	0.06%	5.0%
Women's Shorts and Sportswear	\$13.19	0.03%	\$13.84	0.03%	5.0%
Women's Shorts	\$6.76	0.02%	\$7.09	0.02%	5.0%
Women's Sporswear	\$6.43	0.02%	\$6.75	0.02%	4.9%
Women's Sleepwear and Undergarments	\$25.21	0.06%	\$26.46	0.06%	5.0%
Women's Sleepwear	\$5.28	0.01%	\$5.54	0.01%	5.0%
Women's Undergarments	\$10.43	0.02%	\$10.95	0.02%	4.9%
Women's Hosiery	\$9.50	0.02%	\$9.97	0.02%	5.0%
Women's Suits	\$15.77	0.04%	\$16.55	0.04%	4.9%
Women's Accessories	\$6.33	0.02%	\$6.64	0.02%	5.0%
Women's Uniforms	\$2.61	0.01%	\$2.73	0.01%	4.7%
Women's Costumes	\$1.25	0.00%	\$1.31	0.00%	4.9%

Apparel: Girl's

Girl's Coats And Jackets	\$3.01	0.01%	\$3.12	0.01%	3.7%
Girl's Dresses Suits	\$4.89	0.01%	\$5.07	0.01%	3.7%
Girl's Shirts/Blouses/Sweaters	\$7.94	0.02%	\$8.24	0.02%	3.7%
Girl's Skirts And Pants	\$7.59	0.02%	\$7.87	0.02%	3.7%
Girl's Shorts and Sportswear	\$5.03	0.01%	\$5.22	0.01%	3.7%
Girl's Shorts	\$3.31	0.01%	\$3.43	0.01%	3.7%
Girl's Sportswear	\$1.72	0.00%	\$1.79	0.00%	3.9%
Girl's Underwear And Sleepwear	\$2.97	0.01%	\$3.08	0.01%	3.7%
Girl's Hosiery And Accessories	\$1.86	0.00%	\$1.93	0.00%	3.8%
Girl's Hosiery	\$1.12	0.00%	\$1.16	0.00%	3.8%
Girl's Accessories	\$0.74	0.00%	\$0.77	0.00%	3.8%
Girl's Uniforms and Costumes	\$2.16	0.01%	\$2.24	0.01%	3.6%
Girl's Uniforms	\$1.04	0.00%	\$1.08	0.00%	3.5%
Girl's' Costumes	\$1.12	0.00%	\$1.16	0.00%	3.7%

Apparel: Men's

Men's Suits and Sportcoats	\$59.51	0.14%	\$62.59	0.14%	5.2%
Men's Suits	\$48.59	0.12%	\$51.10	0.12%	5.2%
Men's Sportcoats	\$10.92	0.03%	\$11.49	0.03%	5.2%
Men's Coats And Jackets	\$18.88	0.04%	\$19.85	0.05%	5.2%
Men's Underwear and Nightwear	\$12.95	0.03%	\$13.63	0.03%	5.2%
Men's Underwear	\$6.68	0.02%	\$7.03	0.02%	5.2%
Men's Hosiery	\$4.45	0.01%	\$4.69	0.01%	5.2%
Men's Nightwear and Loungewear	\$1.82	0.00%	\$1.91	0.00%	5.3%
Men's Accessories	\$6.32	0.02%	\$6.64	0.02%	5.2%

Men's Sweaters And Vests	\$7.39	0.02%	\$7.77	0.02%	5.2%
Men's Active Sportswear	\$6.54	0.02%	\$6.87	0.02%	5.2%
Men's Shirts	\$28.09	0.07%	\$29.55	0.07%	5.2%
Men's Pants and Shorts	\$38.36	0.09%	\$40.36	0.09%	5.2%
Men's Pants	\$33.21	0.08%	\$34.94	0.08%	5.2%
Men's Shorts	\$5.15	0.01%	\$5.42	0.01%	5.3%
Men's Costumes and Uniforms	\$3.38	0.01%	\$3.55	0.01%	5.2%
Men's Costumes	\$1.16	0.00%	\$1.22	0.00%	5.2%
Men's Uniforms	\$2.22	0.01%	\$2.33	0.01%	5.2%

Apparel: Boy's

Boy's Coats And Jackets	\$4.58	0.01%	\$4.73	0.01%	3.1%
Boy's Sweaters	\$1.27	0.00%	\$1.31	0.00%	3.1%
Boy's Shirts	\$7.70	0.02%	\$7.94	0.02%	3.1%
Boy's Underwear and Nightwear	\$2.80	0.01%	\$2.88	0.01%	3.0%
Boy's Underwear	\$2.06	0.01%	\$2.12	0.00%	2.9%
Boy's Nightwear	\$0.74	0.00%	\$0.76	0.00%	3.3%
Boy's Hosiery and Accessories	\$1.97	0.00%	\$2.02	0.00%	3.0%
Boy's Hosiery	\$1.20	0.00%	\$1.24	0.00%	2.9%
Boy's Accessories	\$0.76	0.00%	\$0.79	0.00%	3.2%
Boy's Suits Sportscoats And Vests	\$1.29	0.00%	\$1.33	0.00%	3.3%
Boy's Pants	\$10.13	0.02%	\$10.45	0.02%	3.1%
Boy's Shorts and Sportswear	\$4.85	0.01%	\$5.01	0.01%	3.2%
Boy's Shorts	\$3.71	0.01%	\$3.83	0.01%	3.2%
Boy's Sportswear	\$1.14	0.00%	\$1.17	0.00%	3.2%
Boy's Costumes and Uniforms	\$2.57	0.01%	\$2.65	0.01%	3.1%
Boy's Costumes	\$0.56	0.00%	\$0.58	0.00%	2.7%
Boy's Uniforms	\$2.01	0.00%	\$2.07	0.00%	3.2%

Apparel: Infant's

Infant's Accessories	\$1.56	0.00%	\$1.63	0.00%	4.7%
Infant's Coats And Jackets	\$1.03	0.00%	\$1.07	0.00%	4.2%
Infant's Dresses And Outerwear	\$5.68	0.01%	\$5.93	0.01%	4.4%
Infant's Nightwear/Lougewear	\$1.08	0.00%	\$1.13	0.00%	4.4%
Infant's Underwear	\$14.98	0.04%	\$15.63	0.04%	4.3%

Apparel: Footwear

Boy's Footwear	\$9.23	0.02%	\$9.55	0.02%	3.5%
Girl's Footwear	\$8.39	0.02%	\$8.69	0.02%	3.5%
Men's Footwear	\$28.56	0.07%	\$29.56	0.07%	3.5%
Women's Footwear	\$34.72	0.08%	\$35.96	0.08%	3.6%

Apparel: Services & Accessories

Material For Making Clothes	\$1.22	0.00%	\$1.30	0.00%	6.4%
Sewing Notions And Patterns	\$0.49	0.00%	\$0.52	0.00%	5.7%
Watches	\$4.88	0.01%	\$5.19	0.01%	6.5%
Repair of Watches and Jewelry	\$1.42	0.00%	\$1.51	0.00%	6.5%
Jewelry	\$26.37	0.06%	\$28.07	0.06%	6.5%

Repair And Alterations	\$2.20	0.01%	\$2.34	0.01%	6.4%
Dry Cleaning	\$18.75	0.04%	\$19.94	0.05%	6.4%
Coin-Operated Laundry	\$10.58	0.03%	\$11.25	0.03%	6.4%
Gifts of Apparel Accessories					
Gifts Of Jewelry	\$23.97	0.06%	\$25.67	0.06%	7.1%
Gifts Of Watches	\$3.41	0.01%	\$3.64	0.01%	6.8%
Gifts of Apparel					
Gifts Of Apparel	\$215.48	0.51%	\$229.43	0.52%	6.5%
Gifts Of Men's Apparel	\$41.36	0.10%	\$44.05	0.10%	6.5%
Gifts Of Women's Apparel	\$61.45	0.15%	\$65.47	0.15%	6.5%
Gifts Of Apparel Materials And Notions	\$3.94	0.01%	\$4.20	0.01%	6.6%
Gifts Of Boy's Apparel	\$19.12	0.05%	\$20.37	0.05%	6.6%
Gifts Of Footwear	\$23.02	0.05%	\$24.52	0.06%	6.5%
Gifts Of Girl's Apparel	\$24.35	0.06%	\$25.94	0.06%	6.5%
Gifts Of Infant's Apparel	\$42.23	0.10%	\$44.86	0.10%	6.2%

Current year data is for the year **2006**, 5 year projected data is for the year **2011**. More About Our Data.

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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Automotive & Transportation Detail Summary Report

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	102,798	108,288	5.3%
Average Household Income	\$47,283	\$51,097	8.1%
Median Household Income	\$37,555	\$40,842	8.8%

Households by Vehicles Available

	2006 Estimate	% of HHs	2011 Projection	% of HHs	% Change 2006-2011
Households with No Vehicles Available	9,409	9.2%	8,761	8.1%	-6.9%
Households with 1 Vehicle Available	35,416	34.5%	36,281	33.5%	2.4%
Households with 2 Vehicles Available	42,043	40.9%	44,456	41.1%	5.7%
Households with 3 Vehicles Available	12,497	12.2%	14,750	13.6%	18.0%
Households with 4 Vehicles Available	2,621	2.6%	3,025	2.8%	15.4%
Households with 5 or More Vehicles Available	812	0.8%	1,015	0.9%	25.0%
Average Vehicles Per Household	1.70		1.80		9.5%
Total Vehicles Available	173,615		190,154		9.5%

Consumer Expenditures (Ave Hhld Exp)

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Household Expenditure	\$42,008.92	\$44,132.86	5.1%
Total Non-Retail Expenditure	\$23,423.56	\$24,633.87	5.2%
Total Retail Expenditure	\$18,585.36	\$19,498.99	4.9%

Consumer Expenditures (Ave Hhld Exp) Automotive & Transportation Totals

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Automotive & Transportation					
Total Automotive & Transportation	\$8,751.80	20.83%	\$9,187.89	20.82%	5.0%
Transportation					
Gasoline And Oil	\$2,012.05	4.79%	\$2,095.06	4.75%	4.1%
Motorcycles (New And Used)	\$56.90	0.14%	\$61.02	0.14%	7.2%
New Vehicle Purchase	\$2,128.74	5.07%	\$2,269.29	5.14%	6.6%
Used Vehicle Purchase	\$1,491.67	3.55%	\$1,543.88	3.50%	3.5%
Other Transportation Costs	\$477.34	1.14%	\$505.74	1.15%	6.0%
Public Transportation	\$472.47	1.12%	\$503.73	1.14%	6.6%
Vehicle Finance Charges	\$416.84	0.99%	\$436.73	0.99%	4.8%
Vehicle Insurance	\$1,009.42	2.40%	\$1,054.23	2.39%	4.4%
Vehicle Repair And Maintenance	\$686.37	1.63%	\$718.20	1.63%	4.6%
Gas & Oil					
Diesel Fuel	\$22.53	0.05%	\$23.43	0.05%	4.0%
Gasoline	\$1,974.47	4.70%	\$2,055.96	4.66%	4.1%
Motor Oil	\$15.05	0.04%	\$15.67	0.04%	4.1%
New Vehicle Purchase					
New Car Purchased	\$974.88	2.32%	\$1,039.25	2.35%	6.6%
New Truck Purchased	\$1,153.86	2.75%	\$1,230.04	2.79%	6.6%
Other Costs					
Automobile Service Clubs	\$8.20	0.02%	\$8.68	0.02%	5.8%
Leasing of Automobile and Truck Costs	\$283.41	0.67%	\$300.37	0.68%	6.0%
Parking / Tolls / Towing	\$42.00	0.10%	\$44.51	0.10%	6.0%
Registration And License	\$102.34	0.24%	\$108.27	0.25%	5.8%
Rental	\$41.38	41.38%	\$0.24	43.91%	0.1%
Public Transportation					
Airline Fares	\$304.04	0.72%	\$324.21	0.73%	6.6%
Intercity Bus Fares	\$13.88	0.03%	\$14.81	0.03%	6.7%
Mass Transit	\$81.62	0.19%	\$86.95	0.20%	6.5%
Other Public Transportation	\$54.85	0.13%	\$58.47	0.13%	6.6%
Taxi	\$18.08	0.04%	\$19.28	0.04%	6.6%
Used Vehicle Purchase					
Used Car Purchase	\$797.05	1.90%	\$825.17	1.87%	3.5%
Used Truck Purchase	\$694.62	1.65%	\$718.71	1.63%	3.5%
Vehicle Finance Charges					
Automobile Finance Charges	\$243.93	0.58%	\$255.47	0.58%	4.7%

Truck Finance Charges	\$172.91	0.41%	\$181.26	0.41%	4.8%
Vehicle Repair & Maintenance					
Coolant And Other Fluids	\$6.79	0.02%	\$7.11	0.02%	4.7%
Vehicle Repair	\$679.58	1.62%	\$711.10	1.61%	4.6%
Tires	\$124.50	0.30%	\$130.27	0.30%	4.6%
Parts Equipment And Accessories	\$57.82	0.14%	\$60.49	0.14%	4.6%
Body Work And Painting	\$37.85	0.09%	\$37.85	0.09%	4.7%
Transmission / Clutch / Drive Shaft	\$53.97	0.13%	\$56.44	0.13%	4.6%
Brakes (Incl. Adjustment)	\$61.27	0.15%	\$64.14	0.15%	4.7%
Steering Or Front End	\$20.45	0.05%	\$21.39	0.05%	4.6%
Engine Cooling System	\$22.72	0.05%	\$23.79	0.05%	4.7%
Motor Tune Up	\$48.96	0.12%	\$51.24	0.12%	4.7%
Oil Change And Lube	\$58.27	0.14%	\$60.96	0.14%	4.6%
Front End Alignment And Balancing	\$12.24	0.03%	\$12.81	0.03%	4.7%
Shock Absorber	\$5.45	0.01%	\$5.71	0.01%	4.7%
Air Conditioning	\$17.83	0.04%	\$18.65	0.04%	4.6%
Exhaust System	\$20.25	0.05%	\$21.19	0.05%	4.6%
Electrical System	\$32.13	0.08%	\$33.63	0.08%	4.7%
Motor Repair / Replacement	\$80.65	0.19%	\$84.37	0.19%	4.6%
Accessories	\$8.55	0.02%	\$8.94	0.02%	4.6%
Auto Repair Service Policy	\$7.36	0.02%	\$7.70	0.02%	4.7%
Vehicle Audio Equipment	\$9.32	0.02%	\$9.75	0.02%	4.7%

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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Convenience Store Detail Summary Report

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	2006 Estimate	2011 Projection	% Change 2006-2011
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Consumer Expenditures (Average Household Annual) Convenience Store Detail

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Food & Beverages: Alcoholic Beverages					
Alcoholic Beverages Total	\$497.55	1.18%	\$526.81	1.19%	5.9%
Beer And Ale At Home	\$147.56	0.35%	\$156.23	0.35%	5.9%
Non-Alcoholic Beer	\$1.38	0.00%	\$1.45	0.00%	5.7%
Liquor at Home	\$47.86	0.11%	\$50.68	0.11%	5.9%
Whiskey At Home	\$19.37	0.05%	\$20.51	0.05%	5.9%
Other Liquor at Home	\$28.49	0.07%	\$30.17	0.07%	5.9%
Wine At Home	\$79.48	0.19%	\$84.16	0.19%	5.9%
Alcohol On Out-Of-Town Trips	\$61.24	0.15%	\$64.81	0.15%	5.8%
Food & Beverages: Bakery Products					
Bread And Cracker Products	\$5.12	0.01%	\$5.30	0.01%	3.5%
Bread Other Than White	\$51.60	0.12%	\$53.41	0.12%	3.5%
Cakes And Cupcakes	\$36.58	0.09%	\$37.84	0.09%	3.4%
Cookies	\$51.67	0.12%	\$53.50	0.12%	3.5%
Crackers	\$27.10	0.06%	\$28.05	0.06%	3.5%
Doughnuts, Sweetrolls, Coffeecake	\$26.44	0.06%	\$27.36	0.06%	3.5%
Fresh Biscuits, Rolls, Muffins	\$49.36	0.12%	\$51.10	0.12%	3.5%
Fresh Pies, Tarts, Turnovers	\$15.78	0.04%	\$16.34	0.04%	3.5%

Frozen & Refrig. Bakery Prod.	\$28.54	0.07%	\$29.55	0.07%	3.5%
Food & Beverages: Food At Home					
Non Alcoholic Beverages	\$314.43	0.75%	\$325.19	0.74%	3.4%
Snack Foods	\$118.78	0.28%	\$122.76	0.28%	3.4%
Vitamin Supplements	\$53.97	0.13%	\$55.84	0.13%	3.5%
Food & Beverages: Non-Alcoholic					
Coffee	\$59.25	0.14%	\$61.28	0.14%	3.4%
Cola Drinks	\$121.15	0.29%	\$125.29	0.28%	3.4%
Non Carbonated Fruit Flavor Beverages	\$24.30	0.06%	\$25.13	0.06%	3.4%
Other Carbonated Drinks	\$53.74	0.13%	\$55.59	0.13%	3.4%
Other Non Carbonated Beverages	\$36.49	0.09%	\$37.73	0.09%	3.4%
Tea	\$19.50	0.05%	\$20.16	0.05%	3.4%
Food & Beverages: Snack Foods					
Nuts	\$23.91	0.06%	\$24.73	0.06%	3.4%
Potato Chips And Other Snacks	\$94.87	0.23%	\$98.03	0.22%	3.3%
Food & Beverages: Sugar & Other Sweets					
Candy And Chewing Gum	\$78.67	0.19%	\$81.54	0.18%	3.6%
Other Sweets	\$35.09	0.08%	\$36.38	0.08%	3.7%
Personal Care Products					
Cosmetics and Perfume	\$89.79	0.21%	\$94.22	0.21%	4.9%
Deodorants and Other Personal Care Products	\$24.92	0.06%	\$26.15	0.06%	4.9%
Oral Hygeine Products	\$22.81	0.05%	\$23.95	0.05%	5.0%
Shaving Needs	\$10.60	0.03%	\$11.13	0.03%	5.0%
Reading					
Books	\$51.72	0.12%	\$54.58	0.12%	5.5%
Magazines	\$28.98	0.07%	\$30.57	0.07%	5.5%
Newspapers	\$60.59	0.14%	\$63.95	0.15%	5.5%
Tobacco					
Cigarettes	\$284.44	0.68%	\$292.06	0.66%	2.7%
Other Tobacco Products	\$31.67	0.08%	\$32.52	0.07%	2.7%
Transportation:Gas & Oil					
Diesel Fuel	\$22.53	0.05%	\$23.43	0.05%	4.0%
Gasoline	\$1,974.47	4.70%	\$2,055.96	4.66%	4.1%
Motor Oil	\$15.05	0.04%	\$15.67	0.04%	4.1%

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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Electronic Detail Summary Report

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	102,798	108,288	5.3%
Average Household Income	\$47,283	\$51,097	8.1%
Median Household Income	\$37,555	\$40,842	8.8%

Consumer Expenditures (Ave Hhld Exp)

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Household Expenditure	\$42,008.92	\$44,132.86	5.1%
Total Non-Retail Expenditure	\$23,423.56	\$24,633.87	5.2%
Total Retail Expenditure	\$18,585.36	\$19,498.99	4.9%

Consumer Expenditures (Average Household Annual) Electronic Detail

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Electronics: Entertainment					
Video And Audio Equipment	\$858.09	2.04%	\$897.46	2.03%	4.6%
Entertainment: Photo Equip. & Supplies					
Film	\$35.78	0.09%	\$37.64	0.09%	5.2%
Film Processing	\$48.97	0.12%	\$51.50	0.12%	5.2%
Photographic Equipment	\$22.07	0.05%	\$23.21	0.05%	5.2%
Entertainment: Video & Audio Equip.					
Audio Equipment	\$74.59	0.18%	\$78.00	0.18%	4.6%
Rental And Repair Of Equipment	\$4.36	0.01%	\$4.57	0.01%	4.7%
Satellite Dishes	\$9.38	0.02%	\$9.81	0.02%	4.6%
Televisions	\$108.81	0.26%	\$113.78	0.26%	4.6%
VCRs And Related Equipment	\$44.91	0.11%	\$46.97	0.11%	4.6%
Video Game Hardware And Software	\$27.90	0.07%	\$29.19	0.07%	4.6%
Household Furnishing & Equip.: Housewares & Small Appliances					
Computer Hardware	\$289.12	0.69%	\$307.20	0.70%	6.3%

Computer Software	\$22.50	0.05%	\$23.91	0.05%	6.3%
Small Electric Kitchen Appliances	\$28.26	0.07%	\$29.73	0.07%	5.2%
Telephones And Accessories	\$35.63	0.08%	\$37.80	0.09%	6.1%

Household Furnishing & Equip.: Major Appliances

Clothes Dryer	\$20.56	0.05%	\$21.69	0.05%	5.5%
Clothes Washer	\$30.08	0.07%	\$31.72	0.07%	5.4%
Dishwashers And Disposal	\$17.13	0.04%	\$18.03	0.04%	5.3%
Electric Floor Cleaning Equipment	\$19.62	0.05%	\$20.66	0.05%	5.3%
Microwave Ovens	\$12.90	0.03%	\$13.59	0.03%	5.3%
Portable Dishwasher	\$1.28	0.00%	\$1.35	0.00%	5.4%
Refrigerator / Freezer	\$65.58	0.16%	\$69.02	0.16%	5.2%
Sewing Machines	\$5.02	0.01%	\$5.29	0.01%	5.3%
Stoves And Ovens	\$28.38	0.07%	\$29.94	0.07%	5.5%
Window Air Conditioning	\$17.66	0.04%	\$18.68	0.04%	5.8%

Utilities: Telephone Service

Cellular Phone Service	\$356.64	0.85%	\$371.05	0.84%	4.0%
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Current year data is for the year **2006**, 5 year projected data is for the year **2011**. More About Our Data.
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Date: 03/07/07

Current Geography Selection: (4 Selected) Counties: Assumption Parish, Lafourche Parish, St. Mary Parish, Terrebonne Parish

Your title for this geography: Regional Statistical Area

Current Index Base: Entire US

CEX - Household Furnishings Expenses Detail Summary Report

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	102,798	108,288	5.3%
Average Household Income	\$47,283	\$51,097	8.1%
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Consumer Expenditures (Ave Hhld Exp)

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Total Non-Retail Expenditure	\$23,423.56	\$24,633.87	5.2%
Total Retail Expenditure	\$18,585.36	\$19,498.99	4.9%

Consumer Expenditures (Average Household Annual) Household Furnishings & Expenses Detail

	2006 Estimate	% of Total	2011 Projection	% of Total	% Change 2006-2011
Household Furnishing & Equipment					
Floor Coverings	\$58.65	0.14%	\$63.63	0.14%	8.5%
Furniture	\$493.68	1.18%	\$525.44	1.19%	6.4%
Household Textiles	\$133.39	0.32%	\$141.08	0.32%	5.8%
Housewares And Small Appliances	\$924.77	2.20%	\$983.68	2.23%	6.4%
Major Appliances	\$218.22	0.52%	\$229.97	0.52%	5.4%
Furniture					
Mattress And Springs	\$52.60	0.13%	\$55.98	0.13%	6.4%
Other Bedroom Furniture	\$93.35	0.22%	\$99.36	0.23%	6.4%
Sofas	\$109.76	0.26%	\$116.88	0.26%	6.5%
Living Room Chairs	\$46.11	0.11%	\$49.06	0.11%	6.4%
Living Room Tables	\$20.83	0.05%	\$22.16	0.05%	6.4%
Kitchen / Dining Room Furniture	\$58.31	0.14%	\$62.09	0.14%	6.5%
Infants Furniture	\$9.78	0.02%	\$10.40	0.02%	6.4%
Outdoor Furniture	\$18.19	0.04%	\$19.35	0.04%	6.4%
Wall Units And Cabinets	\$64.42	0.15%	\$68.51	0.16%	6.4%
Office Furniture For Home Use	\$15.47	0.04%	\$16.46	0.04%	6.4%

Closet and Storage Items	\$4.89	0.01%	\$5.20	0.01%	6.4%
Housewares & Small Appliances					
China and Other Dinnerware	\$15.20	0.04%	\$16.16	0.04%	6.3%
Clocks	\$4.85	0.01%	\$5.14	0.01%	6.2%
Computer Hardware	\$289.12	0.69%	\$307.20	0.70%	6.3%
Computer Information Services	\$136.08	0.32%	\$145.55	0.33%	7.0%
Computer Software	\$22.50	0.05%	\$23.91	0.05%	6.3%
Flatware And Serving Pieces	\$13.36	0.03%	\$14.18	0.03%	6.1%
Glassware	\$10.47	0.03%	\$11.15	0.03%	6.5%
Hand Tools	\$17.86	0.04%	\$19.01	0.04%	6.4%
Indoor Plants And Fresh Flowers	\$57.65	0.14%	\$61.65	0.14%	6.9%
Lamps And Fixtures	\$16.18	0.04%	\$17.21	0.04%	6.3%
Lawn And Garden Equipment	\$70.96	0.17%	\$75.41	0.17%	6.3%
Luggage	\$7.20	0.02%	\$7.65	0.02%	6.3%
Other Miscellaneous Housewares	\$167.64	0.40%	\$178.13	0.40%	6.3%
Power Tools	\$30.46	0.07%	\$32.37	0.07%	6.3%
Small Electric Kitchen Appliances	\$28.26	0.07%	\$29.73	0.07%	5.2%
Smoke Alarms	\$1.34	0.00%	\$1.42	0.00%	6.3%
Telephones And Accessories	\$35.63	0.08%	\$37.80	0.09%	6.1%
Major Appliances					
Clothes Dryer	\$20.56	0.05%	\$21.69	0.05%	5.5%
Clothes Washer	\$30.08	0.07%	\$31.72	0.07%	5.4%
Dishwashers And Disposal	\$17.13	0.04%	\$18.03	0.04%	5.3%
Electric Floor Cleaning Equipment	\$19.62	0.05%	\$20.66	0.05%	5.3%
Microwave Ovens	\$12.90	0.03%	\$13.59	0.03%	5.3%
Portable Dishwasher	\$1.28	0.00%	\$1.35	0.00%	5.4%
Refrigerator / Freezer	\$65.58	0.16%	\$69.02	0.16%	5.2%
Sewing Machines	\$5.02	0.01%	\$5.29	0.01%	5.3%
Stoves And Ovens	\$28.38	0.07%	\$29.94	0.07%	5.5%
Window Air Conditioning	\$17.66	0.04%	\$18.68	0.04%	5.8%
Other Owned Dwelling Costs					
Fire Insurance	\$21.26	0.05%	\$22.52	0.05%	5.9%
Ground Rent	\$30.38	0.07%	\$30.38	0.07%	6.0%
Homeowners Insurance	\$317.64	0.76%	\$336.39	0.76%	5.9%
Parking	\$5.48	0.01%	\$5.81	0.01%	6.0%
Repairs And Maintenance	\$710.93	1.69%	\$755.18	1.71%	6.2%
Household Furnishing & Equip.: Rent					
Maintenance And Repair By Tenant	\$1.81	0.00%	\$1.85	0.00%	1.8%
Rent	\$2,199.75	5.24%	\$2,236.62	5.07%	1.7%
Tenants Insurance	\$9.89	0.02%	\$10.01	0.02%	1.2%

Repairs & Maintenance

Hard Surface Flooring	\$21.67	0.05%	\$23.01	0.05%	6.2%
Landscaping Materials	\$3.05	0.01%	\$3.24	0.01%	6.0%
Other Repairs And Maintenance	\$123.70	0.29%	\$131.34	0.30%	6.2%
Paint And Wallpaper	\$55.09	0.13%	\$58.41	0.13%	6.0%
Plumbing And Heating	\$49.16	0.12%	\$52.19	0.12%	6.2%
Roofing And Siding	\$67.55	0.16%	\$71.60	0.16%	6.0%
Uncoded Capital Improvements	\$390.71	0.93%	\$415.39	0.94%	6.3%

Textiles

Bathroom Linens	\$23.40	0.06%	\$24.80	0.06%	6.0%
Bedroom Linens	\$62.61	0.15%	\$66.20	0.15%	5.7%
Curtains And Drapes	\$18.12	0.04%	\$19.15	0.04%	5.7%
Kitchen And Dining Room Linens	\$8.79	0.02%	\$9.29	0.02%	5.8%
Other Linens	\$1.79	0.00%	\$1.89	0.00%	5.7%
Sewing Materials	\$13.47	0.03%	\$14.21	0.03%	5.5%
Slipcovers And Decorative Pillows	\$5.23	0.01%	\$5.53	0.01%	5.8%

Household Operations: Services

Domestic Service	\$68.61	0.16%	\$73.24	0.17%	6.8%
Gardening And Lawn Care	\$69.06	0.16%	\$73.55	0.17%	6.5%
Household Paper Goods	\$323.36	0.77%	\$343.49	0.78%	6.2%
Laundry And Cleaning Supplies	\$161.59	0.38%	\$171.48	0.39%	6.1%
Laundry And Dry Cleaning	\$8.93	0.02%	\$9.54	0.02%	6.9%
Miscellaneous Home Services	\$34.09	0.08%	\$36.39	0.08%	6.8%
Moving And Storage	\$33.90	0.08%	\$36.24	0.08%	6.9%
Postage and Stationary	\$164.65	0.39%	\$175.38	0.40%	6.5%
Repair And Rental	\$45.14	0.11%	\$48.23	0.11%	6.8%
Water Softening Service	\$4.23	0.01%	\$4.52	0.01%	6.8%

Miscellaneous Expenses

Finance Charges Excluding Mortgage And Vehicle	\$477.79	1.14%	\$500.49	1.13%	4.8%
Funeral And Cemetery	\$81.86	0.19%	\$85.79	0.19%	4.8%
Legal And Accounting	\$89.64	0.21%	\$93.89	0.21%	4.7%

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