

**RETAIL SALES AND BUYING POWER: 2000-2004 EVANSVILLE MEDIA MARKET*
INDIANA**

Evansville, IN	2004		2003		2002		2001		2000	
	Value	Rank**	Value	Rank	Value	Rank	Value	Rank	Value	Rank
Total Population (000s)	717.8	101	714.8	101	712.9	101	715.8	102	709.5	100
Median Age	38.4	49	38.4	49	37.7	51	37.4	49	37.1	49
Asian & Pacific Islander Population (000s)	4	145	3.4	148	3.4	148	3.9	148	3.4	149
African-American Population (000s)	30.7	117	31.9	117	31.0	117	32.2	119	32.3	118
Hispanic Origin Population (000s)	8.4	157	8.0	157	7.9	157	7.5	158	4.9	165
Total Households (000s)	285.5	99	286.2	99	283.7	99	280.8	97	277.7	97
Total Effective Buying Income (000s)	\$11,831,686	102	\$11,698,374	102	\$11,172,622	101	\$11,354,897	103	\$10,934,079	102
Median Household Effective Buying Income	\$33,488	105	\$33,610	105	\$32,259	117	\$32,951	115	\$31,821	113
Households with EBI of \$150,000 or more (000s)	3.1	110	2.7	109	3.6	103	2.5	109	3	108
Total Retail Sales	\$8,613,285	107	\$8,196,926	105	\$8,361,658	103	\$8,652,907	103	\$8,311,983	99
Motor Vehicle & Parts Dealer Sales (000s)	\$2,109,377	99	\$2,026,569	100	\$2,346,419	96	\$2,497,702	97	\$2,437,842	96
Furniture & Home Furnishings Store Sales (000s)	\$210,972	100	\$189,290	102	\$189,959	97	\$219,471	91	\$202,197	92
Electronics & Appliance Store Sales (000s)	\$183,306	92	\$180,404	90	\$179,857	86	\$216,476	81	\$198,133	84
Building Materials & Supply Store Sales (000s)	\$1,178,007	86	\$1,123,953	85	\$1,098,476	78	\$995,976	81	\$1,030,534	86
Food & Beverage Store Sales (000s)	\$915,291	125	\$854,263	123	\$921,176	119	\$946,549	116	\$920,532	115
Health & Personal Care Stores (000s)	\$472,860	98	\$429,881	97	\$410,899	96	\$369,851	97	\$355,776	98
Gasoline Service Station Sales (000s)	\$708,824	108	\$641,432	106	\$649,778	103	\$754,754	103	\$593,684	100
Clothing & Accessories Store Sales (000s)	\$278,120	110	\$264,801	111	\$295,658	107	\$320,349	106	\$308,796	106
Sporting Goods, Hobby, Book & Music Store Sales (000s)	\$121,158	115	\$132,452	118	\$148,660	109	\$137,455	112	\$122,137	112
General Merchandise Store Sales (000s)	\$1,114,330	115	\$1,070,173	114	\$956,419	115	\$1,014,542	110	\$1,076,215	104
Miscellaneous Store Sales (000s)	\$200,644	111	\$223,996	112	\$245,454	108	\$237,952	108	\$212,638	108
Non-Store Retail Sales	\$352,816	92	\$287,214	91	\$251,202	91	\$264,476	90	\$224,099	91
Food Service & Drinking Establishments	\$767,580	111	\$772,498	104	\$667,701	111	\$677,354	110	\$629,820	107
Total Business Establishments	28,027	112	29,211	110	28,562	111	29,076	105	17,588	98
Buying Power Index	0.2234	104	0.2245	105	0.2244	102	0.2299	103	0.238	100

* Based on Nielson's media market classification system

** rankings based on 210 media markets

Source: Survey of Buying Power (2000-2004) published by *Sales & Marketing Management*

<http://www.salesandmarketing.com>



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