

CITY OF EVANSVILLE RETAIL SALES AND BUYING POWER

	2004	2003	2002	2001
Total Population (000s)	117.8	119.2	120.8	122.3
Total Households (000s)	50.9	51.8	52.2	53
Total Effective Buying Income (\$000s)	\$ 1,843,493	\$ 1,910,278	\$ 1,990,853	\$ 2,036,726
Median Household Buying Income	\$ 29,380	\$ 30,069	\$ 30,463	\$ 30,483
Percentage of Households				
\$20,000 to \$34,999	29.50%	28.40%	27.70%	24.30%
\$35,000 to \$49,000	19.30%	20.10%	18.80%	16.80%
\$50,000 & Over	20.20%	21.30%	23.20%	26.90%
Buying Power Index	0.0482	0.0651	0.0532	0.0525
Total Retail Sales (000s)	\$ 3,037,534	\$ 2,909,831	\$3,144,969	\$2,961,294
Motor Vehicle & Parts Sales (000s)	\$ 851,339	\$ 801,827	\$ 222,457	\$960,496
Furniture & Home Furnishings Store Sales (000s)	\$ 241,615	\$ 223,044	\$ 235,787	\$265,553
General Merchandise Store Sales (000s)	\$ 400,364	\$ 376,406	\$ 369,636	\$312,873
Food Service & Drinking Establishment Sales (000s)	\$ 251,945	\$ 308,580	\$ 235,787	\$217,110
Food & Beverage Store Sales (000s)	\$ 240,835	\$ 217,251	\$ 222,457	\$228,093

Source: Survey of Buying Power (2000-2004) published by *Sales & Marketing Management*
<http://www.salesandmarketing.com>



The Evansville Factbook
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