

**PROJECTIONS FOR RETAIL SALES AND BUYING POWER EVANSVILLE
MEDIA MARKET
INDIANA: 2008**

Evansville, IN	2003	2004	2008 Projection
Total Population (000s)	714.8	717.8	716.2
Total Households (000s)	286.2	285.5	292.6
Total Effective Buying Income (000s)	\$11,698,374	\$11,831,686	\$13,514,938
Average Household Effective Buying Income	\$40,875	N/A	\$46,189
Total Retail Sales	\$8,196,926	\$8,613,285	\$9,080,774
Retail Sales per Household	\$28,641	N/A	\$31,035
Buying Power Index	0.2245	0.2234	0.2141

* 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*

<http://www.salesandmarketing.com>



The Evansville Factbook

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