

Latitude:		356 Bowery New York, NY 10012 Radius: 1.0 miles	356 Bowery New York, NY 10012 Radius: 3.0 miles	356 Bowery New York, NY 10012 Radius: 5.0 miles
Longitud	e: -73.991466			
	2000 Total Population	280,944	896,467	2,418,196
47 44	2000 Group Quarters	14,292	40,349	62,597
	2003 Total Population	286,511	914,500	2,449,809
	2008 Total Population	291,881	937,076	2,509,868
	2003 - 2008 Annual Rate	0.37%	0.49%	0.49%
0.0	2000 Households	138,818	438,944	1,075,953
	2000 Average Household Size	1.92	1.95	2.19
411 1	2003 Households	141,736	447,994	1,088,263
	2003 Average Household Size	1.92	1.95	2.19
	2008 Households	145,494	462,603	1,121,174
	2008 Average Household Size	1.91	1.94	2.18
	2003 - 2008 Annual Rate	0.52%	0.64%	0.6%
	2000 Families	50,426	166,120	504,796
	2000 Average Family Size	2.94	2.97	3.12
	2003 Families	50,712	167,698	508,110
	2003 Average Family Size	2.95	2.98	3.14
	2008 Families	51,596	172,232	522,985
	2008 Average Family Size	2.95	2.99	3.14
	2003 - 2008 Annual Rate	0.35%	0.53%	0.58%
	2000 Housing Units	145,968	471,849	1,151,027
	Owner Occupied Housing Units	17.9%	19.9%	21.6%
	Renter Occupied Housing Units	77.2%	73.1%	71.9%
	Vacant Housing Units	4.9%	7.0%	6.5%
	2003 Housing Units	151,320	486,036	1,172,871
	Owner Occupied Housing Units	18.2%	20.2%	21.8%
	Renter Occupied Housing Units	75.5%	72.0%	71.0%
	Vacant Housing Units	6.3%	7.8%	7.2%
	2008 Housing Units	155,173	498,729	1,202,589
	Owner Occupied Housing Units	18.8%	20.8%	22.3%
	Renter Occupied Housing Units	75.0%	71.9%	71.0%
	Vacant Housing Units	6.2%	7.2%	6.8%
	Median Household Income			
	2000	\$48,004	\$49,466	\$44,505
	2003	\$55,902	\$57,424	\$50,314
	2008	\$72,606	\$73,423	\$61,781
	Median Home Value	. ,	. ,	, ,
	2000	\$322,042	\$286,234	\$263,362
	2003	\$539,976	\$453,987	\$393,139
	2008	\$669,636	\$567,232	\$489,383
	Per Capita Income	,	, ,	• •
	2000	\$39,551	\$40,961	\$35,157
	2003	\$48,334	\$50,098	\$42,799
1	2008	\$64,307	\$65,723	\$55,140
	Median Age	. ,	• •	. , -
	2000	36.1	35.0	34.5
	2003	37.0	36.0	35.2
	2008	38.2	37.4	36.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source:U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

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	de: -73.991466	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
	2000 Households by Income Household Income Base	120 767	439,432	1 077 101
<b>SID</b>	< \$15,000	138,767 19.4%	439,432 18.8%	1,077,191 20.1%
11		19.4%	9.5%	10.4%
	\$15,000 - \$24,999 \$35,000 - \$34,000			
	\$25,000 - \$34,999	9.6%	9.4%	10.4%
	\$35,000 - \$49,999 \$50,000 - \$74,000	12.4%	12.6%	13.4%
	\$50,000 - \$74,999 \$75,000 - \$00,000	16.0%	16.0%	16.0%
	\$75,000 - \$99,999 \$100,000 - \$140,000	9.9%	10.0%	9.3%
	\$100,000 - \$149,999	10.7%	10.8%	9.2%
	\$150,000 - \$199,999	4.5%	4.8%	3.9%
	\$200,000+	7.4%	8.0%	7.2%
	Average Household Income	\$78,840	\$82,476	\$78,010
	2003 Households by Income	444 705	447.007	4 000 050
	Household Income Base	141,735	447,987	1,088,253
	< \$15,000 *45,000	16.4%	16.1%	17.7%
	\$15,000 - \$24,999 \$25,000 - \$24,000	9.5%	8.7%	9.5%
	\$25,000 - \$34,999	8.4%	8.4%	9.6%
	\$35,000 - \$49,999	11.9%	11.9%	12.9%
	\$50,000 - \$74,999	15.0%	14.9%	15.0%
	\$75,000 - \$99,999	10.4%	10.4%	9.8%
	\$100,000 - \$149,999	13.1%	13.1%	11.3%
	\$150,000 - \$199,999	5.6%	5.8%	4.7%
	\$200,000+	9.7%	10.5%	9.4%
	Average Household Income	\$96,368	\$101,082	\$95,543
	2008 Households by Income			
	Household Income Base	145,493	462,596	1,121,164
	< \$15,000	13.3%	13.3%	15.1%
	\$15,000 - \$24,999	7.3%	7.0%	8.0%
	\$25,000 - \$34,999	6.7%	6.6%	7.8%
	\$35,000 - \$49,999	10.1%	10.3%	11.5%
	\$50,000 - \$74,999	13.6%	13.6%	14.3%
	\$75,000 - \$99,999	10.9%	10.5%	10.0%
	\$100,000 - \$149,999	16.0%	15.7%	13.7%
	\$150,000 - \$199,999	7.9%	8.1%	6.6%
	\$200,000+	14.2%	14.9%	13.0%
	Average Household Income	\$127,566	\$131,869	\$122,571
	2000 Owner Occupied HUs by Value			
	Total	26,173	94,725	249,395
	<\$50,000	3.8%	4.9%	3.9%
	\$50,000 - 99,999	4.8%	5.6%	6.6%
	\$100,000 - 149,999	11.0%	11.0%	11.0%
	\$150,000 - 199,999	10.7%	11.8%	14.7%
	\$200,000 - \$299,999	17.2%	19.2%	20.7%
	\$300,000 - 499,999	18.5%	20.0%	17.6%
	\$500,000 - 999,999	20.8%	17.6%	15.4%
	\$1,000,000+	13.2%	9.9%	10.0%
	Average Home Value	\$467,583	\$413,839	\$400,037
	2000 Specified Renter Occupied HUs by			
	Total	112,501	344,618	827,484
	With Cash Rent	98.6%	98.5%	98.4%
	No Cash Rent	1.4%	1.5%	1.6%
	Median Rent	\$815	\$822	\$718
	Average Rent	\$939	\$998	\$889

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

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		356 Bowery	356 Bowery	356 Bowery
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Longitud	e: -73.991466	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
	2000 Population by Age			
<b>†</b>	Total	280,944	896,468	2,418,199
	0 - 4	3.6%	4.6%	5.8%
	5 - 9	3.4%	4.0%	5.5%
	10 - 14	3.5%	3.9%	5.1%
	15 - 24	14.1%	13.5%	13.2%
	25 - 34	23.5%	24.1%	21.6%
	35 - 44	17.1%	16.7%	16.5%
	45 - 54			
		13.8%	13.2%	12.7%
	55 - 64 65 - 74	8.7%	8.5%	8.6%
	65 - 74	6.4%	6.1%	6.0%
	<b>75 - 84</b>	4.4%	4.0%	3.7%
	85+	1.6%	1.4%	1.4%
	18+	87.3%	85.2%	80.7%
	2003 Population by Age			
	Total	286,511	914,499	2,449,810
	0 - 4	3.6%	4.5%	5.7%
	5 - 9	3.2%	3.9%	5.3%
	10 - 14	3.5%	4.0%	5.4%
	15 - 24	13.3%	12.7%	13.1%
	25 - 34	22.6%	23.0%	20.2%
	35 - 44	17.7%	17.6%	17.0%
	45 - 54 55 - 64	14.2%	13.5%	13.1%
	55 - 64 65 - 74	9.5%	9.3%	9.2%
	65 - 74	6.3%	6.0%	5.9%
	75 - 84 	4.4%	4.1%	3.8%
	85+	1.7%	1.5%	1.4%
	18+	87.2%	85.1%	80.5%
	2008 Population by Age			
	Total	291,880	937,075	2,509,866
	0 - 4	3.6%	4.6%	5.7%
	5 - 9	3.1%	3.9%	5.1%
	10 - 14	3.0%	3.6%	5.0%
	15 - 24	12.1%	12.2%	13.3%
	25 - 34	22.1%	21.0%	18.6%
	35 - 44	17.9%	18.1%	17.0%
	45 - 54	14.7%	14.1%	13.9%
	55 - 64	11.2%		10.2%
			10.7%	
	65 - 74 35 - 04	6.2%	6.1%	6.0%
	75 - 84	4.3%	4.0%	3.7%
	85+	1.8%	1.6%	1.5%
	18+	88.2%	85.7%	81.2%
	2000 Population by Sex			
	Males	49.0%	49.3%	48.1%
	Females	51.0%	50.7%	51.9%
	2003 Population by Sex			
	Males	49.0%	49.4%	48.2%
	Females	51.0%	50.6%	51.8%
		31.076	30.078	51.070
	2008 Population by Sex	10.10	40.004	40 ===
	Males	49.1%	49.6%	48.5%
	Females	50.9%	50.4%	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

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	e: -73.991466	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
6808	2000 Population by Race/Ethnicity			
	Total	280,944	896,467	2,418,197
15-17	White Alone	59.1%	63.9%	54.6%
	Black Alone	6.0%	9.0%	18.6%
	American Indian Alone	0.3%	0.3%	0.4%
	Asian or Pacific Islander Alone	23.8%	13.9%	10.0%
	Some Other Race Alone	7.5%	9.1%	12.0%
	Two or More Races	3.3%	3.8%	4.5%
	Hispanic Origin	16.3%	19.3%	26.3%
	Diversity Index	70.2	70.0	79.0
	2002 Panulation by Page/Ethnicity			
	2003 Population by Race/Ethnicity Total	286,512	914,499	2,449,809
	White Alone	200,312 57.9%	914,499 62.4%	
				52.9%
	Black Alone	5.6%	8.7%	18.2%
	American Indian Alone	0.3%	0.3%	0.5%
	Asian or Pacific Islander Alone	24.8%	14.9%	10.8%
	Some Other Race Alone	7.6%	9.3%	12.4%
	Two or More Races	3.7%	4.3%	5.2%
	Hispanic Origin	16.2%	19.5%	26.8%
	Diversity Index	70.9	71.2	80.3
	2008 Population by Race/Ethnicity			
	Total	291,881	937,076	2,509,867
	White Alone	56.1%	60.2%	50.3%
	Black Alone	4.9%	8.2%	17.7%
	American Indian Alone	0.3%	0.4%	0.6%
	Asian or Pacific Islander Alone	26.5%	16.3%	12.2%
	Some Other Race Alone	7.8%	9.8%	13.1%
	Two or More Races	4.3%	5.0%	6.1%
	Hispanic Origin	16.2%	19.8%	27.5%
	Diversity Index	71.8	73.0	82.0
Ø	2000 Population 3+ by School Enrollment			
4	Total	274,589	870,140	2,332,235
<b>7</b>	Enrolled in Nursery/Preschool	1.1%	1.2%	1.5%
	Enrolled in Kindergarten	0.7%	0.9%	1.2%
	Enrolled in Grade 1-8	5.8%	6.6%	9.1%
	Enrolled in Grade 9-12	3.7%	3.8%	4.7%
	Enrolled in College	8.0%	6.4%	5.6%
	Enrolled in Grad/Prof School	3.5%	3.3%	2.6%
	Not Enrolled in School	77.2%	77.7%	75.3%
	2000 Population 25+ by Educational Attainmer	nt		
	Total	212,629	665,951	1,707,770
	Less than 9th Grade	13.4%	10.2%	10.8%
	9th - 12th Grade, No Diploma	9.6%	10.1%	12.6%
	High School Graduate	11.8%	13.8%	17.8%
	Some College, No Degree	11.1%	11.7%	12.8%
	Associate Degree	3.0%	3.4%	3.8%
	Bachelor's Degree	28.6%	28.7%	23.3%
	Master's/Prof/Doctorate Degree	22.5%		
	master strictionate begiee	22.5%	22.1%	19.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

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Longitud	e: -73.991466	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
	2000 Population 15+ by Sex and Marital Status	l		
	Total	251,415	784,951	2,022,890
	Females	51.6%	51.3%	52.7%
	Never Married	23.3%	22.5%	21.5%
	Married, not Separated	17.4%	17.8%	19.0%
	Married, Separated	1.4%	1.6%	2.3%
	Widowed	4.8%	4.6%	5.0%
	Divorced	4.7%	4.8%	5.0%
	Males	48.4%	48.7%	47.3%
	Never Married	24.8%	24.7%	22.0%
	Married, not Separated	18.5%	18.6%	19.7%
	Married, Separated	1.0%	1.2%	1.4%
	Widowed	1.0%	1.0%	1.0%
	Divorced	3.1%	3.3%	3.2%
	2000 Population 16+ by Employment Statu- Total	<b>s</b> 249,715	770 670	2,000,972
			778,678	
	In Labor Force	67.1%	66.9%	64.0%
	Civilian Employed	62.4%	62.1%	58.8%
	Civilian Unemployed	4.8%	4.8%	5.2%
	In Armed Forces	0.0%	0.0%	0.0%
	Not in Labor Force	32.9%	33.1%	36.0%
	2003 Civilian Population 16+ in Labor Forc			
	Civilian Employed	91.1%	91.2%	89.8%
	Civilian Unemployed	8.9%	8.8%	10.2%
	2008 Civilian Population 16+ in Labor Forc			
	Civilian Employed	91.7%	91.8%	90.1%
	Civilian Unemployed	8.3%	8.2%	9.9%
	2000 Females 16+ by Employment Status a			
	Total	128,768	399,290	1,055,984
	Own Children < 6 Only	4.5%	5.4%	6.5%
	Employed/in Armed Forces	2.6%	2.7%	3.1%
	Unemployed	0.1%	0.2%	0.4%
	Not in Labor Force	1.8%	2.4%	3.0%
	Own Children < 6 and 6-17 Only	2.3%	3.0%	4.5%
	Employed/in Armed Forces	1.1%	1.2%	2.0%
	Unemployed	0.1%	0.2%	0.3%
	Not in Labor Force	1.1%	1.7%	2.2%
	Own Children 6-17 Only	8.3%	8.4%	11.3%
	Employed/in Armed Forces	5.1%	4.9%	6.5%
	Unemployed	0.4%	0.5%	0.7%
	Not in Labor Force	2.7%	3.1%	4.1%
	No Own Children < 18	84.9%	83.2%	77.7%
	Employed/in Armed Forces	49.2%	47.9%	41.6%
	Unemployed	3.7%	3.7%	3.5%
	Not in Labor Force	31.9%	31.5%	32.6%

 $Source: U.S.\ Bureau\ of\ the\ Census, 2000\ Census\ of\ Population\ and\ Housing.\ ESRI\ BIS\ forecasts\ for\ 2003.$ 

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2003 Employed Population 16+ by Industry			
Total	155,760	484,836	1,164,817
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	2.0%	2.4%	3.0%
Manufacturing	7.6%	6.9%	7.3%
Wholesale Trade	2.1%	2.7%	3.1%
Retail Trade	6.6%	6.8%	7.6%
Transportation/Utilities	2.2%	2.7%	4.5%
Information	11.2%	9.7%	7.7%
Finance/Insurance/Real Estate	10.4%	13.9%	12.9%
Services	55.3%	51.8%	50.6%
Public Administration	2.5%	3.0%	3.2%
2003 Employed Population 16+ by Occupation			
Total	155,759	484,832	1,164,817
White Collar	78.7%	80.1%	73.2%
Management/Business/Financial	18.4%	21.1%	18.2%
Professional	39.2%	36.0%	30.7%
Sales	10.6%	11.9%	11.4%
Administrative Support	10.6%	11.2%	12.9%
Services	12.1%	11.0%	14.0%
Blue Collar	9.3%	8.9%	12.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.5%	2.0%	2.6%
Installation/Maintenance/Repair	1.1%	1.2%	1.8%
Production	4.6%	3.4%	4.0%
Transportation/Material Moving	2.1%	2.4%	4.3%
2000 Workers 16+ by Means of Transportation			
Total	152,039	473,866	1,149,682
Drove Alone - Car, Truck, or Van	5.5%	8.7%	14.1%
Carpooled - Car, Truck, or Van	2.7%	3.1%	5.2%
Public Transportation	55.3%	54.5%	57.4%
Walked	27.6%	26.2%	17.3%
Other Means	2.7%	1.8%	1.5%
Worked at Home	6.2%	5.6%	4.5%
2000 Workers 16+ by Travel Time to Work			
Total	152,039	473,865	1,149,683
Did Not Work at Home	93.8%	94.4%	95.5%
Less than 5 minutes	1.9%	1.7%	1.3%
5 to 9 minutes	5.0%	5.3%	4.2%
10 to 19 minutes	23.6%	22.2%	17.7%
20 to 24 minutes	17.6%	15.1%	13.1%
25 to 34 minutes	26.0%	25.1%	25.3%
35 to 44 minutes	5.9%	8.0%	9.7%
45 to 59 minutes	6.6%	9.3%	12.9%
60 to 89 minutes	4.7%	5.5%	8.0%
90 or more minutes	2.5%	2.3%	3.2%
Worked at Home	6.2%	5.6%	4.5%
Average Travel Time to Work (in min)	27.5	28.8	32.7
2000 Households by Vehicles Available			
Total	138,701	439,157	1,077,328
None	79.9%	73.7%	67.0%
1	18.2%	23.1%	27.3%
2	1.4%	2.7%	4.5%
3	0.1%	0.2%	0.7%
4	0.1%	0.1%	0.2%
5+	0.2%	0.2%	0.3%
Average Number of Vehicles Available	0.2	0.3	0.4

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

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Longitud		Radius. 1.0 iiiiles	Radius. 3.0 IIIIles	Radius. 5.0 illiles
	2000 Households by Type Total	138,818	438,944	1,075,953
	Family Households	36.3%	37.8%	46.9%
	Married-couple Family	25.0%	26.0%	29.5%
	With Related Children	9.4%	10.1%	13.3%
	Other Family (No Spouse)	11.3%	11.8%	17.4%
	With Related Children	5.4%	6.1%	10.1%
	Nonfamily Households	63.7%	62.2%	53.1%
	Householder Living Alone	49.6%	48.4%	42.1%
	Householder Not Living Alone	14.1%	13.7%	11.0%
	Households with Related Children	14.8%	16.2%	23.4%
	Households with Persons 65+	20.1%	18.9%	19.8%
	2000 Households by Size			
	Total	138,818	438,944	1,075,953
	1 Person Household	49.6%	48.4%	42.1%
	2 Person Household	29.6%	30.2%	28.7%
	3 Person Household	9.7%	10.1%	12.7%
	4 Person Household	6.0%	6.0%	8.7%
	5 Person Household	2.7%	2.7%	4.3%
	6 Person Household	1.3%	1.3%	1.9%
	7+ Person Household	1.1%	1.3%	1.7%
	2000 Households by Year Householder Moved In			
	Total	138,676	439,367	1,077,046
	Moved in 1999 to March 2000	16.0%	18.8%	17.9%
	Moved in 1995 to 1998	27.6%	29.4%	30.2%
	Moved in 1990 to 1994	16.0%	15.2%	15.7%
	Moved in 1980 to 1989	14.8%	14.2%	14.4%
	Moved in 1970 to 1979	14.6%	13.0%	12.3%
	Moved in 1969 or Earlier	11.0%	9.4%	9.6%
	Median Year Householder Moved In	1993	1994	1994
	2000 Housing Units by Units in Structure			
	Total	145,833	472,143	1,152,922
	1, Detached	0.4%	0.6%	1.7%
	1, Attached	0.5%	1.2%	2.8%
	2	0.9%	3.1%	7.8%
	3 or 4	3.0%	7.8%	10.7%
	5 to 9	8.5%	10.6%	12.4%
	10 to 19	17.4%	11.8%	10.7%
	20+	69.3%	64.8%	53.8%
	Mobile Home Other	0.1% 0.0%	0.0% 0.0%	0.1% 0.0%
	2000 Hawatan Haita I. V. a St. day 5 19			
	2000 Housing Units by Year Structure Built	445 700	470.055	4 450 570
	Total	145,798	472,355	1,152,576
	1999 to March 2000	0.4%	1.1% 2.1%	0.8%
	1995 to 1998	1.3%		1.8%
	1990 to 1994 1980 to 1989	1.5% 3.6%	1.8% 6.6%	1.8% 5.6%
	1970 to 1979	6.0%	8.5%	8.3%
	1969 or Earlier	87.3%	79.8%	81.6%
	Median Year Structure Built	1940	79.6% 1944	1943
	modian roal offucture Duit	1340	1344	1343

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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 Latitude:
 40.726732
 New York, NY 10012
 Radius: 5.0 miles
 Radius: 5.0 miles
 Radius: 5.0 miles

## **Top 3 ACORN Consumer Groups**

1.	High Rise Renters	High Rise Renters	High Rise Renters
2.	East Coast Immigrants	East Coast Immigrants	East Coast Immigrants
3.	Pacific Heights	Young Immigrant Familie	Young Immigrant Familie



**2003 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

business revenue.			
Apparel & Services: Total \$	\$698,373,622	\$2,325,273,255	\$5,390,863,179
Average Spent	\$4,927.28	\$5,190.41	\$4,953.64
Spending Potential Index	185	195	186
Computers & Accessories: Total \$	\$59,622,335	\$195,706,241	\$443,263,235
Average Spent	\$420.66	\$436.85	\$407.31
Spending Potential Index	142	147	137
Education: Total \$	\$212,874,873	\$707,991,434	\$1,624,118,491
Average Spent	\$1,501.91	\$1,580.36	\$1,492.40
Spending Potential Index	155	163	154
Entertainment/Recreation: Total \$	\$601,945,078	\$1,987,907,108	\$4,548,150,196
Average Spent	\$4,246.95	\$4,437.35	\$4,179.27
Spending Potential Index	144	150	142
Food at Home: Total \$	\$1,145,843,081	\$3,821,235,067	\$8,971,710,431
Average Spent	\$8,084.35	\$8,529.66	\$8,244.06
Spending Potential Index	180	190	183
Food Away from Home: Total \$	\$764,507,579	\$2,543,963,978	\$5,881,483,621
Average Spent	\$5,393.88	\$5,678.57	\$5,404.47
Spending Potential Index	181	191	181
Health Care: Total \$	\$550,142,147	\$1,825,028,072	\$4,256,851,996
Average Spent	\$3,881.46	\$4,073.78	\$3,911.60
Spending Potential Index	124	130	125
HH Furnishings & Equipment: Total \$	\$425,583,218	\$1,398,296,974	\$3,188,320,547
Average Spent	\$3,002.65	\$3,121.24	\$2,929.73
Spending Potential Index	147	153	143
Investments: Total \$	\$2,712,266,375	\$8,936,534,024	\$20,391,696,306
Average Spent	\$19,136.04	\$19,947.89	\$18,737.84
Spending Potential Index	225	235	221
Retail Goods: Total \$	\$4,899,906,455	\$16,246,304,039	\$37,506,316,853
Average Spent	\$34,570.66	\$36,264.56	\$34,464.39
Spending Potential Index	149	156	149
Shelter: Total \$	\$2,771,146,560	\$9,146,552,504	\$21,036,044,752
Average Spent	\$19,551.47	\$20,416.69	\$19,329.93
Spending Potential Index	153	160	152
TV/Video/Sound Equipment: Total \$	\$197,281,882	\$656,485,806	\$197,281,882
Average Spent	\$1,391.90	\$1,465.39	\$1,393.40
Spending Potential Index	146	153	146
Travel: Total \$	\$349,250,029	\$1,147,840,821	\$2,623,880,722
Average Spent	\$2,464.09	\$2,562.18	\$2,411.07
Spending Potential Index	141	147	138
Vehicle Maintenance & Repairs: Total \$	\$191,347,916	\$627,793,185	\$1,435,001,446
Average Spent	\$1,350.03	\$1,401.34	\$1,318.62
Spending Potential Index	137	142	134
1 0			

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics. Data was updated in September of 2003 based on the Consumer Expenditure Surveys from 1999, 2000 and 2001.

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