

		800 2nd Ave	800 2nd Ave	800 2nd Ave
Latitude:	40.750242	New York, NY 10017	New York, NY 10017	New York, NY 10017
Longitud	e: -73.971684	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
20,00	2000 Total Population	127,375	1,162,194	2,637,581
	2000 Group Quarters	4,793	36,509	77,232
	2003 Total Population	129,129	1,177,048	2,673,794
	2008 Total Population	131,324	1,199,774	2,740,695
	2003 - 2008 Annual Rate	0.34%	0.38%	0.5%
0.0	2000 Households	78,938	599,070	1,157,284
	2000 Average Household Size	1.55	1.88	2.21
4114	2003 Households	79,866	605,535	1,169,990
	2003 Average Household Size	1.56	1.88	2.22
	2008 Households	81,718	620,250	1,204,459
	2008 Average Household Size	1.55	1.88	2.21
	2003 - 2008 Annual Rate	0.46%	0.48%	0.58%
	2000 Families	21,675	223,968	551,758
	2000 Average Family Size	2.44	2.86	3.13
	2003 Families	21,513	224,302	555,450
	2003 Average Family Size	2.44	2.88	3.15
	2008 Families	21,738	228,767	571,486
	2008 Average Family Size	2.44	2.88	3.16
	2003 - 2008 Annual Rate	0.21%	0.39%	0.57%
	2000 Housing Units	88,591	643,573	1,236,588
	Owner Occupied Housing Units	25.9%	22.2%	21.3%
	Renter Occupied Housing Units	63.2%	70.9%	72.3%
	Vacant Housing Units	10.9%	6.9%	6.4%
	2003 Housing Units	90,477	657,745	1,260,857
	Owner Occupied Housing Units	26.7%	22.6%	21.5%
	Renter Occupied Housing Units	61.5%	69.5%	71.3%
	Vacant Housing Units	11.7%	7.9%	7.2%
	2008 Housing Units	91,499	670,778	1,292,528
	Owner Occupied Housing Units	28.1%	23.3%	22.0%
	Renter Occupied Housing Units	61.2%	69.2%	71.2%
	Vacant Housing Units	10.7%	7.5%	6.8%
	Median Household Income			
	2000	\$67,982	\$54,713	\$43,185
	2003	\$81,579	\$64,436	\$48,668
	2008	\$107,265	\$83,195	\$59,861
	Median Home Value			
	2000	\$312,688	\$352,494	\$261,383
	2003	\$480,007	\$542,184	\$378,952
	2008	\$589,489	\$656,760	\$466,802
	Per Capita Income			
	2000	\$69,391	\$51,097	\$33,501
	2003	\$86,007	\$63,570	\$40,686
	2008	\$113,643	\$83,693	\$52,326
	Median Age			
	2000	38.1	36.7	34.6
	2003	39.4	37.8	35.4
	2008	41.6	39.2	36.5

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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db.	2000 Households by Income			
	Household Income Base	79,117	599,524	1,157,888
AP.	< \$15,000	12.0%	16.1%	20.8%
	\$15,000 - \$24,999	6.4%	8.7%	10.6%
	\$25,000 - \$34,999	7.3%	9.0%	10.5%
	\$35,000 - \$49,999	11.0%	12.4%	13.5%
	\$50,000 - \$74,999	17.3%	16.5%	15.9%
	\$75,000 - \$99,999	11.9%	10.2%	9.1%
	\$100,000 - \$149,999	13.8%	11.1%	8.9%
	\$150,000 - \$199,999	7.2%	5.3%	3.8%
	\$200,000+	13.0%	10.7%	6.8%
	Average Household Income	\$110,932	\$98,093	\$75,354
	2003 Households by Income	,	. ,	. ,
	Household Income Base	79,863	605,526	1,169,970
	< \$15,000	9.3%	13.4%	18.3%
	\$15,000 - \$24,999	5.6%	7.9%	9.8%
	\$25,000 - \$34,999	5.9%	7.8%	9.7%
		10.0%	11.7%	13.1%
	\$35,000 - \$49,999 \$50,000 - \$74,000			
	\$50,000 - \$74,999 \$75,000 - \$00,000	15.4%	15.0%	14.9%
	\$75,000 - \$99,999	12.1%	10.5%	9.7%
	\$100,000 - \$149,999	16.4%	13.5%	11.1%
	\$150,000 - \$199,999	8.5%	6.3%	4.5%
	\$200,000+	16.8%	13.9%	8.8%
	Average Household Income	\$138,214	\$122,795	\$92,109
	2008 Households by Income			
	Household Income Base	81,714	620,242	1,204,442
	< \$15,000	6.7%	10.7%	15.6%
	\$15,000 - \$24,999	3.8%	6.1%	8.3%
	\$25,000 - \$34,999	4.1%	6.1%	8.0%
	\$35,000 - \$49,999	7.6%	9.8%	11.8%
	\$50,000 - \$74,999	12.6%	13.3%	14.3%
	\$75,000 - \$99,999	11.7%	10.6%	9.9%
	\$100,000 - \$149,999	19.0%	15.9%	13.6%
	\$150,000 - \$199,999	11.2%	8.5%	6.3%
	\$200,000+	23.4%	19.0%	12.3%
	Average Household Income	\$181,665	\$161,061	\$118,133
	2000 Owner Occupied HUs by Value	ψ.σ.,σσσ	ψ.σ.,σσ.	\$1.13,133
	Total	23,065	143,205	264,199
	<\$50,000	1.6%	2.9%	4.5%
	\$50,000 - 99,999	4.7%	4.5%	7.0%
	\$100,000 - 99,999 \$100,000 - 149,999	11.3%	8.2%	10.3%
	\$150,000 - 199,999	9.9%	9.6%	13.9%
	\$200,000 - \$299,999	20.9%	18.3%	22.4%
	\$300,000 - 499,999	22.7%	20.2%	18.4%
	\$500,000 - 999,999	19.0%	20.8%	14.2%
	\$1,000,000+	10.0%	15.4%	9.3%
	Average Home Value	\$435,042	\$496,651	\$387,763
	2000 Specified Renter Occupied HUs by			
	Total	55,924	456,395	893,828
	With Cash Rent	98.0%	98.3%	98.3%
	No Cash Rent	2.0%	1.7%	1.7%
	Median Rent	\$1,245	\$879	\$712
	Average Rent	\$1,391	\$1,056	\$867

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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Longitud	e: -73.971684	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
	2000 Population by Age			
## • •	Total	127,374	1,162,194	2,637,581
	0 - 4	2.8%	4.3%	5.7%
	5 - 9	1.6%	3.7%	5.5%
	10 - 14	1.5%	3.4%	5.0%
	15 - 24	11.0%	11.5%	13.4%
	25 - 34	27.5%	23.9%	21.3%
	35 - 44	16.7%	17.3%	16.4%
	45 - 54	14.4%	13.8%	12.6%
	55 - 64	11.1%	9.6%	8.6%
	65 - 74	7.5%	6.7%	6.1%
	75 - 84	4.4%	4.3%	3.8%
	85+	1.6%	1.7%	1.5%
	18+	93.2%	86.5%	80.9%
	2003 Population by Age			
	Total	129,130	1,177,049	2,673,792
	0 - 4	2.7%	4.2%	5.6%
	5 - 9	2.0%	3.8%	5.2%
	10 - 14	1.6%	3.7%	5.3%
	15 - 24	8.0%	10.9%	13.1%
	25 - 34	26.8%	22.0%	19.9%
	35 - 44	18.3%	18.2%	17.0%
	45 - 54	14.3%	14.1%	13.1%
	55 - 64	12.1%	10.4%	9.2%
	65 - 74	7.8%	6.7%	6.1%
	75 - 84	4.8%	4.4%	3.9%
	85+	1.6%	1.7%	1.5%
	18+	92.7%	86.1%	80.7%
	2000 Demulation by Are			
	2008 Population by Age	404.005	4 400 774	0.740.005
	Total	131,325	1,199,774	2,740,695
	0 - 4	2.6%	4.2%	5.7%
	5 - 9	2.2%	3.7%	5.1%
	10 - 14	1.8%	3.5%	5.0%
	15 - 24	7.1%	11.0%	13.3%
	25 - 34	22.2%	19.4%	18.4%
	35 - 44	20.3%	18.6%	17.0%
	45 - 54	14.9%	14.8%	13.9%
	55 - 64	13.3%	11.6%	10.2%
	65 - 74	8.4%	6.9%	6.1%
	75 - 84	5.3%	4.4%	3.9%
	85+	1.9%	1.8%	1.6%
	18+	92.4%	86.5%	81.3%
	2000 Demulation by Say			
	2000 Population by Sex Males	46.6%	48.2%	48.4%
	Females	53.4%	51.8%	51.6%
	2003 Population by Sex			
	Males	46.5%	48.3%	48.5%
	Females	53.5%	51.7%	51.5%
	2008 Population by Sex			
		46.7%	48.5%	48.8%
				51.2%
	2008 Population by Sex Males Females	46.7% 53.3%	48.5% 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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Longitud	e: -73.971684	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
6-50%	2000 Population by Race/Ethnicity			
	Total	127,375	1,162,194	2,637,581
A THE	White Alone	79.3%	69.3%	55.4%
	Black Alone	4.3%	6.3%	14.8%
	American Indian Alone	0.1%	0.3%	0.5%
	Asian or Pacific Islander Alone	11.8%	13.1%	11.1%
	Some Other Race Alone	2.0%	7.4%	13.4%
	Two or More Races	2.4%	3.7%	4.8%
	Hispanic Origin	7.2%	17.3%	29.8%
	Diversity Index	44.1	64.2	80.1
	2003 Population by Race/Ethnicity			
	Total	129,130	1,177,049	2,673,794
	White Alone	78.3%	67.6%	53.6%
	Black Alone	4.0%	6.0%	14.3%
	American Indian Alone	0.2%	0.3%	0.5%
	Asian or Pacific Islander Alone	12.9%	14.1%	12.1%
	Some Other Race Alone	2.1%	7.7%	13.9%
	Two or More Races	2.6%	4.2%	5.6%
	Hispanic Origin	7.1%	17.7%	30.5%
	Diversity Index	45.2	65.9	81.4
	2008 Population by Race/Ethnicity			
	Total	131,323	1,199,774	2,740,695
	White Alone	76.5%	65.3%	50.9%
	Black Alone	3.7%	5.4%	13.6%
	American Indian Alone	0.2%	0.4%	0.7%
	Asian or Pacific Islander Alone	14.6%	15.7%	13.5%
	Some Other Race Alone	2.2%	8.3%	14.8%
	Two or More Races	2.9%	4.9%	6.6%
	Hispanic Origin	7.1%	18.3%	31.5%
	Diversity Index	47.3	68.2	83.2
₹.	2000 Population 3+ by School Enrollment			
4	Total	124,672	1,130,067	2,545,095
7	Enrolled in Nursery/Preschool	0.9%	1.2%	1.5%
	Enrolled in Kindergarten	0.4%	0.8%	1.2%
	Enrolled in Grade 1-8	2.4%	5.9%	8.9%
	Enrolled in Grade 9-12	1.1%	3.2%	4.7%
	Enrolled in College	5.4%	5.7%	5.8%
	Enrolled in Grad/Prof School	4.5%	3.4%	2.7%
	Not Enrolled in School	85.2%	79.7%	75.2%
	2000 Population 25+ by Educational Attainment			
	Total	106,480	898,372	1,862,939
	Less than 9th Grade	1.8%	8.0%	11.7%
	9th - 12th Grade, No Diploma	3.6%	8.1%	12.8%
	High School Graduate	9.1%	13.1%	18.3%
	Some College, No Degree	12.2%	11.6%	12.9%
	Associate Degree	3.7%	3.5%	3.8%
	Bachelor's Degree	38.6%	30.1%	22.3%
	Master's/Prof/Doctorate Degree	31.1%	25.7%	18.1%

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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Latitude:		800 2nd Ave New York, NY 10017	800 2nd Ave New York, NY 10017	800 2nd Ave New York, NY 10017
Longitud	e: -73.971684	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
	2000 Population 15+ by Sex and Marita Status	I		
	Total	119,640	1,029,212	2,210,801
	Females	53.7%	52.4%	52.4%
	Never Married	26.7%	22.3%	20.7%
	Married, not Separated	16.8%	18.7%	19.3%
	Married, Separated	1.0%	1.5%	2.3%
	Widowed	3.6%	4.8%	5.1%
	Divorced	5.6%	5.1%	4.9%
	Males	46.3%	47.6%	47.6%
	Never Married	22.4%	22.8%	21.8%
	Married, not Separated	17.8%	19.4%	20.1%
	Married, Separated	1.2%	1.1%	1.4%
	Widowed	0.9%	1.0%	1.1%
	Divorced	4.0%	3.3%	3.1%
	21101000	1.070	0.070	0.170
Ŋ'n	2000 Population 16+ by Employment Statu			
	Total	119,384	1,022,396	2,187,428
	In Labor Force	73.6%	68.3%	62.6%
	Civilian Employed	70.2%	64.2%	57.3%
	Civilian Unemployed	3.4%	4.1%	5.2%
	In Armed Forces	0.0%	0.0%	0.0%
	Not in Labor Force	26.4%	31.7%	37.4%
	2003 Civilian Population 16+ in Labor Ford		0.4.007	00.40/
	Civilian Employed	93.9%	91.8%	89.4%
	Civilian Unemployed	6.1%	8.2%	10.6%
	2008 Civilian Population 16+ in Labor Ford	ee		
	Civilian Employed	94.3%	92.2%	89.7%
	Civilian Unemployed	5.7%	7.8%	10.3%
	2000 Females 16+ by Employment Status a Total	and Age of Children 64,126	536,231	1,146,229
	Own Children < 6 Only	4.5%	5.6%	6.4%
	Employed/in Armed Forces	2.5%	2.8%	3.0%
	Unemployed	0.0%	0.2%	0.4%
	Not in Labor Force	2.0%	2.6%	3.0%
	Own Children < 6 and 6-17 Only	1.0%	2.8%	4.5%
	Employed/in Armed Forces	0.5%	1.3%	1.8%
	Unemployed	0.0%	0.1%	0.3%
	Not in Labor Force	0.5%	1.4%	2.3%
	Own Children 6-17 Only	3.7%	8.2%	11.4%
	Employed/in Armed Forces	2.2%	4.9%	6.3%
	Unemployed	0.1%	0.4%	0.7%
	Not in Labor Force	1.3%	3.0%	4.4%
	No Own Children < 18	90.8%	83.4%	77.7%
	Employed/in Armed Forces	59.6%	49.5%	40.2%
	Unemployed	3.6%	3.2%	3.6%
	Not in Labor Force	27.6%	30.7%	34.0%

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

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Longitude: -73.971684	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
2003 Employed Population 16+ by			
Industry	00.770	044 000	4 220 005
Total	82,776	644,683	1,239,005
Agriculture/Mining Construction	0.1%	0.1%	0.1%
	0.9%	2.3%	3.3%
Manufacturing Wholesale Trade	5.0% 3.3%	6.4% 2.8%	7.6%
Retail Trade			3.1%
	6.3%	6.5%	8.0%
Transportation/Utilities	1.7% 9.5%	2.6% 9.3%	4.5%
Information Finance/Insurance/Real Estate	9.5% 18.0%	9.3% 14.2%	7.3% 12.6%
Services	51.0%	53.2%	50.6%
Public Administration	4.1%	2.6%	3.0%
		2.0%	3.0%
2003 Employed Population 16+ by Occupation		044.000	4 000 000
Total	82,779	644,682	1,239,008
White Collar	90.9%	81.2%	72.0%
Management/Business/Financial	30.9%	22.4%	17.7%
Professional	35.0%	35.7%	29.7%
Sales	15.4%	12.6%	11.5%
Administrative Support	9.5%	10.4%	13.0%
Services	6.6%	10.8%	14.6%
Blue Collar	2.5%	8.0%	13.4%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.5%	1.9%	2.9%
Installation/Maintenance/Repair	0.4%	1.1%	1.8%
Production	0.9%	2.9%	4.2%
Transportation/Material Moving	0.6%	2.2%	4.5%
2000 Workers 16+ by Means of Transportation			
Total	82,683	642,904	1,224,603
Drove Alone - Car, Truck, or Van	5.8%	8.4%	14.7%
Carpooled - Car, Truck, or Van	2.3%	3.1%	5.2%
Public Transportation	45.9%	58.3%	57.0%
Walked	38.6%	22.6%	17.1%
Other Means	1.3%	1.8%	1.5%
Worked at Home	6.1%	5.8%	4.4%
2000 Workers 16+ by Travel Time to Work			
Total	82,683	642,908	1,224,602
Did Not Work at Home	93.9%	94.2%	95.6%
Less than 5 minutes	1.6%	1.5%	1.3%
5 to 9 minutes	6.4%	4.6%	4.4%
10 to 19 minutes	29.3%	19.8%	17.9%
20 to 24 minutes	17.2%	15.3%	12.9%
25 to 34 minutes	23.1%	27.1%	25.5%
35 to 44 minutes	5.7%	8.9%	9.7%
45 to 59 minutes	5.4%	9.5%	12.8%
60 to 89 minutes	3.4%	5.2%	8.1%
90 or more minutes	1.7%	2.3%	3.0%
Worked at Home	6.1%	5.8%	4.4%
Average Travel Time to Work (in min)	24.6	29.4	32.4
2000 Households by Vehicles Available			
Total	78,999	599,470	1,157,955
None	78.4%	73.7%	66.9%
1	19.6%	23.1%	27.0%
2	1.6%	2.5%	4.9%
3	0.1%	0.3%	0.7%
4	0.0%	0.1%	0.2%
5+	0.2%	0.3%	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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	le: -73.971684	Radius: 1.0 miles	Radius: 3.0 miles	Radius: 5.0 miles
_0_0	2000 Households by Type			
	Total	78,938	599,070	1,157,284
411 1	Family Households	27.5%	37.4%	47.7%
	Married-couple Family	22.6%	27.1%	30.4%
	With Related Children	5.6%	10.3%	13.7%
	Other Family (No Spouse)	4.8%	10.3%	17.3%
	With Related Children	1.8%	5.0%	9.8%
	Nonfamily Households	72.5%	62.6%	52.3%
	Householder Living Alone	59.9%	50.2%	41.6%
	Householder Not Living Alone	12.6%	12.4%	10.7%
	Households with Related Children	7.4%	15.3%	23.5%
	Households with Persons 65+	17.9%	19.6%	20.7%
	2000 Households by Size			
	Total	78,938	599,070	1,157,284
	1 Person Household	59.9%	50.2%	41.6%
	2 Person Household	30.1%	29.7%	28.5%
	3 Person Household	6.3%	9.8%	12.8%
	4 Person Household	2.7%	6.0%	9.0%
	5 Person Household	0.7%	2.5%	4.4%
	6 Person Household	0.2%	1.0%	2.0%
	7+ Person Household	0.1%	0.8%	1.8%
	2000 Households by Year Householder Moved In			
	Total	78,988	599,623	1,158,208
	Moved in 1999 to March 2000	22.5%	17.4%	17.4%
	Moved in 1995 to 1998	31.9%	30.0%	29.8%
	Moved in 1990 to 1994	13.6%	15.5%	15.8%
	Moved in 1980 to 1989	11.9%	13.5%	14.4%
	Moved in 1970 to 1979	12.5%	13.6%	12.5%
	Moved in 1969 or Earlier	7.5%	9.9%	10.1%
	Median Year Householder Moved In	1995	1994	1994
	2000 Housing Units by Units in Structure			
	Total	88,754	644,003	1,237,392
	1, Detached	0.2%	0.6%	1.9%
	1, Attached	0.3%	1.0%	2.8%
	2	0.4%	2.3%	7.3%
	3 or 4	1.6%	4.3%	9.5%
	5 to 9	4.2%	8.8%	10.9%
	10 to 19	5.9%	12.1%	10.9%
	20+	87.4%	70.8%	56.5%
	Mobile Home	0.0%	0.0%	0.1%
	Other	0.0%	0.0%	0.0%
	2000 Housing Units by Year Structure Built			
	Total	88,770	644,159	1,237,729
	1999 to March 2000	1.2%	0.7%	0.8%
	1995 to 1998	1.5%	1.6%	1.8%
	1990 to 1994	1.3%	1.8%	1.9%
	1980 to 1989	10.0%	6.1%	5.7%
	1970 to 1979	13.5%	8.8%	8.7%
	1969 or Earlier	72.4%	80.9%	81.0%
	Median Year Structure Built	1957	1944	1945
				.510

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

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 Latitude:
 40.750242
 New York, NY 10017
 New York, NY 10017
 New York, NY 10017
 New York, NY 10017

 Longitude:
 -73.971684
 Radius:
 1.0 miles
 Radius:
 3.0 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.	Top One Percent	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 \$	\$559,608,509	\$3,822,040,639	\$5,601,232,716
Average Spent	\$7,006.84	\$6,311.84	\$4,787.42
Spending Potential Index	263	237	179
Computers & Accessories: Total \$	\$47,913,944	\$321,573,400	\$458,666,033
Average Spent	\$599.93	\$531.06	\$392.03
Spending Potential Index	202	179	132
Education: Total \$	\$171,646,336	\$1,166,034,045	\$1,685,345,582
Average Spent	\$2,149.18	\$1,925.63	\$1,440.48
Spending Potential Index	222	199	149
Entertainment/Recreation: Total \$	\$484,759,344	\$3,272,564,081	\$4,707,388,640
Average Spent	\$6,069.66	\$5,404.42	\$4,023.44
Spending Potential Index	206	183	136
Food at Home: Total \$	\$905,856,613	\$6,269,574,563	\$9,345,305,595
Average Spent	\$11,342.21	\$10,353.78	\$7,987.51
Spending Potential Index	252	230	177
Food Away from Home: Total \$	\$614,619,440	\$4,177,298,212	\$6,102,069,079
Average Spent	\$7,695.63	\$6,898.52	\$5,215.49
Spending Potential Index	258	232	175
Health Care: Total \$	\$438,341,090	\$2,996,949,110	\$4,408,954,393
Average Spent	\$5,488.46	\$4,949.26	\$3,768.37
Spending Potential Index	175	158	120
HH Furnishings & Equipment: Total	\$ \$340,991,104	\$2,296,829,810	\$3,300,608,139
Average Spent	\$4,269.54	\$3,793.06	\$2,821.06
Spending Potential Index	209	186	138
Investments: Total \$	\$2,183,150,208	\$14,887,594,947	\$21,265,477,545
Average Spent	\$27,335.16	\$24,585.85	\$18,175.78
Spending Potential Index	322	290	214
Retail Goods: Total \$	\$3,927,517,182	\$26,652,323,458	\$38,869,450,218
Average Spent	\$49,176.34	\$44,014.51	\$33,222.04
Spending Potential Index	212	190	143
Shelter: Total \$	\$2,205,288,954	\$15,050,003,712	\$21,863,342,900
Average Spent	\$27,612.36	\$24,854.06	\$18,686.78
Spending Potential Index	217	195	147
TV/Video/Sound Equipment: Total \$	\$158,780,282	\$1,077,593,056	\$158,780,282
Average Spent	\$1,988.08	\$1,779.57	\$1,343.47
Spending Potential Index	208	186	141
Travel: Total \$	\$279,116,844	\$1,894,217,981	\$2,721,095,810
Average Spent	\$3,494.81	\$3,128.17	\$2,325.74
Spending Potential Index	200	179	133
Vehicle Maintenance & Repairs: Tot	al \$ \$151,979,686	\$1,028,207,514	\$1,486,994,990
Average Spent	\$1,902.93	\$1,698.02	\$1,270.95
Spending Potential Index	193	172	129

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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