



Latitude: 40.754547

Longitude: -73.978205

350 Madison Ave
New York, NY 10017
Radius: 1.0 miles

350 Madison Ave
New York, NY 10017
Radius: 3.0 miles

350 Madison Ave
New York, NY 10017
Radius: 5.0 miles



	350 Madison Ave New York, NY 10017 Radius: 1.0 miles	350 Madison Ave New York, NY 10017 Radius: 3.0 miles	350 Madison Ave New York, NY 10017 Radius: 5.0 miles
2000 Total Population	160,337	1,164,848	2,490,798
2000 Group Quarters	4,179	35,528	77,100
2003 Total Population	163,667	1,178,264	2,525,539
2008 Total Population	167,164	1,199,340	2,587,070
2003 - 2008 Annual Rate	0.42%	0.36%	0.48%



2000 Households	100,386	604,898	1,105,215
2000 Average Household Size	1.56	1.87	2.18
2003 Households	102,235	611,074	1,118,000
2003 Average Household Size	1.56	1.87	2.19
2008 Households	105,053	625,542	1,150,657
2008 Average Household Size	1.55	1.86	2.18
2003 - 2008 Annual Rate	0.55%	0.47%	0.58%
2000 Families	26,605	224,420	517,899
2000 Average Family Size	2.45	2.84	3.11
2003 Families	26,541	224,393	521,693
2003 Average Family Size	2.46	2.85	3.13
2008 Families	26,906	228,522	536,593
2008 Average Family Size	2.46	2.86	3.14
2003 - 2008 Annual Rate	0.27%	0.37%	0.56%



2000 Housing Units	114,276	649,835	1,180,589
Owner Occupied Housing Units	22.0%	22.6%	21.1%
Renter Occupied Housing Units	66.0%	70.5%	72.5%
Vacant Housing Units	12.0%	6.9%	6.4%
2003 Housing Units	117,557	663,718	1,204,907
Owner Occupied Housing Units	22.5%	23.0%	21.3%
Renter Occupied Housing Units	64.5%	69.1%	71.5%
Vacant Housing Units	13.0%	7.9%	7.2%
2008 Housing Units	119,384	675,818	1,234,264
Owner Occupied Housing Units	23.6%	23.7%	21.8%
Renter Occupied Housing Units	64.4%	68.8%	71.4%
Vacant Housing Units	12.0%	7.4%	6.8%

Median Household Income

2000	\$65,099	\$55,625	\$43,576
2003	\$78,612	\$65,555	\$49,255
2008	\$104,568	\$85,007	\$60,835

Median Home Value

2000	\$349,651	\$348,620	\$265,458
2003	\$522,368	\$539,839	\$386,991
2008	\$634,866	\$651,696	\$477,676

Per Capita Income

2000	\$69,181	\$52,012	\$34,496
2003	\$85,922	\$64,695	\$41,985
2008	\$114,170	\$85,318	\$54,136

Median Age

2000	38.1	36.8	34.7
2003	39.5	37.9	35.5
2008	41.8	39.3	36.6

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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2000 Households by Income

Household Income Base	100,662	605,444	1,106,063
< \$15,000	12.8%	15.8%	20.7%
\$15,000 - \$24,999	6.9%	8.6%	10.6%
\$25,000 - \$34,999	7.9%	8.9%	10.4%
\$35,000 - \$49,999	11.3%	12.3%	13.4%
\$50,000 - \$74,999	16.8%	16.4%	15.8%
\$75,000 - \$99,999	11.3%	10.3%	9.1%
\$100,000 - \$149,999	13.2%	11.4%	9.1%
\$150,000 - \$199,999	6.8%	5.4%	3.9%
\$200,000+	13.0%	10.9%	7.0%
Average Household Income	\$109,551	\$99,076	\$76,689

2003 Households by Income

Household Income Base	102,231	611,067	1,117,980
< \$15,000	9.9%	13.1%	18.3%
\$15,000 - \$24,999	6.1%	7.8%	9.7%
\$25,000 - \$34,999	6.4%	7.7%	9.6%
\$35,000 - \$49,999	10.4%	11.6%	13.0%
\$50,000 - \$74,999	15.1%	14.9%	14.8%
\$75,000 - \$99,999	11.5%	10.6%	9.7%
\$100,000 - \$149,999	15.8%	13.7%	11.2%
\$150,000 - \$199,999	8.1%	6.4%	4.6%
\$200,000+	16.7%	14.1%	9.1%
Average Household Income	\$137,197	\$123,959	\$93,902

2008 Households by Income

Household Income Base	105,049	625,535	1,150,638
< \$15,000	7.2%	10.4%	15.5%
\$15,000 - \$24,999	4.2%	6.0%	8.2%
\$25,000 - \$34,999	4.5%	6.0%	7.9%
\$35,000 - \$49,999	8.0%	9.6%	11.6%
\$50,000 - \$74,999	12.5%	13.2%	14.1%
\$75,000 - \$99,999	11.4%	10.7%	9.9%
\$100,000 - \$149,999	18.4%	16.2%	13.7%
\$150,000 - \$199,999	10.7%	8.7%	6.5%
\$200,000+	23.1%	19.4%	12.7%
Average Household Income	\$181,275	\$162,726	\$120,704

2000 Owner Occupied HUs by Value

Total	25,169	147,200	249,610
<\$50,000	0.8%	2.8%	4.3%
\$50,000 - 99,999	4.8%	4.6%	6.7%
\$100,000 - 149,999	9.1%	8.7%	10.5%
\$150,000 - 199,999	9.1%	10.2%	13.9%
\$200,000 - \$299,999	19.9%	17.9%	21.6%
\$300,000 - 499,999	23.0%	19.9%	18.5%
\$500,000 - 999,999	21.1%	20.8%	14.7%
\$1,000,000+	12.2%	15.1%	9.8%
Average Home Value	\$472,972	\$492,143	\$395,815

2000 Specified Renter Occupied HUs by Contract Rent

Total	75,268	458,111	856,169
With Cash Rent	98.1%	98.3%	98.3%
No Cash Rent	1.9%	1.7%	1.7%
Median Rent	\$1,200	\$892	\$714
Average Rent	\$1,357	\$1,066	\$874

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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2000 Population by Age

	350 Madison Ave New York, NY 10017 Radius: 1.0 miles	350 Madison Ave New York, NY 10017 Radius: 3.0 miles	350 Madison Ave New York, NY 10017 Radius: 5.0 miles
Total	160,340	1,164,849	2,490,798
0 - 4	2.7%	4.3%	5.6%
5 - 9	1.6%	3.6%	5.4%
10 - 14	1.5%	3.4%	4.9%
15 - 24	10.0%	11.4%	13.3%
25 - 34	28.0%	23.9%	21.4%
35 - 44	17.6%	17.3%	16.4%
45 - 54	14.4%	13.8%	12.6%
55 - 64	10.7%	9.6%	8.7%
65 - 74	7.5%	6.7%	6.2%
75 - 84	4.4%	4.3%	3.9%
85+	1.6%	1.7%	1.5%
18+	93.3%	86.7%	81.2%

2003 Population by Age

	350 Madison Ave New York, NY 10017 Radius: 1.0 miles	350 Madison Ave New York, NY 10017 Radius: 3.0 miles	350 Madison Ave New York, NY 10017 Radius: 5.0 miles
Total	163,669	1,178,263	2,525,540
0 - 4	2.6%	4.1%	5.5%
5 - 9	1.9%	3.7%	5.1%
10 - 14	1.6%	3.6%	5.2%
15 - 24	7.6%	10.8%	13.1%
25 - 34	26.7%	22.0%	20.1%
35 - 44	19.2%	18.2%	17.0%
45 - 54	14.6%	14.1%	13.1%
55 - 64	11.7%	10.4%	9.3%
65 - 74	7.6%	6.8%	6.2%
75 - 84	4.8%	4.4%	4.0%
85+	1.6%	1.7%	1.5%
18+	92.9%	86.3%	81.0%

2008 Population by Age

	350 Madison Ave New York, NY 10017 Radius: 1.0 miles	350 Madison Ave New York, NY 10017 Radius: 3.0 miles	350 Madison Ave New York, NY 10017 Radius: 5.0 miles
Total	167,165	1,199,340	2,587,071
0 - 4	2.5%	4.1%	5.6%
5 - 9	2.1%	3.6%	5.0%
10 - 14	1.8%	3.5%	4.9%
15 - 24	7.1%	10.9%	13.2%
25 - 34	21.7%	19.5%	18.5%
35 - 44	21.0%	18.6%	17.0%
45 - 54	15.5%	14.9%	13.9%
55 - 64	13.1%	11.6%	10.3%
65 - 74	8.1%	6.9%	6.1%
75 - 84	5.2%	4.4%	3.9%
85+	1.9%	1.8%	1.6%
18+	92.7%	86.7%	81.6%

2000 Population by Sex

	350 Madison Ave New York, NY 10017 Radius: 1.0 miles	350 Madison Ave New York, NY 10017 Radius: 3.0 miles	350 Madison Ave New York, NY 10017 Radius: 5.0 miles
Males	48.4%	48.1%	48.4%
Females	51.6%	51.9%	51.6%

2003 Population by Sex

	350 Madison Ave New York, NY 10017 Radius: 1.0 miles	350 Madison Ave New York, NY 10017 Radius: 3.0 miles	350 Madison Ave New York, NY 10017 Radius: 5.0 miles
Males	48.4%	48.2%	48.5%
Females	51.6%	51.8%	51.5%

2008 Population by Sex

	350 Madison Ave New York, NY 10017 Radius: 1.0 miles	350 Madison Ave New York, NY 10017 Radius: 3.0 miles	350 Madison Ave New York, NY 10017 Radius: 5.0 miles
Males	48.6%	48.5%	48.8%
Females	51.4%	51.5%	51.2%

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



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2000 Population by Race/Ethnicity

Total	160,338	1,164,850	2,490,798
White Alone	78.4%	70.5%	56.5%
Black Alone	4.3%	6.6%	14.2%
American Indian Alone	0.2%	0.3%	0.4%
Asian or Pacific Islander Alone	11.4%	11.5%	11.0%
Some Other Race Alone	2.9%	7.4%	13.0%
Two or More Races	2.7%	3.6%	4.8%
Hispanic Origin	9.4%	19.2%	29.2%
Diversity Index	47.7	64.5	79.4

2003 Population by Race/Ethnicity

Total	163,668	1,178,265	2,525,539
White Alone	77.2%	69.1%	54.7%
Black Alone	4.1%	6.2%	13.7%
American Indian Alone	0.2%	0.3%	0.5%
Asian or Pacific Islander Alone	12.5%	12.4%	11.9%
Some Other Race Alone	2.9%	7.8%	13.6%
Two or More Races	3.0%	4.1%	5.5%
Hispanic Origin	9.4%	19.5%	29.9%
Diversity Index	49.1	66.0	80.7

2008 Population by Race/Ethnicity

Total	167,164	1,199,340	2,587,071
White Alone	75.2%	66.9%	52.0%
Black Alone	3.7%	5.7%	13.0%
American Indian Alone	0.2%	0.4%	0.6%
Asian or Pacific Islander Alone	14.3%	13.9%	13.4%
Some Other Race Alone	3.1%	8.3%	14.4%
Two or More Races	3.5%	4.9%	6.6%
Hispanic Origin	9.5%	20.1%	30.9%
Diversity Index	51.3	68.1	82.5



2000 Population 3+ by School Enrollment

Total	156,889	1,132,922	2,404,197
Enrolled in Nursery/Preschool	0.8%	1.3%	1.5%
Enrolled in Kindergarten	0.4%	0.8%	1.2%
Enrolled in Grade 1-8	2.4%	5.8%	8.8%
Enrolled in Grade 9-12	1.2%	3.2%	4.7%
Enrolled in College	4.6%	5.6%	5.8%
Enrolled in Grad/Prof School	4.2%	3.4%	2.7%
Not Enrolled in School	86.4%	80.0%	75.4%

2000 Population 25+ by Educational Attainment

Total	135,561	902,874	1,766,716
Less than 9th Grade	2.4%	7.8%	11.6%
9th - 12th Grade, No Diploma	4.1%	7.9%	12.6%
High School Graduate	9.8%	12.7%	17.9%
Some College, No Degree	12.5%	11.6%	12.8%
Associate Degree	3.6%	3.4%	3.7%
Bachelor's Degree	38.6%	30.4%	22.8%
Master's/Prof/Doctorate Degree	28.9%	26.3%	18.6%

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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2000 Population 15+ by Sex and Marital Status

	1.0 miles	3.0 miles	5.0 miles
Total	150,821	1,033,658	2,094,360
Females	51.8%	52.5%	52.4%
Never Married	25.3%	22.4%	20.9%
Married, not Separated	16.2%	18.6%	19.2%
Married, Separated	1.0%	1.5%	2.2%
Widowed	3.8%	4.7%	5.1%
Divorced	5.6%	5.2%	5.0%
Males	48.2%	47.5%	47.6%
Never Married	24.8%	22.9%	22.0%
Married, not Separated	17.1%	19.2%	20.0%
Married, Separated	1.2%	1.1%	1.4%
Widowed	0.9%	1.0%	1.1%
Divorced	4.3%	3.4%	3.2%



2000 Population 16+ by Employment Status

	1.0 miles	3.0 miles	5.0 miles
Total	150,458	1,027,002	2,072,391
In Labor Force	74.1%	68.8%	62.8%
Civilian Employed	70.5%	64.6%	57.6%
Civilian Unemployed	3.6%	4.1%	5.2%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	25.9%	31.2%	37.2%

2003 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	93.2%	92.0%	89.5%
Civilian Unemployed	6.8%	8.0%	10.5%

2008 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	93.8%	92.4%	89.8%
Civilian Unemployed	6.2%	7.6%	10.2%

2000 Females 16+ by Employment Status and Age of Children

	1.0 miles	3.0 miles	5.0 miles
Total	77,961	539,354	1,086,383
Own Children < 6 Only	4.2%	5.5%	6.3%
Employed/in Armed Forces	2.1%	2.9%	3.0%
Unemployed	0.1%	0.2%	0.4%
Not in Labor Force	2.0%	2.5%	3.0%
Own Children < 6 and 6-17 Only	1.0%	2.8%	4.4%
Employed/in Armed Forces	0.4%	1.3%	1.8%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	0.6%	1.4%	2.3%
Own Children 6-17 Only	3.7%	8.1%	11.2%
Employed/in Armed Forces	2.3%	4.9%	6.2%
Unemployed	0.1%	0.4%	0.7%
Not in Labor Force	1.3%	2.8%	4.3%
No Own Children < 18	91.1%	83.6%	78.2%
Employed/in Armed Forces	59.5%	49.9%	40.6%
Unemployed	3.8%	3.3%	3.6%
Not in Labor Force	27.8%	30.4%	33.9%

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

	1.0 miles	3.0 miles	5.0 miles
Total	105,427	653,402	1,180,584
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	0.9%	2.2%	3.2%
Manufacturing	5.1%	6.2%	7.4%
Wholesale Trade	3.3%	2.9%	3.2%
Retail Trade	6.4%	6.5%	7.9%
Transportation/Utilities	1.9%	2.6%	4.4%
Information	9.8%	9.3%	7.5%
Finance/Insurance/Real Estate	17.9%	14.7%	12.8%
Services	51.5%	53.0%	50.6%
Public Administration	3.2%	2.6%	3.0%

2003 Employed Population 16+ by Occupation

	1.0 miles	3.0 miles	5.0 miles
Total	105,426	653,403	1,180,580
White Collar	89.4%	81.7%	72.9%
Management/Business/Financial	30.2%	22.9%	18.1%
Professional	34.5%	36.0%	30.3%
Sales	15.3%	12.5%	11.7%
Administrative Support	9.3%	10.3%	12.8%
Services	7.4%	10.4%	14.1%
Blue Collar	3.2%	7.9%	13.0%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.6%	1.7%	2.8%
Installation/Maintenance/Repair	0.6%	1.0%	1.7%
Production	1.1%	2.9%	4.1%
Transportation/Material Moving	0.9%	2.3%	4.3%



2000 Workers 16+ by Means of Transportation to Work

	1.0 miles	3.0 miles	5.0 miles
Total	104,535	650,486	1,165,296
Drove Alone - Car, Truck, or Van	5.4%	9.4%	14.7%
Carpooled - Car, Truck, or Van	2.1%	3.5%	5.1%
Public Transportation	44.5%	57.2%	56.6%
Walked	40.1%	22.3%	17.6%
Other Means	1.4%	1.8%	1.5%
Worked at Home	6.5%	5.9%	4.5%

2000 Workers 16+ by Travel Time to Work

	1.0 miles	3.0 miles	5.0 miles
Total	104,535	650,485	1,165,296
Did Not Work at Home	93.5%	94.1%	95.5%
Less than 5 minutes	1.7%	1.5%	1.4%
5 to 9 minutes	7.0%	4.7%	4.5%
10 to 19 minutes	29.9%	20.0%	18.3%
20 to 24 minutes	16.9%	15.4%	13.2%
25 to 34 minutes	22.9%	26.9%	25.8%
35 to 44 minutes	5.3%	8.9%	9.6%
45 to 59 minutes	4.9%	9.4%	12.3%
60 to 89 minutes	3.1%	5.1%	7.6%
90 or more minutes	1.8%	2.3%	2.8%
Worked at Home	6.5%	5.9%	4.5%
Average Travel Time to Work (in min)	24.2	29.3	31.9

2000 Households by Vehicles Available

	1.0 miles	3.0 miles	5.0 miles
Total	100,229	605,480	1,106,102
None	80.1%	72.5%	67.2%
1	18.1%	24.0%	26.7%
2	1.4%	2.8%	4.9%
3	0.1%	0.3%	0.7%
4	0.1%	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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2000 Households by Type

	1.0 miles	3.0 miles	5.0 miles
Total	100,386	604,898	1,105,215
Family Households	26.5%	37.1%	46.9%
Married-couple Family	21.4%	26.8%	30.0%
With Related Children	5.2%	10.1%	13.3%
Other Family (No Spouse)	5.1%	10.3%	16.9%
With Related Children	1.8%	5.0%	9.6%
Nonfamily Households	73.5%	62.9%	53.1%
Householder Living Alone	59.9%	50.5%	42.3%
Householder Not Living Alone	13.6%	12.4%	10.9%
Households with Related Children	7.1%	15.1%	22.9%
Households with Persons 65+	17.8%	19.5%	20.7%

2000 Households by Size

	1.0 miles	3.0 miles	5.0 miles
Total	100,386	604,898	1,105,215
1 Person Household	60.0%	50.5%	42.3%
2 Person Household	29.9%	29.8%	28.6%
3 Person Household	6.3%	9.7%	12.6%
4 Person Household	2.6%	5.9%	8.7%
5 Person Household	0.7%	2.4%	4.2%
6 Person Household	0.3%	1.0%	1.9%
7+ Person Household	0.2%	0.7%	1.7%

2000 Households by Year Householder Moved In

	1.0 miles	3.0 miles	5.0 miles
Total	100,452	605,350	1,105,923
Moved in 1999 to March 2000	21.9%	17.9%	17.5%
Moved in 1995 to 1998	32.0%	30.1%	29.8%
Moved in 1990 to 1994	14.2%	15.4%	15.6%
Moved in 1980 to 1989	12.6%	13.5%	14.4%
Moved in 1970 to 1979	11.7%	13.5%	12.6%
Moved in 1969 or Earlier	7.6%	9.7%	10.1%
Median Year Householder Moved In	1995	1994	1994



2000 Housing Units by Units in Structure

	1.0 miles	3.0 miles	5.0 miles
Total	113,795	650,460	1,181,613
1, Detached	0.2%	0.6%	2.0%
1, Attached	0.3%	0.9%	2.5%
2	0.4%	2.4%	6.8%
3 or 4	1.7%	4.2%	8.5%
5 to 9	5.3%	8.4%	10.4%
10 to 19	8.5%	12.2%	11.2%
20+	83.5%	71.1%	58.6%
Mobile Home	0.0%	0.0%	0.1%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	1.0 miles	3.0 miles	5.0 miles
Total	114,402	650,282	1,181,435
1999 to March 2000	1.2%	0.8%	0.9%
1995 to 1998	1.6%	1.6%	1.9%
1990 to 1994	1.9%	1.8%	2.0%
1980 to 1989	10.5%	6.2%	5.8%
1970 to 1979	11.5%	9.2%	8.8%
1969 or Earlier	73.2%	80.4%	80.7%
Median Year Structure Built	1954	1945	1946

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



Latitude: 40.754547
Longitude: -73.978205

350 Madison Ave
New York, NY 10017
Radius: 1.0 miles

350 Madison Ave
New York, NY 10017
Radius: 3.0 miles

350 Madison Ave
New York, NY 10017
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.

Apparel & Services: Total \$	\$714,620,574	\$3,894,880,168	\$5,456,786,570
Average Spent	\$6,989.98	\$6,373.83	\$4,880.85
Spending Potential Index	262	239	183
Computers & Accessories: Total \$	\$61,274,924	\$327,425,204	\$447,067,988
Average Spent	\$599.35	\$535.82	\$399.88
Spending Potential Index	202	181	135
Education: Total \$	\$219,490,022	\$1,186,505,842	\$1,643,112,702
Average Spent	\$2,146.92	\$1,941.67	\$1,469.69
Spending Potential Index	222	201	152
Entertainment/Recreation: Total \$	\$619,534,131	\$3,331,996,667	\$4,586,492,384
Average Spent	\$6,059.90	\$5,452.69	\$4,102.41
Spending Potential Index	205	185	139
Food at Home: Total \$	\$1,155,896,885	\$6,387,004,613	\$9,095,957,712
Average Spent	\$11,306.27	\$10,452.10	\$8,135.92
Spending Potential Index	251	232	181
Food Away from Home: Total \$	\$784,935,364	\$4,258,029,733	\$5,944,318,908
Average Spent	\$7,677.76	\$6,968.11	\$5,316.92
Spending Potential Index	258	234	179
Health Care: Total \$	\$559,620,484	\$3,051,622,818	\$4,288,141,863
Average Spent	\$5,473.86	\$4,993.87	\$3,835.55
Spending Potential Index	174	159	122
HH Furnishings & Equipment: Total \$	\$435,991,323	\$2,340,349,616	\$3,215,475,963
Average Spent	\$4,264.60	\$3,829.90	\$2,876.10
Spending Potential Index	209	187	141
Investments: Total \$	\$2,787,556,936	\$15,148,421,365	\$20,770,741,310
Average Spent	\$27,266.17	\$24,789.83	\$18,578.48
Spending Potential Index	321	292	219
Retail Goods: Total \$	\$5,017,311,686	\$27,164,757,602	\$37,848,596,338
Average Spent	\$49,076.26	\$44,454.12	\$33,853.84
Spending Potential Index	212	192	146
Shelter: Total \$	\$2,816,668,202	\$15,316,848,011	\$21,304,360,179
Average Spent	\$27,550.92	\$25,065.46	\$19,055.78
Spending Potential Index	216	197	149
TV/Video/Sound Equipment: Total \$	\$202,761,031	\$1,098,127,950	\$202,761,031
Average Spent	\$1,983.28	\$1,797.05	\$1,369.45
Spending Potential Index	208	188	143
Travel: Total \$	\$356,718,725	\$1,926,518,353	\$2,651,620,754
Average Spent	\$3,489.20	\$3,152.68	\$2,371.75
Spending Potential Index	200	181	136
Vehicle Maintenance & Repairs: Total \$	\$194,266,283	\$1,047,274,043	\$1,447,992,028
Average Spent	\$1,900.19	\$1,713.83	\$1,295.16
Spending Potential Index	193	174	131

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.