



Latitude: 40.75461  
Longitude: -73.986525

1440 Broadway  
New York, NY 10018  
Radius: 1.0 miles

1440 Broadway  
New York, NY 10018  
Radius: 3.0 miles

1440 Broadway  
New York, NY 10018  
Radius: 5.0 miles



	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
2000 Total Population	155,438	1,168,783	2,348,088
2000 Group Quarters	6,239	36,649	76,747
2003 Total Population	159,859	1,183,398	2,380,877
2008 Total Population	164,032	1,205,048	2,437,358
2003 - 2008 Annual Rate	0.52%	0.36%	0.47%



2000 Households	95,280	604,550	1,055,762
2000 Average Household Size	1.57	1.87	2.15
2003 Households	97,801	611,328	1,068,319
2003 Average Household Size	1.57	1.88	2.16
2008 Households	100,968	626,188	1,099,276
2008 Average Household Size	1.56	1.87	2.15
2003 - 2008 Annual Rate	0.64%	0.48%	0.57%
2000 Families	23,479	225,897	484,537
2000 Average Family Size	2.52	2.85	3.09
2003 Families	23,691	226,093	488,138
2003 Average Family Size	2.53	2.86	3.11
2008 Families	24,191	230,404	501,836
2008 Average Family Size	2.53	2.86	3.11
2003 - 2008 Annual Rate	0.42%	0.38%	0.56%



<b>2000 Housing Units</b>	106,511	649,451	1,127,712
Owner Occupied Housing Units	18.8%	23.0%	21.2%
Renter Occupied Housing Units	70.7%	70.0%	72.4%
Vacant Housing Units	10.6%	6.9%	6.4%
<b>2003 Housing Units</b>	110,396	663,893	1,151,456
Owner Occupied Housing Units	19.3%	23.4%	21.4%
Renter Occupied Housing Units	69.3%	68.7%	71.3%
Vacant Housing Units	11.4%	7.9%	7.2%
<b>2008 Housing Units</b>	112,567	675,609	1,178,439
Owner Occupied Housing Units	20.3%	24.2%	22.0%
Renter Occupied Housing Units	69.4%	68.5%	71.3%
Vacant Housing Units	10.3%	7.3%	6.7%

**Median Household Income**

2000	\$58,919	\$56,248	\$44,562
2003	\$70,150	\$66,184	\$50,516
2008	\$93,461	\$85,891	\$62,572

**Median Home Value**

2000	\$278,080	\$340,577	\$269,078
2003	\$436,513	\$531,317	\$393,927
2008	\$543,591	\$642,689	\$487,029

**Per Capita Income**

2000	\$57,588	\$52,316	\$35,768
2003	\$70,771	\$65,026	\$43,613
2008	\$94,843	\$85,644	\$56,337

**Median Age**

2000	36.8	36.7	34.8
2003	38.3	37.8	35.7
2008	40.7	39.3	36.8

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	1.0 miles	3.0 miles	5.0 miles
< \$15,000	95,413 (14.9%)	605,190 (15.6%)	1,056,447 (20.3%)
\$15,000 - \$24,999	8.0%	8.6%	10.4%
\$25,000 - \$34,999	8.4%	8.8%	10.3%
\$35,000 - \$49,999	12.0%	12.2%	13.3%
\$50,000 - \$74,999	17.0%	16.4%	15.9%
\$75,000 - \$99,999	11.0%	10.3%	9.2%
\$100,000 - \$149,999	12.7%	11.6%	9.3%
\$150,000 - \$199,999	6.1%	5.5%	4.0%
\$200,000+	9.9%	11.0%	7.3%
Average Household Income	\$92,921	\$100,040	\$78,484

**2003 Households by Income**

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	97,798 (11.8%)	611,320 (13.0%)	1,068,302 (17.8%)
\$15,000 - \$24,999	7.1%	7.7%	9.5%
\$25,000 - \$34,999	7.0%	7.6%	9.4%
\$35,000 - \$49,999	11.1%	11.5%	12.8%
\$50,000 - \$74,999	15.5%	14.9%	14.8%
\$75,000 - \$99,999	11.5%	10.6%	9.8%
\$100,000 - \$149,999	15.5%	13.9%	11.5%
\$150,000 - \$199,999	7.4%	6.5%	4.8%
\$200,000+	13.0%	14.3%	9.5%
Average Household Income	\$115,003	\$125,036	\$96,215

**2008 Households by Income**

Household Income Base	1.0 miles	3.0 miles	5.0 miles
< \$15,000	100,963 (8.7%)	626,178 (10.3%)	1,099,259 (15.0%)
\$15,000 - \$24,999	5.0%	6.0%	8.0%
\$25,000 - \$34,999	5.1%	5.9%	7.7%
\$35,000 - \$49,999	8.9%	9.4%	11.4%
\$50,000 - \$74,999	13.2%	13.2%	14.1%
\$75,000 - \$99,999	11.6%	10.6%	10.0%
\$100,000 - \$149,999	18.3%	16.3%	13.9%
\$150,000 - \$199,999	10.3%	8.8%	6.7%
\$200,000+	18.9%	19.6%	13.2%
Average Household Income	\$153,392	\$163,902	\$123,856

**2000 Owner Occupied HUs by Value**

Total	1.0 miles	3.0 miles	5.0 miles
<\$50,000	20,126 (6.4%)	150,105 (2.7%)	240,185 (4.1%)
\$50,000 - 99,999	6.0%	4.6%	6.6%
\$100,000 - 149,999	11.3%	9.3%	10.7%
\$150,000 - 199,999	10.4%	11.1%	13.8%
\$200,000 - \$299,999	20.4%	17.5%	20.8%
\$300,000 - 499,999	21.9%	19.3%	18.5%
\$500,000 - 999,999	16.0%	20.5%	15.2%
\$1,000,000+	7.6%	14.9%	10.2%
Average Home Value	\$383,300	\$486,384	\$402,379

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	1.0 miles	3.0 miles	5.0 miles
With Cash Rent	75,226 (98.4%)	454,769 (98.3%)	816,022 (98.3%)
No Cash Rent	1.6%	1.7%	1.7%
Median Rent	\$1,102	\$902	\$723
Average Rent	\$1,260	\$1,076	\$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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**2000 Population by Age**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
Total	155,437	1,168,784	2,348,088
0 - 4	2.6%	4.3%	5.5%
5 - 9	1.8%	3.6%	5.2%
10 - 14	1.7%	3.4%	4.8%
15 - 24	11.3%	11.4%	13.2%
25 - 34	28.8%	23.9%	21.7%
35 - 44	18.5%	17.2%	16.5%
45 - 54	14.2%	13.8%	12.7%
55 - 64	9.4%	9.6%	8.8%
65 - 74	6.4%	6.7%	6.2%
75 - 84	3.9%	4.2%	4.0%
85+	1.4%	1.7%	1.5%
18+	92.9%	86.6%	81.7%

**2003 Population by Age**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
Total	159,859	1,183,397	2,380,877
0 - 4	2.6%	4.2%	5.4%
5 - 9	1.9%	3.7%	5.0%
10 - 14	1.8%	3.6%	5.1%
15 - 24	8.7%	10.8%	13.0%
25 - 34	27.7%	22.1%	20.3%
35 - 44	20.0%	18.2%	17.1%
45 - 54	14.7%	14.1%	13.1%
55 - 64	10.5%	10.4%	9.3%
65 - 74	6.5%	6.8%	6.2%
75 - 84	4.2%	4.4%	4.0%
85+	1.5%	1.7%	1.5%
18+	92.7%	86.2%	81.6%

**2008 Population by Age**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
Total	164,033	1,205,049	2,437,360
0 - 4	2.5%	4.2%	5.5%
5 - 9	2.0%	3.7%	4.8%
10 - 14	1.7%	3.5%	4.7%
15 - 24	8.0%	11.0%	13.1%
25 - 34	22.8%	19.4%	18.6%
35 - 44	21.5%	18.6%	17.2%
45 - 54	16.0%	14.8%	14.0%
55 - 64	12.4%	11.6%	10.3%
65 - 74	7.0%	6.9%	6.2%
75 - 84	4.4%	4.5%	4.0%
85+	1.7%	1.8%	1.6%
18+	92.8%	86.6%	82.2%

**2000 Population by Sex**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
Males	49.7%	48.1%	48.4%
Females	50.3%	51.9%	51.6%

**2003 Population by Sex**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
Males	49.8%	48.2%	48.5%
Females	50.2%	51.8%	51.5%

**2008 Population by Sex**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
Males	49.9%	48.5%	48.8%
Females	50.1%	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	155,437	1,168,782	2,348,087
White Alone	74.8%	70.8%	57.9%
Black Alone	5.7%	6.2%	13.6%
American Indian Alone	0.3%	0.3%	0.4%
Asian or Pacific Islander Alone	11.6%	11.4%	11.0%
Some Other Race Alone	4.3%	7.8%	12.3%
Two or More Races	3.3%	3.5%	4.8%
Hispanic Origin	12.7%	20.9%	28.0%
Diversity Index	55.1	65.3	78.2

**2003 Population by Race/Ethnicity**

Total	159,859	1,183,397	2,380,877
White Alone	73.5%	69.4%	56.1%
Black Alone	5.4%	5.9%	13.0%
American Indian Alone	0.3%	0.3%	0.5%
Asian or Pacific Islander Alone	12.7%	12.3%	12.0%
Some Other Race Alone	4.4%	8.1%	12.9%
Two or More Races	3.7%	4.0%	5.5%
Hispanic Origin	12.8%	21.3%	28.7%
Diversity Index	56.5	66.8	79.5

**2008 Population by Race/Ethnicity**

Total	164,032	1,205,048	2,437,357
White Alone	71.5%	67.2%	53.4%
Black Alone	4.9%	5.4%	12.3%
American Indian Alone	0.3%	0.4%	0.6%
Asian or Pacific Islander Alone	14.4%	13.6%	13.4%
Some Other Race Alone	4.6%	8.6%	13.7%
Two or More Races	4.2%	4.7%	6.5%
Hispanic Origin	12.9%	21.8%	29.6%
Diversity Index	58.6	68.8	81.4



**2000 Population 3+ by School Enrollment**

Total	152,358	1,137,217	2,268,110
Enrolled in Nursery/Preschool	0.7%	1.3%	1.4%
Enrolled in Kindergarten	0.4%	0.8%	1.2%
Enrolled in Grade 1-8	2.8%	5.9%	8.5%
Enrolled in Grade 9-12	1.4%	3.2%	4.6%
Enrolled in College	5.9%	5.4%	5.9%
Enrolled in Grad/Prof School	4.1%	3.4%	2.8%
Not Enrolled in School	84.8%	80.0%	75.7%

**2000 Population 25+ by Educational Attainment**

Total	129,047	905,356	1,678,359
Less than 9th Grade	3.4%	8.3%	11.3%
9th - 12th Grade, No Diploma	5.2%	8.0%	12.1%
High School Graduate	10.8%	12.4%	17.4%
Some College, No Degree	12.7%	11.4%	12.7%
Associate Degree	3.7%	3.2%	3.7%
Bachelor's Degree	37.9%	30.4%	23.6%
Master's/Prof/Doctorate Degree	26.3%	26.3%	19.3%

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**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
<b>Total</b>	146,055	1,036,899	1,985,201
<b>Females</b>	50.4%	52.4%	52.3%
Never Married	25.8%	22.4%	21.0%
Married, not Separated	14.5%	18.6%	19.2%
Married, Separated	1.1%	1.5%	2.1%
Widowed	3.5%	4.7%	5.1%
Divorced	5.5%	5.2%	5.0%
<b>Males</b>	49.6%	47.6%	47.7%
Never Married	28.2%	22.8%	22.1%
Married, not Separated	15.1%	19.3%	19.9%
Married, Separated	1.2%	1.1%	1.4%
Widowed	0.8%	1.0%	1.1%
Divorced	4.2%	3.4%	3.2%



**2000 Population 16+ by Employment Status**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
<b>Total</b>	145,612	1,030,050	1,965,001
<b>In Labor Force</b>	74.2%	68.8%	63.3%
Civilian Employed	69.7%	64.6%	58.2%
Civilian Unemployed	4.4%	4.2%	5.1%
In Armed Forces	0.0%	0.0%	0.0%
<b>Not in Labor Force</b>	25.8%	31.2%	36.7%

**2003 Civilian Population 16+ in Labor Force**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
Civilian Employed	92.4%	91.9%	89.9%
Civilian Unemployed	7.6%	8.1%	10.1%

**2008 Civilian Population 16+ in Labor Force**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
Civilian Employed	93.0%	92.3%	90.2%
Civilian Unemployed	7.0%	7.7%	9.8%

**2000 Females 16+ by Employment Status and Age of Children**

	1440 Broadway New York, NY 10018 Radius: 1.0 miles	1440 Broadway New York, NY 10018 Radius: 3.0 miles	1440 Broadway New York, NY 10018 Radius: 5.0 miles
<b>Total</b>	73,464	540,624	1,028,994
<b>Own Children &lt; 6 Only</b>	3.6%	5.5%	6.2%
Employed/in Armed Forces	2.0%	2.9%	3.0%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	1.6%	2.4%	2.9%
<b>Own Children &lt; 6 and 6-17 Only</b>	1.1%	2.8%	4.2%
Employed/in Armed Forces	0.4%	1.3%	1.7%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	0.6%	1.3%	2.2%
<b>Own Children 6-17 Only</b>	4.3%	8.2%	10.9%
Employed/in Armed Forces	2.7%	5.0%	6.1%
Unemployed	0.1%	0.4%	0.6%
Not in Labor Force	1.4%	2.8%	4.1%
<b>No Own Children &lt; 18</b>	91.0%	83.5%	78.7%
Employed/in Armed Forces	58.5%	49.8%	41.5%
Unemployed	4.7%	3.4%	3.6%
Not in Labor Force	27.8%	30.4%	33.6%

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



Business  
Information  
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**2003 Employed Population 16+ by Industry**

	1.0 miles	3.0 miles	5.0 miles
Total	102,063	656,088	1,133,405
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	1.1%	2.0%	3.0%
Manufacturing	5.1%	6.4%	7.3%
Wholesale Trade	3.1%	3.0%	3.2%
Retail Trade	6.5%	6.6%	7.8%
Transportation/Utilities	2.0%	2.7%	4.3%
Information	10.6%	9.3%	7.7%
Finance/Insurance/Real Estate	16.3%	15.1%	13.0%
Services	52.3%	52.3%	50.7%
Public Administration	3.0%	2.6%	2.9%

**2003 Employed Population 16+ by Occupation**

	1.0 miles	3.0 miles	5.0 miles
Total	102,064	656,086	1,133,404
White Collar	87.6%	81.7%	73.9%
Management/Business/Financial	28.0%	23.1%	18.6%
Professional	35.6%	35.9%	31.0%
Sales	14.2%	12.6%	11.7%
Administrative Support	9.8%	10.2%	12.6%
Services	8.3%	10.1%	13.6%
Blue Collar	4.0%	8.2%	12.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	0.8%	1.6%	2.6%
Installation/Maintenance/Repair	0.7%	1.0%	1.7%
Production	1.4%	3.1%	4.0%
Transportation/Material Moving	1.1%	2.5%	4.2%



**2000 Workers 16+ by Means of Transportation to Work**

	1.0 miles	3.0 miles	5.0 miles
Total	100,041	651,925	1,117,773
Drove Alone - Car, Truck, or Van	4.8%	10.3%	14.7%
Carpooled - Car, Truck, or Van	1.7%	3.9%	5.1%
Public Transportation	47.1%	55.7%	56.2%
Walked	38.9%	22.5%	17.9%
Other Means	1.6%	1.7%	1.5%
Worked at Home	6.0%	5.9%	4.6%

**2000 Workers 16+ by Travel Time to Work**

	1.0 miles	3.0 miles	5.0 miles
Total	100,042	651,926	1,117,774
Did Not Work at Home	94.0%	94.1%	95.4%
Less than 5 minutes	1.7%	1.5%	1.4%
5 to 9 minutes	7.1%	4.8%	4.6%
10 to 19 minutes	29.6%	20.6%	18.6%
20 to 24 minutes	17.1%	15.7%	13.5%
25 to 34 minutes	23.3%	26.6%	25.9%
35 to 44 minutes	5.1%	8.7%	9.6%
45 to 59 minutes	5.1%	9.3%	11.9%
60 to 89 minutes	3.5%	4.9%	7.1%
90 or more minutes	1.7%	2.2%	2.7%
Worked at Home	6.0%	5.9%	4.6%
Average Travel Time to Work (in min)	24.4	29.0	31.4

**2000 Households by Vehicles Available**

	1.0 miles	3.0 miles	5.0 miles
Total	95,254	604,962	1,056,510
None	82.7%	71.4%	67.2%
1	15.7%	24.6%	26.7%
2	1.1%	3.2%	4.9%
3	0.2%	0.4%	0.8%
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

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**2000 Households by Type**

	1.0 miles	3.0 miles	5.0 miles
<b>Total</b>	95,280	604,550	1,055,762
Family Households	24.6%	37.4%	45.9%
Married-couple Family	18.6%	27.1%	29.7%
With Related Children	4.8%	10.2%	13.0%
Other Family (No Spouse)	6.1%	10.3%	16.2%
With Related Children	2.3%	5.1%	9.0%
Nonfamily Households	75.4%	62.6%	54.1%
Householder Living Alone	60.4%	50.3%	43.0%
Householder Not Living Alone	14.9%	12.4%	11.1%
Households with Related Children	7.2%	15.3%	22.1%
Households with Persons 65+	16.2%	19.5%	20.5%

**2000 Households by Size**

	1.0 miles	3.0 miles	5.0 miles
<b>Total</b>	95,280	604,550	1,055,762
1 Person Household	60.4%	50.3%	43.0%
2 Person Household	29.1%	29.8%	28.9%
3 Person Household	6.4%	9.8%	12.3%
4 Person Household	2.7%	6.0%	8.4%
5 Person Household	0.8%	2.4%	4.0%
6 Person Household	0.3%	1.0%	1.8%
7+ Person Household	0.3%	0.7%	1.6%

**2000 Households by Year Householder Moved In**

	1.0 miles	3.0 miles	5.0 miles
<b>Total</b>	95,354	604,951	1,056,335
Moved in 1999 to March 2000	22.1%	18.4%	17.7%
Moved in 1995 to 1998	31.8%	30.3%	29.8%
Moved in 1990 to 1994	14.9%	15.2%	15.5%
Moved in 1980 to 1989	12.7%	13.5%	14.3%
Moved in 1970 to 1979	11.3%	13.3%	12.7%
Moved in 1969 or Earlier	7.2%	9.3%	10.0%
Median Year Householder Moved In	1995	1994	1994



**2000 Housing Units by Units in Structure**

	1.0 miles	3.0 miles	5.0 miles
<b>Total</b>	106,477	650,088	1,128,429
1, Detached	0.2%	0.8%	2.0%
1, Attached	0.2%	0.9%	2.3%
2	0.5%	2.7%	6.5%
3 or 4	1.8%	4.5%	8.2%
5 to 9	5.7%	8.5%	10.3%
10 to 19	10.2%	12.4%	11.4%
20+	81.4%	70.1%	59.3%
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
<b>Total</b>	106,557	649,874	1,128,310
1999 to March 2000	1.4%	0.9%	0.9%
1995 to 1998	1.9%	1.8%	1.8%
1990 to 1994	2.1%	1.8%	2.0%
1980 to 1989	10.7%	6.6%	5.9%
1970 to 1979	9.9%	9.3%	9.0%
1969 or Earlier	74.0%	79.5%	80.4%
Median Year Structure Built	1951	1946	1946

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



Latitude: 40.75461  
Longitude: -73.986525

1440 Broadway  
New York, NY 10018  
Radius: 1.0 miles

1440 Broadway  
New York, NY 10018  
Radius: 3.0 miles

1440 Broadway  
New York, NY 10018  
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.	Social Security Dependents	Young Immigrant Families	Young Immigrant Families



**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.

	1.0 Miles	3.0 Miles	5.0 Miles
Apparel & Services: Total \$	\$575,440,074	\$3,927,497,271	\$5,338,568,514
Average Spent	\$5,883.79	\$6,424.53	\$4,997.17
Spending Potential Index	221	241	187
Computers & Accessories: Total \$	\$49,029,588	\$330,437,871	\$438,327,769
Average Spent	\$501.32	\$540.52	\$410.30
Spending Potential Index	169	182	138
Education: Total \$	\$176,631,307	\$1,194,673,243	\$1,610,068,885
Average Spent	\$1,806.03	\$1,954.23	\$1,507.10
Spending Potential Index	187	202	156
Entertainment/Recreation: Total \$	\$495,991,860	\$3,360,266,207	\$4,493,694,351
Average Spent	\$5,071.44	\$5,496.67	\$4,206.32
Spending Potential Index	172	186	143
Food at Home: Total \$	\$933,156,093	\$6,442,254,247	\$8,884,949,030
Average Spent	\$9,541.38	\$10,538.13	\$8,316.76
Spending Potential Index	212	234	185
Food Away from Home: Total \$	\$631,527,109	\$4,295,505,295	\$5,816,926,311
Average Spent	\$6,457.27	\$7,026.51	\$5,444.93
Spending Potential Index	217	236	183
Health Care: Total \$	\$447,736,300	\$3,081,325,440	\$4,191,640,892
Average Spent	\$4,578.03	\$5,040.38	\$3,923.59
Spending Potential Index	146	161	125
HH Furnishings & Equipment: Total \$	\$348,307,143	\$2,364,659,105	\$3,149,773,486
Average Spent	\$3,561.39	\$3,868.07	\$2,948.35
Spending Potential Index	174	189	144
Investments: Total \$	\$2,238,651,986	\$15,231,193,912	\$20,379,398,038
Average Spent	\$22,889.87	\$24,914.93	\$19,076.14
Spending Potential Index	270	294	225
Retail Goods: Total \$	\$4,025,057,170	\$27,429,103,032	\$37,032,863,410
Average Spent	\$41,155.58	\$44,868.06	\$34,664.61
Spending Potential Index	177	193	149
Shelter: Total \$	\$2,265,270,022	\$15,437,317,540	\$20,858,206,226
Average Spent	\$23,162.03	\$25,252.10	\$19,524.32
Spending Potential Index	182	198	153
TV/Video/Sound Equipment: Total \$	\$163,128,760	\$1,107,505,510	\$163,128,760
Average Spent	\$1,667.97	\$1,811.64	\$1,402.61
Spending Potential Index	175	190	147
Travel: Total \$	\$285,290,316	\$1,941,709,047	\$2,598,345,517
Average Spent	\$2,917.05	\$3,176.21	\$2,432.18
Spending Potential Index	167	182	139
Vehicle Maintenance & Repairs: Total \$	\$155,582,201	\$1,058,275,958	\$1,417,570,318
Average Spent	\$1,590.80	\$1,731.11	\$1,326.92
Spending Potential Index	161	176	135

**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.