



Latitude: 40.9452
Longitude: -72.9556

Brookhaven Dr AT Route
Rocky Point, NY 11778
Drive Time: 3 minutes

Brookhaven Dr AT Route
Rocky Point, NY 11778
Drive Time: 5 minutes

Brookhaven Dr AT Route
Rocky Point, NY 11778
Drive Time: 10 minutes



2000 Total Population	12,694	32,204	105,313
2000 Group Quarters	37	129	1,494
2005 Total Population	13,517	34,419	112,407
2010 Total Population	14,174	36,154	118,107
2005 - 2010 Annual Rate	0.95%	0.99%	0.99%



2000 Households	4,293	10,754	36,643
2000 Average Household Size	2.95	2.98	2.83
2005 Households	4,609	11,552	39,418
2005 Average Household Size	2.92	2.97	2.81
2010 Households	4,854	12,173	41,626
2010 Average Household Size	2.91	2.96	2.8
2005 - 2010 Annual Rate	1.04%	1.05%	1.1%
2000 Families	3,373	8,418	27,187
2000 Average Family Size	3.32	3.38	3.31
2005 Families	3,592	8,976	29,051
2005 Average Family Size	3.31	3.37	3.29
2010 Families	3,752	9,383	30,414
2010 Average Family Size	3.3	3.37	3.28
2005 - 2010 Annual Rate	0.88%	0.89%	0.92%



2000 Housing Units	4,525	11,543	38,372
Owner Occupied Housing Units	77.0%	77.5%	77.4%
Renter Occupied Housing Units	16.5%	15.6%	18.1%
Vacant Housing Units	6.5%	7.0%	4.6%
2005 Housing Units	4,819	12,291	41,040
Owner Occupied Housing Units	80.0%	79.4%	79.3%
Renter Occupied Housing Units	15.7%	14.6%	16.8%
Vacant Housing Units	4.4%	6.0%	4.0%
2010 Housing Units	5,055	12,896	43,212
Owner Occupied Housing Units	80.5%	80.0%	79.8%
Renter Occupied Housing Units	15.5%	14.4%	16.5%
Vacant Housing Units	4.0%	5.6%	3.7%

Median Household Income

2000	\$62,506	\$64,393	\$63,277
2005	\$72,820	\$75,927	\$75,174
2010	\$82,192	\$86,222	\$86,242

Median Home Value

2000	\$151,916	\$163,720	\$168,237
2005	\$283,696	\$297,071	\$306,283
2010	\$398,473	\$425,256	\$437,595

Per Capita Income

2000	\$23,450	\$24,942	\$26,128
2005	\$28,465	\$30,292	\$31,774
2010	\$34,010	\$36,430	\$38,517

Median Age

2000	34.1	35.0	36.5
2005	35.7	36.7	38.4
2010	36.4	37.7	39.8

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 forecasts for 2005 and 2010.



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2000 Households by Income

Household Income Base	4,292	10,778	36,625
< \$15,000	7.0%	6.8%	8.0%
\$15,000 - \$24,999	7.9%	7.8%	8.0%
\$25,000 - \$34,999	8.8%	8.2%	8.3%
\$35,000 - \$49,999	13.7%	13.2%	12.9%
\$50,000 - \$74,999	26.4%	23.7%	22.8%
\$75,000 - \$99,999	16.8%	18.4%	16.9%
\$100,000 - \$149,999	14.3%	15.1%	15.5%
\$150,000 - \$199,999	3.2%	4.3%	5.1%
\$200,000+	1.9%	2.3%	2.5%
Average Household Income	\$70,049	\$72,924	\$73,546

2005 Households by Income

Household Income Base	4,609	11,552	39,418
< \$15,000	5.4%	5.1%	6.0%
\$15,000 - \$24,999	5.8%	6.4%	6.5%
\$25,000 - \$34,999	6.1%	5.9%	6.5%
\$35,000 - \$49,999	12.1%	11.2%	11.0%
\$50,000 - \$74,999	22.1%	20.4%	19.8%
\$75,000 - \$99,999	20.4%	19.4%	18.1%
\$100,000 - \$149,999	19.4%	20.9%	20.4%
\$150,000 - \$199,999	5.3%	6.4%	6.7%
\$200,000+	3.4%	4.3%	5.0%
Average Household Income	\$84,398	\$88,620	\$89,288

2010 Households by Income

Household Income Base	4,855	12,174	41,627
< \$15,000	4.2%	3.9%	4.6%
\$15,000 - \$24,999	4.6%	4.9%	5.1%
\$25,000 - \$34,999	5.7%	5.4%	5.5%
\$35,000 - \$49,999	9.6%	8.9%	9.0%
\$50,000 - \$74,999	19.0%	17.5%	16.9%
\$75,000 - \$99,999	18.9%	17.7%	16.9%
\$100,000 - \$149,999	22.5%	23.8%	22.9%
\$150,000 - \$199,999	9.1%	9.9%	10.3%
\$200,000+	6.3%	8.0%	8.8%
Average Household Income	\$100,463	\$106,131	\$107,770

2000 Owner Occupied HUs by Value

Total	3,512	8,966	29,799
<\$50,000	1.4%	1.0%	1.8%
\$50,000 - 99,999	5.5%	6.0%	7.3%
\$100,000 - 149,999	41.9%	34.5%	28.0%
\$150,000 - 199,999	31.1%	29.0%	31.4%
\$200,000 - \$299,999	16.1%	20.8%	21.7%
\$300,000 - 499,999	3.4%	7.5%	8.4%
\$500,000 - 999,999	0.3%	1.0%	1.3%
\$1,000,000+	0.3%	0.1%	0.1%
Average Home Value	\$170,672	\$187,497	\$191,776

2000 Specified Renter Occupied HUs by Contract Rent

Total	780	1,796	6,855
With Cash Rent	94.0%	93.2%	93.8%
No Cash Rent	6.0%	6.8%	6.2%
Median Rent	\$804	\$808	\$839
Average Rent	\$796	\$804	\$834

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 forecasts for 2005 and 2010.



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2000 Population by Age

Total	12,693	32,204	105,311
0 - 4	8.1%	7.9%	7.2%
5 - 9	8.9%	8.8%	7.8%
10 - 14	8.3%	8.5%	7.4%
15 - 24	11.3%	11.0%	11.1%
25 - 34	15.0%	13.7%	13.8%
35 - 44	18.9%	18.8%	17.5%
45 - 54	14.3%	14.6%	14.6%
55 - 64	7.5%	7.5%	8.7%
65 - 74	4.0%	4.7%	5.8%
75 - 84	2.6%	3.4%	4.5%
85+	1.1%	1.2%	1.7%
18+	70.2%	70.4%	73.6%

2005 Population by Age

Total	13,519	34,420	112,410
0 - 4	7.9%	7.6%	6.9%
5 - 9	7.9%	7.8%	7.0%
10 - 14	8.8%	8.8%	7.8%
15 - 24	12.2%	12.1%	11.4%
25 - 34	12.0%	11.0%	11.5%
35 - 44	18.1%	17.6%	16.7%
45 - 54	15.4%	15.6%	14.6%
55 - 64	9.7%	10.1%	11.3%
65 - 74	4.3%	4.8%	5.9%
75 - 84	2.5%	3.4%	4.6%
85+	1.2%	1.4%	2.1%
18+	70.8%	71.1%	74.0%

2010 Population by Age

Total	14,172	36,156	118,104
0 - 4	7.8%	7.5%	7.0%
5 - 9	7.2%	7.0%	6.4%
10 - 14	8.5%	8.3%	7.5%
15 - 24	13.4%	13.3%	12.2%
25 - 34	11.2%	10.5%	10.8%
35 - 44	15.9%	15.0%	14.9%
45 - 54	16.9%	16.9%	15.9%
55 - 64	10.8%	11.7%	12.2%
65 - 74	4.9%	5.2%	6.6%
75 - 84	2.4%	3.1%	4.4%
85+	1.1%	1.5%	2.3%
18+	71.5%	72.2%	74.7%

2000 Population by Sex

Males	49.6%	49.4%	48.6%
Females	50.4%	50.6%	51.4%

2005 Population by Sex

Males	49.3%	49.3%	48.6%
Females	50.7%	50.7%	51.4%

2010 Population by Sex

Males	49.1%	49.2%	48.5%
Females	50.9%	50.8%	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Population by Race/Ethnicity

Total	12,694	32,205	105,313
White Alone	96.3%	96.1%	92.3%
Black Alone	0.6%	0.6%	2.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	1.2%	1.4%	2.3%
Some Other Race Alone	0.6%	0.7%	1.5%
Two or More Races	1.2%	1.1%	1.4%
Hispanic Origin	4.0%	3.8%	5.7%
Diversity Index	14.5	14.4	23.9

2005 Population by Race/Ethnicity

Total	13,517	34,419	112,407
White Alone	95.1%	94.9%	90.2%
Black Alone	0.8%	0.8%	2.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.6%	1.8%	3.0%
Some Other Race Alone	0.9%	1.0%	2.0%
Two or More Races	1.5%	1.5%	1.8%
Hispanic Origin	5.4%	5.2%	7.5%
Diversity Index	18.8	18.8	29.8

2010 Population by Race/Ethnicity

Total	14,175	36,155	118,108
White Alone	93.8%	93.4%	87.9%
Black Alone	0.9%	0.9%	3.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	2.1%	2.3%	3.7%
Some Other Race Alone	1.1%	1.3%	2.5%
Two or More Races	1.9%	1.9%	2.2%
Hispanic Origin	7.1%	6.8%	9.6%
Diversity Index	23.6	23.7	36.0



2000 Population 3+ by School Enrollment

Total	12,070	30,667	100,537
Enrolled in Nursery/Preschool	2.7%	2.7%	2.4%
Enrolled in Kindergarten	1.9%	1.9%	1.5%
Enrolled in Grade 1-8	14.3%	14.4%	12.7%
Enrolled in Grade 9-12	6.2%	6.3%	5.9%
Enrolled in College	4.8%	4.4%	4.5%
Enrolled in Grad/Prof School	1.6%	1.3%	1.8%
Not Enrolled in School	68.6%	68.9%	71.2%

2000 Population 25+ by Educational Attainment

Total	8,007	20,553	70,027
Less than 9th Grade	2.5%	2.2%	2.9%
9th - 12th Grade, No Diploma	5.6%	5.4%	6.6%
High School Graduate	32.3%	29.4%	29.9%
Some College, No Degree	23.9%	23.5%	21.9%
Associate Degree	11.5%	10.6%	9.2%
Bachelor's Degree	12.1%	14.5%	15.2%
Master's/Prof/Doctorate Degree	12.1%	14.3%	14.3%

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 forecasts for 2005 and 2010.



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2000 Population 15+ by Sex and Marital Status

Total	9,498	24,146	81,671
Females	51.2%	51.6%	52.0%
Never Married	10.6%	10.4%	10.8%
Married, not Separated	30.2%	30.9%	30.1%
Married, Separated	1.9%	1.6%	1.2%
Widowed	4.3%	4.4%	5.6%
Divorced	4.3%	4.4%	4.3%
Males	48.8%	48.4%	48.0%
Never Married	13.9%	13.2%	13.3%
Married, not Separated	29.8%	30.6%	30.1%
Married, Separated	0.8%	0.5%	0.7%
Widowed	1.3%	1.2%	1.2%
Divorced	2.9%	2.8%	2.8%



2000 Population 16+ by Employment Status

Total	9,345	23,700	80,271
In Labor Force	66.5%	66.2%	65.7%
Civilian Employed	64.4%	64.1%	63.4%
Civilian Unemployed	1.9%	2.0%	2.3%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	33.5%	33.8%	34.3%

2005 Civilian Population 16+ in Labor Force

Civilian Employed	96.0%	95.7%	94.8%
Civilian Unemployed	4.0%	4.3%	5.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	96.4%	96.1%	95.3%
Civilian Unemployed	3.6%	3.9%	4.7%

2000 Females 16+ by Employment Status and Age of Children

Total	4,779	12,246	41,790
Own Children < 6 Only	8.9%	8.6%	8.2%
Employed/in Armed Forces	5.4%	4.9%	4.5%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	3.5%	3.7%	3.6%
Own Children < 6 and 6-17 Only	10.2%	9.3%	7.0%
Employed/in Armed Forces	4.9%	4.6%	3.8%
Unemployed	0.2%	0.4%	0.1%
Not in Labor Force	5.1%	4.3%	3.1%
Own Children 6-17 Only	20.6%	20.7%	18.3%
Employed/in Armed Forces	15.4%	14.7%	13.6%
Unemployed	0.3%	0.5%	0.3%
Not in Labor Force	4.9%	5.6%	4.4%
No Own Children < 18	60.3%	61.4%	66.4%
Employed/in Armed Forces	30.4%	30.9%	33.7%
Unemployed	1.5%	1.5%	1.5%
Not in Labor Force	28.3%	28.9%	31.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



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2005 Employed Population 16+ by Industry

	2005	2010	2015
Total	6,601	17,034	56,703
Agriculture/Mining	0.3%	0.4%	0.3%
Construction	9.8%	9.4%	7.6%
Manufacturing	6.0%	5.7%	5.5%
Wholesale Trade	3.9%	4.4%	4.1%
Retail Trade	10.7%	11.3%	12.0%
Transportation/Utilities	4.3%	4.3%	4.6%
Information	3.4%	3.0%	3.1%
Finance/Insurance/Real Estate	4.3%	5.1%	6.7%
Services	53.1%	51.6%	50.8%
Public Administration	4.2%	4.8%	5.3%

2005 Employed Population 16+ by Occupation

	2005	2010	2015
Total	6,601	17,034	56,703
White Collar	64.1%	65.4%	67.2%
Management/Business/Financial	13.8%	14.3%	14.0%
Professional	26.9%	28.4%	28.0%
Sales	10.2%	10.9%	11.9%
Administrative Support	13.2%	11.8%	13.4%
Services	14.8%	15.5%	15.9%
Blue Collar	21.1%	19.1%	16.9%
Farming/Forestry/Fishing	0.3%	0.4%	0.2%
Construction/Extraction	7.8%	7.1%	6.1%
Installation/Maintenance/Repair	4.8%	4.5%	3.7%
Production	3.7%	3.2%	2.8%
Transportation/Material Moving	4.6%	3.9%	4.1%



2000 Workers 16+ by Means of Transportation to Work

	2000	2010	2015
Total	5,918	14,931	49,889
Drove Alone - Car, Truck, or Van	83.5%	82.8%	83.1%
Carpooled - Car, Truck, or Van	9.5%	9.1%	9.2%
Public Transportation	3.4%	4.0%	4.0%
Walked	0.7%	0.9%	0.8%
Other Means	0.1%	0.3%	0.4%
Worked at Home	2.8%	3.0%	2.6%

2000 Workers 16+ by Travel Time to Work

	2000	2010	2015
Total	5,920	14,929	49,890
Did Not Work at Home	97.2%	97.0%	97.4%
Less than 5 minutes	1.9%	1.8%	2.0%
5 to 9 minutes	8.7%	8.3%	8.2%
10 to 19 minutes	18.4%	18.5%	22.0%
20 to 24 minutes	13.4%	13.0%	12.1%
25 to 34 minutes	20.2%	20.1%	19.5%
35 to 44 minutes	7.7%	8.2%	7.6%
45 to 59 minutes	9.5%	9.4%	9.5%
60 to 89 minutes	9.9%	10.3%	9.2%
90 or more minutes	7.5%	7.5%	7.5%
Worked at Home	2.8%	3.0%	2.6%
Average Travel Time to Work (in min)	34.0	34.8	34.0

2000 Households by Vehicles Available

	2000	2010	2015
Total	4,289	10,761	36,664
None	4.1%	3.7%	5.4%
1	24.0%	25.2%	28.1%
2	50.4%	49.5%	45.2%
3	15.1%	15.6%	15.0%
4	5.1%	4.6%	4.7%
5+	1.3%	1.4%	1.6%
Average Number of Vehicles Available	2.0	2.0	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



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2000 Households by Type

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Total	4,293	10,753	36,644
Family Households	78.6%	78.3%	74.2%
Married-couple Family	63.5%	64.9%	62.1%
With Related Children	36.9%	36.9%	32.4%
Other Family (No Spouse)	15.0%	13.4%	12.1%
With Related Children	8.6%	7.9%	6.6%
Nonfamily Households	21.4%	21.7%	25.8%
Householder Living Alone	16.5%	17.0%	20.9%
Householder Not Living Alone	5.0%	4.7%	4.9%
Households with Related Children	45.5%	44.8%	39.0%
Households with Persons 65+	17.6%	19.6%	24.0%

2000 Households by Size

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Total	4,293	10,754	36,643
1 Person Household	16.5%	17.0%	20.9%
2 Person Household	28.2%	28.7%	29.9%
3 Person Household	19.4%	18.9%	17.5%
4 Person Household	21.4%	20.9%	18.4%
5 Person Household	9.5%	9.5%	8.7%
6 Person Household	3.6%	3.5%	3.1%
7+ Person Household	1.5%	1.5%	1.6%

2000 Households by Year Householder Moved In

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Total	4,291	10,764	36,665
Moved in 1999 to March 2000	13.8%	13.6%	14.1%
Moved in 1995 to 1998	28.4%	27.5%	28.2%
Moved in 1990 to 1994	15.9%	17.1%	17.5%
Moved in 1980 to 1989	19.0%	19.4%	18.6%
Moved in 1970 to 1979	14.3%	13.9%	14.0%
Moved in 1969 or Earlier	8.7%	8.5%	7.7%
Median Year Householder Moved In	1993	1992	1993



2000 Housing Units by Units in Structure

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Total	4,586	11,574	38,417
1, Detached	92.7%	91.1%	76.4%
1, Attached	1.4%	3.3%	10.1%
2	2.8%	2.6%	2.3%
3 or 4	1.1%	1.0%	2.4%
5 to 9	0.2%	0.5%	3.0%
10 to 19	1.1%	0.9%	3.5%
20+	0.4%	0.3%	1.9%
Mobile Home	0.3%	0.2%	0.3%
Other	0.0%	0.0%	0.1%

2000 Housing Units by Year Structure Built

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Total	4,519	11,554	38,382
1999 to March 2000	0.9%	1.5%	2.6%
1995 to 1998	4.6%	4.4%	5.7%
1990 to 1994	4.2%	4.6%	5.1%
1980 to 1989	7.9%	10.0%	15.2%
1970 to 1979	26.8%	24.9%	30.3%
1969 or Earlier	55.6%	54.6%	41.1%
Median Year Structure Built	1967	1967	1973

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



Latitude: 40.9452
Longitude: -72.9556

Brookhaven Dr AT Route
Rocky Point, NY 11778
Drive Time: 3 minutes

Brookhaven Dr AT Route
Rocky Point, NY 11778
Drive Time: 5 minutes

Brookhaven Dr AT Route
Rocky Point, NY 11778
Drive Time: 10 minutes

Top 3 Tapestry Segments

1.	Sophisticated Squires	Sophisticated Squires	Sophisticated Squires
2.	Main Street, USA	Main Street, USA	Pleasant-Ville
3.	Up and Coming Families	Milk and Cookies	The Elders



2005 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 \$	\$15,493,206	\$40,503,557	\$138,546,935
Average Spent	\$3,361.51	\$3,506.19	\$3,514.81
Spending Potential Index	122	127	127
Computers & Accessories: Total \$	\$1,614,672	\$4,215,260	\$14,392,021
Average Spent	\$350.33	\$364.89	\$365.11
Spending Potential Index	127	132	132
Education: Total \$	\$6,069,548	\$15,813,307	\$54,012,517
Average Spent	\$1,316.89	\$1,368.88	\$1,370.25
Spending Potential Index	124	129	129
Entertainment/Recreation: Total \$	\$17,800,328	\$46,777,442	\$160,106,050
Average Spent	\$3,862.08	\$4,049.29	\$4,061.75
Spending Potential Index	124	130	131
Food at Home: Total \$	\$25,289,350	\$66,721,264	\$230,803,580
Average Spent	\$5,486.95	\$5,775.73	\$5,855.28
Spending Potential Index	116	122	123
Food Away from Home: Total \$	\$17,463,415	\$45,691,379	\$156,659,684
Average Spent	\$3,788.98	\$3,955.28	\$3,974.32
Spending Potential Index	120	125	126
Health Care: Total \$	\$17,992,985	\$48,565,663	\$171,322,044
Average Spent	\$3,903.88	\$4,204.09	\$4,346.29
Spending Potential Index	112	121	125
HH Furnishings & Equipment: Total \$	\$12,458,986	\$32,800,772	\$112,400,517
Average Spent	\$2,703.19	\$2,839.40	\$2,851.50
Spending Potential Index	127	134	134
Investments: Total \$	\$52,049,093	\$144,344,534	\$527,722,013
Average Spent	\$11,292.93	\$12,495.20	\$13,387.84
Spending Potential Index	135	150	160
Retail Goods: Total \$	\$137,061,968	\$360,149,145	\$1,234,162,926
Average Spent	\$29,737.90	\$31,176.35	\$31,309.63
Spending Potential Index	119	125	125
Shelter: Total \$	\$79,862,745	\$210,570,546	\$728,436,965
Average Spent	\$17,327.56	\$18,228.06	\$18,479.81
Spending Potential Index	126	133	134
TV/Video/Sound Equipment: Total \$	\$5,585,244	\$14,646,832	\$50,414,728
Average Spent	\$1,211.81	\$1,267.90	\$1,278.98
Spending Potential Index	118	123	124
Travel: Total \$	\$10,619,027	\$28,259,758	\$98,164,879
Average Spent	\$2,303.98	\$2,446.31	\$2,490.36
Spending Potential Index	127	135	138
Vehicle Maintenance & Repairs: Total \$	\$5,707,776	\$15,052,599	\$52,029,579
Average Spent	\$1,238.40	\$1,303.03	\$1,319.94
Spending Potential Index	120	126	127

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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.