



Latitude: 40.802654
Longitude: -72.859756

999 Montauk Hwy
Shirley, NY 11967
Radius: 3.0 miles

999 Montauk Hwy
Shirley, NY 11967
Radius: 5.0 miles

999 Montauk Hwy
Shirley, NY 11967
Radius: 10.0 miles



	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
2000 Total Population	50,960	81,052	244,559
2000 Group Quarters	546	1,747	3,896
2006 Total Population	55,441	89,007	269,486
2011 Total Population	58,571	94,336	286,358
2006 - 2011 Annual Rate	1.1%	1.17%	1.22%



2000 Households	15,619	25,503	82,952
2000 Average Household Size	3.23	3.11	2.9
2006 Households	17,064	28,059	91,153
2006 Average Household Size	3.22	3.11	2.91
2011 Households	18,109	29,855	97,055
2011 Average Household Size	3.2	3.1	2.91
2006 - 2011 Annual Rate	1.2%	1.25%	1.26%
2000 Families	12,613	19,853	61,869
2000 Average Family Size	3.54	3.49	3.34
2006 Families	13,682	21,687	67,606
2006 Average Family Size	3.53	3.49	3.36
2011 Families	14,427	22,918	71,507
2011 Average Family Size	3.52	3.48	3.35
2006 - 2011 Annual Rate	1.07%	1.11%	1.13%



2000 Housing Units	16,592	27,381	88,588
Owner Occupied Housing Units	73.6%	71.8%	70.7%
Renter Occupied Housing Units	20.3%	21.2%	23.0%
Vacant Housing Units	6.1%	7.0%	6.4%
2006 Housing Units	18,081	30,010	96,942
Owner Occupied Housing Units	76.3%	74.6%	73.6%
Renter Occupied Housing Units	18.1%	18.9%	20.4%
Vacant Housing Units	5.6%	6.5%	6.0%
2011 Housing Units	19,152	31,839	102,976
Owner Occupied Housing Units	76.8%	75.0%	74.0%
Renter Occupied Housing Units	17.7%	18.8%	20.2%
Vacant Housing Units	5.4%	6.2%	5.7%

Median Household Income

2000	\$56,658	\$56,745	\$58,740
2006	\$70,180	\$70,514	\$73,531
2011	\$84,536	\$84,917	\$89,204

Median Home Value

2000	\$120,311	\$127,235	\$143,860
2006	\$252,902	\$267,498	\$296,533
2011	\$312,599	\$333,072	\$369,187

Per Capita Income

2000	\$19,646	\$20,609	\$22,863
2006	\$25,176	\$26,534	\$29,573
2011	\$30,861	\$32,612	\$36,564

Median Age

2000	32.5	33.9	35.5
2006	34.3	35.4	37.2
2011	35.0	35.9	38.2

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 2006 and 2011.



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2000 Households by Income

Household Income Base	999 Montauk Hwy	999 Montauk Hwy	999 Montauk Hwy
< \$15,000	15,590	25,524	83,065
\$15,000 - \$24,999	9.1%	9.0%	9.1%
\$25,000 - \$34,999	7.0%	7.9%	8.0%
\$35,000 - \$49,999	10.4%	9.9%	9.1%
\$50,000 - \$74,999	15.5%	15.4%	14.6%
\$75,000 - \$99,999	26.9%	26.5%	24.3%
\$100,000 - \$149,999	16.1%	15.8%	16.3%
\$150,000 - \$199,999	11.8%	12.0%	13.8%
\$200,000+	1.8%	2.2%	3.2%
Average Household Income	1.3%	1.3%	1.5%
	\$64,091	\$64,261	\$66,733

2006 Households by Income

Household Income Base	17,065	28,060	91,154
< \$15,000	6.1%	6.3%	6.2%
\$15,000 - \$24,999	6.1%	6.3%	6.3%
\$25,000 - \$34,999	6.4%	6.6%	6.6%
\$35,000 - \$49,999	13.2%	12.4%	11.4%
\$50,000 - \$74,999	22.0%	21.8%	20.6%
\$75,000 - \$99,999	18.3%	18.3%	17.4%
\$100,000 - \$149,999	20.1%	19.6%	20.9%
\$150,000 - \$199,999	5.1%	5.7%	6.8%
\$200,000+	2.7%	3.0%	3.9%
Average Household Income	\$82,209	\$82,759	\$86,853

2011 Households by Income

Household Income Base	18,110	29,854	97,054
< \$15,000	5.0%	5.2%	5.1%
\$15,000 - \$24,999	4.9%	4.8%	4.6%
\$25,000 - \$34,999	4.3%	4.8%	4.9%
\$35,000 - \$49,999	9.1%	8.7%	8.1%
\$50,000 - \$74,999	19.6%	19.3%	18.0%
\$75,000 - \$99,999	15.7%	15.4%	14.5%
\$100,000 - \$149,999	26.9%	26.7%	26.6%
\$150,000 - \$199,999	8.5%	8.4%	9.7%
\$200,000+	6.0%	6.8%	8.4%
Average Household Income	\$100,413	\$101,439	\$107,332

2000 Owner Occupied HUs by Value

Total	12,243	19,695	62,587
<\$50,000	0.8%	0.9%	1.9%
\$50,000 - 99,999	25.9%	22.9%	13.8%
\$100,000 - 149,999	51.5%	45.4%	39.9%
\$150,000 - 199,999	14.4%	17.4%	27.5%
\$200,000 - \$299,999	5.4%	9.4%	12.0%
\$300,000 - 499,999	1.4%	3.2%	3.8%
\$500,000 - 999,999	0.2%	0.6%	0.9%
\$1,000,000+	0.3%	0.3%	0.3%
Average Home Value	\$133,987	\$147,650	\$162,061

2000 Specified Renter Occupied HUs by Contract Rent

Total	3,398	5,833	20,213
With Cash Rent	95.4%	95.0%	95.3%
No Cash Rent	4.6%	5.0%	4.7%
Median Rent	\$904	\$880	\$859
Average Rent	\$876	\$856	\$839

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 2006 and 2011.



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2000 Population by Age

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	50,960	81,049	244,558
0 - 4	7.5%	7.5%	7.2%
5 - 9	9.0%	8.7%	7.9%
10 - 14	9.0%	8.5%	7.6%
15 - 19	7.6%	7.1%	6.4%
20 - 24	6.4%	6.0%	5.7%
25 - 34	14.2%	13.9%	14.3%
35 - 44	18.0%	17.9%	17.6%
45 - 54	14.3%	14.3%	14.3%
55 - 64	6.7%	7.2%	8.1%
65 - 74	4.1%	4.8%	5.5%
75 - 84	2.5%	3.2%	4.1%
85+	0.7%	0.9%	1.3%
18+	69.6%	70.8%	73.1%

2006 Population by Age

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	55,439	89,008	269,487
0 - 4	7.4%	7.4%	7.1%
5 - 9	6.9%	7.1%	7.0%
10 - 14	8.3%	8.2%	7.8%
15 - 19	7.7%	7.5%	6.8%
20 - 24	6.3%	6.0%	5.3%
25 - 34	14.5%	13.2%	12.7%
35 - 44	15.2%	15.6%	16.2%
45 - 54	14.7%	14.7%	14.7%
55 - 64	11.0%	10.7%	11.2%
65 - 74	4.4%	4.8%	5.3%
75 - 84	2.9%	3.5%	4.1%
85+	0.9%	1.3%	1.7%
18+	72.6%	72.6%	73.8%

2011 Population by Age

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	58,571	94,333	286,359
0 - 4	7.5%	7.5%	7.1%
5 - 9	7.1%	7.1%	6.7%
10 - 14	7.1%	7.3%	7.2%
15 - 19	7.4%	7.4%	6.9%
20 - 24	6.2%	6.3%	5.7%
25 - 34	14.6%	13.3%	12.1%
35 - 44	13.8%	13.6%	14.3%
45 - 54	15.2%	15.6%	15.8%
55 - 64	11.9%	11.9%	12.2%
65 - 74	5.3%	5.4%	6.1%
75 - 84	2.7%	3.2%	3.8%
85+	1.1%	1.4%	2.0%
18+	73.6%	73.6%	74.6%

2000 Population by Sex

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Males	50.0%	49.8%	49.0%
Females	50.0%	50.2%	51.0%

2006 Population by Sex

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Males	49.7%	49.6%	48.9%
Females	50.3%	50.4%	51.1%

2011 Population by Sex

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Males	49.6%	49.4%	48.8%
Females	50.4%	50.6%	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Population by Race/Ethnicity

Total	50,961	81,052	244,559
White Alone	88.5%	87.1%	86.9%
Black Alone	4.4%	6.1%	6.1%
American Indian Alone	0.7%	0.6%	0.4%
Asian or Pacific Islander Alone	1.1%	1.2%	1.6%
Some Other Race Alone	2.9%	2.6%	2.8%
Two or More Races	2.4%	2.4%	2.2%
Hispanic Origin	10.6%	10.0%	9.8%
Diversity Index	36.3	37.5	37.6

2006 Population by Race/Ethnicity

Total	55,441	89,006	269,486
White Alone	85.4%	84.1%	83.9%
Black Alone	5.4%	7.2%	7.1%
American Indian Alone	0.7%	0.6%	0.4%
Asian or Pacific Islander Alone	1.5%	1.5%	2.0%
Some Other Race Alone	3.9%	3.5%	3.7%
Two or More Races	3.0%	3.1%	2.8%
Hispanic Origin	14.1%	13.3%	12.8%
Diversity Index	44.5	45.2	44.8

2011 Population by Race/Ethnicity

Total	58,571	94,336	286,359
White Alone	82.7%	81.4%	81.3%
Black Alone	6.3%	8.1%	7.9%
American Indian Alone	0.7%	0.6%	0.4%
Asian or Pacific Islander Alone	1.8%	1.9%	2.5%
Some Other Race Alone	4.8%	4.3%	4.5%
Two or More Races	3.7%	3.7%	3.4%
Hispanic Origin	17.4%	16.2%	15.6%
Diversity Index	51.0	51.3	50.7



2000 Population 3+ by School Enrollment

Total	48,786	77,567	234,262
Enrolled in Nursery/Preschool	1.9%	2.0%	2.1%
Enrolled in Kindergarten	1.7%	1.6%	1.5%
Enrolled in Grade 1-8	15.8%	15.0%	13.4%
Enrolled in Grade 9-12	6.8%	6.5%	6.1%
Enrolled in College	4.0%	4.0%	4.3%
Enrolled in Grad/Prof School	0.7%	0.9%	1.1%
Not Enrolled in School	69.0%	70.0%	71.4%

2000 Population 25+ by Educational Attainment

Total	30,872	50,651	159,323
Less than 9th Grade	4.2%	4.3%	4.2%
9th - 12th Grade, No Diploma	14.5%	13.5%	11.2%
High School Graduate	41.1%	38.4%	35.6%
Some College, No Degree	20.7%	20.5%	21.2%
Associate Degree	7.5%	7.8%	8.2%
Bachelor's Degree	7.5%	9.0%	11.4%
Master's/Prof/Doctorate Degree	4.5%	6.5%	8.2%

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 2006 and 2011.



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2000 Population 15+ by Sex and Marital Status

Total	37,960	60,996	188,846
Females	51.1%	51.1%	51.8%
Never Married	12.7%	12.2%	11.9%
Married, not Separated	27.9%	28.0%	28.4%
Married, Separated	1.7%	1.7%	1.4%
Widowed	4.5%	4.8%	5.4%
Divorced	4.3%	4.5%	4.8%
Males	48.9%	48.9%	48.2%
Never Married	15.6%	14.9%	14.1%
Married, not Separated	28.0%	28.4%	28.7%
Married, Separated	1.2%	1.3%	1.1%
Widowed	1.0%	1.2%	1.2%
Divorced	3.2%	3.2%	3.1%



2000 Population 16+ by Employment Status

Total	37,243	59,818	185,322
In Labor Force	67.7%	65.9%	67.1%
Civilian Employed	63.4%	61.7%	63.9%
Civilian Unemployed	4.2%	4.1%	3.1%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	32.3%	34.1%	32.9%

2006 Civilian Population 16+ in Labor Force

Civilian Employed	91.6%	92.2%	94.2%
Civilian Unemployed	8.4%	7.8%	5.8%

2011 Civilian Population 16+ in Labor Force

Civilian Employed	92.2%	92.8%	94.6%
Civilian Unemployed	7.8%	7.2%	5.4%

2000 Females 16+ by Employment Status and Age of Children

Total	19,075	30,638	96,208
Own Children < 6 Only	7.1%	7.4%	7.5%
Employed/in Armed Forces	3.7%	4.0%	4.4%
Unemployed	0.6%	0.5%	0.3%
Not in Labor Force	2.8%	2.9%	2.8%
Own Children < 6 and 6-17 Only	9.4%	9.1%	7.4%
Employed/in Armed Forces	4.2%	4.0%	3.9%
Unemployed	0.4%	0.4%	0.2%
Not in Labor Force	4.8%	4.7%	3.3%
Own Children 6-17 Only	19.9%	18.9%	18.4%
Employed/in Armed Forces	14.2%	13.5%	13.5%
Unemployed	0.7%	0.5%	0.4%
Not in Labor Force	5.0%	4.8%	4.5%
No Own Children < 18	63.6%	64.6%	66.7%
Employed/in Armed Forces	34.4%	33.3%	35.4%
Unemployed	2.7%	2.7%	1.9%
Not in Labor Force	26.6%	28.6%	29.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.



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2006 Employed Population 16+ by Industry

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Total	28,593	44,596	141,485
Agriculture/Mining	0.3%	0.4%	0.4%
Construction	10.8%	10.7%	9.5%
Manufacturing	6.3%	6.0%	6.7%
Wholesale Trade	4.5%	4.1%	4.0%
Retail Trade	15.1%	14.7%	14.0%
Transportation/Utilities	7.1%	7.0%	6.2%
Information	2.7%	2.9%	3.1%
Finance/Insurance/Real Estate	5.0%	4.7%	5.9%
Services	42.0%	43.2%	43.9%
Public Administration	6.1%	6.2%	6.3%

2006 Employed Population 16+ by Occupation

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Total	28,593	44,597	141,487
White Collar	50.7%	52.6%	57.8%
Management/Business/Financial	8.1%	8.8%	10.7%
Professional	16.3%	18.1%	20.0%
Sales	11.2%	11.4%	11.7%
Administrative Support	15.1%	14.3%	15.3%
Services	20.7%	20.5%	18.0%
Blue Collar	28.6%	26.9%	24.2%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	9.6%	9.1%	8.3%
Installation/Maintenance/Repair	6.6%	6.0%	5.6%
Production	5.4%	4.8%	4.2%
Transportation/Material Moving	6.8%	6.8%	5.9%



2000 Workers 16+ by Means of Transportation to Work

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	23,119	36,142	116,184
Drove Alone - Car, Truck, or Van	80.1%	80.0%	80.2%
Carpooled - Car, Truck, or Van	12.5%	12.4%	11.5%
Public Transportation	3.7%	3.5%	4.4%
Walked	1.1%	1.2%	1.2%
Other Means	0.7%	0.7%	0.7%
Worked at Home	1.9%	2.2%	2.1%

2000 Workers 16+ by Travel Time to Work

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	23,120	36,143	116,182
Did Not Work at Home	98.1%	97.8%	97.9%
Less than 5 minutes	1.4%	1.8%	1.8%
5 to 9 minutes	7.6%	7.6%	7.9%
10 to 19 minutes	20.9%	21.3%	24.4%
20 to 24 minutes	15.7%	15.2%	14.6%
25 to 34 minutes	19.4%	19.4%	18.8%
35 to 44 minutes	8.1%	7.8%	6.8%
45 to 59 minutes	10.4%	10.0%	8.8%
60 to 89 minutes	8.5%	8.3%	8.0%
90 or more minutes	6.1%	6.2%	6.9%
Worked at Home	1.9%	2.2%	2.1%
Average Travel Time to Work (in min)	33.6	33.1	32.7

2000 Households by Vehicles Available

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	15,641	25,530	82,938
None	5.1%	5.6%	6.6%
1	25.4%	27.6%	29.2%
2	45.5%	43.7%	42.9%
3	16.8%	16.7%	15.2%
4	5.1%	4.6%	4.4%
5+	2.1%	1.8%	1.7%
Average Number of Vehicles Available	2.0	1.9	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Households by Type

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	15,619	25,502	82,952
Family Households	80.8%	77.8%	74.6%
Married-couple Family	61.8%	59.6%	58.6%
With Related Children	35.6%	33.0%	30.7%
Other Family (No Spouse)	19.0%	18.2%	16.0%
With Related Children	12.4%	11.8%	9.5%
Nonfamily Households	19.2%	22.2%	25.4%
Householder Living Alone	14.0%	16.8%	19.9%
Householder Not Living Alone	5.2%	5.4%	5.5%
Households with Related Children	47.9%	44.8%	40.2%
Households with Persons 65+	17.8%	19.9%	22.7%

2000 Households by Size

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	15,619	25,503	82,952
1 Person Household	14.0%	16.8%	19.9%
2 Person Household	25.2%	27.1%	29.1%
3 Person Household	18.6%	18.2%	17.7%
4 Person Household	20.8%	19.2%	18.0%
5 Person Household	12.6%	11.1%	9.2%
6 Person Household	5.4%	4.8%	3.7%
7+ Person Household	3.4%	3.0%	2.3%

2000 Households by Year Householder Moved In

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	15,640	25,530	82,937
Moved in 1999 to March 2000	15.5%	15.9%	15.5%
Moved in 1995 to 1998	23.9%	24.6%	27.2%
Moved in 1990 to 1994	16.3%	16.8%	16.1%
Moved in 1980 to 1989	20.7%	20.6%	18.8%
Moved in 1970 to 1979	16.7%	14.8%	14.4%
Moved in 1969 or Earlier	6.9%	7.2%	7.9%
Median Year Householder Moved In	1992	1992	1993



2000 Housing Units by Units in Structure

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	16,630	27,409	88,554
1, Detached	89.0%	86.2%	74.6%
1, Attached	1.9%	4.2%	8.3%
2	2.7%	2.4%	3.3%
3 or 4	0.8%	1.1%	2.0%
5 to 9	0.2%	0.4%	3.5%
10 to 19	1.9%	2.1%	4.0%
20+	3.1%	3.2%	3.7%
Mobile Home	0.4%	0.3%	0.5%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	999 Montauk Hwy Shirley, NY 11967 Radius: 3.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 5.0 miles	999 Montauk Hwy Shirley, NY 11967 Radius: 10.0 miles
Total	16,594	27,375	88,563
1999 to March 2000	1.5%	1.9%	2.8%
1995 to 1998	3.7%	4.9%	5.5%
1990 to 1994	6.6%	6.9%	6.2%
1980 to 1989	18.0%	17.8%	15.4%
1970 to 1979	31.6%	26.9%	29.6%
1969 or Earlier	38.6%	41.7%	40.4%
Median Year Structure Built	1974	1973	1973

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



Latitude: 40.802654
 Longitude: -72.859756


999 Montauk Hwy
 Shirley, NY 11967
 Radius: 3.0 miles

999 Montauk Hwy
 Shirley, NY 11967
 Radius: 5.0 miles

999 Montauk Hwy
 Shirley, NY 11967
 Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Milk and Cookies	Milk and Cookies	Pleasant-Ville
2.	Sophisticated Squires	Pleasant-Ville	Sophisticated Squires
3.	Pleasant-Ville	Sophisticated Squires	Milk and Cookies

 **2006 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 \$	\$39,703,586	\$66,077,258	\$225,786,751
Average Spent	\$2,326.75	\$2,354.94	\$2,477.01
Spending Potential Index	85	87	91
Computers & Accessories: Total \$	\$5,258,976	\$8,690,261	\$29,399,740
Average Spent	\$308.19	\$309.71	\$322.53
Spending Potential Index	120	120	125
Education: Total \$	\$22,328,778	\$37,722,240	\$129,969,197
Average Spent	\$1,308.53	\$1,344.39	\$1,425.84
Spending Potential Index	116	119	126
Entertainment/Recreation: Total \$	\$65,755,393	\$109,153,096	\$373,135,225
Average Spent	\$3,853.46	\$3,890.13	\$4,093.50
Spending Potential Index	117	118	124
Food at Home: Total \$	\$93,674,095	\$155,405,441	\$529,804,081
Average Spent	\$5,489.57	\$5,538.52	\$5,812.25
Spending Potential Index	112	113	118
Food Away from Home: Total \$	\$65,650,408	\$108,539,120	\$368,520,807
Average Spent	\$3,847.30	\$3,868.25	\$4,042.88
Spending Potential Index	115	116	121
Health Care: Total \$	\$68,365,441	\$113,259,023	\$392,151,220
Average Spent	\$4,006.41	\$4,036.46	\$4,302.12
Spending Potential Index	109	110	117
HH Furnishings & Equipment: Total \$	\$39,752,874	\$65,754,946	\$223,548,071
Average Spent	\$2,329.63	\$2,343.45	\$2,452.45
Spending Potential Index	106	106	111
Investments: Total \$	\$107,377,553	\$187,764,173	\$691,630,388
Average Spent	\$6,292.64	\$6,691.76	\$7,587.58
Spending Potential Index	135	143	162
Retail Goods: Total \$	\$484,196,620	\$798,011,773	\$2,703,201,709
Average Spent	\$28,375.33	\$28,440.49	\$29,655.65
Spending Potential Index	109	109	114
Shelter: Total \$	\$294,073,558	\$491,977,337	\$1,692,126,107
Average Spent	\$17,233.57	\$17,533.67	\$18,563.58
Spending Potential Index	121	123	130
TV/Video/Sound Equipment: Total \$	\$21,048,017	\$34,832,706	\$118,475,191
Average Spent	\$1,233.47	\$1,241.41	\$1,299.74
Spending Potential Index	113	114	119
Travel: Total \$	\$36,547,792	\$61,302,203	\$212,520,446
Average Spent	\$2,141.81	\$2,184.76	\$2,331.47
Spending Potential Index	120	122	130
Vehicle Maintenance & Repairs: Total \$	\$21,222,283	\$35,008,631	\$118,408,722
Average Spent	\$1,243.69	\$1,247.68	\$1,299.01
Spending Potential Index	116	116	121

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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.