



Latitude: 40.68871
Longitude: -73.686139

730 Franklin Ave
Franklin Square, NY 110
Radius: 3.0 miles

730 Franklin Ave
Franklin Square, NY 110
Radius: 5.0 miles

730 Franklin Ave
Franklin Square, NY 110
Radius: 10.0 miles



	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
2000 Total Population	260,675	784,765	2,481,731
2000 Group Quarters	2,269	11,881	39,251
2006 Total Population	260,383	785,428	2,509,246
2011 Total Population	261,218	789,337	2,525,655
2006 - 2011 Annual Rate	0.06%	0.1%	0.13%



2000 Households	86,415	257,705	846,929
2000 Average Household Size	2.99	3	2.88
2006 Households	85,775	256,835	849,910
2006 Average Household Size	3.02	3.02	2.91
2011 Households	85,797	257,144	851,617
2011 Average Household Size	3.03	3.03	2.92
2006 - 2011 Annual Rate	0.01%	0.02%	0.04%
2000 Families	67,107	196,735	619,534
2000 Average Family Size	3.42	3.45	3.39
2006 Families	66,059	194,250	615,278
2006 Average Family Size	3.46	3.48	3.43
2011 Families	65,597	192,986	611,234
2011 Average Family Size	3.48	3.5	3.45
2006 - 2011 Annual Rate	-0.14%	-0.13%	-0.13%



2000 Housing Units	88,213	265,934	879,550
Owner Occupied Housing Units	79.6%	71.3%	58.7%
Renter Occupied Housing Units	18.4%	25.6%	37.6%
Vacant Housing Units	2.0%	3.1%	3.7%
2006 Housing Units	88,162	266,963	889,278
Owner Occupied Housing Units	81.1%	73.2%	60.8%
Renter Occupied Housing Units	16.2%	23.0%	34.8%
Vacant Housing Units	2.7%	3.8%	4.4%
2011 Housing Units	88,180	267,654	893,005
Owner Occupied Housing Units	81.3%	73.3%	60.9%
Renter Occupied Housing Units	16.0%	22.8%	34.5%
Vacant Housing Units	2.7%	3.9%	4.6%

Median Household Income

2000	\$65,579	\$61,093	\$53,552
2006	\$82,292	\$76,921	\$67,141
2011	\$102,486	\$93,540	\$81,064

Median Home Value

2000	\$214,897	\$210,843	\$217,008
2006	\$440,184	\$430,067	\$439,982
2011	\$567,691	\$559,967	\$573,490

Per Capita Income

2000	\$26,410	\$25,469	\$24,276
2006	\$34,081	\$32,904	\$31,315
2011	\$42,083	\$40,549	\$38,601

Median Age

2000	38.3	37.2	36.8
2006	39.6	38.5	37.8
2011	41.1	40.0	39.2

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	730 Franklin Ave	730 Franklin Ave	730 Franklin Ave
< \$15,000	86,681	257,713	847,233
\$15,000 - \$24,999	8.7%	10.0%	13.3%
\$25,000 - \$34,999	7.2%	7.9%	9.3%
\$35,000 - \$49,999	8.0%	8.9%	9.9%
\$50,000 - \$74,999	12.4%	13.4%	14.1%
\$75,000 - \$99,999	20.7%	20.6%	19.9%
\$100,000 - \$149,999	16.6%	15.2%	13.1%
\$150,000 - \$199,999	17.7%	15.3%	12.6%
\$200,000+	5.2%	4.8%	4.0%
Average Household Income	3.5%	4.0%	3.8%
	\$78,818	\$76,809	\$70,369

2006 Households by Income

Household Income Base	730 Franklin Ave	730 Franklin Ave	730 Franklin Ave
< \$15,000	85,778	256,834	849,905
\$15,000 - \$24,999	5.9%	7.3%	10.3%
\$25,000 - \$34,999	5.7%	5.7%	6.9%
\$35,000 - \$49,999	5.9%	6.8%	7.9%
\$50,000 - \$74,999	9.5%	10.8%	11.9%
\$75,000 - \$99,999	17.2%	17.9%	17.8%
\$100,000 - \$149,999	16.1%	15.2%	14.1%
\$150,000 - \$199,999	22.6%	20.2%	17.1%
\$200,000+	9.8%	8.6%	7.1%
Average Household Income	7.4%	7.6%	6.9%
	\$103,026	\$100,010	\$91,800

2011 Households by Income

Household Income Base	730 Franklin Ave	730 Franklin Ave	730 Franklin Ave
< \$15,000	85,798	257,140	851,613
\$15,000 - \$24,999	4.7%	5.9%	8.5%
\$25,000 - \$34,999	4.5%	4.6%	5.7%
\$35,000 - \$49,999	4.5%	5.1%	6.4%
\$50,000 - \$74,999	6.9%	8.1%	9.4%
\$75,000 - \$99,999	14.9%	15.9%	16.3%
\$100,000 - \$149,999	13.0%	13.2%	12.8%
\$150,000 - \$199,999	26.0%	23.9%	21.1%
\$200,000+	12.1%	10.3%	8.5%
Average Household Income	13.4%	13.0%	11.5%
	\$127,633	\$123,777	\$113,761

2000 Owner Occupied HUs by Value

Total	730 Franklin Ave	730 Franklin Ave	730 Franklin Ave
<\$50,000	70,201	189,624	516,120
\$50,000 - 99,999	0.9%	1.5%	2.7%
\$100,000 - 149,999	2.0%	3.5%	6.4%
\$150,000 - 199,999	5.8%	8.1%	8.7%
\$200,000 - \$299,999	32.5%	31.9%	25.5%
\$300,000 - 499,999	44.8%	37.3%	33.5%
\$500,000 - 999,999	11.3%	14.2%	17.0%
\$1,000,000+	2.3%	3.0%	5.2%
Average Home Value	0.3%	0.5%	1.0%
	\$237,081	\$240,903	\$256,514

2000 Specified Renter Occupied HUs by Contract Rent

Total	730 Franklin Ave	730 Franklin Ave	730 Franklin Ave
With Cash Rent	16,214	67,891	330,308
No Cash Rent	94.4%	96.1%	97.1%
Median Rent	5.6%	3.9%	2.9%
Average Rent	\$835	\$778	\$749
	\$832	\$780	\$763

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

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Total	260,672	784,766	2,481,734
0 - 4	6.2%	6.4%	6.5%
5 - 9	7.1%	7.2%	7.0%
10 - 14	7.1%	7.3%	6.8%
15 - 19	6.3%	6.7%	6.4%
20 - 24	5.4%	5.9%	6.1%
25 - 34	12.4%	12.9%	14.1%
35 - 44	16.3%	16.1%	16.3%
45 - 54	14.4%	13.9%	13.7%
55 - 64	9.6%	9.5%	9.2%
65 - 74	7.7%	7.3%	7.2%
75 - 84	5.6%	5.1%	5.0%
85+	1.8%	1.6%	1.7%
18+	75.6%	75.0%	75.7%

2006 Population by Age

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Total	260,382	785,429	2,509,244
0 - 4	6.1%	6.4%	6.4%
5 - 9	6.5%	6.7%	6.5%
10 - 14	7.6%	7.7%	7.3%
15 - 19	6.9%	7.0%	6.7%
20 - 24	5.1%	5.5%	5.9%
25 - 34	11.3%	11.8%	12.9%
35 - 44	15.5%	15.3%	15.4%
45 - 54	15.1%	14.6%	14.6%
55 - 64	11.1%	10.9%	10.6%
65 - 74	6.7%	6.6%	6.5%
75 - 84	5.8%	5.4%	5.1%
85+	2.5%	2.1%	2.1%
18+	75.6%	75.0%	75.7%

2011 Population by Age

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Total	261,218	789,338	2,525,654
0 - 4	6.2%	6.4%	6.5%
5 - 9	5.8%	6.1%	6.0%
10 - 14	6.7%	6.9%	6.5%
15 - 19	6.9%	7.0%	6.9%
20 - 24	5.7%	6.1%	6.6%
25 - 34	10.9%	11.4%	12.3%
35 - 44	13.9%	13.7%	13.9%
45 - 54	16.2%	15.7%	15.4%
55 - 64	12.8%	12.5%	12.2%
65 - 74	6.8%	6.8%	6.6%
75 - 84	5.2%	4.9%	4.8%
85+	2.8%	2.5%	2.4%
18+	77.1%	76.3%	77.0%

2000 Population by Sex

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Males	47.1%	46.8%	47.5%
Females	52.9%	53.2%	52.5%

2006 Population by Sex

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Males	47.2%	46.9%	47.7%
Females	52.8%	53.1%	52.3%

2011 Population by Sex

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Males	47.2%	47.0%	47.7%
Females	52.8%	53.0%	52.3%

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	260,676	784,764	2,481,731
White Alone	64.5%	49.6%	53.1%
Black Alone	24.7%	35.7%	22.3%
American Indian Alone	0.2%	0.3%	0.4%
Asian or Pacific Islander Alone	4.9%	6.5%	12.3%
Some Other Race Alone	3.0%	4.5%	7.4%
Two or More Races	2.7%	3.4%	4.6%
Hispanic Origin	8.7%	10.6%	15.8%
Diversity Index	59.7	69.4	74.6

2006 Population by Race/Ethnicity

Total	260,384	785,428	2,509,246
White Alone	61.0%	46.5%	49.3%
Black Alone	25.8%	36.3%	22.5%
American Indian Alone	0.2%	0.3%	0.4%
Asian or Pacific Islander Alone	6.1%	8.0%	14.6%
Some Other Race Alone	3.7%	5.0%	8.0%
Two or More Races	3.2%	3.9%	5.1%
Hispanic Origin	10.9%	12.4%	18.0%
Diversity Index	64.4	72.3	77.8

2011 Population by Race/Ethnicity

Total	261,219	789,337	2,525,655
White Alone	58.0%	44.0%	46.5%
Black Alone	26.7%	36.6%	22.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	7.1%	9.3%	16.6%
Some Other Race Alone	4.3%	5.5%	8.6%
Two or More Races	3.7%	4.3%	5.6%
Hispanic Origin	12.9%	13.9%	19.7%
Diversity Index	68.0	74.4	79.9



2000 Population 3+ by School Enrollment

Total	251,949	756,472	2,389,560
Enrolled in Nursery/Preschool	2.0%	2.1%	1.9%
Enrolled in Kindergarten	1.5%	1.5%	1.5%
Enrolled in Grade 1-8	12.0%	12.2%	11.7%
Enrolled in Grade 9-12	5.9%	6.3%	6.1%
Enrolled in College	5.7%	6.0%	5.7%
Enrolled in Grad/Prof School	1.4%	1.5%	1.5%
Not Enrolled in School	71.5%	70.4%	71.6%

2000 Population 25+ by Educational Attainment

Total	177,188	522,434	1,670,366
Less than 9th Grade	5.2%	6.1%	8.0%
9th - 12th Grade, No Diploma	9.3%	10.9%	11.9%
High School Graduate	30.1%	28.2%	27.3%
Some College, No Degree	18.9%	19.1%	17.4%
Associate Degree	7.5%	7.0%	6.3%
Bachelor's Degree	17.4%	16.9%	17.0%
Master's/Prof/Doctorate Degree	11.5%	11.9%	12.1%

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 forecasts for 2006 and 2011.



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2000 Population 15+ by Sex and Marital Status

Total	208,056	621,464	1,979,092
Females	53.9%	54.4%	53.5%
Never Married	13.7%	15.4%	14.6%
Married, not Separated	27.9%	26.3%	26.6%
Married, Separated	1.4%	1.8%	1.8%
Widowed	7.1%	6.6%	6.3%
Divorced	3.9%	4.3%	4.2%
Males	46.1%	45.6%	46.5%
Never Married	14.0%	14.9%	15.2%
Married, not Separated	27.9%	26.1%	26.6%
Married, Separated	0.7%	1.0%	1.0%
Widowed	1.5%	1.4%	1.3%
Divorced	2.1%	2.2%	2.3%



2000 Population 16+ by Employment Status

Total	204,720	610,569	1,947,047
In Labor Force	62.7%	61.9%	60.1%
Civilian Employed	60.0%	58.6%	56.4%
Civilian Unemployed	2.7%	3.4%	3.7%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	37.3%	38.1%	39.9%

2006 Civilian Population 16+ in Labor Force

Civilian Employed	94.7%	93.8%	93.4%
Civilian Unemployed	5.3%	6.2%	6.6%

2011 Civilian Population 16+ in Labor Force

Civilian Employed	95.0%	94.2%	93.9%
Civilian Unemployed	5.0%	5.8%	6.1%

2000 Females 16+ by Employment Status and Age of Children

Total	110,644	332,533	1,042,990
Own Children < 6 Only	6.1%	6.4%	6.8%
Employed/in Armed Forces	3.7%	3.8%	3.6%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	2.3%	2.4%	2.9%
Own Children < 6 and 6-17 Only	6.3%	6.3%	6.2%
Employed/in Armed Forces	3.7%	3.8%	3.3%
Unemployed	0.1%	0.2%	0.2%
Not in Labor Force	2.4%	2.3%	2.7%
Own Children 6-17 Only	16.7%	16.6%	16.1%
Employed/in Armed Forces	11.9%	11.8%	10.7%
Unemployed	0.3%	0.5%	0.5%
Not in Labor Force	4.4%	4.3%	4.9%
No Own Children < 18	71.0%	70.7%	70.9%
Employed/in Armed Forces	34.7%	34.0%	32.7%
Unemployed	1.8%	2.1%	2.3%
Not in Labor Force	34.5%	34.6%	35.9%

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

Total	131,159	374,773	1,151,515
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.8%	4.9%	5.3%
Manufacturing	3.8%	4.0%	4.7%
Wholesale Trade	3.1%	2.8%	3.4%
Retail Trade	10.3%	10.1%	10.8%
Transportation/Utilities	7.8%	7.9%	7.3%
Information	3.5%	3.3%	3.2%
Finance/Insurance/Real Estate	11.5%	11.1%	10.9%
Services	48.6%	50.5%	49.8%
Public Administration	5.5%	5.3%	4.5%

2006 Employed Population 16+ by Occupation

Total	131,161	374,772	1,151,517
White Collar	66.4%	64.5%	63.8%
Management/Business/Financial	13.8%	12.9%	12.9%
Professional	23.2%	23.5%	23.0%
Sales	11.7%	11.2%	12.0%
Administrative Support	17.7%	16.9%	15.9%
Services	17.5%	19.5%	19.3%
Blue Collar	16.1%	16.0%	16.8%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	4.8%	4.3%	4.5%
Installation/Maintenance/Repair	3.9%	3.8%	3.7%
Production	2.6%	2.8%	3.5%
Transportation/Material Moving	4.7%	5.0%	5.1%



2000 Workers 16+ by Means of Transportation to Work

Total	120,617	349,402	1,073,429
Drove Alone - Car, Truck, or Van	66.6%	58.9%	51.3%
Carpooled - Car, Truck, or Van	8.8%	10.3%	10.4%
Public Transportation	19.6%	25.2%	31.5%
Walked	2.4%	2.9%	3.9%
Other Means	0.5%	0.6%	0.6%
Worked at Home	2.0%	2.2%	2.3%

2000 Workers 16+ by Travel Time to Work

Total	120,618	349,402	1,073,429
Did Not Work at Home	98.0%	97.8%	97.7%
Less than 5 minutes	1.6%	1.4%	1.3%
5 to 9 minutes	6.2%	5.4%	5.0%
10 to 19 minutes	19.5%	18.5%	17.6%
20 to 24 minutes	11.6%	10.5%	9.8%
25 to 34 minutes	17.9%	17.9%	17.4%
35 to 44 minutes	7.2%	6.6%	7.0%
45 to 59 minutes	10.3%	10.8%	12.9%
60 to 89 minutes	15.8%	16.7%	18.5%
90 or more minutes	7.9%	10.0%	8.3%
Worked at Home	2.0%	2.2%	2.3%
Average Travel Time to Work (in min)	37.3	40.0	40.1

2000 Households by Vehicles Available

Total	86,421	257,589	846,658
None	9.4%	14.6%	23.0%
1	34.3%	36.6%	38.4%
2	39.6%	35.6%	28.7%
3	12.1%	9.6%	7.3%
4	3.4%	2.6%	1.9%
5+	1.3%	0.9%	0.8%
Average Number of Vehicles Available	1.7	1.5	1.3

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

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Total	86,415	257,707	846,929
Family Households	77.7%	76.3%	73.2%
Married-couple Family	59.8%	55.1%	53.2%
With Related Children	30.0%	28.3%	26.8%
Other Family (No Spouse)	17.8%	21.3%	19.9%
With Related Children	8.4%	11.4%	10.7%
Nonfamily Households	22.3%	23.7%	26.8%
Householder Living Alone	19.1%	20.2%	22.7%
Householder Not Living Alone	3.2%	3.4%	4.1%
Households with Related Children	38.4%	39.7%	37.5%
Households with Persons 65+	32.7%	30.7%	29.0%

2000 Households by Size

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Total	86,415	257,705	846,929
1 Person Household	19.1%	20.2%	22.7%
2 Person Household	27.4%	26.7%	27.3%
3 Person Household	18.5%	18.2%	17.7%
4 Person Household	18.1%	17.4%	16.5%
5 Person Household	10.1%	9.9%	8.9%
6 Person Household	4.1%	4.2%	3.8%
7+ Person Household	2.8%	3.3%	3.0%

2000 Households by Year Householder Moved In

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Total	86,419	257,587	846,659
Moved in 1999 to March 2000	9.0%	9.8%	11.7%
Moved in 1995 to 1998	21.3%	23.0%	25.4%
Moved in 1990 to 1994	15.4%	15.7%	16.3%
Moved in 1980 to 1989	17.7%	18.0%	17.2%
Moved in 1970 to 1979	16.3%	15.4%	13.7%
Moved in 1969 or Earlier	20.3%	18.1%	15.7%
Median Year Householder Moved In	1988	1989	1991



2000 Housing Units by Units in Structure

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Total	88,145	265,654	879,468
1, Detached	77.5%	65.1%	46.0%
1, Attached	3.3%	5.7%	7.2%
2	10.2%	12.1%	14.3%
3 or 4	2.6%	3.4%	5.7%
5 to 9	0.9%	1.3%	2.2%
10 to 19	1.4%	1.7%	2.2%
20+	4.0%	10.6%	22.2%
Mobile Home	0.2%	0.1%	0.1%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	730 Franklin Ave Franklin Square, NY 110 Radius: 3.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 5.0 miles	730 Franklin Ave Franklin Square, NY 110 Radius: 10.0 miles
Total	88,136	265,651	879,414
1999 to March 2000	0.1%	0.3%	0.4%
1995 to 1998	0.7%	0.8%	1.0%
1990 to 1994	0.5%	0.9%	1.1%
1980 to 1989	2.1%	2.6%	3.8%
1970 to 1979	4.9%	6.2%	7.1%
1969 or Earlier	91.6%	89.2%	86.5%
Median Year Structure Built	1949	1951	1952

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



Latitude: 40.68871
Longitude: -73.686139


730 Franklin Ave
Franklin Square, NY 110
Radius: 3.0 miles

730 Franklin Ave
Franklin Square, NY 110
Radius: 5.0 miles

730 Franklin Ave
Franklin Square, NY 110
Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Pleasant-Ville	Wealthy Seaboard Subur	Wealthy Seaboard Subur
2.	Wealthy Seaboard Subur	Pleasant-Ville	City Lights
3.	City Lights	City Lights	Pleasant-Ville

 **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 \$	\$256,287,275	\$752,585,700	\$2,334,705,071
Average Spent	\$2,987.90	\$2,930.23	\$2,747.00
Spending Potential Index	110	108	101
Computers & Accessories: Total \$	\$32,421,256	\$93,964,910	\$287,976,678
Average Spent	\$377.98	\$365.86	\$338.83
Spending Potential Index	147	142	132
Education: Total \$	\$152,212,369	\$434,433,557	\$1,315,900,749
Average Spent	\$1,774.55	\$1,691.49	\$1,548.28
Spending Potential Index	157	150	137
Entertainment/Recreation: Total \$	\$419,787,645	\$1,208,928,250	\$3,630,901,641
Average Spent	\$4,894.06	\$4,707.02	\$4,272.10
Spending Potential Index	148	142	129
Food at Home: Total \$	\$588,451,352	\$1,752,114,907	\$5,502,320,586
Average Spent	\$6,860.41	\$6,821.95	\$6,474.00
Spending Potential Index	139	139	132
Food Away from Home: Total \$	\$408,724,354	\$1,207,925,956	\$3,765,916,623
Average Spent	\$4,765.08	\$4,703.12	\$4,430.96
Spending Potential Index	143	141	133
Health Care: Total \$	\$429,117,048	\$1,256,469,532	\$3,742,666,048
Average Spent	\$5,002.82	\$4,892.13	\$4,403.60
Spending Potential Index	136	133	120
HH Furnishings & Equipment: Total \$	\$250,020,609	\$715,808,233	\$2,134,936,826
Average Spent	\$2,914.84	\$2,787.04	\$2,511.96
Spending Potential Index	132	126	114
Investments: Total \$	\$873,818,533	\$2,386,843,240	\$6,863,767,071
Average Spent	\$10,187.33	\$9,293.29	\$8,075.88
Spending Potential Index	218	199	173
Retail Goods: Total \$	\$2,957,119,873	\$8,642,306,157	\$26,260,744,078
Average Spent	\$34,475.31	\$33,649.25	\$30,898.26
Spending Potential Index	132	129	119
Shelter: Total \$	\$1,954,033,121	\$5,655,426,238	\$17,428,257,891
Average Spent	\$22,780.92	\$22,019.69	\$20,506.00
Spending Potential Index	160	154	144
TV/Video/Sound Equipment: Total \$	\$130,515,823	\$385,758,760	\$1,195,589,912
Average Spent	\$1,521.61	\$1,501.97	\$1,406.73
Spending Potential Index	139	138	129
Travel: Total \$	\$246,837,664	\$703,607,086	\$2,089,630,080
Average Spent	\$2,877.73	\$2,739.53	\$2,458.65
Spending Potential Index	161	153	137
Vehicle Maintenance & Repairs: Total \$	\$128,481,318	\$375,107,336	\$1,150,132,812
Average Spent	\$1,497.89	\$1,460.50	\$1,353.24
Spending Potential Index	140	136	126

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.