



Latitude: 43.014075  
Longitude: -78.205663

4160 Veterans Memorial  
Batavia, NY 14020  
Radius: 3.0 miles

4160 Veterans Memorial  
Batavia, NY 14020  
Radius: 5.0 miles

4160 Veterans Memorial  
Batavia, NY 14020  
Radius: 10.0 miles



	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
2000 Total Population	18,766	25,426	40,176
2000 Group Quarters	1,159	1,175	1,217
2005 Total Population	18,679	25,387	40,352
2010 Total Population	18,761	25,518	40,637
2005 - 2010 Annual Rate	0.09%	0.1%	0.14%



2000 Households	7,424	9,997	15,260
2000 Average Household Size	2.37	2.43	2.55
2005 Households	7,505	10,137	15,568
2005 Average Household Size	2.33	2.39	2.51
2010 Households	7,612	10,285	15,824
2010 Average Household Size	2.31	2.37	2.49
2005 - 2010 Annual Rate	0.28%	0.29%	0.33%
2000 Families	4,537	6,429	10,449
2000 Average Family Size	3.02	3.02	3.08
2005 Families	4,528	6,444	10,557
2005 Average Family Size	2.99	2.98	3.04
2010 Families	4,526	6,452	10,609
2010 Average Family Size	2.97	2.96	3.02
2005 - 2010 Annual Rate	-0.01%	0.02%	0.1%



<b>2000 Housing Units</b>	7,935	10,718	16,274
Owner Occupied Housing Units	54.8%	60.4%	66.7%
Renter Occupied Housing Units	38.7%	33.0%	27.1%
Vacant Housing Units	6.5%	6.6%	6.2%
<b>2005 Housing Units</b>	8,090	10,959	16,734
Owner Occupied Housing Units	56.6%	61.8%	67.9%
Renter Occupied Housing Units	36.2%	30.7%	25.2%
Vacant Housing Units	7.2%	7.5%	7.0%
<b>2010 Housing Units</b>	8,246	11,176	17,099
Owner Occupied Housing Units	56.8%	61.9%	67.9%
Renter Occupied Housing Units	35.6%	30.1%	24.7%
Vacant Housing Units	7.7%	8.0%	7.5%

**Median Household Income**

2000	\$33,672	\$35,779	\$39,308
2005	\$37,904	\$40,230	\$44,384
2010	\$42,024	\$44,820	\$49,129

**Median Home Value**

2000	\$78,012	\$78,455	\$79,986
2005	\$147,312	\$148,662	\$151,323
2010	\$196,483	\$198,353	\$202,361

**Per Capita Income**

2000	\$17,887	\$18,158	\$18,262
2005	\$20,687	\$20,944	\$21,198
2010	\$23,545	\$23,879	\$24,295

**Median Age**

2000	38.1	38.0	37.5
2005	38.9	39.3	39.0
2010	39.7	40.3	40.4

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	4160 Veterans Memorial	4160 Veterans Memorial	4160 Veterans Memorial
< \$15,000	7,377	10,010	15,316
\$15,000 - \$24,999	18.7%	17.0%	14.1%
\$25,000 - \$34,999	18.6%	16.8%	15.4%
\$35,000 - \$49,999	14.2%	15.0%	14.7%
\$50,000 - \$74,999	17.9%	18.7%	19.9%
\$75,000 - \$99,999	18.5%	19.4%	21.5%
\$100,000 - \$149,999	7.1%	7.5%	8.5%
\$150,000 - \$199,999	3.2%	3.6%	4.2%
\$200,000+	0.8%	0.9%	0.9%
Average Household Income	1.0%	0.9%	0.8%
	\$42,733	\$44,635	\$47,016

**2005 Households by Income**

Household Income Base	4160 Veterans Memorial	4160 Veterans Memorial	4160 Veterans Memorial
< \$15,000	7,506	10,137	15,568
\$15,000 - \$24,999	15.6%	14.2%	11.7%
\$25,000 - \$34,999	16.6%	15.1%	13.5%
\$35,000 - \$49,999	14.2%	14.1%	13.3%
\$50,000 - \$74,999	17.6%	18.0%	18.6%
\$75,000 - \$99,999	19.3%	20.5%	22.6%
\$100,000 - \$149,999	8.8%	9.5%	10.7%
\$150,000 - \$199,999	5.3%	5.8%	6.9%
\$200,000+	1.2%	1.4%	1.4%
Average Household Income	1.5%	1.5%	1.4%
	\$49,061	\$51,030	\$53,883

**2010 Households by Income**

Household Income Base	4160 Veterans Memorial	4160 Veterans Memorial	4160 Veterans Memorial
< \$15,000	7,613	10,285	15,827
\$15,000 - \$24,999	13.6%	12.4%	10.2%
\$25,000 - \$34,999	15.2%	13.9%	12.1%
\$35,000 - \$49,999	13.5%	12.9%	12.1%
\$50,000 - \$74,999	16.0%	16.4%	16.5%
\$75,000 - \$99,999	20.2%	21.4%	23.2%
\$100,000 - \$149,999	10.4%	10.9%	12.0%
\$150,000 - \$199,999	7.4%	8.1%	9.5%
\$200,000+	1.6%	1.9%	2.2%
Average Household Income	2.1%	2.2%	2.2%
	\$55,384	\$57,714	\$61,228

**2000 Owner Occupied HUs by Value**

Total	4160 Veterans Memorial	4160 Veterans Memorial	4160 Veterans Memorial
<\$50,000	4,372	6,474	10,905
\$50,000 - 99,999	8.7%	11.8%	11.5%
\$100,000 - 149,999	68.9%	64.5%	63.3%
\$150,000 - 199,999	14.1%	16.0%	17.6%
\$200,000 - \$299,999	5.1%	4.8%	4.6%
\$300,000 - 499,999	3.0%	2.8%	2.3%
\$500,000 - 999,999	0.1%	0.1%	0.3%
\$1,000,000+	0.0%	0.1%	0.3%
Average Home Value	0.0%	0.0%	0.0%
	\$87,432	\$86,974	\$90,361

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

Total	4160 Veterans Memorial	4160 Veterans Memorial	4160 Veterans Memorial
With Cash Rent	3,010	3,482	4,301
No Cash Rent	94.7%	93.7%	91.7%
Median Rent	5.3%	6.3%	8.3%
Average Rent	\$435	\$435	\$434
	\$422	\$421	\$420

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	18,765	25,425	40,177
0 - 4	5.9%	5.9%	5.9%
5 - 9	6.6%	6.8%	7.1%
10 - 14	6.8%	7.1%	7.7%
15 - 24	12.7%	12.5%	12.5%
25 - 34	13.4%	13.0%	12.6%
35 - 44	15.6%	16.0%	16.7%
45 - 54	12.4%	12.9%	13.4%
55 - 64	8.5%	8.8%	9.0%
65 - 74	7.4%	7.5%	7.3%
75 - 84	7.5%	6.8%	5.8%
85+	3.2%	2.7%	2.0%
18+	76.4%	75.8%	74.5%

**2005 Population by Age**

Total	18,678	25,389	40,354
0 - 4	6.3%	6.2%	6.2%
5 - 9	5.5%	5.7%	5.9%
10 - 14	6.4%	6.6%	7.2%
15 - 24	14.5%	14.1%	13.9%
25 - 34	12.3%	11.7%	11.2%
35 - 44	14.1%	14.5%	15.1%
45 - 54	13.9%	14.5%	15.2%
55 - 64	10.0%	10.4%	10.5%
65 - 74	6.6%	6.9%	6.8%
75 - 84	6.8%	6.4%	5.6%
85+	3.6%	3.0%	2.3%
18+	77.7%	77.3%	76.3%

**2010 Population by Age**

Total	18,762	25,520	40,637
0 - 4	6.3%	6.2%	6.2%
5 - 9	5.4%	5.5%	5.7%
10 - 14	5.6%	5.9%	6.4%
15 - 24	14.0%	13.5%	13.4%
25 - 34	13.5%	12.8%	12.2%
35 - 44	12.4%	12.7%	13.1%
45 - 54	14.5%	15.2%	16.0%
55 - 64	11.4%	11.9%	12.4%
65 - 74	7.0%	7.2%	7.1%
75 - 84	6.0%	5.7%	5.1%
85+	3.9%	3.3%	2.6%
18+	78.9%	78.5%	77.6%

**2000 Population by Sex**

Males	48.2%	48.4%	49.0%
Females	51.8%	51.6%	51.0%

**2005 Population by Sex**

Males	48.8%	48.7%	49.3%
Females	51.2%	51.3%	50.7%

**2010 Population by Sex**

Males	49.0%	48.9%	49.5%
Females	51.0%	51.1%	50.5%

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	18,766	25,427	40,177
White Alone	91.0%	92.5%	94.1%
Black Alone	4.8%	3.8%	2.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	1.0%	0.8%	0.6%
Some Other Race Alone	1.0%	1.0%	0.9%
Two or More Races	1.8%	1.5%	1.2%
Hispanic Origin	2.2%	2.1%	1.8%
Diversity Index	20.7	17.7	14.4

**2005 Population by Race/Ethnicity**

Total	18,679	25,388	40,352
White Alone	90.5%	92.2%	93.9%
Black Alone	5.1%	4.0%	2.8%
American Indian Alone	0.5%	0.4%	0.5%
Asian or Pacific Islander Alone	1.0%	0.8%	0.6%
Some Other Race Alone	1.0%	1.1%	0.9%
Two or More Races	1.9%	1.5%	1.3%
Hispanic Origin	2.4%	2.2%	1.9%
Diversity Index	21.6	18.5	15.0

**2010 Population by Race/Ethnicity**

Total	18,762	25,517	40,636
White Alone	90.1%	91.8%	93.6%
Black Alone	5.3%	4.2%	3.0%
American Indian Alone	0.5%	0.4%	0.5%
Asian or Pacific Islander Alone	1.1%	0.8%	0.7%
Some Other Race Alone	1.1%	1.1%	1.0%
Two or More Races	1.9%	1.6%	1.4%
Hispanic Origin	2.5%	2.3%	2.0%
Diversity Index	22.4	19.4	15.7



**2000 Population 3+ by School Enrollment**

Total	18,122	24,652	38,948
Enrolled in Nursery/Preschool	2.1%	2.0%	1.9%
Enrolled in Kindergarten	1.1%	1.4%	1.5%
Enrolled in Grade 1-8	11.2%	11.5%	12.5%
Enrolled in Grade 9-12	5.8%	6.0%	6.5%
Enrolled in College	4.9%	4.6%	4.3%
Enrolled in Grad/Prof School	0.6%	0.5%	0.6%
Not Enrolled in School	74.2%	73.9%	72.7%

**2000 Population 25+ by Educational Attainment**

Total	12,710	17,212	26,833
Less than 9th Grade	7.2%	6.8%	5.6%
9th - 12th Grade, No Diploma	12.5%	12.0%	11.0%
High School Graduate	34.6%	35.8%	37.8%
Some College, No Degree	16.7%	16.9%	17.6%
Associate Degree	11.2%	11.6%	11.8%
Bachelor's Degree	10.9%	10.5%	10.1%
Master's/Prof/Doctorate Degree	6.9%	6.4%	6.1%

**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 2005 and 2010.



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**2000 Population 15+ by Sex and Marital Status**

Total	15,149	20,447	31,880
Females	52.0%	51.6%	51.2%
Never Married	12.5%	11.7%	11.0%
Married, not Separated	22.9%	24.7%	27.0%
Married, Separated	1.6%	1.6%	1.4%
Widowed	9.3%	8.4%	7.0%
Divorced	5.6%	5.2%	4.8%
Males	48.0%	48.4%	48.8%
Never Married	14.9%	14.5%	13.8%
Married, not Separated	24.9%	26.1%	27.8%
Married, Separated	1.3%	1.1%	1.0%
Widowed	1.9%	1.8%	1.7%
Divorced	5.0%	4.8%	4.4%



**2000 Population 16+ by Employment Status**

Total	14,869	20,066	31,292
In Labor Force	59.9%	62.0%	64.9%
Civilian Employed	56.9%	59.1%	61.9%
Civilian Unemployed	2.9%	2.8%	2.8%
In Armed Forces	0.1%	0.1%	0.2%
Not in Labor Force	40.1%	38.0%	35.1%

**2005 Civilian Population 16+ in Labor Force**

Civilian Employed	94.4%	94.7%	95.0%
Civilian Unemployed	5.6%	5.3%	5.0%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	94.9%	95.2%	95.5%
Civilian Unemployed	5.1%	4.8%	4.5%

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

Total	7,749	10,393	16,060
Own Children < 6 Only	6.5%	6.4%	6.5%
Employed/in Armed Forces	4.0%	4.0%	4.3%
Unemployed	0.7%	0.6%	0.4%
Not in Labor Force	1.8%	1.9%	1.8%
Own Children < 6 and 6-17 Only	4.9%	5.4%	5.7%
Employed/in Armed Forces	2.7%	3.3%	3.7%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	2.1%	2.0%	1.9%
Own Children 6-17 Only	16.5%	16.9%	18.0%
Employed/in Armed Forces	13.0%	13.7%	14.5%
Unemployed	0.7%	0.5%	0.6%
Not in Labor Force	2.9%	2.7%	2.9%
No Own Children < 18	72.2%	71.3%	69.8%
Employed/in Armed Forces	31.8%	32.9%	33.8%
Unemployed	1.2%	1.4%	1.5%
Not in Labor Force	39.2%	37.0%	34.4%

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**

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	8,080	11,406	18,794
Agriculture/Mining	1.0%	2.2%	3.8%
Construction	4.6%	5.5%	6.1%
Manufacturing	12.6%	13.0%	14.2%
Wholesale Trade	3.9%	4.2%	4.4%
Retail Trade	11.6%	11.4%	11.1%
Transportation/Utilities	2.8%	3.0%	3.5%
Information	2.1%	2.0%	1.8%
Finance/Insurance/Real Estate	3.3%	3.2%	3.3%
Services	53.0%	50.3%	46.7%
Public Administration	5.2%	5.1%	5.1%

**2005 Employed Population 16+ by Occupation**

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	8,078	11,408	18,794
White Collar	55.0%	54.2%	53.6%
Management/Business/Financial	8.9%	9.1%	9.6%
Professional	24.0%	23.2%	22.0%
Sales	10.4%	10.0%	9.8%
Administrative Support	11.6%	11.9%	12.3%
Services	24.1%	22.6%	20.5%
Blue Collar	20.9%	23.2%	25.9%
Farming/Forestry/Fishing	0.4%	0.9%	1.5%
Construction/Extraction	4.3%	4.8%	5.2%
Installation/Maintenance/Repair	2.6%	3.3%	4.1%
Production	8.4%	8.3%	8.7%
Transportation/Material Moving	5.1%	5.8%	6.2%



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

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	8,235	11,595	18,968
Drove Alone - Car, Truck, or Van	77.8%	79.7%	81.5%
Carpooled - Car, Truck, or Van	11.8%	11.0%	10.2%
Public Transportation	0.3%	0.3%	0.3%
Walked	6.1%	4.9%	3.9%
Other Means	1.7%	1.4%	1.2%
Worked at Home	2.2%	2.6%	2.9%

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

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	8,233	11,597	18,968
Did Not Work at Home	97.8%	97.4%	97.1%
Less than 5 minutes	10.2%	8.4%	6.9%
5 to 9 minutes	27.6%	23.5%	18.4%
10 to 19 minutes	27.3%	31.6%	32.2%
20 to 24 minutes	4.9%	5.8%	8.8%
25 to 34 minutes	8.5%	8.7%	9.6%
35 to 44 minutes	6.3%	6.2%	6.8%
45 to 59 minutes	10.4%	9.9%	10.4%
60 to 89 minutes	1.5%	2.3%	2.8%
90 or more minutes	0.9%	0.9%	1.0%
Worked at Home	2.2%	2.6%	2.9%
Average Travel Time to Work (in min)	18.5	19.3	21.0

**2000 Households by Vehicles Available**

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	7,404	9,990	15,307
None	12.4%	10.7%	8.4%
1	41.9%	39.8%	35.2%
2	35.4%	37.3%	40.3%
3	7.9%	9.2%	11.5%
4	1.5%	2.2%	3.5%
5+	0.7%	0.9%	1.2%
Average Number of Vehicles Available	1.5	1.6	1.7

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**

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	7,425	9,996	15,260
Family Households	61.1%	64.3%	68.5%
Married-couple Family	44.1%	48.3%	53.8%
With Related Children	19.7%	21.6%	24.8%
Other Family (No Spouse)	17.0%	16.0%	14.7%
With Related Children	11.5%	10.6%	9.6%
Nonfamily Households	38.9%	35.7%	31.5%
Householder Living Alone	32.6%	29.6%	25.8%
Householder Not Living Alone	6.3%	6.1%	5.7%
Households with Related Children	31.1%	32.3%	34.4%
Households with Persons 65+	30.0%	29.1%	27.2%

**2000 Households by Size**

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	7,424	9,997	15,260
1 Person Household	32.6%	29.6%	25.8%
2 Person Household	31.4%	32.5%	33.1%
3 Person Household	15.3%	15.5%	16.0%
4 Person Household	12.8%	13.8%	15.0%
5 Person Household	5.3%	5.9%	7.0%
6 Person Household	1.6%	1.7%	2.0%
7+ Person Household	0.9%	1.0%	1.1%

**2000 Households by Year Householder Moved In**

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	7,405	9,989	15,308
Moved in 1999 to March 2000	18.0%	16.1%	14.1%
Moved in 1995 to 1998	23.6%	23.2%	22.0%
Moved in 1990 to 1994	15.8%	15.5%	15.9%
Moved in 1980 to 1989	17.7%	19.5%	19.7%
Moved in 1970 to 1979	8.7%	9.8%	11.8%
Moved in 1969 or Earlier	16.2%	15.9%	16.4%
Median Year Householder Moved In	1992	1992	1991



**2000 Housing Units by Units in Structure**

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	7,923	10,705	16,345
1, Detached	55.8%	59.3%	66.6%
1, Attached	2.1%	1.7%	1.6%
2	16.9%	14.6%	11.8%
3 or 4	7.4%	6.4%	5.4%
5 to 9	5.4%	4.2%	3.0%
10 to 19	2.5%	2.0%	1.4%
20+	6.7%	5.2%	3.5%
Mobile Home	3.2%	6.6%	6.8%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	4160 Veterans Memorial Batavia, NY 14020 Radius: 3.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 5.0 miles	4160 Veterans Memorial Batavia, NY 14020 Radius: 10.0 miles
Total	7,912	10,722	16,348
1999 to March 2000	0.2%	0.5%	0.7%
1995 to 1998	1.4%	1.7%	2.2%
1990 to 1994	3.2%	3.9%	4.4%
1980 to 1989	5.2%	6.5%	7.5%
1970 to 1979	11.0%	11.7%	12.6%
1969 or Earlier	79.1%	75.7%	72.7%
Median Year Structure Built	1943	1947	1949

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



Latitude: 43.014075  
Longitude: -78.205663

4160 Veterans Memorial  
Batavia, NY 14020  
Radius: 3.0 miles

4160 Veterans Memorial  
Batavia, NY 14020  
Radius: 5.0 miles

4160 Veterans Memorial  
Batavia, NY 14020  
Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Great Expectations	Great Expectations	Salt of the Earth
2.	Rustbelt Traditions	Salt of the Earth	Great Expectations
3.	Salt of the Earth	Rustbelt Traditions	Rustbelt Traditions



**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 \$	\$14,925,364	\$20,744,449	\$33,317,851
Average Spent	\$1,988.72	\$2,046.41	\$2,140.15
Spending Potential Index	72	74	78
Computers & Accessories: Total \$	\$1,480,709	\$2,039,754	\$3,252,788
Average Spent	\$197.30	\$201.22	\$208.94
Spending Potential Index	71	73	76
Education: Total \$	\$6,304,930	\$8,336,058	\$12,761,833
Average Spent	\$840.10	\$822.34	\$819.75
Spending Potential Index	79	77	77
Entertainment/Recreation: Total \$	\$16,534,188	\$23,459,813	\$38,429,408
Average Spent	\$2,203.09	\$2,314.28	\$2,468.49
Spending Potential Index	71	74	79
Food at Home: Total \$	\$25,732,334	\$36,148,930	\$58,369,739
Average Spent	\$3,428.69	\$3,566.04	\$3,749.34
Spending Potential Index	72	75	79
Food Away from Home: Total \$	\$17,259,631	\$24,002,197	\$38,490,480
Average Spent	\$2,299.75	\$2,367.78	\$2,472.41
Spending Potential Index	73	75	78
Health Care: Total \$	\$19,305,514	\$27,703,929	\$45,503,988
Average Spent	\$2,572.35	\$2,732.95	\$2,922.92
Spending Potential Index	74	79	84
HH Furnishings & Equipment: Total \$	\$11,027,810	\$15,550,444	\$25,358,480
Average Spent	\$1,469.40	\$1,534.03	\$1,628.88
Spending Potential Index	69	72	77
Investments: Total \$	\$42,344,311	\$55,356,983	\$85,230,695
Average Spent	\$5,642.15	\$5,460.88	\$5,474.74
Spending Potential Index	68	65	66
Retail Goods: Total \$	\$134,195,128	\$191,101,428	\$312,860,357
Average Spent	\$17,880.76	\$18,851.87	\$20,096.37
Spending Potential Index	71	75	80
Shelter: Total \$	\$72,010,930	\$99,198,506	\$158,268,176
Average Spent	\$9,595.06	\$9,785.79	\$10,166.25
Spending Potential Index	70	71	74
TV/Video/Sound Equipment: Total \$	\$5,658,973	\$7,883,116	\$12,647,978
Average Spent	\$754.03	\$777.66	\$812.43
Spending Potential Index	73	76	79
Travel: Total \$	\$9,649,324	\$13,467,985	\$21,797,742
Average Spent	\$1,285.72	\$1,328.60	\$1,400.16
Spending Potential Index	71	73	77
Vehicle Maintenance & Repairs: Total \$	\$5,464,910	\$7,713,117	\$12,524,385
Average Spent	\$728.17	\$760.89	\$804.50
Spending Potential Index	70	73	78

**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.