



Latitude: 44.0429
Longitude: -75.84

Watertown, NY
Radius: 3.0 miles

Watertown, NY
Radius: 5.0 miles

Watertown, NY
Radius: 10.0 miles



	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
2000 Total Population	17,297	23,763	64,184
2000 Group Quarters	4,610	4,639	6,389
2005 Total Population	18,271	24,802	65,200
2010 Total Population	18,317	24,838	64,857
2005 - 2010 Annual Rate	0.05%	0.03%	-0.11%



2000 Households	3,991	6,537	22,234
2000 Average Household Size	3.18	2.93	2.6
2005 Households	4,155	6,782	22,677
2005 Average Household Size	3.14	2.88	2.56
2010 Households	4,206	6,860	22,766
2010 Average Household Size	3.11	2.86	2.53
2005 - 2010 Annual Rate	0.24%	0.23%	0.08%
2000 Families	3,592	5,414	15,442
2000 Average Family Size	3.34	3.21	3.11
2005 Families	3,717	5,578	15,605
2005 Average Family Size	3.31	3.17	3.07
2010 Families	3,742	5,601	15,504
2010 Average Family Size	3.29	3.15	3.05
2005 - 2010 Annual Rate	0.13%	0.08%	-0.13%



2000 Housing Units	4,145	6,919	24,447
Owner Occupied Housing Units	19.4%	34.4%	44.0%
Renter Occupied Housing Units	77.0%	59.8%	46.9%
Vacant Housing Units	3.7%	5.8%	9.1%
2005 Housing Units	4,334	7,205	25,009
Owner Occupied Housing Units	21.3%	36.5%	46.1%
Renter Occupied Housing Units	74.6%	57.7%	44.6%
Vacant Housing Units	4.1%	5.9%	9.3%
2010 Housing Units	4,407	7,322	25,211
Owner Occupied Housing Units	21.4%	36.5%	46.1%
Renter Occupied Housing Units	74.0%	57.2%	44.2%
Vacant Housing Units	4.6%	6.3%	9.7%

Median Household Income

2000	\$33,208	\$33,951	\$32,348
2005	\$37,402	\$38,072	\$36,392
2010	\$41,462	\$42,132	\$40,392

Median Home Value

2000	\$68,464	\$65,743	\$65,807
2005	\$142,576	\$135,638	\$134,910
2010	\$190,417	\$181,352	\$180,243

Per Capita Income

2000	\$13,658	\$14,331	\$15,737
2005	\$14,458	\$15,599	\$17,815
2010	\$16,353	\$17,741	\$20,478

Median Age

2000	23.4	24.4	29.4
2005	23.4	24.4	29.4
2010	23.5	24.5	29.9

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	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
< \$15,000	4,030 8.8%	6,551 11.8%	22,291 20.3%
\$15,000 - \$24,999	22.3%	20.1%	18.0%
\$25,000 - \$34,999	22.1%	19.8%	15.3%
\$35,000 - \$49,999	23.7%	22.6%	19.0%
\$50,000 - \$74,999	15.9%	16.6%	16.7%
\$75,000 - \$99,999	4.7%	6.0%	6.3%
\$100,000 - \$149,999	2.0%	2.3%	3.0%
\$150,000 - \$199,999	0.2%	0.4%	0.6%
\$200,000+	0.4%	0.5%	0.7%
Average Household Income	\$38,862	\$40,206	\$40,420

2005 Households by Income

Household Income Base	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
< \$15,000	4,154 7.7%	6,782 10.3%	22,677 17.3%
\$15,000 - \$24,999	15.8%	14.9%	15.8%
\$25,000 - \$34,999	21.9%	19.5%	15.0%
\$35,000 - \$49,999	24.4%	22.6%	19.0%
\$50,000 - \$74,999	17.5%	18.2%	17.5%
\$75,000 - \$99,999	8.0%	8.7%	8.3%
\$100,000 - \$149,999	3.6%	4.6%	5.3%
\$150,000 - \$199,999	0.5%	0.6%	0.9%
\$200,000+	0.6%	0.7%	1.1%
Average Household Income	\$45,353	\$46,530	\$46,533

2010 Households by Income

Household Income Base	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
< \$15,000	4,208 6.8%	6,858 9.2%	22,769 15.4%
\$15,000 - \$24,999	12.7%	12.6%	14.4%
\$25,000 - \$34,999	18.1%	16.2%	13.4%
\$35,000 - \$49,999	24.6%	22.3%	18.0%
\$50,000 - \$74,999	20.8%	20.7%	18.6%
\$75,000 - \$99,999	9.1%	9.8%	9.7%
\$100,000 - \$149,999	6.1%	6.9%	7.2%
\$150,000 - \$199,999	0.9%	1.1%	1.7%
\$200,000+	0.9%	1.1%	1.7%
Average Household Income	\$51,270	\$52,796	\$53,162

2000 Owner Occupied HUs by Value

Total	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
<\$50,000	837 23.4%	2,416 29.9%	10,787 28.2%
\$50,000 - 99,999	57.9%	52.4%	54.5%
\$100,000 - 149,999	13.9%	14.1%	12.0%
\$150,000 - 199,999	4.4%	2.8%	3.1%
\$200,000 - \$299,999	0.4%	0.7%	1.8%
\$300,000 - 499,999	0.0%	0.0%	0.3%
\$500,000 - 999,999	0.0%	0.0%	0.1%
\$1,000,000+	0.0%	0.0%	0.0%
Average Home Value	\$73,695	\$71,398	\$74,653

2000 Specified Renter Occupied HUs by Contract Rent

Total	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
3,160	3,160	4,094	11,357
With Cash Rent	36.2%	46.6%	74.2%
No Cash Rent	63.8%	53.4%	25.8%
Median Rent	\$496	\$458	\$394
Average Rent	\$511	\$459	\$381

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

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	17,298	23,761	64,185
0 - 4	11.5%	10.4%	8.4%
5 - 9	8.1%	8.2%	7.6%
10 - 14	5.4%	6.0%	6.9%
15 - 24	32.8%	27.8%	19.0%
25 - 34	24.0%	21.5%	17.2%
35 - 44	11.0%	12.5%	14.7%
45 - 54	3.6%	6.1%	10.1%
55 - 64	1.8%	3.5%	6.0%
65 - 74	1.2%	2.4%	4.9%
75 - 84	0.5%	1.3%	3.6%
85+	0.1%	0.4%	1.5%
18+	72.6%	72.3%	73.2%

2005 Population by Age

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	18,271	24,800	65,198
0 - 4	11.7%	10.6%	8.6%
5 - 9	7.1%	7.0%	6.6%
10 - 14	5.2%	5.9%	6.5%
15 - 24	34.2%	29.1%	20.1%
25 - 34	23.9%	21.4%	16.8%
35 - 44	10.2%	11.5%	13.6%
45 - 54	4.0%	6.6%	10.9%
55 - 64	2.1%	4.0%	7.3%
65 - 74	1.1%	2.2%	4.4%
75 - 84	0.5%	1.3%	3.6%
85+	0.2%	0.4%	1.7%
18+	73.8%	73.6%	74.7%

2010 Population by Age

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	18,316	24,837	64,858
0 - 4	11.9%	10.8%	8.6%
5 - 9	6.8%	6.7%	6.2%
10 - 14	5.0%	5.5%	6.0%
15 - 24	34.5%	29.4%	20.0%
25 - 34	23.8%	21.4%	16.9%
35 - 44	9.2%	10.3%	12.0%
45 - 54	4.5%	7.2%	11.5%
55 - 64	2.6%	4.9%	8.9%
65 - 74	1.0%	2.2%	4.6%
75 - 84	0.6%	1.3%	3.4%
85+	0.2%	0.4%	1.9%
18+	74.0%	74.2%	75.6%

2000 Population by Sex

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Males	60.6%	57.7%	52.3%
Females	39.4%	42.3%	47.7%

2005 Population by Sex

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Males	61.3%	58.3%	52.8%
Females	38.7%	41.7%	47.2%

2010 Population by Sex

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Males	61.2%	58.3%	52.9%
Females	38.8%	41.7%	47.1%

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	17,298	23,764	64,184
White Alone	68.4%	74.3%	84.5%
Black Alone	17.4%	14.0%	8.0%
American Indian Alone	0.8%	0.8%	0.6%
Asian or Pacific Islander Alone	2.7%	2.3%	1.5%
Some Other Race Alone	6.6%	5.2%	2.9%
Two or More Races	4.0%	3.4%	2.5%
Hispanic Origin	11.8%	9.5%	5.5%
Diversity Index	60.5	52.6	35.5

2005 Population by Race/Ethnicity

Total	18,272	24,803	65,199
White Alone	64.8%	71.0%	82.1%
Black Alone	18.7%	15.2%	8.9%
American Indian Alone	0.9%	0.8%	0.7%
Asian or Pacific Islander Alone	3.3%	2.8%	1.9%
Some Other Race Alone	7.7%	6.2%	3.5%
Two or More Races	4.6%	4.0%	3.0%
Hispanic Origin	13.9%	11.3%	6.8%
Diversity Index	65.3	57.8	40.4

2010 Population by Race/Ethnicity

Total	18,317	24,837	64,858
White Alone	60.6%	67.3%	79.4%
Black Alone	20.1%	16.4%	9.8%
American Indian Alone	0.9%	0.9%	0.7%
Asian or Pacific Islander Alone	3.9%	3.4%	2.3%
Some Other Race Alone	9.1%	7.3%	4.2%
Two or More Races	5.3%	4.6%	3.6%
Hispanic Origin	16.3%	13.4%	8.2%
Diversity Index	70.3	63.1	45.6



2000 Population 3+ by School Enrollment

Total	16,197	22,369	61,024
Enrolled in Nursery/Preschool	2.2%	2.0%	1.7%
Enrolled in Kindergarten	1.9%	1.9%	1.6%
Enrolled in Grade 1-8	11.4%	12.1%	12.4%
Enrolled in Grade 9-12	4.1%	4.6%	5.7%
Enrolled in College	7.0%	6.4%	5.0%
Enrolled in Grad/Prof School	0.6%	0.5%	0.6%
Not Enrolled in School	72.8%	72.5%	72.9%

2000 Population 25+ by Educational Attainment

Total	7,328	11,307	37,291
Less than 9th Grade	1.4%	2.1%	4.2%
9th - 12th Grade, No Diploma	4.6%	7.3%	11.4%
High School Graduate	25.4%	29.7%	34.3%
Some College, No Degree	40.3%	34.5%	23.8%
Associate Degree	10.0%	9.9%	10.1%
Bachelor's Degree	13.0%	11.1%	9.8%
Master's/Prof/Doctorate Degree	5.3%	5.4%	6.3%

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

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	13,049	17,959	49,581
Females	36.3%	40.3%	47.6%
Never Married	7.0%	8.0%	10.3%
Married, not Separated	26.3%	27.2%	26.3%
Married, Separated	0.4%	0.6%	1.6%
Widowed	0.8%	1.8%	4.7%
Divorced	1.8%	2.7%	4.7%
Males	63.7%	59.7%	52.4%
Never Married	28.6%	24.1%	18.1%
Married, not Separated	30.0%	30.0%	27.6%
Married, Separated	1.8%	1.9%	1.8%
Widowed	0.1%	0.2%	0.8%
Divorced	3.2%	3.5%	4.2%



2000 Population 16+ by Employment Status

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	12,901	17,725	48,813
In Labor Force	81.8%	77.1%	66.1%
Civilian Employed	22.3%	30.5%	43.2%
Civilian Unemployed	3.2%	3.6%	4.3%
In Armed Forces	56.3%	43.1%	18.7%
Not in Labor Force	18.2%	22.9%	33.9%

2005 Civilian Population 16+ in Labor Force

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Civilian Employed	91.8%	92.9%	93.9%
Civilian Unemployed	8.2%	7.1%	6.1%

2010 Civilian Population 16+ in Labor Force

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Civilian Employed	92.6%	93.5%	94.5%
Civilian Unemployed	7.4%	6.5%	5.5%

2000 Females 16+ by Employment Status and Age of Children

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	4,645	7,105	23,205
Own Children < 6 Only	23.1%	18.1%	11.5%
Employed/in Armed Forces	7.7%	6.6%	5.3%
Unemployed	1.9%	1.4%	0.9%
Not in Labor Force	13.5%	10.1%	5.4%
Own Children < 6 and 6-17 Only	12.1%	10.4%	7.6%
Employed/in Armed Forces	5.3%	5.0%	4.2%
Unemployed	0.5%	0.5%	0.4%
Not in Labor Force	6.2%	4.9%	3.0%
Own Children 6-17 Only	18.9%	18.9%	17.8%
Employed/in Armed Forces	11.4%	11.9%	12.3%
Unemployed	1.6%	1.3%	1.0%
Not in Labor Force	5.9%	5.7%	4.6%
No Own Children < 18	46.0%	52.6%	63.0%
Employed/in Armed Forces	29.3%	29.9%	29.4%
Unemployed	2.2%	2.1%	2.1%
Not in Labor Force	14.5%	20.6%	31.5%

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

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	3,222	6,008	23,510
Agriculture/Mining	1.9%	2.2%	1.8%
Construction	3.4%	4.5%	4.9%
Manufacturing	4.4%	6.8%	7.3%
Wholesale Trade	3.1%	3.2%	3.2%
Retail Trade	15.9%	15.0%	14.7%
Transportation/Utilities	3.1%	3.3%	3.3%
Information	0.9%	1.4%	2.6%
Finance/Insurance/Real Estate	4.0%	3.7%	3.7%
Services	53.2%	49.6%	49.1%
Public Administration	10.1%	10.3%	9.4%

2005 Employed Population 16+ by Occupation

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	3,220	6,008	23,508
White Collar	57.8%	56.4%	56.4%
Management/Business/Financial	11.0%	11.0%	10.5%
Professional	20.3%	19.4%	20.3%
Sales	13.8%	13.3%	13.2%
Administrative Support	12.7%	12.7%	12.4%
Services	26.4%	24.3%	23.1%
Blue Collar	15.9%	19.3%	20.5%
Farming/Forestry/Fishing	1.0%	0.9%	0.7%
Construction/Extraction	3.0%	3.6%	3.9%
Installation/Maintenance/Repair	3.3%	3.9%	4.3%
Production	2.9%	4.8%	5.2%
Transportation/Material Moving	5.7%	6.1%	6.3%



2000 Workers 16+ by Means of Transportation to Work

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	9,836	12,684	29,560
Drove Alone - Car, Truck, or Van	55.8%	61.2%	71.5%
Carpooled - Car, Truck, or Van	11.3%	11.5%	11.6%
Public Transportation	0.7%	0.7%	1.1%
Walked	25.2%	20.0%	11.1%
Other Means	1.2%	1.0%	0.9%
Worked at Home	5.9%	5.5%	3.8%

2000 Workers 16+ by Travel Time to Work

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	9,836	12,684	29,561
Did Not Work at Home	94.1%	94.5%	96.2%
Less than 5 minutes	17.4%	14.5%	9.9%
5 to 9 minutes	27.8%	24.6%	22.3%
10 to 19 minutes	35.8%	38.0%	39.9%
20 to 24 minutes	6.5%	8.7%	10.9%
25 to 34 minutes	2.6%	4.0%	7.1%
35 to 44 minutes	0.7%	1.0%	1.5%
45 to 59 minutes	1.0%	1.2%	1.3%
60 to 89 minutes	1.3%	1.3%	1.6%
90 or more minutes	1.0%	1.2%	1.8%
Worked at Home	5.9%	5.5%	3.8%
Average Travel Time to Work (in min)	11.8	13.2	15.8

2000 Households by Vehicles Available

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	4,003	6,540	22,245
None	4.7%	5.7%	12.2%
1	38.1%	37.7%	40.3%
2	51.4%	48.7%	39.0%
3	4.5%	6.3%	6.7%
4	1.0%	1.3%	1.4%
5+	0.2%	0.4%	0.4%
Average Number of Vehicles Available	1.6	1.6	1.5

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



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2000 Households by Type

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	3,990	6,537	22,234
Family Households	90.0%	82.8%	69.4%
Married-couple Family	80.5%	70.9%	54.0%
With Related Children	56.3%	45.2%	29.5%
Other Family (No Spouse)	9.6%	11.9%	15.5%
With Related Children	8.0%	9.2%	11.4%
Nonfamily Households	10.0%	17.2%	30.6%
Householder Living Alone	7.8%	13.6%	25.1%
Householder Not Living Alone	2.2%	3.6%	5.4%
Households with Related Children	64.2%	54.3%	40.9%
Households with Persons 65+	5.6%	10.9%	20.0%

2000 Households by Size

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	3,991	6,537	22,234
1 Person Household	7.8%	13.6%	25.1%
2 Person Household	27.6%	29.7%	30.6%
3 Person Household	26.6%	23.3%	18.5%
4 Person Household	24.6%	21.3%	16.0%
5 Person Household	9.5%	8.5%	6.8%
6 Person Household	2.8%	2.6%	1.9%
7+ Person Household	1.1%	1.0%	0.9%

2000 Households by Year Householder Moved In

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	4,004	6,541	22,243
Moved in 1999 to March 2000	41.1%	34.5%	26.2%
Moved in 1995 to 1998	41.7%	35.5%	29.9%
Moved in 1990 to 1994	6.3%	9.7%	12.2%
Moved in 1980 to 1989	4.6%	9.1%	13.3%
Moved in 1970 to 1979	3.8%	6.1%	7.7%
Moved in 1969 or Earlier	2.4%	5.0%	10.7%
Median Year Householder Moved In	1998	1997	1996



2000 Housing Units by Units in Structure

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	4,150	6,937	24,460
1, Detached	19.7%	33.3%	43.8%
1, Attached	22.5%	15.4%	5.8%
2	9.2%	7.9%	12.5%
3 or 4	32.5%	22.1%	15.2%
5 to 9	10.1%	8.5%	7.6%
10 to 19	0.5%	0.6%	1.8%
20+	0.7%	1.6%	5.3%
Mobile Home	4.8%	10.5%	7.8%
Other	0.0%	0.1%	0.1%

2000 Housing Units by Year Structure Built

	Watertown, NY Radius: 3.0 miles	Watertown, NY Radius: 5.0 miles	Watertown, NY Radius: 10.0 miles
Total	4,154	6,921	24,443
1999 to March 2000	0.6%	1.2%	0.9%
1995 to 1998	7.1%	6.2%	3.8%
1990 to 1994	24.6%	18.7%	8.8%
1980 to 1989	41.2%	32.2%	18.4%
1970 to 1979	9.1%	12.1%	10.0%
1969 or Earlier	17.3%	29.7%	58.1%
Median Year Structure Built	1986	1983	1957

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



Latitude: 44.0429
Longitude: -75.84

Watertown, NY
Radius: 3.0 miles

Watertown, NY
Radius: 5.0 miles

Watertown, NY
Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Military Proximity	Aspiring Young Familie	Midland Crowd
2.	Aspiring Young Familie	Military Proximity	Great Expectations
3.	Midlife Junction	Midland Crowd	Aspiring Young Familie



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 \$	\$8,075,830	\$13,189,463	\$43,237,941
Average Spent	\$1,943.64	\$1,944.77	\$1,906.69
Spending Potential Index	70	70	69
Computers & Accessories: Total \$	\$864,168	\$1,382,582	\$4,354,668
Average Spent	\$207.98	\$203.86	\$192.03
Spending Potential Index	75	74	69
Education: Total \$	\$4,058,225	\$6,089,416	\$18,341,512
Average Spent	\$976.71	\$897.88	\$808.82
Spending Potential Index	92	85	76
Entertainment/Recreation: Total \$	\$8,355,082	\$14,084,404	\$47,263,597
Average Spent	\$2,010.85	\$2,076.73	\$2,084.21
Spending Potential Index	65	67	67
Food at Home: Total \$	\$13,571,409	\$22,378,700	\$74,687,755
Average Spent	\$3,266.28	\$3,299.72	\$3,293.55
Spending Potential Index	69	70	69
Food Away from Home: Total \$	\$9,478,314	\$15,436,823	\$50,299,431
Average Spent	\$2,281.18	\$2,276.15	\$2,218.08
Spending Potential Index	72	72	70
Health Care: Total \$	\$7,717,899	\$14,149,127	\$52,725,579
Average Spent	\$1,857.50	\$2,086.28	\$2,325.07
Spending Potential Index	53	60	67
HH Furnishings & Equipment: Total \$	\$5,662,625	\$9,552,512	\$31,735,121
Average Spent	\$1,362.85	\$1,408.51	\$1,399.44
Spending Potential Index	64	66	66
Investments: Total \$	\$17,491,611	\$30,255,285	\$110,637,557
Average Spent	\$4,209.77	\$4,461.12	\$4,878.84
Spending Potential Index	50	53	58
Retail Goods: Total \$	\$69,299,963	\$116,106,957	\$388,150,501
Average Spent	\$16,678.69	\$17,119.87	\$17,116.48
Spending Potential Index	67	68	68
Shelter: Total \$	\$38,956,332	\$63,823,408	\$209,068,110
Average Spent	\$9,375.77	\$9,410.71	\$9,219.39
Spending Potential Index	68	68	67
TV/Video/Sound Equipment: Total \$	\$3,067,378	\$5,007,909	\$16,426,919
Average Spent	\$738.24	\$738.41	\$724.39
Spending Potential Index	72	72	70
Travel: Total \$	\$4,576,506	\$7,830,709	\$26,843,153
Average Spent	\$1,101.45	\$1,154.63	\$1,183.72
Spending Potential Index	61	64	65
Vehicle Maintenance & Repairs: Total \$	\$3,006,589	\$4,940,682	\$16,100,125
Average Spent	\$723.61	\$728.50	\$709.98
Spending Potential Index	70	70	69

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.