

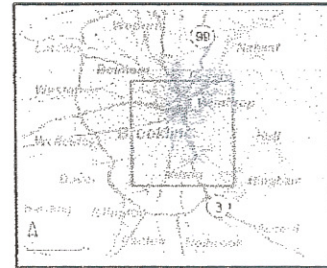
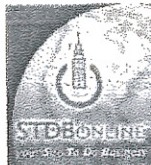
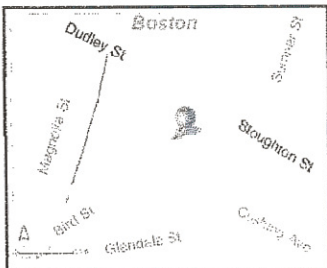
2/7/08

Site Map

541 Columbia Rd
Boston, MA 02125

Prepared By: Burt Barrett
February 7, 2008

Latitude 42.3159
Longitude -71.0663



2/7/08



Executive Summary

Prepared By: Burt Barrett

Site Type: Radius	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
2007 Population			
Total Population	56,286	345,122	721,054
Male Population	47.2%	48.4%	48.6%
Female Population	52.8%	51.6%	51.4%
Median Age	30.2	32.1	32.8
2007 Income			
Median HH Income	\$39,605	\$49,664	\$56,890
Per Capita Income	\$18,235	\$32,227	\$36,436
Average HH Income	\$52,719	\$75,749	\$85,681
2007 Households			
Total Households	19,339	142,851	298,964
Average Household Size	2.86	2.26	2.26
1990-2000 Annual Rate	0.4%	0.56%	0.56%
2007 Housing			
Owner Occupied Housing Units	27.7%	29.0%	34.0%
Renter Occupied Housing Units	64.4%	63.9%	60.3%
Vacant Housing Units	7.9%	7.0%	5.6%
Population			
1990 Population	55,083	342,492	701,595
2000 Population	57,351	350,347	726,826
2007 Population	56,286	345,122	721,054
2012 Population	55,413	340,995	715,942
1990-2000 Annual Rate	0.4%	0.23%	0.35%
2000-2007 Annual Rate	-0.3%	-0.24%	-0.13%
2007-2012 Annual Rate	-0.31%	-0.24%	-0.14%

In the identified market area, the current year population is 721,054. In 2000, the Census count in the market area was 726,826. The rate of change since 2000 was -0.13 percent annually. The five-year projection for the population in the market area is 715,942, representing a change of -0.14 percent annually from 2007 to 2012. Currently, the population is 48.6 percent male and 51.4 percent female.

Households	18,705	134,175	281,020
1990 Households	18,705	134,175	281,020
2000 Households	19,463	141,912	297,222
2007 Households	19,339	142,851	298,964
2012 Households	19,099	141,862	297,928
1990-2000 Annual Rate	0.4%	0.56%	0.56%
2000-2007 Annual Rate	-0.1%	0.11%	0.09%
2007-2012 Annual Rate	-0.25%	-0.14%	-0.07%

The household count in this market area has changed from 297,222 in 2000 to 298,964 in the current year, a change of 0.09 percent annually. The five-year projection of households is 297,928, a change of -0.07 percent annually from the current year total. Average household size is currently 2.26, compared to 2.29 in the year 2000. The number of families in the current year is 140,121 in the market area.

Housing

Currently, 34.0 percent of the 316,784 housing units in the market area are owner occupied; 60.3 percent, renter occupied; and 5.6 percent are vacant. In 2000, there were 311,851 housing units—32.5 percent owner occupied, 62.8 percent renter occupied and 4.7 percent vacant. The rate of change in housing units since 2000 is 0.22 percent. Median home value in the market area is \$432,775, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 2.2 percent annually to \$482,621. From 2000 to the current year, median home value changed by 9.22 percent annually.

2/7/08



Executive Summary

Prepared By: Burt Barrett

Site Type: Radius	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Median Household Income			
1990 Median HH Income	\$25,761	\$27,226	\$30,805
2000 Median HH Income	\$31,641	\$37,419	\$42,227
2007 Median HH Income	\$39,605	\$49,664	\$56,890
2012 Median HH Income	\$46,142	\$59,726	\$69,522
1990-2000 Annual Rate	2.08%	3.23%	3.2%
2000-2007 Annual Rate	3.66%	4.63%	4.88%
2007-2012 Annual Rate	3.1%	3.76%	4.09%
Per Capita Income			
1990 Per Capita Income	\$10,559	\$15,178	\$16,862
2000 Per Capita Income	\$14,345	\$23,299	\$25,677
2007 Per Capita Income	\$18,235	\$32,227	\$36,436
2012 Per Capita Income	\$21,799	\$41,053	\$46,982
1990-2000 Annual Rate	3.11%	4.36%	4.3%
2000-2007 Annual Rate	3.91%	5.33%	5.76%
2007-2012 Annual Rate	3.63%	4.96%	5.22%
Average Household Income			
1990 Average Household Income	\$30,767	\$37,611	\$40,866
2000 Average Household Income	\$40,948	\$55,972	\$61,117
2007 Average HH Income	\$52,719	\$75,749	\$85,681
2012 Average HH Income	\$62,856	\$96,292	\$110,396
1990-2000 Annual Rate	2.9%	4.06%	4.11%
2000-2007 Annual Rate	4.13%	4.96%	5.55%
2007-2012 Annual Rate	3.58%	4.92%	5.2%

Households by Income

Current median household income is \$56,890 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$69,522 in five years. In 2000, median household income was \$42,227, compared to \$30,805 in 1990.

Current average household income is \$85,681 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$110,396 in five years. In 2000, average household income was \$61,117, compared to \$40,866 in 1990.

Current per capita income is \$36,436 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$46,982 in five years. In 2000, the per capita income was \$25,677, compared to \$16,862 in 1990.

Population by Employment

Total Businesses	925	17,340	30,650
Total Employees	6,828	222,396	339,388

Currently, 90.6 percent of the civilian labor force in the identified market area is employed and 9.4 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 91.2 percent of the civilian labor force, and unemployment will be 8.8 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 64.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 71.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 18.0 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 11.0 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 41.2 percent of the market area population drove alone to work, and 3.0 percent worked at home. The average travel time to work in 2000 was 28.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 18.6 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 21.4 percent were high school graduates only (28.6 percent in the U.S.)
- 4.8 percent had completed an Associate degree (6.3 percent in the U.S.)
- 22.1 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 19.6 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)

2/7/08



Demographic and Income Profile

Prepared By: Burt Barrett

541 Columbia Rd
Boston, MA 02125

Site Type: Radius

Latitude 42.3159
Longitude -71.0663
Radius: 1.0 mile

Summary	2000	2007	2012
Population	57,351	56,286	55,413
Households	19,463	19,339	19,099
Families	12,852	12,610	12,262
Average Household Size	2.89	2.86	2.85
Owner Occupied HUs	5,423	5,816	5,721
Renter Occupied HUs	14,040	13,523	13,378
Median Age	29.8	30.2	30.7
Trends: 2007-2012 Annual Rate	Area	State	National
Population	-0.31%	0.38%	1.30%
Households	-0.25%	0.45%	1.33%
Families	-0.56%	0.19%	1.08%
Owner HHs	-0.33%	0.4%	1.41%
Median Household Income	3.1%	3.71%	3.32%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	5,027	25.8%	4,324	22.4%	3,795	19.9%
\$15,000 - \$24,999	2,914	14.9%	2,039	10.5%	1,590	8.3%
\$25,000 - \$34,999	2,631	13.5%	2,219	11.5%	2,070	10.8%
\$35,000 - \$49,999	3,223	16.5%	3,049	15.8%	2,723	14.3%
\$50,000 - \$74,999	3,084	15.8%	3,319	17.2%	3,335	17.5%
\$75,000 - \$99,999	1,417	7.3%	1,942	10.0%	1,948	10.2%
\$100,000 - \$149,999	825	4.2%	1,728	8.9%	2,544	13.3%
\$150,000 - \$199,000	212	1.1%	394	2.0%	556	2.9%
\$200,000+	163	0.8%	325	1.7%	539	2.8%
Median Household Income	\$31,641		\$39,605		\$46,142	
Average Household Income	\$40,948		\$52,719		\$62,856	
Per Capita Income	\$14,345		\$18,235		\$21,799	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,442	7.7%	4,489	8.0%	4,581	8.3%
5 - 9	5,178	9.0%	4,093	7.3%	4,172	7.5%
10 - 14	5,202	9.1%	4,789	8.5%	3,647	6.6%
15 - 19	4,860	8.5%	5,198	9.2%	4,561	8.2%
20 - 24	4,433	7.7%	4,828	8.6%	5,295	9.6%
25 - 34	9,499	16.6%	8,773	15.6%	8,938	16.1%
35 - 44	8,849	15.4%	8,167	14.5%	7,440	13.4%
45 - 54	6,399	11.2%	7,063	12.5%	7,016	12.7%
55 - 64	3,821	6.7%	4,565	8.1%	5,487	9.9%
65 - 74	2,621	4.6%	2,357	4.2%	2,378	4.3%
75 - 84	1,584	2.8%	1,396	2.5%	1,321	2.4%
85+	462	0.8%	564	1.0%	576	1.0%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,324	23.2%	11,278	20.0%	9,988	18.0%
Black Alone	25,185	43.9%	25,457	45.2%	25,375	45.8%
American Indian Alone	321	0.6%	291	0.5%	272	0.5%
Asian Alone	4,525	7.9%	5,390	9.6%	5,979	10.8%
Pacific Islander Alone	40	0.1%	41	0.1%	40	0.1%
Some Other Race Alone	9,487	16.5%	9,479	16.8%	9,505	17.2%
Two or More Races	4,469	7.8%	4,351	7.7%	4,254	7.7%
Hispanic Origin (Any Race)	10,108	17.6%	10,963	19.5%	11,573	20.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2/7/08



Demographic and Income Profile

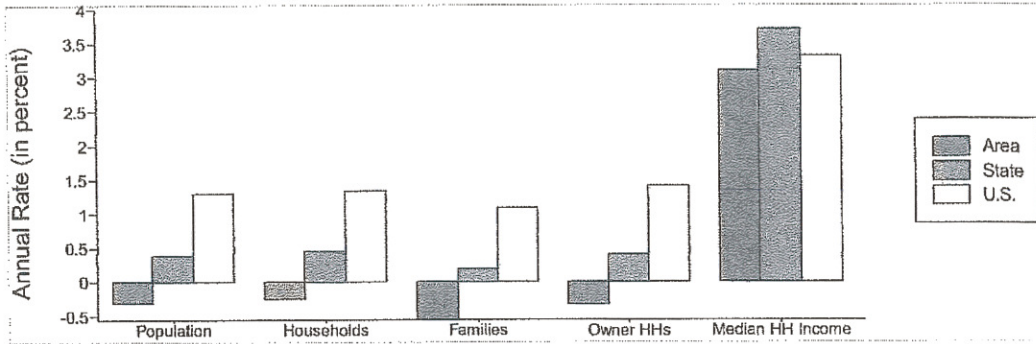
Prepared By: Burt Barrett

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Boston, MA 02125

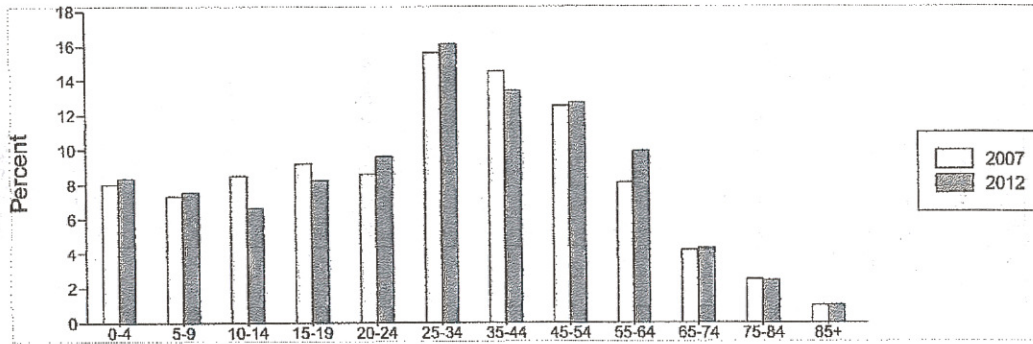
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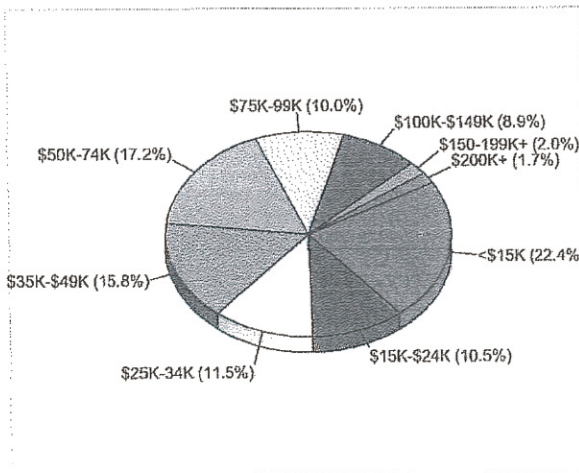
Trends 2007-2012



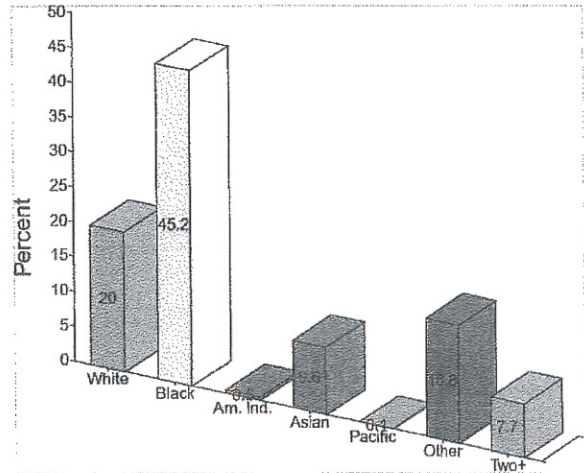
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 19.5%

2/7/08



Demographic and Income Profile

Prepared By: Burt Barrett

541 Columbia Rd
Boston, MA 02125

Site Type: Radius

Latitude 42.3159
Longitude -71.0663
Radius: 3.0 mile

Summary	2000	2007	2012
Population	350,347	345,122	340,995
Households	141,912	142,851	141,862
Families	67,674	66,764	64,894
Average Household Size	2.30	2.26	2.24
Owner Occupied HUs	41,523	44,609	43,888
Renter Occupied HUs	100,389	98,242	97,974
Median Age	30.8	32.1	33.3

Trends: 2007-2012 Annual Rate	Area	State	National
Population	-0.24%	0.38%	1.30%
Households	-0.14%	0.45%	1.33%
Families	-0.57%	0.19%	1.08%
Owner HHs	-0.33%	0.4%	1.41%
Median Household Income	3.76%	3.71%	3.32%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	33,866	23.9%	27,868	19.5%	24,028	16.9%
\$15,000 - \$24,999	16,732	11.8%	13,139	9.2%	10,607	7.5%
\$25,000 - \$34,999	16,371	11.5%	12,636	8.8%	11,770	8.3%
\$35,000 - \$49,999	20,804	14.7%	18,142	12.7%	15,289	10.8%
\$50,000 - \$74,999	22,868	16.1%	23,123	16.2%	22,123	15.6%
\$75,000 - \$99,999	13,015	9.2%	15,221	10.7%	14,271	10.1%
\$100,000 - \$149,999	10,262	7.2%	17,947	12.6%	22,053	15.5%
\$150,000 - \$199,000	3,424	2.4%	6,432	4.5%	8,581	6.0%
\$200,000+	4,537	3.2%	8,342	5.8%	13,140	9.3%
Median Household Income	\$37,419		\$49,664		\$59,726	
Average Household Income	\$55,972		\$75,749		\$96,292	
Per Capita Income	\$23,299		\$32,227		\$41,053	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	19,275	5.5%	19,254	5.6%	19,649	5.8%
5 - 9	21,559	6.2%	17,188	5.0%	17,242	5.1%
10 - 14	21,295	6.1%	20,134	5.8%	15,545	4.6%
15 - 19	29,024	8.3%	30,923	9.0%	28,104	8.2%
20 - 24	41,020	11.7%	35,976	10.4%	40,911	12.0%
25 - 34	70,652	20.2%	67,779	19.6%	59,132	17.3%
35 - 44	51,749	14.8%	52,435	15.2%	51,520	15.1%
45 - 54	38,591	11.0%	40,257	11.7%	42,504	12.5%
55 - 64	24,948	7.1%	29,855	8.7%	32,971	9.7%
65 - 74	17,429	5.0%	16,305	4.7%	17,655	5.2%
75 - 84	10,885	3.1%	10,614	3.1%	10,701	3.1%
85+	3,922	1.1%	4,402	1.3%	5,061	1.5%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	159,870	45.6%	142,522	41.3%	130,821	38.4%
Black Alone	112,517	32.1%	115,209	33.4%	115,939	34.0%
American Indian Alone	1,609	0.5%	1,517	0.4%	1,454	0.4%
Asian Alone	30,368	8.7%	37,303	10.8%	42,358	12.4%
Pacific Islander Alone	228	0.1%	243	0.1%	251	0.1%
Some Other Race Alone	29,414	8.4%	31,634	9.2%	33,290	9.8%
Two or More Races	16,340	4.7%	16,694	4.8%	16,881	5.0%
Hispanic Origin (Any Race)	48,982	14.0%	54,617	15.8%	58,688	17.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2/7/08



Demographic and Income Profile

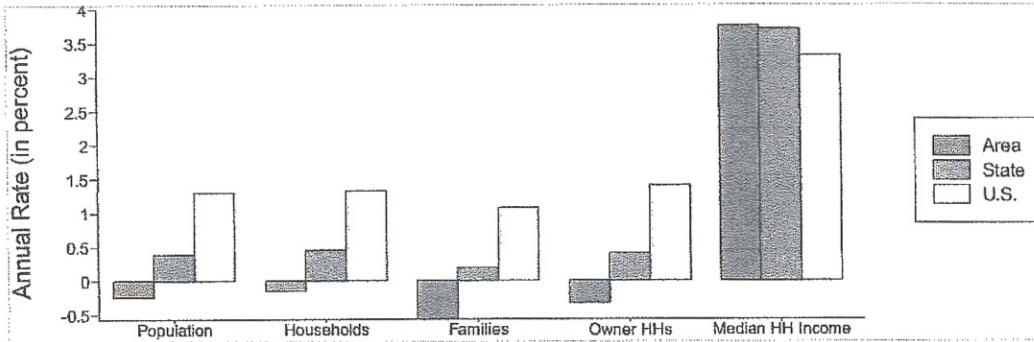
Prepared By: Burt Barrett

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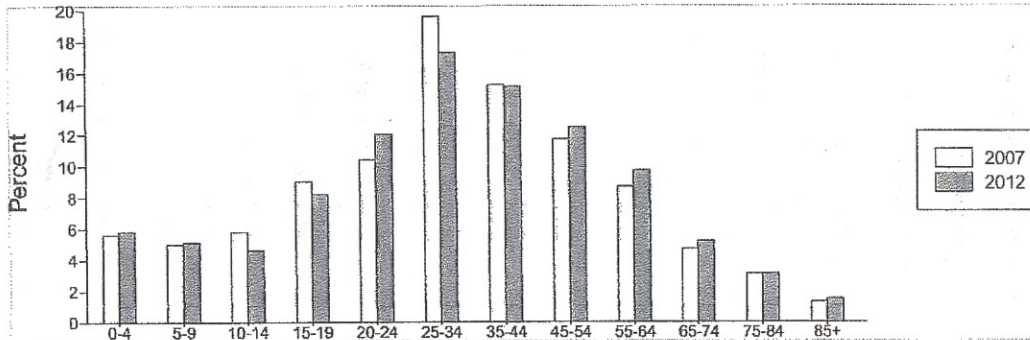
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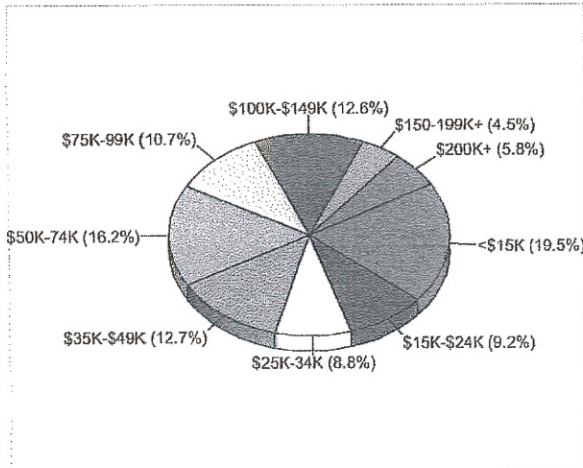
Trends 2007-2012



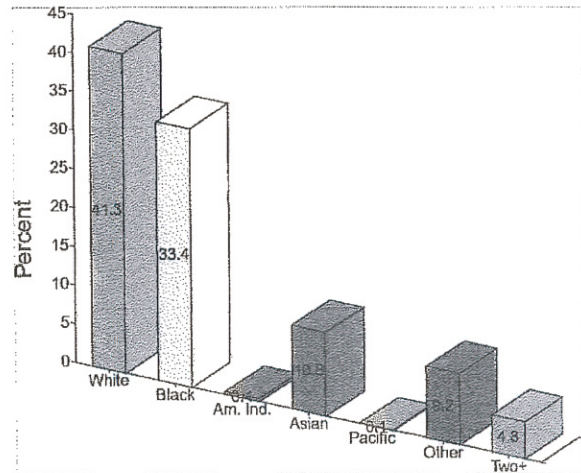
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 15.8%

2/7/08



Demographic and Income Profile

Prepared By: Burt Barrett

541 Columbia Rd
 Boston, MA 02125

Latitude 42.3159
 Longitude -71.0663
 Site Type: Radius
 Radius: 5.0 mile

Summary	2000	2007	2012
Population	726,826	721,054	715,942
Households	297,222	298,964	297,928
Families	141,866	140,121	136,770
Average Household Size	2.29	2.26	2.25
Owner Occupied HUs	101,303	107,854	106,721
Renter Occupied HUs	195,919	191,110	191,207
Median Age	31.4	32.8	34.2

Trends: 2007-2012 Annual Rate	Area	State	National
Population	-0.14%	0.38%	1.30%
Households	-0.07%	0.45%	1.33%
Families	-0.48%	0.19%	1.08%
Owner HHs	-0.21%	0.4%	1.41%
Median Household Income	4.09%	3.71%	3.32%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	61,010	20.5%	48,308	16.2%	40,741	13.7%
\$15,000 - \$24,999	32,255	10.8%	24,610	8.2%	19,596	6.6%
\$25,000 - \$34,999	32,649	11.0%	23,758	7.9%	21,698	7.3%
\$35,000 - \$49,999	43,628	14.7%	36,194	12.1%	29,249	9.8%
\$50,000 - \$74,999	51,265	17.2%	49,498	16.6%	46,415	15.6%
\$75,000 - \$99,999	31,120	10.5%	35,193	11.8%	32,016	10.7%
\$100,000 - \$149,999	26,054	8.8%	43,597	14.6%	50,320	16.9%
\$150,000 - \$199,000	8,472	2.8%	16,792	5.6%	23,642	7.9%
\$200,000+	10,970	3.7%	21,014	7.0%	34,252	11.5%
Median Household Income	\$42,227		\$56,890		\$69,522	
Average Household Income	\$61,117		\$85,681		\$110,396	
Per Capita Income	\$25,677		\$36,436		\$46,982	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	37,658	5.2%	37,533	5.2%	38,091	5.3%
5 - 9	39,083	5.4%	34,062	4.7%	32,901	4.6%
10 - 14	38,721	5.3%	37,039	5.1%	31,302	4.4%
15 - 19	53,572	7.4%	57,806	8.0%	52,581	7.3%
20 - 24	88,245	12.1%	72,151	10.0%	85,171	11.9%
25 - 34	156,463	21.5%	155,454	21.6%	128,488	17.9%
35 - 44	106,307	14.6%	109,976	15.3%	113,653	15.9%
45 - 54	80,992	11.1%	84,487	11.7%	89,383	12.5%
55 - 64	51,030	7.0%	62,551	8.7%	70,803	9.9%
65 - 74	38,169	5.3%	33,941	4.7%	36,456	5.1%
75 - 84	26,207	3.6%	24,446	3.4%	24,035	3.4%
85+	10,378	1.4%	11,609	1.6%	13,078	1.8%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	421,543	58.0%	383,220	53.1%	355,908	49.7%
Black Alone	156,258	21.5%	162,481	22.5%	165,183	23.1%
American Indian Alone	2,606	0.4%	2,535	0.4%	2,482	0.3%
Asian Alone	67,039	9.2%	85,567	11.9%	99,842	13.9%
Pacific Islander Alone	438	0.1%	470	0.1%	488	0.1%
Some Other Race Alone	48,258	6.6%	54,198	7.5%	58,361	8.2%
Two or More Races	30,684	4.2%	32,584	4.5%	33,679	4.7%
Hispanic Origin (Any Race)	90,112	12.4%	104,564	14.5%	114,599	16.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2/7/08



Demographic and Income Profile

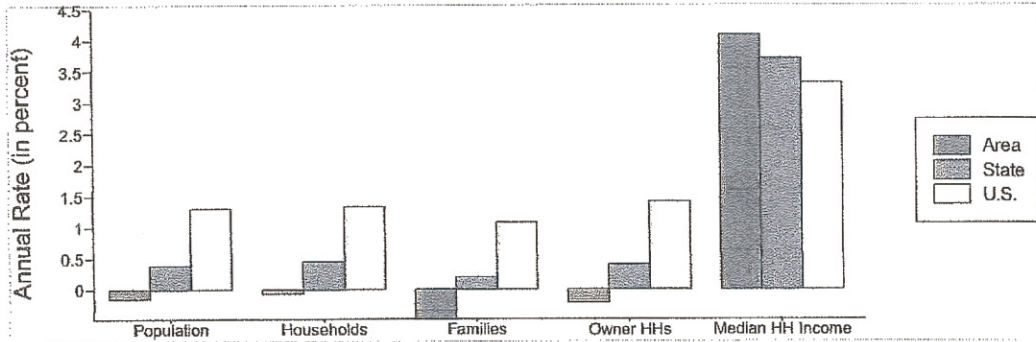
Prepared By: Burt Barrett

541 Columbia Rd
Boston, MA 02125

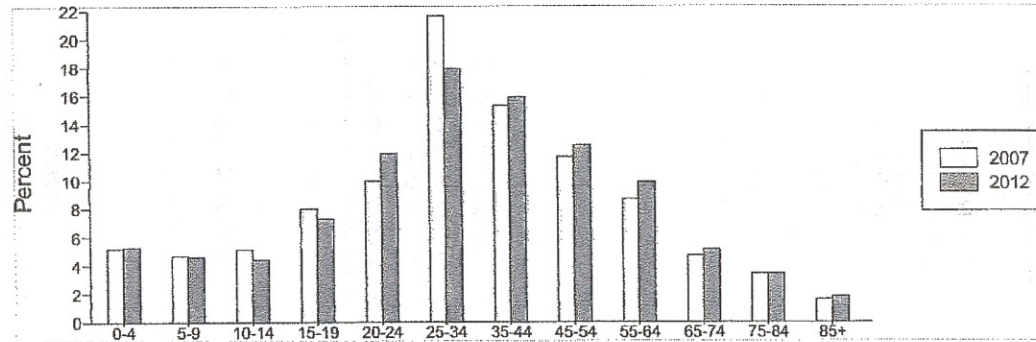
Site Type: Radius

Latitude 42.3159
Longitude -71.0663
Radius: 5.0 mile

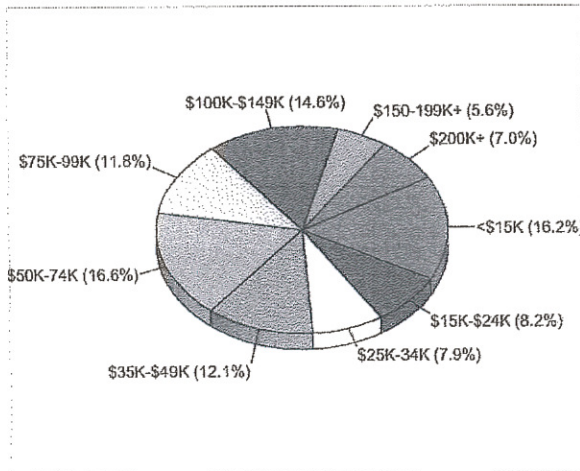
Trends 2007-2012



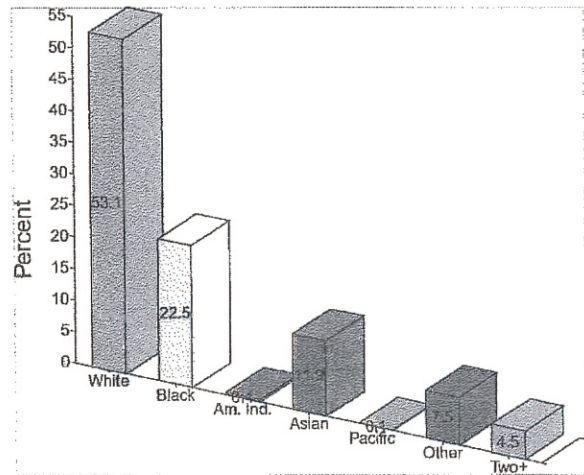
Population by Age



2007 Household Income



2007 Population by Race






2007 Percent Hispanic Origin: 14.5%

2/7/08



Market Profile

Prepared By: Burt Barrett

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Latitude	42.3159		
Longitude	-71.0663		
 2000 Total Population	57,351	350,347	726,826
2000 Group Quarters	1,052	24,056	46,534
2007 Total Population	56,286	345,122	721,054
2012 Total Population	55,413	340,995	715,942
2007 - 2012 Annual Rate	-0.31%	-0.24%	-0.14%
 2000 Households	19,463	141,912	297,222
2000 Average Household Size	2.89	2.3	2.29
2007 Households	19,339	142,851	298,964
2007 Average Household Size	2.86	2.26	2.26
2012 Households	19,099	141,862	297,928
2012 Average Household Size	2.85	2.24	2.25
2007 - 2012 Annual Rate	-0.25%	-0.14%	-0.07%
2000 Families	12,852	67,674	141,866
2000 Average Family Size	3.54	3.2	3.13
2007 Families	12,610	66,764	140,121
2007 Average Family Size	3.49	3.13	3.08
2012 Families	12,262	64,894	136,770
2012 Average Family Size	3.49	3.12	3.08
2007 - 2012 Annual Rate	-0.56%	-0.57%	-0.48%
 2000 Housing Units	20,947	150,949	311,851
Owner Occupied Housing Units	25.9%	27.5%	32.5%
Renter Occupied Housing Units	67.0%	66.5%	62.8%
Vacant Housing Units	7.1%	6.0%	4.7%
2007 Housing Units	21,004	153,666	316,784
Owner Occupied Housing Units	27.7%	29.0%	34.0%
Renter Occupied Housing Units	64.4%	63.9%	60.3%
Vacant Housing Units	7.9%	7.0%	5.6%
2012 Housing Units	21,116	155,134	319,692
Owner Occupied Housing Units	27.1%	28.3%	33.4%
Renter Occupied Housing Units	63.4%	63.2%	59.8%
Vacant Housing Units	9.6%	8.6%	6.8%
Median Household Income			
2000	\$31,641	\$37,419	\$42,227
2007	\$39,605	\$49,664	\$56,890
2012	\$46,142	\$59,726	\$69,522
Median Home Value			
2000	\$177,589	\$217,114	\$228,401
2007	\$336,111	\$411,710	\$432,775
2012	\$375,136	\$462,833	\$482,621
Per Capita Income			
2000	\$14,345	\$23,299	\$25,677
2007	\$18,235	\$32,227	\$36,436
2012	\$21,799	\$41,053	\$46,982
Median Age			
2000	29.8	30.8	31.4
2007	30.2	32.1	32.8
2012	30.7	33.3	34.2

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 2007 and 2012.

2/7/08



Market Profile
Prepared By: Burt Barrett

Latitude 42.3159
Longitude -71.0663

541 Columbia Rd
Boston, MA 02125
Radius: 1.0 mile

541 Columbia Rd
Boston, MA 02125
Radius: 3.0 mile

541 Columbia Rd
Boston, MA 02125
Radius: 5.0 mile



2000 Households by Income

Household Income Base	541 Columbia Rd	541 Columbia Rd	541 Columbia Rd
< \$15,000	19,496	141,879	297,423
\$15,000 - \$24,999	25.8%	23.9%	20.5%
\$25,000 - \$34,999	14.9%	11.8%	10.8%
\$35,000 - \$49,999	13.5%	11.5%	11.0%
\$50,000 - \$74,999	16.5%	14.7%	14.7%
\$75,000 - \$99,999	15.8%	16.1%	17.2%
\$100,000 - \$149,999	7.3%	9.2%	10.5%
\$150,000 - \$199,999	4.2%	7.2%	8.8%
\$200,000+	1.1%	2.4%	2.8%
Average Household Income	0.8%	3.2%	3.7%
	\$40,948	\$55,972	\$61,117

2007 Households by Income

Household Income Base	541 Columbia Rd	541 Columbia Rd	541 Columbia Rd
< \$15,000	19,339	142,850	298,964
\$15,000 - \$24,999	22.4%	19.5%	16.2%
\$25,000 - \$34,999	10.5%	9.2%	8.2%
\$35,000 - \$49,999	11.5%	8.8%	7.9%
\$50,000 - \$74,999	15.8%	12.7%	12.1%
\$75,000 - \$99,999	17.2%	16.2%	16.6%
\$100,000 - \$149,999	10.0%	10.7%	11.8%
\$150,000 - \$199,999	8.9%	12.6%	14.6%
\$200,000+	2.0%	4.5%	5.6%
Average Household Income	1.7%	5.8%	7.0%
	\$52,719	\$75,749	\$85,681

2012 Households by Income

Household Income Base	541 Columbia Rd	541 Columbia Rd	541 Columbia Rd
< \$15,000	19,100	141,862	297,929
\$15,000 - \$24,999	19.9%	16.9%	13.7%
\$25,000 - \$34,999	8.3%	7.5%	6.6%
\$35,000 - \$49,999	10.8%	8.3%	7.3%
\$50,000 - \$74,999	14.3%	10.8%	9.8%
\$75,000 - \$99,999	17.5%	15.6%	15.6%
\$100,000 - \$149,999	10.2%	10.1%	10.7%
\$150,000 - \$199,999	13.3%	15.5%	16.9%
\$200,000+	2.9%	6.0%	7.9%
Average Household Income	2.8%	9.3%	11.5%
	\$62,856	\$96,292	\$110,396

2000 Owner Occupied HUs by Value

Total	541 Columbia Rd	541 Columbia Rd	541 Columbia Rd
<\$50,000	5,377	41,594	101,234
\$50,000 - 99,999	1.2%	1.2%	1.3%
\$100,000 - 149,999	7.9%	5.1%	4.0%
\$150,000 - 199,999	25.9%	16.0%	14.4%
\$200,000 - \$299,999	28.6%	22.3%	21.0%
\$300,000 - 499,999	29.5%	28.3%	29.6%
\$500,000 - 999,999	6.0%	15.2%	18.1%
\$1,000,000+	0.8%	8.1%	8.7%
Average Home Value	0.1%	3.8%	2.9%
	\$191,088	\$296,634	\$299,246

2000 Specified Renter Occupied HUs by Contract Rent

Total	541 Columbia Rd	541 Columbia Rd	541 Columbia Rd
With Cash Rent	14,048	100,213	195,763
No Cash Rent	98.6%	98.4%	98.2%
Median Rent	1.4%	1.6%	1.8%
Average Rent	\$581	\$692	\$760
	\$536	\$737	\$805

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 2007 and 2012.

2/7/08



Market Profile
Prepared By: Burt Barrett

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
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2000 Population by Age

	57,350	350,349	726,825
Total			
0 - 4	7.7%	5.5%	5.2%
5 - 9	9.0%	6.2%	5.4%
10 - 14	9.1%	6.1%	5.3%
15 - 19	8.5%	8.3%	7.4%
20 - 24	7.7%	11.7%	12.1%
25 - 34	16.6%	20.2%	21.5%
35 - 44	15.4%	14.8%	14.6%
45 - 54	11.2%	11.0%	11.1%
55 - 64	6.7%	7.1%	7.0%
65 - 74	4.6%	5.0%	5.3%
75 - 84	2.8%	3.1%	3.6%
85+	0.8%	1.1%	1.4%
18+	69.0%	78.8%	81.1%

2007 Population by Age

	56,282	345,122	721,055
Total			
0 - 4	8.0%	5.6%	5.2%
5 - 9	7.3%	5.0%	4.7%
10 - 14	8.5%	5.8%	5.1%
15 - 19	9.2%	9.0%	8.0%
20 - 24	8.6%	10.4%	10.0%
25 - 34	15.6%	19.6%	21.6%
35 - 44	14.5%	15.2%	15.3%
45 - 54	12.5%	11.7%	11.7%
55 - 64	8.1%	8.7%	8.7%
65 - 74	4.2%	4.7%	4.7%
75 - 84	2.5%	3.1%	3.4%
85+	1.0%	1.3%	1.6%
18+	70.6%	79.7%	81.5%

2012 Population by Age

	55,412	340,995	715,942
Total			
0 - 4	8.3%	5.8%	5.3%
5 - 9	7.5%	5.1%	4.6%
10 - 14	6.6%	4.6%	4.4%
15 - 19	8.2%	8.2%	7.3%
20 - 24	9.6%	12.0%	11.9%
25 - 34	16.1%	17.3%	17.9%
35 - 44	13.4%	15.1%	15.9%
45 - 54	12.7%	12.5%	12.5%
55 - 64	9.9%	9.7%	9.9%
65 - 74	4.3%	5.2%	5.1%
75 - 84	2.4%	3.1%	3.4%
85+	1.0%	1.5%	1.8%
18+	72.7%	81.3%	82.8%

2000 Population by Sex

Males	47.3%	48.2%	48.2%
Females	52.7%	51.8%	51.8%

2007 Population by Sex

Males	47.2%	48.4%	48.6%
Females	52.8%	51.6%	51.4%

2012 Population by Sex

Males	47.1%	48.4%	48.7%
Females	52.9%	51.6%	51.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2/7/08



Market Profile

Prepared By: Burt Barrett

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
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Latitude 42.3159
Longitude -71.0663



2000 Population by Race/Ethnicity

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	57,351	350,346	726,826
White Alone	23.2%	45.6%	58.0%
Black Alone	43.9%	32.1%	21.5%
American Indian Alone	0.6%	0.5%	0.4%
Asian or Pacific Islander Alone	8.0%	8.7%	9.3%
Some Other Race Alone	16.5%	8.4%	6.6%
Two or More Races	7.8%	4.7%	4.2%
Hispanic Origin	17.6%	14.0%	12.4%
Diversity Index	82.0	75.8	69.4

2007 Population by Race/Ethnicity

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	56,287	345,122	721,055
White Alone	20.0%	41.3%	53.1%
Black Alone	45.2%	33.4%	22.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	9.6%	10.9%	11.9%
Some Other Race Alone	16.8%	9.2%	7.5%
Two or More Races	7.7%	4.8%	4.5%
Hispanic Origin	19.5%	15.8%	14.5%
Diversity Index	82.6	78.5	73.9

2012 Population by Race/Ethnicity

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	55,413	340,994	715,943
White Alone	18.0%	38.4%	49.7%
Black Alone	45.8%	34.0%	23.1%
American Indian Alone	0.5%	0.4%	0.3%
Asian or Pacific Islander Alone	10.9%	12.5%	14.0%
Some Other Race Alone	17.2%	9.8%	8.2%
Two or More Races	7.7%	5.0%	4.7%
Hispanic Origin	20.9%	17.2%	16.0%
Diversity Index	83.0	80.1	76.6



2000 Population 3+ by School Enrollment

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	54,487	338,579	703,200
Enrolled in Nursery/Preschool	1.4%	1.2%	1.3%
Enrolled in Kindergarten	2.3%	1.5%	1.2%
Enrolled in Grade 1-8	15.8%	10.7%	9.2%
Enrolled in Grade 9-12	9.2%	5.8%	5.0%
Enrolled in College	5.7%	12.1%	11.2%
Enrolled in Grad/Prof School	1.2%	3.6%	5.1%
Not Enrolled in School	64.4%	65.0%	67.0%

2000 Population 25+ by Educational Attainment

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	33,197	218,707	469,641
Less than 9th Grade	15.0%	9.3%	8.1%
9th - 12th Grade, No Diploma	18.4%	12.9%	10.5%
High School Graduate	31.4%	23.7%	21.4%
Some College, No Degree	16.3%	14.9%	13.5%
Associate Degree	4.6%	4.7%	4.8%
Bachelor's Degree	9.5%	19.1%	22.1%
Master's/Prof/Doctorate Degree	4.7%	15.4%	19.6%

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 2007 and 2012.

2/7/08



Market Profile

Prepared By: Burt Barrett

Latitude 42.3159
Longitude -71.0663

541 Columbia Rd
Boston, MA 02125
Radius: 1.0 mile

541 Columbia Rd
Boston, MA 02125
Radius: 3.0 mile

541 Columbia Rd
Boston, MA 02125
Radius: 5.0 mile



2000 Population 15+ by Sex and Marital Status

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	42,474	288,417	611,469
Females	53.9%	52.5%	52.5%
Never Married	24.2%	26.0%	24.9%
Married, not Separated	16.5%	15.6%	17.3%
Married, Separated	3.0%	2.1%	1.7%
Widowed	5.2%	4.4%	4.4%
Divorced	4.9%	4.5%	4.2%
Males	46.1%	47.5%	47.5%
Never Married	22.9%	26.3%	25.0%
Married, not Separated	16.7%	15.9%	17.7%
Married, Separated	1.8%	1.3%	1.0%
Widowed	1.3%	0.9%	1.0%
Divorced	3.4%	3.0%	2.8%



2000 Population 16+ by Employment Status

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	41,498	284,384	604,464
In Labor Force	59.5%	62.9%	64.8%
Civilian Employed	53.0%	57.6%	60.5%
Civilian Unemployed	6.4%	5.3%	4.3%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	40.5%	37.1%	35.2%

2007 Civilian Population 16+ in Labor Force

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Civilian Employed	83.0%	88.5%	90.6%
Civilian Unemployed	17.0%	11.5%	9.4%

2012 Civilian Population 16+ in Labor Force

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Civilian Employed	84.0%	89.2%	91.2%
Civilian Unemployed	16.0%	10.8%	8.8%

2000 Females 16+ by Employment Status and Age of Children

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	22,384	149,451	317,542
Own Children < 6 Only	7.6%	5.7%	5.7%
Employed/in Armed Forces	3.8%	3.0%	3.2%
Unemployed	0.5%	0.3%	0.2%
Not in Labor Force	3.3%	2.3%	2.3%
Own Children < 6 and 6-17 Only	7.9%	5.0%	4.2%
Employed/in Armed Forces	4.3%	2.7%	2.4%
Unemployed	0.7%	0.3%	0.2%
Not in Labor Force	2.9%	1.9%	1.6%
Own Children 6-17 Only	19.7%	12.7%	11.7%
Employed/in Armed Forces	11.9%	8.1%	7.9%
Unemployed	1.0%	0.6%	0.4%
Not in Labor Force	6.9%	4.0%	3.3%
No Own Children < 18	64.8%	76.6%	78.4%
Employed/in Armed Forces	29.4%	41.0%	43.8%
Unemployed	3.1%	3.4%	2.9%
Not in Labor Force	32.3%	32.3%	31.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.

2/7/08



Market Profile
Prepared By: Burt Barrett

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Latitude	42.3159		
Longitude	-71.0663		



2007 Employed Population 16+ by Industry

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	21,560	159,920	358,864
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	5.5%	4.4%	4.1%
Manufacturing	7.4%	4.4%	4.2%
Wholesale Trade	2.1%	1.7%	1.7%
Retail Trade	9.7%	8.4%	8.0%
Transportation/Utilities	5.1%	3.6%	3.3%
Information	1.7%	3.3%	3.7%
Finance/Insurance/Real Estate	8.8%	10.3%	10.2%
Services	54.4%	59.2%	60.6%
Public Administration	5.1%	4.7%	4.1%

2007 Employed Population 16+ by Occupation

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	21,565	159,919	358,860
White Collar	50.0%	67.2%	71.0%
Management/Business/Financial	9.1%	15.4%	16.2%
Professional	16.3%	28.0%	32.4%
Sales	9.0%	9.7%	9.4%
Administrative Support	15.6%	14.0%	12.9%
Services	28.4%	20.3%	18.0%
Blue Collar	21.7%	12.5%	11.0%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	5.4%	3.8%	3.4%
Installation/Maintenance/Repair	2.8%	1.7%	1.5%
Production	6.9%	3.3%	2.8%
Transportation/Material Moving	6.5%	3.6%	3.2%



2000 Workers 16+ by Means of Transportation to Work

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	21,272	159,276	356,992
Drove Alone - Car, Truck, or Van	43.9%	37.6%	41.2%
Carpooled - Car, Truck, or Van	14.7%	9.3%	8.7%
Public Transportation	34.0%	33.4%	30.7%
Walked	4.2%	15.1%	14.3%
Other Means	1.8%	2.0%	2.1%
Worked at Home	1.4%	2.7%	3.0%

2000 Workers 16+ by Travel Time to Work

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	21,274	159,277	356,991
Did Not Work at Home	98.6%	97.3%	97.0%
Less than 5 minutes	1.2%	2.0%	1.9%
5 to 9 minutes	4.7%	6.6%	6.7%
10 to 19 minutes	21.1%	23.5%	23.1%
20 to 24 minutes	13.5%	15.1%	14.6%
25 to 34 minutes	28.1%	25.5%	24.6%
35 to 44 minutes	7.4%	7.2%	8.4%
45 to 59 minutes	11.4%	9.5%	10.1%
60 to 89 minutes	8.4%	6.0%	5.6%
90 or more minutes	2.8%	2.0%	1.9%
Worked at Home	1.4%	2.7%	3.0%
Average Travel Time to Work (in min)	31.1	28.0	28.2

2000 Households by Vehicles Available

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
Total	19,431	141,917	297,250
None	39.2%	38.1%	32.7%
1	42.9%	44.8%	45.5%
2	14.3%	14.2%	17.6%
3	2.5%	2.1%	3.1%
4	0.4%	0.4%	0.7%
5+	0.5%	0.4%	0.5%
Average Number of Vehicles Available	0.8	0.8	1.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.

2/7/08



Market Profile

Prepared By: Burt Barrett

	541 Columbia Rd Boston, MA 02125 Radius: 1.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 3.0 mile	541 Columbia Rd Boston, MA 02125 Radius: 5.0 mile
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**2000 Households by Type**

Total	19,463	141,912	297,221
Family Households	66.0%	47.7%	47.7%
Married-couple Family	28.3%	24.7%	29.2%
With Related Children	17.1%	11.4%	13.3%
Other Family (No Spouse)	37.7%	23.0%	18.5%
With Related Children	27.1%	15.3%	11.2%
Nonfamily Households	34.0%	52.3%	52.3%
Householder Living Alone	26.2%	38.6%	37.3%
Householder Not Living Alone	7.8%	13.7%	15.0%
Households with Related Children	44.2%	26.7%	24.5%
Households with Persons 65+	19.4%	17.5%	18.8%

2000 Households by Size

Total	19,463	141,912	297,222
1 Person Household	26.2%	38.6%	37.3%
2 Person Household	23.6%	28.5%	30.0%
3 Person Household	18.0%	14.0%	14.3%
4 Person Household	14.3%	9.6%	10.0%
5 Person Household	9.3%	5.2%	5.0%
6 Person Household	4.6%	2.3%	2.0%
7+ Person Household	3.9%	1.8%	1.5%

2000 Households by Year Householder Moved In

Total	19,432	141,916	297,249
Moved in 1999 to March 2000	17.9%	23.6%	24.2%
Moved in 1995 to 1998	33.2%	34.5%	33.3%
Moved in 1990 to 1994	18.3%	15.1%	14.4%
Moved in 1980 to 1989	13.5%	12.9%	12.7%
Moved in 1970 to 1979	7.6%	7.0%	7.2%
Moved in 1969 or Earlier	9.5%	6.9%	8.2%
Median Year Householder Moved In	1995	1996	1996

**2000 Housing Units by Units in Structure**

Total	20,907	150,923	311,895
1, Detached	8.0%	7.1%	13.2%
1, Attached	5.6%	5.4%	4.6%
2	14.9%	12.3%	13.4%
3 or 4	50.4%	30.0%	24.5%
5 to 9	9.4%	13.1%	12.0%
10 to 19	4.5%	9.2%	8.8%
20+	7.0%	22.9%	23.4%
Mobile Home	0.0%	0.0%	0.1%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

Total	20,906	150,932	311,885
1999 to March 2000	0.4%	0.7%	0.5%
1995 to 1998	1.5%	1.3%	1.3%
1990 to 1994	1.6%	1.8%	1.6%
1980 to 1989	4.2%	6.4%	6.0%
1970 to 1979	5.4%	7.6%	8.8%
1969 or Earlier	86.9%	82.2%	81.9%
Median Year Structure Built	1933	1936	1937

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

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Market Profile
Prepared By: Burt Barrett

Latitude 42.3159	541 Columbia Rd Boston, MA 02125	541 Columbia Rd Boston, MA 02125	541 Columbia Rd Boston, MA 02125
Longitude -71.0663	Radius: 1.0 mile	Radius: 3.0 mile	Radius: 5.0 mile

Top 3 Tapestry Segments

1.	City Strivers	City Strivers	Metro Renters
2.	International Marketpl	Metro Renters	Laptops and Lattes
3.	Urban Melting Pot	Laptops and Lattes	City Strivers

2007 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 \$	\$39,979,148	\$415,016,214	\$969,883,757
Average Spent	\$2,067.28	\$2,905.24	\$3,244.15
Spending Potential Index	75	106	118
Computers & Accessories: Total \$	\$3,472,293	\$38,911,512	\$93,013,213
Average Spent	\$179.55	\$272.39	\$311.12
Spending Potential Index	72	109	125
Education: Total \$	\$18,994,362	\$216,361,291	\$513,913,463
Average Spent	\$982.18	\$1,514.59	\$1,718.98
Spending Potential Index	76	118	134
Entertainment/Recreation: Total \$	\$45,342,513	\$485,749,363	\$1,156,721,401
Average Spent	\$2,344.62	\$3,400.39	\$3,869.10
Spending Potential Index	68	99	113
Food at Home: Total \$	\$76,552,048	\$785,866,581	\$1,829,195,134
Average Spent	\$3,958.43	\$5,501.30	\$6,118.45
Spending Potential Index	79	109	122
Food Away from Home: Total \$	\$51,481,174	\$544,215,473	\$1,274,677,053
Average Spent	\$2,662.04	\$3,809.67	\$4,263.65
Spending Potential Index	79	112	126
Health Care: Total \$	\$46,737,782	\$496,862,239	\$1,172,975,434
Average Spent	\$2,416.76	\$3,478.19	\$3,923.47
Spending Potential Index	62	89	100
HH Furnishings & Equipment: Total \$	\$28,318,564	\$305,197,185	\$730,902,728
Average Spent	\$1,464.32	\$2,136.47	\$2,444.79
Spending Potential Index	65	94	108
Investments: Total \$	\$17,675,545	\$190,893,574	\$467,773,804
Average Spent	\$913.98	\$1,336.31	\$1,564.65
Spending Potential Index	61	90	105
Retail Goods: Total \$	\$350,448,083	\$3,726,778,912	\$8,814,505,551
Average Spent	\$18,121.31	\$26,088.57	\$29,483.50
Spending Potential Index	68	98	111
Shelter: Total \$	\$236,967,958	\$2,477,279,563	\$5,849,128,019
Average Spent	\$12,253.37	\$17,341.70	\$19,564.66
Spending Potential Index	82	115	130
TV/Video/Sound Equipment: Total \$	\$17,183,455	\$181,465,114	\$424,044,138
Average Spent	\$888.54	\$1,270.31	\$1,418.38
Spending Potential Index	76	109	122
Travel: Total \$	\$25,109,151	\$268,717,270	\$644,390,702
Average Spent	\$1,298.37	\$1,881.10	\$2,155.41
Spending Potential Index	70	102	117
Vehicle Maintenance & Repairs: Total \$	\$13,859,004	\$151,711,963	\$362,547,022
Average Spent	\$716.63	\$1,062.03	\$1,212.68
Spending Potential Index	67	100	114

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 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.