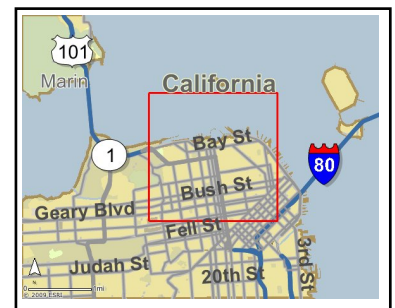
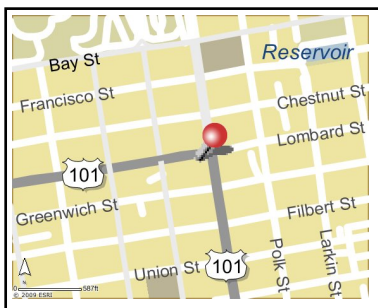


# Site Map

1447 Lombard St  
San Francisco, CA 94123

Prepared By: The Ivy Group 408.799.5290  
January 10, 2009

Latitude 37.8012  
Longitude -122.425





Site Type: Radius	1447 Lombard St San Francisco, CA 94123 Radius: .5 mile	1447 Lombard St San Francisco, CA 94123 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 94123 Radius: 1.5 mile
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### 2008 Population

Total Population	21,109	84,558	165,324
Male Population	47.2%	48.4%	51.1%
Female Population	52.8%	51.6%	48.9%
Median Age	37.8	39.6	39.9

### 2008 Income

Median HH Income	\$109,605	\$85,091	\$62,822
Per Capita Income	\$109,372	\$85,893	\$68,016
Average HH Income	\$173,266	\$146,722	\$117,189

### 2008 Households

Total Households	13,457	49,237	95,300
Average Household Size	1.56	1.70	1.69
1990-2000 Annual Rate	0.34%	0.91%	1.08%

### 2008 Housing

Owner Occupied Housing Units	21.1%	18.5%	15.4%
Renter Occupied Housing Units	71.4%	73.6%	75.9%
Vacant Housing Units	7.5%	7.9%	8.7%

### Population

1990 Population	21,141	83,943	155,811
2000 Population	21,495	85,791	164,979
2008 Population	21,109	84,558	165,324
2013 Population	20,989	84,125	165,255
1990-2000 Annual Rate	0.17%	0.22%	0.57%
2000-2008 Annual Rate	-0.22%	-0.18%	0.03%
2008-2013 Annual Rate	-0.11%	-0.1%	-0.01%

In the identified market area, the current year population is 165,324. In 2000, the Census count in the market area was 164,979. The rate of change since 2000 was 0.03 percent annually. The five-year projection for the population in the market area is 165,255, representing a change of -0.01 percent annually from 2008 to 2013. Currently, the population is 51.1 percent male and 48.9 percent female.

### Households

1990 Households	13,084	45,050	84,645
2000 Households	13,536	49,310	94,274
2008 Households	13,457	49,237	95,300
2013 Households	13,401	49,081	95,353
1990-2000 Annual Rate	0.34%	0.91%	1.08%
2000-2008 Annual Rate	-0.07%	-0.02%	0.13%
2008-2013 Annual Rate	-0.08%	-0.06%	0.01%

The household count in this market area has changed from 94,274 in 2000 to 95,300 in the current year, a change of 0.13 percent annually. The five-year projection of households is 95,353, a change of 0.01 percent annually from the current year total. Average household size is currently 1.69, compared to 1.71 in the year 2000. The number of families in the current year is 28,026 in the market area.

### Housing

Currently, 15.4 percent of the 104,348 housing units in the market area are owner occupied; 75.9 percent, renter occupied; and 8.7 percent are vacant. In 2000, there were 101,572 housing units— 14.7 percent owner occupied, 78.0 percent renter occupied and 7.2 percent vacant. The rate of change in housing units since 2000 is 0.33 percent. Median home value in the market area is \$1,000,001, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0 percent annually to \$1,000,001. From 2000 to the current year, median home value changed by 5.42 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



Site Type: Radius	1447 Lombard St San Francisco, CA 94123 Radius: .5 mile	1447 Lombard St San Francisco, CA 94123 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 94123 Radius: 1.5 mile
<b>Median Household Income</b>			
1990 Median HH Income	\$40,932	\$34,886	\$27,716
2000 Median HH Income	\$72,980	\$60,418	\$44,981
2008 Median HH Income	\$109,605	\$85,091	\$62,822
2013 Median HH Income	\$143,667	\$108,324	\$77,045
1990-2000 Annual Rate	5.95%	5.65%	4.96%
2000-2008 Annual Rate	5.05%	4.24%	4.13%
2008-2013 Annual Rate	5.56%	4.95%	4.17%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$36,956	\$29,084	\$25,205
2000 Per Capita Income	\$68,881	\$56,708	\$46,774
2008 Per Capita Income	\$109,372	\$85,893	\$68,016
2013 Per Capita Income	\$153,305	\$117,506	\$90,800
1990-2000 Annual Rate	6.42%	6.91%	6.38%
2000-2008 Annual Rate	5.76%	5.16%	4.64%
2008-2013 Annual Rate	6.99%	6.47%	5.95%
<b>Average Household Income</b>			
1990 Average Household Income	\$59,861	\$52,924	\$45,109
2000 Average Household Income	\$110,059	\$97,249	\$80,884
2008 Average HH Income	\$173,266	\$146,722	\$117,189
2013 Average HH Income	\$242,466	\$200,516	\$156,458
1990-2000 Annual Rate	6.28%	6.27%	6.01%
2000-2008 Annual Rate	5.65%	5.11%	4.6%
2008-2013 Annual Rate	6.95%	6.45%	5.95%

### Households by Income

Current median household income is \$62,822 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$77,045 in five years. In 2000, median household income was \$44,981, compared to \$27,716 in 1990.

Current average household income is \$117,189 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$156,458 in five years. In 2000, average household income was \$80,884, compared to \$45,109 in 1990.

Current per capita income is \$68,016 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$90,800 in five years. In 2000, the per capita income was \$46,774, compared to \$25,205 in 1990.

### Population by Employment

Total Businesses	1,584	6,387	20,503
Total Employees	12,232	46,727	234,948

Currently, 92.5 percent of the civilian labor force in the identified market area is employed and 7.5 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 92.9 percent of the civilian labor force, and unemployment will be 7.1 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, 65.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

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

- 78.2 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 14.5 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 7.3 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 29.8 percent of the market area population drove alone to work, and 5.5 percent worked at home. The average travel time to work in 2000 was 28.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 16.2 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 10.8 percent were high school graduates only (29.6 percent in the U.S.)
- 4.3 percent had completed an Associate degree (7.2 percent in the U.S.)
- 34.5 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 21.1 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)



# Demographic and Income Profile

Prepared By: The Ivy Group 408.799.5290

1447 Lombard St  
San Francisco, CA 94123

Site Type: Radius

Latitude 37.8012  
Longitude -122.425  
Radius: .5 mile

Summary	2000	2008	2013
Population	21,495	21,109	20,989
Households	13,536	13,457	13,401
Families	3,539	3,551	3,504
Average Household Size	1.58	1.56	1.56
Owner Occupied HUs	2,855	3,070	2,962
Renter Occupied HUs	10,681	10,387	10,439
Median Age	36.3	37.8	38.4

Trends: 2008-2013 Annual Rate	Area	State	National
Population	-0.11%	1.33%	1.23%
Households	-0.08%	1.23%	1.26%
Families	-0.27%	1.2%	1.05%
Owner HHs	-0.71%	0.96%	1.07%
Median Household Income	5.56%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,249	9.2%	713	5.3%	539	4.0%
\$15,000 - \$24,999	825	6.1%	550	4.1%	400	3.0%
\$25,000 - \$34,999	987	7.3%	563	4.2%	402	3.0%
\$35,000 - \$49,999	1,507	11.1%	860	6.4%	602	4.5%
\$50,000 - \$74,999	2,364	17.5%	1,935	14.4%	1,340	10.0%
\$75,000 - \$99,999	1,737	12.8%	1,571	11.7%	1,467	10.9%
\$100,000 - \$149,999	2,077	15.3%	2,573	19.1%	2,224	16.6%
\$150,000 - \$199,000	1,045	7.7%	1,451	10.8%	1,702	12.7%
\$200,000+	1,752	12.9%	3,241	24.1%	4,727	35.3%
Median Household Income	\$72,980		\$109,605		\$143,667	
Average Household Income	\$110,059		\$173,266		\$242,466	
Per Capita Income	\$68,881		\$109,372		\$153,305	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	445	2.1%	433	2.1%	423	2.0%
5 - 9	259	1.2%	231	1.1%	221	1.1%
10 - 14	256	1.2%	225	1.1%	206	1.0%
15 - 19	247	1.1%	252	1.2%	234	1.1%
20 - 24	1,070	5.0%	1,183	5.6%	1,193	5.7%
25 - 34	7,851	36.5%	7,042	33.4%	6,991	33.3%
35 - 44	3,922	18.2%	3,554	16.8%	3,142	15.0%
45 - 54	2,493	11.6%	2,733	12.9%	2,765	13.2%
55 - 64	1,831	8.5%	2,369	11.2%	2,638	12.6%
65 - 74	1,445	6.7%	1,333	6.3%	1,436	6.8%
75 - 84	1,206	5.6%	1,131	5.4%	1,041	5.0%
85+	471	2.2%	619	2.9%	699	3.3%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	17,258	80.3%	15,753	74.6%	14,841	70.7%
Black Alone	208	1.0%	209	1.0%	211	1.0%
American Indian Alone	32	0.1%	32	0.2%	32	0.2%
Asian Alone	3,217	15.0%	4,066	19.3%	4,655	22.2%
Pacific Islander Alone	22	0.1%	23	0.1%	23	0.1%
Some Other Race Alone	258	1.2%	325	1.5%	374	1.8%
Two or More Races	501	2.3%	701	3.3%	854	4.1%
Hispanic Origin (Any Race)	887	4.1%	1,192	5.6%	1,416	6.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

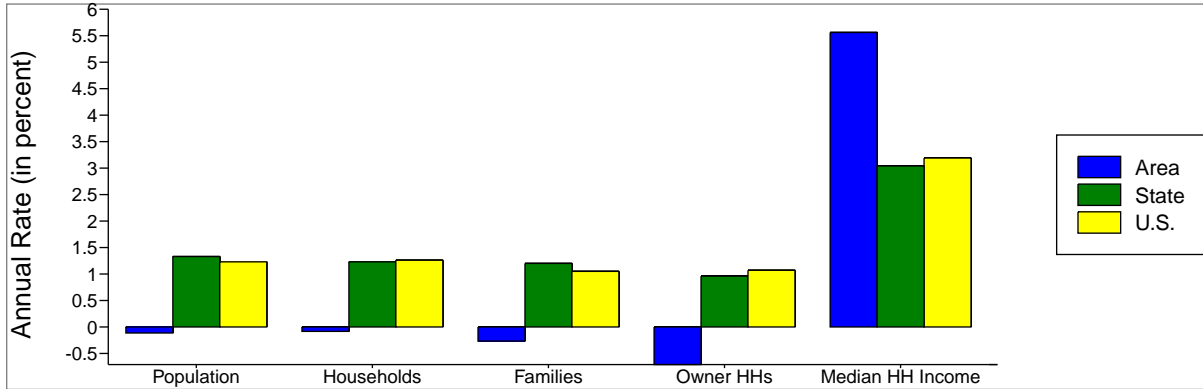
Prepared By: The Ivy Group 408.799.5290

1447 Lombard St  
San Francisco, CA 94123

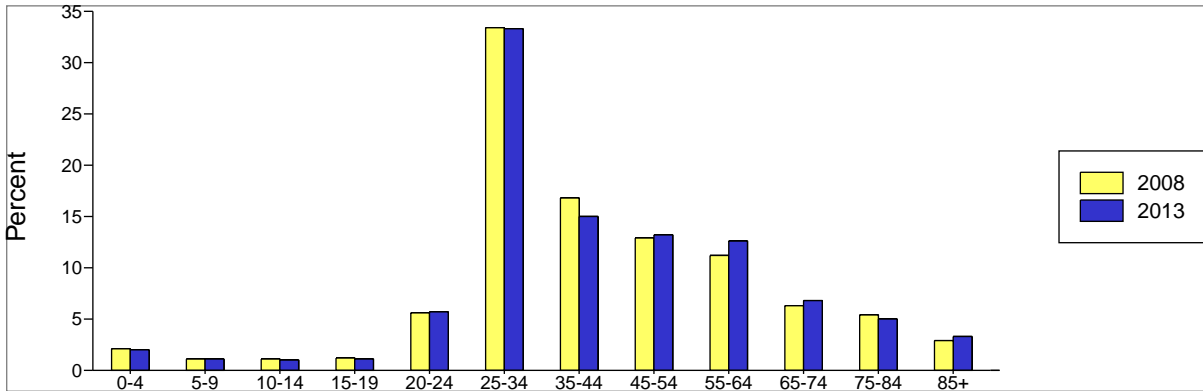
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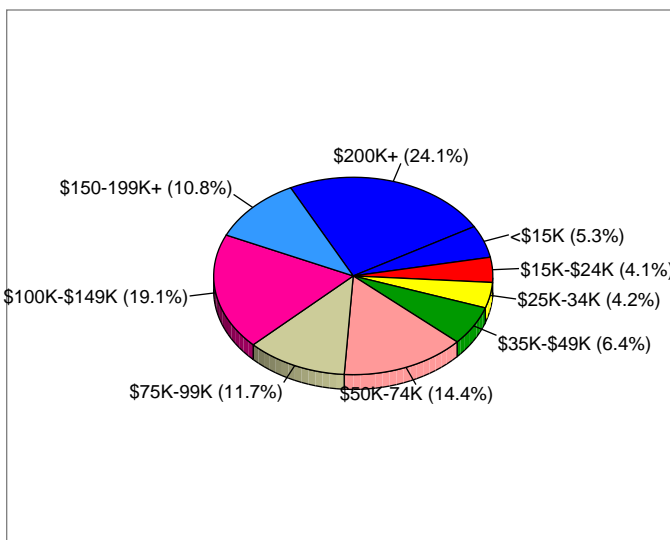
Trends 2008-2013



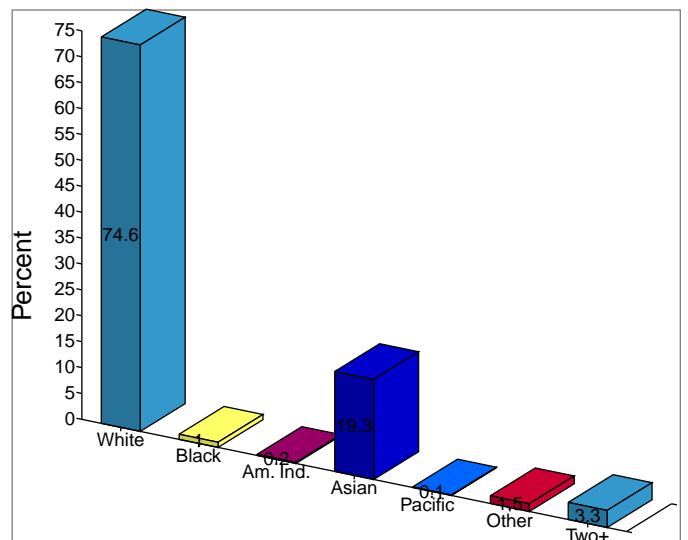
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 5.6%



# Demographic and Income Profile

Prepared By: The Ivy Group 408.799.5290

1447 Lombard St  
San Francisco, CA 94123

Site Type: Radius

Latitude 37.8012  
Longitude -122.425  
Radius: 1.0 mile

Summary	2000	2008	2013
Population	85,791	84,558	84,125
Households	49,310	49,237	49,081
Families	14,695	14,795	14,619
Average Household Size	1.72	1.70	1.70
Owner Occupied HUs	9,164	9,872	9,459
Renter Occupied HUs	40,146	39,365	39,622
Median Age	37.9	39.6	41.0

Trends: 2008-2013 Annual Rate	Area	State	National
Population	-0.1%	1.33%	1.23%
Households	-0.06%	1.23%	1.26%
Families	-0.24%	1.2%	1.05%
Owner HHs	-0.85%	0.96%	1.07%
Median Household Income	4.95%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	6,987	14.2%	4,613	9.4%	3,712	7.6%
\$15,000 - \$24,999	3,918	8.0%	3,118	6.3%	2,537	5.2%
\$25,000 - \$34,999	4,504	9.1%	2,819	5.7%	2,043	4.2%
\$35,000 - \$49,999	5,935	12.0%	4,483	9.1%	3,233	6.6%
\$50,000 - \$74,999	7,687	15.6%	7,169	14.6%	6,286	12.8%
\$75,000 - \$99,999	5,245	10.6%	5,194	10.5%	5,539	11.3%
\$100,000 - \$149,999	6,595	13.4%	7,990	16.2%	7,209	14.7%
\$150,000 - \$199,000	3,268	6.6%	4,324	8.8%	5,051	10.3%
\$200,000+	5,123	10.4%	9,526	19.3%	13,473	27.4%
Median Household Income	\$60,418		\$85,091		\$108,324	
Average Household Income	\$97,249		\$146,722		\$200,516	
Per Capita Income	\$56,708		\$85,893		\$117,506	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,130	2.5%	2,115	2.5%	2,165	2.6%
5 - 9	1,700	2.0%	1,406	1.7%	1,426	1.7%
10 - 14	1,618	1.9%	1,448	1.7%	1,321	1.6%
15 - 19	1,700	2.0%	1,861	2.2%	1,660	2.0%
20 - 24	4,979	5.8%	4,694	5.6%	5,217	6.2%
25 - 34	25,857	30.1%	23,098	27.3%	22,001	26.2%
35 - 44	14,411	16.8%	14,394	17.0%	13,130	15.6%
45 - 54	10,899	12.7%	11,451	13.5%	11,845	14.1%
55 - 64	7,765	9.1%	10,080	11.9%	11,061	13.1%
65 - 74	6,975	8.1%	5,984	7.1%	6,364	7.6%
75 - 84	5,522	6.4%	5,298	6.3%	4,855	5.8%
85+	2,234	2.6%	2,728	3.2%	3,082	3.7%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	54,808	63.9%	48,781	57.7%	45,216	53.7%
Black Alone	1,265	1.5%	1,234	1.5%	1,214	1.4%
American Indian Alone	165	0.2%	154	0.2%	152	0.2%
Asian Alone	26,144	30.5%	30,002	35.5%	32,453	38.6%
Pacific Islander Alone	119	0.1%	128	0.2%	130	0.2%
Some Other Race Alone	1,132	1.3%	1,386	1.6%	1,568	1.9%
Two or More Races	2,158	2.5%	2,873	3.4%	3,392	4.0%
Hispanic Origin (Any Race)	3,484	4.1%	4,472	5.3%	5,169	6.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

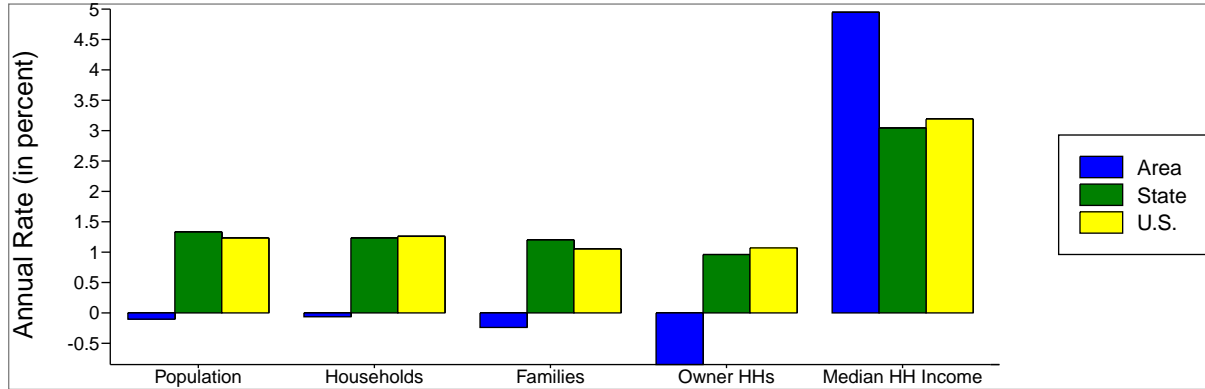
Prepared By: The Ivy Group 408.799.5290

1447 Lombard St  
San Francisco, CA 94123

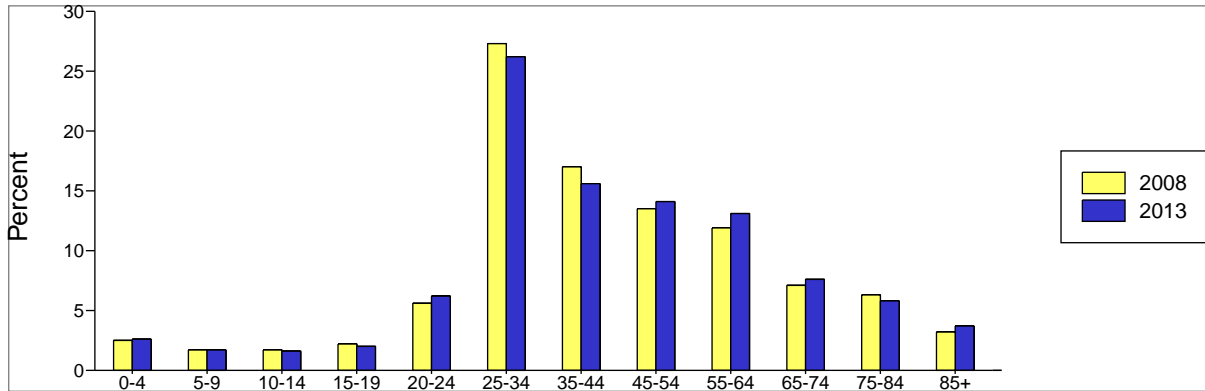
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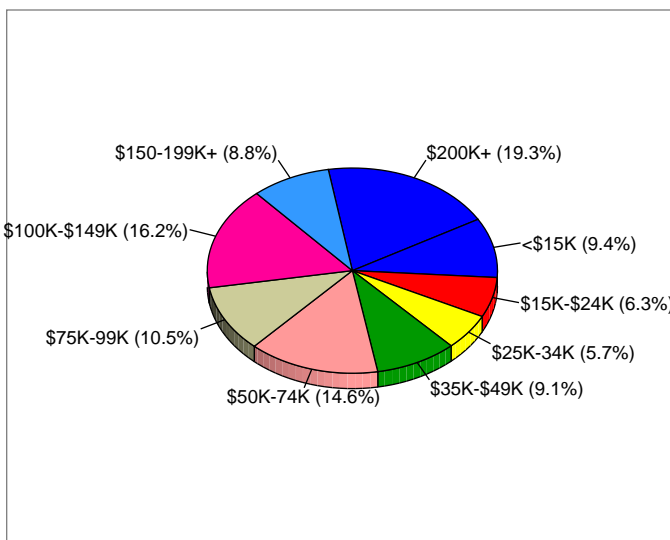
Trends 2008-2013



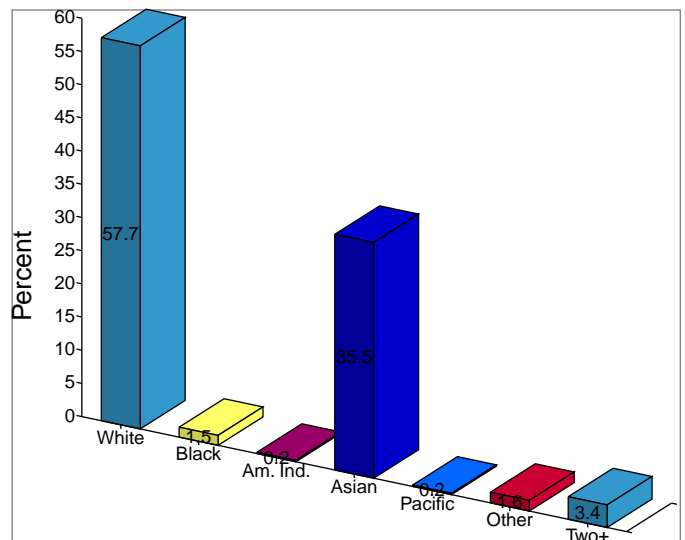
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 5.3%



# Demographic and Income Profile

Prepared By: The Ivy Group 408.799.5290

1447 Lombard St  
San Francisco, CA 94123

Site Type: Radius

Latitude 37.8012  
Longitude -122.425  
Radius: 1.5 mile

Summary	2000	2008	2013
Population	164,979	165,324	165,255
Households	94,274	95,300	95,353
Families	27,567	28,026	27,777
Average Household Size	1.71	1.69	1.69
Owner Occupied HUs	14,976	16,079	15,449
Renter Occupied HUs	79,298	79,221	79,905
Median Age	38.4	39.9	41.6

Trends: 2008-2013 Annual Rate	Area	State	National
Population	-0.01%	1.33%	1.23%
Households	0.01%	1.23%	1.26%
Families	-0.18%	1.2%	1.05%
Owner HHs	-0.8%	0.96%	1.07%
Median Household Income	4.17%	3.04%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	19,790	21.0%	14,593	15.3%	12,393	13.0%
\$15,000 - \$24,999	9,989	10.6%	8,942	9.4%	7,767	8.1%
\$25,000 - \$34,999	9,402	10.0%	7,199	7.6%	5,607	5.9%
\$35,000 - \$49,999	11,639	12.3%	10,081	10.6%	7,891	8.3%
\$50,000 - \$74,999	13,261	14.0%	13,271	13.9%	12,945	13.6%
\$75,000 - \$99,999	8,558	9.1%	8,974	9.4%	10,330	10.8%
\$100,000 - \$149,999	9,552	10.1%	12,489	13.1%	11,991	12.6%
\$150,000 - \$199,000	4,637	4.9%	6,066	6.4%	7,380	7.7%
\$200,000+	7,594	8.0%	13,687	14.4%	19,049	20.0%
Median Household Income	\$44,981		\$62,822		\$77,045	
Average Household Income	\$80,884		\$117,189		\$156,458	
Per Capita Income	\$46,774		\$68,016		\$90,800	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,529	2.7%	4,642	2.8%	4,773	2.9%
5 - 9	3,836	2.3%	3,319	2.0%	3,386	2.0%
10 - 14	3,497	2.1%	3,301	2.0%	3,034	1.8%
15 - 19	4,196	2.5%	4,427	2.7%	3,995	2.4%
20 - 24	11,474	7.0%	9,947	6.0%	11,319	6.8%
25 - 34	44,582	27.0%	41,607	25.2%	38,456	23.3%
35 - 44	27,238	16.5%	27,625	16.7%	25,913	15.7%
45 - 54	21,901	13.3%	23,059	13.9%	23,924	14.5%
55 - 64	15,434	9.4%	19,807	12.0%	21,859	13.2%
65 - 74	13,935	8.4%	12,405	7.5%	13,243	8.0%
75 - 84	10,334	6.3%	10,156	6.1%	9,614	5.8%
85+	4,023	2.4%	5,028	3.0%	5,740	3.5%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	94,941	57.5%	84,755	51.3%	78,505	47.5%
Black Alone	8,107	4.9%	7,905	4.8%	7,655	4.6%
American Indian Alone	648	0.4%	613	0.4%	592	0.4%
Asian Alone	51,400	31.2%	59,368	35.9%	64,015	38.7%
Pacific Islander Alone	341	0.2%	369	0.2%	374	0.2%
Some Other Race Alone	3,907	2.4%	4,835	2.9%	5,412	3.3%
Two or More Races	5,635	3.4%	7,479	4.5%	8,703	5.3%
Hispanic Origin (Any Race)	10,784	6.5%	13,700	8.3%	15,525	9.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



# Demographic and Income Profile

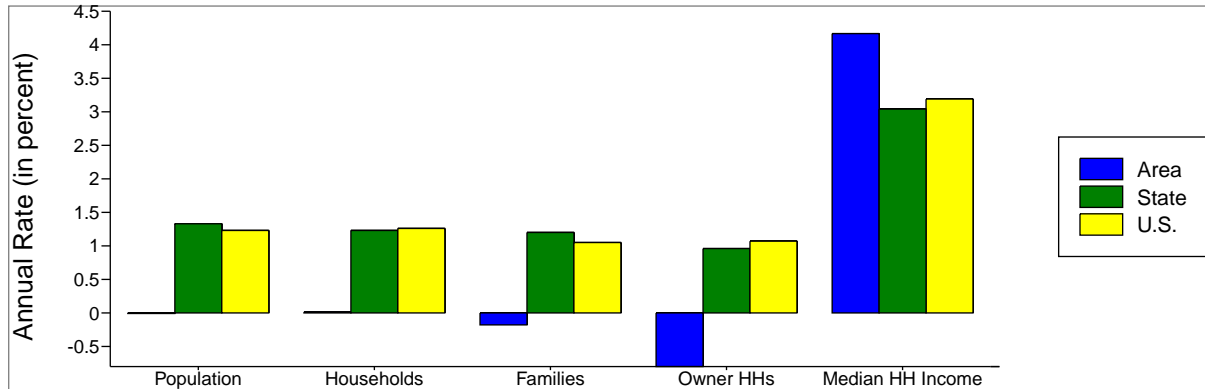
Prepared By: The Ivy Group 408.799.5290

1447 Lombard St  
San Francisco, CA 94123

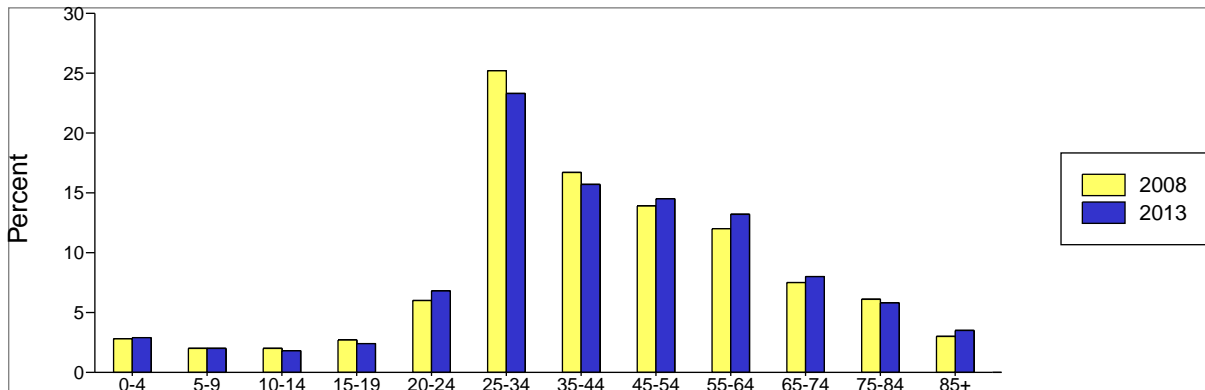
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Longitude -122.425  
Radius: 1.5 mile

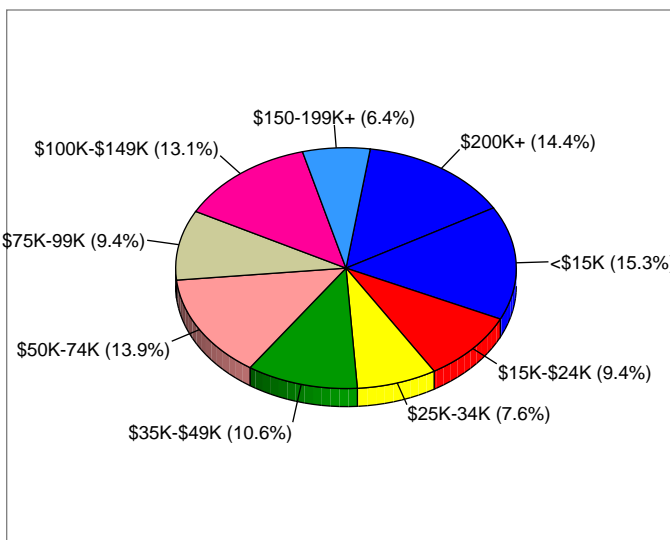
Trends 2008-2013



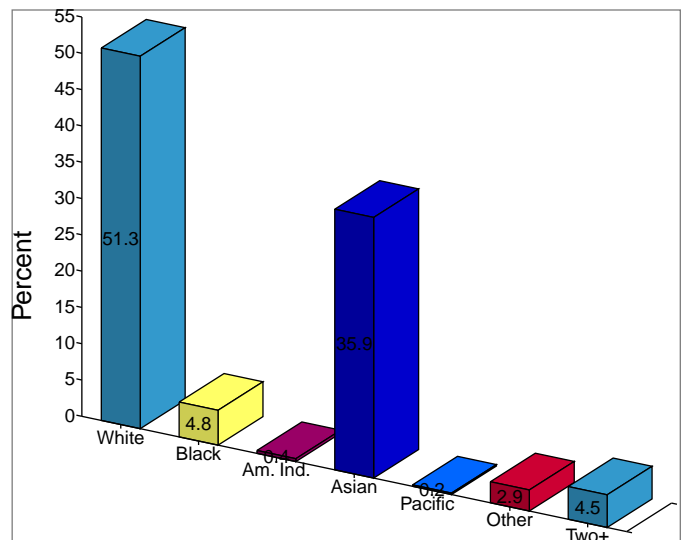
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 8.3%



Latitude 37.8012  
Longitude -122.425

1447 Lombard St  
San Francisco, CA 9412  
Radius: .5 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.0 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.5 mile



	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
2000 Total Population	21,495	85,791	164,979
2000 Group Quarters	73	858	3,788
2008 Total Population	21,109	84,558	165,324
2013 Total Population	20,989	84,125	165,255
2008 - 2013 Annual Rate	-0.11%	-0.1%	-0.01%



2000 Households	13,536	49,310	94,274
2000 Average Household Size	1.58	1.72	1.71
2008 Households	13,457	49,237	95,300
2008 Average Household Size	1.56	1.7	1.69
2013 Households	13,401	49,081	95,353
2013 Average Household Size	1.56	1.7	1.69
2008 - 2013 Annual Rate	-0.08%	-0.06%	0.01%
2000 Families	3,539	14,695	27,567
2000 Average Family Size	2.37	2.7	2.74
2008 Families	3,551	14,795	28,026
2008 Average Family Size	2.45	2.76	2.82
2013 Families	3,504	14,619	27,777
2013 Average Family Size	2.5	2.81	2.87
2008 - 2013 Annual Rate	-0.27%	-0.24%	-0.18%



<b>2000 Housing Units</b>	14,397	52,664	101,572
Owner Occupied Housing Units	19.9%	17.4%	14.7%
Renter Occupied Housing Units	74.5%	76.3%	78.0%
Vacant Housing Units	5.6%	6.3%	7.2%
<b>2008 Housing Units</b>	14,541	53,485	104,348
Owner Occupied Housing Units	21.1%	18.5%	15.4%
Renter Occupied Housing Units	71.4%	73.6%	75.9%
Vacant Housing Units	7.5%	7.9%	8.7%
<b>2013 Housing Units</b>	14,608	53,860	105,536
Owner Occupied Housing Units	20.3%	17.6%	14.6%
Renter Occupied Housing Units	71.5%	73.6%	75.7%
Vacant Housing Units	8.3%	8.9%	9.6%

**Median Household Income**

2000	\$72,980	\$60,418	\$44,981
2008	\$109,605	\$85,091	\$62,822
2013	\$143,667	\$108,324	\$77,045

**Median Home Value**

2000	\$727,674	\$691,619	\$647,211
2008	\$1,000,001	\$1,000,001	\$1,000,001
2013	\$1,000,001	\$1,000,001	\$1,000,001

**Per Capita Income**

2000	\$68,881	\$56,708	\$46,774
2008	\$109,372	\$85,893	\$68,016
2013	\$153,305	\$117,506	\$90,800

**Median Age**

2000	36.3	37.9	38.4
2008	37.8	39.6	39.9
2013	38.4	41.0	41.6

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 2008 and 2013.



Latitude 37.8012  
Longitude -122.425

1447 Lombard St  
San Francisco, CA 9412  
Radius: .5 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.0 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.5 mile



**2000 Households by Income**

Household Income Base	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
< \$15,000	13,543 9.2%	49,262 14.2%	94,422 21.0%
\$15,000 - \$24,999	6.1%	8.0%	10.6%
\$25,000 - \$34,999	7.3%	9.1%	10.0%
\$35,000 - \$49,999	11.1%	12.0%	12.3%
\$50,000 - \$74,999	17.5%	15.6%	14.0%
\$75,000 - \$99,999	12.8%	10.6%	9.1%
\$100,000 - \$149,999	15.3%	13.4%	10.1%
\$150,000 - \$199,999	7.7%	6.6%	4.9%
\$200,000+	12.9%	10.4%	8.0%
Average Household Income	\$110,059	\$97,249	\$80,884

**2008 Households by Income**

Household Income Base	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
< \$15,000	13,457 5.3%	49,236 9.4%	95,302 15.3%
\$15,000 - \$24,999	4.1%	6.3%	9.4%
\$25,000 - \$34,999	4.2%	5.7%	7.6%
\$35,000 - \$49,999	6.4%	9.1%	10.6%
\$50,000 - \$74,999	14.4%	14.6%	13.9%
\$75,000 - \$99,999	11.7%	10.5%	9.4%
\$100,000 - \$149,999	19.1%	16.2%	13.1%
\$150,000 - \$199,999	10.8%	8.8%	6.4%
\$200,000+	24.1%	19.3%	14.4%
Average Household Income	\$173,266	\$146,722	\$117,189

**2013 Households by Income**

Household Income Base	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
< \$15,000	13,403 4.0%	49,083 7.6%	95,353 13.0%
\$15,000 - \$24,999	3.0%	5.2%	8.1%
\$25,000 - \$34,999	3.0%	4.2%	5.9%
\$35,000 - \$49,999	4.5%	6.6%	8.3%
\$50,000 - \$74,999	10.0%	12.8%	13.6%
\$75,000 - \$99,999	10.9%	11.3%	10.8%
\$100,000 - \$149,999	16.6%	14.7%	12.6%
\$150,000 - \$199,999	12.7%	10.3%	7.7%
\$200,000+	35.3%	27.4%	20.0%
Average Household Income	\$242,466	\$200,516	\$156,458

**2000 Owner Occupied HUs by Value**

Total	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
<\$50,000	2,869 0.1%	9,183 1.0%	14,893 1.2%
\$50,000 - 99,999	2.0%	1.5%	1.9%
\$100,000 - 149,999	1.2%	1.4%	2.4%
\$150,000 - 199,999	0.6%	1.4%	2.6%
\$200,000 - \$299,999	4.1%	5.7%	7.6%
\$300,000 - 499,999	22.0%	20.5%	21.1%
\$500,000 - 999,999	40.3%	38.6%	33.5%
\$1,000,000+	29.8%	29.9%	29.7%
Average Home Value	\$772,389	\$757,758	\$728,471

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

Total	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
With Cash Rent	10,676 98.2%	40,165 98.1%	79,353 98.3%
No Cash Rent	1.8%	1.9%	1.7%
Median Rent	\$1,119	\$971	\$803
Average Rent	\$1,244	\$1,109	\$957

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 2008 and 2013.



Latitude 37.8012  
 Longitude -122.425

1447 Lombard St  
 San Francisco, CA 9412  
 Radius: .5 mile

1447 Lombard St  
 San Francisco, CA 9412  
 Radius: 1.0 mile

1447 Lombard St  
 San Francisco, CA 9412  
 Radius: 1.5 mile



**2000 Population by Age**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	21,496	85,790	164,979
0 - 4	2.1%	2.5%	2.7%
5 - 9	1.2%	2.0%	2.3%
10 - 14	1.2%	1.9%	2.1%
15 - 19	1.1%	2.0%	2.5%
20 - 24	5.0%	5.8%	7.0%
25 - 34	36.5%	30.1%	27.0%
35 - 44	18.2%	16.8%	16.5%
45 - 54	11.6%	12.7%	13.3%
55 - 64	8.5%	9.1%	9.4%
65 - 74	6.7%	8.1%	8.4%
75 - 84	5.6%	6.4%	6.3%
85+	2.2%	2.6%	2.4%
18+	94.9%	92.6%	91.5%

**2008 Population by Age**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	21,105	84,557	165,323
0 - 4	2.1%	2.5%	2.8%
5 - 9	1.1%	1.7%	2.0%
10 - 14	1.1%	1.7%	2.0%
15 - 19	1.2%	2.2%	2.7%
20 - 24	5.6%	5.6%	6.0%
25 - 34	33.4%	27.3%	25.2%
35 - 44	16.8%	17.0%	16.7%
45 - 54	12.9%	13.5%	13.9%
55 - 64	11.2%	11.9%	12.0%
65 - 74	6.3%	7.1%	7.5%
75 - 84	5.4%	6.3%	6.1%
85+	2.9%	3.2%	3.0%
18+	95.1%	92.9%	91.8%

**2013 Population by Age**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	20,989	84,127	165,256
0 - 4	2.0%	2.6%	2.9%
5 - 9	1.1%	1.7%	2.0%
10 - 14	1.0%	1.6%	1.8%
15 - 19	1.1%	2.0%	2.4%
20 - 24	5.7%	6.2%	6.8%
25 - 34	33.3%	26.2%	23.3%
35 - 44	15.0%	15.6%	15.7%
45 - 54	13.2%	14.1%	14.5%
55 - 64	12.6%	13.1%	13.2%
65 - 74	6.8%	7.6%	8.0%
75 - 84	5.0%	5.8%	5.8%
85+	3.3%	3.7%	3.5%
18+	95.4%	93.1%	92.0%

**2000 Population by Sex**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Males	47.4%	48.4%	51.1%
Females	52.6%	51.6%	48.9%

**2008 Population by Sex**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Males	47.2%	48.4%	51.1%
Females	52.8%	51.6%	48.9%

**2013 Population by Sex**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Males	47.1%	48.5%	51.0%
Females	52.9%	51.5%	49.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Latitude 37.8012  
Longitude -122.425

1447 Lombard St  
San Francisco, CA 9412  
Radius: .5 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.0 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.5 mile



**2000 Population by Race/Ethnicity**

Total	21,496	85,791	164,979
White Alone	80.3%	63.9%	57.5%
Black Alone	1.0%	1.5%	4.9%
American Indian Alone	0.1%	0.2%	0.4%
Asian or Pacific Islander Alone	15.1%	30.6%	31.4%
Some Other Race Alone	1.2%	1.3%	2.4%
Two or More Races	2.3%	2.5%	3.4%
Hispanic Origin	4.1%	4.1%	6.5%
Diversity Index	38.6	53.8	62.2

**2008 Population by Race/Ethnicity**

Total	21,109	84,558	165,324
White Alone	74.6%	57.7%	51.3%
Black Alone	1.0%	1.5%	4.8%
American Indian Alone	0.2%	0.2%	0.4%
Asian or Pacific Islander Alone	19.4%	35.6%	36.1%
Some Other Race Alone	1.5%	1.6%	2.9%
Two or More Races	3.3%	3.4%	4.5%
Hispanic Origin	5.6%	5.3%	8.3%
Diversity Index	46.9	58.7	66.6

**2013 Population by Race/Ethnicity**

Total	20,990	84,125	165,256
White Alone	70.7%	53.7%	47.5%
Black Alone	1.0%	1.4%	4.6%
American Indian Alone	0.2%	0.2%	0.4%
Asian or Pacific Islander Alone	22.3%	38.7%	39.0%
Some Other Race Alone	1.8%	1.9%	3.3%
Two or More Races	4.1%	4.0%	5.3%
Hispanic Origin	6.7%	6.1%	9.4%
Diversity Index	52.0	61.3	68.6



**2000 Population 3+ by School Enrollment**

Total	21,190	84,090	162,232
Enrolled in Nursery/Preschool	0.5%	0.8%	0.8%
Enrolled in Kindergarten	0.2%	0.4%	0.5%
Enrolled in Grade 1-8	2.1%	3.4%	4.0%
Enrolled in Grade 9-12	0.8%	1.9%	2.3%
Enrolled in College	4.6%	5.5%	7.1%
Enrolled in Grad/Prof School	3.2%	2.8%	3.2%
Not Enrolled in School	88.6%	85.2%	82.1%

**2008 Population 25+ by Educational Attainment**

Total	18,785	73,033	139,687
Less than 9th Grade	3.0%	8.5%	10.3%
9th - 12th Grade, No Diploma	2.0%	4.1%	5.9%
High School Graduate	5.9%	8.0%	10.8%
Some College, No Degree	10.6%	11.2%	13.1%
Associate Degree	3.6%	4.0%	4.3%
Bachelor's Degree	45.1%	39.4%	34.5%
Graduate/Professional Degree	29.8%	24.7%	21.1%

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 2008 and 2013.



Latitude 37.8012  
Longitude -122.425

1447 Lombard St  
San Francisco, CA 9412  
Radius: .5 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.0 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.5 mile



**2008 Population 15+ by Marital Status**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	20,219	79,588	154,062
Never Married	54.8%	50.0%	50.4%
Married	31.6%	35.0%	33.7%
Widowed	4.2%	6.0%	6.2%
Divorced	9.3%	9.0%	9.8%



**2000 Population 16+ by Employment Status**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	20,499	79,979	152,825
In Labor Force	76.3%	70.1%	65.6%
Civilian Employed	74.5%	67.9%	62.7%
Civilian Unemployed	1.8%	2.1%	2.8%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	23.7%	29.9%	34.4%

**2008 Civilian Population 16+ in Labor Force**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Civilian Employed	95.9%	94.8%	92.5%
Civilian Unemployed	4.1%	5.2%	7.5%

**2013 Civilian Population 16+ in Labor Force**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Civilian Employed	96.1%	95.1%	92.9%
Civilian Unemployed	3.9%	4.9%	7.1%

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

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	10,760	41,274	74,400
Own Children < 6 Only	4.4%	4.0%	4.0%
Employed/in Armed Forces	2.9%	2.3%	2.1%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	1.6%	1.7%	1.9%
Own Children < 6 and 6-17 Only	0.9%	1.3%	1.8%
Employed/in Armed Forces	0.5%	0.6%	0.9%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	0.4%	0.7%	0.8%
Own Children 6-17 Only	3.3%	4.7%	5.3%
Employed/in Armed Forces	1.9%	3.2%	3.4%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	1.4%	1.3%	1.7%
No Own Children < 18	91.4%	90.0%	88.9%
Employed/in Armed Forces	64.0%	55.8%	51.3%
Unemployed	2.0%	2.1%	2.3%
Not in Labor Force	25.4%	32.1%	35.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Latitude 37.8012  
Longitude -122.425

1447 Lombard St  
San Francisco, CA 9412  
Radius: .5 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.0 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.5 mile



**2008 Employed Population 16+ by Industry**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	13,353	47,864	85,126
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	2.8%	2.3%	2.6%
Manufacturing	4.8%	4.8%	4.7%
Wholesale Trade	2.0%	2.3%	2.1%
Retail Trade	8.8%	10.0%	10.1%
Transportation/Utilities	1.7%	2.2%	2.5%
Information	8.2%	7.6%	6.5%
Finance/Insurance/Real Estate	19.9%	16.9%	15.1%
Services	49.5%	51.3%	54.1%
Public Administration	2.2%	2.4%	2.3%

**2008 Employed Population 16+ by Occupation**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	13,354	47,863	85,128
White Collar	90.0%	83.9%	78.2%
Management/Business/Financial	38.2%	31.6%	27.7%
Professional	29.2%	27.4%	25.5%
Sales	14.3%	15.1%	14.0%
Administrative Support	8.3%	9.9%	10.9%
Services	6.3%	10.2%	14.5%
Blue Collar	3.8%	5.9%	7.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.0%	1.2%	1.6%
Installation/Maintenance/Repair	0.6%	0.7%	0.8%
Production	1.3%	2.3%	2.6%
Transportation/Material Moving	0.8%	1.7%	2.2%



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

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	15,030	53,491	93,970
Drove Alone - Car, Truck, or Van	37.7%	33.8%	29.8%
Carpooled - Car, Truck, or Van	7.9%	8.0%	7.1%
Public Transportation	34.7%	31.8%	33.0%
Walked	10.8%	17.7%	21.5%
Other Means	2.6%	3.1%	3.1%
Worked at Home	6.3%	5.7%	5.5%

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

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	15,029	53,491	93,970
Did Not Work at Home	93.7%	94.3%	94.5%
Less than 5 minutes	0.6%	1.1%	1.4%
5 to 9 minutes	4.3%	4.6%	5.4%
10 to 19 minutes	24.5%	25.3%	26.6%
20 to 24 minutes	16.6%	16.0%	16.0%
25 to 34 minutes	23.5%	22.5%	22.1%
35 to 44 minutes	6.5%	6.7%	6.1%
45 to 59 minutes	7.8%	7.9%	7.3%
60 to 89 minutes	8.1%	8.1%	7.3%
90 or more minutes	1.6%	2.2%	2.3%
Worked at Home	6.3%	5.7%	5.5%
Average Travel Time to Work (in min)	28.7	29.0	28.1

**2000 Households by Vehicles Available**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	13,546	49,350	94,263
None	25.1%	36.2%	47.4%
1	56.2%	47.2%	39.1%
2	16.0%	14.3%	11.6%
3	2.3%	1.8%	1.5%
4	0.3%	0.3%	0.3%
5+	0.1%	0.2%	0.2%
Average Number of Vehicles Available	1.0	0.8	0.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Latitude 37.8012  
Longitude -122.425

1447 Lombard St  
San Francisco, CA 9412  
Radius: .5 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.0 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.5 mile



**2000 Households by Type**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	13,535	49,310	94,272
Family Households	26.1%	29.8%	29.2%
Married-couple Family	22.1%	24.3%	22.7%
With Related Children	4.4%	6.4%	6.5%
Other Family (No Spouse)	4.1%	5.5%	6.6%
With Related Children	1.2%	1.7%	2.5%
Nonfamily Households	73.9%	70.2%	70.8%
Householder Living Alone	55.7%	54.3%	56.3%
Householder Not Living Alone	18.1%	15.9%	14.5%
Households with Related Children	5.6%	8.1%	9.0%
Households with Persons 65+	18.9%	23.2%	23.5%

**2000 Households by Size**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	13,536	49,310	94,274
1 Person Household	55.7%	54.3%	56.3%
2 Person Household	33.9%	31.5%	29.3%
3 Person Household	6.7%	7.5%	7.4%
4 Person Household	2.5%	3.9%	4.1%
5 Person Household	0.8%	1.5%	1.7%
6 Person Household	0.3%	0.7%	0.8%
7+ Person Household	0.2%	0.5%	0.6%

**2000 Households by Year Householder Moved In**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	13,546	49,346	94,261
Moved in 1999 to March 2000	22.4%	21.8%	22.9%
Moved in 1995 to 1998	32.1%	32.2%	33.2%
Moved in 1990 to 1994	16.6%	17.6%	17.6%
Moved in 1980 to 1989	14.1%	13.2%	13.3%
Moved in 1970 to 1979	7.9%	8.6%	7.9%
Moved in 1969 or Earlier	7.0%	6.6%	5.2%
Median Year Householder Moved In	1996	1995	1996



**2000 Housing Units by Units in Structure**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	14,359	52,731	101,642
1, Detached	4.0%	4.2%	3.5%
1, Attached	2.3%	2.2%	2.2%
2	10.3%	8.1%	6.0%
3 or 4	13.2%	12.1%	8.7%
5 to 9	19.5%	16.9%	12.5%
10 to 19	25.0%	22.1%	16.9%
20+	25.7%	34.2%	50.1%
Mobile Home	0.0%	0.1%	0.1%
Other	0.0%	0.0%	0.1%

**2000 Housing Units by Year Structure Built**

	1447 Lombard St San Francisco, CA 9412 Radius: .5 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.0 mile	1447 Lombard St San Francisco, CA 9412 Radius: 1.5 mile
Total	14,415	52,744	101,606
1999 to March 2000	0.1%	0.2%	0.2%
1995 to 1998	0.5%	1.3%	1.3%
1990 to 1994	0.5%	1.5%	2.4%
1980 to 1989	2.8%	3.6%	5.6%
1970 to 1979	5.3%	6.5%	6.6%
1969 or Earlier	90.8%	86.9%	83.9%
Median Year Structure Built	1933	1934	1934

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



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1447 Lombard St  
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Radius: .5 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.0 mile

1447 Lombard St  
San Francisco, CA 9412  
Radius: 1.5 mile

**Top 3 Tapestry Segments**

1.	Laptops and Lattes	Laptops and Lattes	Laptops and Lattes
2.	Metro Renters	Metro Renters	Metro Renters
3.	Trendsetters	Trendsetters	Social Security Set

 **2008 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 \$	\$76,054,364	\$238,723,699	\$372,263,907
Average Spent	\$5,651.66	\$4,848.46	\$3,906.23
Spending Potential Index	211	181	146
Computers & Accessories: Total \$	\$8,314,433	\$25,711,587	\$39,132,246
Average Spent	\$617.85	\$522.20	\$410.62
Spending Potential Index	258	218	172
Education: Total \$	\$47,459,485	\$146,613,064	\$224,699,951
Average Spent	\$3,526.75	\$2,977.70	\$2,357.82
Spending Potential Index	257	217	172
Entertainment/Recreation: Total \$	\$114,456,716	\$352,106,257	\$540,508,226
Average Spent	\$8,505.37	\$7,151.25	\$5,671.65
Spending Potential Index	229	192	153
Food at Home: Total \$	\$151,872,867	\$481,996,579	\$766,054,576
Average Spent	\$11,285.79	\$9,789.32	\$8,038.35
Spending Potential Index	231	200	165
Food Away from Home: Total \$	\$111,999,236	\$350,894,150	\$548,313,573
Average Spent	\$8,322.75	\$7,126.64	\$5,753.55
Spending Potential Index	243	208	168
Health Care: Total \$	\$108,518,683	\$339,169,468	\$546,556,366
Average Spent	\$8,064.11	\$6,888.51	\$5,735.11
Spending Potential Index	197	168	140
HH Furnishings & Equipment: Total \$	\$68,611,047	\$208,927,309	\$316,147,542
Average Spent	\$5,098.54	\$4,243.30	\$3,317.39
Spending Potential Index	222	184	144
Investments: Total \$	\$34,933,874	\$101,302,438	\$146,699,103
Average Spent	\$2,595.96	\$2,057.45	\$1,539.34
Spending Potential Index	256	203	152
Retail Goods: Total \$	\$808,103,394	\$2,506,395,473	\$3,876,068,812
Average Spent	\$60,050.78	\$50,904.72	\$40,672.29
Spending Potential Index	221	188	150
Shelter: Total \$	\$550,068,425	\$1,710,252,883	\$2,636,531,068
Average Spent	\$40,876.01	\$34,735.12	\$27,665.59
Spending Potential Index	263	224	178
TV/Video/Sound Equipment: Total \$	\$46,215,591	\$144,584,330	\$226,812,237
Average Spent	\$3,434.32	\$2,936.50	\$2,379.98
Spending Potential Index	239	204	166
Travel: Total \$	\$62,502,007	\$189,350,506	\$283,454,257
Average Spent	\$4,644.57	\$3,845.70	\$2,974.34
Spending Potential Index	246	204	158
Vehicle Maintenance & Repairs: Total \$	\$30,725,484	\$95,564,058	\$147,808,639
Average Spent	\$2,283.23	\$1,940.90	\$1,550.98
Spending Potential Index	230	196	156

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.