

# Executive Summary Report

Gateway Plaza Shopping Center  
398 W JACKSON ST && 25001 SANTA CLARA ST HAYWARD, CA 94544



08-28-2002  
1.0 Mile

Site Coordinates Longitude: -122.091340  
Latitude: 37.649380

## Population

The year 2002 population for this area is 30,859. The population change between 1990 and 2002 is 24.60%, or from 24,767 to 30,859 respectively. The U.S. as a whole increased 10.6% to 275,056,048. It is estimated that the 2007 population of this selected area will be 33,156 which is a 7.44% increase from the year 2002. The U.S. as a whole is expected to be 287,415,886 in 2007, an increase of 4.5%.

The study area is 50.07% male and 49.93% female. The median age is 30, compared to the U.S. median age of 34.9. The area is 45.78% White, 11.84% Black, 19.40% Asian/Pacific Islander, and 22.00% Other races. Hispanic origin is independent of race. In this study area 42.82% of the population is of Hispanic origin. The U.S. average is 12.1%.

## Households

There are 9,446 households in this study area which is a change of 8.72% from 1990. The U.S. as whole has 103,057,195 households, which is an increase of 12.1% from 1990. It is estimated that in five years the study area population will change by 4.71%, and will be 9,891. The average household size is 3.3 for the study area and 2.6 for the U.S.

## Income

In the year 2002, the estimated median household income is \$59,274, while the U.S. is \$42,351. The change in median household income between 1990 and 2002 was 40.46% and is projected to be \$65,677 in 2007. Average household income for the study area is \$67,451, while per capita income is \$20,647. The comparisons for the U.S. as a whole are \$55,429 and \$20,972 respectively.

## Education

High School Graduates are 27.71% of the study area population, compared to 33.8% for the U.S. as a whole. 30.81% of the study area are College graduates, while 31.6% of the U.S. population have graduated from college.

## Employment & Occupation

For the year 2002, 58.34% of the employees are in white-collar occupations, while 41.66% are employed in blue-collar occupations. The U.S. as a whole is 56.7% white-collar and 42.7% blue-collar employment. In the year 2002, 66.11% of civilian population is employed and .30% of the population is in the Armed Forces. The unemployment rate is 4.78.

## Housing & Vehicles

In this study area, owner-occupied dwellings accounted for 49.59%, renter-occupied dwellings for <Var A32>, and vacant dwellings for 4.92% in 2002. The total number of vehicles available in this area in 2002 is 16,605. The average number of vehicles per household is 1.8, compared to an average of 1.7 vehicles for the U.S. as a whole.

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08-28-2002  
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Site Coordinates Longitude: -122.091340  
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## Population

The year 2002 population for this area is 178,066. The population change between 1990 and 2002 is 23.97%, or from 143,634 to 178,066 respectively. The U.S. as a whole increased 10.6% to 275,056,048. It is estimated that the 2007 population of this selected area will be 190,884 which is a 7.20% increase from the year 2002. The U.S. as a whole is expected to be 287,415,886 in 2007, an increase of 4.5%.

The study area is 49.43% male and 50.57% female. The median age is 32, compared to the U.S. median age of 34.9. The area is 49.34% White, 11.30% Black, 20.28% Asian/Pacific Islander, and 18.12% Other races. Hispanic origin is independent of race. In this study area 35.04% of the population is of Hispanic origin. The U.S. average is 12.1%.

## Households

There are 57,574 households in this study area which is a change of 10.26% from 1990. The U.S. as whole has 103,057,195 households, which is an increase of 12.1% from 1990. It is estimated that in five years the study area population will change by 5.13%, and will be 60,529. The average household size is 3.1 for the study area and 2.6 for the U.S.

## Income

In the year 2002, the estimated median household income is \$58,275, while the U.S. is \$42,351. The change in median household income between 1990 and 2002 was 39.47% and is projected to be \$64,430 in 2007. Average household income for the study area is \$68,653, while per capita income is \$22,198. The comparisons for the U.S. as a whole are \$55,429 and \$20,972 respectively.

## Education

High School Graduates are 26.77% of the study area population, compared to 33.8% for the U.S. as a whole. 32.71% of the study area are College graduates, while 31.6% of the U.S. population have graduated from college.

## Employment & Occupation

For the year 2002, 60.08% of the employees are in white-collar occupations, while 39.92% are employed in blue-collar occupations. The U.S. as a whole is 56.7% white-collar and 42.7% blue-collar employment. In the year 2002, 66.04% of civilian population is employed and .29% of the population is in the Armed Forces. The unemployment rate is 4.77.

## Housing & Vehicles

In this study area, owner-occupied dwellings accounted for 49.82%, renter-occupied dwellings for 45.22%, and vacant dwellings for 4.95% in 2002. The total number of vehicles available in this area in 2002 is 101,594. The average number of vehicles per household is 1.8, compared to an average of 1.7 vehicles for the U.S. as a whole.

# Executive Summary Report

Gateway Plaza Shopping Center  
398 W JACKSON ST && 25001 SANTA CLARA ST HAYWARD, CA 94544



08-28-2002  
5.0 Mile

Site Coordinates Longitude: -122.091340  
Latitude: 37.649380

## Population

The year 2002 population for this area is 348,610. The population change between 1990 and 2002 is 23.54%, or from 282,179 to 348,610 respectively. The U.S. as a whole increased 10.6% to 275,056,048. It is estimated that the 2007 population of this selected area will be 372,284 which is a 6.79% increase from the year 2002. The U.S. as a whole is expected to be 287,415,886 in 2007, an increase of 4.5%.

The study area is 49.21% male and 50.79% female. The median age is 34, compared to the U.S. median age of 34.9. The area is 50.54% White, 10.42% Black, 24.40% Asian/Pacific Islander, and 13.80% Other races. Hispanic origin is independent of race. In this study area 27.74% of the population is of Hispanic origin. The U.S. average is 12.1%.

## Households

There are 114,795 households in this study area which is a change of 11.81% from 1990. The U.S. as whole has 103,057,195 households, which is an increase of 12.1% from 1990. It is estimated that in five years the study area population will change by 4.69%, and will be 120,178. The average household size is 3 for the study area and 2.6 for the U.S.

## Income

In the year 2002, the estimated median household income is \$59,752, while the U.S. is \$42,351. The change in median household income between 1990 and 2002 was 36.69% and is projected to be \$65,633 in 2007. Average household income for the study area is \$72,662, while per capita income is \$23,927. The comparisons for the U.S. as a whole are \$55,429 and \$20,972 respectively.

## Education

High School Graduates are 26.49% of the study area population, compared to 33.8% for the U.S. as a whole. 34.21% of the study area are College graduates, while 31.6% of the U.S. population have graduated from college.

## Employment & Occupation

For the year 2002, 61.83% of the employees are in white-collar occupations, while 38.17% are employed in blue-collar occupations. The U.S. as a whole is 56.7% white-collar and 42.7% blue-collar employment. In the year 2002, 65.52% of civilian population is employed and .61% of the population is in the Armed Forces. The unemployment rate is 5.2.

## Housing & Vehicles

In this study area, owner-occupied dwellings accounted for 57.69%, renter-occupied dwellings for 38.32%, and vacant dwellings for 3.99% in 2002. The total number of vehicles available in this area in 2002 is 210,074. The average number of vehicles per household is 1.8, compared to an average of 1.7 vehicles for the U.S. as a whole.

# Income Forecast Report (1990, 2002, 2007)

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1.0 Mile



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	1990 Census	2002 Projection	2007 Estimate
Population	24,767	30,859	33,156
Persons In Group Quarters	232	160	151
Per Capita Income	\$13,832	\$20,647	\$21,366
Aggregate Income(\$mil)	\$344	\$637	\$708
Households	8,685	9,447	9,890
Household Income: < \$5,000	325	143	103
Household Income: \$5,000-9,999	560	264	198
Household Income: \$10,000-14,999	559	320	271
Household Income: \$15,000-19,999	778	402	334
Household Income: \$20,000-24,999	582	355	297
Household Income: \$25,000-29,999	743	373	319
Household Income: \$30,000-34,999	758	531	477
Household Income: \$35,000-39,999	617	406	398
Household Income: \$40,000-49,999	1,290	1,040	955
Household Income: \$50,000-59,999	907	959	999
Household Income: \$60,000-74,999	825	1,418	1,571
Household Income: \$75,000-99,999	559	1,628	1,907
Household Income: \$100,000-124,999	108	854	1,109
Household Income: \$125,000-149,999	44	293	366
Household Income: \$150,000+	31	461	586
Median Household Income	\$35,290	\$59,274	\$65,671
Average Household Income	\$39,430	\$67,454	\$71,621
Families	6,265	6,907	7,051
Family Income: < \$5,000	175	82	59
Family Income: \$5,000-9,999	275	133	101
Family Income: \$10,000-14,999	376	176	130
Family Income: \$15,000-19,999	482	205	153
Family Income: \$20,000-24,999	368	230	190
Family Income: \$25,000-29,999	461	169	112
Family Income: \$30,000-34,999	523	363	308
Family Income: \$35,000-39,999	442	204	156
Family Income: \$40,000-49,999	1,050	734	652
Family Income: \$50,000-59,999	757	689	634
Family Income: \$60,000-74,999	716	1,156	1,244
Family Income: \$75,000-99,999	502	1,380	1,571
Family Income: \$100,000-124,999	78	738	943
Family Income: \$125,000-149,999	36	247	296
Family Income: \$150,000+	23	401	502
Median Family Income	\$40,209	\$66,078	\$72,425
Average Family Income	\$43,172	\$72,081	\$76,901

# Income Forecast Report (1990, 2002, 2007)

Gateway Plaza Shopping Center  
3.0 Mile



Site Coordinates Longitude: -122.091340  
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	1990 Census	2002 Projection	2007 Estimate
Population	143,634	178,066	190,884
Persons In Group Quarters	2,233	2,942	2,460
Per Capita Income	\$14,719	\$22,198	\$23,605
Aggregate Income(\$mil)	\$2,130	\$3,953	\$4,506
Households	52,188	57,572	60,527
Household Income: < \$5,000	1,700	855	612
Household Income: \$5,000-9,999	3,664	1,715	1,261
Household Income: \$10,000-14,999	3,302	2,023	1,735
Household Income: \$15,000-19,999	3,902	2,408	2,143
Household Income: \$20,000-24,999	4,512	2,281	1,793
Household Income: \$25,000-29,999	4,237	2,395	2,170
Household Income: \$30,000-34,999	4,527	3,236	3,017
Household Income: \$35,000-39,999	4,010	2,677	2,540
Household Income: \$40,000-49,999	7,294	6,267	6,066
Household Income: \$50,000-59,999	5,530	5,954	6,103
Household Income: \$60,000-74,999	4,835	8,480	9,556
Household Income: \$75,000-99,999	3,018	9,425	11,146
Household Income: \$100,000-124,999	926	5,238	6,632
Household Income: \$125,000-149,999	288	1,768	2,194
Household Income: \$150,000+	442	2,850	3,559
Median Household Income	\$35,273	\$58,277	\$64,431
Average Household Income	\$40,490	\$68,653	\$74,441
Families	35,622	39,821	40,790
Family Income: < \$5,000	834	444	312
Family Income: \$5,000-9,999	1,589	792	569
Family Income: \$10,000-14,999	1,937	979	746
Family Income: \$15,000-19,999	2,300	1,114	845
Family Income: \$20,000-24,999	2,674	1,393	1,073
Family Income: \$25,000-29,999	2,627	982	663
Family Income: \$30,000-34,999	2,891	2,031	1,841
Family Income: \$35,000-39,999	2,752	1,230	872
Family Income: \$40,000-49,999	5,587	4,170	3,814
Family Income: \$50,000-59,999	4,327	3,925	3,600
Family Income: \$60,000-74,999	4,039	6,601	7,223
Family Income: \$75,000-99,999	2,634	7,753	8,876
Family Income: \$100,000-124,999	785	4,461	5,548
Family Income: \$125,000-149,999	250	1,490	1,779
Family Income: \$150,000+	396	2,456	3,029
Median Family Income	\$40,301	\$66,476	\$72,584
Average Family Income	\$45,398	\$75,532	\$81,947

# Income Forecast Report (1990, 2002, 2007)

Gateway Plaza Shopping Center  
5.0 Mile



Site Coordinates Longitude: -122.091340  
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	1990 Census	2002 Projection	2007 Estimate
Population	282,179	348,610	372,284
Persons In Group Quarters	3,914	4,656	3,889
Per Capita Income	\$15,753	\$23,927	\$24,766
Aggregate Income(\$mil)	\$4,468	\$8,341	\$9,220
Households	102,633	114,794	120,177
Household Income: < \$5,000	2,864	1,656	1,219
Household Income: \$5,000-9,999	6,088	3,241	2,426
Household Income: \$10,000-14,999	5,982	3,885	3,318
Household Income: \$15,000-19,999	7,170	4,632	4,129
Household Income: \$20,000-24,999	8,243	4,387	3,497
Household Income: \$25,000-29,999	8,081	4,610	4,119
Household Income: \$30,000-34,999	8,085	6,244	5,842
Household Income: \$35,000-39,999	7,816	5,089	4,838
Household Income: \$40,000-49,999	14,284	12,284	11,709
Household Income: \$50,000-59,999	11,313	11,657	11,899
Household Income: \$60,000-74,999	10,900	17,072	18,885
Household Income: \$75,000-99,999	7,653	19,491	22,713
Household Income: \$100,000-124,999	2,434	10,939	13,692
Household Income: \$125,000-149,999	800	3,792	4,567
Household Income: \$150,000+	919	5,815	7,324
Median Household Income	\$37,827	\$59,752	\$65,632
Average Household Income	\$43,298	\$72,663	\$76,719
Families	72,035	81,637	83,447
Family Income: < \$5,000	1,383	896	657
Family Income: \$5,000-9,999	2,419	1,541	1,141
Family Income: \$10,000-14,999	3,310	1,922	1,477
Family Income: \$15,000-19,999	4,226	2,228	1,720
Family Income: \$20,000-24,999	5,053	2,765	2,168
Family Income: \$25,000-29,999	4,983	1,978	1,343
Family Income: \$30,000-34,999	5,233	4,034	3,676
Family Income: \$35,000-39,999	5,370	2,436	1,761
Family Income: \$40,000-49,999	11,174	8,395	7,600
Family Income: \$50,000-59,999	9,197	7,942	7,278
Family Income: \$60,000-74,999	9,298	13,581	14,604
Family Income: \$75,000-99,999	6,713	16,211	18,370
Family Income: \$100,000-124,999	2,151	9,432	11,597
Family Income: \$125,000-149,999	694	3,238	3,770
Family Income: \$150,000+	831	5,038	6,285
Median Family Income	\$43,172	\$67,379	\$73,251
Average Family Income	\$48,744	\$80,477	\$84,567

# Income Projection Report (2002, 2007, 2012)

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1.0 Mile



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	2002 Estimate	2007 Projection	2011 Estimate
Population	30,859	33,156	35,777
Persons In Group Quarters	160	151	130
Per Capita Income	\$20,647	\$21,366	\$22,783
Aggregate Income(\$mil)	\$637	\$708	\$815
Households	9,446	9,891	10,344
Household Income: <\$5,000	1.51%	1.04%	.72%
Household Income: \$5,000-\$9,999	2.80%	2.00%	1.41%
Household Income: \$10,000-\$14,999	3.38%	2.74%	2.23%
Household Income: \$15,000-\$19,999	4.27%	3.38%	2.87%
Household Income: \$20,000-\$24,999	3.76%	3.00%	2.26%
Household Income: \$25,000-\$29,999	3.94%	3.22%	2.96%
Household Income: \$30,000-\$34,999	5.62%	4.83%	4.19%
Household Income: \$35,000-\$39,999	4.30%	4.02%	3.61%
Household Income: \$40,000-\$49,999	11.01%	9.65%	9.11%
Household Income: \$50,000-\$59,999	10.15%	10.10%	9.48%
Household Income: \$60,000-\$74,999	15.01%	15.89%	16.53%
Household Income: \$75,000-\$99,999	17.24%	19.28%	21.14%
Household Income: \$100,000-\$124,999	9.05%	11.21%	12.61%
Household Income: \$125,000-\$149,999	3.09%	3.70%	4.29%
Household Income: \$150,000+	4.88%	5.93%	6.60%
Median Household Income	\$59,274	\$65,677	\$70,132
Average Household Income	\$67,454	\$71,621	\$78,798
Families	6,906	7,051	7,204
Family Income: <\$5,000	1.18%	.84%	.60%
Family Income: \$5,000-\$9,999	1.93%	1.43%	.98%
Family Income: \$10,000-\$14,999	2.54%	1.84%	1.32%
Family Income: \$15,000-\$19,999	2.97%	2.17%	1.59%
Family Income: \$20,000-\$24,999	3.33%	2.69%	2.16%
Family Income: \$25,000-\$29,999	2.45%	1.59%	1.10%
Family Income: \$30,000-\$34,999	5.26%	4.37%	3.73%
Family Income: \$35,000-\$39,999	2.95%	2.21%	1.48%
Family Income: \$40,000-\$49,999	10.63%	9.24%	8.20%
Family Income: \$50,000-\$59,999	9.97%	8.99%	8.26%
Family Income: \$60,000-\$74,999	16.73%	17.65%	17.92%
Family Income: \$75,000-\$99,999	19.99%	22.28%	24.48%
Family Income: \$100,000-\$124,999	10.69%	13.38%	15.17%
Family Income: \$125,000-\$149,999	3.57%	4.20%	5.02%
Family Income: \$150,000+	5.80%	7.12%	7.99%
Median Family Income	\$66,081	\$72,435	\$77,719
Average Family Income	\$72,081	\$76,901	\$84,531

# Income Projection Report (2002, 2007, 2012)

Gateway Plaza Shopping Center  
3.0 Mile



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	2002 Estimate	2007 Projection	2012 Forecast
Population	178,066	190,884	205,507
Persons In Group Quarters	2,942	2,460	2,008
Per Capita Income	\$22,198	\$23,605	\$24,240
Aggregate Income(\$mil)	\$3,953	\$4,506	\$4,982
Households	57,574	60,529	63,451
Household Income: <\$5,000	1.48%	1.01%	.70%
Household Income: \$5,000-\$9,999	2.98%	2.08%	1.48%
Household Income: \$10,000-\$14,999	3.51%	2.87%	2.37%
Household Income: \$15,000-\$19,999	4.18%	3.54%	3.09%
Household Income: \$20,000-\$24,999	3.96%	2.96%	2.29%
Household Income: \$25,000-\$29,999	4.16%	3.58%	3.17%
Household Income: \$30,000-\$34,999	5.62%	4.98%	4.51%
Household Income: \$35,000-\$39,999	4.65%	4.20%	3.97%
Household Income: \$40,000-\$49,999	10.88%	10.02%	9.19%
Household Income: \$50,000-\$59,999	10.34%	10.08%	9.94%
Household Income: \$60,000-\$74,999	14.73%	15.79%	16.25%
Household Income: \$75,000-\$99,999	16.37%	18.41%	20.11%
Household Income: \$100,000-\$124,999	9.10%	10.96%	12.28%
Household Income: \$125,000-\$149,999	3.07%	3.62%	4.13%
Household Income: \$150,000+	4.95%	5.88%	6.53%
Median Household Income	\$58,275	\$64,430	\$68,582
Average Household Income	\$68,653	\$74,441	\$78,511
Families	39,821	40,791	41,745
Family Income: <\$5,000	1.11%	.77%	.54%
Family Income: \$5,000-\$9,999	1.99%	1.40%	.97%
Family Income: \$10,000-\$14,999	2.46%	1.83%	1.33%
Family Income: \$15,000-\$19,999	2.80%	2.07%	1.56%
Family Income: \$20,000-\$24,999	3.50%	2.63%	2.06%
Family Income: \$25,000-\$29,999	2.47%	1.62%	1.08%
Family Income: \$30,000-\$34,999	5.10%	4.51%	3.96%
Family Income: \$35,000-\$39,999	3.09%	2.14%	1.52%
Family Income: \$40,000-\$49,999	10.47%	9.35%	8.12%
Family Income: \$50,000-\$59,999	9.86%	8.82%	8.29%
Family Income: \$60,000-\$74,999	16.58%	17.71%	17.93%
Family Income: \$75,000-\$99,999	19.47%	21.76%	23.85%
Family Income: \$100,000-\$124,999	11.20%	13.60%	15.39%
Family Income: \$125,000-\$149,999	3.74%	4.36%	5.07%
Family Income: \$150,000+	6.17%	7.43%	8.35%
Median Family Income	\$66,474	\$72,583	\$77,772
Average Family Income	\$75,532	\$81,947	\$85,548

# Income Projection Report (2002, 2007, 2012)

Gateway Plaza Shopping Center  
5.0 Mile



Site Coordinates Longitude: -122.091340  
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	2002 Estimate	2007 Projection	2012 Forecast
Population	348,610	372,284	399,458
Persons In Group Quarters	4,656	3,889	3,164
Per Capita Income	\$23,927	\$24,766	\$24,987
Aggregate Income(\$mil)	\$8,341	\$9,220	\$9,981
Households	114,795	120,178	125,450
Household Income: <\$5,000	1.44%	1.01%	.72%
Household Income: \$5,000-\$9,999	2.82%	2.02%	1.45%
Household Income: \$10,000-\$14,999	3.38%	2.76%	2.28%
Household Income: \$15,000-\$19,999	4.03%	3.44%	2.99%
Household Income: \$20,000-\$24,999	3.82%	2.91%	2.27%
Household Income: \$25,000-\$29,999	4.02%	3.43%	2.99%
Household Income: \$30,000-\$34,999	5.44%	4.86%	4.38%
Household Income: \$35,000-\$39,999	4.43%	4.03%	3.78%
Household Income: \$40,000-\$49,999	10.70%	9.74%	8.98%
Household Income: \$50,000-\$59,999	10.16%	9.90%	9.63%
Household Income: \$60,000-\$74,999	14.87%	15.71%	16.16%
Household Income: \$75,000-\$99,999	16.98%	18.90%	20.44%
Household Income: \$100,000-\$124,999	9.53%	11.39%	12.76%
Household Income: \$125,000-\$149,999	3.30%	3.80%	4.33%
Household Income: \$150,000+	5.07%	6.09%	6.82%
Median Household Income	\$59,752	\$65,633	\$69,757
Average Household Income	\$72,663	\$76,719	\$79,564
Families	81,637	83,448	85,204
Family Income: <\$5,000	1.10%	.79%	.57%
Family Income: \$5,000-\$9,999	1.89%	1.37%	.97%
Family Income: \$10,000-\$14,999	2.35%	1.77%	1.31%
Family Income: \$15,000-\$19,999	2.73%	2.06%	1.56%
Family Income: \$20,000-\$24,999	3.39%	2.60%	2.05%
Family Income: \$25,000-\$29,999	2.42%	1.61%	1.09%
Family Income: \$30,000-\$34,999	4.94%	4.41%	3.85%
Family Income: \$35,000-\$39,999	2.98%	2.11%	1.53%
Family Income: \$40,000-\$49,999	10.28%	9.11%	7.95%
Family Income: \$50,000-\$59,999	9.73%	8.72%	8.11%
Family Income: \$60,000-\$74,999	16.64%	17.50%	17.69%
Family Income: \$75,000-\$99,999	19.86%	22.01%	23.89%
Family Income: \$100,000-\$124,999	11.55%	13.90%	15.69%
Family Income: \$125,000-\$149,999	3.97%	4.52%	5.20%
Family Income: \$150,000+	6.17%	7.53%	8.53%
Median Family Income	\$67,378	\$73,252	\$78,461
Average Family Income	\$80,477	\$84,567	\$86,472

# 2002 Consumer Expenditure Summary Report

Gateway Plaza Shopping Center  
398 W JACKSON ST && 25001 SANTA CLARA ST HAYWARD, CA 94544  
08-28-2002



Site Coordinates Longitude: -122.091340  
Latitude: 37.649380

<i>*Expenditure data is reported at per household level.</i>	1.0 Mile Ring 3.14 sq/mi	3.0 Mile Ring 28.27 sq/mi	5.0 Mile Ring 78.54 sq/mi
2002 Population	30,859	178,066	348,610
1990 Population	24,767	143,634	282,179
2002 Households	9,446	57,574	114,795
1990 Households	8,689	52,215	102,667
2002 Avg HH Income	\$67,451	\$68,653	\$72,662
Total Expenditures	\$55,540	\$54,924	\$55,178
Apparel	\$3,093.48	\$3,052.80	\$3,061.69
Mens Apparel	\$575.87	\$569.08	\$570.82
Boys Apparel	\$164.89	\$161.91	\$162.23
Womens Apparel	\$1,021.65	\$1,011.14	\$1,015.36
Girls Apparel	\$198.76	\$195.18	\$195.89
Infants Apparel	\$142.82	\$140.51	\$140.67
Footwear	\$577.00	\$568.88	\$570.05
Apparel Services And Accessories	\$412.48	\$406.11	\$406.67
Repair And Alterations	\$14.97	\$14.74	\$14.74
Dry Cleaning	\$128.15	\$125.91	\$125.76
Coin-Operated Laundry	\$72.62	\$71.36	\$71.27
Other Apparel Services and Accessories	\$196.75	\$194.10	\$194.90
Contributions	\$1,617.48	\$1,616.10	\$1,638.05
Education	\$969.65	\$959.00	\$959.77
Books And Supplies	\$151.26	\$149.55	\$150.03
Tuition	\$818.39	\$809.45	\$809.75
Entertainment	\$2,901.65	\$2,873.95	\$2,893.01
Fees And Admissions	\$745.50	\$738.81	\$744.29
Video And Audio Equipment	\$1,094.78	\$1,079.96	\$1,082.33
Recreational Equipment And Supplies	\$1,061.37	\$1,055.18	\$1,066.39
Pet Supplies And Services	\$307.39	\$304.57	\$306.69
Other Recreational Equipment	\$753.98	\$750.61	\$759.70
Food and Beverages	\$9,332.59	\$9,204.06	\$9,226.29
Food At Home	\$5,518.20	\$5,436.83	\$5,446.45
Food Away From Home	\$3,286.49	\$3,243.30	\$3,253.40
Alcoholic Beverages	\$527.90	\$523.92	\$526.44
Beer And Ale Not At Home	\$74.91	\$74.58	\$75.04
Wine Away From Home	\$34.54	\$34.42	\$34.68
Whiskey Away From Home	\$57.50	\$57.29	\$57.70
Other Alcoholic Beverages	\$360.95	\$357.63	\$359.02

# 2002 Consumer Expenditure Summary Report

Gateway Plaza Shopping Center  
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08-28-2002



Site Coordinates Longitude: -122.091340  
Latitude: 37.649380

	1.0 Mile Ring 3.14 sq/mi	3.0 Mile Ring 28.27 sq/mi	5.0 Mile Ring 78.54 sq/mi
<i>*Expenditure data is reported at per household level.</i>			
Gifts	\$1,636.06	\$1,623.50	\$1,631.26
Health Care	\$3,423.17	\$3,391.50	\$3,412.88
Health Care Insurance	\$1,742.28	\$1,730.35	\$1,746.53
Health Care Services	\$1,053.82	\$1,040.46	\$1,042.11
Health Care Supplies And Equipment	\$627.07	\$620.69	\$624.24
Prescription Drugs	\$295.82	\$292.36	\$295.57
Eyeglasses And Contact Lenses	\$119.78	\$118.83	\$118.59
Medical Equipment	\$211.47	\$209.49	\$210.08
Household Furnishings and Equipment	\$2,207.10	\$2,186.89	\$2,201.70
Household Textiles	\$126.83	\$126.58	\$128.10
Furniture	\$560.22	\$554.28	\$557.96
Floor Coverings	\$93.12	\$92.53	\$93.31
Major Appliances	\$250.65	\$247.93	\$249.76
Housewares And Small Appliances	\$1,176.29	\$1,165.57	\$1,172.56
Shelter	\$9,413.25	\$9,336.18	\$9,395.36
Mortgage Interest	\$3,429.09	\$3,374.56	\$3,377.94
Property Taxes	\$458.32	\$465.32	\$478.42
Other Owned Dwelling Costs	\$901.71	\$896.52	\$903.02
Rent	\$3,823.05	\$3,816.29	\$3,854.08
Other Lodging	\$801.08	\$783.49	\$781.90
Repairs And Maintenance	\$633.55	\$628.74	\$633.11
Household Operations	\$1,694.06	\$1,681.48	\$1,697.17
Babysitting And Elderly Care	\$311.54	\$307.48	\$308.40
Household Services	\$376.97	\$378.78	\$385.37
Other Household Operations	\$1,005.54	\$995.22	\$1,003.41
Miscellaneous Expenses	\$630.36	\$625.16	\$629.22
Legal And Accounting	\$125.42	\$123.29	\$123.29
Funeral And Cemetary	\$127.11	\$128.37	\$131.77
Finance Charges Exc Mortgage & Vehicle	\$247.11	\$244.24	\$244.49
Other Miscellaneous Expenses	\$130.72	\$129.26	\$129.66
Personal Insurance	\$659.15	\$650.02	\$651.98
Reading	\$296.95	\$294.23	\$295.50
Newspapers	\$129.78	\$128.62	\$129.21
Magazines	\$63.36	\$62.72	\$62.97
Books	\$103.81	\$102.89	\$103.32

# 2002 Consumer Expenditure Summary Report

Gateway Plaza Shopping Center  
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	1.0 Mile Ring 3.14 sq/mi	3.0 Mile Ring 28.27 sq/mi	5.0 Mile Ring 78.54 sq/mi
<i>*Expenditure data is reported at per household level.</i>			
Tobacco	\$498.85	\$495.88	\$500.22
Cigarettes	\$447.49	\$444.77	\$448.52
Other Tobacco Products	\$51.36	\$51.11	\$51.70
Transportation	\$11,843.38	\$11,674.88	\$11,709.36
New Vehicle Purchase	\$2,453.29	\$2,419.95	\$2,426.52
Used Vehicle Purchase	\$2,676.46	\$2,633.05	\$2,640.71
Motorcycles (New And Used)	\$31.49	\$32.12	\$33.05
Vehicle Finance Charges	\$441.88	\$433.08	\$431.20
Gasoline And Oil	\$2,030.82	\$2,001.19	\$2,008.55
Vehicle Repair And Maintenance	\$1,300.15	\$1,283.67	\$1,287.59
Vehicle Insurance	\$1,349.13	\$1,331.84	\$1,336.70
Public Transportation	\$628.41	\$620.77	\$623.15
Other Transportation Costs	\$931.75	\$919.21	\$921.90
Utilities	\$4,369.82	\$4,316.99	\$4,330.70
Natural Gas	\$506.06	\$503.68	\$508.13
Electricity	\$1,687.45	\$1,667.00	\$1,671.52
Fuel Oil And Other Fuels	\$107.57	\$107.80	\$109.56
Telephone Service	\$1,585.07	\$1,557.55	\$1,554.95
Other Utilities	\$483.66	\$480.96	\$486.55