



2008 NEW HAVEN – A STEADILY GROWING MARKET

<u>Drive Time from Downtown</u>	<u>10 Minutes</u>	<u>20 Minutes</u>	<u>30 Minutes</u>
Total Retail Sales	\$2.4 billion	\$8.1 billion	\$16.3 billion
Apparel and Accessories	\$341 million	\$1.1 billion	\$2.3 billion
Entertainment	\$189 million	\$654 million	\$1.2 billion
Food & Beverages Away from Home	\$463 million	\$1.5 billion	\$3.0 billion
Food at Home	\$461 million	\$1.4 billion	\$2.8 billion
Furniture & Furnishings	\$84 million	\$327 million	\$674 million
General Merchandise/Personal Items	\$267 million	\$930 million	\$1.9 billion
Household Appliances & Equipment	\$84 million	\$338 million	\$691 million
Automotive Sales	\$307 million	\$1.0 billion	\$2.1 billion
Total Households	76,840	216,140	412,133
Average Household Income	\$54,124	\$74,976	\$82,603
Total Population	197,299	552,785	1,075,245
Average Age	36	39	39
Median Age	34	39	39
Percent College Graduates	28.7	34.3	35.8
Students in Higher Education	38,275	43,675	43,675
Jobs	87,995	271,936	531,428

* Entertainment – Excludes Sports, Recreation & Travel

Source: Claritas based on 2008 Consumer Spending Patterns