

### BLACKWOOD

DEVELOPMENT COMPANY, INC.

**Kempsville Marketplace**

Latitude: 36.822286

Longitude: -76.14978

4876 Princess Anne Rd

Virginia Beach, VA 2346

Radius: 3.0 mile

4876 Princess Anne Rd

Virginia Beach, VA 2346

Radius: 5.0 mile

4876 Princess Anne Rd

Virginia Beach, VA 2346

Radius: 10.0 mile



	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
2000 Total Population	131,212	290,543	731,022
2000 Group Quarters	986	2,299	16,899
2007 Total Population	135,792	303,032	764,500
2012 Total Population	139,426	312,458	787,972
2007 - 2012 Annual Rate	0.53%	0.61%	0.61%



2000 Households	47,015	103,555	272,676
2000 Average Household Size	2.77	2.78	2.62
2007 Households	49,696	110,106	289,714
2007 Average Household Size	2.71	2.73	2.58
2012 Households	51,503	114,504	300,545
2012 Average Household Size	2.69	2.71	2.57
2007 - 2012 Annual Rate	0.72%	0.79%	0.74%
2000 Families	35,080	77,376	187,318
2000 Average Family Size	3.15	3.17	3.11
2007 Families	35,883	79,792	192,813
2007 Average Family Size	3.12	3.14	3.1
2012 Families	36,278	81,048	195,265
2012 Average Family Size	3.12	3.14	3.11
2007 - 2012 Annual Rate	0.22%	0.31%	0.25%



<b>2000 Housing Units</b>	48,581	107,054	289,050
Owner Occupied Housing Units	66.5%	64.7%	56.8%
Renter Occupied Housing Units	30.3%	32.1%	37.5%
Vacant Housing Units	3.2%	3.2%	5.7%
<b>2007 Housing Units</b>	51,266	113,633	306,779
Owner Occupied Housing Units	66.1%	64.7%	57.4%
Renter Occupied Housing Units	30.9%	32.2%	37.0%
Vacant Housing Units	3.1%	3.1%	5.6%
<b>2012 Housing Units</b>	53,144	118,189	318,148
Owner Occupied Housing Units	65.3%	64.3%	57.4%
Renter Occupied Housing Units	31.6%	32.5%	37.1%
Vacant Housing Units	3.1%	3.1%	5.5%

#### Median Household Income

2000	\$47,490	\$47,031	\$42,660
2007	\$58,949	\$58,694	\$53,594
2012	\$67,734	\$67,585	\$62,166

#### Median Home Value

2000	\$105,690	\$107,133	\$108,906
2007	\$233,406	\$236,302	\$240,179
2012	\$255,474	\$260,481	\$268,900

#### Per Capita Income

2000	\$19,760	\$19,976	\$20,257
2007	\$25,509	\$25,714	\$26,172
2012	\$30,476	\$30,832	\$31,521

#### Median Age

2000	32.9	32.6	32.7
2007	34.8	34.2	34.1
2012	35.3	34.4	34.5

**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.



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**2000 Households by Income**

Household Income Base	46,997	103,694	272,752
< \$15,000	7.3%	8.2%	13.3%
\$15,000 - \$24,999	10.0%	10.2%	12.2%
\$25,000 - \$34,999	14.3%	14.4%	14.0%
\$35,000 - \$49,999	21.7%	21.1%	19.1%
\$50,000 - \$74,999	25.7%	25.4%	21.7%
\$75,000 - \$99,999	11.9%	11.5%	10.0%
\$100,000 - \$149,999	7.4%	6.8%	6.6%
\$150,000 - \$199,999	1.1%	1.3%	1.4%
\$200,000+	0.6%	1.1%	1.6%
Average Household Income	\$54,550	\$55,326	\$53,308

**2007 Households by Income**

Household Income Base	49,697	110,104	289,712
< \$15,000	5.2%	5.8%	9.8%
\$15,000 - \$24,999	6.5%	6.7%	8.9%
\$25,000 - \$34,999	10.0%	10.3%	11.0%
\$35,000 - \$49,999	17.5%	17.0%	16.3%
\$50,000 - \$74,999	26.9%	26.3%	22.7%
\$75,000 - \$99,999	15.7%	15.4%	13.4%
\$100,000 - \$149,999	13.4%	13.1%	12.0%
\$150,000 - \$199,999	3.3%	3.1%	3.1%
\$200,000+	1.5%	2.2%	2.9%
Average Household Income	\$69,298	\$70,424	\$68,187

**2012 Households by Income**

Household Income Base	51,502	114,504	300,541
< \$15,000	4.5%	5.0%	8.3%
\$15,000 - \$24,999	4.8%	5.0%	6.9%
\$25,000 - \$34,999	7.1%	7.1%	8.4%
\$35,000 - \$49,999	14.5%	14.6%	14.2%
\$50,000 - \$74,999	24.8%	23.9%	21.6%
\$75,000 - \$99,999	17.5%	17.4%	15.1%
\$100,000 - \$149,999	18.9%	18.5%	16.4%
\$150,000 - \$199,999	4.6%	4.5%	4.6%
\$200,000+	3.4%	4.0%	4.6%
Average Household Income	\$82,057	\$83,768	\$81,708

**2000 Owner Occupied HUs by Value**

Total	32,280	69,223	164,140
<\$50,000	3.4%	2.7%	4.6%
\$50,000 - 99,999	41.1%	40.8%	39.4%
\$100,000 - 149,999	38.2%	36.7%	30.0%
\$150,000 - 199,999	12.9%	12.4%	13.8%
\$200,000 - \$299,999	3.8%	5.0%	7.4%
\$300,000 - 499,999	0.4%	1.8%	3.6%
\$500,000 - 999,999	0.1%	0.4%	1.1%
\$1,000,000+	0.1%	0.2%	0.2%
Average Home Value	\$114,812	\$123,714	\$135,208

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

Total	14,745	34,312	108,203
With Cash Rent	97.9%	97.8%	97.0%
No Cash Rent	2.1%	2.2%	3.0%
Median Rent	\$653	\$626	\$547
Average Rent	\$656	\$632	\$546

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.



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**2000 Population by Age**

Total	131,214	290,543	731,025
0 - 4	7.0%	7.3%	7.3%
5 - 9	7.8%	8.0%	7.8%
10 - 14	8.3%	8.2%	7.7%
15 - 19	7.3%	7.3%	7.2%
20 - 24	6.8%	7.1%	7.8%
25 - 34	16.2%	16.0%	15.7%
35 - 44	17.3%	17.5%	17.1%
45 - 54	13.1%	12.7%	12.4%
55 - 64	7.8%	7.4%	7.2%
65 - 74	5.1%	5.1%	5.4%
75 - 84	2.5%	2.6%	3.4%
85+	0.7%	0.7%	1.0%
18+	72.1%	71.8%	72.8%

**2007 Population by Age**

Total	135,791	303,033	764,500
0 - 4	6.8%	7.2%	7.2%
5 - 9	6.7%	6.7%	6.8%
10 - 14	7.5%	7.4%	7.1%
15 - 19	8.0%	7.9%	7.7%
20 - 24	6.6%	7.1%	7.5%
25 - 34	14.6%	14.9%	14.9%
35 - 44	15.7%	15.4%	15.0%
45 - 54	14.6%	14.5%	14.3%
55 - 64	9.7%	9.4%	9.2%
65 - 74	5.5%	5.3%	5.2%
75 - 84	3.3%	3.3%	3.7%
85+	0.9%	1.0%	1.4%
18+	73.9%	73.9%	74.4%

**2012 Population by Age**

Total	139,426	312,459	787,973
0 - 4	7.0%	7.4%	7.3%
5 - 9	6.4%	6.5%	6.6%
10 - 14	6.7%	6.6%	6.5%
15 - 19	7.1%	7.1%	7.1%
20 - 24	8.4%	8.4%	8.6%
25 - 34	13.9%	14.9%	14.7%
35 - 44	14.1%	13.4%	13.1%
45 - 54	15.6%	15.3%	14.9%
55 - 64	10.7%	10.6%	10.7%
65 - 74	5.5%	5.4%	5.4%
75 - 84	3.4%	3.2%	3.4%
85+	1.2%	1.2%	1.6%
18+	75.4%	75.3%	75.5%

**2000 Population by Sex**

Males	48.7%	48.6%	48.7%
Females	51.3%	51.4%	51.3%

**2007 Population by Sex**

Males	48.8%	48.7%	48.9%
Females	51.2%	51.3%	51.1%

**2012 Population by Sex**

Males	48.8%	48.7%	48.8%
Females	51.2%	51.3%	51.2%

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



**2000 Population by Race/Ethnicity**

Total	131,212	290,544	731,021
White Alone	66.9%	64.7%	62.0%
Black Alone	21.9%	24.3%	30.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	6.5%	6.2%	3.9%
Some Other Race Alone	1.5%	1.5%	1.3%
Two or More Races	2.9%	2.9%	2.5%
Hispanic Origin	4.0%	4.2%	3.5%
Diversity Index	53.9	55.7	55.7

**2007 Population by Race/Ethnicity**

Total	135,793	303,031	764,500
White Alone	62.2%	60.3%	58.7%
Black Alone	23.4%	25.5%	30.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	8.3%	8.0%	5.1%
Some Other Race Alone	2.0%	2.0%	1.7%
Two or More Races	3.7%	3.7%	3.2%
Hispanic Origin	5.5%	5.7%	4.8%
Diversity Index	59.8	61.2	59.8

**2012 Population by Race/Ethnicity**

Total	139,425	312,458	787,974
White Alone	58.9%	57.2%	56.3%
Black Alone	24.2%	26.1%	31.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	9.7%	9.4%	6.0%
Some Other Race Alone	2.4%	2.5%	2.1%
Two or More Races	4.4%	4.4%	3.8%
Hispanic Origin	6.8%	6.9%	5.9%
Diversity Index	63.8	64.8	62.7



**2000 Population 3+ by School Enrollment**

Total	125,853	277,717	698,113
Enrolled in Nursery/Preschool	1.7%	1.9%	2.0%
Enrolled in Kindergarten	1.7%	1.7%	1.6%
Enrolled in Grade 1-8	13.8%	13.8%	13.3%
Enrolled in Grade 9-12	6.8%	6.6%	6.1%
Enrolled in College	5.5%	5.5%	5.4%
Enrolled in Grad/Prof School	1.3%	1.3%	1.3%
Not Enrolled in School	69.4%	69.1%	70.2%

**2000 Population 25+ by Educational Attainment**

Total	82,614	180,629	454,780
Less than 9th Grade	2.7%	2.9%	4.0%
9th - 12th Grade, No Diploma	7.7%	8.5%	10.9%
High School Graduate	28.2%	28.3%	27.3%
Some College, No Degree	29.5%	28.9%	26.8%
Associate Degree	7.9%	7.6%	6.6%
Bachelor's Degree	16.8%	16.4%	16.1%
Master's/Prof/Doctorate Degree	7.2%	7.4%	8.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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



#### 2000 Population 15+ by Sex and Marital Status

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
<b>Total</b>	100,918	222,216	563,786
<b>Females</b>	52.2%	52.2%	52.0%
Never Married	11.6%	11.6%	12.9%
Married, not Separated	28.7%	28.8%	25.9%
Married, Separated	2.1%	2.2%	2.5%
Widowed	3.9%	4.0%	4.8%
Divorced	5.9%	5.5%	6.0%
<b>Males</b>	47.8%	47.8%	48.0%
Never Married	13.8%	13.5%	14.9%
Married, not Separated	28.3%	28.6%	26.3%
Married, Separated	1.4%	1.3%	1.7%
Widowed	0.7%	0.8%	1.1%
Divorced	3.6%	3.6%	4.0%



#### 2000 Population 16+ by Employment Status

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
<b>Total</b>	98,977	217,867	553,915
<b>In Labor Force</b>	73.1%	72.0%	69.1%
Civilian Employed	62.3%	61.2%	58.1%
Civilian Unemployed	2.7%	3.0%	3.5%
In Armed Forces	8.1%	7.8%	7.5%
<b>Not in Labor Force</b>	26.9%	28.0%	30.9%

#### 2007 Civilian Population 16+ in Labor Force

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
Civilian Employed	94.8%	94.2%	93.3%
Civilian Unemployed	5.2%	5.8%	6.7%

#### 2012 Civilian Population 16+ in Labor Force

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
Civilian Employed	95.5%	95.0%	94.2%
Civilian Unemployed	4.5%	5.0%	5.8%

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

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
<b>Total</b>	51,778	113,964	288,426
<b>Own Children &lt; 6 Only</b>	8.4%	9.1%	8.8%
Employed/in Armed Forces	5.2%	5.5%	5.3%
Unemployed	0.5%	0.5%	0.5%
Not in Labor Force	2.7%	3.1%	3.1%
<b>Own Children &lt; 6 and 6-17 Only</b>	6.6%	7.0%	6.7%
Employed/in Armed Forces	4.3%	4.5%	4.1%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	2.1%	2.3%	2.2%
<b>Own Children 6-17 Only</b>	21.7%	21.1%	19.2%
Employed/in Armed Forces	17.2%	16.3%	14.3%
Unemployed	0.6%	0.6%	0.6%
Not in Labor Force	4.0%	4.2%	4.2%
<b>No Own Children &lt; 18</b>	63.3%	62.8%	65.3%
Employed/in Armed Forces	37.2%	36.3%	35.0%
Unemployed	1.7%	1.9%	2.2%
Not in Labor Force	24.4%	24.7%	28.1%

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

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Radius: 10.0 mile



**2007 Employed Population 16+ by Industry**

	3.0 mile	5.0 mile	10.0 mile
Total	69,070	150,971	366,170
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	7.6%	8.4%	8.6%
Manufacturing	4.8%	5.2%	5.4%
Wholesale Trade	2.7%	2.4%	2.5%
Retail Trade	14.2%	14.1%	13.4%
Transportation/Utilities	3.8%	3.9%	4.0%
Information	2.8%	2.7%	2.4%
Finance/Insurance/Real Estate	8.4%	8.4%	8.1%
Services	48.3%	47.3%	47.8%
Public Administration	7.3%	7.5%	7.6%

**2007 Employed Population 16+ by Occupation**

	3.0 mile	5.0 mile	10.0 mile
Total	69,070	150,970	366,168
White Collar	63.6%	62.5%	61.4%
Management/Business/Financial	13.2%	12.9%	13.2%
Professional	21.5%	21.5%	21.6%
Sales	13.1%	12.7%	12.6%
Administrative Support	15.8%	15.5%	14.1%
Services	16.1%	16.7%	17.6%
Blue Collar	20.2%	20.8%	20.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.6%	7.2%	7.6%
Installation/Maintenance/Repair	5.3%	5.1%	4.7%
Production	3.8%	3.8%	3.8%
Transportation/Material Moving	4.4%	4.6%	4.8%



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

	3.0 mile	5.0 mile	10.0 mile
Total	68,632	147,991	357,669
Drove Alone - Car, Truck, or Van	83.2%	82.7%	79.7%
Carpooled - Car, Truck, or Van	11.5%	11.6%	11.9%
Public Transportation	0.9%	0.9%	2.1%
Walked	1.1%	1.2%	2.3%
Other Means	1.2%	1.4%	1.7%
Worked at Home	2.0%	2.2%	2.4%

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

	3.0 mile	5.0 mile	10.0 mile
Total	68,632	147,992	357,670
Did Not Work at Home	98.0%	97.8%	97.6%
Less than 5 minutes	1.6%	1.5%	1.9%
5 to 9 minutes	6.4%	6.6%	8.2%
10 to 19 minutes	31.9%	31.9%	32.1%
20 to 24 minutes	22.5%	22.3%	19.9%
25 to 34 minutes	24.3%	23.8%	23.0%
35 to 44 minutes	3.7%	4.0%	4.5%
45 to 59 minutes	4.0%	4.2%	4.2%
60 to 89 minutes	1.6%	1.6%	2.0%
90 or more minutes	2.0%	1.8%	1.9%
Worked at Home	2.0%	2.2%	2.4%
Average Travel Time to Work (in min)	23.8	23.5	23.5

**2000 Households by Vehicles Available**

	3.0 mile	5.0 mile	10.0 mile
Total	47,036	103,558	272,591
None	4.1%	4.2%	9.4%
1	30.4%	30.8%	34.3%
2	45.8%	45.6%	40.2%
3	14.7%	14.6%	12.2%
4	3.8%	3.7%	2.9%
5+	1.2%	1.0%	1.0%
Average Number of Vehicles Available	1.9	1.9	1.7

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



**2000 Households by Type**

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
Total	47,016	103,555	272,676
Family Households	74.6%	74.7%	68.7%
Married-couple Family	56.3%	56.5%	49.1%
With Related Children	29.7%	30.3%	25.5%
Other Family (No Spouse)	18.3%	18.2%	19.6%
With Related Children	13.0%	13.0%	13.9%
Nonfamily Households	25.4%	25.3%	31.3%
Householder Living Alone	18.3%	18.4%	23.5%
Householder Not Living Alone	7.1%	6.9%	7.8%
Households with Related Children	42.7%	43.2%	39.4%
Households with Persons 65+	16.0%	16.7%	18.8%

**2000 Households by Size**

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
Total	47,015	103,555	272,676
1 Person Household	18.3%	18.4%	23.5%
2 Person Household	32.1%	31.7%	31.8%
3 Person Household	20.9%	20.8%	19.1%
4 Person Household	17.4%	17.7%	15.5%
5 Person Household	7.5%	7.6%	6.5%
6 Person Household	2.6%	2.7%	2.4%
7+ Person Household	1.2%	1.2%	1.2%

**2000 Households by Year Householder Moved In**

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
Total	47,036	103,557	272,590
Moved in 1999 to March 2000	22.5%	23.0%	24.4%
Moved in 1995 to 1998	29.1%	29.8%	30.8%
Moved in 1990 to 1994	16.4%	16.1%	15.3%
Moved in 1980 to 1989	17.9%	17.1%	14.7%
Moved in 1970 to 1979	8.1%	7.7%	7.0%
Moved in 1969 or Earlier	6.0%	6.3%	7.7%
Median Year Householder Moved In	1995	1995	1996



**2000 Housing Units by Units in Structure**

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
Total	48,623	107,010	288,978
1, Detached	57.6%	58.6%	54.8%
1, Attached	21.8%	19.2%	13.7%
2	0.8%	0.9%	3.9%
3 or 4	5.1%	4.6%	6.8%
5 to 9	7.4%	8.3%	8.8%
10 to 19	2.9%	3.4%	4.5%
20+	2.3%	3.4%	6.0%
Mobile Home	2.0%	1.5%	1.5%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 3.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 5.0 mile	4876 Princess Anne Rd Virginia Beach, VA 2346 Radius: 10.0 mile
Total	48,621	107,034	288,899
1999 to March 2000	0.8%	1.3%	1.5%
1995 to 1998	2.3%	3.7%	5.2%
1990 to 1994	6.8%	8.0%	8.6%
1980 to 1989	36.8%	32.4%	24.7%
1970 to 1979	28.2%	27.1%	19.9%
1969 or Earlier	25.0%	27.6%	40.1%
Median Year Structure Built	1979	1978	1975

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

**Top 3 Tapestry Segments**

1.	Aspiring Young Familie	Aspiring Young Familie	Aspiring Young Familie
2.	Cozy and Comfortable	Cozy and Comfortable	Cozy and Comfortable
3.	Milk and Cookies	Milk and Cookies	Sophisticated Squires



**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 \$	\$119,030,110	\$267,760,856	\$689,236,231
Average Spent	\$2,395.16	\$2,431.85	\$2,379.02
Spending Potential Index	87	88	86
Computers & Accessories: Total \$	\$12,145,834	\$27,420,021	\$69,797,186
Average Spent	\$244.40	\$249.03	\$240.92
Spending Potential Index	98	100	97
Education: Total \$	\$63,391,280	\$143,090,476	\$366,063,337
Average Spent	\$1,275.58	\$1,299.57	\$1,263.53
Spending Potential Index	99	101	98
Entertainment/Recreation: Total \$	\$160,073,275	\$360,773,151	\$914,359,371
Average Spent	\$3,221.05	\$3,276.60	\$3,156.08
Spending Potential Index	94	96	92
Food at Home: Total \$	\$232,857,225	\$523,377,062	\$1,352,523,786
Average Spent	\$4,685.63	\$4,753.39	\$4,668.48
Spending Potential Index	93	94	93
Food Away from Home: Total \$	\$160,789,613	\$361,854,553	\$931,027,408
Average Spent	\$3,235.46	\$3,286.42	\$3,213.61
Spending Potential Index	96	97	95
Health Care: Total \$	\$172,744,154	\$389,314,849	\$1,000,474,855
Average Spent	\$3,476.02	\$3,535.82	\$3,453.32
Spending Potential Index	89	90	88
HH Furnishings & Equipment: Total \$	\$103,698,687	\$233,699,669	\$589,133,307
Average Spent	\$2,086.66	\$2,122.50	\$2,033.50
Spending Potential Index	92	94	90
Investments: Total \$	\$73,676,568	\$165,611,407	\$413,038,776
Average Spent	\$1,482.55	\$1,504.11	\$1,425.68
Spending Potential Index	99	101	96
Retail Goods: Total \$	\$1,213,536,027	\$2,730,514,273	\$6,969,511,193
Average Spent	\$24,419.19	\$24,798.96	\$24,056.52
Spending Potential Index	92	94	91
Shelter: Total \$	\$725,173,475	\$1,633,650,553	\$4,168,327,540
Average Spent	\$14,592.19	\$14,837.07	\$14,387.73
Spending Potential Index	97	99	96
TV/Video/Sound Equipment: Total \$	\$54,928,046	\$123,603,575	\$319,128,148
Average Spent	\$1,105.28	\$1,122.59	\$1,101.53
Spending Potential Index	95	96	95
Travel: Total \$	\$87,312,330	\$196,951,222	\$496,273,916
Average Spent	\$1,756.93	\$1,788.74	\$1,712.98
Spending Potential Index	95	97	93
Vehicle Maintenance & Repairs: Total \$	\$50,468,189	\$113,659,189	\$289,389,834
Average Spent	\$1,015.54	\$1,032.27	\$998.88
Spending Potential Index	95	97	94

**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.