



**GREATER SOUTH HILLS AREA**

Latitude: 35.767675

Longitude: -78.740991

1201 Buck Jones Rd

Raleigh, NC 27606

Radius: 1.0 miles

1201 Buck Jones Rd

Raleigh, NC 27606

Radius: 5.0 miles

1201 Buck Jones Rd

Raleigh, NC 27606

Radius: 10.0 miles



	1201 Buck Jones Rd Raleigh, NC 27606 Radius: 1.0 miles	1201 Buck Jones Rd Raleigh, NC 27606 Radius: 5.0 miles	1201 Buck Jones Rd Raleigh, NC 27606 Radius: 10.0 miles
2000 Total Population	6,914	143,332	418,842
2000 Group Quarters	4	11,241	18,136
2007 Total Population	8,069	161,265	508,682
2012 Total Population	9,389	183,980	599,005
2007 - 2012 Annual Rate	3.08%	2.67%	3.32%



2000 Households	3,059	55,436	165,209
2000 Average Household Size	2.26	2.38	2.43
2007 Households	3,624	63,578	201,547
2007 Average Household Size	2.23	2.36	2.44
2012 Households	4,238	73,357	238,034
2012 Average Household Size	2.21	2.36	2.44
2007 - 2012 Annual Rate	3.18%	2.9%	3.38%
2000 Families	1,671	31,310	100,957
2000 Average Family Size	2.86	3	3.03
2007 Families	1,828	33,823	118,907
2007 Average Family Size	2.86	3.01	3.07
2012 Families	2,038	37,626	136,750
2012 Average Family Size	2.86	3.02	3.09
2007 - 2012 Annual Rate	2.2%	2.15%	2.84%



<b>2000 Housing Units</b>	3,253	59,019	176,763
Owner Occupied Housing Units	42.0%	51.8%	55.8%
Renter Occupied Housing Units	52.5%	42.0%	37.7%
Vacant Housing Units	5.6%	6.1%	6.5%
<b>2007 Housing Units</b>	3,877	68,239	217,621
Owner Occupied Housing Units	41.6%	51.2%	56.2%
Renter Occupied Housing Units	51.9%	41.9%	36.4%
Vacant Housing Units	6.5%	6.8%	7.4%
<b>2012 Housing Units</b>	4,542	78,746	256,873
Owner Occupied Housing Units	41.6%	50.9%	56.2%
Renter Occupied Housing Units	51.7%	42.3%	36.5%
Vacant Housing Units	6.7%	6.8%	7.3%

**Median Household Income**

2000	\$44,690	\$54,231	\$53,547
2007	\$55,601	\$69,162	\$70,603
2012	\$64,678	\$81,691	\$84,238

**Median Home Value**

2000	\$139,743	\$169,193	\$164,107
2007	\$189,545	\$234,610	\$228,161
2012	\$215,394	\$267,144	\$260,366

**Per Capita Income**

2000	\$23,911	\$27,270	\$27,232
2007	\$30,228	\$37,120	\$37,273
2012	\$35,968	\$46,008	\$46,491

**Median Age**

2000	30.2	30.0	32.5
2007	31.4	32.3	34.2
2012	32.0	33.0	34.9

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	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
< \$15,000	3,060	55,495	165,322
\$15,000 - \$24,999	10.7%	9.7%	9.7%
\$25,000 - \$34,999	7.8%	9.7%	9.7%
\$35,000 - \$49,999	16.7%	11.3%	11.5%
\$50,000 - \$74,999	21.4%	15.0%	15.5%
\$75,000 - \$99,999	21.1%	19.9%	20.5%
\$100,000 - \$149,999	11.3%	13.8%	13.6%
\$150,000 - \$199,999	7.6%	13.9%	13.0%
\$200,000+	2.3%	3.7%	3.7%
Average Household Income	1.1%	3.0%	2.9%
	\$56,127	\$69,072	\$67,926

**2007 Households by Income**

Household Income Base	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
< \$15,000	3,626	63,575	201,544
\$15,000 - \$24,999	8.7%	7.3%	7.0%
\$25,000 - \$34,999	5.7%	6.6%	6.2%
\$35,000 - \$49,999	8.1%	7.5%	7.4%
\$50,000 - \$74,999	20.5%	13.7%	13.5%
\$75,000 - \$99,999	24.2%	18.4%	18.6%
\$100,000 - \$149,999	14.0%	14.4%	15.4%
\$150,000 - \$199,999	12.2%	16.4%	16.3%
\$200,000+	4.2%	9.6%	9.4%
Average Household Income	2.3%	6.0%	6.2%
	\$70,179	\$91,980	\$92,752

**2012 Households by Income**

Household Income Base	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
< \$15,000	4,239	73,353	238,032
\$15,000 - \$24,999	7.5%	6.4%	5.9%
\$25,000 - \$34,999	4.5%	4.8%	4.3%
\$35,000 - \$49,999	4.4%	5.5%	5.4%
\$50,000 - \$74,999	14.9%	10.2%	9.7%
\$75,000 - \$99,999	27.3%	19.0%	19.1%
\$100,000 - \$149,999	14.2%	12.5%	12.9%
\$150,000 - \$199,999	18.6%	21.2%	22.0%
\$200,000+	4.0%	8.1%	8.1%
Average Household Income	4.6%	12.3%	12.6%
	\$83,279	\$113,353	\$115,637

**2000 Owner Occupied HUs by Value**

Total	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
<\$50,000	1,351	30,686	98,589
\$50,000 - 99,999	4.4%	2.6%	3.3%
\$100,000 - 149,999	18.7%	9.0%	12.1%
\$150,000 - 199,999	37.2%	28.2%	27.5%
\$200,000 - \$299,999	29.8%	24.1%	23.1%
\$300,000 - 499,999	7.2%	22.0%	21.9%
\$500,000 - 999,999	2.4%	11.2%	9.3%
\$1,000,000+	0.2%	2.7%	2.4%
Average Home Value	0.0%	0.2%	0.3%
	\$144,184	\$202,486	\$194,759

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

Total	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
With Cash Rent	1,658	24,706	66,433
No Cash Rent	98.6%	97.9%	97.5%
Median Rent	1.4%	2.1%	2.5%
Average Rent	\$662	\$664	\$640
	\$660	\$686	\$652

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**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Total	6,914	143,331	418,842
0 - 4	6.1%	5.5%	6.7%
5 - 9	5.7%	5.9%	6.8%
10 - 14	5.6%	5.8%	6.4%
15 - 19	5.7%	8.7%	6.8%
20 - 24	12.5%	14.0%	9.3%
25 - 34	24.5%	18.7%	18.6%
35 - 44	15.3%	16.3%	17.7%
45 - 54	12.1%	12.3%	13.1%
55 - 64	6.8%	6.2%	6.9%
65 - 74	3.9%	3.6%	4.3%
75 - 84	1.7%	2.3%	2.7%
85+	0.2%	0.8%	0.9%
18+	79.2%	79.6%	76.7%

**2007 Population by Age**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Total	8,070	161,264	508,684
0 - 4	6.0%	5.5%	6.7%
5 - 9	4.8%	5.3%	6.6%
10 - 14	5.0%	5.7%	6.5%
15 - 19	6.5%	8.3%	7.1%
20 - 24	9.0%	11.6%	7.8%
25 - 34	26.8%	18.1%	16.6%
35 - 44	15.2%	15.0%	16.9%
45 - 54	11.7%	14.3%	14.6%
55 - 64	8.8%	8.9%	9.2%
65 - 74	3.6%	3.8%	4.2%
75 - 84	2.1%	2.4%	2.7%
85+	0.5%	1.0%	1.1%
18+	80.4%	79.5%	76.3%

**2012 Population by Age**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Total	9,388	183,978	599,010
0 - 4	6.3%	5.7%	6.9%
5 - 9	4.6%	5.0%	6.1%
10 - 14	4.1%	5.1%	6.2%
15 - 19	5.2%	7.5%	6.7%
20 - 24	13.0%	12.9%	8.9%
25 - 34	23.9%	17.2%	15.4%
35 - 44	15.5%	14.3%	15.7%
45 - 54	11.6%	14.3%	15.3%
55 - 64	8.9%	10.1%	10.4%
65 - 74	4.3%	4.6%	4.7%
75 - 84	2.1%	2.3%	2.6%
85+	0.6%	1.1%	1.2%
18+	82.3%	80.9%	77.2%

**2000 Population by Sex**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Males	52.3%	51.7%	49.7%
Females	47.7%	48.3%	50.3%

**2007 Population by Sex**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Males	52.3%	51.3%	49.7%
Females	47.7%	48.7%	50.3%

**2012 Population by Sex**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Males	52.7%	51.2%	49.8%
Females	47.3%	48.8%	50.2%

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 Race/Ethnicity**

Total	6,914	143,332	418,843
White Alone	73.9%	78.4%	71.5%
Black Alone	12.5%	10.8%	19.8%
American Indian Alone	0.3%	0.4%	0.3%
Asian or Pacific Islander Alone	5.4%	6.2%	4.1%
Some Other Race Alone	4.1%	2.3%	2.5%
Two or More Races	3.8%	1.9%	1.7%
Hispanic Origin	9.6%	5.5%	5.7%
Diversity Index	53.3	43.5	50.8

**2007 Population by Race/Ethnicity**

Total	8,068	161,264	508,682
White Alone	69.3%	74.8%	69.0%
Black Alone	12.8%	10.9%	19.5%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	6.7%	8.2%	5.5%
Some Other Race Alone	6.3%	3.3%	3.5%
Two or More Races	4.6%	2.4%	2.1%
Hispanic Origin	13.1%	7.1%	7.3%
Diversity Index	61.3	49.8	55.2

**2012 Population by Race/Ethnicity**

Total	9,389	183,980	599,005
White Alone	66.8%	72.5%	67.4%
Black Alone	12.9%	10.9%	19.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	7.7%	9.8%	6.6%
Some Other Race Alone	7.3%	3.7%	4.0%
Two or More Races	5.0%	2.6%	2.3%
Hispanic Origin	14.9%	7.9%	8.1%
Diversity Index	65.0	53.2	57.7



**2000 Population 3+ by School Enrollment**

Total	6,648	138,640	402,088
Enrolled in Nursery/Preschool	1.3%	1.8%	2.2%
Enrolled in Kindergarten	2.0%	1.2%	1.4%
Enrolled in Grade 1-8	9.9%	10.0%	11.2%
Enrolled in Grade 9-12	5.0%	4.4%	4.8%
Enrolled in College	8.0%	15.4%	8.5%
Enrolled in Grad/Prof School	2.3%	3.0%	2.0%
Not Enrolled in School	71.5%	64.3%	69.9%

**2000 Population 25+ by Educational Attainment**

Total	4,345	86,421	268,593
Less than 9th Grade	5.7%	3.4%	3.7%
9th - 12th Grade, No Diploma	5.6%	4.8%	6.6%
High School Graduate	18.4%	13.1%	16.0%
Some College, No Degree	21.4%	18.0%	19.2%
Associate Degree	8.4%	6.8%	7.0%
Bachelor's Degree	27.6%	33.4%	31.2%
Master's/Prof/Doctorate Degree	12.9%	20.5%	16.3%

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.



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

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
<b>Total</b>	5,653	118,751	335,654
<b>Females</b>	48.1%	48.6%	50.8%
Never Married	16.9%	17.0%	14.9%
Married, not Separated	22.7%	23.8%	26.0%
Married, Separated	1.0%	1.0%	1.4%
Widowed	2.2%	2.6%	3.4%
Divorced	5.3%	4.3%	5.1%
<b>Males</b>	51.9%	51.4%	49.2%
Never Married	21.9%	21.5%	17.5%
Married, not Separated	23.5%	25.7%	26.8%
Married, Separated	1.5%	0.8%	1.0%
Widowed	0.6%	0.5%	0.7%
Divorced	4.5%	2.9%	3.3%



**2000 Population 16+ by Employment Status**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
<b>Total</b>	5,572	117,135	330,801
<b>In Labor Force</b>	76.7%	73.8%	73.2%
Civilian Employed	74.4%	70.0%	69.8%
Civilian Unemployed	2.2%	3.7%	3.2%
In Armed Forces	0.1%	0.1%	0.1%
<b>Not in Labor Force</b>	23.3%	26.2%	26.8%

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

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Civilian Employed	95.6%	94.7%	94.8%
Civilian Unemployed	4.4%	5.3%	5.2%

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

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Civilian Employed	95.4%	94.6%	94.7%
Civilian Unemployed	4.6%	5.4%	5.3%

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

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
<b>Total</b>	2,654	56,918	168,182
<b>Own Children &lt; 6 Only</b>	7.6%	7.0%	8.4%
Employed/in Armed Forces	3.2%	3.9%	4.8%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	4.4%	3.0%	3.4%
<b>Own Children &lt; 6 and 6-17 Only</b>	7.0%	4.8%	5.7%
Employed/in Armed Forces	3.7%	2.7%	3.1%
Unemployed	0.0%	0.2%	0.2%
Not in Labor Force	3.3%	2.0%	2.4%
<b>Own Children 6-17 Only</b>	14.8%	15.6%	16.6%
Employed/in Armed Forces	12.1%	11.6%	12.4%
Unemployed	0.2%	0.4%	0.4%
Not in Labor Force	2.5%	3.6%	3.8%
<b>No Own Children &lt; 18</b>	70.6%	72.5%	69.4%
Employed/in Armed Forces	48.6%	46.2%	42.7%
Unemployed	1.7%	2.4%	2.1%
Not in Labor Force	20.3%	23.9%	24.6%

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



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**2007 Employed Population 16+ by Industry**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
	Raleigh, NC 27606	Raleigh, NC 27606	Raleigh, NC 27606
	Radius: 1.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,536	85,199	259,002
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	8.2%	6.1%	7.5%
Manufacturing	8.1%	8.7%	8.8%
Wholesale Trade	2.1%	2.5%	3.1%
Retail Trade	10.4%	10.6%	10.4%
Transportation/Utilities	4.7%	3.3%	3.6%
Information	5.0%	5.2%	4.7%
Finance/Insurance/Real Estate	6.0%	6.0%	7.0%
Services	49.8%	52.2%	49.3%
Public Administration	5.3%	4.9%	5.4%

**2007 Employed Population 16+ by Occupation**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
	Raleigh, NC 27606	Raleigh, NC 27606	Raleigh, NC 27606
	Radius: 1.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,538	85,199	259,002
White Collar	70.6%	76.0%	73.5%
Management/Business/Financial	12.9%	18.1%	18.7%
Professional	31.2%	34.3%	30.6%
Sales	11.5%	11.7%	11.9%
Administrative Support	15.0%	11.8%	12.3%
Services	12.8%	12.2%	12.6%
Blue Collar	16.6%	11.9%	13.9%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	6.2%	4.4%	5.3%
Installation/Maintenance/Repair	2.8%	1.9%	2.2%
Production	3.1%	2.5%	2.8%
Transportation/Material Moving	4.3%	2.9%	3.4%



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

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
	Raleigh, NC 27606	Raleigh, NC 27606	Raleigh, NC 27606
	Radius: 1.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,102	80,778	227,553
Drove Alone - Car, Truck, or Van	80.3%	80.1%	80.3%
Carpooled - Car, Truck, or Van	15.0%	10.5%	10.9%
Public Transportation	0.5%	1.2%	1.7%
Walked	1.2%	3.2%	2.2%
Other Means	0.6%	0.9%	1.1%
Worked at Home	2.5%	4.0%	3.8%

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

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
	Raleigh, NC 27606	Raleigh, NC 27606	Raleigh, NC 27606
	Radius: 1.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	4,102	80,777	227,553
Did Not Work at Home	97.5%	96.0%	96.2%
Less than 5 minutes	3.7%	2.5%	2.3%
5 to 9 minutes	9.0%	10.7%	9.2%
10 to 19 minutes	38.1%	35.0%	31.6%
20 to 24 minutes	18.0%	17.8%	17.9%
25 to 34 minutes	18.8%	19.0%	21.8%
35 to 44 minutes	3.1%	4.5%	5.2%
45 to 59 minutes	3.5%	3.5%	4.6%
60 to 89 minutes	2.6%	1.9%	2.2%
90 or more minutes	0.7%	1.1%	1.5%
Worked at Home	2.5%	4.0%	3.8%
Average Travel Time to Work (in min)	20.5	21.0	22.8

**2000 Households by Vehicles Available**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
	Raleigh, NC 27606	Raleigh, NC 27606	Raleigh, NC 27606
	Radius: 1.0 miles	Radius: 5.0 miles	Radius: 10.0 miles
Total	3,014	55,447	165,240
None	3.1%	4.0%	5.6%
1	39.1%	34.0%	34.7%
2	44.3%	44.4%	43.4%
3	10.0%	13.4%	12.6%
4	2.9%	3.3%	2.9%
5+	0.6%	1.0%	0.8%
Average Number of Vehicles Available	1.7	1.8	1.8

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 Type**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Total	3,060	55,436	165,210
Family Households	54.6%	56.5%	61.1%
Married-couple Family	41.5%	46.1%	48.2%
With Related Children	19.2%	22.8%	24.1%
Other Family (No Spouse)	13.1%	10.4%	13.0%
With Related Children	7.6%	6.4%	8.4%
Nonfamily Households	45.4%	43.5%	38.9%
Householder Living Alone	29.5%	28.9%	28.6%
Householder Not Living Alone	15.9%	14.6%	10.3%
Households with Related Children	26.8%	29.2%	32.5%
Households with Persons 65+	10.0%	11.6%	14.0%

**2000 Households by Size**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Total	3,059	55,436	165,209
1 Person Household	29.5%	28.9%	28.6%
2 Person Household	36.9%	35.0%	33.9%
3 Person Household	15.3%	15.8%	15.9%
4 Person Household	10.8%	13.4%	13.7%
5 Person Household	4.7%	4.7%	5.1%
6 Person Household	1.8%	1.5%	1.6%
7+ Person Household	1.0%	0.8%	1.0%

**2000 Households by Year Householder Moved In**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Total	3,011	55,448	165,241
Moved in 1999 to March 2000	34.9%	32.4%	29.4%
Moved in 1995 to 1998	30.3%	33.5%	33.4%
Moved in 1990 to 1994	12.4%	14.1%	14.8%
Moved in 1980 to 1989	11.6%	10.9%	11.3%
Moved in 1970 to 1979	8.3%	4.8%	5.9%
Moved in 1969 or Earlier	2.6%	4.3%	5.2%
Median Year Householder Moved In	1997	1997	1997



**2000 Housing Units by Units in Structure**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Total	3,207	59,076	176,791
1, Detached	35.5%	49.8%	55.5%
1, Attached	12.8%	8.6%	7.3%
2	1.6%	2.7%	2.6%
3 or 4	8.1%	6.5%	5.7%
5 to 9	16.8%	12.4%	10.0%
10 to 19	16.6%	11.2%	9.6%
20+	6.1%	7.0%	6.6%
Mobile Home	2.5%	1.8%	2.8%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	1201 Buck Jones Rd	1201 Buck Jones Rd	1201 Buck Jones Rd
Total	3,224	59,031	176,789
1999 to March 2000	1.6%	4.3%	5.7%
1995 to 1998	3.3%	14.9%	15.2%
1990 to 1994	8.6%	14.1%	11.9%
1980 to 1989	37.8%	27.4%	24.8%
1970 to 1979	35.0%	18.7%	17.0%
1969 or Earlier	13.7%	20.7%	25.4%
Median Year Structure Built	1980	1984	1983

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



**GREATER SOUTH HILLS AREA**  
Latitude: 35.767675  
Longitude: -78.740991


1201 Buck Jones Rd  
Raleigh, NC 27606  
Radius: 1.0 miles

1201 Buck Jones Rd  
Raleigh, NC 27606  
Radius: 5.0 miles

1201 Buck Jones Rd  
Raleigh, NC 27606  
Radius: 10.0 miles

**Top 3 Tapestry Segments**

1.	Young and Restless	College Towns	Enterprising Professio
2.	Enterprising Professio	Enterprising Professio	Boomburbs
3.	In Style	Boomburbs	College Towns

 **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 \$	\$9,209,195	\$206,756,831	\$650,793,641
Average Spent	\$2,541.17	\$3,252.02	\$3,228.99
Spending Potential Index	92	118	117
Computers & Accessories: Total \$	\$942,150	\$22,117,968	\$67,845,728
Average Spent	\$259.98	\$347.89	\$336.62
Spending Potential Index	104	140	135
Education: Total \$	\$4,643,197	\$127,404,725	\$360,547,478
Average Spent	\$1,281.24	\$2,003.91	\$1,788.90
Spending Potential Index	100	156	139
Entertainment/Recreation: Total \$	\$11,508,534	\$272,080,979	\$869,923,423
Average Spent	\$3,175.64	\$4,279.48	\$4,316.23
Spending Potential Index	93	125	126
Food at Home: Total \$	\$17,781,657	\$394,167,980	\$1,253,658,906
Average Spent	\$4,906.64	\$6,199.75	\$6,220.18
Spending Potential Index	98	123	124
Food Away from Home: Total \$	\$12,432,613	\$280,775,020	\$879,400,085
Average Spent	\$3,430.63	\$4,416.23	\$4,363.25
Spending Potential Index	101	130	129
Health Care: Total \$	\$11,834,923	\$280,165,615	\$912,455,412
Average Spent	\$3,265.71	\$4,406.64	\$4,527.26
Spending Potential Index	84	113	116
HH Furnishings & Equipment: Total \$	\$7,413,470	\$175,741,629	\$565,371,818
Average Spent	\$2,045.66	\$2,764.19	\$2,805.16
Spending Potential Index	90	122	124
Investments: Total \$	\$4,116,745	\$116,976,593	\$386,006,917
Average Spent	\$1,135.97	\$1,839.89	\$1,915.22
Spending Potential Index	76	123	128
Retail Goods: Total \$	\$89,968,325	\$2,057,416,000	\$6,556,423,010
Average Spent	\$24,825.70	\$32,360.50	\$32,530.49
Spending Potential Index	94	122	123
Shelter: Total \$	\$54,581,935	\$1,239,351,148	\$3,967,077,302
Average Spent	\$15,061.24	\$19,493.40	\$19,683.14
Spending Potential Index	100	130	131
TV/Video/Sound Equipment: Total \$	\$4,215,850	\$95,211,080	\$299,169,249
Average Spent	\$1,163.31	\$1,497.55	\$1,484.36
Spending Potential Index	100	129	128
Travel: Total \$	\$6,013,791	\$148,173,420	\$473,925,251
Average Spent	\$1,659.43	\$2,330.58	\$2,351.44
Spending Potential Index	90	126	127
Vehicle Maintenance & Repairs: Total \$	\$3,818,012	\$86,244,196	\$273,816,991
Average Spent	\$1,053.54	\$1,356.51	\$1,358.58
Spending Potential Index	99	127	127

**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.