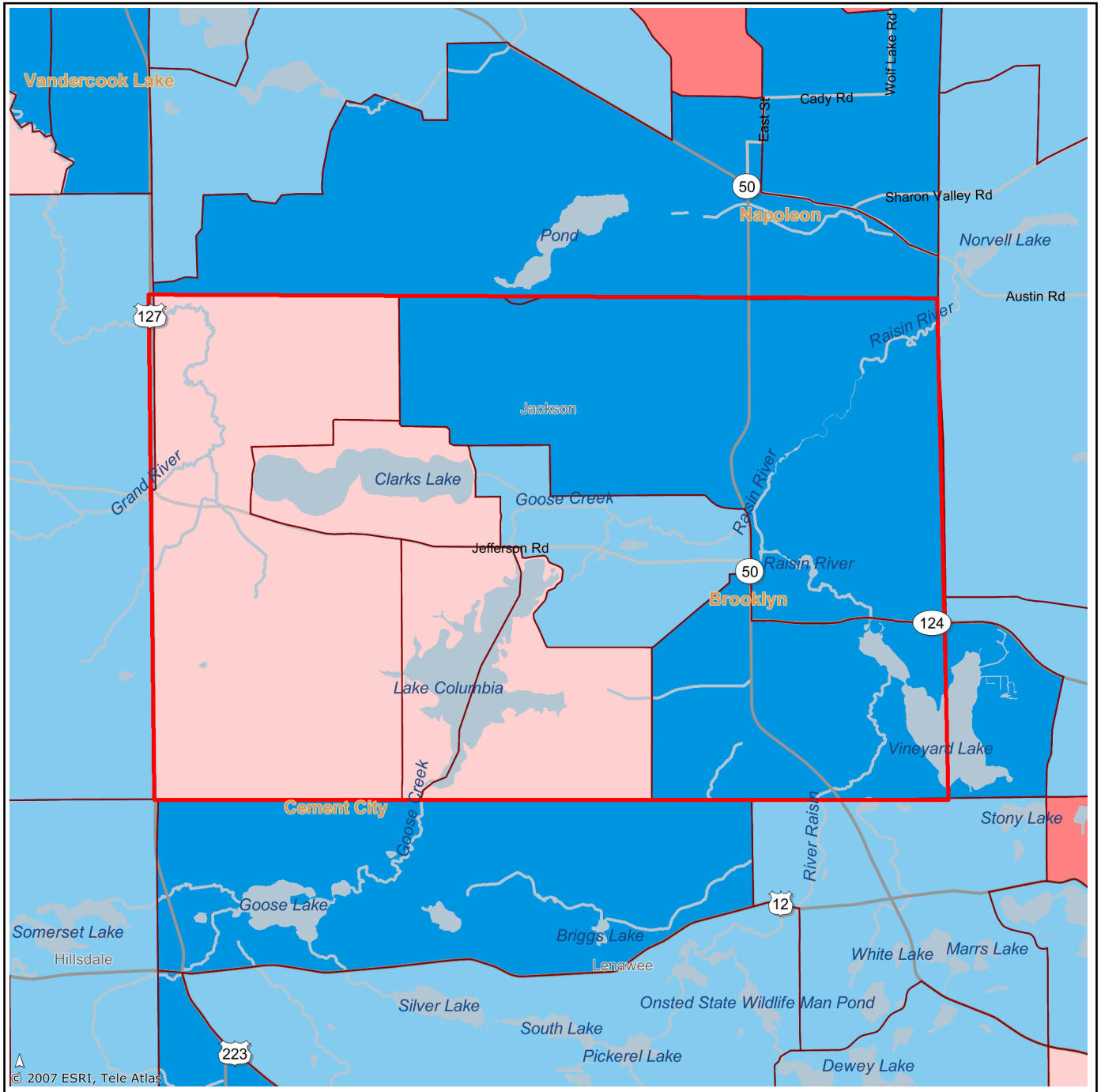


2008 Median Household Income Map by Census Block Group

Columbia 2

Prepared by
October 3, 2008



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2008 Median Household Income Map

by Census Block Group

- \$81,956 - 91,951
- \$71,962 - 81,956
- \$61,968 - 71,962
- \$51,974 - 61,968
- \$41,980 - 51,974



About Your Map...

This map shows 2008 Median Household Income Map by Census Block Group.

The map divides the range of values into equal-sized categories. This method is best applied to familiar data ranges such as percentages.



Retail Goods and Services Expenditures

Prepared by

Columbia 2

Study Area: Custom Shapes

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Prosperous Empty Nesters	31.1%	Population	7,760	8,030
Green Acres	27.0%	Households	3,164	3,295
Midlife Junction	16.4%	Families	2,267	2,329
Salt of the Earth	13.3%	Median Age	44.9	46.4
Cozy and Comfortable	12.1%	Median Household Income	\$60,465	\$63,572

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	81	\$2,162.91	\$6,843,447
Men's	82	\$406.06	\$1,284,785
Women's	79	\$740.38	\$2,342,572
Children's	87	\$361.68	\$1,144,353
Footwear	64	\$308.48	\$976,027
Watches & Jewelry	99	\$220.47	\$697,561
Apparel Products and Services ¹	100	\$125.84	\$398,149
Computer			
Computers and Hardware for Home Use	94	\$198.01	\$626,495
Software and Accessories for Home Use	95	\$27.45	\$86,847
Entertainment & Recreation	101	\$3,748.11	\$11,859,025
Fees and Admissions	101	\$626.38	\$1,981,852
Membership Fees for Clubs ²	105	\$174.06	\$550,739
Fees for Participant Sports, excl. Trips	106	\$120.49	\$381,225
Admission to Movie/Theatre/Opera/Ballet	94	\$140.14	\$443,388
Admission to Sporting Events, excl. Trips	100	\$60.99	\$192,968
Fees for Recreational Lessons	102	\$130.24	\$412,064
Dating Services	78	\$0.46	\$1,468
TV/Video/Sound Equipment	97	\$1,389.01	\$4,394,839
Community Antenna or Cable TV	100	\$737.12	\$2,332,240
Televisions	94	\$277.64	\$878,452
VCRs, Video Cameras, and DVD Players	101	\$33.55	\$106,168
Video Cassettes and DVDs	92	\$60.46	\$191,281
Video Game Hardware and Software	95	\$34.05	\$107,740
Satellite Dishes	105	\$1.16	\$3,685
Rental of Video Cassettes and DVDs	91	\$46.35	\$146,647
Streaming/Downloaded Video	94	\$0.76	\$2,418
Sound Equipment ³	91	\$192.60	\$609,375
Rental and Repair of TV/Radio/Sound Equipment	91	\$5.32	\$16,833
Pets	109	\$480.22	\$1,519,427
Toys and Games	96	\$143.13	\$452,875
Recreational Vehicles and Fees ⁴	111	\$483.58	\$1,530,056
Sports/Recreation/Exercise Equipment ⁵	91	\$195.44	\$618,372
Photo Equipment and Supplies ⁶	100	\$127.82	\$404,423
Reading ⁷	105	\$302.52	\$957,181
Food	98	\$8,123.60	\$25,703,070
Food at Home	98	\$4,778.51	\$15,119,190
Bakery and Cereal Products	99	\$665.84	\$2,106,719
Meat, Poultry, Fish, and Eggs	97	\$1,187.80	\$3,758,199
Dairy Products	98	\$548.30	\$1,734,806
Fruit and Vegetables	97	\$802.43	\$2,538,889
Snacks and Other Food at Home ⁸	98	\$1,574.14	\$4,980,577
Food Away from Home	98	\$3,345.09	\$10,583,880
Alcoholic Beverages	95	\$563.63	\$1,783,313
Nonalcoholic Beverages at Home	97	\$428.74	\$1,356,546



Retail Goods and Services Expenditures

Prepared by

Columbia 2

Study Area: Custom Shapes

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	108	\$1,100.37	\$3,481,576
Vehicle Loans	97	\$5,634.73	\$17,828,283
Health			
Nonprescription Drugs	102	\$115.72	\$366,132
Prescription Drugs	111	\$630.81	\$1,995,878
Eyeglasses and Contact Lenses	107	\$82.35	\$260,563
Home			
Mortgage Payment and Basics ⁹	105	\$9,568.16	\$30,273,664
Maintenance and Remodeling Services	105	\$2,162.29	\$6,841,498
Maintenance and Remodeling Materials ¹⁰	106	\$441.53	\$1,396,995
Utilities, Fuel, and Public Services	101	\$4,614.22	\$14,599,401
Household Furnishings and Equipment			
Household Textiles ¹¹	99	\$138.82	\$439,215
Furniture	96	\$634.33	\$2,007,035
Floor Coverings	104	\$101.13	\$319,962
Major Appliances ¹²	103	\$309.83	\$980,292
Housewares ¹³	94	\$89.29	\$282,528
Small Appliances	99	\$34.91	\$110,458
Luggage	98	\$9.78	\$30,936
Telephones and Accessories	78	\$33.52	\$106,045
Household Operations			
Child Care	92	\$376.59	\$1,191,529
Lawn and Garden ¹⁴	111	\$470.51	\$1,488,691
Moving/Storage/Freight Express	90	\$47.08	\$148,961
Housekeeping Supplies ¹⁵	101	\$776.92	\$2,458,170
Insurance			
Owners and Renters Insurance	111	\$543.01	\$1,718,087
Vehicle Insurance	99	\$1,380.27	\$4,367,183
Life/Other Insurance	110	\$629.97	\$1,993,221
Health Insurance	107	\$2,179.81	\$6,896,915
Personal Care Products ¹⁶	97	\$419.12	\$1,326,080
School Books and Supplies ¹⁷	90	\$106.11	\$335,732
Smoking Products	98	\$440.77	\$1,394,583
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	97	\$5,019.61	\$15,882,044
Gasoline and Motor Oil	98	\$2,478.67	\$7,842,503
Vehicle Maintenance and Repairs	98	\$975.17	\$3,085,432
Travel			
Airline Fares	98	\$407.63	\$1,289,740
Lodging on Trips	105	\$447.76	\$1,416,701
Auto/Truck/Van Rental on Trips	99	\$38.53	\$121,921
Food and Drink on Trips	103	\$481.86	\$1,524,611

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Columbia 2

Study Area: Custom Shapes

- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Columbia 2

Study Area: Custom Shapes

Summary	2000	2008	2013
Population	7,246	7,760	8,030
Households	2,899	3,164	3,295
Families	2,120	2,267	2,329
Average Household Size	2.48	2.43	2.41
Owner Occupied HUs	2,475	2,690	2,775
Renter Occupied HUs	424	474	520
Median Age	41.5	44.9	46.4

Trends: 2008-2013 Annual Rate	Area	State	National
Population	0.69%	0.39%	1.23%
Households	0.81%	0.52%	1.26%
Families	0.54%	0.26%	1.05%
Owner HHs	0.62%	0.34%	1.07%
Median Household Income	1.01%	2.47%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	291	10.0%	253	8.0%	237	7.2%
\$15,000 - \$24,999	280	9.6%	295	9.3%	257	7.8%
\$25,000 - \$34,999	306	10.5%	197	6.2%	221	6.7%
\$35,000 - \$49,999	525	18.0%	573	18.1%	463	14.1%
\$50,000 - \$74,999	663	22.8%	806	25.5%	880	26.7%
\$75,000 - \$99,999	409	14.1%	525	16.6%	616	18.7%
\$100,000 - \$149,999	297	10.2%	292	9.2%	417	12.7%
\$150,000 - \$199,000	61	2.1%	120	3.8%	84	2.6%
\$200,000+	77	2.6%	101	3.2%	119	3.6%
Median Household Income	\$51,535		\$60,465		\$63,572	
Average Household Income	\$66,793		\$72,608		\$76,371	
Per Capita Income	\$26,816		\$29,710		\$31,464	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	342	4.7%	363	4.7%	371	4.6%
5 - 9	490	6.8%	391	5.0%	393	4.9%
10 - 14	543	7.5%	460	5.9%	441	5.5%
15 - 19	472	6.5%	512	6.6%	477	5.9%
20 - 24	288	4.0%	384	5.0%	384	4.8%
25 - 34	747	10.3%	755	9.7%	816	10.2%
35 - 44	1,181	16.3%	1,025	13.2%	950	11.8%
45 - 54	1,205	16.6%	1,364	17.6%	1,386	17.3%
55 - 64	855	11.8%	1,137	14.7%	1,296	16.1%
65 - 74	604	8.3%	726	9.4%	827	10.3%
75 - 84	399	5.5%	456	5.9%	463	5.8%
85+	116	1.6%	183	2.4%	221	2.8%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,085	97.8%	7,539	97.2%	7,763	96.7%
Black Alone	5	0.1%	7	0.1%	9	0.1%
American Indian Alone	22	0.3%	24	0.3%	24	0.3%
Asian Alone	27	0.4%	45	0.6%	61	0.8%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	28	0.4%	37	0.5%	43	0.5%
Two or More Races	79	1.1%	108	1.4%	129	1.6%
Hispanic Origin (Any Race)	99	1.4%	143	1.8%	178	2.2%

Data Note: Income is expressed in current dollars.

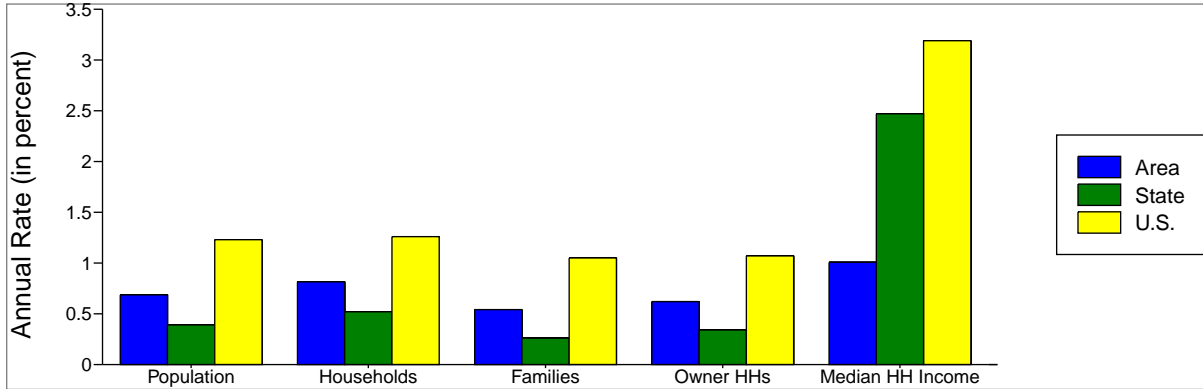
Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



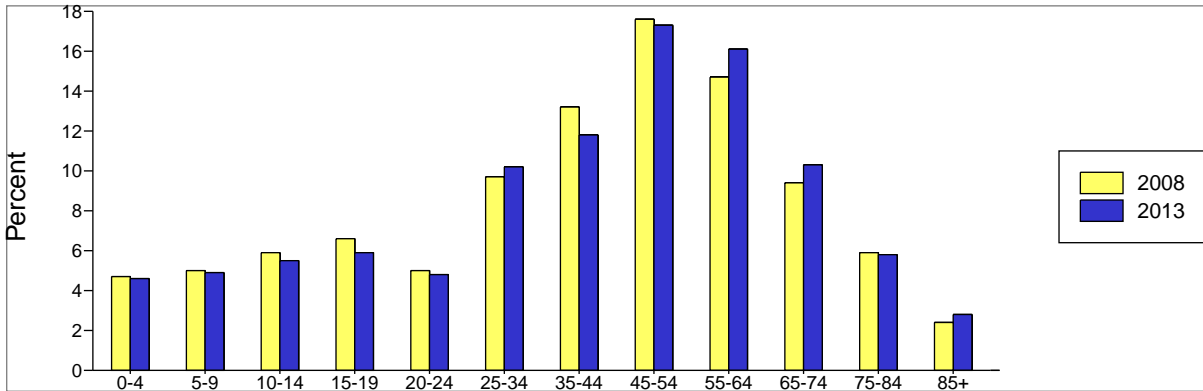
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Study Area: Custom Shapes

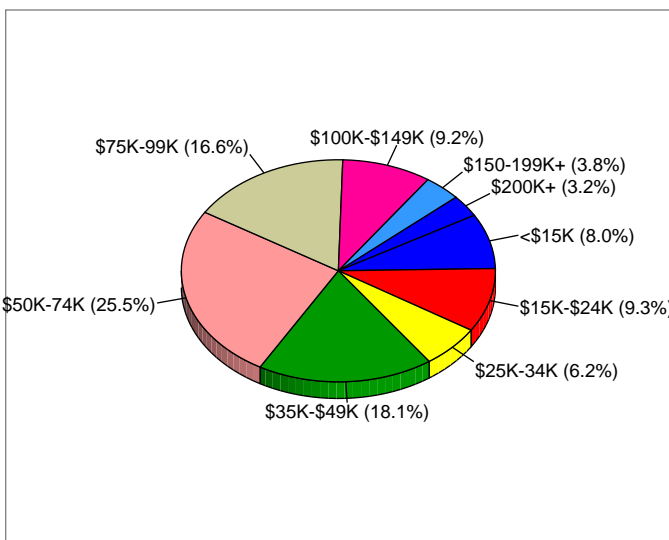
Trends 2008-2013



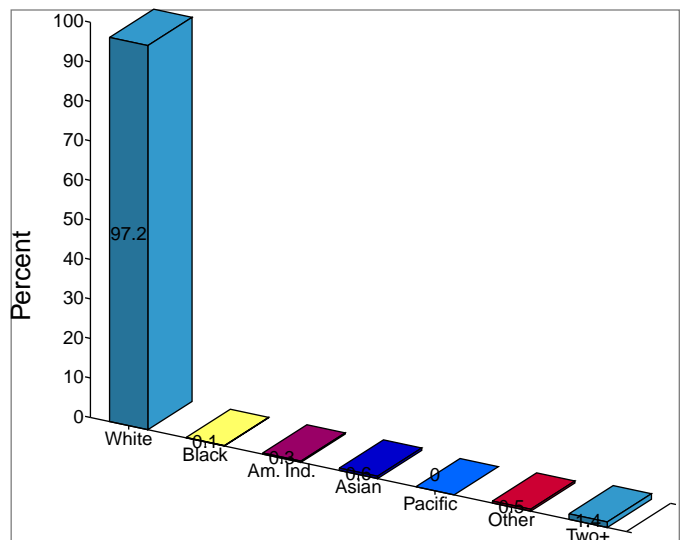
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 1.8%