

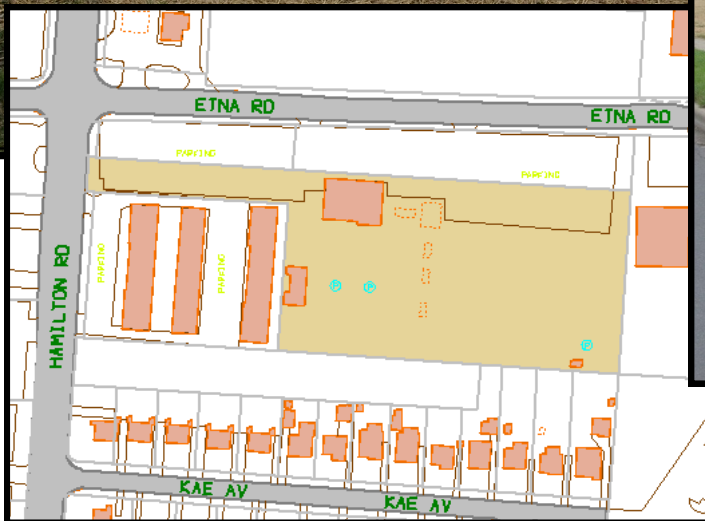
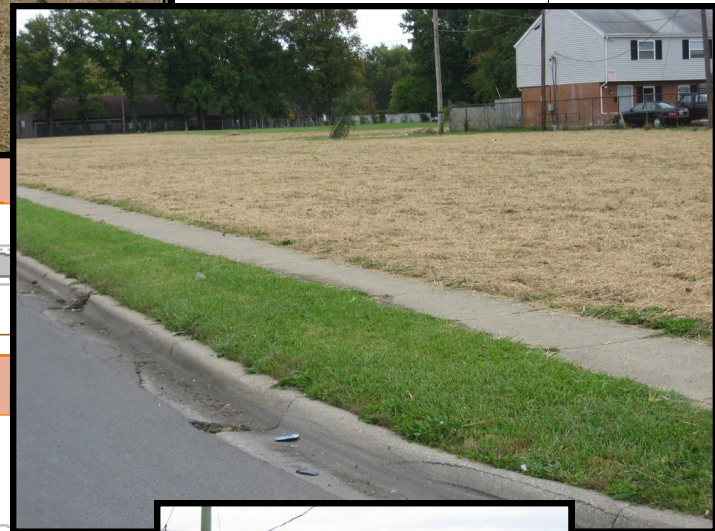
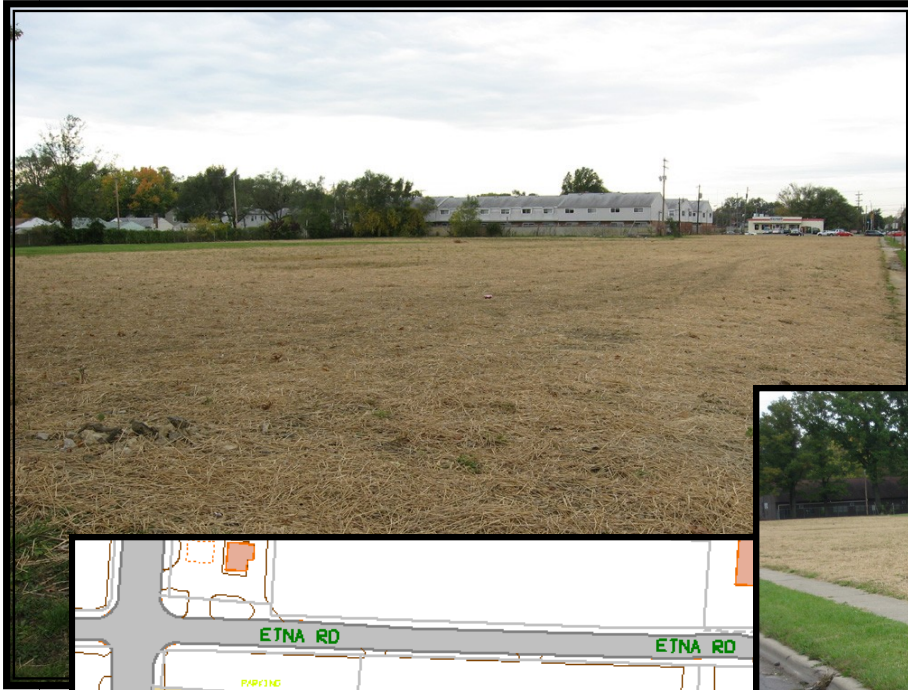


# 540 HAMILTON RD. COLUMBUS, OH

LIST PRICE : \$430,000

## Property Features:

- 4.84 Acres Total
- Three Parcels
- Great opportunity for housing or office condo development.



BEST CORPORATE REAL ESTATE  
FRANK KELLEY 614-832-8849  
2121 RIVERSIDE DRIVE  
UPPER ARLINGTON, OHIO 43221-4052  
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PHONE: 614-559-3350  
FAX: 614-559-3390  
EMAIL:

FKELLEY@BESTCORPORATEREALESTATE.COM

This information has either been given to us by the Owner of the Property or received through sources that we deem to be reliable. We have no reason to doubt its accuracy, but we do not guarantee it.

# Buyer Full Report



**Land/Farm**  
**Property Type:** RESIDENTIAL LAND  
**Area:** WH - WHITEHALL CORP LIMITS

**Status:** Active  
**MLS#:** 2821988

**LP:** \$430,000  
**Photos:** 5 **VT:**

**Parcel #:** 090-001623-00  
**Previous Use:**

**Y Trfc Cnt:**  
**Zoning:** Re/Co

**Acreage:** 4.840  
**Min Acreage:** 0.430  
**Min SqFt Avail:**

**Lot Size (Fr/Dpth):**  
**Max Acreage:** 4.840  
**Max Cntg SF Av:**  
**Road Frontage:**  
**Useable:**

**Tillable Acres**

**# Dwellings:**  
**Year Built:** 1960  
**Bldg SqFt:**

**# of Bldgs:**  
**Before 1978:** Y  
**Possession:**

**Year Remod:**

## General Information

**Address:** 540 S Hamilton Rd

**Unit/Suite #:**

**City:** Whitehall

**Zip:** 43213

**Between Strt:** Cnr. Hamilton & and Etna

**County:**

**Map Bottom/Side:** E / 1

**Subdivision:**

Franklin

**Municipality/Twp:** Whitehall

**Complex Name:**

**Multi Parc:** Y

**School District:** WHITEHALL

**Distance to Nearest Intersection:**

## Financials

**Gross Income:** 0.0

**Tax Incentive:**

**NOI:** \$0.0

**Taxes (yrly):** \$10,250

**Assessment:**

**For Sale:** Yes

**Price per Acre:** \$88,842.98

**Mortgage Balance:**

**For Lease:** No

**Lease Price:**

**Terms Desired:**

**For Exchange:** No

## Features

## Remarks

Residential or Office development land. 4.84 acres at Hamilton and Etna roads in Whitehall. Three parcels, one of which is .43 acres and is zoned commercial and sits in Whitehall's General Commerce District. Great opportunity for housing or office condo development. Other parcels are 090-001018 & 090-002025.

# 540 S Hamilton Rd

## Land For Sale in Whitehall



Property ID: 955282

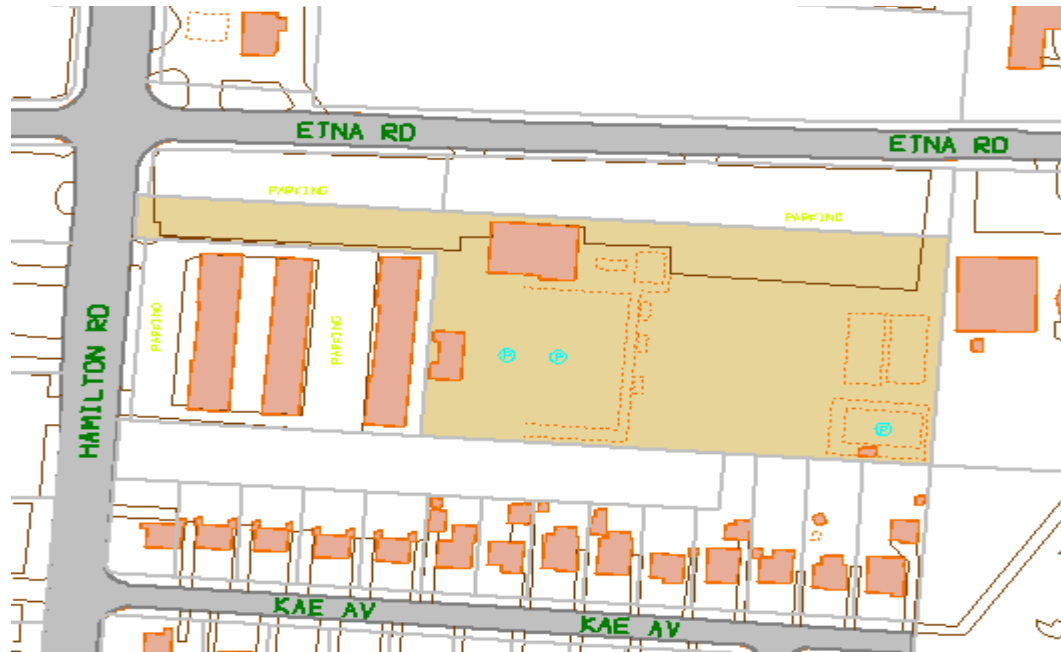
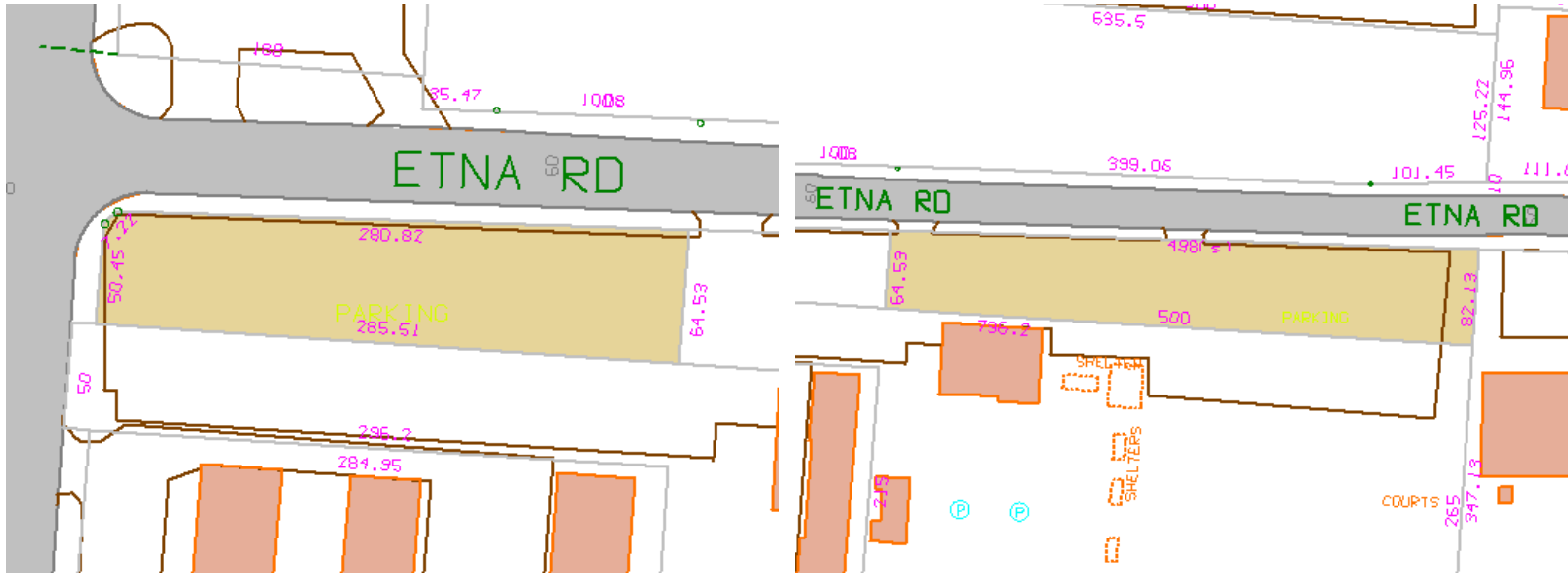
Residential or office development land. 4.84 acres at Hamilton and Etna roads in Whitehall. Three parcels, one at which is .43 acres and is zoned commercial and sits in Whitehall's General Commerce District. Former Swimland location. Great opportunity for housing or office condo development. Other parcels are 090-001018 and 090-002025.

Location		Listing Summary	
540 S Hamilton Rd		Sale Type	Investment
Whitehall, OH 43213		Price	\$430,000
Park/Complex		Price/Ac	\$88,842.98/Ac.
Market: Greater Franklin County		Price/SF	\$2.04/SF
Submarket: East			
Cross Streets: SE of Etna Rd and Hamilton Rd			

Property Description				
Lot Size Ac.	4.840 Ac.	Frontage	Gas	No
Lot Size SF	210,830 SF	Depth	Electricity	No
Divisible	No	Zoning	Water	No
			Sewer	No
			Rail	No



540 Hamilton Rd.  
Whitehall, Ohio 43213





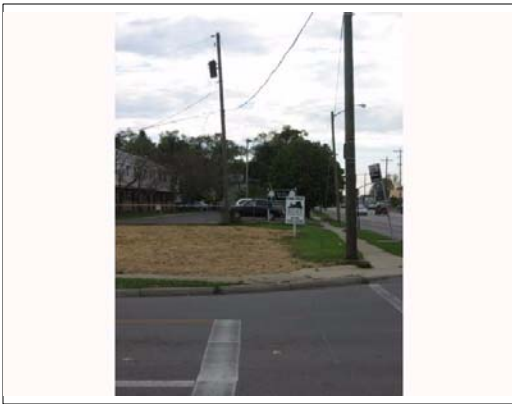
2821988

540

S

Hamilton Rd

430000



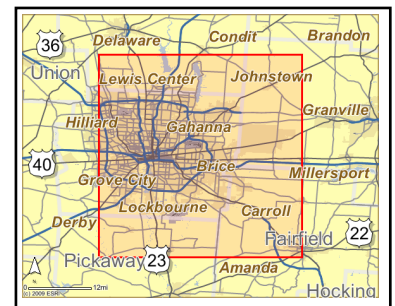
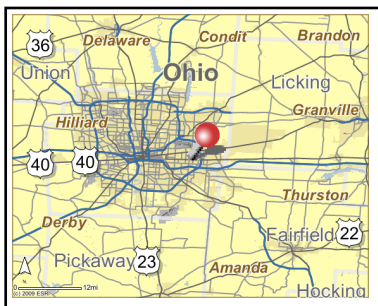
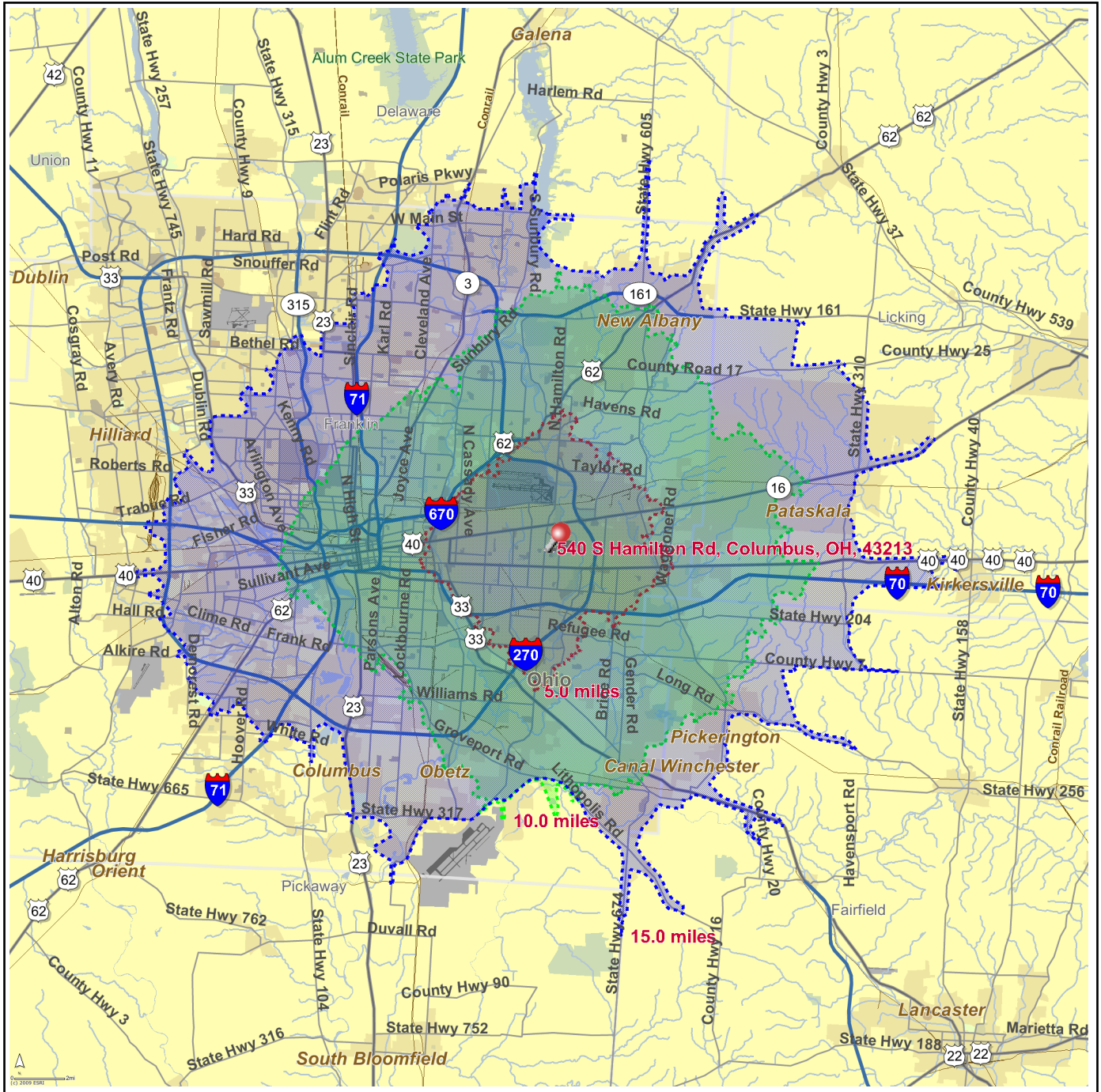
# Site Map

Frank Kelley

540 S Hamilton Rd, Columbus, OH,  
43213

Latitude 39.964084  
Longitude -82.874465

October 15, 2009





540 S Hamilton Rd, Columbus, OH, 43213      39.964084, -82.874465      39.964084, -82.874465      39.964084, -82.874465  
 Site Type: Drive Time      Drive Time: 5 Minutes      Drive Time: 10 Minutes      Drive Time: 15 Minutes

### 2009 Population

Total Population	34,335	182,403	465,549
Male Population	48.1%	47.6%	48.3%
Female Population	51.9%	52.4%	51.7%
Median Age	36.8	35.7	33.5

### 2009 Income

Median HH Income	\$42,914	\$49,359	\$48,868
Per Capita Income	\$23,728	\$26,240	\$25,923
Average HH Income	\$52,818	\$60,985	\$61,517

### 2009 Households

Total Households	15,413	78,554	194,399
Average Household Size	2.22	2.29	2.36

### 2009 Housing

Owner Occupied Housing Units	42.4%	45.7%	45.0%
Renter Occupied Housing Units	45.6%	41.8%	40.9%
Vacant Housing Units	12.0%	12.5%	14.0%

### Population

1990 Population	36,576	176,554	415,230
2000 Population	35,347	185,266	441,276
2009 Population	34,335	182,403	465,549
2014 Population	33,953	181,933	475,072
1990-2000 Annual Rate	-0.34%	0.48%	0.61%
2000-2009 Annual Rate	-0.31%	-0.17%	0.58%
2009-2014 Annual Rate	-0.22%	-0.05%	0.41%

In the identified market area, the current year population is 465,549. In 2000, the Census count in the market area was 441,276. The rate of change since 2000 was 0.58 percent annually. The five-year projection for the population in the market area is 475,072, representing a change of 0.41 percent annually from 2009 to 2014. Currently, the population is 48.3 percent male and 51.7 percent female.

### Households

1990 Households	15,303	71,600	161,863
2000 Households	15,492	78,273	181,077
2009 Households	15,413	78,554	194,399
2014 Households	15,366	78,894	199,518
1990-2000 Annual Rate	0.12%	0.9%	1.13%
2000-2009 Annual Rate	-0.06%	0.04%	0.77%
2009-2014 Annual Rate	-0.06%	0.09%	0.52%

The household count in this market area has changed from 181,077 in 2000 to 194,399 in the current year, a change of 0.77 percent annually. The five-year projection of households is 199,518, a change of 0.52 percent annually from the current year total. Average household size is currently 2.36, compared to 2.40 in the year 2000. The number of families in the current year is 110,741 in the market area.

### Housing

Currently, 45.0 percent of the 226,149 housing units in the market area are owner occupied; 40.9 percent, renter occupied; and 14.0 percent are vacant. In 2000, there were 198,167 housing units—48.0 percent owner occupied, 43.4 percent renter occupied and 8.6 percent vacant. The rate of change in housing units since 2000 is 1.44 percent. Median home value in the market area is \$114,362, compared to a median home value of \$162,279 for the U.S. In five years, median home value is projected to change by 0.38 percent annually to \$116,542. From 2000 to the current year, median home value changed by 1.78 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.





540 S Hamilton Rd, Columbus, OH, 43213      39.964084, -82.874465      39.964084, -82.874465      39.964084, -82.874465  
 Site Type: Drive Time      Drive Time: 5 Minutes      Drive Time: 10 Minutes      Drive Time: 15 Minutes

### Median Household Income

	39.964084, -82.874465	39.964084, -82.874465	39.964084, -82.874465
1990 Median HH Income	\$27,526	\$30,274	\$25,799
2000 Median HH Income	\$35,025	\$38,754	\$37,315
2009 Median HH Income	\$42,914	\$49,359	\$48,868
2014 Median HH Income	\$46,682	\$52,739	\$52,761
1990-2000 Annual Rate	2.44%	2.5%	3.76%
2000-2009 Annual Rate	2.22%	2.65%	2.96%
2009-2014 Annual Rate	1.7%	1.33%	1.54%

### Per Capita Income

	39.964084, -82.874465	39.964084, -82.874465	39.964084, -82.874465
1990 Per Capita Income	\$13,705	\$15,158	\$12,638
2000 Per Capita Income	\$19,226	\$21,393	\$20,351
2009 Per Capita Income	\$23,728	\$26,240	\$25,923
2014 Per Capita Income	\$24,690	\$27,244	\$27,074
1990-2000 Annual Rate	3.44%	3.51%	4.88%
2000-2009 Annual Rate	2.3%	2.23%	2.65%
2009-2014 Annual Rate	0.8%	0.75%	0.87%

### Average Household Income

	39.964084, -82.874465	39.964084, -82.874465	39.964084, -82.874465
1990 Average Household Income	\$32,393	\$37,151	\$32,007
2000 Average Household Income	\$43,292	\$50,293	\$48,879
2009 Average HH Income	\$52,818	\$60,985	\$61,517
2014 Average HH Income	\$54,512	\$62,887	\$63,847
1990-2000 Annual Rate	2.94%	3.08%	4.32%
2000-2009 Annual Rate	2.17%	2.11%	2.52%
2009-2014 Annual Rate	0.63%	0.62%	0.75%

### Households by Income

Current median household income is \$48,868 in the market area, compared to \$54,719 for all U.S. households. Median household income is projected to be \$52,761 in five years. In 2000, median household income was \$37,315, compared to \$25,799 in 1990.

Current average household income is \$61,517 in this market area, compared to \$71,437 for all U.S. households. Average household income is projected to be \$63,847 in five years. In 2000, average household income was \$48,879, compared to \$32,007 in 1990.

Current per capita income is \$25,923 in the market area, compared to the U.S. per capita income of \$27,277. The per capita income is projected to be \$27,074 in five years. In 2000, the per capita income was \$20,351, compared to \$12,638 in 1990.

### Population by Employment

	39.964084, -82.874465	39.964084, -82.874465	39.964084, -82.874465
Total Businesses	1,111	6,817	19,160
Total Employees	13,269	92,493	363,521

Currently, 90.0 percent of the civilian labor force in the identified market area is employed and 10.0 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 93.3 percent of the civilian labor force, and unemployment will be 6.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 68.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 64.8 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 18.1 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 17.1 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 78.6 percent of the market area population drove alone to work, and 2.2 percent worked at home. The average travel time to work in 2000 was 22.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 14.5 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 30.7 percent were high school graduates only (29.8 percent in the U.S.)
- 6.5 percent had completed an Associate degree (7.2 percent in the U.S.)
- 17.9 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 9.2 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)



# Executive Summary

Frank Kelley

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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved.



# Demographic and Income Profile

Frank Kelley

540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

Latitude: 39.964084  
Longitude: -82.874465  
Drive Time: 5 Minutes

Site Type: Drive Time

Summary	2000	2009	2014
Population	35,347	34,335	33,953
Households	15,492	15,413	15,366
Families	9,055	8,508	8,259
Average Household Size	2.27	2.22	2.20
Owner Occupied HUs	7,743	7,432	7,340
Renter Occupied HUs	7,749	7,981	8,026
Median Age	35.4	36.8	36.7

Trends: 2009-2014 Annual Rate	Area	State	National
Population	-0.22%	0.12%	0.91%
Households	-0.06%	0.23%	0.94%
Families	-0.59%	-0.02%	0.74%
Owner HHs	-0.25%	0.32%	1.19%
Median Household Income	1.7%	0.81%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	2,328	15.0%	1,888	12.2%	1,705	11.1%
\$15,000 - \$24,999	2,574	16.6%	1,585	10.3%	1,579	10.3%
\$25,000 - \$34,999	2,855	18.4%	2,353	15.3%	2,160	14.1%
\$35,000 - \$49,999	2,990	19.3%	3,013	19.5%	2,673	17.4%
\$50,000 - \$74,999	2,950	19.0%	3,427	22.2%	4,188	27.3%
\$75,000 - \$99,999	1,107	7.1%	1,869	12.1%	1,764	11.5%
\$100,000 - \$149,999	483	3.1%	940	6.1%	941	6.1%
\$150,000 - \$199,000	96	0.6%	163	1.1%	169	1.1%
\$200,000+	146	0.9%	175	1.1%	189	1.2%
Median Household Income	\$35,025		\$42,914		\$46,682	
Average Household Income	\$43,292		\$52,818		\$54,512	
Per Capita Income	\$19,226		\$23,728		\$24,690	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,424	6.9%	2,321	6.8%	2,263	6.7%
5 - 9	2,542	7.2%	2,111	6.1%	2,068	6.1%
10 - 14	2,310	6.5%	2,008	5.8%	1,922	5.7%
15 - 19	2,142	6.1%	2,241	6.5%	1,929	5.7%
20 - 24	2,357	6.7%	2,661	7.8%	2,786	8.2%
25 - 34	5,688	16.1%	5,016	14.6%	5,346	15.7%
35 - 44	5,716	16.2%	4,574	13.3%	3,967	11.7%
45 - 54	4,532	12.8%	4,895	14.3%	4,343	12.8%
55 - 64	2,939	8.3%	3,823	11.1%	4,181	12.3%
65 - 74	2,711	7.7%	2,403	7.0%	2,923	8.6%
75 - 84	1,661	4.7%	1,728	5.0%	1,619	4.8%
85+	322	0.9%	554	1.6%	604	1.8%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,132	65.4%	20,127	58.6%	18,746	55.2%
Black Alone	9,817	27.8%	11,196	32.6%	11,789	34.7%
American Indian Alone	116	0.3%	116	0.3%	117	0.3%
Asian Alone	922	2.6%	1,360	4.0%	1,671	4.9%
Pacific Islander Alone	16	0.0%	20	0.1%	23	0.1%
Some Other Race Alone	415	1.2%	483	1.4%	523	1.5%
Two or More Races	929	2.6%	1,033	3.0%	1,085	3.2%
Hispanic Origin (Any Race)	876	2.5%	1,043	3.0%	1,138	3.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



# Demographic and Income Profile

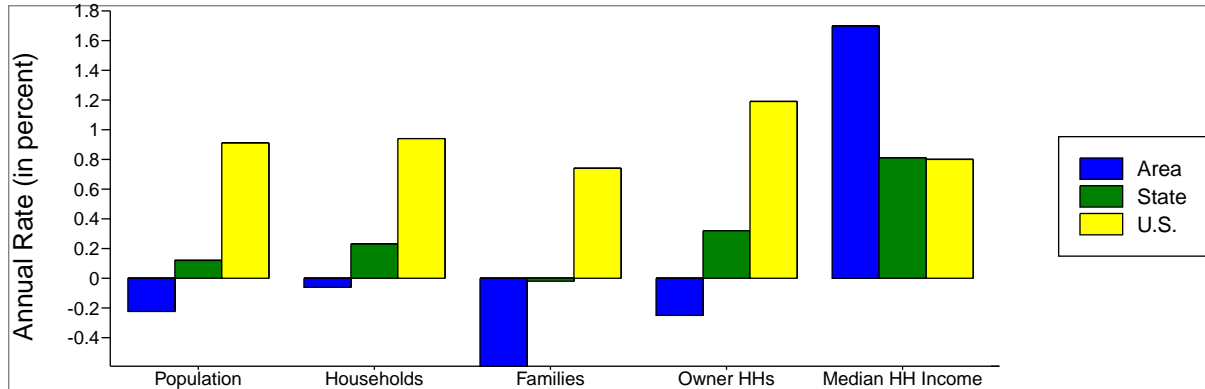
Frank Kelley

540 S Hamilton Rd, Columbus, ...  
39.964084, -82.874465

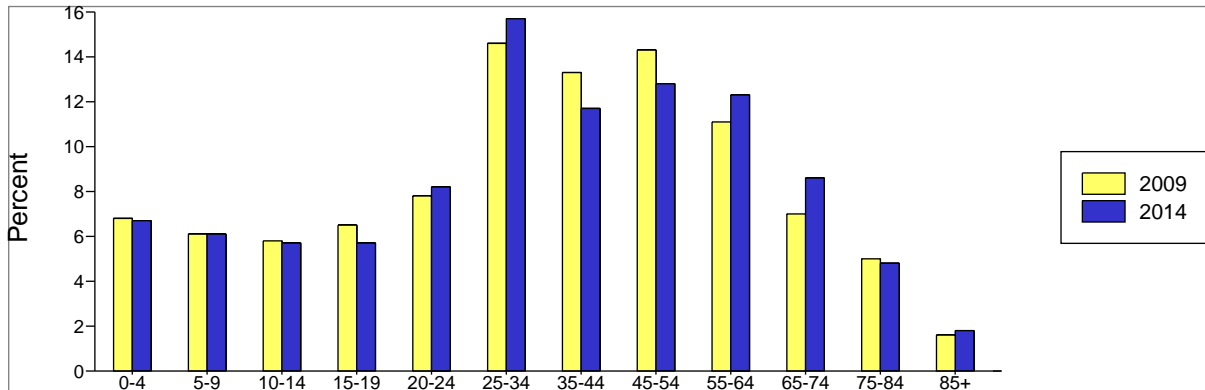
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Drive Time: 5 Minutes

Site Type: Drive Time

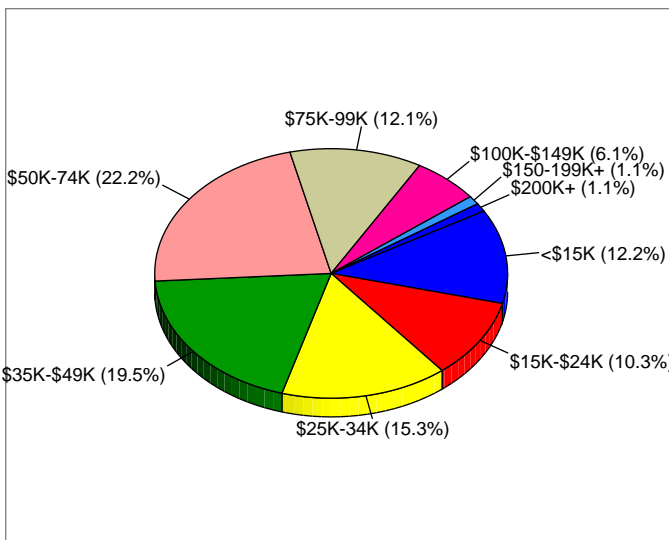
Trends 2009-2014



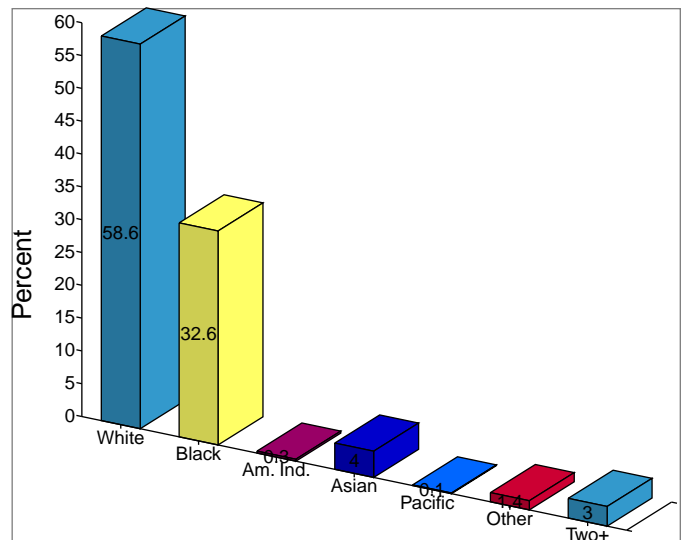
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 3.0%



# Demographic and Income Profile

Frank Kelley

540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

Latitude: 39.964084  
Longitude: -82.874465  
Drive Time: 10 Minutes

Site Type: Drive Time

Summary	2000	2009	2014
Population	185,266	182,403	181,933
Households	78,273	78,554	78,894
Families	47,743	45,518	44,661
Average Household Size	2.34	2.29	2.28
Owner Occupied HUs	41,749	41,027	41,181
Renter Occupied HUs	36,525	37,527	37,713
Median Age	34.2	35.7	35.8

Trends: 2009-2014 Annual Rate	Area	State	National
Population	-0.05%	0.12%	0.91%
Households	0.09%	0.23%	0.94%
Families	-0.38%	-0.02%	0.74%
Owner HHs	0.07%	0.32%	1.19%
Median Household Income	1.33%	0.81%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	12,433	15.9%	9,907	12.6%	8,943	11.3%
\$15,000 - \$24,999	10,549	13.5%	7,304	9.3%	7,299	9.3%
\$25,000 - \$34,999	11,966	15.3%	9,627	12.3%	8,842	11.2%
\$35,000 - \$49,999	13,951	17.8%	12,791	16.3%	11,375	14.4%
\$50,000 - \$74,999	15,843	20.2%	17,403	22.2%	21,062	26.7%
\$75,000 - \$99,999	7,085	9.0%	11,264	14.3%	10,967	13.9%
\$100,000 - \$149,999	4,247	5.4%	6,810	8.7%	6,849	8.7%
\$150,000 - \$199,000	1,077	1.4%	1,778	2.3%	1,821	2.3%
\$200,000+	1,231	1.6%	1,672	2.1%	1,736	2.2%
Median Household Income	\$38,754		\$49,359		\$52,739	
Average Household Income	\$50,293		\$60,985		\$62,887	
Per Capita Income	\$21,393		\$26,240		\$27,244	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	13,575	7.3%	13,046	7.2%	12,923	7.1%
5 - 9	13,942	7.5%	12,104	6.6%	11,978	6.6%
10 - 14	13,068	7.1%	11,672	6.4%	11,444	6.3%
15 - 19	12,632	6.8%	12,732	7.0%	11,403	6.3%
20 - 24	13,360	7.2%	13,611	7.5%	14,126	7.8%
25 - 34	28,412	15.3%	26,375	14.5%	27,294	15.0%
35 - 44	29,423	15.9%	24,459	13.4%	22,673	12.5%
45 - 54	24,480	13.2%	25,663	14.1%	23,273	12.8%
55 - 64	15,128	8.2%	20,188	11.1%	21,526	11.8%
65 - 74	11,580	6.3%	11,685	6.4%	14,472	8.0%
75 - 84	7,368	4.0%	7,728	4.2%	7,535	4.1%
85+	2,297	1.2%	3,142	1.7%	3,286	1.8%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	115,774	62.5%	104,736	57.4%	99,767	54.8%
Black Alone	58,525	31.6%	64,102	35.1%	66,834	36.7%
American Indian Alone	574	0.3%	586	0.3%	589	0.3%
Asian Alone	3,502	1.9%	5,282	2.9%	6,593	3.6%
Pacific Islander Alone	89	0.0%	109	0.1%	119	0.1%
Some Other Race Alone	2,195	1.2%	2,472	1.4%	2,634	1.4%
Two or More Races	4,606	2.5%	5,115	2.8%	5,398	3.0%
Hispanic Origin (Any Race)	4,426	2.4%	5,195	2.8%	5,640	3.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



# Demographic and Income Profile

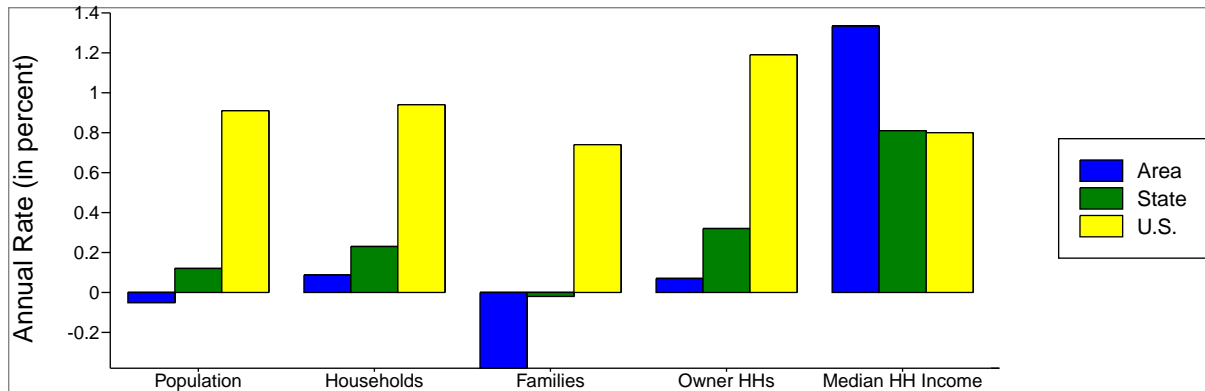
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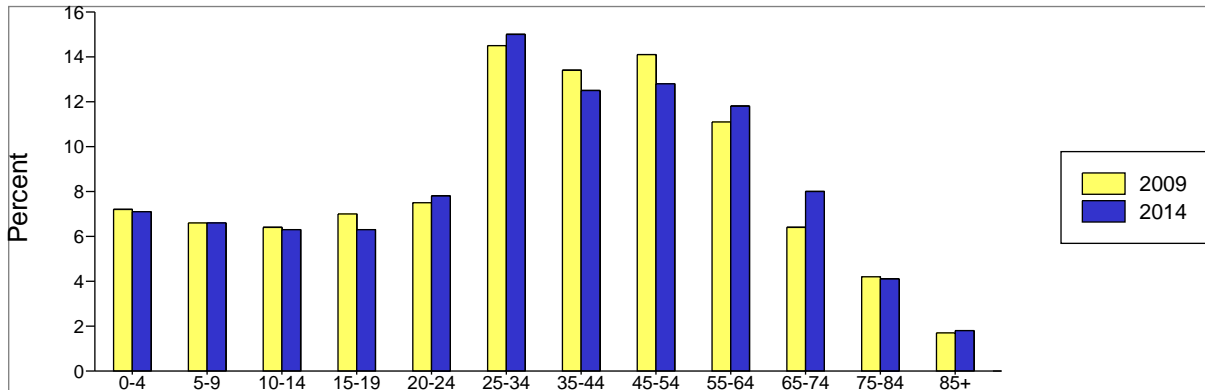
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Drive Time: 10 Minutes

Site Type: Drive Time

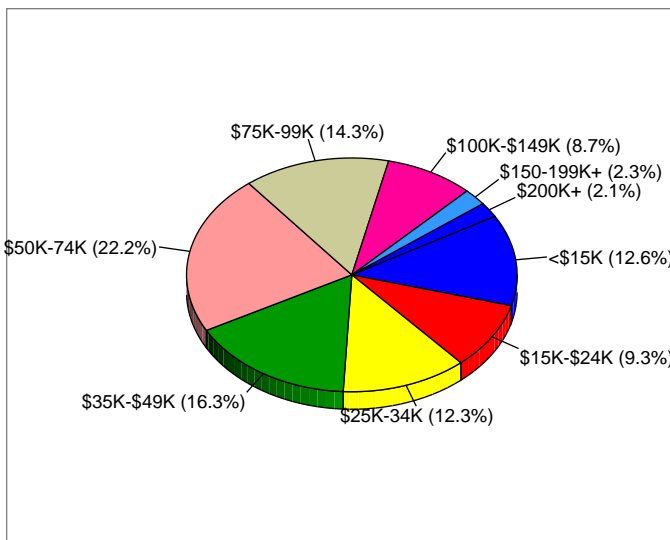
Trends 2009-2014



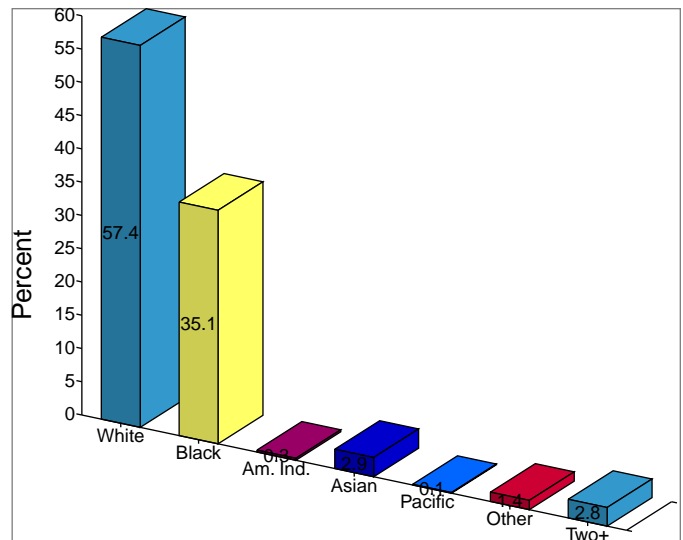
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 2.8%



# Demographic and Income Profile

Frank Kelley

540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

Latitude: 39.964084  
Longitude: -82.874465  
Drive Time: 15 Minutes

Site Type: Drive Time

Summary	2000	2009	2014
Population	441,276	465,549	475,072
Households	181,077	194,399	199,518
Families	106,938	110,741	111,664
Average Household Size	2.40	2.36	2.34
Owner Occupied HUs	95,071	101,833	105,181
Renter Occupied HUs	86,006	92,566	94,337
Median Age	32.4	33.5	33.7

Trends: 2009-2014 Annual Rate	Area	State	National
Population	0.41%	0.12%	0.91%
Households	0.52%	0.23%	0.94%
Families	0.17%	-0.02%	0.74%
Owner HHs	0.65%	0.32%	1.19%
Median Household Income	1.54%	0.81%	0.80%

Households by Income	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	34,549	19.1%	29,161	15.0%	26,980	13.5%
\$15,000 - \$24,999	24,859	13.7%	18,762	9.7%	19,156	9.6%
\$25,000 - \$34,999	25,555	14.1%	22,528	11.6%	21,098	10.6%
\$35,000 - \$49,999	29,826	16.5%	28,125	14.5%	25,539	12.8%
\$50,000 - \$74,999	34,922	19.3%	40,159	20.7%	49,018	24.6%
\$75,000 - \$99,999	15,702	8.7%	27,594	14.2%	28,123	14.1%
\$100,000 - \$149,999	10,619	5.9%	18,087	9.3%	18,923	9.5%
\$150,000 - \$199,000	2,510	1.4%	5,649	2.9%	6,024	3.0%
\$200,000+	2,678	1.5%	4,334	2.2%	4,657	2.3%
Median Household Income	\$37,315		\$48,868		\$52,761	
Average Household Income	\$48,879		\$61,517		\$63,847	
Per Capita Income	\$20,351		\$25,923		\$27,074	

Population by Age	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	32,810	7.4%	34,486	7.4%	35,118	7.4%
5 - 9	33,820	7.7%	32,548	7.0%	33,243	7.0%
10 - 14	31,697	7.2%	30,846	6.6%	31,563	6.6%
15 - 19	30,183	6.8%	33,061	7.1%	30,850	6.5%
20 - 24	38,486	8.7%	41,638	8.9%	43,545	9.2%
25 - 34	72,182	16.4%	69,519	14.9%	72,403	15.2%
35 - 44	70,323	15.9%	64,467	13.8%	61,418	12.9%
45 - 54	55,611	12.6%	64,160	13.8%	60,425	12.7%
55 - 64	33,290	7.5%	46,684	10.0%	51,456	10.8%
65 - 74	24,185	5.5%	25,928	5.6%	32,254	6.8%
75 - 84	14,193	3.2%	15,960	3.4%	16,108	3.4%
85+	4,496	1.0%	6,252	1.3%	6,689	1.4%

Race and Ethnicity	2000		2009		2014	
	Number	Percent	Number	Percent	Number	Percent
White Alone	276,430	62.6%	274,247	58.9%	269,898	56.8%
Black Alone	139,643	31.6%	157,935	33.9%	166,470	35.0%
American Indian Alone	1,473	0.3%	1,599	0.3%	1,648	0.3%
Asian Alone	8,309	1.9%	13,454	2.9%	17,214	3.6%
Pacific Islander Alone	217	0.0%	344	0.1%	412	0.1%
Some Other Race Alone	4,132	0.9%	4,927	1.1%	5,364	1.1%
Two or More Races	11,072	2.5%	13,043	2.8%	14,066	3.0%
Hispanic Origin (Any Race)	8,910	2.0%	11,246	2.4%	12,582	2.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



# Demographic and Income Profile

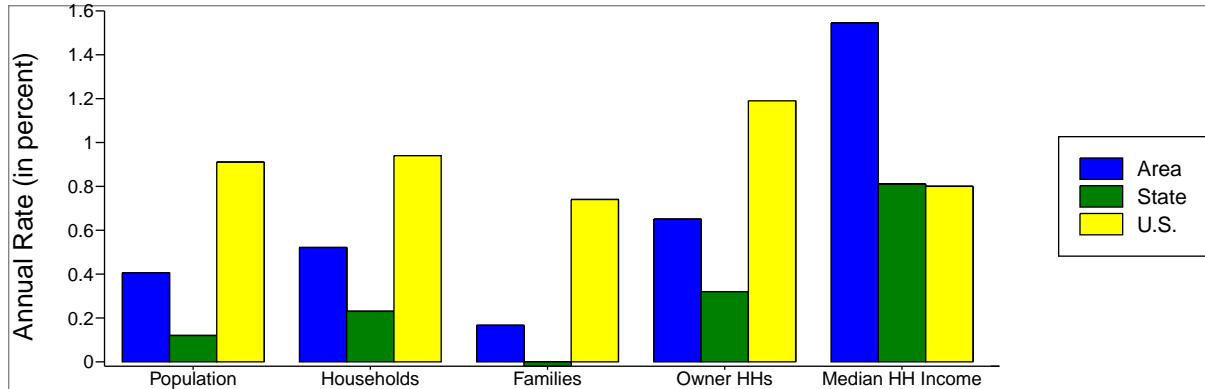
Frank Kelley

540 S Hamilton Rd, Columbus, ...  
39.964084, -82.874465

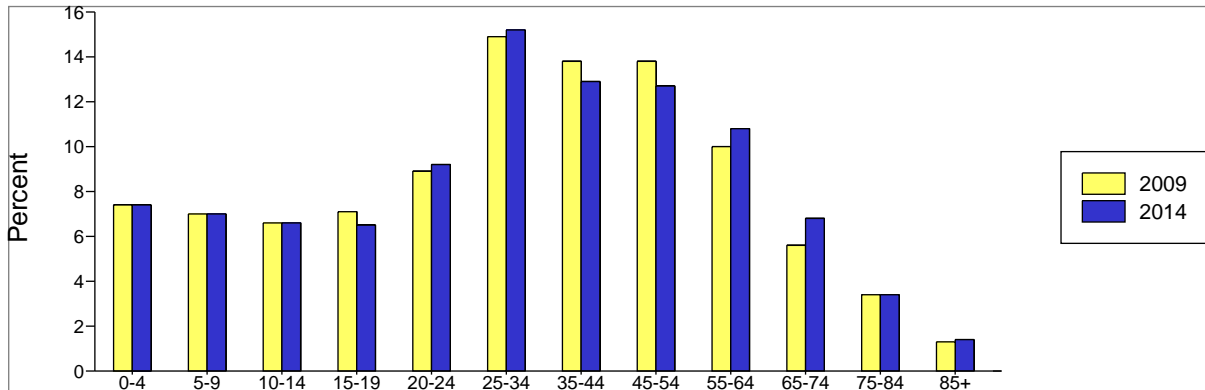
Latitude: 39.964084  
Longitude: -82.874465  
Drive Time: 15 Minutes

Site Type: Drive Time

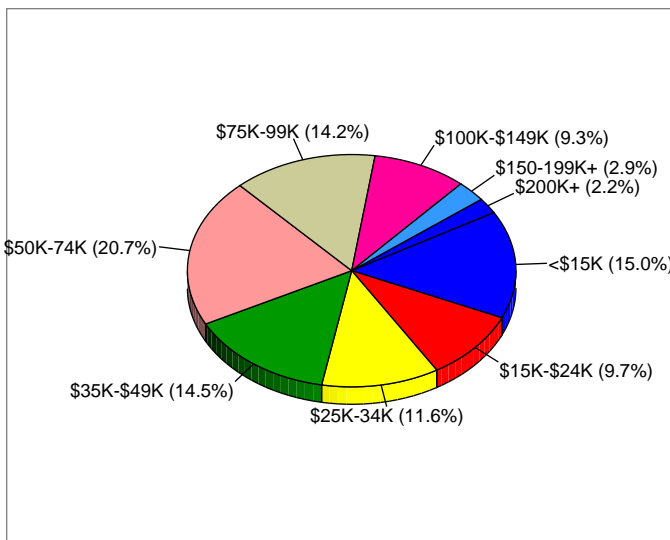
Trends 2009-2014



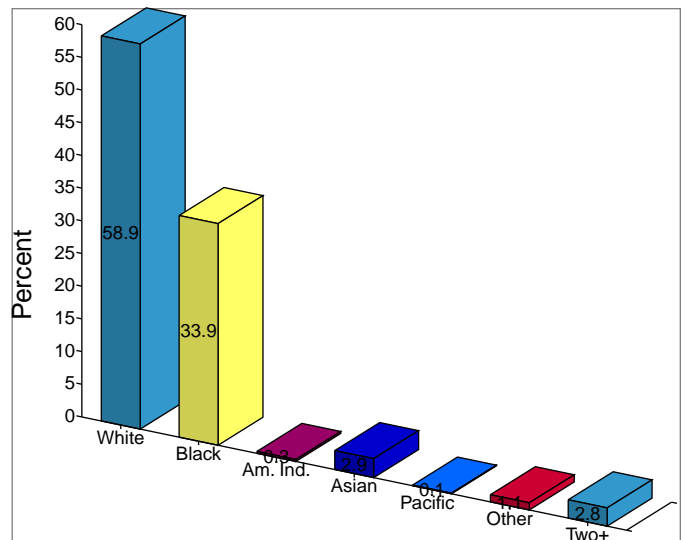
Population by Age



2009 Household Income



2009 Population by Race






2009 Percent Hispanic Origin: 2.4%





540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

Latitude: 39.964084  
Longitude: -82.874465  
Site Type: Drive Time

	Drive Time: 5 Minutes	Drive Time: 10 Minutes	Drive Time: 15 Minutes
 2000 Total Population	35,347	185,266	441,276
2000 Group Quarters	110	2,381	7,443
2009 Total Population	34,335	182,403	465,549
2014 Total Population	33,953	181,933	475,072
2009 - 2014 Annual Rate	-0.22%	-0.05%	0.41%
 2000 Households	15,492	78,273	181,077
2000 Average Household Size	2.27	2.34	2.4
2009 Households	15,413	78,554	194,399
2009 Average Household Size	2.22	2.29	2.36
2014 Households	15,366	78,894	199,518
2014 Average Household Size	2.2	2.28	2.34
2009 - 2014 Annual Rate	-0.06%	0.09%	0.52%
2000 Families	9,055	47,743	106,938
2000 Average Family Size	2.93	2.96	3.06
2009 Families	8,508	45,518	110,741
2009 Average Family Size	2.9	2.95	3.04
2014 Families	8,259	44,661	111,664
2014 Average Family Size	2.9	2.95	3.04
2009 - 2014 Annual Rate	-0.59%	-0.38%	0.17%
 <b>2000 Housing Units</b>	16,578	84,460	198,167
Owner Occupied Housing Units	46.8%	49.4%	48.0%
Renter Occupied Housing Units	46.8%	43.3%	43.4%
Vacant Housing Units	6.4%	7.3%	8.6%
<b>2009 Housing Units</b>	17,521	89,810	226,149
Owner Occupied Housing Units	42.4%	45.7%	45.0%
Renter Occupied Housing Units	45.6%	41.8%	40.9%
Vacant Housing Units	12.0%	12.5%	14.0%
<b>2014 Housing Units</b>	17,592	90,698	232,144
Owner Occupied Housing Units	41.7%	45.4%	45.3%
Renter Occupied Housing Units	45.6%	41.6%	40.6%
Vacant Housing Units	12.7%	13.0%	14.1%
<b>Median Household Income</b>			
2000	\$35,025	\$38,754	\$37,315
2009	\$42,914	\$49,359	\$48,868
2014	\$46,682	\$52,739	\$52,761
<b>Median Home Value</b>			
2000	\$80,832	\$96,983	\$97,115
2009	\$91,243	\$112,170	\$114,362
2014	\$92,635	\$113,735	\$116,542
<b>Per Capita Income</b>			
2000	\$19,226	\$21,393	\$20,351
2009	\$23,728	\$26,240	\$25,923
2014	\$24,690	\$27,244	\$27,074
<b>Median Age</b>			
2000	35.4	34.2	32.4
2009	36.8	35.7	33.5
2014	36.7	35.8	33.7

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 2009 and 2014.



540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

Latitude: 39.964084  
Longitude: -82.874465  
Site Type: Drive Time

**Drive Time: 5 Minutes**

**Drive Time: 10 Minutes**

**Drive Time: 15 Minutes**



**2000 Households by Income**

Household Income Base	5 Minutes	10 Minutes	15 Minutes
< \$15,000	15,529 (15.0%)	78,382 (15.9%)	181,220 (19.1%)
\$15,000 - \$24,999	16.6%	13.5%	13.7%
\$25,000 - \$34,999	18.4%	15.3%	14.1%
\$35,000 - \$49,999	19.3%	17.8%	16.5%
\$50,000 - \$74,999	19.0%	20.2%	19.3%
\$75,000 - \$99,999	7.1%	9.0%	8.7%
\$100,000 - \$149,999	3.1%	5.4%	5.9%
\$150,000 - \$199,999	0.6%	1.4%	1.4%
\$200,000+	0.9%	1.6%	1.5%
<b>Average Household Income</b>	<b>\$43,292</b>	<b>\$50,293</b>	<b>\$48,879</b>

**2009 Households by Income**

Household Income Base	5 Minutes	10 Minutes	15 Minutes
< \$15,000	15,413 (12.2%)	78,556 (12.6%)	194,399 (15.0%)
\$15,000 - \$24,999	10.3%	9.3%	9.7%
\$25,000 - \$34,999	15.3%	12.3%	11.6%
\$35,000 - \$49,999	19.5%	16.3%	14.5%
\$50,000 - \$74,999	22.2%	22.2%	20.7%
\$75,000 - \$99,999	12.1%	14.3%	14.2%
\$100,000 - \$149,999	6.1%	8.7%	9.3%
\$150,000 - \$199,999	1.1%	2.3%	2.9%
\$200,000+	1.1%	2.1%	2.2%
<b>Average Household Income</b>	<b>\$52,818</b>	<b>\$60,985</b>	<b>\$61,517</b>

**2014 Households by Income**

Household Income Base	5 Minutes	10 Minutes	15 Minutes
< \$15,000	15,368 (11.1%)	78,894 (11.3%)	199,518 (13.5%)
\$15,000 - \$24,999	10.3%	9.3%	9.6%
\$25,000 - \$34,999	14.1%	11.2%	10.6%
\$35,000 - \$49,999	17.4%	14.4%	12.8%
\$50,000 - \$74,999	27.3%	26.7%	24.6%
\$75,000 - \$99,999	11.5%	13.9%	14.1%
\$100,000 - \$149,999	6.1%	8.7%	9.5%
\$150,000 - \$199,999	1.1%	2.3%	3.0%
\$200,000+	1.2%	2.2%	2.3%
<b>Average Household Income</b>	<b>\$54,512</b>	<b>\$62,887</b>	<b>\$63,847</b>

**2000 Owner Occupied HUs by Value**

Total	5 Minutes	10 Minutes	15 Minutes
<\$50,000	7,733 (6.5%)	41,800 (5.9%)	94,923 (9.4%)
\$50,000 - 99,999	74.7%	47.2%	43.0%
\$100,000 - 149,999	11.8%	28.0%	26.5%
\$150,000 - 199,999	3.3%	9.8%	11.4%
\$200,000 - \$299,999	2.2%	5.7%	6.2%
\$300,000 - 499,999	1.0%	2.2%	2.4%
\$500,000 - 999,999	0.2%	1.0%	0.8%
\$1,000,000+	0.2%	0.2%	0.3%
<b>Average Home Value</b>	<b>\$93,216</b>	<b>\$122,530</b>	<b>\$121,014</b>

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

Total	5 Minutes	10 Minutes	15 Minutes
7,721	7,721 (98.4%)	36,521 (98.0%)	85,991 (97.7%)
With Cash Rent	98.4%	98.0%	97.7%
No Cash Rent	1.6%	2.0%	2.3%
Median Rent	\$446	\$474	\$453
Average Rent	\$462	\$487	\$465

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 Housing Units 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 2009 and 2014.



540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

Latitude: 39.964084  
Longitude: -82.874465  
Site Type: Drive Time

Drive Time: 5 Minutes      Drive Time: 10 Minutes      Drive Time: 15 Minutes

	Drive Time: 5 Minutes	Drive Time: 10 Minutes	Drive Time: 15 Minutes
<b>2000 Population by Age</b>			
 Total	35,344	185,265	441,276
Age 0 - 4	6.9%	7.3%	7.4%
Age 5 - 9	7.2%	7.5%	7.7%
Age 10 - 14	6.5%	7.1%	7.2%
Age 15 - 19	6.1%	6.8%	6.8%
Age 20 - 24	6.7%	7.2%	8.7%
Age 25 - 34	16.1%	15.3%	16.4%
Age 35 - 44	16.2%	15.9%	15.9%
Age 45 - 54	12.8%	13.2%	12.6%
Age 55 - 64	8.3%	8.2%	7.5%
Age 65 - 74	7.7%	6.3%	5.5%
Age 75 - 84	4.7%	4.0%	3.2%
Age 85+	0.9%	1.2%	1.0%
Age 18+	75.8%	74.1%	73.8%
<b>2009 Population by Age</b>			
Total	34,335	182,405	465,549
Age 0 - 4	6.8%	7.2%	7.4%
Age 5 - 9	6.1%	6.6%	7.0%
Age 10 - 14	5.8%	6.4%	6.6%
Age 15 - 19	6.5%	7.0%	7.1%
Age 20 - 24	7.8%	7.5%	8.9%
Age 25 - 34	14.6%	14.5%	14.9%
Age 35 - 44	13.3%	13.4%	13.8%
Age 45 - 54	14.3%	14.1%	13.8%
Age 55 - 64	11.1%	11.1%	10.0%
Age 65 - 74	7.0%	6.4%	5.6%
Age 75 - 84	5.0%	4.2%	3.4%
Age 85+	1.6%	1.7%	1.3%
Age 18+	77.4%	75.9%	75.0%
<b>2014 Population by Age</b>			
Total	33,951	181,933	475,072
Age 0 - 4	6.7%	7.1%	7.4%
Age 5 - 9	6.1%	6.6%	7.0%
Age 10 - 14	5.7%	6.3%	6.6%
Age 15 - 19	5.7%	6.3%	6.5%
Age 20 - 24	8.2%	7.8%	9.2%
Age 25 - 34	15.7%	15.0%	15.2%
Age 35 - 44	11.7%	12.5%	12.9%
Age 45 - 54	12.8%	12.8%	12.7%
Age 55 - 64	12.3%	11.8%	10.8%
Age 65 - 74	8.6%	8.0%	6.8%
Age 75 - 84	4.8%	4.1%	3.4%
Age 85+	1.8%	1.8%	1.4%
Age 18+	78.3%	76.5%	75.4%
<b>2000 Population by Sex</b>			
Males	47.9%	47.4%	48.3%
Females	52.1%	52.6%	51.7%
<b>2009 Population by Sex</b>			
Males	48.1%	47.6%	48.3%
Females	51.9%	52.4%	51.7%
<b>2014 Population by Sex</b>			
Males	48.2%	47.7%	48.3%
Females	51.8%	52.3%	51.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

Latitude: 39.964084  
Longitude: -82.874465  
Site Type: Drive Time

Drive Time: 5 Minutes      Drive Time: 10 Minutes      Drive Time: 15 Minutes



**2000 Population by Race/Ethnicity**

Total	35,347	185,265	441,276
White Alone	65.4%	62.5%	62.6%
Black Alone	27.8%	31.6%	31.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	2.7%	1.9%	1.9%
Some Other Race Alone	1.2%	1.2%	0.9%
Two or More Races	2.6%	2.5%	2.5%
Hispanic Origin	2.5%	2.4%	2.0%
Diversity Index	51.8	53.2	52.7

**2009 Population by Race/Ethnicity**

Total	34,335	182,402	465,549
White Alone	58.6%	57.4%	58.9%
Black Alone	32.6%	35.1%	33.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	4.0%	3.0%	3.0%
Some Other Race Alone	1.4%	1.4%	1.1%
Two or More Races	3.0%	2.8%	2.8%
Hispanic Origin	3.0%	2.8%	2.4%
Diversity Index	57.5	57.1	55.9

**2014 Population by Race/Ethnicity**

Total	33,954	181,934	475,072
White Alone	55.2%	54.8%	56.8%
Black Alone	34.7%	36.7%	35.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	5.0%	3.7%	3.7%
Some Other Race Alone	1.5%	1.4%	1.1%
Two or More Races	3.2%	3.0%	3.0%
Hispanic Origin	3.4%	3.1%	2.6%
Diversity Index	60.0	58.9	57.6



**2000 Population 3+ by School Enrollment**

Total	33,841	176,944	421,386
Enrolled in Nursery/Preschool	1.7%	2.0%	2.1%
Enrolled in Kindergarten	1.7%	1.7%	1.6%
Enrolled in Grade 1-8	11.8%	12.2%	12.6%
Enrolled in Grade 9-12	5.0%	5.7%	5.6%
Enrolled in College	4.6%	5.4%	6.9%
Enrolled in Grad/Prof School	0.9%	1.0%	1.5%
Not Enrolled in School	74.5%	72.0%	69.8%

**2009 Population 25+ by Educational Attainment**

Total	22,991	119,238	292,970
Less than 9th Grade	3.1%	2.5%	3.2%
9th - 12th Grade, No Diploma	12.3%	9.1%	11.3%
High School Graduate	38.4%	32.8%	30.7%
Some College, No Degree	22.8%	22.4%	21.2%
Associate Degree	6.3%	6.8%	6.5%
Bachelor's Degree	11.0%	17.0%	17.9%
Graduate/Professional Degree	6.1%	9.4%	9.2%

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 2009 and 2014.



540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

# Market Profile

Frank Kelley

Latitude: 39.964084  
Longitude: -82.874465  
Site Type: Drive Time

Drive Time: 5 Minutes      Drive Time: 10 Minutes      Drive Time: 15 Minutes



## 2009 Population 15+ by Marital Status

	2009	2014	2020
Total	27,894	145,582	367,669
Never Married	33.4%	33.7%	37.1%
Married	41.8%	44.8%	43.4%
Widowed	6.9%	6.3%	5.7%
Divorced	17.8%	15.2%	13.8%



## 2000 Population 16+ by Employment Status

	2000	2014	2020
Total	27,551	142,071	336,396
In Labor Force	67.1%	69.3%	68.8%
Civilian Employed	64.3%	65.9%	65.0%
Civilian Unemployed	2.7%	3.3%	3.7%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	32.9%	30.7%	31.2%

## 2009 Civilian Population 16+ in Labor Force

	2009	2014	2020
Civilian Employed	91.4%	90.7%	90.0%
Civilian Unemployed	8.6%	9.3%	10.0%

## 2014 Civilian Population 16+ in Labor Force

	2014	2020
Civilian Employed	94.4%	93.3%
Civilian Unemployed	5.6%	6.7%

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

	2000	2014	2020
Total	14,684	76,288	177,070
Own Children < 6 Only	7.7%	8.6%	8.4%
Employed/in Armed Forces	4.8%	5.6%	5.3%
Unemployed	0.3%	0.4%	0.4%
Not in Labor Force	2.6%	2.6%	2.7%
Own Children < 6 and 6-17 Only	5.8%	6.5%	6.4%
Employed/in Armed Forces	4.0%	4.2%	3.9%
Unemployed	0.3%	0.3%	0.4%
Not in Labor Force	1.5%	2.0%	2.1%
Own Children 6-17 Only	15.0%	16.1%	16.1%
Employed/in Armed Forces	11.9%	12.5%	12.1%
Unemployed	0.4%	0.6%	0.6%
Not in Labor Force	2.8%	3.0%	3.4%
No Own Children < 18	71.5%	68.8%	69.1%
Employed/in Armed Forces	39.3%	38.4%	38.6%
Unemployed	1.5%	1.8%	1.9%
Not in Labor Force	30.7%	28.7%	28.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

## Market Profile

Frank Kelley

Latitude: 39.964084

Longitude: -82.874465

Site Type: Drive Time

Drive Time: 5 Minutes

Drive Time: 10 Minutes

Drive Time: 15 Minutes



### 2009 Employed Population 16+ by Industry

	5 Minutes	10 Minutes	15 Minutes
Total	16,966	91,029	226,528
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	5.8%	4.4%	4.3%
Manufacturing	7.2%	6.9%	6.4%
Wholesale Trade	3.4%	3.4%	3.3%
Retail Trade	14.2%	13.4%	13.3%
Transportation/Utilities	6.0%	5.4%	5.4%
Information	2.1%	2.2%	2.4%
Finance/Insurance/Real Estate	9.9%	10.4%	10.3%
Services	43.6%	46.4%	47.9%
Public Administration	7.7%	7.5%	6.5%

### 2009 Employed Population 16+ by Occupation

	5 Minutes	10 Minutes	15 Minutes
Total	16,968	91,028	226,528
White Collar	58.4%	64.8%	64.8%
Management/Business/Financial	10.1%	13.7%	14.4%
Professional	15.5%	21.5%	22.1%
Sales	10.9%	10.9%	10.8%
Administrative Support	21.8%	18.8%	17.5%
Services	20.8%	17.4%	18.1%
Blue Collar	20.9%	17.7%	17.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.0%	3.7%	3.5%
Installation/Maintenance/Repair	2.8%	2.5%	2.5%
Production	5.2%	4.6%	4.3%
Transportation/Material Moving	7.9%	6.9%	6.7%



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

	5 Minutes	10 Minutes	15 Minutes
Total	17,312	91,745	213,797
Drove Alone - Car, Truck, or Van	80.3%	80.4%	78.6%
Carpooled - Car, Truck, or Van	12.1%	11.6%	11.2%
Public Transportation	4.5%	3.4%	4.4%
Walked	1.7%	2.1%	2.9%
Other Means	0.4%	0.5%	0.8%
Worked at Home	1.1%	2.1%	2.2%

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

	5 Minutes	10 Minutes	15 Minutes
Total	17,312	91,746	213,797
Did Not Work at Home	98.9%	97.9%	97.8%
Less than 5 minutes	2.3%	2.2%	2.3%
5 to 9 minutes	9.7%	8.6%	8.8%
10 to 19 minutes	31.7%	33.8%	33.6%
20 to 24 minutes	19.1%	19.2%	19.9%
25 to 34 minutes	23.3%	22.5%	22.1%
35 to 44 minutes	4.2%	4.1%	3.9%
45 to 59 minutes	4.1%	3.9%	3.6%
60 to 89 minutes	2.7%	2.1%	2.0%
90 or more minutes	1.6%	1.4%	1.5%
Worked at Home	1.1%	2.1%	2.2%
Average Travel Time to Work (in min)	22.8	22.2	22.3

### 2000 Households by Vehicles Available

	5 Minutes	10 Minutes	15 Minutes
Total	15,468	78,369	181,048
None	9.3%	10.0%	12.1%
1	47.5%	41.6%	40.3%
2	33.5%	35.8%	34.7%
3	7.4%	9.7%	9.7%
4	1.8%	2.1%	2.4%
5+	0.6%	0.7%	0.9%
Average Number of Vehicles Available	1.5	1.6	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

Latitude: 39.964084  
Longitude: -82.874465  
Site Type: Drive Time

Drive Time: 5 Minutes

Drive Time: 10 Minutes

Drive Time: 15 Minutes



### 2000 Households by Type

	5 Minutes	10 Minutes	15 Minutes
<b>Total</b>	15,491	78,274	181,077
Family Households	58.4%	61.0%	59.1%
Married-couple Family	37.1%	39.8%	37.9%
With Related Children	15.5%	18.4%	18.3%
Other Family (No Spouse)	21.4%	21.2%	21.1%
With Related Children	14.4%	14.9%	15.0%
Nonfamily Households	41.6%	39.0%	40.9%
Householder Living Alone	34.9%	32.1%	32.0%
Householder Not Living Alone	6.7%	6.9%	8.9%
Households with Related Children	29.9%	33.3%	33.3%
Households with Persons 65+	22.6%	19.9%	17.5%

### 2000 Households by Size

	5 Minutes	10 Minutes	15 Minutes
<b>Total</b>	15,492	78,273	181,077
1 Person Household	34.9%	32.1%	32.0%
2 Person Household	32.3%	32.1%	31.0%
3 Person Household	15.1%	16.3%	16.1%
4 Person Household	10.6%	11.9%	12.2%
5 Person Household	4.5%	4.9%	5.5%
6 Person Household	1.7%	1.8%	2.0%
7+ Person Household	0.9%	0.9%	1.1%

### 2000 Households by Year Householder Moved In

	5 Minutes	10 Minutes	15 Minutes
<b>Total</b>	15,466	78,370	181,048
Moved in 1999 to March 2000	21.8%	24.1%	25.8%
Moved in 1995 to 1998	30.5%	30.6%	31.2%
Moved in 1990 to 1994	15.6%	15.3%	15.0%
Moved in 1980 to 1989	11.6%	12.2%	11.9%
Moved in 1970 to 1979	7.8%	8.8%	8.1%
Moved in 1969 or Earlier	12.6%	8.9%	8.0%
Median Year Householder Moved In	1995	1996	1996



### 2000 Housing Units by Units in Structure

	5 Minutes	10 Minutes	15 Minutes
<b>Total</b>	16,514	84,543	198,166
1, Detached	51.7%	52.5%	52.7%
1, Attached	6.0%	6.5%	7.1%
2	6.7%	4.4%	5.8%
3 or 4	10.0%	10.4%	9.4%
5 to 9	8.8%	10.2%	9.6%
10 to 19	4.6%	6.7%	6.7%
20+	10.9%	8.7%	7.7%
Mobile Home	1.4%	0.7%	1.1%
Other	0.0%	0.0%	0.0%

### 2000 Housing Units by Year Structure Built

	5 Minutes	10 Minutes	15 Minutes
<b>Total</b>	16,539	84,575	198,166
1999 to March 2000	0.9%	1.5%	2.0%
1995 to 1998	2.2%	5.6%	7.2%
1990 to 1994	2.2%	5.2%	6.6%
1980 to 1989	7.0%	11.1%	10.1%
1970 to 1979	16.7%	19.9%	16.9%
1969 or Earlier	70.9%	56.6%	57.2%
Median Year Structure Built	1962	1967	1966

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



540 S Hamilton Rd, Columbus,...  
39.964084, -82.874465

## Market Profile

Frank Kelley

Latitude: 39.964084

Longitude: -82.874465

Site Type: Drive Time

Drive Time: 5 Minutes

Drive Time: 10 Minutes

Drive Time: 15 Minutes

### Top 3 Tapestry Segments

	Drive Time: 5 Minutes	Drive Time: 10 Minutes	Drive Time: 15 Minutes
1.	Great Expectations	Aspiring Young Familie	Aspiring Young Familie
2.	Rustbelt Traditions	Great Expectations	Up and Coming Families
3.	Rustbelt Retirees	Rustbelt Traditions	Metro City Edge



**2009 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 \$	\$20,901,693	\$122,478,919	\$308,197,232
Average Spent	\$1,356.11	\$1,559.17	\$1,585.38
Spending Potential Index	54	62	63
Computers & Accessories: Total \$	\$2,683,331	\$15,793,027	\$39,854,755
Average Spent	\$174.10	\$201.05	\$205.02
Spending Potential Index	76	88	90
Education: Total \$	\$15,173,948	\$88,541,498	\$223,728,733
Average Spent	\$984.49	\$1,127.14	\$1,150.87
Spending Potential Index	78	90	92
Entertainment/Recreation: Total \$	\$37,093,677	\$217,941,574	\$543,648,382
Average Spent	\$2,406.65	\$2,774.42	\$2,796.56
Spending Potential Index	74	86	86
Food at Home: Total \$	\$54,543,850	\$314,858,500	\$786,236,589
Average Spent	\$3,538.82	\$4,008.18	\$4,044.45
Spending Potential Index	78	88	89
Food Away from Home: Total \$	\$39,820,728	\$231,906,323	\$582,714,747
Average Spent	\$2,583.58	\$2,952.19	\$2,997.52
Spending Potential Index	78	89	90
Health Care: Total \$	\$44,293,624	\$252,115,100	\$619,957,917
Average Spent	\$2,873.78	\$3,209.45	\$3,189.10
Spending Potential Index	76	85	85
HH Furnishings & Equipment: Total \$	\$21,493,194	\$128,944,138	\$322,513,220
Average Spent	\$1,394.48	\$1,641.47	\$1,659.03
Spending Potential Index	64	76	76
Investments: Total \$	\$13,366,827	\$83,287,089	\$203,206,416
Average Spent	\$867.24	\$1,060.25	\$1,045.31
Spending Potential Index	60	74	73
Retail Goods: Total \$	\$282,250,320	\$1,657,671,794	\$4,140,146,383
Average Spent	\$18,312.48	\$21,102.32	\$21,297.16
Spending Potential Index	71	82	83
Shelter: Total \$	\$179,607,204	\$1,069,676,964	\$2,670,378,261
Average Spent	\$11,652.97	\$13,617.09	\$13,736.58
Spending Potential Index	75	87	88
TV/Video/Sound Equipment: Total \$	\$14,611,279	\$84,619,588	\$212,714,417
Average Spent	\$947.98	\$1,077.22	\$1,094.22
Spending Potential Index	78	89	90
Travel: Total \$	\$20,137,143	\$120,702,834	\$296,967,409
Average Spent	\$1,306.50	\$1,536.56	\$1,527.62
Spending Potential Index	71	83	83
Vehicle Maintenance & Repairs: Total \$	\$10,864,206	\$63,503,360	\$158,154,487
Average Spent	\$704.87	\$808.40	\$813.56
Spending Potential Index	75	86	87

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.