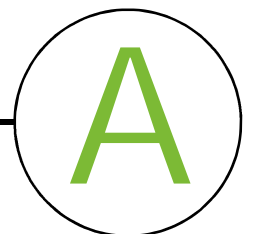

appendix

Economic and Demographic Information

April 30, 2004



Economic and Demographic Information

Summary	City of Fayetteville				Washington County			
	2003	2008	Change	%	2003	2008	Change	%
Population	62,270	69,492	7,222	12%	170,002	190,804	20,802	12%
Households	25,675	29,091	3,416	13%	64,803	73,322	8,519	13%
Families	13,002	14,550	1,548		42,059	47,214	5,155	
Average Household Size	2.22	2.20	-0.02		2.53	2.52	-0.01	
Owner Occupied HUs	10,830	12,012	1,182		37,995	42,401	4,406	
Renter Occupied HUs	14,844	17,079	2,235		26,808	30,921	4,113	
Median Age	27.7	28.2	0.5		31.5	32.6	1.1	

Source: ESRI BIS and UrbanAdvisors Ltd

Households by Income	City of Fayetteville						Washington County					
	2003		2008		Change		2003		2008		Change	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
< \$15,000	5,415	21.1%	4,992	17.2%	-423	-12%	10,302	15.9%	9,076	12.4%	-1,226	-14%
\$15,000 - \$24,999	4,003	15.6%	3,489	12.0%	-514	-15%	9,514	14.7%	7,988	10.9%	-1,526	-18%
\$25,000 - \$34,999	3,130	12.2%	3,276	11.3%	146	4%	8,481	13.1%	8,480	11.6%	-1	0%
\$35,000 - \$49,999	3,912	15.2%	4,069	14.0%	157	5%	11,420	17.6%	11,603	15.8%	183	2%
\$50,000 - \$74,999	4,264	16.6%	4,827	16.6%	563	16%	12,769	19.7%	14,477	19.7%	1,708	20%
\$75,000 - \$99,999	1,986	7.7%	3,091	10.6%	1,105	32%	5,668	8.7%	8,844	12.1%	3,176	37%
\$100,000 - \$149,999	1,951	7.6%	3,495	12.0%	1,544	45%	4,494	6.9%	8,696	11.9%	4,202	49%
\$150,000 - \$199,000	517	2.0%	949	3.3%	432	13%	1,003	1.5%	1,984	2.7%	981	12%
\$200,000 +	495	1.9%	902	3.1%	407	12%	1,152	1.8%	2,174	3.0%	1,022	12%

Median Household Income	\$ 35,940	\$ 45,052	\$ 9,112	25%	\$ 40,022	\$ 49,293	\$ 9,271	23%
Average Household Income	\$ 51,227	\$ 64,588	\$ 13,361	26%	\$ 52,812	\$ 66,818	\$ 14,006	27%
Per Capita Income	\$ 21,799	\$ 27,696	\$ 5,897	27%	\$ 20,429	\$ 25,969	\$ 5,540	27%

Source: ESRI BIS and UrbanAdvisors Ltd

Population by Age	City of Fayetteville						Washington County					
	2003		2008		Change		2003		2008		Change	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,942	6.3%	4,448	6.4%	506	7%	12,456	7.3%	13,839	7.3%	1,383	7%
5 - 14	6,448	10.4%	7,066	10.2%	618	9%	22,810	13.4%	25,515	13.4%	2,705	13%
15 - 19	6,215	10.0%	6,655	9.6%	440	6%	13,556	8.0%	15,011	7.9%	1,455	7%
20 - 24	11,118	17.9%	12,602	18.1%	1,484	21%	18,503	10.9%	20,011	10.5%	1,508	7%
25 - 34	10,854	17.4%	11,333	16.3%	479	7%	26,527	15.6%	27,589	14.5%	1,062	5%
35 - 44	7,693	12.4%	8,444	12.2%	751	10%	24,175	14.2%	26,223	13.7%	2,048	10%
45 - 54	6,910	11.1%	8,265	11.9%	1,355	19%	21,365	12.6%	25,817	13.5%	4,452	21%
55 - 64	3,773	6.1%	4,927	7.1%	1,154	16%	13,924	8.2%	17,834	9.3%	3,910	19%
65 - 74	2,454	3.9%	2,603	3.7%	149	2%	8,794	5.2%	9,990	5.2%	1,196	6%
75 - 84	1,941	3.1%	2,091	3.0%	150	2%	5,695	3.3%	6,344	3.3%	649	3%
85 +	920	1.5%	1,058	1.5%	138	2%	2,197	1.3%	2,631	1.4%	434	2%

Source: ESRI BIS and UrbanAdvisors

Retail Expenditures	City of Fayetteville		Washington County	
	Average Household	Total Expenditures	Average Household	Total Expenditures
Apparel and Services	\$2,527	\$64,869,701	\$2,498	\$161,850,728
Men's	\$479	\$12,285,978	\$479	\$31,014,684
Women's	\$820	\$21,042,788	\$810	\$52,471,654
Children's	\$358	\$9,193,418	\$372	\$24,085,568
Footwear	\$473	\$12,135,691	\$465	\$30,131,706
Watches & Jewelry	\$268	\$6,877,049	\$247	\$15,990,207
Apparel Services	\$130	\$3,334,777	\$126	\$8,156,909
Electronics	\$1,361	\$34,944,787	\$3,486	\$225,905,995
Computers and Hardware for Home Use	\$213	\$5,463,559	\$206	\$13,380,770
Software and Accessories for Home Use	\$25	\$634,811	\$24	\$1,549,157
TV/Video/Sound Equipment	\$747	\$19,184,907	\$2,417	\$156,618,088
Color Televisions	\$82	\$2,102,669	\$419	\$27,178,990
VCRs, Video Cameras, and DVD Players	\$31	\$800,341	\$111	\$7,185,442
Video Cassettes and DVDs	\$28	\$722,092	\$81	\$5,242,272
Video Game Hardware and Software	\$25	\$645,209	\$104	\$6,740,947
Rental of Video Cassettes and DVDs	\$53	\$1,363,627	\$40	\$2,619,485
Sound Equipment	\$157	\$4,027,572	\$83	\$5,390,844
Entertainment	\$1,027	\$26,356,091	\$1,074	\$69,613,429
Admission to Movie/Theatre/Opera/Ballet	\$114	\$2,917,064	\$104	\$6,740,947
Pets	\$259	\$6,657,894	\$296	\$19,168,851
Toys and Games	\$196	\$5,039,841	\$199	\$12,912,637
Sports/Recreation/Exercise Equipment	\$188	\$4,829,851	\$196	\$12,712,683
Photo Equipment and Supplies	\$103	\$2,643,462	\$109	\$7,074,114
Reading	\$166	\$4,267,979	\$170	\$11,004,197
Food & Beverages	\$7,095	\$182,174,892	\$7,229	\$468,470,308
Food at Home	\$4,233	\$108,692,070	\$4,382	\$283,976,048
Bakery and Cereal Products	\$641	\$16,449,684	\$663	\$42,987,044
Meat, Poultry, Fish, and Eggs	\$1,117	\$28,670,031	\$1,161	\$75,229,334
Dairy Products	\$463	\$11,881,474	\$483	\$31,290,912
Fruits and Vegetables	\$734	\$18,848,439	\$747	\$48,434,908
Snacks and Other Food at Home	\$1,279	\$32,842,442	\$1,328	\$86,033,850
Nonalcoholic Beverages at Home	\$359	\$9,209,703	\$375	\$24,306,052
Food Away from Home	\$2,862	\$73,482,822	\$2,847	\$184,494,260
Alcoholic Beverages	\$500	\$12,842,748	\$461	\$29,866,837
Health	\$454	\$11,653,123	\$529	\$34,281,723
Nonprescription Drugs	\$90.42	\$2,321,577	\$98.55	\$6,386,400
Prescription Drugs	\$303.44	\$7,790,852	\$364.72	\$23,635,120
Eyeglasses and Contact Lenses	\$60.01	\$1,540,694	\$65.74	\$4,260,203
Home	\$1,975	\$50,698,346	\$2,124	\$137,649,065
Maintenance and Remodeling Materials	\$175	\$4,503,626	\$224	\$14,500,353
Household Furnishings	\$937	\$24,055,495	\$965	\$62,517,645
Household Textiles	\$88	\$2,267,935	\$90	\$5,829,489
Furniture	\$430	\$11,050,732	\$433	\$28,065,691
Floor Coverings	\$50	\$1,281,941	\$56	\$3,629,656
Major Appliances	\$185	\$4,757,416	\$200	\$12,968,407
Housewares	\$94	\$2,415,395	\$97	\$6,262,397
Small Appliances	\$26	\$668,073	\$27	\$1,750,181
Luggage	\$9	\$237,154	\$9	\$571,422
Telephones and Accessories	\$54	\$1,376,849	\$53	\$3,440,402
Lawn and Garden	\$275	\$7,065,850	\$314	\$20,354,791
Housekeeping Supplies	\$587	\$15,073,375	\$622	\$40,276,276
Other	\$853	\$21,896,471	\$854	\$55,371,834
Personal Care Products	\$369	\$9,477,337	\$373	\$24,198,576
School Books and Supplies	\$122	\$3,119,689	\$97	\$6,270,585
Smoking Products	\$362	\$9,299,445	\$384	\$24,902,673
Total	\$15,291	\$392,593,411	\$17,795	\$1,153,143,082

Source: ESRI BIS and UrbanAdvisors Ltd

Retail Expenditures Fayetteville 5 Minute Drive	2003		2008		2003-2008 Change
	Total Expenditures		Projected Expenditures		
Apparel and Services	\$38,182,871	5.0%	\$54,249,186		\$16,066,315
Men's	\$7,232,045	1.0%	\$10,275,093		\$3,043,048
Women's	\$12,360,944	1.6%	\$17,562,094		\$5,201,150
Children's	\$5,349,022	0.7%	\$7,599,745		\$2,250,723
Footwear	\$7,193,421	0.9%	\$10,220,217		\$3,026,796
Watches & Jewelry	\$4,090,009	0.5%	\$5,810,974		\$1,720,965
Apparel Services	\$1,957,430	0.3%	\$2,781,063		\$823,633
Electronics	\$20,724,766	2.7%	\$29,445,185		\$8,720,419
Computers and Hardware for Home Use	\$3,226,267	0.4%	\$4,583,793		\$1,357,526
Software and Accessories for Home Use	\$373,845	0.0%	\$531,149		\$157,304
TV/Video/Sound Equipment	\$11,342,859	1.5%	\$16,115,626		\$4,772,767
Color Televisions	\$1,230,482	0.2%	\$1,748,235		\$517,753
VCRs, Video Cameras, and DVD Players	\$476,225	0.1%	\$676,608		\$200,383
Video Cassettes and DVDs	\$434,870	0.1%	\$617,851		\$182,981
Video Game Hardware and Software	\$384,893	0.1%	\$546,846		\$161,953
Rental of Video Cassettes and DVDs	\$826,716	0.1%	\$1,174,576		\$347,860
Sound Equipment	\$2,428,609	0.3%	\$3,450,502		\$1,021,893
Entertainment	\$15,218,440	2.0%	\$21,621,946		\$6,403,506
Admission to Movie/Theatre/Opera/Ballet	\$1,742,820	0.2%	\$2,476,151		\$733,331
Pets	\$3,763,143	0.5%	\$5,346,571		\$1,583,428
Toys and Games	\$2,936,912	0.4%	\$4,172,685		\$1,235,773
Sports/Recreation/Exercise Equipment	\$2,796,309	0.4%	\$3,972,920		\$1,176,611
Photo Equipment and Supplies	\$1,516,541	0.2%	\$2,154,660		\$638,119
Reading	\$2,462,715	0.3%	\$3,498,959		\$1,036,244
Food Away from Home	\$51,218,753	6.7%	\$72,770,213		\$21,551,460
Alcoholic Beverages	\$43,410,201	5.7%	\$61,676,035		\$18,265,834
	\$7,808,552	1.0%	\$11,094,179		\$3,285,627
Food at Home	\$63,643,976	8.4%	\$90,423,633		\$26,779,657
Bakery and Cereal Products	\$9,616,156	1.3%	\$13,662,373		\$4,046,217
Meat, Poultry, Fish, and Eggs	\$16,785,929	2.2%	\$23,848,992		\$7,063,063
Dairy Products	\$6,945,841	0.9%	\$9,868,462		\$2,922,621
Fruits and Vegetables	\$11,037,972	1.5%	\$15,682,451		\$4,644,479
Snacks and Other Food at Home	\$19,258,078	2.5%	\$27,361,354		\$8,103,276
Nonalcoholic Beverages at Home	\$5,405,637	0.7%	\$7,680,182		\$2,274,545
Health	\$6,607,708	0.9%	\$9,388,052		\$2,780,344
Nonprescription Drugs	\$1,339,370	0.2%	\$1,902,941		\$563,571
Prescription Drugs	\$4,394,547	0.6%	\$6,243,653		\$1,849,106
Eyeglasses and Contact Lenses	\$873,791	0.1%	\$1,241,459		\$367,668
Home	\$28,750,212	3.8%	\$40,847,520		\$12,097,308
Maintenance and Remodeling Materials	\$2,390,902	0.3%	\$3,396,929		\$1,006,027
Household Furnishings	\$13,791,077	1.8%	\$19,593,988		\$5,802,911
Household Textiles	\$1,304,501	0.2%	\$1,853,400		\$548,899
Furniture	\$6,383,319	0.8%	\$9,069,246		\$2,685,927
Floor Coverings	\$696,565	0.1%	\$989,661		\$293,096
Major Appliances	\$2,695,377	0.4%	\$3,829,518		\$1,134,141
Housewares	\$1,378,099	0.2%	\$1,957,966		\$579,867
Small Appliances	\$388,577	0.1%	\$552,080		\$163,503
Luggage	\$136,279	0.0%	\$193,622		\$57,343
Telephones and Accessories	\$808,360	0.1%	\$1,148,496		\$340,136
Lawn and Garden	\$3,876,916	0.5%	\$5,508,217		\$1,631,301
Housekeeping Supplies	\$8,691,317	1.1%	\$12,348,387		\$3,657,070
Other	\$13,206,951	1.7%	\$18,764,077		\$5,557,126
Personal Care Products	\$5,581,300	0.7%	\$7,929,759		\$2,348,459
School Books and Supplies	\$2,070,982	0.3%	\$2,942,395		\$871,413
Smoking Products	\$5,554,669	0.7%	\$7,891,923		\$2,337,254
Total	\$229,745,125	30%	\$326,415,634		\$96,670,509

Source: ESRI BIS and UrbanAdvisors Ltd