

**Monitoring the  
Nantucket Economy  
An Update to the 1993  
Nantucket Economic Base Study**

**June 2002**

**Sponsored by:**

The Nantucket Planning and Economic Development Commission  
and  
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## INTRODUCTION

This document is the second update to The Nantucket Economic Base Study Report, prepared by LandUse, Inc. in 1993. The purpose of the 1993 study was to provide a comprehensive review of available economic information for Nantucket, in order to establish a baseline for monitoring future economic activity.<sup>1</sup> The Economic Base Study also supported the creation of an economic development strategy and action plan for Nantucket, which reflected the unique characteristics of the Island's economy and the values of its citizens in terms of defining what is "desirable" future economic growth for Nantucket.

The first update of the Economic Base Study was completed in April of 1998 by the firm of Whiteman and Taintor.<sup>2</sup> The 1998 Update provided a review of statistical information that had changed during the preceding five years, and which happened to coincide with a period of strong economic recovery following a recession in 1991-1992. The 1998 Update was more statistical and less policy-oriented in nature. Its purpose was to present a thorough overview of economic, population, housing, transportation and related information that could be periodically monitored to measure the Island's progress toward meeting its economic development goals. The 1998 Update also noted the potential planning implications of observed trends.

In 2001, the Nantucket Planning and Economic Development Commission (NP&EDC) and the Nantucket Chamber of Commerce determined that a second update of the Economic Base Study would be useful, in order to incorporate findings of the 2000 U.S. Census, as well as other information sources that had changed since 1997. This second update was prepared by RKG Associates, Inc. and is presented in the following report. This report is formatted in a similar manner to the prior studies. Although it is intended to serve as a replacement for the 1998 Update, readers who are interested in comparing recent and longer-term trends are encouraged to review both reports.

It is important to note that the most recent data available from public and private sources was used to generate the trend analyses. However, there are some cases where 2001-2002 data were not available. To this end, in instances where no new data is available, this report reiterates the findings from the 1997 report. In addition, there are some differences in the data presented in this report compared to the 1998 Update. The data collected from the Massachusetts Division of Employment and Training (MDET), is presented in two formats. First, are the annual employment totals. These data are collected directly from employers as a requirement of the Commonwealth employment insurance program. As a result, the data refers to jobs offered by Nantucket-based employers and only includes workers that are covered by unemployment insurance. This category of employment is referred to below as "wage and salary" or "covered" employment, and excludes a fairly large percentage of all employed persons on Nantucket.

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<sup>1</sup> For the remainder of this document, the original 1993 Report will be referred to as the "Economic Base Study."

<sup>2</sup> The 1998 report was titled Monitoring the Nantucket Economy: An Update to the 1993 Nantucket Economic Base Study. For the remainder of this document, it will be referred to as the "1998 Update."

The second set of data is reported as monthly and annual averages and is used for purposes of calculating changes in labor force, numbers of persons employed and local area unemployment rates. The Commonwealth collects these figures through surveys of households and businesses, as well as Federal estimates on population change. This data is meant to include all workers and all types of jobs, regardless of whether they are covered by unemployment insurance. This information is also reported by residence of the worker, rather than the location of the employer. For purposes of this report, this second measure of employment is referred to below as "resident" employment.

In addition to MDET data, this section reports data from Woods and Poole Economics, Inc. (W&P)<sup>3</sup>. These data were used to provide employment and population projections. Woods and Poole Inc. maintains its own method of estimating and projecting employment growth that is not necessarily comparable to either of MDET's data sets.

For further information about the Nantucket economy, the 1993 Economic Base Study, the 1998 Update or this report, please contact the Nantucket Planning and Economic Development Commission or the Nantucket Island Chamber of Commerce.

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<sup>3</sup> Woods and Poole Economics, Inc. is a private data solutions company that provides certain economic and demographic data, estimates and projections on a user fee basis. Their data was used in instances where local, state, and federal data sources are incomplete.

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## ***EXECUTIVE SUMMARY***

The following points highlight some of the more significant changes on Nantucket's economy in comparison to the 1998 Update.

- Although Nantucket has continued to out-perform the Massachusetts' economy in terms of overall employment growth, the rate of local job growth has slowed substantially since 1997, particularly during the summer months.
- Total average annual employment on Nantucket peaked in 1999 and declined in 2000 and 2001. Although this has resulted primarily from a reduction in the number of workers imported to the Island during the peak summer season, off peak employment is also declining. The number of employed Nantucket residents in December of 2001 was the lowest recorded total for that month since 1996.
- Woods and Poole Economics, Inc. (W&P) forecasts that Nantucket's economy will add an average of roughly 150 jobs per year through 2020. Nearly 77% of this projected job growth will occur in retail trade and service industries.
- Nantucket's unemployment has declined consistently since 1992 and has averaged below 2.0% since 1998. According to the MDET, Nantucket had an overall average unemployment rate of 1.5% in 2001, compared to a state average of 3.7%.
- Because of its higher rate of population and job growth, Nantucket out-performed the Commonwealth in earnings growth from 1990 to 2000, particularly in wage and salary disbursements. However, earnings growth among Nantucket proprietors grew by only 33% from 1995 to 2000, less than the state average of 45.5% and slightly more than half of the 62% increase achieved from 1990 to 1995. This suggests that both the number of self-employed persons and earnings growth among the self-employed, have been slowing on Nantucket in recent years.
- Measured in constant dollars, earnings growth on Nantucket averaged 6.6% per year during the 1990's. Industries with the fastest rate of earnings growth over the decade were wholesale trade, which grew at a 24.2% annual rate, and Finance, Insurance and Real Estate, which grew by 18% per year in real terms. The only private industries with significantly below average earnings growth were manufacturing (1.5% per year) and construction, which experienced an average annual earnings growth of 2.3%, roughly a third the growth rate generated by the total economy.
- Island residents had a per capita income of \$42,393 in 2000, 112% higher than the State average. Although Nantucket's per capita income is still the highest among

Massachusetts' 14 counties, the difference between local and statewide income levels has narrowed over the past decade.

- According to the U.S. Bureau of the Census, Nantucket's year-round population grew nearly 6% annually during the 1990's and reached 9,520 in 2000. Persons aged 35 to 44 accounted for the largest increase in absolute numbers (870 people), while the 45 to 54 year-old cohort exhibited the largest percentage increase (131%) over the decade. Contrary to prior trends, the number of children and young people (15-24) increased at rates similar to the total population during the 1990's, indicating that the in-migration of adults to the Island included many families with children. As was noted in the 1993 Economic Base Study and remains true today, Nantucket has a smaller percentage of population aged 65 and older (10.5%) than Massachusetts (13.5%) and the number of elderly is growing at a much lower rate than the total population.
- Despite the fact that Nantucket residents have higher per capita and average household incomes than the state as a whole, average 2000 weekly wages paid by Nantucket employers were below the state average in most industries. Nantucket wages were below the state average in finance, insurance and real estate; wholesale trade, the transportation, communications and utilities sector; services and manufacturing. Nantucket wages are comparable to the state average in construction and above the state average in agriculture, retail trade and government. Local wage levels do not explain Nantucket's higher per capita and household incomes compared to the state average, and suggest that Nantucket's higher local income measures are attributable to self-employment and other non-wage related sources such as investments, rental income, etc.
- A snapshot taken of various cost measures suggest that excluding real estate values, the relative cost of living on the Island has risen at a rate roughly comparable to Cape Cod since 1997. Local price premiums associated with gasoline, utilities and grocery items are similar in percentage terms to the 1998 Update. Fastest rates of increase in terms of cost are associated with housing and commercial rents.
- Despite a 36% decline in single-family home sales last year, median home prices on Nantucket doubled from 1997 to 2001, rising from \$395,000 to \$795,000. The number of building permits issued for new residential construction during 2001 also increased over the prior year (from 217 to 227 units), while the average reported construction cost per unit rose nearly 30%, from \$293,000 to \$379,800.
- The sharp increase in housing prices has created a severe gap between housing costs and affordability based on median household income. The Island's estimated 2001 median household income indicates that the "typical" Nantucket resident can afford a home ranging between \$250,000 and \$350,000, depending upon the amount available for a down payment. The corresponding income required to support a median-priced Nantucket home valued at \$795,000, is \$200,000 to \$250,000 per year, again depending upon the amount available for down payment. This indicates

that many current Nantucket residents would not be able to purchase their current homes in this market. Given this extreme affordability gap, it is difficult to explain how the Island has sustained such rapid rates of resident population growth in recent years. Clearly, much of this growth must have been among renters, and/or households with substantial available savings for down-payments.

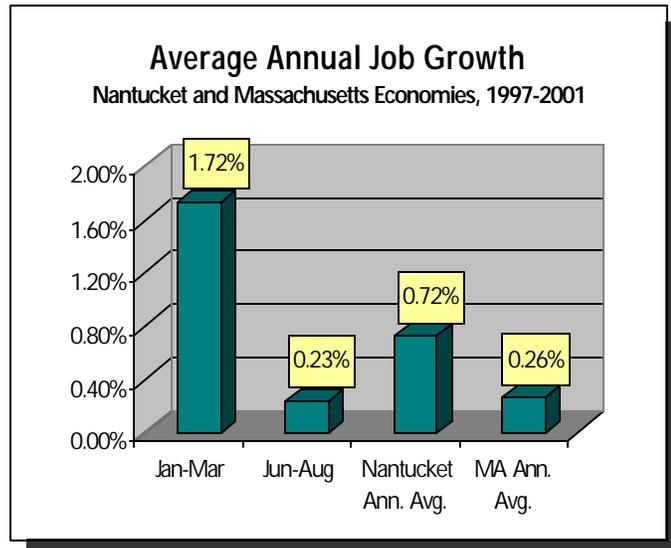
- As suggested by recent downward trends in employment, overall ferry and air passenger traffic to/from the Island has generally declined since 1999, as have total aircraft operations and numbers of automobiles and trucks carried by the SSA. It is too soon to tell whether these traffic reductions have caused a resulting decline in tourism visitation to the Island, or simply reflect a reduction in general resident and commuter traffic following a period of extremely strong economic growth from 1997 to 1999.

These observations are explained in more detail in the following pages.

# EMPLOYMENT CHANGE

After a period of rapid job growth during the mid 1990's, employment on Nantucket appears to have stabilized. According to MDET, Nantucket "resident" employment averaged 6,078 in 2001. Although this annual average has increased by nearly 1,400 jobs (29.8%) since 1992, "resident" employment on Nantucket has grown by only 171 jobs or 0.7% annually since 1997 and has actually declined since 1999. This same measure grew at a 2.8% annual rate from 1993 to 1997.

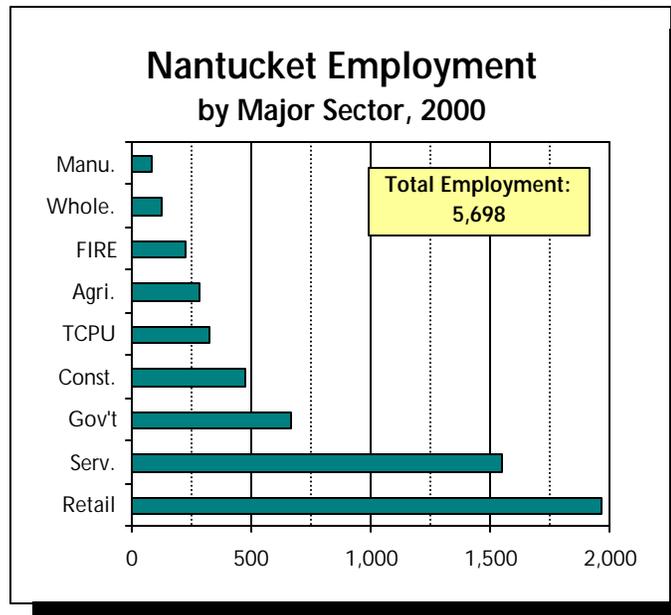
Figure 1



Source: Massachusetts Division of Employment and Training, 2002

As seen in Figure 1, the rate of annual employment change on Nantucket remains almost 3 times higher than the Commonwealth as a whole, which has experienced virtually no resident job growth (0.26% per year) since 1997. The seasonal pattern of job growth also remains consistent with that observed in the 1998 Update, with employment in January through March (Winter) increasing at a faster rate than June through August (Summer). However, annual resident job growth for all months has slowed substantially when compared to the 1993-1997 period.

Figure 2



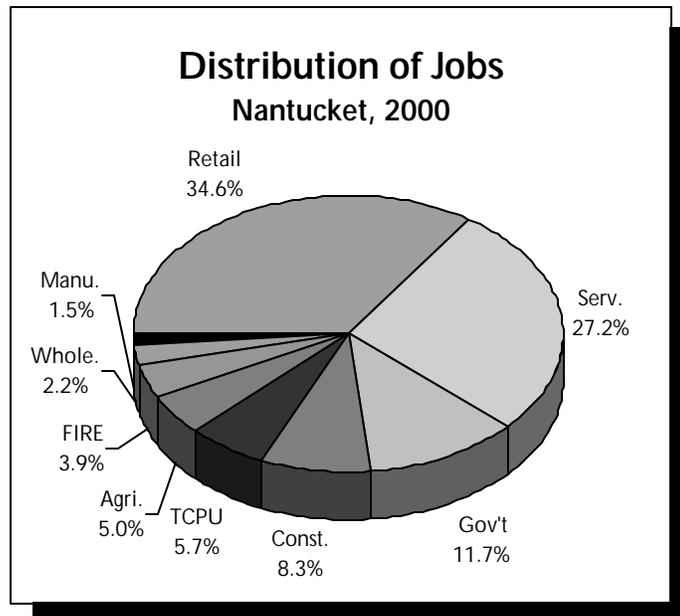
Source: Massachusetts Division of Employment and Training, 2002

Nantucket had a wage and salary employment base of 5,698 jobs in 2000. Of this total, the retail trade (34.6%) and services (27.2%) sectors provided by far the largest share of jobs, totaling 3,517 or 61.8% of total covered employment. (See Figure 2). The government and construction

sectors comprise a much smaller share of employment with 664 and 474 jobs, respectively, while the remaining four industries collectively provided 915 jobs.

Compared to the 1995 percentage distribution of Nantucket jobs by industry, the trade sector experienced a slight decline in employment share, dropping from 37% in 1995 to just below 35% in 2000.<sup>4</sup> The percentage of jobs in government also declined from 13% to 12% of the Island's total job base. The percentage of local jobs in services, agriculture and the transportation, communications and public utilities (TCPU) sectors grew slightly as a share of covered employment between 1995 and 2000, while the remaining industry sectors were unchanged. If these trends continue, services will gradually approach and surpass retail trade as Nantucket's largest industry.

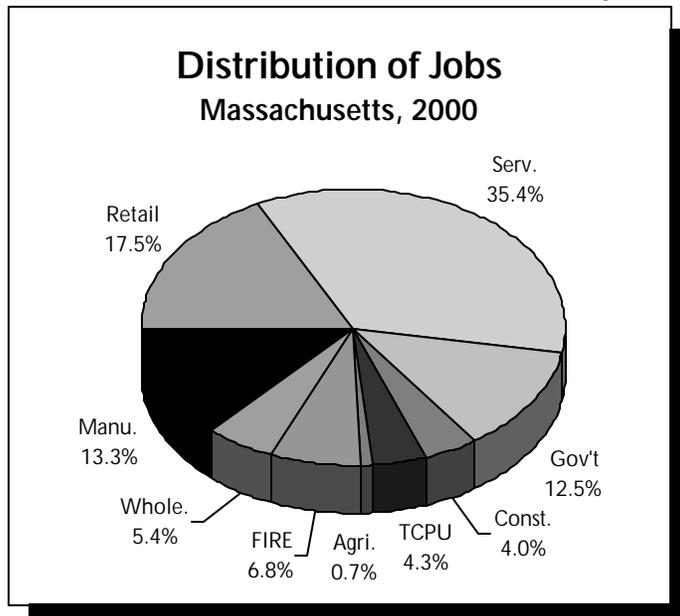
Figure 3



Source: Massachusetts Division of Employment and Training, 2002

Nantucket has a significantly different employment base than that of the Commonwealth of Massachusetts, as shown in Figures 3 and 4. When comparing the employment breakdown with Massachusetts as a whole, Nantucket is shown to have a much higher concentration of retail trade jobs (34.6%) than the Commonwealth (17.5%). Also, the percentage of jobs in construction, TCPU and agriculture is much higher on the Island than statewide. By comparison, the Commonwealth has a significantly higher presence of manufacturing jobs (13.3% of total employment) than Nantucket

Figure 4



Source: Massachusetts Division of Employment and Training, 2002

<sup>4</sup> See Figure 3 (page 5) in the 1998 Update.

(1.5%). Due to the Island's tourism-based economy, trade and services are likely to remain the dominant industry sectors on Nantucket's economy.

Not surprisingly, the monthly employment trends continue to indicate that Nantucket has a much larger employment base during the peak summer tourism season than during the winter months. In 2001, the MDET estimated that Nantucket "resident" employment reached a low of 4,190 in January and peaked in July at 8,802, a 110% variation. In previous years, the difference in employment totals between lowest and highest months varied by as many as 5,113 jobs (132%) in 1997. This narrowing "seasonality" of Nantucket employment reflects both a faster rate of employment growth in the off-season and an apparent reduction in summer hiring in recent years

**Table 1**  
**Monthly Employment Change**  
**Nantucket; 1992-2001**

Month	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
January	3,157	3,370	3,563	3,779	3,751	3,932	4,319	4,291	4,278	4,190
February	3,036	3,341	3,487	3,669	3,654	3,883	4,319	4,331	4,297	4,196
March	3,163	3,442	3,593	3,841	3,792	4,043	4,368	4,420	4,467	4,287
April	3,596	3,736	4,191	4,154	4,245	4,517	4,966	5,104	5,169	5,103
May	4,496	4,698	5,231	5,152	5,491	5,794	6,253	6,124	6,291	6,043
June	6,168	6,698	7,190	7,128	7,311	7,713	8,107	8,196	8,132	7,817
July	6,973	7,814	8,080	8,183	8,400	8,264	9,250	9,372	9,136	8,802
August	7,155	7,778	8,048	8,235	8,477	8,996	9,102	9,282	8,903	8,588
September	5,909	6,502	6,739	6,812	6,865	7,388	7,651	7,798	7,531	7,253
October	4,837	5,334	5,688	5,722	5,788	6,203	6,419	6,541	6,558	6,332
November	3,982	4,329	4,591	4,584	4,806	5,045	5,346	5,442	5,504	5,330
December	3,734	4,173	4,375	4,482	4,572	5,107	5,150	5,256	5,152	4,993
Annual Average	4,684	5,101	5,398	5,478	5,596	5,907	6,271	6,346	6,285	6,078
Maximum	7,155	7,814	8,080	8,235	8,477	8,996	9,250	9,372	9,136	8,802
Minimum	3,036	3,341	3,487	3,669	3,654	3,883	4,319	4,291	4,278	4,190
Difference	4,119	4,473	4,593	4,566	4,823	5,113	4,931	5,081	4,858	4,612

SOURCE: Massachusetts Division of Employment and Training

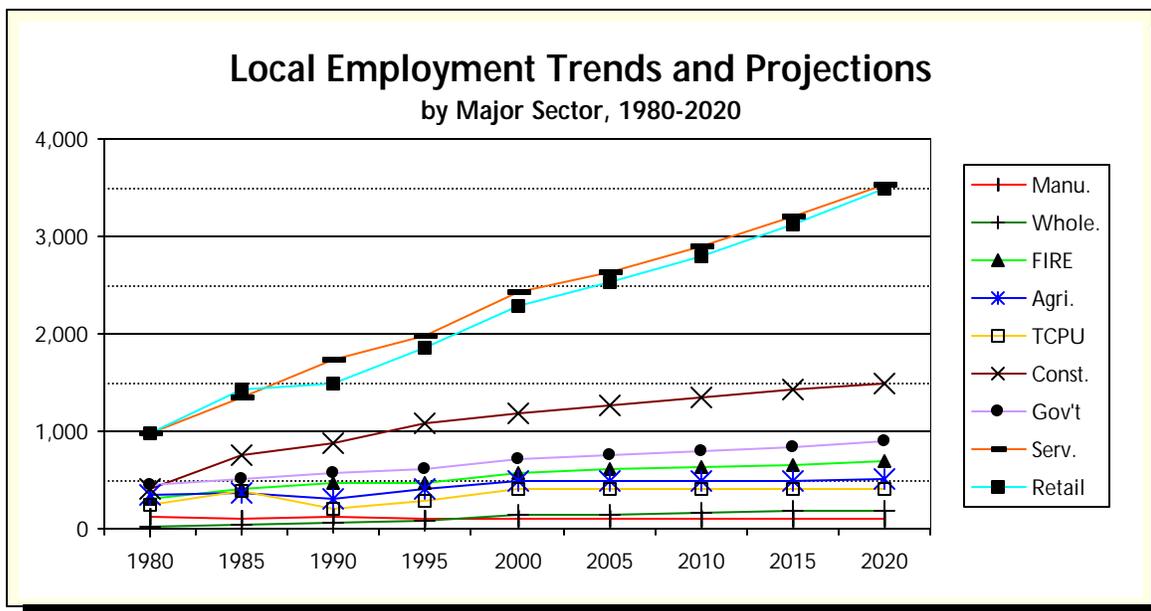
As seen in Table 1, Nantucket's maximum or peak season monthly employment rose each year from 1992 through 1999, reaching a high of 9,372 in August of 1999. Since that time, however, employment has been on a consistently downward trend. Compared to the same months in 1999, employment in July and August of 2001 was down 4.6% and 6.1%, respectively. Table 1 also indicates that average annual resident employment on Nantucket peaked at 6,346 in 1999 and has also declined in each of the past two years. The average total employment has decreased from 6,346 in 1999 to 6,078 in 2001, a reduction of 4.2%. A comparison of the monthly data shows a reduction in same-month employment for every month since January of 1999, with the rate of decline accelerating during the last three months of 2001. The number of employed Nantucket residents in December of 2001 was the lowest total for that particular month since 1996.

Because the retail trade and service industries experience the largest seasonal fluctuation in employment, most of the recent reductions in July and August job levels were also in trade and services. From employment data alone, it is difficult to determine whether recent seasonal job losses reflect a general downturn on Nantucket's tourism economy. It is possible

that these trends simply reflect a growing difficulty among employers in finding and housing seasonal workers during the summer months.

Woods and Poole Economics, Inc. (W&P) prepares and annually updates economic and demographic forecasts for all counties in the U.S. According to the latest available estimates prepared by that source, Nantucket’s employment growth should remain strong over the foreseeable future, averaging roughly 150 jobs per year through 2020.<sup>5</sup> As seen in Figure 5, W&P forecasts that future employment growth will continue to concentrate in the retail trade and service sectors, which are projected to account for 77% of future job growth. This finding is consistent with historical employment growth trends on the Island. The construction and government sectors are also projected to experience employment growth, but at a much slower pace (about 1.3% per year) than trade and service jobs. Almost all of the remaining market sectors are projected to maintain their current employment levels. Only the manufacturing sector is projected to decline in employment into the near future. These projections are obviously based on historical trends and assume that there will be no resource capacity constraints to economic growth over the forecast period.

Figure 5



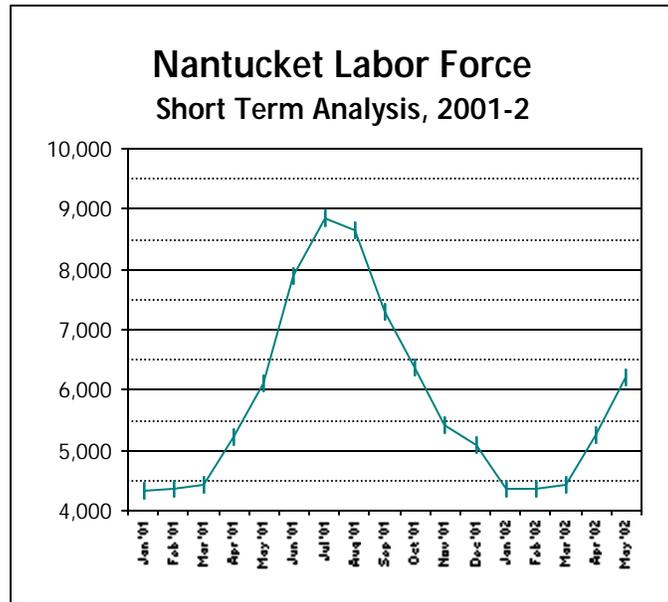
Source: Woods & Poole Economics, Inc.

<sup>5</sup> Woods & Poole’s latest forecast was prepared using 2000 data and does not reflect the 2001 downturn in the U.S. economy or the impact of September 11 on tourism travel. W&P’s 2001 employment estimates for Nantucket are significantly higher than those reported by MDET.

# LABOR FORCE AND UNEMPLOYMENT

Figure 6

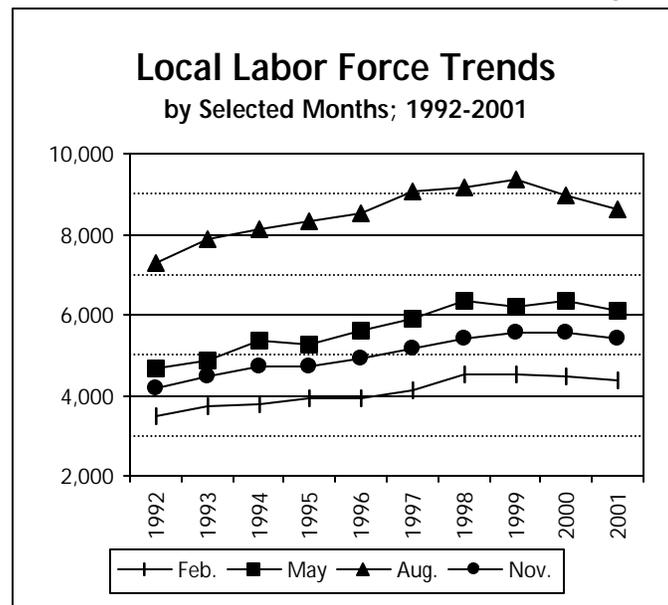
Nantucket's labor force changes on a seasonal basis, in a similar pattern to employment. Figure 6 shows the monthly change in Nantucket's labor supply, from January of 2001 through May, 2002. Figure 6 shows that the total labor force peaked in July of 2001 at nearly 9,000 workers, and reached lows in January of 2001 (4,342 workers) and 2002 (4,360 workers). As mentioned in the discussion of employment trends, most of the Island's seasonal jobs are in retail trade and service industries. Based on the seasonal fluctuation of the labor force, it appears that most of these jobs are either (a) held by workers who do not live on Nantucket year-round, or (b) held by Nantucket residents who enter and leave the labor force on a seasonal basis.



Source: Massachusetts Division of Employment and Training, 2002

Figure 7

Figure 7 details the changes in seasonal labor supply over the past 10 years for four representative months of February, May, August and November. As seen in this graphic, the Island's available labor force in August is substantially larger than the other months, while February is consistently the smallest. It is important to note that while the size of Nantucket's labor force fluctuates seasonally, the overall growth trends appear to be relatively consistent across all seasons. As seen in the graphic, labor force availability has generally declined since 1999, with the largest reduction occurring during the month of August. The graphic also shows a

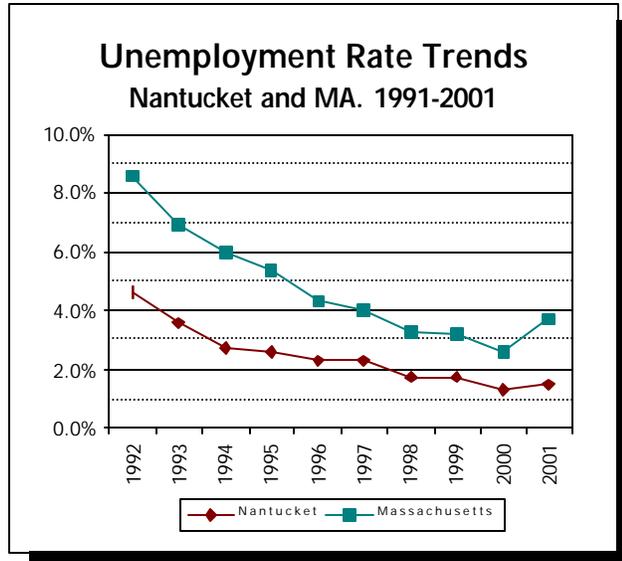


Source: Massachusetts Division of Employment and Training, 2002

significant increase in the February labor force estimate between 1996 and 1998, followed by a marginal decline since that time. This suggests that growth of the Island's year-round resident labor force may be slowly abating.

Figure 8

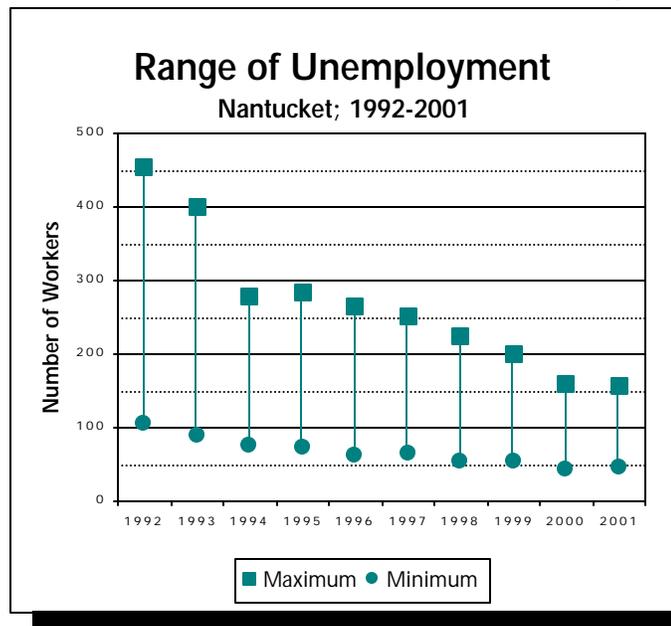
Figure 8 compares the unemployment rate for Nantucket and Massachusetts, and shows that the Island has had a lower unemployment rate than the state average throughout the entire period. Because the Island's labor force has declined along with employment, the local unemployment rate has not significantly increased since 1999. In fact, Nantucket's unemployment rate has declined consistently since 1992 and has averaged below 2.0% since 1998. According to the MDET, Nantucket had an overall average unemployment rate of 1.5% in 2001, compared to the state average of 3.7% for the same year.



Source: Massachusetts Division of Employment and Training, 2002

Figure 9 shows the trend in the total number of unemployed Nantucket residents since 1992. The maximum and minimum values represent the months with the lowest (typically August) and highest (typically January or February) number of unemployed workers during each year. As the Figure shows, both the total number of unemployed and the seasonal variation in unemployment has declined steadily since 1992. The maximum number of unemployed residents in any month has declined from more than 450 in 1992, to only 156 in 2001.<sup>6</sup> Figure 9 also shows that Nantucket has effectively remained at full employment, despite the job losses experienced since 1999. This suggests that rather than laying off residents, island businesses may have been importing fewer seasonal workers in recent years.

Figure 9



Source: Massachusetts Division of Employment and Training, 2002

<sup>6</sup> Figure 9 does not reveal the fact that that the number of unemployed workers on Nantucket began to trend upward in July of 2001, mirroring the downturn of the national economy.

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## ***THE SIZE OF THE ECONOMY***

Several indicators of the overall size and recent growth of the Island's economy are presented in the following section. These indicators include changes in earnings, personal income, per capita income, gross domestic product and annual gross receipts of retail trade and service industries. Each indicator provides a slightly different perspective on the performance of the total economy and its individual industries.

As its name suggests, "earnings" measure the total earned income generated by the economy, including wages and other sources of business income. According to the U.S. Bureau of Economic Analysis, Nantucket County had earnings totaling slightly less than \$208 million in 2000. This total represents an increase of 29.7% from the 1996 number reported in the 1998 Update. The Commonwealth was reported to have a total 2000 earnings level of approximately \$151.4 billion, indicating that Nantucket comprised 0.159% of statewide earnings.

As seen in Table 2, the breakout of types of earnings between Nantucket and Massachusetts is significant. Nantucket residents gain a substantial portion of total earnings from proprietor's income (22.3%), while Commonwealth earnings from proprietor's income only totals 10.2%. Wage and salary disbursements on Nantucket account for 70.5% of all earnings, compared to 81.6% statewide. This difference is due to the disproportionate amount of sole proprietor and partnership income generated on Nantucket. In other words, there is a higher concentration of business owners on Nantucket than in the Commonwealth as a whole.

Table 2 also provides a history and projection of Nantucket earnings by major industry group, from 1990 through 2020. These estimates and forecasts were prepared by W&P based on BEA data and are roughly comparable to the BEA estimates for 1990 and 2000. However, W&P's earnings data are presented in constant (inflation adjusted) rather than current dollars, which accounts for the lower dollar values attached to W&P's 1990 and 2000 earnings estimates. W&P reports that Island's largest industries in 2000, based on earnings, were services (27.6% of total earnings), retail trade (24.7%), construction (14.4%) and government (12.4%). Collectively, the five remaining industry groups accounted for less than 20% of total earnings in 2000.

According to W&P, real earnings of Nantucket's industries grew at an annual rate of nearly \$9.9 million or 6.6% during the past decade. Among specific industries, the fastest growing over the past decade were wholesale trade, which grew at a 24.2% annual rate, and FIRE, which grew by 18% per year. Annual earnings growth in retail trade (8.5%), services (6.5%), TCPU (7.8%) and agricultural services (6.2%) was roughly comparable to the total economy, while earnings in the government sector grew by 5.3% per year. The only private industries with significantly below average earnings growth were manufacturing at 1.5% per year and construction, which experienced an average annual earnings growth of 2.3%. This latter

finding is somewhat unexpected, given the fact that Nantucket is generally perceived to have experienced a building boom over much of the past decade. This slower earnings growth in the construction industry may indicate that not all growth in construction spending actually benefited Nantucket-based contractors.

**Table 2**  
**Earnings by Source and by Industry**  
**Nantucket and State Data; 1970-2000**

<b>NANTUCKET</b>	<b>1970</b>	<b>1975</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
<b>Total Earnings (in \$000's of Current \$)</b>							
Wage and salary disbursements	\$9,264	\$16,265	\$27,813	\$56,673	\$86,936	\$126,311	\$207,993
Other labor income	\$623	\$1,660	\$3,144	\$7,116	\$11,304	\$16,030	\$21,044
Proprietors' income	\$4,033	\$5,743	\$10,392	\$22,751	\$30,591	\$49,512	\$65,849
<b>TOTAL</b>	<b>\$13,920</b>	<b>\$23,668</b>	<b>\$41,349</b>	<b>\$86,540</b>	<b>\$128,831</b>	<b>\$191,853</b>	<b>\$294,886</b>
<b>Percent of Total</b>							
Wage and salary disbursements	66.6%	68.7%	67.3%	65.5%	67.5%	65.8%	70.5%
Other labor income	4.5%	7.0%	7.6%	8.2%	8.8%	8.4%	7.1%
Proprietors' income	29.0%	24.3%	25.1%	26.3%	23.7%	25.8%	22.3%
<b>MASSACHUSETTS</b>	<b>1970</b>	<b>1975</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
<b>Total Earnings</b>							
Wage and salary disbursements	\$17,024,332	\$23,094,932	\$37,575,452	\$60,269,248	\$83,144,989	\$99,350,028	\$151,352,144
Other labor income	\$1,224,092	\$2,241,157	\$4,552,963	\$7,650,437	\$11,062,920	\$13,325,485	\$15,292,916
Proprietors' income	\$1,709,007	\$2,193,391	\$3,881,652	\$6,507,662	\$9,447,710	\$12,965,376	\$18,868,702
<b>TOTAL</b>	<b>\$19,957,431</b>	<b>\$27,529,480</b>	<b>\$46,010,067</b>	<b>\$74,427,347</b>	<b>\$103,655,619</b>	<b>\$125,640,889</b>	<b>\$185,513,762</b>
<b>Percent of Total</b>							
Wage and salary disbursements	85.3%	83.9%	81.7%	81.0%	80.2%	79.1%	81.6%
Other labor income	6.1%	8.1%	9.9%	10.3%	10.7%	10.6%	8.2%
Proprietors' income	8.6%	8.0%	8.4%	8.7%	9.1%	10.3%	10.2%
<b>Nantucket Earnings by Industry</b> <b>(In Million of 1996\$)</b>	<b>1990</b>	<b>2000</b>	<b>2010</b>	<b>2020</b>	<b>Average Annual Change</b>		
					<b>1990-00</b>	<b>2000-10</b>	<b>2010-20</b>
Agricultural Services, Other	\$6.01	\$9.76	\$10.66	\$12.29	\$0.38	\$0.09	\$0.16
Construction & Mining	\$31.39	\$38.50	\$46.29	\$54.02	\$0.71	\$0.78	\$0.77
Manufacturing	\$2.12	\$2.44	\$2.65	\$2.86	\$0.03	\$0.02	\$0.02
TCPU	\$7.24	\$12.88	\$13.50	\$14.82	\$0.56	\$0.06	\$0.13
Wholesale Trade	\$1.32	\$4.51	\$5.64	\$7.12	\$0.32	\$0.11	\$0.15
Retail Trade	\$33.23	\$61.45	\$79.92	\$104.16	\$2.82	\$1.85	\$2.42
FIRE	\$7.07	\$19.80	\$25.37	\$31.76	\$1.27	\$0.56	\$0.64
Services	\$41.79	\$68.84	\$94.16	\$129.52	\$2.71	\$2.53	\$3.54
Government	\$20.30	\$31.02	\$37.24	\$45.50	\$1.07	\$0.62	\$0.83
<b>TOTAL</b>	<b>\$150.47</b>	<b>\$249.20</b>	<b>\$315.43</b>	<b>\$402.05</b>	<b>\$9.87</b>	<b>\$6.62</b>	<b>\$8.66</b>
<b>Annual Percent Change</b>	<b>Percent Distribution of Earnings</b>				<b>Average Annual Percent Change</b>		
Agricultural Services, Other	4.0%	3.9%	3.4%	3.1%	6.2%	0.9%	1.5%
Construction & Mining	20.9%	15.4%	14.7%	13.4%	2.3%	2.0%	1.7%
Manufacturing	1.4%	1.0%	0.8%	0.7%	1.5%	0.9%	0.8%
TCPU	4.8%	5.2%	4.3%	3.7%	7.8%	0.5%	1.0%
Wholesale Trade	0.9%	1.8%	1.8%	1.8%	24.2%	2.5%	2.6%
Retail Trade	22.1%	24.7%	25.3%	25.9%	8.5%	3.0%	3.0%
FIRE	4.7%	7.9%	8.0%	7.9%	18.0%	2.8%	2.5%
Services	27.8%	27.6%	29.9%	32.2%	6.5%	3.7%	3.8%
Government	13.5%	12.4%	11.8%	11.3%	5.3%	2.0%	2.2%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>6.6%</b>	<b>2.7%</b>	<b>2.7%</b>

SOURCE: Bureau of Economic Analysis and Woods & Poole, Inc.

In terms of earnings growth, Nantucket's economy outperformed Massachusetts over the past decade. Between 1990 and 2000, the total earnings of Nantucket businesses and residents increased 128.9%, or 12.9% annually. This compares to a total statewide earnings increase of 79.0% or 7.9% annually over the same period (see Table 3). This trend is consistent with the findings from the 1998 Update, which showed that earnings growth on Nantucket County was substantially higher than the entire Commonwealth, due primarily to the faster rate of job growth on the Island.

**Table 3**  
**Change in Earnings**  
**Local and State Data; 1990-2000**

	1990	1995	2000	% Change		
				'90-'95	'95-'00	'90-'00
<b>NANTUCKET</b>						
Total Earnings						
Wage and salary disbursements	\$86,936	\$126,311	\$207,993	45.3%	64.7%	139.2%
Other labor income	\$11,304	\$16,030	\$21,044	41.8%	31.3%	86.2%
Proprietors' income	\$30,591	\$49,512	\$65,849	61.9%	33.0%	115.3%
TOTAL	\$128,831	\$191,853	\$294,886	48.9%	53.7%	128.9%
<b>MASSACHUSETTS</b>						
Total Earnings						
Wage and salary disbursements	\$83,144,989	\$99,350,028	\$151,352,144	19.5%	52.3%	82.0%
Other labor income	\$11,062,920	\$13,325,485	\$15,292,916	20.5%	14.8%	38.2%
Proprietors' income	\$9,447,710	\$12,965,376	\$18,868,702	37.2%	45.5%	99.7%
TOTAL	\$103,655,619	\$125,640,889	\$185,513,762	21.2%	47.7%	79.0%

SOURCE: Bureau of Economic Analysis

Among the different categories earnings, Nantucket residents had the highest earnings growth in wage and salary disbursements, at 139.2% over the decade. It is also significant to note that earnings growth was significantly lower in percentage terms in the proprietors' and other labor categories over the second half of the last decade, compared to the first half. In particular, earnings growth among proprietors grew by only 33% from 1995 to 2000, less than the state average of 45.5% and substantially less than the 62% increase achieved from 1990 to 1995. This suggests that the number of self-employed Nantucket residents, and/or the rate of earnings growth among the self-employed, has been slowing in recent years.

Table 4 details growth trends in personal income for Nantucket and Massachusetts from 1970 through 2000. Due in large part to its faster rate of population growth, Nantucket has experienced greater personal income growth than Massachusetts as a whole over the past 30 years. More recently, personal income on Nantucket increased over 11.7% annually between 1990 and 2000, compared to a statewide growth rate of 7.3% over the decade. Consistent with the data presented above, the difference between Nantucket's annual rate of personal income growth and the State average from 1995 to 2000, was the narrowest of any of the five-year periods covered in the table.

**Table 4**  
**Analysis of Personal Income Growth (in \$000s)**  
**Nantucket and Massachusetts, 1970-2000**

<b>NANTUCKET</b>	<b>1970</b>	<b>1975</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
Earnings by place of work	\$13,920	\$23,668	\$41,349	\$86,540	\$128,831	\$191,853	\$294,886
LESS: Personal contrib. for social insurance	\$439	\$902	\$1,681	\$4,340	\$6,825	\$10,783	\$15,881
PLUS: Adjustment for residence	(\$542)	(\$802)	(\$896)	(\$2,541)	(\$3,652)	(\$4,825)	(\$7,921)
Net earnings by place of residence	\$12,939	\$21,964	\$38,772	\$79,659	\$118,354	\$176,245	\$271,084
PLUS: Dividends, interest, and rent	\$6,165	\$8,962	\$19,420	\$36,453	\$59,289	\$74,617	\$108,340
PLUS: Transfer payments	\$2,121	\$5,251	\$6,761	\$9,847	\$13,829	\$21,665	\$26,993
<b>Personal income</b>	<b>\$21,225</b>	<b>\$36,177</b>	<b>\$64,953</b>	<b>\$125,959</b>	<b>\$191,472</b>	<b>\$272,527</b>	<b>\$406,417</b>
Nonfarm personal income	\$21,225	\$36,177	\$64,953	\$125,959	\$191,472	\$272,527	\$406,417
Farm income	\$0	\$0	\$0	\$0	\$0	\$0	\$0
<b>MASSACHUSETTS</b>	<b>1970</b>	<b>1975</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
Earnings by place of work	\$19,957,431	\$27,529,480	\$46,010,067	\$74,427,347	\$103,655,619	\$125,640,889	\$185,513,762
LESS: Personal contrib. for social insurance	\$623,358	\$1,062,628	\$1,904,969	\$3,718,675	\$5,568,242	\$7,147,950	\$10,390,274
PLUS: Adjustment for residence	(\$108,699)	(\$154,046)	(\$478,961)	(\$1,360,213)	(\$2,099,398)	(\$2,703,449)	(\$4,716,534)
Net earnings by place of residence	\$19,225,374	\$26,312,806	\$43,626,137	\$69,348,459	\$95,987,979	\$115,789,490	\$170,406,954
PLUS: Dividends, interest, and rent	\$3,824,403	\$5,123,604	\$9,545,831	\$17,575,719	\$26,456,897	\$30,199,135	\$41,140,682
PLUS: Transfer payments	\$2,538,995	\$5,663,443	\$8,156,681	\$11,404,509	\$17,327,496	\$24,062,943	\$28,140,562
<b>Personal income</b>	<b>\$25,588,772</b>	<b>\$37,099,853</b>	<b>\$61,328,649</b>	<b>\$98,328,687</b>	<b>\$139,772,372</b>	<b>\$170,051,568</b>	<b>\$239,688,198</b>
Nonfarm personal income	\$25,513,096	\$37,024,739	\$61,219,141	\$98,159,986	\$139,621,428	\$169,900,948	\$239,573,574
Farm income	\$75,676	\$75,114	\$109,508	\$168,701	\$150,944	\$150,620	\$114,624
<b>NANTUCKET, AS A % OF MASS.</b>	<b>1970</b>	<b>1975</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
Earnings by place of work	0.070%	0.086%	0.090%	0.116%	0.124%	0.153%	0.159%
LESS: Personal contrib. for social insurance	0.070%	0.085%	0.088%	0.117%	0.123%	0.151%	0.153%
PLUS: Adjustment for residence	0.499%	0.521%	0.187%	0.187%	0.174%	0.178%	0.168%
Net earnings by place of residence	0.067%	0.083%	0.089%	0.115%	0.123%	0.152%	0.159%
PLUS: Dividends, interest, and rent	0.161%	0.175%	0.203%	0.207%	0.224%	0.247%	0.263%
PLUS: Transfer payments	0.084%	0.093%	0.083%	0.086%	0.080%	0.090%	0.096%
<b>Personal income</b>	<b>0.083%</b>	<b>0.098%</b>	<b>0.106%</b>	<b>0.128%</b>	<b>0.137%</b>	<b>0.160%</b>	<b>0.170%</b>
Nonfarm personal income	0.083%	0.098%	0.106%	0.128%	0.137%	0.160%	0.170%
Farm income	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%	0.000%
<b>ANNUAL PERCENT CHANGE</b>	<b>'70-'75</b>	<b>'75-'80</b>	<b>'80-'85</b>	<b>'85-'90</b>	<b>'90-'95</b>	<b>'95-'00</b>	<b>90-'00</b>
Nantucket	14.1%	15.9%	18.8%	10.4%	8.5%	9.8%	11.2%
Massachusetts	9.0%	13.1%	12.1%	8.4%	4.3%	8.2%	7.1%

SOURCE: Bureau of Economic Analysis

The above trends are due primarily to two factors. First, Nantucket has experienced much faster population growth among persons in wage-earning age groups, than the State as a whole. Faster rates of increase in the number of wage earners will produce faster increases in personal income. Second, wage earners on Nantucket have higher incomes than in other parts of the Commonwealth. If these new and existing residents experience a larger increase in annual income due to their higher base earnings, total personal income will also increase at a faster rate.

This finding is corroborated by trends in per capita income growth. In 2000, W&P ranked Nantucket first (highest) in per capita income and third in average household income among the Commonwealth's 14 counties. As seen in Table 5, per capita income on Nantucket has historically been higher than the State average. According to the US Department of Commerce, Bureau of Economic Analysis (BEA), Nantucket residents had a per capita income of \$42,393 in 2000. This figure was 112% of the State average of \$37,704. However, the per capita income gap between Nantucket and the rest of Massachusetts and has been closing over the past decade. Since 1990, the annual percentage change in per capita income has actually been higher statewide (6.2%) than on Nantucket (3.4%).

This factor may be explained by the slowing growth rate in proprietors' income noted above, or the fact that Nantucket has not experienced job growth in high-valued, high-technology manufacturing and service industries, that has characterized the Massachusetts' economy over the last half of the 1990s. It is also likely that the narrowing gap in per capita income between Nantucket and the rest of Massachusetts is due in part to a recent increase in the number of families with children on the Island, which has in turn reduced the proportion of wage earners relative to the total population.

**Table 5**  
**Per Capita Income Comparison**  
**Nantucket and Massachusetts, 1970-2000**

<b>NANTUCKET</b>	<b>1970</b>	<b>1975</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>
Personal income (in \$000s)	\$21,225	\$36,177	\$64,953	\$125,959	\$191,472	\$272,527	\$406,417
Population	3,832	5,460	5,100	5,765	6,055	7,538	9,587
Per capita income	\$5,539	\$6,626	\$12,736	\$21,849	\$31,622	\$36,154	\$42,393
<b>MASSACHUSETTS</b>							
Personal income (in \$000s)	\$25,588,772	\$37,099,853	\$61,328,649	\$98,328,687	\$139,772,372	\$170,051,568	\$239,688,198
Population	5,703,706	5,762,138	5,746,075	5,880,734	6,022,639	6,141,445	6,357,072
Per capita income	\$4,486	\$6,439	\$10,673	\$16,720	\$23,208	\$27,689	\$37,704
<b>NANTUCKET, AS A % OF MASS.</b>							
Personal income	0.083%	0.098%	0.106%	0.128%	0.137%	0.160%	0.170%
Population	0.067%	0.095%	0.089%	0.098%	0.101%	0.123%	0.151%
Per capita income	123.5%	102.9%	119.3%	130.7%	136.3%	130.6%	112.4%
<b>ANNUAL PCI PERCENTAGE GROWTH</b>							
	<b>'70-'75</b>	<b>'75-'80</b>	<b>'80-'85</b>	<b>'85-'90</b>	<b>'90-'95</b>	<b>'95-'00</b>	<b>'90-'00</b>
Nantucket	3.9%	18.4%	14.3%	8.9%	2.9%	3.5%	3.4%
Massachusetts	8.7%	13.2%	11.3%	7.8%	3.9%	7.2%	6.2%

SOURCE: Bureau of Economic Analysis

It is also important to note that the per capita income measure reported by the Bureau of Economic Analysis is higher than the estimate of \$31,314 reported by Nantucket respondents to the 2000 U.S. Census. The reported per capita income by Nantucket residents was 20.7% higher than the Massachusetts average of \$25,952, according to the 2000 Census. Nantucket also exceeded the statewide measure of median household income by a smaller margin of 9.9% (\$55,522 compared to \$50,502) and median family income by 8.3% (\$66,786 compared to \$61,664). Again, the difference in per capita income between Nantucket and the State Average is significantly larger than these other income measures. This suggests that higher income levels on the Island may be due primarily to the presence of more wage earners relative to the total population, rather than the fact that Nantucket residents are significantly more affluent than the State as a whole.

Another measure of the size of a given economy is Gross Domestic Product (GDP). GDP measures all of the productivity in the United States, including all forms of economic activity and transfers. While this analysis is not performed at the county level, it is possible to estimate county-level GDP by comparing the total employment and personal income of a county with the Commonwealth totals, and then applying a similar ratio to the Gross State Product measured by the U.S. Bureau of Economic Analysis (BEA). As shown in Table 6, RKG estimates that Nantucket comprised roughly 0.172% of the Commonwealth's GDP in 2000. This equates to a Gross County Product of \$489.5 million in that year.

**Table 6**  
**Estimate of Gross County Product (GCP)**  
**As a Percentage of GSP, 2000**

	Nantucket	Massachusetts	% of State
Employment	5,698	3,273,735	0.174%
Total Personal Income (in \$000s)	\$406,417	\$239,688,198	0.170%
		Average Share	0.172%
		Massachusetts GSP (in \$000s)	\$284,934,000
		<b>Estimated GCP (in \$000s)</b>	<b>\$489,535</b>

SOURCE: Bureau of Economic Analysis / Woods and Poole, Inc.

A final indicator of the size of the economy is the annual output or sales of trade and service industries. As mentioned previously, the retail trade and service sectors constitute the largest portion of Nantucket's employment base. Tables 7 and 7a provide detailed retail sales trends and current (2001) estimates by store type, as reported by the U.S. Bureau of the Census and Claritas, Inc. of Arlington, VA. Retail sales projections from 1990 through 2020 were obtained from W&P and are provided in Table 8. Comparable sales trend data for the Island's service industries appear in Table 9.

According to the U.S. Census Bureau, there were 251 retail establishments on Nantucket in 1997, which generated an estimated \$244.2 million in annual sales. Eating & drinking places (73), miscellaneous retail stores (63) and apparel stores (51) comprised most of Nantucket's retail businesses at that time. In terms of total annual sales, eating & drinking establishments (\$48.4 million), food stores (\$48.2 million) and building materials stores (\$41.7 million) had the highest annual sales receipts. Building materials and food stores also had the highest average per store sales at \$4.6 million and \$2.5 million, respectively.

Not adjusted for inflation, total retail sales on Nantucket increased by nearly \$100 million (68.6%) between 1992 and 1997, while the number of retail businesses also increased by 52 (26%). Yet despite the rapid increase in store counts, average sales per store also grew by roughly 34%. This indicates that in addition to sales growth attributed to larger numbers of stores, existing stores experienced an overall growth of sales. In short, the retail trade sector on Nantucket experienced strong growth during this period. In fact, every store type experienced an increase in total sales regardless of the change in establishments.

Current (2001) estimates of Nantucket retail sales by store type were obtained from Claritas, Inc. and appear in Table 7.a. Claritas is a national provider of demographic and business data, and its updated retail sales estimates are the source of Sales and Marketing Management's Annual Survey of Buying Power, which is widely used by the retail industry. Although these current estimates are projected from the U.S. Census of Retail Trade, results are not entirely comparable to the Census Bureau estimates.

**Table 7**  
**Retail Businesses and Sales Trends**  
**Nantucket; 1987-1997**

	Count			Receipts (\$000s)			Sales Per Business (in \$000s)		
	1987	1992	1997	1987	1992	1997	1987	1992	1997
<b>Gross Numbers</b>									
Building Matr.	8	4	9	\$16,780	\$19,164	\$41,667	\$2,098	\$4,791	\$4,630
General Merc.	1	1	1	N/A	N/A	N/A	N/A	N/A	N/A
Food Stores	18	14	19	\$21,006	\$24,704	\$48,249	\$1,167	\$1,765	\$2,539
Auto Dealers	5	6	8	\$13,556	\$9,683	\$15,258	\$2,711	\$1,614	\$1,907
Gas Stations	2	4	3	\$6,114	\$5,042	\$7,166	\$3,057	\$1,261	\$2,389
Apparel et al	30	28	51	\$8,660	\$14,131	\$31,996	\$289	\$505	\$627
Furniture et al	9	9	16	\$1,943	\$4,064	\$10,009	\$216	\$452	\$626
Eating, Drinking	57	68	73	\$23,118	\$35,741	\$48,442	\$406	\$526	\$664
Drug Stores	3	3	8	\$2,540	\$3,855	\$8,055	\$847	\$1,285	\$1,007
Misc. Retail	51	62	63	\$18,324	\$28,452	\$33,310	\$359	\$459	\$529
<b>Total</b>	<b>184</b>	<b>199</b>	<b>251</b>	<b>\$112,041</b>	<b>\$144,836</b>	<b>\$244,152</b>	<b>\$609</b>	<b>\$728</b>	<b>\$973</b>
<b>Percentage of Totals</b>									
Building Matr.	4.3%	2.0%	3.6%	15.0%	13.2%	17.1%	344.5%	658.3%	476.0%
General Merc.	0.5%	0.5%	0.4%	N/A	N/A	N/A	N/A	N/A	N/A
Food Stores	9.8%	7.0%	7.6%	18.7%	17.1%	19.8%	191.7%	242.4%	261.1%
Auto Dealers	2.7%	3.0%	3.2%	12.1%	6.7%	6.2%	445.2%	221.7%	196.1%
Gas Stations	1.1%	2.0%	1.2%	5.5%	3.5%	2.9%	502.0%	173.2%	245.6%
Apparel et al	16.3%	14.1%	20.3%	7.7%	9.8%	13.1%	47.4%	69.3%	64.5%
Furniture et al	4.9%	4.5%	6.4%	1.7%	2.8%	4.1%	35.5%	62.0%	64.3%
Eating, Drinking	31.0%	34.2%	29.1%	20.6%	24.7%	19.8%	66.6%	72.2%	68.2%
Drug Stores	1.6%	1.5%	3.2%	2.3%	2.7%	3.3%	139.0%	176.6%	103.5%
Misc. Retail	27.7%	31.2%	25.1%	16.4%	19.6%	13.6%	59.0%	63.1%	54.4%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

SOURCE: Census of Retail Trade

**Table 7a**  
**Estimated Current Distribution of Retail Businesses and Sales**  
**Nantucket; 2001**

	2001 Establishments	Total Sales (\$000s)	Sales/Business (\$000s)
<b>Gross Numbers</b>			
Building Materials	16	\$22,300	\$1,394
General Merchandise	2	\$400	\$200
Food Stores	16	\$31,200	\$1,950
Auto/Boat Dealers & Supply	11	\$24,900	\$2,264
Gas Stations	2	\$3,600	\$1,800
Apparel and Accessories	47	\$19,900	\$423
Furniture & Home Furnishings	35	\$22,100	\$631
Eating, Drinking Places	80	\$69,100	\$864
Drug & Proprietary Stores	3	\$3,200	\$1,067
Miscellaneous Retail	170	\$55,700	\$328
<b>Total</b>	<b>382</b>	<b>\$252,400</b>	<b>\$661</b>
<b>Percentage of Totals</b>			
Building Materials	4.2%	8.8%	210.9%
General Merchandise	0.5%	0.2%	30.3%
Food Stores	4.2%	12.4%	295.1%
Auto/Boat Dealers & Supply	2.9%	9.9%	342.6%
Gas Stations	0.5%	1.4%	272.4%
Apparel and Accessories	12.3%	7.9%	64.1%
Furniture & Home Furnishings	9.2%	8.8%	95.6%
Eating, Drinking Places	20.9%	27.4%	130.7%
Drug & Proprietary Stores	0.8%	1.3%	161.4%
Miscellaneous Retail	44.5%	22.1%	49.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

SOURCE: Claritas, Inc. Data are not comparable to Census of Retail Trade totals.

As shown in Table 7.a, Claritas estimates that there are now more than 380 retail businesses on Nantucket, which generated an estimated \$252.4 million in retail sales during 2001. While Claritas' aggregate sales estimates may be consistent with the 1997 retail census, the suggested increase in store counts from 1997 to 2001(131 in total) does not appear justified, based upon the limited amount of new commercial construction that has occurred on Nantucket over the past several years. Claritas' data also show a very large increase in numbers of stores and aggregate sales in the "miscellaneous retail" category, which presumably represents nearly 45% of all retail establishments on the island. This may reflect a classification error among certain store types, or other problem with the database. However, store counts and sales estimates for some store categories, such as eating and drinking places, appear to be reasonable.

Inflation-adjusted or constant dollar sales trends and forecasts were obtained from W&P and are illustrated in Table 8. W&P is one of few commercial data service providers that develop retail sales forecasts. W&P estimates that Nantucket retail sales grew at an average annual rate of 7.8% in real terms throughout the 1990's, reaching \$280.7 million (in 1996\$) by 2000, a figure that is substantially higher than Claritas' estimate. Among specific store types, fastest rates of growth occurred among furniture and home furnishings stores, apparel, drug and food stores. From 2000 to 2020, W&P projects annual sales growth to slow to 2.8% in constant dollars, consistent with an expected slowdown in the rate of population growth.

**Table 8**  
Retail Sales Estimates and Projections [1]  
Nantucket: 1990-2020

Store Type	1990	Forecast				Annual Chg: 90-00		Annual Chg: 00-20	
		2000	2005	2010	2020	Number	Percent	Number	Percent
Bldg Materials	\$21.29	\$35.94	\$39.76	\$44.33	\$55.18	\$1.47	6.9%	\$0.96	2.7%
Gen. Mdse.	\$4.53	\$1.97	\$2.32	\$2.63	\$3.14	(\$0.26)	-5.7%	\$0.06	3.0%
Food Stores	\$28.33	\$54.24	\$58.69	\$62.89	\$70.77	\$2.59	9.1%	\$0.83	1.5%
Auto Dealers	\$11.81	\$18.55	\$20.77	\$23.21	\$29.03	\$0.67	5.7%	\$0.52	2.8%
Gas Stations	\$6.37	\$7.80	\$8.86	\$9.81	\$11.90	\$0.14	2.2%	\$0.21	2.6%
Apparel et al	\$13.86	\$34.06	\$37.60	\$41.62	\$50.90	\$2.02	14.6%	\$0.84	2.5%
Furniture et al	\$3.69	\$11.19	\$12.50	\$13.93	\$17.33	\$0.75	20.3%	\$0.31	2.7%
Eat & Drink	\$36.79	\$56.35	\$65.86	\$75.99	\$99.28	\$1.96	5.3%	\$2.15	3.8%
Drug Stores	\$3.96	\$9.69	\$11.40	\$12.94	\$15.70	\$0.57	14.5%	\$0.30	3.1%
Misc. Retail	\$26.89	\$50.95	\$60.80	\$69.65	\$85.64	\$2.41	8.9%	\$1.73	3.4%
Total	\$157.52	\$280.74	\$318.56	\$356.98	\$438.87	\$12.32	7.8%	\$7.91	2.8%

[1] All Sales are expressed in 1996 Constant \$

Sources: US Census of Retail Trade and Woods & Poole Economics, Inc.

Trend data from the U.S. Census of Service industries appear in Table 9. Similar to the retail sector, that source indicates that Nantucket added 26 service establishments between 1992 and 1997. Among the Island's 126 service businesses in 1997, the largest numbers were in the hotel & motel (33), health services (19) and business services industries (17). Unfortunately, total 1997 sales for all services, as well as data for individual industry sectors were suppressed by the Census Bureau, making trend comparisons with prior years more difficult. The data also show that 1997 hotel receipts (at \$20.6 million) were down significantly from 1992 levels (\$34.0 million), despite the addition of 12 new establishments over the preceding five years. It is possible that 1997 was an anomaly for the lodging industry, perhaps indicating that some facilities may have been closed for renovations during portions of that year.

Despite these data gaps, Nantucket's service industries appear to have experienced strong rates of sales growth during the 1990's. According to W&P, earnings growth among Nantucket's service industries grew at a healthy 6.5% annual rate from 1990 to 2000 (W&P does not estimate total receipts). Total receipts among service businesses also increased 115% between 1987 and 1992, while the average receipts per business increased 110%. These indicators suggest that the Island's service industries grew at a similar rate to retail sales over the decade.

**Table 9**  
**Service Businesses and Sales Trends**  
**Nantucket; 1987-1997**

	Count			Receipts (\$000s)			Sales Per Business (in \$000s)		
	1987	1992	1997	1987	1992	1997	1987	1992	1997
<b>Gross Numbers</b>									
Hotel, Motel, Etc.	22	21	33	\$10,288	\$34,043	\$20,629	\$468	\$1,621	\$625
Personal Services	10	11	12	\$962	\$1,791	\$1,760	\$96	\$163	\$147
Business Services	5	7	17	\$272	\$1,145	\$4,471	\$54	\$164	\$263
Automotive Services	9	6	5	\$2,267	\$2,255	\$1,973	\$252	\$376	\$395
Misc. Repair	2	3	3	\$170	\$192	N/A	\$85	\$64	N/A
Amusement, Etc.	13	12	9	\$4,093	\$5,750	N/A	\$315	\$479	N/A
Health Services	9	13	19	\$1,285	\$3,488	N/A	\$143	\$268	N/A
Legal Services	7	10	14	\$2,537	\$3,309	\$4,849	\$362	\$331	\$346
Educational Services	0	0	0	\$0	\$0	\$0	\$0	\$0	\$0
Social Services	4	1	1	\$300	\$125	N/A	\$75	\$125	N/A
Engineering, Accounting, Etc.	16	13	13	\$3,020	\$3,720	\$4,998	\$189	\$286	\$384
Other NC Services	1	3	0	\$971	\$381	\$0	\$971	\$127	\$0
<b>TOTAL [1]</b>	<b>98</b>	<b>100</b>	<b>126</b>	<b>\$26,165</b>	<b>\$56,199</b>	<b>N/A</b>	<b>\$267</b>	<b>\$562</b>	<b>N/A</b>
<b>Percentage of Totals</b>									
Hotel, Motel, Etc.	22.4%	21.0%	26.2%	39.3%	60.6%	N/A	175.2%	288.5%	N/A
Personal Services	10.2%	11.0%	9.5%	3.7%	3.2%	N/A	36.0%	29.0%	N/A
Business Services	5.1%	7.0%	13.5%	1.0%	2.0%	N/A	20.4%	29.1%	N/A
Automotive Services	9.2%	6.0%	4.0%	8.7%	4.0%	N/A	94.3%	66.9%	N/A
Misc. Repair	2.0%	3.0%	2.4%	0.6%	0.3%	N/A	31.8%	11.4%	N/A
Amusement, Etc.	13.3%	12.0%	7.1%	15.6%	10.2%	N/A	117.9%	85.3%	N/A
Health Services	9.2%	13.0%	15.1%	4.9%	6.2%	N/A	53.5%	47.7%	N/A
Legal Services	7.1%	10.0%	11.1%	9.7%	5.9%	N/A	135.7%	58.9%	N/A
Educational Services	0.0%	0.0%	0.0%	0.0%	0.0%	N/A	0.0%	0.0%	N/A
Social Services	4.1%	1.0%	0.8%	1.1%	0.2%	N/A	28.1%	22.2%	N/A
Engineering, Accounting, Etc.	16.3%	13.0%	10.3%	11.5%	6.6%	N/A	70.7%	50.9%	N/A
Other NC Services	1.0%	3.0%	0.0%	3.7%	0.7%	N/A	363.7%	22.6%	N/A
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>N/A</b>	<b>100.0%</b>	<b>100.0%</b>	<b>N/A</b>

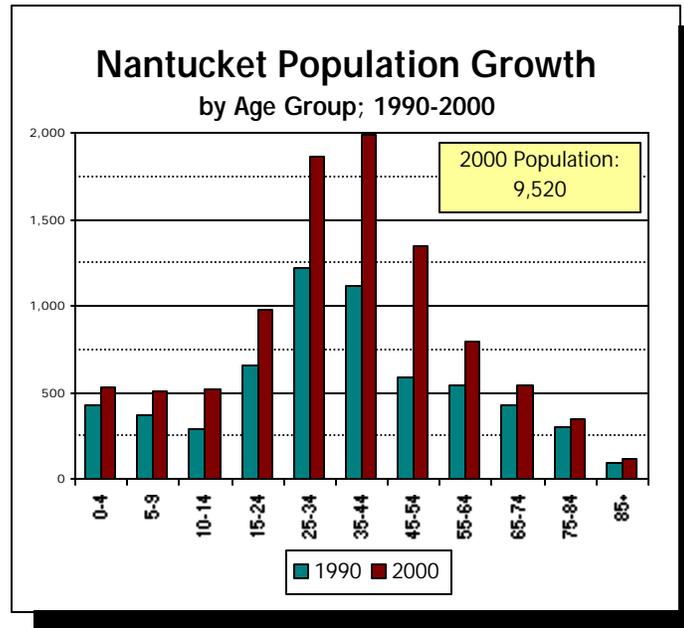
SOURCE: U.S. Census of Service Industries and Woods & Poole Economics, Inc.

RKG Associates attempted to obtain updated and more detailed hotel occupancy statistics for Nantucket from Smith Travel Research (STR), a national provider of market research data to the lodging industry. STR's database listed 13 Nantucket-based lodging establishments with a total of 638 rooms. However, only one of these facilities has regularly reported room rates and occupancy statistics to STR, so it was not possible to obtain a Nantucket-specific trend report. STR's database also contained 17 lodging facilities in Dukes County totaling 671 rooms, plus 189 facilities with more than 11,000 rooms in Barnstable County. However, only 17 of these establishments have consistently reported monthly room rate and occupancy data to STR over the past three years. Reporting entities were generally concentrated among Cape Cod's larger hotels and motels (averaging roughly 125 rooms each), and were not considered representative of Nantucket. Consequently, it was not possible to obtain relevant trend data for Nantucket's lodging industry.

## CHANGES IN THE POPULATION

The population on Nantucket grew nearly 6% annually between 1990 and 2000. According to the U.S. Bureau of the Census, Nantucket had a population of 9,520 in 2000, up from roughly 6,000 (58%) in 1990. As seen in Figure 10, population growth has concentrated in the 25 to 54 year-old age cohorts. Persons between the ages of 35 to 44 accounted for the largest increase in absolute numbers (870 people), while the 45 to 54 year-old cohort exhibited the largest percentage increase (131%) over the decade. Other age cohorts that grew significantly during the 1990's were the 10-14 age group, which increased by 81.3%, and the 15-24 age group, which grew by nearly 51%. This is not surprising, given that adults in the 35-54 age range are more likely to have older children. Apparently, the in-migration of adults to Nantucket during the 1990's included many families with children.

Figure 10



Source: U.S. Bureau of the Census, 2002

In comparison with the entire Commonwealth, Nantucket has a disproportionate amount of residents aged 25 to 54 years old. According to the 2000 Census, people aged 25 to 54 in the Commonwealth account for 44.9% of the population. On Nantucket, the percentage is 54.6%. As was noted in the 1993 Economic Base Study and remains true today, the Island has a smaller percentage of residents aged 65 and older (10.5%) than Massachusetts (13.5%). This finding indicates that Nantucket is not experiencing rapid year-round population growth among retirees. In fact, the cost of living on the Island (discussed later in this document) may have priced many younger professionals and older retirees out of the market. This is may be the reason why the largest and fastest-growing age brackets on Nantucket have been persons in their "prime" wage-earning years of 35 through 54.

## INCOME AND WAGES

Income and wage levels continue to be higher on Nantucket, compared to the Commonwealth as a whole. As seen in Table 10, W&P estimates the 2002 mean household income on Nantucket to be \$107,470, roughly 10% higher than the state average of \$97,814. This difference is similar to income measures contained in the 2000 Census, which reported that Nantucket exceeded the statewide measure of median household income by 9.9% (\$55,522 compared to \$50,502) and median family income by 8.3% (\$66,786 compared to \$61,664). Similar to per capita income, W&P estimates that the difference in household income levels between Nantucket and the Commonwealth as a whole has been narrowing since 1993. The difference has gone from almost 25% in 1993 to less than 10% in 2002. This trend is expected to continue into the future as well, with the gap shrinking to 7.4% by 2012.

**Table 10**  
Comparison of Mean Household Income Trend and Projections  
Local and State; 1993-2012

	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2007	2012
Nantucket	\$82,467	\$83,396	\$87,890	\$88,727	\$96,149	\$99,346	\$98,613	\$101,443	\$104,376	\$107,470	\$126,804	\$154,646
Massachusetts	\$66,265	\$69,498	\$72,179	\$75,768	\$80,534	\$85,117	\$88,367	\$91,498	\$94,608	\$97,814	\$116,799	\$143,957
Difference	\$16,202	\$13,898	\$15,711	\$12,959	\$15,615	\$14,229	\$10,246	\$9,945	\$9,768	\$9,656	\$10,005	\$10,689
% Difference	24.5%	20.0%	21.8%	17.1%	19.4%	16.7%	11.6%	10.9%	10.3%	9.9%	8.6%	7.4%

SOURCE: Woods and Poole, Inc.

Table 11 provides a distribution of total annual wages paid by major industry sectors in 1997 and 2000. As seen, the annual payroll for all "covered" Nantucket wage and salary workers totaled \$194.8 million in 2000, and grew 36.2% from 1997. The retail trade

**Table 11**  
Change in Total Wages  
Nantucket; 1997-2000

	1997		2000		Total Change	Percent Change
	Total	% Share	Total	% Share		
Agriculture	\$5,720,000	4.0%	\$10,134,000	5.2%	\$4,414,000	77.2%
Construction	\$15,248,000	10.7%	\$22,182,000	11.4%	\$6,934,000	45.5%
Manufacturing	\$2,432,000	1.7%	\$3,098,000	1.6%	\$666,000	27.4%
TCPU	\$9,459,000	6.6%	\$13,188,000	6.8%	\$3,729,000	39.4%
Wholesale Trade	\$3,460,000	2.4%	\$5,089,000	2.6%	\$1,629,000	47.1%
Retail Trade	\$40,507,000	28.3%	\$51,607,000	26.5%	\$11,100,000	27.4%
FIRE	\$9,281,000	6.5%	\$12,880,000	6.6%	\$3,599,000	38.8%
Services	\$33,792,000	23.6%	\$48,396,000	24.8%	\$14,604,000	43.2%
Total Private	\$119,899,000	83.8%	\$166,574,000	85.5%	\$46,675,000	38.9%
Government	\$23,103,000	16.2%	\$28,185,000	14.5%	\$5,082,000	22.0%
<b>TOTAL</b>	<b>\$143,002,000</b>	<b>100.0%</b>	<b>\$194,759,000</b>	<b>100.0%</b>	<b>\$51,757,000</b>	<b>36.2%</b>

SOURCE: Massachusetts Division of Employment and Training

sector continued to account for the largest share of total 2000 wages (26.5%), followed by services (24.8%), government (14.5%) and construction (11.4%). The industry with the fastest growth in wages from 1997 to 2000 was agriculture, which increased by more than 77%, followed by wholesale trade (47.1%), construction (45.5%) and services (43.2%). The slowest rate of wage growth was in retail trade (27.4%), manufacturing (27.4%) and government (22.0%). More detailed information showing total wages and average annual wages per establishment and per employee appears in Table 12.

**Table 12**  
**Nantucket Wage Data**  
**by Sector and Selected Industries; 2000**

	Total Wages	Estab. Count	Average Wage per Estab.	Average Job Count	Average Weekly Wage	Average Annual Wage	% of Overall Average Wage
<b>AGRICULTURE</b>	<b>\$10,133,622</b>	<b>57</b>	<b>\$177,783</b>	<b>285</b>	<b>\$683.79</b>	<b>\$35,557</b>	<b>104.0%</b>
7 AGRICULTURAL SERVICES	\$8,633,520	51	\$169,285	234	\$709.52	\$36,895	107.9%
<b>CONSTRUCTION</b>	<b>\$22,181,782</b>	<b>149</b>	<b>\$148,871</b>	<b>474</b>	<b>\$899.94</b>	<b>\$46,797</b>	<b>136.9%</b>
15 GENERAL CONTRACTORS	\$9,881,904	53	\$186,451	189	\$1,005.48	\$52,285	153.0%
17 SPECIAL TRADE CONSTRUCTORS	\$11,834,747	93	\$127,255	267	\$852.40	\$44,325	129.7%
<b>MANUFACTURING</b>	<b>\$3,097,795</b>	<b>15</b>	<b>\$206,520</b>	<b>84</b>	<b>\$709.21</b>	<b>\$36,879</b>	<b>107.9%</b>
27 PRINTING & PUBLISHING	\$2,116,257	6	\$352,710	53	\$767.87	\$39,929	116.8%
<b>TCPU</b>	<b>\$13,188,452</b>	<b>27</b>	<b>\$488,461</b>	<b>323</b>	<b>\$785.21</b>	<b>\$40,831</b>	<b>119.5%</b>
42 MOTOR FREIGHT TRANSPORTATION	\$3,389,719	3	\$1,129,906	66	\$987.67	\$51,359	150.3%
44 WATER TRANSPORTATION	\$987,327	3	\$329,109	23	\$825.52	\$42,927	125.6%
45 AIR TRANSPORTATION	\$2,611,163	6	\$435,194	116	\$432.88	\$22,510	65.9%
48 COMMUNICATION	\$2,123,734	4	\$530,934	32	\$1,276.29	\$66,367	194.2%
49 ELECTRIC, GAS & SANITARY UTILITIES	\$3,266,438	4	\$816,610	59	\$1,064.67	\$55,363	162.0%
<b>WHOLESALE TRADE</b>	<b>\$5,089,381</b>	<b>19</b>	<b>\$267,862</b>	<b>128</b>	<b>\$764.63</b>	<b>\$39,761</b>	<b>116.3%</b>
50 DURABLE GOODS	\$811,613	10	\$81,161	23	\$678.62	\$35,288	103.2%
51 NON DURABLE GOODS	\$4,277,768	9	\$475,308	105	\$783.48	\$40,741	119.2%
<b>RETAIL TRADE</b>	<b>\$51,606,754</b>	<b>236</b>	<b>\$218,673</b>	<b>1,969</b>	<b>\$504.04</b>	<b>\$26,210</b>	<b>76.7%</b>
54 FOOD STORES	\$4,409,161	15	\$293,944	206	\$411.62	\$21,404	62.6%
55 AUTOMOTIVE DEALERS & GASOLINE STORES	\$3,346,352	9	\$371,817	100	\$643.54	\$33,464	97.9%
56 APPAREL & ACCESSORY STORES	\$4,723,394	34	\$138,923	166	\$547.19	\$28,454	83.2%
57 HOME FURNITURE, FURNISHINGS & EQUIPMENT	\$1,378,542	12	\$114,879	34	\$779.71	\$40,545	118.6%
58 EATING & DRINKING PLACES	\$21,959,859	80	\$274,498	984	\$429.17	\$22,317	65.3%
59 MISCELLANEOUS RETAIL	\$9,641,737	82	\$117,582	354	\$523.79	\$27,237	79.7%
<b>FIRE</b>	<b>\$12,879,745</b>	<b>44</b>	<b>\$292,721</b>	<b>223</b>	<b>\$1,110.71</b>	<b>\$57,757</b>	<b>169.0%</b>
60 DEPOSITORY INSTITUTIONS	\$3,872,310	6	\$645,385	94	\$792.21	\$41,195	120.5%
64 INSURANCE AGENTS, BROKERS & SERVICES	\$2,607,826	4	\$651,957	31	\$1,617.75	\$84,123	246.1%
65 REAL ESTATE	\$5,413,763	27	\$200,510	82	\$1,269.65	\$66,022	193.2%
<b>SERVICES</b>	<b>\$48,396,226</b>	<b>231</b>	<b>\$209,507</b>	<b>1,548</b>	<b>\$601.23</b>	<b>\$31,264</b>	<b>91.5%</b>
70 HOTELS, ROOMING HOUSES & OTHER LODGING	\$15,704,275	50	\$314,086	537	\$562.38	\$29,244	85.6%
72 PERSONAL SERVICES	\$1,246,813	13	\$95,909	51	\$470.13	\$24,447	71.5%
73 BUSINESS SERVICES	\$3,237,811	26	\$124,531	97	\$641.90	\$33,379	97.7%
75 AUTOMOTIVE REPAIR, SERVICES & PARTS	\$1,638,318	8	\$204,790	47	\$670.35	\$34,858	102.0%
76 OTHER REPAIR SERVICES	\$264,864	5	\$52,973	10	\$509.35	\$26,486	77.5%
79 AMUSEMENT & RECREATION SERVICES	\$6,303,428	18	\$350,190	236	\$513.63	\$26,709	78.1%
80 HEALTH SERVICES	\$7,973,334	18	\$442,963	217	\$706.60	\$36,743	107.5%
81 LEGAL SERVICES	\$2,307,497	17	\$135,735	49	\$905.62	\$47,092	137.8%
82 EDUCATIONAL SERVICES	\$809,763	4	\$202,441	32	\$486.63	\$25,305	74.0%
83 SOCIAL SERVICES	\$1,031,847	7	\$147,407	46	\$431.37	\$22,431	65.6%
86 MEMBERSHIP ORGANIZATIONS	\$1,777,318	7	\$253,903	60	\$569.65	\$29,622	86.7%
87 ENGINEERING, ACCOUNTING & RESEARCH	\$4,263,644	24	\$177,652	92	\$891.23	\$46,344	135.6%
88 PRIVATE HOUSEHOLDS	\$1,213,222	27	\$44,934	42	\$555.50	\$28,886	84.5%
<b>PRIVATE TOTAL</b>	<b>\$166,573,757</b>	<b>778</b>	<b>\$214,105</b>	<b>5,034</b>	<b>\$636.34</b>	<b>\$33,090</b>	<b>96.8%</b>
<b>GOVERNMENT</b>	<b>\$28,185,343</b>	<b>18</b>	<b>\$1,565,852</b>	<b>664</b>	<b>\$816.30</b>	<b>\$42,448</b>	<b>124.2%</b>
<b>TOTAL</b>	<b>\$194,759,100</b>	<b>796</b>	<b>\$244,672</b>	<b>5,698</b>	<b>\$657.31</b>	<b>\$34,180</b>	<b>100.0%</b>

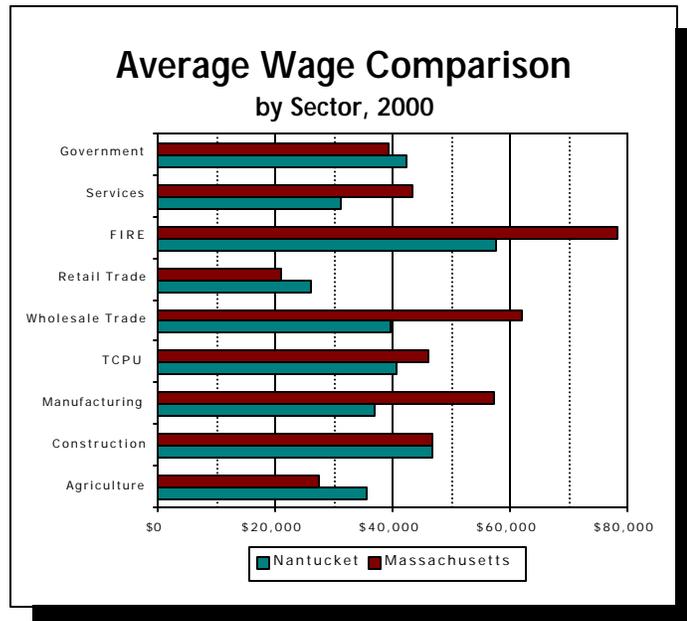
SOURCE: Massachusetts Division of Employment and Training

The distribution of wages by industry sector differs significantly on Nantucket, compared to the Commonwealth as a whole. The most significant difference is the disproportionate share of retail trade income on Nantucket. Over 26% of the wage income on Nantucket is generated in the retail trade sector, compared to only 8% statewide. Services and manufacturing produce much higher shares of overall wages in Massachusetts as a whole (34.6% and 17.2% respectively) than on Nantucket (24.8% and 1.6% respectively). This finding is consistent with the employment analysis provided earlier.

Figure 11 compares 2000 average weekly wages between the Commonwealth and Nantucket, for several major industry groups. As seen in the graphic, Nantucket wages are

below the state average in several industries, including finance, insurance and real estate, wholesale trade, the transportation, communications and utilities sector, services and manufacturing. Nantucket wages are comparable to the state average in construction and above the state average in agriculture, retail trade and government. As indicated in this graphic, local wage levels do not explain Nantucket's higher per capita and household incomes compared to the state average.

Figure 11



Source: Massachusetts Division of Employment and Training, 2002

## OTHER MEASURES OF CHANGE

### Cost of Living

The final section of this report updates several indicators of change that have been monitored since the completion of the 1993 Economic Base Study. The first of these measures is the comparative cost of living between Nantucket and nearby areas of Cape Cod.

The cost of living on Nantucket has historically been higher than other places in Massachusetts. The next four tables detail cost differences between Nantucket and other communities within the Commonwealth. As Tables 13 through 16 indicate, Nantucket is at the top end of pricing for most goods. The most noticeable differences in cost of living are the price of gasoline and the cost of retail space on Nantucket. At the time of this study, the average price per gallon of gasoline on Nantucket was between 32% and 42% above the Town of Hyannis. In terms of retail space, prices are at a premium for "downtown" Nantucket, ranging from \$80 to \$100 per square foot (triple net). In comparison, the midtown area of Nantucket and Main Street in Hyannis average approximately \$15 and \$20 respectively, with peak rents for newer space around \$30.

**Table 13**  
**Utility Price Comparison**  
**Done March 1, 2002**

<b>Electricity</b>			
	Nantucket	Cape Cod	
	Nantucket Electric Co.	NStar Electric and Gas	Nantucket as % of Cape Cod
Base Rate Per KWH	\$5.81	\$3.73	155.8%
	\$0.13886	\$0.14644	94.8%
<b>Propane Gas per gallon</b>			
	Nantucket	South Dennis	
	Tony Yates Gas Service	Eastern Propane	Nantucket as % of South Dennis
Cooking	2.61	2.65	98.5%
Heating	1.47	1.3	113.1%
<b>Home Heating Oil</b>			
	Nantucket	Cape Cod	
	Harbor Fuel Oil	Cap Cod Fuels	Nantucket as % of Cape Cod
Per Gallon	1.479	0.999	148.0%

**Table 14**  
**Gasoline Price Per Gallon Comparison**  
**Done February 28, 2002**

<b>Self-Serve</b>			
	Nantucket	Hyannis	
	Mobil Station	Texaco Station	Nantucket as % of Hyannis
Regular	\$1.699	\$1.199	141.7%
Mid-Grade	\$1.779	\$1.299	137.0%
High Octane	\$1.849	\$1.399	132.2%

**Table 15**  
**Retail Space Rents**  
**Done March 1, 2002**

<b>Retail Rents (Triple Net)</b>			
	Nantucket	Hyannis	
		Carey Comercial Real Estate	
		Heard Real Estate	
Nantucket			
Downtown	\$80 to \$120 per SF		
Midtown	\$20+ per SF		
Hyannis, MA			
Main Street		\$10 to \$15 PSF, High of \$30 PSF	

**Table 16**  
**Grocery Price Comparisons**  
**Done February 28, 2002**

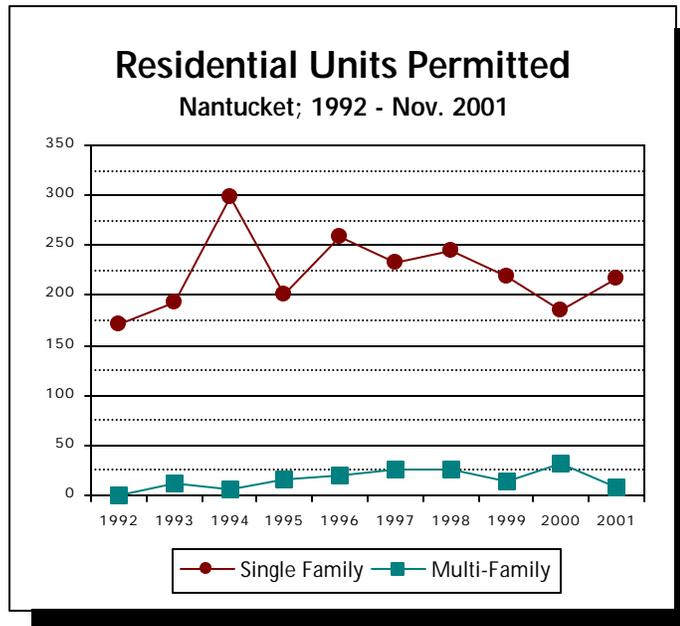
	Nantucket			Hyannis			Nantucket as a % of Hyannis
	Stop n Shop	A & P	Average	Star	Stop n Shop	Average	
Kikkoman Soy Sauce - 20 oz.	\$2.99	N/A	\$2.99	\$2.89	\$2.89	\$2.89	103.5%
Diet Pepsi Twist - 12 pack cans	\$3.99	\$4.39	\$4.19	\$3.99	\$3.99	\$3.99	105.0%
Progresso Chicken Vegetable Soup - 17 oz.	\$2.49	N/A	\$2.49	\$2.29	\$2.29	\$2.29	108.7%
Land O Lakes Stick Butter - 1 lb.	\$4.29	\$4.19	\$4.24	\$3.99	\$3.99	\$3.99	106.3%
Gallon of 1% Milk	\$3.59	\$3.99	\$3.79	\$2.99	\$2.99	\$2.99	126.8%
Chunky Chips Ahoy Cookies - 15 oz.	\$3.59	\$3.29	\$3.44	\$3.29	\$3.29	\$3.29	104.6%
Minute Maid Original Frozen OJ - 12 oz.	\$1.79	\$1.69	\$1.74	\$1.50	\$1.59	\$1.55	112.6%
Grannysmith Apples per lb.	\$1.69	\$1.49	\$1.59	\$1.29	\$1.49	\$1.39	114.4%
Bananas per lb.	\$0.79	\$0.79	\$0.79	\$0.69	\$0.69	\$0.69	114.5%
Del Monte Canned Lima Beans							
15.25 ounce	\$1.29	N/A	\$1.29	N/A	\$1.19	\$1.19	108.4%
8.5 ounce	N/A	\$0.89	\$0.89	\$0.79	N/A	\$0.79	112.7%
Fresh Asparagus per lb.	\$4.99	\$3.79	\$4.39	\$2.99	\$3.99	\$3.49	125.8%
Maxwell House French Roast - 11.5 oz.	\$2.69	\$3.59	\$3.14	\$2.29	\$2.49	\$2.39	131.4%
Cheerios Cereal - 15 oz.	\$3.89	\$3.99	\$3.94	\$3.69	\$3.59	\$3.64	108.2%
Wheaties Cereal - 18 oz.	\$4.29	N/A	\$4.29	N/A	\$4.19	\$4.19	102.4%
JIF Creamy Peanut Butter - 40 oz.	\$4.99	N/A	\$4.99	\$4.29	\$4.39	\$4.34	115.0%
Ground Beef per lb.							
93% Lean	\$3.99	N/A	\$3.99	\$3.49	N/A	\$3.49	114.3%
90% Lean	N/A	\$3.79	\$3.79	N/A	\$3.59	\$3.59	105.6%
Perdue Whole Chicken per lb.	\$1.49	\$1.49	\$1.49	\$1.49	\$1.49	\$1.49	100.0%
Bounty Paper Towels - 80.6 SF	\$1.99	NA	\$1.99	\$2.39	\$1.89	\$2.14	93.0%
Pampers Disposable Diapers							
34 Count	\$14.99	N/A	\$14.99	\$13.99	N/A	\$13.99	107.1%
38 Count	N/A	\$13.69	\$13.69	\$13.99	N/A	\$13.99	97.9%
Tide Liquid Detergent - 100 oz.	\$8.79	\$8.79	\$8.79	\$7.99	\$7.99	\$7.99	110.0%
Thomas English Muffins	\$2.69	\$2.69	\$2.69	\$2.69	\$2.69	\$2.69	100.0%
Breyers French Vanilla - 1/2 gallon	\$5.49	\$6.49	\$5.99	\$4.79	\$4.99	\$4.89	122.5%
<b>TOTAL</b>	<b>\$86.78</b>	<b>\$69.03</b>	<b>\$77.91</b>	<b>\$87.79</b>	<b>\$65.69</b>	<b>\$76.74</b>	<b>101.5%</b>

A "market basket" comparison of typical grocery items priced at Nantucket's two supermarkets and two comparable markets in Hyannis, found that Nantucket prices were higher on 21 of the 25 items sampled. (Two items were the same price and two items were priced lower on the Island.) In general, produce and other perishable items tended to carry higher price "premiums" on the Island, ranging from roughly 8% to 25%, with the cost of most other staples ranging from 2% to 10% higher.

## Housing

Housing growth is another measure of economic performance. As seen in Figure 12, Nantucket has been experiencing a steady pace of single-family residential development over the past 10 years, ranging from 171 units in 1992 to 299 units in 1994. As of November 2001, Nantucket had permitted 216 single-family units. In comparison, there has been a slight growth of permitted multi-family units, but still small compared to single-family units. Permitted multi-family units peaked at 32 in 2000. However, the number of multi-family units permitted in 2001 through November (only 11) was comparable to mid-1990s levels.

Figure 12



Source: U.S. Department of the Census, 2002

Table 17 details building permit trends on Nantucket between 1997 and November of 2001. While the number of single-family units has fluctuated during this time frame, the average construction cost per unit has steadily increased, growing from \$242,250 in 1997 to nearly \$400,000 in 2001. This trend is indicative of the growth in residential sales (discussed later in this section). It is important to note that these prices do not include the cost for land. In comparison, the cost of construction, per unit, of multi-family housing has varied between years, but remained fairly level during this study period, ranging from roughly \$70,000 for three-unit structures built in 1997, to over \$136,500 for duplex units in 1999.

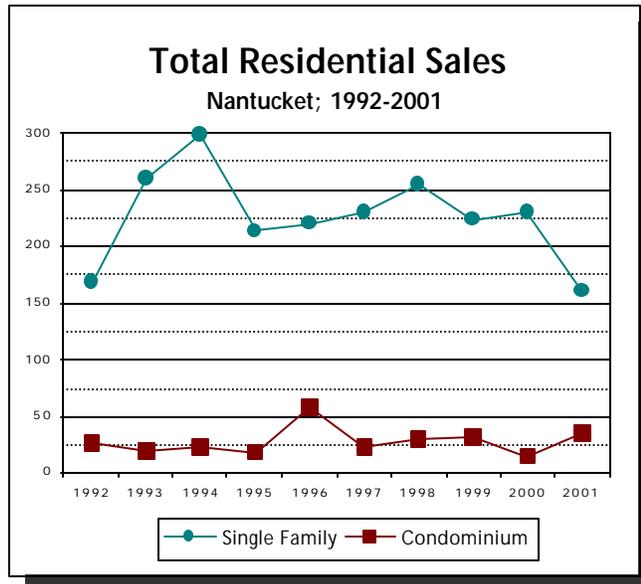
**Table 17**  
New Construction Permit Activity (1996-Nov. 2001)  
Nantucket, MA

Single Family				
Year	Permits	Units	Total Cost	Ave. Cost/Unit
1997	233	233	\$56,444,244	\$242,250
1998	244	244	\$72,861,094	\$298,611
1999	218	218	\$73,137,527	\$335,493
2000	185	185	\$60,754,077	\$328,400
2001	216	216	\$85,186,240	\$394,381
Two Family				
1997	5	10	\$970,000	\$97,000
1998	13	26	\$2,242,640	\$86,255
1999	7	14	\$1,771,526	\$126,538
2000	16	32	\$2,827,312	\$88,354
2001	4	8	\$740,500	\$92,563
Three & Four Family				
1997	5	15	\$1,049,424	\$69,962
1998	0	0	\$0	\$0
1999	0	0	\$0	\$0
2000	0	0	\$0	\$0
2001	1	3	\$288,000	\$96,000
Total				
Year	Permits	Units	Total Cost	Ave. Cost/Unit
1997	243	258	\$58,463,668	\$226,603
1998	257	270	\$75,103,734	\$278,162
1999	225	232	\$74,909,053	\$322,884
2000	201	217	\$63,581,389	\$293,002
2001	221	227	\$86,214,740	\$379,801

SOURCE: U.S. Census

In terms of residential sales, Nantucket has experienced an active market over the past 10 years. Figure 13 shows that an average of roughly 230 single-family homes and 25 condominiums have sold annually since 1992. While the condominium market has been relatively stable in terms of annual sales, the number of single-family homes sold has varied more widely. Transactions peaked in 1994 at roughly 300 and then ranged from 200 to 250 sales per year through 2000. In 2001, the number of single-family home sales fell by 36.3% to 160 units, the lowest number recorded since 1991.

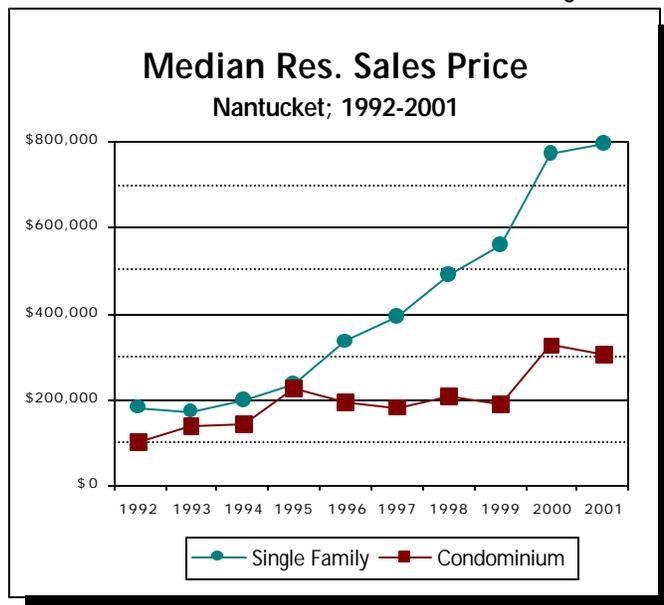
Figure 13



Source: U.S. Bureau of the Census, 2002

Despite the reduction on Nantucket home sales during 2001, the median sales price for these homes continued to increase (see Figure 14). The median single-family home price on Nantucket has increased by 101.3% since 1997, and reached \$795,000 in 2001. Median sales prices for condominiums have also increased. The 2001 median sale price for condominiums was \$302,500, over 65.8% higher than the 1997 median of \$189,500. These pricing trends suggest that declining numbers of sales may be due more to a reduced availability of supply than a reduction in demand. For example, according to the Massachusetts Department of Revenue, the number of

Figure 14

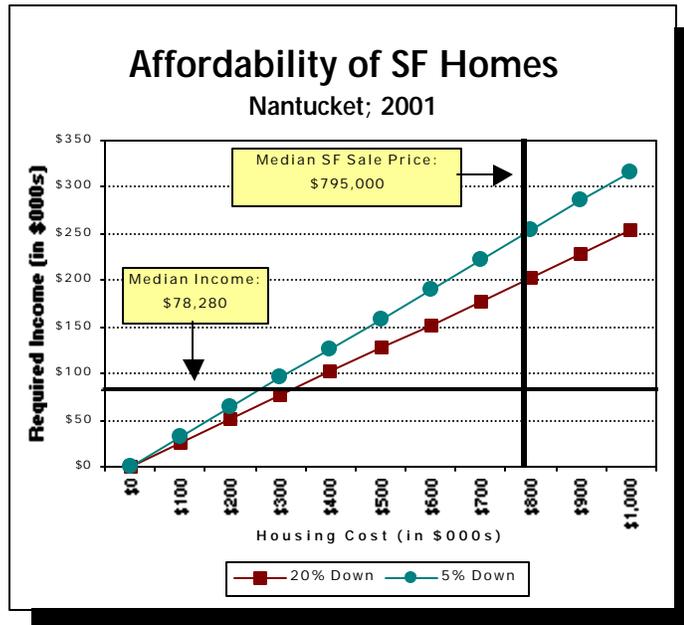


Source: U.S. Bureau of the Census, 2002

vacant (tax) parcels on Nantucket decreased by over 50% between 1988 and 2001, indicating that there are fewer available parcels for new home construction.

Figure 15

As a result of this sharp increase in housing prices, a severe gap has been created between housing affordability and median household income. Figure 15 shows that based on the Island's estimated 2001 median household income (\$78,280), the "typical" Nantucket resident can afford a home ranging between \$250,000 and \$350,000, depending upon the amount available for a down payment. This range is significantly below the 2001 median home price of \$795,000. The corresponding income required to support a median-priced Nantucket home is \$200,000 to \$250,000 per year, again depending upon the amount available for down payment. The 2001 median sale price for condominiums (\$302,500) is also barely affordable to most residents, unless they can provide a substantial down payment. This indicates that many current Nantucket residents would not be able to purchase their current homes in this market.



Source: Warren Information Services & RKG Associates, Inc., 2002

Table 20 reveals the HUD median family income statistics for Nantucket and comparative areas. The Boston Primary Metropolitan Statistical Area (PMSA) has the highest 2001 median family income at \$70,000. Nantucket ranks second, with a median value of \$68,500. Dukes (\$57,000) and Barnstable (\$52,000) counties both fall well below the Nantucket. Despite this fact, Nantucket has the highest income affordability thresholds of all the study areas, including the Boston PMSA. In addition, the fair market rental rates for Nantucket are higher than the other study areas, ranging from \$774 for an efficiency unit to \$1,935 for a 4-bedroom apartment. These rental rates are roughly 50% higher than those of Dukes and Barnstable counties, and roughly 8% higher than the Boston PMSA.

**Table 18**  
**HUD Median Family Income Statistics**  
**Nantucket and Comparative Areas; 2001**

<b>NANTUCKET</b>								
	Number of Persons							
	1	2	3	4	5	6	7	8
Extremely Low (30%)	\$16,250	\$18,600	\$20,900	\$23,200	\$25,100	\$26,950	\$28,800	\$30,650
Very Low (50%)	\$27,100	\$30,950	\$34,850	\$38,700	\$41,800	\$44,900	\$48,000	\$51,100
Low (80%)	\$43,350	\$49,550	\$55,750	\$61,900	\$66,850	\$71,850	\$76,800	\$81,750
Median Family (100%)	\$68,500							
<b>DUKES COUNTY [1]</b>								
	Number of Persons							
	1	2	3	4	5	6	7	8
Extremely Low (30%)	\$11,195	\$13,700	\$15,400	\$17,100	\$18,450	\$19,850	\$21,200	\$22,550
Very Low (50%)	\$19,950	\$22,800	\$25,650	\$28,500	\$30,800	\$33,050	\$35,350	\$37,600
Low (80%)	\$31,900	\$36,500	\$41,050	\$45,600	\$49,250	\$52,900	\$56,550	\$60,200
Median Family (100%)	\$57,000							
<b>BARNSTABLE COUNTY [1]</b>								
	Number of Persons							
	1	2	3	4	5	6	7	8
Extremely Low (30%)	\$10,900	\$12,500	\$14,050	\$15,600	\$16,850	\$18,100	\$19,350	\$20,600
Very Low (50%)	\$18,200	\$20,800	\$23,400	\$26,000	\$28,100	\$30,150	\$32,250	\$34,300
Low (80%)	\$29,100	\$33,300	\$37,450	\$41,600	\$44,950	\$48,250	\$51,600	\$54,900
Median Family (100%)	\$52,000							
<b>Boston, MA-NH PMSA</b>								
	Number of Persons							
	1	2	3	4	5	6	7	8
Extremely Low (30%)	\$14,700	\$16,800	\$18,900	\$21,000	\$22,700	\$24,350	\$26,050	\$27,700
Very Low (50%)	\$24,500	\$28,000	\$31,500	\$35,000	\$37,800	\$40,600	\$43,400	\$46,200
Low (80%)	\$36,750	\$42,000	\$47,250	\$52,500	\$56,700	\$60,900	\$65,100	\$69,300
Median Family (100%)	\$70,000							

[1] Non metropolitan areas

SOURCE: U.S. Department of Housing & Urban Development and Federal Register, Vol. 66, No. 190 (October 1, 2001)

## Transportation

Nantucket has experienced a general growth in the numbers of flights and airline passengers over the past several years. As seen in Table 19, total aircraft operations (takeoffs and landings) to/from Nantucket, have increased from 133,139 in 1991 to 161,310 in 2001, representing an increase of more than 28,000 annual flights or approximately 21%. The majority of these annual operations (73.5% in 2001) are commercial aircraft and the balance are general aviation flights. Operations attributed to general aviation have trended consistently downward over the past several years, falling from roughly 61,000 in 1995 to 42,792 in 2001, while the number of commercial flights has risen steadily.

A closer review of more recent trends shows that air traffic to/from Nantucket grew sharply between 1995 and 2000 increasing by an average rate of 6.1% per year. Annual aircraft operations peaked in 2000

**Table 19**  
**Total Aircraft Operations Per Year**  
**1980 through 2001**

Year	Operations	% Annual Change	Year	Operations	% Annual Change
1980	101,878	19.6%	1991	133,139	4.5%
1981	98,749	-3.1%	1992	134,065	0.7%
1982	105,449	6.8%	1993	115,522	-13.8%
1983	117,931	11.8%	1994	115,371	-0.1%
1984	131,369	11.4%	1995	126,941	10.0%
1985	142,880	8.8%	1996	125,642	-1.0%
1986	150,649	5.4%	1997	132,675	5.6%
1987	150,188	-0.3%	1998	152,673	15.1%
1988	148,710	-1.0%	1999	162,370	6.4%
1989	151,328	1.8%	2000	170,367	4.9%
1990	127,375	-15.8%	2001	161,310	-5.3%

SOURCE: Year 2001 Update: Optimal Transportation Carrying Capacity for Nantucket by Howard/Stein-Hudson Associates, Inc.

at nearly 170,400, and then decreased by 5.3% in 2001. While most of this reduction in operations occurred over the last four months of 2001, reductions in air traffic to/from the Island began prior to September 11 and cannot be attributed entirely to that event. This finding is illustrated in the monthly air passenger statistics provided in Table 20.

Table 20 details the number of air travelers boarding commercial aircraft on Nantucket by month.<sup>7</sup> As the table reveals, the number of enplanements recorded riders during the first seven months of 2000 were higher than the same months in 1999. However, beginning in August of 2000, monthly enplanements began to steadily decrease compared to prior-year totals for the same month, with substantial traffic reductions recorded from May through August of 2001. Air passenger traffic then declined substantially in September and October of 2001, following the events of September 11. As a result, total enplanements dropped more than 25,000 or roughly 8% from 2000 to 2001. This decline in departing passengers may reflect a reduction in off-island workers traveling to/from the Island, a reduction in the frequency of seasonal and year-round resident travel to/from the Island or an overall reduction in tourism traffic. As will be discussed in the following section, a portion of this reduction in air traffic may have also diverted to other modes.

<sup>7</sup> Airline traffic counts are maintained only for passengers leaving Nantucket (enplanements). Numbers of arrivals are assumed to be comparable. Persons traveling on private aircraft are excluded from these totals.

**Table 20**  
**Nantucket Airport Monthly Enplanements**  
**1998 and 2000**

	1999	2000	2001	1999-2000 Change	1999-2000 % Change	2000-2001 Change	2000-2001 % Change
Jan	11,685	14,839	13,665	3,154	27.0%	(1,174)	-7.9%
Feb	11,324	13,185	13,497	1,861	16.4%	312	2.4%
Mar	13,414	15,224	13,675	1,810	13.5%	(1,549)	-10.2%
Apr	19,129	19,511	19,572	382	2.0%	61	0.3%
May	23,648	26,361	25,440	2,713	11.5%	(921)	-3.5%
Jun	31,315	32,287	28,117	972	3.1%	(4,170)	-12.9%
Jul	43,554	44,390	42,851	836	1.9%	(1,539)	-3.5%
Aug	45,586	43,248	41,038	(2,338)	-5.1%	(2,210)	-5.1%
Sep	33,771	32,804	25,373	(967)	-2.9%	(7,431)	-22.7%
Oct	27,506	24,060	20,952	(3,446)	-12.5%	(3,108)	-12.9%
Nov	18,133	17,867	16,592	(266)	-1.5%	(1,275)	-7.1%
Dec	19,384	18,394	16,152	(990)	-5.1%	(2,242)	-12.2%
<b>TOTAL</b>	<b>298,449</b>	<b>302,170</b>	<b>276,924</b>	<b>3,721</b>	<b>1.2%</b>	<b>(25,246)</b>	<b>-8.4%</b>

SOURCE: Year 2001 Update: Optimal Transportation Carrying Capacity for Nantucket

Annual trends in the number of passengers carried to/from Nantucket by ferry, including the Steamship Authority and privately operated Hy-Line service, are shown in Table 21. From 1991 through 2001, the number of annual ferry passengers grew from roughly 855,000 in 1991 to more than 924,000 in 2001, a total increase of 69,000 or 8.1%. Growth in ferry passenger traffic was not as significant as air traffic over the same period, indicating that a shift in the modal split of passenger traffic occurred over the decade. Growth in ferry passenger traffic was also volatile from year to year, as four of the 11 years measured showed traffic reductions compared to prior year totals. It is also significant to note that after declining in 1999 and 2000, ferry traffic increased in 2001, with much of the increase occurring after September 11.

**Table 21**  
**Annual Ferry Passenger Traffic To and From Nantucket**  
**Steamship Authority and Hy-Line Ferries: 1991-2001**

Carrier	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	Change 1991-01	
												Number	Percent
SSA	489,850	483,943	488,810	545,911	559,636	515,662	497,194	584,370	566,195	578,560	604,025	114,175	23.3%
Hy-Line	365,323	360,563	365,460	354,510	347,267	314,763	348,906	338,960	344,072	322,395	320,199	(45,124)	-12.4%
<b>TOTALS:</b>	<b>855,173</b>	<b>844,506</b>	<b>854,270</b>	<b>900,421</b>	<b>906,903</b>	<b>830,425</b>	<b>846,100</b>	<b>923,330</b>	<b>910,267</b>	<b>900,955</b>	<b>924,224</b>	<b>69,051</b>	<b>8.1%</b>
<b>ANNUAL % CHANGE</b>													
SSA	-0.23%	-1.21%	1.01%	11.68%	2.51%	-7.86%	-3.58%	17.53%	-3.11%	2.18%	4.40%		
Hy-Line	7.97%	-1.30%	1.36%	-3.00%	-2.04%	-9.36%	10.85%	-2.85%	1.51%	-6.30%	-0.68%		
<b>TOTALS:</b>	<b>3.1%</b>	<b>-1.2%</b>	<b>1.2%</b>	<b>5.4%</b>	<b>0.7%</b>	<b>-8.4%</b>	<b>1.9%</b>	<b>9.1%</b>	<b>-1.4%</b>	<b>-1.0%</b>	<b>2.6%</b>		

SOURCE: Year 2001 Update: Optimal Transportation Carrying Capacity for Nantucket

Table 22 presents a five-year trend line showing the monthly record of automobile and truck traffic ferried to/from Nantucket. Vehicle traffic, particularly automobiles, peaked in 1999 and has trended downward in 2000 and 2001. The Steamship Authority carried 5.9% fewer automobiles in 2001 (81,771) than in 1999 (86,862). Truck traffic peaked a year later at 36,118 vehicles and also declined slightly (by less than 1%) in 2001 to 35,784. In total, autos and trucks traffic has fallen by 5,136 vehicles (4.2%) over the past two years. Although this trend may reflect an overall reduction in economic activity on the Island, there has also been a corresponding tendency of seasonal residents to garage vehicles on the Island for longer

periods of time, which has in turn reduced ferry traffic. According to a recent report, the number of registered vehicles on the Island has been growing at a 7.2% annual rate since 1995, significantly faster than both resident population and housing growth.<sup>8</sup>

**Table 22**  
**Auto and Truck Ferry Trips To and From Nantucket**  
**1997 to 2001**

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
<b>AUTOS</b>													
1997	3,448	3,582	3,816	4,644	6,669	8,745	9,837	11,494	8,990	7,963	5,137	5,211	79,536
1998	3,830	3,630	4,359	5,515	7,089	9,112	10,585	11,471	9,514	8,163	5,940	5,619	84,827
1999	4,071	3,887	4,381	5,954	7,430	9,570	11,096	11,720	9,272	8,320	5,570	5,591	86,862
2000	3,954	3,920	4,810	5,550	7,115	8,918	10,911	11,061	8,801	7,360	5,544	4,950	82,894
2001	3,904	3,589	3,974	5,458	6,749	8,974	10,279	11,201	8,831	6,980	5,961	5,871	81,771
<b>TRUCKS</b>													
1997	2,160	2,014	2,521	2,824	3,410	3,435	3,217	2,825	2,881	3,024	2,308	2,122	32,741
1998	2,229	2,098	2,926	3,018	3,440	3,405	3,462	3,016	2,982	2,935	2,348	2,171	34,030
1999	2,064	2,057	2,798	3,318	3,674	3,804	3,520	3,254	3,043	3,196	2,689	2,412	35,829
2000	2,098	2,365	3,065	3,123	3,913	3,932	3,586	3,372	3,039	2,985	2,539	2,101	36,118
2001	2,235	2,248	2,571	3,234	4,022	3,709	3,641	3,356	2,883	3,006	2,652	2,227	35,784
<b>TOTAL</b>													
1997	5,608	5,596	6,337	7,468	10,079	12,180	13,054	14,319	11,871	10,987	7,445	7,333	112,277
1998	6,059	5,728	7,285	8,533	10,529	12,517	14,047	14,487	12,496	11,098	8,288	7,790	118,857
1999	6,135	5,944	7,179	9,272	11,104	13,374	14,616	14,974	12,315	11,516	8,259	8,003	122,691
2000	6,052	6,285	7,875	8,673	11,028	12,850	14,497	14,433	11,840	10,345	8,083	7,051	119,012
2001	6,139	5,837	6,545	8,692	10,771	12,683	13,920	14,557	11,714	9,986	8,613	8,098	117,555
<b>ANNUAL % CHANGE</b>													
'97-'98	8.0%	2.4%	15.0%	14.3%	4.5%	2.8%	7.6%	1.2%	5.3%	1.0%	11.3%	6.2%	5.9%
'98-'99	1.3%	3.8%	-1.5%	8.7%	5.5%	6.8%	4.1%	3.4%	-1.4%	3.8%	-0.3%	2.7%	3.2%
'99-'00	-1.4%	5.7%	9.7%	-6.5%	-0.7%	-3.9%	-0.8%	-3.6%	-3.9%	-10.2%	-2.1%	-11.9%	-3.0%
'00-'01	1.4%	-7.1%	-16.9%	0.2%	-2.3%	-1.3%	-4.0%	0.9%	-1.1%	-3.5%	6.6%	14.8%	-1.2%
'97-'01	2.4%	1.1%	0.8%	4.1%	1.7%	1.0%	1.7%	0.4%	-0.3%	-2.3%	3.9%	2.6%	1.2%

SOURCE: Year 2001 Update: Optimal Transportation Carrying Capacity for Nantucket

Although vehicle traffic has been on a steady downward trend since April of 2000, it is interesting to note that traffic in November and December of 2001 showed fairly significant increases over the same months in 2000. It is not known whether this was an anomaly or signals a period of renewed traffic growth.

<sup>8</sup> Year 2001 Update: Optimal Transportation Carrying Capacity for Nantucket, March, 2002, Howard/Stein-Hudson, Inc. and RKG Associates, Inc., page 32.

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## **CONCLUSIONS**

This second Nantucket Economic Base Update attempts to quantify some of the changes that have occurred on the Island over the past four years. Based on most of the measures analyzed, it appears that the local economy has cooled considerably, when compared to the rapid (and probably unsustainable) growth rates observed between 1993 and 1997. Much of this reduction may be the inevitable result of "resource capacity" constraints, including high housing costs and the difficulties associated with both attracting and housing seasonal workers. For many residents, this reduction in the size of the seasonal work force and the volume of traffic carried to/from the Island may be viewed as a positive rather than negative trend.

Because most of this reduction in seasonal employment and traffic volumes has occurred since mid-1999, it is difficult to quantify the extent to which the Island's tourism industry has been impacted by these recent trends. Although economic activity began to slow prior to September of 2001, the aftermath of September 11 greatly reduced travel to/from Nantucket over the last quarter of 2001. Due to time lag effects in the reporting of lodging receipts, retail sales and other tourism indices, impacts on local tourism may not be measurable for some time. To date, however, most of the reductions in local economic activity appear to have reduced the amount of seasonal labor brought to the Island, while the resident work force has essentially remained at full employment.

While Nantucket residents continue to exhibit the highest income measures of any county in Massachusetts, the difference between local and statewide incomes narrowed throughout the last decade. The rate of earnings growth, particularly among the self-employed, slowed on Nantucket over the later half of the 1990's and may be cause for concern. Despite rapid rates of housing construction during most of the 1990's, earnings growth in the construction sector was the second lowest of any local industry, growing at roughly a third of the rate of the economy as a whole. This trend is somewhat puzzling and suggests that further analysis of the Island's construction sector may be warranted to determine why.

The 1998 Update also concluded that "(Nantucket's) housing market has risen so much and so rapidly that the average Nantucket family cannot attain home ownership unless it has equity which rose in tandem with the recent real estate boom." During the four years since that report was written, housing prices have escalated at an even faster rate relative to incomes, while resident population growth has continued, seemingly unaffected by housing costs. This trend continues to defy conventional wisdom and suggests that a deeper understanding of the dynamics of resident population growth and housing market conditions may be warranted.

# ***APPENDIX***

**Appendix A: Claritas Data Tables, Nantucket County**

**Appendix B: Woods & Poole Data Tables, Nantucket County**

## ***Appendix A***

Study area name: NANTUCKET, MA

Market Trend Report (Household Trend Information) (Page 1 of 7)

Universe	1980 Census	1990 Census	% Chg 80-90	2001 (Est.)	% Chg 90-01	2006 (Proj.)	% Chg 01-06
Population....	5088	6012	18.2	9783	62.7	11116	13.6
Households....	2155	2597	20.5	4126	58.9	4667	13.1
Families.....	1310	1488	13.6	2292	54.0	2555	11.5
Housing Units..	4784	7021	46.8	11219	59.8	12719	13.4
Grp Qrt. Pop..	82	75	-8.5	76	1.3	76	0.0
Household Size	2.32	2.29	-1.6	2.35	2.9	2.37	0.5

Income	1979 (Census)	1989 (Census)	% Chg 79-89	2001 (Est.)	% Chg 89-01	2006 (Proj.)	% Chg 01-06
Aggregate(\$MM)	50	123	143.4	324	162.5	445	37.2
Per Capita....	9987	20569	106.0	33183	61.3	40059	20.7
Avg. Household	23071	47107	104.2	78083	65.8	94775	21.4
Median Hhold..	18958	40648	114.4	64981	59.9	76820	18.2
Avg. Family HH	27045	56137	107.6	91733	63.4	110770	20.8
Med. Family HH	22478	49056	118.2	78280	59.6	90074	15.1
Avg. HH Wealth				249964		280020	12.0
Med. HH Wealth				134444		186066	38.4

Household Income	Households	
	1990 Census	2001 Estimate
Total.....	2597	4126
Less than \$5,000....	67	55
\$5,000 to \$9,999....	172	106
\$10,000 to \$14,999....	208	172
\$15,000 to \$19,999....	110	195
\$20,000 to \$24,999....	148	240
\$25,000 to \$29,999....	188	131
\$30,000 to \$34,999....	189	131
\$35,000 to \$39,999....	182	164
\$40,000 to \$44,999....	190	198
\$45,000 to \$49,999....	136	120
\$50,000 to \$59,999....	272	376
\$60,000 to \$74,999....	346	527
\$75,000 to \$99,999....	212	629
\$100,000 to \$124,999....	83	487
\$125,000 to \$149,999....	54	178
\$150,000 to \$249,999....	29	352
\$250,000 to \$499,999....	11	51
\$500,000 or More.....	0	14

NOTE: When the median household wealth for an area is less than \$25,000 it will be listed on this report as \$24,999.

Data on income are expressed in "current" dollars for each year.  
 Decennial Census data reflects prior year income.  
 2001 estimates and 2006 projections produced by Claritas Inc.  
 Copyright 2001 Claritas Inc. Arlington, VA

Study area name: NANTUCKET, MA

Market Trend Report (Age Information)

(Page 2 of 7)

Age	Population					
	1990		2001 Est.		2006 Proj.	
Total.....	6012	100.0%	9783	100.0%	11116	100.0%
under 5...	434	7.2%	624	6.4%	674	6.1%
5 to 9...	360	6.0%	626	6.4%	690	6.2%
10 to 14...	286	4.8%	614	6.3%	691	6.2%
15 to 17...	187	3.1%	343	3.5%	424	3.8%
18 to 20...	136	2.3%	193	2.0%	246	2.2%
21 to 24...	318	5.3%	370	3.8%	426	3.8%
25 to 29...	603	10.0%	665	6.8%	699	6.3%
30 to 34...	639	10.6%	784	8.0%	820	7.4%
35 to 39...	603	10.0%	906	9.3%	903	8.1%
40 to 44...	503	8.4%	929	9.5%	968	8.7%
45 to 49...	306	5.1%	772	7.9%	927	8.3%
50 to 54...	269	4.5%	701	7.2%	844	7.6%
55 to 59...	260	4.3%	475	4.9%	761	6.8%
60 to 64...	287	4.8%	402	4.1%	483	4.3%
65 to 69...	244	4.1%	337	3.4%	423	3.8%
70 to 74...	186	3.1%	365	3.7%	343	3.1%
75 to 79...	173	2.9%	299	3.1%	330	3.0%
80 to 84...	119	2.0%	186	1.9%	239	2.2%
85 + .....	99	1.6%	192	2.0%	225	2.0%
Median.....	35.4		38.7		39.9	

Age	Population					
	1990		2001 Est.		2006 Proj.	
	Male	Female	Male	Female	Male	Female
Total.....	50.0%	50.0%	50.0%	50.0%	50.1%	49.9%
under 5...	3.9%	3.3%	3.3%	3.1%	3.2%	2.9%
5 to 9...	3.5%	2.5%	3.3%	3.1%	3.2%	3.0%
10 to 14...	2.6%	2.2%	3.3%	2.9%	3.2%	3.0%
15 to 17...	1.7%	1.4%	2.0%	1.5%	2.0%	1.8%
18 to 20...	1.1%	1.2%	1.1%	0.8%	1.3%	0.9%
21 to 24...	2.4%	2.9%	1.8%	2.0%	2.1%	1.8%
25 to 29...	5.1%	5.0%	3.6%	3.2%	3.2%	3.1%
30 to 34...	5.2%	5.5%	3.8%	4.2%	3.6%	3.8%
35 to 39...	5.3%	4.7%	4.8%	4.4%	4.3%	3.9%
40 to 44...	4.7%	3.7%	5.2%	4.3%	4.7%	4.0%
45 to 49...	2.7%	2.4%	4.0%	3.9%	4.1%	4.2%
50 to 54...	2.2%	2.2%	3.6%	3.5%	3.9%	3.7%
55 to 59...	2.2%	2.1%	2.6%	2.2%	3.5%	3.4%
60 to 64...	2.2%	2.6%	1.8%	2.3%	2.2%	2.2%
65 to 69...	1.6%	2.4%	1.6%	1.8%	1.7%	2.1%
70 to 74...	1.3%	1.7%	1.6%	2.1%	1.4%	1.7%
75 to 79...	1.1%	1.8%	1.2%	1.9%	1.2%	1.8%
80 to 84...	0.7%	1.3%	0.7%	1.2%	0.8%	1.3%
85 + .....	0.5%	1.1%	0.6%	1.4%	0.6%	1.4%
Median.....	34.6	36.2	37.9	39.6	38.9	41.1

Study area name: NANTUCKET, MA

Market Trend Report (Age Information)

(Page 3 of 7)

Age	----- Female Population -----					
	1990		2001 Est.		2006 Proj.	
Total.....	3008	100.0%	4888	100.0%	5549	100.0%
under 5...	199	6.6%	299	6.1%	321	5.8%
5 to 9...	152	5.1%	300	6.1%	330	5.9%
10 to 14...	131	4.4%	287	5.9%	334	6.0%
15 to 17...	87	2.9%	151	3.1%	200	3.6%
18 to 20...	70	2.3%	83	1.7%	101	1.8%
21 to 24...	172	5.7%	194	4.0%	196	3.5%
25 to 29...	298	9.9%	317	6.5%	346	6.2%
30 to 34...	328	10.9%	415	8.5%	425	7.7%
35 to 39...	283	9.4%	433	8.9%	428	7.7%
40 to 44...	220	7.3%	420	8.6%	440	7.9%
45 to 49...	142	4.7%	385	7.9%	466	8.4%
50 to 54...	135	4.5%	347	7.1%	414	7.5%
55 to 59...	127	4.2%	216	4.4%	377	6.8%
60 to 64...	157	5.2%	223	4.6%	243	4.4%
65 to 69...	145	4.8%	178	3.6%	236	4.3%
70 to 74...	105	3.5%	206	4.2%	189	3.4%
75 to 79...	109	3.6%	184	3.8%	196	3.5%
80 to 84...	79	2.6%	114	2.3%	149	2.7%
85 + .....	69	2.3%	136	2.8%	158	2.8%
Median.....	36.2		39.6		41.1	

Age	----- Male Population -----					
	1990		2001 Est.		2006 Proj.	
Total.....	3004	100.0%	4895	100.0%	5567	100.0%
under 5...	235	7.8%	325	6.6%	353	6.3%
5 to 9...	208	6.9%	326	6.7%	360	6.5%
10 to 14...	155	5.2%	327	6.7%	357	6.4%
15 to 17...	100	3.3%	192	3.9%	224	4.0%
18 to 20...	66	2.2%	110	2.2%	145	2.6%
21 to 24...	146	4.9%	176	3.6%	230	4.1%
25 to 29...	305	10.2%	348	7.1%	353	6.3%
30 to 34...	311	10.4%	369	7.5%	395	7.1%
35 to 39...	320	10.7%	473	9.7%	475	8.5%
40 to 44...	283	9.4%	509	10.4%	528	9.5%
45 to 49...	164	5.5%	387	7.9%	461	8.3%
50 to 54...	134	4.5%	354	7.2%	430	7.7%
55 to 59...	133	4.4%	259	5.3%	384	6.9%
60 to 64...	130	4.3%	179	3.7%	240	4.3%
65 to 69...	99	3.3%	159	3.2%	187	3.4%
70 to 74...	81	2.7%	159	3.2%	154	2.8%
75 to 79...	64	2.1%	115	2.3%	134	2.4%
80 to 84...	40	1.3%	72	1.5%	90	1.6%
85 + .....	30	1.0%	56	1.1%	67	1.2%
Median.....	34.6		37.9		38.9	

Study area name: NANTUCKET, MA

Market Trend Report (Household Age by Income Information)(Page 4 of 7)

Household Income in 1989	-----1990 Households by Age of Householder -----					
	Total	15-24	25-34	35-44	45-54	55-59
Total Households.	2597	108	584	652	355	151
Under \$5,000	67	1	6	8	13	2
\$5,000-\$9,999	172	2	39	29	8	7
\$10,000-\$14,999	208	20	44	47	20	12
\$15,000-\$24,999	258	11	62	45	18	7
\$25,000-\$34,999	377	18	98	109	41	21
\$35,000-\$49,999	508	13	131	138	51	31
\$50,000-\$74,999	618	40	141	149	122	47
\$75,000-\$99,999	212	2	38	88	29	11
\$100,000-\$149,999	137	1	22	28	38	8
\$150,000-\$249,999	29	0	2	7	10	4
\$250,000-\$499,999	11	0	1	4	5	1
\$500,000 or More	0	0	0	0	0	0
Median Income....	40648	37307	39923	44565	55430	47822

	60-64	65-69	70-74	75-79	80-84	85 +
Total Households.	179	161	131	120	93	63
Under \$5,000	3	4	5	10	8	7
\$5,000-\$9,999	8	13	10	23	19	14
\$10,000-\$14,999	16	11	8	13	12	5
\$15,000-\$24,999	8	33	26	23	16	9
\$25,000-\$34,999	29	17	15	13	10	6
\$35,000-\$49,999	38	42	29	14	12	9
\$50,000-\$74,999	52	19	19	12	9	8
\$75,000-\$99,999	9	16	11	3	3	2
\$100,000-\$149,999	11	5	8	9	4	3
\$150,000-\$249,999	5	1	0	0	0	0
\$250,000-\$499,999	0	0	0	0	0	0
\$500,000 or More	0	0	0	0	0	0
Median Income....	45065	35892	35775	21086	19687	21111

Household Income in 1989	Total	--- Percent 1990 Households by Age of Householder ---										
		15-24	25-34	35-44	45-54	55-64	65-69	70-74	75-79	80-84	85 +	
Total Households.	100.0	4.2	22.5	25.1	13.7	5.8	6.9	6.2	5.0	4.6	3.6	2.4
Under \$5,000	2.6	0.0	0.2	0.3	0.5	0.1	0.1	0.2	0.2	0.4	0.3	0.3
\$5,000-\$9,999	6.6	0.1	1.5	1.1	0.3	0.3	0.3	0.5	0.4	0.9	0.7	0.5
\$10,000-\$14,999	8.0	0.8	1.7	1.8	0.8	0.5	0.6	0.4	0.3	0.5	0.5	0.2
\$15,000-\$24,999	9.9	0.4	2.4	1.7	0.7	0.3	0.3	1.3	1.0	0.9	0.6	0.3
\$25,000-\$34,999	14.5	0.7	3.8	4.2	1.6	0.8	1.1	0.7	0.6	0.5	0.4	0.2
\$35,000-\$49,999	19.6	0.5	5.0	5.3	2.0	1.2	1.5	1.6	1.1	0.5	0.5	0.3
\$50,000-\$74,999	23.8	1.5	5.4	5.7	4.7	1.8	2.0	0.7	0.7	0.5	0.3	0.3
\$75,000-\$99,999	8.2	0.1	1.5	3.4	1.1	0.4	0.3	0.6	0.4	0.1	0.1	0.1
\$100,000-\$149,999	5.3	0.0	0.8	1.1	1.5	0.3	0.4	0.2	0.3	0.3	0.2	0.1
\$150,000-\$249,999	1.1	0.0	0.1	0.3	0.4	0.2	0.2	0.0	0.0	0.0	0.0	0.0
\$250,000-\$499,999	0.4	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
\$500,000 or More	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Study area name: NANTUCKET, MA

Market Trend Report (Household Age by Income Information)(Page 5 of 7)

Household Income in 2001	-----2001 Households by Age of Householder -----					
	Total	15-24	25-34	35-44	45-54	55-59
Total Households.	4126	139	681	1014	873	266
Under \$5,000	55	1	6	6	7	2
\$5,000-\$9,999	106	6	19	19	7	5
\$10,000-\$14,999	172	14	32	31	13	6
\$15,000-\$24,999	435	22	94	102	41	20
\$25,000-\$34,999	262	11	60	69	28	14
\$35,000-\$49,999	482	29	100	117	89	33
\$50,000-\$74,999	903	44	165	273	167	56
\$75,000-\$99,999	629	6	90	152	156	34
\$100,000-\$149,999	665	5	84	132	201	44
\$150,000-\$249,999	352	0	24	92	137	47
\$250,000-\$499,999	51	0	4	18	25	4
\$500,000 or More	14	1	3	3	2	1
Median Income....	64981	43017	54469	64926	88541	73660

	60-64	65-69	70-74	75-79	80-84	85 +
Total Households.	244	214	243	195	134	123
Under \$5,000	2	3	4	8	7	9
\$5,000-\$9,999	6	6	5	13	11	9
\$10,000-\$14,999	7	16	16	16	12	9
\$15,000-\$24,999	19	32	34	29	23	19
\$25,000-\$34,999	15	19	18	10	10	8
\$35,000-\$49,999	28	24	25	15	10	12
\$50,000-\$74,999	46	47	49	20	18	18
\$75,000-\$99,999	33	29	49	39	21	20
\$100,000-\$149,999	48	24	43	45	20	19
\$150,000-\$249,999	40	12	0	0	0	0
\$250,000-\$499,999	0	0	0	0	0	0
\$500,000 or More	0	2	0	0	2	0
Median Income....	74456	53723	59948	58125	41000	44375

Household Income in 2001	Total	--- Percent 2001 Households by Age of Householder ---										
		15-24	25-34	35-44	45-54	55-64	60-69	65-74	70-79	75-84	80-85	85 +
Total Households.	100.0	3.4	16.5	24.6	21.2	6.4	5.9	5.2	5.9	4.7	3.2	3.0
Under \$5,000	1.3	0.0	0.1	0.1	0.2	0.0	0.0	0.1	0.1	0.2	0.2	0.2
\$5,000-\$9,999	2.6	0.1	0.5	0.5	0.2	0.1	0.1	0.1	0.1	0.3	0.3	0.2
\$10,000-\$14,999	4.2	0.3	0.8	0.8	0.3	0.1	0.2	0.4	0.4	0.4	0.3	0.2
\$15,000-\$24,999	10.5	0.5	2.3	2.5	1.0	0.5	0.5	0.8	0.8	0.7	0.6	0.5
\$25,000-\$34,999	6.3	0.3	1.5	1.7	0.7	0.3	0.4	0.5	0.4	0.2	0.2	0.2
\$35,000-\$49,999	11.7	0.7	2.4	2.8	2.2	0.8	0.7	0.6	0.6	0.4	0.2	0.3
\$50,000-\$74,999	21.9	1.1	4.0	6.6	4.0	1.4	1.1	1.1	1.2	0.5	0.4	0.4
\$75,000-\$99,999	15.2	0.1	2.2	3.7	3.8	0.8	0.8	0.7	1.2	0.9	0.5	0.5
\$100,000-\$149,999	16.1	0.1	2.0	3.2	4.9	1.1	1.2	0.6	1.0	1.1	0.5	0.5
\$150,000-\$249,999	8.5	0.0	0.6	2.2	3.3	1.1	1.0	0.3	0.0	0.0	0.0	0.0
\$250,000-\$499,999	1.2	0.0	0.1	0.4	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0
\$500,000 or More	0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Study area name: NANTUCKET, MA

Market Trend Report (Household Age by Income Information)(Page 6 of 7)

Household Income in 2006	-----2006 Households by Age of Householder -----					
	Total	15-24	25-34	35-44	45-54	55-59
Total Households.	4667	165	707	1024	1040	421
Under \$5,000	46	0	5	4	5	2
\$5,000-\$9,999	93	5	14	14	8	6
\$10,000-\$14,999	142	11	23	23	11	9
\$15,000-\$24,999	381	23	74	77	40	22
\$25,000-\$34,999	403	18	84	90	45	28
\$35,000-\$49,999	400	24	78	91	64	38
\$50,000-\$74,999	815	48	144	206	159	75
\$75,000-\$99,999	735	26	113	182	165	61
\$100,000-\$149,999	933	8	113	181	272	80
\$150,000-\$249,999	465	2	41	93	166	61
\$250,000-\$499,999	218	0	13	54	93	35
\$500,000 or More	36	0	5	9	12	4
Median Income....	76819	50781	63107	75961	104227	87500

	60-64	65-69	70-74	75-79	80-84	85 +
Total Households.	290	266	227	213	171	143
Under \$5,000	2	4	2	8	7	7
\$5,000-\$9,999	6	5	4	11	11	9
\$10,000-\$14,999	7	13	11	13	12	9
\$15,000-\$24,999	19	34	26	27	24	15
\$25,000-\$34,999	21	34	29	20	20	14
\$35,000-\$49,999	26	25	18	12	12	12
\$50,000-\$74,999	47	47	35	18	18	18
\$75,000-\$99,999	41	41	37	29	21	19
\$100,000-\$149,999	60	42	52	59	34	32
\$150,000-\$249,999	42	17	12	15	8	8
\$250,000-\$499,999	19	4	0	0	0	0
\$500,000 or More	0	0	1	1	4	0
Median Income....	85365	59574	66785	71527	49375	57638

Household Income in 2006	Total	--- Percent 2006 Households by Age of Householder ---										
		15-24	25-34	35-44	45-54	55-64	60-69	65-74	70-79	75-84	80-85	85 +
Total Households.	100.0	3.5	15.1	21.9	22.3	9.0	6.2	5.7	4.9	4.6	3.7	3.1
Under \$5,000	1.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.2	0.1	0.1
\$5,000-\$9,999	2.0	0.1	0.3	0.3	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.2
\$10,000-\$14,999	3.0	0.2	0.5	0.5	0.2	0.2	0.1	0.3	0.2	0.3	0.3	0.2
\$15,000-\$24,999	8.2	0.5	1.6	1.6	0.9	0.5	0.4	0.7	0.6	0.6	0.5	0.3
\$25,000-\$34,999	8.6	0.4	1.8	1.9	1.0	0.6	0.4	0.7	0.6	0.4	0.4	0.3
\$35,000-\$49,999	8.6	0.5	1.7	1.9	1.4	0.8	0.6	0.5	0.4	0.3	0.3	0.3
\$50,000-\$74,999	17.5	1.0	3.1	4.4	3.4	1.6	1.0	1.0	0.7	0.4	0.4	0.4
\$75,000-\$99,999	15.7	0.6	2.4	3.9	3.5	1.3	0.9	0.9	0.8	0.6	0.4	0.4
\$100,000-\$149,999	20.0	0.2	2.4	3.9	5.8	1.7	1.3	0.9	1.1	1.3	0.7	0.7
\$150,000-\$249,999	10.0	0.0	0.9	2.0	3.6	1.3	0.9	0.4	0.3	0.3	0.2	0.2
\$250,000-\$499,999	4.7	0.0	0.3	1.2	2.0	0.7	0.4	0.1	0.0	0.0	0.0	0.0
\$500,000 or More	0.8	0.0	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0

Study area name: NANTUCKET, MA

Market Trend Report (Race and Hispanic Information) (Page 7 of 7)

Race and Hispanic Origin	Population					
	1990 (Census)		2001 Est.		2006 Proj.	
Total.....	6012	100.0%	9783	100.0%	11116	100.0%
Hispanic.....	50	0.8%	224	2.3%	291	2.6%
Non-Hispanic.....	5962	99.2%	9559	97.7%	10825	97.4%
White.....	5759	95.8%	8578	87.7%	9528	85.7%
Black.....	140	2.3%	855	8.7%	1143	10.3%
Am. Indian/Eskimo/Aleut	5	0.1%	7	0.1%	7	0.1%
Asian/Pacific Islander.	18	0.3%	72	0.7%	91	0.8%
Other Race.....	40	0.7%	47	0.5%	56	0.5%

M.A.R.S. Race and Hispanic (OMB consistent)	Population					
	1990		2001 Est.		2006 Proj.	
Total.....	6012	100.0%	9783	100.0%	11116	100.0%
White.....	5834	97.0%	8778	89.7%	9789	88.1%
Black.....	155	2.6%	901	9.2%	1191	10.7%
Am. Ind./Eskimo/Aleut..	5	0.1%	13	0.1%	16	0.1%
Asian/Pacific Isl.....	18	0.3%	91	0.9%	120	1.1%
Hispanic.....	50	0.8%	224	2.3%	291	2.6%

Hispanic Origin is considered an ethnicity, not a race. Hispanic and race counts are derived from separate census questions, and persons of Hispanic ethnicity can be of any race. The term "Non-Hispanic" refers to persons who indicated that they are not of Hispanic ethnicity. The sum of Hispanics, White (Non-Hispanic), Black (Non-Hispanic), American Indian (Non-Hispanic), Asian (Non-Hispanic), and Other (Non-Hispanic) equals "All Persons."

"M.A.R.S. Race and Hispanic" refers to race data from the "Modified Age/Race/Sex" files, in which persons who identified themselves on the census as "Other race" were reclassified to specified race categories such as White, Black, American Indian or Asian. The Census Bureau made these modifications to bring the 1990 data into conformity with race definitions established for government use by the Office of Management and Budget (OMB). Although Hispanic ethnicity was not subject to direct modification, the M.A.R.S. procedures resulted in occasional minor changes in the Hispanic count, so occasional but minor discrepancies with the original Hispanic counts may be observed.

2001 estimates and 2006 projections produced by Claritas Inc.

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2001 RETAIL SALES REPORT  
 NANTUCKET COUNTY  
 Claritas Inc.  
 Sales (800)234-5973  
 Study area name: NANTUCKET COUNTY

22-NOV-02  
 Support (800)678-8110

SUMMARY BUSINESS DATA REPORT FOR SELECTED RETAIL SIC CATEGORIES (Page 1 of 2)

SIC Code	Business Description	-----Estimated-----			
		Total Estab.	Total Employ.	Sales (in millions)	Estab. 20+ Emp.
RET	ALL RETAILING (SIC 52-59)	382	2866	252.4	31
52	BLDG MAT'RL/GARDEN SUP./MOB'L HOMES	16	156	22.3	1
521	LUMBER AND OTHER BUILDING MAT'RLS	5	112	14.4	1
523	PAINT, GLASS, AND WALLPAPER STORE	1	1	0.2	0
525	HARDWARE STORES	0	0	0.0	0
526	NURSERIES & GARDEN SUPPLY STORES	10	43	7.7	0
527	MOBILE HOME DEALERS	0	0	0.0	0
53	GENERAL MERCHANDISE STORES	2	6	0.4	0
531	DEPARTMENT STORES	1	1	0.1	0
54	FOOD STORES	16	191	31.2	2
541	GROCERY STORES	4	143	25.3	2
542	MEAT & FISH MARKETS, FREEZER PROV	6	16	2.5	0
543	FRUIT AND VEGETABLE MARKETS	0	0	0.0	0
544	CANDY, NUT, & CONFECT'NERY STORES	1	4	0.2	0
545	DAIRY PRODUCTS STORES	0	0	0.0	0
546	RETAIL BAKERIES	2	13	0.5	0
549	MISCELLANEOUS FOOD STORES	3	15	2.7	0
55	AUTO. DEALERS & GAS. SERV. STATIONS	13	98	28.5	1
551	MOTOR VEHICLE DEALERS (NEW&USED)	1	28	11.3	1
552	MOTOR VEHICLE DEALERS (USED ONLY)	1	2	0.5	0
553	AUTO AND HOME SUPPLY STORES	3	11	2.0	0
554	GASOLINE SERVICE STATIONS	2	20	3.6	0
555	BOAT DEALERS	6	37	11.1	0
556	RECREATIONAL VEHICLE DEALERS	0	0	0.0	0
557	MOTORCYCLE DEALERS	0	0	0.0	0
559	AUTOMOTIVE DEALERS, N.E.C.	0	0	0.0	0
56	APPAREL AND ACCESSORY STORES	47	303	19.9	2
561	MEN'S & BOYS' CLOTHING STORES	0	0	0.0	0
562	WOMEN'S CLOTHING STORES	4	20	1.1	0
563	WOMEN'S ACCESSORY & SPECIALTY	3	9	0.6	0
564	CHILDREN'S AND INFANTS' WEAR	1	1	0.1	0
565	FAMILY CLOTHING STORES	24	172	9.3	1
566	SHOE STORES	2	43	5.4	1
569	MISC. APPAREL & ACCESSORIES	13	58	3.4	0
57	HOME FURNITURE/FURNISHINGS/EQUIP.	35	138	22.1	0
571	FURNITURE, HOME FURNISHINGS STORE	21	93	12.6	0
5712	FURNITURE STORES	10	48	7.7	0
5713	FLOOR COVERING STORES	5	12	2.4	0
5719	MISC. HOME FURNISHINGS STORES	5	31	2.4	0

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 Prepared from Claritas' Business Facts database  
 using data from InfoUSA  
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2001 RETAIL SALES REPORT  
 NANTUCKET COUNTY  
 Claritas Inc.  
 Sales (800)234-5973  
 Study area name: NANTUCKET COUNTY

22-NOV-02  
 Support (800)678-8110

SUMMARY BUSINESS DATA REPORT FOR SELECTED RETAIL SIC CATEGORIES (Page 2 of 2)

SIC Code	Business Description	-----Estimated-----			
		Total Estab.	Total Employ.	Sales (in millions)	Estab. 20+ Emp.
572	HOUSEHOLD APPLIANCE STORES	2	3	0.6	0
573	RADIO,TV,CONSUM.ELEC.,MUSIC STORE	12	42	8.9	0
5731	RADIO, TV, CONSUMER ELECTRONICS	4	10	1.6	0
5734	COMPUTER/COMPUTER SOFTW. STORES	5	18	5.1	0
5735	RECORD, PRERECORDED TAPE STORES	2	11	1.7	0
58	EATING AND DRINKING PLACES	80	1382	69.1	23
5812	EATING PLACES	78	1322	66.7	21
5813	DRINKING PLACES (ALCOHOLIC BEV.)	2	60	2.4	2
59	MISCELLANEOUS RETAIL	173	592	58.9	2
591	DRUG STORES & PROPRIETARY STORES	3	25	3.2	0
592	LIQUOR STORES	6	39	3.1	0
593	USED MERCHANDISE STORES	32	71	4.5	0
5932A	ANTIQUA STORES	30	69	4.3	0
5932B	USED AND RARE BOOKS	0	0	0.0	0
594	MISC. SHOPPING GOODS STORES	75	280	18.6	1
5941	SPORTING GOODS & BICYCLE STORES	16	94	5.2	1
5942	BOOK STORES	2	9	0.5	0
5943	STATIONERY STORES	2	12	2.2	0
5944	JEWELRY STORES	15	38	2.3	0
5945	HOBBY, TOY, AND GAME SHOPS	12	24	1.8	0
5946	CAMERA/PHOTOGRAPHIC SUPPLY	0	0	0.0	0
5947	GIFT, NOVELTY, AND SOUVENIR	23	74	5.1	0
5948	LUGGAGE AND LEATHER GOODS	2	11	0.6	0
5949	SEWING/NEEDLEWORK/PIECE GOODS	3	18	0.9	0
596	NONSTORE RETAILERS	2	29	5.8	1
5961	CATALOG AND MAIL ORDER HOUSES	2	29	5.8	1
598	FUEL DEALERS	1	3	0.6	0
599	RETAIL STORES, N.E.C.	54	145	23.1	0
5992	FLORISTS	5	21	1.2	0
5993	TOBACCO STORES AND STANDS	1	1	0.1	0
5994	NEWS DEALERS AND NEWSSTANDS	0	0	0.0	0
5995	OPTICAL GOODS STORES	0	0	0.0	0
5999	MISC. RETAIL STORES, N.E.C.	48	123	21.8	0
5999M	PET SHOPS	2	10	1.8	0

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Prepared from Claritas' Business Facts database  
 using data from InfoUSA  
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## ***Appendix B***

NANTUCKET, MA		PART OF THE NEW ENGLAND REGION PART OF THE BOSTON-WORCESTER-LAWRENCE-LOWELL-BROCKTON, MA-NH-RI ECONOMIC AREA PART OF THE BOSTON (MANCHESTER) DMA											
UNIT OF GEOGRAPHY: COUNTY													
1990 LAND AREA: 47.78 SQUARE MILES													
FIPS CODE: 25019													
NANTUCKET, MA		1970	1980	1990	1998	2000	2001	2002	2005	2010	2015	2020	2025
1	TOTAL POPULATION (THOUSANDS) .....	3.79	5.10	6.04	7.89	8.34	8.47	8.60	9.07	9.72	10.41	11.11	11.82
2	UNDER 5 YEARS .....	0.29	0.26	0.44	0.51	0.50	0.52	0.52	0.55	0.58	0.60	0.60	0.66
3	5 TO 9 YEARS .....	0.36	0.29	0.36	0.52	0.54	0.55	0.55	0.52	0.57	0.61	0.63	0.63
4	10 TO 14 YEARS .....	0.30	0.30	0.29	0.44	0.51	0.51	0.55	0.58	0.56	0.62	0.66	0.67
5	15 TO 19 YEARS .....	0.29	0.36	0.26	0.33	0.41	0.47	0.47	0.55	0.63	0.61	0.67	0.71
6	20 TO 24 YEARS .....	0.28	0.37	0.37	0.32	0.28	0.24	0.27	0.43	0.58	0.67	0.64	0.70
7	25 TO 29 YEARS .....	0.21	0.48	0.60	0.36	0.44	0.44	0.44	0.44	0.44	0.59	0.66	0.66
8	30 TO 34 YEARS .....	0.21	0.50	0.65	0.81	0.84	0.85	0.84	0.66	0.34	0.47	0.63	0.71
9	35 TO 39 YEARS .....	0.20	0.28	0.61	0.90	0.96	0.99	1.00	1.06	0.79	0.41	0.57	0.76
10	40 TO 44 YEARS .....	0.24	0.26	0.51	0.77	0.82	0.83	0.82	0.91	1.03	0.74	0.38	0.57
11	45 TO 49 YEARS .....	0.22	0.26	0.31	0.53	0.58	0.55	0.70	0.76	0.86	0.99	0.73	0.78
12	50 TO 54 YEARS .....	0.23	0.31	0.27	0.50	0.57	0.56	0.56	0.60	0.79	0.90	1.03	0.76
13	55 TO 59 YEARS .....	0.21	0.27	0.26	0.38	0.44	0.49	0.52	0.58	0.61	0.82	0.93	1.07
14	60 TO 64 YEARS .....	0.20	0.28	0.29	0.32	0.36	0.34	0.35	0.45	0.59	0.63	0.85	0.95
15	65 TO 69 YEARS .....	0.19	0.27	0.24	0.23	0.24	0.26	0.29	0.35	0.44	0.59	0.64	0.85
16	70 TO 74 YEARS .....	0.13	0.24	0.19	0.20	0.20	0.20	0.20	0.22	0.33	0.43	0.57	0.62
17	75 TO 79 YEARS .....	0.11	0.18	0.17	0.15	0.15	0.15	0.15	0.18	0.21	0.32	0.41	0.55
18	80 TO 84 YEARS .....	0.06	0.10	0.12	0.15	0.17	0.17	0.18	0.16	0.18	0.18	0.28	0.37
19	85 YEARS AND OVER .....	0.04	0.09	0.10	0.13	0.14	0.15	0.15	0.17	0.20	0.22	0.23	0.24
20	WHITE POPULATION .....	3.68	4.96	5.86	7.60	7.97	8.11	8.23	8.63	9.28	9.93	10.58	11.26
21	BLACK POPULATION .....	0.10	0.14	0.15	0.25	0.29	0.29	0.29	0.30	0.33	0.36	0.39	0.41
22	OTHER POPULATION .....	0.01	0.02	0.02	0.04	0.07	0.08	0.08	0.09	0.10	0.11	0.14	0.15
23	HISPANIC POPULATION, ANY RACE .....	0.00	0.02	0.05	0.10	0.11	0.12	0.13	0.16	0.22	0.28	0.36	0.45
24	POPULATION 0-19 YEARS (THOUSANDS) .....	1.24	1.01	1.35	1.79	1.95	2.05	2.08	2.19	2.35	2.45	2.56	2.67
25	POPULATION AGE 20-64 YEARS .....	1.01	1.01	1.01	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98	0.98
26	POPULATION AGE 65 YRS AND OVER .....	0.54	0.88	0.82	0.92	0.97	0.98	1.02	1.10	1.34	1.74	2.13	2.63
27	MALE POPULATION (THOUSANDS) .....	1.81	2.45	3.02	4.02	4.25	4.32	4.39	4.62	5.00	5.32	5.61	5.94
28	FEMALE POPULATION .....	1.98	2.65	3.01	3.87	4.08	4.15	4.21	4.40	4.72	5.10	5.49	5.88
29	POPULATION AGE 18 YRS AND OVER .....	0.13	0.24	0.19	0.20	0.20	0.20	0.20	0.22	0.33	0.43	0.57	0.62
30	MEDIAN AGE OF POPULATION (YEARS) .....	33.76	34.76	35.36	37.13	37.83	38.15	38.48	39.49	41.49	44.40	46.06	43.35
31	TOTAL EMPLOYMENT (THOUSANDS) .....	2.44	3.85	5.84	8.02	8.33	8.43	8.55	8.90	9.60	10.41	11.31	12.33
32	FARM EMPLOYMENT .....	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
33	AGRICULTURAL SERVICES, OTHER .....	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
34	MINING .....	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	CONSTRUCTION .....	0.32	0.41	0.88	1.15	1.18	1.20	1.21	1.26	1.34	1.42	1.50	1.58
36	MANUFACTURING .....	0.10	0.12	0.12	0.10	0.10	0.10	0.10	0.09	0.09	0.09	0.09	0.09
37	TRANSPORT, COMM. & PUBLIC UTIL .....	0.09	0.24	0.21	0.42	0.42	0.41	0.41	0.40	0.40	0.40	0.41	0.42
38	WHOLESALE TRADE .....	0.02	0.03	0.06	0.13	0.13	0.14	0.14	0.14	0.16	0.17	0.19	0.21
39	RETAIL TRADE .....	0.45	0.94	1.17	1.78	1.87	1.91	1.91	1.91	2.17	2.43	3.08	3.90
40	FINANCE, INS. & REAL ESTATE .....	0.18	0.30	0.46	0.56	0.58	0.58	0.59	0.60	0.63	0.66	0.70	0.73
41	SERVICES .....	0.70	0.97	1.74	2.33	2.43	2.47	2.51	2.64	2.90	3.20	3.53	3.90
42	FEDERAL CIVILIAN GOVT .....	0.03	0.04	0.05	0.05	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06
43	FEDERAL MILITARY GOVT .....	0.17	0.07	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06
44	STATE AND LOCAL GOVT .....	0.16	0.34	0.47	0.58	0.60	0.60	0.61	0.63	0.68	0.73	0.79	0.85
45	TOTAL EARNINGS (MILLIONS 1996 \$) .....	49.71	74.89	150.45	244.44	249.20	255.25	261.29	279.98	315.43	355.96	402.04	454.31
46	FARM EARNINGS .....	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
47	AGRICULTURAL SERVICES, OTHER .....	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
48	MINING .....	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
49	CONSTRUCTION .....	10.24	12.43	31.30	36.70	38.31	39.06	39.85	42.21	46.10	49.93	53.81	57.82
50	MANUFACTURING .....	1.56	1.36	2.12	3.01	2.44	2.46	2.48	2.54	2.65	2.75	2.86	2.95
51	TRANSPORT, COMM. & PUBLIC UTIL .....	2.50	6.70	7.24	12.76	12.88	12.95	12.99	13.13	13.50	14.06	14.82	15.77
52	WHOLESALE TRADE .....	0.79	1.28	1.43	2.42	2.42	2.42	2.42	2.42	2.42	2.42	2.42	2.42
53	RETAIL TRADE .....	8.86	16.37	33.13	57.94	61.45	63.15	64.86	70.10	79.22	91.24	104.16	118.90
54	FINANCE, INS. & REAL ESTATE .....	2.60	3.23	7.07	25.22	19.80	20.35	20.89	22.50	25.37	28.46	31.76	35.25
55	SERVICES .....	12.52	18.76	41.79	64.14	68.84	71.00	73.23	80.25	94.16	110.52	129.52	151.48
56	FEDERAL CIVILIAN GOVT .....	1.17	1.97	2.71	3.24	3.42	3.48	3.52	3.63	3.76	3.90	4.08	4.29
57	FEDERAL MILITARY GOVT .....	4.03	1.89	1.18	1.31	1.31	1.32	1.33	1.36	1.42	1.47	1.53	1.59
58	STATE AND LOCAL GOVT .....	4.29	7.88	16.41	25.23	26.29	26.81	27.33	28.93	32.06	35.70	39.89	44.68
59	PERSONAL INCOME (MILLIONS 1996 \$) .....	75.80	117.65	223.60	339.03	353.14	362.37	371.64	400.33	453.45	512.96	579.31	653.10
60	WAGES AND SALARIES .....	33.08	50.38	101.52	166.86	169.86	174.26	178.52	191.78	216.90	245.70	278.53	315.90
61	OTHER LABOR INCOME .....	2.13	3.70	13.20	18.21	20.11	20.58	21.02	22.39	24.96	27.87	31.15	34.83
62	PROPRIETORS INCOME .....	14.10	18.82	37.13	67.17	69.23	69.41	69.41	69.41	69.41	69.41	69.41	69.41
63	DIVIDENDS, INTEREST & RENT .....	22.02	35.17	69.24	89.50	97.09	99.97	102.91	112.00	128.13	145.46	163.95	183.56
64	TRANSFER Pmts. TO PERSONS .....	7.57	12.25	16.15	24.29	26.51	27.40	28.31	31.23	36.74	43.22	50.84	59.84
65	LESS SOCIAL INS. CONTRIBUTIONS .....	1.37	3.04	7.97	13.22	13.53	13.94	14.38	15.84	18.78	22.41	26.90	32.48
66	RESIDENCE ADJUSTMENT .....	2.94	1.62	4.76	5.97	4.13	4.31	4.49	4.74	4.88	4.97	5.04	5.12
67	INCOME PER CAPITA (1996 \$) .....	19999	23054	37051	42964	43359	43783	44204	44675	45196	45765	46384	47054
68	INCOME PER CAPITA (CURRENT \$) .....	5600	12728	31727	44267	45393	46906	48511	53824	65725	81582	101611	126561
69	MWP WEALTH INDEX (U.S. = 100) .....	139.32	129.74	161.80	162.90	156.51	155.97	155.55	154.27	152.98	152.33	152.29	152.48
70	NUMBER OF HOUSEHOLDS (THOUSANDS) .....	1.35	2.16	2.60	3.49	3.70	3.78	3.85	4.08	4.45	4.80	5.14	5.45
71	PERSONS PER HOUSEHOLD (PEOPLE) .....	2.74	2.32	2.29	2.24	2.23	2.22	2.21	2.25	2.16	2.15	2.14	2.12
72	RETAIL SALES PER HOUSEHOLD (96 \$) .....	44245	49566	60627	70781	75816	76407	76874	78078	80239	82648	84534	88489
73	MEAN HOUSEHOLD INCOME (1996 \$) .....	55077	53641	85212	96423	94662	95200	95713	97389	101166	105968	111935	118940
74	MEAN HOUSEHOLD INC (CURRENT \$) .....	15423	29616	72967	99346	101443	104376	107470	118159	142456	175477	218029	272506
75	HOUSEHOLDS WITH MONEY INC. (THOU) .....	1.35	2.16	2.60	3.49	3.70	3.78	3.85	4.08	4.45	4.80	5.14	5.45
76	LESS THAN \$10,000 (1990 \$) .....	n.a.	n.a.	0.24	0.27	0.28	0.28	0.29	0.30	0.30	0.29	0.26	0.23
77	\$10,000 TO \$19,999 .....	n.a.	n.a.	0.34	0.39	0.40	0.40	0.41	0.42	0.43	0.42	0.37	0.33
78	\$20,000 TO \$29,999 .....	n.a.	n.a.	0.33	0.37	0.39	0.39	0.39	0.41	0.42	0.40		

NANTUCKET, MA		COMPARATIVE DATA TABLE				
UNIT OF GEOGRAPHY: COUNTY						
FIPS CODE: 25019						
<b>SELECTED CALCULATIONS</b>						
RANK OF NANTUCKET, MA AMONG ALL 14 COUNTIES IN MA - IN PARENTHESES						
	1970-1998		1980-1998		1998-2005	
POPULATION GROWTH RATE .....	+2.65%	(3)	+2.45%	(1)	+1.94%	(1)
EMPLOYMENT GROWTH RATE .....	+4.35%	(1)	+4.16%	(1)	+1.50%	(2)
POPULATION CHANGE (THOUSANDS) .....	+4.10	(11)	+2.79	(11)	+1.13	(13)
EMPLOYMENT CHANGE (THOUSANDS) .....	+5.59	(14)	+4.17	(14)	+0.88	(14)
	1970		1980		1990	
PERCENT OF POPULATION AGE 0-19 .....	32.77%	(13)	23.79%	(14)	22.32%	(14)
PERCENT OF POPULATION AGE 65 AND OVER .....	14.27%	(3)	17.17%	(3)	13.55%	(10)
PERCENT OF POPULATION WHITE .....	97.07%	(10)	97.14%	(9)	97.10%	(4)
PERCENT OF POPULATION BLACK .....	2.66%	(4)	2.45%	(5)	2.52%	(7)
PERCENT OF POPULATION HISPANIC (ANY RACE) ..	0.00%	(14)	0.35%	(14)	0.83%	(14)
	1970		1980		1990	
PERCENT OF JOBS IN MANUFACTURING .....	3.94%	(12)	3.04%	(14)	2.02%	(13)
PERCENT OF JOBS IN SERVICES .....	28.81%	(1)	25.19%	(7)	29.78%	(8)
PERCENT OF JOBS IN FARMING .....	0.00%	(13)	0.00%	(13)	0.00%	(13)
PERCENT OF JOBS IN GOVERNMENT .....	15.10%	(6)	11.74%	(13)	9.84%	(13)
	1970		1980		1990	
POPULATION RANK .....	14	14	14	14	14	14
INCOME PER CAPITA RANK .....	1	1	1	1	1	1
MEAN HOUSEHOLD INCOME RANK .....	3	4	2	3	4	3
RETAIL SALES PER HOUSEHOLD RANK .....	1	1	1	1	1	1
<p>Note: Average annual rate of growth in percent; historical data, 1970-1998, from U.S. Dept. of Commerce; projected data, 1999-2025, from Woods &amp; Poole Economics, Inc.; retail sales, household, population by age, and Hispanic population data are estimated; government is Federal, military, and state and local. Please read "Technical Description of the 2001 Regional Projections and Database" (Chapter 2 of this report) for an explanation of data sources, data definitions, and projection methods. HISTORICAL DATA IS SUBJECT TO REVISION; RANK ORDER AND PROJECTIONS ARE UNCERTAIN AND FUTURE DATA MAY DIFFER SUBSTANTIALLY FROM WOODS &amp; POOLE PROJECTIONS. WOODS &amp; POOLE ECONOMICS, INC. DOES NOT GUARANTEE THE ACCURACY OF THE PROJECTIONS, HISTORICAL DATA, OR RANKING ORDER CONTAINED IN THIS TABLE. THIS DATA IS PROVIDED SUBJECT TO ALL TERMS AND CONDITIONS OF THE WOODS &amp; POOLE ECONOMICS, INC. END USE LICENSE AGREEMENT AND IS NOT AUTHORIZED FOR USE IN LEGAL OR FINANCIAL TRANSACTIONS. COPYRIGHT 2001 WOODS &amp; POOLE ECONOMICS, INC. ALL RIGHTS RESERVED. REPRODUCTION BY ANY METHOD IS PROHIBITED.</p>						
<b>LABOR FORCE AND UNEMPLOYMENT</b>						
	1997	1998	1999	2/00	3/00	4/00
CIVILIAN LABOR FORCE (THOUSANDS)	6.04	6.38	6.46	4.57	4.65	5.32
EMPLOYED .....	5.91	6.27	6.35	4.40	4.52	5.22
UNEMPLOYED .....	0.14	0.11	0.11	0.17	0.14	0.10
UNEMPLOYMENT RATE .....	2.3%	1.7%	1.7%	3.8%	2.9%	1.9%
<p>Note: Historical labor force, employment, and unemployment data is from Bureau of Labor Statistics; monthly data is not seasonally adjusted and is subject to revision; employment by place of residence, not by place of work; employment data excludes proprietors and government workers.</p>						
<b>PRIVATE NON-FARM ESTABLISHMENTS BY SIZE</b>						
	1996		1996		1997	
	TOTAL	1 TO 49 EMPLOYEES	50 OR MORE EMPLOYEES	TOTAL	1 TO 49 EMPLOYEES	50 OR MORE EMPLOYEES
TOTAL NUMBER OF BUSINESS ESTABLISHMENTS .....	681	675	6	722	714	8
AGRICULTURAL SERVICES, FORESTRY, AND FISHING .....	38	38	0	44	44	0
MINING .....	0	0	0	0	0	0
CONSTRUCTION .....	121	121	0	129	129	0
MANUFACTURING .....	11	11	0	12	12	0
TRANSPORTATION AND PUBLIC UTILITIES .....	27	27	0	29	28	1
WHOLESALE TRADE .....	20	20	0	20	20	0
RETAIL TRADE .....	232	230	2	248	245	3
FINANCE, INSURANCE, AND REAL ESTATE .....	41	40	1	42	41	1
SERVICES .....	190	187	3	194	191	3
UNCLASSIFIED ESTABLISHMENTS .....	1	1	0	4	4	0
<p>Note: Historical data from U.S. Dept. of Commerce; data excludes proprietors and government workers; industry classifications based on 1987 SIC definitions; unclassified establishments are businesses that cannot be classified in any industry group because of insufficient kind-of-business information; statewide establishments are assigned proportionally to counties within the state by Woods &amp; Poole.</p>						
<b>COMPOSITION OF HISPANIC AND OTHER POPULATION BY RACE</b>						
	1990		1999			
PERCENT OF HISPANIC POPULATION, RACE WHITE .....	76.00%	75.00%				
PERCENT OF HISPANIC POPULATION, RACE BLACK .....	24.00%	23.96%				
PERCENT OF HISPANIC POPULATION, RACE NATIVE AMERICAN .....	0.00%	1.04%				
PERCENT OF HISPANIC POPULATION, RACE ASIAN AND PACIFIC ISLANDER .....	0.00%	0.00%				
PERCENT OF OTHER POPULATION, RACE ASIAN AND PACIFIC ISLANDER .....	78.26%	81.82%				
PERCENT OF OTHER POPULATION, RACE NATIVE AMERICAN .....	21.74%	18.18%				
<p>Note: Hispanic population can be of any race - the percentages in this table indicate the proportion of the Hispanic population by race; Other population is the sum of Native Americans, Asians and Pacific Islanders - the percentages in this table indicate the proportion of Other population by its components; percentages for Other include Hispanic Asians/Pacific Islanders and Hispanic Native Americans; historical data from 1990 Census modified age, race, and sex data and 1999 Census Bureau estimates.</p>						
<b>EDUCATIONAL ATTAINMENT</b>						
	1970		1980		1990	
PERCENT OF POPULATION AGE 25+, NOT COMPLETING HIGH SCHOOL .....	33.7%	18.1%	10.6%			
PERCENT OF POPULATION AGE 25+, COMPLETING HIGH SCHOOL ONLY .....	53.8%	63.2%	56.4%			
PERCENT OF POPULATION AGE 25+, COMPLETING 4 YEARS OF COLLEGE OR MORE ..	12.5%	18.7%	32.9%			
<p>Note: Educational attainment as percent of population age 25 and over is from 1970, 1980, and 1990 Census of Population; data is based on self-reporting by Census respondents.</p>						