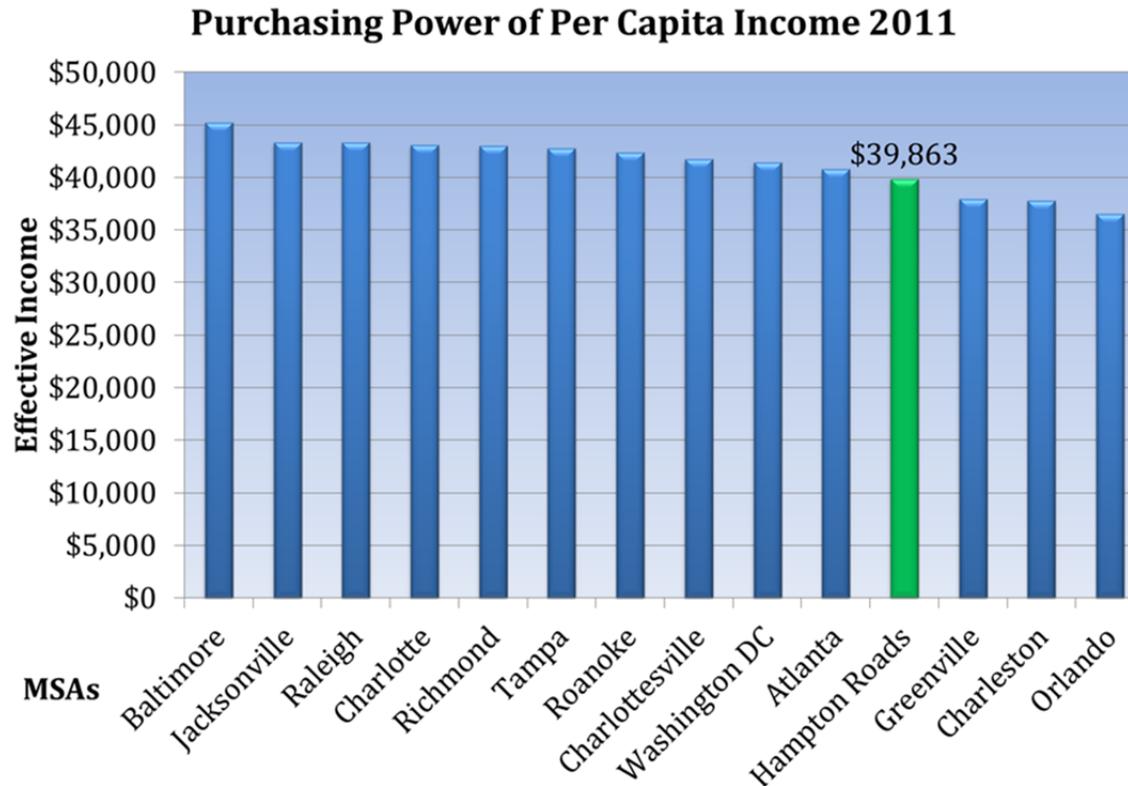


1.21 Purchasing Power of Per Capita Income in Hampton Roads and Competing Metro Areas in 2011



Source: Bureau of Economic Analysis, The Council for Community and Economic Research, HRPDC

Why is it important?

The cost of living can vary substantially between metropolitan areas. Understanding incomes within the context of the cost of living provides a clearer picture as to real purchasing power parity.

How are we doing?

Regional increases in the cost of housing coupled with low income growth have diminished the purchasing power of Hampton Roads' residents. When the cost of living increases at a faster rate than wages, real income decreases and residents are left with less purchasing power.