

Tracts: 48031950100, 48031950200, et. al.

Demographic Summary	2003	2008
Population	53,088	67,062
Households	19,345	24,567
Families	15,160	19,239
Median Age	40.8	42.6
Median Household Income	\$72,050	\$83,205

	Spending Potential Index	Average Amount Spent	Total
Products			
Coolant, Brake, Transmission Fluids	131	\$7.81	\$151,164
Gasoline	129	\$2,147.16	\$41,536,808
Motor Oil	133	\$21.14	\$408,906
Parts, Equipment, and Accessories	129	\$93.14	\$1,801,714
Tires	131	\$169.95	\$3,287,751
Vehicle Audio Equipment	98	\$2.68	\$51,916
Wax, Polish, etc.	158	\$12.52	\$242,283
Services			
Auto Repair Service Policy	137	\$14.02	\$271,245
Auto Service Club Membership	124	\$17.15	\$331,750
Air Conditioning Repair	133	\$37.09	\$717,500
Body Work and Painting	129	\$59.81	\$1,156,995
Brake Work	123	\$102.64	\$1,985,585
Clutch and Transmission Repair	128	\$89.06	\$1,722,933
Cooling System Repair	125	\$39.42	\$762,554
Drive Shaft and Rear-end Repair	127	\$7.60	\$146,946
Electrical System Repair	125	\$55.54	\$1,074,395
Exhaust System Repair	120	\$23.00	\$444,966
Front End Alignment, Wheel Balance/Rotation	124	\$19.69	\$380,863
Lube/Oil Change and Filters	128	\$114.91	\$2,222,860
Motor Repair and Replacement	127	\$140.67	\$2,721,243
Motor Tune-up	126	\$80.46	\$1,556,447
Shock Absorber Replacement	119	\$7.88	\$152,460
Steering and Front End Repair	123	\$32.40	\$626,727
Tire Repair and Other Repairs	126	\$59.72	\$1,155,352

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics. Data was updated in September of 2003 based on the Consumer Expenditure Surveys from 1999, 2000 and 2001. ESRI BIS forecasts for 2003 and 2008.