

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	Percent
Total Expenditures	134	\$82,499.26	\$1,595,948,244	100.0%
Food	153	\$11,432.50	\$221,161,663	13.9%
Food at Home	154	\$6,910.96	\$133,692,506	8.4%
Food Away from Home	152	\$4,521.54	\$87,469,157	5.5%
Alcoholic Beverages	149	\$697.65	\$13,496,046	0.8%
Housing	125	\$20,703.04	\$400,500,289	25.1%
Shelter	124	\$15,832.13	\$306,272,610	19.2%
Utilities, Fuel and Public Services	126	\$4,870.91	\$94,227,679	5.9%
Household Operations	134	\$1,710.57	\$33,091,033	2.1%
Housekeeping Supplies	158	\$1,014.81	\$19,631,459	1.2%
Household Furnishings and Equipment	141	\$2,881.00	\$55,733,041	3.5%
Apparel and Services	150	\$4,005.89	\$77,493,984	4.9%
Transportation	129	\$12,779.14	\$247,212,550	15.5%
Travel	129	\$2,249.87	\$43,523,748	2.7%
Health Care	132	\$4,136.02	\$80,011,329	5.0%
Entertainment and Recreation	136	\$4,016.63	\$77,701,702	4.9%
Personal Care	155	\$1,005.64	\$19,454,088	1.2%
Education	122	\$1,178.34	\$22,795,036	1.4%
Smoking Products	121	\$564.86	\$10,927,140	0.7%
Miscellaneous ¹	142	\$4,753.07	\$91,948,059	5.8%
Cash Contributions	132	\$2,189.43	\$42,354,456	2.7%
Life/Other Insurance and Pensions	135	\$7,180.80	\$138,912,621	8.7%

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. Detail may not sum to totals due to rounding.

¹ **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral/cemetery expenses, safe deposit box rental, checking account/banking service charges, accounting fees, occupational expenses, expenses for other properties, credit card membership fees, shopping club membership fees, etc.

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.