

Tracts: 48031950100, 48031950200, et. al.

Top ACORN Consumer Groups:		Demographic Summary		
			2003	2008
Prosperous Baby Boomers	28.3%	Population	53,088	67,062
Successful Suburbanites	22.9%	Households	19,345	24,567
Prairie Farmers	17.8%	Families	15,160	19,239
Semirural Lifestyle	12.8%	Median Age	40.8	42.6
Wealthiest Seniors	6.0%	Median Household Income	\$72,050	\$83,205

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	150	\$4,005.89	\$77,493,984
Men's	150	\$771.22	\$14,919,290
Women's	152	\$1,305.79	\$25,260,459
Children's	144	\$601.07	\$11,627,783
Footwear	151	\$725.37	\$14,032,251
Watches & Jewelry	155	\$394.88	\$7,638,882
Apparel Products and Services <sup>1</sup>	146	\$207.56	\$4,015,319
<b>Computer</b>			
Computers and Hardware for Home Use	127	\$338.72	\$6,552,499
Software and Accessories for Home Use	129	\$39.61	\$766,274
<b>Entertainment &amp; Recreation</b>	136	\$4,016.63	\$77,701,702
<b>Fees and Admissions</b>	130	\$735.26	\$14,223,701
Membership Fees for Clubs <sup>2</sup>	133	\$200.75	\$3,883,585
Fees for Participant Sports, excl. Trips	133	\$144.94	\$2,803,788
Admission to Movie/Theatre/Opera/Ballet	121	\$165.57	\$3,202,891
Admission to Sporting Events, excl. Trips	131	\$69.82	\$1,350,747
Fees for Recreational Lessons	131	\$154.18	\$2,982,690
<b>TV/Video/Sound Equipment</b>	124	\$1,183.85	\$22,901,596
Community Antenna or Cable Television	122	\$603.34	\$11,671,636
Color Televisions	126	\$134.21	\$2,596,228
VCRs, Video Cameras, and DVD Players	125	\$47.16	\$912,318
Video Cassettes and DVDs	124	\$41.12	\$795,502
Video Game Hardware and Software	124	\$38.39	\$742,726
Satellite Dishes	137	\$5.53	\$107,031
Rental of Video Cassettes and DVDs	122	\$74.75	\$1,445,967
Sound Equipment <sup>3</sup>	128	\$230.99	\$4,468,452
Rental and Repair of TV/Sound Equipment	124	\$8.36	\$161,736
Pets	154	\$497.28	\$9,619,961
Toys and Games	155	\$322.78	\$6,244,242
Recreational Vehicles and Fees <sup>4</sup>	150	\$488.09	\$9,442,058
Sports/Recreation/Exercise Equipment <sup>5</sup>	154	\$322.77	\$6,243,992
Photo Equipment and Supplies <sup>6</sup>	137	\$184.31	\$3,565,427
Reading <sup>7</sup>	125	\$282.28	\$5,460,725
<b>Food</b>	153	\$11,432.50	\$221,161,663
<b>Food at Home</b>	154	\$6,910.96	\$133,692,506
Bakery and Cereal Products	154	\$1,051.06	\$20,332,845
Meat, Poultry, Fish, and Eggs	152	\$1,824.17	\$35,288,516
Dairy Products	154	\$762.88	\$14,757,878
Fruits and Vegetables	151	\$1,181.07	\$22,847,847
Snacks and Other Food at Home <sup>8</sup>	156	\$2,091.78	\$40,465,420
<b>Food Away from Home</b>	152	\$4,521.54	\$87,469,157
Alcoholic Beverages	149	\$697.65	\$13,496,046
Nonalcoholic Beverages at Home	155	\$586.08	\$11,337,658

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	130	\$11,049.49	\$213,752,399
Vehicle Loans	133	\$6,718.17	\$129,962,977
<b>Health</b>			
Nonprescription Drugs	157	\$157.65	\$3,049,749
Prescription Drugs	130	\$594.50	\$11,500,696
Eyeglasses and Contact Lenses	133	\$111.94	\$2,165,574
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	139	\$10,289.45	\$199,049,342
Maintenance and Remodeling Services	139	\$1,965.51	\$38,022,747
Maintenance and Remodeling Materials <sup>10</sup>	143	\$408.01	\$7,893,001
Utilities, Fuel, and Public Services	126	\$4,870.91	\$94,227,679
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	128	\$153.53	\$2,970,030
Furniture	129	\$737.44	\$14,265,747
Floor Coverings	136	\$104.95	\$2,030,266
Major Appliances <sup>12</sup>	133	\$342.46	\$6,624,920
Housewares <sup>13</sup>	188	\$166.05	\$3,212,291
Small Appliances	127	\$43.83	\$847,851
Luggage	129	\$15.46	\$299,078
Telephones and Accessories	158	\$86.02	\$1,664,035
<b>Household Operations</b>			
Child Care	129	\$509.99	\$9,865,689
Lawn and Garden <sup>14</sup>	144	\$568.89	\$11,005,243
Moving/Storage/Freight Express	122	\$59.92	\$1,159,171
Housekeeping Supplies <sup>15</sup>	158	\$1,014.81	\$19,631,459
<b>Insurance</b>			
Owners and Renters Insurance	137	\$517.04	\$10,002,084
Vehicle Insurance	127	\$1,507.67	\$29,165,848
Life/Other Insurance	136	\$824.88	\$15,957,311
Health Insurance	129	\$1,930.57	\$37,346,886
Personal Care Products <sup>16</sup>	155	\$588.70	\$11,388,428
School Books and Supplies <sup>17</sup>	113	\$120.17	\$2,324,751
Smoking Products	121	\$564.86	\$10,927,140
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	131	\$6,826.33	\$132,055,351
Gasoline and Motor Oil	129	\$2,192.43	\$42,412,526
Vehicle Maintenance and Repairs	129	\$1,272.77	\$24,621,780
<b>Travel</b>			
Airline Fares	126	\$499.53	\$9,663,476
Lodging on Trips	131	\$503.01	\$9,730,680
Auto/Truck/Van Rental on Trips	130	\$61.65	\$1,192,639
Food and Drink on Trips	128	\$557.19	\$10,778,889

**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.

**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.

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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchase (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.