



Demographic and Income Profile Report

Colona City, IL
 Colona city, IL (1715664)
 Geography: Place

Prepared by RETAC IIRA

Summary	2010	2011	2016
Population	5,099	5,088	5,041
Households	1,996	1,991	1,988
Families	1,468	1,467	1,453
Average Household Size	2.55	2.56	2.54
Owner Occupied Housing Units	1,701	1,676	1,679
Renter Occupied Housing Units	295	315	309
Median Age	37.8	38.5	39.1

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	-0.19%	0.16%	0.67%
Households	-0.03%	0.25%	0.71%
Families	-0.19%	0.08%	0.57%
Owner HHs	0.04%	0.50%	0.91%
Median Household Income	3.27%	3.37%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	151	7.6%	152	7.6%
\$15,000 - \$24,999	328	16.5%	262	13.2%
\$25,000 - \$34,999	257	12.9%	204	10.3%
\$35,000 - \$49,999	360	18.1%	308	15.5%
\$50,000 - \$74,999	440	22.1%	449	22.6%
\$75,000 - \$99,999	243	12.2%	337	17.0%
\$100,000 - \$149,999	166	8.3%	212	10.7%
\$150,000 - \$199,999	33	1.7%	47	2.4%
\$200,000+	13	0.7%	17	0.9%

Median Household Income	\$44,690	\$52,502
Average Household Income	\$55,081	\$62,429
Per Capita Income	\$21,675	\$24,774

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	339	6.6%	331	6.5%	329	6.5%
5 - 9	356	7.0%	342	6.7%	333	6.6%
10 - 14	327	6.4%	325	6.4%	317	6.3%
15 - 19	355	7.0%	348	6.8%	318	6.3%
20 - 24	266	5.2%	259	5.1%	246	4.9%
25 - 34	702	13.8%	693	13.6%	697	13.8%
35 - 44	705	13.8%	689	13.5%	651	12.9%
45 - 54	770	15.1%	766	15.1%	693	13.7%
55 - 64	666	13.1%	695	13.7%	730	14.5%
65 - 74	372	7.3%	396	7.8%	480	9.5%
75 - 84	196	3.8%	198	3.9%	203	4.0%
85+	45	0.9%	46	0.9%	47	0.9%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,884	95.8%	4,878	95.9%	4,812	95.4%
Black Alone	27	0.5%	26	0.5%	28	0.6%
American Indian Alone	10	0.2%	11	0.2%	12	0.2%
Asian Alone	18	0.4%	17	0.3%	19	0.4%
Pacific Islander Alone	4	0.1%	4	0.1%	6	0.1%
Some Other Race Alone	57	1.1%	55	1.1%	58	1.2%
Two or More Races	99	1.9%	97	1.9%	107	2.1%
Hispanic Origin (Any Race)	324	6.4%	306	6.0%	350	6.9%

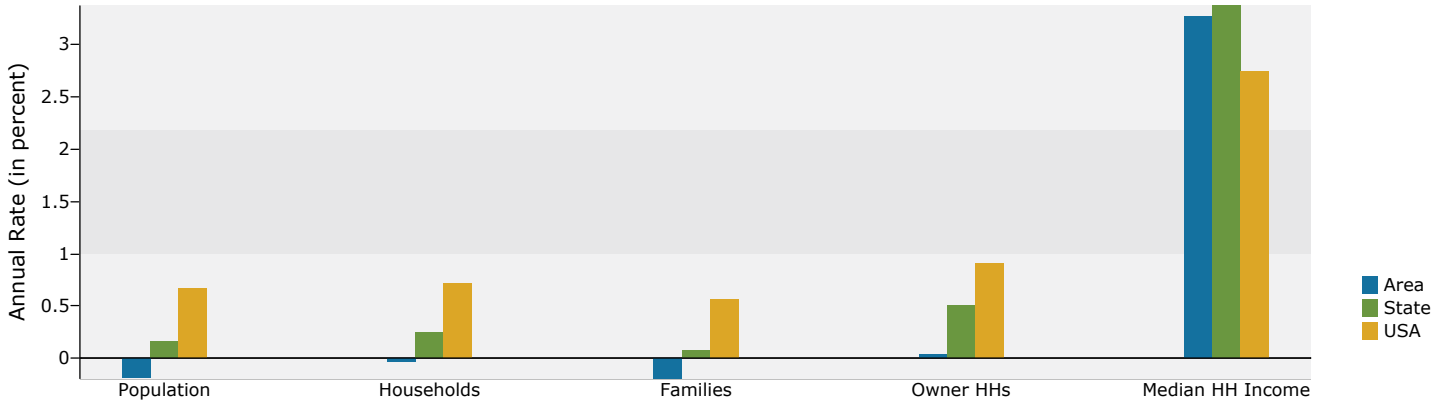
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

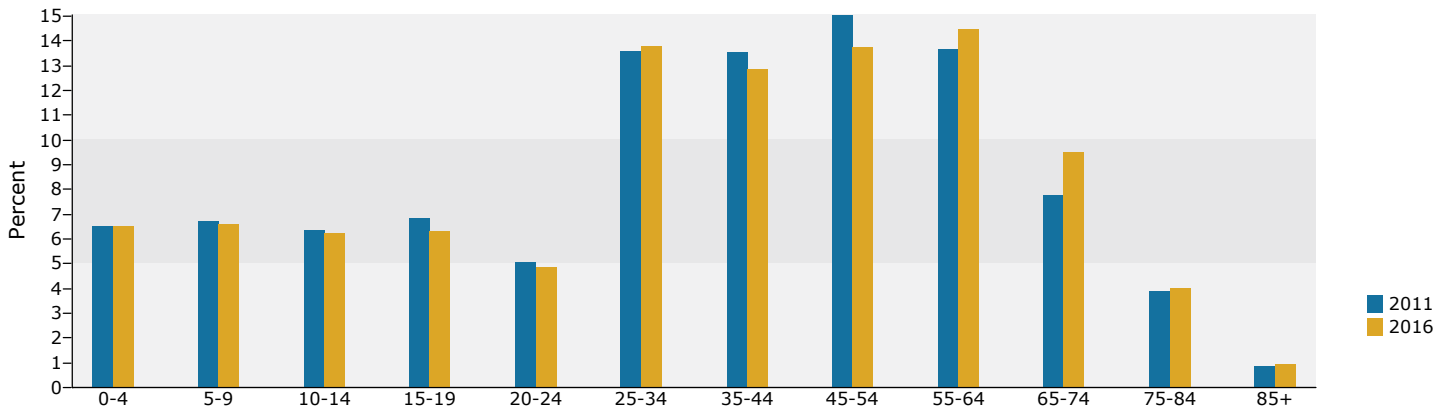
December 22, 2011

Made with Esri Community Analyst

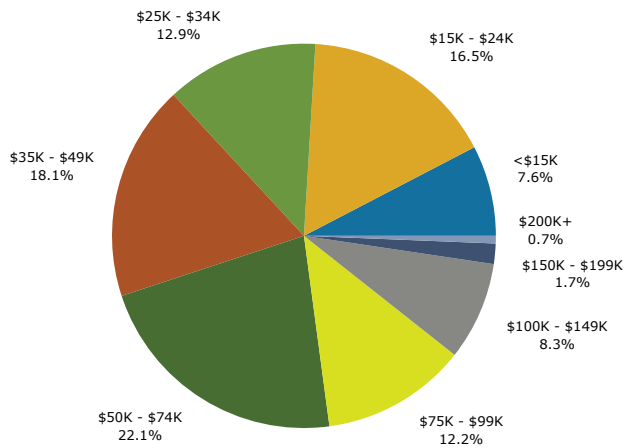
Trends 2011-2016



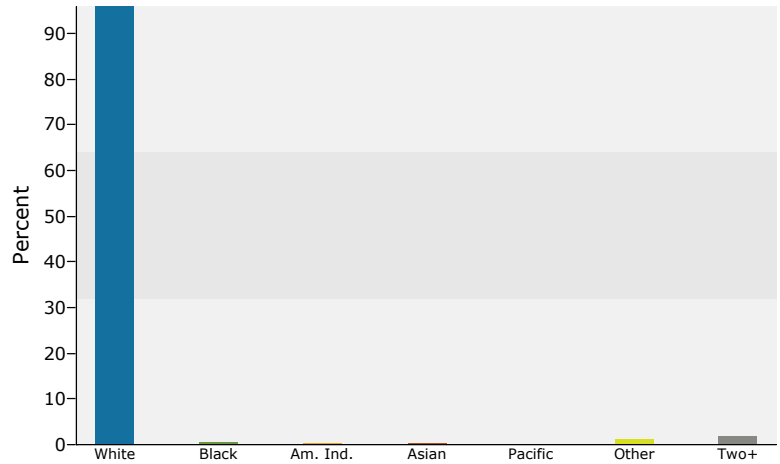
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 6.0%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Census 2010 Summary Profile

Colona City, IL
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	2000	2010	2000-2010 Annual Rate
Population	5,102	5,099	-0.01%
Households	1,927	1,996	0.35%
Housing Units	1,998	2,081	0.41%

Population by Race	Number	Percent
Total	5,099	100.0%
Population Reporting One Race	5,000	98.1%
White	4,884	95.8%
Black	27	0.5%
American Indian	10	0.2%
Asian	18	0.4%
Pacific Islander	4	0.1%
Some Other Race	57	1.1%
Population Reporting Two or More Races	99	1.9%

Total Hispanic Population	324	6.4%
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Population by Sex	Number	Percent
Male	2,586	50.7%
Female	2,513	49.3%

Population by Age	Number	Percent
Total	5,099	100.0%
Age 0 - 4	339	6.6%
Age 5 - 9	356	7.0%
Age 10 - 14	327	6.4%
Age 15 - 19	355	7.0%
Age 20 - 24	266	5.2%
Age 25 - 29	313	6.1%
Age 30 - 34	389	7.6%
Age 35 - 39	360	7.1%
Age 40 - 44	345	6.8%
Age 45 - 49	401	7.9%
Age 50 - 54	369	7.2%
Age 55 - 59	331	6.5%
Age 60 - 64	335	6.6%
Age 65 - 69	242	4.7%
Age 70 - 74	130	2.6%
Age 75 - 79	119	2.3%
Age 80 - 84	77	1.5%
Age 85+	45	0.9%
Age 18+	3,845	75.4%
Age 65+	613	12.0%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	37.8
Male	37.0
Female	38.6
White Alone	38.3
Black Alone	34.2
American Indian Alone	47.5
Asian Alone	22.5
Pacific Islander Alone	17.5
Some Other Race Alone	35.8
Two or More Races	17.0
Hispanic Population	22.3

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

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Households by Type		
Total	1,996	100.0%
Households with 1 Person	427	21.4%
Households with 2+ People	1,569	78.6%
Family Households	1,468	73.5%
Husband-wife Families	1,121	56.2%
With Own Children	425	21.3%
Other Family (No Spouse Present)	347	17.4%
With Own Children	193	9.7%
Nonfamily Households	101	5.1%
All Households with Children	708	35.5%
Multigenerational Households	86	4.3%
Unmarried Partner Households	154	7.7%
Male-female	141	7.1%
Same-sex	13	0.7%
Average Household Size	2.55	

Family Households by Size		
Total	1,468	100.0%
2 People	659	44.9%
3 People	353	24.0%
4 People	278	18.9%
5 People	125	8.5%
6 People	41	2.8%
7+ People	12	0.8%
Average Family Size	2.93	

Nonfamily Households by Size		
Total	528	100.0%
1 Person	427	80.9%
2 People	86	16.3%
3 People	12	2.3%
4 People	2	0.4%
5 People	1	0.2%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.23	

Population by Relationship and Household Type		
Total	5,099	100.0%
In Households	5,099	100.0%
In Family Households	4,451	87.3%
Householder	1,468	28.8%
Spouse	1,121	22.0%
Child	1,592	31.2%
Other relative	120	2.4%
Nonrelative	150	2.9%
In Nonfamily Households	648	12.7%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



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Family Households by Age of Householder		
Total		1,468 100.0%
Householder Age 15 - 44	606	41.3%
Householder Age 45 - 54	329	22.4%
Householder Age 55 - 64	278	18.9%
Householder Age 65 - 74	170	11.6%
Householder Age 75+	85	5.8%

Nonfamily Households by Age of Householder		
Total		528 100.0%
Householder Age 15 - 44	159	30.1%
Householder Age 45 - 54	97	18.4%
Householder Age 55 - 64	104	19.7%
Householder Age 65 - 74	75	14.2%
Householder Age 75+	93	17.6%

Households by Race of Householder		
Total		1,996 100.0%
Householder is White Alone	1,933	96.8%
Householder is Black Alone	10	0.5%
Householder is American Indian Alone	5	0.3%
Householder is Asian Alone	4	0.2%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	19	1.0%
Householder is Two or More Races	24	1.2%
Households with Hispanic Householder	94	4.7%

Husband-wife Families by Race of Householder		
Total		1,121 100.0%
Householder is White Alone	1,087	97.0%
Householder is Black Alone	6	0.5%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	14	1.2%
Householder is Two or More Races	10	0.9%
Husband-wife Families with Hispanic Householder	54	4.8%

Other Families (No Spouse) by Race of Householder		
Total		347 100.0%
Householder is White Alone	333	96.0%
Householder is Black Alone	2	0.6%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	1	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	1.2%
Householder is Two or More Races	6	1.7%
Other Families with Hispanic Householder	20	5.8%

Nonfamily Households by Race of Householder		
Total		528 100.0%
Householder is White Alone	513	97.2%
Householder is Black Alone	2	0.4%
Householder is American Indian Alone	4	0.8%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.2%
Householder is Two or More Races	8	1.5%
Nonfamily Households with Hispanic Householder	20	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

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Total Housing Units by Occupancy

Total	2,081	100.0%
Occupied Housing Units	1,996	95.9%
Vacant Housing Units		
For Rent	28	1.3%
Rented, not Occupied	0	0.0%
For Sale Only	19	0.9%
Sold, not Occupied	10	0.5%
For Seasonal/Recreational/Occasional Use	7	0.3%
For Migrant Workers	0	0.0%
Other Vacant	21	1.0%
Total Vacancy Rate	4.1%	

Households by Tenure and Mortgage Status

Total	1,996	100.0%
Owner Occupied	1,701	85.2%
Owned with a Mortgage/Loan	1,128	56.5%
Owned Free and Clear	573	28.7%
Average Household Size	2.58	
Renter Occupied	295	14.8%
Average Household Size	2.43	

Owner-occupied Housing Units by Race of Householder

Total	1,701	100.0%
Householder is White Alone	1,652	97.1%
Householder is Black Alone	8	0.5%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	3	0.2%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	18	1.1%
Householder is Two or More Races	17	1.0%
Owner-occupied Housing Units with Hispanic Householder	77	4.5%

Renter-occupied Housing Units by Race of Householder

Total	295	100.0%
Householder is White Alone	281	95.3%
Householder is Black Alone	2	0.7%
Householder is American Indian Alone	3	1.0%
Householder is Asian Alone	1	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.3%
Householder is Two or More Races	7	2.4%
Renter-occupied Housing Units with Hispanic Householder	17	5.8%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.54
Householder is Black Alone	2.60
Householder is American Indian Alone	2.40
Householder is Asian Alone	4.00
Householder is Pacific Islander Alone	4.00
Householder is Some Other Race Alone	3.84
Householder is Two or More Races	2.79
Householder is Hispanic	3.17

Source: U.S. Census Bureau, Census 2010 Summary File 1.



ACS Housing Summary

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	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	5,226		245	■■■
Total Households	2,012		114	■■■
Total Housing Units	2,012		114	■■■
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	1,558	100.0%	182	■■■
Less than \$10,000	88	5.6%	63	■
\$10,000 to \$14,999	29	1.9%	22	■
\$15,000 to \$19,999	0	0.0%	119	
\$20,000 to \$24,999	0	0.0%	119	
\$25,000 to \$29,999	51	3.3%	43	■
\$30,000 to \$34,999	27	1.7%	33	■
\$35,000 to \$39,999	0	0.0%	119	
\$40,000 to \$49,999	9	0.6%	13	■
\$50,000 to \$59,999	34	2.2%	33	■
\$60,000 to \$69,999	151	9.7%	89	■■
\$70,000 to \$79,999	60	3.9%	50	■
\$80,000 to \$89,999	211	13.5%	99	■■
\$90,000 to \$99,999	154	9.9%	72	■■
\$100,000 to \$124,999	319	20.5%	104	■■
\$125,000 to \$149,999	168	10.8%	70	■■
\$150,000 to \$174,999	161	10.3%	73	■■
\$175,000 to \$199,999	0	0.0%	119	
\$200,000 to \$249,999	58	3.7%	48	■
\$250,000 to \$299,999	8	0.5%	14	■
\$300,000 to \$399,999	0	0.0%	119	
\$400,000 to \$499,999	30	1.9%	34	■
\$500,000 to \$749,999	0	0.0%	119	
\$750,000 to \$999,999	0	0.0%	119	
\$1,000,000 or more	0	0.0%	119	
Median Home Value	\$97,700		\$6,360	■■■
Average Home Value	\$106,635		\$18,934	■■■
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	1,558	100.0%	182	■■■
Housing units with a mortgage/contract to purchase/similar debt	1,166	74.8%	163	■■■
Second mortgage only	59	3.8%	47	■
Home equity loan only	182	11.7%	70	■■
Both second mortgage and home equity loan	0	0.0%	119	
No second mortgage and no home equity loan	925	59.4%	178	■■■
Housing units without a mortgage	392	25.2%	108	■■
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	\$117,944		\$25,397	■■
Housing units without a mortgage	\$72,997		\$28,751	■■

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■■■ high ■■■ medium ■ low

December 22, 2011



ACS Housing Summary

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	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	454	100.0%	159	■ ■
With cash rent	434	95.6%	160	■ ■
Less than \$100	0	0.0%	119	
\$100 to \$149	0	0.0%	119	
\$150 to \$199	11	2.4%	17	■
\$200 to \$249	0	0.0%	119	
\$250 to \$299	44	9.7%	57	■
\$300 to \$349	10	2.2%	15	■
\$350 to \$399	43	9.5%	46	■
\$400 to \$449	141	31.1%	133	■
\$450 to \$499	45	9.9%	39	■
\$500 to \$549	86	18.9%	98	■
\$550 to \$599	43	9.5%	55	■
\$600 to \$649	11	2.4%	18	■
\$650 to \$699	0	0.0%	119	
\$700 to \$749	0	0.0%	119	
\$750 to \$799	0	0.0%	119	
\$800 to \$899	0	0.0%	119	
\$900 to \$999	0	0.0%	119	
\$1,000 to \$1,249	0	0.0%	119	
\$1,250 to \$1,499	0	0.0%	119	
\$1,500 to \$1,999	0	0.0%	119	
\$2,000 or more	0	0.0%	119	
No cash rent	20	4.4%	30	■
Median Contract Rent	\$439		\$48	■ ■ ■
Average Contract Rent	\$438		\$229	■ ■
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	454	100.0%	159	■ ■
Pay extra for one or more utilities	413	91.0%	161	■ ■
No extra payment for any utilities	41	9.0%	51	■
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	2,012	100.0%	114	■ ■ ■
1, detached	1,587	78.9%	177	■ ■ ■
1, attached	24	1.2%	28	■
2	48	2.4%	43	■
3 or 4	13	0.6%	21	■
5 to 9	41	2.0%	51	■
10 to 19	0	0.0%	119	
20 to 49	0	0.0%	119	
50 or more	0	0.0%	119	
Mobile home	299	14.9%	155	■ ■
Boat, RV, van, etc.	0	0.0%	119	

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: ■ ■ high ■ medium ■ low

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ACS Housing Summary

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	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	2,012	100.0%	114	High
Built 2005 or later	30	1.5%	29	Low
Built 2000 to 2004	100	5.0%	59	Medium
Built 1990 to 1999	141	7.0%	80	Medium
Built 1980 to 1989	62	3.1%	50	Low
Built 1970 to 1979	578	28.7%	162	Medium
Built 1960 to 1969	416	20.7%	127	Medium
Built 1950 to 1959	278	13.8%	122	Medium
Built 1940 to 1949	210	10.4%	84	Medium
Built 1939 or earlier	197	9.8%	89	Medium
Median Year Structure Built	1968		4	High
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	2,012	100.0%	114	High
Owner occupied				
Moved in 2005 or later	280	13.9%	104	Medium
Moved in 2000 to 2004	282	14.0%	95	Medium
Moved in 1990 to 1999	614	30.5%	142	Medium
Moved in 1980 to 1989	129	6.4%	62	Medium
Moved in 1970 to 1979	138	6.9%	70	Medium
Moved in 1969 or earlier	115	5.7%	56	Medium
Renter occupied				
Moved in 2005 or later	171	8.5%	114	Low
Moved in 2000 to 2004	77	3.8%	60	Low
Moved in 1990 to 1999	175	8.7%	151	Low
Moved in 1980 to 1989	20	1.0%	30	Low
Moved in 1970 to 1979	0	0.0%	119	Low
Moved in 1969 or earlier	11	0.5%	17	Low
Median Year Householder Moved Into Unit	1998		2	High
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	2,012	100.0%	114	High
Utility gas	1,732	86.1%	141	High
Bottled, tank, or LP gas	101	5.0%	76	Low
Electricity	125	6.2%	58	Medium
Fuel oil, kerosene, etc.	11	0.5%	18	Low
Coal or coke	0	0.0%	119	Low
Wood	32	1.6%	35	Low
Solar energy	0	0.0%	119	Low
Other fuel	11	0.5%	18	Low
No fuel used	0	0.0%	119	Low

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: High Medium Low

December 22, 2011



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	2005-2009 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	2,012	100.0%	114	
Owner occupied				
No vehicle available	42	2.1%	34	
1 vehicle available	302	15.0%	115	
2 vehicles available	813	40.4%	167	
3 vehicles available	279	13.9%	99	
4 vehicles available	106	5.3%	59	
5 or more vehicles available	16	0.8%	27	
Renter occupied				
No vehicle available	42	2.1%	51	
1 vehicle available	242	12.0%	153	
2 vehicles available	148	7.4%	108	
3 vehicles available	12	0.6%	22	
4 vehicles available	10	0.5%	16	
5 or more vehicles available	0	0.0%	119	
Average Number of Vehicles Available	1.9		0.2	

Data Note: N/A means not available.

2005-2009 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2005-2009 ACS estimates, five-year period data collected monthly from January 1, 2005 through December 31, 2009. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

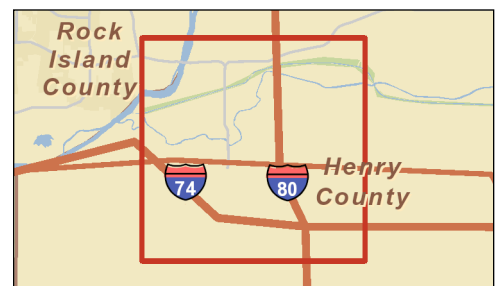
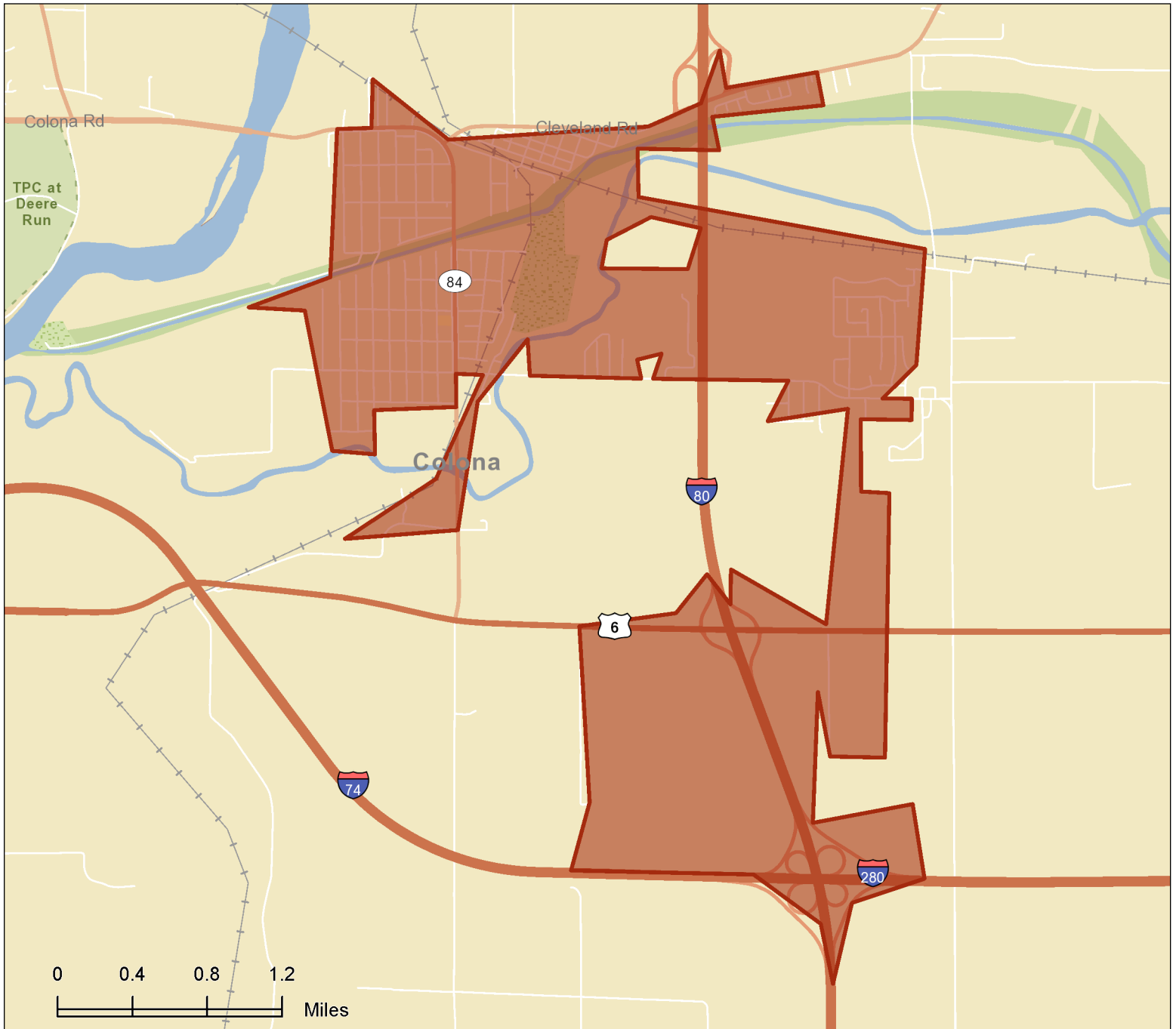
Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Reliability: high medium low

December 22, 2011





Retail Goods and Services Expenditures

Colona City, IL
 Colona city, IL (1715664)
 Geography: Place

Prepared by RETAC IIRA

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Rustbelt Traditions	35.4%	Population	5,005	4,932
Heartland Communities	21.6%	Households	1,910	1,890
Green Acres	15.2%	Families	1,414	1,385
Midland Crowd	14.0%	Median Age	37.7	39.0
Southern Satellites	13.7%	Median Household Income	\$54,961	\$61,802
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		58	\$1,397.54	\$2,669,302
Men's		55	\$251.51	\$480,375
Women's		52	\$431.16	\$823,521
Children's		66	\$264.19	\$504,593
Footwear		42	\$174.90	\$334,055
Watches & Jewelry		82	\$158.71	\$303,132
Apparel Products and Services (1)		125	\$117.08	\$223,626
Computer				
Computers and Hardware for Home Use		83	\$159.96	\$305,517
Software and Accessories for Home Use		82	\$23.49	\$44,863
Entertainment & Recreation		89	\$2,878.64	\$5,498,200
Fees and Admissions		78	\$483.90	\$924,246
Membership Fees for Clubs (2)		78	\$128.44	\$245,322
Fees for Participant Sports, excl. Trips		81	\$86.87	\$165,916
Admission to Movie/Theatre/Opera/Ballet		77	\$117.48	\$224,393
Admission to Sporting Events, excl. Trips		85	\$50.76	\$96,949
Fees for Recreational Lessons		73	\$99.86	\$190,728
Dating Services		64	\$0.49	\$938
TV/Video/Audio		88	\$1,092.71	\$2,087,075
Community Antenna or Cable TV		92	\$664.35	\$1,268,903
Televisions		83	\$160.12	\$305,821
VCRs, Video Cameras, and DVD Players		85	\$17.25	\$32,946
Video Cassettes and DVDs		87	\$45.60	\$87,090
Video and Computer Game Hardware and Software		87	\$48.57	\$92,770
Satellite Dishes		91	\$1.14	\$2,185
Rental of Video Cassettes and DVDs		87	\$35.68	\$68,154
Streaming/Downloaded Video		72	\$1.01	\$1,931
Audio (3)		77	\$113.28	\$216,358
Rental and Repair of TV/Radio/Sound Equipment		75	\$5.72	\$10,918
Pets		114	\$489.60	\$935,137
Toys and Games (4)		91	\$131.85	\$251,831
Recreational Vehicles and Fees (5)		93	\$301.39	\$575,647
Sports/Recreation/Exercise Equipment (6)		72	\$131.00	\$250,217
Photo Equipment and Supplies (7)		87	\$90.45	\$172,767
Reading (8)		88	\$135.72	\$259,222
Catered Affairs (9)		89	\$22.02	\$42,057
Food		87	\$6,726.26	\$12,847,161
Food at Home		88	\$3,951.98	\$7,548,273
Bakery and Cereal Products		90	\$536.28	\$1,024,302
Meats, Poultry, Fish, and Eggs		87	\$905.66	\$1,729,802
Dairy Products		90	\$448.94	\$857,472
Fruits and Vegetables		85	\$663.55	\$1,267,389
Snacks and Other Food at Home (10)		90	\$1,397.54	\$2,669,309
Food Away from Home		86	\$2,774.29	\$5,298,888
Alcoholic Beverages		83	\$473.34	\$904,074
Nonalcoholic Beverages at Home		89	\$390.22	\$745,314

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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Made with Esri Community Analyst



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	87	\$1,515.77	\$2,895,128
Vehicle Loans	96	\$4,708.40	\$8,993,041
Health			
Nonprescription Drugs	98	\$101.05	\$192,999
Prescription Drugs	105	\$521.51	\$996,076
Eyeglasses and Contact Lenses	92	\$70.90	\$135,421
Home			
Mortgage Payment and Basics (11)	84	\$7,856.85	\$15,006,583
Maintenance and Remodeling Services	82	\$1,624.57	\$3,102,933
Maintenance and Remodeling Materials (12)	95	\$353.23	\$674,665
Utilities, Fuel, and Public Services	93	\$4,219.68	\$8,059,583
Household Furnishings and Equipment			
Household Textiles (13)	86	\$113.80	\$217,357
Furniture	82	\$495.65	\$946,694
Floor Coverings	86	\$64.33	\$122,870
Major Appliances (14)	93	\$282.29	\$539,164
Housewares (15)	75	\$64.34	\$122,888
Small Appliances	92	\$30.03	\$57,347
Luggage	84	\$7.74	\$14,780
Telephones and Accessories	58	\$24.76	\$47,285
Household Operations			
Child Care	81	\$376.21	\$718,563
Lawn and Garden (16)	91	\$381.31	\$728,307
Moving/Storage/Freight Express	73	\$44.51	\$85,012
Housekeeping Supplies (17)	92	\$642.71	\$1,227,568
Insurance			
Owners and Renters Insurance	98	\$452.34	\$863,977
Vehicle Insurance	89	\$1,038.02	\$1,982,625
Life/Other Insurance	96	\$402.58	\$768,929
Health Insurance	98	\$1,887.36	\$3,604,866
Personal Care Products (18)	87	\$346.51	\$661,839
School Books and Supplies (19)	89	\$95.35	\$182,121
Smoking Products	101	\$432.48	\$826,029
Transportation			
Vehicle Purchases (Net Outlay) (20)	91	\$4,002.52	\$7,644,819
Gasoline and Motor Oil	95	\$2,735.58	\$5,224,958
Vehicle Maintenance and Repairs	88	\$827.42	\$1,580,364
Travel			
Airline Fares	73	\$333.09	\$636,198
Lodging on Trips	82	\$356.12	\$680,187
Auto/Truck/Van Rental on Trips	72	\$26.61	\$50,829
Food and Drink on Trips	83	\$362.32	\$692,028

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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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- (1) 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.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) 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.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) 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.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) 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, and insulation materials for owned homes.
- (13) 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.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) 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.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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