

A Profile of the Trade Area
Within a Three-Mile Radius
From the Intersection of
87th Street and Interstate 35

Prepared For The:
Lenexa Economic Development Council
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TRADE AREA PROFILE

This report was prepared for the Lenexa Economic Development Council. It provides an overview of the salient socioeconomic and consumer market characteristics of the trade area within a three-mile radius from the intersection of 87th Street and Interstate 35. The study produced estimates of the demographic characteristics of the trade area's current residents; an estimate of the rate of household growth since 2000; estimates of annual household expenditures; markets for selected consumer goods and services; and estimates of current business activity. The latest available weekday traffic counts on key arterial streets and highways are also provided.

METHODOLOGY

Demographic data presented in this report were derived from a mathematical model formulated by CERI Inc. The model provides estimates of the current demographic characteristics and spending patterns of the populations of the zip codes or portions of zip codes located within any trade area in Johnson County. Table 1 provides detailed demographic characteristics for each zip code within the trade area as well as summary statistics for the trade area in total. Table 2 shows estimates of annual household and per capita expenditures in the trade area for selected goods and services.

Estimates of the current number of business establishments and jobs within the trade area, shown in Table 3, came from a business activity model also developed by CERI. The 24-hour weekday traffic counts, shown in Table 4, are taken from the Transportation File of the *CERI Economic Data Service*. The file contains a compilation of the latest traffic counts taken by the Kansas Department of Transportation, the Johnson County Public Works Department, and cities in Johnson County. A glossary of the terms used in CERI's socio-economic model is included as an appendix.

Expiration Date:

The CERI Trade Area Demographic and Business Activity Models used to develop this report are updated annually. The information contained in this report is current through September 31, 2008.

Please Note: The base data used as independent variables in CERI's demographic and business activity models are discrete with each new update of the models and the methodology employed is constantly being refined. Therefore, direct comparison between figures presented in this report and in earlier reports for the same trade area might prove misleading and is not recommended.

SUMMARY

Demographic Characteristics:

- Approximately 220,155 people currently reside in 96,654 households within the trade area.
- The average trade area household is composed of 2.28 persons vs. 2.50 in the Kansas City Metropolitan Area and 2.59 in the Nation.
- The number of households in the trade area has increased at an average annual rate of approximately 0.71% since 2000.
- It is estimated that families make up 61,077 (63.2%) of the trade area's households while 35,578 (36.8%) are non-family households.
- Homeowners occupy 59,926 dwelling units, 62.0% of the trade area's total. The average value of homes in the trade area is \$196,364.
- Renters occupy 36,728 dwelling units, 38.0% of the trade area's total. The average monthly rent in the area is approximately \$869.
- The median age of the trade area's population is 38.7 years vs. 36.6 in the Kansas City Metropolitan Area and 36.7 in the U.S.
- Approximately 55.9% of the trade area's residents are in the "Household & Family Formation" (ages 25 to 44) and "Peak Earning" (ages 45 to 64) cohorts vs. 54.1% in the Kansas City Metropolitan Area and 53.0% in the nation.
- Annual per capita income of the population in the trade area is approximately \$38,535 - 128% of the Kansas City Metropolitan Area average and 138% of the national average.
- The average gross annual income of trade area households is \$87,774 - 115% of the Kansas City Metropolitan Area average and 118% of the national average.
- Median household income in the trade area is estimated to be \$70,604 – 120% of the Kansas City Metropolitan Area median and 133% of the national median.
- Approximately 9.8% of the trade area's households have gross annual incomes of less than \$25,000 vs. 17.0% in the Kansas City Metropolitan Area and 21.9% in the nation.
- Approximately 12.7% of the trade area's households have gross annual incomes greater than \$150,000 vs. 8.5% in the Kansas City Metropolitan Area and 8.4% in the nation.
- The annual market within the trade area for food consumed at home is estimated to total approximately \$402 million. Markets for other goods and services are shown in Table 2.

Business Activity:

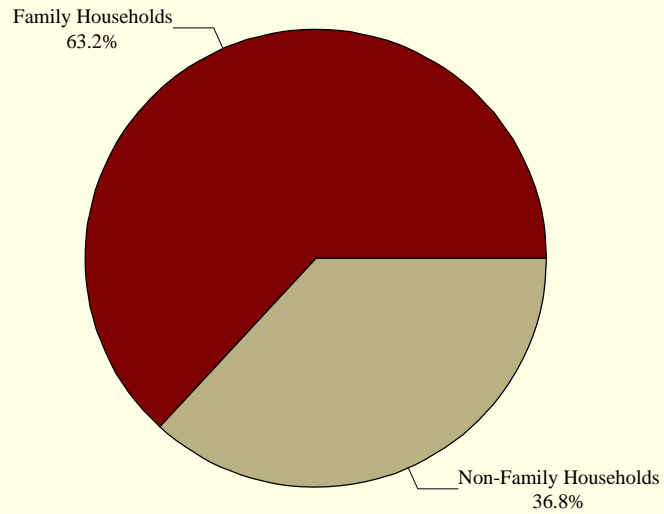
- It is estimated that 11,162 business establishments are located within the trade area employing approximately 231,603 workers (see Table 3).

Traffic Volume:

- According to the latest available traffic counts, an average of approximately 145,828 vehicles pass through the intersection of 87th Street and I-35 each weekday. (see Table 4)

Figure 1

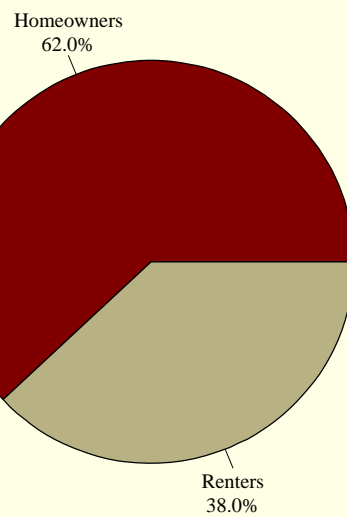
Household Composition



Avg. Trade Area HH: 2.28 Persons - K.C. Metro Average: 2.50 Persons

Figure 2

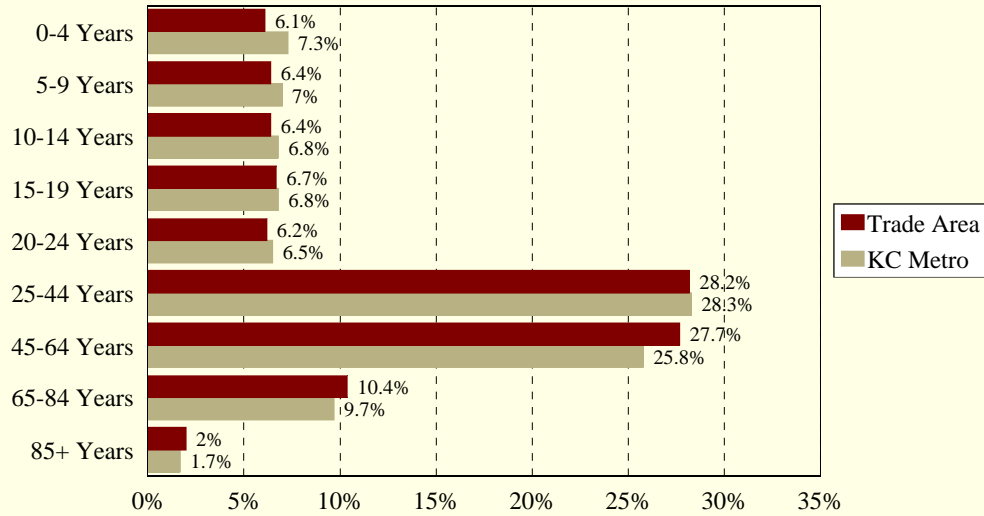
Residential Tenure



Avg. Home Value: \$196,364 -- Avg. Monthly Rent: \$869

Figure 3

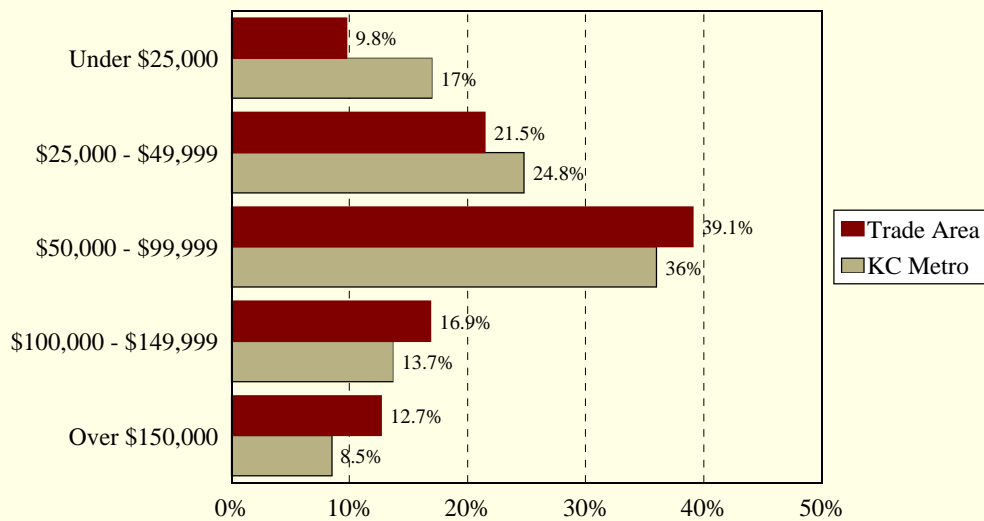
Age Distribution



Median Age: 38.7 Years -- K.C. Metro Median Age: 36.6 Years

Figure 4

Income Distribution



Average Household Income: \$87,774 -- KC Metro Average: \$76,337

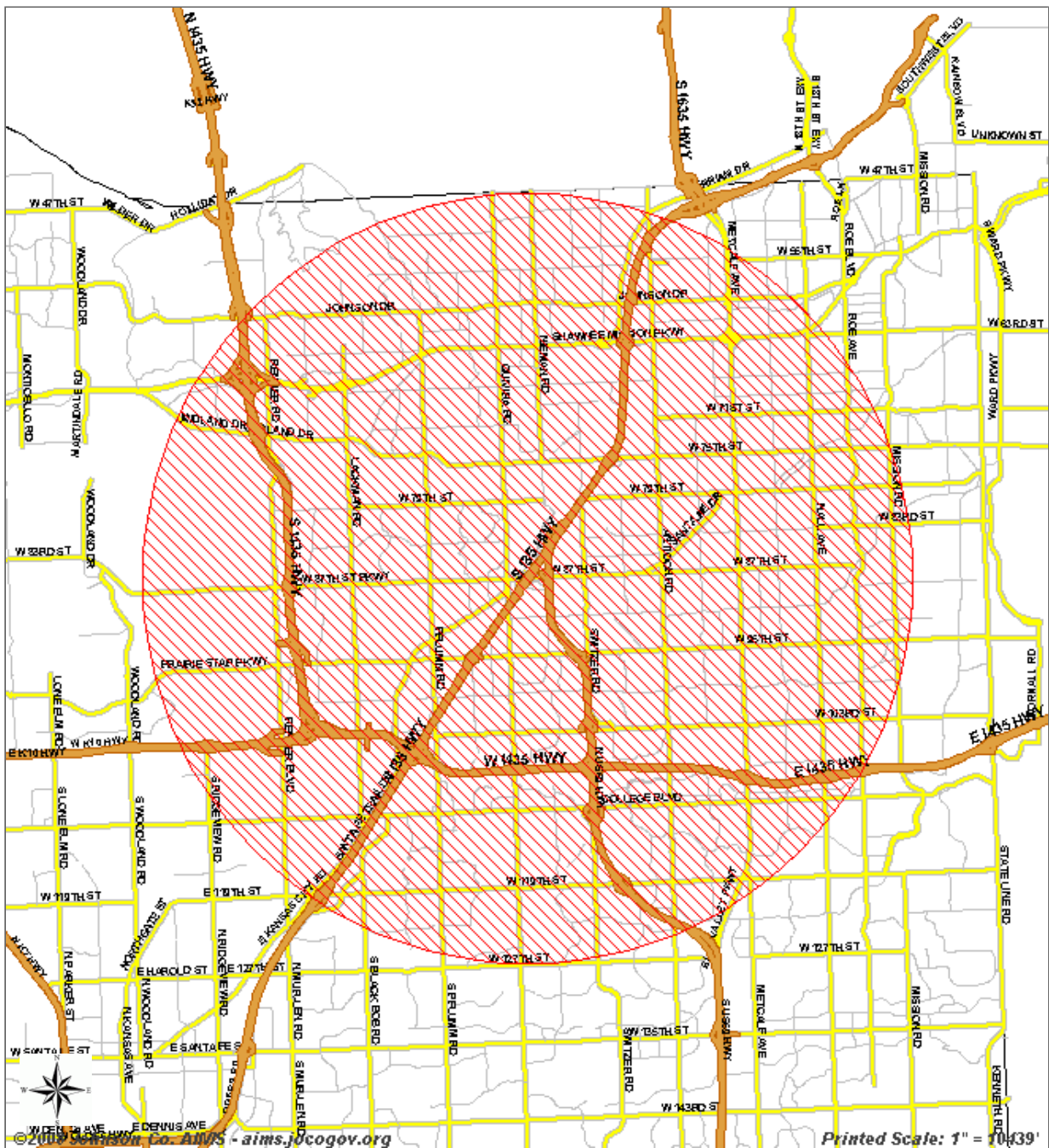
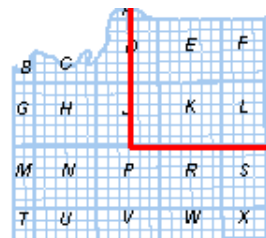
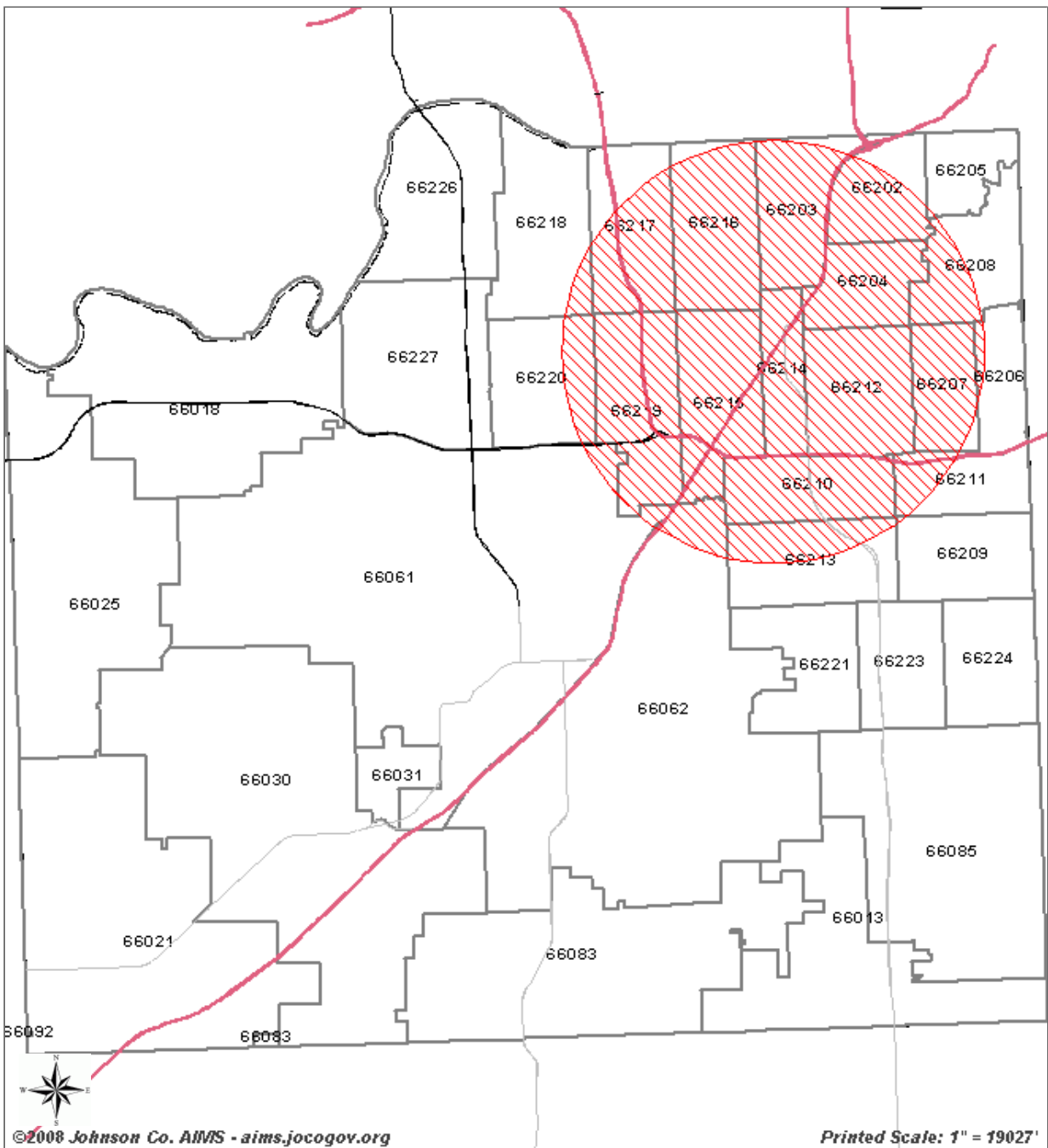


Figure 5: 5-Mile Radius from 87th and I-35

 Analysis Extent





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Printed Scale: 1" = 19027'

Figure 6: Zip Code Overview

 Analysis Extent



AIMS * Scale accurate only when printed. MAP/DATA Disclaimer: It is understood that while, the AIMS participating agencies and information suppliers have no indication and reason to believe that there are inaccuracies in information incorporated in the base map. AIMS AND ITS SUPPLIER MAKE NO REPRESENTATIONS OF ANY KIND, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR USE, NOR ARE ANY SUCH WARRANTIES TO BE IMPLIED WITH RESPECT TO THE INFORMATION, DATA, OR SERVICE FURNISHED HEREIN. 1/30/2008

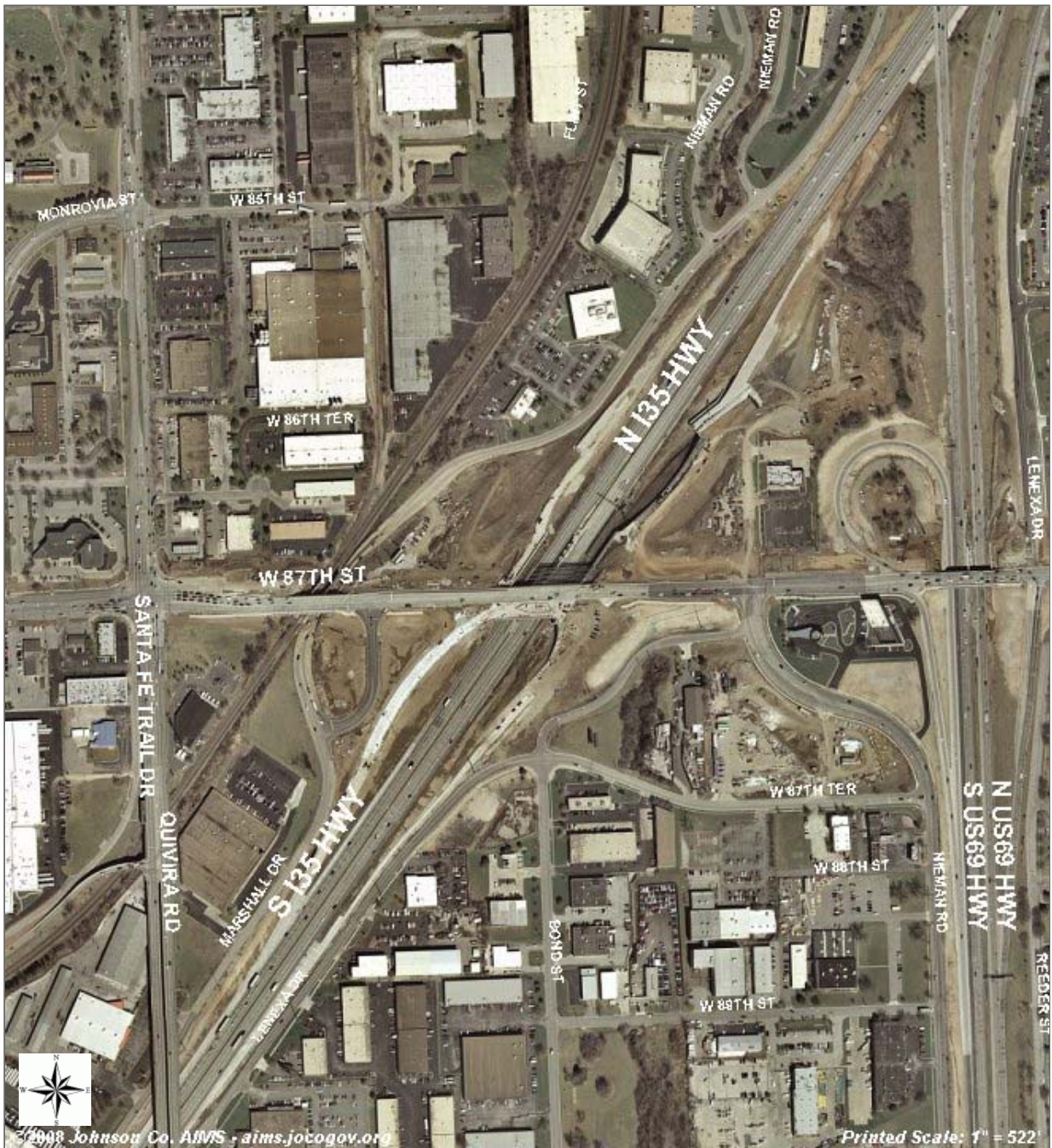



Figure 7: Aerial Photo, 87th and I-35

 Analysis Extent

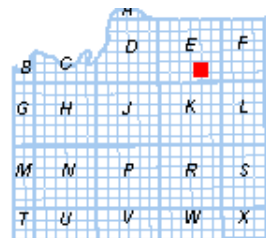


Table 1: Page 1
Demographic Characteristics

	<u>66061</u>	<u>66062</u>	<u>66202</u>	<u>66203</u>
Population	253	6,142	10,285	18,663
Households:	91	2,463	5,173	8,302
Family Households	66	1,949	2,538	5,085
Non-Family Households	25	515	2,635	3,217
Average Household Size	2.77	2.49	1.99	2.25
Annual HH Growth Rate	1.88%	4.49%	0.35%	0.09%
Homeowner Households:	77	940	3,126	5,280
Average Value of Homes	\$159,772	\$222,508	\$160,370	\$148,121
Renter Households:	15	1,523	2,047	3,022
Average Rent	\$668	\$888	\$772	\$677
White	214	5,442	8,845	16,162
Black	10	215	411	747
Asian or Pacific Islander	8	252	360	448
American Indian or Alaska Native	1	25	41	75
Two or More Races	6	98	247	523
Some Other Race	13	111	381	709
Hispanic of Any Race	24	295	843	1,605
Population Age 0-4	21	596	586	1,194
Population Age 5-9	22	577	586	1,157
Population Age 10-14	19	504	514	1,026
Population Age 15-19	17	448	504	1,101
Population Age 20-24	14	375	576	1,101
Population Age 25-44	83	2,107	3,692	5,524
Population Age 45-64	59	1,277	2,427	4,852
Population Age 65-84	15	227	1,162	2,314
Population Over 85	2	31	237	392
Median Age	33.2	31.8	36.9	38.7
Percapita Income:	\$26,012	\$42,983	\$34,755	\$31,137
Percent Of Kansas City MSA	87%	143%	116%	104%
Percent Of US	93%	154%	124%	112%
Average Household Income:	\$72,055	\$107,180	\$69,099	\$69,997
Percent Of Kansas City MSA	94%	140%	91%	92%
Percent Of US	97%	145%	93%	94%
Median Household Income:	\$57,975	\$90,652	\$55,069	\$59,896
Percent Of Kansas City MSA	98%	154%	93%	101%
Percent Of US	109%	171%	104%	113%
HHs Earning Less Than \$25,000	9	143	838	1,146
HHs \$25,000 to \$49,999	20	315	1,552	2,167
HHs \$50,000 to \$99,999	37	1,025	2,033	3,603
HHs \$100,000 to \$149,999	16	608	507	1,013
HHs Earning More Than \$150,000	9	372	243	374
Total Household Income	\$6,569,930	\$263,990,167	\$357,448,571	\$581,117,708

Table 1: Page 2
Demographic Characteristics

	<u>66204</u>	<u>66205</u>	<u>66206</u>	<u>66207</u>
Population	19,197	138	759	12,515
Households:	9,131	64	329	5,356
Family Households	4,910	38	231	3,812
Non-Family Households	4,221	27	98	1,544
Average Household Size	2.10	2.15	2.31	2.34
Annual HH Growth Rate	0.63%	0.08%	0.20%	0.01%
Homeowner Households:	4,954	37	319	4,546
Average Value of Homes	\$140,868	\$214,092	\$312,009	\$258,337
Renter Households:	4,177	28	10	810
Average Rent	\$939	\$795	\$1,118	\$1,061
White	16,874	126	731	11,814
Black	595	2	3	138
Asian or Pacific Islander	634	3	13	350
American Indian or Alaska Native	115	1	1	25
Two or More Races	422	2	8	138
Some Other Race	557	3	3	50
Hispanic of Any Race	1,536	9	14	325
Population Age 0-4	1,190	8	36	526
Population Age 5-9	1,152	9	48	651
Population Age 10-14	1,017	7	42	763
Population Age 15-19	1,037	8	48	813
Population Age 20-24	1,440	7	40	613
Population Age 25-44	6,335	40	117	1,752
Population Age 45-64	4,415	38	238	4,105
Population Age 65-84	2,131	16	146	2,741
Population Over 85	480	4	43	551
Median Age	36.4	40.0	48.8	50.7
Percapita Income:	\$30,843	\$43,789	\$51,915	\$45,689
Percent Of Kansas City MSA	103%	146%	173%	152%
Percent Of US	110%	157%	186%	164%
Average Household Income:	\$64,846	\$93,949	\$119,710	\$106,757
Percent Of Kansas City MSA	85%	123%	157%	140%
Percent Of US	87%	127%	161%	144%
Median Household Income:	\$55,701	\$70,733	\$90,768	\$82,312
Percent Of Kansas City MSA	94%	120%	154%	139%
Percent Of US	105%	133%	171%	155%
HHs Earning Less Than \$25,000	1,087	6	19	396
HHs \$25,000 to \$49,999	2,758	14	53	932
HHs \$50,000 to \$99,999	4,109	25	111	1,928
HHs \$100,000 to \$149,999	877	10	78	1,125
HHs Earning More Than \$150,000	301	8	68	975
Total Household Income	\$592,109,172	\$6,037,138	\$39,384,737	\$571,788,364

Table 1: Page 3
Demographic Characteristics

	<u>66208</u>	<u>66210</u>	<u>66211</u>	<u>66212</u>
Population	10,660	18,849	1,164	32,967
Households:	4,776	8,678	666	14,962
Family Households	3,064	5,196	467	8,750
Non-Family Households	1,713	3,482	198	6,212
Average Household Size	2.23	2.17	1.75	2.20
Annual HH Growth Rate	-0.28%	1.59%	4.23%	-0.06%
Homeowner Households:	4,150	4,620	245	8,627
Average Value of Homes	\$199,026	\$204,650	\$264,417	\$170,121
Renter Households:	627	4,057	421	6,335
Average Rent	\$872	\$914	\$1,132	\$827
White	10,202	16,342	1,074	28,220
Black	75	528	19	1,121
Asian or Pacific Islander	128	1,282	52	2,044
American Indian or Alaska Native	11	57	1	99
Two or More Races	139	358	13	593
Some Other Race	107	283	5	890
Hispanic of Any Race	352	867	21	2,538
Population Age 0-4	608	1,037	36	1,747
Population Age 5-9	672	1,150	65	1,813
Population Age 10-14	640	1,169	85	1,813
Population Age 15-19	682	1,357	90	2,176
Population Age 20-24	565	1,301	45	2,044
Population Age 25-44	2,537	5,579	185	9,066
Population Age 45-64	3,059	5,787	461	8,769
Population Age 65-84	1,524	1,301	172	4,714
Population Over 85	373	170	24	824
Median Age	42.6	37.5	48.1	40.5
Percapita Income:	\$33,214	\$44,220	\$35,753	\$33,811
Percent Of Kansas City MSA	111%	147%	119%	113%
Percent Of US	119%	158%	128%	121%
Average Household Income:	\$74,127	\$96,047	\$62,498	\$74,498
Percent Of Kansas City MSA	97%	126%	82%	98%
Percent Of US	100%	130%	84%	100%
Median Household Income:	\$50,304	\$78,339	\$41,336	\$60,933
Percent Of Kansas City MSA	85%	133%	70%	103%
Percent Of US	95%	147%	78%	115%
HHs Earning Less Than \$25,000	368	529	30	2,005
HHs \$25,000 to \$49,999	850	1,406	90	3,845
HHs \$50,000 to \$99,999	1,982	3,784	171	6,060
HHs \$100,000 to \$149,999	716	1,840	114	2,095
HHs Earning More Than \$150,000	860	1,119	260	958
Total Household Income	\$354,063,568	\$833,485,493	\$41,598,370	\$1,114,661,868

Table 1: Page 4
Demographic Characteristics

	<u>66213</u>	<u>66214</u>	<u>66215</u>	<u>66216</u>
Population	14,224	11,540	23,478	25,024
Households:	5,977	5,439	9,921	9,181
Family Households	4,248	3,041	6,527	7,150
Non-Family Households	1,729	2,398	3,394	2,031
Average Household Size	2.38	2.12	2.37	2.73
Annual HH Growth Rate	1.18%	-0.21%	0.00%	1.48%
Homeowner Households:	3,124	2,733	6,610	7,375
Average Value of Homes	\$274,825	\$179,336	\$190,563	\$215,621
Renter Households:	2,852	2,706	3,311	1,806
Average Rent	\$999	\$688	\$920	\$647
White	12,432	9,613	20,661	21,671
Black	384	473	775	901
Asian or Pacific Islander	1,081	785	986	1,426
American Indian or Alaska Native	43	35	70	75
Two or More Races	171	265	399	450
Some Other Race	114	369	587	500
Hispanic of Any Race	455	866	1,362	1,301
Population Age 0-4	1,238	658	1,338	1,577
Population Age 5-9	1,351	669	1,456	1,727
Population Age 10-14	1,366	704	1,643	1,827
Population Age 15-19	967	796	1,690	1,877
Population Age 20-24	569	900	1,620	1,577
Population Age 25-44	4,680	3,497	6,034	6,081
Population Age 45-64	3,414	3,116	6,903	8,008
Population Age 65-84	555	1,096	1,996	2,102
Population Over 85	85	104	798	250
Median Age	33.8	35.8	39.3	39.7
Percapita Income:	\$57,694	\$35,920	\$39,584	\$37,963
Percent Of Kansas City MSA	192%	120%	132%	126%
Percent Of US	207%	129%	142%	136%
Average Household Income:	\$137,314	\$76,216	\$93,673	\$103,471
Percent Of Kansas City MSA	180%	100%	123%	136%
Percent Of US	185%	103%	126%	140%
Median Household Income:	\$111,170	\$59,434	\$74,394	\$81,183
Percent Of Kansas City MSA	188%	101%	126%	137%
Percent Of US	209%	112%	140%	153%
HHs Earning Less Than \$25,000	347	712	853	707
HHs \$25,000 to \$49,999	663	1,539	2,064	1,506
HHs \$50,000 to \$99,999	1,542	1,963	3,721	3,470
HHs \$100,000 to \$149,999	1,375	789	1,905	1,790
HHs Earning More Than \$150,000	2,050	435	1,379	1,708
Total Household Income	\$820,665,264	\$414,527,248	\$929,371,657	\$949,984,021

Table 1: Page 5
Demographic Characteristics

	<u>66217</u>	<u>66218</u>	<u>66219</u>	<u>66220</u>
Population	3,499	113	10,271	415
Households:	1,712	40	4,240	153
Family Households	1,239	34	2,602	130
Non-Family Households	474	5	1,638	23
Average Household Size	2.04	2.86	2.42	2.72
Annual HH Growth Rate	4.24%	11.59%	2.47%	17.24%
Homeowner Households:	816	38	2,159	150
Average Value of Homes	\$278,964	\$306,883	\$226,113	\$352,598
Renter Households:	896	1	2,082	3
Average Rent	\$808	\$760	\$1,190	\$708
White	3,135	105	9,018	391
Black	101	2	329	9
Asian or Pacific Islander	105	2	534	8
American Indian or Alaska Native	7	0	31	1
Two or More Races	87	2	185	2
Some Other Race	63	2	175	3
Hispanic of Any Race	182	6	411	13
Population Age 0-4	199	11	698	19
Population Age 5-9	206	13	678	33
Population Age 10-14	245	9	760	32
Population Age 15-19	290	7	760	24
Population Age 20-24	175	4	668	16
Population Age 25-44	1,032	39	3,657	71
Population Age 45-64	1,081	26	2,712	175
Population Age 65-84	252	4	318	40
Population Over 85	17	0	21	2
Median Age	37.6	34.6	32.3	46.6
Percapita Income:	\$48,498	\$52,036	\$39,890	\$52,078
Percent Of Kansas City MSA	162%	173%	133%	173%
Percent Of US	174%	186%	143%	187%
Average Household Income:	\$99,127	\$148,724	\$96,629	\$141,401
Percent Of Kansas City MSA	130%	195%	127%	185%
Percent Of US	134%	201%	130%	191%
Median Household Income:	\$74,052	\$131,908	\$82,512	\$113,413
Percent Of Kansas City MSA	125%	223%	140%	192%
Percent Of US	139%	248%	155%	213%
HHs Earning Less Than \$25,000	111	2	204	2
HHs \$25,000 to \$49,999	224	3	797	11
HHs \$50,000 to \$99,999	579	14	1,552	40
HHs \$100,000 to \$149,999	354	14	1,026	40
HHs Earning More Than \$150,000	443	8	661	60
Total Household Income	\$169,714,658	\$5,874,595	\$409,728,073	\$21,588,432

Table 1: Page 6
Demographic Characteristics

	<u>Trade Area</u>		<u>K.C.</u>	<u>U.S.</u>
	<u>Summary</u>		<u>Metro</u>	
Population	220,155		1,997,567	306,348,230
Households:	96,654		785,712	115,337,039
Family Households	61,077	63.2%	65.9%	67.0%
Non-Family Households	35,578	36.8%	34.1%	33.0%
Average Household Size	2.28		2.50	2.59
Annual HH Growth Rate	0.71%		1.3%	1.2%
Homeowner Households:	59,926		62.0%	70.2%
Average Value of Homes	\$196,364			68.1%
Renter Households:	36,728		38.0%	29.8%
Average Rent	\$869			31.9%
White	193,072	87.7%	79.9%	72.7%
Black	6,837	3.1%	12.5%	12.6%
Asian or Pacific Islander	10,501	4.8%	2.3%	4.5%
American Indian or Alaska Native	712	0.3%	0.5%	0.9%
Two or More Races	4,109	1.9%	2.1%	2.8%
Some Other Race	4,924	2.2%	2.7%	6.5%
Hispanic of Any Race	13,025	5.9%	6.3%	15.0%
Population Age 0-4	13,325	6.1%	7.3%	6.9%
Population Age 5-9	14,035	6.4%	7.0%	6.5%
Population Age 10-14	14,186	6.4%	6.8%	6.8%
Population Age 15-19	14,693	6.7%	6.8%	7.1%
Population Age 20-24	13,650	6.2%	6.5%	7.0%
Population Age 25-44	62,108	28.2%	28.3%	27.6%
Population Age 45-64	60,923	27.7%	25.8%	25.4%
Population Age 65-84	22,827	10.4%	9.7%	10.7%
Population Over 85	4,408	2.0%	1.7%	1.9%
Median Age	38.7		36.6	36.7
Percapita Income:	\$38,535		\$30,026	\$27,916
Percent Of Kansas City MSA	128%		100%	93%
Percent Of US	138%		108%	100%
Average Household Income:	\$87,774		\$76,337	\$74,148
Percent Of Kansas City MSA	115%		100%	97%
Percent Of US	118%		103%	100%
Median Household Income:	\$70,604		\$59,055	\$53,154
Percent Of Kansas City MSA	120%		100%	90%
Percent Of US	133%		111%	100%
HHs Earning Less Than \$25,000	9,514	9.8%	17.0%	21.9%
HHs \$25,000 to \$49,999	20,809	21.5%	24.8%	25.0%
HHs \$50,000 to \$99,999	37,748	39.1%	36.0%	32.3%
HHs \$100,000 to \$149,999	16,291	16.9%	13.7%	12.3%
HHs Earning More Than \$150,000	12,292	12.7%	8.5%	8.4%
Total Household Income	\$8,483,709,034			

Table 2: Page 1
Annual Market Potential

	<u>66061</u>	<u>66062</u>	<u>66202</u>	<u>66203</u>
Food & Beverages:				
Food Consumed at Home	\$309,057	\$12,171,352	\$19,587,473	\$31,844,098
Food Consumed Away From Home	\$261,739	\$10,751,280	\$15,649,810	\$25,442,490
Alcoholic Beverages (consumed at, or away from home)	\$53,663	\$1,757,491	\$2,962,851	\$4,816,820
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$899,116	\$31,244,011	\$49,043,114	\$79,731,251
Utilities, Fuels & Public Services	\$298,355	\$9,654,062	\$17,056,804	\$27,729,894
Household Operations	\$101,821	\$3,415,455	\$4,297,815	\$6,987,121
Housekeeping & Garden Supplies	\$65,893	\$2,167,734	\$3,250,973	\$5,285,230
Household Textiles	\$20,334	\$769,509	\$797,137	\$1,295,935
Furniture	\$44,031	\$1,920,132	\$2,818,791	\$4,582,615
Floor Coverings	\$6,115	\$213,618	\$216,091	\$351,308
Major Appliances	\$24,691	\$767,082	\$1,541,451	\$2,505,995
Small Appliances, Misc. Housewares	\$11,466	\$531,617	\$624,264	\$1,014,889
Misc. Household Equipment	\$87,450	\$3,383,898	\$4,019,298	\$6,534,325
Apparel:				
Men's Apparel (16 and over)	\$36,692	\$1,636,117	\$2,012,050	\$3,271,066
Boys' Apparel (2 to 15)	\$10,167	\$424,808	\$605,056	\$983,662
Women's Apparel (16 and over)	\$76,137	\$3,039,197	\$3,337,410	\$5,425,753
Girls' Apparel (2 to 15)	\$12,384	\$577,739	\$763,522	\$1,241,287
Children Under 2	\$7,033	\$351,984	\$566,639	\$921,207
Footwear	\$29,201	\$1,539,018	\$1,824,771	\$2,966,599
Other Apparel Products & Services	\$32,106	\$1,276,851	\$1,551,055	\$2,521,609
Transportation:				
Vehicle Purchases	\$421,656	\$14,596,398	\$20,254,955	\$32,929,249
Vehicle Finance Charges	\$43,114	\$1,395,797	\$2,684,334	\$4,364,023
Gasoline & Motor Oil	\$180,863	\$5,952,165	\$10,233,122	\$16,636,375
Vehicle Maintenance & Repairs	\$80,112	\$2,628,954	\$3,985,683	\$6,479,677
Other Transportation	\$58,708	\$2,233,276	\$2,641,115	\$4,293,762
Medical Care:				
Medical Services (hospital & medical professional)	\$72,238	\$2,823,152	\$4,163,358	\$6,768,530
Medicine (prescription & nonprescription drugs)	\$40,362	\$1,381,232	\$2,453,836	\$3,989,295
Medical Supplies	\$11,084	\$538,899	\$571,441	\$929,014
Insurance:				
Health Insurance	\$134,997	\$4,316,048	\$7,356,707	\$11,960,078
Vehicle Insurance	\$109,389	\$3,845,118	\$5,978,525	\$9,719,515
Life & Other Personal Insurance	\$49,305	\$1,905,567	\$2,064,872	\$3,356,941
Entertainment:				
Fees & Admissions	\$70,633	\$2,560,985	\$3,231,765	\$5,254,003
Television, Radios & Sound Equipment	\$87,297	\$2,917,823	\$4,878,861	\$7,931,749
Pets, Toys, & Playground Equipment	\$46,171	\$1,492,896	\$2,689,136	\$4,371,830
Other Entertainment Supplies, Equipment & Services	\$76,978	\$1,801,185	\$2,982,059	\$4,848,047
Education:				
Tuition, Fees, Textbooks, Supplies	\$117,721	\$4,527,238	\$4,513,906	\$7,338,429
Books, Newspapers & Magazines	\$15,059	\$551,036	\$763,522	\$1,241,287
Personal Care Products & Services:				
	\$65,129	\$2,500,298	\$3,159,735	\$5,136,900
Miscellaneous				
	\$68,340	\$2,747,900	\$3,884,841	\$6,315,733
Cash Contributions:				
	\$156,860	\$5,935,173	\$7,447,946	\$12,108,408

Table 2: Page 2
Annual Market Potential

	<u>66204</u>	<u>66205</u>	<u>66206</u>	<u>66207</u>
Food & Beverages:				
Food Consumed at Home	\$32,446,409	\$278,344	\$1,756,358	\$25,498,844
Food Consumed Away From Home	\$25,923,718	\$245,869	\$1,545,608	\$22,439,167
Alcoholic Beverages (consumed at, or away from home)	\$4,907,927	\$40,192	\$281,106	\$4,081,103
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$81,239,316	\$714,513	\$4,712,251	\$68,412,544
Utilities, Fuels & Public Services	\$28,254,387	\$220,777	\$1,409,016	\$20,456,128
Household Operations	\$7,119,278	\$78,107	\$570,135	\$8,277,232
Housekeeping & Garden Supplies	\$5,385,197	\$49,573	\$333,081	\$4,835,670
Household Textiles	\$1,320,447	\$17,598	\$120,429	\$1,748,387
Furniture	\$4,669,292	\$43,911	\$417,698	\$6,064,142
Floor Coverings	\$357,953	\$4,885	\$29,473	\$427,895
Major Appliances	\$2,553,395	\$17,542	\$123,598	\$1,794,397
Small Appliances, Misc. Housewares	\$1,034,085	\$12,157	\$74,476	\$1,081,239
Misc. Household Equipment	\$6,657,917	\$77,386	\$557,458	\$8,093,191
Apparel:				
Men's Apparel (16 and over)	\$3,332,936	\$37,416	\$217,723	\$3,160,900
Boys' Apparel (2 to 15)	\$1,002,267	\$9,715	\$48,805	\$708,557
Women's Apparel (16 and over)	\$5,528,378	\$69,503	\$434,177	\$6,303,395
Girls' Apparel (2 to 15)	\$1,264,766	\$13,212	\$71,623	\$1,039,830
Children Under 2	\$938,631	\$8,049	\$46,904	\$680,951
Footwear	\$3,022,710	\$35,195	\$179,375	\$2,604,176
Other Apparel Products & Services	\$2,569,304	\$29,200	\$165,748	\$2,406,333
Transportation:				
Vehicle Purchases	\$33,552,084	\$333,802	\$2,227,298	\$32,335,958
Vehicle Finance Charges	\$4,446,566	\$31,920	\$207,581	\$3,013,667
Gasoline & Motor Oil	\$16,951,041	\$136,119	\$851,241	\$12,358,336
Vehicle Maintenance & Repairs	\$6,602,236	\$60,121	\$388,858	\$5,645,450
Other Transportation	\$4,374,975	\$51,072	\$302,973	\$4,398,574
Medical Care:				
Medical Services (hospital & medical professional)	\$6,896,552	\$64,562	\$386,957	\$5,617,844
Medicine (prescription & nonprescription drugs)	\$4,064,750	\$31,587	\$188,249	\$2,733,005
Medical Supplies	\$946,586	\$12,324	\$62,433	\$906,401
Insurance:				
Health Insurance	\$12,186,295	\$98,703	\$570,135	\$8,277,232
Vehicle Insurance	\$9,903,353	\$87,933	\$552,705	\$8,024,176
Life & Other Personal Insurance	\$3,420,435	\$43,578	\$286,494	\$4,159,321
Entertainment:				
Fees & Admissions	\$5,353,379	\$58,567	\$467,771	\$6,791,103
Television, Radios & Sound Equipment	\$8,081,773	\$66,727	\$418,648	\$6,077,945
Pets, Toys, & Playground Equipment	\$4,454,520	\$34,141	\$257,020	\$3,731,426
Other Entertainment Supplies, Equipment & Services	\$4,939,745	\$41,191	\$351,145	\$5,097,928
Education:				
Tuition, Fees, Textbooks, Supplies	\$7,477,231	\$103,532	\$686,444	\$9,965,806
Books, Newspapers & Magazines	\$1,264,766	\$12,602	\$94,442	\$1,371,104
Personal Care Products & Services:				
	\$5,234,061	\$57,179	\$377,449	\$5,479,813
Miscellaneous				
	\$6,435,191	\$62,841	\$361,286	\$5,245,161
Cash Contributions:				
	\$12,337,431	\$135,730	\$846,804	\$12,293,921

Table 2: Page 3
Annual Market Potential

	<u>66208</u>	<u>66210</u>	<u>66211</u>	<u>66212</u>
Food & Beverages:				
Food Consumed at Home	\$15,789,429	\$38,428,118	\$1,099,772	\$52,434,915
Food Consumed Away From Home	\$13,894,812	\$33,944,582	\$1,264,549	\$44,406,913
Alcoholic Beverages (consumed at, or away from home)	\$2,527,106	\$5,548,855	\$264,586	\$9,104,455
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$42,362,508	\$98,645,454	\$3,925,282	\$152,545,007
Utilities, Fuels & Public Services	\$12,666,871	\$30,480,380	\$971,528	\$50,619,211
Household Operations	\$5,125,439	\$10,783,479	\$567,964	\$17,275,119
Housekeeping & Garden Supplies	\$2,994,350	\$6,844,098	\$275,131	\$11,179,544
Household Textiles	\$1,082,639	\$2,429,540	\$86,438	\$3,449,836
Furniture	\$3,755,046	\$6,062,354	\$312,418	\$7,470,322
Floor Coverings	\$264,962	\$674,446	\$57,060	\$1,037,545
Major Appliances	\$1,111,129	\$2,421,876	\$101,503	\$4,189,087
Small Appliances, Misc. Housewares	\$669,526	\$1,678,452	\$50,657	\$1,945,396
Misc. Household Equipment	\$5,011,477	\$10,683,845	\$477,949	\$14,836,889
Apparel:				
Men's Apparel (16 and over)	\$1,957,297	\$5,165,646	\$217,695	\$6,225,268
Boys' Apparel (2 to 15)	\$438,754	\$1,341,229	\$34,839	\$1,724,918
Women's Apparel (16 and over)	\$3,903,197	\$9,595,533	\$343,490	\$12,917,431
Girls' Apparel (2 to 15)	\$643,885	\$1,824,071	\$47,079	\$2,101,028
Children Under 2	\$421,659	\$1,111,304	\$30,319	\$1,193,176
Footwear	\$1,612,562	\$4,859,080	\$141,238	\$4,954,276
Other Apparel Products & Services	\$1,490,053	\$4,031,350	\$221,273	\$5,447,110
Transportation:				
Vehicle Purchases	\$20,023,116	\$46,084,618	\$1,578,851	\$71,538,706
Vehicle Finance Charges	\$1,866,127	\$4,406,894	\$105,834	\$7,314,690
Gasoline & Motor Oil	\$7,652,545	\$18,792,530	\$484,540	\$30,685,384
Vehicle Maintenance & Repairs	\$3,495,783	\$8,300,290	\$260,443	\$13,591,835
Other Transportation	\$2,723,691	\$7,051,031	\$303,755	\$9,960,429
Medical Care:				
Medical Services (hospital & medical professional)	\$3,478,689	\$8,913,423	\$292,080	\$12,255,997
Medicine (prescription & nonprescription drugs)	\$1,692,335	\$4,360,909	\$118,451	\$6,847,795
Medical Supplies	\$561,263	\$1,701,444	\$42,936	\$1,880,550
Insurance:				
Health Insurance	\$5,125,439	\$13,626,883	\$409,213	\$22,903,799
Vehicle Insurance	\$4,968,741	\$12,140,036	\$323,905	\$18,559,081
Life & Other Personal Insurance	\$2,575,540	\$6,016,369	\$283,417	\$8,365,204
Entertainment:				
Fees & Admissions	\$4,205,196	\$8,085,693	\$429,363	\$11,983,641
Television, Radios & Sound Equipment	\$3,763,594	\$9,212,325	\$306,580	\$14,810,950
Pets, Toys, & Playground Equipment	\$2,310,579	\$4,713,461	\$181,914	\$7,833,462
Other Entertainment Supplies, Equipment & Services	\$3,156,746	\$5,686,810	\$319,386	\$13,060,094
Education:				
Tuition, Fees, Textbooks, Supplies	\$6,171,040	\$14,293,666	\$825,206	\$19,972,735
Books, Newspapers & Magazines	\$849,017	\$1,739,765	\$66,476	\$2,554,954
Personal Care Products & Services:				
	\$3,393,217	\$7,894,089	\$268,728	\$11,049,851
Miscellaneous				
	\$3,247,916	\$8,675,834	\$370,608	\$11,594,562
Cash Contributions:				
	\$7,612,659	\$18,738,881	\$1,325,187	\$26,613,021

Table 2: Page 4
Annual Market Potential

	<u>66213</u>	<u>66214</u>	<u>66215</u>	<u>66216</u>
Food & Beverages:				
Food Consumed at Home	\$36,597,485	\$19,499,816	\$42,848,981	\$43,799,320
Food Consumed Away From Home	\$32,206,051	\$16,514,313	\$37,849,648	\$38,689,108
Alcoholic Beverages (consumed at, or away from home)	\$5,857,447	\$3,385,820	\$6,187,208	\$6,324,433
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$98,189,823	\$56,729,367	\$109,993,863	\$112,433,397
Utilities, Fuels & Public Services	\$29,359,873	\$18,824,581	\$33,986,916	\$34,740,705
Household Operations	\$11,879,985	\$6,424,377	\$12,024,036	\$12,290,715
Housekeeping & Garden Supplies	\$6,940,447	\$4,157,517	\$7,631,460	\$7,800,717
Household Textiles	\$2,509,391	\$1,282,946	\$2,709,040	\$2,769,123
Furniture	\$8,703,624	\$2,778,109	\$6,759,781	\$6,909,705
Floor Coverings	\$614,140	\$385,848	\$752,036	\$768,716
Major Appliances	\$2,575,427	\$1,557,863	\$2,700,494	\$2,760,388
Small Appliances, Misc. Housewares	\$1,551,860	\$723,466	\$1,871,545	\$1,913,054
Misc. Household Equipment	\$11,615,838	\$5,517,633	\$11,912,940	\$12,177,154
Apparel:				
Men's Apparel (16 and over)	\$4,536,715	\$2,315,091	\$5,759,915	\$5,887,663
Boys' Apparel (2 to 15)	\$1,016,964	\$641,473	\$1,495,527	\$1,528,696
Women's Apparel (16 and over)	\$9,047,014	\$4,803,813	\$10,699,426	\$10,936,727
Girls' Apparel (2 to 15)	\$1,492,427	\$781,343	\$2,033,917	\$2,079,026
Children Under 2	\$977,342	\$443,726	\$1,239,151	\$1,266,634
Footwear	\$3,737,672	\$1,842,426	\$5,418,080	\$5,538,247
Other Apparel Products & Services	\$3,453,714	\$2,025,704	\$4,495,126	\$4,594,823
Transportation:				
Vehicle Purchases	\$46,410,524	\$26,604,250	\$51,386,302	\$52,525,990
Vehicle Finance Charges	\$4,325,397	\$2,720,232	\$4,913,874	\$5,022,858
Gasoline & Motor Oil	\$17,737,431	\$11,411,468	\$20,954,468	\$21,419,213
Vehicle Maintenance & Repairs	\$8,102,691	\$5,054,615	\$9,255,175	\$9,460,444
Other Transportation	\$6,313,099	\$3,704,145	\$7,862,198	\$8,036,573
Medical Care:				
Medical Services (hospital & medical professional)	\$8,063,069	\$4,557,835	\$9,938,844	\$10,159,276
Medicine (prescription & nonprescription drugs)	\$3,922,574	\$2,546,600	\$4,862,599	\$4,970,445
Medical Supplies	\$1,300,921	\$699,350	\$1,897,183	\$1,939,260
Insurance:				
Health Insurance	\$11,879,985	\$8,517,604	\$15,194,553	\$15,531,550
Vehicle Insurance	\$11,516,783	\$6,901,864	\$13,536,654	\$13,836,881
Life & Other Personal Insurance	\$5,969,709	\$3,110,903	\$6,708,506	\$6,857,293
Entertainment:				
Fees & Admissions	\$9,747,002	\$4,456,549	\$9,015,890	\$9,215,852
Television, Radios & Sound Equipment	\$8,723,435	\$5,507,986	\$10,272,133	\$10,499,957
Pets, Toys, & Playground Equipment	\$5,355,568	\$2,913,156	\$5,255,709	\$5,372,274
Other Entertainment Supplies, Equipment & Services	\$7,316,855	\$4,856,867	\$6,341,034	\$6,481,670
Education:				
Tuition, Fees, Textbooks, Supplies	\$14,303,528	\$7,427,582	\$15,938,043	\$16,291,530
Books, Newspapers & Magazines	\$1,967,891	\$950,152	\$1,939,912	\$1,982,937
Personal Care Products & Services:				
	\$7,864,959	\$4,109,286	\$8,802,244	\$8,997,467
Miscellaneous				
	\$7,528,173	\$4,311,856	\$9,673,922	\$9,888,478
Cash Contributions:				
	\$17,644,980	\$9,897,012	\$20,894,647	\$21,358,065

Table 2: Page 5
Annual Market Potential

	<u>66217</u>	<u>66218</u>	<u>66219</u>	<u>66220</u>
Food & Beverages:				
Food Consumed at Home	\$7,568,408	\$270,850	\$18,890,645	\$570,752
Food Consumed Away From Home	\$6,660,254	\$239,249	\$16,686,611	\$656,267
Alcoholic Beverages (consumed at, or away from home)	\$1,211,328	\$39,110	\$2,727,728	\$137,313
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$20,305,785	\$695,276	\$48,492,520	\$2,037,115
Utilities, Fuels & Public Services	\$6,071,660	\$214,833	\$14,983,665	\$504,197
Household Operations	\$2,456,796	\$76,004	\$5,300,985	\$294,758
Housekeeping & Garden Supplies	\$1,435,294	\$48,239	\$3,364,449	\$142,786
Household Textiles	\$518,945	\$17,124	\$1,194,323	\$44,859
Furniture	\$1,799,921	\$42,729	\$2,980,156	\$162,137
Floor Coverings	\$127,005	\$4,754	\$331,547	\$29,613
Major Appliances	\$532,602	\$17,070	\$1,190,555	\$52,677
Small Appliances, Misc. Housewares	\$320,927	\$11,830	\$825,100	\$26,290
Misc. Household Equipment	\$2,402,171	\$75,302	\$5,252,006	\$248,043
Apparel:				
Men's Apparel (16 and over)	\$938,199	\$36,409	\$2,539,349	\$112,978
Boys' Apparel (2 to 15)	\$210,309	\$9,453	\$659,326	\$18,080
Women's Apparel (16 and over)	\$1,870,935	\$67,632	\$4,717,010	\$178,262
Girls' Apparel (2 to 15)	\$308,636	\$12,856	\$896,684	\$24,433
Children Under 2	\$202,116	\$7,833	\$546,299	\$15,735
Footwear	\$772,955	\$34,248	\$2,388,646	\$73,299
Other Apparel Products & Services	\$714,233	\$28,414	\$1,981,747	\$114,835
Transportation:				
Vehicle Purchases	\$9,597,757	\$324,815	\$22,654,457	\$819,381
Vehicle Finance Charges	\$894,498	\$31,061	\$2,166,358	\$54,925
Gasoline & Motor Oil	\$3,668,124	\$132,454	\$9,238,106	\$251,463
Vehicle Maintenance & Repairs	\$1,675,647	\$58,502	\$4,080,289	\$135,163
Other Transportation	\$1,305,557	\$49,697	\$3,466,173	\$157,641
Medical Care:				
Medical Services (hospital & medical professional)	\$1,667,453	\$62,824	\$4,381,695	\$151,582
Medicine (prescription & nonprescription drugs)	\$811,193	\$30,737	\$2,143,753	\$61,473
Medical Supplies	\$269,032	\$11,992	\$836,403	\$22,283
Insurance:				
Health Insurance	\$2,456,796	\$96,045	\$6,698,757	\$212,371
Vehicle Insurance	\$2,381,686	\$85,566	\$5,967,846	\$168,098
Life & Other Personal Insurance	\$1,234,544	\$42,405	\$2,957,550	\$147,086
Entertainment:				
Fees & Admissions	\$2,015,693	\$56,990	\$3,974,797	\$222,828
Television, Radios & Sound Equipment	\$1,804,018	\$64,931	\$4,528,631	\$159,107
Pets, Toys, & Playground Equipment	\$1,107,539	\$33,222	\$2,317,062	\$94,409
Other Entertainment Supplies, Equipment & Services	\$1,513,135	\$40,082	\$2,795,544	\$165,753
Education:				
Tuition, Fees, Textbooks, Supplies	\$2,957,988	\$100,745	\$7,026,536	\$428,259
Books, Newspapers & Magazines	\$406,962	\$12,262	\$855,241	\$34,499
Personal Care Products & Services:				
	\$1,626,484	\$55,639	\$3,880,607	\$139,463
Miscellaneous				
	\$1,556,836	\$61,149	\$4,264,900	\$192,336
Cash Contributions:				
	\$3,649,005	\$132,076	\$9,211,733	\$687,737

Table 2: Page 6
Annual Market Potential

	Trade Area Summary		
	Trade Area	Household	Per Capita
	Expenditures	Expenditures	Expenditures
Food & Beverages:			
Food Consumed at Home	\$401,690,425	\$4,156	\$1,825
Food Consumed Away From Home	\$345,272,037	\$3,572	\$1,568
Alcoholic Beverages (consumed at, or away from home)	\$62,216,540	\$644	\$283
Housing & Household Expenses:			
Shelter (owned & rented dwellings)	\$1,062,351,512	\$10,991	\$4,825
Utilities, Fuels & Public Services	\$338,503,843	\$3,502	\$1,538
Household Operations	\$115,346,622	\$1,193	\$524
Housekeeping & Garden Supplies	\$74,187,383	\$768	\$337
Household Textiles	\$24,183,979	\$250	\$110
Furniture	\$68,296,912	\$707	\$310
Floor Coverings	\$6,655,010	\$69	\$30
Major Appliances	\$28,538,823	\$295	\$130
Small Appliances, Misc. Housewares	\$15,972,297	\$165	\$73
Misc. Household Equipment	\$109,622,169	\$1,134	\$498
Apparel:			
Men's Apparel (16 and over)	\$49,397,121	\$511	\$224
Boys' Apparel (2 to 15)	\$12,912,604	\$134	\$59
Women's Apparel (16 and over)	\$93,294,421	\$965	\$424
Girls' Apparel (2 to 15)	\$17,229,749	\$178	\$78
Children Under 2	\$10,976,690	\$114	\$50
Footwear	\$43,573,774	\$451	\$198
Other Apparel Products & Services	\$39,150,587	\$405	\$178
Transportation:			
Vehicle Purchases	\$486,200,167	\$5,030	\$2,208
Vehicle Finance Charges	\$50,009,751	\$517	\$227
Gasoline & Motor Oil	\$205,726,987	\$2,128	\$934
Vehicle Maintenance & Repairs	\$89,341,965	\$924	\$406
Other Transportation	\$69,288,445	\$717	\$315
Medical Care:			
Medical Services (hospital & medical professional)	\$90,715,958	\$939	\$412
Medicine (prescription & nonprescription drugs)	\$47,251,181	\$489	\$215
Medical Supplies	\$15,140,798	\$157	\$69
Insurance:			
Health Insurance	\$147,553,191	\$1,527	\$670
Vehicle Insurance	\$128,607,857	\$1,331	\$584
Life & Other Personal Insurance	\$59,555,038	\$616	\$271
Entertainment:			
Fees & Admissions	\$87,197,700	\$902	\$396
Television, Radios & Sound Equipment	\$100,114,470	\$1,036	\$455
Pets, Toys, & Playground Equipment	\$54,565,494	\$565	\$248
Other Entertainment Supplies, Equipment & Services	\$71,872,255	\$744	\$326
Education:			
Tuition, Fees, Textbooks, Supplies	\$140,467,167	\$1,453	\$638
Books, Newspapers & Magazines	\$18,673,885	\$193	\$85
Personal Care Products & Services:	\$80,092,599	\$829	\$364
Miscellaneous	\$86,487,863	\$895	\$393
Cash Contributions:	\$189,027,275	\$1,956	\$859

**Table 3:
Business Activity**

NAICS Code	Industry	No. of Firms	Percent Firms	Jobs	Percent Jobs
11	Forestry, Fishing, Hunting & Agriculture Support	3	0.0%	6	0.0%
21	Mining/Extraction	11	0.1%	324	0.1%
22	Utilities	8	0.1%	325	0.1%
23	Construction	820	7.3%	11,335	4.9%
31	Manufacturing	355	3.2%	14,023	6.1%
42	Wholesale Trade	1,058	9.5%	15,457	6.7%
44	Retail Trade	1,368	12.3%	29,346	12.7%
48	Transportation & Warehousing	189	1.7%	6,649	2.9%
51	Information	359	3.2%	17,904	7.7%
52	Finance & Insurance	1,160	10.4%	20,882	9.0%
53	Real Estate & Rental & Leasing	575	5.1%	5,516	2.4%
54	Professional, Scientific & Technical Services	1,723	15.4%	23,517	10.2%
55	Management of Companies & Enterprises	177	1.6%	8,190	3.5%
56	Admin, Support, Waste Mgt, Remediation Services	661	5.9%	20,138	8.7%
61	Educational Services	127	1.1%	3,124	1.3%
62	Health Care & Social Assistance	954	8.5%	20,477	8.8%
71	Arts, Entertainment & Recreation	123	1.1%	2,980	1.3%
72	Accommodation & Food Services	651	5.8%	17,928	7.7%
81	Other Services	842	7.5%	13,481	5.8%
	Trade Area Totals	11,162	100.0%	231,603	100.0%

Table 4
24-Hour Weekday Traffic Counts

Location	Average Daily Traffic Count (Year Taken)
<i>ON 87th STREET:</i>	
East of Interstate 35	43,300 (2007)
West of Interstate 35	43,355 (2007)
<i>ON INTERSTATE 35:</i>	
North of 87 th Street	101,000 (2007)
South of 87 th Street	104,000 (2007)

Glossary:

Demographic Characteristics

Household: All individuals occupying a single dwelling unit.

Family Household: All members of a particular household related by blood, marriage, adoption or other legal arrangement. Includes households, with or without children, occupied by married couples or a male or female householder with no spouse present.

Non-Family Household: Unrelated persons sharing a household or a single person living alone. They may be independent consumers or two or more persons living together who use their incomes to make joint expenditures.

Average Household Size: An estimate of the average number of persons in a household as calculated by dividing total population by the total number of households.

Average Annual Household Growth Rate: The annual compound rate of change in the number of households.

Homeowner Household: One or more individuals living in their own home, townhouse or condominium.

Renter Household: Those paying rent for their dwelling unit as well as those living rent free in lieu of wages.

Race: The racial composition of the population is expressed as a percentage of the population. It is reported for six categories: White, Black or African American, Asian or Pacific Islander, American Indian or Alaskan Native, Two or More Races for persons identifying themselves as multiracial, and Some Other Race for those who do not identify with any of the specified groups.

Hispanic of Any Race: Hispanic origin refers to ethnicity, not race, and is a self-identified category. As such, persons of Hispanic origin may be of any race.

Age: Estimates of the percentage of the population falling within each of nine age groups.

Median Age: An estimate of the point at which the population distribution is divided into two equal parts. Half the population is younger than this point and half the population is older than this point.

Per Capita Income: Defined as total household income divided by total population. (See Total Household Income)

Average Household Income: Defined as total household income divided by total number of households. (See Total Household Income)

Median Household Income: An estimate of the point at which the household income distribution is divided into two equal parts. Half the households have annual earnings below this point and half the households have annual earnings above this point.

Total Household Income: The aggregate of all wages and salaries, other labor-related income, proprietor's income, rental income, interest income and transfer payments of all households within the specified geography.

Expenditure Categories

Food & Beverages:

Food consumed at home: Total expenditures for food at grocery stores or other food stores and food prepared by the household on trips. It excludes the purchase of nonfood items.

Food consumed away from home: All meals (breakfast, lunch, brunch and dinner) at restaurants, carryouts, and vending machines, including tips, plus meals as pay, special catered affairs such as weddings, and meals away from home on trips.

Alcoholic beverages: Includes beer and ale, wine, whiskey, gin, vodka, rum and other alcoholic beverages consumed at or away from home.

Housing & Household Expenses:

Shelter: For owned dwellings: includes interest on mortgages, interest on home equity loans and lines of credit, property taxes and insurance, refinancing and prepayment charges, ground rent, expenses for property management and security, homeowners coverage, expenses for repairs and maintenance for dwellings used or maintained by the consumer unit. Note: Mortgage principal repayments are payments of loans and are not included in this category. For rented dwellings: includes rent paid for primary dwelling and also includes all expenses for vacation homes, schools, college, hotels, motels, and other lodging while out of town.

Utilities, fuels, and public services: Includes natural gas, electricity, fuel oil, wood, kerosene, coal, bottled gas, water, garbage and trash collection, sewerage maintenance, septic tank cleaning, telephone charges, and other public services.

Household Operations: Includes baby-sitting; day care, nursery school, and preschool tuition; care of the elderly, invalids and handicapped; adult day care; and domestic and other duties. This category also includes housekeeping services, gardening and lawn care services, coin-operated laundry and dry-cleaning, termite and pest control products and services, home security system service fees, moving, storage, and freight expenses, repair of household appliances and other household equipment, repair of computer systems for home use, computer information services, reupholstering and furniture repair, rental and repair of lawn and gardening tools, and rental of other household equipment.

Housekeeping and garden supplies: Includes laundry and cleaning supplies, cleaning and toilet tissues, stationary supplies, postage, miscellaneous household products and lawn and garden supplies.

Household Textiles: Includes bathroom, bedroom, kitchen and dining room, other linens, curtains and drapes, slipcovers and decorative pillows, and sewing materials.

Furniture: Includes living room, dining room, kitchen, bedroom, nursery, porch, lawn, and outdoor furniture.

Floor Coverings: Includes new and replacement wall-to-wall carpets, room-size rugs, and other non-permanent floor coverings.

Major Appliances: Includes refrigerators and freezers, dishwashers and garbage disposals, stoves and ovens, vacuum cleaners, microwaves, air-conditioners, sewing machines, washing machines and dryers, and floor cleaning equipment.

Small Appliances/Misc. Housewares: Includes small electrical kitchen appliances, portable heating and cooling equipment, china and other dinnerware, flatware, glassware, silver and other serving pieces, non-electric cookware, and plastic dinnerware (excludes personal care appliances).

Miscellaneous Household Equipment: Includes typewriters, luggage, lamps and light fixtures, window coverings, clocks, lawnmowers and gardening equipment, other hand and power tools, telephone answering devices, telephones and accessories, computers and computer hardware for home use, computer software and accessories for home use, calculators, business equipment for home use, floral arrangements and house plants, rental furniture, closet and storage items, other household decorative items, infants' equipment, outdoor equipment, smoke alarms, other household appliances, and other small miscellaneous furnishings.

Apparel and Services

Men's and boys' apparel: Includes coats, jackets, sweaters, vests, sport coats, tailored jackets, trousers, slacks, shorts, sportswear, shirts, underwear, nightwear, hosiery, uniforms and other accessories.

Women's and girls' apparel: Includes coats, jackets, furs, sport coats, tailored jackets, sweaters, vests, blouses, shirts, dresses, dungarees, culottes, slacks, shorts, sportswear, underwear, nightwear, uniforms, hosiery and other accessories.

Children Under 2: Includes coats, jackets, snowsuits, underwear, diapers, dresses, crawlers and other sleeping garments, hosiery, footwear, and accessories.

Other apparel products & services: Includes material for making clothes, shoe repair, alterations and repairs, sewing patterns and notions, clothing rental, clothing storage, dry cleaning and sent-out laundry, watches, jewelry, and repairs to watches and jewelry.

Transportation

Vehicle purchases: Includes the net outlay (purchase price minus trade-in value) on new and used domestic and imported cars and trucks and other vehicles, including motorcycles and private planes.

Vehicle Finance Charges: Includes the dollar amount of interest paid for a loan contracted for the purchase of vehicles described above.

Gasoline and motor oil: Includes purchases of gasoline, diesel fuel and motor oil.

Vehicle maintenance and repairs: Includes tires, batteries, lubrication, filters, coolant, additives, brake and transmission fluids, oil change, brake adjustment and repair, front-end alignment, wheel balancing, steering repair, shock absorber replacement, clutch and transmission repair, electrical system repair, exhaust system repair, body work and painting, engine repair, repair to cooling system, drive train repair, drive shaft and rear-end repair, tire repair, other maintenance and services, and auto repair policies.

Other transportation: Includes fares for mass transit, buses, trains, airlines, taxis, school buses for which a fee is charged, and boats.

Medical Care:

Medical services: Includes hospital room and services, physicians' services, service by a professional other than physician, eye and dental care, lab tests, x rays, medical care in a retirement community, care in convalescent or nursing home and other medical care.

Medicine: Includes prescription and nonprescription drugs, internal and respiratory over-the-counter drugs.

Medical supplies: Includes topicals and dressings, antiseptics, bandages, cotton, first aid kits, contraceptives, syringes, ice bags, thermometers, sunlamps, vaporizers, heating pads, medical appliances (such as braces, canes, crutches and walkers, eyeglasses and hearing aids) and rental and repair of medical equipment.

Insurance:

Health insurance: Includes health maintenance plans, Blue Cross/Blue Shield, commercial health insurance, Medicare, Medicare supplemental insurance and other health insurance.

Vehicle insurance: Includes the premiums paid for insuring cars, trucks and other vehicles.

Life and other personal insurance: Includes premiums for whole life and term insurance; endowments; income and other life insurance; mortgage guarantee insurance; mortgage life insurance; premiums for personal liability, accident and disability, and other nonhealth insurance other than for homes and

Education

Tuition, Fees, Textbooks & Supplies: Includes tuition, fees, textbooks, supplies, and equipment for public and private elementary and high schools, colleges and universities and other schools.

Books, Newspapers & Magazines: Includes subscriptions for newspapers, magazines and books through book clubs; the purchase of single copy newspapers and magazines, newsletters, books and encyclopedias and other reference books.

Other Expenditures

Personal care products and services: Includes products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products and personal care services for males and females.

Miscellaneous: Includes safe deposit box rental, checking account fees and other bank service charges, credit card memberships, legal fees, accounting fees, funerals, cemetery lots, union dues, occupational expenses, expenses for other properties, and finance charges other than those for mortgages and vehicles.

Cash Contributions: Includes cash contributed to persons or organizations outside the consumer unit, including alimony and child support payments; care of students away from home; and contributions to religious, educational, charitable or political organizations.