

A Profile of the Trade Area
Within a Three-Mile Radius
From the Intersection of
87th Street Parkway and Renner Boulevard

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 Parkway and Renner Boulevard. 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 44,442 people currently reside in 18,282 households within the trade area.
- The average trade area household is composed of 2.43 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 2.06% since 2000.
- It is estimated that families make up 12,622 (69.0%) of the trade area's households while 5,660 (31.0%) are non-family households.
- Homeowners occupy 11,775 dwelling units, 64.4% of the trade area's total. The average value of homes in the trade area is \$247,324.
- Renters occupy 6,506 dwelling units, 35.6% of the trade area's total. The average monthly rent in the area is approximately \$964.
- The median age of the trade area's population is 38.2 years vs. 36.6 in the Kansas City Metropolitan Area and 36.7 in the U.S.
- Approximately 57.7% 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 \$43,892 - 146% of the Kansas City Metropolitan Area average and 157% of the national average.
- The average gross annual income of trade area households is \$106,700 - 140% of the Kansas City Metropolitan Area average and 144% of the national average.
- Median household income in the trade area is estimated to be \$85,725 – 145% of the Kansas City Metropolitan Area median and 161% of the national median.
- Approximately 6.8% 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 18.1% 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 \$84.6 million. Markets for other goods and services are shown in Table 2.

Business Activity:

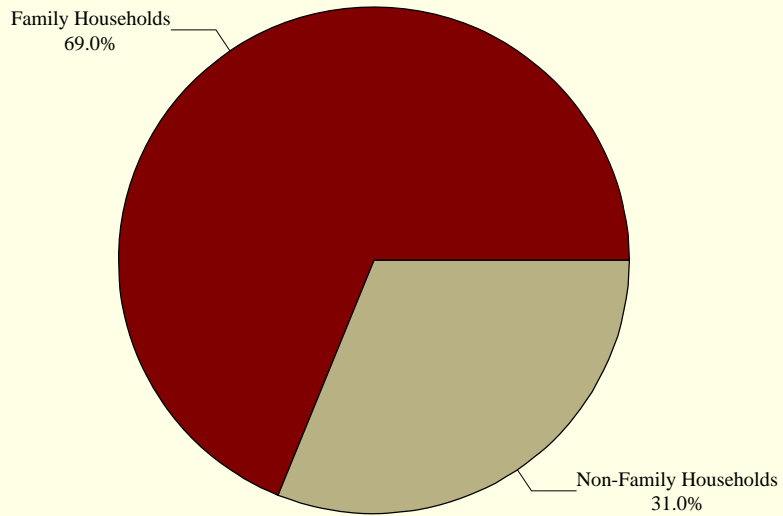
- It is estimated that 2,083 business establishments are located within the trade area employing approximately 49,615 workers (see Table 3).

Traffic Volume:

- According to the latest available traffic counts, an average of approximately 25,200 vehicles pass through the intersection of 87th Street Parkway and Renner Boulevard each weekday. (see Table 4)

Figure 1

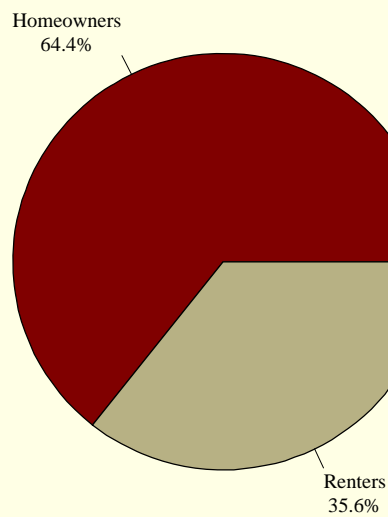
Household Composition



Avg. Trade Area HH: 2.43 Persons - K.C. Metro Average: 2.50 Persons

Figure 2

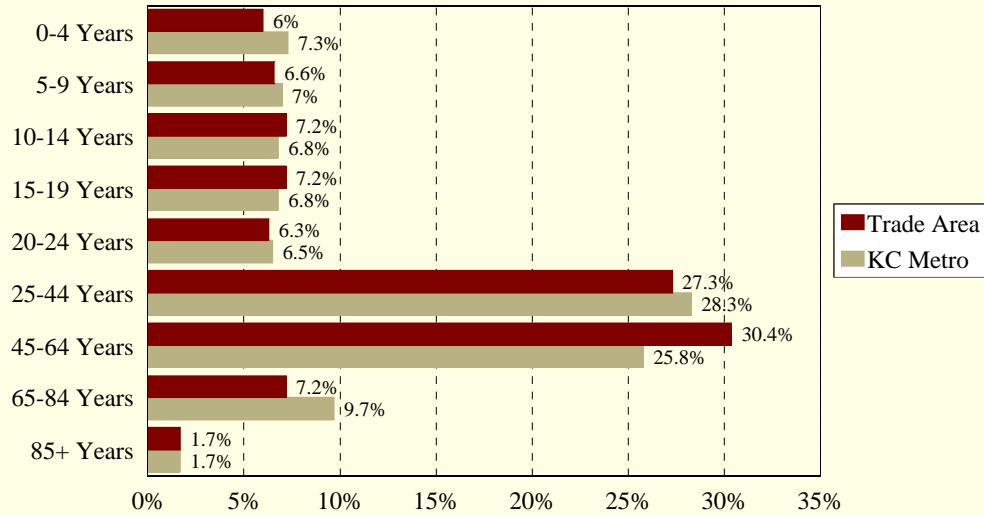
Residential Tenure



Avg. Home Value: \$247,324 -- Avg. Monthly Rent: \$964

Figure 3

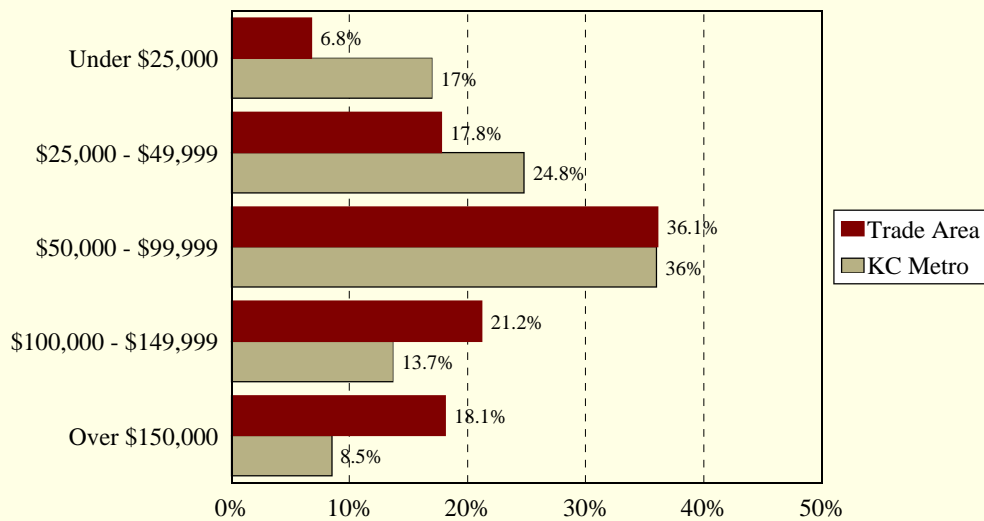
Age Distribution



Median Age: 38.2 Years -- K.C. Metro Median Age: 36.6 Years

Figure 4

Income Distribution



Average Household Income: \$106,700 -- KC Metro Average: \$76,337

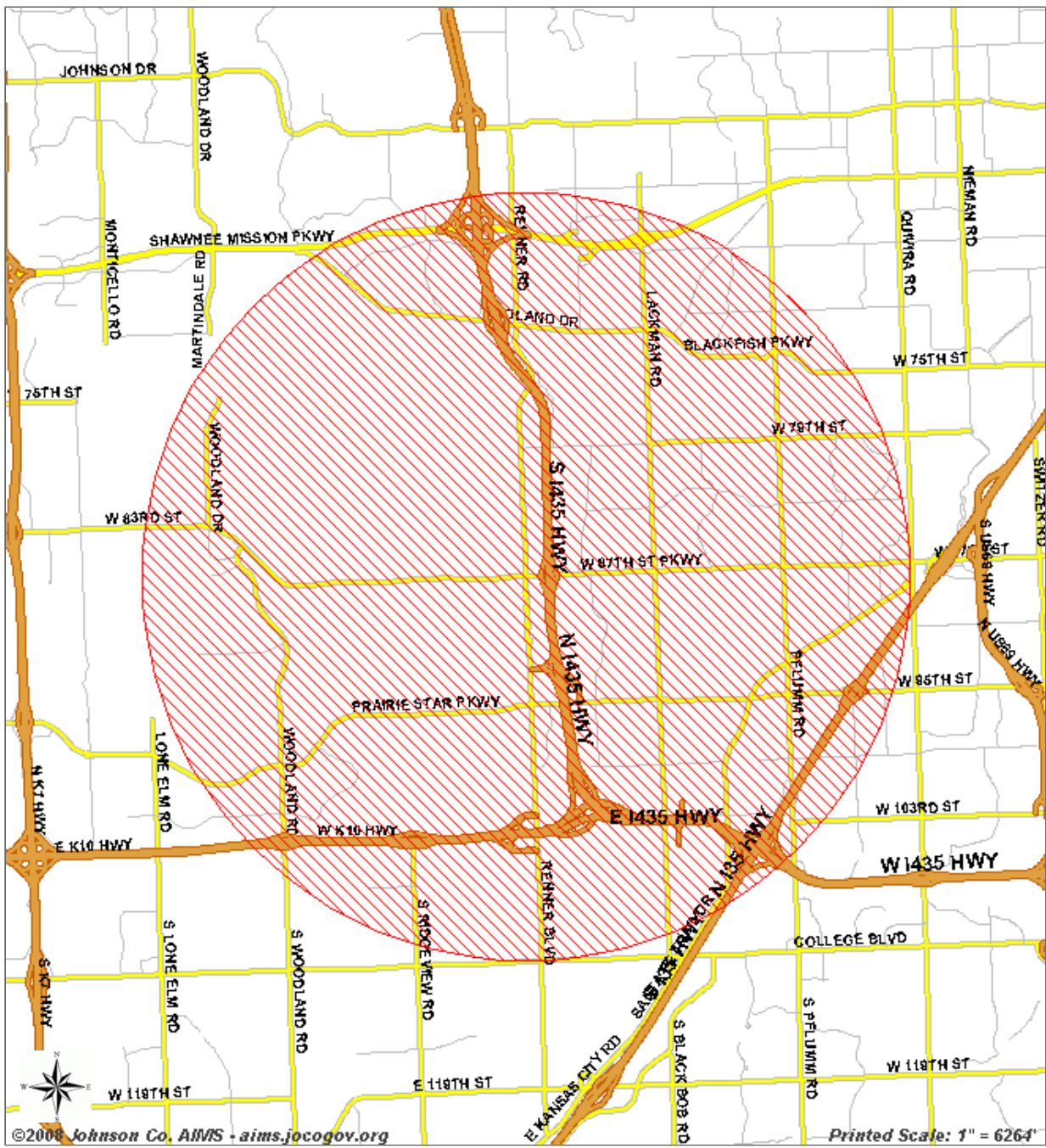


Figure 5: 3-Mile Radius from 87th and Renner Blvd

 Analysis Extent

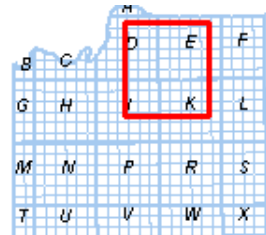


Table 1: Page 1
Demographic Characteristics

	<u>66061</u>	<u>66215</u>	<u>66216</u>	<u>66217</u>
Population	159	18,476	8,031	3,007
Households:	57	7,885	2,955	1,495
Family Households	41	5,188	2,301	1,081
Non-Family Households	16	2,698	654	414
Average Household Size	2.77	2.34	2.72	2.01
Annual HH Growth Rate	1.88%	0.00%	1.48%	4.24%
Homeowner Households:	48	4,967	2,327	659
Average Value of Homes	\$297,869	\$191,000	\$258,806	\$271,964
Renter Households:	9	2,918	627	836
Average Rent	\$668	\$920	\$647	\$808
White	134	16,259	6,955	2,694
Black	6	610	289	87
Asian or Pacific Islander	5	776	458	90
American Indian or Alaska Native	1	55	24	6
Two or More Races	4	314	145	75
Some Other Race	8	462	161	54
Hispanic of Any Race	15	1,072	418	156
Population Age 0-4	13	1,053	506	171
Population Age 5-9	14	1,146	554	177
Population Age 10-14	12	1,293	586	210
Population Age 15-19	11	1,330	602	250
Population Age 20-24	9	1,275	506	150
Population Age 25-44	52	4,748	1,952	887
Population Age 45-64	37	5,432	2,570	929
Population Age 65-84	10	1,570	675	217
Population Over 85	1	628	80	15
Median Age	33.2	39.3	39.7	37.6
Percapita Income:	\$48,496	\$40,070	\$45,692	\$48,046
Percent Of Kansas City MSA	162%	133%	152%	160%
Percent Of US	174%	144%	164%	172%
Average Household Income:	\$134,334	\$93,888	\$124,194	\$96,639
Percent Of Kansas City MSA	176%	123%	163%	127%
Percent Of US	181%	127%	167%	130%
Median Household Income:	\$108,085	\$74,565	\$97,442	\$72,193
Percent Of Kansas City MSA	183%	126%	165%	122%
Percent Of US	203%	140%	183%	136%
HHs Earning Less Than \$25,000	6	678	228	97
HHs \$25,000 to \$49,999	13	1,640	485	196
HHs \$50,000 to \$99,999	23	2,957	1,117	505
HHs \$100,000 to \$149,999	10	1,514	576	309
HHs Earning More Than \$150,000	6	1,096	550	387
Total Household Income	\$7,687,932	\$740,344,263	\$366,956,475	\$144,473,965

Table 1: Page 2
Demographic Characteristics

	<u>66218</u>	<u>66219</u>	<u>66220</u>
Population	398	10,268	4,103
Households:	139	4,239	1,511
Family Households	121	2,601	1,288
Non-Family Households	19	1,638	223
Average Household Size	2.86	2.42	2.72
Annual HH Growth Rate	11.59%	2.47%	17.24%
Homeowner Households:	135	2,158	1,481
Average Value of Homes	\$276,433	\$226,152	\$433,784
Renter Households:	4	2,082	30
Average Rent	\$760	\$1,190	\$708
White	369	9,016	3,869
Black	6	329	90
Asian or Pacific Islander	6	534	82
American Indian or Alaska Native	1	31	8
Two or More Races	8	185	25
Some Other Race	8	175	29
Hispanic of Any Race	21	411	127
Population Age 0-4	39	698	193
Population Age 5-9	46	678	328
Population Age 10-14	31	760	320
Population Age 15-19	24	760	242
Population Age 20-24	14	667	160
Population Age 25-44	138	3,656	706
Population Age 45-64	91	2,711	1,735
Population Age 65-84	14	318	398
Population Over 85	1	21	21
Median Age	34.6	32.3	46.6
Percapita Income:	\$46,873	\$39,899	\$64,069
Percent Of Kansas City MSA	156%	133%	213%
Percent Of US	168%	143%	230%
Average Household Income:	\$133,967	\$96,645	\$173,959
Percent Of Kansas City MSA	175%	127%	228%
Percent Of US	181%	130%	235%
Median Household Income:	\$118,820	\$82,526	\$139,526
Percent Of Kansas City MSA	201%	140%	236%
Percent Of US	224%	155%	262%
HHs Earning Less Than \$25,000	5	203	20
HHs \$25,000 to \$49,999	9	797	112
HHs \$50,000 to \$99,999	48	1,552	397
HHs \$100,000 to \$149,999	48	1,026	393
HHs Earning More Than \$150,000	29	661	589
Total Household Income	\$18,653,234	\$409,703,548	\$262,850,281

Table 1: Page 3
Demographic Characteristics

	<u>Trade Area</u>		<u>K.C.</u>	<u>U.S.</u>
	<u>Summary</u>		<u>Metro</u>	
Population	44,442		1,997,567	306,348,230
Households:	18,282		785,712	115,337,039
Family Households	12,622	69.0%	65.9%	67.0%
Non-Family Households	5,660	31.0%	34.1%	33.0%
Average Household Size	2.43		2.50	2.59
Annual HH Growth Rate	2.06%		1.3%	1.2%
Homeowner Households:	11,775		70.2%	68.1%
Average Value of Homes	\$247,324			
Renter Households:	6,506		29.8%	31.9%
Average Rent	\$964			
White	39,296	88.4%	79.9%	72.7%
Black	1,417	3.2%	12.5%	12.6%
Asian or Pacific Islander	1,951	4.4%	2.3%	4.5%
American Indian or Alaska Native	127	0.3%	0.5%	0.9%
Two or More Races	755	1.7%	2.1%	2.8%
Some Other Race	896	2.0%	2.7%	6.5%
Hispanic of Any Race	2,220	5.0%	6.3%	15.0%
Population Age 0-4	2,674	6.0%	7.3%	6.9%
Population Age 5-9	2,943	6.6%	7.0%	6.5%
Population Age 10-14	3,213	7.2%	6.8%	6.8%
Population Age 15-19	3,219	7.2%	6.8%	7.1%
Population Age 20-24	2,781	6.3%	6.5%	7.0%
Population Age 25-44	12,139	27.3%	28.3%	27.6%
Population Age 45-64	13,506	30.4%	25.8%	25.4%
Population Age 65-84	3,201	7.2%	9.7%	10.7%
Population Over 85	767	1.7%	1.7%	1.9%
Median Age	38.2		36.6	36.7
Percapita Income:	\$43,892		\$30,026	\$27,916
Percent Of Kansas City MSA	146%		100%	93%
Percent Of US	157%		108%	100%
Average Household Income:	\$106,700		\$76,337	\$74,148
Percent Of Kansas City MSA	140%		100%	97%
Percent Of US	144%		103%	100%
Median Household Income:	\$85,725		\$59,055	\$53,154
Percent Of Kansas City MSA	145%		100%	90%
Percent Of US	161%		111%	100%
HHs Earning Less Than \$25,000	1,237	6.8%	17.0%	21.9%
HHs \$25,000 to \$49,999	3,251	17.8%	24.8%	25.0%
HHs \$50,000 to \$99,999	6,599	36.1%	36.0%	32.3%
HHs \$100,000 to \$149,999	3,876	21.2%	13.7%	12.3%
HHs Earning More Than \$150,000	3,318	18.1%	8.5%	8.4%
Total Household Income	\$1,950,669,699			

Table 2: Page 1
Annual Market Potential

	<u>66061</u>	<u>66215</u>	<u>66216</u>	<u>66217</u>
Food & Beverages:				
Food Consumed at Home	\$361,649	\$34,133,811	\$16,918,647	\$6,442,802
Food Consumed Away From Home	\$306,279	\$30,151,307	\$14,944,692	\$5,669,712
Alcoholic Beverages (consumed at, or away from home)	\$62,794	\$4,928,775	\$2,442,980	\$1,031,174
Housing & Household Expenses:				
Shelter (owned & rented dwellings)	\$1,052,118	\$87,621,916	\$43,430,376	\$17,285,821
Utilities, Fuels & Public Services	\$349,126	\$27,074,226	\$13,419,517	\$5,168,657
Household Operations	\$119,148	\$9,578,435	\$4,747,614	\$2,091,411
Housekeeping & Garden Supplies	\$77,106	\$6,079,277	\$3,013,233	\$1,221,831
Household Textiles	\$23,794	\$2,158,041	\$1,069,647	\$441,766
Furniture	\$51,524	\$5,384,891	\$2,669,057	\$1,532,229
Floor Coverings	\$7,156	\$599,078	\$296,937	\$108,116
Major Appliances	\$28,893	\$2,151,233	\$1,066,273	\$453,391
Small Appliances, Misc. Housewares	\$13,418	\$1,490,886	\$738,968	\$273,197
Misc. Household Equipment	\$102,331	\$9,489,935	\$4,703,748	\$2,044,910
Apparel:				
Men's Apparel (16 and over)	\$42,936	\$4,588,390	\$2,274,266	\$798,666
Boys' Apparel (2 to 15)	\$11,897	\$1,191,348	\$590,499	\$179,031
Women's Apparel (16 and over)	\$89,093	\$8,523,241	\$4,224,600	\$1,592,681
Girls' Apparel (2 to 15)	\$14,491	\$1,620,233	\$803,079	\$262,734
Children Under 2	\$8,229	\$987,117	\$489,271	\$172,056
Footwear	\$34,170	\$4,316,082	\$2,139,294	\$657,998
Other Apparel Products & Services	\$37,569	\$3,580,851	\$1,774,872	\$608,009
Transportation:				
Vehicle Purchases	\$493,409	\$40,934,705	\$20,289,554	\$8,170,338
Vehicle Finance Charges	\$50,450	\$3,914,428	\$1,940,212	\$761,464
Gasoline & Motor Oil	\$211,640	\$16,692,482	\$8,273,738	\$3,122,585
Vehicle Maintenance & Repairs	\$93,744	\$7,372,740	\$3,654,347	\$1,426,438
Other Transportation	\$68,698	\$6,263,085	\$3,104,339	\$1,111,389
Medical Care:				
Medical Services (hospital & medical professional)	\$84,531	\$7,917,356	\$3,924,289	\$1,419,462
Medicine (prescription & nonprescription drugs)	\$47,230	\$3,873,582	\$1,919,966	\$690,549
Medical Supplies	\$12,970	\$1,511,310	\$749,090	\$229,021
Insurance:				
Health Insurance	\$157,970	\$12,104,092	\$5,999,472	\$2,091,411
Vehicle Insurance	\$128,004	\$10,783,398	\$5,344,862	\$2,027,471
Life & Other Personal Insurance	\$57,696	\$5,344,045	\$2,648,811	\$1,050,937
Entertainment:				
Fees & Admissions	\$82,652	\$7,182,124	\$3,559,867	\$1,715,910
Television, Radios & Sound Equipment	\$102,153	\$8,182,856	\$4,055,886	\$1,535,717
Pets, Toys, & Playground Equipment	\$54,028	\$4,186,736	\$2,075,183	\$942,821
Other Entertainment Supplies, Equipment & Services	\$90,077	\$5,051,314	\$2,503,717	\$1,288,095
Education:				
Tuition, Fees, Textbooks, Supplies	\$137,754	\$12,696,362	\$6,293,035	\$2,518,064
Books, Newspapers & Magazines	\$17,622	\$1,545,348	\$765,962	\$346,437
Personal Care Products & Services:				
	\$76,212	\$7,011,932	\$3,475,510	\$1,384,586
Miscellaneous				
	\$79,969	\$7,706,317	\$3,819,687	\$1,325,297
Cash Contributions:				
	\$183,553	\$16,644,828	\$8,250,118	\$3,106,309

Table 2: Page 2
Annual Market Potential

	<u>66218</u>	<u>66219</u>	<u>66220</u>
Food & Beverages:			
Food Consumed at Home	\$860,013	\$18,889,514	\$6,949,199
Food Consumed Away From Home	\$759,673	\$16,685,612	\$7,990,389
Alcoholic Beverages (consumed at, or away from home)	\$124,182	\$2,727,565	\$1,671,853
Housing & Household Expenses:			
Shelter (owned & rented dwellings)	\$2,207,665	\$48,489,617	\$24,802,928
Utilities, Fuels & Public Services	\$682,145	\$14,982,768	\$6,138,856
Household Operations	\$241,332	\$5,300,668	\$3,588,833
Housekeeping & Garden Supplies	\$153,170	\$3,364,247	\$1,738,490
Household Textiles	\$54,373	\$1,194,251	\$546,178
Furniture	\$135,674	\$2,979,977	\$1,974,096
Floor Coverings	\$15,094	\$331,527	\$360,549
Major Appliances	\$54,201	\$1,190,484	\$641,373
Small Appliances, Misc. Housewares	\$37,563	\$825,051	\$320,092
Misc. Household Equipment	\$239,102	\$5,251,692	\$3,020,046
Apparel:			
Men's Apparel (16 and over)	\$115,606	\$2,539,197	\$1,375,561
Boys' Apparel (2 to 15)	\$30,016	\$659,287	\$220,137
Women's Apparel (16 and over)	\$214,746	\$4,716,728	\$2,170,435
Girls' Apparel (2 to 15)	\$40,822	\$896,630	\$297,483
Children Under 2	\$24,871	\$546,266	\$191,579
Footwear	\$108,745	\$2,388,503	\$892,448
Other Apparel Products & Services	\$90,221	\$1,981,628	\$1,398,169
Transportation:			
Vehicle Purchases	\$1,031,364	\$22,653,101	\$9,976,384
Vehicle Finance Charges	\$98,625	\$2,166,229	\$668,741
Gasoline & Motor Oil	\$420,573	\$9,237,553	\$3,061,693
Vehicle Maintenance & Repairs	\$185,759	\$4,080,045	\$1,645,675
Other Transportation	\$157,801	\$3,465,966	\$1,919,359
Medical Care:			
Medical Services (hospital & medical professional)	\$199,481	\$4,381,433	\$1,845,583
Medicine (prescription & nonprescription drugs)	\$97,596	\$2,143,625	\$748,467
Medical Supplies	\$38,078	\$836,353	\$271,304
Insurance:			
Health Insurance	\$304,967	\$6,698,356	\$2,585,721
Vehicle Insurance	\$271,692	\$5,967,489	\$2,046,682
Life & Other Personal Insurance	\$134,645	\$2,957,373	\$1,790,847
Entertainment:			
Fees & Admissions	\$180,956	\$3,974,559	\$2,713,043
Television, Radios & Sound Equipment	\$206,170	\$4,528,360	\$1,937,208
Pets, Toys, & Playground Equipment	\$105,486	\$2,316,923	\$1,149,474
Other Entertainment Supplies, Equipment & Services	\$127,270	\$2,795,377	\$2,018,123
Education:			
Tuition, Fees, Textbooks, Supplies	\$319,889	\$7,026,116	\$5,214,279
Books, Newspapers & Magazines	\$38,936	\$855,189	\$420,046
Personal Care Products & Services:	\$176,668	\$3,880,375	\$1,698,032
Miscellaneous	\$194,163	\$4,264,645	\$2,341,785
Cash Contributions:	\$419,372	\$9,211,181	\$8,373,546

Table 2: Page 3
Annual Market Potential

	Trade Area Summary		
	Trade Area Expenditures	Household Expenditures	Per Capita Expenditures
Food & Beverages:			
Food Consumed at Home	\$84,555,636	\$4,625	\$1,903
Food Consumed Away From Home	\$76,507,663	\$4,185	\$1,722
Alcoholic Beverages (consumed at, or away from home)	\$12,989,323	\$711	\$292
Housing & Household Expenses:			
Shelter (owned & rented dwellings)	\$224,890,441	\$12,301	\$5,060
Utilities, Fuels & Public Services	\$67,815,294	\$3,709	\$1,526
Household Operations	\$25,667,441	\$1,404	\$578
Housekeeping & Garden Supplies	\$15,647,354	\$856	\$352
Household Textiles	\$5,488,050	\$300	\$123
Furniture	\$14,727,448	\$806	\$331
Floor Coverings	\$1,718,457	\$94	\$39
Major Appliances	\$5,585,848	\$306	\$126
Small Appliances, Misc. Housewares	\$3,699,174	\$202	\$83
Misc. Household Equipment	\$24,851,764	\$1,359	\$559
Apparel:			
Men's Apparel (16 and over)	\$11,734,621	\$642	\$264
Boys' Apparel (2 to 15)	\$2,882,216	\$158	\$65
Women's Apparel (16 and over)	\$21,531,524	\$1,178	\$484
Girls' Apparel (2 to 15)	\$3,935,472	\$215	\$89
Children Under 2	\$2,419,389	\$132	\$54
Footwear	\$10,537,241	\$576	\$237
Other Apparel Products & Services	\$9,471,319	\$518	\$213
Transportation:			
Vehicle Purchases	\$103,548,855	\$5,664	\$2,330
Vehicle Finance Charges	\$9,600,150	\$525	\$216
Gasoline & Motor Oil	\$41,020,264	\$2,244	\$923
Vehicle Maintenance & Repairs	\$18,458,747	\$1,010	\$415
Other Transportation	\$16,090,637	\$880	\$362
Medical Care:			
Medical Services (hospital & medical professional)	\$19,772,136	\$1,082	\$445
Medicine (prescription & nonprescription drugs)	\$9,521,015	\$521	\$214
Medical Supplies	\$3,648,126	\$200	\$82
Insurance:			
Health Insurance	\$29,941,989	\$1,638	\$674
Vehicle Insurance	\$26,569,597	\$1,453	\$598
Life & Other Personal Insurance	\$13,984,353	\$765	\$315
Entertainment:			
Fees & Admissions	\$19,409,112	\$1,062	\$437
Television, Radios & Sound Equipment	\$20,548,350	\$1,124	\$462
Pets, Toys, & Playground Equipment	\$10,830,651	\$592	\$244
Other Entertainment Supplies, Equipment & Services	\$13,873,973	\$759	\$312
Education:			
Tuition, Fees, Textbooks, Supplies	\$34,205,498	\$1,871	\$770
Books, Newspapers & Magazines	\$3,989,540	\$218	\$90
Personal Care Products & Services:	\$17,703,315	\$968	\$398
Miscellaneous	\$19,731,862	\$1,079	\$444
Cash Contributions:	\$46,188,908	\$2,527	\$1,039

**Table 3:
Business Activity**

NAICS Code	Industry	No. of Firms	Percent Firms	Jobs	Percent Jobs
11	Forestry, Fishing, Hunting & Agriculture Support	0	0.0%	0	0.0%
21	Mining/Extraction	2	0.1%	189	0.4%
22	Utilities	2	0.1%	12	0.0%
23	Construction	216	10.4%	3,860	7.8%
31	Manufacturing	127	6.1%	7,845	15.8%
42	Wholesale Trade	302	14.5%	5,533	11.2%
44	Retail Trade	228	10.9%	4,979	10.0%
48	Transportation & Warehousing	52	2.5%	2,143	4.3%
51	Information	78	3.7%	4,270	8.6%
52	Finance & Insurance	128	6.2%	2,034	4.1%
53	Real Estate & Rental & Leasing	102	4.9%	948	1.9%
54	Professional, Scientific & Technical Services	260	12.5%	3,514	7.1%
55	Management of Companies & Enterprises	31	1.5%	1,611	3.2%
56	Admin, Support, Waste Mgt, Remediation Services	109	5.2%	2,838	5.7%
61	Educational Services	18	0.9%	540	1.1%
62	Health Care & Social Assistance	169	8.1%	5,253	10.6%
71	Arts, Entertainment & Recreation	21	1.0%	364	0.7%
72	Accommodation & Food Services	107	5.1%	2,383	4.8%
81	Other Services	130	6.3%	1,301	2.6%
	Trade Area Totals	2,083	100.0%	49,615	100.0%

Table 4
24-Hour Weekday Traffic Counts

Location	Average Daily Traffic Count (Year Taken)
<i>ON 87TH STREET PARKWAY:</i>	
East of Renner Boulevard	21,029 (2002)
West of Renner Boulevard	14,790 (2004)
<i>ON RENNER BOULEVARD:</i>	
North of 87 th Street Boulevard	7,060 (2004)
South of 87 th Street Boulevard	7,593 (2004)

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.