

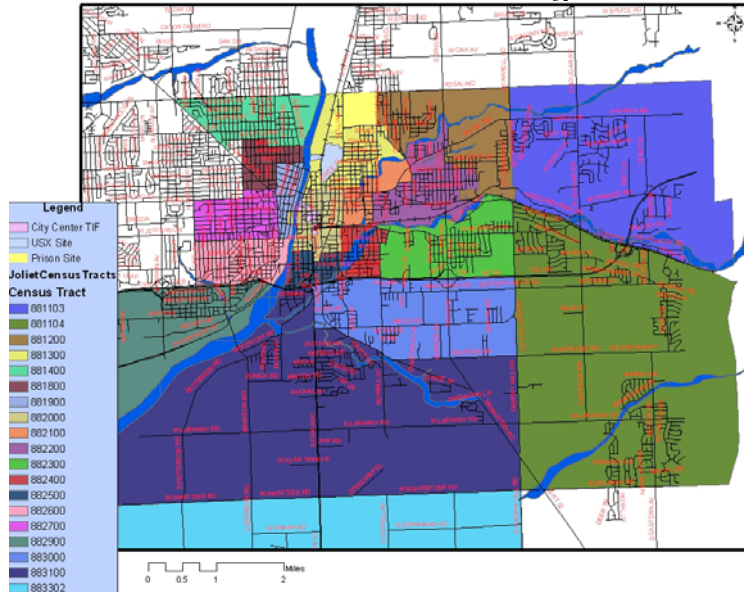
D. Retail Development

D-1. Study Area

The Planning Area is defined as the following US Census Tracts:

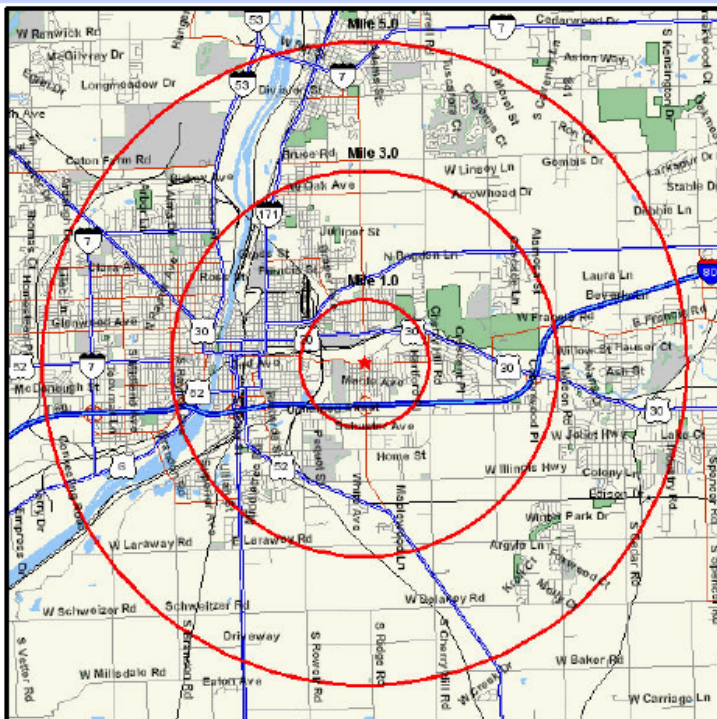
881103	881104	881200
881300	881400	881800
881900	882000	882100
882200	882300	882400
882500	882600	882700
882900	883000	883100
883302		

Joliet – Census Tracts in Planning Area



D-2.

Leakage Analysis



E WASHINGTON ST AND S BRIGGS ST
JOLIET, IL
Coord: 41.522500, -88.043000
Radius - See Appendix for Details



0 miles 1.11 2.21



RMP Opportunity Gap - Retail Stores

E WASHINGTON ST AND S BRIGGS ST, JOLIET, IL, 0.00 - 1.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/(Surplus)
Total Retail Sales Incl. Eating and Drinking Places	124,535,253	34,782,289	89,752,964
Motor Vehicle and Parts Dealers-441	24,903,170	3,878,289	21,024,881
Automotive Dealers-4411	21,235,688	2,923,299	18,312,389
Other Motor Vehicle Dealers-4412	1,600,813	269,967	1,330,846
Automotive Parts/Accsrs, Tire Stores-4413	2,066,669	685,023	1,381,646
Furniture and Home Furnishings Stores-442	2,896,513	1,370,767	1,525,746
Furniture Stores-4421	1,560,733	1,140,950	419,783
Home Furnishing Stores-4422	1,335,780	229,817	1,105,963
Electronics and Appliance Stores-443	2,770,851	2,661,325	109,526
Appliances, TVs, Electronics Stores-44311	2,156,785	2,627,587	(470,802)
Household Appliances Stores-443111	508,007	2,537,399	(2,029,392)
Radio, Television, Electronics Stores-443112	1,648,778	90,189	1,558,589
Computer and Software Stores-44312	507,422	33,738	473,684
Camera and Photographic Equipment Stores-44313	106,644		106,644
Building Material, Garden Equip Stores -444	13,558,811	7,101,589	6,457,222
Building Material and Supply Dealers-4441	12,322,532	5,743,658	6,578,874
Home Centers-44411	4,810,746	2,944,424	1,866,322
Paint and Wallpaper Stores-44412	285,729	117,170	168,559
Hardware Stores-44413	964,622		964,622
Other Building Materials Dealers-44419	6,261,435	2,682,064	3,579,371
Building Materials, Lumberyards-444191	2,075,572	914,614	1,160,958
Lawn, Garden Equipment, Supplies Stores-4442	1,236,279	1,357,930	(121,651)
Outdoor Power Equipment Stores-44421	185,104	766,466	(581,362)
Nursery and Garden Centers-44422	1,051,176	591,464	459,712
Food and Beverage Stores-445	15,750,133	6,429,344	9,320,789
Grocery Stores-4451	14,290,864	3,415,270	10,875,594
Supermarkets, Grocery (Ex Conv.) Stores-44511	13,546,136	2,164,670	11,381,466
Convenience Stores-44512	744,728	1,250,600	(505,872)
Specialty Food Stores-4452	491,006		491,006
Beer, Wine and Liquor Stores-4453	968,262	3,014,074	(2,045,812)
Health and Personal Care Stores-446	6,067,680	2,173,411	3,894,269
Pharmacies and Drug Stores-44611	5,212,458	2,136,447	3,076,011
Cosmetics, Beauty Supplies, Perfume Stores-44612	215,832		215,832
Optical Goods Stores-44613	246,777		246,777
Other Health and Personal Care Stores-44619	392,613	36,964	355,649

Gasoline Stations-447	13,824,791	6,036,504	7,788,287
Gasoline Stations With Conv. Stores-44711	10,448,368	5,962,811	4,485,557
Other Gasoline Stations-44719	3,376,423	73,693	3,302,730
Clothing and Clothing Accessories Stores-448	5,516,327	100,187	5,416,140
Clothing Stores-4481	4,065,692	28,245	4,037,447
Men's Clothing Stores-44811	269,356		269,356
Women's Clothing Stores-44812	974,844	28,245	946,599
Children, Infants Clothing Stores-44813	289,590		289,590
Family Clothing Stores-44814	2,184,961		2,184,961
Clothing Accessories Stores-44815	82,576		82,576
Other Clothing Stores-44819	264,364		264,364
Shoe Stores-4482	830,544		830,544
Jewelry, Luggage, Leather Goods Stores-4483	620,091	71,942	548,149
Jewelry Stores-44831	567,814	71,942	495,872
Luggage and Leather Goods Stores-44832	52,278		52,278
Sporting Goods, Hobby, Book, Music Stores-451	1,990,756	55,414	1,935,342
Sporting Goods, Hobby, Musical Inst Stores-4511	1,402,454		1,402,454
Sporting Goods Stores-45111	645,965		645,965
Hobby, Toys and Games Stores-45112	481,016		481,016
Sew/Needlework/Piece Goods Stores-45113	121,174		121,174
Musical Instrument and Supplies Stores-45114	154,299		154,299
Book, Periodical and Music Stores-4512	588,302	55,414	532,888
Book Stores and News Dealers-45121	350,659	55,414	295,245
Book Stores-451211	324,004	3,099	320,905
News Dealers and Newsstands-451212	26,655	52,315	(25,660)
Prerecorded Tapes, CDs, Record Stores-45122	237,643		237,643
General Merchandise Stores-452	15,161,480	1,591,694	13,569,786
Department Stores Excl Leased Depts-4521	6,896,631		6,896,631
Other General Merchandise Stores-4529	8,264,848	1,591,694	6,673,154
Warehouse Clubs and Super Stores-45291	7,179,602		7,179,602
All Other General Merchandise Stores-45299	1,085,246	1,591,694	(506,448)
Miscellaneous Store Retailers-453	2,972,127	170,319	2,801,808
Florists-4531	213,162	9,701	203,461
Office Supplies, Stationery, Gift Stores-4532	1,139,674	29,378	1,110,296
Office Supplies and Stationery Stores-45321	637,067		637,067
Gift, Novelty and Souvenir Stores-45322	502,607	29,378	473,229
Used Merchandise Stores-4533	245,730	27,077	218,653
Other Miscellaneous Store Retailers-4539	1,373,561	104,163	1,269,398
Non-Store Retailers-454	7,082,224	371,691	6,710,533
Electronic Shopping, Mail-Order Houses-4541	4,742,091		4,742,091
Vending Machine Operators-4542	345,642		345,642
Direct Selling Establishments-4543	1,994,492	371,691	1,622,801
Foodservice and Drinking Places-722	12,040,389	2,841,755	9,198,634
Full-Service Restaurants-7221	5,395,019	1,630,186	3,764,833
Limited-Service Eating Places-7222	5,143,115	907,254	4,235,861

Special Foodservices-7223	1,020,842	63,034	957,808
Drinking Places -Alcoholic Beverages-7224	481,413	241,281	240,132
GAFO *	29,475,601	5,808,766	23,666,835
General Merchandise Stores-452	15,161,480	1,591,694	13,569,786
Clothing and Clothing Accessories Stores-448	5,516,327	100,187	5,416,140
Furniture and Home Furnishings Stores-442	2,896,513	1,370,767	1,525,746
Electronics and Appliance Stores-443	2,770,851	2,661,325	109,526
Sporting Goods, Hobby, Book, Music Stores-451	1,990,756	55,414	1,935,342
Office Supplies, Stationery, Gift Stores-4532	1,139,674	29,378	1,110,296

RMP Opportunity Gap - Retail Stores

E WASHINGTON ST AND S BRIGGS ST, JOLIET, IL, 0.00 - 3.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl. Eating and Drinking Places	797,379,286	391,119,153	406,260,133
Motor Vehicle and Parts Dealers-441	161,017,702	60,571,500	100,446,202
Automotive Dealers-4411	137,301,956	45,039,440	92,262,516
Other Motor Vehicle Dealers-4412	10,501,865	4,847,177	5,654,688
Automotive Parts/Accsrs, Tire Stores-4413	13,213,881	10,684,883	2,528,998
Furniture and Home Furnishings Stores-442	18,602,709	10,721,076	7,881,633
Furniture Stores-4421	10,165,158	6,352,265	3,812,893
Home Furnishing Stores-4422	8,437,550	4,368,810	4,068,740
Electronics and Appliance Stores-443	18,190,031	11,788,679	6,401,352
Appliances, TVs, Electronics Stores-44311	14,063,212	10,757,746	3,305,466
Household Appliances Stores-443111	3,172,776	3,785,474	(612,698)
Radio, Television, Electronics Stores-443112	10,890,436	6,972,272	3,918,164
Computer and Software Stores-44312	3,408,350	1,030,934	2,377,416
Camera and Photographic Equipment Stores-44313	718,468		718,468
Building Material, Garden Equip Stores -444	80,010,701	66,754,544	13,256,157
Building Material and Supply Dealers-4441	72,407,098	56,947,662	15,459,436
Home Centers-44411	28,562,254	3,318,011	25,244,243
Paint and Wallpaper Stores-44412	1,761,281	1,986,120	(224,839)
Hardware Stores-44413	5,833,305	3,406,854	2,426,451
Other Building Materials Dealers-44419	36,250,257	48,236,677	(11,986,420)
Building Materials, Lumberyards-444191	12,167,972	16,449,249	(4,281,277)
Lawn, Garden Equipment, Supplies Stores-4442	7,603,603	9,806,882	(2,203,279)
Outdoor Power Equipment Stores-44421	1,096,963	1,030,036	66,927
Nursery and Garden Centers-44422	6,506,640	8,776,846	(2,270,206)

Food and Beverage Stores-445	101,630,880	47,292,692	54,338,188
Grocery Stores-4451	92,328,385	34,053,367	58,275,018
Supermarkets, Grocery (Ex Conv.) Stores-44511	87,718,327	31,404,214	56,314,113
Convenience Stores-44512	4,610,059	2,649,153	1,960,906
Specialty Food Stores-4452	3,232,632	1,398,475	1,834,157
Beer, Wine and Liquor Stores-4453	6,069,863	11,840,850	(5,770,987)
Health and Personal Care Stores-446	38,992,247	8,948,172	30,044,075
Pharmacies and Drug Stores-44611	33,413,313	8,373,473	25,039,840
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,390,551	212,332	1,178,219
Optical Goods Stores-44613	1,654,020		1,654,020
Other Health and Personal Care Stores-44619	2,534,362	362,366	2,171,996
Gasoline Stations-447	86,848,472	46,784,779	40,063,693
Gasoline Stations With Conv. Stores-44711	65,436,233	42,651,155	22,785,078
Other Gasoline Stations-44719	21,412,239	4,133,625	17,278,614
Clothing and Clothing Accessories Stores-448	38,998,572	5,285,389	33,713,183
Clothing Stores-4481	28,788,421	2,030,194	26,758,227
Men's Clothing Stores-44811	1,836,404	220,760	1,615,644
Women's Clothing Stores-44812	7,145,377	1,392,591	5,752,786
Children, Infants Clothing Stores-44813	2,020,982		2,020,982
Family Clothing Stores-44814	15,302,853	296,019	15,006,834
Clothing Accessories Stores-44815	592,183	52,457	539,726
Other Clothing Stores-44819	1,890,622	68,367	1,822,255
Shoe Stores-4482	5,832,573	1,033,420	4,799,153
Jewelry, Luggage, Leather Goods Stores-4483	4,377,578	2,221,775	2,155,803
Jewelry Stores-44831	4,021,480	2,221,775	1,799,705
Luggage and Leather Goods Stores-44832	356,098		356,098
Sporting Goods, Hobby, Book, Music Stores-451	13,373,858	6,908,978	6,464,880
Sporting Goods, Hobby, Musical Inst Stores-4511	9,328,282	4,322,043	5,006,239
Sporting Goods Stores-45111	4,448,603	1,652,329	2,796,274
Hobby, Toys and Games Stores-45112	3,097,930	2,090,223	1,007,707
Sew/Needlework/Piece Goods Stores-45113	746,319		746,319
Musical Instrument and Supplies Stores-45114	1,035,430	579,492	455,938
Book, Periodical and Music Stores-4512	4,045,576	2,586,935	1,458,641
Book Stores and News Dealers-45121	2,475,758	1,883,784	591,974
Book Stores-451211	2,311,137	1,548,488	762,649
News Dealers and Newsstands-451212	164,620	335,296	(170,676)
Prerecorded Tapes, CDs, Record Stores-45122	1,569,819	703,151	866,668
General Merchandise Stores-452	99,966,034	32,055,861	67,910,173
Department Stores Excl Leased Depts-4521	46,306,232	16,278,138	30,028,094
Other General Merchandise Stores-4529	53,659,802	15,777,723	37,882,079
Warehouse Clubs and Super Stores-45291	46,622,840		46,622,840
All Other General Merchandise Stores-45299	7,036,962	15,777,723	(8,740,761)
Miscellaneous Store Retailers-453	18,271,117	4,802,209	13,468,908
Florists-4531	1,345,918	322,724	1,023,194

Office Supplies, Stationery, Gift Stores-4532	6,902,754	2,308,075	4,594,679
Office Supplies and Stationery Stores-45321	3,846,334		3,846,334
Gift, Novelty and Souvenir Stores-45322	3,056,421	2,308,075	748,346
Used Merchandise Stores-4533	1,607,947	367,325	1,240,622
Other Miscellaneous Store Retailers-4539	8,414,498	1,804,085	6,610,413
Non-Store Retailers-454	45,894,915	45,538,130	356,785
Electronic Shopping, Mail-Order Houses-4541	31,370,490	1,408,096	29,962,394
Vending Machine Operators-4542	2,221,695		2,221,695
Direct Selling Establishments-4543	12,302,730	44,130,034	(31,827,304)
Foodservice and Drinking Places-722	75,582,049	43,667,142	31,914,907
Full-Service Restaurants-7221	33,821,041	13,205,162	20,615,879
Limited-Service Eating Places-7222	32,374,199	25,946,486	6,427,713
Special Foodservices-7223	6,433,346	2,300,322	4,133,024
Drinking Places -Alcoholic Beverages-7224	2,953,463	2,215,173	738,290
GAFO *	196,033,958	69,068,058	126,965,900
General Merchandise Stores-452	99,966,034	32,055,861	67,910,173
Clothing and Clothing Accessories Stores-448	38,998,572	5,285,389	33,713,183
Furniture and Home Furnishings Stores-442	18,602,709	10,721,076	7,881,633
Electronics and Appliance Stores-443	18,190,031	11,788,679	6,401,352
Sporting Goods, Hobby, Book, Music Stores-451	13,373,858	6,908,978	6,464,880
Office Supplies, Stationery, Gift Stores-4532	6,902,754	2,308,075	4,594,679

RMP Opportunity Gap - Retail Stores

E WASHINGTON ST AND S BRIGGS ST, JOLIET, IL, 0.00 - 5.00 Miles, Total

Retail Stores	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl. Eating and Drinking Places	2,157,854,382	1,503,908,076	653,946,306
Motor Vehicle and Parts Dealers-441	429,985,739	357,073,827	72,911,912
Automotive Dealers-4411	365,476,981	284,034,822	81,442,159
Other Motor Vehicle Dealers-4412	28,998,859	46,288,810	(17,289,951)
Automotive Parts/Accsrs, Tire Stores-4413	35,509,898	26,750,195	8,759,703
Furniture and Home Furnishings Stores-442	54,606,181	30,719,378	23,886,803
Furniture Stores-4421	29,170,025	9,298,548	19,871,477
Home Furnishing Stores-4422	25,436,156	21,420,831	4,015,325
Electronics and Appliance Stores-443	50,103,186	57,208,461	(7,105,275)
Appliances, TVs, Electronics Stores-44311	38,439,920	54,623,146	(16,183,226)
Household Appliances Stores-443111	8,963,408	14,622,999	(5,659,591)
Radio, Television, Electronics Stores-443112	29,476,512	40,000,147	(10,523,635)
Computer and Software Stores-44312	9,629,987	2,585,315	7,044,672

Camera and Photographic Equipment Stores-44313	2,033,279		2,033,279
Building Material, Garden Equip Stores -444	238,611,417	186,711,547	51,899,870
Building Material and Supply Dealers-4441	216,543,910	167,682,064	48,861,846
Home Centers-44411	85,161,924	10,541,076	74,620,848
Paint and Wallpaper Stores-44412	5,355,582	5,032,938	322,644
Hardware Stores-44413	16,927,644	11,781,864	5,145,780
Other Building Materials Dealers-44419	109,098,760	140,326,186	(31,227,426)
Building Materials, Lumberyards-444191	37,274,330	47,852,794	(10,578,464)
Lawn, Garden Equipment, Supplies Stores-4442	22,067,506	19,029,483	3,038,023
Outdoor Power Equipment Stores-44421	3,242,067	2,005,723	1,236,344
Nursery and Garden Centers-44422	18,825,440	17,023,760	1,801,680
Food and Beverage Stores-445	258,328,763	237,931,190	20,397,573
Grocery Stores-4451	234,024,166	210,011,977	24,012,189
Supermarkets, Grocery (Ex Conv.) Stores-44511	221,931,713	200,607,659	21,324,054
Convenience Stores-44512	12,092,453	9,404,318	2,688,135
Specialty Food Stores-4452	7,962,652	4,950,790	3,011,862
Beer, Wine and Liquor Stores-4453	16,341,945	22,968,424	(6,626,479)
Health and Personal Care Stores-446	104,372,107	88,190,920	16,181,187
Pharmacies and Drug Stores-44611	89,439,698	85,424,560	4,015,138
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,723,951	507,662	3,216,289
Optical Goods Stores-44613	4,509,120	451,085	4,058,035
Other Health and Personal Care Stores-44619	6,699,337	1,807,613	4,891,724
Gasoline Stations-447	230,229,318	129,171,638	101,057,680
Gasoline Stations With Conv. Stores-44711	173,355,371	116,432,578	56,922,793
Other Gasoline Stations-44719	56,873,948	12,739,061	44,134,887
Clothing and Clothing Accessories Stores-448	101,004,399	13,542,095	87,462,304
Clothing Stores-4481	73,366,835	6,588,169	66,778,666
Men's Clothing Stores-44811	4,709,292	514,100	4,195,192
Women's Clothing Stores-44812	18,352,148	3,102,223	15,249,925
Children, Infants Clothing Stores-44813	4,618,769		4,618,769
Family Clothing Stores-44814	39,196,588	1,394,266	37,802,322
Clothing Accessories Stores-44815	1,648,404	166,615	1,481,789
Other Clothing Stores-44819	4,841,634	1,410,965	3,430,669
Shoe Stores-4482	14,061,623	2,319,899	11,741,724
Jewelry, Luggage, Leather Goods Stores-4483	13,575,941	4,634,027	8,941,914
Jewelry Stores-44831	12,508,635	4,634,027	7,874,608
Luggage and Leather Goods Stores-44832	1,067,307		1,067,307
Sporting Goods, Hobby, Book, Music Stores-451	37,209,801	26,327,310	10,882,491
Sporting Goods, Hobby, Musical Inst Stores-4511	25,737,073	21,072,788	4,664,285
Sporting Goods Stores-45111	12,262,649	5,930,187	6,332,462
Hobby, Toys and Games Stores-45112	8,596,858	13,047,347	(4,450,489)
Sew/Needlework/Piece Goods Stores-45113	2,159,774	1,069,793	1,089,981
Musical Instrument and Supplies Stores-45114	2,717,793	1,025,461	1,692,332
Book, Periodical and Music Stores-4512	11,472,727	5,254,523	6,218,204
Book Stores and News Dealers-45121	7,302,508	4,551,372	2,751,136

Book Stores-451211	6,825,811	3,775,722	3,050,089
News Dealers and Newsstands-451212	476,697	775,649	(298,952)
Prerecorded Tapes, CDs, Record Stores-45122	4,170,220	703,151	3,467,069
General Merchandise Stores-452	263,415,491	160,580,187	102,835,304
Department Stores Excl Leased Depts-4521	122,802,736	135,744,459	(12,941,723)
Other General Merchandise Stores-4529	140,612,755	24,835,727	115,777,028
Warehouse Clubs and Super Stores-45291	121,167,907		121,167,907
All Other General Merchandise Stores-45299	19,444,848	24,835,727	(5,390,879)
Miscellaneous Store Retailers-453	53,758,467	14,866,720	38,891,747
Florists-4531	3,967,825	1,506,856	2,460,969
Office Supplies, Stationery, Gift Stores-4532	21,192,817	3,907,229	17,285,588
Office Supplies and Stationery Stores-45321	11,866,919	160,825	11,706,094
Gift, Novelty and Souvenir Stores-45322	9,325,898	3,746,404	5,579,494
Used Merchandise Stores-4533	4,563,670	1,780,695	2,782,975
Other Miscellaneous Store Retailers-4539	24,034,155	7,671,940	16,362,215
Non-Store Retailers-454	126,824,254	60,886,190	65,938,064
Electronic Shopping, Mail-Order Houses-4541	87,411,762	2,032,618	85,379,144
Vending Machine Operators-4542	5,662,865	1,857,193	3,805,672
Direct Selling Establishments-4543	33,749,627	56,996,380	(23,246,753)
Foodservice and Drinking Places-722	209,405,259	140,698,613	68,706,646
Full-Service Restaurants-7221	94,128,921	50,416,941	43,711,980
Limited-Service Eating Places-7222	88,722,293	69,536,941	19,185,352
Special Foodservices-7223	17,656,002	13,597,172	4,058,830
Drinking Places -Alcoholic Beverages-7224	8,898,043	7,147,560	1,750,483
GAFO *	527,531,874	292,284,659	235,247,215
General Merchandise Stores-452	263,415,491	160,580,187	102,835,304
Clothing and Clothing Accessories Stores-448	101,004,399	13,542,095	87,462,304
Furniture and Home Furnishings Stores-442	54,606,181	30,719,378	23,886,803
Electronics and Appliance Stores-443	50,103,186	57,208,461	(7,105,275)
Sporting Goods, Hobby, Book, Music Stores-451	37,209,801	26,327,310	10,882,491
Office Supplies, Stationery, Gift Stores-4532	21,192,817	3,907,229	17,285,588

GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

D-3. Household Demographics

Households by Income- Planning Area of Joliet

	1990 Census	Percent of Total	2000 Census	Percent of Total	2006 Estimate	Percent of Total	2011 Projection	Percent of Total	Percent Change	
									1990 to 2000	2006 to 2011
\$0 - \$15,000	6,161	27.1%	3,880	16.6%	3,824	14.3%	3,757	13.2%	-37.0%	-1.8%
\$15,000 - \$24,999	3,916	17.3%	2,949	12.6%	2,970	11.1%	2,940	10.3%	-24.7%	-1.0%
\$25,000 - \$34,999	3,309	14.6%	3,477	14.9%	3,198	12.0%	3,178	11.1%	5.1%	-0.6%
\$35,000 - \$49,999	4,730	20.8%	4,120	17.6%	4,552	17.1%	4,438	15.6%	-12.9%	-2.5%
\$50,000 - \$74,999	3,466	15.3%	4,800	20.5%	5,580	20.9%	5,743	20.1%	38.5%	2.9%
\$75,000 - \$99,999	900	4.0%	2,295	9.8%	3,204	12.0%	3,826	13.4%	155.0%	19.4%
\$100,000 - \$149,999	186	0.8%	1,364	5.8%	2,455	9.2%	3,225	11.3%	633.3%	31.4%
\$150,000 +	34	0.2%	477	2.0%	915	3.4%	1,399	4.9%	1,302.9%	52.9%
Average Hhld. Income	\$32,331		\$48,273		\$53,959		\$57,335		49.3%	6.3%
Median Hhld. Income	\$29,396		\$40,200		\$45,485		\$49,782		36.8%	9.4%
Per Capita Income	\$11,242		\$15,787		\$18,524		\$19,098		40.4%	3.1%

Household Demographics

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Households	34,397	37,392	8.7%
Average Household Income	\$57,469.00	\$61,282.00	6.6%
Median Household Income	\$50,598.00	\$55,629.00	9.9%

Consumer Expenditures (Ave Hhld. Exp)

	2006 Estimate	2011 Projection	% Change 2006-2011
Total Household Expenditure	\$47,889.46	\$49,639.12	3.7%
Total Non-Retail Expenditure	\$26,848.81	\$27,862.48	3.8%
Total Retail Expenditure	\$21,040.65	\$21,776.64	3.5%

Census Tract	Average Household Income	Average Household Expenditure	% of Income Expended
881103	\$79,176	\$60,219	76.1%
881104	\$74,619	\$57,566	77.1%
881200	\$48,038	\$42,605	88.7%
881300	\$42,170	\$39,154	92.8%
881400	\$53,888	\$45,981	85.3%
881800	\$49,805	\$43,639	87.6%
881900	\$39,803	\$37,708	94.7%

882000	\$35,096	\$34,972	99.6%
882100	\$40,789	\$38,356	94.0%
882200	\$46,665	\$41,744	89.5%
882300	\$48,531	\$42,895	88.4%
882400	\$57,451	\$47,954	83.5%
882500	\$41,396	\$38,566	93.2%
882600	\$55,977	\$47,114	84.2%
882700	\$61,380	\$50,095	81.6%
882900	\$52,755	\$45,333	85.9%
883000	\$54,897	\$46,442	84.6%
883100	\$54,224	\$46,168	85.1%
883302	\$76,935	\$58,840	76.5%