



# Demographic and Income Profile

Prepared by Brandstetter Carroll Inc.

Place: 1765338 Rolling Meadows City, IL

Summary	2000	2008	2013
Population	24,604	24,564	24,350
Households	8,923	8,890	8,802
Families	6,173	5,976	5,811
Average Household Size	2.72	2.73	2.74
Owner Occupied HUs	6,780	7,100	6,991
Renter Occupied HUs	2,143	1,790	1,811
Median Age	34.4	36.8	37.6

Trends: 2008-2013 Annual Rate	Area	National
Population	-0.17%	1.23%
Households	-0.2%	1.26%
Families	-0.56%	1.05%
Owner HHs	-0.31%	1.07%
Median Household Income	1.81%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	473	5.2%	308	3.5%	272	3.1%
\$15,000 - \$24,999	665	7.4%	422	4.7%	327	3.7%
\$25,000 - \$34,999	964	10.7%	625	7.0%	439	5.0%
\$35,000 - \$49,999	1,477	16.4%	1,226	13.8%	840	9.5%
\$50,000 - \$74,999	2,345	26.0%	1,849	20.8%	1,647	18.7%
\$75,000 - \$99,999	1,227	13.6%	2,332	26.2%	2,304	26.2%
\$100,000 - \$149,999	1,252	13.9%	1,144	12.9%	1,889	21.5%
\$150,000 - \$199,000	401	4.4%	558	6.3%	458	5.2%
\$200,000+	211	2.3%	425	4.8%	627	7.1%
Median Household Income	\$59,464		\$75,095		\$82,151	
Average Household Income	\$71,149		\$87,709		\$100,192	
Per Capita Income	\$26,178		\$32,780		\$37,414	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,741	7.1%	1,647	6.7%	1,645	6.8%
5 - 9	1,802	7.3%	1,568	6.4%	1,493	6.1%
10 - 14	1,633	6.6%	1,632	6.6%	1,496	6.1%
15 - 19	1,581	6.4%	1,602	6.5%	1,562	6.4%
20 - 24	1,694	6.9%	1,510	6.1%	1,649	6.8%
25 - 34	4,081	16.6%	3,658	14.9%	3,454	14.2%
35 - 44	4,261	17.3%	3,777	15.4%	3,460	14.2%
45 - 54	3,185	12.9%	3,699	15.1%	3,746	15.4%
55 - 64	2,016	8.2%	2,503	10.2%	2,867	11.8%
65 - 74	1,562	6.3%	1,479	6.0%	1,508	6.2%
75 - 84	832	3.4%	1,120	4.6%	1,005	4.1%
85+	216	0.9%	370	1.5%	463	1.9%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	20,256	82.3%	19,264	78.4%	18,413	75.6%
Black Alone	696	2.8%	778	3.2%	797	3.3%
American Indian Alone	67	0.3%	76	0.3%	83	0.3%
Asian Alone	1,627	6.6%	2,017	8.2%	2,273	9.3%
Pacific Islander Alone	7	0.0%	6	0.0%	6	0.0%
Some Other Race Alone	1,463	5.9%	1,827	7.4%	2,114	8.7%
Two or More Races	488	2.0%	596	2.4%	663	2.7%
Hispanic Origin (Any Race)	4,725	19.2%	5,703	23.2%	6,431	26.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.

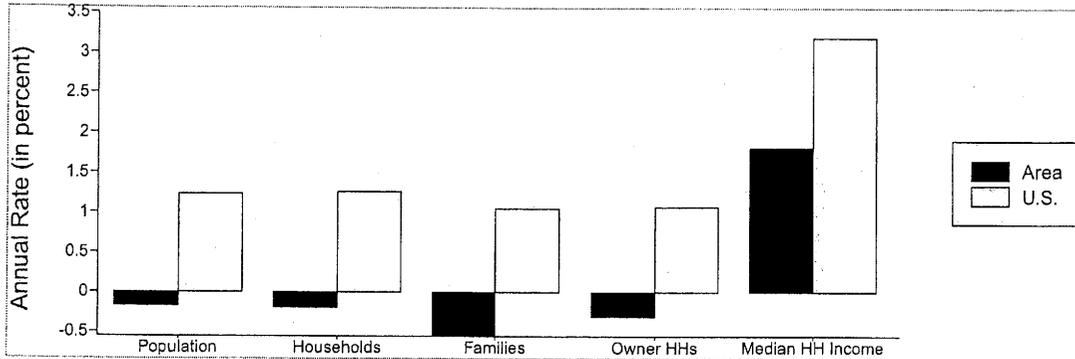


# Demographic and Income Profile

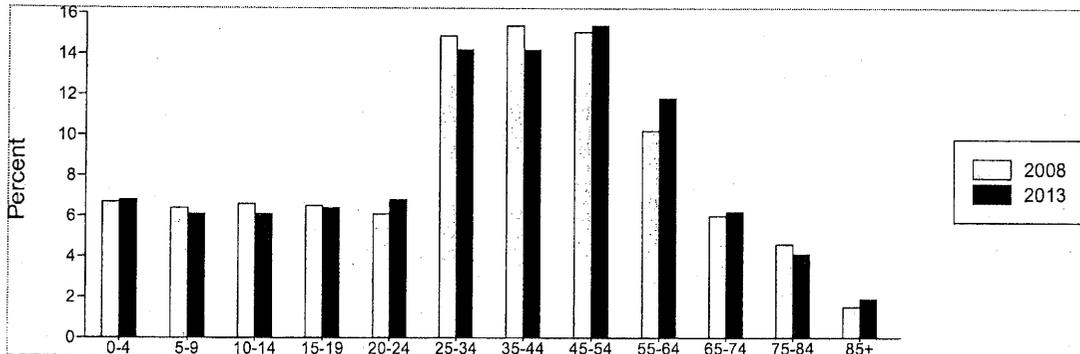
Prepared by Brandstetter Carroll Inc.

Place: 1765338 Rolling Meadows City, IL

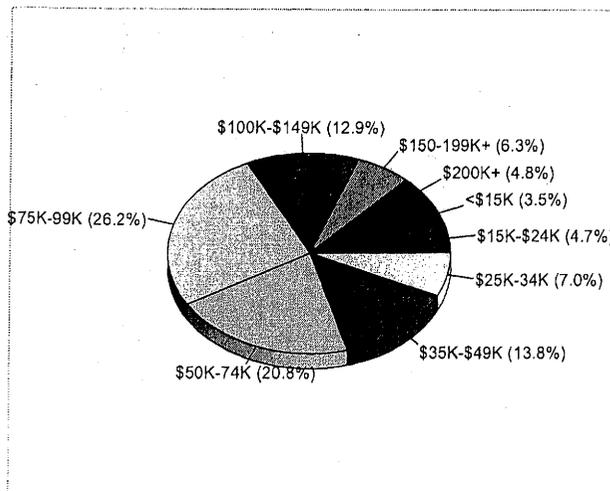
Trends 2008-2013



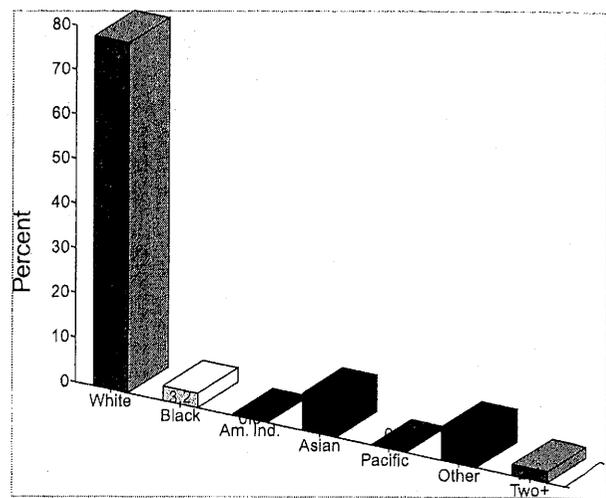
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 23.2%



# Market Profile

Prepared by Brandstetter Carroll Inc.

Place: 1765338 Rolling Meadows City, IL



2000 Total Population	24,604
2000 Group Quarters	341
2008 Total Population	24,564
2013 Total Population	24,350
2008 - 2013 Annual Rate	-0.17%



2000 Households	8,923
2000 Average Household Size	2.72
2008 Households	8,890
2008 Average Household Size	2.73
2013 Households	8,802
2013 Average Household Size	2.74
2008 - 2013 Annual Rate	-0.2%
2000 Families	6,173
2000 Average Family Size	3.26
2008 Families	5,976
2008 Average Family Size	3.34
2013 Families	5,811
2013 Average Family Size	3.39
2008 - 2013 Annual Rate	-0.56%



<b>2000 Housing Units</b>	9,151
Owner Occupied Housing Units	74.1%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	2.5%
<b>2008 Housing Units</b>	9,406
Owner Occupied Housing Units	75.5%
Renter Occupied Housing Units	19.0%
Vacant Housing Units	5.5%
<b>2013 Housing Units</b>	9,452
Owner Occupied Housing Units	74.0%
Renter Occupied Housing Units	19.2%
Vacant Housing Units	6.9%

**Median Household Income**

2000	\$59,464
2008	\$75,095
2013	\$82,151

**Median Home Value**

2000	\$164,268
2008	\$241,284
2013	\$247,943

**Per Capita Income**

2000	\$26,178
2008	\$32,780
2013	\$37,414

**Median Age**

2000	34.4
2008	36.8
2013	37.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Place: 1765338 Rolling Meadows City, IL



**2000 Households by Income**

Household Income Base	9,015
< \$15,000	5.2%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	26.0%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	4.4%
\$200,000+	2.3%
Average Household Income	\$71,149

**2008 Households by Income**

Household Income Base	8,889
< \$15,000	3.5%
\$15,000 - \$24,999	4.7%
\$25,000 - \$34,999	7.0%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	26.2%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	6.3%
\$200,000+	4.8%
Average Household Income	\$87,709

**2013 Households by Income**

Household Income Base	8,803
< \$15,000	3.1%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	26.2%
\$100,000 - \$149,999	21.5%
\$150,000 - \$199,999	5.2%
\$200,000+	7.1%
Average Household Income	\$100,192

**2000 Owner Occupied HUs by Value**

Total	6,786
<\$50,000	0.9%
\$50,000 - 99,999	14.7%
\$100,000 - 149,999	22.4%
\$150,000 - 199,999	36.2%
\$200,000 - \$299,999	14.2%
\$300,000 - 499,999	11.0%
\$500,000 - 999,999	0.7%
\$1,000,000+	0.0%
Average Home Value	\$183,194

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	2,047
With Cash Rent	97.8%
No Cash Rent	2.2%
Median Rent	\$822
Average Rent	\$857

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Place: 1765338 Rolling Meadows City, IL



**2000 Population by Age**

Total	24,604
0 - 4	7.1%
5 - 9	7.3%
10 - 14	6.6%
15 - 19	6.4%
20 - 24	6.9%
25 - 34	16.6%
35 - 44	17.3%
45 - 54	12.9%
55 - 64	8.2%
65 - 74	6.3%
75 - 84	3.4%
85+	0.9%
18+	74.9%

**2008 Population by Age**

Total	24,565
0 - 4	6.7%
5 - 9	6.4%
10 - 14	6.6%
15 - 19	6.5%
20 - 24	6.1%
25 - 34	14.9%
35 - 44	15.4%
45 - 54	15.1%
55 - 64	10.2%
65 - 74	6.0%
75 - 84	4.6%
85+	1.5%
18+	76.1%

**2013 Population by Age**

Total	24,348
0 - 4	6.8%
5 - 9	6.1%
10 - 14	6.1%
15 - 19	6.4%
20 - 24	6.8%
25 - 34	14.2%
35 - 44	14.2%
45 - 54	15.4%
55 - 64	11.8%
65 - 74	6.2%
75 - 84	4.1%
85+	1.9%
18+	76.9%

**2000 Population by Sex**

Males	50.6%
Females	49.4%

**2008 Population by Sex**

Males	50.2%
Females	49.8%

**2013 Population by Sex**

Males	50.1%
Females	49.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Place: 1765338 Rolling Meadows City, IL



**2000 Population by Race/Ethnicity**

Total	24,604
White Alone	82.3%
Black Alone	2.8%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	6.6%
Some Other Race Alone	5.9%
Two or More Races	2.0%
Hispanic Origin	19.2%
Diversity Index	52.9

**2008 Population by Race/Ethnicity**

Total	24,564
White Alone	78.4%
Black Alone	3.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	8.2%
Some Other Race Alone	7.4%
Two or More Races	2.4%
Hispanic Origin	23.2%
Diversity Index	59.9

**2013 Population by Race/Ethnicity**

Total	24,349
White Alone	75.6%
Black Alone	3.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	9.4%
Some Other Race Alone	8.7%
Two or More Races	2.7%
Hispanic Origin	26.4%
Diversity Index	64.4



**2000 Population 3+ by School Enrollment**

Total	23,548
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.2%
Enrolled in Grade 9-12	5.2%
Enrolled in College	4.6%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	74.2%

**2008 Population 25+ by Educational Attainment**

Total	16,607
Less than 9th Grade	7.4%
9th - 12th Grade, No Diploma	5.8%
High School Graduate	24.1%
Some College, No Degree	21.5%
Associate Degree	7.2%
Bachelor's Degree	23.4%
Graduate/Professional Degree	10.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Place: 1765338 Rolling Meadows City, IL



**2008 Population 15+ by Marital Status**

Total	19,718
Never Married	28.9%
Married	58.0%
Widowed	4.9%
Divorced	8.1%



**2000 Population 16+ by Employment Status**

Total	19,055
In Labor Force	73.0%
Civilian Employed	71.0%
Civilian Unemployed	1.9%
In Armed Forces	0.1%
Not in Labor Force	27.0%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	96.8%
Civilian Unemployed	3.2%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	97.0%
Civilian Unemployed	3.0%

**2000 Females 16+ by Employment Status and Age of Children**

Total	9,394
Own Children < 6 Only	7.8%
Employed/in Armed Forces	4.4%
Unemployed	0.2%
Not in Labor Force	3.2%
Own Children < 6 and 6-17 Only	7.2%
Employed/in Armed Forces	3.5%
Unemployed	0.0%
Not in Labor Force	3.7%
Own Children 6-17 Only	17.4%
Employed/in Armed Forces	13.7%
Unemployed	0.3%
Not in Labor Force	3.4%
No Own Children < 18	67.6%
Employed/in Armed Forces	41.5%
Unemployed	0.8%
Not in Labor Force	25.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Place: 1765338 Rolling Meadows City, IL



**2008 Employed Population 16+ by Industry**

Total	13,459
Agriculture/Mining	0.0%
Construction	6.5%
Manufacturing	14.2%
Wholesale Trade	4.9%
Retail Trade	9.9%
Transportation/Utilities	4.7%
Information	3.2%
Finance/Insurance/Real Estate	10.2%
Services	44.6%
Public Administration	1.8%

**2008 Employed Population 16+ by Occupation**

Total	13,461
White Collar	65.5%
Management/Business/Financial	18.0%
Professional	19.5%
Sales	12.9%
Administrative Support	15.0%
Services	16.7%
Blue Collar	17.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	3.1%
Production	6.1%
Transportation/Material Moving	4.4%



**2000 Workers 16+ by Means of Transportation to Work**

Total	13,272
Drove Alone - Car, Truck, or Van	77.1%
Carpooled - Car, Truck, or Van	10.5%
Public Transportation	4.4%
Walked	2.7%
Other Means	2.3%
Worked at Home	3.0%

**2000 Workers 16+ by Travel Time to Work**

Total	13,272
Did Not Work at Home	97.0%
Less than 5 minutes	2.4%
5 to 9 minutes	11.4%
10 to 19 minutes	29.6%
20 to 24 minutes	15.2%
25 to 34 minutes	18.3%
35 to 44 minutes	6.2%
45 to 59 minutes	6.3%
60 to 89 minutes	5.6%
90 or more minutes	2.1%
Worked at Home	3.0%
Average Travel Time to Work (in min)	24.7

**2000 Households by Vehicles Available**

Total	8,833
None	5.1%
1	35.3%
2	43.2%
3	13.1%
4	2.9%
5+	0.4%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Place: 1765338 Rolling Meadows City, IL



**2000 Households by Type**

Total	8,923
Family Households	69.2%
Married-couple Family	55.8%
With Related Children	28.0%
Other Family (No Spouse)	13.4%
With Related Children	7.3%
Nonfamily Households	30.8%
Householder Living Alone	24.4%
Householder Not Living Alone	6.4%
Households with Related Children	35.2%
Households with Persons 65+	20.1%

**2000 Households by Size**

Total	8,923
1 Person Household	24.4%
2 Person Household	32.0%
3 Person Household	15.4%
4 Person Household	14.7%
5 Person Household	7.8%
6 Person Household	3.1%
7+ Person Household	2.6%

**2000 Households by Year Householder Moved In**

Total	8,833
Moved in 1999 to March 2000	20.4%
Moved in 1995 to 1998	27.3%
Moved in 1990 to 1994	15.6%
Moved in 1980 to 1989	17.4%
Moved in 1970 to 1979	9.2%
Moved in 1969 or Earlier	10.1%
Median Year Householder Moved In	1994



**2000 Housing Units by Units in Structure**

Total	9,098
1, Detached	52.9%
1, Attached	8.7%
2	1.1%
3 or 4	2.4%
5 to 9	5.0%
10 to 19	8.3%
20+	21.6%
Mobile Home	0.0%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	9,098
1999 to March 2000	2.0%
1995 to 1998	2.8%
1990 to 1994	2.9%
1980 to 1989	13.8%
1970 to 1979	26.9%
1969 or Earlier	51.6%
Median Year Structure Built	1969

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Place: 1765338 Rolling Meadows City, IL

**Top 3 Tapestry Segments**

- |    |                            |
|----|----------------------------|
| 1. | Cozy and Comfortable       |
| 2. | Pleasant-Ville             |
| 3. | Enterprising Professionals |



**2008 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$24,418,450
Average Spent	\$2,746.73
Spending Potential Index	102
Computers & Accessories: Total \$	\$2,600,181
Average Spent	\$292.48
Spending Potential Index	122
Education: Total \$	\$15,464,874
Average Spent	\$1,739.58
Spending Potential Index	127
Entertainment/Recreation: Total \$	\$38,699,011
Average Spent	\$4,353.09
Spending Potential Index	117
Food at Home: Total \$	\$51,088,185
Average Spent	\$5,746.70
Spending Potential Index	118
Food Away from Home: Total \$	\$36,392,987
Average Spent	\$4,093.70
Spending Potential Index	119
Health Care: Total \$	\$40,210,967
Average Spent	\$4,523.17
Spending Potential Index	110
HH Furnishings & Equipment: Total \$	\$23,409,475
Average Spent	\$2,633.24
Spending Potential Index	114
Investments: Total \$	\$11,894,528
Average Spent	\$1,337.97
Spending Potential Index	132
Retail Goods: Total \$	\$277,365,176
Average Spent	\$31,199.68
Spending Potential Index	115
Shelter: Total \$	\$172,574,447
Average Spent	\$19,412.20
Spending Potential Index	125
TV/Video/Sound Equipment: Total \$	\$15,040,873
Average Spent	\$1,691.89
Spending Potential Index	118
Travel: Total \$	\$20,578,111
Average Spent	\$2,314.75
Spending Potential Index	123
Vehicle Maintenance & Repairs: Total \$	\$10,436,866
Average Spent	\$1,174.00
Spending Potential Index	118

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.



# Retail Goods and Services Expenditures

Prepared by Brandstetter Carroll Inc.

Place: 1765338 Rolling Meadows City, IL

Top Tapestry Segments:		Demographic Summary		2008	2013
Cozy and Comfortable	20.4%	Population		24,564	24,350
Pleasant-Ville	17.1%	Households		8,890	8,802
Enterprising Professionals	14.7%	Families		5,976	5,811
In Style	13.0%	Median Age		36.8	37.6
NeWest Residents	11.5%	Median Household Income		\$75,095	\$82,151

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	102	\$2,746.73	\$24,418,450
Men's	104	\$517.68	\$4,602,196
Women's	97	\$908.61	\$8,077,520
Children's	114	\$473.65	\$4,210,722
Footwear	83	\$398.77	\$3,545,070
Watches & Jewelry	123	\$275.20	\$2,446,565
Apparel Products and Services <sup>1</sup>	137	\$172.82	\$1,536,377
<b>Computer</b>			
Computers and Hardware for Home Use	122	\$256.43	\$2,279,675
Software and Accessories for Home Use	125	\$36.05	\$320,506
<b>Entertainment &amp; Recreation</b>	117	\$4,353.09	\$38,699,011
<b>Fees and Admissions</b>	126	\$780.44	\$6,938,083
Membership Fees for Clubs <sup>2</sup>	123	\$204.01	\$1,813,628
Fees for Participant Sports, excl. Trips	126	\$144.32	\$1,283,038
Admission to Movie/Theatre/Opera/Ballet	127	\$189.94	\$1,688,611
Admission to Sporting Events, excl. Trips	124	\$75.51	\$671,264
Fees for Recreational Lessons	130	\$165.99	\$1,475,647
Dating Services	112	\$0.66	\$5,895
<b>TV/Video/Sound Equipment</b>	118	\$1,691.89	\$15,040,873
Community Antenna or Cable TV	115	\$848.58	\$7,543,834
Televisions	122	\$360.24	\$3,202,530
VCRs, Video Cameras, and DVD Players	118	\$39.35	\$349,820
Video Cassettes and DVDs	118	\$77.41	\$688,183
Video Game Hardware and Software	120	\$43.17	\$383,772
Satellite Dishes	105	\$1.17	\$10,371
Rental of Video Cassettes and DVDs	119	\$60.61	\$538,800
Streaming/Downloaded Video	136	\$1.10	\$9,766
Sound Equipment <sup>3</sup>	119	\$253.46	\$2,253,272
Rental and Repair of TV/Radio/Sound Equipment	117	\$6.81	\$60,525
<b>Pets</b>	120	\$530.04	\$4,712,065
<b>Toys and Games</b>	119	\$177.69	\$1,579,670
Recreational Vehicles and Fees <sup>4</sup>	103	\$449.17	\$3,993,112
Sports/Recreation/Exercise Equipment <sup>5</sup>	107	\$231.33	\$2,056,546
Photo Equipment and Supplies <sup>6</sup>	119	\$151.17	\$1,343,915
Reading <sup>7</sup>	119	\$341.37	\$3,034,747
<b>Food</b>	118	\$9,840.40	\$87,481,172
<b>Food at Home</b>	118	\$5,746.70	\$51,088,185
Bakery and Cereal Products	117	\$790.10	\$7,023,957
Meat, Poultry, Fish, and Eggs	118	\$1,439.55	\$12,797,567
Dairy Products	118	\$655.33	\$5,825,915
Fruit and Vegetables	120	\$996.20	\$8,856,186
Snacks and Other Food at Home <sup>8</sup>	117	\$1,865.53	\$16,584,560
<b>Food Away from Home</b>	119	\$4,093.70	\$36,392,987
Alcoholic Beverages	123	\$730.82	\$6,497,017
Nonalcoholic Beverages at Home	116	\$510.51	\$4,538,466



# Retail Goods and Services Expenditures

Prepared by Brandstetter Carroll Inc.

Place: 1765338 Rolling Meadows City, IL

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	132	\$1,337.97	\$11,894,528
Vehicle Loans	115	\$6,662.50	\$59,229,669
<b>Health</b>			
Nonprescription Drugs	109	\$123.87	\$1,101,198
Prescription Drugs	105	\$597.32	\$5,310,203
Eyeglasses and Contact Lenses	115	\$88.29	\$784,905
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	125	\$11,439.34	\$101,695,733
Maintenance and Remodeling Services	125	\$2,595.23	\$23,071,586
Maintenance and Remodeling Materials <sup>10</sup>	111	\$460.79	\$4,096,382
Utilities, Fuel, and Public Services	115	\$5,252.29	\$46,692,850
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	120	\$168.45	\$1,497,514
Furniture	125	\$820.71	\$7,296,079
Floor Coverings	122	\$118.14	\$1,050,294
Major Appliances <sup>12</sup>	117	\$353.24	\$3,140,315
Housewares <sup>13</sup>	112	\$106.41	\$945,975
Small Appliances	117	\$41.23	\$366,509
Luggage	126	\$12.59	\$111,937
Telephones and Accessories	89	\$38.52	\$342,435
<b>Household Operations</b>			
Child Care	127	\$522.03	\$4,640,855
Lawn and Garden <sup>14</sup>	116	\$491.91	\$4,373,049
Moving/Storage/Freight Express	119	\$62.39	\$554,655
Housekeeping Supplies <sup>15</sup>	116	\$888.94	\$7,902,634
<b>Insurance</b>			
Owners and Renters Insurance	113	\$553.98	\$4,924,900
Vehicle Insurance	118	\$1,649.50	\$14,664,051
Life/Other Insurance	114	\$655.84	\$5,830,394
Health Insurance	111	\$2,260.76	\$20,098,166
Personal Care Products <sup>16</sup>	118	\$511.73	\$4,549,283
School Books and Supplies <sup>17</sup>	115	\$136.18	\$1,210,626
Smoking Products	107	\$485.19	\$4,313,361
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	117	\$6,045.47	\$53,744,185
Gasoline and Motor Oil	114	\$2,876.07	\$25,568,283
Vehicle Maintenance and Repairs	118	\$1,174.00	\$10,436,866
<b>Travel</b>			
Airline Fares	127	\$528.38	\$4,697,342
Lodging on Trips	123	\$524.23	\$4,660,417
Auto/Truck/Van Rental on Trips	128	\$50.04	\$444,827
Food and Drink on Trips	122	\$570.99	\$5,076,119

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



# Retail Goods and Services Expenditures

Prepared by Brandstetter Carroll Inc.

Place: 1765338 Rolling Meadows City, IL

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- <sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- <sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>11</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- <sup>12</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- <sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>16</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- <sup>17</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- <sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.