

Place: Lake Dallas city, TX

Top ACORN Consumer Groups:		Demographic Summary		
			2003	2008
Baby Boomers with Children	37.0%	Population	7,070	8,908
Young Frequent Movers	30.4%	Households	2,572	3,256
Prosperous Baby Boomers	29.3%	Families	1,855	2,337
Semirural Lifestyle	3.3%	Median Age	34.0	35.4
		Median Household Income	\$54,217	\$62,615

	Spending Potential Index ¹	Average Amount Spent	Total
Apparel	101	\$2,975	\$7,651,168
Men's	102	\$577	\$1,482,962
Women's	98	\$982	\$2,525,092
Children's	107	\$362	\$931,510
Infants'	111	\$150	\$386,263
Footwear	99	\$514	\$1,322,557
Watches & Jewelry	100	\$255	\$655,237
Other Apparel Products and Services ²	99	\$135	\$347,547
Automotive Aftermarket	105	\$2,971	\$7,641,128
Automotive Maintenance and Repair	106	\$1,200	\$3,086,498
Gasoline and Motor Oil	104	\$1,771	\$4,554,630
Books and Periodicals	97	\$273	\$702,159
Cameras and Equipment	102	\$155	\$397,995
Child Care	121	\$473	\$1,215,622
Computer			
Computer Information Services	111	\$45	\$114,735
Personal Computer Hardware and Software	108	\$347	\$892,765
Entertainment			
Entertainment Fees and Admissions	105	\$604	\$1,554,595
Membership Fees	102	\$145	\$372,076
Sporting Events	109	\$60	\$153,507
Sports Participation	106	\$126	\$325,308
Theater & Movies	102	\$149	\$383,849
Recreational Lessons	107	\$124	\$319,855
Video Rental	110	\$78	\$200,129
Film Processing	106	\$55	\$141,322
Games and Toys	105	\$262	\$674,725
Food and Beverages			
Groceries	100	\$4,853	\$12,482,082
Bakery and Cereal Products	99	\$759	\$1,952,850
Meats, Poultry, Fish, and Eggs	99	\$1,264	\$3,249,992
Dairy Products	100	\$539	\$1,386,779
Fruits and Vegetables	98	\$819	\$2,107,445
Other Food at Home ³	102	\$1,472	\$3,785,016
Meals at Restaurants	102	\$2,717	\$6,987,606
Alcoholic Beverages	101	\$484	\$1,244,522
Nonalcoholic Beverages	101	\$426	\$1,096,815
Financial Services			
Automobile Loans	110	\$3,253	\$8,366,529
Home Loans	109	\$6,333	\$16,288,982
Investments	104	\$3,195	\$8,216,280

Place: Lake Dallas city, TX

	Spending Potential Index ¹	Average Amount Spent	Total
Home			
Home Improvement	94	\$772	\$1,986,303
Maintenance and Repair	93	\$614	\$1,578,838
Repair Materials	101	\$158	\$407,465
Housekeeping Services	100	\$126	\$324,746
Household Furnishings	105	\$2,515	\$6,469,795
Household Textiles	102	\$139	\$357,881
Furniture	106	\$663	\$1,705,358
Major Appliances	102	\$292	\$751,316
Other Household Furnishings ⁴	105	\$1,421	\$3,655,240
Insurance			
Homeowners/Renters	100	\$420	\$1,079,605
Vehicle	103	\$1,309	\$3,366,411
Life	101	\$644	\$1,656,137
Health	96	\$1,457	\$3,746,736
Lawn and Garden	101	\$410	\$1,055,778
Luggage	105	\$17	\$43,157
Moving and Storage Services	109	\$57	\$145,908
Optical Goods	101	\$102	\$261,942
Paint	100	\$32	\$81,942
Pets and Supplies	108	\$377	\$968,957
Sporting Goods	106	\$261	\$670,947
Telephone Services	99	\$1,385	\$3,561,780
Television and Sound Equipment	101	\$1,009	\$2,596,332
Television and Video Equipment	106	\$333	\$856,964
Music Equipment/Accessories	104	\$223	\$573,830
Cable Television	97	\$441	\$1,134,157
Rental and Repair of TV/Sound Equipment	100	\$12	\$31,381
Travel			
Travel	101	\$2,052	\$5,276,969
Air Fare	100	\$458	\$1,178,081
Hotels/Motels	100	\$410	\$1,053,469
Rental Cars	104	\$48	\$124,554
Food/Drink	102	\$546	\$1,403,984
Other Travel Expenses ⁵	102	\$590	\$1,516,881

Data Note: Detail may not sum to totals due to rounding.

¹ **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.

² **Other Apparel Products and Services** includes sewing products, fabrics, shoe repair, laundry and dry cleaning, alterations, clothing rental and storage, and watch and jewelry repair.

³ **Other Food at Home** includes sugar, candy, oil, snacks, condiments, prepared foods, and nonalcoholic beverages.

⁴ **Other Household Furnishings** includes floor coverings, small appliances, and miscellaneous household items such as dinnerware and glassware, lighting, window coverings, telephones, smoke alarms, calculators, computers, and clocks.

⁵ **Other Travel Expenses** includes fares for ships, trains, buses, and taxis while traveling, gas and oil on trips, parking fees and tolls while traveling, and entertainment on trips.

Source: Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI BIS forecasts for 2003 and 2008.

County: Denton County, TX

Top ACORN Consumer Groups:		Demographic Summary		
			2003	2008
Prosperous Baby Boomers	31.0%	Population	506,118	648,446
Enterprising Young Singles	15.5%	Households	184,096	237,303
Successful Suburbanites	13.3%	Families	129,159	166,692
Young Frequent Movers	8.2%	Median Age	32.0	33.3
Baby Boomers with Children	6.7%	Median Household Income	\$64,723	\$75,165

	Spending Potential Index ¹	Average Amount Spent	Total
Apparel	124	\$3,668	\$675,245,361
Men's	127	\$719	\$132,287,648
Women's	122	\$1,228	\$226,090,369
Children's	125	\$421	\$77,430,708
Infants'	134	\$181	\$33,371,855
Footwear	120	\$623	\$114,779,738
Watches & Jewelry	127	\$324	\$59,602,242
Other Apparel Products and Services ²	126	\$172	\$31,682,801
Automotive Aftermarket	124	\$3,507	\$645,553,481
Automotive Maintenance and Repair	127	\$1,434	\$264,029,704
Gasoline and Motor Oil	122	\$2,072	\$381,523,777
Books and Periodicals	121	\$339	\$62,366,764
Cameras and Equipment	127	\$193	\$35,442,518
Child Care	148	\$577	\$106,305,206
Computer			
Computer Information Services	142	\$57	\$10,464,659
Personal Computer Hardware and Software	137	\$438	\$80,603,050
Entertainment			
Entertainment Fees and Admissions	134	\$772	\$142,146,917
Membership Fees	130	\$184	\$33,960,422
Sporting Events	138	\$76	\$13,948,344
Sports Participation	133	\$158	\$29,107,816
Theater & Movies	133	\$195	\$35,899,270
Recreational Lessons	137	\$159	\$29,231,065
Video Rental	135	\$95	\$17,552,193
Film Processing	130	\$68	\$12,484,549
Games and Toys	127	\$320	\$58,855,980
Food and Beverages			
Groceries	118	\$5,763	\$1,060,978,368
Bakery and Cereal Products	118	\$907	\$166,930,275
Meats, Poultry, Fish, and Eggs	117	\$1,494	\$274,992,148
Dairy Products	119	\$640	\$117,769,178
Fruits and Vegetables	118	\$986	\$181,430,467
Other Food at Home ³	120	\$1,737	\$319,856,300
Meals at Restaurants	126	\$3,348	\$616,444,651
Alcoholic Beverages	130	\$623	\$114,749,592
Nonalcoholic Beverages	118	\$501	\$92,179,573
Financial Services			
Automobile Loans	125	\$3,710	\$683,032,325
Home Loans	132	\$7,670	\$1,412,003,719
Investments	133	\$4,102	\$755,242,006

County: Denton County, TX

	Spending Potential Index ¹	Average Amount Spent	Total
Home			
Home Improvement	115	\$938	\$172,656,323
Maintenance and Repair	114	\$758	\$139,506,213
Repair Materials	115	\$180	\$33,150,110
Housekeeping Services	135	\$170	\$31,332,024
Household Furnishings	128	\$3,086	\$568,205,154
Household Textiles	126	\$171	\$31,530,449
Furniture	130	\$816	\$150,260,969
Major Appliances	121	\$347	\$63,827,051
Other Household Furnishings ⁴	129	\$1,752	\$322,586,685
Insurance			
Homeowners/Renters	117	\$493	\$90,764,074
Vehicle	124	\$1,571	\$289,135,509
Life	121	\$770	\$141,827,005
Health	112	\$1,695	\$311,997,473
Lawn and Garden	123	\$499	\$91,911,959
Luggage	136	\$22	\$3,995,025
Moving and Storage Services	136	\$71	\$13,039,865
Optical Goods	121	\$122	\$22,483,389
Paint	119	\$38	\$6,942,206
Pets and Supplies	129	\$448	\$82,469,453
Sporting Goods	131	\$320	\$58,948,569
Telephone Services	120	\$1,679	\$309,137,296
Television and Sound Equipment	123	\$1,232	\$226,763,853
Television and Video Equipment	129	\$406	\$74,812,896
Music Equipment/Accessories	130	\$279	\$51,435,642
Cable Television	116	\$531	\$97,748,152
Rental and Repair of TV/Sound Equipment	123	\$15	\$2,767,163
Travel	127	\$2,585	\$475,853,783
Air Fare	129	\$592	\$108,973,497
Hotels/Motels	125	\$516	\$94,985,365
Rental Cars	134	\$62	\$11,428,495
Food/Drink	127	\$680	\$125,158,804
Other Travel Expenses ⁵	127	\$735	\$135,307,622

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