



S Washington St AT E Gartner Rd - Naperville, IL

Latitude: 41.756

Longitude: -88.1418

S Washington St AT E Ga

Naperville, IL 60540

Radius: 1.0 miles

S Washington St AT E Ga

Naperville, IL 60540

Radius: 3.0 miles

S Washington St AT E Ga

Naperville, IL 60540

Radius: 5.0 miles



2000 Total Population	11,380	102,837	217,494
2000 Group Quarters	112	1,892	2,780
2004 Total Population	11,606	107,216	239,918
2009 Total Population	12,110	114,574	268,101
2004 - 2009 Annual Rate	0.85%	1.34%	2.25%



2000 Households	3,886	35,510	77,393
2000 Average Household Size	2.9	2.84	2.77
2004 Households	4,033	37,410	86,271
2004 Average Household Size	2.85	2.82	2.75
2009 Households	4,265	40,289	96,840
2009 Average Household Size	2.81	2.8	2.74
2004 - 2009 Annual Rate	1.12%	1.49%	2.34%
2000 Families	3,207	27,141	56,686
2000 Average Family Size	3.24	3.32	3.3
2004 Families	3,305	28,368	62,595
2004 Average Family Size	3.2	3.3	3.29
2009 Families	3,478	30,447	70,203
2009 Average Family Size	3.17	3.29	3.28
2004 - 2009 Annual Rate	1.03%	1.42%	2.32%



2000 Housing Units	3,944	36,447	80,406
Owner Occupied Housing Units	89.5%	78.8%	73.4%
Renter Occupied Housing Units	8.7%	18.3%	22.9%
Vacant Housing Units	1.8%	2.9%	3.8%
2004 Housing Units	4,096	38,439	89,512
Owner Occupied Housing Units	91.3%	82.3%	76.2%
Renter Occupied Housing Units	7.1%	15.0%	20.2%
Vacant Housing Units	1.5%	2.7%	3.6%
2009 Housing Units	4,329	41,314	100,354
Owner Occupied Housing Units	92.1%	84.7%	78.6%
Renter Occupied Housing Units	6.4%	12.8%	17.9%
Vacant Housing Units	1.5%	2.5%	3.5%

Median Household Income

2000	\$88,379	\$86,772	\$78,507
2004	\$100,989	\$98,532	\$86,831
2009	\$115,714	\$112,505	\$101,394

Median Home Value

2000	\$221,127	\$236,980	\$209,324
2004	\$288,444	\$311,126	\$271,338
2009	\$387,510	\$413,725	\$359,259

Per Capita Income

2000	\$36,291	\$36,070	\$33,740
2004	\$42,692	\$42,636	\$39,579
2009	\$51,672	\$51,930	\$48,029

Median Age

2000	38.5	35.5	33.6
2004	39.8	36.3	34.3
2009	40.9	37.6	35.4

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 BIS forecasts for 2004 and 2009.



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2000 Households by Income

Household Income Base	3,917	35,522	77,528
< \$15,000	4.2%	4.1%	4.3%
\$15,000 - \$24,999	4.3%	4.3%	4.2%
\$25,000 - \$34,999	4.0%	5.3%	6.4%
\$35,000 - \$49,999	7.0%	8.8%	10.8%
\$50,000 - \$74,999	18.3%	17.5%	20.9%
\$75,000 - \$99,999	19.6%	18.0%	18.0%
\$100,000 - \$149,999	24.2%	24.2%	21.5%
\$150,000 - \$199,999	9.0%	9.5%	7.6%
\$200,000+	9.3%	8.3%	6.3%
Average Household Income	\$105,239	\$103,708	\$94,474

2004 Households by Income

Household Income Base	4,032	37,413	86,272
< \$15,000	3.6%	3.5%	3.6%
\$15,000 - \$24,999	4.1%	4.0%	3.7%
\$25,000 - \$34,999	4.0%	4.4%	5.1%
\$35,000 - \$49,999	5.7%	8.0%	9.6%
\$50,000 - \$74,999	15.5%	15.3%	18.7%
\$75,000 - \$99,999	16.4%	15.5%	16.7%
\$100,000 - \$149,999	27.2%	26.1%	24.2%
\$150,000 - \$199,999	10.7%	11.2%	9.1%
\$200,000+	12.9%	12.0%	9.2%
Average Household Income	\$122,268	\$120,775	\$109,783

2009 Households by Income

Household Income Base	4,266	40,291	96,839
< \$15,000	2.7%	2.6%	2.8%
\$15,000 - \$24,999	3.5%	3.3%	3.0%
\$25,000 - \$34,999	3.6%	3.6%	3.9%
\$35,000 - \$49,999	5.0%	6.4%	7.6%
\$50,000 - \$74,999	11.7%	12.8%	15.5%
\$75,000 - \$99,999	13.9%	13.9%	16.3%
\$100,000 - \$149,999	26.9%	25.8%	25.1%
\$150,000 - \$199,999	14.5%	13.9%	12.2%
\$200,000+	18.2%	17.6%	13.7%
Average Household Income	\$146,208	\$146,074	\$132,677

2000 Owner Occupied HUs by Value

Total	3,569	28,808	59,112
<\$50,000	0.4%	0.9%	0.8%
\$50,000 - 99,999	0.1%	3.4%	5.5%
\$100,000 - 149,999	5.9%	9.0%	17.3%
\$150,000 - 199,999	32.5%	19.7%	22.9%
\$200,000 - \$299,999	40.6%	41.7%	32.7%
\$300,000 - 499,999	15.2%	21.8%	17.7%
\$500,000 - 999,999	4.8%	3.3%	2.9%
\$1,000,000+	0.5%	0.3%	0.2%
Average Home Value	\$260,652	\$259,776	\$235,609

2000 Specified Renter Occupied HUs by Contract Rent

Total	316	6,648	18,293
With Cash Rent	96.2%	98.9%	99.0%
No Cash Rent	3.8%	1.1%	1.0%
Median Rent	\$821	\$837	\$863
Average Rent	\$873	\$893	\$904

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 BIS forecasts for 2004 and 2009.



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2000 Population by Age

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	11,381	102,839	217,495
0 - 4	7.1%	7.5%	8.0%
5 - 9	8.2%	8.7%	8.7%
10 - 14	8.8%	8.8%	8.3%
15 - 24	10.5%	12.2%	12.1%
25 - 34	9.3%	11.9%	15.1%
35 - 44	18.0%	19.3%	19.5%
45 - 54	16.9%	16.7%	15.1%
55 - 64	9.7%	7.8%	7.0%
65 - 74	6.6%	3.8%	3.2%
75 - 84	3.8%	2.4%	2.1%
85+	1.0%	0.8%	0.8%
18+	70.5%	70.1%	70.4%

2004 Population by Age

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	11,603	107,216	239,917
0 - 4	6.9%	7.4%	8.1%
5 - 9	8.0%	8.2%	8.4%
10 - 14	8.6%	8.7%	8.3%
15 - 24	11.9%	13.0%	12.6%
25 - 34	7.8%	10.7%	13.9%
35 - 44	16.3%	17.4%	18.4%
45 - 54	17.1%	17.4%	15.6%
55 - 64	11.9%	9.9%	8.6%
65 - 74	5.9%	3.9%	3.4%
75 - 84	4.3%	2.5%	2.0%
85+	1.2%	0.9%	0.9%
18+	71.8%	71.2%	71.0%

2009 Population by Age

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	12,109	114,572	268,101
0 - 4	6.7%	7.1%	8.0%
5 - 9	7.0%	7.3%	7.7%
10 - 14	9.0%	8.9%	8.7%
15 - 24	13.0%	13.7%	12.9%
25 - 34	7.1%	9.6%	12.1%
35 - 44	14.0%	15.4%	17.4%
45 - 54	18.1%	18.3%	16.5%
55 - 64	12.7%	11.6%	9.9%
65 - 74	6.3%	4.7%	4.0%
75 - 84	4.4%	2.4%	1.9%
85+	1.6%	1.0%	0.9%
18+	72.1%	71.6%	71.0%

2000 Population by Sex

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Males	49.4%	49.1%	49.4%
Females	50.6%	50.9%	50.6%

2004 Population by Sex

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Males	49.2%	49.1%	49.4%
Females	50.8%	50.9%	50.6%

2009 Population by Sex

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Males	48.8%	49.1%	49.3%
Females	51.2%	50.9%	50.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



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2000 Population by Race/Ethnicity

Total	11,381	102,837	217,493
White Alone	94.0%	85.9%	83.1%
Black Alone	1.0%	2.3%	5.3%
American Indian Alone	0.1%	0.1%	0.1%
Asian or Pacific Islander Alone	3.4%	9.7%	8.5%
Some Other Race Alone	0.5%	0.8%	1.5%
Two or More Races	0.9%	1.2%	1.5%
Hispanic Origin	2.3%	3.2%	4.7%
Diversity Index	15.5	29.8	36.3

2004 Population by Race/Ethnicity

Total	11,605	107,216	239,918
White Alone	92.8%	83.3%	79.9%
Black Alone	1.1%	2.4%	6.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	4.3%	11.8%	10.2%
Some Other Race Alone	0.6%	0.9%	1.9%
Two or More Races	1.1%	1.4%	1.7%
Hispanic Origin	2.9%	3.9%	5.9%
Diversity Index	18.6	34.4	42.0

2009 Population by Race/Ethnicity

Total	12,110	114,575	268,102
White Alone	91.0%	80.2%	76.3%
Black Alone	1.3%	2.6%	7.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	5.5%	14.3%	12.2%
Some Other Race Alone	0.8%	1.2%	2.3%
Two or More Races	1.3%	1.6%	2.0%
Hispanic Origin	3.8%	4.8%	7.3%
Diversity Index	22.9	39.7	47.9



2000 Population 3+ by School Enrollment

Total	10,961	98,203	207,370
Enrolled in Nursery/Preschool	2.8%	2.8%	3.0%
Enrolled in Kindergarten	1.8%	1.7%	1.8%
Enrolled in Grade 1-8	14.5%	15.0%	14.5%
Enrolled in Grade 9-12	7.9%	6.9%	6.3%
Enrolled in College	4.2%	5.3%	5.0%
Enrolled in Grad/Prof School	1.9%	1.8%	1.9%
Not Enrolled in School	66.8%	66.4%	67.5%

2000 Population 25+ by Educational Attainment

Total	7,359	64,598	136,989
Less than 9th Grade	1.3%	1.3%	1.7%
9th - 12th Grade, No Diploma	2.1%	2.5%	3.4%
High School Graduate	11.7%	12.3%	14.7%
Some College, No Degree	20.1%	18.7%	20.7%
Associate Degree	7.1%	5.8%	6.6%
Bachelor's Degree	34.2%	35.1%	33.5%
Master's/Prof/Doctorate Degree	23.5%	24.3%	19.6%

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 BIS forecasts for 2004 and 2009.



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2000 Population 15+ by Sex and Marital Status

	1.0 miles	3.0 miles	5.0 miles
Total	8,612	77,081	163,022
Females	51.2%	51.8%	51.3%
Never Married	9.2%	11.3%	11.6%
Married, not Separated	34.7%	32.9%	32.0%
Married, Separated	0.5%	0.4%	0.5%
Widowed	3.6%	3.4%	3.0%
Divorced	3.2%	3.8%	4.2%
Males	48.8%	48.2%	48.7%
Never Married	10.9%	11.8%	12.9%
Married, not Separated	34.6%	33.3%	32.0%
Married, Separated	0.3%	0.2%	0.3%
Widowed	0.9%	0.6%	0.6%
Divorced	2.2%	2.2%	2.8%



2000 Population 16+ by Employment Status

	1.0 miles	3.0 miles	5.0 miles
Total	8,357	75,282	159,677
In Labor Force	67.7%	72.9%	74.9%
Civilian Employed	65.5%	70.8%	72.7%
Civilian Unemployed	2.1%	2.0%	2.1%
In Armed Forces	0.0%	0.0%	0.1%
Not in Labor Force	32.3%	27.1%	25.1%

2004 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	94.5%	95.5%	95.3%
Civilian Unemployed	5.5%	4.5%	4.7%

2009 Civilian Population 16+ in Labor Force

	1.0 miles	3.0 miles	5.0 miles
Civilian Employed	93.8%	95.3%	95.3%
Civilian Unemployed	6.2%	4.7%	4.7%

2000 Females 16+ by Employment Status and Age of Children

	1.0 miles	3.0 miles	5.0 miles
Total	4,304	39,066	82,078
Own Children < 6 Only	8.2%	9.4%	10.4%
Employed/in Armed Forces	4.0%	5.3%	6.2%
Unemployed	0.1%	0.3%	0.2%
Not in Labor Force	4.0%	3.8%	4.0%
Own Children < 6 and 6-17 Only	8.0%	7.9%	8.0%
Employed/in Armed Forces	4.1%	3.6%	3.8%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	3.9%	4.2%	4.1%
Own Children 6-17 Only	22.9%	22.9%	21.7%
Employed/in Armed Forces	14.6%	15.9%	15.4%
Unemployed	0.1%	0.4%	0.4%
Not in Labor Force	8.1%	6.5%	5.8%
No Own Children < 18	61.0%	59.8%	59.9%
Employed/in Armed Forces	31.8%	36.4%	38.3%
Unemployed	2.1%	1.2%	1.3%
Not in Labor Force	27.1%	22.2%	20.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004.



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2004 Employed Population 16+ by Industry

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	5,423	53,702	120,385
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	4.2%	3.7%	4.5%
Manufacturing	10.5%	12.0%	12.5%
Wholesale Trade	5.7%	4.9%	4.7%
Retail Trade	8.8%	10.2%	10.6%
Transportation/Utilities	4.8%	3.8%	4.9%
Information	4.3%	4.6%	4.6%
Finance/Insurance/Real Estate	13.0%	12.6%	12.2%
Services	46.2%	45.9%	43.6%
Public Administration	2.3%	2.0%	2.2%

2004 Employed Population 16+ by Occupation

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	5,422	53,702	120,386
White Collar	84.1%	83.8%	79.8%
Management/Business/Financial	24.8%	24.8%	22.9%
Professional	30.0%	30.3%	27.9%
Sales	16.5%	15.3%	14.6%
Administrative Support	12.8%	13.4%	14.5%
Services	7.8%	8.1%	8.8%
Blue Collar	8.1%	8.1%	11.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.9%	2.2%	2.9%
Installation/Maintenance/Repair	1.3%	1.4%	2.2%
Production	1.7%	2.1%	2.9%
Transportation/Material Moving	2.1%	2.4%	3.3%



2000 Workers 16+ by Means of Transportation to Work

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	5,441	52,771	114,750
Drove Alone - Car, Truck, or Van	78.3%	78.2%	79.7%
Carpooled - Car, Truck, or Van	3.6%	4.9%	5.9%
Public Transportation	9.2%	8.6%	7.9%
Walked	1.8%	1.8%	1.3%
Other Means	0.6%	0.6%	0.6%
Worked at Home	6.5%	5.8%	4.5%

2000 Workers 16+ by Travel Time to Work

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	5,443	52,773	114,750
Did Not Work at Home	93.5%	94.2%	95.5%
Less than 5 minutes	1.3%	2.0%	1.9%
5 to 9 minutes	9.7%	7.8%	7.5%
10 to 19 minutes	25.7%	25.0%	23.2%
20 to 24 minutes	10.5%	11.2%	11.4%
25 to 34 minutes	13.9%	15.3%	16.9%
35 to 44 minutes	6.7%	7.3%	7.9%
45 to 59 minutes	11.8%	10.3%	11.2%
60 to 89 minutes	11.5%	12.0%	11.7%
90 or more minutes	2.4%	3.3%	3.8%
Worked at Home	6.5%	5.8%	4.5%
Average Travel Time to Work (in min)	30.8	31.2	32.1

2000 Households by Vehicles Available

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	3,883	35,455	77,438
None	3.1%	3.2%	2.9%
1	18.8%	23.5%	26.8%
2	54.6%	54.3%	51.7%
3	18.4%	14.8%	14.4%
4	4.4%	3.3%	3.3%
5+	0.7%	0.8%	1.0%
Average Number of Vehicles Available	2.0	1.9	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2004 and 2009.



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2000 Households by Type

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Total	3,886	35,510	77,393
Family Households	82.5%	76.4%	73.2%
Married-couple Family	75.2%	68.3%	64.0%
With Related Children	39.7%	40.0%	37.7%
Other Family (No Spouse)	7.3%	8.1%	9.2%
With Related Children	3.9%	4.9%	5.8%
Nonfamily Households	17.5%	23.6%	26.8%
Householder Living Alone	15.1%	19.5%	21.3%
Householder Not Living Alone	2.4%	4.1%	5.4%
Households with Related Children	43.6%	44.9%	43.4%
Households with Persons 65+	21.5%	14.1%	11.8%

2000 Households by Size

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	3,886	35,510	77,393
1 Person Household	15.1%	19.5%	21.3%
2 Person Household	33.4%	29.3%	29.2%
3 Person Household	17.5%	17.8%	17.5%
4 Person Household	21.1%	20.6%	19.5%
5 Person Household	9.4%	9.4%	8.9%
6 Person Household	2.7%	2.7%	2.6%
7+ Person Household	0.8%	0.8%	1.0%

2000 Households by Year Householder Moved In

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	3,883	35,454	77,438
Moved in 1999 to March 2000	10.5%	17.5%	22.0%
Moved in 1995 to 1998	25.5%	30.5%	33.2%
Moved in 1990 to 1994	16.8%	20.9%	19.0%
Moved in 1980 to 1989	24.7%	21.4%	16.9%
Moved in 1970 to 1979	12.7%	6.5%	6.1%
Moved in 1969 or Earlier	9.7%	3.2%	2.8%
Median Year Householder Moved In	1991	1995	1996



2000 Housing Units by Units in Structure

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	3,963	36,517	80,446
1, Detached	89.3%	69.7%	62.9%
1, Attached	3.5%	8.4%	10.8%
2	0.4%	0.9%	0.6%
3 or 4	0.3%	1.9%	2.2%
5 to 9	1.3%	5.5%	7.6%
10 to 19	1.2%	5.8%	7.1%
20+	4.1%	7.7%	8.6%
Mobile Home	0.0%	0.1%	0.1%
Other	0.0%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	S Washington St AT E Ga Naperville, IL 60540 Radius: 1.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 3.0 miles	S Washington St AT E Ga Naperville, IL 60540 Radius: 5.0 miles
Total	3,949	36,387	80,438
1999 to March 2000	0.8%	2.2%	3.8%
1995 to 1998	3.5%	9.4%	13.7%
1990 to 1994	3.5%	11.0%	13.2%
1980 to 1989	19.9%	34.7%	27.6%
1970 to 1979	19.7%	22.8%	23.6%
1969 or Earlier	52.6%	19.9%	18.1%
Median Year Structure Built	1969	1982	1983

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

S Washington St AT E Gartner Rd - Naperville, IL
 Latitude: 41.756
 Longitude: -88.1418


S Washington St AT E Ga
 Naperville, IL 60540
 Radius: 1.0 miles

S Washington St AT E Ga
 Naperville, IL 60540
 Radius: 3.0 miles

S Washington St AT E Ga
 Naperville, IL 60540
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Wealthy Seaboard Subur	Suburban Splendor	Suburban Splendor
2.	Suburban Splendor	Boomburbs	Boomburbs
3.	Boomburbs	In Style	Enterprising Professio

 **2004 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 \$	\$19,468,196	\$179,516,878	\$378,510,817
Average Spent	\$4,827.22	\$4,798.63	\$4,387.46
Spending Potential Index	178	177	162
Computers & Accessories: Total \$	\$2,016,724	\$18,886,032	\$39,806,215
Average Spent	\$500.06	\$504.84	\$461.41
Spending Potential Index	184	186	170
Education: Total \$	\$7,897,598	\$71,986,433	\$149,172,524
Average Spent	\$1,958.24	\$1,924.26	\$1,729.12
Spending Potential Index	187	184	166
Entertainment/Recreation: Total \$	\$22,718,788	\$207,000,090	\$431,405,180
Average Spent	\$5,633.22	\$5,533.28	\$5,000.58
Spending Potential Index	184	181	163
Food at Home: Total \$	\$31,420,864	\$288,092,543	\$611,044,682
Average Spent	\$7,790.94	\$7,700.95	\$7,082.85
Spending Potential Index	167	165	152
Food Away from Home: Total \$	\$21,509,366	\$200,919,271	\$427,972,621
Average Spent	\$5,333.34	\$5,370.74	\$4,960.79
Spending Potential Index	171	173	159
Health Care: Total \$	\$22,787,756	\$203,873,506	\$423,947,298
Average Spent	\$5,650.32	\$5,449.71	\$4,914.13
Spending Potential Index	165	160	144
HH Furnishings & Equipment: Total \$	\$15,976,002	\$146,583,299	\$305,372,992
Average Spent	\$3,961.32	\$3,918.29	\$3,539.69
Spending Potential Index	190	188	170
Investments: Total \$	\$83,513,845	\$687,016,870	\$1,335,868,092
Average Spent	\$20,707.62	\$18,364.52	\$15,484.56
Spending Potential Index	252	224	189
Retail Goods: Total \$	\$169,645,202	\$1,570,096,180	\$3,316,502,922
Average Spent	\$42,064.27	\$41,969.96	\$38,442.85
Spending Potential Index	171	171	156
Shelter: Total \$	\$103,767,025	\$941,759,685	\$1,971,205,829
Average Spent	\$25,729.49	\$25,174.01	\$22,849.00
Spending Potential Index	190	186	169
TV/Video/Sound Equipment: Total \$	\$6,875,345	\$63,916,778	\$6,875,345
Average Spent	\$1,704.77	\$1,708.55	\$1,579.40
Spending Potential Index	168	169	156
Travel: Total \$	\$14,166,207	\$125,696,604	\$257,050,725
Average Spent	\$3,512.57	\$3,359.97	\$2,979.57
Spending Potential Index	197	189	168
Vehicle Maintenance & Repairs: Total \$	\$7,091,355	\$66,170,739	\$140,210,300
Average Spent	\$1,758.33	\$1,768.80	\$1,625.23
Spending Potential Index	173	174	159

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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI BIS forecasts for 2004 and 2009.