

**Place: Eastland city, TX**

<b>Top ACORN Consumer Groups:</b>		<b>Demographic Summary</b>		
			<b>2003</b>	<b>2008</b>
Small Town Working Families	54.2%	Population	3,733	3,722
Heartland Communities	43.7%	Households	1,455	1,450
Prairie Farmers	2.1%	Families	996	987
		Median Age	39.1	39.7
		Median Household Income	\$30,348	\$35,000

	<b>Spending Potential Index<sup>1</sup></b>	<b>Average Amount Spent</b>	<b>Total</b>
Apparel	74	\$2,173	\$3,162,258
Men's	72	\$409	\$595,606
Women's	74	\$747	\$1,086,230
Children's	75	\$253	\$368,750
Infants'	72	\$98	\$141,979
Footwear	78	\$404	\$588,545
Watches & Jewelry	66	\$170	\$246,872
Other Apparel Products and Services <sup>2</sup>	68	\$92	\$134,276
Automotive Aftermarket	83	\$2,361	\$3,435,494
Automotive Maintenance and Repair	79	\$897	\$1,305,158
Gasoline and Motor Oil	86	\$1,464	\$2,130,336
Books and Periodicals	76	\$214	\$312,025
Cameras and Equipment	71	\$107	\$155,934
Child Care	62	\$242	\$352,451
Computer			
Computer Information Services	61	\$24	\$35,228
Personal Computer Hardware and Software	66	\$210	\$305,050
Entertainment			
Entertainment Fees and Admissions	65	\$378	\$549,967
Membership Fees	72	\$102	\$148,117
Sporting Events	66	\$36	\$52,542
Sports Participation	68	\$81	\$117,530
Theater & Movies	63	\$92	\$133,771
Recreational Lessons	58	\$67	\$98,007
Video Rental	77	\$54	\$78,790
Film Processing	73	\$38	\$55,532
Games and Toys	74	\$187	\$271,559
Food and Beverages			
Groceries	80	\$3,913	\$5,692,954
Bakery and Cereal Products	80	\$617	\$898,108
Meats, Poultry, Fish, and Eggs	79	\$1,008	\$1,467,082
Dairy Products	82	\$439	\$638,513
Fruits and Vegetables	77	\$642	\$934,419
Other Food at Home <sup>3</sup>	83	\$1,206	\$1,754,832
Meals at Restaurants	75	\$1,998	\$2,907,087
Alcoholic Beverages	67	\$323	\$470,391
Nonalcoholic Beverages	85	\$361	\$525,719
Financial Services			
Automobile Loans	92	\$2,714	\$3,949,261
Home Loans	66	\$3,837	\$5,582,176
Investments	68	\$2,084	\$3,031,523

Place: Eastland city, TX

	Spending Potential Index <sup>1</sup>	Average Amount Spent	Total
<b>Home</b>			
Home Improvement	80	\$653	\$950,701
Maintenance and Repair	78	\$516	\$751,318
Repair Materials	88	\$137	\$199,383
Housekeeping Services	60	\$76	\$110,729
Household Furnishings	74	\$1,791	\$2,605,236
Household Textiles	74	\$101	\$146,471
Furniture	73	\$458	\$666,943
Major Appliances	84	\$241	\$350,271
Other Household Furnishings <sup>4</sup>	73	\$991	\$1,441,551
<b>Insurance</b>			
Homeowners/Renters	85	\$356	\$517,721
Vehicle	76	\$961	\$1,398,909
Life	81	\$515	\$748,643
Health	93	\$1,411	\$2,052,368
Lawn and Garden	80	\$326	\$474,504
Luggage	64	\$10	\$14,838
Moving and Storage Services	82	\$43	\$62,111
Optical Goods	84	\$85	\$124,128
Paint	75	\$24	\$34,465
Pets and Supplies	84	\$292	\$424,353
Sporting Goods	79	\$195	\$283,156
Telephone Services	82	\$1,143	\$1,662,512
Television and Sound Equipment	80	\$795	\$1,157,059
Television and Video Equipment	76	\$241	\$350,049
Music Equipment/Accessories	77	\$167	\$242,721
Cable Television	83	\$378	\$550,585
Rental and Repair of TV/Sound Equipment	77	\$9	\$13,704
<b>Travel</b>			
Travel	70	\$1,423	\$2,070,438
Air Fare	61	\$280	\$406,706
Hotels/Motels	69	\$284	\$413,705
Rental Cars	59	\$27	\$39,738
Food/Drink	76	\$405	\$589,045
Other Travel Expenses <sup>5</sup>	74	\$427	\$621,244

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

<sup>1</sup> **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.

<sup>2</sup> **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.

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

<sup>4</sup> **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.

<sup>5</sup> **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: Eastland County, TX

Top ACORN Consumer Groups:		Demographic Summary		2003	2008
Heartland Communities	58.6%	Population		18,233	18,216
Prairie Farmers	13.5%	Households		7,267	7,267
Small Town Working Families	11.4%	Families		4,945	4,910
Rural Resort Dwellers	8.5%	Median Age		42.0	43.3
Wealthiest Seniors	5.6%	Median Household Income		\$28,940	\$32,683

	Spending Potential Index <sup>1</sup>	Average Amount Spent	Total
Apparel	61	\$1,811	\$13,162,744
Men's	61	\$344	\$2,497,826
Women's	62	\$621	\$4,515,228
Children's	62	\$210	\$1,528,232
Infants'	59	\$80	\$579,640
Footwear	65	\$338	\$2,455,863
Watches & Jewelry	56	\$143	\$1,036,041
Other Apparel Products and Services <sup>2</sup>	56	\$76	\$549,914
Automotive Aftermarket	72	\$2,048	\$14,879,726
Automotive Maintenance and Repair	68	\$766	\$5,566,252
Gasoline and Motor Oil	76	\$1,282	\$9,313,474
Books and Periodicals	65	\$181	\$1,318,068
Cameras and Equipment	59	\$89	\$648,787
Child Care	48	\$187	\$1,356,523
Computer			
Computer Information Services	48	\$19	\$139,578
Personal Computer Hardware and Software	53	\$170	\$1,236,076
Entertainment			
Entertainment Fees and Admissions	53	\$307	\$2,233,723
Membership Fees	60	\$85	\$617,784
Sporting Events	54	\$29	\$212,880
Sports Participation	56	\$66	\$483,192
Theater & Movies	50	\$73	\$532,686
Recreational Lessons	46	\$53	\$387,181
Video Rental	63	\$44	\$320,752
Film Processing	62	\$32	\$233,993
Games and Toys	62	\$156	\$1,135,276
Food and Beverages			
Groceries	69	\$3,355	\$24,378,181
Bakery and Cereal Products	69	\$529	\$3,843,717
Meats, Poultry, Fish, and Eggs	67	\$860	\$6,252,467
Dairy Products	70	\$378	\$2,743,562
Fruits and Vegetables	66	\$549	\$3,986,653
Other Food at Home <sup>3</sup>	72	\$1,039	\$7,551,782
Meals at Restaurants	63	\$1,669	\$12,125,942
Alcoholic Beverages	55	\$262	\$1,904,416
Nonalcoholic Beverages	74	\$313	\$2,273,523
Financial Services			
Automobile Loans	80	\$2,354	\$17,109,139
Home Loans	55	\$3,182	\$23,121,316
Investments	57	\$1,746	\$12,687,895

**County: Eastland County, TX**

	Spending Potential Index <sup>1</sup>	Average Amount Spent	Total
Home			
Home Improvement	70	\$569	\$4,135,800
Maintenance and Repair	67	\$445	\$3,232,356
Repair Materials	79	\$124	\$903,444
Housekeeping Services	49	\$62	\$453,317
Household Furnishings	63	\$1,517	\$11,025,156
Household Textiles	63	\$85	\$619,508
Furniture	61	\$385	\$2,796,819
Major Appliances	73	\$209	\$1,522,285
Other Household Furnishings <sup>4</sup>	62	\$838	\$6,086,544
Insurance			
Homeowners/Renters	75	\$316	\$2,294,500
Vehicle	65	\$820	\$5,956,903
Life	69	\$443	\$3,218,667
Health	82	\$1,245	\$9,045,992
Lawn and Garden	70	\$284	\$2,065,475
Luggage	52	\$8	\$60,681
Moving and Storage Services	69	\$36	\$260,819
Optical Goods	73	\$74	\$536,713
Paint	64	\$20	\$146,711
Pets and Supplies	73	\$256	\$1,857,003
Sporting Goods	67	\$165	\$1,198,600
Telephone Services	70	\$977	\$7,099,328
Television and Sound Equipment	67	\$670	\$4,872,143
Television and Video Equipment	64	\$201	\$1,459,119
Music Equipment/Accessories	65	\$140	\$1,018,126
Cable Television	71	\$322	\$2,338,002
Rental and Repair of TV/Sound Equipment	64	\$8	\$56,896
Travel	59	\$1,199	\$8,711,760
Air Fare	50	\$231	\$1,675,610
Hotels/Motels	58	\$240	\$1,743,118
Rental Cars	48	\$22	\$161,359
Food/Drink	64	\$345	\$2,507,016
Other Travel Expenses <sup>5</sup>	62	\$361	\$2,624,657

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

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