Table 4-1

INCOME IN 2009 INFLATION-ADJUSTED DOLLARS		
	Households	**Families**
Total Number	4,697	3,682
Income Category		
Less than $10,000	2.2%	1.3%
$10,000 to $14,000	1.2%	0.7%
$15,000 to $24,000	7.4%	4.8%
$25,000 to $34,999	5.6%	4.6%
$35,000 to $49,999	13.8%	10.1%
$50,000 to $74,999	17.9%	19.8%
$75,000 to $99,999	16.2%	15.2%
$1000,000 to $149,999	19.9%	25.1%
$150,000 to $199,999	10.0%	11.1%
$200,000 or more	5.7%	7.3%
Median income	$78,194	$89,722
Mean income	$92,989	$103,577

Source: U.S. Census Bureau, 2005-2009 American Community Survey

The second step in the retail analysis requires determination of the proportion of income spent on convenience/neighborhood and community retail goods. The Bureau of Labor Statistics publishes a Consumer Expenditure Survey that provides this information. The most recent survey, which was published in 2008, showed that 16.1% of expenditures went toward convenience/neighborhood goods (food at home, alcoholic beverages, housekeeping supplies, personal care products, reading material, tobacco products, and miscellaneous). Community-scale goods accounted for 15.2% of the expenditures (food away from home, household furnishings, apparel and services, entertainment, and miscellaneous). Non-retail expenditures include household operations, health care, transportation, utilities, education, cash contributions, and personal insurance and pensions. These non-retail expenditures accounted for 68.7% of the expenditures.

The third step in the retail step is to determine the average sales per square foot for convenience/neighborhood and community shopping centers in the Midwest. This information is available in the publication **Dollars & Cents of Shopping Center/SCORE 2008**.[1] The average sales per square foot is published separately for convenience and neighborhood shopping centers, so it is necessary to average the two, resulting in a figure of $233.75/sq.ft. Community shopping centers in the Midwest generate about $321.81/sq.ft.

Having collected the relevant data, the next step is to calculate the supportable retail square footage. The formula for calculating supportable retail square footage is as follows:

Household Income	x	**Proportion Spent on Retail**	/	**Average Sales per Sq. Ft.**	x	**No. of Households**	=	**Supportable Sq. Ft.**

[1] **Dollars & Cents of Shopping Centers/SCORE 2008**, published by the Urban Land Institute and the International Council of Shopping Centers, Anita Kramer, Project Director, 2008.