

CONSUMER EXPENDITURE EXPANDED

2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.3053/-111.9115

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Your Site	1 mi radius		3 mi radius		5 mi radius		10 min drivetime	
Anytown, USA								
2011 Estimated Population	12,557		79,488		236,765		261,226	
2011 Estimated Households	4,909		32,508		96,026		106,755	
2011 Est. Average Household Income	\$92,414		\$99,344		\$86,769		\$85,315	
2011 Est. Median Household Income	\$78,426		\$82,395		\$71,891		\$70,592	
2011 Household Expenditure	\$326,071,470		\$2,277,477,970		\$6,100,419,013		\$6,702,842,024	
<i>Per Household ~ Per Capita</i>	<i>\$66,426</i>	<i>\$25,968</i>	<i>\$70,059</i>	<i>\$28,652</i>	<i>\$63,529</i>	<i>\$25,766</i>	<i>\$62,787</i>	<i>\$25,659</i>
2011 Non-Retail Expenditures	\$188,833,731		\$1,317,729,228		\$3,524,269,030		\$3,871,211,274	
<i>Per Household ~ Per Capita</i>	<i>\$38,469</i>	<i>\$15,038</i>	<i>\$40,536</i>	<i>\$16,578</i>	<i>\$36,701</i>	<i>\$14,885</i>	<i>\$36,262</i>	<i>\$14,819</i>
2011 Retail Expenditures	\$137,237,738		\$959,748,740		\$2,576,149,983		\$2,831,630,747	
<i>Per Household ~ Per Capita</i>	<i>\$27,958</i>	<i>\$10,929</i>	<i>\$29,524</i>	<i>\$12,074</i>	<i>\$26,828</i>	<i>\$10,881</i>	<i>\$26,524</i>	<i>\$10,840</i>
Consumer Expenditure Categories								
Apparel	\$15.6 M	4.8%	\$109 M	4.8%	\$293 M	4.8%	\$321 M	4.8%
<i>Per Household ~ Per Capita</i>	<i>\$3,184</i>	<i>\$1,245</i>	<i>\$3,366</i>	<i>\$1,377</i>	<i>\$3,047</i>	<i>\$1,236</i>	<i>\$3,009</i>	<i>\$1,230</i>
Men's Apparel	\$3.00 M	19.2%	\$20.9 M	19.1%	\$56.0 M	19.1%	\$61.5 M	19.1%
Boys' Apparel	\$742 K	4.7%	\$5.15 M	4.7%	\$13.8 M	4.7%	\$15.2 M	4.7%
Women's Apparel	\$5.20 M	33.3%	\$36.6 M	33.4%	\$97.7 M	33.4%	\$107 M	33.4%
Girls' Apparel	\$1.03 M	6.6%	\$7.12 M	6.5%	\$19.1 M	6.5%	\$21.0 M	6.5%
Infants' Apparel	\$697 K	4.5%	\$4.83 M	4.4%	\$13.0 M	4.4%	\$14.2 M	4.4%
Footwear	\$2.34 M	15.0%	\$16.0 M	14.7%	\$44.3 M	15.1%	\$48.9 M	15.2%
Apparel Services, Accessories	\$2.62 M	16.8%	\$18.8 M	17.2%	\$48.7 M	16.6%	\$53.2 M	16.6%
Contributions	\$13.0 M	4.0%	\$95.3 M	4.2%	\$243 M	4.0%	\$265 M	3.9%
<i>Per Household ~ Per Capita</i>	<i>\$2,658</i>	<i>\$1,039</i>	<i>\$2,931</i>	<i>\$1,199</i>	<i>\$2,529</i>	<i>\$1,026</i>	<i>\$2,479</i>	<i>\$1,013</i>
Education	\$8.52 M	2.6%	\$61.6 M	2.7%	\$158 M	2.6%	\$172 M	2.6%
<i>Per Household ~ Per Capita</i>	<i>\$1,736</i>	<i>\$679</i>	<i>\$1,894</i>	<i>\$775</i>	<i>\$1,641</i>	<i>\$666</i>	<i>\$1,609</i>	<i>\$658</i>
Books, Supplies	\$1.19 M	14.0%	\$8.60 M	14.0%	\$22.0 M	14.0%	\$24.0 M	14.0%
Tuition	\$7.33 M	86.0%	\$53.0 M	86.0%	\$136 M	86.0%	\$148 M	86.0%
Entertainment	\$18.4 M	5.7%	\$129 M	5.7%	\$344 M	5.6%	\$377 M	5.6%
<i>Per Household ~ Per Capita</i>	<i>\$3.76 K</i>	<i>\$1,469</i>	<i>\$3.97 K</i>	<i>\$1,622</i>	<i>\$3.58 K</i>	<i>\$1,451</i>	<i>\$3.53 K</i>	<i>\$1,444</i>
Fees, Admissions	\$5.12 M	27.8%	\$36.6 M	28.4%	\$94.2 M	27.4%	\$103 M	27.3%
Video, Audio Equipment	\$6.18 M	33.5%	\$43.0 M	33.3%	\$116 M	33.9%	\$128 M	34.0%
Recreational Equipment, Supplies	\$7.14 M	38.7%	\$49.4 M	38.3%	\$133 M	38.7%	\$146 M	38.8%
Food, Beverages	\$48.5 M	14.9%	\$337 M	14.8%	\$914 M	15.0%	\$1.01 B	15.0%
<i>Per Household ~ Per Capita</i>	<i>\$9,889</i>	<i>\$3,866</i>	<i>\$10,358</i>	<i>\$4,236</i>	<i>\$9,521</i>	<i>\$3,861</i>	<i>\$9,426</i>	<i>\$3,852</i>
Food at Home	\$24.3 M	50.1%	\$167 M	49.7%	\$462 M	50.5%	\$509 M	50.6%
Food away from Home	\$20.3 M	41.8%	\$141 M	42.0%	\$379 M	41.4%	\$416 M	41.3%
Alcoholic Beverages	\$3.93 M	8.1%	\$28.1 M	8.3%	\$74.0 M	8.1%	\$81.1 M	8.1%
Furnishings & Equipment	\$15.0 M	4.6%	\$105 M	4.6%	\$276 M	4.5%	\$303 M	4.5%
<i>Per Household ~ Per Capita</i>	<i>\$3,055</i>	<i>\$1,194</i>	<i>\$3,218</i>	<i>\$1,316</i>	<i>\$2,877</i>	<i>\$1,167</i>	<i>\$2,839</i>	<i>\$1,160</i>
Floor Coverings	\$552 K	3.7%	\$3.97 M	3.8%	\$10.1 M	3.6%	\$11.0 M	3.6%
Household Textiles	\$1.03 M	6.9%	\$7.15 M	6.8%	\$19.2 M	6.9%	\$21.1 M	6.9%
Furniture	\$4.13 M	27.5%	\$28.9 M	27.6%	\$75.9 M	27.5%	\$83.2 M	27.4%
Major Appliances	\$1.68 M	11.2%	\$11.8 M	11.3%	\$31.3 M	11.3%	\$34.4 M	11.3%
Housewares, Small Appliances	\$7.60 M	50.7%	\$52.8 M	50.5%	\$140 M	50.6%	\$154 M	50.7%

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Anytown, USA								
Gifts	\$9.18 M	2.8%	\$66.0 M	2.9%	\$171 M	2.8%	\$187 M	2.8%
<i>Per Household ~ Per Capita</i>	\$1,871	\$283	\$2,030	\$320	\$1,777	\$278	\$1,747	\$275
Gifts of Education (Tuition, Books)	\$1.84 M	20.1%	\$13.2 M	20.0%	\$34.3 M	20.1%	\$37.5 M	20.1%
Gifts of Food, Beverages	\$853 K	9.3%	\$6.11 M	9.3%	\$15.8 M	9.3%	\$17.3 M	9.3%
Gifts of Household Operations	\$390 K	4.2%	\$2.80 M	4.2%	\$7.29 M	4.3%	\$7.97 M	4.3%
Gifts of Transportation	\$501 K	5.5%	\$3.61 M	5.5%	\$9.21 M	5.4%	\$10.1 M	5.4%
Gifts of Apparel	\$1.83 M	19.9%	\$13.1 M	19.9%	\$33.9 M	19.9%	\$37.1 M	19.9%
Gifts of Apparel Accessories	\$233 K	2.5%	\$1.68 M	2.5%	\$4.36 M	2.6%	\$4.76 M	2.6%
Gifts of Recreation	\$625 K	6.8%	\$4.49 M	6.8%	\$11.6 M	6.8%	\$12.7 M	6.8%
Gifts of Household Furniture, Equipment	\$1.50 M	16.4%	\$10.8 M	16.4%	\$27.9 M	16.4%	\$30.5 M	16.4%
Gifts Elsewhere Unspecified	\$1.41 M	15.4%	\$10.2 M	15.4%	\$26.2 M	15.4%	\$28.7 M	15.4%
Health Care	\$21.8 M	6.7%	\$151 M	6.6%	\$413 M	6.8%	\$456 M	6.8%
<i>Per Household ~ Per Capita</i>	\$4,442	\$1,736	\$4,647	\$1,900	\$4,302	\$1,745	\$4,267	\$1,744
Health Care Insurance	\$9.17 M	42.0%	\$63.5 M	42.1%	\$174 M	42.1%	\$192 M	42.1%
Health Care Services	\$4.58 M	21.0%	\$31.7 M	21.0%	\$86.8 M	21.0%	\$95.7 M	21.0%
Health Care Supplies, Equipment	\$5.23 M	24.0%	\$36.2 M	24.0%	\$99.0 M	24.0%	\$109 M	24.0%
Health Care Prescription Drug	\$2.83 M	13.0%	\$19.6 M	13.0%	\$53.3 M	12.9%	\$58.9 M	12.9%
Household Operations	\$12.4 M	3.8%	\$88.1 M	3.9%	\$229 M	3.8%	\$250 M	3.7%
<i>Per Household ~ Per Capita</i>	\$2,523	\$986	\$2,709	\$1,108	\$2,382	\$966	\$2,344	\$958
Babysitting, Elderly Care	\$2.89 M	23.3%	\$20.5 M	23.2%	\$53.3 M	23.3%	\$58.2 M	23.3%
Household Services	\$2.23 M	18.0%	\$15.9 M	18.0%	\$41.2 M	18.0%	\$45.1 M	18.0%
Alimony, Child Support	\$1.81 M	14.6%	\$12.9 M	14.7%	\$33.6 M	14.7%	\$36.8 M	14.7%
Household Supplies	\$5.46 M	44.1%	\$38.8 M	44.1%	\$101 M	44.0%	\$110 M	44.0%
Miscellaneous Expenses	\$5.31 M	1.6%	\$36.9 M	1.6%	\$100 M	1.6%	\$110 M	1.6%
<i>Per Household ~ Per Capita</i>	\$1.08 K	\$423	\$1.13 K	\$464	\$1.04 K	\$423	\$1.03 K	\$423
Legal, Accounting	\$639 K	12.0%	\$4.44 M	12.0%	\$12.0 M	12.0%	\$13.3 M	12.0%
Funeral, Cemetery	\$585 K	11.0%	\$4.06 M	11.0%	\$11.0 M	10.9%	\$12.1 M	10.9%
Finance Charges (Exclude Mortgage, Vehicle)	\$3.43 M	64.5%	\$23.8 M	64.5%	\$64.8 M	64.6%	\$71.3 M	64.6%
Other Miscellaneous Expenses	\$659 K	12.4%	\$4.58 M	12.4%	\$12.5 M	12.4%	\$13.7 M	12.4%
Personal Care	\$4.69 M	1.4%	\$32.7 M	1.4%	\$88.0 M	1.4%	\$96.8 M	1.4%
<i>Per Household ~ Per Capita</i>	\$956	\$374	\$1,005	\$411	\$917	\$372	\$907	\$370
Electric Personal Care Appliances	\$92.3 K	2.0%	\$642 K	2.0%	\$1.73 M	2.0%	\$1.90 M	2.0%
Hair Care	\$364 K	7.8%	\$2.54 M	7.8%	\$6.83 M	7.8%	\$7.51 M	7.8%
Personal Care Services	\$3.14 M	66.9%	\$21.9 M	67.0%	\$58.9 M	67.0%	\$64.8 M	67.0%
Personal Care Products	\$1.09 M	23.3%	\$7.62 M	23.3%	\$20.5 M	23.3%	\$22.6 M	23.3%
Personal Insurance	\$3.56 M	1.1%	\$25.5 M	1.1%	\$65.8 M	1.1%	\$71.9 M	1.1%
<i>Per Household ~ Per Capita</i>	\$724	\$283	\$783	\$320	\$685	\$278	\$674	\$275
Reading	\$1.07 M	0.3%	\$7.53 M	0.3%	\$20.2 M	0.3%	\$22.1 M	0.3%
<i>Per Household ~ Per Capita</i>	\$219	\$86	\$232	\$95	\$210	\$85	\$207	\$85
Newspapers	\$461 K	42.9%	\$3.23 M	42.9%	\$8.63 M	42.8%	\$9.49 M	42.8%
Magazines	\$221 K	20.5%	\$1.55 M	20.5%	\$4.14 M	20.5%	\$4.55 M	20.5%
Books	\$394 K	36.6%	\$2.76 M	36.6%	\$7.38 M	36.6%	\$8.11 M	36.6%
Shelter	\$63.2 M	19.4%	\$443 M	19.5%	\$1.18 B	19.4%	\$1.30 B	19.4%
<i>Per Household ~ Per Capita</i>	\$12,868	\$5,030	\$13,631	\$5,575	\$12,301	\$4,989	\$12,151	\$4,966
Mortgage Interest	\$27.0 M	42.7%	\$188 M	42.5%	\$495 M	41.9%	\$543 M	41.9%
Property Taxes	\$11.5 M	18.3%	\$81.5 M	18.4%	\$212 M	18.0%	\$233 M	17.9%
Miscellaneous Owned Dwelling Costs	\$8.78 M	13.9%	\$61.7 M	13.9%	\$163 M	13.8%	\$179 M	13.8%
Rental Costs	\$11.6 M	18.4%	\$80.9 M	18.3%	\$232 M	19.6%	\$258 M	19.9%
Other Lodging	\$4.21 M	6.7%	\$30.7 M	6.9%	\$77.8 M	6.6%	\$84.6 M	6.5%

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Tobacco	\$1.87 M	0.6%	\$12.8 M	0.6%	\$36.3 M	0.6%	\$40.2 M	0.6%
<i>Per Household ~ Per Capita</i>	\$381	\$149	\$393	\$161	\$378	\$153	\$376	\$154
Cigarettes	\$1.68 M	90.0%	\$11.5 M	90.0%	\$32.7 M	90.0%	\$36.2 M	90.0%
Other Tobacco Products	\$187 K	10.0%	\$1.28 M	10.0%	\$3.63 M	10.0%	\$4.02 M	10.0%
Transportation	\$65.0 M	19.9%	\$447 M	19.6%	\$1.21 B	19.8%	\$1.33 B	19.9%
<i>Per Household ~ Per Capita</i>	\$13,242	\$5,177	\$13,751	\$5,624	\$12,609	\$5,114	\$12,487	\$5,103
Motorcycles (New, Used)	\$458 K	0.7%	\$3.02 M	0.7%	\$8.33 M	0.7%	\$9.22 M	0.7%
Vehicle Insurance	\$7.19 M	11.1%	\$49.3 M	11.0%	\$135 M	11.1%	\$148 M	11.1%
New Vehicle Purchase	\$17.8 M	27.4%	\$122 M	27.4%	\$325 M	26.8%	\$357 M	26.8%
Used Vehicle Purchase	\$9.71 M	14.9%	\$66.1 M	14.8%	\$185 M	15.3%	\$204 M	15.3%
Vehicle Finance Charges	\$3.08 M	4.7%	\$20.8 M	4.7%	\$57.2 M	4.7%	\$63.0 M	4.7%
Gasoline, Oil	\$14.0 M	21.6%	\$95.8 M	21.4%	\$263 M	21.7%	\$290 M	21.8%
Vehicle Repair, Maintenance	\$4.98 M	7.7%	\$34.3 M	7.7%	\$93.2 M	7.7%	\$103 M	7.7%
Public Transportation	\$3.95 M	6.1%	\$28.4 M	6.4%	\$73.7 M	6.1%	\$80.5 M	6.0%
Other Transportation Costs	\$3.82 M	5.9%	\$26.9 M	6.0%	\$71.1 M	5.9%	\$78.0 M	5.8%
Utilities	\$21.7 M	6.6%	\$150 M	6.6%	\$412 M	6.7%	\$454 M	6.8%
<i>Per Household ~ Per Capita</i>	\$4,417	\$1,727	\$4,611	\$1,886	\$4,286	\$1,738	\$4,249	\$1,736
Natural Gas	\$3.06 M	14.1%	\$21.3 M	14.2%	\$58.0 M	14.1%	\$63.9 M	14.1%
Electricity	\$7.84 M	36.1%	\$54.1 M	36.1%	\$149 M	36.3%	\$165 M	36.3%
Fuel Oil, Other Fuels	\$816 K	3.8%	\$5.62 M	3.7%	\$15.3 M	3.7%	\$16.9 M	3.7%
Telephone Service	\$7.43 M	34.3%	\$51.3 M	34.2%	\$141 M	34.2%	\$155 M	34.2%
Other Utilities	\$2.54 M	11.7%	\$17.6 M	11.7%	\$48.0 M	11.7%	\$52.8 M	11.6%
Five Year Projections								
2016 Projected Population	\$11,835		\$76,320		\$227,926		\$250,723	
2016 Projected Households	\$5,279		\$35,561		\$105,318		\$116,727	
2016 Household Expenditure	\$378,740,011		\$2,684,369,146		\$7,218,589,296		\$7,913,979,174	
<i>Per Household ~ Per Capita</i>	\$71,749	\$32,001	\$75,486	\$35,173	\$68,541	\$31,671	\$67,799	\$31,565
2016 Non-Retail Expenditures	\$219,282,822		\$1,552,983,177		\$4,170,045,797		\$4,570,625,121	
<i>Per Household ~ Per Capita</i>	\$41,541	\$32,001	\$43,671	\$35,173	\$39,595	\$31,671	\$39,156	\$31,565
2016 Retail Expenditures	\$159,457,187		\$1,131,385,962		\$3,048,543,492		\$3,343,354,047	
<i>Per Household ~ Per Capita</i>	\$30,208	\$13,473	\$31,815	\$14,824	\$28,946	\$13,375	\$28,642	\$13,335
Apparel	\$18.1 M	4.8%	\$129 M	4.8%	\$345 M	4.8%	\$378 M	4.8%
Contributions	\$15.6 M	4.1%	\$115 M	4.3%	\$294 M	4.1%	\$319 M	4.0%
Education	\$10.1 M	2.7%	\$73.9 M	2.8%	\$190 M	2.6%	\$207 M	2.6%
Entertainment	\$21.4 M	5.7%	\$152 M	5.7%	\$407 M	5.6%	\$446 M	5.6%
Food, Beverages	\$55.9 M	14.8%	\$394 M	14.7%	\$1.07 B	14.9%	\$1.18 B	14.9%
Furnishings, Equipment	\$17.6 M	4.6%	\$124 M	4.6%	\$330 M	4.6%	\$361 M	4.6%
Gifts	\$11.0 M	2.9%	\$79.6 M	3.0%	\$207 M	2.9%	\$226 M	2.9%
Health Care	\$22.0 M	5.8%	\$154 M	5.7%	\$424 M	5.9%	\$466 M	5.9%
Household Operations	\$14.5 M	3.8%	\$105 M	3.9%	\$273 M	3.8%	\$298 M	3.8%
Miscellaneous Expenses	\$6.17 M	1.6%	\$43.5 M	1.6%	\$119 M	1.6%	\$130 M	1.6%
Personal Care	\$5.45 M	1.4%	\$38.5 M	1.4%	\$104 M	1.4%	\$114 M	1.4%
Personal Insurance	\$4.19 M	1.1%	\$30.4 M	1.1%	\$79.0 M	1.1%	\$86.1 M	1.1%
Reading	\$1.26 M	0.3%	\$8.94 M	0.3%	\$24.0 M	0.3%	\$26.3 M	0.3%
Shelter	\$73.5 M	19.4%	\$523 M	19.5%	\$1.40 B	19.4%	\$1.53 B	19.4%
Tobacco	\$2.11 M	0.6%	\$14.6 M	0.5%	\$41.8 M	0.6%	\$46.2 M	0.6%
Transportation	\$75.1 M	19.8%	\$524 M	19.5%	\$1.43 B	19.8%	\$1.57 B	19.8%
Utilities	\$24.9 M	6.6%	\$175 M	6.5%	\$481 M	6.7%	\$529 M	6.7%

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