

CONSUMER EXPENDITURE EXPANDED

2000 Census, 2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE3

Your Site Anytown, USA	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
2009 Estimated Population	16,247		95,355		273,985		896,617	
2009 Estimated Households	5,149		31,227		91,625		295,692	
2009 Est. Average Household Income	\$81,767		\$89,905		\$80,801		\$72,805	
2009 Est. Median Household Income	\$79,882		\$86,552		\$76,994		\$68,472	
2009 Household Expenditure (in \$,000s)	\$316,392		\$2,041,530		\$5,553,929		\$16,592,677	
<i>Per Household ~ Per Capita</i>	\$61,447	\$19,473	\$65,378	\$21,410	\$60,616	\$20,271	\$56,115	\$18,506
2009 Non-Retail Expenditures (in \$,000s)	\$183,609		\$1,184,611		\$3,217,499		\$9,594,471	
<i>Per Household ~ Per Capita</i>	\$35,659	\$11,301	\$37,936	\$12,423	\$35,116	\$11,743	\$32,448	\$10,701
2009 Retail Expenditures (in \$,000s)	\$132,783		\$856,919		\$2,336,430		\$6,998,206	
<i>Per Household ~ Per Capita</i>	\$25,788	\$8,173	\$27,442	\$8,987	\$25,500	\$8,528	\$23,667	\$7,805
Consumer Expenditure Categories								
Apparel (in \$,000s)	\$15,289	4.8%	\$98,843	4.8%	\$268,138	4.8%	\$800,763	4.8%
<i>Per Household ~ Per Capita</i>	\$2,969	\$941	\$3,165	\$1,037	\$2,926	\$979	\$2,708	\$893
Men's Apparel	\$2,927	19.1%	\$18,825	19.0%	\$51,156	19.1%	\$152,174	19.0%
Boys Apparel	\$762	5.0%	\$4,889	4.9%	\$13,274	5.0%	\$39,985	5.0%
Women's Apparel	\$4,993	32.7%	\$32,458	32.8%	\$88,093	32.9%	\$262,912	32.8%
Girls Apparel	\$1,057	6.9%	\$6,776	6.9%	\$18,374	6.9%	\$55,002	6.9%
Infants Apparel	\$692	4.5%	\$4,451	4.5%	\$12,105	4.5%	\$36,196	4.5%
Footwear	\$2,315	15.1%	\$14,605	14.8%	\$40,771	15.2%	\$124,464	15.5%
Apparel Services And Accessories	\$2,542	16.6%	\$16,838	17.0%	\$44,366	16.5%	\$130,029	16.2%
Contributions (in \$,000s)	\$12,388	3.9%	\$83,660	4.1%	\$217,190	3.9%	\$629,782	3.8%
<i>Per Household ~ Per Capita</i>	\$2,406	\$762	\$2,679	\$877	\$2,370	\$793	\$2,130	\$702
Education (in \$,000s)	\$8,305	2.6%	\$55,470	2.7%	\$144,770	2.6%	\$420,693	2.5%
<i>Per Household ~ Per Capita</i>	\$1,613	\$511	\$1,776	\$582	\$1,580	\$528	\$1,423	\$469
Books And Supplies	\$1,159	14.0%	\$7,749	14.0%	\$20,200	14.0%	\$58,663	13.9%
Tuition	\$7,146	86.0%	\$47,721	86.0%	\$124,570	86.0%	\$362,030	86.1%
Entertainment (in \$,000s)	\$17,899	5.7%	\$115,793	5.7%	\$313,592	5.6%	\$933,018	5.6%
<i>Per Household ~ Per Capita</i>	\$3,476	\$1,102	\$3,708	\$1,214	\$3,423	\$1,145	\$3,155	\$1,041
Fees And Admissions	\$4,967	27.8%	\$32,957	28.5%	\$86,363	27.5%	\$250,884	26.9%
Video And Audio Equipment	\$6,027	33.7%	\$38,574	33.3%	\$106,072	33.8%	\$319,286	34.2%
Recreational Equipment And Supplies	\$6,905	38.6%	\$44,262	38.2%	\$121,157	38.6%	\$362,848	38.9%
Food And Beverages (in \$,000s)	\$47,336	15.0%	\$302,854	14.8%	\$833,887	15.0%	\$2,516,851	15.2%
<i>Per Household ~ Per Capita</i>	\$9,193	\$2,913	\$9,699	\$3,176	\$9,101	\$3,044	\$8,512	\$2,807
Food At Home	\$23,904	50.5%	\$151,314	50.0%	\$422,662	50.7%	\$1,292,171	51.3%
Food Away From Home	\$19,673	41.6%	\$126,832	41.9%	\$344,954	41.4%	\$1,028,697	40.9%
Alcoholic Beverages	\$3,759	7.9%	\$24,708	8.2%	\$66,272	7.9%	\$195,982	7.8%
Furnishings & Equipment (in \$,000s)	\$14,534	4.6%	\$94,107	4.6%	\$252,912	4.6%	\$744,840	4.5%
<i>Per Household ~ Per Capita</i>	\$2,823	\$895	\$3,014	\$987	\$2,760	\$923	\$2,519	\$831
Floor Coverings	\$521	3.6%	\$3,494	3.7%	\$9,059	3.6%	\$26,034	3.5%
Household Textiles	\$992	6.8%	\$6,383	6.8%	\$17,403	6.9%	\$51,867	7.0%
Furniture	\$4,012	27.6%	\$26,088	27.7%	\$69,639	27.5%	\$204,068	27.4%
Major Appliances	\$1,621	11.2%	\$10,525	11.2%	\$28,378	11.2%	\$84,241	11.3%
Housewares And Small Appliances	\$7,387	50.8%	\$47,617	50.6%	\$128,433	50.8%	\$378,629	50.8%
Personal Insurance (in \$,000s)	\$3,434	1.1%	\$22,736	1.1%	\$59,862	1.1%	\$174,868	1.1%
<i>Per Household ~ Per Capita</i>	\$667	\$211	\$728	\$238	\$653	\$218	\$591	\$195

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warrant.

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Your Site Anytown, USA	1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Gifts (in \$,000s)	\$8,685	2.7%	\$57,927	2.8%	\$152,683	2.7%	\$446,096	2.7%
Per Household ~ Per Capita	\$1,687	\$535	\$1,855	\$607	\$1,666	\$557	\$1,509	\$498
Gifts Of Education (Tuition & Books)	\$1,725	19.9%	\$11,514	19.9%	\$30,400	19.9%	\$88,927	19.9%
Gifts Of Food And Beverages	\$806	9.3%	\$5,379	9.3%	\$14,139	9.3%	\$41,210	9.2%
Gifts Of Household Operations	\$373	4.3%	\$2,472	4.3%	\$6,558	4.3%	\$19,246	4.3%
Gifts Of Transportation	\$463	5.3%	\$3,123	5.4%	\$8,129	5.3%	\$23,516	5.3%
Gifts Of Apparel	\$1,741	20.0%	\$11,577	20.0%	\$30,562	20.0%	\$89,475	20.1%
Gifts Of Apparel Accessories	\$217	2.5%	\$1,450	2.5%	\$3,843	2.5%	\$11,244	2.5%
Gifts Of Recreation	\$593	6.8%	\$3,952	6.8%	\$10,429	6.8%	\$30,508	6.8%
Gifts Of Household Furn. And Equip.	\$1,437	16.6%	\$9,562	16.5%	\$25,204	16.5%	\$73,653	16.5%
Gifts Elsewhere Unspecified	\$1,330	15.3%	\$8,897	15.4%	\$23,418	15.3%	\$68,316	15.3%
Health Care (in \$,000s)	\$20,773	6.6%	\$132,729	6.5%	\$368,798	6.6%	\$1,120,841	6.8%
Per Household ~ Per Capita	\$4,034	\$1,279	\$4,250	\$1,392	\$4,025	\$1,346	\$3,791	\$1,250
Health Care Insurance	\$8,727	42.0%	\$55,716	42.0%	\$155,020	42.0%	\$471,398	42.1%
Health Care Services	\$4,430	21.3%	\$28,193	21.2%	\$78,459	21.3%	\$238,836	21.3%
Health Care Supplies And Equipment	\$4,942	23.8%	\$31,637	23.8%	\$87,879	23.8%	\$266,927	23.8%
Health Care Prescription Drug	\$2,674	12.9%	\$17,183	12.9%	\$47,439	12.9%	\$143,680	12.8%
Household Operations (in \$,000s)	\$12,096	3.8%	\$79,555	3.9%	\$210,222	3.8%	\$614,999	3.7%
Per Household ~ Per Capita	\$2,349	\$744	\$2,548	\$834	\$2,294	\$767	\$2,080	\$686
Babysitting And Elderly Care	\$2,922	24.2%	\$19,039	23.9%	\$50,344	23.9%	\$147,507	24.0%
Household Services	\$2,138	17.7%	\$14,131	17.8%	\$37,332	17.8%	\$109,012	17.7%
Alimony And Child Support	\$1,726	14.3%	\$11,390	14.3%	\$30,236	14.4%	\$88,615	14.4%
Household Supplies	\$5,310	43.9%	\$34,994	44.0%	\$92,311	43.9%	\$269,866	43.9%
Miscellaneous Expenses (in \$,000s)	\$5,106	1.6%	\$32,702	1.6%	\$90,277	1.6%	\$272,297	1.6%
Per Household ~ Per Capita	\$992	\$314	\$1,047	\$343	\$985	\$329	\$921	\$304
Legal And Accounting	\$613	12.0%	\$3,932	12.0%	\$10,836	12.0%	\$32,682	12.0%
Funeral And Cemetery	\$556	10.9%	\$3,576	10.9%	\$9,829	10.9%	\$29,648	10.9%
Finance Charges (Exclude Mortg. & Vehic.)	\$3,303	64.7%	\$21,134	64.6%	\$58,390	64.7%	\$176,097	64.7%
Other Miscellaneous Expenses	\$634	12.4%	\$4,060	12.4%	\$11,223	12.4%	\$33,870	12.4%
Personal Care (in \$,000s)	\$4,565	1.4%	\$29,307	1.4%	\$80,135	1.4%	\$240,101	1.4%
Per Household ~ Per Capita	\$887	\$281	\$939	\$307	\$875	\$292	\$812	\$268
Electric Personal Care Appliances	\$90	2.0%	\$576	2.0%	\$1,571	2.0%	\$4,702	2.0%
Hair Care	\$353	7.7%	\$2,266	7.7%	\$6,204	7.7%	\$18,617	7.8%
Personal Care Services	\$3,059	67.0%	\$19,636	67.0%	\$53,690	67.0%	\$160,829	67.0%
Personal Care Products	\$1,063	23.3%	\$6,829	23.3%	\$18,670	23.3%	\$55,954	23.3%
Reading (in \$,000s)	\$1,031	0.3%	\$6,669	0.3%	\$18,156	0.3%	\$54,153	0.3%
Per Household ~ Per Capita	\$200	\$63	\$214	\$70	\$198	\$66	\$183	\$60
Newspapers	\$441	42.8%	\$2,855	42.8%	\$7,770	42.8%	\$23,183	42.8%
Magazines	\$212	20.5%	\$1,370	20.5%	\$3,730	20.5%	\$11,124	20.5%
Books	\$378	36.7%	\$2,445	36.7%	\$6,655	36.7%	\$19,846	36.6%
Shelter (in \$,000s)	\$61,334	19.4%	\$397,443	19.5%	\$1,076,222	19.4%	\$3,208,282	19.3%
Per Household ~ Per Capita	\$11,912	\$3,775	\$12,728	\$4,168	\$11,746	\$3,928	\$10,850	\$3,578
Mortgage Interest	\$26,725	43.6%	\$172,941	43.5%	\$462,613	43.0%	\$1,357,730	42.3%
Property Taxes	\$11,056	18.0%	\$72,877	18.3%	\$193,165	17.9%	\$566,403	17.7%
Miscellaneous Owned Dwelling Costs	\$8,470	13.8%	\$55,012	13.8%	\$148,393	13.8%	\$439,741	13.7%
Rental Costs	\$11,043	18.0%	\$69,465	17.5%	\$201,730	18.7%	\$642,442	20.0%
Other Lodging	\$4,040	6.6%	\$27,149	6.8%	\$70,321	6.5%	\$201,966	6.3%

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Tobacco (in \$,000s)	\$1,818	0.6%	\$11,328	0.6%	\$32,524	0.6%	\$101,453	0.6%
<i>Per Household ~ Per Capita</i>	\$353	\$112	\$363	\$119	\$355	\$119	\$343	\$113
Cigarettes	\$1,636	90.0%	\$10,193	90.0%	\$29,265	90.0%	\$91,290	90.0%
Other Tobacco Products	\$182	10.0%	\$1,135	10.0%	\$3,259	10.0%	\$10,163	10.0%
Transportation (in \$,000s)	\$63,347	20.0%	\$403,361	19.8%	\$1,108,442	20.0%	\$3,321,493	20.0%
<i>Per Household ~ Per Capita</i>	\$12,303	\$3,899	\$12,917	\$4,230	\$12,098	\$4,046	\$11,233	\$3,704
Motorcycles (New And Used)	\$457	0.7%	\$2,777	0.7%	\$7,768	0.7%	\$23,069	0.7%
Vehicle Insurance	\$6,981	11.0%	\$44,331	11.0%	\$122,792	11.1%	\$370,779	11.2%
New Vehicle Purchase	\$17,157	27.1%	\$110,228	27.3%	\$298,334	26.9%	\$877,826	26.4%
Used Vehicle Purchase	\$9,597	15.1%	\$59,766	14.8%	\$168,744	15.2%	\$517,998	15.6%
Vehicle Finance Charges	\$3,025	4.8%	\$18,985	4.7%	\$52,783	4.8%	\$158,705	4.8%
Gasoline And Oil	\$13,758	21.7%	\$87,000	21.6%	\$241,460	21.8%	\$730,400	22.0%
Vehicle Repair And Maintenance	\$4,866	7.7%	\$30,943	7.7%	\$85,384	7.7%	\$257,042	7.7%
Public Transportation	\$3,792	6.0%	\$25,149	6.2%	\$66,303	6.0%	\$193,998	5.8%
Other Transportation Costs	\$3,714	5.9%	\$24,183	6.0%	\$64,875	5.9%	\$191,677	5.8%
Utilities (in \$,000s)	\$21,127	6.7%	\$134,229	6.6%	\$373,558	6.7%	\$1,135,828	6.8%
<i>Per Household ~ Per Capita</i>	\$4,103	\$1,300	\$4,299	\$1,408	\$4,077	\$1,363	\$3,841	\$1,267
Natural Gas	\$2,973	14.1%	\$19,052	14.2%	\$52,613	14.1%	\$159,453	14.0%
Electricity	\$7,636	36.1%	\$48,384	36.0%	\$135,230	36.2%	\$412,755	36.3%
Fuel Oil And Other Fuels	\$787	3.7%	\$5,020	3.7%	\$13,891	3.7%	\$42,013	3.7%
Telephone Service	\$7,250	34.3%	\$45,961	34.2%	\$128,069	34.3%	\$389,070	34.3%
Other Utilities								
Five Year Projections								
2014 Projected Population	17,411		107,618		310,949		1,010,960	
2014 Projected Households	5,171		32,989		97,649		312,436	
2014 Household Expenditure (in \$,000s)	\$334,712		\$2,250,451		\$6,202,955		\$18,241,217	
<i>Per Household ~ Per Capita</i>	\$64,733	\$19,224	\$68,217	\$20,911	\$63,523	\$19,948	\$58,384	\$18,043
2014 Non-Retail Expenditures (in \$,000s)	\$194,423		\$1,306,983		\$3,597,660		\$10,560,783	
<i>Per Household ~ Per Capita</i>	\$37,601	\$11,167	\$39,618	\$12,145	\$36,843	\$11,570	\$33,801	\$10,446
2014 Retail Expenditures (in \$,000s)	\$140,289		\$943,468		\$2,605,295		\$7,680,434	
<i>Per Household ~ Per Capita</i>								
Apparel (in \$,000s)	\$16,266	4.9%	\$109,433	4.9%	\$300,837	4.8%	\$884,324	4.8%
Contributions (in \$,000s)	\$13,550	4.0%	\$94,405	4.2%	\$249,321	4.0%	\$709,167	3.9%
Education (in \$,000s)	\$9,167	2.7%	\$63,225	2.8%	\$167,954	2.7%	\$478,535	2.6%
Entertainment (in \$,000s)	\$18,977	5.7%	\$127,868	5.7%	\$351,010	5.7%	\$1,027,777	5.6%
Food And Beverages (in \$,000s)	\$49,747	14.9%	\$332,043	14.8%	\$925,295	14.9%	\$2,751,562	15.1%
Furnishings & Equipment (in \$,000s)	\$15,436	4.6%	\$104,185	4.6%	\$284,244	4.6%	\$823,730	4.5%
Gifts (in \$,000s)	\$9,417	2.8%	\$64,934	2.9%	\$173,842	2.8%	\$498,425	2.7%
Health Care (in \$,000s)	\$18,764	5.6%	\$125,198	5.6%	\$352,113	5.7%	\$1,055,211	5.8%
Household Operations (in \$,000s)	\$13,091	3.9%	\$89,372	4.0%	\$239,959	3.9%	\$689,746	3.8%
Miscellaneous Expenses (in \$,000s)	\$5,344	1.6%	\$35,708	1.6%	\$99,767	1.6%	\$296,439	1.6%
Personal Care (in \$,000s)	\$4,805	1.4%	\$32,197	1.4%	\$89,182	1.4%	\$263,085	1.4%
Personal Insurance (in \$,000s)	\$3,718	1.1%	\$25,524	1.1%	\$68,299	1.1%	\$195,918	1.1%
Reading (in \$,000s)	\$1,089	0.3%	\$7,338	0.3%	\$20,238	0.3%	\$59,385	0.3%
Shelter (in \$,000s)	\$65,203	19.5%	\$439,917	19.5%	\$1,207,157	19.5%	\$3,540,527	19.4%
Tobacco (in \$,000s)	\$1,839	0.5%	\$12,029	0.5%	\$34,869	0.6%	\$107,610	0.6%
Transportation (in \$,000s)	\$66,302	19.8%	\$441,038	19.6%	\$1,227,813	19.8%	\$3,627,621	19.9%
Utilities (in \$,000s)	\$21,995	6.6%	\$146,037	6.5%	\$411,054	6.6%	\$1,232,154	6.8%

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