

CONSUMER EXPENDITURE REPORT

2009 Demographic Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE5

Your Site Anytown, USA		1.00 mi radius		3.00 mi radius		5.00 mi radius		10.00 mi radius	
Demographics	Estimated Population	16,247		95,355		273,985		896,617	
	Estimated Households	5,149		31,227		91,625		295,692	
Household Expenditure	Estimated Total Sale (in \$,000s)	\$316,392		\$2,041,530		\$5,553,929		\$16,592,677	
	Per Household ~ Per Capita	\$61,447	\$19,473	\$65,378	\$21,410	\$60,616	\$20,271	\$56,115	\$18,506
Non-Retail Expenditures	Estimated Total Sale (in \$,000s)	\$183,609	58.0%	\$1,184,611	58.0%	\$3,217,499	57.9%	\$9,594,471	57.8%
	Per Household ~ Per Capita	\$35,659	\$11,301	\$37,936	\$12,423	\$35,116	\$11,743	\$32,448	\$10,701
Retail Expenditures	Estimated Total Sale (in \$,000s)	\$132,783	42.0%	\$856,919	42.0%	\$2,336,430	42.1%	\$6,998,206	42.2%
	Per Household ~ Per Capita	\$25,788	\$8,173	\$27,442	\$8,987	\$25,500	\$8,528	\$23,667	\$7,805
Apparel	Estimated Total Sale (in \$,000s)	\$15,289	4.8%	\$98,843	4.8%	\$268,138	4.8%	\$800,763	4.8%
	Per Household ~ Per Capita	\$2,969	\$941	\$3,165	\$1,037	\$2,926	\$979	\$2,708	\$893
Contributions & Gifts	Estimated Total Sale (in \$,000s)	\$21,073	6.7%	\$141,587	6.9%	\$369,873	6.7%	\$1,075,878	6.5%
	Per Household ~ Per Capita	\$4,093	\$1,297	\$4,534	\$1,485	\$4,037	\$1,350	\$3,639	\$1,200
Education & Reading	Estimated Total Sale (in \$,000s)	\$9,336	3.0%	\$62,139	3.0%	\$162,926	2.9%	\$474,846	2.9%
	Per Household ~ Per Capita	\$1,813	\$575	\$1,990	\$652	\$1,778	\$595	\$1,606	\$530
Entertainment	Estimated Total Sale (in \$,000s)	\$17,899	5.7%	\$115,793	5.7%	\$313,592	5.6%	\$933,018	5.6%
	Per Household ~ Per Capita	\$3,476	\$1,102	\$3,708	\$1,214	\$3,423	\$1,145	\$3,155	\$1,041
Food And Beverages	Estimated Total Sale (in \$,000s)	\$49,154	15.5%	\$314,182	15.4%	\$866,411	15.6%	\$2,618,304	15.8%
	Per Household ~ Per Capita	\$9,546	\$3,025	\$10,061	\$3,295	\$9,456	\$3,162	\$8,855	\$2,920
Furnishings & Equipment	Estimated Total Sale (in \$,000s)	\$14,534	4.6%	\$94,107	4.6%	\$252,912	4.6%	\$744,840	4.5%
	Per Household ~ Per Capita	\$2,823	\$895	\$3,014	\$987	\$2,760	\$923	\$2,519	\$831
Health & Personal Care	Estimated Total Sale (in \$,000s)	\$22,664	7.2%	\$144,852	7.1%	\$401,493	7.2%	\$1,217,262	7.3%
	Per Household ~ Per Capita	\$4,402	\$1,395	\$4,639	\$1,519	\$4,382	\$1,465	\$4,117	\$1,358
Household Operations	Estimated Total Sale (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
Miscellaneous Expenses	Estimated Total Sale (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
Personal Insurance	Estimated Total Sale (in \$,000s)	\$3,434	1.1%	\$22,736	1.1%	\$59,862	1.1%	\$174,868	1.1%
	Per Household ~ Per Capita	\$667	\$211	\$728	\$238	\$653	\$218	\$591	\$195
Shelter & Utilities	Estimated Total Sale (in \$,000s)	\$82,461	26.1%	\$531,672	26.0%	\$1,449,780	26.1%	\$4,344,109	26.2%
	Per Household ~ Per Capita	\$16,015	\$5,075	\$17,026	\$5,576	\$15,823	\$5,291	\$14,691	\$4,845
Transportation	Estimated Total Sale (in \$,000s)	\$63,347	20.0%	\$403,361	19.8%	\$1,108,442	20.0%	\$3,321,493	20.0%
	Per Household ~ Per Capita	\$12,303	\$3,899	\$12,917	\$4,230	\$12,098	\$4,046	\$11,233	\$3,704