

CONSUMER EXPENDITURE TREND

2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups



Lat/Lon: 33.3053/-111.9115

RCE2

Your Site	1 mi radius		3 mi radius		5 mi radius		10 min drivetime	
Anytown, USA								
Population / Households (2011)								
Estimated Population	12,557		79,488		236,765		261,226	
Estimated Households	4,909		32,508		96,026		106,755	
Total Annual Consumer Expenditure (2011)								
Total Household Expenditure	\$326 M		\$2.28 B		\$6.10 B		\$6.70 B	
Total Non-Retail Expenditure	\$189 M		\$1.32 B		\$3.52 B		\$3.87 B	
Total Retail Expenditure	\$137 M		\$960 M		\$2.58 B		\$2.83 B	
Apparel	\$15.6 M		\$109 M		\$293 M		\$321 M	
Contributions	\$13.0 M		\$95.3 M		\$243 M		\$265 M	
Education	\$8.52 M		\$61.6 M		\$158 M		\$172 M	
Entertainment	\$18.4 M		\$129 M		\$344 M		\$377 M	
Food and Beverages	\$48.5 M		\$337 M		\$914 M		\$1.01 B	
Furnishings and Equipment	\$15.0 M		\$105 M		\$276 M		\$303 M	
Gifts	\$9.18 M		\$66.0 M		\$171 M		\$187 M	
Health Care	\$19.0 M		\$131 M		\$360 M		\$397 M	
Household Operations	\$12.4 M		\$88.1 M		\$229 M		\$250 M	
Miscellaneous Expenses	\$5.31 M		\$36.9 M		\$100 M		\$110 M	
Personal Care	\$4.69 M		\$32.7 M		\$88.0 M		\$96.8 M	
Personal Insurance	\$3.56 M		\$25.5 M		\$65.8 M		\$71.9 M	
Reading	\$1.07 M		\$7.53 M		\$20.2 M		\$22.1 M	
Shelter	\$63.2 M		\$443 M		\$1.18 B		\$1.30 B	
Tobacco	\$1.87 M		\$12.8 M		\$36.3 M		\$40.2 M	
Transportation	\$65.0 M		\$447 M		\$1.21 B		\$1.33 B	
Utilities	\$21.7 M		\$150 M		\$412 M		\$454 M	
Monthly Household Consumer Expenditure (2011)								
Total Household Expenditure	\$5,536		\$5,838		\$5,294		\$5,232	
Total Non-Retail Expenditure	\$3,206		\$3,378		\$3,058		\$3,022	
Total Retail Expenditure	\$2,330		\$2,460		\$2,236		\$2,210	
Apparel	\$265		\$281		\$254		\$251	
Contributions	\$221		\$244		\$211		\$207	
Education	\$145		\$158		\$137		\$134	
Entertainment	\$313		\$331		\$298		\$294	
Food and Beverages	\$824		\$863		\$793		\$785	
Furnishings and Equipment	\$255		\$268		\$240		\$237	
Gifts	\$156		\$169		\$148		\$146	
Health Care	\$322		\$337		\$312		\$310	
Household Operations	\$210		\$226		\$199		\$195	
Miscellaneous Expenses	\$90		\$95		\$87		\$86	
Personal Care	\$80		\$84		\$76		\$76	
Personal Insurance	\$60		\$65		\$57		\$56	
Reading	\$18		\$19		\$17		\$17	
Shelter	\$1,072		\$1,136		\$1,025		\$1,013	
Tobacco	\$32		\$33		\$31		\$31	
Transportation	\$1,104		\$1,146		\$1,051		\$1,041	
Utilities	\$368		\$384		\$357		\$354	

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

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Your Site	1 mi radius	3 mi radius	5 mi radius	10 min drivetime
Anytown, USA				
Population / Households (2016)				
Projected Population	11,835	76,320	227,926	250,723
Projected Households	5,279	35,561	105,318	116,727
Total Annual Consumer Expenditure (2016)				
Total Household Expenditure	\$379 M	\$2.68 B	\$7.22 B	\$7.91 B
Total Non-Retail Expenditure	\$219 M	\$1.55 B	\$4.17 B	\$4.57 B
Total Retail Expenditure	\$159 M	\$1.13 B	\$3.05 B	\$3.34 B
Apparel	\$18.1 M	\$129 M	\$345 M	\$378 M
Contributions	\$15.6 M	\$115 M	\$294 M	\$319 M
Education	\$10.1 M	\$73.9 M	\$190 M	\$207 M
Entertainment	\$21.4 M	\$152 M	\$407 M	\$446 M
Food and Beverages	\$55.9 M	\$394 M	\$1.07 B	\$1.18 B
Furnishings and Equipment	\$17.6 M	\$124 M	\$330 M	\$361 M
Gifts	\$11.0 M	\$79.6 M	\$207 M	\$226 M
Health Care	\$22.0 M	\$154 M	\$424 M	\$466 M
Household Operations	\$14.5 M	\$105 M	\$273 M	\$298 M
Miscellaneous Expenses	\$6.17 M	\$43.5 M	\$119 M	\$130 M
Personal Care	\$5.45 M	\$38.5 M	\$104 M	\$114 M
Personal Insurance	\$4.19 M	\$30.4 M	\$79.0 M	\$86.1 M
Reading	\$1.26 M	\$8.94 M	\$24.0 M	\$26.3 M
Shelter	\$73.5 M	\$523 M	\$1.40 B	\$1.53 B
Tobacco	\$2.11 M	\$14.6 M	\$41.8 M	\$46.2 M
Transportation	\$75.1 M	\$524 M	\$1.43 B	\$1.57 B
Utilities	\$24.9 M	\$175 M	\$481 M	\$529 M
Consumer Expenditure Growth (2011 to 2016)				
Total Household Expenditure	\$52.7 M	\$407 M	\$1.12 B	\$1.21 B
Total Non-Retail Expenditure	\$30.4 M	\$235 M	\$646 M	\$699 M
Total Retail Expenditure	\$22.2 M	\$172 M	\$472 M	\$512 M
Apparel	\$2.46 M	\$19.2 M	\$52.5 M	\$56.8 M
Contributions	\$2.51 M	\$19.5 M	\$50.9 M	\$54.8 M
Education	\$1.58 M	\$12.3 M	\$32.5 M	\$35.1 M
Entertainment	\$3.01 M	\$23.2 M	\$63.5 M	\$68.8 M
Food and Beverages	\$7.37 M	\$57.2 M	\$159 M	\$173 M
Furnishings and Equipment	\$2.57 M	\$19.7 M	\$53.6 M	\$58.0 M
Gifts	\$1.78 M	\$13.6 M	\$36.2 M	\$39.1 M
Health Care	\$2.99 M	\$22.9 M	\$64.2 M	\$69.6 M
Household Operations	\$2.14 M	\$16.6 M	\$44.4 M	\$47.9 M
Miscellaneous Expenses	\$862 K	\$6.58 M	\$18.4 M	\$19.9 M
Personal Care	\$752 K	\$5.81 M	\$16.0 M	\$17.4 M
Personal Insurance	\$638 K	\$4.95 M	\$13.1 M	\$14.2 M
Reading	\$183 K	\$1.41 M	\$3.87 M	\$4.19 M
Shelter	\$10.3 M	\$80.0 M	\$219 M	\$237 M
Tobacco	\$241 K	\$1.88 M	\$5.49 M	\$5.98 M
Transportation	\$10.1 M	\$77.3 M	\$216 M	\$234 M
Utilities	\$3.19 M	\$24.7 M	\$69.7 M	\$75.6 M

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