

# CONSUMER EXPENDITURE TREND

2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE2

## Your Site Anytown, USA

1.00 mi radius      3.00 mi radius      5.00 mi radius      10.00 mi radius

### 2009 Demographics

Estimated Population (2009)	16,247	95,355	273,985	896,617
Estimated Households (2009)	5,149	31,227	91,625	295,692

### Consumer Expenditure (Annual Total)

Total Household Expenditure (2009)	\$316,392,351	\$2,041,529,587	\$5,553,928,874	\$16,592,677,085
<i>Total Non-Retail Expenditures (2009)</i>	<i>\$183,609,322</i>	<i>\$1,184,610,915</i>	<i>\$3,217,498,705</i>	<i>\$9,594,471,186</i>
<i>Total Retail Expenditures (2009)</i>	<i>\$132,783,029</i>	<i>\$856,918,672</i>	<i>\$2,336,430,169</i>	<i>\$6,998,205,896</i>
Apparel (2009)	\$15,288,563	\$98,842,511	\$268,138,169	\$800,762,628
Contributions (2009)	\$12,388,399	\$83,659,595	\$217,190,066	\$629,782,164
Education (2009)	\$8,305,310	\$55,470,101	\$144,770,015	\$420,693,223
Entertainment (2009)	\$17,898,879	\$115,793,044	\$313,592,416	\$933,018,397
Food And Beverages (2009)	\$47,336,212	\$302,854,020	\$833,887,247	\$2,516,850,850
Furnishings And Equipment (2009)	\$14,533,691	\$94,107,044	\$252,912,294	\$744,839,610
Gifts (2009)	\$8,684,711	\$57,927,158	\$152,682,508	\$446,095,717
Health Care (2009)	\$18,099,143	\$115,545,581	\$321,358,486	\$977,161,480
Household Operations (2009)	\$12,095,879	\$79,555,124	\$210,221,951	\$614,999,172
Miscellaneous Expenses (2009)	\$5,106,206	\$32,702,035	\$90,276,956	\$272,297,033
Personal Care (2009)	\$4,564,723	\$29,306,645	\$80,134,894	\$240,100,683
Personal Insurance (2009)	\$3,433,743	\$22,735,728	\$59,861,995	\$174,868,061
Reading (2009)	\$1,031,136	\$6,669,328	\$18,155,508	\$54,152,698
Shelter (2009)	\$61,333,947	\$397,443,292	\$1,076,222,438	\$3,208,281,547
Tobacco (2009)	\$1,817,798	\$11,328,286	\$32,523,820	\$101,452,800
Transportation (2009)	\$63,346,725	\$403,361,403	\$1,108,442,377	\$3,321,493,266
Utilities (2009)	\$21,127,288	\$134,228,696	\$373,557,745	\$1,135,827,783

### Consumer Expenditure (\*\*per Household per Month)

Total Household Expenditure (2009)	\$5,121	\$5,448	\$5,051	\$4,676
<i>Total Non-Retail Expenditures (2009)</i>	<i>\$2,972</i> 58.0%	<i>\$3,161</i> 58.0%	<i>\$2,926</i> 57.9%	<i>\$2,704</i> 57.8%
<i>Total Retail Expenditures (2009)</i>	<i>\$2,149</i> 42.0%	<i>\$2,287</i> 42.0%	<i>\$2,125</i> 42.1%	<i>\$1,972</i> 42.2%
Apparel (2009)	\$247 4.8%	\$264 4.8%	\$244 4.8%	\$226 4.8%
Contributions (2009)	\$200 3.9%	\$223 4.1%	\$198 3.9%	\$177 3.8%
Education (2009)	\$134 2.6%	\$148 2.7%	\$132 2.6%	\$119 2.5%
Entertainment (2009)	\$290 5.7%	\$309 5.7%	\$285 5.6%	\$263 5.6%
Food And Beverages (2009)	\$766 15.0%	\$808 14.8%	\$758 15.0%	\$709 15.2%
Furnishings And Equipment (2009)	\$235 4.6%	\$251 4.6%	\$230 4.6%	\$210 4.5%
Gifts (2009)	\$141 2.7%	\$155 2.8%	\$139 2.7%	\$126 2.7%
Health Care (2009)	\$293 5.7%	\$308 5.7%	\$292 5.8%	\$275 5.9%
Household Operations (2009)	\$196 3.8%	\$212 3.9%	\$191 3.8%	\$173 3.7%
Miscellaneous Expenses (2009)	\$83 1.6%	\$87 1.6%	\$82 1.6%	\$77 1.6%
Personal Care (2009)	\$74 1.4%	\$78 1.4%	\$73 1.4%	\$68 1.4%
Personal Insurance (2009)	\$56 1.1%	\$61 1.1%	\$54 1.1%	\$49 1.1%
Reading (2009)	\$17 0.3%	\$18 0.3%	\$17 0.3%	\$15 0.3%
Shelter (2009)	\$993 19.4%	\$1,061 19.5%	\$979 19.4%	\$904 19.3%
Tobacco (2009)	\$29 0.6%	\$30 0.6%	\$30 0.6%	\$29 0.6%
Transportation (2009)	\$1,025 20.0%	\$1,076 19.8%	\$1,008 20.0%	\$936 20.0%
Utilities (2009)	\$342 6.7%	\$358 6.6%	\$340 6.7%	\$320 6.8%

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

# CONSUMER EXPENDITURE TREND

2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE2

Your Site Anytown, USA	1.00 mi radius	3.00 mi radius	5.00 mi radius	10.00 mi radius
<b>2014 Demographics</b>				
Estimated Population (2014)	17,411	107,618	310,949	1,010,960
Estimated Households (2014)	5,171	32,989	97,649	312,436
<b>Consumer Expenditure (Annual Total)</b>				
Total Household Expenditure (2014)	\$334,711,933	\$2,250,450,984	\$6,202,954,983	\$18,241,216,918
Total Non-Retail Expenditures (2014)	\$194,423,306	\$1,306,982,982	\$3,597,660,438	\$10,560,782,703
Total Retail Expenditures (2014)	\$140,288,627	\$943,468,001	\$2,605,294,539	\$7,680,434,190
Apparel (2014)	\$16,266,195	\$109,432,739	\$300,836,564	\$884,324,077
Contributions (2014)	\$13,550,083	\$94,405,345	\$249,321,165	\$709,166,735
Education (2014)	\$9,167,225	\$63,224,709	\$167,954,358	\$478,535,118
Entertainment (2014)	\$18,976,815	\$127,867,501	\$351,010,306	\$1,027,776,631
Food And Beverages (2014)	\$49,746,993	\$332,042,588	\$925,295,100	\$2,751,561,558
Furnishings And Equipment (2014)	\$15,435,901	\$104,184,653	\$284,243,985	\$823,730,298
Gifts (2014)	\$9,417,195	\$64,933,739	\$173,841,904	\$498,425,488
Health Care (2014)	\$18,763,572	\$125,198,045	\$352,112,567	\$1,055,211,034
Household Operations (2014)	\$13,091,162	\$89,372,306	\$239,959,072	\$689,746,351
Miscellaneous Expenses (2014)	\$5,344,017	\$35,708,111	\$99,767,345	\$296,439,334
Personal Care (2014)	\$4,805,432	\$32,197,276	\$89,182,260	\$263,085,064
Personal Insurance (2014)	\$3,718,457	\$25,524,119	\$68,298,943	\$195,917,623
Reading (2014)	\$1,089,336	\$7,338,221	\$20,238,011	\$59,384,805
Shelter (2014)	\$65,203,354	\$439,916,896	\$1,207,156,988	\$3,540,527,438
Tobacco (2014)	\$1,838,811	\$12,029,338	\$34,869,228	\$107,609,972
Transportation (2014)	\$66,302,406	\$441,038,409	\$1,227,812,761	\$3,627,621,308
Utilities (2014)	\$21,994,981	\$146,036,996	\$411,054,447	\$1,232,154,116
<b>Consumer Expenditure (5 year Change )</b>				
Total Household Expenditure	Change 2009 to 2014	Change 2009 to 2014	Change 2009 to 2014	Change 2009 to 2014
Total Household Expenditure	\$18,319,582	\$208,921,397	\$649,026,109	\$1,648,539,832
Total Non-Retail Expenditures	\$10,813,985	\$122,372,067	\$380,161,734	\$966,311,517
Total Retail Expenditures	\$7,505,599	\$86,549,329	\$268,864,369	\$682,228,294
Apparel	\$977,632	\$10,590,228	\$32,698,395	\$83,561,450
Contributions	\$1,161,684	\$10,745,750	\$32,131,099	\$79,384,571
Education	\$861,915	\$7,754,608	\$23,184,343	\$57,841,895
Entertainment	\$1,077,936	\$12,074,457	\$37,417,890	\$94,758,235
Food And Beverages	\$2,410,781	\$29,188,568	\$91,407,853	\$234,710,709
Furnishings And Equipment	\$902,210	\$10,077,609	\$31,331,692	\$78,890,689
Gifts	\$732,483	\$7,006,581	\$21,159,395	\$52,329,770
Health Care	\$664,429	\$9,652,464	\$30,754,082	\$78,049,554
Household Operations	\$995,283	\$9,817,182	\$29,737,120	\$74,747,179
Miscellaneous Expenses	\$237,811	\$3,006,076	\$9,490,388	\$24,142,301
Personal Care	\$240,710	\$2,890,632	\$9,047,365	\$22,984,381
Personal Insurance	\$284,714	\$2,788,391	\$8,436,948	\$21,049,562
Reading	\$58,200	\$668,893	\$2,082,504	\$5,232,107
Shelter	\$3,869,407	\$42,473,605	\$130,934,549	\$332,245,891
Tobacco	\$21,012	\$701,052	\$2,345,408	\$6,157,172
Transportation	\$2,955,681	\$37,677,006	\$119,370,384	\$306,128,043
Utilities	\$867,693	\$11,808,300	\$37,496,702	\$96,326,333

\*\* The "per Household per Month" figures are obtained by dividing the expenditure number by the corresponding total households and 12 for the monthly average.

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