

CONSUMER EXPENDITURE Weekly Report

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE4

Your Site		1.00 Mi Radius			
Anytown, USA					
2009 Estimated Population	16,247				
2009 Estimated Households	5,149				
2009 Current Year Estimated Average Consumer Expenditure	Annual Amount	Item % percent	Weekly Amount	Weekly Per Capita	Weekly Household
2009 Total Expenditure	\$316,392,351	100.0%	\$6,084,468	\$374.5	\$1,181.7
Apparel	\$15,288,563	4.8%	\$294,011	\$18.1	\$57.1
Men's Apparel	\$2,927,454	19.1%	\$56,297	\$3.5	\$10.9
Boy's Apparel	\$762,400	5.0%	\$14,662	\$0.9	\$2.8
Women's Apparel	\$4,992,708	32.7%	\$96,014	\$5.9	\$18.6
Girl's Apparel	\$1,056,791	6.9%	\$20,323	\$1.3	\$3.9
Infant's Apparel	\$691,886	4.5%	\$13,306	\$0.8	\$2.6
Footwear	\$2,315,112	15.1%	\$44,521	\$2.7	\$8.6
Apparel Services And Accessories	\$2,542,210	16.6%	\$48,889	\$3.0	\$9.5
Contributions	\$12,388,399	3.9%	\$238,238	\$14.7	\$46.3
Education	\$8,305,310	2.6%	\$159,718	\$9.8	\$31.0
Books And Supplies	\$1,159,235	14.0%	\$22,293	\$1.4	\$4.3
Tuition	\$7,146,076	86.0%	\$137,425	\$8.5	\$26.7
Entertainment	\$17,898,879	5.7%	\$344,209	\$21.2	\$66.8
Fees And Admissions	\$4,967,327	27.8%	\$95,526	\$5.9	\$18.6
Video And Audio Equipment	\$6,026,629	33.7%	\$115,897	\$7.1	\$22.5
Recreational Equipment And Supplies	\$6,904,922	38.6%	\$132,787	\$8.2	\$25.8
Food And Beverages	\$47,336,212	15.0%	\$910,312	\$56.0	\$176.8
Food At Home	\$23,904,404	50.5%	\$459,700	\$28.3	\$89.3
Food Away From Home	\$19,672,920	41.6%	\$378,325	\$23.3	\$73.5
Alcoholic Beverages	\$3,758,891	7.9%	\$72,286	\$4.4	\$14.0
Furnishings & Equipment	\$14,533,691	4.6%	\$279,494	\$17.2	\$54.3
Floor Coverings	\$521,336	3.6%	\$10,026	\$0.6	\$1.9
Household Textiles	\$991,635	6.8%	\$19,070	\$1.2	\$3.7
Furniture	\$4,012,439	27.6%	\$77,162	\$4.7	\$15.0
Major Appliances	\$1,620,959	11.2%	\$31,172	\$1.9	\$6.1
Housewares And Small Appliances	\$7,387,323	50.8%	\$142,064	\$8.7	\$27.6
Gifts	\$8,684,711	2.7%	\$167,014	\$10.3	\$32.4
Gifts Of Education (Tuition & Books)	\$1,725,215	19.9%	\$33,177	\$2.0	\$6.4
Gifts Of Food And Beverages	\$805,914	9.3%	\$15,498	\$1.0	\$3.0
Gifts Of Household Operations	\$372,662	4.3%	\$7,167	\$0.4	\$1.4
Gifts Of Transportation	\$462,538	5.3%	\$8,895	\$0.5	\$1.7
Gifts Of Apparel	\$1,740,608	20.0%	\$33,473	\$2.1	\$6.5
Gifts Of Apparel Accessories	\$217,491	2.5%	\$4,183	\$0.3	\$0.8
Gifts Of Recreation	\$593,161	6.8%	\$11,407	\$0.7	\$2.2
Gifts Of Household Furn. And Equip.	\$1,437,369	16.6%	\$27,642	\$1.7	\$5.4
Gifts Elsewhere Unspecified	\$1,329,753	15.3%	\$25,572	\$1.6	\$5.0
Health Care	\$18,099,143	5.7%	\$348,060	\$21.4	\$67.6
Health Care Insurance	\$8,727,084	48.2%	\$167,829	\$10.3	\$32.6
Health Care Services	\$4,430,209	24.5%	\$85,196	\$5.2	\$16.5
Health Care Supplies And Equipment	\$4,941,848	27.3%	\$95,036	\$5.8	\$18.5

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

CONSUMER EXPENDITURE Weekly Report

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE4

Your Site		1.00 mi radius			
Anytown, USA					
2009 Current Year Estimated Average Consumer Expenditure	Annual Amount	Item % percent	Weekly Amount	Weekly Per Capita	Weekly Household
Household Operations	\$12,095,879	3.8%	\$232,613	\$14.3	\$45.2
Babysitting And Elderly Care	\$2,921,921	24.2%	\$56,191	\$3.5	\$10.9
Household Services	\$2,138,089	17.7%	\$41,117	\$2.5	\$8.0
Alimony And Child Support	\$1,725,538	14.3%	\$33,183	\$2.0	\$6.4
Household Supplies	\$5,310,329	43.9%	\$102,122	\$6.3	\$19.8
Miscellaneous Expenses	\$5,106,206	1.6%	\$98,196	\$6.0	\$19.1
Legal And Accounting	\$612,999	12.0%	\$11,788	\$0.7	\$2.3
Funeral And Cemetery	\$555,990	10.9%	\$10,692	\$0.7	\$2.1
Finance Charges (Exclude Mortg. & Vehic.)	\$3,302,774	64.7%	\$63,515	\$3.9	\$12.3
Other Miscellaneous Expenses	\$634,443	12.4%	\$12,201	\$0.8	\$2.4
Personal Care	\$4,564,723	1.4%	\$87,783	\$5.4	\$17.0
Electric Personal Care Appliances	\$89,575	2.0%	\$1,723	\$0.1	\$0.3
Hair Care	\$352,836	7.7%	\$6,785	\$0.4	\$1.3
Personal Care Services	\$3,059,143	67.0%	\$58,830	\$3.6	\$11.4
Personal Care Products	\$1,063,169	23.3%	\$20,446	\$1.3	\$4.0
Personal Insurance	\$3,433,743	1.1%	\$66,034	\$4.1	\$12.8
Reading	\$1,031,136	0.3%	\$19,830	\$1.2	\$3.9
Newspapers	\$441,185	42.8%	\$8,484	\$0.5	\$1.6
Magazines	\$211,893	20.5%	\$4,075	\$0.3	\$0.8
Books	\$378,058	36.7%	\$7,270	\$0.4	\$1.4
Shelter	\$61,333,947	19.4%	\$1,179,499	\$72.6	\$229.1
Mortgage Interest	\$26,724,959	43.6%	\$513,942	\$31.6	\$99.8
Property Taxes	\$11,056,404	18.0%	\$212,623	\$13.1	\$41.3
Miscellaneous Owned Dwelling Costs	\$8,470,257	13.8%	\$162,890	\$10.0	\$31.6
Rental Costs	\$11,042,641	18.0%	\$212,358	\$13.1	\$41.2
Other Lodging	\$4,039,686	6.6%	\$77,686	\$4.8	\$15.1
Tobacco	\$1,817,798	0.6%	\$34,958	\$2.2	\$6.8
Cigarettes	\$1,635,578	90.0%	\$31,453	\$1.9	\$6.1
Other Tobacco Products	\$182,218	10.0%	\$3,504	\$0.2	\$0.7
Transportation	\$63,346,725	20.0%	\$1,218,206	\$75.0	\$236.6
Motorcycles (New And Used)	\$456,805	0.7%	\$8,785	\$0.5	\$1.7
Vehicle Insurance	\$6,980,747	11.0%	\$134,245	\$8.3	\$26.1
New Vehicle Purchase	\$17,156,567	27.1%	\$329,934	\$20.3	\$64.1
Used Vehicle Purchase	\$9,596,836	15.1%	\$184,555	\$11.4	\$35.8
Vehicle Finance Charges	\$3,025,325	4.8%	\$58,179	\$3.6	\$11.3
Gasoline And Oil	\$13,757,960	21.7%	\$264,576	\$16.3	\$51.4
Vehicle Repair And Maintenance	\$4,866,167	7.7%	\$93,580	\$5.8	\$18.2
Public Transportation	\$3,792,195	6.0%	\$72,927	\$4.5	\$14.2
Other Transportation Costs	\$3,714,129	5.9%	\$71,426	\$4.4	\$13.9
Utilities	\$21,127,288	6.7%	\$406,294	\$25.0	\$78.9
Natural Gas	\$2,973,072	14.1%	\$57,174	\$3.5	\$11.1
Electricity	\$7,636,130	36.1%	\$146,849	\$9.0	\$28.5
Fuel Oil And Other Fuels	\$787,359	3.7%	\$15,142	\$0.9	\$2.9
Telephone Service	\$7,249,983	34.3%	\$139,423	\$8.6	\$27.1
Other Utilities	\$2,480,748	11.7%	\$47,707	\$2.9	\$9.3

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

CONSUMER EXPENDITURE Weekly Report

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE4

Your Site		3.00 mi radius			
Anytown, USA					
2009 Estimated Population	95,355				
2009 Estimated Households	31,227				
2009 Current Year Estimated Average Consumer Expenditure	Annual Amount	Item % percent	Weekly Amount	Weekly Per Capita	Weekly Household
2009 Total Expenditure	\$2,041,529,587	100.0%	\$39,260,184	\$411.7	\$1,257.3
Apparel	\$98,842,511	4.8%	\$1,900,818	\$19.9	\$60.9
Men's Apparel	\$18,825,145	19.0%	\$362,022	\$3.8	\$11.6
Boy's Apparel	\$4,888,807	4.9%	\$94,016	\$1.0	\$3.0
Women's Apparel	\$32,457,786	32.8%	\$624,188	\$6.5	\$20.0
Girl's Apparel	\$6,776,305	6.9%	\$130,314	\$1.4	\$4.2
Infant's Apparel	\$4,451,054	4.5%	\$85,597	\$0.9	\$2.7
Footwear	\$14,605,196	14.8%	\$280,869	\$2.9	\$9.0
Apparel Services And Accessories	\$16,838,218	17.0%	\$323,812	\$3.4	\$10.4
Contributions	\$83,659,595	4.1%	\$1,608,838	\$16.9	\$51.5
Education	\$55,470,101	2.7%	\$1,066,733	\$11.2	\$34.2
Books And Supplies	\$7,749,356	14.0%	\$149,026	\$1.6	\$4.8
Tuition	\$47,720,746	86.0%	\$917,707	\$9.6	\$29.4
Entertainment	\$115,793,044	5.7%	\$2,226,789	\$23.4	\$71.3
Fees And Admissions	\$32,956,966	28.5%	\$633,788	\$6.6	\$20.3
Video And Audio Equipment	\$38,573,627	33.3%	\$741,801	\$7.8	\$23.8
Recreational Equipment And Supplies	\$44,262,447	38.2%	\$851,201	\$8.9	\$27.3
Food And Beverages	\$302,854,020	14.8%	\$5,824,116	\$61.1	\$186.5
Food At Home	\$151,314,197	50.0%	\$2,909,888	\$30.5	\$93.2
Food Away From Home	\$126,831,871	41.9%	\$2,439,074	\$25.6	\$78.1
Alcoholic Beverages	\$24,707,953	8.2%	\$475,153	\$5.0	\$15.2
Furnishings & Equipment	\$94,107,044	4.6%	\$1,809,751	\$19.0	\$58.0
Floor Coverings	\$3,493,710	3.7%	\$67,187	\$0.7	\$2.2
Household Textiles	\$6,383,119	6.8%	\$122,752	\$1.3	\$3.9
Furniture	\$26,087,860	27.7%	\$501,690	\$5.3	\$16.1
Major Appliances	\$10,525,382	11.2%	\$202,411	\$2.1	\$6.5
Housewares And Small Appliances	\$47,616,979	50.6%	\$915,711	\$9.6	\$29.3
Gifts	\$57,927,158	2.8%	\$1,113,984	\$11.7	\$35.7
Gifts Of Education (Tuition & Books)	\$11,514,174	19.9%	\$221,426	\$2.3	\$7.1
Gifts Of Food And Beverages	\$5,379,087	9.3%	\$103,444	\$1.1	\$3.3
Gifts Of Household Operations	\$2,472,335	4.3%	\$47,545	\$0.5	\$1.5
Gifts Of Transportation	\$3,123,419	5.4%	\$60,066	\$0.6	\$1.9
Gifts Of Apparel	\$11,577,293	20.0%	\$222,640	\$2.3	\$7.1
Gifts Of Apparel Accessories	\$1,449,837	2.5%	\$27,881	\$0.3	\$0.9
Gifts Of Recreation	\$3,951,938	6.8%	\$75,999	\$0.8	\$2.4
Gifts Of Household Furn. And Equip.	\$9,561,964	16.5%	\$183,884	\$1.9	\$5.9
Gifts Elsewhere Unspecified	\$8,897,103	15.4%	\$171,098	\$1.8	\$5.5
Health Care	\$115,545,581	5.7%	\$2,222,030	\$23.3	\$71.2
Health Care Insurance	\$55,715,529	48.2%	\$1,071,452	\$11.2	\$34.3
Health Care Services	\$28,193,305	24.4%	\$542,179	\$5.7	\$17.4
Health Care Supplies And Equipment	\$31,636,749	27.4%	\$608,399	\$6.4	\$19.5

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

CONSUMER EXPENDITURE Weekly Report

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE4

Your Site		3.00 mi radius			
Anytown, USA					
2009 Current Year Estimated Average Consumer Expenditure	Annual Amount	Item % percent	Weekly Amount	Weekly Per Capita	Weekly Household
Household Operations	\$79,555,124	3.9%	\$1,529,906	\$16.0	\$49.0
Babysitting And Elderly Care	\$19,039,205	23.9%	\$366,139	\$3.8	\$11.7
Household Services	\$14,131,150	17.8%	\$271,753	\$2.8	\$8.7
Alimony And Child Support	\$11,390,397	14.3%	\$219,046	\$2.3	\$7.0
Household Supplies	\$34,994,375	44.0%	\$672,969	\$7.1	\$21.6
Miscellaneous Expenses	\$32,702,035	1.6%	\$628,885	\$6.6	\$20.1
Legal And Accounting	\$3,931,798	12.0%	\$75,611	\$0.8	\$2.4
Funeral And Cemetery	\$3,576,281	10.9%	\$68,775	\$0.7	\$2.2
Finance Charges (Exclude Mortg. & Vehic.)	\$21,133,576	64.6%	\$406,415	\$4.3	\$13.0
Other Miscellaneous Expenses	\$4,060,390	12.4%	\$78,084	\$0.8	\$2.5
Personal Care	\$29,306,645	1.4%	\$563,589	\$5.9	\$18.0
Electric Personal Care Appliances	\$575,752	2.0%	\$11,072	\$0.1	\$0.4
Hair Care	\$2,265,853	7.7%	\$43,574	\$0.5	\$1.4
Personal Care Services	\$19,636,446	67.0%	\$377,624	\$4.0	\$12.1
Personal Care Products	\$6,828,595	23.3%	\$131,319	\$1.4	\$4.2
Personal Insurance	\$22,735,728	1.1%	\$437,226	\$4.6	\$14.0
Reading	\$6,669,328	0.3%	\$128,256	\$1.3	\$4.1
Newspapers	\$2,854,562	42.8%	\$54,895	\$0.6	\$1.8
Magazines	\$1,369,951	20.5%	\$26,345	\$0.3	\$0.8
Books	\$2,444,813	36.7%	\$47,016	\$0.5	\$1.5
Shelter	\$397,443,292	19.5%	\$7,643,140	\$80.2	\$244.8
Mortgage Interest	\$172,941,249	43.5%	\$3,325,793	\$34.9	\$106.5
Property Taxes	\$72,876,854	18.3%	\$1,401,478	\$14.7	\$44.9
Miscellaneous Owned Dwelling Costs	\$55,011,593	13.8%	\$1,057,915	\$11.1	\$33.9
Rental Costs	\$69,464,824	17.5%	\$1,335,862	\$14.0	\$42.8
Other Lodging	\$27,148,776	6.8%	\$522,092	\$5.5	\$16.7
Tobacco	\$11,328,286	0.6%	\$217,852	\$2.3	\$7.0
Cigarettes	\$10,193,182	90.0%	\$196,023	\$2.1	\$6.3
Other Tobacco Products	\$1,135,102	10.0%	\$21,829	\$0.2	\$0.7
Transportation	\$403,361,403	19.8%	\$7,756,950	\$81.3	\$248.4
Motorcycles (New And Used)	\$2,776,694	0.7%	\$53,398	\$0.6	\$1.7
Vehicle Insurance	\$44,330,528	11.0%	\$852,510	\$8.9	\$27.3
New Vehicle Purchase	\$110,228,490	27.3%	\$2,119,779	\$22.2	\$67.9
Used Vehicle Purchase	\$59,765,572	14.8%	\$1,149,338	\$12.1	\$36.8
Vehicle Finance Charges	\$18,984,600	4.7%	\$365,088	\$3.8	\$11.7
Gasoline And Oil	\$87,000,473	21.6%	\$1,673,086	\$17.5	\$53.6
Vehicle Repair And Maintenance	\$30,943,274	7.7%	\$595,063	\$6.2	\$19.1
Public Transportation	\$25,149,119	6.2%	\$483,637	\$5.1	\$15.5
Other Transportation Costs	\$24,182,655	6.0%	\$465,051	\$4.9	\$14.9
Utilities	\$134,228,696	6.6%	\$2,581,321	\$27.1	\$82.7
Natural Gas	\$19,052,118	14.2%	\$366,387	\$3.8	\$11.7
Electricity	\$48,384,228	36.0%	\$930,466	\$9.8	\$29.8
Fuel Oil And Other Fuels	\$5,020,060	3.7%	\$96,540	\$1.0	\$3.1
Telephone Service	\$45,961,156	34.2%	\$883,868	\$9.3	\$28.3
Other Utilities	\$15,811,141	11.8%	\$304,060	\$3.2	\$9.7

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

CONSUMER EXPENDITURE Weekly Report

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE4

Your Site		5.00 mi radius			
Anytown, USA					
2009 Estimated Population	273,985				
2009 Estimated Households	91,625				
2009 Current Year Estimated Average Consumer Expenditure	Annual Amount	Item % percent	Weekly Amount	Weekly Per Capita	Weekly Household
2009 Total Expenditure	\$5,553,928,874	100.0%	\$106,806,325	\$389.8	\$1,165.7
Apparel	\$268,138,169	4.8%	\$5,156,503	\$18.8	\$56.3
Men's Apparel	\$51,156,305	19.1%	\$983,775	\$3.6	\$10.7
Boy's Apparel	\$13,273,901	5.0%	\$255,267	\$0.9	\$2.8
Women's Apparel	\$88,092,873	32.9%	\$1,694,094	\$6.2	\$18.5
Girl's Apparel	\$18,373,610	6.9%	\$353,339	\$1.3	\$3.9
Infant's Apparel	\$12,104,954	4.5%	\$232,788	\$0.8	\$2.5
Footwear	\$40,770,894	15.2%	\$784,056	\$2.9	\$8.6
Apparel Services And Accessories	\$44,365,634	16.5%	\$853,185	\$3.1	\$9.3
Contributions	\$217,190,066	3.9%	\$4,176,732	\$15.2	\$45.6
Education	\$144,770,015	2.6%	\$2,784,039	\$10.2	\$30.4
Books And Supplies	\$20,199,558	14.0%	\$388,453	\$1.4	\$4.2
Tuition	\$124,570,462	86.0%	\$2,395,586	\$8.7	\$26.1
Entertainment	\$313,592,416	5.6%	\$6,030,623	\$22.0	\$65.8
Fees And Admissions	\$86,363,342	27.5%	\$1,660,834	\$6.1	\$18.1
Video And Audio Equipment	\$106,071,971	33.8%	\$2,039,846	\$7.4	\$22.3
Recreational Equipment And Supplies	\$121,157,103	38.6%	\$2,329,944	\$8.5	\$25.4
Food And Beverages	\$833,887,247	15.0%	\$16,036,293	\$58.5	\$175.0
Food At Home	\$422,661,640	50.7%	\$8,128,108	\$29.7	\$88.7
Food Away From Home	\$344,953,601	41.4%	\$6,633,723	\$24.2	\$72.4
Alcoholic Beverages	\$66,272,004	7.9%	\$1,274,462	\$4.7	\$13.9
Furnishings & Equipment	\$252,912,294	4.6%	\$4,863,698	\$17.8	\$53.1
Floor Coverings	\$9,058,571	3.6%	\$174,203	\$0.6	\$1.9
Household Textiles	\$17,403,454	6.9%	\$334,682	\$1.2	\$3.7
Furniture	\$69,639,475	27.5%	\$1,339,221	\$4.9	\$14.6
Major Appliances	\$28,377,854	11.2%	\$545,728	\$2.0	\$6.0
Housewares And Small Appliances	\$128,432,951	50.8%	\$2,469,864	\$9.0	\$27.0
Gifts	\$152,682,508	2.7%	\$2,936,202	\$10.7	\$32.0
Gifts Of Education (Tuition & Books)	\$30,400,439	19.9%	\$584,624	\$2.1	\$6.4
Gifts Of Food And Beverages	\$14,138,570	9.3%	\$271,896	\$1.0	\$3.0
Gifts Of Household Operations	\$6,557,767	4.3%	\$126,111	\$0.5	\$1.4
Gifts Of Transportation	\$8,128,990	5.3%	\$156,327	\$0.6	\$1.7
Gifts Of Apparel	\$30,562,491	20.0%	\$587,740	\$2.1	\$6.4
Gifts Of Apparel Accessories	\$3,842,510	2.5%	\$73,894	\$0.3	\$0.8
Gifts Of Recreation	\$10,429,389	6.8%	\$200,565	\$0.7	\$2.2
Gifts Of Household Furn. And Equip.	\$25,204,300	16.5%	\$484,698	\$1.8	\$5.3
Gifts Elsewhere Unspecified	\$23,418,047	15.3%	\$450,347	\$1.6	\$4.9
Health Care	\$321,358,486	5.8%	\$6,179,971	\$22.6	\$67.4
Health Care Insurance	\$155,020,198	48.2%	\$2,981,158	\$10.9	\$32.5
Health Care Services	\$78,459,242	24.4%	\$1,508,832	\$5.5	\$16.5
Health Care Supplies And Equipment	\$87,879,043	27.3%	\$1,689,982	\$6.2	\$18.4

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

CONSUMER EXPENDITURE Weekly Report

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE4

Your Site		5.00 mi radius			
Anytown, USA					
2009 Current Year Estimated Average Consumer Expenditure	Annual Amount	Item % percent	Weekly Amount	Weekly Per Capita	Weekly Household
Household Operations	\$210,221,951	3.8%	\$4,042,730	\$14.8	\$44.1
Babysitting And Elderly Care	\$50,343,594	23.9%	\$968,146	\$3.5	\$10.6
Household Services	\$37,332,308	17.8%	\$717,929	\$2.6	\$7.8
Alimony And Child Support	\$30,235,547	14.4%	\$581,453	\$2.1	\$6.3
Household Supplies	\$92,310,511	43.9%	\$1,775,202	\$6.5	\$19.4
Miscellaneous Expenses	\$90,276,956	1.6%	\$1,736,095	\$6.3	\$18.9
Legal And Accounting	\$10,836,019	12.0%	\$208,385	\$0.8	\$2.3
Funeral And Cemetery	\$9,828,578	10.9%	\$189,011	\$0.7	\$2.1
Finance Charges (Exclude Mortg. & Vehic.)	\$58,389,659	64.7%	\$1,122,878	\$4.1	\$12.3
Other Miscellaneous Expenses	\$11,222,716	12.4%	\$215,821	\$0.8	\$2.4
Personal Care	\$80,134,894	1.4%	\$1,541,056	\$5.6	\$16.8
Electric Personal Care Appliances	\$1,570,710	2.0%	\$30,206	\$0.1	\$0.3
Hair Care	\$6,204,092	7.7%	\$119,309	\$0.4	\$1.3
Personal Care Services	\$53,690,020	67.0%	\$1,032,500	\$3.8	\$11.3
Personal Care Products	\$18,670,074	23.3%	\$359,040	\$1.3	\$3.9
Personal Insurance	\$59,861,995	1.1%	\$1,151,192	\$4.2	\$12.6
Reading	\$18,155,508	0.3%	\$349,144	\$1.3	\$3.8
Newspapers	\$7,770,306	42.8%	\$149,429	\$0.5	\$1.6
Magazines	\$3,729,763	20.5%	\$71,726	\$0.3	\$0.8
Books	\$6,655,436	36.7%	\$127,989	\$0.5	\$1.4
Shelter	\$1,076,222,438	19.4%	\$20,696,585	\$75.5	\$225.9
Mortgage Interest	\$462,613,151	43.0%	\$8,896,407	\$32.5	\$97.1
Property Taxes	\$193,165,176	17.9%	\$3,714,715	\$13.6	\$40.5
Miscellaneous Owned Dwelling Costs	\$148,392,746	13.8%	\$2,853,707	\$10.4	\$31.1
Rental Costs	\$201,730,163	18.7%	\$3,879,426	\$14.2	\$42.3
Other Lodging	\$70,321,208	6.5%	\$1,352,331	\$4.9	\$14.8
Tobacco	\$32,523,820	0.6%	\$625,458	\$2.3	\$6.8
Cigarettes	\$29,265,199	90.0%	\$562,792	\$2.1	\$6.1
Other Tobacco Products	\$3,258,624	10.0%	\$62,666	\$0.2	\$0.7
Transportation	\$1,108,442,377	20.0%	\$21,316,200	\$77.8	\$232.6
Motorcycles (New And Used)	\$7,767,666	0.7%	\$149,378	\$0.5	\$1.6
Vehicle Insurance	\$122,792,006	11.1%	\$2,361,385	\$8.6	\$25.8
New Vehicle Purchase	\$298,334,318	26.9%	\$5,737,198	\$20.9	\$62.6
Used Vehicle Purchase	\$168,743,642	15.2%	\$3,245,070	\$11.8	\$35.4
Vehicle Finance Charges	\$52,782,971	4.8%	\$1,015,057	\$3.7	\$11.1
Gasoline And Oil	\$241,459,966	21.8%	\$4,643,461	\$16.9	\$50.7
Vehicle Repair And Maintenance	\$85,384,117	7.7%	\$1,642,002	\$6.0	\$17.9
Public Transportation	\$66,303,068	6.0%	\$1,275,059	\$4.7	\$13.9
Other Transportation Costs	\$64,874,640	5.9%	\$1,247,589	\$4.6	\$13.6
Utilities	\$373,557,745	6.7%	\$7,183,803	\$26.2	\$78.4
Natural Gas	\$52,613,271	14.1%	\$1,011,794	\$3.7	\$11.0
Electricity	\$135,229,985	36.2%	\$2,600,577	\$9.5	\$28.4
Fuel Oil And Other Fuels	\$13,891,149	3.7%	\$267,137	\$1.0	\$2.9
Telephone Service	\$128,069,270	34.3%	\$2,462,871	\$9.0	\$26.9
Other Utilities	\$43,754,078	11.7%	\$841,425	\$3.1	\$9.2

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

CONSUMER EXPENDITURE Weekly Report

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE4

Your Site Anytown, USA		10.00 mi radius			
2009 Estimated Population	896,617				
2009 Estimated Households	295,692				
2009 Current Year Estimated Average Consumer Expenditure	Annual Amount	Item % percent	Weekly Amount	Weekly Per Capita	Weekly Household
2009 Total Expenditure	\$16,592,677,085	100.0%	\$319,089,944	\$355.9	\$1,079.1
Apparel	\$800,762,628	4.8%	\$15,399,281	\$17.2	\$52.1
Men's Apparel	\$152,174,179	19.0%	\$2,926,427	\$3.3	\$9.9
Boy's Apparel	\$39,985,423	5.0%	\$768,950	\$0.9	\$2.6
Women's Apparel	\$262,912,062	32.8%	\$5,056,001	\$5.6	\$17.1
Girl's Apparel	\$55,002,192	6.9%	\$1,057,734	\$1.2	\$3.6
Infant's Apparel	\$36,196,355	4.5%	\$696,084	\$0.8	\$2.4
Footwear	\$124,463,561	15.5%	\$2,393,530	\$2.7	\$8.1
Apparel Services And Accessories	\$130,028,873	16.2%	\$2,500,555	\$2.8	\$8.5
Contributions	\$629,782,164	3.8%	\$12,111,195	\$13.5	\$41.0
Education	\$420,693,223	2.5%	\$8,090,254	\$9.0	\$27.4
Books And Supplies	\$58,663,270	13.9%	\$1,128,140	\$1.3	\$3.8
Tuition	\$362,029,960	86.1%	\$6,962,115	\$7.8	\$23.5
Entertainment	\$933,018,397	5.6%	\$17,942,661	\$20.0	\$60.7
Fees And Admissions	\$250,883,890	26.9%	\$4,824,690	\$5.4	\$16.3
Video And Audio Equipment	\$319,286,203	34.2%	\$6,140,119	\$6.8	\$20.8
Recreational Equipment And Supplies	\$362,848,289	38.9%	\$6,977,852	\$7.8	\$23.6
Food And Beverages	\$2,516,850,850	15.2%	\$48,400,978	\$54.0	\$163.7
Food At Home	\$1,292,171,496	51.3%	\$24,849,452	\$27.7	\$84.0
Food Away From Home	\$1,028,697,179	40.9%	\$19,782,638	\$22.1	\$66.9
Alcoholic Beverages	\$195,982,172	7.8%	\$3,768,888	\$4.2	\$12.7
Furnishings & Equipment	\$744,839,610	4.5%	\$14,323,839	\$16.0	\$48.4
Floor Coverings	\$26,033,837	3.5%	\$500,651	\$0.6	\$1.7
Household Textiles	\$51,867,429	7.0%	\$997,451	\$1.1	\$3.4
Furniture	\$204,068,302	27.4%	\$3,924,390	\$4.4	\$13.3
Major Appliances	\$84,241,279	11.3%	\$1,620,025	\$1.8	\$5.5
Housewares And Small Appliances	\$378,628,806	50.8%	\$7,281,323	\$8.1	\$24.6
Gifts	\$446,095,717	2.7%	\$8,578,764	\$9.6	\$29.0
Gifts Of Education (Tuition & Books)	\$88,927,171	19.9%	\$1,710,138	\$1.9	\$5.8
Gifts Of Food And Beverages	\$41,210,274	9.2%	\$792,505	\$0.9	\$2.7
Gifts Of Household Operations	\$19,246,456	4.3%	\$370,124	\$0.4	\$1.3
Gifts Of Transportation	\$23,516,476	5.3%	\$452,240	\$0.5	\$1.5
Gifts Of Apparel	\$89,474,819	20.1%	\$1,720,670	\$1.9	\$5.8
Gifts Of Apparel Accessories	\$11,244,365	2.5%	\$216,238	\$0.2	\$0.7
Gifts Of Recreation	\$30,507,510	6.8%	\$586,683	\$0.7	\$2.0
Gifts Of Household Furn. And Equip.	\$73,652,787	16.5%	\$1,416,400	\$1.6	\$4.8
Gifts Elsewhere Unspecified	\$68,315,883	15.3%	\$1,313,767	\$1.5	\$4.4
Health Care	\$977,161,480	5.9%	\$18,791,567	\$21.0	\$63.6
Health Care Insurance	\$471,398,480	48.2%	\$9,065,355	\$10.1	\$30.7
Health Care Services	\$238,835,923	24.4%	\$4,592,999	\$5.1	\$15.5
Health Care Supplies And Equipment	\$266,927,069	27.3%	\$5,133,213	\$5.7	\$17.4

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

CONSUMER EXPENDITURE Weekly Report

2009 Estimates

Calculated using Proportional Block Groups

Prepared For

Your Company

Lat/Lon: 33.3054/-111.911181

November 2009



RCE4

Your Site		10.00 mi radius			
Anytown, USA					
2009 Current Year Estimated Average Consumer Expenditure	Annual Amount	Item % percent	Weekly Amount	Weekly Per Capita	Weekly Household
Household Operations	\$614,999,172	3.7%	\$11,826,907	\$13.2	\$40.0
Babysitting And Elderly Care	\$147,506,716	24.0%	\$2,836,668	\$3.2	\$9.6
Household Services	\$109,011,694	17.7%	\$2,096,379	\$2.3	\$7.1
Alimony And Child Support	\$88,615,171	14.4%	\$1,704,138	\$1.9	\$5.8
Household Supplies	\$269,865,612	43.9%	\$5,189,723	\$5.8	\$17.6
Miscellaneous Expenses	\$272,297,033	1.6%	\$5,236,481	\$5.8	\$17.7
Legal And Accounting	\$32,681,689	12.0%	\$628,494	\$0.7	\$2.1
Funeral And Cemetery	\$29,647,991	10.9%	\$570,154	\$0.6	\$1.9
Finance Charges (Exclude Mortg. & Vehic.)	\$176,097,424	64.7%	\$3,386,489	\$3.8	\$11.5
Other Miscellaneous Expenses	\$33,869,950	12.4%	\$651,345	\$0.7	\$2.2
Personal Care	\$240,100,683	1.4%	\$4,617,321	\$5.1	\$15.6
Electric Personal Care Appliances	\$4,701,545	2.0%	\$90,414	\$0.1	\$0.3
Hair Care	\$18,616,779	7.8%	\$358,015	\$0.4	\$1.2
Personal Care Services	\$160,828,870	67.0%	\$3,092,863	\$3.4	\$10.5
Personal Care Products	\$55,953,502	23.3%	\$1,076,029	\$1.2	\$3.6
Personal Insurance	\$174,868,061	1.1%	\$3,362,847	\$3.8	\$11.4
Reading	\$54,152,698	0.3%	\$1,041,398	\$1.2	\$3.5
Newspapers	\$23,183,251	42.8%	\$445,832	\$0.5	\$1.5
Magazines	\$11,123,562	20.5%	\$213,915	\$0.2	\$0.7
Books	\$19,845,884	36.6%	\$381,652	\$0.4	\$1.3
Shelter	\$3,208,281,547	19.3%	\$61,697,722	\$68.8	\$208.7
Mortgage Interest	\$1,357,730,310	42.3%	\$26,110,198	\$29.1	\$88.3
Property Taxes	\$566,402,645	17.7%	\$10,892,359	\$12.1	\$36.8
Miscellaneous Owned Dwelling Costs	\$439,741,354	13.7%	\$8,456,564	\$9.4	\$28.6
Rental Costs	\$642,441,679	20.0%	\$12,354,648	\$13.8	\$41.8
Other Lodging	\$201,965,576	6.3%	\$3,883,953	\$4.3	\$13.1
Tobacco	\$101,452,800	0.6%	\$1,951,015	\$2.2	\$6.6
Cigarettes	\$91,290,089	90.0%	\$1,755,579	\$2.0	\$5.9
Other Tobacco Products	\$10,162,719	10.0%	\$195,437	\$0.2	\$0.7
Transportation	\$3,321,493,266	20.0%	\$63,874,870	\$71.2	\$216.0
Motorcycles (New And Used)	\$23,069,363	0.7%	\$443,642	\$0.5	\$1.5
Vehicle Insurance	\$370,778,766	11.2%	\$7,130,361	\$8.0	\$24.1
New Vehicle Purchase	\$877,826,175	26.4%	\$16,881,273	\$18.8	\$57.1
Used Vehicle Purchase	\$517,998,309	15.6%	\$9,961,506	\$11.1	\$33.7
Vehicle Finance Charges	\$158,705,231	4.8%	\$3,052,024	\$3.4	\$10.3
Gasoline And Oil	\$730,399,569	22.0%	\$14,046,146	\$15.7	\$47.5
Vehicle Repair And Maintenance	\$257,041,600	7.7%	\$4,943,108	\$5.5	\$16.7
Public Transportation	\$193,997,536	5.8%	\$3,730,722	\$4.2	\$12.6
Other Transportation Costs	\$191,676,745	5.8%	\$3,686,091	\$4.1	\$12.5
Utilities	\$1,135,827,783	6.8%	\$21,842,842	\$24.4	\$73.9
Natural Gas	\$159,453,445	14.0%	\$3,066,412	\$3.4	\$10.4
Electricity	\$412,755,288	36.3%	\$7,937,602	\$8.9	\$26.8
Fuel Oil And Other Fuels	\$42,012,891	3.7%	\$807,940	\$0.9	\$2.7
Telephone Service	\$389,069,993	34.3%	\$7,482,115	\$8.3	\$25.3
Other Utilities	\$132,536,192	11.7%	\$2,548,773	\$2.8	\$8.6

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