

# Consumer Spending Patterns

McLean CRD 2011

## Polygon 1: MCLEAN, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>Total Specified Consumer Expenditures - USA</b>	5,952,277,279		6,525,302,312		50,934	53,700	1.93	
<b>Total Specified Consumer Expenditures (AREA)</b>	67,737	0.00	71,862	0.00	74,847	78,796	1.22	147
<b>FOOD AT HOME</b>	5,652	8.34	5,763	8.02	6,246	6,320	0.39	106
Bakery Products	568	0.84	579	0.81	627	635	0.39	114
Cereal Products	257	0.38	263	0.37	283	288	0.48	102
Dairy Products	572	0.84	583	0.81	632	640	0.42	102
Fresh Milk and Cream	146	0.22	149	0.21	161	163	0.44	97
Other Dairy Products	371	0.55	379	0.53	410	416	0.43	106
Eggs	55	0.08	55	0.08	60	61	0.30	92
Fats and Oils	51	0.08	52	0.07	57	58	0.47	102
Fish and Seafood	168	0.25	171	0.24	185	187	0.37	128
Fruits and Vegetables	787	1.16	803	1.12	869	881	0.43	118
Juices	172	0.25	176	0.24	190	192	0.40	104
Meats (All)	1,009	1.49	1,024	1.42	1,114	1,122	0.30	97
Nonalcoholic Beverages	596	0.88	604	0.84	658	663	0.30	102
Prepared Foods	1,092	1.61	1,118	1.56	1,207	1,226	0.47	105
Sugar and Other Sweets	383	0.56	391	0.54	423	429	0.44	109
<b>FOOD AWAY FROM HOME &amp; ALCOHOL</b>								
Alcoholic Beverages	1,301	1.92	1,327	1.85	1,438	1,455	0.39	137
Alcoholic Beverages at Home	1,098	1.62	1,117	1.55	1,213	1,225	0.35	133
Alcoholic Beverages away from Home	204	0.30	210	0.29	225	230	0.59	163
Total Food away from Home	3,780	5.58	3,911	5.44	4,177	4,288	0.69	141
Lunch	943	1.39	975	1.36	1,041	1,069	0.69	137
Dinner	1,603	2.37	1,658	2.31	1,771	1,818	0.68	148
Breakfast and Brunch	305	0.45	314	0.44	337	345	0.60	134
<b>DAY CARE, EDUCATION &amp; CONTRIBUTIONS</b>								
All Day Care	476	0.70	505	0.70	526	554	1.21	158
Contributions (All)	3,963	5.85	4,096	5.70	4,379	4,491	0.67	298
Education	4,366	6.44	4,582	6.38	4,824	5,025	0.99	245
Room and Board	363	0.54	371	0.52	401	406	0.41	273
Tuition/School Supplies	4,002	5.91	4,212	5.86	4,423	4,618	1.05	243

# Consumer Spending Patterns

McLean CRD 2011

## Polygon 1: MCLEAN, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>HEALTHCARE</b>								
Medical Services	3,037	4.48	3,297	4.59	3,356	3,615	1.71	150
Prescription Drugs	3,414	5.04	3,622	5.04	3,773	3,971	1.21	141
Medical Supplies	254	0.37	274	0.38	281	300	1.54	136
<b>HOUSEHOLD FURNISHINGS &amp; APPLIANCES</b>								
Total Furniture	1,189	1.75	1,287	1.79	1,313	1,412	1.66	189
Bedroom Furniture	265	0.39	287	0.40	293	314	1.66	161
Living/Dining Room Furniture	565	0.83	613	0.85	624	672	1.70	197
Other Furniture	339	0.50	367	0.51	375	403	1.64	201
Total Household Textiles	736	1.09	798	1.11	813	875	1.70	164
Domestic Textiles	550	0.81	596	0.83	607	654	1.69	155
Window and Furniture Covers	186	0.27	202	0.28	206	221	1.71	198
Major Appliances	314	0.46	339	0.47	347	372	1.61	137
Misc Household Equipment	659	0.97	714	0.99	728	783	1.67	152
Small Appliance/Houseware	841	1.24	911	1.27	929	999	1.67	149
<b>HOUSING RELATED &amp; PERSONAL</b>								
Total Housing Expenses	4,483	6.62	4,750	6.61	4,953	5,209	1.19	116
Fuels and Utilities	2,268	3.35	2,400	3.34	2,506	2,631	1.16	109
Telephone Service	1,248	1.84	1,298	1.81	1,379	1,423	0.81	123
Household Repairs	594	0.88	628	0.87	657	689	1.14	149
Household Services	1,072	1.58	1,126	1.57	1,185	1,235	1.01	210
Housekeeping Supplies	387	0.57	417	0.58	428	458	1.55	116
Personal Expenses and Services	2,602	3.84	2,743	3.82	2,875	3,008	1.08	173
<b>PERSONAL CARE &amp; SMOKING PRODUCTS</b>								
Personal Care Products and Services	1,411	2.08	1,491	2.07	1,560	1,634	1.12	148
Personal Care Services	689	1.02	721	1.00	762	790	0.91	168
Smoking Prods/Supplies	507	0.75	542	0.75	561	594	1.36	63
<b>PET EXPENSES</b>								
	625	0.92	680	0.95	691	745	1.74	119

# Consumer Spending Patterns

McLean CRD 2011

## Polygon 1: MCLEAN, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>SPORTS &amp; ENTERTAINMENT</b>								
Photographic Equipment	144	0.21	180	0.25	159	198	5.07	152
Reading Materials	685	1.01	735	1.02	757	806	1.46	174
Sports and Recreation	2,395	3.54	2,861	3.98	2,646	3,137	3.90	173
Sports Equipment	1,116	1.65	1,432	1.99	1,233	1,571	5.67	144
Travel	3,733	5.51	3,884	5.40	4,124	4,259	0.81	196
TV, Radio and Sound Equipment	936	1.38	1,314	1.83	1,034	1,441	8.08	148
Computers, Software & Accessories	830	1.23	1,203	1.67	917	1,319	8.98	153
<b>TRANSPORTATION &amp; AUTO EXPENSES</b>								
Automotive Maintenance/Repair/Other	2,288	3.38	2,242	3.12	2,528	2,458	-0.40	130
Gasoline	2,419	3.57	2,303	3.20	2,673	2,525	-0.96	113
Diesel Fuel	18	0.03	17	0.02	19	18	-0.93	100
Motor Oil	32	0.05	30	0.04	35	33	-1.00	84
Vehicle Purchases & Leases	6,525	9.63	6,657	9.26	7,210	7,299	0.40	131
New Autos/Trucks/Vans	4,700	6.94	4,682	6.52	5,193	5,134	-0.08	181
Used Vehicles	1,546	2.28	1,538	2.14	1,708	1,686	-0.10	76
Boats and Recreational Vehicle Purchase	279	0.41	436	0.61	308	478	11.27	85
Rented Vehicles	450	0.66	439	0.61	498	482	-0.48	245
<b>TOTAL APPAREL</b>								
Women's Apparel	1,654	2.44	1,825	2.54	1,827	2,001	2.07	139
Men's Apparel	1,102	1.63	1,234	1.72	1,218	1,353	2.40	144
Girl's Apparel	314	0.46	355	0.49	347	389	2.60	120
Boy's Apparel	212	0.31	239	0.33	234	262	2.59	113
Infant's Apparel	108	0.16	122	0.17	119	133	2.55	105
Footwear (excl. Infants)	551	0.81	618	0.86	609	678	2.44	116
Other Apparel Prods/Services	1,399	2.06	1,511	2.10	1,545	1,657	1.60	208

# Consumer Spending Patterns

McLean CRD 2011

## Appendix: Area Listing

Area Name: MCLEAN

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.933514 / -77.177692

### Polygon Points:

38.926280 -77.186954	38.926342 -77.186952	38.926969 -77.186932	38.926969 -77.186920
38.926969 -77.186916	38.926968 -77.186904	38.927664 -77.186885	38.927664 -77.186907
38.927664 -77.186907	38.927781 -77.186903	38.928303 -77.186888	38.928415 -77.186884
38.928487 -77.186882	38.928644 -77.186877	38.929005 -77.186866	38.929091 -77.186864
38.929150 -77.186862	38.929155 -77.186862	38.929235 -77.186859	38.929369 -77.186848
38.929367 -77.186830	38.929374 -77.186830	38.929380 -77.186829	38.929386 -77.186827
38.929393 -77.186824	38.929399 -77.186821	38.929404 -77.186817	38.929410 -77.186812
38.929415 -77.186807	38.929419 -77.186801	38.929424 -77.186795	38.929428 -77.186788
38.929431 -77.186781	38.929434 -77.186774	38.929435 -77.186555	38.929436 -77.186307
38.929436 -77.186238	38.929436 -77.186231	38.929444 -77.185987	38.929444 -77.185987
38.929444 -77.185978	38.929446 -77.185906	38.929446 -77.185896	38.929451 -77.185612
38.929451 -77.185611	38.929451 -77.185610	38.929641 -77.185704	38.929641 -77.185704
38.929642 -77.185703	38.929682 -77.185722	38.929988 -77.185871	38.930197 -77.185974
38.930203 -77.185977	38.930226 -77.185988	38.930230 -77.185990	38.930312 -77.185712
38.930310 -77.185515	38.930401 -77.185205	38.930448 -77.185046	38.930521 -77.184796
38.930568 -77.184636	38.930608 -77.184498	38.930643 -77.184378	38.930668 -77.184281
38.930704 -77.184141	38.930731 -77.184041	38.930739 -77.184016	38.931021 -77.183056
38.931062 -77.182919	38.931201 -77.182451	38.931338 -77.181976	38.931373 -77.181856
38.931381 -77.181832	38.931550 -77.181916	38.931897 -77.182084	38.932118 -77.182196
38.932217 -77.182246	38.932335 -77.182306	38.932340 -77.182309	38.932404 -77.182352
38.932487 -77.182408	38.932625 -77.182476	38.932633 -77.182480	38.932806 -77.182565
38.933000 -77.182659	38.933012 -77.182665	38.933192 -77.182751	38.933385 -77.182843
38.933504 -77.182899	38.933645 -77.182968	38.933827 -77.183057	38.933963 -77.183123
38.934086 -77.183183	38.934285 -77.183279	38.934485 -77.183377	38.934597 -77.183432
38.934643 -77.183454	38.934672 -77.183467	38.934994 -77.183620	38.935137 -77.183688
38.935313 -77.183775	38.935363 -77.183799	38.935388 -77.183780	38.935394 -77.183776
38.935445 -77.183860	38.935445 -77.183860	38.935288 -77.183975	38.935391 -77.184200
38.935494 -77.184427	38.935599 -77.184656	38.935650 -77.184768	38.935703 -77.184882
38.935806 -77.185105	38.935891 -77.185288	38.935909 -77.185327	38.936015 -77.185566
38.936115 -77.185792	38.936124 -77.185812	38.936219 -77.186015	38.936300 -77.186188
38.936517 -77.186140	38.936625 -77.185860	38.936663 -77.185781	38.936818 -77.185384
38.936826 -77.185371	38.936842 -77.185340	38.936868 -77.185292	38.937049 -77.184904
38.937105 -77.184786	38.937111 -77.184775	38.937295 -77.184315	38.937491 -77.183832



# Consumer Spending Patterns

McLean CRD 2011

## Appendix: Area Listing

Area Name: MCLEAN

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.933514 / -77.177692

### Polygon Points:

38.937626 -77.183602	38.937634 -77.183592	38.937642 -77.183582	38.937658 -77.183556
38.937673 -77.183530	38.937688 -77.183503	38.937702 -77.183476	38.937717 -77.183449
38.937730 -77.183422	38.937744 -77.183394	38.937757 -77.183366	38.937770 -77.183338
38.937782 -77.183309	38.937794 -77.183280	38.937803 -77.183258	38.937821 -77.183218
38.937951 -77.182915	38.937954 -77.182907	38.938025 -77.182739	38.938072 -77.182630
38.938223 -77.182272	38.938250 -77.182215	38.938305 -77.182100	38.938378 -77.181946
38.938487 -77.181718	38.938504 -77.181680	38.938533 -77.181619	38.938628 -77.181419
38.939576 -77.179411	38.939685 -77.179179	38.939857 -77.178724	38.939930 -77.178481
38.939993 -77.178268	38.940012 -77.178201	38.940102 -77.177882	38.940224 -77.177180
38.940276 -77.176914	38.940303 -77.176772	38.940383 -77.176005	38.940397 -77.175869
38.940415 -77.175731	38.940457 -77.175394	38.940473 -77.175269	38.940479 -77.175228
38.940537 -77.174813	38.940551 -77.174734	38.940651 -77.174144	38.940749 -77.173679
38.940732 -77.173626	38.940493 -77.173544	38.940135 -77.173948	38.940033 -77.173984
38.940033 -77.173984	38.939949 -77.174015	38.939674 -77.174114	38.939412 -77.174209
38.939148 -77.174304	38.938881 -77.174401	38.938616 -77.174497	38.938352 -77.174592
38.938224 -77.174638	38.937930 -77.174742	38.937793 -77.174790	38.937678 -77.174831
38.937526 -77.174151	38.937317 -77.174226	38.937259 -77.174247	38.936991 -77.174342
38.936962 -77.174353	38.936728 -77.174435	38.936500 -77.174514	38.936174 -77.174635
38.936167 -77.174637	38.936160 -77.174640	38.936154 -77.174644	38.936148 -77.174648
38.936142 -77.174653	38.936137 -77.174658	38.936132 -77.174665	38.936127 -77.174671
38.936123 -77.174678	38.936122 -77.174680	38.935958 -77.174727	38.935891 -77.174424
38.935802 -77.173999	38.935743 -77.173732	38.935740 -77.173718	38.935736 -77.173703
38.935732 -77.173689	38.935726 -77.173676	38.935720 -77.173663	38.935713 -77.173651
38.935705 -77.173639	38.935696 -77.173629	38.935687 -77.173619	38.935677 -77.173611
38.935666 -77.173603	38.935656 -77.173597	38.935644 -77.173592	38.935404 -77.173512
38.935058 -77.173392	38.934649 -77.173253	38.934261 -77.173113	38.934112 -77.173061
38.934093 -77.173057	38.934074 -77.173050	38.933578 -77.173574	38.933468 -77.173404
38.933372 -77.173256	38.933143 -77.172903	38.933245 -77.172797	38.932915 -77.172279
38.932702 -77.171945	38.932594 -77.171775	38.932492 -77.171615	38.932276 -77.171276
38.932060 -77.170938	38.931819 -77.170559	38.931761 -77.170620	38.931724 -77.170658
38.931708 -77.170675	38.931619 -77.170536	38.931449 -77.170271	38.931243 -77.169951
38.931192 -77.169871	38.931085 -77.169705	38.930929 -77.169461	38.930667 -77.169080
38.930618 -77.169010	38.930299 -77.168476	38.930272 -77.168430	38.930123 -77.168549



Prepared On: Tues Nov 08, 2011 Page 5 Of 7

Project Code: McLean CRD 2011

Prepared For: OCRR

Prepared By:

Nielsen Solution Center 1 800 866 6511

© 2011 The Nielsen Company. All rights reserved.

# Consumer Spending Patterns

McLean CRD 2011

## Appendix: Area Listing

Area Name: MCLEAN

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.933514 / -77.177692

### Polygon Points:

38.930116 -77.168555	38.929888 -77.168736	38.929625 -77.168945	38.929609 -77.168958
38.929626 -77.168999	38.929680 -77.169126	38.929731 -77.169249	38.929739 -77.169268
38.929747 -77.169287	38.929809 -77.169435	38.929910 -77.169674	38.930271 -77.170536
38.930667 -77.171493	38.930750 -77.171676	38.930796 -77.171793	38.930808 -77.171824
38.930819 -77.171855	38.930831 -77.171886	38.930843 -77.171917	38.930855 -77.171947
38.930868 -77.171978	38.930880 -77.172009	38.930892 -77.172039	38.930904 -77.172070
38.930917 -77.172100	38.930929 -77.172131	38.930942 -77.172161	38.930954 -77.172192
38.930967 -77.172222	38.930980 -77.172252	38.930993 -77.172283	38.931005 -77.172312
38.931017 -77.172341	38.931030 -77.172371	38.931042 -77.172400	38.931055 -77.172429
38.931067 -77.172458	38.931080 -77.172487	38.931092 -77.172516	38.931105 -77.172546
38.931118 -77.172575	38.931131 -77.172604	38.931143 -77.172633	38.931093 -77.172668
38.930884 -77.172826	38.930861 -77.172840	38.930837 -77.172855	38.930814 -77.172871
38.930792 -77.172887	38.930770 -77.172905	38.930748 -77.172924	38.930727 -77.172943
38.930707 -77.172964	38.930687 -77.172985	38.930667 -77.173007	38.930647 -77.173030
38.930629 -77.173055	38.930612 -77.173082	38.930596 -77.173110	38.930582 -77.173140
38.930570 -77.173171	38.930560 -77.173203	38.930552 -77.173236	38.930546 -77.173269
38.930541 -77.173303	38.930539 -77.173338	38.930538 -77.173372	38.930535 -77.173572
38.930536 -77.173606	38.930536 -77.173641	38.930536 -77.173675	38.930535 -77.173709
38.930533 -77.173743	38.930530 -77.173778	38.930527 -77.173812	38.930524 -77.173846
38.930519 -77.173879	38.930514 -77.173913	38.930509 -77.173947	38.930502 -77.173980
38.930496 -77.174013	38.930488 -77.174046	38.930480 -77.174079	38.930471 -77.174111
38.930462 -77.174143	38.930451 -77.174175	38.930441 -77.174206	38.930430 -77.174237
38.930416 -77.174267	38.930403 -77.174297	38.930390 -77.174328	38.930377 -77.174358
38.930364 -77.174388	38.930352 -77.174419	38.930339 -77.174449	38.930327 -77.174480
38.930224 -77.174661	38.930189 -77.174608	38.930120 -77.174749	38.929985 -77.174948
38.929929 -77.175030	38.929924 -77.175037	38.929907 -77.175062	38.929898 -77.175076
38.929873 -77.175112	38.929941 -77.175098	38.929952 -77.175096	38.930333 -77.175291
38.930362 -77.175306	38.930390 -77.175320	38.930667 -77.175455	38.930931 -77.175593
38.931074 -77.175667	38.931032 -77.175795	38.930904 -77.176198	38.930775 -77.176608
38.930722 -77.176772	38.930667 -77.176944	38.930639 -77.177030	38.930614 -77.177110
38.930511 -77.177435	38.930667 -77.177513	38.930765 -77.177563	38.930767 -77.177564
38.930758 -77.177593	38.930723 -77.177714	38.930667 -77.177903	38.930633 -77.178026
38.930629 -77.178040	38.930629 -77.178040	38.930581 -77.178212	38.930468 -77.178596



# Consumer Spending Patterns

McLean CRD 2011

## Appendix: Area Listing

Area Name: MCLEAN

Type: Polygon 1

Reporting Detail: Aggregate

Reporting Level: Block Group

38.933514 / -77.177692

### Polygon Points:

---

38.930464 -77.178613	38.930415 -77.178774	38.930300 -77.179199	38.930188 -77.179608
38.930342 -77.179683	38.930294 -77.179844	38.930185 -77.180257	38.929932 -77.180141
38.929774 -77.180069	38.929670 -77.180021	38.929416 -77.179904	38.929293 -77.180338
38.929239 -77.180495	38.929137 -77.180855	38.929129 -77.180883	38.929063 -77.181116
38.928978 -77.181415	38.928901 -77.181687	38.928854 -77.181851	38.929279 -77.181989
38.929450 -77.182044	38.929209 -77.182732	38.929196 -77.182769	38.928952 -77.183463
38.928931 -77.183525	38.928783 -77.183945	38.928782 -77.183948	38.928703 -77.184165
38.928696 -77.184161	38.928129 -77.183821	38.927377 -77.183370	38.927239 -77.183287
38.927126 -77.183220	38.926972 -77.183909	38.926970 -77.183916	38.926954 -77.183988
38.927140 -77.184613	38.926280 -77.186954	38.926970 -77.183916	38.926954 -77.183988

### Project Information:

Site: 1

Order Number: 970586322



Prepared On: Tues Nov 08, 2011 Page 7 Of 7

Project Code: McLean CRD 2011

Prepared For: OCRR

Prepared By:

Nielsen Solution Center 1 800 866 6511

© 2011 The Nielsen Company. All rights reserved.