

# Consumer Spending Patterns

## Polygon 1: MERRIFIELD, Total

Product Category	2010 Aggregate Expenditure Estimate (in 1000s)	% Comp	2015 Aggregate Expenditure Estimate (in 1000s)	% Comp	2010 Annual Avg/ HH	2015 Annual Avg/ HH	Avg Annual % Growth	2010 Index to USA
<b>Total Specified Consumer Expenditures - USA</b>	5,721,781,176		6,396,208,340		49,268	52,884	2.36	
<b>Total Specified Consumer Expenditures (AREA)</b>	132,711	0.00	164,193	0.00	53,513	58,432	4.74	109
<b>FOOD AT HOME</b>	13,321	10.04	15,842	9.65	5,371	5,638	3.79	93
Bakery Products	1,234	0.93	1,468	0.89	498	522	3.79	92
Cereal Products	701	0.53	846	0.51	283	301	4.14	104
Dairy Products	1,221	0.92	1,440	0.88	492	512	3.58	81
Fresh Milk and Cream	334	0.25	394	0.24	135	140	3.59	87
Other Dairy Products	741	0.56	871	0.53	299	310	3.51	77
Eggs	146	0.11	175	0.11	59	62	3.95	96
Fats and Oils	121	0.09	142	0.09	49	50	3.48	87
Fish and Seafood	376	0.28	449	0.27	152	160	3.88	112
Fruits and Vegetables	1,954	1.47	2,353	1.43	788	837	4.08	108
Juices	427	0.32	512	0.31	172	182	3.96	96
Meats (All)	2,628	1.98	3,134	1.91	1,060	1,115	3.85	95
Nonalcoholic Beverages	1,448	1.09	1,704	1.04	584	607	3.54	93
Prepared Foods	2,458	1.85	2,886	1.76	991	1,027	3.48	89
Sugar and Other Sweets	753	0.57	909	0.55	304	323	4.14	83
<b>FOOD AWAY FROM HOME &amp; ALCOHOL</b>								
Alcoholic Beverages	2,829	2.13	3,317	2.02	1,141	1,180	3.45	111
Alcoholic Beverages at Home	2,373	1.79	2,777	1.69	957	988	3.40	108
Alcoholic Beverages away from Home	456	0.34	540	0.33	184	192	3.69	130
Total Food away from Home	8,933	6.73	10,597	6.45	3,602	3,771	3.73	125
Lunch	2,374	1.79	2,832	1.72	957	1,008	3.85	130
Dinner	3,626	2.73	4,300	2.62	1,462	1,530	3.72	125
Breakfast and Brunch	723	0.55	853	0.52	292	304	3.60	120
<b>DAY CARE, EDUCATION &amp; CONTRIBUTIONS</b>								
All Day Care	965	0.73	1,207	0.74	389	429	5.00	113
Contributions (All)	5,123	3.86	6,319	3.85	2,066	2,249	4.67	144
Education	7,459	5.62	9,529	5.80	3,007	3,391	5.55	162
Room and Board	442	0.33	585	0.36	178	208	6.43	136
Tuition/School Supplies	7,016	5.29	8,944	5.45	2,829	3,183	5.50	164

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<b>HEALTHCARE</b>								
Medical Services	6,011	4.53	7,662	4.67	2,424	2,727	5.49	110
Prescription Drugs	5,719	4.31	7,324	4.46	2,306	2,606	5.61	94
Medical Supplies	456	0.34	590	0.36	184	210	5.90	96
<b>HOUSEHOLD FURNISHINGS &amp; APPLIANCES</b>								
Total Furniture	2,166	1.63	2,790	1.70	873	993	5.76	122
Bedroom Furniture	567	0.43	723	0.44	229	257	5.51	122
Living/Dining Room Furniture	998	0.75	1,290	0.79	402	459	5.85	123
Other Furniture	582	0.44	753	0.46	235	268	5.88	123
Total Household Textiles	1,334	1.01	1,695	1.03	538	603	5.41	110
Domestic Textiles	1,068	0.81	1,349	0.82	431	480	5.26	111
Window and Furniture Covers	266	0.20	346	0.21	107	123	6.01	107
Major Appliances	534	0.40	666	0.41	215	237	4.91	85
Misc Household Equipment	1,117	0.84	1,384	0.84	450	492	4.78	95
Small Appliance/Houseware	1,639	1.23	2,101	1.28	661	748	5.64	109
<b>HOUSING RELATED &amp; PERSONAL</b>								
Total Housing Expenses	10,012	7.54	12,266	7.47	4,037	4,365	4.50	93
Fuels and Utilities	4,494	3.39	5,485	3.34	1,812	1,952	4.41	77
Telephone Service	3,195	2.41	3,872	2.36	1,288	1,378	4.23	115
Household Repairs	781	0.59	958	0.58	315	341	4.52	67
Household Services	1,905	1.44	2,373	1.45	768	845	4.91	127
Housekeeping Supplies	870	0.66	1,073	0.65	351	382	4.65	95
Personal Expenses and Services	4,679	3.53	5,813	3.54	1,887	2,069	4.85	115
<b>PERSONAL CARE &amp; SMOKING PRODUCTS</b>								
Personal Care Products and Services	3,059	2.31	3,758	2.29	1,234	1,337	4.57	114
Personal Care Services	1,269	0.96	1,549	0.94	512	551	4.42	110
Smoking Prods/Supplies	1,665	1.25	1,935	1.18	671	689	3.24	71
<b>PET EXPENSES</b>								
	1,205	0.91	1,544	0.94	486	549	5.62	89

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<b>SPORTS &amp; ENTERTAINMENT</b>								
Photographic Equipment	300	0.23	441	0.27	121	157	9.40	115
Reading Materials	1,022	0.77	1,285	0.78	412	457	5.16	97
Sports and Recreation	4,503	3.39	6,336	3.86	1,816	2,255	8.14	120
Sports Equipment	2,401	1.81	3,527	2.15	968	1,255	9.38	113
Travel	5,886	4.44	7,320	4.46	2,373	2,605	4.87	120
TV, Radio and Sound Equipment	2,226	1.68	3,687	2.25	898	1,312	13.12	122
Computers, Software & Accessories	1,741	1.31	2,977	1.81	702	1,059	14.19	125
<b>TRANSPORTATION &amp; AUTO EXPENSES</b>								
Automotive Maintenance/Repair/Other	5,256	3.96	5,989	3.65	2,119	2,131	2.79	106
Gasoline	5,288	3.98	5,708	3.48	2,132	2,031	1.59	104
Diesel Fuel	28	0.02	30	0.02	11	11	1.20	67
Motor Oil	85	0.06	90	0.05	34	32	1.15	79
Vehicle Purchases & Leases	11,557	8.71	12,962	7.89	4,660	4,613	2.43	96
New Autos/Trucks/Vans	8,090	6.10	9,303	5.67	3,262	3,311	3.00	131
Used Vehicles	3,418	2.58	3,449	2.10	1,378	1,227	0.18	69
Boats and Recreational Vehicle Purchase	49	0.04	210	0.13	20	75	65.30	6
Rented Vehicles	838	0.63	964	0.59	338	343	3.01	154
<b>TOTAL APPAREL</b>								
Women's Apparel	3,781	2.85	4,896	2.98	1,524	1,742	5.90	118
Men's Apparel	2,440	1.84	3,168	1.93	984	1,127	5.96	120
Girl's Apparel	709	0.53	920	0.56	286	327	5.93	100
Boy's Apparel	482	0.36	635	0.39	194	226	6.38	96
Infant's Apparel	285	0.21	366	0.22	115	130	5.70	100
Footwear (excl. Infants)	1,371	1.03	1,772	1.08	553	631	5.86	109
Other Apparel Prods/Services	2,516	1.90	3,157	1.92	1,014	1,124	5.10	142