

# Consumer Spending Patterns

## Polygon 1: RICHMOND HIGHWAY, Total

| Product Category                                    | 2009<br>Aggregate<br>Expenditure<br>Estimate<br>(in 1000s) | %<br>Comp | 2014<br>Aggregate<br>Expenditure<br>Estimate<br>(in 1000s) | %<br>Comp | 2009<br>Annual<br>Avg/<br>HH | 2014<br>Annual<br>Avg/<br>HH | Avg<br>Annual<br>%<br>Growth | 2009<br>Index<br>to<br>USA |
|---|--|-----------|--|-----------|------------------------------|------------------------------|------------------------------|----------------------------|
| <b>Total Specified Consumer Expenditures - USA</b>  | 5,553,445,486  |           | 7,746,578,225  |           | 48,163                       | 63,874                       | 7.90                         |                            |
| <b>Total Specified Consumer Expenditures (AREA)</b> | 80,592   | 0.00      | 109,741  | 0.00      | 44,848                       | 60,900                       | 7.23                         | 93                         |
| <b>FOOD AT HOME</b>                                 | 9,582  | 11.89     | 11,995   | 10.93     | 5,332                        | 6,656                        | 5.04                         | 94                         |
| Bakery Products                                     | 861  | 1.07      | 988  | 0.90      | 479                          | 548                          | 2.95                         | 90                         |
| Cereal Products                                     | 488  | 0.61      | 522  | 0.48      | 271                          | 290                          | 1.41                         | 101                        |
| Dairy Products                                      | 910  | 1.13      | 1,196  | 1.09      | 506                          | 664                          | 6.29                         | 85                         |
| Fresh Milk and Cream                                | 246  | 0.30      | 308  | 0.28      | 137                          | 171                          | 5.11                         | 90                         |
| Other Dairy Products                                | 547  | 0.68      | 751  | 0.68      | 304                          | 417                          | 7.45                         | 80                         |
| Eggs  | 117  | 0.15      | 137  | 0.12      | 65                           | 76                           | 3.37                         | 108                        |
| Fats and Oils                                       | 92   | 0.11      | 122  | 0.11      | 51                           | 67                           | 6.36                         | 93                         |
| Fish and Seafood                                    | 271  | 0.34      | 369  | 0.34      | 151                          | 205                          | 7.21                         | 114                        |
| Fruits and Vegetables                               | 1,252  | 1.55      | 1,508  | 1.37      | 697                          | 837                          | 4.09                         | 98                         |
| Juices  | 329  | 0.41      | 419  | 0.38      | 183                          | 232                          | 5.49                         | 103                        |
| Meats (All)   | 2,130  | 2.64      | 2,314  | 2.11      | 1,185                        | 1,284                        | 1.72                         | 108                        |
| Nonalcoholic Beverages                              | 1,053  | 1.31      | 1,388  | 1.26      | 586                          | 770                          | 6.37                         | 94                         |
| Prepared Foods                                      | 1,700  | 2.11      | 2,644  | 2.41      | 946                          | 1,467                        | 11.12                        | 86                         |
| Sugar and Other Sweets                              | 496  | 0.61      | 524  | 0.48      | 276                          | 291                          | 1.13                         | 77                         |
| <b>FOOD AWAY FROM HOME &amp; ALCOHOL</b>            |  |           |  |           |                              |                              |                              |                            |
| Alcoholic Beverages                                 | 1,667  | 2.07      | 2,341  | 2.13      | 928                          | 1,299                        | 8.07                         | 92                         |
| Alcoholic Beverages at Home                         | 1,408  | 1.75      | 2,045  | 1.86      | 783                          | 1,135                        | 9.06                         | 90                         |
| Alcoholic Beverages away from Home                  | 260  | 0.32      | 295  | 0.27      | 145                          | 164                          | 2.72                         | 104                        |
| Total Food away from Home                           | 5,135  | 6.37      | 9,607  | 8.75      | 2,858                        | 5,331                        | 17.42                        | 100                        |
| Lunch   | 1,338  | 1.66      | 3,599  | 3.28      | 744                          | 1,997                        | 33.81                        | 103                        |
| Dinner  | 2,055  | 2.55      | 2,910  | 2.65      | 1,143                        | 1,615                        | 8.33                         | 99                         |
| Breakfast and Brunch                                | 449  | 0.56      | 1,183  | 1.08      | 250                          | 656                          | 32.67                        | 104                        |
| <b>DAY CARE, EDUCATION &amp; CONTRIBUTIONS</b>      |  |           |  |           |                              |                              |                              |                            |
| All Day Care  | 656  | 0.81      | 706  | 0.64      | 365                          | 392                          | 1.52                         | 106                        |
| Contributions (All)                                 | 2,311  | 2.87      | 3,180  | 2.90      | 1,286                        | 1,765                        | 7.52                         | 91                         |
| Education   | 3,300  | 4.09      | 4,489  | 4.09      | 1,836                        | 2,491                        | 7.21                         | 101                        |
| Room and Board                                      | 180  | 0.22      | 226  | 0.21      | 100                          | 125                          | 5.08                         | 79                         |
| Tuition/School Supplies                             | 3,119  | 3.87      | 4,263  | 3.88      | 1,736                        | 2,366                        | 7.34                         | 103                        |



# Consumer Spending Patterns

## Polygon 1: RICHMOND HIGHWAY, Total

| Product Category                              | 2009<br>Aggregate<br>Expenditure<br>Estimate<br>(in 1000s) | %<br>Comp | 2014<br>Aggregate<br>Expenditure<br>Estimate<br>(in 1000s) | %<br>Comp | 2009<br>Annual<br>Avg/<br>HH | 2014<br>Annual<br>Avg/<br>HH | Avg<br>Annual<br>%<br>Growth | 2009<br>Index<br>to<br>USA |
|---|--|-----------|--|-----------|------------------------------|------------------------------|------------------------------|----------------------------|
| <b>HEALTHCARE</b>                             |  |           |  |           |                              |                              |                              |                            |
| Medical Services                              | 3,713  | 4.61      | 4,267  | 3.89      | 2,066                        | 2,368                        | 2.99                         | 95                         |
| Prescription Drugs                            | 4,291  | 5.32      | 6,768  | 6.17      | 2,388                        | 3,756                        | 11.55                        | 98                         |
| Medical Supplies                              | 295  | 0.37      | 341  | 0.31      | 164                          | 189                          | 3.08                         | 89                         |
| <b>HOUSEHOLD FURNISHINGS &amp; APPLIANCES</b> |  |           |  |           |                              |                              |                              |                            |
| Total Furniture                               | 1,158  | 1.44      | 1,604  | 1.46      | 644                          | 890                          | 7.71                         | 92                         |
| Bedroom Furniture                             | 321  | 0.40      | 438  | 0.40      | 178                          | 243                          | 7.34                         | 97                         |
| Living/Dining Room Furniture                  | 527  | 0.65      | 674  | 0.61      | 293                          | 374                          | 5.58                         | 92                         |
| Other Furniture                               | 295  | 0.37      | 467  | 0.43      | 164                          | 259                          | 11.64                        | 88                         |
| Total Household Textiles                      | 869  | 1.08      | 1,072  | 0.98      | 483                          | 595                          | 4.67                         | 89                         |
| Domestic Textiles                             | 618  | 0.77      | 716  | 0.65      | 344                          | 397                          | 3.17                         | 92                         |
| Window and Furniture Covers                   | 251  | 0.31      | 356  | 0.32      | 140                          | 198                          | 8.38                         | 81                         |
| Major Appliances                              | 359  | 0.45      | 504  | 0.46      | 200                          | 279                          | 8.05                         | 80                         |
| Misc Household Equipment                      | 634  | 0.79      | 814  | 0.74      | 353                          | 452                          | 5.66                         | 77                         |
| Small Appliance/Houseware                     | 916  | 1.14      | 1,200  | 1.09      | 510                          | 666                          | 6.21                         | 87                         |
| <b>HOUSING RELATED &amp; PERSONAL</b>         |  |           |  |           |                              |                              |                              |                            |
| Total Housing Expenses                        | 7,190  | 8.92      | 9,845  | 8.97      | 4,001                        | 5,464                        | 7.39                         | 96                         |
| Fuels and Utilities                           | 3,395  | 4.21      | 4,664  | 4.25      | 1,889                        | 2,588                        | 7.47                         | 85                         |
| Telephone Service                             | 2,253  | 2.80      | 2,843  | 2.59      | 1,254                        | 1,578                        | 5.24                         | 112                        |
| Household Repairs                             | 582  | 0.72      | 751  | 0.68      | 324                          | 417                          | 5.80                         | 69                         |
| Household Services                            | 1,084  | 1.35      | 1,382  | 1.26      | 604                          | 767                          | 5.48                         | 100                        |
| Housekeeping Supplies                         | 617  | 0.77      | 648  | 0.59      | 343                          | 359                          | 0.99                         | 96                         |
| Personal Expenses and Services                | 2,532  | 3.14      | 3,155  | 2.87      | 1,409                        | 1,751                        | 4.92                         | 87                         |
| <b>PERSONAL CARE &amp; SMOKING PRODUCTS</b>   |  |           |  |           |                              |                              |                              |                            |
| Personal Care Products and Services           | 1,959  | 2.43      | 2,216  | 2.02      | 1,090                        | 1,230                        | 2.63                         | 102                        |
| Personal Care Services                        | 880  | 1.09      | 1,150  | 1.05      | 490                          | 638                          | 6.12                         | 105                        |
| Smoking Prods/Supplies                        | 1,277  | 1.58      | 1,190  | 1.08      | 710                          | 660                          | -1.35                        | 80                         |
| <b>PET EXPENSES</b>                           |  |           |  |           |                              |                              |                              |                            |
|   | 751  | 0.93      | 978  | 0.89      | 418                          | 542                          | 6.02                         | 77                         |



# Consumer Spending Patterns

## Polygon 1: RICHMOND HIGHWAY, Total

| Product Category | 2009<br>Aggregate<br>Expenditure<br>Estimate<br>(in 1000s) | %<br>Comp | 2014<br>Aggregate<br>Expenditure<br>Estimate<br>(in 1000s) | %<br>Comp | 2009<br>Annual<br>Avg/<br>HH | 2014<br>Annual<br>Avg/<br>HH | Avg<br>Annual<br>%<br>Growth | 2009<br>Index<br>to<br>USA |
|------------------|--|-----------|--|-----------|------------------------------|------------------------------|------------------------------|----------------------------|
|------------------|--|-----------|--|-----------|------------------------------|------------------------------|------------------------------|----------------------------|

### SPORTS & ENTERTAINMENT

|                                   |       |      |       |      |       |       |       |     |
|-----------------------------------|-------|------|-------|------|-------|-------|-------|-----|
| Photographic Equipment            | 184   | 0.23 | 172   | 0.16 | 102   | 96    | -1.26 | 97  |
| Reading Materials                 | 510   | 0.63 | 428   | 0.39 | 284   | 238   | -3.19 | 66  |
| Sports and Recreation             | 2,437 | 3.02 | 3,006 | 2.74 | 1,356 | 1,668 | 4.67  | 91  |
| Sports Equipment                  | 1,343 | 1.67 | 1,560 | 1.42 | 747   | 866   | 3.23  | 89  |
| Travel                            | 2,833 | 3.51 | 3,451 | 3.14 | 1,576 | 1,915 | 4.37  | 81  |
| TV, Radio and Sound Equipment     | 1,300 | 1.61 | 1,710 | 1.56 | 724   | 949   | 6.29  | 98  |
| Computers, Software & Accessories | 967   | 1.20 | 1,205 | 1.10 | 538   | 669   | 4.94  | 100 |

### TRANSPORTATION & AUTO EXPENSES

|   |       |      |       |      |       |       |       |    |
|---|-------|------|-------|------|-------|-------|-------|----|
| Automotive Maintenance/Repair/Other     | 3,409 | 4.23 | 4,238 | 3.86 | 1,897 | 2,352 | 4.86  | 96 |
| Gasoline                                | 3,137 | 3.89 | 5,492 | 5.00 | 1,746 | 3,048 | 15.02 | 97 |
| Diesel Fuel                             | 21    | 0.03 | 29    | 0.03 | 12    | 16    | 7.26  | 83 |
| Motor Oil                               | 67    | 0.08 | 82    | 0.07 | 37    | 46    | 4.55  | 85 |
| Vehicle Purchases & Leases              | 6,944 | 8.62 | 9,707 | 8.85 | 3,864 | 5,387 | 7.96  | 81 |
| New Autos/Trucks/Vans                   | 4,306 | 5.34 | 6,662 | 6.07 | 2,396 | 3,697 | 10.94 | 97 |
| Used Vehicles                           | 2,497 | 3.10 | 2,882 | 2.63 | 1,390 | 1,599 | 3.08  | 71 |
| Boats and Recreational Vehicle Purchase | 140   | 0.17 | 163   | 0.15 | 78    | 90    | 3.20  | 22 |
| Rented Vehicles                         | 401   | 0.50 | 475   | 0.43 | 223   | 263   | 3.65  | 98 |

### TOTAL APPAREL

|                              |       |      |        |      |       |       |       |     |
|------------------------------|-------|------|--------|------|-------|-------|-------|-----|
|                              | 7,295 | 9.05 | 10,437 | 9.51 | 4,060 | 5,792 | 8.61  | 106 |
| Women's Apparel              | 2,374 | 2.95 | 2,629  | 2.40 | 1,321 | 1,459 | 2.15  | 105 |
| Men's Apparel                | 1,461 | 1.81 | 1,958  | 1.78 | 813   | 1,087 | 6.80  | 101 |
| Girl's Apparel               | 558   | 0.69 | 669    | 0.61 | 310   | 371   | 3.98  | 111 |
| Boy's Apparel                | 396   | 0.49 | 538    | 0.49 | 220   | 299   | 7.17  | 111 |
| Infant's Apparel             | 212   | 0.26 | 214    | 0.19 | 118   | 119   | 0.20  | 105 |
| Footwear (excl. Infants)     | 971   | 1.20 | 1,079  | 0.98 | 540   | 599   | 2.22  | 109 |
| Other Apparel Prods/Services | 1,324 | 1.64 | 3,350  | 3.05 | 737   | 1,859 | 30.61 | 107 |

