

Consumer Spending Patterns

Polygon 1: RICHMOND HIGHWAY, 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
Total Specified Consumer Expenditures - USA	5,721,781,176		6,396,208,340		49,268	52,884	2.36	
Total Specified Consumer Expenditures (AREA)	84,648	0.00	92,297	0.00	46,510	50,937	1.81	94
FOOD AT HOME	9,893	11.69	10,307	11.17	5,436	5,688	0.84	95
Bakery Products	897	1.06	931	1.01	493	514	0.77	91
Cereal Products	496	0.59	518	0.56	273	286	0.88	101
Dairy Products	936	1.11	976	1.06	515	539	0.85	85
Fresh Milk and Cream	255	0.30	265	0.29	140	146	0.78	91
Other Dairy Products	562	0.66	586	0.63	309	323	0.85	79
Eggs	119	0.14	125	0.14	65	69	1.00	106
Fats and Oils	96	0.11	99	0.11	53	55	0.70	94
Fish and Seafood	280	0.33	293	0.32	154	162	0.90	114
Fruits and Vegetables	1,287	1.52	1,347	1.46	707	743	0.92	97
Juices	329	0.39	346	0.37	181	191	1.00	101
Meats (All)	2,202	2.60	2,313	2.51	1,210	1,277	1.01	108
Nonalcoholic Beverages	1,096	1.30	1,136	1.23	602	627	0.73	96
Prepared Foods	1,755	2.07	1,808	1.96	964	998	0.60	86
Sugar and Other Sweets	517	0.61	540	0.58	284	298	0.88	78
FOOD AWAY FROM HOME & ALCOHOL								
Alcoholic Beverages	1,730	2.04	1,810	1.96	951	999	0.93	93
Alcoholic Beverages at Home	1,466	1.73	1,534	1.66	806	847	0.93	91
Alcoholic Beverages away from Home	264	0.31	276	0.30	145	152	0.94	103
Total Food away from Home	5,291	6.25	5,499	5.96	2,907	3,035	0.79	101
Lunch	1,397	1.65	1,459	1.58	768	805	0.89	105
Dinner	2,123	2.51	2,209	2.39	1,167	1,219	0.81	100
Breakfast and Brunch	466	0.55	488	0.53	256	269	0.91	106
DAY CARE, EDUCATION & CONTRIBUTIONS								
All Day Care	690	0.82	758	0.82	379	419	1.97	110
Contributions (All)	2,453	2.90	2,740	2.97	1,348	1,512	2.34	94
Education	3,542	4.18	3,921	4.25	1,946	2,164	2.14	105
Room and Board	213	0.25	251	0.27	117	138	3.58	89
Tuition/School Supplies	3,329	3.93	3,670	3.98	1,829	2,025	2.05	106

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HEALTHCARE								
Medical Services	3,876	4.58	4,348	4.71	2,130	2,400	2.43	96
Prescription Drugs	4,417	5.22	4,941	5.35	2,427	2,727	2.37	99
Medical Supplies	315	0.37	358	0.39	173	197	2.74	91
HOUSEHOLD FURNISHINGS & APPLIANCES								
Total Furniture	1,232	1.46	1,411	1.53	677	779	2.90	95
Bedroom Furniture	340	0.40	384	0.42	187	212	2.61	100
Living/Dining Room Furniture	561	0.66	644	0.70	308	355	2.96	94
Other Furniture	316	0.37	366	0.40	174	202	3.16	91
Total Household Textiles	817	0.96	918	0.99	449	507	2.48	92
Domestic Textiles	668	0.79	746	0.81	367	412	2.33	95
Window and Furniture Covers	149	0.18	172	0.19	82	95	3.17	81
Major Appliances	382	0.45	425	0.46	210	235	2.26	83
Misc Household Equipment	722	0.85	800	0.87	396	442	2.19	84
Small Appliance/Houseware	958	1.13	1,094	1.19	526	604	2.84	87
HOUSING RELATED & PERSONAL								
Total Housing Expenses	7,619	9.00	8,232	8.92	4,187	4,543	1.61	97
Fuels and Utilities	3,740	4.42	4,012	4.35	2,055	2,214	1.45	87
Telephone Service	2,288	2.70	2,457	2.66	1,257	1,356	1.47	112
Household Repairs	635	0.75	697	0.76	349	385	1.97	74
Household Services	1,132	1.34	1,240	1.34	622	684	1.91	103
Housekeeping Supplies	645	0.76	703	0.76	355	388	1.80	96
Personal Expenses and Services	2,678	3.16	2,945	3.19	1,471	1,625	2.00	90
PERSONAL CARE & SMOKING PRODUCTS								
Personal Care Products and Services	2,013	2.38	2,181	2.36	1,106	1,204	1.67	102
Personal Care Services	889	1.05	961	1.04	488	530	1.62	105
Smoking Prods/Supplies	1,366	1.61	1,388	1.50	751	766	0.32	80
PET EXPENSES								
	805	0.95	901	0.98	442	497	2.39	81

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SPORTS & ENTERTAINMENT								
Photographic Equipment	189	0.22	245	0.27	104	135	5.94	98
Reading Materials	514	0.61	580	0.63	282	320	2.59	66
Sports and Recreation	2,544	3.01	3,165	3.43	1,398	1,747	4.88	93
Sports Equipment	1,426	1.68	1,838	1.99	784	1,014	5.78	92
Travel	3,038	3.59	3,400	3.68	1,669	1,876	2.38	84
TV, Radio and Sound Equipment	1,332	1.57	1,951	2.11	732	1,077	9.30	99
Computers, Software & Accessories	1,048	1.24	1,590	1.72	576	877	10.33	102
TRANSPORTATION & AUTO EXPENSES								
Automotive Maintenance/Repair/Other	3,524	4.16	3,526	3.82	1,936	1,946	0.01	97
Gasoline	3,649	4.31	3,460	3.75	2,005	1,909	-1.04	98
Diesel Fuel	25	0.03	24	0.03	14	13	-0.94	81
Motor Oil	68	0.08	64	0.07	38	35	-1.22	86
Vehicle Purchases & Leases	7,138	8.43	7,218	7.82	3,922	3,983	0.22	81
New Autos/Trucks/Vans	4,397	5.19	4,541	4.92	2,416	2,506	0.66	97
Used Vehicles	2,621	3.10	2,417	2.62	1,440	1,334	-1.56	72
Boats and Recreational Vehicle Purchase	121	0.14	260	0.28	66	144	23.18	19
Rented Vehicles	406	0.48	419	0.45	223	231	0.64	102
TOTAL APPAREL								
	7,611	8.99	8,660	9.38	4,182	4,779	2.76	106
Women's Apparel	2,475	2.92	2,819	3.05	1,360	1,556	2.78	105
Men's Apparel	1,519	1.79	1,749	1.90	834	965	3.04	102
Girl's Apparel	581	0.69	659	0.71	319	363	2.69	112
Boy's Apparel	414	0.49	473	0.51	227	261	2.88	113
Infant's Apparel	222	0.26	252	0.27	122	139	2.70	107
Footwear (excl. Infants)	1,004	1.19	1,144	1.24	552	631	2.78	108
Other Apparel Prods/Services	1,397	1.65	1,564	1.69	768	863	2.38	108