



DemoReports
 1-866-557-2349
 www.demoreports.com

9/12/2011

Prepared for:
 Client Name

CONSUMER EXPENDITURE

Coordinates
 X: -81.5076
 Y: 41.4644

| 24500 Chagrin Blvd Beachwood OH 44212 | 1.00 mile radius | 2.00 mile radius | 3.00 mile radius | 5.00 mile radius |
|--|---------------------|---------------------|---------------------|---------------------|
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2011 Consumer Expenditure

| | | | | |
|-------------------------------|----------|----------|----------|----------|
| Average Annual HH Expenditure | \$58,572 | \$52,315 | \$50,252 | \$45,220 |
| Food | \$7,189 | \$6,504 | \$6,290 | \$5,774 |
| Food at home | \$4,022 | \$3,700 | \$3,613 | \$3,377 |
| Cereal & Baked Goods | \$471 | \$443 | \$435 | \$416 |
| Cereal | \$188 | \$171 | \$166 | \$155 |
| Baked Goods | \$331 | \$312 | \$307 | \$292 |
| Meats, Poultry, Fish, Eggs | \$1,107 | \$1,024 | \$1,002 | \$937 |
| Beef | \$333 | \$306 | \$299 | \$278 |
| Pork | \$203 | \$190 | \$187 | \$179 |
| Other Meats | \$129 | \$120 | \$117 | \$110 |
| Poultry | \$193 | \$178 | \$174 | \$163 |
| Fish & Seafood | \$142 | \$137 | \$136 | \$131 |
| Eggs | \$61 | \$54 | \$52 | \$48 |
| Dairy Products | \$451 | \$410 | \$397 | \$368 |
| Fresh Milk & Cream | \$143 | \$138 | \$136 | \$132 |
| Other Dairy Products | \$263 | \$245 | \$240 | \$227 |
| Fruits & Vegetables | \$665 | \$618 | \$604 | \$571 |
| Fresh Fruits | \$248 | \$229 | \$224 | \$209 |
| Fresh Vegetables | \$205 | \$194 | \$191 | \$184 |
| Processed Fruits | \$127 | \$117 | \$113 | \$106 |
| Processed Vegetables | \$69 | \$68 | \$68 | \$68 |
| Other Food at Home | \$1,433 | \$1,311 | \$1,274 | \$1,184 |
| Sugar and other Sweets | \$115 | \$112 | \$111 | \$109 |
| Fats & Oils | \$83 | \$84 | \$84 | \$85 |
| Miscellaneous Foods | \$683 | \$627 | \$610 | \$570 |
| Non Alcoholic Beverages | \$344 | \$329 | \$325 | \$311 |
| Food Prepared Out of Town | \$58 | \$51 | \$49 | \$44 |
| Food Away From Home | \$3,215 | \$2,844 | \$2,720 | \$2,427 |
| Alcoholic Beverages | \$672 | \$589 | \$561 | \$495 |
| Housing | \$18,686 | \$16,854 | \$16,239 | \$14,816 |
| Shelter | \$10,798 | \$9,755 | \$9,403 | \$8,608 |
| Owned Dwellings | \$8,311 | \$7,187 | \$6,797 | \$5,884 |
| Mortgage Interest & Charges | \$4,031 | \$3,481 | \$3,290 | \$2,833 |
| Property Taxes | \$2,177 | \$1,908 | \$1,816 | \$1,599 |
| Maintenance, Insurance | \$1,558 | \$1,374 | \$1,311 | \$1,166 |
| Rented Dwellings | \$1,883 | \$2,051 | \$2,123 | \$2,300 |
| Other Lodging | \$681 | \$574 | \$537 | \$454 |



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2011 Consumer Expenditure (Continued)

| | | | | |
|---|----------|---------|---------|---------|
| Utilities, Fuels, Public Svc. | \$3,820 | \$3,594 | \$3,533 | \$3,333 |
| Natural Gas | \$541 | \$506 | \$496 | \$468 |
| Electricity | \$1,348 | \$1,274 | \$1,255 | \$1,196 |
| Fuel Oil and Other Fuels | \$139 | \$132 | \$130 | \$125 |
| Telephone Services | \$1,311 | \$1,223 | \$1,198 | \$1,120 |
| Water and Other Public Svc. | \$401 | \$379 | \$374 | \$351 |
| Household Operations | \$1,057 | \$916 | \$867 | \$759 |
| Personal Services | \$399 | \$347 | \$329 | \$289 |
| Other Household Expenses | \$716 | \$623 | \$590 | \$516 |
| Housekeeping Supplies | \$719 | \$661 | \$644 | \$599 |
| Laundry & Cleaning Supplies | \$179 | \$164 | \$159 | \$149 |
| Other Household Products | \$419 | \$375 | \$361 | \$327 |
| Postage & Stationery | \$192 | \$178 | \$175 | \$162 |
| Household Furnishings & Equip. | \$2,071 | \$1,822 | \$1,737 | \$1,537 |
| Household Textiles | \$232 | \$204 | \$193 | \$172 |
| Furniture | \$574 | \$497 | \$472 | \$408 |
| Floor Coverings | \$58 | \$51 | \$48 | \$42 |
| Major Appliances | \$293 | \$262 | \$251 | \$225 |
| Small Appliances, Houseware | \$130 | \$117 | \$112 | \$102 |
| Misc. Household Equipment | \$826 | \$730 | \$698 | \$619 |
| Apparel & Services | \$2,122 | \$1,898 | \$1,826 | \$1,658 |
| Men & Boys | \$469 | \$417 | \$400 | \$359 |
| Men 16 & Over | \$363 | \$321 | \$307 | \$273 |
| Boys 2 to 15 | \$101 | \$93 | \$91 | \$85 |
| Women & Girls | \$866 | \$773 | \$744 | \$677 |
| Women 16 & Over | \$704 | \$636 | \$615 | \$566 |
| Girls 2 to 15 | \$139 | \$122 | \$116 | \$103 |
| Children Under 2 | \$117 | \$104 | \$100 | \$89 |
| Footwear | \$360 | \$332 | \$324 | \$305 |
| Other Apparel Prod. & Svc. | \$330 | \$291 | \$277 | \$246 |
| Transportation | \$10,547 | \$9,500 | \$9,194 | \$8,254 |
| Vehicle Purchases | \$5,048 | \$4,552 | \$4,412 | \$3,942 |
| Cars & Trucks (new) | \$3,068 | \$2,662 | \$2,533 | \$2,185 |
| Cars & Trucks (used) | \$1,751 | \$1,660 | \$1,639 | \$1,538 |
| Other Vehicles | \$81 | \$76 | \$77 | \$70 |
| Gasoline & Motor Oil | \$2,108 | \$1,948 | \$1,899 | \$1,758 |
| Other Vehicle Expenses | \$2,794 | \$2,542 | \$2,462 | \$2,244 |
| Vehicle Finance Charges | \$533 | \$469 | \$447 | \$392 |
| Maintenance & Repairs | \$730 | \$672 | \$657 | \$608 |
| Vehicle Insurance | \$1,373 | \$1,272 | \$1,242 | \$1,150 |
| Vehicle Rental, Leases, Licenses | \$551 | \$483 | \$460 | \$404 |
| Public Transportation | \$602 | \$516 | \$486 | \$418 |



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2011 Consumer Expenditure (Continued)

| | | | | |
|--|---------|---------|---------|---------|
| <u>Health Care</u> | \$3,340 | \$3,147 | \$3,087 | \$2,915 |
| <i>Health Insurance</i> | \$1,690 | \$1,608 | \$1,587 | \$1,515 |
| <i>Medical Services</i> | \$895 | \$809 | \$779 | \$707 |
| <i>Drugs</i> | \$566 | \$549 | \$545 | \$532 |
| <i>Medical Supplies</i> | \$133 | \$125 | \$124 | \$116 |
| <u>Entertainment</u> | \$3,365 | \$2,945 | \$2,793 | \$2,452 |
| <i>Fees & Admissions</i> | \$746 | \$635 | \$597 | \$509 |
| <i>Television, Radio, Sound Equip.</i> | \$1,083 | \$996 | \$969 | \$896 |
| <i>Pets, Toys, Playground Equip.</i> | \$534 | \$481 | \$461 | \$418 |
| <i>Other Entertainment</i> | \$868 | \$743 | \$696 | \$593 |
| <u>Personal Care</u> | \$790 | \$698 | \$666 | \$594 |
| <u>Reading</u> | \$147 | \$133 | \$128 | \$116 |
| <u>Education</u> | \$1,483 | \$1,242 | \$1,158 | \$1,000 |
| <u>Tobacco Products & Supplies</u> | \$299 | \$291 | \$290 | \$285 |
| <u>Miscellaneous</u> | \$781 | \$715 | \$695 | \$639 |
| <u>Cash Contributions</u> | \$2,080 | \$1,809 | \$1,714 | \$1,498 |
| <u>Personal Insurance & Pensions</u> | \$7,070 | \$5,989 | \$5,612 | \$4,723 |
| <i>Life & Other Personal Insurance</i> | \$490 | \$431 | \$411 | \$363 |
| <i>Pensions & Social Security</i> | \$6,591 | \$5,578 | \$5,225 | \$4,389 |



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2016 Consumer Expenditure

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|-------------------------------|----------|----------|----------|----------|
| Average Annual HH Expenditure | \$59,461 | \$53,110 | \$51,336 | \$46,014 |
| Food | \$7,320 | \$6,593 | \$6,390 | \$5,826 |
| Food at home | \$4,213 | \$3,875 | \$3,792 | \$3,532 |
| Cereal & Baked Goods | \$477 | \$451 | \$445 | \$425 |
| Cereal | \$192 | \$174 | \$170 | \$159 |
| Baked Goods | \$318 | \$304 | \$300 | \$289 |
| Meats, Poultry, Fish, Eggs | \$1,064 | \$988 | \$972 | \$909 |
| Beef | \$319 | \$295 | \$290 | \$270 |
| Pork | \$203 | \$190 | \$187 | \$177 |
| Other Meats | \$132 | \$122 | \$119 | \$111 |
| Poultry | \$196 | \$180 | \$177 | \$164 |
| Fish & Seafood | \$143 | \$137 | \$136 | \$130 |
| Eggs | \$61 | \$55 | \$53 | \$49 |
| Dairy Products | \$446 | \$407 | \$397 | \$368 |
| Fresh Milk & Cream | \$145 | \$138 | \$137 | \$132 |
| Other Dairy Products | \$265 | \$245 | \$240 | \$225 |
| Fruits & Vegetables | \$676 | \$625 | \$613 | \$578 |
| Fresh Fruits | \$249 | \$230 | \$225 | \$209 |
| Fresh Vegetables | \$208 | \$196 | \$194 | \$186 |
| Processed Fruits | \$72 | \$71 | \$72 | \$71 |
| Processed Vegetables | \$68 | \$67 | \$68 | \$67 |
| Other Food at Home | \$1,391 | \$1,283 | \$1,256 | \$1,171 |
| Sugar and other Sweets | \$115 | \$111 | \$110 | \$107 |
| Fats & Oils | \$83 | \$83 | \$84 | \$84 |
| Miscellaneous Foods | \$682 | \$626 | \$611 | \$569 |
| Non Alcoholic Beverages | \$347 | \$330 | \$326 | \$310 |
| Food Prepared Out of Town | \$59 | \$52 | \$50 | \$44 |
| Food Away From Home | \$3,267 | \$2,894 | \$2,788 | \$2,481 |
| Alcoholic Beverages | \$673 | \$590 | \$566 | \$497 |
| Housing | \$19,145 | \$17,226 | \$16,677 | \$15,146 |
| Shelter | \$10,998 | \$9,926 | \$9,619 | \$8,773 |
| Owned Dwellings | \$8,636 | \$7,431 | \$7,077 | \$6,069 |
| Mortgage Interest & Charges | \$3,794 | \$3,324 | \$3,192 | \$2,768 |
| Property Taxes | \$2,189 | \$1,921 | \$1,845 | \$1,620 |
| Maintenance, Insurance | \$1,573 | \$1,391 | \$1,340 | \$1,190 |
| Rented Dwellings | \$1,871 | \$2,025 | \$2,083 | \$2,258 |
| Other Lodging | \$634 | \$538 | \$511 | \$433 |



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2016 Consumer Expenditure (Continued)

| | | | | |
|---|----------|---------|---------|---------|
| Utilities, Fuels, Public Svc. | \$3,815 | \$3,586 | \$3,530 | \$3,328 |
| Natural Gas | \$541 | \$507 | \$498 | \$470 |
| Electricity | \$1,347 | \$1,273 | \$1,256 | \$1,195 |
| Fuel Oil and Other Fuels | \$140 | \$133 | \$132 | \$125 |
| Telephone Services | \$1,280 | \$1,196 | \$1,175 | \$1,097 |
| Water and Other Public Svc. | \$407 | \$383 | \$378 | \$353 |
| Household Operations | \$1,033 | \$897 | \$858 | \$749 |
| Personal Services | \$401 | \$349 | \$334 | \$293 |
| Other Household Expenses | \$697 | \$608 | \$582 | \$507 |
| Housekeeping Supplies | \$714 | \$659 | \$647 | \$602 |
| Laundry & Cleaning Supplies | \$181 | \$165 | \$161 | \$149 |
| Other Household Products | \$414 | \$372 | \$362 | \$328 |
| Postage & Stationery | \$196 | \$182 | \$179 | \$166 |
| Household Furnishings & Equip. | \$1,923 | \$1,710 | \$1,650 | \$1,468 |
| Household Textiles | \$233 | \$205 | \$196 | \$173 |
| Furniture | \$549 | \$481 | \$462 | \$402 |
| Floor Coverings | \$58 | \$51 | \$48 | \$42 |
| Major Appliances | \$300 | \$267 | \$257 | \$230 |
| Small Appliances, Houseware | \$133 | \$119 | \$115 | \$104 |
| Misc. Household Equipment | \$905 | \$792 | \$759 | \$664 |
| Apparel & Services | \$2,128 | \$1,905 | \$1,845 | \$1,670 |
| Men & Boys | \$471 | \$418 | \$404 | \$361 |
| Men 16 & Over | \$364 | \$322 | \$310 | \$276 |
| Boys 2 to 15 | \$101 | \$94 | \$92 | \$86 |
| Women & Girls | \$890 | \$793 | \$767 | \$693 |
| Women 16 & Over | \$744 | \$667 | \$647 | \$588 |
| Girls 2 to 15 | \$140 | \$123 | \$118 | \$104 |
| Children Under 2 | \$119 | \$105 | \$101 | \$90 |
| Footwear | \$361 | \$333 | \$327 | \$307 |
| Other Apparel Prod. & Svc. | \$333 | \$294 | \$282 | \$250 |
| Transportation | \$10,796 | \$9,753 | \$9,495 | \$8,499 |
| Vehicle Purchases | \$5,197 | \$4,668 | \$4,538 | \$4,022 |
| Cars & Trucks (new) | \$3,084 | \$2,682 | \$2,576 | \$2,215 |
| Cars & Trucks (used) | \$1,744 | \$1,650 | \$1,628 | \$1,522 |
| Other Vehicles | \$81 | \$77 | \$77 | \$70 |
| Gasoline & Motor Oil | \$2,009 | \$1,877 | \$1,845 | \$1,720 |
| Other Vehicle Expenses | \$2,870 | \$2,612 | \$2,543 | \$2,307 |
| Vehicle Finance Charges | \$565 | \$495 | \$474 | \$411 |
| Maintenance & Repairs | \$768 | \$699 | \$682 | \$624 |
| Vehicle Insurance | \$1,366 | \$1,263 | \$1,236 | \$1,139 |
| Vehicle Rental, Leases, Licenses | \$578 | \$507 | \$483 | \$424 |
| Public Transportation | \$594 | \$511 | \$486 | \$418 |



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| | | | | |
|--|---------|---------|---------|---------|
| <u>Health Care</u> | \$3,340 | \$3,147 | \$3,095 | \$2,913 |
| <i>Health Insurance</i> | \$1,694 | \$1,614 | \$1,596 | \$1,522 |
| <i>Medical Services</i> | \$883 | \$799 | \$773 | \$701 |
| <i>Drugs</i> | \$568 | \$552 | \$548 | \$535 |
| <i>Medical Supplies</i> | \$136 | \$128 | \$127 | \$119 |
| <u>Entertainment</u> | \$3,572 | \$3,099 | \$2,955 | \$2,563 |
| <i>Fees & Admissions</i> | \$751 | \$641 | \$609 | \$518 |
| <i>Television, Radio, Sound Equip.</i> | \$1,088 | \$1,001 | \$979 | \$903 |
| <i>Pets, Toys, Playground Equip.</i> | \$544 | \$488 | \$471 | \$424 |
| <i>Other Entertainment</i> | \$869 | \$741 | \$700 | \$593 |
| <u>Personal Care</u> | \$777 | \$689 | \$664 | \$592 |
| <u>Reading</u> | \$148 | \$133 | \$129 | \$117 |
| <u>Education</u> | \$1,484 | \$1,239 | \$1,169 | \$1,004 |
| <u>Tobacco Products & Supplies</u> | \$306 | \$298 | \$297 | \$292 |
| <u>Miscellaneous</u> | \$784 | \$719 | \$702 | \$644 |
| <u>Cash Contributions</u> | \$2,101 | \$1,825 | \$1,743 | \$1,515 |
| <u>Personal Insurance & Pensions</u> | \$6,888 | \$5,893 | \$5,609 | \$4,736 |
| <i>Life & Other Personal Insurance</i> | \$523 | \$457 | \$439 | \$384 |
| <i>Pensions & Social Security</i> | \$6,443 | \$5,497 | \$5,225 | \$4,395 |