



Date: 01/10/08

Current Geography Selection: (6 Selected) Counties: Audrain County, Franklin County, Lincoln County, Montgomery County, Pike County, St. Charles County

Current Index Base: Entire US

Consumer Expenditure Summary Report

Consumer Expenditure Totals (Average Household Annual Expenditures)

	2007 Estimate	2012 Projection	% Change 07-12
Total Households	203,027	221,958	9.3%
Total Avg Household Expenditure	\$53,667	\$58,400	8.8%
Total Avg Retail Expenditure	\$22,710	\$24,676	8.7%

Consumer Expenditure Detail (Average Household Annual Expenditures)

	2007 Estimate	% of Total	2012 Projection	% of Total	% Change 07-12
Airline Fares	\$394.34	0.7%	\$443.24	0.8%	12.4%
Alcoholic Beverages	\$627.58	1.2%	\$693.37	1.2%	10.5%
Alimony & Child Support	\$278.22	0.5%	\$311.87	0.5%	12.1%
Apparel	\$2,564.16	4.8%	\$2,798.96	4.8%	9.2%
Apparel Services & Acces	\$402.72	0.8%	\$453.36	0.8%	12.6%
Audio Equipment	\$90.34	0.2%	\$97.37	0.2%	7.8%
Babysitting & Elderly Care	\$447.71	0.8%	\$499.78	0.9%	11.6%
Books	\$64.25	0.1%	\$70.24	0.1%	9.3%
Books & Supplies	\$177.18	0.3%	\$202.71	0.3%	14.4%
Boys Apparel	\$123.99	0.2%	\$133.96	0.2%	8.0%
Cellular Phone Service	\$417.92	0.8%	\$445.21	0.8%	6.5%
Cigarettes	\$309.64	0.6%	\$319.92	0.5%	3.3%
Computer Hardware	\$375.33	0.7%	\$412.37	0.7%	9.9%
Computer Information Svcs	\$177.74	0.3%	\$196.17	0.3%	10.4%
Computer Software	\$29.19	0.1%	\$32.07	0.1%	9.9%
Contributions	\$1,970.05	3.7%	\$2,227.53	3.8%	13.1%
Coolant & Other Fluids	\$8.32	0.0%	\$8.94	0.0%	7.5%
Cosmetics & Perfume	\$109.79	0.2%	\$119.20	0.2%	8.6%
Deodorants & Other Pers Care	\$30.34	0.1%	\$32.94	0.1%	8.6%
Education	\$1,261.96	2.4%	\$1,443.60	2.5%	14.4%
Electricity	\$1,353.33	2.5%	\$1,434.56	2.5%	6.0%
Entertainment	\$3,013.69	5.6%	\$3,286.93	5.6%	9.1%
Fees & Admissions	\$780.68	1.5%	\$881.46	1.5%	12.9%
Finance Chgs Exc Mort & Veh	\$575.30	1.1%	\$617.64	1.1%	7.4%
Floor Coverings	\$81.43	0.2%	\$93.79	0.2%	15.2%
Food & Beverages	\$8,201.84	15.3%	\$8,828.29	15.1%	7.6%
Food At Home	\$4,243.58	7.9%	\$4,504.50	7.7%	6.1%
Food Away From Home	\$3,330.68	6.2%	\$3,630.42	6.2%	9.0%
Footwear	\$406.84	0.8%	\$433.37	0.7%	6.5%
Fuel Oil & Other Fuels	\$140.02	0.3%	\$150.08	0.3%	7.2%
Funeral & Cemetery	\$98.83	0.2%	\$106.38	0.2%	7.6%
Furniture	\$652.86	1.2%	\$721.58	1.2%	10.5%
Gasoline & Oil	\$2,424.92	4.5%	\$2,582.75	4.4%	6.5%
Gifts	\$1,413.10	2.6%	\$1,588.32	2.7%	12.4%

Girls Apparel	\$172.60	0.3%	\$186.64	0.3%	8.1%
Hair Care	\$60.10	0.1%	\$65.26	0.1%	8.6%
Hard Surface Flooring	\$27.83	0.1%	\$30.84	0.1%	10.8%
Health Care	\$3,251.57	6.1%	\$3,464.99	5.9%	6.6%
Health Care Insurance	\$1,570.84	2.9%	\$1,673.88	2.9%	6.6%
Health Care Services	\$782.04	1.5%	\$832.75	1.4%	6.5%
Health Care Supplies & Equip	\$898.70	1.7%	\$958.36	1.6%	6.6%
Household Services	\$347.43	0.6%	\$388.99	0.7%	12.0%
Household Supplies	\$852.66	1.6%	\$953.43	1.6%	11.8%
Household Textiles	\$168.50	0.3%	\$183.74	0.3%	9.0%
Housewares & Small App	\$1,202.82	2.2%	\$1,322.42	2.3%	9.9%
Indoor Plants & Fresh Flowers	\$76.30	0.1%	\$84.08	0.1%	10.2%
Infants Apparel	\$116.19	0.2%	\$125.78	0.2%	8.3%
Jewelry	\$161.91	0.3%	\$182.35	0.3%	12.6%
Legal & Accounting	\$107.93	0.2%	\$115.96	0.2%	7.4%
Magazines	\$35.99	0.1%	\$39.34	0.1%	9.3%
Major Appliances	\$274.18	0.5%	\$298.55	0.5%	8.9%
Mass Transit	\$105.74	0.2%	\$118.73	0.2%	12.3%
Men's Apparel	\$487.87	0.9%	\$532.23	0.9%	9.1%
Mortgage Interest	\$4,269.68	8.0%	\$4,730.35	8.1%	10.8%
Natural Gas	\$520.75	1.0%	\$558.64	1.0%	7.3%
New Car Purchased	\$1,296.06	2.4%	\$1,423.20	2.4%	9.8%
New Truck Purchased	\$1,539.48	2.9%	\$1,690.42	2.9%	9.8%
New Vehicle Purchase	\$2,835.54	5.3%	\$3,113.62	5.3%	9.8%
Newspapers	\$75.19	0.1%	\$82.23	0.1%	9.4%
Oral Hygeine Products	\$27.90	0.1%	\$30.30	0.1%	8.6%
Other Lodging	\$608.31	1.1%	\$702.42	1.2%	15.5%
Other Miscellaneous Expenses	\$110.66	0.2%	\$118.81	0.2%	7.4%
Other Repairs & Maint	\$158.13	0.3%	\$175.11	0.3%	10.7%
Other Tobacco Products	\$34.46	0.1%	\$35.59	0.1%	3.3%
Other Transportation Costs	\$614.47	1.1%	\$680.11	1.2%	10.7%
Other Utilities	\$432.81	0.8%	\$462.80	0.8%	6.9%
Paint & Wallpaper	\$69.91	0.1%	\$77.23	0.1%	10.5%
Personal Care Products	\$181.00	0.3%	\$196.53	0.3%	8.6%
Personal Care Services	\$519.36	1.0%	\$563.71	1.0%	8.5%
Personal Insurance	\$548.98	1.0%	\$615.31	1.1%	12.1%
Pet Supplies & Svcs	\$293.14	0.5%	\$315.47	0.5%	7.6%
Photographic Equip & Supplies	\$131.65	0.2%	\$141.69	0.2%	7.6%
Plumbing & Heating	\$63.48	0.1%	\$70.34	0.1%	10.8%
Property Taxes	\$1,833.80	3.4%	\$2,044.75	3.5%	11.5%
Public Transportation	\$612.10	1.1%	\$687.96	1.2%	12.4%
Records/Tapes/CD Purchases	\$143.76	0.3%	\$154.89	0.3%	0.0%
Recreational Equip & Supplies	\$1,196.51	2.2%	\$1,288.80	2.2%	7.7%
Rental Costs	\$2,226.22	4.1%	\$2,287.91	3.9%	2.8%
Roofing & Siding	\$86.31	0.2%	\$95.44	0.2%	10.6%
Satellite Dishes	\$11.31	0.0%	\$12.19	0.0%	7.7%
Shaving Needs	\$12.97	0.0%	\$14.09	0.0%	8.6%
Shelter	\$10,347.46	19.3%	\$11,324.22	19.4%	9.4%
Telephone Svc Excl Cell	\$825.45	1.5%	\$879.65	1.5%	6.6%

Televisions	\$131.99	0.2%	\$142.19	0.2%	7.7%
Transportation	\$10,883.80	20.3%	\$11,740.41	20.1%	7.9%
Tuition	\$1,084.77	2.0%	\$1,240.89	2.1%	14.4%
Used Car Purchase	\$927.61	1.7%	\$975.63	1.7%	5.2%
Used Truck Purchase	\$812.05	1.5%	\$853.73	1.5%	5.1%
Used Vehicle Purchase	\$1,739.66	3.2%	\$1,829.36	3.1%	5.2%
VCRs & Related Equipment	\$54.31	0.1%	\$58.51	0.1%	7.7%
Vehicle Insurance	\$1,223.48	2.3%	\$1,309.90	2.2%	7.1%
Vehicle Repair	\$829.58	1.5%	\$891.87	1.5%	7.5%
Vehicle Repair & Maintenance	\$837.89	1.6%	\$900.81	1.5%	7.5%
Video & Audio Equipment	\$1,036.50	1.9%	\$1,116.68	1.9%	7.7%
Video Game Hardware & Software	\$33.62	0.1%	\$36.24	0.1%	7.8%
Watches	\$29.74	0.1%	\$33.48	0.1%	12.6%
Women's Apparel	\$853.94	1.6%	\$933.61	1.6%	9.3%

Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure

Current year data is for the year **2007**, 5 year projected data is for the year **2012**. More About Our Data.
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