

Consumer Spending Patterns 2003

Prepared For: CITY OF ROLLA
Project Code: 1658029

Order #: 962979404
Site: 02

CENTER OF TOWN, ROLLA, MO , 0.00-10.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2003	2008	2003	2008	2003	2008	2003	2008
Apparel:								
Total Apparel	43,951	52,904	1,217	1,405	3,051	3,464	.75	.73
Women's Apparel	13,966	16,314	387	433	970	1,068	.78	.76
Men's Apparel	9,009	10,477	249	278	625	686	.81	.79
Girl's Apparel	2,735	3,215	76	85	190	211	.72	.69
Boy's Apparel	2,351	2,760	65	73	163	181	.74	.72
Infant's Apparel	1,239	1,459	34	39	86	96	.74	.73
Footwear (excl. Infants)	5,201	6,305	144	167	361	413	.81	.79
Other Apparel Prods/Services	9,449	12,375	262	329	656	810	.64	.64
Entertainment:								
Sports and Recreation	12,040	16,762	333	445	836	1,097	.70	.69
TV, Radio and Sound Equipment	16,563	21,111	458	561	1,150	1,382	.77	.76
Reading Materials	6,544	8,238	181	219	454	539	.92	.90
Travel	12,755	16,922	353	449	885	1,108	.65	.65
Photographic Equipment	1,960	2,373	54	63	136	155	.78	.77
Food at Home:								
Total Food at Home	61,175	70,611	1,693	1,875	4,247	4,623	.86	.85
Cereal Products	3,437	4,037	95	107	239	264	.87	.86
Bakery Products	6,673	7,456	185	198	463	488	.86	.85
Fish and Seafood	1,056	1,223	29	32	73	80	.71	.71
Meats (All)	11,171	13,018	309	346	775	852	.78	.77
Dairy Products	6,733	7,749	186	206	467	507	.86	.85
Fresh Milk and Cream	2,355	2,674	65	71	163	175	.97	.96
Other Dairy Products	3,898	4,537	108	120	271	297	.83	.83
Fruits and Vegetables	6,279	7,131	174	189	436	467	.77	.76
Juices	1,433	1,632	40	43	99	107	.69	.68
Sugar and Other Sweets	5,038	5,845	139	155	350	383	1.01	1.00
Fats and Oils	590	677	16	18	41	44	.90	.89
Nonalcoholic Beverages	8,462	9,794	234	260	587	641	.95	.94
Prepared Foods	10,302	12,049	285	320	715	789	.92	.92

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	2003	2008	2003	2008	2003	2008	2003	2008
Health Care:								
Total Health Care	37,820	55,469	1,047	1,473	2,625	3,632	.88	.87
Medical Services	14,722	18,646	408	495	1,022	1,221	.77	.75
Prescription Drugs	21,269	34,341	589	912	1,476	2,248	.98	.96
Medical Supplies	1,829	2,482	51	66	127	163	.86	.85
Household Equipment:								
Total Household Textiles	5,556	6,941	154	184	386	454	.72	.71
Domestic Textiles	2,613	3,357	72	89	181	220	.78	.76
Window and Furniture Covers	2,943	3,584	81	95	204	235	.68	.66
Total Furniture	6,582	7,904	182	210	457	518	.67	.66
Bedroom Furniture	1,853	2,223	51	59	129	146	.67	.67
Living/Dining Room Furniture	3,020	3,503	84	93	210	229	.65	.65
Other Furniture	1,709	2,178	47	58	119	143	.69	.68
Major Appliances	3,692	4,122	102	109	256	270	.76	.74
Small Appliance/Houseware	6,998	8,472	194	225	486	555	.80	.78
Misc Household Equipment	5,757	7,342	159	195	400	481	.80	.78
Misc Personal Items:								
Personal Care Products and Services	9,155	11,833	253	314	636	775	.79	.79
Personal Expenses and Services	15,347	21,140	425	561	1,065	1,384	.81	.79
Smoking Prods/Supplies	12,831	17,835	355	474	891	1,168	1.17	1.19
Miscellaneous Items:								
Total Education	18,360	21,971	508	583	1,275	1,439	1.16	1.10
Room and Board	1,656	1,759	46	47	115	115	1.28	1.17
Tuition/School Supplies	16,704	20,212	462	537	1,160	1,323	1.15	1.09
Pet Expenses	3,486	4,633	96	123	242	303	.82	.80
Day Care	2,774	3,775	77	100	193	247	.65	.64
Contributions (All)	16,101	19,984	446	531	1,118	1,308	.69	.68

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	2003	2008	2003	2008	2003	2008	2003	2008
Other Misc. Expenses:								
Housekeeping Supplies	4,098	5,611	113	149	284	367	.90	.90
Total Food away from Home	50,802	63,873	1,406	1,696	3,527	4,182	.80	.80
Breakfast and Brunch	3,561	4,966	99	132	247	325	.82	.82
Dinner	18,371	23,544	509	625	1,275	1,542	.80	.79
Lunch	12,692	15,917	351	423	881	1,042	.83	.82
Snacks and Non Alcoholic Beverage	3,843	5,234	106	139	267	343	.85	.85
Catered Affairs	795	986	22	26	55	65	.56	.57
Food and Nonalcoholic Bevgs on Trips	11,540	13,227	319	351	801	866	.78	.77
Total Alcoholic Beverages	15,429	18,992	427	504	1,071	1,243	.71	.71
Alcoholic Beverages at Home	7,806	9,267	216	246	542	607	.78	.78
Alcoholic Beverages away from Home	7,623	9,725	211	258	529	637	.65	.65
Shelter and Related Expenses:								
Household Services	3,038	4,108	84	109	211	269	.49	.50
Household Repairs	10,043	12,313	278	327	697	806	.69	.67
Total Housing Expenses	10,049	12,055	278	320	698	789	.86	.84
Fuels and Utilities	1,826	1,740	51	46	127	114	.88	.88
Telephone Service	8,223	10,315	228	274	571	675	.85	.83
Transportation Expenses:								
Total Transportation Expenses	74,467	93,373	2,061	2,480	5,169	6,114	.86	.85
New Autos/Trucks/Vans	24,155	27,588	669	733	1,677	1,806	.68	.68
Used Vehicles	28,161	34,708	779	922	1,955	2,273	1.04	1.02
Boats and Outboard Motor, Etc	2,515	3,063	70	81	175	201	.71	.66
Towing Charges	61	68	2	2	4	4	.75	.73
Gasoline	17,798	25,660	493	681	1,236	1,680	.97	.96
Diesel Fuel	138	154	4	4	10	10	.81	.79
Rented Vehicles	1,639	2,131	45	57	114	140	.70	.70
Automotive Maintenance/Repair/Other	17,754	22,380	491	594	1,232	1,465	.79	.78
Total Specified Consumer Expenditures	485,123	613,048	13,428	16,280	33,677	40,139	.81	.80



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	2003	2008	2003	2008	2003	2008	2003	2008
Apparel:								
Total Apparel	64,950	79,312	1,162	1,348	2,913	3,314	.72	.70
Women's Apparel	20,563	24,407	368	415	922	1,020	.75	.73
Men's Apparel	13,141	15,517	235	264	589	648	.77	.75
Girl's Apparel	4,228	5,015	76	85	190	210	.71	.68
Boy's Apparel	3,629	4,287	65	73	163	179	.73	.71
Infant's Apparel	1,884	2,245	34	38	85	94	.73	.72
Footwear (excl. Infants)	7,758	9,530	139	162	348	398	.78	.76
Other Apparel Prods/Services	13,747	18,310	246	311	617	765	.61	.61
Entertainment:								
Sports and Recreation	17,741	25,077	317	426	796	1,048	.67	.66
TV, Radio and Sound Equipment	24,584	31,883	440	542	1,103	1,332	.74	.73
Reading Materials	9,669	12,369	173	210	434	517	.88	.86
Travel	18,826	25,434	337	432	844	1,063	.62	.62
Photographic Equipment	2,937	3,613	53	61	132	151	.76	.75
Food at Home:								
Total Food at Home	96,237	112,349	1,722	1,910	4,316	4,695	.87	.86
Cereal Products	5,384	6,392	96	109	241	267	.88	.87
Bakery Products	10,524	11,899	188	202	472	497	.88	.87
Fish and Seafood	1,665	1,950	30	33	75	81	.73	.72
Meats (All)	17,690	20,828	317	354	793	870	.80	.79
Dairy Products	10,629	12,377	190	210	477	517	.88	.87
Fresh Milk and Cream	3,715	4,266	66	73	167	178	.99	.98
Other Dairy Products	6,152	7,248	110	123	276	303	.85	.84
Fruits and Vegetables	9,892	11,363	177	193	444	475	.78	.77
Juices	2,238	2,581	40	44	100	108	.70	.69
Sugar and Other Sweets	7,941	9,327	142	159	356	390	1.03	1.02
Fats and Oils	939	1,090	17	19	42	46	.92	.91
Nonalcoholic Beverages	13,206	15,454	236	263	592	646	.96	.95
Prepared Foods	16,129	19,090	289	324	723	798	.93	.93

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	2003	2008	2003	2008	2003	2008	2003	2008
Health Care:								
Total Health Care	59,331	88,207	1,062	1,499	2,661	3,686	.89	.88
Medical Services	22,758	29,192	407	496	1,021	1,220	.77	.75
Prescription Drugs	33,748	55,133	604	937	1,514	2,304	1.01	.98
Medical Supplies	2,825	3,883	51	66	127	162	.86	.84
Household Equipment:								
Total Household Textiles	8,310	10,535	149	179	373	440	.70	.69
Domestic Textiles	3,842	5,023	69	85	172	210	.74	.73
Window and Furniture Covers	4,468	5,512	80	94	200	230	.66	.65
Total Furniture	9,860	12,017	176	204	442	502	.64	.64
Bedroom Furniture	2,793	3,403	50	58	125	142	.65	.65
Living/Dining Room Furniture	4,516	5,312	81	90	203	222	.63	.62
Other Furniture	2,551	3,302	46	56	114	138	.66	.66
Major Appliances	5,760	6,479	103	110	258	271	.76	.74
Small Appliance/Houseware	10,577	12,986	189	221	474	543	.78	.76
Misc Household Equipment	9,228	11,846	165	201	414	495	.82	.80
Misc Personal Items:								
Personal Care Products and Services	14,012	18,354	251	312	628	767	.78	.78
Personal Expenses and Services	23,923	33,346	428	567	1,073	1,394	.81	.80
Smoking Prods/Supplies	20,226	28,444	362	483	907	1,189	1.19	1.21
Miscellaneous Items:								
Total Education	23,304	28,464	417	484	1,045	1,190	.95	.91
Room and Board	2,054	2,251	37	38	92	94	1.03	.96
Tuition/School Supplies	21,250	26,213	380	446	953	1,095	.95	.90
Pet Expenses	5,725	7,642	102	130	257	319	.87	.84
Day Care	4,095	5,647	73	96	184	236	.62	.61
Contributions (All)	24,201	30,517	433	519	1,085	1,275	.67	.66

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	2003	2008	2003	2008	2003	2008	2003	2008
Other Misc. Expenses:								
Housekeeping Supplies	6,458	8,953	116	152	290	374	.92	.91
Total Food away from Home	76,817	98,059	1,375	1,667	3,445	4,098	.78	.78
Breakfast and Brunch	5,445	7,704	97	131	244	322	.81	.81
Dinner	27,789	36,157	497	615	1,246	1,511	.78	.78
Lunch	19,306	24,577	345	418	866	1,027	.81	.81
Snacks and Non Alcoholic Beverage	5,832	8,046	104	137	262	336	.83	.84
Catered Affairs	1,157	1,458	21	25	52	61	.53	.54
Food and Nonalcoholic Bevgs on Trips	17,288	20,117	309	342	775	841	.75	.74
Total Alcoholic Beverages	22,585	28,333	404	482	1,013	1,184	.67	.68
Alcoholic Beverages at Home	11,451	13,865	205	236	514	579	.74	.75
Alcoholic Beverages away from Home	11,135	14,468	199	246	499	605	.61	.62
Shelter and Related Expenses:								
Household Services	3,945	5,508	71	94	177	230	.41	.43
Household Repairs	15,585	19,279	279	328	699	806	.69	.67
Total Housing Expenses	15,497	18,748	277	319	695	783	.85	.83
Fuels and Utilities	2,958	2,842	53	48	133	119	.92	.92
Telephone Service	12,538	15,906	224	270	562	665	.84	.82
Transportation Expenses:								
Total Transportation Expenses	120,465	152,258	2,156	2,588	5,403	6,363	.89	.89
New Autos/Trucks/Vans	37,524	43,066	671	732	1,683	1,800	.69	.68
Used Vehicles	47,665	59,115	853	1,005	2,138	2,470	1.13	1.11
Boats and Outboard Motor, Etc	4,095	4,948	73	84	184	207	.74	.68
Towing Charges	87	98	2	2	4	4	.70	.67
Gasoline	28,607	41,764	512	710	1,283	1,745	1.00	1.00
Diesel Fuel	225	254	4	4	10	11	.85	.83
Rented Vehicles	2,262	3,013	40	51	101	126	.62	.63
Automotive Maintenance/Repair/Other	27,529	35,079	493	596	1,235	1,466	.79	.78
Total Specified Consumer Expenditures	742,379	950,738	13,285	16,159	33,295	39,732	.80	.79



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	2003	2008	2003	2008	2003	2008	2003	2008
Apparel:								
Total Apparel	136,746	170,890	1,087	1,278	2,889	3,325	.71	.70
Women's Apparel	42,421	51,633	337	386	896	1,005	.73	.72
Men's Apparel	26,972	32,682	214	245	570	636	.74	.73
Girl's Apparel	9,650	11,702	77	88	204	228	.77	.74
Boy's Apparel	8,361	9,950	66	74	177	194	.80	.77
Infant's Apparel	4,325	5,202	34	39	91	101	.79	.78
Footwear (excl. Infants)	16,499	20,673	131	155	349	402	.78	.77
Other Apparel Prods/Services	28,519	39,048	227	292	603	760	.59	.60
Entertainment:								
Sports and Recreation	37,202	53,886	296	403	786	1,048	.66	.66
TV, Radio and Sound Equipment	51,217	68,166	407	510	1,082	1,326	.73	.73
Reading Materials	19,484	25,522	155	191	412	497	.84	.82
Travel	38,397	53,559	305	401	811	1,042	.60	.61
Photographic Equipment	6,196	7,814	49	58	131	152	.75	.75
Food at Home:								
Total Food at Home	207,911	246,439	1,653	1,844	4,393	4,795	.89	.88
Cereal Products	11,693	14,084	93	105	247	274	.90	.89
Bakery Products	22,602	25,966	180	194	478	505	.89	.88
Fish and Seafood	3,580	4,265	28	32	76	83	.74	.74
Meats (All)	38,869	46,421	309	347	821	903	.82	.82
Dairy Products	22,927	27,090	182	203	484	527	.89	.88
Fresh Milk and Cream	8,038	9,350	64	70	170	182	1.01	1.00
Other Dairy Products	13,214	15,815	105	118	279	308	.86	.86
Fruits and Vegetables	21,231	24,768	169	185	449	482	.79	.78
Juices	4,859	5,700	39	43	103	111	.71	.71
Sugar and Other Sweets	17,003	20,280	135	152	359	395	1.03	1.03
Fats and Oils	2,030	2,385	16	18	43	46	.94	.93
Nonalcoholic Beverages	28,379	33,720	226	252	600	656	.97	.96
Prepared Foods	34,740	41,759	276	312	734	812	.95	.95

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	2003	2008	2003	2008	2003	2008	2003	2008
Health Care:								
Total Health Care	123,286	186,533	980	1,395	2,605	3,629	.88	.87
Medical Services	47,730	62,678	379	469	1,008	1,219	.76	.75
Prescription Drugs	69,628	115,539	553	864	1,471	2,248	.98	.95
Medical Supplies	5,928	8,316	47	62	125	162	.85	.84
Household Equipment:								
Total Household Textiles	16,894	22,081	134	165	357	430	.67	.67
Domestic Textiles	7,833	10,533	62	79	165	205	.71	.71
Window and Furniture Covers	9,060	11,548	72	86	191	225	.63	.64
Total Furniture	20,533	25,748	163	193	434	501	.63	.64
Bedroom Furniture	5,896	7,377	47	55	125	144	.65	.66
Living/Dining Room Furniture	9,345	11,312	74	85	197	220	.61	.62
Other Furniture	5,293	7,058	42	53	112	137	.65	.66
Major Appliances	11,938	13,667	95	102	252	266	.75	.73
Small Appliance/Houseware	21,453	27,072	171	203	453	527	.75	.74
Misc Household Equipment	19,143	25,070	152	188	404	488	.81	.79
Misc Personal Items:								
Personal Care Products and Services	29,956	39,986	238	299	633	778	.79	.79
Personal Expenses and Services	49,310	70,273	392	526	1,042	1,367	.79	.78
Smoking Prods/Supplies	43,302	61,785	344	462	915	1,202	1.20	1.23
Miscellaneous Items:								
Total Education	40,091	51,028	319	382	847	993	.77	.76
Room and Board	3,283	3,845	26	29	69	75	.77	.76
Tuition/School Supplies	36,808	47,183	293	353	778	918	.77	.76
Pet Expenses	12,047	16,380	96	123	255	319	.86	.84
Day Care	9,031	12,676	72	95	191	247	.64	.64
Contributions (All)	49,137	64,051	391	479	1,038	1,246	.64	.65

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	2003	2008	2003	2008	2003	2008	2003	2008
Other Misc. Expenses:								
Housekeeping Supplies	13,906	19,604	111	147	294	381	.93	.93
Total Food away from Home	161,140	209,964	1,281	1,571	3,404	4,085	.77	.78
Breakfast and Brunch	11,535	16,617	92	124	244	323	.81	.82
Dinner	58,223	77,304	463	578	1,230	1,504	.77	.77
Lunch	41,003	53,169	326	398	866	1,034	.81	.82
Snacks and Non Alcoholic Beverage	12,417	17,410	99	130	262	339	.84	.84
Catered Affairs	2,414	3,121	19	23	51	61	.52	.53
Food and Nonalcoholic Bevgs on Trips	35,548	42,343	283	317	751	824	.73	.73
Total Alcoholic Beverages	45,847	59,063	364	442	969	1,149	.64	.66
Alcoholic Beverages at Home	23,102	28,736	184	215	488	559	.70	.72
Alcoholic Beverages away from Home	22,745	30,327	181	227	481	590	.59	.61
Shelter and Related Expenses:								
Household Services	7,627	11,144	61	83	161	217	.37	.40
Household Repairs	31,428	39,952	250	299	664	777	.65	.65
Total Housing Expenses	32,771	40,311	261	302	692	784	.85	.83
Fuels and Utilities	6,201	6,030	49	45	131	117	.91	.91
Telephone Service	26,570	34,281	211	256	561	667	.84	.82
Transportation Expenses:								
Total Transportation Expenses	257,678	330,638	2,048	2,474	5,444	6,433	.90	.90
New Autos/Trucks/Vans	78,580	92,237	625	690	1,660	1,795	.68	.67
Used Vehicles	103,751	129,761	825	971	2,192	2,525	1.16	1.13
Boats and Outboard Motor, Etc	8,400	10,299	67	77	177	200	.72	.66
Towing Charges	177	202	1	2	4	4	.67	.64
Gasoline	61,720	91,307	491	683	1,304	1,776	1.02	1.02
Diesel Fuel	484	555	4	4	10	11	.86	.85
Rented Vehicles	4,566	6,278	36	47	96	122	.59	.61
Automotive Maintenance/Repair/Other	57,969	75,234	461	563	1,225	1,464	.79	.77
Total Specified Consumer Expenditures	1,551,641	2,028,536	12,335	15,176	32,782	39,468	.79	.79



Consumer Spending Patterns 2003

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Claritas' Consumer Spending Patterns Report is derived from the Consumer Buying Power (CBP) database using information from the U.S. Bureau of Labor Statistics (BLS) Consumer Expenditure Survey (CEX).

The Annual Aggregate (in 000's) is used to obtain the Annual Per Capitas and the Average Household data by dividing the aggregate by the corresponding total household population and total households, respectively. The Market Index value is the ratio of the Annual Average Household Expenditure (AAHE) for the geography that this report is being produced, as compared to the "AAHE" for the U.S.A.

Current Year Estimates and Five Year Projections are produced by Claritas, Inc.



