

Consumer Spending Patterns

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	
	2006	2011	2006	2011	2006	2011	2006	2011
Apparel:								
Total Apparel	52,617	63,642	1,413	1,627	3,524	4,021	79	80
Women's Apparel	15,141	17,819	407	456	1,014	1,126	81	80
Men's Apparel	11,252	13,169	302	337	754	832	86	85
Girl's Apparel	3,355	4,093	90	105	225	259	79	80
Boy's Apparel	2,859	3,375	77	86	191	213	79	80
Infant's Apparel	1,395	1,593	37	41	93	101	87	86
Footwear (excl. Infants)	6,299	7,351	169	188	422	464	84	83
Other Apparel Prods/Services	12,317	16,242	331	415	825	1,026	71	74
Entertainment:								
Sports and Recreation	16,957	22,711	455	581	1,136	1,435	81	83
TV, Radio and Sound Equipment	24,167	32,562	649	833	1,619	2,057	88	88
Reading Materials	8,018	8,675	215	222	537	548	101	100
Travel	17,060	22,569	458	577	1,143	1,426	78	79
Photographic Equipment	1,605	1,766	43	45	107	112	89	90
Food at Home:								
Total Food at Home	76,678	88,337	2,059	2,259	5,135	5,581	88	87
Cereal Products	3,921	4,128	105	106	263	261	87	86
Bakery Products	7,518	8,495	202	217	504	537	87	87
Fish and Seafood	1,403	1,919	38	49	94	121	73	73
Meats (All)	14,271	15,760	383	403	956	996	80	79
Dairy Products	8,099	8,974	218	229	542	567	90	89
Fresh Milk and Cream	2,273	2,436	61	62	152	154	96	95
Eggs	752	886	20	23	50	56	70	68
Other Dairy Products	5,074	5,652	136	145	340	357	91	91
Fruits and Vegetables	8,175	9,714	220	248	548	614	79	79
Juices	1,895	2,165	51	55	127	137	73	72
Sugar and Other Sweets	5,564	6,454	149	165	373	408	96	97
Fats and Oils	713	864	19	22	48	55	88	87
Nonalcoholic Beverages	8,711	9,474	234	242	583	599	94	93
Prepared Foods	16,406	20,389	441	521	1,099	1,288	99	99



Consumer Spending Patterns

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	
	2006	2011	2006	2011	2006	2011	2006	2011
Health Care:								
Total Health Care	53,376	79,493	1,434	2,033	3,575	5,022	92	92
Medical Services	21,218	27,334	570	699	1,421	1,727	85	86
Prescription Drugs	30,207	49,650	811	1,270	2,023	3,137	97	96
Medical Supplies	1,951	2,509	52	64	131	158	96	96
Household Equipment:								
Total Household Textiles	6,595	8,633	177	221	442	545	78	78
Domestic Textiles	3,030	4,010	81	103	203	253	82	83
Window and Furniture Covers	3,565	4,624	96	118	239	292	74	75
Total Furniture	9,441	12,063	254	308	632	762	80	81
Bedroom Furniture	2,660	3,313	71	85	178	209	82	83
Living/Dining Room Furniture	4,086	4,996	110	128	274	316	80	80
Other Furniture	2,696	3,755	72	96	181	237	80	80
Major Appliances	4,242	4,945	114	126	284	312	86	86
Small Appliance/Houseware	8,684	10,595	233	271	582	669	89	88
Misc Household Equipment	7,126	9,234	191	236	477	583	92	92
Misc Personal Items:								
Personal Care Products and Services	12,675	16,413	340	420	849	1,037	86	86
Personal Expenses and Services	19,009	25,226	511	645	1,273	1,594	80	80
Smoking Prods/Supplies	15,161	18,080	407	462	1,015	1,142	122	126
Miscellaneous Items:								
Total Education	21,633	28,490	581	729	1,449	1,800	112	106
Room and Board	2,142	2,065	58	53	143	130	155	144
Tuition/School Supplies	19,491	26,425	523	676	1,305	1,669	109	104
Pet Expenses	6,318	8,103	170	207	423	512	90	88
Day Care	3,130	3,849	84	98	210	243	67	67
Contributions (All)	18,752	22,568	504	577	1,256	1,426	71	72



Consumer Spending Patterns

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	
	2006	2011	2006	2011	2006	2011	2006	2011
Other Misc. Expenses:								
Housekeeping Supplies	4,520	5,848	121	150	303	369	83	83
Total Food away from Home	63,838	78,487	1,715	2,007	4,276	4,958	88	88
Breakfast and Brunch	5,236	7,190	141	184	351	454	90	91
Dinner	17,564	19,276	472	493	1,176	1,218	85	85
Lunch	18,179	23,967	488	613	1,218	1,514	88	88
Snacks and Non Alcoholic Beverage	8,265	11,696	222	299	554	739	95	96
Catered Affairs	1,301	1,426	35	36	87	90	75	75
Food and Nonalcoholic Bevgs on Trips	13,294	14,934	357	382	890	943	88	88
Total Alcoholic Beverages	17,662	21,274	474	544	1,183	1,344	95	96
Alcoholic Beverages at Home	12,351	14,733	332	377	827	931	97	97
Alcoholic Beverages away from Home	5,312	6,541	143	167	356	413	92	93
Shelter and Related Expenses:								
Household Services	5,748	7,503	154	192	385	474	72	72
Household Repairs	13,960	16,315	375	417	935	1,031	79	80
Total Housing Expenses	15,781	18,944	424	484	1,057	1,197	85	86
Fuels and Utilities	2,258	2,253	61	58	151	142	82	88
Telephone Service	13,522	16,691	363	427	906	1,054	85	86
Transportation Expenses:								
Total Transportation Expenses	103,962	133,998	2,792	3,426	6,963	8,465	95	96
New Autos/Trucks/Vans	39,706	47,220	1,066	1,207	2,659	2,983	86	87
Used Vehicles	34,654	45,294	931	1,158	2,321	2,861	110	111
Boats and Outboard Motor, Etc	4,737	5,470	127	140	317	346	109	107
Towing Charges	103	140	3	4	7	9	115	115
Gasoline	22,968	33,529	617	857	1,538	2,118	94	94
Diesel Fuel	163	212	4	5	11	13	81	82
Rented Vehicles	1,630	2,132	44	55	109	135	60	63
Automotive Maintenance/Repair/Other	23,066	31,433	620	804	1,545	1,986	94	93
Total Specified Consumer Expenditures	631,783	801,756	16,968	20,501	42,313	50,651	88	88



Consumer Spending Patterns

CENTER OF TOWN, ROLLA, MO, 0.00 - 30.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2006	2011	2006	2011	2006	2011	2006	2011
Apparel:								
Total Apparel	161,682	193,988	1,265	1,448	3,421	3,941	77	78
Women's Apparel	44,963	53,151	352	397	951	1,080	76	77
Men's Apparel	34,106	39,688	267	296	722	806	82	83
Girl's Apparel	11,683	13,610	91	102	247	277	86	86
Boy's Apparel	10,102	11,467	79	86	214	233	88	87
Infant's Apparel	4,693	5,267	37	39	99	107	92	92
Footwear (excl. Infants)	19,701	22,715	154	170	417	462	83	83
Other Apparel Prods/Services	36,435	48,089	285	359	771	977	67	70
Entertainment:								
Sports and Recreation	52,714	69,431	412	518	1,115	1,411	80	81
TV, Radio and Sound Equipment	73,893	98,873	578	738	1,563	2,009	85	86
Reading Materials	23,371	25,064	183	187	494	509	93	93
Travel	51,310	67,719	401	505	1,086	1,376	74	76
Photographic Equipment	5,004	5,476	39	41	106	111	87	89
Food at Home:								
Total Food at Home	251,073	283,808	1,964	2,118	5,312	5,766	91	90
Cereal Products	12,914	13,312	101	99	273	270	90	89
Bakery Products	24,659	27,360	193	204	522	556	90	90
Fish and Seafood	4,603	6,184	36	46	97	126	76	76
Meats (All)	47,550	51,572	372	385	1,006	1,048	84	83
Dairy Products	26,549	28,848	208	215	562	586	93	92
Fresh Milk and Cream	7,446	7,817	58	58	158	159	99	99
Eggs	2,505	2,894	20	22	53	59	73	72
Other Dairy Products	16,598	18,138	130	135	351	369	94	94
Fruits and Vegetables	26,734	31,246	209	233	566	635	82	81
Juices	6,226	6,991	49	52	132	142	76	75
Sugar and Other Sweets	18,117	20,577	142	154	383	418	99	99
Fats and Oils	2,345	2,787	18	21	50	57	91	91
Nonalcoholic Beverages	28,167	30,073	220	224	596	611	96	95
Prepared Foods	53,209	64,858	416	484	1,126	1,318	101	102



Consumer Spending Patterns

CENTER OF TOWN, ROLLA, MO, 0.00 - 30.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2006	2011	2006	2011	2006	2011	2006	2011
Health Care:								
Total Health Care	172,319	253,453	1,348	1,892	3,646	5,149	94	95
Medical Services	68,818	87,512	538	653	1,456	1,778	87	88
Prescription Drugs	97,247	157,975	761	1,179	2,058	3,210	99	99
Medical Supplies	6,254	7,965	49	59	132	162	97	98
Household Equipment:								
Total Household Textiles	20,155	26,230	158	196	426	533	75	77
Domestic Textiles	9,229	12,163	72	91	195	247	79	81
Window and Furniture Covers	10,926	14,067	85	105	231	286	72	73
Total Furniture	29,922	37,770	234	282	633	767	81	81
Bedroom Furniture	8,467	10,426	66	78	179	212	83	84
Living/Dining Room Furniture	12,979	15,673	102	117	275	318	80	81
Other Furniture	8,475	11,671	66	87	179	237	79	80
Major Appliances	13,678	15,815	107	118	289	321	88	89
Small Appliance/Houseware	27,264	32,963	213	246	577	670	88	88
Misc Household Equipment	22,820	29,391	179	219	483	597	93	94
Misc Personal Items:								
Personal Care Products and Services	39,893	51,049	312	381	844	1,037	85	86
Personal Expenses and Services	59,153	77,844	463	581	1,252	1,582	78	80
Smoking Prods/Supplies	50,439	59,060	395	441	1,067	1,200	129	132
Miscellaneous Items:								
Total Education	46,909	63,798	367	476	993	1,296	77	76
Room and Board	4,241	4,272	33	32	90	87	97	96
Tuition/School Supplies	42,668	59,526	334	444	903	1,209	75	75
Pet Expenses	21,734	27,238	170	203	460	553	98	96
Day Care	10,693	12,827	84	96	226	261	72	72
Contributions (All)	52,169	62,525	408	467	1,104	1,270	62	64



Consumer Spending Patterns

CENTER OF TOWN, ROLLA, MO, 0.00 - 30.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2006	2011	2006	2011	2006	2011	2006	2011
Other Misc. Expenses:								
Housekeeping Supplies	14,965	19,004	117	142	317	386	87	87
Total Food away from Home	197,291	240,049	1,544	1,792	4,174	4,877	86	87
Breakfast and Brunch	16,426	22,308	129	167	348	453	90	90
Dinner	54,088	58,778	423	439	1,144	1,194	82	83
Lunch	56,307	73,493	441	549	1,191	1,493	86	87
Snacks and Non Alcoholic Beverage	25,326	35,363	198	264	536	718	92	93
Catered Affairs	4,044	4,390	32	33	86	89	74	74
Food and Nonalcoholic Bevgs on Trips	41,100	45,717	322	341	870	929	86	87
Total Alcoholic Beverages	53,010	63,397	415	473	1,122	1,288	90	92
Alcoholic Beverages at Home	37,354	44,243	292	330	790	899	92	94
Alcoholic Beverages away from Home	15,657	19,154	122	143	331	389	86	88
Shelter and Related Expenses:								
Household Services	16,635	21,447	130	160	352	436	66	67
Household Repairs	44,510	51,844	348	387	942	1,053	80	82
Total Housing Expenses	50,024	58,899	391	440	1,058	1,197	85	86
Fuels and Utilities	7,571	7,457	59	56	160	152	87	93
Telephone Service	42,453	51,442	332	384	898	1,045	85	85
Transportation Expenses:								
Total Transportation Expenses	341,817	435,453	2,674	3,250	7,232	8,847	99	100
New Autos/Trucks/Vans	128,096	150,443	1,002	1,123	2,710	3,057	88	89
Used Vehicles	116,019	149,862	908	1,119	2,455	3,045	116	118
Boats and Outboard Motor, Etc	15,230	17,145	119	128	322	348	110	108
Towing Charges	294	391	2	3	6	8	103	103
Gasoline	78,024	112,149	610	837	1,651	2,279	101	101
Diesel Fuel	573	729	4	5	12	15	90	90
Rented Vehicles	3,580	4,734	28	35	76	96	42	45
Automotive Maintenance/Repair/Other	75,010	100,886	587	753	1,587	2,050	96	96
Total Specified Consumer Expenditures	1,979,456	2,485,300	15,487	18,550	41,883	50,494	87	88



Consumer Spending Patterns

CENTER OF TOWN, ROLLA, MO, 0.00 - 50.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2006	2011	2006	2011	2006	2011	2006	2011
Apparel:								
Total Apparel	368,279	438,956	1,329	1,528	3,499	4,017	79	80
Women's Apparel	102,782	120,601	371	420	976	1,104	78	78
Men's Apparel	77,497	89,640	280	312	736	820	84	84
Girl's Apparel	25,946	30,154	94	105	246	276	86	86
Boy's Apparel	22,388	25,281	81	88	213	231	87	86
Infant's Apparel	10,288	11,589	37	40	98	106	91	91
Footwear (excl. Infants)	44,301	50,837	160	177	421	465	84	84
Other Apparel Prods/Services	85,076	110,855	307	386	808	1,015	70	73
Entertainment:								
Sports and Recreation	121,818	159,162	440	554	1,157	1,457	83	84
TV, Radio and Sound Equipment	167,503	222,632	605	775	1,591	2,038	86	87
Reading Materials	53,128	56,611	192	197	505	518	95	95
Travel	119,466	155,995	431	543	1,135	1,428	78	79
Photographic Equipment	11,565	12,555	42	44	110	115	91	92
Food at Home:								
Total Food at Home	566,702	637,988	2,045	2,221	5,384	5,839	92	92
Cereal Products	28,894	29,675	104	103	274	272	91	89
Bakery Products	55,961	61,808	202	215	532	566	91	91
Fish and Seafood	10,454	13,991	38	49	99	128	77	77
Meats (All)	106,998	115,659	386	403	1,016	1,059	85	84
Dairy Products	59,984	64,911	217	226	570	594	94	94
Fresh Milk and Cream	16,717	17,489	60	61	159	160	100	99
Eggs	5,584	6,438	20	22	53	59	73	72
Other Dairy Products	37,683	40,984	136	143	358	375	96	96
Fruits and Vegetables	60,524	70,471	218	245	575	645	83	83
Juices	14,038	15,711	51	55	133	144	77	76
Sugar and Other Sweets	41,051	46,404	148	162	390	425	101	101
Fats and Oils	5,285	6,258	19	22	50	57	92	92
Nonalcoholic Beverages	63,399	67,374	229	235	602	617	97	96
Prepared Foods	120,114	145,727	434	507	1,141	1,334	102	103



Consumer Spending Patterns

CENTER OF TOWN, ROLLA, MO, 0.00 - 50.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2006	2011	2006	2011	2006	2011	2006	2011
Health Care:								
Total Health Care	396,422	579,918	1,431	2,019	3,766	5,308	97	98
Medical Services	158,820	200,540	573	698	1,509	1,835	91	91
Prescription Drugs	223,175	361,132	806	1,257	2,120	3,305	102	102
Medical Supplies	14,427	18,246	52	64	137	167	100	101
Household Equipment:								
Total Household Textiles	47,380	60,989	171	212	450	558	79	80
Domestic Textiles	21,383	27,916	77	97	203	255	82	83
Window and Furniture Covers	25,997	33,073	94	115	247	303	77	78
Total Furniture	69,450	86,980	251	303	660	796	84	84
Bedroom Furniture	19,531	23,879	70	83	186	219	86	87
Living/Dining Room Furniture	30,220	36,196	109	126	287	331	84	84
Other Furniture	19,700	26,905	71	94	187	246	83	83
Major Appliances	32,177	37,020	116	129	306	339	93	94
Small Appliance/Houseware	63,536	76,087	229	265	604	696	92	92
Misc Household Equipment	53,783	68,694	194	239	511	629	98	99
Misc Personal Items:								
Personal Care Products and Services	90,608	115,276	327	401	861	1,055	87	88
Personal Expenses and Services	138,968	180,598	502	629	1,320	1,653	83	83
Smoking Prods/Supplies	113,306	131,966	409	459	1,076	1,208	130	133
Miscellaneous Items:								
Total Education	98,574	133,615	356	465	936	1,223	72	72
Room and Board	8,947	9,011	32	31	85	82	92	91
Tuition/School Supplies	89,627	124,603	324	434	851	1,140	71	71
Pet Expenses	51,198	63,693	185	222	486	583	103	101
Day Care	24,592	29,362	89	102	234	269	75	75
Contributions (All)	119,855	142,761	433	497	1,139	1,307	64	66



Consumer Spending Patterns

CENTER OF TOWN, ROLLA, MO, 0.00 - 50.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2006	2011	2006	2011	2006	2011	2006	2011
Other Misc. Expenses:								
Housekeeping Supplies	34,337	43,358	124	151	326	397	90	90
Total Food away from Home	447,042	540,064	1,614	1,880	4,247	4,943	87	88
Breakfast and Brunch	37,063	50,025	134	174	352	458	91	91
Dinner	123,221	133,042	445	463	1,171	1,218	84	85
Lunch	126,849	164,587	458	573	1,205	1,506	87	87
Snacks and Non Alcoholic Beverage	56,586	78,546	204	273	538	719	93	93
Catered Affairs	9,409	10,150	34	35	89	93	77	77
Food and Nonalcoholic Bevgs on Trips	93,915	103,714	339	361	892	949	88	89
Total Alcoholic Beverages	120,177	142,758	434	497	1,142	1,307	92	93
Alcoholic Beverages at Home	84,139	99,089	304	345	799	907	93	94
Alcoholic Beverages away from Home	36,038	43,669	130	152	342	400	89	90
Shelter and Related Expenses:								
Household Services	37,963	48,592	137	169	361	445	68	68
Household Repairs	108,441	125,334	391	436	1,030	1,147	87	89
Total Housing Expenses	113,471	132,772	410	462	1,078	1,215	87	87
Fuels and Utilities	17,626	17,256	64	60	167	158	91	97
Telephone Service	95,845	115,516	346	402	911	1,057	86	86
Transportation Expenses:								
Total Transportation Expenses	782,211	992,758	2,823	3,456	7,431	9,086	102	103
New Autos/Trucks/Vans	293,868	343,151	1,061	1,195	2,792	3,141	91	92
Used Vehicles	263,178	339,750	950	1,183	2,500	3,109	118	121
Boats and Outboard Motor, Etc	36,350	40,768	131	142	345	373	118	115
Towing Charges	624	826	2	3	6	8	99	98
Gasoline	178,625	255,933	645	891	1,697	2,342	104	104
Diesel Fuel	1,354	1,711	5	6	13	16	95	96
Rented Vehicles	8,212	10,619	30	37	78	97	43	45
Automotive Maintenance/Repair/Other	171,779	230,098	620	801	1,632	2,106	99	99
Total Specified Consumer Expenditures	4,523,730	5,646,590	16,328	19,658	42,976	51,679	89	90



Consumer Spending Patterns

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 (CE Survey).

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.



Consumer Spending Patterns

Appendix: Area Listing

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

CENTER OF TOWN Latitude/Longitude 37.944186 -91.762350
Radius 0.00 - 10.00

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

CENTER OF TOWN Latitude/Longitude 37.944186 -91.762350
Radius 0.00 - 30.00

Area Name:

Type: Radius Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

CENTER OF TOWN Latitude/Longitude 37.944186 -91.762350
Radius 0.00 - 50.00

Project Information:

Site: 1

Order Number: 964462210

