

Consumer Spending Patterns Report

Prepared For: MetroJackson Chamber of Commerce

Order #: 963678728

Project Code: Duane O'Neill

Site: 02

County (see appendix for geographies), Total

| Annual Expenditures | Aggregate (in 000's) | | Per Capita | | Average Household | | Market Index to USA | |
|-------------------------------|-------------------------|---------|---------------|-------|----------------------|-------|---------------------------|------|
| | 2005 | 2010 | 2005 | 2010 | 2005 | 2010 | 2005 | 2010 |
| Apparel: | | | | | | | | |
| Total Apparel | 188,387 | 237,670 | 1,461 | 1,658 | 3,908 | 4,365 | 94 | 92 |
| Women's Apparel | 55,771 | 70,205 | 432 | 490 | 1,157 | 1,289 | 98 | 96 |
| Men's Apparel | 39,065 | 47,211 | 303 | 329 | 810 | 867 | 95 | 94 |
| Girl's Apparel | 12,207 | 15,623 | 95 | 109 | 253 | 287 | 98 | 96 |
| Boy's Apparel | 11,792 | 14,837 | 91 | 104 | 245 | 272 | 98 | 97 |
| Infant's Apparel | 4,961 | 6,015 | 38 | 42 | 103 | 110 | 98 | 96 |
| Footwear (excl. Infants) | 23,603 | 28,933 | 183 | 202 | 490 | 531 | 100 | 98 |
| Other Apparel Prods/Services | 40,987 | 54,845 | 318 | 383 | 850 | 1,007 | 82 | 82 |
| Entertainment: | | | | | | | | |
| Sports and Recreation | 61,828 | 86,348 | 479 | 602 | 1,282 | 1,586 | 99 | 98 |
| TV, Radio and Sound Equipment | 79,351 | 107,511 | 615 | 750 | 1,646 | 1,974 | 96 | 95 |
| Reading Materials | 21,520 | 25,420 | 167 | 177 | 446 | 467 | 88 | 88 |
| Travel | 52,535 | 74,387 | 407 | 519 | 1,090 | 1,366 | 82 | 82 |
| Photographic Equipment | 6,002 | 7,129 | 47 | 50 | 125 | 131 | 97 | 96 |
| Food at Home: | | | | | | | | |
| Total Food at Home | 252,427 | 304,061 | 1,957 | 2,121 | 5,236 | 5,584 | 95 | 95 |
| Cereal Products | 13,464 | 15,467 | 104 | 108 | 279 | 284 | 93 | 92 |
| Bakery Products | 25,646 | 29,983 | 199 | 209 | 532 | 551 | 94 | 93 |
| Fish and Seafood | 5,017 | 6,502 | 39 | 45 | 104 | 119 | 86 | 86 |
| Meats (All) | 51,077 | 61,442 | 396 | 429 | 1,059 | 1,128 | 96 | 95 |
| Dairy Products | 25,619 | 29,753 | 199 | 208 | 531 | 546 | 94 | 93 |
| Fresh Milk and Cream | 6,629 | 7,362 | 51 | 51 | 137 | 135 | 95 | 94 |
| Eggs | 2,811 | 3,617 | 22 | 25 | 58 | 66 | 92 | 91 |
| Other Dairy Products | 16,179 | 18,774 | 125 | 131 | 336 | 345 | 94 | 93 |
| Fruits and Vegetables | 28,343 | 35,065 | 220 | 245 | 588 | 644 | 88 | 87 |
| Juices | 6,706 | 8,078 | 52 | 56 | 139 | 148 | 85 | 84 |
| Sugar and Other Sweets | 17,122 | 20,477 | 133 | 143 | 355 | 376 | 99 | 98 |
| Fats and Oils | 2,334 | 2,958 | 18 | 21 | 48 | 54 | 98 | 97 |
| Nonalcoholic Beverages | 26,413 | 28,173 | 205 | 197 | 548 | 517 | 100 | 99 |
| Prepared Foods | 50,687 | 66,163 | 393 | 462 | 1,051 | 1,215 | 101 | 100 |



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| Annual Expenditures | Aggregate (in 000's) | | Per Capita | | Average Household | | Market Index to USA | |
|-------------------------------------|--------------------------|---------|---------------|-------|----------------------|-------|---------------------------|------|
| | 2005 | 2010 | 2005 | 2010 | 2005 | 2010 | 2005 | 2010 |
| Health Care: | | | | | | | | |
| Total Health Care | 183,717 | 309,422 | 1,425 | 2,159 | 3,811 | 5,683 | 103 | 104 |
| Medical Services | 69,760 | 94,901 | 541 | 662 | 1,447 | 1,743 | 97 | 96 |
| Prescription Drugs | 108,005 | 206,180 | 837 | 1,438 | 2,240 | 3,787 | 109 | 109 |
| Medical Supplies | 5,952 | 8,341 | 46 | 58 | 123 | 153 | 89 | 90 |
| Household Equipment: | | | | | | | | |
| Total Household Textiles | 24,914 | 32,794 | 193 | 229 | 517 | 602 | 98 | 97 |
| Domestic Textiles | 10,227 | 14,044 | 79 | 98 | 212 | 258 | 99 | 98 |
| Window and Furniture Covers | 14,687 | 18,750 | 114 | 131 | 305 | 344 | 97 | 95 |
| Total Furniture | 37,127 | 46,444 | 288 | 324 | 770 | 853 | 99 | 97 |
| Bedroom Furniture | 10,094 | 12,692 | 78 | 89 | 209 | 233 | 99 | 98 |
| Living/Dining Room Furniture | 16,337 | 19,525 | 127 | 136 | 339 | 359 | 98 | 96 |
| Other Furniture | 10,697 | 14,228 | 83 | 99 | 222 | 261 | 99 | 98 |
| Major Appliances | 15,983 | 18,679 | 124 | 130 | 332 | 343 | 105 | 105 |
| Small Appliance/Houseware | 27,887 | 34,495 | 216 | 241 | 578 | 634 | 93 | 92 |
| Misc Household Equipment | 27,504 | 34,800 | 213 | 243 | 570 | 639 | 107 | 106 |
| Misc Personal Items: | | | | | | | | |
| Personal Care Products and Services | 40,410 | 53,499 | 313 | 373 | 838 | 983 | 95 | 94 |
| Personal Expenses and Services | 67,173 | 90,957 | 521 | 635 | 1,393 | 1,670 | 94 | 94 |
| Smoking Prods/Supplies | 43,092 | 53,741 | 334 | 375 | 894 | 987 | 110 | 110 |
| Miscellaneous Items: | | | | | | | | |
| Total Education | 49,257 | 69,600 | 382 | 486 | 1,022 | 1,278 | 85 | 85 |
| Room and Board | 2,910 | 3,349 | 23 | 23 | 60 | 62 | 73 | 75 |
| Tuition/School Supplies | 46,348 | 66,251 | 359 | 462 | 961 | 1,217 | 86 | 85 |
| Pet Expenses | 24,603 | 33,699 | 191 | 235 | 510 | 619 | 109 | 107 |
| Day Care | 14,835 | 19,619 | 115 | 137 | 308 | 360 | 94 | 94 |
| Contributions (All) | 86,894 | 110,661 | 674 | 772 | 1,802 | 2,032 | 96 | 96 |



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County (see appendix for geographies), Total

| <u>Annual Expenditures</u> | <u>Aggregate (in 000's)</u> | | <u>Per Capita</u> | | <u>Average Household</u> | | <u>Market Index to USA</u> | |
|--|----------------------------------|------------------|-----------------------|---------------|------------------------------|---------------|------------------------------------|-------------|
| | <u>2005</u> | <u>2010</u> | <u>2005</u> | <u>2010</u> | <u>2005</u> | <u>2010</u> | <u>2005</u> | <u>2010</u> |
| Other Misc. Expenses: | | | | | | | | |
| Housekeeping Supplies | 16,165 | 22,524 | 125 | 157 | 335 | 414 | 102 | 101 |
| Total Food away from Home | 205,392 | 259,885 | 1,593 | 1,813 | 4,260 | 4,773 | 90 | 90 |
| Breakfast and Brunch | 16,464 | 23,275 | 128 | 162 | 342 | 427 | 91 | 91 |
| Dinner | 59,068 | 70,725 | 458 | 493 | 1,225 | 1,299 | 86 | 86 |
| Lunch | 61,876 | 82,335 | 480 | 574 | 1,283 | 1,512 | 93 | 92 |
| Snacks and Non Alcoholic Beverage | 19,946 | 28,037 | 155 | 196 | 414 | 515 | 95 | 94 |
| Catered Affairs | 3,631 | 4,443 | 28 | 31 | 75 | 82 | 73 | 74 |
| Food and Nonalcoholic Bevgs on Trips | 44,407 | 51,070 | 344 | 356 | 921 | 938 | 90 | 90 |
| Total Alcoholic Beverages | 49,483 | 61,161 | 384 | 427 | 1,026 | 1,123 | 85 | 84 |
| Alcoholic Beverages at Home | 34,983 | 42,249 | 271 | 295 | 726 | 776 | 87 | 87 |
| Alcoholic Beverages away from Home | 14,500 | 18,911 | 112 | 132 | 301 | 347 | 79 | 80 |
| Shelter and Related Expenses: | | | | | | | | |
| Household Services | 19,786 | 27,465 | 153 | 192 | 410 | 504 | 80 | 81 |
| Household Repairs | 62,162 | 79,351 | 482 | 554 | 1,289 | 1,457 | 108 | 108 |
| Total Housing Expenses | 61,659 | 77,149 | 478 | 538 | 1,279 | 1,417 | 101 | 102 |
| Fuels and Utilities | 5,817 | 5,684 | 45 | 40 | 121 | 104 | 62 | 64 |
| Telephone Service | 55,842 | 71,466 | 433 | 499 | 1,158 | 1,312 | 108 | 107 |
| Transportation Expenses: | | | | | | | | |
| Total Transportation Expenses | 372,509 | 497,205 | 2,888 | 3,468 | 7,727 | 9,131 | 108 | 108 |
| New Autos/Trucks/Vans | 133,677 | 158,015 | 1,037 | 1,102 | 2,773 | 2,902 | 93 | 92 |
| Used Vehicles | 140,101 | 196,414 | 1,086 | 1,370 | 2,906 | 3,607 | 126 | 126 |
| Boats and Outboard Motor, Etc | 18,501 | 22,459 | 143 | 157 | 384 | 412 | 137 | 133 |
| Towing Charges | 281 | 365 | 2 | 3 | 6 | 7 | 99 | 98 |
| Gasoline | 71,292 | 108,750 | 553 | 759 | 1,479 | 1,997 | 107 | 106 |
| Diesel Fuel | 608 | 727 | 5 | 5 | 13 | 13 | 103 | 102 |
| Rented Vehicles | 8,049 | 10,475 | 62 | 73 | 167 | 192 | 93 | 92 |
| Automotive Maintenance/Repair/Other | 80,283 | 105,691 | 623 | 737 | 1,665 | 1,941 | 101 | 100 |
| Total Specified Consumer Expenditures | 2,172,885 | 2,881,367 | 16,849 | 20,100 | 45,071 | 52,917 | 98 | 97 |



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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 (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.



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Appendix: Area Listing

Area Name:

Type: List - County

Reporting Detail: Aggregate

Reporting Level: County

| <u>Geography Code</u> | <u>Geography Name</u> | <u>Geography Code</u> | <u>Geography Name</u> |
|-----------------------|-----------------------|-----------------------|-----------------------|
| 28121 | Rankin County, MS | | |

