



Date: 07/21/11

Current Geography Selection: (1 Selected) Counties: Lee County

Current Index Base: Entire US

Consumer Expenditure Summary Report

Consumer Expenditure Totals (Average Household Annual Expenditures)

	Fall 2010 Estimate	2015 Projection	% Change 2010- 2015
Total Households	30,720	31,711	3.2%
Total Avg Household Expenditure	\$47,169	\$48,126	2.0%
Total Avg Retail Expenditure	\$20,117	\$20,499	1.9%

Consumer Expenditure Detail (Average Household Annual Expenditures)

	Fall 2010 Estimate	% of Total	2015 Projection	% of Total	% Change 2010- 2015
Airline Fares	\$337.11	0.7%	\$344.82	0.7%	2.3%
Alcoholic Beverages	\$541.47	1.1%	\$551.91	1.1%	1.9%
Alimony & Child Support	\$237.38	0.5%	\$243.45	0.5%	2.6%
Apparel	\$2,253.85	4.8%	\$2,302.22	4.8%	2.1%
Apparel Services & Acces	\$343.95	0.7%	\$352.74	0.7%	2.6%
Audio Equipment	\$80.30	0.2%	\$81.73	0.2%	1.8%
Babysitting & Elderly Care	\$384.95	0.8%	\$398.28	0.8%	3.5%
Books	\$56.15	0.1%	\$57.20	0.1%	1.9%
Books & Supplies	\$150.72	0.3%	\$155.65	0.3%	3.3%
Boys Apparel	\$111.37	0.2%	\$114.73	0.2%	3.0%
Cellular Phone Service	\$381.50	0.8%	\$387.01	0.8%	1.4%
Cigarettes	\$297.45	0.6%	\$299.15	0.6%	0.6%
Computer Hardware	\$318.91	0.7%	\$327.21	0.7%	2.6%
Computer Information Svcs	\$151.84	0.3%	\$156.03	0.3%	2.8%
Computer Software	\$24.82	0.1%	\$25.48	0.1%	2.7%
Contributions	\$1,678.73	3.6%	\$1,721.63	3.6%	2.6%
Coolant & Other Fluids	\$7.33	0.0%	\$7.47	0.0%	1.9%
Cosmetics & Perfume	\$97.00	0.2%	\$98.84	0.2%	1.9%
Deodorants & Other Pers Care	\$26.89	0.1%	\$27.41	0.1%	1.9%
Education	\$1,076.14	2.3%	\$1,110.47	2.3%	3.2%
Electricity	\$1,253.13	2.7%	\$1,269.14	2.6%	1.3%
Entertainment	\$2,615.30	5.5%	\$2,672.07	5.6%	2.2%

Fees & Admissions	\$647.30	1.4%	\$667.88	1.4%	3.2%
Finance Chgs Exc Mort & Veh	\$513.13	1.1%	\$521.09	1.1%	1.6%
Floor Coverings	\$65.79	0.1%	\$67.62	0.1%	2.8%
Food & Beverages	\$7,343.42	15.6%	\$7,474.77	15.5%	1.8%
Food At Home	\$3,905.03	8.3%	\$3,964.66	8.2%	1.5%
Food Away From Home	\$2,896.92	6.1%	\$2,958.20	6.1%	2.1%
Footwear	\$373.79	0.8%	\$379.96	0.8%	1.7%
Fuel Oil & Other Fuels	\$125.88	0.3%	\$127.99	0.3%	1.7%
Funeral & Cemetery	\$87.55	0.2%	\$89.19	0.2%	1.9%
Furniture	\$546.46	1.2%	\$560.92	1.2%	2.6%
Gasoline & Oil	\$2,155.37	4.6%	\$2,191.44	4.6%	1.7%
Gifts	\$1,197.46	2.5%	\$1,226.43	2.5%	2.4%
Girls Apparel	\$150.71	0.3%	\$155.71	0.3%	3.3%
Hair Care	\$53.30	0.1%	\$54.32	0.1%	1.9%
Hard Surface Flooring	\$23.81	0.1%	\$24.36	0.1%	2.3%
Health Care	\$2,976.60	6.3%	\$3,013.84	6.3%	1.3%
Health Care Insurance	\$1,437.87	3.0%	\$1,455.05	3.0%	1.2%
Health Care Services	\$720.24	1.5%	\$730.96	1.5%	1.5%
Health Care Supplies & Equip	\$818.49	1.7%	\$827.83	1.7%	1.1%
Household Services	\$293.40	0.6%	\$300.69	0.6%	2.5%
Household Supplies	\$720.42	1.5%	\$739.96	1.5%	2.7%
Household Textiles	\$144.23	0.3%	\$147.39	0.3%	2.2%
Housewares & Small App	\$1,022.22	2.2%	\$1,049.11	2.2%	2.6%
Indoor Plants & Fresh Flowers	\$64.69	0.1%	\$66.47	0.1%	2.8%
Infants Apparel	\$101.35	0.2%	\$104.02	0.2%	2.6%
Jewelry	\$137.84	0.3%	\$141.50	0.3%	2.7%
Legal & Accounting	\$96.05	0.2%	\$97.64	0.2%	1.7%
Magazines	\$31.44	0.1%	\$32.03	0.1%	1.9%
Major Appliances	\$238.46	0.5%	\$242.98	0.5%	1.9%
Mass Transit	\$90.39	0.2%	\$92.39	0.2%	2.2%
Men's Apparel	\$424.05	0.9%	\$432.69	0.9%	2.0%
Mortgage Interest	\$3,522.51	7.5%	\$3,628.09	7.5%	3.0%
Natural Gas	\$474.86	1.0%	\$482.18	1.0%	1.5%
New Car Purchased	\$1,078.26	2.3%	\$1,109.58	2.3%	2.9%
New Truck Purchased	\$1,276.96	2.7%	\$1,313.78	2.7%	2.9%
New Vehicle Purchase	\$2,355.22	5.0%	\$2,423.36	5.0%	2.9%
Newspapers	\$65.74	0.1%	\$67.01	0.1%	1.9%
Oral Hygiene Products	\$24.68	0.1%	\$25.15	0.1%	1.9%
Other Lodging	\$497.03	1.1%	\$512.15	1.1%	3.0%
Other Miscellaneous Expenses	\$98.82	0.2%	\$100.37	0.2%	1.6%
Other Repairs & Maint	\$135.97	0.3%	\$139.06	0.3%	2.3%
Other Tobacco Products	\$33.10	0.1%	\$33.28	0.1%	0.5%

Other Transportation Costs	\$520.66	1.1%	\$533.37	1.1%	2.4%
Other Utilities	\$390.02	0.8%	\$396.56	0.8%	1.7%
Paint & Wallpaper	\$60.43	0.1%	\$61.77	0.1%	2.2%
Personal Care Products	\$160.04	0.3%	\$163.09	0.3%	1.9%
Personal Care Services	\$458.95	1.0%	\$467.52	1.0%	1.9%
Personal Insurance	\$466.45	1.0%	\$478.86	1.0%	2.7%
Pet Supplies & Svcs	\$257.70	0.5%	\$262.76	0.5%	2.0%
Photographic Equip & Supplies	\$115.47	0.2%	\$117.38	0.2%	1.7%
Plumbing & Heating	\$54.06	0.1%	\$55.32	0.1%	2.3%
Property Taxes	\$1,550.87	3.3%	\$1,596.08	3.3%	2.9%
Public Transportation	\$523.52	1.1%	\$535.48	1.1%	2.3%
Records/Tapes/CD Purchases	\$128.46	0.3%	\$130.79	0.3%	0.0%
Recreational Equip & Supplies	\$1,043.50	2.2%	\$1,062.88	2.2%	1.9%
Rental Costs	\$2,287.07	4.8%	\$2,288.93	4.8%	0.1%
Roofing & Siding	\$74.01	0.2%	\$75.66	0.2%	2.2%
Satellite Dishes	\$10.08	0.0%	\$10.27	0.0%	1.9%
Shaving Needs	\$11.47	0.0%	\$11.69	0.0%	1.9%
Shelter	\$9,073.16	19.2%	\$9,268.28	19.3%	2.2%
Telephone Svc Excl Cell	\$751.85	1.6%	\$762.82	1.6%	1.5%
Televisions	\$117.29	0.2%	\$119.43	0.2%	1.8%
Transportation	\$9,467.94	20.1%	\$9,661.38	20.1%	2.0%
Tuition	\$925.42	2.0%	\$954.82	2.0%	3.2%
Used Car Purchase	\$843.32	1.8%	\$854.08	1.8%	1.3%
Used Truck Purchase	\$735.00	1.6%	\$744.17	1.5%	1.2%
Used Vehicle Purchase	\$1,578.32	3.3%	\$1,598.25	3.3%	1.3%
VCRs & Related Equipment	\$48.42	0.1%	\$49.30	0.1%	1.8%
Vehicle Insurance	\$1,083.83	2.3%	\$1,103.27	2.3%	1.8%
Vehicle Repair	\$732.87	1.6%	\$747.11	1.6%	1.9%
Vehicle Repair & Maintenance	\$740.20	1.6%	\$754.58	1.6%	1.9%
Video & Audio Equipment	\$924.50	2.0%	\$941.31	2.0%	1.8%
Video Game Hardware & Software	\$30.06	0.1%	\$30.64	0.1%	1.9%
Watches	\$25.44	0.1%	\$26.08	0.1%	2.5%
Women's Apparel	\$748.63	1.6%	\$762.37	1.6%	1.8%

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

Current year data is for the year **2010**, 5 year projected data is for the year **2015**. More About Our Data.

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