



**Date:** 07/21/11

**Current Geography Selection:** (1 Selected) 60 mile radius: Tupelo, MS 38801 \*

**Current Index Base:** Entire US

**Lat:** 34.242890 **Long:** -88.749340

**City:** Tupelo **Pop:** 36,520

**County:** Lee County **Pop:** 80,625

**Zip:** 38801 **Pop:** 31,456

## Consumer Expenditure Summary Report

### Consumer Expenditure Totals (Average Household Annual Expenditures)

	Fall 2010 Estimate	2015 Projection	% Change 2010-2015
Total Households	240,817	248,910	3.4%
Total Avg Household Expenditure	\$43,009	\$44,702	3.9%
Total Avg Retail Expenditure	\$18,418	\$19,125	3.8%

### Consumer Expenditure Detail (Average Household Annual Expenditures)

	Fall 2010 Estimate	% of Total	2015 Projection	% of Total	% Change 2010-2015
Airline Fares	\$302.24	0.7%	\$316.04	0.7%	4.6%
Alcoholic Beverages	\$491.84	1.1%	\$512.71	1.1%	4.2%
Alimony & Child Support	\$212.83	0.5%	\$223.13	0.5%	4.8%
Apparel	\$2,046.67	4.8%	\$2,125.57	4.8%	3.9%
Apparel Services & Acces	\$306.57	0.7%	\$320.41	0.7%	4.5%
Audio Equipment	\$73.56	0.2%	\$76.19	0.2%	3.6%
Babysitting & Elderly Care	\$336.83	0.8%	\$352.52	0.8%	4.7%
Books	\$51.32	0.1%	\$53.41	0.1%	4.1%
Books & Supplies	\$133.82	0.3%	\$140.18	0.3%	4.8%
Boys Apparel	\$99.50	0.2%	\$102.96	0.2%	3.5%
Cellular Phone Service	\$353.09	0.8%	\$364.69	0.8%	3.3%
Cigarettes	\$282.20	0.7%	\$288.99	0.6%	2.4%
Computer Hardware	\$286.75	0.7%	\$299.79	0.7%	4.6%
Computer Information Svcs	\$135.60	0.3%	\$142.00	0.3%	4.7%
Computer Software	\$22.34	0.1%	\$23.37	0.1%	4.6%
Contributions	\$1,488.97	3.5%	\$1,561.51	3.5%	4.9%
Coolant & Other Fluids	\$6.70	0.0%	\$6.95	0.0%	3.7%
Cosmetics & Perfume	\$88.81	0.2%	\$92.20	0.2%	3.8%
Deodorants & Other Pers Care	\$24.66	0.1%	\$25.61	0.1%	3.8%
Education	\$954.90	2.2%	\$999.65	2.2%	4.7%
Electricity	\$1,164.58	2.7%	\$1,200.27	2.7%	3.1%

Entertainment	\$2,370.86	5.5%	\$2,467.64	5.5%	4.1%
Fees & Admissions	\$570.59	1.3%	\$599.79	1.3%	5.1%
Finance Chgs Exc Mort & Veh	\$473.09	1.1%	\$490.32	1.1%	3.6%
Floor Coverings	\$58.34	0.1%	\$61.58	0.1%	5.6%
Food & Beverages	\$6,751.98	15.7%	\$6,990.58	15.6%	3.5%
Food At Home	\$3,620.48	8.4%	\$3,730.67	8.3%	3.0%
Food Away From Home	\$2,639.65	6.1%	\$2,747.19	6.1%	4.1%
Footwear	\$346.26	0.8%	\$356.79	0.8%	3.0%
Fuel Oil & Other Fuels	\$116.41	0.3%	\$120.60	0.3%	3.6%
Funeral & Cemetery	\$81.15	0.2%	\$84.36	0.2%	4.0%
Furniture	\$488.31	1.1%	\$511.78	1.1%	4.8%
Gasoline & Oil	\$1,983.43	4.6%	\$2,052.68	4.6%	3.5%
Gifts	\$1,074.45	2.5%	\$1,126.43	2.5%	4.8%
Girls Apparel	\$133.80	0.3%	\$138.91	0.3%	3.8%
Hair Care	\$48.86	0.1%	\$50.72	0.1%	3.8%
Hard Surface Flooring	\$21.55	0.1%	\$22.54	0.1%	4.6%
Health Care	\$2,772.12	6.4%	\$2,865.14	6.4%	3.4%
Health Care Insurance	\$1,340.14	3.1%	\$1,384.85	3.1%	3.3%
Health Care Services	\$667.51	1.6%	\$689.46	1.5%	3.3%
Health Care Supplies & Equip	\$764.47	1.8%	\$790.84	1.8%	3.5%
Household Services	\$262.48	0.6%	\$274.95	0.6%	4.8%
Household Supplies	\$641.80	1.5%	\$671.94	1.5%	4.7%
Household Textiles	\$131.50	0.3%	\$137.23	0.3%	4.4%
Housewares & Small App	\$918.01	2.1%	\$960.32	2.1%	4.6%
Indoor Plants & Fresh Flowers	\$57.65	0.1%	\$60.49	0.1%	4.9%
Infants Apparel	\$91.25	0.2%	\$94.83	0.2%	3.9%
Jewelry	\$122.94	0.3%	\$128.55	0.3%	4.6%
Legal & Accounting	\$88.77	0.2%	\$92.10	0.2%	3.8%
Magazines	\$28.75	0.1%	\$29.92	0.1%	4.1%
Major Appliances	\$216.31	0.5%	\$224.99	0.5%	4.0%
Mass Transit	\$81.03	0.2%	\$84.67	0.2%	4.5%
Men's Apparel	\$384.85	0.9%	\$400.25	0.9%	4.0%
Mortgage Interest	\$3,118.29	7.3%	\$3,268.89	7.3%	4.8%
Natural Gas	\$438.90	1.0%	\$453.59	1.0%	3.3%
New Car Purchased	\$966.54	2.2%	\$1,015.95	2.3%	5.1%
New Truck Purchased	\$1,143.15	2.7%	\$1,201.94	2.7%	5.1%
New Vehicle Purchase	\$2,109.69	4.9%	\$2,217.90	5.0%	5.1%
Newspapers	\$60.17	0.1%	\$62.65	0.1%	4.1%
Oral Hygiene Products	\$22.60	0.1%	\$23.46	0.1%	3.8%
Other Lodging	\$433.30	1.0%	\$457.47	1.0%	5.6%
Other Miscellaneous Expenses	\$91.19	0.2%	\$94.53	0.2%	3.7%
Other Repairs & Maint	\$123.12	0.3%	\$128.58	0.3%	4.4%

Other Tobacco Products	\$31.40	0.1%	\$32.16	0.1%	2.4%
Other Transportation Costs	\$468.48	1.1%	\$489.20	1.1%	4.4%
Other Utilities	\$359.47	0.8%	\$371.75	0.8%	3.4%
Paint & Wallpaper	\$54.85	0.1%	\$57.26	0.1%	4.4%
Personal Care Products	\$146.56	0.3%	\$152.17	0.3%	3.8%
Personal Care Services	\$419.94	1.0%	\$435.95	1.0%	3.8%
Personal Insurance	\$415.15	1.0%	\$434.39	1.0%	4.6%
Pet Supplies & Svcs	\$234.87	0.5%	\$243.82	0.5%	3.8%
Photographic Equip & Supplies	\$105.60	0.2%	\$109.60	0.2%	3.8%
Plumbing & Heating	\$48.92	0.1%	\$51.07	0.1%	4.4%
Property Taxes	\$1,390.89	3.2%	\$1,457.52	3.3%	4.8%
Public Transportation	\$469.56	1.1%	\$490.95	1.1%	4.6%
Records/Tapes/CD Purchases	\$117.88	0.3%	\$122.14	0.3%	0.0%
Recreational Equip & Supplies	\$952.14	2.2%	\$988.86	2.2%	3.9%
Rental Costs	\$2,219.92	5.2%	\$2,263.62	5.1%	2.0%
Roofing & Siding	\$67.10	0.2%	\$70.03	0.2%	4.4%
Satellite Dishes	\$9.26	0.0%	\$9.61	0.0%	3.7%
Shaving Needs	\$10.50	0.0%	\$10.90	0.0%	3.9%
Shelter	\$8,264.70	19.2%	\$8,598.23	19.2%	4.0%
Telephone Svc Excl Cell	\$695.75	1.6%	\$718.67	1.6%	3.3%
Televisions	\$107.57	0.3%	\$111.53	0.3%	3.7%
Transportation	\$8,636.58	20.1%	\$8,982.00	20.1%	4.0%
Tuition	\$821.08	1.9%	\$859.47	1.9%	4.7%
Used Car Purchase	\$783.97	1.8%	\$807.68	1.8%	3.0%
Used Truck Purchase	\$682.70	1.6%	\$703.37	1.6%	3.0%
Used Vehicle Purchase	\$1,466.67	3.4%	\$1,511.05	3.4%	3.0%
VCRs & Related Equipment	\$44.40	0.1%	\$46.02	0.1%	3.6%
Vehicle Insurance	\$996.08	2.3%	\$1,032.64	2.3%	3.7%
Vehicle Repair	\$670.89	1.6%	\$696.11	1.6%	3.8%
Vehicle Repair & Maintenance	\$677.60	1.6%	\$703.07	1.6%	3.8%
Video & Audio Equipment	\$848.13	2.0%	\$878.99	2.0%	3.6%
Video Game Hardware & Software	\$27.64	0.1%	\$28.67	0.1%	3.7%
Watches	\$22.68	0.1%	\$23.68	0.1%	4.4%
Women's Apparel	\$684.43	1.6%	\$711.42	1.6%	3.9%

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

**\* Reports requiring summarization use only the largest Radius or Drive Time around each center point to calculate results.**

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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