



Date: 12/01/08

Current Geography Selection: (1 Selected) 60 mile radius: Zip5 Centroid, TUPELO, MS 38801 *

Current Index Base: Entire US

Lat: 34.242890 **Long:** -88.749340

City: Tupelo **Pop:** 34,454

County: Lee County **Pop:** 80,031

Zip: 38801 **Pop:** 29,156

Consumer Expenditure Summary Report

Consumer Expenditure Totals (Average Household Annual Expenditures)

	2008 Estimate	2013 Projection	% Change 08-13
Total Households	237,577	239,989	1.0%
Total Avg Household Expenditure	\$41,918	\$44,828	6.9%
Total Avg Retail Expenditure	\$17,948	\$19,159	6.7%

Consumer Expenditure Detail (Average Household Annual Expenditures)

	2008 Estimate	% of Total	2013 Projection	% of Total	% Change 08-13
Airline Fares	\$295.37	0.7%	\$320.88	0.7%	8.6%
Alcoholic Beverages	\$482.58	1.2%	\$520.45	1.2%	7.8%
Alimony & Child Support	\$207.12	0.5%	\$225.47	0.5%	8.9%
Apparel	\$2,001.76	4.8%	\$2,142.29	4.8%	7.0%
Apparel Services & Acces	\$299.05	0.7%	\$325.16	0.7%	8.7%
Audio Equipment	\$71.77	0.2%	\$76.34	0.2%	6.4%
Babysitting & Elderly Care	\$328.50	0.8%	\$357.57	0.8%	8.8%
Books	\$50.01	0.1%	\$53.58	0.1%	7.1%
Books & Supplies	\$131.46	0.3%	\$144.01	0.3%	9.5%
Boys Apparel	\$97.33	0.2%	\$103.87	0.2%	6.7%
Cellular Phone Service	\$344.04	0.8%	\$363.59	0.8%	5.7%
Cigarettes	\$274.29	0.7%	\$284.68	0.6%	3.8%
Computer Hardware	\$278.43	0.7%	\$301.04	0.7%	8.1%
Computer Information Svcs	\$131.68	0.3%	\$143.00	0.3%	8.6%
Computer Software	\$21.69	0.1%	\$23.45	0.1%	8.1%
Contributions	\$1,453.34	3.5%	\$1,586.84	3.5%	9.2%
Coolant & Other Fluids	\$6.53	0.0%	\$6.95	0.0%	6.4%
Cosmetics & Perfume	\$86.39	0.2%	\$92.22	0.2%	6.7%
Deodorants & Other Pers Care	\$23.99	0.1%	\$25.60	0.1%	6.8%
Education	\$938.97	2.2%	\$1,028.37	2.3%	9.5%
Electricity	\$1,132.72	2.7%	\$1,191.91	2.7%	5.2%
Entertainment	\$2,311.44	5.5%	\$2,477.38	5.5%	7.2%

Fees & Admissions	\$559.05	1.3%	\$612.95	1.4%	9.6%
Finance Chgs Exc Mort & Veh	\$461.92	1.1%	\$491.48	1.1%	6.4%
Floor Coverings	\$56.39	0.1%	\$62.17	0.1%	10.2%
Food & Beverages	\$6,588.36	15.7%	\$6,996.04	15.6%	6.2%
Food At Home	\$3,529.75	8.4%	\$3,714.53	8.3%	5.2%
Food Away From Home	\$2,576.02	6.1%	\$2,761.06	6.2%	7.2%
Footwear	\$337.98	0.8%	\$356.55	0.8%	5.5%
Fuel Oil & Other Fuels	\$112.92	0.3%	\$119.53	0.3%	5.9%
Funeral & Cemetery	\$79.06	0.2%	\$84.30	0.2%	6.6%
Furniture	\$473.97	1.1%	\$514.37	1.1%	8.5%
Gasoline & Oil	\$1,932.45	4.6%	\$2,045.54	4.6%	5.9%
Gifts	\$1,048.01	2.5%	\$1,140.51	2.5%	8.8%
Girls Apparel	\$131.40	0.3%	\$140.61	0.3%	7.0%
Hair Care	\$47.52	0.1%	\$50.73	0.1%	6.7%
Hard Surface Flooring	\$20.98	0.1%	\$22.65	0.1%	8.0%
Health Care	\$2,686.02	6.4%	\$2,833.73	6.3%	5.5%
Health Care Insurance	\$1,298.27	3.1%	\$1,369.04	3.1%	5.5%
Health Care Services	\$647.52	1.5%	\$683.58	1.5%	5.6%
Health Care Supplies & Equip	\$740.23	1.8%	\$781.11	1.7%	5.5%
Household Services	\$255.34	0.6%	\$277.57	0.6%	8.7%
Household Supplies	\$624.59	1.5%	\$678.56	1.5%	8.6%
Household Textiles	\$128.18	0.3%	\$137.62	0.3%	7.4%
Housewares & Small App	\$891.33	2.1%	\$964.53	2.2%	8.2%
Indoor Plants & Fresh Flowers	\$55.99	0.1%	\$60.82	0.1%	8.6%
Infants Apparel	\$89.41	0.2%	\$95.49	0.2%	6.8%
Jewelry	\$119.83	0.3%	\$130.30	0.3%	8.7%
Legal & Accounting	\$86.59	0.2%	\$92.18	0.2%	6.5%
Magazines	\$28.02	0.1%	\$30.02	0.1%	7.1%
Major Appliances	\$209.76	0.5%	\$224.43	0.5%	7.0%
Mass Transit	\$79.21	0.2%	\$85.99	0.2%	8.5%
Men's Apparel	\$376.68	0.9%	\$404.08	0.9%	7.3%
Mortgage Interest	\$3,057.11	7.3%	\$3,327.97	7.4%	8.9%
Natural Gas	\$427.19	1.0%	\$451.95	1.0%	5.8%
New Car Purchased	\$935.62	2.2%	\$1,014.75	2.3%	8.5%
New Truck Purchased	\$1,106.72	2.6%	\$1,200.57	2.7%	8.5%
New Vehicle Purchase	\$2,042.34	4.9%	\$2,215.31	4.9%	8.5%
Newspapers	\$58.62	0.1%	\$62.81	0.1%	7.2%
Oral Hygeine Products	\$21.98	0.1%	\$23.47	0.1%	6.8%
Other Lodging	\$425.44	1.0%	\$471.53	1.1%	10.8%
Other Miscellaneous Expenses	\$89.03	0.2%	\$94.74	0.2%	6.4%
Other Repairs & Maint	\$119.82	0.3%	\$129.26	0.3%	7.9%
Other Tobacco Products	\$30.52	0.1%	\$31.68	0.1%	3.8%

Other Transportation Costs	\$460.80	1.1%	\$498.30	1.1%	8.1%
Other Utilities	\$350.14	0.8%	\$370.67	0.8%	5.9%
Paint & Wallpaper	\$53.38	0.1%	\$57.50	0.1%	7.7%
Personal Care Products	\$142.57	0.3%	\$152.19	0.3%	6.8%
Personal Care Services	\$408.61	1.0%	\$436.13	1.0%	6.7%
Personal Insurance	\$404.52	1.0%	\$439.73	1.0%	8.7%
Pet Supplies & Svcs	\$228.41	0.5%	\$243.13	0.5%	6.4%
Photographic Equip & Supplies	\$102.59	0.2%	\$109.04	0.2%	6.3%
Plumbing & Heating	\$47.57	0.1%	\$51.30	0.1%	7.8%
Property Taxes	\$1,350.81	3.2%	\$1,465.94	3.3%	8.5%
Public Transportation	\$458.89	1.1%	\$498.47	1.1%	8.6%
Records/Tapes/CD Purchases	\$115.01	0.3%	\$122.35	0.3%	0.0%
Recreational Equip & Supplies	\$924.96	2.2%	\$984.17	2.2%	6.4%
Rental Costs	\$2,159.31	5.2%	\$2,222.48	5.0%	2.9%
Roofing & Siding	\$65.29	0.2%	\$70.35	0.2%	7.8%
Satellite Dishes	\$9.03	0.0%	\$9.62	0.0%	6.5%
Shaving Needs	\$10.21	0.0%	\$10.90	0.0%	6.8%
Shelter	\$8,065.29	19.2%	\$8,643.86	19.3%	7.2%
Telephone Svc Excl Cell	\$677.72	1.6%	\$716.29	1.6%	5.7%
Televisions	\$104.92	0.3%	\$111.62	0.3%	6.4%
Transportation	\$8,410.21	20.1%	\$8,982.93	20.0%	6.8%
Tuition	\$807.51	1.9%	\$884.37	2.0%	9.5%
Used Car Purchase	\$766.79	1.8%	\$807.43	1.8%	5.3%
Used Truck Purchase	\$667.87	1.6%	\$703.07	1.6%	5.3%
Used Vehicle Purchase	\$1,434.67	3.4%	\$1,510.49	3.4%	5.3%
VCRs & Related Equipment	\$43.32	0.1%	\$46.09	0.1%	6.4%
Vehicle Insurance	\$969.26	2.3%	\$1,028.98	2.3%	6.2%
Vehicle Repair	\$653.44	1.6%	\$695.68	1.6%	6.5%
Vehicle Repair & Maintenance	\$659.97	1.6%	\$702.63	1.6%	6.5%
Video & Audio Equipment	\$827.42	2.0%	\$880.26	2.0%	6.4%
Video Game Hardware & Software	\$26.95	0.1%	\$28.68	0.1%	6.4%
Watches	\$22.12	0.1%	\$24.04	0.1%	8.7%
Women's Apparel	\$669.91	1.6%	\$716.53	1.6%	7.0%

*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 **2008**, 5 year projected data is for the year **2013**. More About Our Data.
Demographic data © 2008 by Experian/Applied Geographic Solutions.
Traffic Count data © 2008 by DataMetrix. All rights reserved.

© **2008. DDR is brought to you by SRC, LLC.**

SRC, DemographicsNow.com and the SRC and DemographicsNow.com logos are trademarks of SRC, LLC. All rights reserved.

[Privacy Statement](#) | [License Agreement](#)