

Date: 11/02/09

Current Geography Selection: (1 Selected) 10 minute drive time: W ALAMEDA AVE & S PIERCE ST, DENVER, CO 80226 *

Your title for this geography: Alameda & Pierce

Lat: 39.711020 Long: -105.072080

City: Lakewood Pop: 138,569

County: Jefferson County Pop: 534,949

Zip: 80226 Pop: 28,822

Consumer Expenditure Summary Report

Consumer Expenditure Totals (Average Household Annual Expenditures)

	2009 Estimate	2014 Projection	% Change 09-14
Total Households	61,670	62,434	1.2%
Total Avg Household Expenditure	\$48,207	\$53,147	10.2%
Total Avg Retail Expenditure	\$20,488	\$22,553	10.1%

Consumer Expenditure Detail (Average Household Annual Expenditures)

	2009 Estimate	% of Total	2014 Projection	% of Total	% Change 09-14
Airline Fares	\$346.06	0.7%	\$386.43	0.7%	11.7%
Alcoholic Beverages	\$560.35	1.2%	\$620.38	1.2%	10.7%
Alimony & Child Support	\$247.71	0.5%	\$276.97	0.5%	11.8%
Apparel	\$2,303.22	4.8%	\$2,545.69	4.8%	10.5%
Apparel Services & Acces	\$356.17	0.7%	\$399.22	0.8%	12.1%
Audio Equipment	\$81.80	0.2%	\$89.66	0.2%	9.6%
Babysitting & Elderly Care	\$394.25	0.8%	\$443.49	0.8%	12.5%
Books	\$57.87	0.1%	\$63.72	0.1%	10.1%
Books & Supplies	\$155.54	0.3%	\$176.42	0.3%	13.4%
Boys Apparel	\$112.75	0.2%	\$125.59	0.2%	11.4%
Cellular Phone Service	\$387.23	0.8%	\$421.77	0.8%	8.9%
Cigarettes	\$292.91	0.6%	\$313.56	0.6%	7.0%
Computer Hardware	\$333.67	0.7%	\$370.71	0.7%	11.1%
Computer Information Svcs	\$161.53	0.3%	\$179.66	0.3%	11.2%
Computer Software	\$25.96	0.1%	\$28.85	0.1%	11.2%
Contributions	\$1,718.87	3.6%	\$1,929.07	3.6%	12.2%
Coolant & Other Fluids	\$7.51	0.0%	\$8.24	0.0%	9.6%
Cosmetics & Perfume	\$99.20	0.2%	\$109.14	0.2%	10.0%
Deodorants & Other Pers Care	\$27.54	0.1%	\$30.34	0.1%	10.2%
Education	\$1,115.30	2.3%	\$1,264.32	2.4%	13.4%
Electricity	\$1,255.41	2.6%	\$1,363.36	2.6%	8.6%
Entertainment	\$2,685.43	5.6%	\$2,964.99	5.6%	10.4%
Fees & Admissions	\$677.50	1.4%	\$764.01	1.4%	12.8%
Finance Chgs Exc Mort & Veh	\$527.18	1.1%	\$576.76	1.1%	9.4%
Floor Coverings	\$69.22	0.1%	\$78.30	0.1%	13.1%
Food & Beverages	\$7,451.63	15.5%	\$8,173.21	15.4%	9.7%

Food At Home	\$3,907.48	8.1%	\$4,257.75	8.0%	9.0%
Food Away From Home	\$2,983.80	6.2%	\$3,295.08	6.2%	10.4%
Footwear	\$374.41	0.8%	\$409.20	0.8%	9.3%
Fuel Oil & Other Fuels	\$126.31	0.3%	\$137.98	0.3%	9.2%
Funeral & Cemetery	\$89.52	0.2%	\$98.59	0.2%	10.1%
Furniture	\$569.97	1.2%	\$635.02	1.2%	11.4%
Gasoline & Oil	\$2,183.54	4.5%	\$2,381.32	4.5%	9.1%
Gifts	\$1,240.01	2.6%	\$1,386.89	2.6%	11.8%
Girls Apparel	\$153.71	0.3%	\$171.24	0.3%	11.4%
Hair Care	\$54.62	0.1%	\$60.13	0.1%	10.1%
Hard Surface Flooring	\$24.62	0.1%	\$27.36	0.1%	11.1%
Health Care	\$2,991.42	6.2%	\$3,253.78	6.1%	8.8%
Health Care Insurance	\$1,444.37	3.0%	\$1,569.92	3.0%	8.7%
Health Care Services	\$725.55	1.5%	\$790.91	1.5%	9.0%
Health Care Supplies & Equip	\$821.50	1.7%	\$892.95	1.7%	8.7%
Household Services	\$302.45	0.6%	\$337.50	0.6%	11.6%
Household Supplies	\$740.23	1.5%	\$828.64	1.6%	11.9%
Household Textiles	\$150.79	0.3%	\$166.64	0.3%	10.5%
Housewares & Small App	\$1,071.50	2.2%	\$1,190.76	2.2%	11.1%
Indoor Plants & Fresh Flowers	\$68.28	0.1%	\$75.84	0.1%	11.1%
Infants Apparel	\$103.27	0.2%	\$114.26	0.2%	10.6%
Jewelry	\$142.16	0.3%	\$159.46	0.3%	12.2%
Legal & Accounting	\$98.31	0.2%	\$107.82	0.2%	9.7%
Magazines	\$32.41	0.1%	\$35.69	0.1%	10.1%
Major Appliances	\$243.50	0.5%	\$268.03	0.5%	10.1%
Mass Transit	\$92.69	0.2%	\$103.39	0.2%	11.5%
Men's Apparel	\$438.50	0.9%	\$483.92	0.9%	10.4%
Mortgage Interest	\$3,729.72	7.7%	\$4,171.71	7.9%	11.9%
Natural Gas	\$477.40	1.0%	\$521.76	1.0%	9.3%
New Car Purchased	\$1,134.82	2.4%	\$1,262.68	2.4%	11.3%
New Truck Purchased	\$1,342.42	2.8%	\$1,493.22	2.8%	11.2%
New Vehicle Purchase	\$2,477.24	5.1%	\$2,755.90	5.2%	11.2%
Newspapers	\$67.76	0.1%	\$74.70	0.1%	10.2%
Oral Hygeine Products	\$25.25	0.1%	\$27.79	0.1%	10.0%
Other Lodging	\$528.00	1.1%	\$598.03	1.1%	13.3%
Other Miscellaneous Expenses	\$101.61	0.2%	\$111.23	0.2%	9.5%
Other Repairs & Maint	\$140.76	0.3%	\$156.19	0.3%	11.0%
Other Tobacco Products	\$32.60	0.1%	\$34.89	0.1%	7.0%
Other Transportation Costs	\$539.63	1.1%	\$600.06	1.1%	11.2%
Other Utilities	\$395.46	0.8%	\$432.36	0.8%	9.3%
Paint & Wallpaper	\$62.37	0.1%	\$69.13	0.1%	10.8%
Personal Care Products	\$163.72	0.3%	\$180.18	0.3%	10.0%

Personal Care Services	\$469.51	1.0%	\$516.30	1.0%	10.0%
Personal Insurance	\$479.98	1.0%	\$536.98	1.0%	11.9%
Pet Supplies & Svcs	\$264.18	0.5%	\$289.77	0.5%	9.7%
Photographic Equip & Supplies	\$118.14	0.2%	\$129.19	0.2%	9.4%
Plumbing & Heating	\$55.52	0.1%	\$61.61	0.1%	11.0%
Property Taxes	\$1,586.08	3.3%	\$1,774.26	3.3%	11.9%
Public Transportation	\$537.61	1.1%	\$600.40	1.1%	11.7%
Records/Tapes/CD Purchases	\$131.33	0.3%	\$144.03	0.3%	0.0%
Recreational Equip & Supplies	\$1,064.39	2.2%	\$1,166.30	2.2%	9.6%
Rental Costs	\$2,161.75	4.5%	\$2,304.99	4.3%	6.6%
Roofing & Siding	\$76.18	0.2%	\$84.48	0.2%	10.9%
Satellite Dishes	\$10.29	0.0%	\$11.30	0.0%	9.8%
Shaving Needs	\$11.73	0.0%	\$12.91	0.0%	10.0%
Shelter	\$9,260.76	19.2%	\$10,240.73	19.3%	10.6%
Telephone Svc Excl Cell	\$761.39	1.6%	\$829.41	1.6%	8.9%
Televisions	\$119.26	0.2%	\$130.78	0.2%	9.7%
Transportation	\$9,741.02	20.2%	\$10,704.12	20.1%	9.9%
Tuition	\$959.76	2.0%	\$1,087.90	2.0%	13.4%
Used Car Purchase	\$854.39	1.8%	\$925.78	1.7%	8.4%
Used Truck Purchase	\$742.48	1.5%	\$803.99	1.5%	8.3%
Used Vehicle Purchase	\$1,596.86	3.3%	\$1,729.77	3.3%	8.3%
VCRs & Related Equipment	\$49.40	0.1%	\$54.16	0.1%	9.6%
Vehicle Insurance	\$1,108.68	2.3%	\$1,213.22	2.3%	9.4%
Vehicle Repair	\$752.25	1.6%	\$825.19	1.6%	9.7%
Vehicle Repair & Maintenance	\$759.77	1.6%	\$833.42	1.6%	9.7%
Video & Audio Equipment	\$943.54	2.0%	\$1,034.68	1.9%	9.7%
Video Game Hardware & Software	\$30.70	0.1%	\$33.72	0.1%	9.8%
Watches	\$26.38	0.1%	\$29.56	0.1%	12.1%
Women's Apparel	\$764.42	1.6%	\$842.28	1.6%	10.2%

*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 **2009**, 5 year projected data is for the year **2014**. More About Our Data.
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