



Estimating Consumer Buying Power for Town of Orange, Virginia

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Item	Household income													Total
	<\$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	
TOTAL ANNUAL HOUSEHOLD EXPENDITURES	2,392,575	2,050,738	2,819,380	2,325,323	8,322,300	5,589,864	6,074,436	8,053,833	3,748,151	5,968,675	3,068,690	1,414,244	3,941,817	55,770,026
Food	445,807	338,465	432,245	360,267	1,222,800	837,648	866,868	1,064,624	499,894	680,990	385,315	168,788	414,315	7,718,026
Food at home	285,215	238,148	305,225	245,935	777,300	513,408	518,817	613,947	277,916	368,722	204,571	89,780	192,720	4,631,703
Cereals and bakery products	42,150	36,390	42,630	35,451	107,700	72,240	72,504	85,345	35,566	49,704	27,418	12,004	25,476	644,577
Cereals	16,579	13,348	16,385	12,423	35,100	24,360	24,168	27,999	11,991	16,416	8,854	3,758	7,854	219,235
Bakery products	25,571	23,042	26,390	23,028	72,600	47,880	48,495	57,347	23,574	33,379	18,564	8,246	17,622	425,738
Meats, poultry, fish and eggs	78,399	66,878	81,490	64,640	209,400	138,936	143,100	157,872	74,742	94,210	51,857	22,615	47,586	1,231,725
Beef	22,761	19,951	22,040	19,998	61,500	44,688	42,135	46,889	24,119	29,549	15,667	6,674	13,827	369,799
Pork	16,579	15,455	19,575	13,130	48,300	28,896	31,005	32,721	12,877	19,061	10,771	4,325	7,953	260,649
Other meats	9,976	7,306	8,990	8,383	24,300	15,456	17,649	19,734	8,857	12,494	6,487	2,673	6,996	149,301
Poultry	15,315	10,959	15,515	11,312	35,100	24,528	23,691	28,673	13,013	16,872	9,506	4,115	8,514	217,114
Fish and seafood	8,852	9,133	10,295	8,484	28,500	17,808	22,419	22,770	13,218	12,403	7,222	3,904	8,316	173,323
Eggs	4,777	3,934	5,075	3,434	11,700	7,560	6,519	7,253	2,657	3,922	2,203	923	1,980	61,937
Dairy products	32,175	24,869	33,350	27,068	86,700	58,632	57,399	67,973	29,205	41,131	22,848	10,044	21,153	512,366
Fresh milk and cream	14,331	11,662	15,225	11,918	36,300	24,360	22,737	25,975	10,697	15,413	8,160	3,386	6,930	207,093
Other dairy products	17,703	13,207	18,125	15,150	50,700	34,272	34,662	42,167	18,328	25,718	14,688	6,658	14,223	305,601
Fruits and vegetables	48,613	38,216	55,825	42,319	127,500	87,192	87,291	99,851	43,946	60,101	35,088	15,098	34,617	775,657
Fresh fruits	15,315	12,224	18,270	13,231	44,100	28,224	30,687	31,035	14,308	20,155	11,628	5,330	12,474	256,980
Fresh vegetables	16,298	12,364	18,995	13,938	39,600	27,720	26,712	34,071	14,512	19,517	11,750	5,038	11,286	251,801
Processed fruits	8,852	7,587	10,875	8,080	25,200	18,144	16,854	19,734	8,585	12,221	6,487	2,786	6,567	151,972
Processed vegetables	8,149	6,042	7,830	7,070	18,600	13,104	13,038	14,843	6,541	8,117	5,222	1,944	4,323	114,822
Other food at home	83,879	71,936	91,785	76,457	245,700	156,240	158,523	202,737	94,637	123,576	67,361	30,019	63,855	1,466,704
Sugar and other sweets	9,976	10,116	11,745	8,989	29,100	17,976	18,762	22,939	9,607	14,774	7,507	4,423	8,118	174,031
Fats and oils	8,992	7,587	8,990	7,070	22,200	14,112	15,264	15,855	7,018	8,938	5,345	2,074	4,224	127,667
Miscellaneous foods	38,216	31,191	43,790	37,067	116,100	75,936	75,525	99,345	48,852	63,202	35,088	14,515	31,680	710,506
Nonalcoholic beverages (other than milk)	24,588	21,356	25,520	21,715	72,000	43,512	44,202	56,166	25,482	30,278	16,524	7,468	15,576	404,387
Food prepared by household, out-of-town trips	1,967	1,546	1,885	1,616	6,300	4,872	4,770	8,433	3,747	6,293	2,938	1,539	4,257	50,163
Food away from home	160,592	100,317	127,020	114,332	445,500	324,240	348,051	450,677	222,047	312,269	180,703	79,007	221,595	3,086,350
Alcoholic beverages	30,770	21,918	30,015	19,493	78,600	54,264	71,391	81,635	42,038	64,022	29,539	14,369	46,365	584,419
Housing	885,150	793,123	1,089,385	845,370	2,891,700	1,872,024	1,968,897	2,479,231	1,187,019	1,860,206	908,738	426,692	1,196,118	18,403,653
Shelter	555,256	474,750	615,525	483,083	1,661,400	1,070,328	1,124,766	1,420,342	695,846	1,072,603	525,137	240,878	687,819	10,627,732
Owned dwellings	190,237	136,426	228,665	207,252	743,700	572,208	693,717	998,001	548,541	875,885	425,177	202,937	560,736	6,383,482
Mortgage interest and charges	85,846	47,770	78,590	69,185	311,400	295,344	386,529	583,418	331,877	518,107	250,471	118,357	314,259	3,391,154
Property taxes	51,985	56,903	82,940	71,104	231,600	149,688	174,582	247,265	128,363	205,474	104,856	51,403	154,539	1,710,701
Maintenance, insurance, repairs, etc.	52,407	31,753	67,135	66,862	201,000	127,176	132,447	167,149	88,301	152,304	69,850	33,178	91,938	1,281,498
Rented dwellings	338,465	319,216	369,750	262,499	867,900	462,504	390,663	351,670	111,602	120,840	61,037	16,508	40,227	3,712,881
Other lodging	26,555	19,108	17,110	13,332	49,800	35,616	40,545	70,671	35,702	75,970	38,923	21,433	86,889	531,653
Utilities, fuels, and public services	188,270	211,593	288,260	216,948	727,500	444,360	466,665	551,540	242,010	355,954	162,262	72,025	170,247	4,097,633
Natural gas	22,340	29,505	40,890	30,401	107,100	64,512	69,006	75,900	36,792	48,792	23,950	11,810	26,565	587,562
Electricity	73,341	83,176	115,565	84,234	274,800	162,624	170,130	194,979	83,940	127,042	54,794	24,964	61,875	1,511,464
Fuel oil and other fuels	6,323	8,711	13,485	11,716	27,900	20,328	16,854	21,927	8,789	14,227	6,814	2,479	8,118	167,670
Telephone	70,110	70,391	89,465	68,983	241,200	148,008	156,456	193,629	85,303	124,944	57,283	24,203	53,757	1,383,731
Water and other public services	16,017	19,811	28,855	21,614	76,500	48,888	54,219	65,105	27,185	41,040	19,380	8,586	19,932	447,132

Household operations	25,290	21,216	60,900	32,118	135,600	76,104	77,433	116,380	60,979	121,478	57,406	29,144	99,528	913,576
Personal services	36,811	6,604	29,145	11,413	54,600	27,048	25,917	47,395	25,959	55,906	22,766	11,972	35,640	391,175
Other household expenses	16,579	14,472	31,610	20,705	81,000	49,056	51,357	68,985	35,021	65,482	34,639	17,188	63,888	549,981
Housekeeping supplies	45,663	31,332	45,820	40,198	114,300	86,184	86,178	108,790	46,126	78,614	36,434	17,026	48,213	784,878
Laundry and cleaning supplies	12,786	9,976	13,340	9,393	36,000	23,688	25,440	27,999	11,787	16,507	8,323	3,985	7,821	207,044
Other household products	23,042	13,629	22,620	18,988	51,600	42,504	36,888	52,455	22,007	38,578	17,830	7,987	29,436	377,563
Postage and stationery	9,835	7,868	9,860	11,716	27,000	19,992	23,850	28,336	12,332	23,438	10,282	5,054	10,956	200,520
Household furnishings and equipment	70,953	54,233	78,880	73,124	252,900	195,048	213,855	282,011	142,058	231,557	127,500	67,619	190,311	1,980,048
Household textiles	9,835	4,918	6,525	8,080	32,400	21,336	19,557	23,782	11,310	24,259	12,934	6,156	15,147	196,238
Furniture	14,331	11,943	23,490	17,372	55,500	34,440	51,993	74,213	39,994	52,531	32,273	21,352	54,747	484,179
Floor coverings	1,405	843	1,740	1,111	5,400	2,688	8,586	11,469	3,066	7,296	3,590	1,507	9,999	58,700
Major appliances	4,777	6,744	9,860	13,837	30,300	26,712	37,365	36,938	21,871	29,458	12,893	6,318	17,787	254,859
Small appliances, misc. housewares	5,480	4,215	5,800	5,959	22,500	17,808	14,310	13,325	8,857	13,680	8,935	3,807	8,877	133,553
Miscellaneous household equipment	35,125	25,431	31,465	26,765	106,800	92,064	82,203	122,283	57,028	104,333	56,875	28,496	83,754	852,621
Apparel and services	128,558	101,441	117,305	92,415	314,100	232,512	236,910	299,215	151,188	243,139	148,675	59,535	181,566	2,306,558
Men and boys	17,001	20,232	24,215	16,766	64,800	50,064	54,696	65,611	37,065	55,906	34,639	13,640	44,253	498,888
Men, 16 and over	12,224	15,174	16,675	12,423	43,200	37,464	43,089	50,600	28,548	43,776	27,499	11,129	38,148	379,949
Boys, 2 to 15	4,777	4,918	7,540	4,343	21,600	12,600	11,607	15,011	8,585	12,130	7,140	2,495	6,105	118,850
Women and girls	59,572	41,167	42,195	36,562	127,500	90,552	90,789	129,030	58,186	105,701	60,792	25,871	68,442	936,359
Women, 16 and over	54,795	36,811	34,655	31,512	108,300	76,440	78,069	108,959	47,353	90,835	51,082	22,194	60,192	801,196
Girls, 2 to 15	4,777	4,356	7,540	5,050	18,900	14,112	12,720	20,071	10,833	14,774	9,710	3,661	8,250	134,755
Children under 2	6,323	6,042	5,945	5,858	19,500	10,080	10,017	13,156	8,040	8,390	5,916	2,398	5,313	106,977
Footwear	32,596	20,794	29,290	19,897	62,700	54,264	47,700	54,817	25,891	34,838	25,867	9,169	24,750	442,573
Other apparel products and services	13,067	13,207	15,515	13,332	39,600	27,552	33,867	36,769	22,007	38,304	21,461	8,473	38,775	321,928
Transportation	318,935	288,306	435,000	379,558	1,534,200	1,056,384	1,117,929	1,636,067	678,949	1,135,075	551,616	251,343	604,164	9,987,526
Vehicle purchases (net outlay)	100,036	98,350	175,305	134,128	655,800	448,728	455,853	765,578	287,386	503,059	245,330	113,854	276,672	4,260,080
Cars and trucks, new	39,200	41,307	74,240	45,450	273,900	207,816	212,583	380,175	145,737	288,739	130,968	74,261	168,861	2,083,236
Cars and trucks, used	58,167	57,043	100,775	87,870	377,400	239,736	230,391	358,079	134,495	203,467	111,098	37,130	104,181	2,099,834
Other vehicles	2,810	0	290	707	4,500	1,008	12,879	27,155	7,086	10,853	3,223	2,479	3,663	76,653
Gasoline and motor oil	96,945	87,110	113,390	97,364	357,000	240,576	257,739	329,406	145,192	215,779	100,042	43,513	84,909	2,168,965
Other vehicle expenses	96,945	91,044	126,440	131,401	457,500	326,256	359,181	471,423	216,937	347,654	169,810	74,228	174,174	3,042,993
Vehicle finance charges	7,306	6,604	11,165	9,696	51,300	42,504	56,922	75,057	38,087	51,437	23,460	10,611	18,546	402,694
Maintenance and repairs	33,018	32,315	37,410	49,692	126,900	92,064	90,789	127,343	56,551	95,578	44,186	19,877	45,639	851,362
Vehicle insurance	37,935	40,464	62,350	58,075	215,400	145,488	164,088	193,292	84,826	130,507	64,627	28,253	56,760	1,282,065
Vehicle rent, leasing, licenses, etc.	18,687	11,521	15,515	14,039	63,900	46,200	47,382	75,900	37,473	70,042	37,536	15,487	53,229	506,911
Public transportation	25,009	12,083	19,865	16,665	63,600	40,824	44,997	69,659	29,434	68,582	36,475	19,748	68,409	515,350
Health care	124,483	164,526	261,870	203,010	647,100	400,344	405,768	484,748	206,376	308,621	152,266	61,754	151,173	3,572,038
Health insurance	53,812	91,466	138,185	109,181	344,100	205,464	228,960	256,542	104,380	161,059	72,542	29,144	71,709	1,866,544
Medical services	35,687	25,431	47,560	38,279	139,800	93,744	82,521	122,789	59,072	86,184	47,450	19,780	51,183	849,480
Drugs	29,646	40,464	67,570	47,571	142,800	83,160	76,956	82,309	34,816	48,154	23,215	9,623	20,757	707,041
Medical supplies	5,480	7,306	8,555	7,979	20,400	17,976	17,490	23,276	8,108	13,224	9,058	3,191	7,524	149,566
Entertainment	119,847	81,771	123,540	91,001	453,600	256,200	279,204	436,341	195,543	335,342	147,410	76,399	216,810	2,813,008
Fees and admissions	29,224	14,050	17,400	13,736	61,800	48,048	60,261	92,429	45,854	84,269	43,044	23,911	75,240	609,266
Television, radios, sound equipment	50,440	45,101	63,945	47,672	173,400	112,896	116,706	156,017	69,223	104,150	49,042	21,400	53,724	1,063,715
Pets, toys, and playground equipment	21,778	13,910	22,620	18,483	65,100	59,808	50,244	67,973	38,155	55,085	25,092	13,138	31,878	483,262
Other supplies, equip., and services	18,406	8,711	19,430	11,211	153,300	35,448	52,152	119,922	42,311	91,838	30,274	17,950	55,968	656,920
Personal care products and services	39,200	29,084	40,890	33,633	123,000	75,768	87,450	101,200	44,832	77,702	42,024	19,294	47,091	761,167
Reading	6,744	7,306	8,555	7,676	24,900	15,960	18,762	23,107	10,833	17,966	9,262	4,828	11,649	167,548
Education	143,732	89,499	71,630	38,683	94,800	53,088	66,303	119,079	64,045	140,448	76,092	35,089	144,606	1,137,093
Tobacco products and smoking supplies	25,009	26,555	34,655	27,674	87,300	53,760	52,311	57,178	22,961	27,634	11,383	4,698	6,237	437,354
Miscellaneous	48,754	39,059	36,975	46,763	150,600	87,696	116,865	126,163	55,120	81,533	46,186	18,468	64,944	919,124



Estimating Consumer Buying Power for Orange County, Virginia

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Item	Household income													Total
	<\$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	
TOTAL ANNUAL HOUSEHOLD EXPENDITURES	8,012,145	6,867,418	9,313,676	12,685,673	37,589,055	46,815,111	46,188,636	91,027,417	31,679,577	49,267,749	30,626,734	21,894,589	36,670,843	428,638,622
Food	1,492,897	1,133,435	1,427,899	1,965,417	5,522,980	7,015,302	6,591,468	12,032,776	4,225,134	5,621,158	3,845,597	2,613,085	3,854,385	57,341,531
Food at home	955,115	797,498	1,008,295	1,341,685	3,510,805	4,299,792	3,944,967	6,939,053	2,348,960	3,043,570	2,041,701	1,389,934	1,792,880	33,414,255
Cereals and bakery products	141,150	121,860	140,826	193,401	486,445	605,010	551,304	964,605	300,602	410,276	273,638	185,843	237,004	4,611,964
Cereals	55,519	44,698	54,127	67,773	158,535	204,015	183,768	316,451	101,353	135,504	88,362	58,186	73,066	1,541,356
Bakery products	85,631	77,162	87,178	125,628	327,910	400,995	368,745	648,153	199,250	275,525	185,276	127,657	163,938	3,073,048
Meats, poultry, fish and eggs	262,539	223,958	269,198	352,640	945,790	1,163,589	1,088,100	1,784,328	631,726	777,642	517,551	350,117	442,694	8,809,872
Beef	76,221	66,811	72,808	109,098	277,775	374,262	320,385	529,961	203,857	243,907	156,365	103,330	128,633	2,663,412
Pork	55,519	51,755	64,665	71,630	218,155	242,004	235,755	369,829	108,839	157,335	107,501	66,964	73,987	1,823,937
Other meats	33,406	24,466	29,698	45,733	109,755	129,444	134,199	223,041	74,863	103,134	64,745	41,382	65,084	1,078,949
Poultry	51,285	36,699	51,253	61,712	158,535	205,422	180,141	324,077	109,991	139,268	94,878	63,703	79,206	1,556,169
Fish and seafood	29,642	30,583	34,009	46,284	128,725	149,142	170,469	257,355	111,718	102,381	72,074	60,443	77,364	1,270,188
Eggs	15,997	13,174	16,765	18,734	52,845	63,315	49,569	81,972	22,459	32,370	21,989	14,296	18,420	421,905
Dairy products	107,745	83,279	110,170	147,668	391,595	491,043	436,449	768,252	245,319	339,513	228,032	155,496	196,787	3,701,347
Fresh milk and cream	47,991	39,052	50,295	65,018	163,955	204,015	172,887	293,575	90,411	127,223	81,440	52,417	64,470	1,452,749
Other dairy products	59,283	44,227	59,875	82,650	228,995	287,028	263,562	476,583	154,908	212,290	146,592	103,079	132,317	2,251,389
Fruits and vegetables	162,793	127,976	184,415	230,869	575,875	730,233	663,741	1,128,549	371,434	496,095	350,192	233,746	322,043	5,577,961
Fresh fruits	51,285	40,934	60,354	72,181	199,185	236,376	233,337	350,765	120,932	166,369	116,052	82,513	116,046	1,846,328
Fresh vegetables	54,578	41,404	62,749	76,038	178,860	232,155	203,112	385,079	122,660	161,099	117,274	77,999	104,994	1,818,001
Processed fruits	29,642	25,407	35,925	44,080	113,820	151,956	128,154	223,041	72,559	100,875	64,745	43,138	61,093	1,094,434
Processed vegetables	27,289	20,232	25,866	38,570	84,010	109,746	99,138	167,757	55,283	66,999	52,122	30,096	40,217	817,325
Other food at home	280,889	240,896	303,207	417,107	1,109,745	1,308,510	1,205,373	2,291,413	799,879	1,020,044	672,287	464,732	594,045	10,708,127
Sugar and other sweets	33,406	33,876	38,799	49,039	131,435	150,549	142,662	259,261	81,197	121,954	74,925	68,468	75,522	1,261,093
Fats and oils	30,112	25,407	29,698	38,570	100,270	118,188	116,064	179,195	59,314	73,774	53,343	32,102	39,296	895,335
Miscellaneous foods	127,976	104,451	144,658	202,217	524,385	635,964	574,275	1,122,830	412,896	521,690	350,192	224,717	294,720	5,240,972
Nonalcoholic beverages (other than milk)	82,338	71,516	84,304	118,465	325,200	364,413	336,102	634,809	215,374	249,930	164,916	115,619	144,904	2,907,889
Food prepared by household, out-of-town trips	6,587	5,176	6,227	8,816	28,455	40,803	36,270	95,317	31,673	51,943	29,318	23,826	39,603	404,013
Food away from home	537,782	335,937	419,604	623,732	2,012,175	2,715,510	2,646,501	5,093,723	1,876,749	2,577,587	1,803,489	1,223,152	2,061,505	23,927,445
Alcoholic beverages	103,040	73,398	99,153	106,343	355,010	454,461	542,841	922,665	355,310	528,466	294,813	222,460	431,335	4,489,294
Housing	2,964,150	2,655,973	3,598,727	4,611,870	13,060,845	15,678,201	14,971,047	28,021,194	10,032,749	15,354,862	9,069,566	6,605,821	11,127,522	137,752,526
Shelter	1,859,416	1,589,820	2,033,355	2,635,433	7,503,990	8,963,997	8,562,466	16,053,233	5,881,326	8,853,681	5,241,071	3,729,145	6,398,801	79,295,734
Owned dwellings	637,057	456,856	755,383	1,130,652	3,359,045	4,792,242	5,274,867	11,279,774	4,636,303	7,229,891	4,243,431	3,141,772	5,216,544	52,153,816
Mortgage interest and charges	287,476	159,970	259,618	377,435	1,406,490	2,473,506	2,939,079	6,594,007	2,805,047	4,276,657	2,499,801	1,832,345	2,923,561	28,834,990
Property taxes	174,085	190,553	273,988	387,904	1,046,060	1,253,637	1,327,482	2,794,685	1,084,933	1,696,058	1,046,504	795,788	1,437,681	13,509,358
Maintenance, insurance, repairs, etc.	175,497	106,333	221,777	364,762	907,850	1,065,099	1,007,097	1,889,176	746,323	1,257,176	697,126	513,638	855,302	9,807,157
Rented dwellings	1,133,435	1,068,976	1,221,450	1,432,049	3,920,015	3,873,471	2,970,513	3,974,705	943,270	997,460	609,171	255,565	374,233	22,774,313
Other lodging	88,925	63,988	56,522	72,732	224,930	298,284	308,295	798,754	301,754	627,082	388,469	331,808	808,331	4,369,874
Utilities, fuels, and public services	630,470	708,573	952,252	1,183,548	3,285,875	3,721,515	3,548,415	6,233,710	2,045,478	2,938,178	1,619,434	1,115,057	1,583,813	29,566,319
Natural gas	74,810	98,805	135,078	165,851	483,735	540,288	524,706	857,850	310,968	402,748	239,026	182,833	247,135	4,263,833
Electricity	245,601	278,536	381,763	459,534	1,241,180	1,361,976	1,293,630	2,203,721	709,468	1,048,650	546,870	386,483	575,625	10,733,037
Fuel oil and other fuels	21,173	29,171	44,547	63,916	126,015	170,247	128,154	247,823	74,287	117,437	68,002	38,372	75,522	1,204,666
Telephone	234,780	235,721	295,543	376,333	1,089,420	1,239,567	1,189,656	2,188,471	720,985	1,031,336	571,709	374,695	500,103	10,048,318
Water and other public services	53,637	66,341	95,321	117,914	345,525	409,437	412,269	735,845	229,771	338,760	193,420	132,924	185,428	3,316,591

Household operations	84,690	71,046	201,180	175,218	612,460	637,371	588,783	1,315,370	515,401	1,002,730	572,930	451,189	925,912	7,154,279
Personal services	123,271	22,114	96,279	62,263	246,610	226,527	197,067	535,680	219,405	461,466	227,218	185,341	331,560	2,934,801
Other household expenses	55,519	48,462	104,422	112,955	365,850	410,844	390,507	779,690	295,995	540,510	345,713	266,099	594,352	4,310,918
Housekeeping supplies	152,913	104,922	151,364	219,298	516,255	721,791	655,278	1,229,585	389,862	648,914	363,630	263,591	448,527	5,865,928
Laundry and cleaning supplies	42,816	33,406	44,068	51,243	162,600	198,387	198,440	316,451	99,625	136,257	83,069	61,697	72,759	1,495,817
Other household products	77,162	45,639	74,724	103,588	233,060	355,971	280,488	592,870	186,005	318,434	177,946	123,644	273,844	2,843,375
Postage and stationery	32,935	26,348	32,572	63,916	121,950	167,433	181,350	320,264	104,232	193,470	102,614	78,250	101,924	1,527,257
Household furnishings and equipment	237,603	181,613	260,576	398,924	1,142,265	1,633,527	1,626,105	3,187,389	1,200,682	1,911,359	1,272,500	1,046,839	1,770,469	15,869,851
Household textiles	32,935	16,468	21,555	146,340	146,340	178,689	148,707	268,793	95,594	200,245	129,082	95,304	140,913	1,518,705
Furniture	47,991	39,993	77,598	94,772	250,675	288,435	395,343	838,787	338,034	433,613	322,095	330,554	509,313	3,967,202
Floor coverings	4,705	2,823	5,748	6,061	24,390	22,512	65,286	129,631	25,914	60,224	35,834	23,324	93,021	499,473
Major appliances	15,997	22,584	32,572	75,487	136,855	223,713	284,115	417,487	184,853	243,154	128,675	97,812	165,473	2,028,778
Small appliances, misc. housewares	18,350	14,115	19,160	32,509	101,625	149,142	108,810	150,600	74,863	112,920	89,177	58,938	82,583	1,012,791
Miscellaneous household equipment	117,625	85,161	103,943	146,015	482,380	771,036	625,053	1,382,092	482,000	861,203	567,637	441,157	779,166	6,844,468
Apparel and services	430,508	339,701	387,511	504,165	1,418,685	1,947,288	1,801,410	3,381,835	1,277,848	2,006,965	1,483,837	921,690	1,689,114	17,590,557
Men and boys	56,931	67,752	79,993	91,466	292,680	419,286	415,896	741,564	313,271	461,466	345,713	211,174	411,687	3,908,878
Men, 16 and over	40,934	50,814	55,085	67,773	195,120	313,761	327,639	571,900	241,288	361,344	274,453	172,300	354,892	3,027,302
Boys, 2 to 15	15,997	16,468	24,908	23,693	97,560	105,525	16,257	169,664	72,559	100,122	71,260	38,623	56,795	881,431
Women and girls	199,492	137,857	139,389	199,462	575,875	758,373	690,339	1,458,345	491,790	872,495	606,728	400,528	636,718	7,167,390
Women, 16 and over	183,495	123,271	114,481	171,912	489,155	640,185	593,619	1,231,491	400,227	749,789	509,814	343,596	559,968	6,111,004
Girls, 2 to 15	15,997	14,586	24,908	27,550	85,365	118,188	96,720	226,854	91,563	122,706	96,914	56,681	76,750	1,054,028
Children under 2	21,173	20,232	19,639	31,958	88,075	84,420	76,167	148,694	67,952	69,258	59,044	37,118	49,427	773,156
Footwear	109,156	69,634	96,758	108,547	283,195	454,461	362,700	619,558	218,829	287,570	258,165	141,953	230,250	3,240,776
Other apparel products and services	43,757	44,227	51,253	72,732	178,860	230,748	257,517	415,581	186,005	316,176	214,187	131,168	360,725	2,502,936
Transportation	1,068,035	965,466	1,437,000	2,070,658	6,929,470	8,847,216	8,500,479	18,491,433	5,738,511	9,369,349	5,505,344	3,891,162	5,620,556	78,434,679
Vehicle purchases (net outlay)	334,996	329,350	579,111	731,728	2,962,030	3,758,097	3,466,203	8,652,847	2,429,006	4,152,445	2,448,494	1,762,622	2,573,888	34,180,816
Cars and trucks, new	131,270	138,327	245,248	247,950	1,237,115	1,740,459	1,616,433	4,296,875	1,231,779	2,383,365	1,307,112	1,149,667	1,570,919	17,296,519
Cars and trucks, used	194,787	191,023	332,905	479,370	1,704,590	2,007,789	1,751,841	4,047,146	1,136,761	1,679,497	1,108,806	574,834	969,199	16,178,546
Other vehicles	9,410	958	958	3,857	20,325	8,442	97,929	306,920	59,890	98,583	32,169	38,372	34,077	701,932
Gasoline and motor oil	324,645	291,710	374,578	531,164	1,612,450	2,014,824	1,959,789	3,723,069	1,227,172	1,781,125	998,454	673,649	789,911	16,302,540
Other vehicle expenses	324,645	304,884	417,688	716,851	2,066,375	2,732,394	2,731,131	5,328,202	1,833,559	2,869,674	1,694,766	1,149,166	1,620,346	23,789,681
Vehicle finance charges	24,466	22,114	36,883	52,896	231,705	355,971	432,822	848,318	321,909	424,579	234,140	164,274	172,534	3,322,612
Maintenance and repairs	110,568	108,215	123,582	271,092	573,165	771,036	690,339	1,439,282	477,969	788,934	440,998	307,732	424,581	6,527,492
Vehicle insurance	127,035	135,504	205,970	316,825	972,890	1,218,462	1,247,688	2,184,658	716,954	1,077,257	645,005	437,395	528,040	9,813,683
Vehicle rent, leasing, licenses, etc.	62,577	38,581	51,253	76,589	288,615	386,925	360,282	857,850	316,727	578,150	374,624	239,765	495,191	4,127,128
Public transportation	83,749	40,463	65,623	90,915	287,260	341,901	342,147	787,316	248,774	566,106	364,037	305,725	636,411	4,160,427
Health care	416,863	550,956	865,074	1,107,510	2,922,735	3,352,881	3,085,368	5,478,802	1,744,300	2,547,475	1,519,670	956,050	1,406,367	25,954,051
Health insurance	180,202	306,296	456,487	595,631	1,554,185	1,720,761	1,740,960	2,899,533	882,228	1,329,445	724,002	451,189	667,111	13,508,028
Medical services	119,507	85,161	157,112	208,829	631,430	785,106	627,471	1,387,811	499,276	711,396	473,574	306,227	476,157	6,469,056
Drugs	99,276	135,504	223,214	259,521	644,980	696,465	585,156	930,291	294,268	397,478	231,697	148,975	193,103	4,839,927
Medical supplies	18,350	24,466	28,261	43,529	92,140	150,549	132,990	263,074	68,528	109,156	90,398	49,408	69,996	1,140,845
Entertainment	401,337	273,831	408,108	496,451	2,048,760	2,145,675	2,123,004	4,931,684	1,652,737	2,768,046	1,471,214	1,182,773	2,016,990	21,920,609
Fees and admissions	97,864	47,050	57,480	74,936	279,130	402,402	458,211	1,044,671	387,558	695,587	429,596	370,181	699,960	5,044,626
Television, radios, sound equipment	168,910	151,031	211,239	260,072	783,190	945,504	887,406	1,763,358	585,081	859,698	489,454	331,307	499,796	7,936,045
Pets, toys, and playground equipment	72,928	46,580	74,724	100,833	294,035	500,892	382,044	768,252	322,485	454,691	250,428	203,399	296,562	3,767,853
Other supplies, equip., and services	61,636	29,171	64,186	61,161	692,405	296,877	396,552	1,355,403	357,613	758,070	302,142	277,886	520,672	5,173,774
Personal care products and services	131,270	97,394	135,078	183,483	555,550	634,557	664,950	1,143,800	378,920	641,386	419,416	298,703	438,089	5,722,595
Reading	22,584	24,466	28,261	41,876	112,465	133,665	142,662	261,168	91,563	148,302	92,434	74,738	108,371	1,282,555
Education	481,322	299,709	236,626	211,033	428,180	444,612	504,153	1,345,871	541,315	1,159,312	759,428	543,233	1,345,274	8,300,067
Tobacco products and smoking supplies	83,749	88,925	114,481	150,974	394,305	450,240	397,761	646,247	194,067	228,098	113,609	72,732	58,023	2,993,211
Miscellaneous	163,264	130,799	122,145	255,113	680,210	734,454	888,615	1,425,937	465,876	673,003	460,950	285,912	604,176	6,890,455



Estimating Consumer Buying Power for Orange County region

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Item	Household income													Total
	<\$5K	\$5-10K	\$10-15K	\$15-20K	\$20-30K	\$30-40K	\$40-50K	\$50-70K	\$70-80K	\$80-100K	\$100-120K	\$120-150K	\$150K+	
TOTAL ANNUAL HOUSEHOLD EXPENDITURES	85,715,472	73,468,966	139,899,580	181,352,171	456,811,047	559,485,495	577,147,828	1,133,171,167	465,691,250	828,965,214	447,968,628	426,892,110	648,727,519	6,025,296,446
Food	15,971,296	12,125,702	21,448,295	28,097,259	67,119,492	83,839,590	82,363,364	149,792,176	62,109,662	94,580,009	56,248,464	50,948,910	68,186,205	792,830,422
Food at home	10,218,005	8,531,783	15,145,475	19,180,495	42,665,997	51,386,640	49,294,141	86,382,053	34,529,823	51,210,255	29,863,384	27,100,380	31,717,040	457,225,471
Cereals and bakery products	1,510,050	1,303,677	2,115,330	2,764,827	5,911,653	7,230,450	6,888,792	12,008,055	4,418,869	6,903,188	4,002,432	3,623,490	4,192,732	62,873,544
Cereals	593,953	478,183	813,035	968,871	1,926,639	2,438,175	2,296,264	3,939,401	1,489,887	2,279,952	1,292,452	1,134,480	1,292,578	20,943,870
Bakery products	916,097	825,494	1,309,490	1,795,956	3,985,014	4,792,275	4,607,635	8,068,653	2,928,982	4,635,902	2,709,980	2,489,010	2,900,154	41,964,643
Meats, poultry, fish and eggs	2,808,693	2,395,946	4,043,590	5,041,280	11,493,966	13,906,005	13,596,300	22,212,528	9,286,398	13,084,391	7,570,076	6,826,440	7,831,502	120,097,115
Beef	815,427	714,757	1,093,640	1,559,646	3,375,735	4,472,790	4,003,355	6,597,311	2,996,704	4,103,914	2,287,104	2,014,680	2,275,589	36,310,652
Pork	593,953	553,685	971,325	1,024,010	2,651,187	2,892,180	2,945,865	4,603,879	1,599,935	2,647,278	1,572,384	1,305,630	1,308,871	24,670,182
Other meats	357,379	261,742	446,090	653,791	1,333,827	1,546,980	1,676,877	2,776,566	1,100,485	1,735,297	947,004	806,850	1,151,372	14,794,259
Poultry	548,652	392,613	769,865	882,224	1,926,639	2,454,990	2,250,943	4,034,327	1,616,866	2,343,284	1,387,748	1,242,060	1,401,198	21,251,408
Fish and seafood	317,111	327,178	510,845	661,668	1,564,365	1,782,390	2,130,087	3,203,730	1,642,262	1,722,630	1,054,212	1,178,490	1,368,612	17,463,579
Eggs	171,139	140,938	251,825	267,818	642,213	756,675	619,387	1,020,447	330,145	544,655	321,624	278,730	325,860	5,671,457
Dairy products	1,152,672	890,930	1,654,850	2,111,036	4,758,963	5,868,435	5,453,627	9,563,727	3,606,204	5,712,546	3,335,360	3,031,800	3,481,271	50,621,420
Fresh milk and cream	513,417	417,781	755,475	929,486	1,992,507	2,438,175	2,160,301	3,654,625	1,329,047	2,140,622	1,191,200	1,022,010	1,140,510	19,685,155
Other dairy products	634,221	473,149	899,375	1,181,550	2,782,923	3,430,260	3,293,326	5,932,833	2,277,157	3,571,925	2,144,160	2,009,790	2,340,761	30,971,430
Fruits and vegetables	1,741,591	1,369,112	2,770,075	3,300,463	6,998,475	8,726,985	8,293,743	14,048,949	5,460,097	8,347,158	5,122,160	4,557,480	5,697,119	76,433,407
Fresh fruits	548,652	437,915	906,570	1,031,887	2,420,649	2,824,920	2,915,651	4,366,565	1,777,706	2,799,274	1,697,460	1,608,810	2,052,918	25,388,977
Fresh vegetables	583,886	442,948	942,545	1,087,026	2,173,644	2,774,475	2,537,976	4,793,729	1,803,102	2,710,610	1,715,328	1,520,790	1,857,402	24,943,461
Processed fruits	317,111	271,809	539,625	630,160	1,383,228	1,816,020	1,601,342	2,776,566	1,066,624	1,697,298	947,004	841,080	1,080,769	14,968,635
Processed vegetables	291,943	216,441	388,530	551,390	1,020,954	1,311,570	1,238,774	2,088,357	812,666	1,127,310	762,368	586,800	711,461	11,108,563
Other food at home	3,005,000	2,577,152	4,554,435	5,962,889	13,486,473	15,637,950	15,061,679	28,525,063	11,758,255	17,162,972	9,833,356	9,061,170	10,508,985	147,135,379
Sugar and other sweets	357,379	362,412	582,795	701,053	1,597,299	1,799,205	1,782,626	3,227,461	1,193,603	2,051,957	1,095,904	1,334,970	1,336,026	17,422,689
Fats and oils	322,144	271,809	446,090	551,390	1,218,558	1,412,460	1,450,272	2,230,745	871,922	1,241,307	780,236	625,920	695,168	12,118,022
Miscellaneous foods	1,369,112	1,117,437	2,172,890	2,890,859	6,372,729	7,600,380	7,175,825	13,977,755	6,069,596	8,777,815	5,122,160	4,381,440	5,213,760	72,241,759
Nonalcoholic beverages (other than milk)	880,863	765,092	1,266,320	1,693,555	3,952,080	4,355,085	4,199,746	7,902,534	3,166,010	4,205,245	2,412,180	2,254,290	2,563,432	39,616,431
Food prepared by household, out-of-town trips	70,469	55,369	93,535	126,032	345,807	487,635	453,210	1,186,567	465,590	873,982	428,832	464,550	700,599	5,752,175
Food away from home	5,753,291	3,593,919	6,302,820	8,916,764	24,453,495	32,452,950	33,069,223	63,410,123	27,588,304	43,369,754	26,379,124	23,848,530	36,469,165	335,607,461
Alcoholic beverages	1,102,337	785,226	1,489,365	1,520,261	4,314,354	5,431,245	6,783,043	11,485,965	5,223,070	8,891,813	4,312,144	4,337,430	7,630,555	63,306,807
Housing	31,711,050	28,414,108	54,056,035	65,930,490	158,725,413	187,369,545	187,069,981	348,826,869	147,481,876	258,356,561	132,657,988	128,797,710	196,852,026	1,926,249,651
Shelter	19,892,392	17,008,197	30,542,775	37,675,691	91,194,246	107,128,365	106,866,918	199,841,558	86,455,768	148,969,530	76,659,676	72,709,410	113,198,333	1,108,142,859
Owned dwellings	6,815,359	4,887,529	11,346,515	16,163,604	40,821,693	57,271,890	65,911,841	140,418,299	68,153,862	121,648,106	62,067,476	61,257,030	92,283,552	749,046,755
Mortgage interest and charges	3,075,469	1,711,390	3,899,690	5,395,745	17,092,746	29,560,770	36,725,117	82,086,682	41,234,314	71,957,818	36,563,884	35,726,340	51,719,413	416,749,378
Property taxes	1,862,395	2,038,568	4,115,540	5,545,408	12,712,524	14,982,165	16,587,486	34,790,135	15,948,562	28,537,399	15,306,920	15,515,970	25,433,373	193,376,445
Maintenance, insurance, repairs, etc.	1,877,496	1,137,571	3,331,285	5,214,574	11,032,890	12,728,955	12,584,131	23,517,751	10,970,986	21,152,888	10,196,672	10,014,720	15,130,766	138,890,684
Rented dwellings	12,125,702	11,436,112	18,347,250	20,472,323	47,639,031	46,291,695	37,117,899	49,479,830	13,866,107	16,782,980	8,910,176	4,982,910	6,620,389	294,072,403
Other lodging	951,332	684,556	849,010	1,039,764	2,733,522	3,564,780	3,852,285	9,943,429	4,435,800	10,551,111	5,682,024	6,469,470	14,299,823	65,056,905
Utilities, fuels, and public services	6,744,890	7,580,451	14,303,660	16,919,796	39,932,475	44,475,675	44,339,045	77,601,460	30,068,627	49,436,959	23,687,012	21,740,940	28,018,529	404,849,519
Natural gas	800,327	1,057,035	2,028,990	2,370,977	5,878,719	6,456,960	6,556,438	10,679,100	4,571,244	6,776,524	3,496,172	3,564,810	4,371,955	58,609,251
Electricity	2,627,487	2,979,832	5,734,415	6,569,418	15,083,772	16,276,920	16,164,490	27,433,421	10,429,209	17,644,295	7,998,908	7,535,490	10,183,125	146,660,782
Fuel oil and other fuels	226,508	312,077	669,135	913,732	1,531,431	2,034,615	1,601,342	3,085,073	1,092,019	1,975,958	994,652	748,170	1,336,026	16,520,739
Telephone	2,511,717	2,521,784	4,439,315	5,379,991	13,239,468	14,814,015	14,865,288	27,243,571	10,598,514	17,352,968	8,362,224	7,305,660	8,847,099	137,481,613
Water and other public services	573,819	709,724	1,431,805	1,685,678	4,199,085	4,893,165	5,151,487	9,160,295	3,377,641	5,699,880	2,829,100	2,591,700	3,280,324	45,583,703

Household operations	906,030	760,059	3,021,900	2,504,886	7,443,084	7,617,195	7,357,109	16,374,620	7,576,414	16,871,645	8,380,092	8,797,110	16,379,896	103,990,039
Personal services	1,318,777	236,575	1,446,195	890,101	2,996,994	2,707,215	2,462,441	6,668,505	3,225,267	7,764,503	3,323,448	3,613,710	5,865,480	42,519,210
Other household expenses	593,953	518,451	1,568,510	1,614,785	4,446,090	4,909,980	4,879,561	9,706,115	4,351,147	9,094,475	5,056,644	5,188,290	10,514,416	62,442,417
Housekeeping supplies	1,635,888	1,122,471	2,273,620	3,135,046	6,273,927	8,626,095	8,187,994	15,306,710	5,730,986	10,918,437	5,318,708	5,139,390	7,934,691	81,603,961
Laundry and cleaning supplies	458,049	357,379	661,940	732,561	1,976,040	2,135,505	2,417,120	3,939,401	1,464,491	2,292,618	1,215,024	1,202,940	1,287,147	20,375,625
Other household products	825,494	488,250	1,122,420	1,480,876	2,832,324	4,254,195	3,504,824	7,380,445	2,734,281	5,357,887	2,602,772	2,410,770	4,844,452	39,838,990
Postage and stationery	352,345	281,876	489,260	913,732	1,482,030	2,000,985	2,266,050	3,986,864	1,532,213	3,255,265	1,500,912	1,525,680	1,803,092	21,390,304
Household furnishings and equipment	2,541,918	1,942,931	3,914,080	5,702,948	13,881,681	19,522,215	20,318,915	39,678,789	17,650,081	32,159,990	18,612,500	20,410,860	31,320,577	227,657,484
Household textiles	352,345	176,173	323,775	630,160	1,778,436	2,135,505	1,858,161	3,346,118	1,405,234	3,369,262	1,888,052	1,858,200	2,492,829	21,614,250
Furniture	513,417	427,848	1,165,590	1,354,844	3,046,395	3,447,075	4,939,989	10,441,787	4,969,112	7,295,846	4,711,196	6,445,020	9,010,029	57,768,147
Floor coverings	50,335	30,201	86,340	86,647	296,406	269,040	815,778	1,613,731	380,937	1,013,312	524,128	454,770	1,645,593	7,267,218
Major appliances	171,139	241,608	489,260	1,079,149	1,663,167	2,673,585	3,550,145	5,197,162	2,717,351	4,091,247	1,882,096	1,907,100	2,927,309	28,590,318
Small appliances, misc. housewares	196,307	151,005	287,800	464,743	1,235,025	1,782,390	1,359,630	1,874,775	1,100,485	1,899,960	1,304,364	1,149,150	1,460,939	14,266,573
Miscellaneous household equipment	1,258,375	911,064	1,561,315	2,087,405	5,862,252	9,214,620	7,810,319	17,205,217	7,085,428	14,490,362	8,302,664	8,601,510	13,783,878	98,174,408
Apparel and services	4,605,653	3,634,187	5,820,755	7,207,455	17,240,949	23,271,960	22,509,430	42,099,385	18,784,427	33,768,622	21,703,664	17,970,750	29,881,362	248,498,599
Men and boys	609,054	724,824	1,201,565	1,307,582	3,556,872	5,010,870	5,196,808	9,231,489	4,605,105	7,764,503	5,056,644	4,117,380	7,282,971	55,665,666
Men, 16 and over	437,915	543,618	827,425	968,871	2,371,248	3,749,745	4,093,997	7,119,400	3,546,947	6,079,872	4,014,344	3,359,430	6,278,236	43,391,047
Boys, 2 to 15	171,139	176,173	374,140	338,711	1,185,624	1,261,125	1,102,811	2,112,089	1,066,624	1,684,631	1,042,300	753,060	1,004,735	12,273,161
Women and girls	2,134,204	1,474,816	2,093,745	2,851,474	6,998,475	9,063,285	8,626,097	18,154,470	7,229,338	14,680,358	8,874,440	7,809,330	11,263,894	101,253,925
Women, 16 and over	1,963,065	1,318,777	1,719,605	2,457,624	5,944,587	7,650,825	7,417,537	15,330,441	5,883,360	12,615,734	7,456,912	6,699,300	9,906,144	86,363,912
Girls, 2 to 15	171,139	156,039	374,140	393,850	1,037,421	1,412,460	1,208,560	2,824,029	1,345,977	2,051,957	1,417,528	1,105,140	1,357,750	14,855,989
Children under 2	226,508	216,441	294,995	456,866	1,070,355	1,008,900	951,741	1,851,044	998,901	1,165,309	863,620	723,720	874,391	10,702,790
Footwear	1,167,772	744,958	1,453,390	1,551,769	3,441,603	5,431,245	4,532,100	7,712,683	3,216,801	4,838,565	3,776,104	2,767,740	4,073,250	44,707,980
Other apparel products and services	468,116	473,149	769,865	1,039,764	2,173,644	2,757,660	3,217,791	5,173,431	2,734,281	5,319,888	3,132,856	2,557,470	6,381,425	36,199,339
Transportation	11,426,045	10,328,742	21,585,000	29,601,766	84,212,238	105,732,720	106,217,317	230,193,933	84,356,382	157,646,014	80,525,120	75,868,350	99,430,748	1,097,124,376
Vehicle purchases (net outlay)	3,583,852	3,523,450	8,698,755	10,460,656	35,996,862	44,912,865	43,311,769	107,716,522	35,706,495	69,867,862	35,813,428	34,366,920	45,533,504	479,492,940
Cars and trucks, new	1,404,347	1,479,849	3,683,840	3,544,650	15,034,371	20,800,155	20,198,059	53,490,425	18,107,205	40,101,822	19,118,760	22,415,760	27,790,427	247,169,671
Cars and trucks, used	2,083,869	2,043,601	5,000,525	6,852,990	20,715,486	23,995,005	21,890,403	50,381,621	16,710,436	28,258,738	16,218,188	11,207,880	17,145,667	222,504,049
Other vehicles	100,670	0	14,390	55,139	247,005	100,890	1,223,667	3,820,745	880,388	1,507,302	470,524	748,170	602,841	9,771,730
Gasoline and motor oil	3,473,115	3,120,770	5,626,490	7,593,428	19,595,730	24,079,080	24,488,447	46,347,294	18,039,483	29,968,702	14,604,112	13,134,540	13,973,963	224,045,155
Other vehicle expenses	3,473,115	3,261,708	6,274,040	10,247,977	25,112,175	32,654,730	34,126,713	66,329,077	26,953,409	48,284,317	24,788,872	22,405,980	28,664,818	332,576,931
Vehicle finance charges	261,742	236,575	554,015	756,192	2,815,857	4,254,195	5,408,306	10,560,443	4,732,084	7,143,850	3,424,700	3,202,950	3,052,222	46,403,131
Maintenance and repairs	1,182,873	1,157,705	1,856,310	3,875,484	6,965,541	9,214,620	8,626,097	17,917,157	7,026,171	13,274,387	6,450,348	6,000,030	7,511,073	91,057,796
Vehicle insurance	1,359,045	1,449,648	3,093,850	4,529,275	11,823,306	14,561,790	15,590,424	27,196,108	10,539,257	18,125,618	9,434,304	8,528,160	9,341,320	135,572,105
Vehicle rent, leasing, licenses, etc.	669,456	412,747	769,865	1,094,903	3,507,471	4,624,125	4,501,886	10,679,100	4,655,897	9,727,795	5,479,520	4,674,840	8,760,203	59,557,807
Public transportation	895,963	432,881	985,715	1,299,705	3,491,004	4,086,045	4,275,281	9,801,041	3,656,995	9,525,133	5,324,664	5,960,910	11,258,463	60,993,800
Health care	4,459,681	5,894,229	12,994,170	15,832,770	35,519,319	40,070,145	38,553,064	68,203,852	25,641,293	42,863,098	22,227,792	18,640,680	24,879,411	355,779,503
Health insurance	1,927,831	3,276,809	6,856,835	8,515,037	18,887,649	20,564,745	21,754,080	36,095,358	12,968,789	22,368,862	10,589,768	8,797,110	11,801,563	184,404,435
Medical services	1,278,509	911,064	2,359,960	2,985,383	7,673,622	9,382,770	7,840,533	17,276,411	7,339,386	11,969,748	6,926,828	5,970,690	8,423,481	90,338,384
Drugs	1,062,069	1,449,648	3,352,870	3,710,067	7,838,292	8,323,425	7,311,788	11,580,891	4,325,751	6,687,859	3,388,964	2,904,660	3,416,099	65,352,383
Medical supplies	196,307	261,742	424,505	622,283	1,119,756	1,799,205	1,661,770	3,274,924	1,007,367	1,836,628	1,322,232	963,330	1,238,268	15,728,316
Entertainment	4,293,576	2,929,497	6,130,140	7,097,177	24,898,104	25,642,875	26,527,892	61,392,959	24,295,315	46,574,353	21,519,028	23,061,240	35,681,670	310,043,826
Fees and admissions	1,046,968	503,350	863,400	1,071,272	3,392,202	4,809,090	5,725,553	13,004,771	5,697,124	11,703,754	6,283,580	7,217,640	12,382,680	73,701,384
Television, radios, sound equipment	1,807,027	1,615,754	3,172,995	3,717,944	9,517,926	11,299,680	11,088,538	21,951,483	8,600,711	14,465,029	7,159,112	6,459,690	8,841,668	109,697,556
Pets, toys, and playground equipment	780,193	498,317	1,122,420	1,441,491	3,573,339	5,986,140	4,773,812	9,563,727	4,740,549	7,650,506	3,662,940	3,965,790	5,246,346	53,005,569
Other supplies, equip., and services	659,389	312,077	964,130	874,347	8,414,637	3,547,965	4,955,096	16,872,978	5,256,931	12,755,065	4,419,352	5,418,120	9,210,976	73,661,062
Personal care products and services	1,404,347	1,041,935	2,028,990	2,623,041	6,751,470	7,583,565	8,308,850	14,238,800	5,570,145	10,791,773	6,134,680	5,823,990	7,750,037	80,051,622
Reading	241,608	261,742	424,505	598,652	1,366,761	1,597,425	1,782,626	3,251,193	1,345,977	2,495,281	1,352,012	1,457,220	1,917,143	18,092,145
Education	5,149,271	3,206,340	3,554,330	3,016,891	5,203,572	5,313,540	6,299,619	16,754,321	7,957,351	19,506,256	11,107,940	10,591,740	23,798,642	121,459,812
Tobacco products and smoking supplies	895,963	951,332	1,719,605	2,158,298	4,791,897	5,380,800	4,970,203	8,044,922	2,852,795	3,837,919	1,661,724	1,418,100	1,026,459	39,710,017
Miscellaneous	1,746,625	1,399,313	1,834,725	3,647,051	8,266,434	8,777,430	11,103,645	17,751,037	6,848,401	11,323,762	6,742,192	5,574,600	10,688,208	95,703,422