

# Beer and Ale at Home

**Best customers:**

- **Householders under age 35**
- **Married couples with school-aged children at home**

**Customer trends:**

- **Spending is likely to increase as the large Millennial generation fills the 25-to-34 age group.**

Householders under age 35 spend 26 to 39 percent more than the average household on beer and ale consumed at home, making them the best customers of this product. Householders under age 25, many of whom just reached legal drinking age, spend the most—39 percent more than average. Married couples with school-aged children spend 27 percent more than average on this item. Hispanics spend 29 percent more.

Average household spending on beer and ale consumed at home has not changed since 1999, after adjusting for inflation. As the large Millennial generation ages into its late twenties and thirties (the oldest were aged 25 in 2002), aggregate spending on beer and ale consumed at home is likely to climb simply because more households will be in the big-spending age groups.

<b>Beer and ale at home</b>			
<b>Total household spending</b>	<b>\$12,594,212,720.00</b>		
<b>Average household spends</b>	<b>112.34</b>		
<b>AGE OF HOUSEHOLDER</b>	<b>AVERAGE HOUSEHOLD SPENDING</b>	<b>BEST CUSTOMERS (index)</b>	<b>BIGGEST CUSTOMERS (market share)</b>
<b>Average household</b>	<b>\$112.34</b>	<b>100</b>	<b>100.0%</b>
Under age 25	156.18	139	10.8
Aged 25 to 34	141.39	126	21.3
Aged 35 to 44	125.07	111	24.2
Aged 45 to 54	137.00	122	24.7
Aged 55 to 64	84.48	75	10.3
Aged 65 or older	47.39	42	8.3
Aged 65 to 74	69.76	62	6.2
Aged 75 or older	23.37	21	2.0

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household reporting income</b>	<b>\$125.22</b>	<b>100</b>	<b>100.0%</b>
Under \$10,000	75.54	60	7.1
\$10,000 to \$19,999	77.07	62	10.0
\$20,000 to \$29,999	111.19	89	11.8
\$30,000 to \$39,999	133.18	106	12.3
\$40,000 to \$49,999	167.00	133	12.8
\$50,000 to \$69,999	147.72	118	17.3
\$70,000 or more	155.24	124	28.1
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>112.34</b>	<b>100</b>	<b>100.0</b>
Married couples	119.15	106	53.2
Married couples, no children	103.45	92	19.0
Married couples, with children	132.29	118	30.2
Oldest child under 6	112.03	100	4.9
Oldest child 6 to 17	142.61	127	17.2
Oldest child 18 or older	126.60	113	8.1
Single parent with child under 18	54.70	49	2.9
Single person	83.48	74	21.9
<b>RACE</b>			
<b>Average household</b>	<b>112.34</b>	<b>100</b>	<b>100.0</b>
Black	79.21	71	8.5
White and other	117.04	104	91.6
<b>HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>112.34</b>	<b>100</b>	<b>100.0</b>
Hispanic	145.11	129	12.1
Non-Hispanic	109.25	97	88.1
<b>REGION</b>			
<b>Average household</b>	<b>112.34</b>	<b>100</b>	<b>100.0</b>
Northeast	109.73	98	18.6
Midwest	130.31	116	26.8
South	99.68	89	31.7
West	116.22	103	23.0
<b>EDUCATION</b>			
<b>Average household</b>	<b>112.34</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	101.32	90	13.7
High school graduate	113.72	101	28.9
Some college	129.39	115	23.9
Associate's degree	120.76	107	10.0
College graduate	101.77	91	23.8
Bachelor's degree	116.79	104	17.7
Master's, professional, doctoral degree	74.42	66	6.1

*Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type.  
Source: Calculations by New Strategist based on the 2002 Consumer Expenditure Survey*

# Bicycles

## Best customers:

- **Householders aged 25 to 44**
- **Married couples with children under age 18**
- **Households in the West**
- **College graduates**

## Customer trends:

- **Spending will continue to decline as aging boomers become empty-nesters and as increasingly heavy traffic limits bicycling opportunities.**

Parents are the best customers of bicycles, buying them for their children. Married couples with children under age 6 spend more than twice the average on this item. Couples with school-aged children spend 98 percent more than the average household on bicycles. Householders aged 25 to 44 spend 45 to 93 percent more than average on bicycles because many are parents. Households in the West spend 41 percent more than average on this item, while college graduates spend 98 percent more.

Average household spending on bicycles fell 21 percent between 1997 and 2002, after adjusting for inflation. The aging of the baby-boom generation into the empty-nest lifestage is one factor behind the decline. The entry of the large Millennial generation into the family-formation lifestage could boost bicycle spending in the years ahead, but increasingly heavy traffic may limit bicycling opportunities and continue to reduce household spending on this item.

<b>Bicycles</b>			
<b>Total household spending</b>	<b>\$1,507,852,600.00</b>		
<b>Average household spends</b>	<b>13.45</b>		
	<b>AVERAGE HOUSEHOLD SPENDING</b>	<b>BEST CUSTOMERS (index)</b>	<b>BIGGEST CUSTOMERS (market share)</b>
<b>AGE OF HOUSEHOLDER</b>			
<b>Average household</b>	<b>\$13.45</b>	<b>100</b>	<b>100.0%</b>
Under age 25	7.59	56	4.4
Aged 25 to 34	19.46	145	24.5
Aged 35 to 44	25.96	193	42.0
Aged 45 to 54	14.74	110	22.2
Aged 55 to 64	3.75	28	3.8
Aged 65 or older	2.13	16	3.1
Aged 65 to 74	2.89	21	2.1
Aged 75 or older	1.34	10	1.0

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household reporting income</b>	<b>\$15.07</b>	<b>100</b>	<b>100.0%</b>
Under \$10,000	3.37	22	2.6
\$10,000 to \$19,999	5.19	34	5.6
\$20,000 to \$29,999	3.94	26	3.5
\$30,000 to \$39,999	14.20	94	10.9
\$40,000 to \$49,999	19.61	130	12.5
\$50,000 to \$69,999	13.18	87	12.8
\$70,000 or more	34.56	229	52.0
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>13.45</b>	<b>100</b>	<b>100.0</b>
Married couples	17.65	131	65.9
Married couples, no children	7.45	55	11.4
Married couples, with children	24.41	181	46.6
Oldest child under 6	32.40	241	11.9
Oldest child 6 to 17	26.67	198	26.9
Oldest child 18 or older	14.60	109	7.8
Single parent with child under 18	7.69	57	3.4
Single person	9.39	70	20.6
<b>RACE</b>			
<b>Average household</b>	<b>13.45</b>	<b>100</b>	<b>100.0</b>
Black	8.76	65	7.9
White and other	14.10	105	92.2
<b>HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>13.45</b>	<b>100</b>	<b>100.0</b>
Hispanic	8.09	60	5.6
Non-Hispanic	14.00	104	94.3
<b>REGION</b>			
<b>Average household</b>	<b>13.45</b>	<b>100</b>	<b>100.0</b>
Northeast	10.84	81	15.3
Midwest	9.88	73	17.0
South	13.73	102	36.4
West	18.94	141	31.3
<b>EDUCATION</b>			
<b>Average household</b>	<b>13.45</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	5.02	37	5.7
High school graduate	5.41	40	11.5
Some college	12.43	92	19.2
Associate's degree	17.00	126	11.7
College graduate	26.64	198	52.0
Bachelor's degree	30.48	227	38.6
Master's, professional, doctoral degree	19.54	145	13.4

*Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type.  
Source: Calculations by New Strategist based on the 2002 Consumer Expenditure Survey*

# Gardening and Lawn Care Services

## Best customers:

- Householders aged 55 or older
- High-income households
- Married couples without children
- College graduates

## Customer trends:

- Average household spending on gardening and lawn care service will rise as the population ages, but only if discretionary income grows.

Households pay for gardening and lawn care services either because they need to or because they can afford to. The best customers of gardening and lawn care services are high-income households, which spend more than twice the average on this item. Householders aged 55 or older, many of whom need help maintaining their homes and lawns, spend 58 to 63 percent more than average on this item and control 53 percent of the market. Married couples without children at home (most of them older) spend 48 percent more than average on gardening and lawn care services. College graduates, who dominate the nation's affluent households, spend 90 percent more than average on this item.

Average household spending on gardening and lawn care services fell 11 percent between 1997 and 2002, after adjusting for inflation. This decline occurred despite the aging of the population. Behind it is the recession of 2001 with consequent belt tightening as discretionary income disappeared. This category should grow in the years ahead as the population ages, but only if discretionary income rises.

Gardening and lawn care service			
Total household spending	\$8,114,377,040.00		
Average household spends	72.38		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>AGE OF HOUSEHOLDER</b>			
<b>Average household</b>	<b>\$72.38</b>	<b>100</b>	<b>100.0%</b>
Under age 25	6.96	10	0.7
Aged 25 to 34	22.49	31	5.3
Aged 35 to 44	64.74	89	19.5
Aged 45 to 54	76.39	106	21.4
Aged 55 to 64	114.50	158	21.6
Aged 65 or older	116.47	161	31.6
Aged 65 to 74	114.75	159	15.9
Aged 75 or older	118.27	163	15.7

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household reporting income</b>	<b>\$74.39</b>	<b>100</b>	<b>100.0%</b>
Under \$10,000	26.98	36	4.3
\$10,000 to \$19,999	54.73	74	12.0
\$20,000 to \$29,999	46.39	62	8.3
\$30,000 to \$39,999	49.51	67	7.7
\$40,000 to \$49,999	61.53	83	7.9
\$50,000 to \$69,999	60.73	82	11.9
\$70,000 or more	156.76	211	47.8
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>72.38</b>	<b>100</b>	<b>100.0</b>
Married couples	86.85	120	60.2
Married couples, no children	106.86	148	30.4
Married couples, with children	69.46	96	24.6
Oldest child under 6	53.09	73	3.6
Oldest child 6 to 17	70.49	97	13.2
Oldest child 18 or older	78.82	109	7.8
Single parent with child under 18	31.91	44	2.6
Single person	66.19	91	27.0
<b>RACE</b>			
<b>Average household</b>	<b>72.38</b>	<b>100</b>	<b>100.0</b>
Black	41.12	57	6.9
White and other	76.68	106	93.1
<b>HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>72.38</b>	<b>100</b>	<b>100.0</b>
Hispanic	30.89	43	4.0
Non-Hispanic	76.67	106	96.0
<b>REGION</b>			
<b>Average household</b>	<b>72.38</b>	<b>100</b>	<b>100.0</b>
Northeast	70.98	98	18.6
Midwest	51.67	71	16.5
South	73.52	102	36.2
West	93.27	129	28.6
<b>EDUCATION</b>			
<b>Average household</b>	<b>72.38</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	27.39	38	5.8
High school graduate	42.80	59	16.9
Some college	66.10	91	18.9
Associate's degree	66.77	92	8.6
College graduate	137.59	190	49.9
Bachelor's degree	116.53	161	27.4
Master's, professional, doctoral degree	176.48	244	22.5

*Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type.  
Source: Calculations by New Strategist based on the 2002 Consumer Expenditure Survey*

# Breakfast at Fast-Food Restaurants

- Best customers:
- **Householders aged 25 to 54**
  - **Married couples with children**
  - **Hispanics**

- Customer trends:
- **Spending in this category may slow as the large baby-boom generation turns into empty-nesters with more free time.**

The busiest people are the biggest spenders on breakfast at fast-food restaurants—workers and parents. Householders of prime working age, 25 to 54, spend 17 to 21 percent more than average on this item and account for 70 percent of the market. Married couples with children at home spend 36 percent more than average on breakfast at fast-food restaurants as they try to fit meals into their busy schedules. Hispanics spend 47 percent more than average on this item.

Spending on fast-food breakfasts rose by 8 percent between 1999 and 2002, after adjusting for inflation. The growing popularity of fast-food breakfasts as a substitute for home cooking is one factor behind the increase. As the large baby-boom generation becomes empty-nesters with more free time, breakfast spending may shift from fast-food to full-service.

## Breakfast at fast-food restaurants, including take-outs, deliveries, concession stands, buffets, and cafeterias (except employer and school)

Total household spending           \$9,846,445,640.00  
 Average household spends           87.83

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (Index)	BIGGEST CUSTOMERS (market share)
<b>AGE OF HOUSEHOLDER</b>			
<b>Average household</b>	<b>\$87.83</b>	<b>100</b>	<b>100.0%</b>
Under age 25	97.87	111	8.7
Aged 25 to 34	106.62	121	20.6
Aged 35 to 44	105.75	120	26.2
Aged 45 to 54	102.52	117	23.6
Aged 55 to 64	66.27	75	10.3
Aged 65 or older	46.15	53	10.3
Aged 65 to 74	50.91	58	5.8
Aged 75 or older	41.03	47	4.5

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household reporting income</b>	<b>\$93.93</b>	<b>100</b>	<b>100.0%</b>
Under \$10,000	58.98	63	7.4
\$10,000 to \$19,999	63.91	68	11.1
\$20,000 to \$29,999	70.33	75	10.0
\$30,000 to \$39,999	101.88	108	12.6
\$40,000 to \$49,999	95.51	102	9.8
\$50,000 to \$69,999	138.41	147	21.6
\$70,000 or more	113.41	121	27.4
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>87.83</b>	<b>100</b>	<b>100.0</b>
Married couples	97.83	111	55.9
Married couples, no children	70.70	80	16.6
Married couples, with children	119.63	136	35.0
Oldest child under 6	103.57	118	5.8
Oldest child 6 to 17	117.39	134	18.1
Oldest child 18 or older	135.94	155	11.1
Single parent with child under 18	86.90	99	5.9
Single person	58.77	67	19.7
<b>RACE</b>			
<b>Average household</b>	<b>87.83</b>	<b>100</b>	<b>100.0</b>
Black	95.98	109	13.2
White and other	86.68	99	86.8
<b>HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>87.83</b>	<b>100</b>	<b>100.0</b>
Hispanic	129.03	147	13.8
Non-Hispanic	83.94	96	86.6
<b>REGION</b>			
<b>Average household</b>	<b>87.83</b>	<b>100</b>	<b>100.0</b>
Northeast	76.38	87	16.5
Midwest	81.18	92	21.3
South	96.97	110	39.4
West	90.19	103	22.8
<b>EDUCATION</b>			
<b>Average household</b>	<b>35.21</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	40.10	114	17.3
High school graduate	37.92	108	30.7
Some college	33.32	95	19.6
Associate's degree	32.40	92	8.5
College graduate	32.25	92	24.0
Bachelor's degree	31.92	91	15.4
Master's, professional, doctoral degree	32.86	93	8.6

*Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type.  
Source: Calculations by New Strategist based on the 2002 Consumer Expenditure Survey*

# Recreational Expenses on Trips

Best customers:

- High-income households
- Married couples without children
- Married couples with school-aged or older children

Customer trends:

- Spending will grow along with travel, but only if discretionary income increases.

Recreational expenses on trips are the fourth largest travel expense, accounting for 12 percent of the average household's travel budget. These expenses include items such as admissions to theme parks and museums, greens fees, and tickets for sightseeing tours. The biggest spenders on recreational expenses on trips are affluent married couples. High-income households spend more than twice the average on recreational expenses on trips. Married couples without children at home (most of them empty-nesters) spend 43 percent more than average on this item, while those with school-aged or older children at home spend 48 to 55 percent more than average. Together these three household types control 61 percent of spending on recreational expenses while traveling.

Average household spending on recreational expenses while traveling fell 7 percent between 1997 and 2002, after adjusting for inflation. Behind the decline was the recession of 2001, which reduced the discretionary income of households and overall travel spending. Average household spending on recreational expenses will grow along with travel, but only if discretionary income rises.

Recreational expenses on trips			
Total household spending	\$15,867,766,320.00		
Average household spends	141.54		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>AGE OF HOUSEHOLDER</b>			
<b>Average household</b>	<b>\$141.54</b>	<b>100</b>	<b>100.0%</b>
Under age 25	77.31	55	4.3
Aged 25 to 34	118.83	84	14.2
Aged 35 to 44	182.68	129	28.1
Aged 45 to 54	163.54	116	23.4
Aged 55 to 64	188.86	133	18.2
Aged 65 or older	85.30	60	11.8
Aged 65 to 74	116.01	82	8.2
Aged 75 or older	53.30	38	3.6

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household reporting income</b>	<b>\$149.38</b>	<b>100</b>	<b>100.0%</b>
Under \$10,000	45.98	31	3.6
\$10,000 to \$19,999	46.32	31	5.1
\$20,000 to \$29,999	67.20	45	6.0
\$30,000 to \$39,999	74.28	50	5.8
\$40,000 to \$49,999	134.31	90	8.6
\$50,000 to \$69,999	171.16	115	16.8
\$70,000 or more	356.64	239	54.1
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>141.54</b>	<b>100</b>	<b>100.0</b>
Married couples	201.36	142	71.4
Married couples, no children	202.63	143	29.5
Married couples, with children	202.90	143	36.8
Oldest child under 6	146.94	104	5.1
Oldest child 6 to 17	219.76	155	21.1
Oldest child 18 or older	209.59	148	10.6
Single parent with child under 18	52.73	37	2.2
Single person	85.02	60	17.7
<b>RACE</b>			
<b>Average household</b>	<b>141.54</b>	<b>100</b>	<b>100.0</b>
Black	45.17	32	3.9
White and other	154.78	109	96.1
<b>HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>141.54</b>	<b>100</b>	<b>100.0</b>
Hispanic	90.22	64	6.0
Non-Hispanic	146.84	104	94.0
<b>REGION</b>			
<b>Average household</b>	<b>141.54</b>	<b>100</b>	<b>100.0</b>
Northeast	162.02	114	21.8
Midwest	143.87	102	23.5
South	112.99	80	28.5
West	167.37	118	26.3
<b>EDUCATION</b>			
<b>Average household</b>	<b>141.54</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	33.72	24	3.6
High school graduate	87.87	62	17.7
Some college	129.35	91	19.0
Associate's degree	158.50	112	10.4
College graduate	266.04	188	49.3
Bachelor's degree	241.84	171	29.1
Master's, professional, doctoral degree	310.67	219	20.2

*Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type.  
Source: Calculations by New Strategist based on the 2002 Consumer Expenditure Survey*