

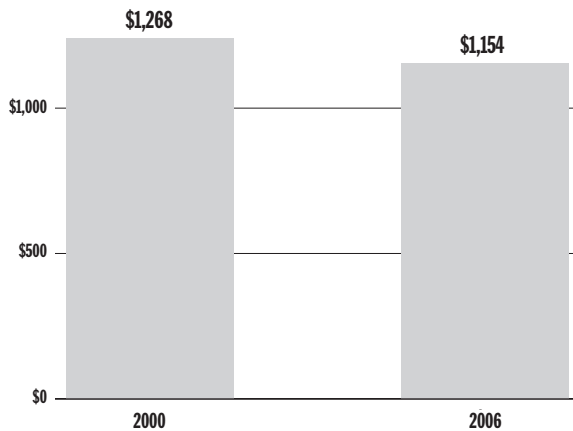
## Gifts for People in Other Households

Average household spending on gifts for people in other households declined by 9 percent between 2000 and 2006, after adjusting for inflation. Gifts of education expenses account for the largest share (18 percent) of gift giving to people in other households. Gifts of education expenses grew by 19 percent between 2000 and 2006, after adjusting for inflation. Many gift-givers are middle-aged and older Americans helping their children and grandchildren pay for college.

The second-biggest gift category, gifts of food, accounts for 10 percent of total gift giving. Spending on this category climbed by an enormous 43 percent between 2000 and 2006, after adjusting for inflation. Women's and girls' apparel, which accounts for 7 percent of the total, ranks third among gifts, but spending on gifts of apparel for females fell 16 percent between 2000 and 2006. Most other gift categories experienced double-digit declines in spending during those years as well, the only exceptions being gifts of jewelry (up 21 percent) and infants' apparel (up 9 percent).

### Spending on gifts for people in other households

*(average annual spending of households on gifts for people in other households, 2000 and 2006; in 2006 dollars)*



# Cheese

**Best customers:**                   **Householders aged 35 to 54**  
**Married couples with children at home**  
**Households in the West**

**Customer trends:**               **Average household spending on cheese may decline as boomers exit the crowded-nest lifestage.**

Among grocery items on which households spend the most, cheese ranks fourth, behind only prepared foods, fresh milk, and chicken. The largest households spend the most on cheese. Married couples with children at home spend 49 percent more than the average household on this item. Householders aged 35 to 54, most with children at home, spend 18 to 20 percent more than average on cheese. Households in the West spend 20 percent more.

Average household spending on cheese held steady between 2000 and 2006, after adjusting for inflation. Behind the 1 percent spending increase was the popularity of low-carb diets and the touted nutritional benefits of cheese consumption. Average household spending on cheese may decline as boomers become empty-nesters and household size falls.

<b>Table 9.19 Cheese</b>			
<b>Total household spending</b>	<b>\$12,997,177,000.00</b>		
<b>Average household spends</b>	<b>110.75</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>\$110.75</b>	<b>100</b>	<b>100.0%</b>
Under age 25	63.50	57	3.9
Aged 25 to 34	107.91	97	16.5
Aged 35 to 44	132.97	120	24.2
Aged 45 to 54	130.52	118	24.5
Aged 55 to 64	113.50	102	16.3
Aged 65 to 74	98.44	89	8.8
Aged 75 or older	68.28	62	5.8

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household</b>	<b>\$110.75</b>	<b>100</b>	<b>100.0%</b>
Under \$20,000	58.84	53	11.7
\$20,000 to \$39,999	86.23	78	18.0
\$40,000 to \$49,999	103.03	93	9.0
\$50,000 to \$69,999	121.70	110	16.3
\$70,000 to \$79,999	125.64	113	6.6
\$80,000 to \$99,999	148.22	134	11.5
\$100,000 or more	175.27	158	25.2
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>110.75</b>	<b>100</b>	<b>100.0</b>
Married couples	146.73	132	66.3
Married couples, no children	123.69	112	23.8
Married couples, with children	165.41	149	36.9
Oldest child under 6	143.82	130	6.3
Oldest child 6 to 17	168.26	152	19.4
Oldest child 18 or older	174.15	157	11.2
Single parent with child under 18	88.46	80	4.9
Single person	56.11	51	15.0
<b>RACE AND HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>110.75</b>	<b>100</b>	<b>100.0</b>
Asian	56.21	51	1.8
Black	58.63	53	6.4
Hispanic	105.19	95	10.9
Non-Hispanic white and other	119.94	108	83.0
<b>REGION</b>			
<b>Average household</b>	<b>110.75</b>	<b>100</b>	<b>100.0</b>
Northeast	115.01	104	19.9
Midwest	113.86	103	23.5
South	93.08	84	30.0
West	133.15	120	26.7
<b>EDUCATION</b>			
<b>Average household</b>	<b>110.75</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	76.15	69	10.3
High school graduate	96.15	87	22.7
Some college	114.27	103	21.8
Associate's degree	113.58	103	10.0
College graduate	138.19	125	34.9
Bachelor's degree	135.91	123	22.0
Master's, professional, doctoral degree	142.29	128	12.9

*Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.*

*Source: Calculations by New Strategist based on Bureau of Labor Statistics 2006 Consumer Expenditure Survey*

# Stationery, Stationery Supplies, and Giftwrap

**Best customers:** Householders aged 45 to 64  
Married couples

**Customer trends:** Average household spending on stationery and giftwrap is likely to stabilize in the years ahead when boomers have entirely filled the best-customer lifestage.

The biggest spenders on the discretionary category of stationery, stationery supplies, and giftwrap are middle-aged and older married couples. These households are the best customers of giftwrap because of their extended families and large network of friends. Householders aged 45 to 64 spend 22 to 24 percent more than average on this item and control 45 percent of the market. Married couples spend 35 percent more than average on this item, with spending peaking at 41 percent above average among couples without children at home (most of them empty-nesters).

Average household spending on stationery, stationery supplies, and giftwrap grew 15 percent between 2000 and 2006, after adjusting for inflation. Average household spending on stationery and giftwrap is likely to stabilize in the years ahead when boomers have entirely filled the best-customer lifestage.

**Table 12.6 Stationery, stationery supplies, giftwrap**

<b>Total household spending</b>	<b>\$10,216,932,710.00</b>		
<b>Average household spends</b>	<b>85.97</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>\$85.97</b>	<b>100</b>	<b>100.0%</b>
Under age 25	44.43	52	3.6
Aged 25 to 34	64.80	75	12.7
Aged 35 to 44	90.78	106	21.3
Aged 45 to 54	105.17	122	25.4
Aged 55 to 64	106.18	124	19.7
Aged 65 to 74	94.79	110	10.9
Aged 75 or older	58.98	69	6.5

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household</b>	<b>\$85.97</b>	<b>100</b>	<b>100.0%</b>
Under \$20,000	43.48	51	11.1
\$20,000 to \$39,999	52.40	61	14.1
\$40,000 to \$49,999	64.98	76	7.3
\$50,000 to \$69,999	85.89	100	14.9
\$70,000 to \$79,999	101.73	118	6.9
\$80,000 to \$99,999	129.11	150	12.9
\$100,000 or more	168.19	196	31.1
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>85.97</b>	<b>100</b>	<b>100.0</b>
Married couples	116.01	135	67.5
Married couples, no children	121.34	141	30.1
Married couples, with children	113.92	133	32.8
Oldest child under 6	112.32	131	6.3
Oldest child 6 to 17	112.10	130	16.6
Oldest child 18 or older	118.64	138	9.8
Single parent with child under 18	57.25	67	4.0
Single person	52.47	61	18.1
<b>RACE AND HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>85.97</b>	<b>100</b>	<b>100.0</b>
Asian	86.08	100	3.5
Black	39.72	46	5.5
Hispanic	36.46	42	4.9
Non-Hispanic white and other	100.72	117	89.8
<b>REGION</b>			
<b>Average household</b>	<b>85.97</b>	<b>100</b>	<b>100.0</b>
Northeast	87.69	102	19.5
Midwest	86.15	100	22.9
South	78.25	91	32.5
West	97.18	113	25.1
<b>EDUCATION</b>			
<b>Average household</b>	<b>85.97</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	33.41	39	5.8
High school graduate	63.70	74	19.4
Some college	77.65	90	19.1
Associate's degree	98.21	114	11.1
College graduate	134.70	157	43.8
Bachelor's degree	113.59	132	23.7
Master's, professional, doctoral degree	172.78	201	20.2

*Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the Asian row), Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.*

*Source: Calculations by New Strategist based on Bureau of Labor Statistics 2006 Consumer Expenditure Survey*