

**Table 13. Alcoholic Beverages: Indexed spending by high-income consumer units, 2007**

(indexed average annual spending of consumer units with high incomes on alcoholic beverages, by before-tax income of consumer unit, 2007; index definition: an index of 100 is the average for all consumer units; an index of 132 means that spending by consumer units in that group is 32 percent above the average for all consumer units; an index of 68 indicates spending that is 32 percent below the average for all consumer units)

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Average spending of consumer units, total	\$49,638	\$101,041	\$77,838	\$91,864	\$126,443
Average spending of consumer units, index	100	204	157	185	255
<b>ALCOHOLIC BEVERAGES</b>	<b>100</b>	<b>214</b>	<b>137</b>	<b>191</b>	<b>297</b>
<b>Consumed at home</b>	<b>100</b>	<b>196</b>	<b>123</b>	<b>174</b>	<b>275</b>
Beer and ale	100	108	106	109	110
Whiskey	100	247	243	221	269
Wine	100	298	143	245	469
Other alcoholic beverages	100	181	71	176	280
<b>Consumed away from home</b>	<b>100</b>	<b>235</b>	<b>153</b>	<b>210</b>	<b>322</b>
Beer and ale at restaurants, bars	100	185	155	170	223
Wine at restaurants, bars	100	326	169	255	513
Whiskey and other alcohol at restaurants, bars	100	199	125	211	254
Alcoholic beverages purchased on trips	100	293	177	237	425

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey

## Whiskey and Other Alcohol (except Beer and Wine) at Home

**Best customers:**           **Householders aged 55 to 64**  
**Married couples without children at home**  
**Asians**  
**Households in the West**

**Customer trends:**       **Average household spending on whiskey and other alcohol could increase as empty-nesters become a larger share of households.**

Married couples without children at home (mostly empty-nesters) are the biggest spenders on whiskey and other alcohol (except beer and wine) consumed at home. They spend 46 percent more than the average household on this item. Household-ers aged 55 to 64 spend 37 percent more on whiskey and other alcohol at home, while Asian householders spend 27 percent more than the average. Households in the West spend 31 percent more than average on alcohol other than beer and wine consumed at home.

Average household spending on whiskey and other alcohol consumed at home fell by 34 percent between 2000 and 2007, after adjusting for inflation. Behind the decline is household belt tightening in the midst of the economic downturn. In the years ahead, spending on this item could increase as empty-nesters become a larger share of households.

**Table 35. Whiskey and other alcohol (except beer and wine) at home**

<b>Total household spending</b>	<b>\$3,311,912,760.00</b>		
<b>Average household spends</b>	<b>27.56</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>\$27.56</b>	<b>100</b>	<b>100.0%</b>
Under age 25	22.77	83	5.6
Aged 25 to 34	24.87	90	15.4
Aged 35 to 44	22.70	82	16.0
Aged 45 to 54	27.12	98	20.7
Aged 55 to 64	37.77	137	22.2
Aged 65 to 74	25.33	92	9.2
Aged 75 or older	32.49	118	11.2

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household</b>	<b>\$27.56</b>	<b>100</b>	<b>100.0%</b>
Under \$20,000	10.36	38	7.7
\$20,000 to \$39,999	22.27	81	18.8
\$40,000 to \$49,999	31.88	116	11.4
\$50,000 to \$69,999	21.77	79	12.1
\$70,000 to \$79,999	20.17	73	4.2
\$80,000 to \$99,999	39.94	145	11.8
\$100,000 or more	55.63	202	34.6
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>27.56</b>	<b>100</b>	<b>100.0</b>
Married couples	31.55	114	57.9
Married couples, no children	40.16	146	31.4
Married couples, with children	21.99	80	19.9
Oldest child under age 6	13.27	48	2.3
Oldest child aged 6 to 17	21.18	77	9.8
Oldest child aged 18 or older	30.00	109	8.0
Single parent with child under age 18	11.12	40	2.4
Single person	27.47	100	29.6
<b>RACE AND HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>27.56</b>	<b>100</b>	<b>100.0</b>
Asian	34.90	127	4.5
Black	24.37	88	10.6
Hispanic	5.61	20	2.4
Non-Hispanic white and other	31.14	113	86.3
<b>REGION</b>			
<b>Average household</b>	<b>27.56</b>	<b>100</b>	<b>100.0</b>
Northeast	27.89	101	18.8
Midwest	31.24	113	25.9
South	19.72	72	25.7
West	36.11	131	29.6
<b>EDUCATION</b>			
<b>Average household</b>	<b>27.56</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	9.70	35	5.3
High school graduate	20.34	74	18.6
Some college	28.61	104	22.6
Associate's degree	39.94	145	12.9
College graduate	37.81	137	39.7
Bachelor's degree	39.76	144	27.0
Master's, professional, doctoral degree	34.41	125	12.7

*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 the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey*

**Table 53. Nonalcoholic Beverages: Indexed spending by household type, 2007**

(indexed average annual spending of consumer units (CU) on nonalcoholic beverages, by type of consumer unit, 2007; index definition: an index of 100 is the average for all consumer units; an index of 132 means that spending by consumer units in that group is 32 percent above the average for all consumer units; an index of 68 indicates spending that is 32 percent below the average for all consumer units)

	total consumer units	total married couples	married couples, no children	married couples with children			single parent, at least one child <18	single person	
				total	oldest child under 6	oldest child 6 to 17			oldest child 18 or older
Average spending of CU, total	\$49,638	\$64,104	\$58,637	\$69,101	\$62,403	\$70,766	\$70,822	\$38,239	\$29,285
Average spending of CU, index	100	129	118	139	126	143	143	77	59
<b>Nonalcoholic beverages purchased at</b>									
<b>grocery or convenience stores</b>	<b>100</b>	<b>126</b>	<b>98</b>	<b>147</b>	<b>123</b>	<b>146</b>	<b>167</b>	<b>98</b>	<b>54</b>
Carbonated drinks, colas	100	123	94	144	123	129	187	93	54
Carbonated drinks, noncolas	100	123	91	148	117	148	170	97	50
Coffee, instant and freeze-dried	100	125	136	111	79	104	151	53	69
Coffee, roasted	100	130	133	122	80	119	158	66	59
Fruit juice, canned and bottled	100	122	99	138	135	132	151	107	55
Fruit juice, fresh	100	132	106	155	101	143	217	73	53
Fruit juice, frozen	100	128	104	155	87	174	167	112	55
Fruit-flavored drinks	100	127	61	172	106	187	191	163	39
Milk, fresh	100	128	94	157	154	166	141	102	53
Other noncarbonated beverages and ice	100	127	80	167	122	179	176	106	50
Tea	100	129	115	137	107	128	175	80	56
Vegetable juice	100	123	97	143	97	160	142	114	59
Water, bottled	100	125	99	144	110	132	192	100	59

Source: Calculations by New Strategist based on the Bureau of Labor Statistics 2007 Consumer Expenditure Survey

## Fruit Juice, Canned and Bottled

**Best customers:**           **Householders aged 35 to 44**  
**Married couples with children at home**  
**Single parents**  
**Asians, blacks, and Hispanics**

**Customer trends:**       **Average household spending on canned and bottled fruit juice may continue to decline as the small generation X fills the best-customer lifestage, but the decline may be limited by the growth of the Asian, black, and Hispanic populations.**

Canned and bottled juice dominates fruit juice spending. Households with children are the biggest spenders on canned and bottled fruit juice. Married couples with children at home spend 38 percent more than average on this item. Single parents spend 7 percent more despite their low incomes. Householders aged 35 to 44, most with children, spend 17 percent more than average on this item. Asians spend 18 percent more than average on canned and bottled fruit juice, blacks 10 percent, and Hispanics 9 percent.

Average household spending on canned and bottled fruit juice purchased at grocery or convenience stores fell 17 percent between 2000 and 2007, after adjusting for inflation. Behind the decline is demographic change, with the small generation X filling the best-customer lifestage. This decline is likely to continue, but may be limited by growing Asian, black, and Hispanic populations.

**Table 73. Fruit juice, canned and bottled**

<b>Total household spending</b>	<b>\$6,784,854,660.00</b>		
<b>Average household spends</b>	<b>56.46</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>\$56.46</b>	<b>100</b>	<b>100.0%</b>
Under age 25	36.54	65	4.4
Aged 25 to 34	59.39	105	17.9
Aged 35 to 44	65.92	117	22.8
Aged 45 to 54	60.96	108	22.7
Aged 55 to 64	51.69	92	14.8
Aged 65 to 74	56.53	100	10.0
Aged 75 or older	44.57	79	7.5

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
<b>Average household</b>	<b>\$56.46</b>	<b>100</b>	<b>100.0%</b>
Under \$20,000	32.83	58	12.0
\$20,000 to \$39,999	48.24	85	19.9
\$40,000 to \$49,999	50.24	89	8.8
\$50,000 to \$69,999	58.65	104	15.9
\$70,000 to \$79,999	64.39	114	6.6
\$80,000 to \$99,999	67.24	119	9.7
\$100,000 or more	89.71	159	27.2
<b>HOUSEHOLD TYPE</b>			
<b>Average household</b>	<b>56.46</b>	<b>100</b>	<b>100.0</b>
Married couples	68.93	122	61.7
Married couples, no children	56.04	99	21.4
Married couples, with children	77.75	138	34.4
Oldest child under age 6	76.03	135	6.6
Oldest child aged 6 to 17	74.70	132	16.8
Oldest child aged 18 or older	85.06	151	11.1
Single parent with child under age 18	60.35	107	6.4
Single person	30.83	55	16.2
<b>RACE AND HISPANIC ORIGIN</b>			
<b>Average household</b>	<b>56.46</b>	<b>100</b>	<b>100.0</b>
Asian	66.50	118	4.2
Black	61.94	110	13.2
Hispanic	61.67	109	12.9
Non-Hispanic white and other	54.96	97	74.3
<b>REGION</b>			
<b>Average household</b>	<b>56.46</b>	<b>100</b>	<b>100.0</b>
Northeast	67.60	120	22.3
Midwest	50.96	90	20.6
South	53.31	94	33.9
West	57.77	102	23.1
<b>EDUCATION</b>			
<b>Average household</b>	<b>56.46</b>	<b>100</b>	<b>100.0</b>
Less than high school graduate	49.65	88	13.3
High school graduate	50.60	90	22.6
Some college	46.30	82	17.9
Associate's degree	63.34	112	10.0
College graduate	70.05	124	35.9
Bachelor's degree	62.59	111	20.8
Master's, professional, doctoral degree	83.00	147	15.0

*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 the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey*