

# Contents

<b>About the Data in Who's Buying Groceries</b> .....	7
1. Percent reporting expenditure and amount spent, average week, 2007 .....	11
<b>Household Spending Trends: 2000 to 2007</b> .....	14
2. Household spending trends, 2000 to 2007 .....	15
<b>Household Spending on Groceries, 2007</b> .....	17
3. Household spending on groceries, 2000 to 2007 .....	19
<b>Household Spending on Groceries by Demographic Characteristic, 2007</b>	
4. Groceries: Average spending by age, 2007 .....	21
5. Groceries: Indexed spending by age, 2007 .....	24
6. Groceries: Total spending by age, 2007 .....	27
7. Groceries: Market shares by age, 2007 .....	30
8. Groceries: Average spending by income, 2007 .....	33
9. Groceries: Indexed spending by income, 2007 .....	36
10. Groceries: Total spending by income, 2007 .....	39
11. Groceries: Market shares by income, 2007 .....	42
12. Groceries: Average spending by high-income consumer units, 2007 .....	45
13. Groceries: Indexed spending by high-income consumer units, 2007 .....	48
14. Groceries: Total spending by high-income consumer units, 2007 .....	51
15. Groceries: Market shares by high-income consumer units, 2007 .....	54
16. Groceries: Average spending by household type, 2007 .....	57
17. Groceries: Indexed spending by household type, 2007 .....	60
18. Groceries: Total spending by household type, 2007 .....	63
19. Groceries: Market shares by household type, 2007 .....	66
20. Groceries: Average spending by race and Hispanic origin, 2007 .....	69
21. Groceries: Indexed spending by race and Hispanic origin, 2007 .....	72
22. Groceries: Total spending by race and Hispanic origin, 2007 .....	75
23. Groceries: Market shares by race and Hispanic origin, 2007 .....	78
24. Groceries: Average spending by region, 2007 .....	81
25. Groceries: Indexed spending by region, 2007 .....	84
26. Groceries: Total spending by region, 2007 .....	87
27. Groceries: Market shares by region, 2007 .....	90
28. Groceries: Average spending by education, 2007 .....	93
29. Groceries: Indexed spending by education, 2007 .....	96
30. Groceries: Total spending by education, 2007 .....	99
31. Groceries: Market shares by education, 2007 .....	102
<b>Household Spending on Groceries by Product Category, 2007</b>	
32. Apples.....	106
33. Artificial Sweeteners .....	108
34. Baby Food .....	110
35. Bacon.....	112
36. Bakery Products, Frozen and Refrigerated .....	114
37. Baking Needs and Miscellaneous Products .....	116

38.	Bananas .....	118
39.	Biscuits and Rolls .....	120
40.	Bread and Cracker Products .....	122
41.	Bread (Except White).....	124
42.	Bread, White .....	126
43.	Butter .....	128
44.	Cakes and Cupcakes .....	130
45.	Candy and Chewing Gum .....	132
46.	Carbonated Drinks, Colas .....	134
47.	Carbonated Drinks, Noncolas .....	136
48.	Cereal, Ready-to-Eat and Cooked.....	138
49.	Cheese .....	140
50.	Chicken, Fresh and Frozen.....	142
51.	Citrus Fruit (Except Oranges).....	144
52.	Coffee, Instant and Freeze-Dried .....	146
53.	Coffee, Roasted .....	148
54.	Cookies .....	150
55.	Crackers .....	152
56.	Cream .....	154
57.	Dairy Products (Except Butter, Cheese, Cream, Ice Cream, and Milk) .....	156
58.	Desserts, Prepared .....	158
59.	Eggs .....	160
60.	Fats and Oils .....	162
61.	Fish and Seafood, Canned .....	164
62.	Fish and Shellfish, Fresh .....	166
63.	Fish and Shellfish, Frozen .....	168
64.	Flour .....	170
65.	Flour, Prepared Mixes .....	172
66.	Frankfurters .....	174
67.	Fruit, Canned .....	176
68.	Fruit, Dried.....	178
69.	Fruit-Flavored Drinks, Noncarbonated .....	180
70.	Fruit, Fresh (Except Apples, Bananas, and Citrus) .....	182
71.	Fruit, Frozen.....	184
72.	Fruit Juice, Canned and Bottled .....	186
73.	Fruit Juice, Fresh .....	188
74.	Fruit Juice, Frozen .....	190
75.	Ground Beef .....	192
76.	Ham .....	194
77.	Ice Cream and Related Products .....	196
78.	Jams, Preserves, and Other Sweets .....	198
79.	Lettuce .....	200
80.	Lunch Meats (Cold Cuts).....	202
81.	Margarine .....	204
82.	Milk, Fresh .....	206
83.	Nondairy Cream and Imitation Milk.....	208
84.	Nuts .....	210

85.	Olives, Pickles, and Relishes .....	212
86.	Oranges .....	214
84.	Pasta, Cornmeal, and Other Cereal Products .....	216
88.	Peanut Butter .....	218
89.	Pies, Tarts, and Turnovers .....	220
90.	Pork Chops .....	222
91.	Pork (Except Bacon, Chops, Frankfurters, Ham, and Sausage) .....	224
92.	Potato Chips and Other Snacks .....	226
93.	Potatoes, Fresh .....	228
94.	Poultry (Except Chicken).....	230
95.	Prepared Food (Except Desserts, Frozen Meals, and Salads).....	232
96.	Prepared Food, Frozen (Except Meals).....	234
97.	Prepared Meals, Frozen.....	236
98.	Rice .....	238
99.	Roast Beef .....	240
100.	Salad Dressing .....	242
101.	Salads, Prepared .....	244
102.	Salt, Spices, and Other Seasonings .....	246
103.	Sauces and Gravies .....	248
104.	Sausage .....	250
105.	Soups, Canned and Packaged .....	252
106.	Steak .....	254
107.	Sugar .....	256
108.	Sweetrolls, Coffee Cakes, and Doughnuts .....	258
109.	Tea .....	260
110.	Tomatoes .....	262
111.	Vegetables, Canned Beans.....	264
112.	Vegetables, Canned Corn .....	266
113.	Vegetables, Canned (Except Beans and Corn).....	268
114.	Vegetables, Dried Beans .....	270
115.	Vegetables, Dried (Except Beans).....	272
116.	Vegetables, Fresh (Except Lettuce, Potatoes, and Tomatoes) .....	274
117.	Vegetables, Frozen .....	276
118.	Vegetable Juice, Fresh and Canned.....	278
119.	Water, Bottled.....	280
<b>Appendix: Spending by product and service, ranked by amount spent, 2007 .....</b>		<b>282</b>
<b>Glossary .....</b>		<b>289</b>