

Table 14. Groceries: Total spending by high-income consumer units, 2007

(total annual spending on groceries, by before-tax income group of consumer units with high incomes, 2007; consumer units and dollars in thousands)

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Number of consumer units	120,171	20,588	6,651	5,708	8,229
Total spending of all consumer units	\$5,965,042,089	\$2,080,230,667	\$517,698,942	\$524,358,685	\$1,040,498,789
GROCERIES	416,393,717	111,745,899	30,261,185	31,010,479	50,836,129
Cereals and bakery products	55,224,583	14,384,424	3,795,127	4,181,738	6,450,795
Cereals and cereal products	17,145,998	4,288,480	1,168,248	1,270,829	1,858,190
Flour	617,679	151,734	53,807	55,653	40,980
Prepared flour mixes	1,393,984	375,113	88,458	149,778	135,943
Ready-to-eat and cooked cereals	10,162,861	2,474,883	712,256	633,930	1,138,071
Rice	1,994,839	478,465	120,184	152,175	207,124
Pasta, commmeal, and other cereal products	2,976,636	808,079	193,544	279,292	336,072
Bakery products	38,078,585	10,096,149	2,626,879	2,910,909	4,592,605
Bread	10,716,850	2,603,558	682,393	748,262	1,181,520
White bread	4,068,990	905,048	243,626	253,321	411,121
Bread other than white	6,647,860	1,698,510	438,766	494,941	770,317
Crackers and cookies	9,203,897	2,535,412	682,459	678,967	1,184,565
Cookies	5,394,476	1,437,248	410,566	364,570	667,866
Crackers	3,809,421	1,098,164	271,893	314,397	516,699
Frozen and refrigerated bakery products	3,156,892	855,226	236,310	249,554	371,210
Other bakery products	15,000,946	4,101,953	1,025,651	1,234,127	1,855,310
Biscuits and rolls	5,325,979	1,527,218	387,354	510,980	630,095
Cakes and cupcakes	4,838,084	1,276,868	297,965	302,467	687,368
Bread and cracker products	492,701	152,145	40,638	49,945	61,635
Sweetrolls, coffee cakes, doughnuts	2,545,222	607,964	150,845	205,374	252,219
Pies, tarts, turnovers	1,797,758	537,759	148,916	165,361	223,993
Meats, poultry, fish, and eggs	93,357,245	23,985,844	6,694,232	6,664,775	10,695,314
Beef	25,986,979	6,171,871	1,684,765	1,714,455	2,792,758
Ground beef	10,708,438	2,262,621	663,570	698,830	899,841
Roast	4,131,479	816,520	231,787	163,078	427,908
Chuck roast	1,168,062	172,322	41,436	48,518	83,195
Round roast	831,583	171,292	23,279	42,296	108,129
Other roast	2,130,632	472,906	167,073	72,263	236,501
Steak	9,170,249	2,537,677	613,222	706,251	1,231,634
Round steak	1,414,413	403,731	105,817	97,835	202,516
Sirloin steak	2,407,025	697,521	177,781	149,664	376,230
Other steak	5,348,811	1,436,425	329,624	458,752	652,889
Other beef	1,976,813	555,052	176,185	146,296	233,374
Pork	17,982,388	4,097,012	1,310,314	1,075,787	1,715,911
Bacon	3,345,561	726,962	236,177	206,344	283,983
Pork chops	3,469,337	662,728	242,429	181,743	236,913
Ham	3,827,446	941,489	270,230	248,640	425,522
Ham, not canned	3,742,125	924,607	270,230	241,734	415,565
Canned ham	86,523	16,676	–	6,907	9,957
Sausage	3,073,974	758,668	219,084	163,135	381,332
Other pork	4,266,071	1,007,371	342,393	275,925	388,080
Other meats	12,556,668	3,327,021	923,491	866,931	1,550,426
Frankfurters	2,250,803	532,817	168,935	151,433	212,473
Lunch meats (cold cuts)	9,149,820	2,421,766	624,063	648,086	1,161,606
Bologna, liverwurst, salami	2,309,687	580,787	168,403	153,774	260,283
Other lunch meats	6,840,133	1,840,979	455,727	494,313	901,240
Lamb, organ meats, and others	1,156,045	372,437	130,493	67,411	176,347
Poultry	17,046,256	4,778,269	1,463,686	1,389,441	1,926,162
Fresh and frozen chicken	13,639,409	3,573,253	1,116,171	965,508	1,495,868
Fresh and frozen whole chicken	3,581,096	911,431	287,656	217,304	409,228
Fresh and frozen chicken parts	10,058,313	2,662,028	828,515	748,205	1,086,639
Other poultry	3,406,848	1,205,016	347,515	423,933	430,294

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Fish and seafood	\$14,652,450	\$4,455,861	\$979,692	\$1,296,401	\$2,205,866
Canned fish and seafood	1,964,796	448,407	120,849	127,631	201,281
Fresh fish and shellfish	7,668,112	2,589,353	546,247	710,532	1,352,107
Frozen fish and shellfish	5,019,543	1,418,101	312,530	458,238	652,477
Eggs	5,132,503	1,155,604	332,284	321,760	504,273
Dairy products	46,553,044	12,481,269	3,410,101	3,584,567	5,519,190
Fresh milk and cream	18,467,879	4,459,567	1,290,028	1,306,390	1,868,312
Fresh milk, all types	16,601,624	3,880,014	1,135,791	1,135,435	1,612,555
Cream	1,866,256	579,552	154,170	170,898	255,840
Other dairy products	28,085,164	8,021,702	2,120,073	2,278,177	3,650,878
Butter	2,416,639	691,757	177,981	195,442	321,013
Cheese	14,078,033	4,123,982	1,060,768	1,238,122	1,836,713
Ice cream and related products	6,894,210	1,753,892	446,216	484,267	831,540
Miscellaneous dairy products	4,695,081	1,452,072	435,175	360,403	661,612
Fruits and vegetables	72,086,978	20,390,973	5,261,739	5,621,010	9,597,812
Fresh fruits	24,243,298	7,315,328	1,853,102	1,858,810	3,648,409
Apples	4,199,976	1,216,545	320,778	297,501	605,819
Bananas	3,403,243	874,784	255,731	254,006	366,026
Oranges	2,666,594	714,815	204,585	156,970	357,715
Citrus fruits, except oranges	2,135,439	670,757	166,009	147,951	362,734
Other fresh fruits	11,838,045	3,838,427	906,066	1,002,382	1,956,033
Fresh vegetables	22,867,340	6,541,425	1,614,730	1,928,733	3,023,170
Potatoes	3,748,133	959,813	215,559	321,817	424,946
Lettuce	2,858,868	838,137	202,722	224,381	416,058
Tomatoes	4,211,994	1,141,810	305,879	303,152	537,847
Other fresh vegetables	12,048,344	3,601,665	890,569	1,079,326	1,644,319
Processed fruits	13,497,607	3,643,664	915,111	993,021	1,754,011
Frozen fruits and fruit juices	1,332,696	367,290	90,786	103,201	175,031
Frozen orange juice	472,272	98,617	23,944	28,198	47,070
Frozen fruits	597,250	214,527	54,538	63,815	96,938
Frozen fruit juices, except orange	264,376	53,941	12,238	11,245	31,106
Canned fruits	2,339,729	580,170	155,833	165,589	260,448
Dried fruits	970,982	277,526	46,557	55,767	179,474
Fresh fruit juice	2,068,143	571,935	171,529	141,730	260,695
Canned and bottled fruit juice	6,784,855	1,846,949	450,472	526,734	878,446
Processed vegetables	11,478,734	2,890,349	878,730	840,446	1,172,221
Frozen vegetables	3,766,159	936,548	299,894	252,864	384,459
Canned and dried vegetables and juices	7,712,575	1,953,801	578,903	587,582	787,762
Canned beans	1,540,592	351,025	123,642	110,450	115,453
Canned corn	645,318	122,293	36,913	31,508	54,147
Canned miscellaneous vegetables	2,226,769	605,699	171,729	180,144	254,605
Dried peas	19,227	5,765	1,862	2,226	1,564
Dried beans	328,067	69,587	22,214	21,919	25,345
Dried miscellaneous vegetables	967,377	249,115	74,890	75,174	99,077
Fresh and canned vegetable juices	1,869,861	498,024	101,827	162,336	236,008
Sugar and other sweets	14,960,088	4,060,365	1,073,604	1,172,994	1,826,262
Candy and chewing gum	9,655,740	2,725,439	675,542	814,703	1,244,801
Sugar	1,981,620	388,907	133,087	106,169	149,109
Artificial sweeteners	700,597	192,498	53,075	29,967	111,585
Jams, preserves, other sweets	2,620,930	753,727	211,967	222,098	320,766
Fats and oils	10,966,805	2,751,586	792,866	786,677	1,176,747
Margarine	846,004	192,910	66,377	52,799	73,567
Fats and oils	3,680,838	822,902	237,973	229,347	357,303
Salad dressings	3,262,643	918,431	236,111	309,088	373,679
Nondairy cream and imitation milk	1,629,519	381,496	139,738	97,607	143,514
Peanut butter	1,546,601	435,848	112,668	97,835	228,766
Miscellaneous foods	78,051,065	21,122,670	5,794,019	5,773,870	9,628,177
Frozen prepared foods	16,432,183	4,123,776	1,174,168	1,184,010	1,773,185
Frozen meals	8,575,403	2,170,799	588,281	657,847	928,396
Other frozen prepared foods	7,856,780	1,952,772	585,887	526,166	844,789
Canned and packaged soups	4,812,849	1,279,750	372,722	393,852	513,325

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Potato chips, nuts, and other snacks	\$15,373,476	\$4,370,421	\$1,110,052	\$1,226,535	\$2,052,724
Potato chips and other snacks	11,513,584	3,144,199	831,641	884,455	1,439,417
Nuts	3,859,893	1,226,221	278,411	342,080	613,307
Condiments and seasonings	12,979,670	3,621,429	912,717	1,035,203	1,688,344
Salt, spices, and other seasonings	2,892,516	808,079	175,054	191,675	449,221
Olives, pickles, relishes	1,538,189	448,407	127,965	127,688	193,628
Sauces and gravies	5,592,758	1,545,335	399,659	471,367	677,987
Baking needs and miscellaneous products	2,956,207	819,608	210,039	244,474	367,507
Other canned/packaged prepared foods	28,452,888	7,727,294	2,224,294	1,934,327	3,600,599
Prepared salads	3,921,180	1,230,751	288,919	378,098	568,377
Prepared desserts	1,478,103	384,996	116,925	119,868	147,793
Baby food	5,088,040	1,061,929	216,291	211,424	648,116
Miscellaneous prepared foods	17,793,720	4,953,473	1,572,762	1,190,632	2,204,138
Nonalcoholic beverages	40,027,758	10,393,440	2,942,336	2,728,881	4,759,900
Cola	10,209,728	2,154,122	653,860	591,349	911,938
Other carbonated drinks	5,622,801	1,300,132	372,190	329,637	603,597
Tea	3,440,496	1,106,399	280,140	301,668	530,112
Coffee	6,137,133	1,759,862	426,994	493,400	848,410
Roasted coffee	3,845,472	1,163,222	272,358	332,206	564,839
Instant and freeze-dried coffee	2,291,661	596,640	154,636	161,194	283,571
Noncarbonated fruit-flavored drinks	2,879,297	692,786	186,161	181,914	327,843
Other nonalcoholic beverages and ice	4,382,636	1,298,073	490,777	272,215	536,284
Bottled water	7,296,783	2,074,035	529,819	555,503	999,330
Food prepared by consumer unit on trips	5,167,353	2,175,122	497,162	495,968	1,182,014

Note: Numbers may not add to total because of rounding. “–” means sample is too small to make a reliable estimate.
Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey

Lettuce

Best customers: **Householders aged 35 to 64**
Married couples with school-aged or older children at home
Asians

Customer trends: **Average household spending on lettuce could rise over the next few years as aging boomers try to improve their diets, but competition from restaurants will limit the gains.**

The best customers of lettuce are middle-aged married couples, many with children at home. Married couples with school-aged or older children at home spend 37 to 80 percent more than the average household on lettuce, while those without children at home (most of them older) spend 16 percent more. Householders ranging in age from 35 to 64, many with children at home, spend 13 to 18 percent more than the average household on this item. Asians spend 66 percent more than average on lettuce.

Average household spending on lettuce fell 5 percent between 2000 and 2007, after adjusting for inflation. One factor behind the decline is the substitution of fast food for home-cooked meals. Average household spending on lettuce could rise over the next few years as aging boomers try to improve their diets, but competition from restaurants will limit the gains.

Table 79. Lettuce

Total household spending	\$2,858,868,090.00		
Average household spends	23.79		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$23.79	100	100.0%
Under age 25	12.40	52	3.5
Aged 25 to 34	19.27	81	13.8
Aged 35 to 44	27.32	115	22.4
Aged 45 to 54	28.01	118	24.7
Aged 55 to 64	26.95	113	18.3
Aged 65 to 74	23.28	98	9.8
Aged 75 or older	19.26	81	7.7

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$23.79	100	100.0%
Under \$20,000	13.10	55	11.3
\$20,000 to \$39,999	18.17	76	17.7
\$40,000 to \$49,999	22.34	94	9.2
\$50,000 to \$69,999	23.27	98	15.0
\$70,000 to \$79,999	27.52	116	6.7
\$80,000 to \$99,999	31.13	131	10.6
\$100,000 or more	40.71	171	29.3
HOUSEHOLD TYPE			
Average household	23.79	100	100.0
Married couples	31.48	132	66.9
Married couples, no children	27.55	116	25.0
Married couples, with children	34.19	144	35.9
Oldest child under age 6	26.76	112	5.5
Oldest child aged 6 to 17	32.56	137	17.4
Oldest child aged 18 or older	42.85	180	13.3
Single parent with child under age 18	17.02	72	4.3
Single person	12.76	54	16.0
RACE AND HISPANIC ORIGIN			
Average household	23.79	100	100.0
Asian	39.38	166	5.8
Black	17.36	73	8.8
Hispanic	25.56	107	12.7
Non-Hispanic white and other	24.52	103	78.7
REGION			
Average household	23.79	100	100.0
Northeast	28.33	119	22.2
Midwest	21.79	92	20.9
South	20.43	86	30.8
West	27.41	115	26.1
EDUCATION			
Average household	23.79	100	100.0
Less than high school graduate	18.60	78	11.9
High school graduate	20.99	88	22.3
Some college	20.93	88	19.2
Associate's degree	26.23	110	9.8
College graduate	29.98	126	36.5
Bachelor's degree	26.07	110	20.5
Master's, professional, doctoral degree	36.76	155	15.8

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