

Table 23. Travel: Market shares by race and Hispanic origin, 2007

(percentage of total annual spending on travel accounted for by consumer unit race and Hispanic origin groups, 2007)

	total consumer units	Asian	black	Hispanic	non-Hispanic white and other
Share of total consumer units	100.0%	3.5%	12.0%	11.8%	76.3%
Share of total before-tax income	100.0	4.5	8.4	9.0	82.6
Share of total spending	100.0	4.3	8.7	9.9	81.5
Travel	100.0	6.3	4.4	5.9	89.8
Airline fares	100.0	11.7	5.0	6.1	89.2
Alcoholic beverages purchased on trips	100.0	2.5	2.4	5.2	92.5
Bus fares, intercity	100.0	7.2	7.3	10.0	82.8
Gasoline on trips	100.0	2.5	5.1	8.3	86.7
Groceries on trips	100.0	3.3	4.2	7.3	88.5
Lodging on trips	100.0	4.7	3.6	4.6	91.9
Luggage	100.0	7.2	6.2	2.4	90.6
Parking fees and tolls on trips	100.0	5.1	5.9	6.9	87.4
Recreational expenses on trips	100.0	5.3	4.1	6.2	89.7
Restaurants and carry-outs on trips	100.0	4.7	4.4	6.8	88.9
Ship fares	100.0	6.6	3.1	3.2	94.0
Taxis and local transportation on trips	100.0	6.9	5.7	5.7	88.8
Train fares, intercity	100.0	6.4	7.6	4.2	88.4
Vehicle rental on trips	100.0	3.9	6.6	4.6	88.9

Note: "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" column), 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

Vehicle Rentals on Trips

Best customers: **Householders aged 35 to 64**
Married couples without children at home
Married couples with children under age 18
Households in the West
College graduates

Customer trends: **Average household spending on vehicle rentals on trips should grow in the years ahead as more boomers become empty-nesters and avid travelers, but only if discretionary income increases.**

The biggest spenders on rented vehicles while traveling are middle-aged and older married couples. Householders ranging in age from 35 to 64 spend 25 to 53 percent more than average on this item. Married couples without children at home (most of them empty-nesters) spend 38 percent more than average on vehicle rentals while traveling. Couples with children under age 18 spend 32 to 61 percent more than average on this item. Households in the West spend 56 percent more than average on vehicle rentals while traveling. College graduates spend more than twice the average on this item.

Average household spending on vehicle rentals while traveling declined 32 percent between 2000 and 2007, after adjusting for inflation. Price discounting was one factor behind the decline. Average household spending on vehicle rentals while traveling should grow in the years ahead as more boomers become empty-nesters and avid travelers, but only if discretionary income increases.

Table 45. Vehicle rentals on trips

Total household spending	\$3,378,006,810.00		
Average household spends	28.11		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$28.11	100	100.0%
Under age 25	6.73	24	1.6
Aged 25 to 34	19.70	70	12.0
Aged 35 to 44	35.68	127	24.7
Aged 45 to 54	35.24	125	26.3
Aged 55 to 64	43.13	153	24.8
Aged 65 to 74	24.78	88	8.8
Aged 75 or older	5.06	18	1.7

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$28.11	100	100.0%
Under \$20,000	4.77	17	3.5
\$20,000 to \$39,999	9.45	34	7.8
\$40,000 to \$49,999	13.84	49	4.8
\$50,000 to \$69,999	25.66	91	14.0
\$70,000 to \$79,999	40.42	144	8.3
\$80,000 to \$99,999	39.89	142	11.5
\$100,000 or more	82.20	292	50.1
HOUSEHOLD TYPE			
Average household	28.11	100	100.0
Married couples	38.19	136	68.7
Married couples, no children	38.81	138	29.8
Married couples, with children	39.45	140	35.0
Oldest child under age 6	36.97	132	6.4
Oldest child aged 6 to 17	45.21	161	20.4
Oldest child aged 18 or older	31.15	111	8.2
Single parent with child under age 18	12.81	46	2.7
Single person	18.85	67	19.9
RACE AND HISPANIC ORIGIN			
Average household	28.11	100	100.0
Asian	31.01	110	3.9
Black	15.43	55	6.6
Hispanic	10.87	39	4.6
Non-Hispanic white and other	32.73	116	88.9
REGION			
Average household	28.11	100	100.0
Northeast	24.00	85	15.9
Midwest	28.44	101	23.1
South	20.08	71	25.7
West	43.95	156	35.4
EDUCATION			
Average household	28.11	100	100.0
Less than high school graduate	5.82	21	3.1
High school graduate	14.42	51	12.9
Some college	19.11	68	14.8
Associate's degree	27.37	97	8.7
College graduate	58.75	209	60.5
Bachelor's degree	43.16	154	28.8
Master's, professional, doctoral degree	87.37	311	31.7

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.

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