

Household Spending on Information and Consumer Electronics, 2000 to 2013

Between 2006 and 2013, average household spending on information and consumer electronics climbed less than 1 percent, after adjusting for inflation, to \$2,937. This figure was well below the 11 percent increase that occurred in the prior six-year period, from 2000 to 2006.

Beneath these relatively calm numbers churns much activity, and dramatic is the word that best describes spending trends in the information and consumer electronics category. Most items experienced either a big gain or a big loss between 2000 and 2013, after adjusting for inflation, but there are also some categories for which average household spending went on an up-and-down rollercoaster ride. The average household spent five-and-one-half times as much on cell phone service in 2013 as in 2000. Average household spending on computer information services more than quadrupled during those years as broadband Internet found its way into more homes.

But spending on residential telephone service fell by nearly two-thirds between 2000 and 2013, after adjusting for inflation. The average household cut spending on books by 58 percent, and spending on newspaper and magazine subscriptions declined by an even larger 65 percent. Spending on photo processing declined 84 percent. Average household spending on compact discs, records, and audio tapes plummeted 83 percent over the 13-year period as music downloads increased in popularity.

In 2000 the average household devoted the largest share of its information and consumer electronic spending to residential phone service. Cellular phone service has since taken on the role as leading expense category, while residential phone service spending has slipped to third place. The second biggest information and consumer electronics expense category is cable and satellite television services, at \$680 in 2013.

In 2013, residential phone service accounted for only 12 percent of consumer electronic and information spending, down from a much larger 39 percent share in 2000. Cable and satellite television services ranked second in both years, the share climbing from 16 to 23 percent. Cellular phone service ranked first in 2013, up from fourth in 2000, its share rising from 6 to 31 percent. Computer information service—or Internet service—ranked fourth in 2013, not far behind residential phone service. Internet service will soon overtake residential phone service in the rankings. Computers and computer hardware for nonbusiness use ranked fifth in 2013, but its share of the information and consumer electronics dollar declined from 10 to 5 percent between 2000 and 2013.

Table 4. Information and Consumer Electronics: Average spending by age, 2013*(average annual spending of consumer units on information and consumer electronics by age of consumer unit reference person, 2013)*

	total consumer units	under 25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
Number of consumer units (in 000s)	125,670	8,275	20,707	21,257	24,501	22,887	16,024	12,018
Number of persons per consumer unit	2.5	2.0	2.8	3.4	2.7	2.1	1.9	1.6
Average before-tax income of consumer units	\$63,784.00	\$27,914.00	\$59,002.00	\$78,385.00	\$78,879.00	\$74,182.00	\$53,451.00	\$34,097.00
Average spending of consumer units, total	51,099.75	30,372.57	48,087.05	58,784.00	60,524.24	55,891.63	46,757.17	34,382.25
Information and consumer electronics spending, total	2,936.60	1,809.48	2,805.88	3,460.96	3,356.83	3,135.10	2,827.27	1,917.86
Applications, games, ringtones for handheld devices	2.03	2.28	3.92	2.84	2.29	1.10	0.74	0.11
Books	32.53	14.79	24.55	33.77	26.87	44.91	42.84	30.58
Cable and satellite television services	679.51	306.14	540.10	723.41	744.97	776.92	788.37	635.05
Cellular phone service	913.18	650.53	1,045.54	1,209.37	1,131.20	918.36	628.55	267.24
Compact discs, records, and audio tapes	9.13	5.42	9.02	9.56	13.05	10.81	7.87	1.62
Computer accessories	30.42	5.49	18.71	22.55	31.75	28.63	70.46	30.80
Computer information services	346.26	222.69	362.94	403.69	408.48	365.93	309.60	185.56
Computer software	10.37	12.24	14.05	10.04	8.62	12.42	10.28	3.10
Computer systems installation, nonbusiness use	0.26	0.04	–	0.42	0.06	0.74	0.31	0.05
Computers and computer hardware, nonbusiness use	135.80	157.95	149.90	172.46	148.83	132.22	108.17	48.53
Digital book readers	30.18	27.73	24.68	51.73	32.01	29.48	25.29	7.31
Global positioning system devices	3.39	–	–	1.44	6.38	3.63	10.06	–
Installation of television sets	0.90	–	0.97	1.47	1.13	1.02	0.08	0.75
Internet services away from home	3.39	5.70	3.07	4.35	4.07	2.86	3.12	0.62
Newspaper and magazine subscriptions	31.64	2.79	7.13	12.38	21.81	46.89	63.47	76.38
Newspapers and magazines, nonsubscription	7.98	1.09	3.57	6.35	6.90	10.42	14.71	11.84
Online gaming services	2.30	2.25	3.08	2.63	2.62	2.94	0.84	0.43
Personal digital audio players	4.73	1.98	3.42	9.92	6.69	4.16	1.75	0.76
Photo processing	6.88	3.98	6.65	9.78	7.82	6.69	7.18	2.26
Photographic equipment	17.78	30.07	15.50	16.74	28.04	17.08	8.71	7.56
Portable memory	3.91	3.75	3.74	4.86	5.56	3.98	2.55	1.01
Rental of video cassettes, tapes, discs, films	18.88	16.26	27.82	29.24	17.85	15.20	11.30	5.54
Repair of computer systems for nonbusiness use	5.37	2.37	2.57	4.45	6.51	6.09	9.12	5.21
Repair of television, radio, and sound equipment	1.51	0.20	1.61	1.19	1.91	2.06	1.42	1.09
Residential phone service, VoIP, and phone cards	358.01	86.75	156.09	298.46	402.72	458.38	515.96	505.09
Satellite radio service	15.17	3.57	11.90	16.19	20.78	17.24	18.43	7.23
Sound components, equipment, and accessories	23.18	15.96	42.19	25.29	20.50	21.66	16.06	9.15
Streamed and downloaded audio	3.19	2.90	5.34	4.78	4.10	2.29	0.65	0.16
Streamed and downloaded video	11.09	13.21	18.02	15.69	11.02	8.55	5.62	1.81
Telephones and accessories	58.44	22.13	94.20	85.95	53.41	45.44	52.06	15.13
Television sets	84.17	86.63	95.58	123.10	79.68	83.60	58.87	37.92
Video cassette recorders and video disc players	6.34	5.36	7.02	8.76	6.33	6.65	4.03	4.13
Video cassettes, tapes, and discs	34.43	47.43	41.34	35.88	39.86	34.73	24.06	13.19
Video game hardware and accessories	34.57	31.91	47.28	85.65	42.71	6.63	2.54	–
Video game software	9.68	17.89	14.38	16.57	10.30	5.39	2.20	0.65

Note: “–” means sample is too small to make a reliable estimate.

Source: Bureau of Labor Statistics, unpublished tables from the 2013 Consumer Expenditure Survey

Table 11. Information and Consumer Electronics: Market shares by income, 2013*(percentage of total annual spending on information and consumer electronics accounted for by before-tax income group of consumer units, 2013)*

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Share of total consumer units	100.0%	22.6%	22.1%	8.9%	14.2%	5.3%	8.6%	18.3%
Share of total before-tax income	100.0	3.8	10.2	6.2	13.2	6.2	12.0	48.4
Share of total spending	100.0	10.1	14.8	7.3	14.1	6.1	11.2	36.4
Information and consumer electronics spending, total	100.0	11.9	16.9	8.4	15.7	6.4	11.1	29.5
Applications, games, ringtones for handheld devices	100.0	11.1	12.1	6.0	12.7	9.6	10.8	37.7
Books	100.0	7.0	12.0	5.8	13.4	6.3	11.7	43.8
Cable and satellite television services	100.0	14.5	18.8	8.9	15.4	6.3	10.4	25.7
Cellular phone service	100.0	10.3	16.3	9.0	16.8	6.5	12.1	29.0
Compact discs, records, and audio tapes	100.0	6.9	12.1	6.2	13.8	4.6	10.6	45.8
Computer accessories	100.0	8.9	16.3	12.6	12.8	9.3	8.7	31.3
Computer information services	100.0	11.1	16.9	8.7	16.2	6.5	11.7	28.9
Computer software	100.0	12.2	13.3	10.3	14.1	8.6	11.0	30.4
Computer systems installation, nonbusiness use	100.0	–	2.6	6.5	21.3	5.7	16.8	44.3
Computers and computer hardware, nonbusiness use	100.0	10.6	11.7	5.9	15.7	5.4	12.0	38.7
Digital book readers	100.0	7.6	14.5	7.7	16.6	5.3	12.6	35.6
Global positioning system devices	100.0	–	–	–	–	18.0	16.1	38.0
Installation of television sets	100.0	6.8	1.5	4.2	15.0	1.4	2.9	72.4
Internet services away from home	100.0	22.0	12.0	4.8	18.6	5.2	12.0	25.4
Newspaper and magazine subscriptions	100.0	11.7	16.6	6.5	14.4	5.0	10.8	35.0
Newspapers and magazines, nonsubscription	100.0	12.1	18.8	7.3	15.2	6.6	8.1	31.9
Online gaming services	100.0	7.4	17.2	5.4	12.4	7.5	10.4	39.4
Personal digital audio players	100.0	6.0	8.0	8.9	14.4	12.2	9.8	40.6
Photo processing	100.0	2.5	10.7	6.5	13.4	7.2	13.5	46.2
Photographic equipment	100.0	4.9	12.1	7.2	8.3	6.1	7.2	54.1
Portable memory	100.0	8.4	12.7	8.6	10.6	6.2	11.6	41.9
Rental of video cassettes, tapes, discs, films	100.0	12.4	15.9	6.1	17.6	7.6	11.8	28.6
Repair of computer systems for nonbusiness use	100.0	6.3	21.1	6.9	16.1	6.7	8.7	34.3
Repair of television, radio, and sound equipment	100.0	4.6	14.5	6.2	21.4	12.9	15.0	25.7
Residential phone service, VoIP, and phone cards	100.0	16.0	19.5	8.3	14.6	5.8	9.9	25.9
Satellite radio service	100.0	7.9	13.5	5.9	15.5	3.1	11.9	42.2
Sound components, equipment, and accessories	100.0	7.7	17.1	5.5	14.1	6.5	6.9	41.6
Streamed and downloaded audio	100.0	5.1	10.1	4.3	13.0	6.6	9.0	51.8
Streamed and downloaded video	100.0	9.5	14.8	7.8	15.3	6.6	11.9	34.1
Telephones and accessories	100.0	6.5	15.0	9.3	21.6	6.5	10.5	30.6
Television sets	100.0	10.0	13.9	6.8	16.2	6.8	9.9	36.5
Video cassette recorders and video disc players	100.0	11.1	20.0	7.9	9.0	5.2	9.5	37.4
Video cassettes, tapes, and discs	100.0	13.4	23.5	9.4	13.6	4.8	8.8	26.3
Video game hardware and accessories	100.0	8.1	13.3	1.8	8.2	16.7	14.2	37.0
Video game software	100.0	12.7	16.3	6.8	13.0	6.8	9.2	35.2

*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’ 2013 Consumer Expenditure Survey*

Table 21. Information and Consumer Electronics: Indexed spending by race and Hispanic origin, 2013

(indexed average annual spending of consumer units on information and consumer electronics by race and Hispanic origin of consumer unit reference person, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	Asian	Black	Hispanic	non-Hispanic White and other
Average spending of consumer units, total	\$51,100	\$60,167	\$37,080	\$41,958	\$54,953
Average spending of consumer units, index	100	118	73	82	108
Information and consumer electronics spending, total	100	103	86	87	105
Applications, games, ringtones for handheld devices	100	57	98	88	102
Books	100	77	39	29	122
Cable and satellite television services	100	75	98	80	104
Cellular phone service	100	108	92	112	99
Compact discs, records, and audio tapes	100	136	40	36	121
Computer accessories	100	104	35	71	116
Computer information services	100	115	76	80	107
Computer software	100	95	36	51	119
Computer systems installation, nonbusiness use	100	–	8	69	123
Computers and computer hardware, nonbusiness use	100	149	56	78	111
Digital book readers	100	124	85	66	108
Global positioning system devices	100	79	52	–	126
Installation of television sets	100	–	153	32	101
Internet services away from home	100	88	109	92	101
Newspaper and magazine subscriptions	100	61	26	20	126
Newspapers and magazines, nonsubscription	100	82	44	39	120
Online gaming services	100	24	62	54	113
Personal digital audio players	100	67	66	120	103
Photo processing	100	59	28	35	123
Photographic equipment	100	244	34	44	120
Portable memory	100	194	71	77	108
Rental of video cassettes, tapes, discs, films	100	75	46	124	104
Repair of computer systems for nonbusiness use	100	47	44	33	120
Repair of television, radio, and sound equipment	100	44	123	146	89
Residential phone service, VoIP, and phone cards	100	83	101	69	105
Satellite radio service	100	82	81	44	113
Sound components, equipment, and accessories	100	37	155	77	95
Streamed and downloaded audio	100	76	43	48	118
Streamed and downloaded video	100	86	48	68	114
Telephones and accessories	100	28	64	120	102
Television sets	100	125	77	101	104
Video cassette recorders and video disc players	100	150	90	67	107
Video cassettes, tapes, and discs	100	104	71	69	110
Video game hardware and accessories	100	534	44	39	123
Video game software	100	48	72	105	104

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), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race. "–" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 30. Information and Consumer Electronics: Total spending by education, 2013*(total annual spending on information and consumer electronics by consumer unit educational attainment groups, 2013; consumer units and dollars in thousands)*

	total consumer units	less than high school graduate	high school graduate	some college	associate's degree	bachelor's degree or more		
						total	bachelor's degree	graduate degree
Number of consumer units	125,670	9,974	26,151	26,646	14,331	48,568	28,552	20,016
Total spending of all consumer units	\$6,421,705,583	\$259,030,266	\$899,210,242	\$1,097,891,408	\$728,614,266	\$3,437,344,832	\$1,803,494,504	\$1,634,206,320
Information and consumer electronics								
spending, total	369,042,522	15,029,222	60,584,283	70,403,795	45,197,394	177,730,225	98,469,567	79,281,174
Applications, games, ringtones for handheld devices	255,110	5,685	23,797	41,301	32,388	152,018	103,073	48,639
Books	4,088,045	75,204	219,145	507,340	331,763	2,955,363	1,236,873	1,718,173
Cable and satellite television services	85,394,022	4,356,244	16,540,769	16,272,179	10,572,409	37,652,828	21,449,404	16,203,352
Cellular phone service	114,759,331	4,690,074	18,353,033	23,339,764	15,798,351	52,578,260	30,641,150	21,937,136
Compact discs, records, and audio tapes	1,147,367	17,355	94,928	170,534	103,470	761,546	376,030	385,308
Computer accessories	3,822,881	125,273	279,554	842,547	338,355	2,214,701	938,504	1,282,425
Computer information services	43,514,494	1,247,149	6,329,588	8,516,595	5,563,151	21,857,543	12,461,520	9,396,111
Computer software	1,303,198	16,258	146,446	161,741	158,644	819,828	513,650	306,445
Computer systems installation, nonbusiness use	32,674	–	1,831	533	4,873	26,227	10,564	15,212
Computers and computer hardware, nonbusiness use	17,065,986	261,319	1,545,263	2,981,687	1,837,807	10,440,177	5,323,520	5,116,690
Digital book readers	3,792,721	84,779	460,258	650,695	419,612	2,176,818	1,106,390	1,070,456
Global positioning system devices	426,021	–	–	44,765	44,856	335,119	255,255	78,863
Installation of television sets	113,103	598	28,505	–	5,159	78,194	18,273	60,048
Internet services away from home	426,021	9,475	57,271	110,847	34,968	213,214	133,338	80,064
Newspaper and magazine subscriptions	3,976,199	110,013	591,013	527,591	363,434	2,384,203	1,045,860	1,338,470
Newspapers and magazines, nonsubscription	1,002,847	29,523	148,538	226,491	82,403	516,278	274,956	241,393
Online gaming services	289,041	1,596	28,505	61,819	67,642	129,191	79,375	49,640
Personal digital audio players	594,419	14,562	68,777	89,264	48,009	373,488	198,151	175,540
Photo processing	864,610	9,775	78,191	135,362	73,231	568,731	274,099	294,435
Photographic equipment	2,234,413	39,996	110,619	324,282	217,401	1,541,548	742,352	799,239
Portable memory	491,370	2,593	39,750	91,396	60,190	297,722	162,175	135,708
Rental of video cassettes, tapes, discs, films	2,372,650	152,104	339,440	420,474	272,719	1,187,488	771,475	414,732
Repair of computer systems for nonbusiness use	674,848	12,069	89,959	87,399	79,250	406,514	207,288	199,359
Repair of television, radio, and sound equipment	189,762	3,690	26,936	40,768	28,089	90,336	59,388	31,025
Residential phone service, VoIP, and phone cards	44,991,117	2,684,203	9,382,456	8,202,172	4,733,959	19,987,675	10,729,842	9,258,201
Satellite radio service	1,906,414	82,784	242,943	349,063	222,417	1,008,757	548,769	459,768
Sound components, equipment, and accessories	2,913,031	77,797	269,617	515,067	382,494	1,655,683	995,894	657,926
Streamed and downloaded audio	400,887	2,095	16,214	57,822	34,394	290,437	157,893	132,506
Streamed and downloaded video	1,393,680	23,339	124,479	251,005	171,112	823,713	468,538	355,284
Telephones and accessories	7,344,155	143,925	1,578,997	1,472,192	608,781	3,478,440	1,573,786	1,912,929
Television sets	10,577,644	408,136	1,667,649	1,751,442	1,138,885	5,611,061	3,178,694	2,432,344
Video cassette recorders and video disc players	796,748	29,224	127,878	129,766	91,718	418,656	252,114	166,533
Video cassettes, tapes, and discs	4,326,818	176,041	1,021,981	859,600	298,085	1,926,693	1,029,014	899,519
Video game hardware and accessories	4,344,412	83,582	358,007	936,340	787,632	2,223,443	848,280	1,383,106
Video game software	1,216,486	52,762	191,948	233,952	189,742	548,333	304,079	244,596

*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' 2013 Consumer Expenditure Survey*

Applications, Games, and Ringtones for Handheld Devices

Best customers: **Householders aged 25 to 44**
 Married couples with children under age 18
 Single parents
 Households in the West

Customer trends: **Average household spending on applications, games, and ringtones for handheld devices will rise as ownership of smartphones grows.**

The best customers of applications, games, and ringtones for handheld devices are younger adults with children at home. Householders ranging in age from 25 to 44 spend 40 to 93 percent more than average on apps, games, and ringtones and control well over half the market. Married couples with children under age 18 spend twice the average on this item. Single parents, whose spending approaches average on only a few items, spend 36 percent more than average on applications, games, and ringtones for handheld devices. Households in the West spend 51 percent more than average.

Because applications, games, and ringtones for handheld devices is a recently added category in the Consumer Expenditure Survey, there are no comparative spending data for previous years. Average household spending on apps and games will increase as smartphone ownership grows.

Table 32. Applications, games, and ringtones for handheld devices

Total household spending	\$255,110,100.00		
Average household spends	2.03		
	AVERAGE	BEST	BIGGEST
	HOUSEHOLD	CUSTOMERS	CUSTOMERS
	SPENDING	(index)	(market share)
AGE OF HOUSEHOLDER			
Average household	\$2.03	100	100.0%
Under age 25	2.28	112	7.4
Aged 25 to 34	3.92	193	31.8
Aged 35 to 44	2.84	140	23.7
Aged 45 to 54	2.29	113	22.0
Aged 55 to 64	1.10	54	9.9
Aged 65 to 74	0.74	36	4.6
Aged 75 or older	0.11	5	0.5

Cellular Phone Service

Best customers: **Householders aged 35 to 54**
 Married couples with children at home
 Single parents
 Hispanics

Customer trends: **Average household spending on cell phone service should stabilize as cell phones become the norm and prices fall.**

Parents are the biggest spenders on cell phone service. Couples with children at home spend 50 percent more than average on this item, the number peaking at 63 percent among those with adult children at home. Single parents, whose spending approaches average on only a few items, spend 3 percent more than average on cell phone service. Householders ranging in age from 35 to 54, most with children at home, spend 24 to 32 percent more than average on cell phone service and control 47 percent of the market. Hispanics spend 12 percent more than average on cellular phone service.

Average household spending on cell phone service soared between 2000 and 2013, rising from just \$162 to \$913 (in 2013 dollars). Behind the enormous increase is the growing share of households that spend on cell service, more than tripling from 21 percent during the average quarter of 2000 to 67 percent in 2013. The rapid growth in spending on cell service may soon lead to market saturation. Already the average annual rate of increase in average household spending on this item fell from 46 percent before the peak spending year of 2006 to just 7 percent since then. Not only is cell service becoming the norm, but cutthroat competition is lowering service prices.

Table 35. Cellular phone service

Total household spending	\$114,759,330,600.00		
Average household spends	913.18		
	AVERAGE	BEST	BIGGEST
	HOUSEHOLD	CUSTOMERS	CUSTOMERS
	SPENDING	(index)	(market share)
AGE OF HOUSEHOLDER			
Average household	\$913.18	100	100.0%
Under age 25	650.53	71	4.7
Aged 25 to 34	1,045.54	114	18.9
Aged 35 to 44	1,209.37	132	22.4
Aged 45 to 54	1,131.20	124	24.2
Aged 55 to 64	918.36	101	18.3
Aged 65 to 74	628.55	69	8.8
Aged 75 or older	267.24	29	2.8

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$913.18	100	100.0%
Under \$20,000	417.40	46	10.3
\$20,000 to \$39,999	673.53	74	16.3
\$40,000 to \$49,999	925.40	101	9.0
\$50,000 to \$69,999	1,079.56	118	16.8
\$70,000 to \$79,999	1,120.25	123	6.5
\$80,000 to \$99,999	1,283.78	141	12.1
\$100,000 or more	1,445.27	158	29.0
HOUSEHOLD TYPE			
Average household	913.18	100	100.0
Married couples	1,171.52	128	61.6
Married couples, no children	892.51	98	20.6
Married couples, with children	1,372.42	150	34.3
Oldest child under age 6	1,137.37	125	5.5
Oldest child aged 6 to 17	1,391.84	152	17.1
Oldest child aged 18 or older	1,486.70	163	11.7
Single parent with child under age 18	939.85	103	5.6
Single person	465.39	51	15.3
RACE AND HISPANIC ORIGIN			
Average household	913.18	100	100.0
Asian	989.05	108	4.6
Black	841.07	92	11.5
Hispanic	1,023.51	112	14.3
Non-Hispanic White and other	906.11	99	74.4
REGION			
Average household	913.18	100	100.0
Northeast	884.29	97	17.5
Midwest	866.55	95	21.1
South	939.59	103	38.4
West	938.81	103	23.0
EDUCATION OF HOUSEHOLD			
Average household	913.18	100	100.0
Less than high school graduate	470.23	51	4.1
High school graduate	701.81	77	16.0
Some college	875.92	96	20.3
Associate's degree	1,102.39	121	13.8
Bachelor's degree or more	1,082.57	119	45.8
Bachelor's degree	1,073.17	118	26.7
Master's, professional, doctoral degree	1,095.98	120	19.1

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), or 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' 2013 Consumer Expenditure Survey

Computer Information Services

Best customers: **Householders aged 35 to 54**
Married couples with children at home
Asians

Customer trends: **Average household spending on computer information services will grow more slowly now that the majority of households are online, although some growth remains as younger householders replace older generations without Internet access.**

Average household spending on computer information services shows relatively little variation by demographic characteristic because the item is so universally purchased. The best customers of Internet access are households with children. Householders ranging in age from 35 to 54 spend 17 to 18 percent more than the average household on Internet service and control 43 percent of the market for this item. Married couples with children at home spend 32 percent more than average on Internet service, the figure peaking at 39 percent among those with adult children at home. Asian households outspend the average by 15 percent.

In the year 2000, computer information service ranked seventh in average household spending among information and consumer electronics categories. It is now poised to pass residential telephone service for third place. Average household spending on computer information services grew 70 percent between 2006 and 2013, after adjusting for inflation. The average household spends 11 times as much on computer information services as on newspaper and magazine subscriptions. The growth in spending for online service is likely to slow now that the majority of households are online, although some growth remains as younger householders replace older generations without Internet access.

Table 38. Computer information services

Total household spending	\$43,514,494,200.00		
Average household spends	346.26		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$346.26	100	100.0%
Under age 25	222.69	64	4.2
Aged 25 to 34	362.94	105	17.3
Aged 35 to 44	403.69	117	19.7
Aged 45 to 54	408.48	118	23.0
Aged 55 to 64	365.93	106	19.2
Aged 65 to 74	309.60	89	11.4
Aged 75 or older	185.56	54	5.1

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$346.26	100	100.0%
Under \$20,000	169.90	49	11.1
\$20,000 to \$39,999	264.91	77	16.9
\$40,000 to \$49,999	337.35	97	8.7
\$50,000 to \$69,999	393.24	114	16.2
\$70,000 to \$79,999	424.72	123	6.5
\$80,000 to \$99,999	472.63	136	11.7
\$100,000 or more	547.91	158	28.9
HOUSEHOLD TYPE			
Average household	346.26	100	100.0
Married couples	420.53	121	58.3
Married couples, no children	380.91	110	23.2
Married couples, with children	457.65	132	30.2
Oldest child under age 6	431.58	125	5.5
Oldest child aged 6 to 17	451.80	130	14.6
Oldest child aged 18 or older	482.77	139	10.0
Single parent with child under age 18	312.56	90	4.9
Single person	234.26	68	20.3
RACE AND HISPANIC ORIGIN			
Average household	346.26	100	100.0
Asian	399.58	115	4.9
Black	261.99	76	9.5
Hispanic	276.45	80	10.2
Non-Hispanic White and other	372.16	107	80.6
REGION			
Average household	346.26	100	100.0
Northeast	382.41	110	20.0
Midwest	344.71	100	22.1
South	312.91	90	33.7
West	374.18	108	24.1
EDUCATION OF HOUSEHOLD			
Average household	346.26	100	100.0
Less than high school graduate	125.04	36	2.9
High school graduate	242.04	70	14.5
Some college	319.62	92	19.6
Associate's degree	388.19	112	12.8
Bachelor's degree or more	450.04	130	50.2
Bachelor's degree	436.45	126	28.6
Master's, professional, doctoral degree	469.43	136	21.6

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), or 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' 2013 Consumer Expenditure Survey