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Introduction

Welcome to the 12th edition of *Best Customers: Demographics of Consumer Demand*, a unique examination of how changing demographics are reshaping the consumer marketplace. *Best Customers* reveals who the best and biggest customers are for hundreds of individual products and services, alerting marketers to potential booms and busts in the years ahead.

Based on data from the Bureau of Labor Statistics’ 2014 Consumer Expenditure Survey, *Best Customers* examines spending patterns by the demographic characteristics of households. For most consumer products and services, demographics drive demand. *Best Customers* analyzes household spending on more than 300 products and services by age of householder, household income, household type, race and Hispanic origin of householder, region of residence, and educational attainment of most educated household member. It identifies which households spend the most on a product or service (the best customers) and which control the largest share of spending (the biggest customers).

Household demographics are not static, but ever changing, influencing the consumer market during good times and bad. Today, the aging of the population is one of the most important factors in determining consumer demand. The rapid growth of the Asian, Black, and Hispanic populations makes their spending ever more important to business success. Education, living arrangements, and geography also determine who spends what—critical information as the consumer marketplace becomes increasingly competitive. *Best Customers* reveals the demographic trends behind spending, allowing marketers to prepare for what lies ahead.

Demographic Trends

Two demographic trends are key to today’s consumer markets: the aging of the baby-boom generation and the rise of Asian, Black, and Hispanic consumers.

Born between 1946 and 1964, the baby-boom generation spanned the ages of 50 through 68 in 2014. As boomers filled the 55-to-64 age group during the past decade, the percentage of households headed by empty-nesters grew each year. Having children leave home is one of life’s major transitions, and spending patterns change accordingly. Empty-nesters spend less on groceries, for example, and more on meals in full-service restaurants. Spending on alcoholic beverages increases after the teetotaler years of child rearing. Empty-nesters are the biggest spenders on travel. And instead of buying children’s clothes, they devote more to men’s and women’s apparel. Millions of two-earner baby-boom couples in their peak earning years may remain in the labor force longer than expected as they attempt to supplement their retirement savings. This should boost the incomes and spending power of older Americans, delaying the shift to a reduced standard of living after retirement. An understanding of the spending patterns of these older Americans is vital to keeping up during the coming years.

Asians, Blacks, Hispanics, and other minorities account for a growing share of the nation’s population. In 2014, the 5.6 million Asian, 16.3 million Black, and 16.3 million Hispanic consumer
units accounted for 30 percent of the national total and for 25 percent of household spending. The average Asian household has a higher income and spends more money than the average non-Hispanic White household. Although the incomes and spending of Blacks and Hispanics are below average, both groups spend much more than average on many individual products and services. The distinct spending patterns of Asians, Blacks, and Hispanics make them a major force in many consumer markets. As competition for customers becomes ever more heated, effective wooing of Asians, Blacks, and Hispanics has never been more important.

How to Use This Book

*Best Customers* is divided into 21 chapters, arranged alphabetically, each focusing on a major spending category as defined by the Bureau of Labor Statistics—such as entertainment, groceries (or what the bureau calls “food at home”), transportation, and so on. Within each chapter, individual products and services are arranged alphabetically. Three chapters of *Best Customers*—computers, telephone, and travel—are unique groupings produced by New Strategist to highlight important spending patterns. The Bureau of Labor Statistics includes computer and telephone spending in its housing category, and it groups the various travel items into the entertainment, food, housing, and transportation categories.

Most individual products and services included in the Consumer Expenditure Survey are analyzed in *Best Customers*. Two types of items are excluded from the book: “other” categories, such as “other food at home,” for which an analysis of spending patterns cannot provide meaningful conclusions; and products and services with spending data considered unreliable by New Strategist because of small sample sizes.

Each product-specific table in *Best Customers* shows average household spending, indexed spending, and market share of spending by age of householder, household income, household type, race and Hispanic origin of householder, region of residence, and educational attainment of most educated household member. New Strategist has calculated the indexes and market shares to reveal the trends. Text accompanies each table that identifies the best and biggest customers, analyzes spending patterns, describes spending trends for the product over the past few years, and predicts future trends based on the nation’s changing demographics.

Spending Data

*Best Customers* is based on unpublished, detailed data collected by the Bureau of Labor Statistics’ Consumer Expenditure Survey, an ongoing, nationwide survey of household spending. A complete accounting of household expenditures, the Consumer Expenditure Survey includes everything from big-ticket items such as homes and cars to small purchases like laundry detergent and video games. The survey does not include expenditures by government, business, or nonprofit institutions.

The Consumer Expenditure Survey uses consumer unit rather than household as its sampling unit. In this book, the terms “consumer unit” and “household” are used interchangeably. The Bureau of Labor Statistics defines consumer unit as “a single person or group of persons in a sample household related by blood, marriage, adoption or other legal arrangement or who share
responsibility for at least two out of three major types of expenses—food, housing, and other expenses.” For more information about the Consumer Expenditure Survey and consumer units, see Appendix A.

- **Average Spending.** The average spending figures in *Best Customers* are unpublished data from the Bureau of Labor Statistics’ 2014 Consumer Expenditure Survey. The Bureau of Labor Statistics calculates average spending for all households in a segment, not just for those who bought an item. When examining the averages, it is important to remember that by including both purchasers and nonpurchasers in the calculation, the average spending amount is often greatly reduced—especially for infrequently purchased items. For example, the average household spent $249 on day care centers, nursery schools, and preschools in 2014. Since only a small percentage of households spends money on day care, this figure greatly underestimates the amount spent on day care centers by those who use them. To get a more realistic picture of how much buyers spend on an item, Appendix B shows the percentage of households that purchased individual products and services during the average quarter of 2014 and the amount purchasers spent per quarter. According to Appendix B, only 4.1 percent of households spent on day care centers during the average quarter of 2014. The purchasers spent an average of $1,509 per quarter, for an estimated annual cost of $6,036—a much more realistic figure than the average of $249 for all households. For frequently purchased items—such as bread—the average spending figures give a fairly accurate account of actual spending. But for most of the products and services examined in *Best Customers*, average spending figures are less revealing than indexes and market shares.

Average spending figures are useful for determining the market potential of a product or service in a local area. By multiplying the average amount married couples spend on children’s clothing by the number of married couple households in the San Diego metropolitan area, for example, marketers can estimate the size of the market for children’s clothing in San Diego. The San Diego media could show those figures to potential advertisers to prove the demand for children’s clothing in the area. (Note: Because of sampling errors, average values can vary—especially for infrequently purchased items.)

- **Indexed Spending (Best Customers).** Indexed spending figures compare the spending of demographic segments with that of the average household. To compute the indexes, New Strategist’s statisticians divide the amount a household segment spends on a particular item by how much the average household spends on the item, and then multiply the resulting figure by 100. An index of 100 is the average for all households. An index of 125 means average spending by households in a segment is 25 percent above average (100 plus 25). An index of 80 means average spending by households in a segment is 20 percent below average (100 minus 20).

Spending indexes can reveal hidden markets—household segments with a high propensity to buy a particular product or service but which are overshadowed by larger household segments that account for a bigger share of the total market. Householders aged 65 to 74, for example, account for 14.6 percent of the market for full-service dinners, almost the same share as the 14.4 percent accounted for by householders aged 25 to 34. But a look at the indexed spending figures reveals that, in fact, the older householders are the better customers. Householders aged 65 to 74 spend 11 percent more than the average household on full-service dinners (with an index of 111), while
householders aged 25 to 34 spend 11 percent less than average on this item (index of 89). Using
the index column in the product-specific spending tables, marketers can see that older householders
are in fact their better customers and adjust their business strategy accordingly. (Note: Because
of sampling errors, small differences in index values are usually insignificant. But the broader
patterns revealed by indexes can guide marketers to the best customers.)

- **Market Share (Biggest Customers).** To calculate market share figures, New Strategist
  first determines the total amount all households spend on an item by multiplying average
  household spending on that item by the total number of consumer units (127,006,000).
  New Strategist then calculates total household spending for each demographic segment by
  multiplying the segment’s average spending on an item by the number of households in the
  segment. To calculate the percentage of total spending on the item controlled by a demographic
  segment—i.e., its market share—New Strategist divides each segment’s spending on the item
  by total household spending on the item.

  In 2014, for example, households that included a college graduate accounted for 81 percent
  of total household spending on ship fares. The cruise industry could reach the vast majority of its
customers if it targeted only this demographic segment. Of course, by single-mindedly targeting
the biggest customers, businesses cannot nurture potential growth markets. An additional danger
of focusing only on the biggest customers is that businesses may end up ignoring their best
customers. This is especially problematic because market shares are unstable, thanks to baby
booms and busts over the past half-century. In 2014, for example, householders aged 55 to 64 were
one of the biggest customers of housekeeping services, controlling 21 percent of the market—but
only because the age group was filled with members of the large baby-boom generation. In fact,
the best customers of housekeeping services are the oldest householders. Those aged 75 or older
spend 93 percent more than the average household on housekeeping services, whereas the 55-to-64
age group spends only 16 percent more than average on this item. Although the older age group
controls only 19 percent of the housekeeping services market today, the share will expand greatly
as boomers age into their seventies. The best customers of housekeeping services will become
the biggest customers as well. Marketers who ignore their best customers in favor of the biggest
customers may end up with no customers.

- **Age of Householder.** Age is one of the best predictors of spending because lifestage
determines most consumer wants and needs. Ongoing changes in the age structure of the population
will have a profound effect on consumer spending. This is why *Best Customers* explores spending
by age in so much detail, using it as the primary guide to consumer trends in the years ahead.

  Changes in the size of age groups will dramatically affect spending in many categories over the
next few years. The number of adults aged 35 to 44 will expand as millennials enter the age group
and replace the small generation X. Millennials have been postponing marriage and childbearing,
suppressing spending on products and services for infants and young children. As millennials begin
to play catch-up, look for spending on these items to rise. The small generation X is now filling
the 45-to-54 age group, reducing the share of the consumer market controlled by the nation’s most
affluent households and biggest spenders. This could dampen average household spending overall.
The large baby-boom generation has completely filled the 55-to-64 age group and the oldest boomers
were approaching age 70 in 2014. Millions are transitioning out of the workforce, which should boost spending on full-service restaurants, alcoholic beverages, and travel.

Not only will the sizes of age groups change but, as younger generations replace older ones, attitudes and behavior will also change. New Strategist takes into account not only the changing numbers, but also changing attitudes and lifestyles.

- **Household Income.** It is no surprise that the most affluent households spend the most. For most of the products and services examined in *Best Customers*, households with the highest incomes appear to be the best and biggest customers. Yet the story behind spending is more complex than income alone. Most spending is driven by lifestage (age) or lifestyle (household type), and secondarily by income. For that reason *Best Customers* identifies high-income households as the best and biggest customers only when income has an extraordinary effect on spending or when an item is a purely discretionary expense—such as spending on wine at restaurants and bars. While most businesses would do well to target the affluent, they will find it difficult to design a product or craft a message if they ignore the lifestage and lifestyle reasons for spending.

- **Household Type.** Household type is one of the most important determinants of spending for several reasons. The presence of children requires families to spend on products and services for children. Not only that, but households with children tend to include more people than those without children, and household size is an important determinant of spending. Because married couples head most of the nation’s households, they account for the majority of spending in most categories. But single parents are important in some markets, and single-person households account for a large share of spending on many items. (Note: Market shares by household type do not sum to 100 percent because not all household types are shown.)

- **Race and Hispanic Origin of Householder.** The Bureau of Labor Statistics classifies households by the self-identified race and Hispanic origin of the householder. The bureau classifies households into three racial groups: Asian, Black, and “White and other,” where “other” includes Alaska Natives, American Indians, and Native Hawaiians and other Pacific Islanders as well as those who report more than one race. Because Hispanics may be of any race, the bureau separately classifies all households into one of two Hispanic origin categories: Hispanic or non-Hispanic. Within the non-Hispanic origin group there are Blacks and “Whites and all other races,” which in this classification include non-Hispanic Alaska Natives, American Indians, Asians, and Native Hawaiians and other Pacific Islanders as well as non-Hispanics reporting more than one race.

To simplify things for *Best Customers*, we narrowed the race and Hispanic origin categories to four: Asians (including Hispanic Asians), Blacks (including Hispanic Blacks), Hispanics (a group that also includes Hispanic Asians and Hispanic Blacks), and non-Hispanic Whites and others (a group that also includes non-Hispanic Asians). Because there is overlap among the four race and Hispanic origin groups, numbers by race and Hispanic origin do not sum to the total.

On average, Asian households spend more than non-Hispanic White households, whereas Black and Hispanic households spend less. But there is great variation by individual product and
service category. Asians do not spend much on pets, for example. Blacks and Hispanics spend disproportionately on children’s clothes.

The spending of Asians, Blacks, and Hispanics differs from that of non-Hispanic Whites for a variety of reasons. Asians are, on average, younger and better educated than non-Hispanic Whites. Hispanic households are more likely to include children. Food preferences differ by race and Hispanic origin as well. Geographic location can influence purchasing patterns. Asians and Hispanics are concentrated in the West, while most Blacks live in the South. As the numbers of Asians, Blacks, and Hispanics grow, their spending is becoming increasingly important to the nation’s economy. Consequently it is important to understand spending patterns by race and Hispanic origin.

- **Region of Residence.** For many products and services, regional differences in spending are small. But for some items, spending differences by region are pronounced. There are several reasons for this, including differences in regional economies, climate, physical infrastructure, racial and ethnic composition, and access to resources. Differences in regional population growth rates also affect household spending patterns.

- **Educational Attainment of Most Educated Household Member.** The population is becoming increasingly educated, and the spending of educated consumers differs from that of those with less education. Households that include a college graduate constituted 39 percent of the nation’s households in 2014. Because income rises directly with education, households that include a college graduate tend to spend more on most discretionary items than those in which no member went further than high school. Because older generations are less educated than younger ones, older Americans are overrepresented among households with only a high school diploma or less education. Consequently, the spending of less-educated householders reflects their older age. As well-educated boomers enter the older age groups in the years ahead, the spending of older Americans is going to change. This is one of the most important spending trends of the coming decade.

**Back Matter**

*Best Customers* includes four appendices and a glossary of terms.

- **Appendix A** describes the Consumer Expenditure Survey in more detail and tells readers how to contact the Bureau of Labor Statistics.

- **Appendix B** shows the percentage of households that purchased the products and services examined in the Consumer Expenditure Survey during the average quarter of 2014. It also shows how much purchasers spent on items during the average quarter. In some cases, the quarterly spending figure alone is a good estimate of how much a typical purchaser spends. Take new cars, for example, which is a one-time rather than an ongoing expense. In the average quarter of 2014, 0.7 percent of households bought a new car, spending on average $25,695. (The Consumer Expenditure Survey counts the net cost of an item at the time of purchase, whether households pay for it at once or over time.) For ongoing expenses, however, the quarterly spending figure must be multiplied by four to get an estimate of how much households spend
annually on the product or service. Forty-one percent of households bought women’s clothes during the average quarter of 2014, for example, and spent $207 during the quarter. The annual spending of households that buy women’s clothes can reasonably be estimated at four times $207, or $828. Appendix B not only supplies readers with invaluable insight into the propensity of households to buy individual products and services, but also provides a more realistic view of how much purchasers spend.

- **Appendix C** ranks products and services by the amount the average household spends on them, from highest to lowest. It shows which categories are most important to the household budget. The relative standing of products and services is often surprising. To know that gasoline and motor oil is the sixth-biggest expense of the average household puts the media’s focus on gasoline prices into perspective. The fact that out-of-pocket health insurance cost is the fourth-biggest household expense, ahead of mortgage interest, property taxes, and electricity, for example, explains why many households feel strapped by health care costs.

- **Appendix D** shows trends in household spending by major category between 2006 (the year overall household spending peaked) and 2014. Spending by the average household fell by nearly 9 percent between 2006 and 2013, after adjusting for inflation, but then grew 3 percent in the ensuing year. Households cut their spending deeply on many items during the latter part of the 2000s, revealing American households to be cautious spenders. This caution can be seen in the spending trends for many of the individual products and services analyzed in *Best Customers*.

**For More Information**

The 12th edition of *Best Customers* examines the demographics of spending on individual products and services and describes how changing demographics will boost or reduce average household spending in the future. To compare and contrast spending patterns on the entire range of goods and services included in the Consumer Expenditure Survey, see the companion volume, the 21st edition of *Household Spending: Who Spends How Much on What*. For analysis of household spending trends by single product category, see New Strategist’s Who’s Buying reports.

To find out more about these books and reports and to view tables of contents and sample pages, visit New Strategist’s web site at http://www.newstrategist.com. All New Strategist books and reports are available in print or as downloads with links to the Excel version of each table.
Wine at Home

Best customers:  
- Householders aged 45 to 74
- Married couples without children at home
- Married couples with adult children at home
- Non-Hispanic Whites
- Households in the Northeast and West

Customer trends:  
Average household spending on wine consumed at home should continue to rise as boomers age.

The best customers of wine consumed at home are older non-Hispanic White married couples without children at home (empty-nesters). Couples without children at home spend 90 percent more than average on this item, and householders ranging in age from 45 to 74 spend 19 to 45 percent more. Married couples with adult children at home outspend the average by 34 percent. Non-Hispanic Whites spend 22 percent more than average on wine at home. Households in the Northeast spend 41 percent more than average, and those in the West spend 34 percent more.

Average household spending on wine consumed at home fell 21 percent from 2006 to 2010 because of the Great Recession. Between 2010 and 2014, however, average household spending on this item climbed 10 percent. Spending on wine consumed at home should continue to rise as boomers age.

### Table 1.7 Wine at home

<table>
<thead>
<tr>
<th>Total household spending</th>
<th>$13,339,440,180.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household spend</td>
<td>$105.03</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE OF HOUSEHOLDER</th>
<th>AVERAGE HOUSEHOLD SPENDING</th>
<th>BEST CUSTOMERS (index)</th>
<th>BIGGEST CUSTOMERS (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>$105.03</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Under age 25</td>
<td>30.21</td>
<td>29</td>
<td>1.9</td>
</tr>
<tr>
<td>Aged 25 to 34</td>
<td>81.98</td>
<td>78</td>
<td>12.7</td>
</tr>
<tr>
<td>Aged 35 to 44</td>
<td>77.31</td>
<td>74</td>
<td>12.6</td>
</tr>
<tr>
<td>Aged 45 to 54</td>
<td>143.73</td>
<td>137</td>
<td>25.4</td>
</tr>
<tr>
<td>Aged 55 to 64</td>
<td>125.11</td>
<td>119</td>
<td>22.0</td>
</tr>
<tr>
<td>Aged 65 to 74</td>
<td>151.93</td>
<td>145</td>
<td>19.0</td>
</tr>
<tr>
<td>Aged 75 or older</td>
<td>70.09</td>
<td>67</td>
<td>6.6</td>
</tr>
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</table>
### HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Average Household Spending</th>
<th>Best Customers (Index)</th>
<th>Biggest Customers (Market Share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$105.03</td>
<td>100</td>
<td>100.0%</td>
<td></td>
</tr>
<tr>
<td>Under $20,000</td>
<td>22.09</td>
<td>21</td>
<td>4.6</td>
</tr>
<tr>
<td>$20,000 to $39,999</td>
<td>43.39</td>
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<td>9.1</td>
</tr>
<tr>
<td>$40,000 to $49,999</td>
<td>56.90</td>
<td>54</td>
<td>4.7</td>
</tr>
<tr>
<td>$50,000 to $69,999</td>
<td>77.61</td>
<td>74</td>
<td>10.5</td>
</tr>
<tr>
<td>$70,000 to $79,999</td>
<td>103.22</td>
<td>98</td>
<td>5.2</td>
</tr>
<tr>
<td>$80,000 to $99,999</td>
<td>140.26</td>
<td>134</td>
<td>10.4</td>
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<tr>
<td>$100,000 or more</td>
<td>281.37</td>
<td>268</td>
<td>54.1</td>
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### HOUSEHOLD TYPE

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Average Household Spending</th>
<th>Best Customers (Index)</th>
<th>Biggest Customers (Market Share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>105.03</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Married couples</td>
<td>151.27</td>
<td>144</td>
<td>69.2</td>
</tr>
<tr>
<td>Married couples, no children</td>
<td>199.34</td>
<td>190</td>
<td>40.9</td>
</tr>
<tr>
<td>Married couples, with children</td>
<td>107.78</td>
<td>103</td>
<td>22.8</td>
</tr>
<tr>
<td>Oldest child under age 6</td>
<td>82.70</td>
<td>79</td>
<td>3.4</td>
</tr>
<tr>
<td>Oldest child aged 6 to 17</td>
<td>95.92</td>
<td>91</td>
<td>10.0</td>
</tr>
<tr>
<td>Oldest child aged 18 or older</td>
<td>140.92</td>
<td>134</td>
<td>9.4</td>
</tr>
<tr>
<td>Single parent with child under age 18</td>
<td>50.36</td>
<td>48</td>
<td>2.8</td>
</tr>
<tr>
<td>Single person</td>
<td>52.38</td>
<td>50</td>
<td>14.9</td>
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### RACE AND HISPANIC ORIGIN

<table>
<thead>
<tr>
<th>Race and Hispanic Origin</th>
<th>Average Household Spending</th>
<th>Best Customers (Index)</th>
<th>Biggest Customers (Market Share)</th>
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</thead>
<tbody>
<tr>
<td>Average household</td>
<td>105.03</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>84.92</td>
<td>81</td>
<td>3.6</td>
</tr>
<tr>
<td>Black</td>
<td>44.91</td>
<td>43</td>
<td>5.5</td>
</tr>
<tr>
<td>Hispanic</td>
<td>33.43</td>
<td>32</td>
<td>4.1</td>
</tr>
<tr>
<td>Non-Hispanic White and other</td>
<td>127.68</td>
<td>122</td>
<td>90.7</td>
</tr>
</tbody>
</table>

### REGION

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Household Spending</th>
<th>Best Customers (Index)</th>
<th>Biggest Customers (Market Share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>147.95</td>
<td>141</td>
<td>25.6</td>
</tr>
<tr>
<td>Midwest</td>
<td>88.31</td>
<td>84</td>
<td>18.8</td>
</tr>
<tr>
<td>South</td>
<td>72.66</td>
<td>69</td>
<td>25.7</td>
</tr>
<tr>
<td>West</td>
<td>140.66</td>
<td>134</td>
<td>29.9</td>
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</tbody>
</table>

### EDUCATION OF HOUSEHOLD

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Average Household Spending</th>
<th>Best Customers (Index)</th>
<th>Biggest Customers (Market Share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>105.03</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Less than high school graduate</td>
<td>23.99</td>
<td>23</td>
<td>1.7</td>
</tr>
<tr>
<td>High school graduate</td>
<td>29.71</td>
<td>28</td>
<td>5.9</td>
</tr>
<tr>
<td>Some college</td>
<td>53.52</td>
<td>51</td>
<td>11.0</td>
</tr>
<tr>
<td>Associate’s degree</td>
<td>83.07</td>
<td>79</td>
<td>8.5</td>
</tr>
<tr>
<td>Bachelor’s degree or more</td>
<td>191.68</td>
<td>183</td>
<td>71.5</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>166.55</td>
<td>159</td>
<td>36.4</td>
</tr>
<tr>
<td>Master’s, professional, doctoral degree</td>
<td>230.08</td>
<td>219</td>
<td>35.5</td>
</tr>
</tbody>
</table>

**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’ 2014 Consumer Expenditure Survey
Finance, Late, and Interest Charges for Student Loans

Best customers: 
- Householders under age 25 to 44
- Married couples with preschoolers
- Married couples with adult children at home
- Households in the West
- College graduates

Customer trends: Average household spending on finance, late, and interest charges for student loans is likely to rise in the years ahead as the cost of a college education continues to increase.

The biggest spenders on finance, late, and interest charges for student loans are, not surprisingly, young to middle-aged adults with a college education. This explains why householders aged 25 to 44, married couples with preschoolers, and households with a member who graduated from college spend much more than average on student loan charges. Married couples with adult children at home also spend more than average on student loan charges since many have children in school. Households in the West spend 61 percent more than average on this item.

Until 2013 the Consumer Expenditure Survey did not report average household spending on finance, late, and interest charges for student loans as an item separate from all loan charges. Consequently comparable data from earlier years do not exist. Between 2013 and 2014 average household spending in this category more than doubled, after adjusting for inflation. Average household spending on student loan charges should increase in the years ahead unless education financing receives an overhaul.

### Table 4.4 Finance, late, and interest charges for student loans

<table>
<thead>
<tr>
<th>AGE OF HOUSEHOLDER</th>
<th>AVERAGE HOUSEHOLD SPENDING</th>
<th>BEST CUSTOMERS (index)</th>
<th>BIGGEST CUSTOMERS (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>$95.98</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Under age 25</td>
<td>65.84</td>
<td>69</td>
<td>4.5</td>
</tr>
<tr>
<td>Aged 25 to 34</td>
<td>255.88</td>
<td>267</td>
<td>43.2</td>
</tr>
<tr>
<td>Aged 35 to 44</td>
<td>159.97</td>
<td>167</td>
<td>28.6</td>
</tr>
<tr>
<td>Aged 45 to 54</td>
<td>89.31</td>
<td>93</td>
<td>17.3</td>
</tr>
<tr>
<td>Aged 55 to 64</td>
<td>26.97</td>
<td>28</td>
<td>5.2</td>
</tr>
<tr>
<td>Aged 65 to 74</td>
<td>8.31</td>
<td>9</td>
<td>1.1</td>
</tr>
<tr>
<td>Aged 75 or older</td>
<td>0.66</td>
<td>1</td>
<td>0.1</td>
</tr>
</tbody>
</table>
## HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>Average household spending</th>
<th>BEST CUSTOMERS (index)</th>
<th>BIGGEST CUSTOMERS (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$95.98</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Under $20,000</td>
<td>15.43</td>
<td>16</td>
</tr>
<tr>
<td>$20,000 to $39,999</td>
<td>34.24</td>
<td>36</td>
</tr>
<tr>
<td>$40,000 to $49,999</td>
<td>91.58</td>
<td>95</td>
</tr>
<tr>
<td>$50,000 to $69,999</td>
<td>122.81</td>
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<tr>
<td>$70,000 to $79,999</td>
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<td>57</td>
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<tr>
<td>$80,000 to $99,999</td>
<td>187.29</td>
<td>195</td>
</tr>
<tr>
<td>$100,000 or more</td>
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<td>218</td>
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</table>

## HOUSEHOLD TYPE

<table>
<thead>
<tr>
<th>Average household</th>
<th>95.98</th>
<th>100</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married couples</td>
<td>132.94</td>
<td>139</td>
<td>66.6%</td>
</tr>
<tr>
<td>Married couples, no children</td>
<td>71.77</td>
<td>75</td>
<td>16.1%</td>
</tr>
<tr>
<td>Married couples, with children</td>
<td>173.00</td>
<td>180</td>
<td>40.0%</td>
</tr>
<tr>
<td>Oldest child under age 6</td>
<td>433.93</td>
<td>452</td>
<td>19.3%</td>
</tr>
<tr>
<td>Oldest child aged 6 to 17</td>
<td>84.87</td>
<td>88</td>
<td>9.6%</td>
</tr>
<tr>
<td>Oldest child aged 18 or older</td>
<td>151.14</td>
<td>157</td>
<td>11.0%</td>
</tr>
<tr>
<td>Single parent with child under age 18</td>
<td>42.71</td>
<td>44</td>
<td>2.6%</td>
</tr>
<tr>
<td>Single person</td>
<td>51.94</td>
<td>54</td>
<td>16.1%</td>
</tr>
</tbody>
</table>

## RACE AND HISPANIC ORIGIN

<table>
<thead>
<tr>
<th>Average household</th>
<th>95.98</th>
<th>100</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>49.50</td>
<td>52</td>
<td>2.3%</td>
</tr>
<tr>
<td>Black</td>
<td>62.05</td>
<td>65</td>
<td>8.3%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>81.65</td>
<td>85</td>
<td>10.9%</td>
</tr>
<tr>
<td>Non-Hispanic White and other</td>
<td>103.98</td>
<td>108</td>
<td>80.8%</td>
</tr>
</tbody>
</table>

## REGION

<table>
<thead>
<tr>
<th>Average household</th>
<th>95.98</th>
<th>100</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>103.44</td>
<td>108</td>
<td>19.6%</td>
</tr>
<tr>
<td>Midwest</td>
<td>91.03</td>
<td>95</td>
<td>21.2%</td>
</tr>
<tr>
<td>South</td>
<td>60.13</td>
<td>63</td>
<td>23.3%</td>
</tr>
<tr>
<td>West</td>
<td>154.58</td>
<td>161</td>
<td>35.9%</td>
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</table>

## EDUCATION OF HOUSEHOLD

<table>
<thead>
<tr>
<th>Average household</th>
<th>95.98</th>
<th>100</th>
<th>100.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school graduate</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>High school graduate</td>
<td>7.45</td>
<td>8</td>
<td>1.6%</td>
</tr>
<tr>
<td>Some college</td>
<td>22.38</td>
<td>23</td>
<td>5.0%</td>
</tr>
<tr>
<td>Associate’s degree</td>
<td>80.99</td>
<td>84</td>
<td>9.1%</td>
</tr>
<tr>
<td>Bachelor’s degree or more</td>
<td>206.41</td>
<td>215</td>
<td>84.3%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>177.79</td>
<td>185</td>
<td>42.6%</td>
</tr>
<tr>
<td>Master’s, professional, doctoral degree</td>
<td>246.98</td>
<td>257</td>
<td>41.7%</td>
</tr>
</tbody>
</table>

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

Water, Bottled

Best customers: Householders aged 35 to 54
Married couples with children at home
Single parents
Hispanics and Asians
Households in the West

Customer trends: Average household spending on bottled water may climb in the years ahead as Americans question the quality of tap water and search for alternatives to calorie-laden colas and fruit drinks.

The biggest spenders on bottled water are the largest households. Householders aged 35 to 54, many with children, spend 19 to 20 percent more than average on bottled water and control 43 percent of spending on this item. Married couples with children at home spend 48 percent more than average on this item, the figure peaking at 58 percent among those with adult children at home. Single parents, whose spending generally is below average on most items, spend 16 percent more than average on bottled water. Hispanics, who have the largest families, spend 58 percent more on bottled water and Asians, 29 percent. Households in the West, where many Hispanics and Asians reside, outspend the average on bottled water by 17 percent.

Average household spending on bottled water fell 7 percent between 2006 and 2014, in part because less expensive alternatives entered the market. Average household spending on bottled water may climb in the years ahead as Americans question the quality of tap water and search for alternatives to calorie-laden colas and fruit drinks.

<table>
<thead>
<tr>
<th>Table 9.84 Water, bottled</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total household spending</strong></td>
</tr>
<tr>
<td><strong>Average household spends</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE OF HOUSEHOLDER</th>
<th>AVERAGE HOUSEHOLD SPENDING</th>
<th>BEST CUSTOMERS (index)</th>
<th>BIGGEST CUSTOMERS (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>$60.31</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Under age 25</td>
<td>46.44</td>
<td>77</td>
<td>5.1</td>
</tr>
<tr>
<td>Aged 25 to 34</td>
<td>59.87</td>
<td>99</td>
<td>16.1</td>
</tr>
<tr>
<td>Aged 35 to 44</td>
<td>71.87</td>
<td>119</td>
<td>20.4</td>
</tr>
<tr>
<td>Aged 45 to 54</td>
<td>72.56</td>
<td>120</td>
<td>22.3</td>
</tr>
<tr>
<td>Aged 55 to 64</td>
<td>60.01</td>
<td>100</td>
<td>18.4</td>
</tr>
<tr>
<td>Aged 65 to 74</td>
<td>55.59</td>
<td>92</td>
<td>12.1</td>
</tr>
<tr>
<td>Aged 75 or older</td>
<td>33.35</td>
<td>55</td>
<td>5.5</td>
</tr>
</tbody>
</table>
## HOUSEHOLD INCOME

<table>
<thead>
<tr>
<th>Average Household Spending</th>
<th>Best Customers (index)</th>
<th>Biggest Customers (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>$60.31</td>
<td>100</td>
</tr>
<tr>
<td>Under $20,000</td>
<td>41.78</td>
<td>69</td>
</tr>
<tr>
<td>$20,000 to $39,999</td>
<td>49.04</td>
<td>81</td>
</tr>
<tr>
<td>$40,000 to $49,999</td>
<td>46.25</td>
<td>77</td>
</tr>
<tr>
<td>$50,000 to $69,999</td>
<td>59.93</td>
<td>99</td>
</tr>
<tr>
<td>$70,000 to $79,999</td>
<td>57.80</td>
<td>96</td>
</tr>
<tr>
<td>$80,000 to $99,999</td>
<td>81.46</td>
<td>135</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>88.28</td>
<td>146</td>
</tr>
</tbody>
</table>

## HOUSEHOLD TYPE

<table>
<thead>
<tr>
<th>Average household</th>
<th>60.31</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married couples</td>
<td>75.07</td>
<td>124</td>
</tr>
<tr>
<td>Married couples, no children</td>
<td>54.78</td>
<td>91</td>
</tr>
<tr>
<td>Married couples, with children</td>
<td>88.98</td>
<td>148</td>
</tr>
<tr>
<td>Oldest child under age 6</td>
<td>69.81</td>
<td>116</td>
</tr>
<tr>
<td>Oldest child aged 6 to 17</td>
<td>90.89</td>
<td>151</td>
</tr>
<tr>
<td>Oldest child aged 18 or older</td>
<td>95.09</td>
<td>158</td>
</tr>
<tr>
<td>Single parent with child under age 18</td>
<td>70.25</td>
<td>116</td>
</tr>
<tr>
<td>Single person</td>
<td>34.19</td>
<td>57</td>
</tr>
</tbody>
</table>

## RACE AND HISPANIC ORIGIN

<table>
<thead>
<tr>
<th>Average household</th>
<th>60.31</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>77.53</td>
<td>129</td>
</tr>
<tr>
<td>Black</td>
<td>61.45</td>
<td>102</td>
</tr>
<tr>
<td>Hispanic</td>
<td>95.20</td>
<td>158</td>
</tr>
<tr>
<td>Non-Hispanic White and other</td>
<td>54.08</td>
<td>90</td>
</tr>
</tbody>
</table>

## REGION

<table>
<thead>
<tr>
<th>Average household</th>
<th>60.31</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>65.29</td>
<td>108</td>
</tr>
<tr>
<td>Midwest</td>
<td>49.69</td>
<td>82</td>
</tr>
<tr>
<td>South</td>
<td>58.06</td>
<td>96</td>
</tr>
<tr>
<td>West</td>
<td>70.45</td>
<td>117</td>
</tr>
</tbody>
</table>

## EDUCATION OF HOUSEHOLD

<table>
<thead>
<tr>
<th>Average household</th>
<th>60.31</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school graduate</td>
<td>52.91</td>
<td>88</td>
</tr>
<tr>
<td>High school graduate</td>
<td>52.42</td>
<td>87</td>
</tr>
<tr>
<td>Some college</td>
<td>56.31</td>
<td>93</td>
</tr>
<tr>
<td>Associate’s degree</td>
<td>76.17</td>
<td>126</td>
</tr>
<tr>
<td>Bachelor’s degree or more</td>
<td>63.88</td>
<td>106</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>62.37</td>
<td>103</td>
</tr>
<tr>
<td>Master’s, professional, doctoral degree</td>
<td>66.19</td>
<td>110</td>
</tr>
</tbody>
</table>

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’ 2014 Consumer Expenditure Survey
# Table 11.1 Household services spending, 2006 to 2014

(average annual spending of consumer units on household services and percent distribution, by category, 2006 to 2014; percent change in spending and percentage point change in distribution for selected years; in 2014 dollars; ranked by amount spent)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Day care centers, nursery schools, and preschools</td>
<td>248.70</td>
<td>231.51</td>
<td>259.01</td>
<td>311.29</td>
<td>7.4</td>
<td>−25.6</td>
<td>−20.1</td>
</tr>
<tr>
<td>Gardening and lawn care service</td>
<td>133.66</td>
<td>118.69</td>
<td>116.88</td>
<td>128.15</td>
<td>12.6</td>
<td>−7.4</td>
<td>4.3</td>
</tr>
<tr>
<td>Housekeeping services</td>
<td>129.69</td>
<td>130.26</td>
<td>121.27</td>
<td>134.22</td>
<td>−0.4</td>
<td>−3.0</td>
<td>−3.4</td>
</tr>
<tr>
<td>Babysitting and childcare</td>
<td>90.94</td>
<td>100.96</td>
<td>86.32</td>
<td>94.61</td>
<td>−9.9</td>
<td>6.7</td>
<td>−3.9</td>
</tr>
<tr>
<td>Moving, storage, and freight express</td>
<td>54.60</td>
<td>46.10</td>
<td>48.57</td>
<td>48.82</td>
<td>18.4</td>
<td>−5.6</td>
<td>11.9</td>
</tr>
<tr>
<td>Security system service fee</td>
<td>28.41</td>
<td>28.03</td>
<td>25.64</td>
<td>23.40</td>
<td>1.4</td>
<td>19.8</td>
<td>21.4</td>
</tr>
<tr>
<td>Care for the elderly, invalids, handicapped</td>
<td>23.97</td>
<td>40.88</td>
<td>22.58</td>
<td>50.69</td>
<td>−41.4</td>
<td>−19.4</td>
<td>−52.7</td>
</tr>
<tr>
<td>Termite and pest control products and services</td>
<td>23.10</td>
<td>22.35</td>
<td>22.77</td>
<td>21.65</td>
<td>3.4</td>
<td>3.2</td>
<td>6.7</td>
</tr>
<tr>
<td>Appliance repair, including service center</td>
<td>12.22</td>
<td>13.03</td>
<td>20.65</td>
<td>21.11</td>
<td>−6.2</td>
<td>−38.3</td>
<td>−42.1</td>
</tr>
<tr>
<td>Water softening service</td>
<td>5.42</td>
<td>6.56</td>
<td>3.84</td>
<td>4.74</td>
<td>−17.4</td>
<td>38.4</td>
<td>14.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household spending on household services</td>
<td>100.0%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Day care centers, nursery schools, and preschools</td>
<td>33.1</td>
<td>31.4</td>
<td>35.6</td>
</tr>
<tr>
<td>Gardening and lawn care service</td>
<td>17.8</td>
<td>16.1</td>
<td>16.1</td>
</tr>
<tr>
<td>Housekeeping services</td>
<td>17.3</td>
<td>17.6</td>
<td>16.7</td>
</tr>
<tr>
<td>Babysitting and childcare</td>
<td>12.1</td>
<td>13.7</td>
<td>11.9</td>
</tr>
<tr>
<td>Moving, storage, and freight express</td>
<td>7.3</td>
<td>6.2</td>
<td>6.7</td>
</tr>
<tr>
<td>Security system service fee</td>
<td>3.8</td>
<td>3.8</td>
<td>3.5</td>
</tr>
<tr>
<td>Care for the elderly, invalids, handicapped</td>
<td>3.2</td>
<td>5.5</td>
<td>3.1</td>
</tr>
<tr>
<td>Termite and pest control products and services</td>
<td>3.1</td>
<td>3.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Appliance repair, including service center</td>
<td>1.6</td>
<td>1.8</td>
<td>2.8</td>
</tr>
<tr>
<td>Water softening service</td>
<td>0.7</td>
<td>0.9</td>
<td>0.5</td>
</tr>
</tbody>
</table>

Note: Percentage point change calculations are based on unrounded figures. “−” means not applicable.

Rent

Best customers:  
- Householders under age 45
- Married couples with preschoolers
- Single parents
- People who live alone
- Asians, Blacks, and Hispanics
- Households in the Northeast and West

Customer trends:  
Average household spending on rent will continue to rise as renting becomes more common.

Young adults are the best customers of rental housing. Householders under age 45 spend 29 to 85 percent more than average on rent, controlling 62 percent of the market. Married couples with preschoolers spend 21 percent more on rent than the average household. Single parents spend 46 percent more than average on rent, and single-person households (many of them young adults) spend 12 percent more. Asians spend three-quarters more than average on this item, Hispanics one-half more, and Blacks one-quarter more. Together the minority groups account for 44 percent of the market. Households in the West, where many Asians and Hispanics reside, spend 44 percent more than average on rent. Households in the Northeast spend 20 percent more.

Average household spending on rent climbed 21 percent in the 2006-to-2014 time period, after adjusting for inflation. In 2012, rent surpassed mortgage interest as the average household’s largest shelter expense. As renting becomes more common, average household spending on rent will continue to rise.

Table 16.11 Rent

<table>
<thead>
<tr>
<th>Total household spending</th>
<th>$440,559,682,860.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household spends</td>
<td>3,468.81</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AGE OF HOUSEHOLDER</th>
<th>AVERAGE HOUSEHOLD SPENDING</th>
<th>BEST CUSTOMERS (index)</th>
<th>BIGGEST CUSTOMERS (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>$3,468.81</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Under age 25</td>
<td>6,402.82</td>
<td>185</td>
<td>12.2</td>
</tr>
<tr>
<td>Aged 25 to 34</td>
<td>5,911.57</td>
<td>170</td>
<td>27.6</td>
</tr>
<tr>
<td>Aged 35 to 44</td>
<td>4,471.72</td>
<td>129</td>
<td>22.1</td>
</tr>
<tr>
<td>Aged 45 to 54</td>
<td>2,965.02</td>
<td>85</td>
<td>15.9</td>
</tr>
<tr>
<td>Aged 55 to 64</td>
<td>1,936.69</td>
<td>56</td>
<td>10.3</td>
</tr>
<tr>
<td>Aged 65 to 74</td>
<td>1,613.96</td>
<td>47</td>
<td>6.1</td>
</tr>
<tr>
<td>Aged 75 or older</td>
<td>2,026.95</td>
<td>58</td>
<td>5.8</td>
</tr>
</tbody>
</table>
### Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Average Household Spending</th>
<th>Best Customers (index)</th>
<th>Biggest Customers (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20,000 or more</td>
<td>3,468.81</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Under $20,000</td>
<td>3,467.11</td>
<td>100</td>
<td>21.7%</td>
</tr>
<tr>
<td>$20,000 to $39,999</td>
<td>3,842.95</td>
<td>111</td>
<td>24.5%</td>
</tr>
<tr>
<td>$40,000 to $49,999</td>
<td>4,151.23</td>
<td>120</td>
<td>10.4%</td>
</tr>
<tr>
<td>$50,000 to $69,999</td>
<td>3,648.32</td>
<td>105</td>
<td>14.9%</td>
</tr>
<tr>
<td>$70,000 to $79,999</td>
<td>3,504.08</td>
<td>101</td>
<td>5.4%</td>
</tr>
<tr>
<td>$80,000 to $99,999</td>
<td>3,131.63</td>
<td>90</td>
<td>7.0%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>2,760.26</td>
<td>80</td>
<td>16.1%</td>
</tr>
</tbody>
</table>

### Household Type

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Average Household Spending</th>
<th>Best Customers (index)</th>
<th>Biggest Customers (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>3,468.81</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Married couples</td>
<td>2,529.18</td>
<td>73</td>
<td>35.0%</td>
</tr>
<tr>
<td>Married couples, no children</td>
<td>1,806.48</td>
<td>52</td>
<td>11.2%</td>
</tr>
<tr>
<td>Married couples, with children</td>
<td>3,106.65</td>
<td>90</td>
<td>19.9%</td>
</tr>
<tr>
<td>Oldest child under age 6</td>
<td>4,182.91</td>
<td>121</td>
<td>5.1%</td>
</tr>
<tr>
<td>Oldest child aged 6 to 17</td>
<td>3,318.49</td>
<td>96</td>
<td>10.4%</td>
</tr>
<tr>
<td>Oldest child aged 18 or older</td>
<td>2,120.48</td>
<td>61</td>
<td>4.3%</td>
</tr>
<tr>
<td>Single parent with child under age 18</td>
<td>5055.14</td>
<td>146</td>
<td>8.4%</td>
</tr>
<tr>
<td>Single person</td>
<td>3,889.62</td>
<td>112</td>
<td>33.4%</td>
</tr>
</tbody>
</table>

### Race and Hispanic Origin

<table>
<thead>
<tr>
<th>Race and Hispanic Origin</th>
<th>Average Household Spending</th>
<th>Best Customers (index)</th>
<th>Biggest Customers (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>3,468.81</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>6,091.10</td>
<td>176</td>
<td>7.8%</td>
</tr>
<tr>
<td>Black</td>
<td>4,354.01</td>
<td>126</td>
<td>16.1%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>5,391.68</td>
<td>155</td>
<td>19.9%</td>
</tr>
<tr>
<td>Non-Hispanic White and other</td>
<td>2,996.47</td>
<td>86</td>
<td>64.4%</td>
</tr>
</tbody>
</table>

### Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Household Spending</th>
<th>Best Customers (index)</th>
<th>Biggest Customers (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>4,165.57</td>
<td>120</td>
<td>21.8%</td>
</tr>
<tr>
<td>Midwest</td>
<td>2,394.59</td>
<td>69</td>
<td>15.4%</td>
</tr>
<tr>
<td>South</td>
<td>2,848.51</td>
<td>82</td>
<td>30.5%</td>
</tr>
<tr>
<td>West</td>
<td>5,011.89</td>
<td>144</td>
<td>32.2%</td>
</tr>
</tbody>
</table>

### Education of Household

<table>
<thead>
<tr>
<th>Education of Household</th>
<th>Average Household Spending</th>
<th>Best Customers (index)</th>
<th>Biggest Customers (market share)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household</td>
<td>3,468.81</td>
<td>100</td>
<td>100.0%</td>
</tr>
<tr>
<td>Less than high school graduate</td>
<td>3,537.76</td>
<td>102</td>
<td>7.8%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>3,340.01</td>
<td>96</td>
<td>20.1%</td>
</tr>
<tr>
<td>Some college</td>
<td>3,586.79</td>
<td>103</td>
<td>22.2%</td>
</tr>
<tr>
<td>Associate’s degree</td>
<td>3,104.62</td>
<td>90</td>
<td>9.6%</td>
</tr>
<tr>
<td>Bachelor’s degree or more</td>
<td>3,559.48</td>
<td>103</td>
<td>40.2%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>3,711.35</td>
<td>107</td>
<td>24.6%</td>
</tr>
<tr>
<td>Master’s, professional, doctoral degree</td>
<td>3,344.20</td>
<td>96</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

*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’ 2014 Consumer Expenditure Survey*
Glossary

**age** The age of the reference person.

**alcoholic beverages** Includes beer and ale, wine, whiskey, gin, vodka, rum, and other alcoholic beverages.

**annual spending** The annual amount spent per household. The Bureau of Labor Statistics calculates the annual average for all households in a segment, not just for those that purchased an item. The averages are calculated by integrating the results of the diary (weekly) and interview (quarterly) portions of the Consumer Expenditure Survey. For items purchased by most households—such as bread—average annual spending figures are a fairly accurate account of actual spending. For products and services purchased by few households during a year's time—such as cars—the average annual amount spent is much less than what purchasers spend.

**apparel, accessories, and related services** Includes the following:
- **men's and boys' apparel** Includes coats, jackets, sweaters, vests, sport coats, tailored jackets, slacks, shorts and short sets, sportswear, shirts, underwear, nightwear, hosiery, uniforms, and other accessories.
- **women's and girls' apparel** Includes coats, jackets, furs, sport coats, tailored jackets, sweaters, vests, blouses, shirts, dresses, dungarees, culottes, slacks, shorts, sportswear, underwear, nightwear, uniforms, hosiery, and other accessories.
- **infants' apparel** Includes coats, jackets, snowsuits, underwear, diapers, dresses, crawlers, sleeping garments, hosiery, footwear, and other accessories for children.
- **footwear** Includes articles such as shoes, slippers, boots, and other similar items. It excludes footwear for babies and footwear used for sports such as bowling or golf shoes.
- **other apparel products and services** Includes material for making clothes, shoe repair, alterations and sewing patterns and notions, clothing rental, clothing storage, dry cleaning, sent-out laundry, watches, jewelry, and repairs to watches and jewelry.

**baby boom** Americans born between 1946 and 1964.

**cash contributions** Includes cash contributed to persons or organizations outside the consumer unit including court-ordered alimony, child support payments, support for college students, and contributions to religious, educational, charitable, or political organizations.

**consumer unit** (1) All members of a household who are related by blood, marriage, adoption, or other legal arrangements; (2) a person living alone or sharing a household with others or living as a roofer in a private home or lodging house or in permanent living quarters in a hotel or motel, but who is financially independent; or (3) two or more persons living together who pool their income to make joint expenditure decisions. Financial independence is determined by the three major expense categories: housing, food, and other living expenses. To be considered financially independent, at least two of the three major expense categories have to be provided by the respondent. For convenience, called household in the text of this report.

**consumer unit, composition of** The classification of interview households by type according to (1) relationship of other household members to the reference person; (2) age of the children of the reference person; and (3) combination of relationship to the reference person and age of the children. Stepchildren and adopted children are included with the reference person's own children.

**earner** A consumer unit member aged 14 or older who worked at least one week during the twelve months prior to the interview date.

**education** Includes tuition, fees, books, supplies, and equipment for public and private nursery schools, elementary and high schools, colleges and universities, other schools, and finance charges for student loans.

**entertainment** Includes the following:
- **fees and admissions** Includes fees for participant sports; admissions to sporting events, movies, concerts, plays; health, swimming, tennis, and country club memberships, and other social recreational and fraternal organizations; recreational lessons or instructions; and recreational expenses on trips.
- **audio and visual equipment and services** Includes television sets; radios; cable and satellite TV; tape recorders and players; video cassettes, tapes, and discs; video cassette recorders and video disc players; video game hardware and software; personal digital audio players; streaming and downloading audio and video; sound components; CDs, records, and tapes; musical instruments; and rental and repair of TV and sound equipment.
• *pets, toys, hobbies, and playground equipment* Includes pet food, pet services, veterinary expenses, toys, games, hobbies, and playground equipment.

• *other entertainment equipment and services* Includes indoor exercise equipment, athletic shoes, bicycles, trailers, campers, camping equipment, rental of campers and trailers, hunting and fishing equipment, sports equipment, winter sports equipment, water sports equipment, boats, boat motors and boat trailers, rental of boats, landing and docking fees, rental and repair of sports equipment, photographic equipment, film, photo processing, photographer fees, repair and rental of photo equipment, fireworks, pinball and electronic video games.

**expenditure** The transaction cost including excise and sales taxes of goods and services acquired during the survey period. The full cost of each purchase is recorded even though full payment may not have been made at the date of purchase. Expenditure estimates include gifts. Excluded from expenditures are purchases or portions of purchases directly assignable to business purposes and periodic credit or installment payments on goods and services already acquired.

**federal income tax** Includes federal income tax withheld in the survey year to pay for income earned in survey year plus additional tax paid in survey year to cover any underpayment or under-withholding of tax in the year prior to the survey.

**financial products and services** Includes accounting fees, legal fees, union dues, professional dues and fees, other occupational expenses, funerals, cemetery lots, dating services, shopping club memberships, and unclassified fees and personal services.

**food** Includes the following:

• *food at home* Refers to the total expenditures for food at grocery stores or other food stores during the interview period. It is calculated by multiplying the number of visits to a grocery or other food store by the average amount spent per visit. It excludes the purchase of nonfood items.

• *food away from home* Includes all meals (breakfast, lunch, brunch, and dinner) at restaurants, carry-outs, and vending machines, including tips, plus meals as pay, special catered affairs such as weddings, bar mitzvahs, and confirmations, and meals away from home on trips.

**generation X** Americans born between 1965 and 1976; also known as the baby-bust generation.

**gifts for people in other households** Includes gift expenditures for people living in other consumer units. The amount spent on gifts is also included in individual product and service categories.

**health care** Includes the following:

• *health insurance* Includes health maintenance plans (HMOs), Blue Cross/Blue Shield, commercial health insurance, Medicare, Medicare supplemental insurance, long-term care insurance, and other health insurance.

• *medical services* Includes hospital room and services, physicians’ services, services of a practitioner other than a physician, eye and dental care, lab tests, X-rays, nursing, therapy services, care in convalescent or nursing home, and other medical care.

• *drugs* Includes prescription and nonprescription drugs, internal and respiratory over-the-counter drugs.

• *medical supplies* Includes eyeglasses and contact lenses, topical and dressing, antiseptics, bandages, cotton, first aid kits, contraceptives; medical equipment for general use such as syringes, ice bags, thermometers, vaporizers, heating pads; supportive or convalescent medical equipment such as hearing aids, braces, canes, crutches, and wheelchairs.

**Hispanic origin** The self-identified Hispanic origin of the consumer unit reference person. All consumer units are included in one of two Hispanic origin groups based on the reference person’s Hispanic origin: Hispanic or non-Hispanic. Hispanics may be of any race.

**household** According to the Census Bureau, all the people who occupy a household. A group of unrelated people who share a housing unit as roommates or unmarried partners is also counted as a household. Households do not include group quarters such as college dormitories, prisons, or nursing homes. A household may contain more than one consumer unit. The terms “household” and “consumer unit” are used interchangeably in this report.

**household furnishings and equipment** Includes the following:

• *household textiles* Includes bathroom, kitchen, dining room, and other linens, curtains and drapes, slipcovers and decorative pillows, and sewing materials.

• *furniture* Includes living room, dining room, kitchen, bedroom, nursery, porch, lawn, and other outdoor furniture.

• *carpet, rugs, and other floor coverings* Includes installation and replacement of wall-to-wall carpets, room-size rugs, and other soft floor coverings.
• **major appliances** Includes refrigerators, freezers, dishwashers, stoves, ovens, garbage disposals, vacuum cleaners, microwave ovens, air-conditioners, sewing machines, washing machines, clothes dryers, and floor-cleaning equipment.

• **small appliances and miscellaneous housewares** Includes small electrical kitchen appliances, portable heating and cooling equipment, china and other dinnerware, flatware, glassware, silver and other serving pieces, nonelectric cookware, and plastic dinnerware. Excludes personal care appliances.

• **miscellaneous household equipment** Includes computer hardware and software for nonbusiness use, luggage, lamps and other lighting fixtures, window coverings, clocks, lawn mowers and gardening equipment, hand and power tools, telephones, internet services away from home, office equipment for home use, fresh flowers and house plants, rental of furniture, closet and storage items, household decorative items, infants’ equipment, outdoor equipment, smoke alarms, other household appliances, and small miscellaneous furnishing.

**household services** Includes the following:

• **personal services** Includes baby sitting, day care, and care of elderly and handicapped persons.

• **other household services** Includes computer information services; housekeeping services; gardening and lawn care services; coin-operated laundry and dry-cleaning of household textiles; termite and pest control products; moving, storage, and freight expenses; repair of household appliances and other household equipment; reupholstering and furniture repair; rental and repair of lawn and gardening tools; and rental of other household equipment.

**housekeeping supplies** Includes soaps, detergents, other laundry cleaning products, cleansing and toilet tissue, paper towels, napkins, and miscellaneous household products; lawn and garden supplies, postage, stationery, stationery supplies, and gift wrap.

**housing tenure** “Owner” includes households living in their own homes, cooperatives, condominiums, or townhouses. “Renter” includes households paying rent as well as families living rent free in lieu of wages.

**income before taxes** The total money earnings and selected money receipts accruing to a consumer unit during the 12 months prior to the interview date. Income includes the following components:

• **wages and salaries** Includes total money earnings for all members of the consumer unit aged 14 or older from all jobs, including civilian wages and salaries, Armed Forces pay and allowances, piece-rate payments, commissions, tips, National Guard or Reserve pay (received for training periods), and cash bonuses before deductions for taxes, pensions, union dues, etc.

• **self-employment income** Includes net business and farm income, which consists of net income (gross receipts minus operating expenses) from a profession or unincorporated business or from the operation of a farm by an owner, tenant, or sharecropper. If the business or farm is a partnership, only an appropriate share of net income is recorded. Losses are also recorded.

• **Social Security, private and government retirement** Includes payments by the federal government made under retirement, survivor, and disability insurance programs to retired persons, dependents of deceased insured workers, or to disabled workers; and private pensions or retirement benefits received by retired persons or their survivors, either directly or through an insurance company.

• **interest, dividends, rental income, and other property income** Includes interest income on savings or bonds; payments made by a corporation to its stockholders, periodic receipts from estates or trust funds; net income or loss from the rental of property, real estate, or farms, and net income or loss from roomers or boarders.

• **unemployment and workers’ compensation and veterans’ benefits** Includes income from unemployment compensation and workers’ compensation, and veterans’ payments including educational benefits, but excluding military retirement.

• **public assistance, supplemental security income, and food stamps** Includes public assistance or welfare, including money received from job training grants; supplemental security income paid by federal, state, and local welfare agencies to low-income persons who are aged 65 or older, blind, or disabled; and the value of food stamps obtained.

• **regular contributions for support** Includes alimony and child support as well as any regular contributions from persons outside the consumer unit.

• **other income** Includes money income from care of foster children, cash scholarships, fellowships, or stipends not based on working; and meals and rent as pay.

**indexed spending** Indexed spending figures compare the spending of particular demographic
segments with that of the average household. To compute an index, the amount spent on an item by a demographic segment is divided by the amount spent on the item by the average household. That figure is then multiplied by 100. An index of 100 is the average for all households. An index of 132 means average spending by households in a segment is 32 percent above average (100 plus 32). An index of 75 means average spending by households in a segment is 25 percent below average (100 minus 25). Indexed spending figures identify the consumer units that spend the most on a product or service.

**life and other personal insurance** Includes premiums from whole life and term insurance; endowments; income and other life insurance; mortgage guarantee insurance; mortgage life insurance; premiums for personal life liability, accident and disability; and other non–health insurance other than homes and vehicles.

**market share** The market share is the percentage of total household spending on an item that is accounted for by a demographic segment. Market shares are calculated by dividing a demographic segment’s total spending on an item by the total spending of all households on the item. Total spending on an item for all households is calculated by multiplying average spending by the total number of households. Total spending on an item for each demographic segment is calculated by multiplying the segment’s average spending by the number of households in the segment. Market shares reveal the demographic segments that account for the largest share of spending on a product or service.

**millennial generation** Americans born between 1977 and 1994.

**occupation** The occupation in which the reference person received the most earnings during the survey period. The occupational categories follow those of the Census of Population. Categories shown in the tables include the following:

- **self-employed** Includes all occupational categories; the reference person is self-employed in own business, professional practice, or farm.
- **wage and salary earners, managers and professionals** Includes executives, administrators, managers, and professional specialties such as architects, engineers, natural and social scientists, lawyers, teachers, writers, health diagnosis and treatment workers, entertainers, and athletes.
- **wage and salary earners, technical, sales, and clerical workers** Includes technicians and related support workers; sales representatives, sales workers, cashiers, and sales-related occupations; and administrative support, including clerical.
- **retired** People who did not work either full- or part-time during the survey period.

**owner** See housing tenure.

**pensions and Social Security** Includes all Social Security contributions paid by employees; employees’ contributions to railroad retirement, government retirement and private pensions programs; retirement programs for self-employed.

**personal care** Includes products for the hair, oral hygiene products, shaving needs, cosmetics, bath products, suntan lotions, hand creams, electric personal care appliances, incontinence products, other personal care products, personal care services such as hair care services (haircuts, bleaching, tinting, coloring, conditioning treatments, permanents, press, and curls), styling and other services for wigs and hairpieces, body massages or slenderizing treatments, facials, manicures, pedicures, shaves, electrolysis.

**quarterly spending** Quarterly spending data are collected in the interview portion of the Consumer Expenditure Survey. The quarterly spending tables show the percentage of households that purchased an item during an average quarter, and the amount spent during the quarter on the item by purchasers. Not all items are included in the interview portion of the Consumer Expenditure Survey.

**reading** Includes newspapers, magazines, books, and digital book readers.

**reference person** The first member mentioned by the respondent when asked to “Start with the name of the person or one of the persons who owns or rents the home.” It is with respect to this person that the relationship of other consumer unit members is determined. Also called the householder or head of household.

**region** Consumer units are classified according to their address at the time of their participation in the survey. The four major census regions of the United States are the following state groupings:

- **Midwest** Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Mississippi, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.
- **South** Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma,
South Carolina, Tennessee, Texas, Virginia, and West Virginia.


renter See housing tenure.

shelter Includes the following:
- owned dwellings Includes interest on mortgages, property taxes and insurance, refinancing and prepayment charges, ground rent, expenses for property management and security, homeowner's insurance, fire insurance and extended coverage, landscaping expenses for repairs and maintenance contracted out (including periodic maintenance and service contracts), and expenses of materials for owner-performed repairs and maintenance for dwellings used or maintained by the consumer unit, but not dwellings maintained for business or rent.
- rented dwellings Includes rent paid for dwellings, rent received as pay, parking fees, maintenance, and other expenses.
- other lodging Includes all expenses for vacation homes, school, college, hotels, motels, cottages, trailer camps, and other lodging while out of town.
- utilities, fuels, and public services Includes natural gas, electricity, fuel oil, coal, bottled gas, wood, other fuels; residential telephone service, cell phone service, phone cards; water, garbage, trash collection; sewerage maintenance, septic tank cleaning; and other public services.

size of consumer unit The number of people whose usual place of residence at the time of the interview is in the consumer unit.

state and local income taxes Includes state and local income taxes withheld in the survey year to pay for income earned in survey year plus additional taxes paid in the survey year to cover any underpayment or under-withholding of taxes in the year prior to the survey.

tobacco and smoking supplies Includes cigarettes, cigars, snuff, loose smoking tobacco, chewing tobacco, and smoking accessories such as cigarette or cigar holders, pipes, flints, lighters, pipe cleaners, and other smoking products and accessories.

transportation Includes the following:
- vehicle purchases (net outlay) Includes the net outlay (purchase price minus trade-in value) on new and used domestic and imported cars and trucks and other vehicles, including motorcycles and private planes.
- gasoline and motor oil Includes gasoline, diesel fuel, and motor oil.
- other vehicle expenses Includes vehicle finance charges, maintenance and repairs, vehicle insurance, and vehicle rental licenses and other charges.
- vehicle finance charges Includes the dollar amount of interest paid for a loan contracted for the purchase of vehicles described above.
- maintenance and repairs Includes tires, batteries, tubes, lubrication, filters, coolant, additives, brake and transmission fluids, oil change, brake adjustment and repair, front-end alignment, wheel balancing, steering repair, shock absorber replacement, clutch and transmission repair, electrical system repair, repair to cooling system, drive train repair, drive shaft and rear-end repair, tire repair, vehicle video equipment, other maintenance and services, and auto repair policies.
- vehicle insurance Includes the premium paid for insuring cars, trucks, and other vehicles.
- vehicle rental, licenses, and other charges Includes leased and rented cars, trucks, motorcycles, and aircraft, inspection fees, state and local registration, drivers' license fees, parking fees, towing charges, tolls on trips, and global positioning services.
- public transportation Includes fares for mass transit, buses, trains, airlines, taxis, private school buses, and fares paid on trips for trains, boats, taxis, buses, and trains.

weekly spending Weekly spending data are collected in the diary portion of the Consumer Expenditure Survey. The data show the percentage of households that purchased an item during the average week, and the amount spent per week on the item by purchasers. Not all items are included in the diary portion of the Consumer Expenditure Survey.
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