

Account: W00001  
 Site: 26631

# RETAIL PROFILE REPORT

6/7/00

PREPARED FOR:

ABC Company

1st & Main  
 Any City, VA  
 Coords: 38.88287 -77.117539

Area 1: 1 Mile Radius  
 Area 2: 3 Mile Radius  
 Area 3: 5 Mile Radius

Description	Area 1		Area 2		Area 3	
	Total(\$000)	\$ Per HH	Total(\$000)	\$ Per HH	Total(\$000)	\$ Per HH



**TOTAL RETAIL EXPENDITURES** This report is based on annualized data from the Consumer Expenditure Survey.

Total Retail Expenditures	222,195	18,177	1,491,649	17,754	4,051,823	17,981
Food Service	68,628	5,614	465,272	5,538	1,250,590	5,550
Apparel & Services	18,106	1,481	122,593	1,459	332,865	1,477
Drug	6,530	534	44,314	527	117,724	522
Transportation	62,436	5,108	416,980	4,963	1,143,100	5,073
Leisure & Entertainment	24,132	1,974	159,728	1,901	437,452	1,941
Home Furnishings	35,525	2,906	236,442	2,814	645,247	2,863
Other Retail Expenditures	6,838	559	46,320	551	124,843	554



**FOOD SERVICES** This category includes dollars spent on groceries, dollars spent dining out and dollars spent on alcoholic beverages.

Food Service	68,628	5,614	465,272	5,538	1,250,590	5,550
Groceries	45,186	3,696	308,409	3,671	821,623	3,646
Dining Out	19,160	1,567	128,288	1,527	350,142	1,554
Alcoholic Beverages	4,281	350	28,575	340	78,826	350



**APPAREL & SERVICES** This category of retail expenditures includes dollars spent on all apparel, footwear, jewelry and other apparel and services.

Apparel & Services	18,106	1,481	122,593	1,459	332,865	1,477
Apparel	13,128	1,074	88,915	1,058	240,687	1,068
Women's	6,184	506	41,968	500	112,863	501
Men's	3,929	321	26,377	314	72,169	320
Girls'	1,121	92	7,671	91	20,512	91
Boys'	981	80	6,721	80	18,102	80
Infants'	914	75	6,178	74	17,040	76
Footwear	1,853	152	12,464	148	33,852	150
Watches & Jewelry	2,141	175	14,169	169	39,202	174
Other Apparel & Services	985	81	7,044	84	19,125	85

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**DRUG** This category of retail expenditures includes dollars spent on prescription drugs and personal care products.

Drug	6,530	534	44,314	527	117,724	522
Prescription	2,579	211	17,428	207	46,069	204
Personal Care	3,951	323	26,886	320	71,655	318



**TRANSPORTATION** This category of retail expenditures includes dollars spent on automotive products and services, and travel.

Transportation	62,436	5,108	416,980	4,963	1,143,100	5,073
Automotive Aftermarket	20,099	1,644	133,777	1,592	366,014	1,624
Automotive Products	12,941	1,059	86,311	1,027	236,396	1,049
Gasoline	11,027	902	73,758	878	201,511	894
Motor Oil & Auto Fluids	227	19	1,488	18	4,116	18
Tires	1,105	90	7,294	87	20,119	89
Accessories, Parts & Equip.	582	48	3,771	45	10,650	47
Automotive Services	7,158	586	47,466	565	129,619	575
Oil Changes	568	46	3,784	45	10,345	46
Tune-ups	811	66	5,392	64	14,566	65
Clutch/Transmission	591	48	3,881	46	10,740	48
Brake Repairs	846	69	5,663	67	15,204	67
Body Work/Paint	536	44	3,591	43	9,843	44
Steering/Front End Repair	438	36	2,950	35	8,057	36
Other Automotive Services	3,367	275	22,205	264	60,864	270
Travel	6,950	569	46,341	552	125,796	558
Other Transportation	35,387	2,895	236,863	2,819	651,289	2,890

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**LEISURE & ENTERTAINMENT** This category includes dollars spent on books and periodicals, pet care, sporting goods, children's toys, video purchase/rental, and other equipment.

Leisure & Entertainment	24,132	1,974	159,728	1,901	437,452	1,941
Books & Periodicals	2,718	222	18,161	216	49,131	218
Entertainment & Hobbies	21,414	1,752	141,567	1,685	388,321	1,723
Pet Care	1,928	158	12,680	151	35,072	156
Sporting Goods	1,505	123	9,914	118	27,765	123
Toys	1,503	123	9,971	119	27,554	122
Video Cassette Purchase	279	23	1,853	22	5,066	22
Video Cassette Rental	641	52	4,275	51	11,826	52
Video Games	228	19	1,524	18	4,214	19
TV/VCR's/Video Cameras	855	70	5,696	68	15,662	70
Audio Equipment	263	22	1,746	21	4,844	21
Photo Equip. & Film Proc.	685	56	4,473	53	12,344	55
Other Entertainment & Hobbies	13,526	1,107	89,434	1,064	243,975	1,083



**HOME FURNISHINGS** The Home Furnishings category includes major appliances, furniture, housewares, home improvement, and home services.

Home Furnishings/Improvement	35,525	2,906	236,442	2,814	645,247	2,863
Home Furnishings	11,125	910	73,691	877	201,977	896
Refrigerators/Freezers	135	11	926	11	2,530	11
Washers/Dryers	94	8	622	7	1,754	8
Stoves/Ovens/Microwaves	90	7	620	7	1,705	8
Small Kitchen Appliances	256	21	1,670	20	4,598	20
Living/Dining/Kitchen Furniture	2,324	190	15,516	185	42,473	188
PC Software & Hardware	1,561	128	10,081	120	28,145	125
Housewares	2,706	221	17,973	214	49,157	218
Other Home Furnishings	3,959	324	26,284	313	71,616	318
Home Improvement	16,626	1,360	111,081	1,322	300,913	1,335
Home Services	7,774	636	51,670	615	142,358	632