

# Consumer Spending Patterns

Radius 1: 297 W LINCOLN AVE # AND, FERGUS FALLS, M, 0.00 - 32.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>Total Specified Consumer Expenditures - USA</b>	5,952,277,279		6,525,302,312		50,934	53,700	1.93	
<b>Total Specified Consumer Expenditures (AREA)</b>	1,304,521	0.02	1,347,408	0.02	46,534	48,995	0.66	91
<b>FOOD AT HOME</b>	155,589	11.93	153,971	11.43	5,550	5,599	-0.21	94
Bakery Products	14,923	1.14	14,808	1.10	532	538	-0.15	97
Cereal Products	7,179	0.55	7,089	0.53	256	258	-0.25	92
Dairy Products	17,041	1.31	16,909	1.25	608	615	-0.16	98
Fresh Milk and Cream	4,601	0.35	4,556	0.34	164	166	-0.20	99
Other Dairy Products	11,016	0.84	10,953	0.81	393	398	-0.11	101
Eggs	1,424	0.11	1,399	0.10	51	51	-0.34	78
Fats and Oils	1,553	0.12	1,543	0.11	55	56	-0.13	100
Fish and Seafood	3,164	0.24	3,127	0.23	113	114	-0.24	78
Fruits and Vegetables	17,890	1.37	17,683	1.31	638	643	-0.23	87
Juices	4,277	0.33	4,234	0.31	153	154	-0.20	83
Meats (All)	28,132	2.16	27,676	2.05	1,003	1,006	-0.32	87
Nonalcoholic Beverages	16,816	1.29	16,591	1.23	600	603	-0.27	93
Prepared Foods	33,004	2.53	32,823	2.44	1,177	1,194	-0.11	102
Sugar and Other Sweets	11,611	0.89	11,488	0.85	414	418	-0.21	107
<b>FOOD AWAY FROM HOME &amp; ALCOHOL</b>								
Alcoholic Beverages	27,736	2.13	27,683	2.05	989	1,007	-0.04	94
Alcoholic Beverages at Home	24,510	1.88	24,437	1.81	874	889	-0.06	96
Alcoholic Beverages away from Home	3,226	0.25	3,246	0.24	115	118	0.13	83
Total Food away from Home	70,487	5.40	70,988	5.27	2,514	2,581	0.14	85
Lunch	18,098	1.39	18,211	1.35	646	662	0.12	85
Dinner	28,270	2.17	28,482	2.11	1,008	1,036	0.15	84
Breakfast and Brunch	5,904	0.45	5,939	0.44	211	216	0.12	84
<b>DAY CARE, EDUCATION &amp; CONTRIBUTIONS</b>								
All Day Care	7,059	0.54	7,306	0.54	252	266	0.70	76
Contributions (All)	30,075	2.31	30,876	2.29	1,073	1,123	0.53	73
Education	35,259	2.70	34,402	2.55	1,258	1,251	-0.49	64
Room and Board	2,856	0.22	2,627	0.19	102	96	-1.60	69
Tuition/School Supplies	32,404	2.48	31,775	2.36	1,156	1,155	-0.39	63

# Consumer Spending Patterns

Radius 1: 297 W LINCOLN AVE # AND, FERGUS FALLS, M, 0.00 - 32.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>HEALTHCARE</b>								
Medical Services	60,324	4.62	64,001	4.75	2,152	2,327	1.22	96
Prescription Drugs	85,284	6.54	89,056	6.61	3,042	3,238	0.88	114
Medical Supplies	6,234	0.48	6,552	0.49	222	238	1.02	108
<b>HOUSEHOLD FURNISHINGS &amp; APPLIANCES</b>								
Total Furniture	16,128	1.24	17,013	1.26	575	619	1.10	83
Bedroom Furniture	4,332	0.33	4,576	0.34	155	166	1.13	85
Living/Dining Room Furniture	7,296	0.56	7,694	0.57	260	280	1.09	82
Other Furniture	4,225	0.32	4,461	0.33	151	162	1.11	81
Total Household Textiles	12,405	0.95	13,098	0.97	442	476	1.12	89
Domestic Textiles	9,908	0.76	10,471	0.78	353	381	1.14	90
Window and Furniture Covers	2,497	0.19	2,627	0.19	89	96	1.05	86
Major Appliances	6,878	0.53	7,303	0.54	245	266	1.23	97
Misc Household Equipment	12,977	0.99	13,738	1.02	463	500	1.17	96
Small Appliance/Houseware	16,588	1.27	17,529	1.30	592	637	1.14	95
<b>HOUSING RELATED &amp; PERSONAL</b>								
Total Housing Expenses	110,727	8.49	113,866	8.45	3,950	4,140	0.57	92
Fuels and Utilities	62,816	4.82	64,295	4.77	2,241	2,338	0.47	97
Telephone Service	27,069	2.08	27,476	2.04	966	999	0.30	86
Household Repairs	12,403	0.95	12,891	0.96	442	469	0.79	100
Household Services	10,364	0.79	10,601	0.79	370	385	0.46	66
Housekeeping Supplies	10,022	0.77	10,498	0.78	357	382	0.95	97
Personal Expenses and Services	44,622	3.42	46,061	3.42	1,592	1,675	0.64	96
<b>PERSONAL CARE &amp; SMOKING PRODUCTS</b>								
Personal Care Products and Services	25,490	1.95	26,371	1.96	909	959	0.69	86
Personal Care Services	10,322	0.79	10,629	0.79	368	387	0.60	81
Smoking Prods/Supplies	30,036	2.30	31,918	2.37	1,071	1,161	1.25	120
<b>PET EXPENSES</b>								
	17,054	1.31	17,968	1.33	608	653	1.07	105

# Consumer Spending Patterns

Radius 1: 297 W LINCOLN AVE # AND, FERGUS FALLS, M, 0.00 - 32.00 Miles, Total

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>SPORTS &amp; ENTERTAINMENT</b>								
Photographic Equipment	2,667	0.20	3,209	0.24	95	117	4.06	91
Reading Materials	12,746	0.98	13,423	1.00	455	488	1.06	105
Sports and Recreation	36,239	2.78	42,272	3.14	1,293	1,537	3.33	85
Sports Equipment	21,265	1.63	25,810	1.92	759	938	4.27	89
Travel	47,486	3.64	48,460	3.60	1,694	1,762	0.41	81
TV, Radio and Sound Equipment	16,692	1.28	22,516	1.67	595	819	6.98	85
Computers, Software & Accessories	14,123	1.08	19,972	1.48	504	726	8.28	84
<b>TRANSPORTATION &amp; AUTO EXPENSES</b>								
Automotive Maintenance/Repair/Other	52,623	4.03	50,118	3.72	1,877	1,822	-0.95	96
Gasoline	65,806	5.04	60,811	4.51	2,347	2,211	-1.52	99
Diesel Fuel	637	0.05	592	0.04	23	22	-1.42	117
Motor Oil	1,369	0.10	1,267	0.09	49	46	-1.48	115
Vehicle Purchases & Leases	155,007	11.88	159,886	11.87	5,529	5,814	0.63	101
New Autos/Trucks/Vans	65,083	4.99	63,739	4.73	2,322	2,318	-0.41	81
Used Vehicles	71,782	5.50	70,018	5.20	2,561	2,546	-0.49	113
Boats and Recreational Vehicle Purchase	18,142	1.39	26,128	1.94	647	950	8.80	178
Rented Vehicles	3,310	0.25	3,177	0.24	118	116	-0.81	58
<b>TOTAL APPAREL</b>								
	88,030	6.75	93,965	6.97	3,140	3,417	1.35	78
Women's Apparel	27,914	2.14	29,627	2.20	996	1,077	1.23	76
Men's Apparel	18,920	1.45	20,309	1.51	675	738	1.47	80
Girl's Apparel	6,476	0.50	6,950	0.52	231	253	1.46	80
Boy's Apparel	4,667	0.36	5,025	0.37	166	183	1.54	80
Infant's Apparel	2,880	0.22	3,121	0.23	103	114	1.67	90
Footwear (excl. Infants)	11,920	0.91	12,761	0.95	425	464	1.41	81
Other Apparel Prods/Services	15,253	1.17	16,172	1.20	544	588	1.20	73

# Consumer Spending Patterns

**Radius 2: 297 W LINCOLN AVE # AND, FERGUS FALLS, M, 0.00 - 45.00 Miles, Total**

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>Total Specified Consumer Expenditures - USA</b>	5,952,277,279		6,525,302,312		50,934	53,700	1.93	
<b>Total Specified Consumer Expenditures (AREA)</b>	2,807,483	0.05	2,966,071	0.05	46,651	49,119	1.13	92
<b>FOOD AT HOME</b>	334,463	11.91	338,507	11.41	5,558	5,606	0.24	94
Bakery Products	32,104	1.14	32,597	1.10	533	540	0.31	97
Cereal Products	15,402	0.55	15,560	0.52	256	258	0.20	92
Dairy Products	36,634	1.30	37,169	1.25	609	616	0.29	98
Fresh Milk and Cream	9,862	0.35	9,986	0.34	164	165	0.25	99
Other Dairy Products	23,740	0.85	24,140	0.81	394	400	0.34	102
Eggs	3,032	0.11	3,043	0.10	50	50	0.07	77
Fats and Oils	3,332	0.12	3,384	0.11	55	56	0.31	100
Fish and Seafood	6,829	0.24	6,897	0.23	113	114	0.20	78
Fruits and Vegetables	38,537	1.37	38,923	1.31	640	645	0.20	87
Juices	9,215	0.33	9,325	0.31	153	154	0.24	83
Meats (All)	60,346	2.15	60,671	2.05	1,003	1,005	0.11	87
Nonalcoholic Beverages	36,004	1.28	36,339	1.23	598	602	0.19	93
Prepared Foods	71,116	2.53	72,381	2.44	1,182	1,199	0.36	103
Sugar and Other Sweets	24,942	0.89	25,261	0.85	414	418	0.26	107
<b>FOOD AWAY FROM HOME &amp; ALCOHOL</b>								
Alcoholic Beverages	60,204	2.14	61,472	2.07	1,000	1,018	0.42	95
Alcoholic Beverages at Home	53,185	1.89	54,241	1.83	884	898	0.40	97
Alcoholic Beverages away from Home	7,019	0.25	7,232	0.24	117	120	0.61	85
Total Food away from Home	152,438	5.43	157,162	5.30	2,533	2,603	0.62	86
Lunch	38,972	1.39	40,129	1.35	648	665	0.59	85
Dinner	61,285	2.18	63,208	2.13	1,018	1,047	0.63	85
Breakfast and Brunch	12,706	0.45	13,068	0.44	211	216	0.57	84
<b>DAY CARE, EDUCATION &amp; CONTRIBUTIONS</b>								
All Day Care	15,616	0.56	16,587	0.56	259	275	1.24	78
Contributions (All)	65,245	2.32	68,540	2.31	1,084	1,135	1.01	74
Education	73,717	2.63	74,389	2.51	1,225	1,232	0.18	62
Room and Board	5,737	0.20	5,466	0.18	95	91	-0.94	65
Tuition/School Supplies	67,980	2.42	68,924	2.32	1,130	1,141	0.28	62

## Consumer Spending Patterns

**Radius 2: 297 W LINCOLN AVE # AND, FERGUS FALLS, M, 0.00 - 45.00 Miles, Total**

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>HEALTHCARE</b>								
Medical Services	129,556	4.61	140,542	4.74	2,153	2,327	1.70	96
Prescription Drugs	181,018	6.45	192,459	6.49	3,008	3,187	1.26	112
Medical Supplies	13,345	0.48	14,321	0.48	222	237	1.46	107
<b>HOUSEHOLD FURNISHINGS &amp; APPLIANCES</b>								
Total Furniture	35,108	1.25	37,904	1.28	583	628	1.59	84
Bedroom Furniture	9,408	0.34	10,172	0.34	156	168	1.62	86
Living/Dining Room Furniture	15,880	0.57	17,140	0.58	264	284	1.59	83
Other Furniture	9,230	0.33	9,973	0.34	153	165	1.61	82
Total Household Textiles	26,929	0.96	29,086	0.98	447	482	1.60	90
Domestic Textiles	21,454	0.76	23,192	0.78	356	384	1.62	91
Window and Furniture Covers	5,475	0.20	5,894	0.20	91	98	1.53	88
Major Appliances	14,881	0.53	16,138	0.54	247	267	1.69	98
Misc Household Equipment	28,004	1.00	30,299	1.02	465	502	1.64	97
Small Appliance/Houseware	35,884	1.28	38,778	1.31	596	642	1.61	95
<b>HOUSING RELATED &amp; PERSONAL</b>								
Total Housing Expenses	238,257	8.49	250,501	8.45	3,959	4,148	1.03	93
Fuels and Utilities	135,167	4.81	141,327	4.76	2,246	2,340	0.91	98
Telephone Service	58,201	2.07	60,472	2.04	967	1,001	0.78	86
Household Repairs	26,809	0.95	28,442	0.96	445	471	1.22	101
Household Services	22,695	0.81	23,785	0.80	377	394	0.96	67
Housekeeping Supplies	21,511	0.77	23,043	0.78	357	382	1.43	97
Personal Expenses and Services	96,224	3.43	101,557	3.42	1,599	1,682	1.11	96
<b>PERSONAL CARE &amp; SMOKING PRODUCTS</b>								
Personal Care Products and Services	55,276	1.97	58,550	1.97	919	970	1.18	87
Personal Care Services	22,615	0.81	23,807	0.80	376	394	1.05	83
Smoking Prods/Supplies	64,191	2.29	69,858	2.36	1,067	1,157	1.77	120
<b>PET EXPENSES</b>								
	36,877	1.31	39,717	1.34	613	658	1.54	106

## Consumer Spending Patterns

**Radius 2: 297 W LINCOLN AVE # AND, FERGUS FALLS, M, 0.00 - 45.00 Miles, Total**

Product Category	2011 Aggregate Expenditure Estimate (in 1000s)	% Comp	2016 Aggregate Expenditure Estimate (in 1000s)	% Comp	2011 Annual Avg/ HH	2016 Annual Avg/ HH	Avg Annual % Growth	2011 Index to USA
<b>SPORTS &amp; ENTERTAINMENT</b>								
Photographic Equipment	5,792	0.21	7,134	0.24	96	118	4.63	92
Reading Materials	27,352	0.97	29,430	0.99	455	487	1.52	105
Sports and Recreation	79,511	2.83	94,934	3.20	1,321	1,572	3.88	87
Sports Equipment	46,221	1.65	57,496	1.94	768	952	4.88	90
Travel	103,474	3.69	108,091	3.64	1,719	1,790	0.89	82
TV, Radio and Sound Equipment	36,051	1.28	49,813	1.68	599	825	7.63	86
Computers, Software & Accessories	30,293	1.08	43,864	1.48	503	726	8.96	84
<b>TRANSPORTATION &amp; AUTO EXPENSES</b>								
Automotive Maintenance/Repair/Other	112,865	4.02	109,850	3.70	1,875	1,819	-0.53	96
Gasoline	141,079	5.03	133,365	4.50	2,344	2,209	-1.09	99
Diesel Fuel	1,357	0.05	1,286	0.04	23	21	-1.04	116
Motor Oil	2,899	0.10	2,740	0.09	48	45	-1.10	114
Vehicle Purchases & Leases	332,258	11.83	349,623	11.79	5,521	5,790	1.05	101
New Autos/Trucks/Vans	142,579	5.08	142,771	4.81	2,369	2,364	0.03	83
Used Vehicles	151,106	5.38	150,344	5.07	2,511	2,490	-0.10	111
Boats and Recreational Vehicle Purchase	38,573	1.37	56,508	1.91	641	936	9.30	176
Rented Vehicles	7,189	0.26	7,115	0.24	119	118	-0.21	59
<b>TOTAL APPAREL</b>								
Women's Apparel	59,967	2.14	65,124	2.20	996	1,078	1.72	76
Men's Apparel	40,729	1.45	44,737	1.51	677	741	1.97	80
Girl's Apparel	14,316	0.51	15,804	0.53	238	262	2.08	82
Boy's Apparel	10,273	0.37	11,391	0.38	171	189	2.18	82
Infant's Apparel	6,297	0.22	7,009	0.24	105	116	2.26	92
Footwear (excl. Infants)	25,732	0.92	28,223	0.95	428	467	1.94	81
Other Apparel Prods/Services	33,108	1.18	35,980	1.21	550	596	1.73	74

# Consumer Spending Patterns

## Appendix: Area Listing

### Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

### Radius Definition:

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297 W LINCOLN AVE # AND  
FERGUS FALLS, MN 56537-2124

Latitude/Longitude 46.283349 -96.077575  
Radius 0.00 - 32.00

### Area Name:

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

### Radius Definition:

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297 W LINCOLN AVE # AND  
FERGUS FALLS, MN 56537-2124

Latitude/Longitude 46.283349 -96.077575  
Radius 0.00 - 45.00

### Project Information:

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Site: 1

Order Number: 970248425

