



Date: 2009

Current Geography Selection: (1 Selected) Places: Grove, OK

Your title for this geography: GROVE OK

Current Index Base: Entire US

Consumer Expenditure Summary Report

Consumer Expenditure Totals (Average Household Annual Expenditures)

| | 2008 Estimate | 2013 Projection | % Change 08-13 |
|---------------------------------|---------------|-----------------|----------------|
| Total Households | 2,628 | 2,739 | 4.2% |
| Total Avg Household Expenditure | \$43,725 | \$47,347 | 8.3% |
| Total Avg Retail Expenditure | \$18,747 | \$20,253 | 8.0% |

Consumer Expenditure Detail (Average Household Annual Expenditures)

| | 2008 Estimate | % of Total | 2013 Projection | % of Total | % Change 08-13 |
|------------------------------|---------------|------------|-----------------|------------|----------------|
| Airline Fares | \$311.29 | 0.7% | \$341.21 | 0.7% | 9.6% |
| Alcoholic Beverages | \$508.23 | 1.2% | \$552.45 | 1.2% | 8.7% |
| Alimony & Child Support | \$221.22 | 0.5% | \$242.64 | 0.5% | 9.7% |
| Apparel | \$2,075.75 | 4.7% | \$2,257.37 | 4.8% | 8.8% |
| Apparel Services & Acces | \$314.43 | 0.7% | \$345.64 | 0.7% | 9.9% |
| Audio Equipment | \$74.06 | 0.2% | \$79.78 | 0.2% | 7.7% |
| Babysitting & Elderly Care | \$334.42 | 0.8% | \$370.85 | 0.8% | 10.9% |
| Books | \$52.38 | 0.1% | \$56.77 | 0.1% | 8.4% |
| Books & Supplies | \$134.79 | 0.3% | \$149.37 | 0.3% | 10.8% |
| Boys Apparel | \$99.44 | 0.2% | \$108.63 | 0.2% | 9.2% |
| Cellular Phone Service | \$354.90 | 0.8% | \$380.02 | 0.8% | 7.1% |
| Cigarettes | \$283.76 | 0.7% | \$298.47 | 0.6% | 5.2% |
| Computer Hardware | \$289.00 | 0.7% | \$315.84 | 0.7% | 9.3% |
| Computer Information Svcs | \$136.74 | 0.3% | \$149.88 | 0.3% | 9.6% |
| Computer Software | \$22.59 | 0.1% | \$24.70 | 0.1% | 9.4% |
| Contributions | \$1,561.21 | 3.6% | \$1,717.44 | 3.6% | 10.0% |
| Coolant & Other Fluids | \$6.75 | 0.0% | \$7.29 | 0.0% | 8.0% |
| Cosmetics & Perfume | \$89.81 | 0.2% | \$97.11 | 0.2% | 8.1% |
| Deodorants & Other Pers Care | \$25.03 | 0.1% | \$27.09 | 0.1% | 8.2% |
| Education | \$958.00 | 2.2% | \$1,061.78 | 2.2% | 10.8% |
| Electricity | \$1,172.94 | 2.7% | \$1,250.65 | 2.6% | 6.6% |
| Entertainment | \$2,413.23 | 5.5% | \$2,618.78 | 5.5% | 8.5% |
| Fees & Admissions | \$587.32 | 1.3% | \$651.38 | 1.4% | 10.9% |
| Finance Chgs Exc Mort & | \$479.78 | 1.1% | \$513.81 | 1.1% | 7.1% |

| | | | | | |
|-------------------------------|------------|-------|------------|-------|-------|
| Veh | | | | | |
| Floor Coverings | \$59.60 | 0.1% | \$66.24 | 0.1% | 11.1% |
| Food & Beverages | \$6,843.99 | 15.7% | \$7,370.32 | 15.6% | 7.7% |
| Food At Home | \$3,649.35 | 8.3% | \$3,903.27 | 8.2% | 7.0% |
| Food Away From Home | \$2,686.41 | 6.1% | \$2,914.60 | 6.2% | 8.5% |
| Footwear | \$347.71 | 0.8% | \$372.20 | 0.8% | 7.0% |
| Fuel Oil & Other Fuels | \$118.21 | 0.3% | \$127.01 | 0.3% | 7.5% |
| Funeral & Cemetery | \$84.42 | 0.2% | \$90.65 | 0.2% | 7.4% |
| Furniture | \$495.56 | 1.1% | \$543.81 | 1.1% | 9.7% |
| Gasoline & Oil | \$1,992.53 | 4.6% | \$2,139.67 | 4.5% | 7.4% |
| Gifts | \$1,110.71 | 2.5% | \$1,216.34 | 2.6% | 9.5% |
| Girls Apparel | \$133.95 | 0.3% | \$147.16 | 0.3% | 9.9% |
| Hair Care | \$49.57 | 0.1% | \$53.62 | 0.1% | 8.2% |
| Hard Surface Flooring | \$22.03 | 0.1% | \$24.07 | 0.1% | 9.3% |
| Health Care | \$2,833.62 | 6.5% | \$3,021.06 | 6.4% | 6.6% |
| Health Care Insurance | \$1,368.80 | 3.1% | \$1,458.79 | 3.1% | 6.6% |
| Health Care Services | \$677.72 | 1.6% | \$724.11 | 1.5% | 6.8% |
| Health Care Supplies & Equip | \$787.11 | 1.8% | \$838.17 | 1.8% | 6.5% |
| Household Services | \$269.04 | 0.6% | \$294.61 | 0.6% | 9.5% |
| Household Supplies | \$653.58 | 1.5% | \$718.02 | 1.5% | 9.9% |
| Household Textiles | \$135.27 | 0.3% | \$146.92 | 0.3% | 8.6% |
| Housewares & Small App | \$925.71 | 2.1% | \$1,012.26 | 2.1% | 9.4% |
| Indoor Plants & Fresh Flowers | \$57.83 | 0.1% | \$63.48 | 0.1% | 9.8% |
| Infants Apparel | \$91.57 | 0.2% | \$100.10 | 0.2% | 9.3% |
| Jewelry | \$126.37 | 0.3% | \$138.95 | 0.3% | 10.0% |
| Legal & Accounting | \$90.90 | 0.2% | \$97.41 | 0.2% | 7.2% |
| Magazines | \$29.34 | 0.1% | \$31.81 | 0.1% | 8.4% |
| Major Appliances | \$220.45 | 0.5% | \$238.62 | 0.5% | 8.2% |
| Mass Transit | \$83.18 | 0.2% | \$91.09 | 0.2% | 9.5% |
| Men's Apparel | \$388.04 | 0.9% | \$423.22 | 0.9% | 9.1% |
| Mortgage Interest | \$3,134.25 | 7.2% | \$3,465.22 | 7.3% | 10.6% |
| Natural Gas | \$444.46 | 1.0% | \$476.18 | 1.0% | 7.1% |
| New Car Purchased | \$986.29 | 2.3% | \$1,081.89 | 2.3% | 9.7% |
| New Truck Purchased | \$1,162.79 | 2.7% | \$1,275.81 | 2.7% | 9.7% |
| New Vehicle Purchase | \$2,149.08 | 4.9% | \$2,357.70 | 5.0% | 9.7% |
| Newspapers | \$61.70 | 0.1% | \$66.91 | 0.1% | 8.4% |
| Oral Hygeine Products | \$22.86 | 0.1% | \$24.72 | 0.1% | 8.2% |
| Other Lodging | \$443.52 | 1.0% | \$495.83 | 1.0% | 11.8% |
| Other Miscellaneous Expenses | \$92.80 | 0.2% | \$99.40 | 0.2% | 7.1% |
| Other Repairs & Maint | \$125.71 | 0.3% | \$137.07 | 0.3% | 9.0% |
| Other Tobacco Products | \$31.52 | 0.1% | \$33.16 | 0.1% | 5.2% |
| Other Transportation Costs | \$482.45 | 1.1% | \$528.58 | 1.1% | 9.6% |
| Other Utilities | \$364.00 | 0.8% | \$391.09 | 0.8% | 7.4% |
| Paint & Wallpaper | \$56.06 | 0.1% | \$61.04 | 0.1% | 8.9% |
| Personal Care Products | \$148.32 | 0.3% | \$160.40 | 0.3% | 8.1% |
| Personal Care Services | \$423.47 | 1.0% | \$457.95 | 1.0% | 8.1% |
| Personal Insurance | \$424.96 | 1.0% | \$467.06 | 1.0% | 9.9% |

| | | | | | |
|--------------------------------|------------|-------|------------|-------|-------|
| Pet Supplies & Svcs | \$238.49 | 0.5% | \$257.10 | 0.5% | 7.8% |
| Photographic Equip & Supplies | \$107.31 | 0.2% | \$115.42 | 0.2% | 7.6% |
| Plumbing & Heating | \$49.77 | 0.1% | \$54.23 | 0.1% | 9.0% |
| Property Taxes | \$1,434.72 | 3.3% | \$1,572.46 | 3.3% | 9.6% |
| Public Transportation | \$483.93 | 1.1% | \$530.43 | 1.1% | 9.6% |
| Records/Tapes/CD Purchases | \$119.33 | 0.3% | \$128.65 | 0.3% | 0.0% |
| Recreational Equip & Supplies | \$967.50 | 2.2% | \$1,041.93 | 2.2% | 7.7% |
| Rental Costs | \$2,275.52 | 5.2% | \$2,372.81 | 5.0% | 4.3% |
| Roofing & Siding | \$68.45 | 0.2% | \$74.52 | 0.2% | 8.9% |
| Satellite Dishes | \$9.47 | 0.0% | \$10.21 | 0.0% | 7.8% |
| Shaving Needs | \$10.62 | 0.0% | \$11.48 | 0.0% | 8.2% |
| Shelter | \$8,411.88 | 19.2% | \$9,130.92 | 19.3% | 8.5% |
| Telephone Svc Excl Cell | \$699.55 | 1.6% | \$748.81 | 1.6% | 7.0% |
| Televisions | \$108.92 | 0.3% | \$117.42 | 0.2% | 7.8% |
| Transportation | \$8,759.25 | 20.0% | \$9,479.70 | 20.0% | 8.2% |
| Tuition | \$823.21 | 1.9% | \$912.41 | 1.9% | 10.8% |
| Used Car Purchase | \$798.68 | 1.8% | \$852.51 | 1.8% | 6.7% |
| Used Truck Purchase | \$692.62 | 1.6% | \$739.32 | 1.6% | 6.7% |
| Used Vehicle Purchase | \$1,491.29 | 3.4% | \$1,591.83 | 3.4% | 6.7% |
| VCRs & Related Equipment | \$44.91 | 0.1% | \$48.43 | 0.1% | 7.8% |
| Vehicle Insurance | \$1,008.16 | 2.3% | \$1,085.69 | 2.3% | 7.7% |
| Vehicle Repair | \$678.33 | 1.6% | \$732.64 | 1.5% | 8.0% |
| Vehicle Repair & Maintenance | \$685.08 | 1.6% | \$739.93 | 1.6% | 8.0% |
| Video & Audio Equipment | \$858.41 | 2.0% | \$925.48 | 2.0% | 7.8% |
| Video Game Hardware & Software | \$28.20 | 0.1% | \$30.43 | 0.1% | 7.9% |
| Watches | \$23.20 | 0.1% | \$25.49 | 0.1% | 9.9% |
| Women's Apparel | \$700.62 | 1.6% | \$760.41 | 1.6% | 8.5% |

*Consumer Expenditure
Categories contain
overlapping information
and will therefore NOT
add up to Total
Household Expenditure*

Current year data is for the year **2008**, 5 year projected data is for the year **2013**. More About Our Data.
Demographic data © 2008 by Experian/Applied Geographic Solutions.
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