

## Consumer Buying Power (CBP) - Trade Area

The Consumer Buying Power report can be used as way to understand the potential expenditure of households in a particular market. CBP provides geography-based estimates of potential annual consumer spending for more than 350 household expenditure items. The data allow users to identify the potential demand for a wide variety of products and services by geographic area, regardless of where consumers make their purchases. The report is divided into sections, including Category Totals, detailed expanded categories, Retail Store Types, and Yellow Pages Headings.

### Consumer Buying Power - 2017 | Trade Area



Trade Area: Buffalo, NY

	Agg \$	\$/HH	%	Base Agg \$	Base \$/HH	Base %	Index: \$/HH	Index: %
<b>Basics</b>								
Population	--	--	100.00	--	--	100.00	--	100
Households	--	--	100.00	--	--	100.00	--	100
<b>Total Expenditures</b>								
CY Total Specified Consumer Expenditures	24,026,115,672	37,102	100.00	303,699,427,386	40,129	100.00	92	100
<b>Category Totals</b>								
Food At Home	2,660,543,424	4,109	11.07	33,630,731,770	4,444	11.07	92	100
Food Away From Home	1,518,526,727	2,345	6.32	20,240,927,449	2,674	6.66	88	95
Alcoholic Beverages	284,131,841	439	1.18	3,730,877,325	493	1.23	89	96
All Day Care	157,331,448	243	0.65	2,522,982,450	333	0.83	73	79
Education	589,696,401	911	2.45	11,684,016,499	1,544	3.85	59	64
Contributions	1,006,923,139	1,555	4.19	14,078,058,616	1,860	4.64	84	90
Health Care	2,995,172,934	4,625	12.47	37,160,003,442	4,910	12.24	94	102
Household Furnishings & Furniture	450,759,337	696	1.88	5,957,610,311	787	1.96	88	96
Major Household Appliances	155,786,843	241	0.65	1,810,797,298	239	0.60	101	109
Miscellaneous Household Equipment	209,809,773	324	0.87	2,443,096,007	323	0.80	100	109
Small Appliances & Housewares	73,894,435	114	0.31	957,538,781	127	0.32	90	98
Housing Expenses	3,471,176,533	5,360	14.45	41,024,822,798	5,421	13.51	99	107
Household Repairs	647,959,336	1,001	2.70	7,095,812,572	938	2.34	107	115
Household Services								
Housekeeping Sup								
Personal Expenses								
Personal Care Pro								
Smoking Products & Supplies	270,716,405	418	1.13	2,579,693,884	341	0.85	123	133

#### Index Calculations

$$\text{Index } \$/\text{HH} = \$/\text{HH} \div \text{Base } \$/\text{HH} \times 100$$

$$\text{Index } \% = \% \div \text{Base } \% \times 100$$

In the box above, we see aggregate (total) expenditure for the **Household Repairs** summary line total at \$648M in Buffalo compared to \$7.1B for the state of New York. This represents 7% more dollars per household spent (index \$/HH = 107) in the trade area compared to the base. Looking at Household Repairs as a percent of all expenditure, people in Buffalo spend 15% more on Household Repairs than people in New York state generally (index % = 115).

CY=Current Year Estimates  
FY=Five Year Projections

Index Legend    ≤ 80    ≥ 115

<b>Agg \$</b> Aggregate or Total dollars spent on the line item by households found in the trade area, regardless of where the dollars were spent.
<b>\$/HH</b> Average dollars per household in the trade area
<b>%</b> Percentage of total dollars in the trade area

<b>Base Agg \$</b> Aggregate or Total dollars spent on the line item by households found in the benchmark, base, or universe
<b>Base \$/HH</b> Average dollars per household in the benchmark/base
<b>Base %</b> Percentage of total dollars in the benchmark/base

<b>Index \$/HH</b> Aggregate or Total dollars spent on the line item by households found in the benchmark, base, or universe
<b>Index %</b> Percent of budget assigned to this line item per household compared to the percent of the budget in the benchmark/base