

Consumer Buying Power (CBP) - Trade Area (2018 Release)

The Consumer Buying Power report can be used as way to understand the potential expenditure of consumer units (a combined count of households and college/university dormitory population) in a particular market. CBP provides geography-based estimates of potential annual consumer spending. 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 more than 700 expenditure categories, 40 Retail Store Types, and 53 Yellow Pages Headings.

Consumer Buying Power - 2018 | Trade Area



Trade Area: Troy, NY

	Aggregate Expenditure Estimate	%	Base Aggregate Expenditure Estimate	Base %	\$/Consumer Unit	Base \$/Consumer Unit	Index \$/Consumer Unit
Basics							
Consumer units (HHs and dorm pop)	24,519	100.00	126,543,076	100.00	--	--	--
Households (HHs)	20,742	100.00	123,942,960	100.00	--	--	--
College/university student housing population (dorm pop)	3,777	100.00	2,600,116	100.00	--	--	--
Aggregate annual expenditures	1,056,133,723	100.00	7,556,091,263,168	100.00	43,074	59,712	72
Average household income	--	57,349.00	--	86,278.00	--	--	--
Category Summary							
Aggregate annual expenditures	1,056,133,723	100.00	7,556,091,263,168	100.00	43,074	59,712	72
Food	140,625,750	13.32	1,074,574,718,351	14.22	5,735	8,492	68
Alcoholic beverages	10,342,482	0.98	74,401,603,612	0.98	422	588	72
Housing	453,309,747	42.92	2,805,809,502,086	37.13	18,488	22,173	83
Apparel and services	41,070,607	3.89	278,145,348,103	3.68	1,675	2,198	76
Transportation	173,229,639	16.40	1,428,875,292,126	18.91	7,065	11,292	63
Healthcare	73,140,021	6.93	626,306,974,691	8.29	2,983	4,949	60
Entertainment	51,380,005	4.86	425,612,451,590	5.63	2,096	3,363	62
Personal care products and services	14,709,997	1.39	103,250,974,855	1.37	600	816	74
Reading	2,076,685	0.20	17,541,379,049	0.23	85	139	61
Education	37,043,243	3.51	192,284,745,464	2.54	1,511	1,520	99
Tobacco products and smoking supplies	9,589,114	0.91	53,528,051,200	0.71	391	423	92
Miscellaneous fees and expenses	15,746,653	1.49	128,230,683,716	1.70	642	1,013	63
Cash contributions	28,636,970	2.71	295,243,905,247	3.91	1,168	2,333	50
Life and other personal insurance	5,232,810	0.50	52,285,633,079	0.69	213	413	52
Food							
Food	140,625,750	100.00	1,074,574,718,351	100.00	5,735	8,492	68
Food at home	84,998,460	60.44	629,226,390,582	58.56	3,467	4,972	70
Cereals and bakery products	12,163,198	8.65	84,111,158,615	7.83	496	665	75
Cereals and cereal products	4,287,299	3.05	28,153,855,972	2.62	175	222	79
Flour	248,626	0.18	1,726,035,762	0.16	10	14	74

In the box to the left, the aggregate (total) expenditure for the **Entertainment** summary line is \$51M in Troy compared to \$426B for the benchmark of the United States. Looking at Entertainment as a percentage of all expenditures, people in Troy spend 4.86% of their total expenditures on it, compared to 5.63% in the benchmark of the United States. In Troy, \$2,096 *per consumer unit* is spent on Entertainment, compared to \$3,363 *per consumer unit* in the benchmark of the United States. This represents 38% less dollars spent per consumer unit (Index = 62) in the trade area compared to the base.

Index Legend	≤ 80	≥ 110
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Aggregate Expenditure Estimate Estimated total dollars spent on the line item by consumer units found in the trade area, regardless of where the dollars were spent.

% Percentage of the total dollars in the trade area for that category

Base Aggregate Expenditure Estimate Estimated total dollars spent on the line item by consumer units in the base (or benchmark) area

Base % Percentage of total dollars in the base (or benchmark) area for that category

\$/Consumer Unit Average dollars spent per consumer unit in the trade area

Base \$/Consumer Unit Average dollars spent per consumer unit in the base (or benchmark) area

Index \$/Consumer Unit A measure of how similar or different the trade area is from the base, in terms of dollars spent per Consumer Unit, in that specific category

Index Calculation: Index \$/Consumer Unit = \$/Consumer Unit ÷ Base \$/Consumer Unit x 100