

HOW TO READ

Executive Dashboards - Trade Area - Consumer Buying Power™ Expenditures Executive Report

Provides estimates of annual expenditures for the current year. Analyze potential expenditures by aggregate annual expenditures and average dollars spent per consumer unit for any geographic level regardless of where the consumer made the purchase.

Consumer Buying Power™ 2021 | Expenditures

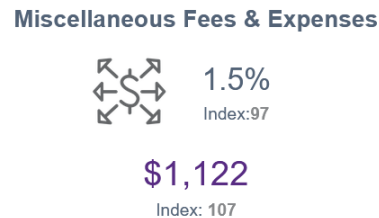
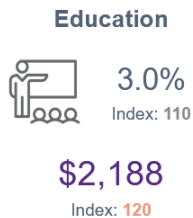
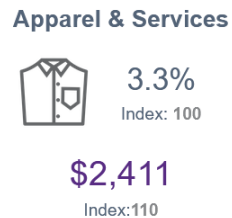
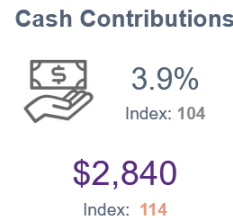
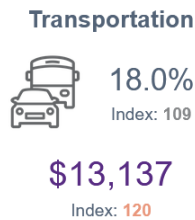
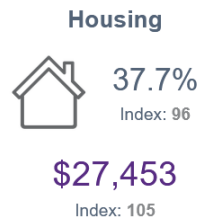
ENVIRONICS
ANALYTICS

The Trade Area selected for analysis.

Trade Area: South Miami

Consumer Units: 5,026 | Households: 5,026 | Dorm Pop: 0

Total specified consumer expenditures: **\$365,966,535**



Consumer Units: A combined count of households and college/university dormitory populations in the Trade Area.

Households: The household count in the Trade Area.

Dorm Pop: The dormitory population count for colleges and universities in the Trade Area.

The top nine Consumer Buying Power categories are reported ranked by percent composition.

For example, average yearly expenditure on Food is **\$10,645** per consumer unit in South Miami. This is **10%** (Index = 110) higher than average when compared to the benchmark of the United States. This expenditure represents **14.6%** of the total expenditures for the Trade Area of South Miami, which is average (Index = 100) compared to the Benchmark of the United States.

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

Benchmark: United States

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Note 1: All non-aggregate values represent per consumer unit annual averages

Note 2: Displaying the top nine Consumer Buying Power categories ranked by percent composition