

# Appendix D: Consumer Spending Patterns and Retail Opportunity Gaps in New Berlin

## Consumer Spending Patterns 2008

City of New Berlin, WI

Place (see appendix for geographies), Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Apparel:</b>								
<b>Total Apparel</b>	88,422	100,763	2,274	2,560	5,771	6,334	123	121
Women's Apparel	25,351	27,374	652	695	1,655	1,721	128	124
Men's Apparel	17,470	19,525	449	496	1,140	1,227	123	120
Girl's Apparel	4,995	5,317	128	135	326	334	107	103
Boy's Apparel	3,683	4,092	95	104	240	257	100	97
Infant's Apparel	1,739	1,826	45	46	114	115	102	100
Footwear (excl. Infants)	8,753	9,698	225	246	571	610	115	112
Other Apparel Prods/Services	26,430	32,931	680	837	1,725	2,070	133	130
<b>Entertainment:</b>								
Sports and Recreation	32,500	38,522	836	979	2,121	2,422	140	137
TV, Radio and Sound Equipment	37,456	46,359	963	1,178	2,445	2,914	121	118
Reading Materials	11,339	12,457	292	316	740	783	142	140
Travel	35,603	41,626	916	1,057	2,324	2,617	143	139
Photographic Equipment	2,379	2,340	61	59	155	147	146	141
<b>Food at Home:</b>								
<b>Total Food at Home</b>	101,678	111,724	2,615	2,838	6,636	7,023	105	103
Cereal Products	4,419	4,389	114	111	288	276	100	97
Bakery Products	10,494	10,935	270	278	685	687	107	105
Fish and Seafood	2,058	2,645	53	67	134	166	96	95
Meats (All)	16,922	17,603	435	447	1,104	1,107	94	92
Dairy Products	11,086	12,112	285	308	724	761	107	105
Fresh Milk and Cream	2,755	2,994	71	76	180	188	106	104
Eggs	745	870	19	22	49	55	75	73
Other Dairy Products	7,586	8,249	195	210	495	519	112	110
Fruits and Vegetables	11,392	12,768	293	324	744	803	99	97
Juices	2,716	2,912	70	74	177	183	90	89
Sugar and Other Sweets	6,820	7,245	175	184	445	455	118	116
Fats and Oils	897	1,037	23	26	59	65	98	96
Nonalcoholic Beverages	11,701	12,071	301	307	764	759	106	103
Prepared Foods	23,172	28,008	596	711	1,512	1,761	117	116



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	2008	2013	2008	2013	2008	2013	2008	2013
<b>Health Care:</b>								
<b>Total Health Care</b>	79,485	113,775	2,044	2,890	5,188	7,152	121	120
Medical Services	35,513	43,837	913	1,114	2,318	2,756	122	120
Prescription Drugs	40,606	65,803	1,044	1,672	2,650	4,136	119	118
Medical Supplies	3,366	4,135	87	105	220	260	139	136
<b>Household Equipment:</b>								
<b>Total Household Textiles</b>	12,553	14,425	323	366	819	907	138	135
Domestic Textiles	5,491	6,317	141	160	358	397	132	129
Window and Furniture Covers	7,062	8,109	182	206	461	510	143	140
<b>Total Furniture</b>	16,123	19,319	415	491	1,052	1,214	131	129
Bedroom Furniture	4,304	4,996	111	127	281	314	127	125
Living/Dining Room Furniture	7,269	8,369	187	213	474	526	134	132
Other Furniture	4,551	5,954	117	151	297	374	130	128
Major Appliances	6,496	7,278	167	185	424	458	131	128
Small Appliance/Houseware	15,283	17,366	393	441	997	1,092	148	144
Misc Household Equipment	10,928	12,757	281	324	713	802	142	139
<b>Misc Personal Items:</b>								
Personal Care Products and Services	18,649	21,424	480	544	1,217	1,347	114	113
Personal Expenses and Services	35,293	41,468	908	1,053	2,303	2,607	137	135
Smoking Prods/Supplies	14,571	15,599	375	396	951	981	112	112
<b>Miscellaneous Items:</b>								
<b>Total Education</b>	31,690	40,884	815	1,039	2,068	2,570	123	121
Room and Board	2,821	2,902	73	74	184	182	159	151
Tuition/School Supplies	28,869	37,982	742	965	1,884	2,388	121	119
Pet Expenses	9,801	12,286	252	312	640	772	122	120
Day Care	6,057	7,053	156	179	395	443	127	122
Contributions (All)	42,071	45,419	1,082	1,154	2,746	2,855	146	140



# Consumer Spending Patterns 2008

City of New Berlin, WI

Place (see appendix for geographies), Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Other Misc. Expenses:</b>								
Housekeeping Supplies	6,342	6,942	163	176	414	436	114	112
<b>Total Food away from Home</b>	90,340	112,176	2,323	2,849	5,896	7,052	118	116
Breakfast and Brunch	7,458	10,465	192	266	487	658	113	112
Dinner	26,171	29,455	673	748	1,708	1,852	119	118
Lunch	25,222	33,910	649	861	1,646	2,132	116	114
Snacks and Non Alcoholic Beverage	11,308	16,388	291	416	738	1,030	112	111
Catered Affairs	1,584	1,668	41	42	103	105	133	130
Food and Nonalcoholic Bevgs on Trips	18,596	20,290	478	515	1,214	1,275	123	121
<b>Total Alcoholic Beverages</b>	27,121	33,027	698	839	1,770	2,076	126	123
Alcoholic Beverages at Home	17,602	22,220	453	564	1,149	1,397	122	120
Alcoholic Beverages away from Home	9,519	10,807	245	275	621	679	132	130
<b>Shelter and Related Expenses:</b>								
Household Services	10,903	13,847	280	352	712	870	122	122
Household Repairs	26,089	29,699	671	754	1,703	1,867	147	142
<b>Total Housing Expenses</b>	21,993	26,396	566	671	1,435	1,659	111	112
Fuels and Utilities	3,119	3,223	80	82	204	203	100	105
Telephone Service	18,874	23,172	485	589	1,232	1,457	113	113
<b>Transportation Expenses:</b>								
<b>Total Transportation Expenses</b>	139,858	179,385	3,597	4,557	9,128	11,276	122	120
New Autos/Trucks/Vans	57,458	70,297	1,478	1,786	3,750	4,419	126	124
Used Vehicles	32,735	45,324	842	1,151	2,136	2,849	116	116
Boats and Outboard Motor, Etc	6,905	8,127	178	206	451	511	155	154
Towing Charges	140	196	4	5	9	12	111	111
Gasoline	36,629	48,573	942	1,234	2,391	3,053	110	109
Diesel Fuel	306	351	8	9	20	22	125	122
Rented Vehicles	5,685	6,515	146	165	371	410	174	167
Automotive Maintenance/Repair/Other	35,734	44,337	919	1,126	2,332	2,787	123	122
<b>Total Specified Consumer Expenditures</b>	966,755	1,168,653	24,864	29,686	63,096	73,463	123	121



# Consumer Spending Patterns 2008

City of New Berlin, WI

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Claritas' Consumer Spending Patterns Report is derived from the Consumer Buying Power (CBP) database using information from the U.S. Bureau of Labor Statistics (BLS) Consumer Expenditure Survey (CE Survey).

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The Annual Aggregate (in 000's) is used to obtain the Annual Per Capita and the Average Household data by dividing the aggregate by the corresponding total household population and total households, respectively. The Market Index value is the ratio of the Annual Average Household Expenditure (AAHE) for the geography that this report is being produced, as compared to the "AAHE" for the U.S.A.

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Current Year Estimates and Five Year Projections are produced by Claritas, Inc.



# Consumer Spending Patterns 2008

City of New Berlin, WI

## Appendix: Area Listing

### Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
5556375	New Berlin city		

### Project Information:

Site: 1

Order Number: 967930123



# RMP Opportunity Gap - Retail Stores 2008

City of New Berlin, WI

Place (see appendix for geographies), Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Total Retail Sales Incl Eating and Drinking Places	807,820,346	469,471,523	338,348,823
Motor Vehicle and Parts Dealers-441	153,235,848	35,729,324	117,506,524
Automotive Dealers-4411	131,585,109	0	131,585,109
Other Motor Vehicle Dealers-4412	10,153,958	21,075,359	(10,921,401)
Automotive Parts/Accsrs, Tire Stores-4413	11,496,781	14,653,965	(3,157,184)
Furniture and Home Furnishings Stores-442	22,983,364	6,401,049	16,582,315
Furniture Stores-4421	12,182,619	4,810,470	7,372,149
Home Furnishing Stores-4422	10,800,745	1,590,579	9,210,166
Electronics and Appliance Stores-443	19,786,643	36,497,461	(16,710,818)
Appliances, TVs, Electronics Stores-44311	14,815,008	16,864,795	(2,049,787)
Household Appliances Stores-443111	3,246,521	0	3,246,521
Radio, Television, Electronics Stores-443112	11,568,487	16,864,795	(5,296,308)
Computer and Software Stores-44312	4,150,500	19,632,666	(15,482,166)
Camera and Photographic Equipment Stores-44313	821,135	0	821,135
Building Material, Garden Equip Stores -444	98,636,734	63,023,471	35,613,263
Building Material and Supply Dealers-4441	90,807,669	55,233,631	35,574,038
Home Centers-44411	36,029,882	5,621,950	30,407,932
Paint and Wallpaper Stores-44412	2,111,156	241,314	1,869,842
Hardware Stores-44413	7,254,942	10,338,931	(3,083,989)
Other Building Materials Dealers-44419	45,411,689	39,031,436	6,380,253
Building Materials, Lumberyards-444191	15,798,807	13,310,161	2,488,646
Lawn, Garden Equipment, Supplies Stores-4442	7,829,065	7,789,840	39,225
Outdoor Power Equipment Stores-44421	1,145,407	1,548,137	(402,730)
Nursery and Garden Centers-44422	6,683,658	6,241,703	441,955
Food and Beverage Stores-445	88,707,363	51,143,920	37,563,443
Grocery Stores-4451	80,167,803	48,079,258	32,088,545
Supermarkets, Grocery (Ex Conv) Stores-44511	76,004,217	48,079,258	27,924,959
Convenience Stores-44512	4,163,586	0	4,163,586
Specialty Food Stores-4452	2,421,206	821,248	1,599,958
Beer, Wine and Liquor Stores-4453	6,118,354	2,243,414	3,874,940
Health and Personal Care Stores-446	39,913,379	29,401,993	10,511,386
Pharmancies and Drug Stores-44611	34,343,634	26,461,465	7,882,169
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,360,132	599,850	760,282
Optical Goods Stores-44613	1,824,888	708,110	1,116,778
Other Health and Personal Care Stores-44619	2,384,725	1,632,568	752,157



# RMP Opportunity Gap - Retail Stores 2008

City of New Berlin, WI

Place (see appendix for geographies), Total

	Demand	Supply	Opportunity
	(Consumer Expenditures)	(Retail Sales)	Gap/Surplus
Gasoline Stations-447	81,392,900	65,545,758	15,847,142
Gasoline Stations With Conv Stores-44711	61,349,960	34,246,838	27,103,122
Other Gasoline Stations-44719	20,042,940	31,298,920	(11,255,980)
Clothing and Clothing Accessories Stores-448	39,712,726	4,149,353	35,563,373
Clothing Stores-4481	28,149,422	1,061,575	27,087,847
Men's Clothing Stores-44811	1,830,944	0	1,830,944
Women's Clothing Stores-44812	7,268,287	0	7,268,287
Childrens, Infants Clothing Stores-44813	1,364,947	0	1,364,947
Family Clothing Stores-44814	15,157,201	0	15,157,201
Clothing Accessories Stores-44815	704,652	0	704,652
Other Clothing Stores-44819	1,823,391	1,061,575	761,816
Shoe Stores-4482	4,786,535	551,755	4,234,780
Jewelry, Luggage, Leather Goods Stores-4483	6,776,769	2,536,023	4,240,746
Jewelry Stores-44831	6,275,189	2,536,023	3,739,166
Luggage and Leather Goods Stores-44832	501,580	0	501,580
Sporting Goods, Hobby, Book, Music Stores-451	16,050,774	22,813,411	(6,762,637)
Sportng Goods, Hobby, Musical Inst Stores-4511	11,275,947	21,752,515	(10,476,568)
Sporting Goods Stores-45111	5,962,377	12,253,510	(6,291,133)
Hobby, Toys and Games Stores-45112	3,478,851	7,862,505	(4,383,654)
Sew/Needlework/Piece Goods Stores-45113	821,441	0	821,441
Musical Instrument and Supplies Stores-45114	1,013,278	1,636,500	(623,222)
Book, Periodical and Music Stores-4512	4,774,827	1,060,896	3,713,931
Book Stores and News Dealers-45121	3,311,513	1,060,896	2,250,617
Book Stores-451211	3,135,337	1,052,890	2,082,447
News Dealers and Newsstands-451212	176,176	8,006	168,170
Prerecorded Tapes, CDs, Record Stores-45122	1,463,314	0	1,463,314
General Merchandise Stores-452	97,473,810	67,855,891	29,617,919
Department Stores Excl Leased Depts-4521	47,928,268	32,814,328	15,113,940
Other General Merchandise Stores-4529	49,545,542	35,041,563	14,503,979
Warehouse Clubs and Super Stores-45291	41,963,076	33,975,993	7,987,083
All Other General Merchandise Stores-45299	7,582,466	1,065,570	6,516,896
Miscellaneous Store Retailers-453	21,788,001	14,923,978	6,864,023
Florists-4531	1,632,621	1,019,654	612,967
Office Supplies, Stationery, Gift Stores-4532	8,906,435	10,988,641	(2,082,206)
Office Supplies and Stationery Stores-45321	5,027,455	9,211,898	(4,184,443)
Gift, Novelty and Souvenir Stores-45322	3,878,980	1,776,743	2,102,237
Used Merchandise Stores-4533	1,876,974	616,050	1,260,924
Other Miscellaneous Store Retailers-4539	9,371,971	2,299,633	7,072,338



# RMP Opportunity Gap - Retail Stores 2008

City of New Berlin, WI

## Place (see appendix for geographies), Total

	Demand (Consumer Expenditures)	Supply (Retail Sales)	Opportunity Gap/Surplus
Non-Store Retailers-454	53,350,515	20,935,937	32,414,578
Electronic Shopping, Mail-Order Houses-4541	38,395,518	0	38,395,518
Vending Machine Operators-4542	1,807,161	2,259,645	(452,484)
Direct Selling Establishments-4543	13,147,836	18,676,292	(5,528,456)
Foodservice and Drinking Places-722	74,788,289	51,049,977	23,738,312
Full-Service Restaurants-7221	34,568,293	19,993,797	14,574,496
Limited-Service Eating Places-7222	30,056,716	26,730,565	3,326,151
Special Foodservices-7223	6,210,819	1,649,370	4,561,449
Drinking Places -Alcoholic Beverages-7224	3,952,461	2,676,245	1,276,216
GAFO *	204,913,752	148,705,806	56,207,946
General Merchandise Stores-452	97,473,810	67,855,891	29,617,919
Clothing and Clothing Accessories Stores-448	39,712,726	4,149,353	35,563,373
Furniture and Home Furnishings Stores-442	22,983,364	6,401,049	16,582,315
Electronics and Appliance Stores-443	19,786,643	36,497,461	(16,710,818)
Sporting Goods, Hobby, Book, Music Stores-451	16,050,774	22,813,411	(6,762,637)
Office Supplies, Stationery, Gift Stores-4532	8,906,435	10,988,641	(2,082,206)

\* GAFO (General merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

Claritas' RMP data is derived from two major sources of information. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is fielded by the U.S. Bureau of Labor Statistics (BLS). The supply data is derived from the Census of Retail Trade (CRT), which is made available by the U.S. Census.

The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that retail outlet. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.



# RMP Opportunity Gap - Retail Stores 2008

City of New Berlin, WI

## Appendix: Area Listing

### Area Name:

Type: List - Place

Reporting Detail: Aggregate

Reporting Level: Place

<u>Geography Code</u>	<u>Geography Name</u>	<u>Geography Code</u>	<u>Geography Name</u>
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### Project Information:

Site: 1

Order Number: 967930123

