

Consumer Spending Patterns

Radius 1: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 0.50 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
Total Specified Consumer Expenditures - USA	5,553,445,486		7,746,578,225		48,163	63,874	7.90	
Total Specified Consumer Expenditures (AREA)	266,818	0.00	396,814	0.01	43,505	59,252	9.74	90
FOOD AT HOME	28,664	10.74	39,498	9.95	4,674	5,898	7.56	83
Bakery Products	2,707	1.01	3,388	0.85	441	506	5.03	83
Cereal Products	1,429	0.54	1,705	0.43	233	255	3.87	86
Dairy Products	2,843	1.07	4,052	1.02	463	605	8.51	78
Fresh Milk and Cream	682	0.26	936	0.24	111	140	7.45	73
Other Dairy Products	1,789	0.67	2,650	0.67	292	396	9.63	76
Eggs	372	0.14	466	0.12	61	70	5.05	100
Fats and Oils	258	0.10	370	0.09	42	55	8.64	77
Fish and Seafood	767	0.29	1,128	0.28	125	168	9.42	94
Fruits and Vegetables	4,366	1.64	5,737	1.45	712	857	6.28	100
Juices	1,058	0.40	1,436	0.36	172	214	7.14	97
Meats (All)	4,786	1.79	5,647	1.42	780	843	3.60	71
Nonalcoholic Beverages	3,295	1.23	4,748	1.20	537	709	8.82	86
Prepared Foods	5,488	2.06	9,340	2.35	895	1,395	14.04	81
Sugar and Other Sweets	1,667	0.62	1,946	0.49	272	291	3.35	76
FOOD AWAY FROM HOME & ALCOHOL								
Alcoholic Beverages	6,165	2.31	9,106	2.29	1,005	1,360	9.54	100
Alcoholic Beverages at Home	5,103	1.91	7,805	1.97	832	1,165	10.59	96
Alcoholic Beverages away from Home	1,062	0.40	1,301	0.33	173	194	4.51	125
Total Food away from Home	18,977	7.11	39,004	9.83	3,094	5,824	21.11	109
Lunch	4,959	1.86	14,632	3.69	809	2,185	39.01	111
Dinner	7,804	2.92	12,205	3.08	1,272	1,822	11.28	110
Breakfast and Brunch	1,583	0.59	4,552	1.15	258	680	37.51	108
DAY CARE, EDUCATION & CONTRIBUTIONS								
All Day Care	1,256	0.47	1,561	0.39	205	233	4.87	60
Contributions (All)	10,579	3.96	14,959	3.77	1,725	2,234	8.28	122
Education	15,443	5.79	23,225	5.85	2,518	3,468	10.08	139
Room and Board	632	0.24	904	0.23	103	135	8.59	81
Tuition/School Supplies	14,810	5.55	22,321	5.63	2,415	3,333	10.14	143



Consumer Spending Patterns

Radius 1: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 0.50 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
HEALTHCARE								
Medical Services	12,280	4.60	15,393	3.88	2,002	2,299	5.07	92
Prescription Drugs	8,789	3.29	14,482	3.65	1,433	2,163	12.96	59
Medical Supplies	904	0.34	1,144	0.29	147	171	5.30	79
HOUSEHOLD FURNISHINGS & APPLIANCES								
Total Furniture	3,861	1.45	5,869	1.48	630	876	10.40	90
Bedroom Furniture	1,091	0.41	1,637	0.41	178	244	10.01	97
Living/Dining Room Furniture	1,769	0.66	2,480	0.62	288	370	8.03	90
Other Furniture	960	0.36	1,680	0.42	157	251	14.98	84
Total Household Textiles	2,884	1.08	3,897	0.98	470	582	7.03	86
Domestic Textiles	2,072	0.78	2,630	0.66	338	393	5.39	90
Window and Furniture Covers	812	0.30	1,267	0.32	132	189	11.20	77
Major Appliances	1,051	0.39	1,592	0.40	171	238	10.30	69
Misc Household Equipment	1,912	0.72	2,708	0.68	312	404	8.32	68
Small Appliance/Houseware	3,585	1.34	5,006	1.26	584	747	7.93	100
HOUSING RELATED & PERSONAL								
Total Housing Expenses	20,166	7.56	30,425	7.67	3,288	4,543	10.17	79
Fuels and Utilities	8,418	3.15	12,493	3.15	1,373	1,866	9.68	62
Telephone Service	6,822	2.56	9,668	2.44	1,112	1,444	8.35	100
Household Repairs	1,409	0.53	1,907	0.48	230	285	7.07	49
Household Services	3,537	1.33	4,948	1.25	577	739	7.98	95
Housekeeping Supplies	1,645	0.62	1,870	0.47	268	279	2.73	75
Personal Expenses and Services	10,459	3.92	13,993	3.53	1,705	2,089	6.76	105
PERSONAL CARE & SMOKING PRODUCTS								
Personal Care Products and Services	6,429	2.41	7,829	1.97	1,048	1,169	4.36	98
Personal Care Services	2,553	0.96	3,632	0.92	416	542	8.46	89
Smoking Prods/Supplies	3,099	1.16	3,334	0.84	505	498	1.52	57
PET EXPENSES								
	2,724	1.02	3,867	0.97	444	577	8.40	82



Consumer Spending Patterns

Radius 1: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 0.50 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
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SPORTS & ENTERTAINMENT

Photographic Equipment	531	0.20	555	0.14	87	83	0.88	82
Reading Materials	3,005	1.13	2,757	0.69	490	412	-1.65	114
Sports and Recreation	7,846	2.94	10,686	2.69	1,279	1,596	7.24	86
Sports Equipment	4,195	1.57	5,434	1.37	684	811	5.91	82
Travel	13,419	5.03	17,146	4.32	2,188	2,560	5.56	113
TV, Radio and Sound Equipment	5,246	1.97	7,439	1.87	855	1,111	8.36	116
Computers, Software & Accessories	3,343	1.25	4,549	1.15	545	679	7.21	102

TRANSPORTATION & AUTO EXPENSES

Automotive Maintenance/Repair/Other	11,054	4.14	15,037	3.79	1,802	2,245	7.20	91
Gasoline	10,339	3.87	19,899	5.01	1,686	2,971	18.49	94
Diesel Fuel	57	0.02	85	0.02	9	13	9.67	65
Motor Oil	189	0.07	250	0.06	31	37	6.49	70
Vehicle Purchases & Leases	22,742	8.52	35,100	8.85	3,708	5,241	10.87	78
New Autos/Trucks/Vans	15,847	5.94	26,564	6.69	2,584	3,967	13.52	105
Used Vehicles	6,871	2.58	8,511	2.14	1,120	1,271	4.77	57
Boats and Recreational Vehicle Purchase	24	0.01	26	0.01	4	4	1.70	1
Rented Vehicles	1,942	0.73	2,432	0.61	317	363	5.04	139

TOTAL APPAREL

	20,462	7.67	34,151	8.61	3,336	5,099	13.38	87
Women's Apparel	6,248	2.34	7,778	1.96	1,019	1,161	4.90	81
Men's Apparel	4,620	1.73	6,809	1.72	753	1,017	9.48	93
Girl's Apparel	1,054	0.39	1,424	0.36	172	213	7.03	62
Boy's Apparel	665	0.25	1,020	0.26	108	152	10.67	55
Infant's Apparel	503	0.19	561	0.14	82	84	2.29	73
Footwear (excl. Infants)	2,342	0.88	2,897	0.73	382	433	4.73	77
Other Apparel Prods/Services	5,030	1.89	13,663	3.44	820	2,040	34.33	119



Consumer Spending Patterns

Radius 2: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 1.00 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
Total Specified Consumer Expenditures - USA	5,553,445,486		7,746,578,225		48,163	63,874	7.90	
Total Specified Consumer Expenditures (AREA)	788,029	0.01	1,152,781	0.01	44,887	60,301	9.26	93
FOOD AT HOME	87,013	11.04	118,606	10.29	4,956	6,204	7.26	88
Bakery Products	8,066	1.02	10,022	0.87	459	524	4.85	86
Cereal Products	4,324	0.55	5,067	0.44	246	265	3.44	91
Dairy Products	8,801	1.12	12,476	1.08	501	653	8.35	84
Fresh Milk and Cream	2,138	0.27	2,919	0.25	122	153	7.30	80
Other Dairy Products	5,513	0.70	8,129	0.71	314	425	9.49	82
Eggs	1,149	0.15	1,429	0.12	65	75	4.86	108
Fats and Oils	801	0.10	1,140	0.10	46	60	8.47	83
Fish and Seafood	2,343	0.30	3,404	0.30	133	178	9.07	100
Fruits and Vegetables	13,029	1.65	16,916	1.47	742	885	5.97	104
Juices	3,214	0.41	4,315	0.37	183	226	6.85	103
Meats (All)	15,076	1.91	17,580	1.53	859	920	3.32	78
Nonalcoholic Beverages	9,913	1.26	14,177	1.23	565	742	8.60	91
Prepared Foods	16,352	2.08	27,639	2.40	931	1,446	13.80	85
Sugar and Other Sweets	5,094	0.65	5,869	0.51	290	307	3.04	81
FOOD AWAY FROM HOME & ALCOHOL								
Alcoholic Beverages	17,818	2.26	26,264	2.28	1,015	1,374	9.48	101
Alcoholic Beverages at Home	14,797	1.88	22,598	1.96	843	1,182	10.54	97
Alcoholic Beverages away from Home	3,020	0.38	3,666	0.32	172	192	4.28	124
Total Food away from Home	53,660	6.81	109,170	9.47	3,056	5,711	20.69	107
Lunch	13,943	1.77	40,722	3.53	794	2,130	38.41	110
Dinner	22,071	2.80	34,170	2.96	1,257	1,787	10.96	109
Breakfast and Brunch	4,505	0.57	12,894	1.12	257	674	37.24	107
DAY CARE, EDUCATION & CONTRIBUTIONS								
All Day Care	4,300	0.55	5,085	0.44	245	266	3.65	71
Contributions (All)	31,001	3.93	43,089	3.74	1,766	2,254	7.80	125
Education	45,037	5.72	65,800	5.71	2,565	3,442	9.22	141
Room and Board	2,289	0.29	2,945	0.26	130	154	5.73	102
Tuition/School Supplies	42,748	5.42	62,855	5.45	2,435	3,288	9.41	144



Consumer Spending Patterns

Radius 2: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 1.00 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
HEALTHCARE								
Medical Services	35,779	4.54	44,226	3.84	2,038	2,313	4.72	94
Prescription Drugs	28,375	3.60	46,321	4.02	1,616	2,423	12.65	67
Medical Supplies	2,753	0.35	3,419	0.30	157	179	4.84	85
HOUSEHOLD FURNISHINGS & APPLIANCES								
Total Furniture	11,481	1.46	17,038	1.48	654	891	9.68	93
Bedroom Furniture	3,136	0.40	4,626	0.40	179	242	9.50	97
Living/Dining Room Furniture	5,284	0.67	7,236	0.63	301	379	7.39	94
Other Furniture	2,930	0.37	4,948	0.43	167	259	13.77	89
Total Household Textiles	8,453	1.07	11,242	0.98	482	588	6.60	88
Domestic Textiles	6,002	0.76	7,525	0.65	342	394	5.08	91
Window and Furniture Covers	2,451	0.31	3,717	0.32	140	194	10.33	81
Major Appliances	3,105	0.39	4,651	0.40	177	243	9.96	71
Misc Household Equipment	5,620	0.71	7,793	0.68	320	408	7.73	70
Small Appliance/Houseware	10,355	1.31	14,236	1.23	590	745	7.50	100
HOUSING RELATED & PERSONAL								
Total Housing Expenses	59,563	7.56	88,896	7.71	3,393	4,650	9.85	81
Fuels and Utilities	26,023	3.30	38,279	3.32	1,482	2,002	9.42	67
Telephone Service	19,627	2.49	27,450	2.38	1,118	1,436	7.97	100
Household Repairs	4,424	0.56	5,916	0.51	252	309	6.74	53
Household Services	10,895	1.38	14,786	1.28	621	773	7.14	103
Housekeeping Supplies	5,043	0.64	5,681	0.49	287	297	2.53	80
Personal Expenses and Services	30,060	3.81	39,552	3.43	1,712	2,069	6.32	106
PERSONAL CARE & SMOKING PRODUCTS								
Personal Care Products and Services	18,750	2.38	22,670	1.97	1,068	1,186	4.18	100
Personal Care Services	7,742	0.98	10,857	0.94	441	568	8.05	94
Smoking Prods/Supplies	8,954	1.14	9,673	0.84	510	506	1.60	57
PET EXPENSES								
	7,779	0.99	10,902	0.95	443	570	8.03	82



Consumer Spending Patterns

Radius 2: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 1.00 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
SPORTS & ENTERTAINMENT								
Photographic Equipment	1,567	0.20	1,597	0.14	89	84	0.37	84
Reading Materials	8,468	1.07	7,692	0.67	482	402	-1.83	112
Sports and Recreation	23,708	3.01	31,487	2.73	1,350	1,647	6.56	91
Sports Equipment	12,398	1.57	15,714	1.36	706	822	5.35	84
Travel	39,377	5.00	49,354	4.28	2,243	2,582	5.07	116
TV, Radio and Sound Equipment	15,028	1.91	21,048	1.83	856	1,101	8.01	116
Computers, Software & Accessories	9,592	1.22	12,846	1.11	546	672	6.78	102
TRANSPORTATION & AUTO EXPENSES								
Automotive Maintenance/Repair/Other	31,989	4.06	42,991	3.73	1,822	2,249	6.88	92
Gasoline	29,529	3.75	56,426	4.89	1,682	2,952	18.22	94
Diesel Fuel	180	0.02	264	0.02	10	14	9.34	72
Motor Oil	558	0.07	739	0.06	32	39	6.48	72
Vehicle Purchases & Leases	67,964	8.62	102,978	8.93	3,871	5,387	10.30	81
New Autos/Trucks/Vans	45,578	5.78	75,251	6.53	2,596	3,936	13.02	106
Used Vehicles	21,054	2.67	26,298	2.28	1,199	1,376	4.98	61
Boats and Recreational Vehicle Purchase	1,332	0.17	1,429	0.12	76	75	1.46	21
Rented Vehicles	5,445	0.69	6,721	0.58	310	352	4.69	136
TOTAL APPAREL								
Women's Apparel	19,021	2.41	23,159	2.01	1,083	1,211	4.35	86
Men's Apparel	13,650	1.73	19,711	1.71	778	1,031	8.88	96
Girl's Apparel	3,535	0.45	4,637	0.40	201	243	6.23	72
Boy's Apparel	2,310	0.29	3,434	0.30	132	180	9.72	66
Infant's Apparel	1,569	0.20	1,723	0.15	89	90	1.97	80
Footwear (excl. Infants)	7,187	0.91	8,755	0.76	409	458	4.36	83
Other Apparel Prods/Services	14,801	1.88	39,110	3.39	843	2,046	32.85	122



Consumer Spending Patterns

Radius 3: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 3.00 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
Total Specified Consumer Expenditures - USA	5,553,445,486		7,746,578,225		48,163	63,874	7.90	
Total Specified Consumer Expenditures (AREA)	4,265,227	0.08	5,959,929	0.08	54,031	71,592	7.95	112
FOOD AT HOME	476,542	11.17	623,712	10.47	6,037	7,492	6.18	107
Bakery Products	42,844	1.00	51,325	0.86	543	617	3.96	102
Cereal Products	23,745	0.56	26,564	0.45	301	319	2.37	111
Dairy Products	49,090	1.15	67,425	1.13	622	810	7.47	104
Fresh Milk and Cream	12,033	0.28	15,910	0.27	152	191	6.44	100
Other Dairy Products	30,946	0.73	44,174	0.74	392	531	8.55	102
Eggs	6,112	0.14	7,341	0.12	77	88	4.02	128
Fats and Oils	4,454	0.10	6,137	0.10	56	74	7.56	103
Fish and Seafood	12,832	0.30	17,963	0.30	163	216	8.00	122
Fruits and Vegetables	69,531	1.63	86,758	1.46	881	1,042	4.95	123
Juices	17,043	0.40	22,095	0.37	216	265	5.93	121
Meats (All)	88,194	2.07	99,053	1.66	1,117	1,190	2.46	102
Nonalcoholic Beverages	52,440	1.23	72,064	1.21	664	866	7.48	107
Prepared Foods	87,551	2.05	142,602	2.39	1,109	1,713	12.58	101
Sugar and Other Sweets	28,818	0.68	31,727	0.53	365	381	2.02	102
FOOD AWAY FROM HOME & ALCOHOL								
Alcoholic Beverages	87,620	2.05	125,479	2.11	1,110	1,507	8.64	110
Alcoholic Beverages at Home	73,359	1.72	108,732	1.82	929	1,306	9.64	107
Alcoholic Beverages away from Home	14,260	0.33	16,747	0.28	181	201	3.49	130
Total Food away from Home	261,327	6.13	511,882	8.59	3,310	6,149	19.18	116
Lunch	67,570	1.58	190,276	3.19	856	2,286	36.32	118
Dinner	108,108	2.53	161,590	2.71	1,369	1,941	9.89	118
Breakfast and Brunch	21,603	0.51	60,066	1.01	274	722	35.61	114
DAY CARE, EDUCATION & CONTRIBUTIONS								
All Day Care	30,679	0.72	33,953	0.57	389	408	2.13	113
Contributions (All)	163,235	3.83	217,550	3.65	2,068	2,613	6.65	147
Education	222,227	5.21	308,025	5.17	2,815	3,700	7.72	155
Room and Board	15,187	0.36	17,410	0.29	192	209	2.93	151
Tuition/School Supplies	207,040	4.85	290,615	4.88	2,623	3,491	8.07	155



Consumer Spending Patterns

Radius 3: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 3.00 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
HEALTHCARE								
Medical Services	187,661	4.40	220,991	3.71	2,377	2,655	3.55	110
Prescription Drugs	175,158	4.11	275,694	4.63	2,219	3,312	11.48	91
Medical Supplies	16,230	0.38	19,081	0.32	206	229	3.51	111
HOUSEHOLD FURNISHINGS & APPLIANCES								
Total Furniture	66,150	1.55	93,276	1.57	838	1,120	8.20	119
Bedroom Furniture	16,662	0.39	23,493	0.39	211	282	8.20	115
Living/Dining Room Furniture	30,379	0.71	39,741	0.67	385	477	6.16	120
Other Furniture	18,131	0.43	28,446	0.48	230	342	11.38	123
Total Household Textiles	48,143	1.13	61,642	1.03	610	740	5.61	112
Domestic Textiles	32,608	0.76	39,337	0.66	413	473	4.13	110
Window and Furniture Covers	15,536	0.36	22,305	0.37	197	268	8.71	115
Major Appliances	19,290	0.45	27,975	0.47	244	336	9.00	98
Misc Household Equipment	35,541	0.83	46,366	0.78	450	557	6.09	98
Small Appliance/Houseware	55,263	1.30	73,308	1.23	700	881	6.53	119
HOUSING RELATED & PERSONAL								
Total Housing Expenses	318,205	7.46	456,900	7.67	4,031	5,488	8.72	96
Fuels and Utilities	155,510	3.65	221,446	3.72	1,970	2,660	8.48	89
Telephone Service	95,518	2.24	127,519	2.14	1,210	1,532	6.70	108
Household Repairs	35,212	0.83	46,318	0.78	446	556	6.31	94
Household Services	64,606	1.51	82,696	1.39	818	993	5.60	135
Housekeeping Supplies	28,408	0.67	30,835	0.52	360	370	1.71	100
Personal Expenses and Services	149,544	3.51	189,321	3.18	1,894	2,274	5.32	117
PERSONAL CARE & SMOKING PRODUCTS								
Personal Care Products and Services	96,392	2.26	113,082	1.90	1,221	1,358	3.46	114
Personal Care Services	43,100	1.01	58,163	0.98	546	699	6.99	117
Smoking Prods/Supplies	41,585	0.97	43,087	0.72	527	518	0.72	59
PET EXPENSES								
	42,930	1.01	57,097	0.96	544	686	6.60	101



Consumer Spending Patterns

Radius 3: CORDOVA ST AT S LAKE AVE, PASADENA, CA 9, 0.00 - 3.00 Miles, Total

Product Category	2009 Aggregate Expenditure Estimate (in 1000s)	% Comp	2014 Aggregate Expenditure Estimate (in 1000s)	% Comp	2009 Annual Avg/ HH	2014 Annual Avg/ HH	Avg Annual % Growth	2009 Index to USA
SPORTS & ENTERTAINMENT								
Photographic Equipment	9,132	0.21	8,808	0.15	116	106	-0.71	109
Reading Materials	43,025	1.01	37,202	0.62	545	447	-2.71	127
Sports and Recreation	141,327	3.31	179,163	3.01	1,790	2,152	5.35	120
Sports Equipment	73,745	1.73	89,339	1.50	934	1,073	4.23	112
Travel	214,073	5.02	256,699	4.31	2,712	3,084	3.98	140
TV, Radio and Sound Equipment	74,895	1.76	101,294	1.70	949	1,217	7.05	129
Computers, Software & Accessories	49,213	1.15	63,310	1.06	623	760	5.73	116
TRANSPORTATION & AUTO EXPENSES								
Automotive Maintenance/Repair/Other	170,405	4.00	220,259	3.70	2,159	2,646	5.85	109
Gasoline	145,160	3.40	267,431	4.49	1,839	3,212	16.85	103
Diesel Fuel	1,028	0.02	1,462	0.02	13	18	8.43	91
Motor Oil	3,015	0.07	3,871	0.06	38	46	5.67	87
Vehicle Purchases & Leases	397,467	9.32	574,320	9.64	5,035	6,899	8.90	105
New Autos/Trucks/Vans	247,948	5.81	392,310	6.58	3,141	4,712	11.64	128
Used Vehicles	128,547	3.01	160,034	2.69	1,628	1,922	4.90	83
Boats and Recreational Vehicle Purchase	20,973	0.49	21,976	0.37	266	264	0.96	75
Rented Vehicles	28,168	0.66	33,389	0.56	357	401	3.71	156
TOTAL APPAREL								
Women's Apparel	114,573	2.69	132,703	2.23	1,451	1,594	3.16	115
Men's Apparel	75,663	1.77	105,236	1.77	958	1,264	7.82	119
Girl's Apparel	23,281	0.55	28,701	0.48	295	345	4.66	106
Boy's Apparel	15,570	0.37	21,892	0.37	197	263	8.12	100
Infant's Apparel	9,055	0.21	9,535	0.16	115	115	1.06	103
Footwear (excl. Infants)	42,085	0.99	49,420	0.83	533	594	3.49	108
Other Apparel Prods/Services	76,270	1.79	194,334	3.26	966	2,334	30.96	140



Consumer Spending Patterns

Appendix: Area Listing

Area Name:

Type: Radius 1 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

CORDOVA ST AT S LAKE AVE	Latitude/Longitude	34.142532	-118.132320
PASADENA, CA 91101	Radius	0.00	- 0.50

Area Name:

Type: Radius 2 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

CORDOVA ST AT S LAKE AVE	Latitude/Longitude	34.142532	-118.132320
PASADENA, CA 91101	Radius	0.00	- 1.00

Area Name:

Type: Radius 3 Reporting Detail: Aggregate Reporting Level: Block Group

Radius Definition:

CORDOVA ST AT S LAKE AVE	Latitude/Longitude	34.142532	-118.132320
PASADENA, CA 91101	Radius	0.00	- 3.00

Project Information:

Site: 1

Order Number: 968335631

