

ECONOMIC SNAPSHOT

Residential development and retail demand

To afford a house in most of the new residential developments in Dane County requires an annual household income in excess of \$70,000. According to the 2003 Consumer Expenditure Survey, in an average month, households earning over \$70,000 spend approximately \$350 at restaurants, \$279 on clothing, \$1,120 on their vehicles, and \$368 on entertainment.

Annual retail sales potential for 100 households with an average household income exceeding \$70,000:

Expenditure	Total spending for 100 households
Food at home	\$421,000
Food away from home	417,000
Furniture	90,600
Women's apparel	117,000
Children's apparel	56,000
New vehicles	467,700
Vehicle repairs and maintenance	109,100
Major appliances	43,100

NOTE: Not all spending is done locally, but it does represent expenditures that local retailers can capture.

QUESTIONS: Send questions and comments to UW-Extension Professor Bill Pinkovitz at billpinkovitz@uwex.edu

SOURCE: UW-Extension

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