



Office-Worker Retail Spending in a Digital Age



Michael P. Niemira and John Connolly
ICSC Research Department

Foreword

A research undertaking, such as this office-worker spending study, builds upon previous work—there were two previous ICSC studies on this topic. But it also needs to be crafted to test for new hypotheses and changes in the environment. As such this study has evolved its methodology and its focus was broadened. This evolutionary process needed to engage ICSC members who were involved with the previous studies, users of the previous research and potential users of the new research.

This study was coordinated by ICSC's senior research analyst John Connolly, who worked with an industry committee headed by Cecilia Matos (Macy's) and its two sub-committee chairs—Karen Solheim (Solheim Research) and Karen Gentleman (Gentleman Associates). The committee members were: John Chapman (Chapman Consultants, who was ICSC's research director for the 1987 office-workers study and an advisor on the 2003 study), Katherine Coburn (HR&A Advisors), Tim Corzine (Macerich), Meredith Darnell (General Growth Properties), Judith Friedman (Target Corporation), Rob George (Rite Aid), Clay Hallman (Simon Properties), Joan Naymark (Target Corporation and ICSC chair of the North American Research Taskforce) and William Speer (Speer Consulting). ICSC Research acknowledges and appreciates this group and its leaders in helping to shape the latest study. Of course, the study's structure, content and conclusions—including any errors or omissions—remain the sole responsibility of me and John Connolly, its authors.



ICSC Staff Vice President, Director of Research and Chief Economist

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Study Highlights

- Office workers account for one-fifth of the U.S. workforce and have an average commuting distance of 21 miles.
- Office workers spend about \$195 per week on all expenses associated with going to and returning from work and typical purchases around the office building during the workweek.
- The breadth of office-worker spending is the highest for transportation (88%) followed by quick-service restaurants and similar establishments (55%). Among goods and services, the largest breadth of spending is at grocery stores (32.4%).
- The largest single cost incurred by the office worker is on transportation, which accounts for approximately 18% of total workweek expenditures.
- Online personal spending at the office accounts for 15% of the typical average weekly expenditure.
- Expenditures at restaurants, fast-food establishments, delicatessens and other eateries (without regard to breakfast, lunch, dinner or snacks) collectively account for 14% of the typical weekly expenditure.
- The average-weekly spend on all goods and services by office workers in close vicinity of the person's office building is \$102.
- Among the expenditures on goods and services, grocery stores capture the largest spend (19.3%) followed by discount stores (10.4%).
- The more ample the retail, restaurant and services offerings in the vicinity of the office building, the higher the spending by office workers.
- Opportunities exist for increasing office-worker shopper sales penetration, which can be low for some store and service types.

I. Who Is an Office Worker and Why Care?

There is no official U.S. Labor Department definition of an “office worker” from the statistical offices. In many respects it is easier to recognize jobs that are not usually found at offices. An airline crew, for example, does not work in an office. A teacher does not work in an office. A hospital worker does not work in an office. A retail store worker does not work in an office. A manufacturing production worker is not an office worker. The list of examples can go on and on.

There have been some attempts in the past to estimate the office-building worker population since it can impact the need for office space, the need for support services—including retail and restaurant—and the need for parking or mass transportation.

For this ICSC study, the U.S. Labor Department’s survey of employment by occupation can help shed some light on the size of that workforce. Following the approach of a 1984 study¹, ICSC defines an office worker as the sum of 76 occupations that are generally found in office buildings.² **Based on this definition there are 28.5 million people who are office workers. The office worker represents approximately one-fifth (20.5%) of the U.S. workforce.**³

¹ One estimate of the number of office workers in the workforce was derived from a study used to develop estimates of office space demand. See: Nathan Schloss, “Use of Employment Data to Estimate Office Space Demand,” *Monthly Labor Review*, U.S. Department of Labor, Vol. 107, 1984, pp. 40-44. Here the author estimated office workers as the sum of five major occupational categories. The categories included—totally or partially—were professional and technical workers, managers and administrators, except farm workers (about one-third of the category was excluded), sales workers, clerical workers and service workers, except private households. The allocation was purely a judgment call on the part of the author (as he noted in a footnote) for the managers and administrators category. The estimates derived were for 1975 through 1982. In the most recent year of that study, Schloss estimated total office employment at 31.153 million workers.

² These occupational titles are defined by the U.S. Department of Labor and are largely office-worker jobs. The list covered: chief executives, general and operations managers, advertising and promotions managers, marketing managers, sales managers, public relations and fundraising managers, administrative services managers, computer and information systems managers, financial managers, purchasing managers, transportation storage and distribution managers, compensation and benefits managers, human resources managers, training and development managers, agents and business managers of artists performers, buyers and purchasing agents—farm products, wholesale and retail buyers—except farm, purchasing agents—except wholesale retail and farm products, claims adjusters examiners and investigators, insurance appraisers auto damage, compliance officers, cost estimators, human resources training and labor relations specialists, logisticians, management analysts, meeting convention and event planners, compensation benefits and job analysis specialists, market research analysts and marketing specialists, business operations specialists—all other, accountants and auditors, appraisers and assessors of real estate, budget analysts, credit analysts, financial analysts, personal financial advisors, insurance underwriters, financial examiners, credit counselors, loan officers, tax examiners and collectors and revenue agents, tax preparers, financial specialists—all other, computer and mathematical occupations, architecture and engineering occupations, economists, survey researchers, sociologists, urban and regional planners, lawyers, building cleaning workers—all other, advertising sales agents, insurance sales agents, securities commodities and financial services sales, travel agents, sales representatives services—all other, sales representatives wholesale and manufacturing technical and scientific products, sales representatives wholesale and manufacturing—except technical and scientific products, first-line supervisors of office and administrative support workers, bill and account collectors, billing and posting clerks, bookkeeping accounting and auditing clerks, payroll and timekeeping clerks, procurement clerks, brokerage clerks, correspondence clerks, file clerks, human resources assistants—except payroll and timekeeping, receptionists and information clerks, information and record clerks—all other, executive secretaries and executive administrative, legal secretaries, secretaries and administrative assistants, insurance claims and policy processing clerks, proofreaders and copy markers, statistical assistants, office and administrative support workers—all other.

³ This estimate is based on the U.S. Labor Department’s 2010 Occupational Employment Statistics (OES), which collects employment and wage information for over 800 occupations, excluding self-employed persons. The U.S. Department of Labor notes that “the OES survey is a cooperative effort between BLS and the State Workforce Agencies ... OES estimates are constructed from a sample of about 1.2 million establishments. Each year, forms are mailed to two semiannual panels of approximately 200,000 sampled establishments, one panel in May and the other in November. May 2010 estimates are based on responses from six semiannual panels collected over a 3-year period: May 2010, November 2009, May 2009, November 2008, May 2008, and November 2007... All six-semiannual panels represent approximately 62.6 percent of total national employment.” These estimates are from May 2010.

With a fifth of the nation's workforce in office buildings around the country, ICSC Research again asked the question that was first posed in the late 1980s⁴ and also in the early 2000s.⁵ ***How much do office workers spend going to work, during their business day and immediately after work but before returning home?***

Knowing something about the shopping behavior of office workers is important market information to understand this potential source of consumer demand by retailers, restaurants and other support services. This information also is useful for city planners and economic development analysts who strive to better understand mixed-use developments, retail needs surrounding office buildings and plan for the future of their cities.

II. How Much Does an Office Worker Spend?

The 1987 ICSC study of this topic found that the average office worker spent about \$36 per week on lunches, workday shopping, dinners, drinks and shopping after work, but near the office.

The second ICSC study found that the amount spent per week by an office worker had ballooned to \$134.30 by 2003, but the spending definition had expanded to include “lunch, shopping and social.” This survey was built upon the earlier work, which selected a handful of cities to sample. For the 1987 study, eight cities were selected—Atlanta, Boston, Chicago, Dallas, Denver, San Francisco, Seattle and Tampa. For the 2003 study, five cities were sampled—Atlanta, Chicago, Dallas, Philadelphia and San Francisco.

Both of those earlier surveys focused on downtowns and suburban areas with and without broad-based retail offerings to assess the impact on spending. It was posited that because “spending behavior is influenced by the availability of retail facilities, both downtown and suburban markets were classified by retail service level: those with ample retail facilities and those with limited retail facilities.”⁶ However, the selection of the cities and areas which presumably had “ample” and “limited” retail for these studies was based on subjective criteria. In the case of the 1987 study, the areas designated as having ample retail showed 32% more spending by office workers in downtown areas than in limited-retail downtowns. Similarly, for suburban areas the 1987 study showed 13% more spending in ample retail markets. However, the 2003 study found that office workers in limited-retail downtowns actually spent 22% more than those in ample-retail areas, which conceptually went counter to intuition and the hypothesis that was supported by the earlier study. This raised a question about selection bias in both the 1987 and 2003 studies.

The 2011 study approached the question differently. Instead of subjectively selecting cities, which may or may not be valid for this analysis, the approach was to conduct a nationwide survey of office workers⁷ and ask the respondent to self-describe the retail availability around one's office building. This study was built on the assumption that consumer-shopping patterns are influenced

⁴ *Office Worker Retail Spending*, International Council of Shopping Centers, Inc., 1988. The survey underlying this study was conducted in November 1987 with a sample size of 2,400.

⁵ *Office Worker Retail Spending Patterns: A Downtown and Suburban Study*, International Council of Shopping Centers, Inc., 2004. The survey underlying this study was conducted in October 2003 with a sample size of 1,500 office workers.

⁶ *Office Worker Retail Spending*, p. 1.

⁷ The sample size was 4,000 self-defined office-building workers; the survey was conducted online and between October 21 and 31, 2011. The 2011 survey excluded office workers that were on vacation for the survey week, worked from home or had multiple offices that the individual worked from during that survey week, so in effect the sample size was larger than the 4,000 to yield that number of usable results. All three studies were fielded around the same time, which was a period less affected during the year by holidays or spending lulls (as in January and February, for example).

by perceptions of ample or limited retail offerings that, in part, depend on what the consumer typically buys.

Also, instead of assessing spending by type of goods—such as, “apparel,” “items for the home,” “cosmetics” and so forth, as was done in the earlier studies—the 2011 survey focused on the type of store—such as department store, discount store, drug store, etc.—and looked at all types of goods and services spending. Therefore, in many ways there were vast conceptual differences between the earlier ICSC studies of office-worker spending and the 2011 study, which attempted to be the most comprehensive of all of the studies.

As shown in Table 1, the 2011 average aggregate spending per office worker per week—excluding transportation and online purchases made from the office—was \$129.18. **Moreover, this current study found that markets with ample retail tend to experience significantly more spending—approximately 140% more—than in limited-retail venues.**

Year of ICSC Survey	Average Spending	Inflation-Adjusted Average Spending
1987	\$36.54	\$32.17
2003	\$134.30	\$73.00
2011	\$129.18	\$57.46

At a very high level, the 2011 average spend was similar to that of 2003 for the like-spending concept. However, in real or inflation-adjusted terms,⁸ the 2011 study was lower than in 2003, yet considerably higher than the 1987 study. These differences may be a function of a lot of factors, not the least of which is that the standard deviations are large around the averages—which would encompass the other data sets within a normal variance band.⁹ Unfortunately, the earlier studies did not show measures of sampling variance—something that was corrected with this latest study.

Although it might be difficult to reconcile the three studies, that objective is probably less important than to fully understand the 2011 results, which have been built on a larger nationwide sample with fuller coverage of spending venues and presented with measures of sampling variance.

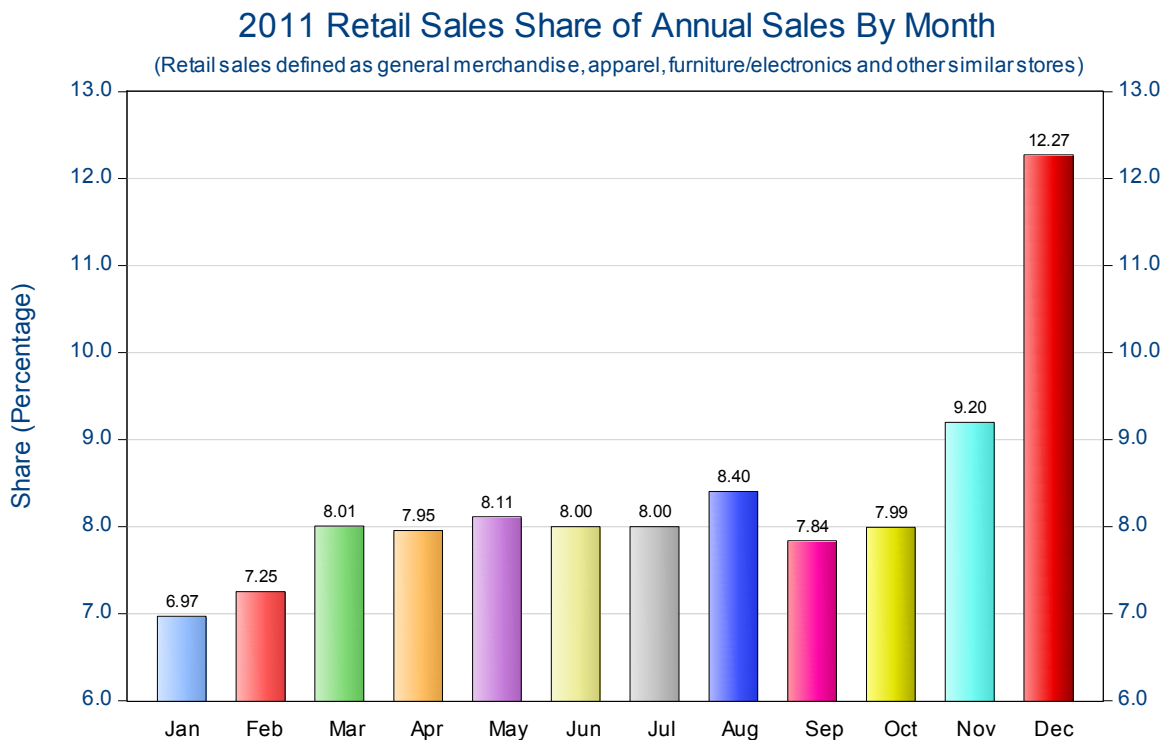
⁸ Adjusted by the annual U.S. city average Consumer Price Index (CPI) for 1987 (113.6), 2003 (184.0) and 2011 (224.8). The CPI has an index base of 1982-84=100 and for this purpose is based on the CPI as of January 2012. In February 2012, the U.S. Department of Labor announced that it would update the expenditure weights used to compute the CPI.

⁹ For the current study, the standard deviations around the mean spending are reported in the selected summary tables found in the appendices.

III. The Who, What, When and Where of the Survey

The office-building worker spending survey data were collected during the week of October 21-31, 2011. The timing of the survey was consistent with the 2003 survey. The original logic for the selection of October as the point in time to field the survey was that October sales were considered to be a “typical” month based on its share of annual sales. An equal share of annual sales would be one-twelfth or 8.33%.¹⁰ Between 2000 and 2011, October represented 8.02% of annual sales—GAFO-type retail store sales, that is, general merchandise, apparel, furniture and electronics and other similar-type stores. In 2011, October sales represented 7.99% of annual retail sales, as shown in Chart 1.

Chart 1



Sources: U.S. Census Bureau; ICSC Research.

The survey classified respondents based on job titles for five broad occupations—senior management (director, vice president, president and similar), middle management (assistant vice president, or department manager and similar), mid-level professional (accounting, information technology, research, advertising/marketing, human resources and similar), junior-level professional and clerical/administrative/office support positions.¹¹ The distribution of respondents

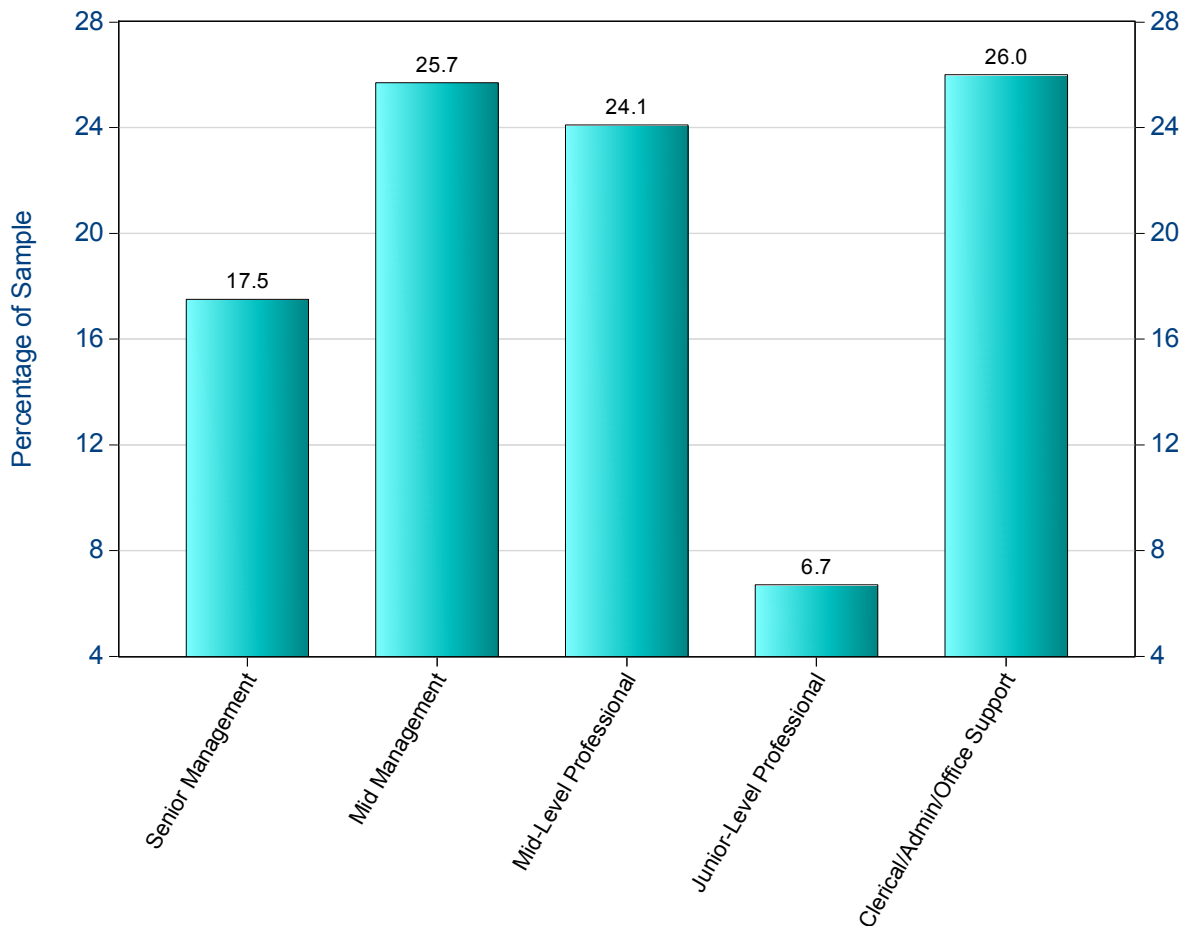
¹⁰ It could have been argued that August was the best month to select for the surveys based on that share-of-annual-sales criterion. August accounted for 8.40% of annual sales in 2011 or an average 8.46% between 2000 and 2011 and the closest to the 8.33% for an equal-weight. However, August is a month affected by summer vacation and, for that reason, was not desirable or as representative of the full year. Between 2000 and 2011, the month with the least standard deviation of its annual share was June—which would have suggested sales for that month (which accounted for 7.94% of annual sales between 2000 and 2011 and 8.00% in 2011) might have been an alternative period for surveying, based on that same criterion.

¹¹ These categories are more specific than prior studies, but follow standard industry practice. For example, the *2011 ICSC North American Retail Real Estate Compensation Survey*, FPL Associates, L.P. and the International Council of Shopping Centers, 2011

by position is shown in Chart 2. The clerical/administrative/office support sample was the largest with 26.0%, but there was a similar-sized respondent pool for mid-level management (25.7%) and mid-level professionals (24.1%). Senior management represented about 18% of the respondents and junior-level professionals accounted for another approximately 7% of the respondents.

The average distance from the respondent’s home to his/her office building was 21.3 miles, while the median distance was 10 miles. During the survey period, the vast majority (86.9%) of workers drove their own vehicle to work, 1.3% carpoled, 7.0% used public transportation and 3.5% walked to work.

Chart 2
Respondent Distribution By Type of Job Function



The demographics of the responding individual were: (1) 42% male and 58% female; (2) the average age of the respondent was between 45 and 54 years old—see distribution in Chart 3; (3) the median educational level was a bachelor’s degree; and (4) the median annual income was between \$75,000 and \$99,999—see distribution in Chart 4. Almost 7% of the respondents (270 respondents of the 4,000) did not answer the income question.

defined the main non-clerical areas as: executive management, senior-level professional, mid-level professional and junior-level professional.

Chart 3
Respondent Distribution By Age

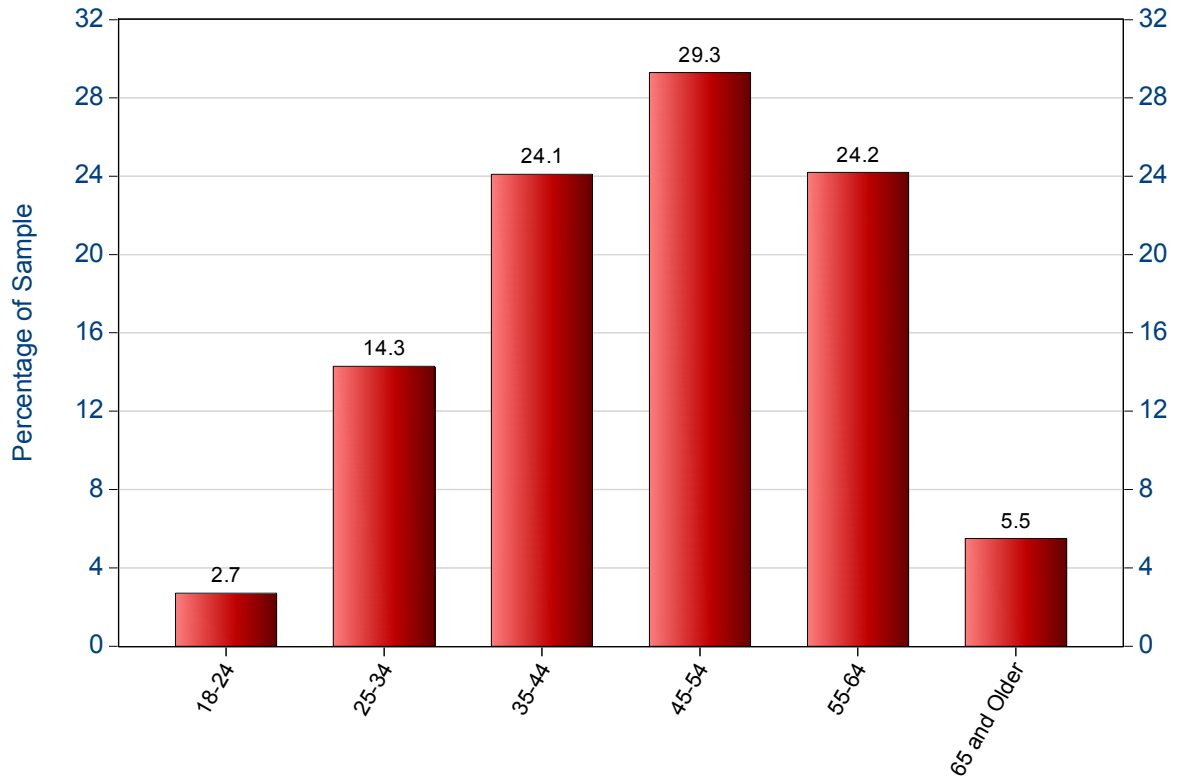
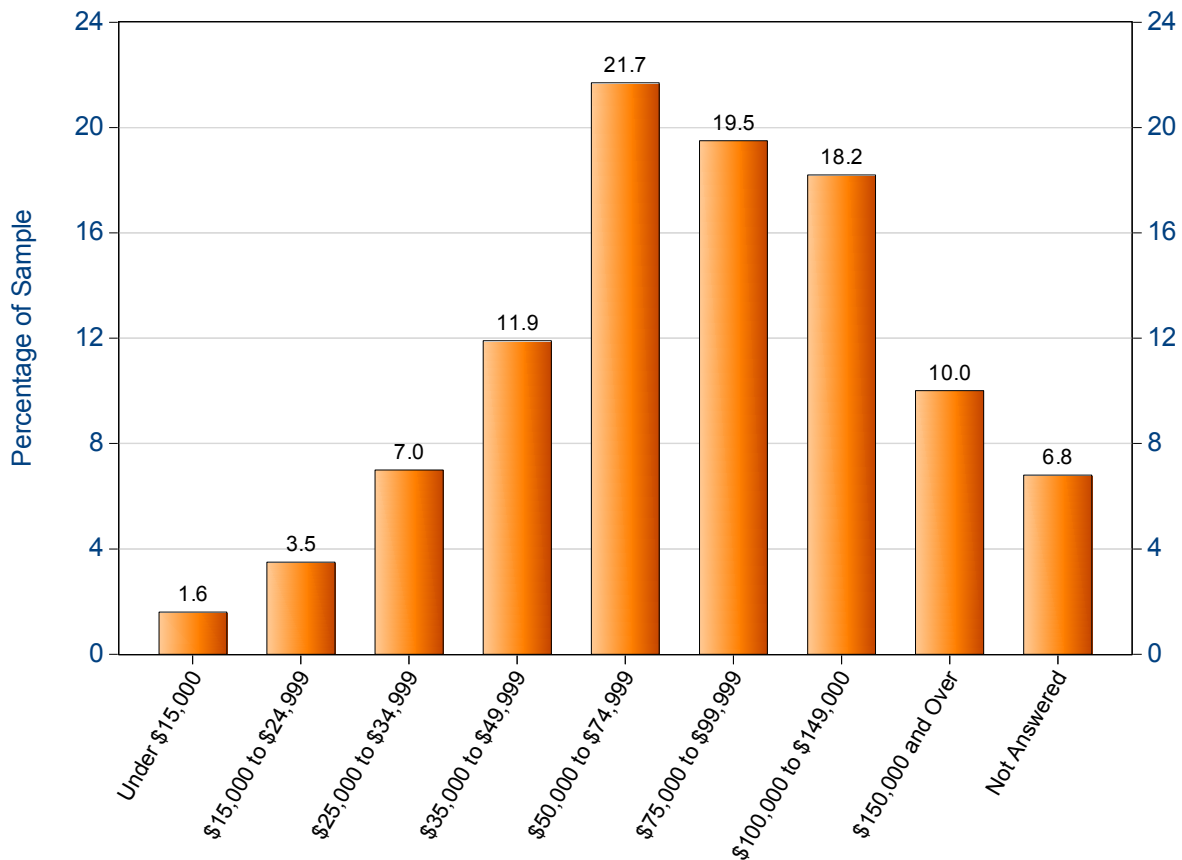


Chart 4
Distribution of Survey Respondents By Income



During the survey period, 82.9% of the 4,000 respondents reported that they had worked the full workweek, while 17.1% only worked part of the week.

The data set was also divided by type of location—urban/central city, suburban and rural/small towns based on the zip code of the office building in which the participant worked.¹² That classification scheme was based on Rand McNally’s definition of a metropolitan area and the delineation of a central city within the metropolitan area. Rand McNally defines its *Rannally Metro Areas* (RMAs) in a manner similar to the U.S. Census Metropolitan Statistical Areas (MSAs)—a core area with a large population nucleus, together with adjacent communities that have a high degree of economic and social integration with that core. However, RMAs are not restricted to following county boundaries. The central city is equivalent to the census definition and is the largest jurisdiction within the metropolitan area. All zip codes outside the central city but within the RMA are classified as suburban, and all zip codes entirely outside an RMA are classified as small town/rural. Urban/central-city office buildings accounted for 32.0% (1,279 respondents), suburban office buildings represented 51.5% (2,060 respondents), small-town/rural office buildings was

¹² The survey panel was geographically representative with respondents from all 50 states and the District of Columbia. However, a person’s state of residence did not necessarily suggest the location of the office building in which the person worked. Hence, the survey collected the zip code for each office building. If someone worked in more than one office building during the week, then that respondent was excluded.

another 15.0% (601 respondents) while 60 respondents or 1.5% of the sample was not classifiable based on the RMAs.

One additional location identifier was collected in the survey to confirm/identify that an office building was in a downtown business district. There were 1,213 respondents (30.3% of the sample) that self-classified their office building location as being in a downtown business district. Of those self-classified downtown office workers, 46% (556 individuals) were urban downtown (cross classification between this marker and the Rand McNally urban segmentation), 38% (462 individuals) worked in suburban downtown, 14% (173 individuals) worked in downtown areas in small towns and the remainder of the downtown respondents (22 individuals) were unable to be cross-classified with the RMAs.

To understand the retail availability in and around the vicinity of the office workers' buildings, the survey asked respondents to self-classify their area as either having a large variety of stores ("ample" retail offerings), such as drug stores, restaurants, fast-food places, dry cleaners, etc. or having a limited number of stores and variety ("limited" retail offerings). It was hypothesized that the consumer could judge ample or limited based on what the person tended to buy. Ample retail offerings were perceived to exist for 38.1% of respondents, while 61.9% perceived their offerings as limited.

Finally, 86.5% of the respondents' office buildings were not adjoined to a shopping center (7.4% were), a hotel (4.1% were), an apartment complex (4.0% were) or an entertainment venue (arena, theater or concert hall—3.0% were). Alternatively, this suggested that 13.5% of the respondents' offices were in a mixed-use environment.

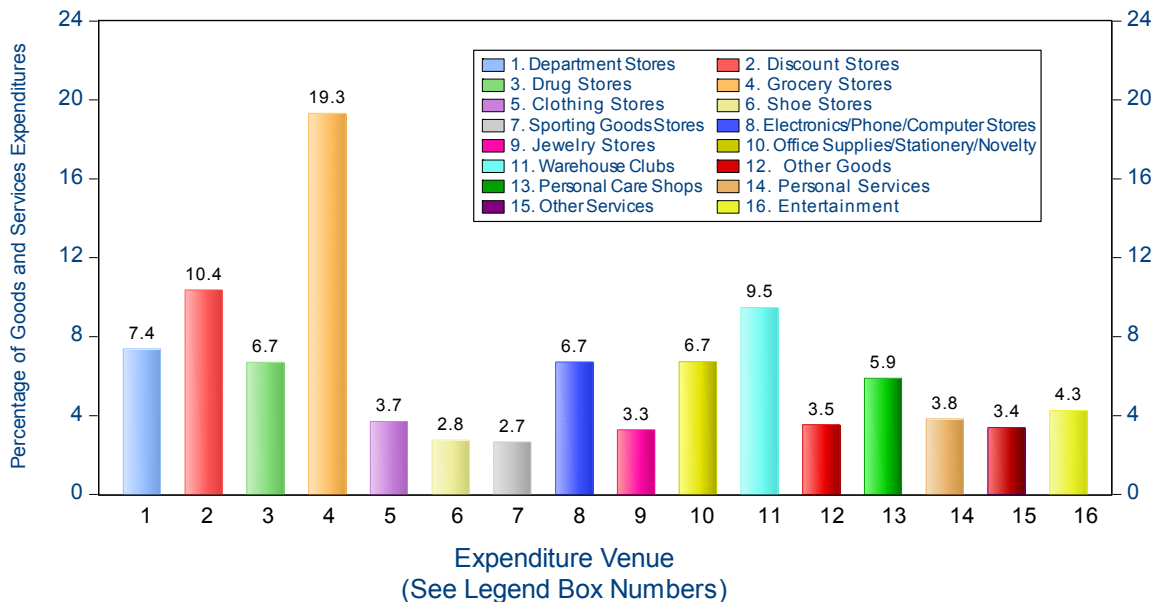
IV. Typical Spending Patterns of the Office Worker

The typical office worker was asked to record his/her expenditures for all goods and services—including transportation, online purchases made in the office and at restaurants and fast-food places that occurred in and around the vicinity of one’s office building. The survey took an average of 20 minutes to complete and respondents were nominally compensated for their time. As shown in Table 2, the average office-worker expenditure was \$195.22 per week when including those that spent nothing in the stated category. Of those 94.6% of all office-building workers that spent anything during the previous full workweek, the average spending was \$206.31.¹³

Transportation and Online Purchases: The average expenditure on transportation to and from work was \$35.92 per week—or excluding those that spent nothing on that category—it was \$40.82. Eighty-eight percent of all office workers incurred some expenditure in this category. That percentage of workers who spent on transportation was the highest of all the sub-categories. Interestingly, the average personal expenditure at the office made online was \$30.11—including those that spent nothing. There were 16.3% of office workers that shopped online *at work* with an average expenditure of \$185.04. The combined category of transportation and online purchases totaled a weekly average of \$66.03 (including those that did not spend anything).

Full-Service Restaurant and Fast-food Purchases: The office worker spent, on average, \$26.71 per week for food. Only 30% of the workers frequented a full-service restaurant during the week, while 55% of office workers visited a quick-service restaurant, including a deli or company cafeteria.

Chart 5
Share of Office Worker Spending on Goods and Services Categories



¹³ Since the questions were about direct expenditures during the workweek, if a worker did not have any gasoline fill-up during the workweek (they may have filled-up on the weekend or the prior week, for example), then it would be appropriate to respond that they had no expenditure. This is similar for the other categories. There were 215 respondents that had no expenditures at all of the 4,000 surveyed.

Goods and Services Purchases: Office workers spent an average of \$102.47 per week on all expenditures with the largest percentage at grocery stores (19.3%), as displayed in Chart 5. About one-third (32.4%) of all office workers spent at grocery stores around their office buildings, which was the highest penetration rate of any spending category. The second largest expenditure was at discount stores (10.6%), which also may reflect food purchases. The third largest expenditure was at warehouse clubs (9.7%).

Table 2			
Office-Worker Spending Summary			
Including and Excluding Those Who Spent Nothing			
Types of Spending	Mean Weekly Expenditures (U.S. Dollars Per Worker)		
	Including Those Who Spent Nothing	Excluding Those Who Spent Nothing	
		Total	Percent of Office Workers Who Spent in Category
Total	\$195.22	\$206.31	94.6%
Transportation and Online Purchases	66.03	73.99	89.3
Transportation	35.92	40.82	88.0
Online Purchases Made at the Office (Personal)	30.11	185.04	16.3
Full-Service Restaurants and Fast Food	26.71	43.02	62.1
Full-Service Restaurants	12.97	43.22	30.0
Fast Food/Deli/Lunch Eateries	13.75	24.99	55.0
Goods and Services	102.47	191.89	53.4
Department Stores	7.56	74.86	10.1
Discount Stores	10.63	52.11	20.4
Drug Stores	6.87	26.90	25.6
Grocery Stores	19.79	61.19	32.4
Clothing Stores	3.80	56.94	6.7
Shoe Stores	2.82	51.98	5.4
Sporting Goods Stores	2.73	47.54	5.8
Electronics/Phone/Computer Stores	6.88	118.69	5.8
Jewelry Stores	3.36	88.39	3.8
Office Supplies/Stationery/Novelty Gifts and Cards	6.90	59.49	11.6
Warehouse Clubs	9.71	94.08	10.3
Other Goods (florist, non-food vendors, etc.)	3.61	59.01	6.1
Personal Care Shops	6.03	66.65	9.1
Personal Services	3.92	37.26	10.5
Other Services (not elsewhere classified)	3.48	59.50	5.9
Entertainment (sporting events, live theater, concerts, movies)	4.35	51.35	8.5
Addendum			
Total Less Transportation and Online Purchases	\$129.18	\$170.88	75.6%
Source: ICSC Research			

Total Excluding Transportation and Online Purchases: A little over three-quarters of all office workers spent something on goods and services during their workweek for an average weekly spend of \$129.18. Excluding the workers who spent nothing, the average expenditure rises to \$170.88. By function within the organization, the highest average spending—less transportation and online purchases—per week was by senior management (\$290.19), followed by middle-level management (\$143.89), mid-level professionals (\$79.38), junior-level professionals (\$79.38) and finally clerk and administrative assistants (\$65.99).

Spending by age on these non-transportation, non-online purchases was the highest among those aged 25-to-34 years (\$262.71) followed surprisingly by those aged 18-to-24 years (\$157.27). *As workers aged from 35 years and up, their office-related spending was progressively lower.* Those aged 35-44 years spent \$148.36 on average during the workweek, \$97.04 among those aged 45-54 years, \$85.52 among those aged 55-64 years and \$62.00 for those 65-years old and over.

The tables appearing in the appendices flesh out these numbers in greater detail along with the sampling variance. There is a fair amount of statistical variance around the averages reported herein, so users of these data should be mindful of the normal standard deviation around these averages.

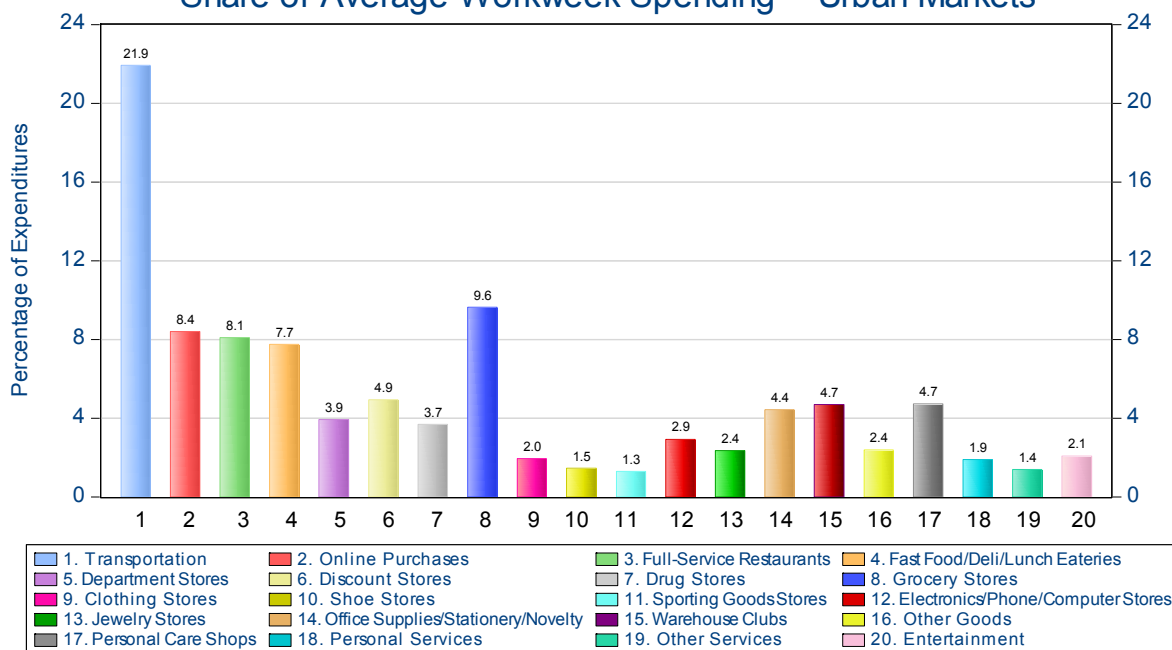
V. Spending By Type of Geography—Urban, Suburban and Rural Markets

The dollar amount of office-worker spending is dependent on the office location. As previously discussed, the dataset was segmented based on Rand McNally’s urban, suburban and rural/small-town classification.¹⁴ As shown in Table 5, non-transportation, non-online workweek spending was the highest in suburban markets (\$146.52 per week) and the lowest in small-towns/rural markets (\$90.55 per week). Relative to the national average (\$129.18), suburban spending was \$17.34 higher. For urban markets, office-worker spending was \$13.58 lower than the national average. The average spending in small-towns/rural markets was a hefty \$38.63 below the national average.

The distribution of spending between the types of geography is noticeably different. In the suburban markets, for example, transportation expenses account for the smallest share of overall workweek spending (16.6%) and the largest share in the urban markets (21.9%). Total spending on meals was close in urban and suburban markets (\$26.29 versus \$28.86, respectively), but the shares of total weekly spending on meals were different (15.8% for urban markets versus 12.7% for suburban-market workers). Among the goods and services categories, urban-based office workers spent 60.1% of their total workweek spending on goods and services. Suburban workers spent 47.5% of their total workweek spending on goods and services, while rural/small-town office workers spent 50.6% of their total on those items.

Chart 6

Share of Average Workweek Spending -- Urban Markets



Charts 6 through 8 show the full category distributions of spending by shares of total urban, suburban and rural/small-town markets.

¹⁴ Sixty respondents of the 4,000 office-worker sample were unable to be classified by the Rand McNally zip-code segmentation. That accounted for 1.5% of the sample. The average all-category spending for that unclassified group was \$234.54 (compared with \$195.22 for the full sample). Excluding transportation and online purchases, this group spent \$155.28 on average per week (compared with \$129.18 for the full sample).

Chart 7

Share of Average Workweek Spending -- Suburban Markets

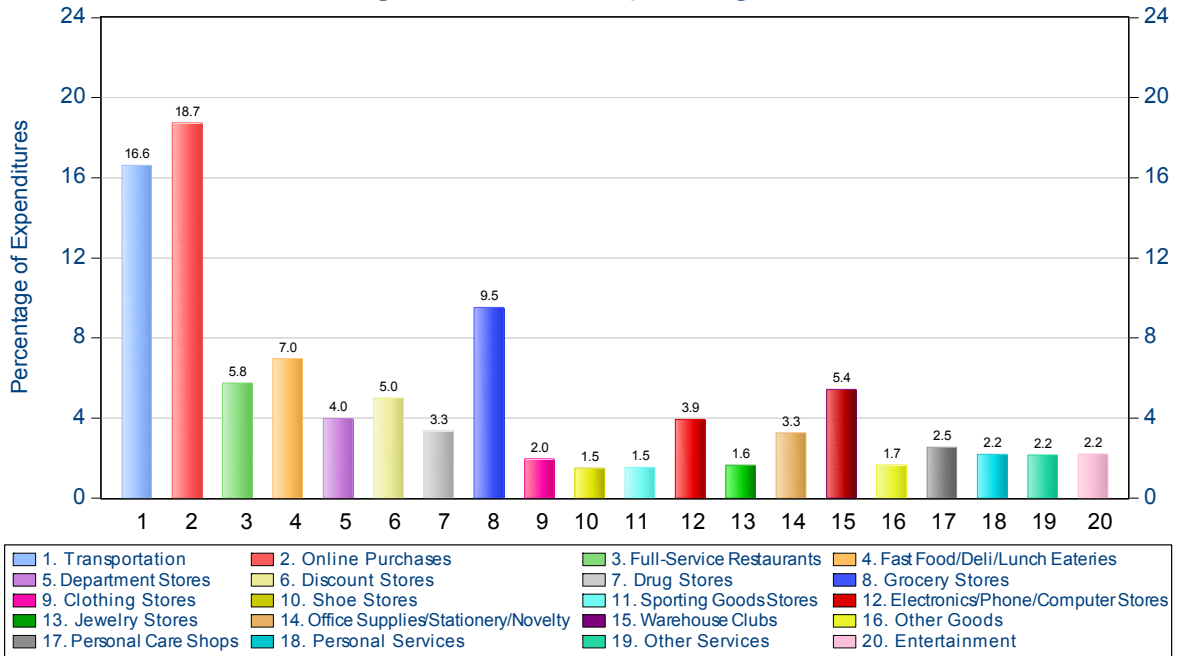


Chart 8

Share of Average Workweek Spending -- Rural/Small-Town Markets

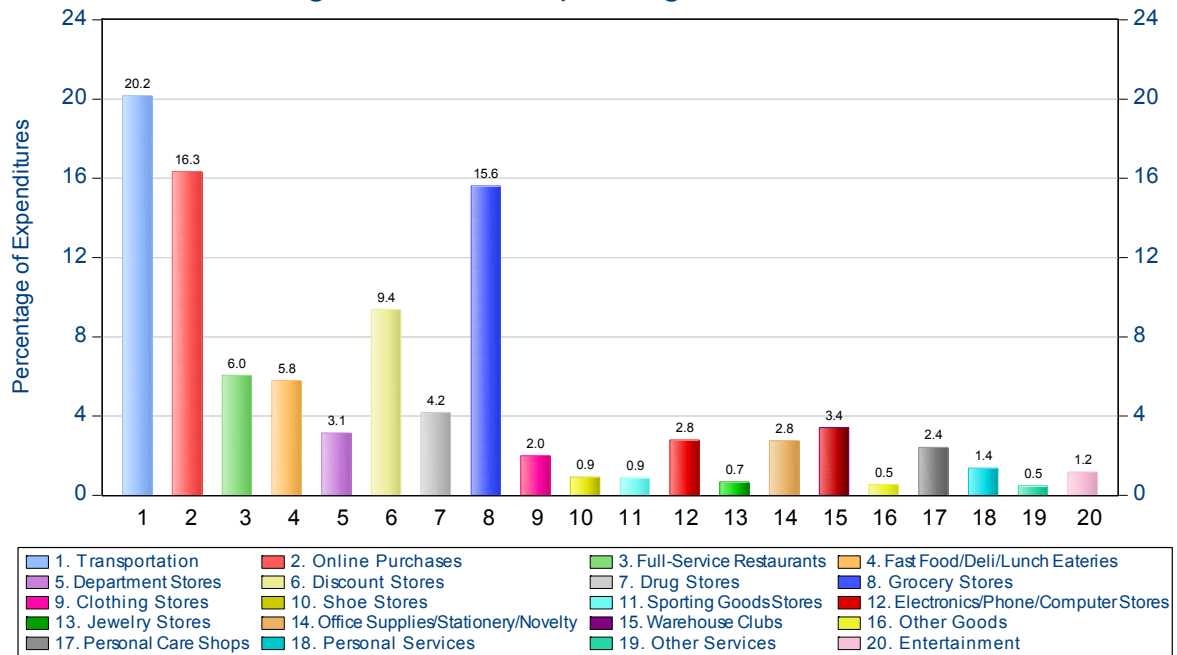


Table 5			
Office-Worker Spending (Average Dollars Per Week) By Location			
Including Those Who Spent Nothing			
Types of Spending	Mean Weekly Expenditures (U.S. Dollars Per Worker)		
	Urban	Suburban	Small Town/Rural
Total	\$165.93	\$226.66	\$142.62
Transportation and Online Purchases	50.33	80.14	52.06
Transportation	36.37	37.67	28.77
Online Purchases Made at the Office (Personal)	13.96	42.47	23.29
Full-Service Restaurants and Fast Food	26.29	28.86	16.87
Full-Service Restaurants	13.45	13.06	8.62
Fast Food/Deli/Lunch Eateries	12.85	15.80	8.26
Goods and Services	89.31	117.66	73.68
Department Stores	6.52	9.03	4.48
Discount Stores	8.19	11.33	13.38
Drug Stores	6.13	7.60	5.97
Grocery Stores	15.98	21.58	22.26
Clothing Stores	3.25	4.43	2.85
Shoe Stores	2.43	3.40	1.30
Sporting Goods Stores	2.16	3.49	1.24
Electronics/Phone/Computer Stores	4.86	8.93	3.97
Jewelry Stores	3.92	3.75	0.94
Office Supplies/Stationery/Novelty Gifts and Cards	7.37	7.41	3.94
Warehouse Clubs	7.80	12.32	4.86
Other Goods (florist, non-food vendors, etc.)	3.95	3.75	0.77
Personal Care Shops	7.83	5.76	3.46
Personal Services	3.16	4.97	1.93
Other Services (not elsewhere classified)	2.30	4.90	0.67
Entertainment (sporting events, live theater, concerts, movies)	3.45	5.01	1.67
Addendum			
Total Less Transportation and Online Purchases	\$115.60	\$146.52	\$90.55
Source: ICSC Research			

VI. Spending By Amount of Retail Offerings—Ample and Limited

Office workers spend more in areas that have more retail, restaurant and services offerings. Indeed, overall spending was almost 2½ times higher in areas that office workers perceived to have ample offerings versus those that were viewed as limited. As shown in Table 6, average spending per week was \$305.89 in total, or \$218.11 less transportation and online spending in markets with ample offerings, while those in limited-offering markets spent \$127.10 in total, or \$74.45 less transportation and online spending. The ratio of ample to limited spending among the non-transportation and online spending was nearly three-fold.

The ample-limited market spending differences persisted by location—urban, suburban and rural or small towns, also as shown in Table 6. This difference clearly shows the potential of more offerings and more spending.

Table 6			
Office-Worker Spending By Retail, Restaurant and Services Offerings and Location			
Dollars Per Week, Including Those Who Spent Nothing			
Category/Location	Total	Ample Offerings	Limited Offerings
Total Spending	\$195.22	\$305.89	\$127.10
Urban	165.93	227.07	120.96
Suburban	226.66	367.14	130.51
Rural/Small Towns	142.62	204.34	128.94
Not Classified	267.07	376.09	103.54
Total Spending Less Transportation and Online	129.18	218.11	74.45
Urban	115.60	165.21	79.12
Suburban	146.52	256.21	71.45
Rural/Small Towns	90.55	155.34	76.20
Not Classified	210.52	318.89	47.96

VII. Opportunities

This study uncovered potential workweek opportunities for retailers, restaurants and services establishments that are in the vicinity of office-building clusters that serve as the workplaces for over 28 million people. Given the current percentage of workers that spend on goods and services and on meals, ICSC Research estimates that office-worker spending generates \$184 billion over the course of the year.¹⁵ Although that may seem large initially, it is relatively small and only accounts for approximately 2% of total consumer expenditures. There are clear opportunities, however, for goods-and-services providers to intensify their sales conversion rates of office workers and intensify their sales productivity¹⁶ during the workweek.

The starting point for generating more sales is a realization of the office worker as an opportunity market. Then a creative strategy to increase that percent of office workers who are *willing* and *able* to meet their broader consumer needs in the office-building vicinity. The payoff could be significant.

Assuming no change in the average spending profile of an office worker, each one-percentage point higher share of spending by the office-worker group will generate \$2.7 billion in additional aggregate sales revenue for local businesses and nearly \$125 million of additional local sales tax revenue.¹⁷ And that estimate is quite conservative.

This study also highlighted the retailers' yin and the yang between online and in-store sales distribution channels. Approximately 15% of office-worker spending comes from personal online purchases that are made at the office. Opportunities may exist to leverage those multiple distribution channels more—order in the morning, have the item available for pickup at the end of the day, for example. Or book a service appointment online during the workday for after work.

Creativity by retailers, restaurateurs and managers of services establishments will be needed to more effectively tap into this office-worker market. Obviously, that triad needs to be cognizant of the limited non-work time to shop, eat and recreate, but they also need to be mindful of the potential opportunity.

¹⁵ The arithmetic for this estimate is 28,500,000 workers times the share of office workers who spent anything on goods and services (53.4%) times the average weekly spending of that group (\$191.89) times 50 weeks (allowing for time off) plus the same calculation for food expenditures (28,500,000 x 62.1% x \$43.02 per week x 50). This implies that there is \$146 billion spent annually on goods and services in the vicinity of one's office building plus \$38 billion on meals for a combined total of \$184 billion. Transportation or personal online purchases at the office expenditures are not included in this calculation.

¹⁶ Sales productivity generally is defined as sales revenue divided by the selling space. However, that concept is incomplete as a performance measure. It is possible to have a high sales productivity rate with a very few high performance moments (a Saturday or a special event, for example). However, that does not capture the underutilization of the selling space. One alternative would be to focus attention on sales per employee (more of an economic productivity concept), which is helpful but still does not focus on underutilized real estate space. It is possible to simply account for the selling hours in the productivity concept. Then, the appropriate measure to optimize is the sales per square foot (gross leasable area) per selling hour. Tracking that metric would help to highlight the highly productive and unproductive periods. The goal, therefore, would be to increase the productivity in those non-productive periods, which often are during the workweek. Obviously, other metrics could be developed for this purpose as well.

¹⁷ This estimate assumes no change in the percentage of office workers who spent on meals, but simply assumes a modest one percentage higher share of those spending on anything, that is, the share is 54.4% versus 53.4%. Then, the calculation becomes 28,500,000 people x 54.4% x \$191.89 x 50 weeks, which yields \$148.8 billion. The difference between that figure and the original using the actual shares from the study was approximately \$2.7 billion (actually, the \$148.753 - \$146.019, or \$2.734 billion).

Appendix A
Survey Respondent Characteristics

Survey Respondent Characteristics

Table A-1				
Survey Respondent Characteristics (Shares, Unless Otherwise Noted) by Location ¹				
	Total	Urban	Suburban	Rural/Small Town
Gender				
Male	42.0%	44.2%	42.5%	34.3%
Female	58.0%	55.8%	57.5%	65.7%
Age				
18-24	2.7%	2.7%	2.6%	2.5%
25-34	14.3%	13.3%	15.1%	12.8%
35-44	24.1%	25.6%	23.9%	21.6%
45-54	29.3%	28.8%	29.3%	30.9%
55-64	24.2%	24.0%	23.8%	26.1%
65 or Older	5.5%	5.6%	5.3%	6.0%
Income				
Under \$15,000	1.7%	1.5%	1.5%	2.5%
\$15,000-\$24,999	3.6%	3.1%	3.1%	6.5%
\$25,000-\$34,999	7.5%	6.4%	7.1%	11.2%
\$35,000-\$49,999	12.6%	12.7%	11.5%	16.4%
\$50,000-\$74,999	23.4%	22.8%	22.7%	26.9%
\$75,000-\$99,999	20.9%	19.5%	22.0%	20.4%
\$100,000-\$149,999	19.5%	21.6%	20.5%	11.4%
\$150,000 and Over	10.8%	12.3%	11.5%	4.7%
Occupation				
Senior Management	17.5%	16.3%	18.1%	18.0%
Middle Management	25.5%	26.0%	25.8%	23.5%
Mid-Level Professional	24.2%	26.2%	23.9%	20.8%
Junior-Level Professional	6.8%	6.4%	7.0%	6.7%
Clerical/Administrative	26.1%	25.1%	25.2%	31.1%
Time Spent in the Office				
Full-Work Week	82.9%	---	---	---
Partial-Work Week	17.1%	---	---	---
Mode of Transportation				
Walk	3.5%	3.4%	3.0%	4.8%
Drive Own Motor Vehicle	86.9%	76.9%	91.9%	91.3%
Ride in Someone else's Vehicle	1.3%	1.1%	1.2%	2.0%
Public Transportation	7.0%	17.1%	2.7%	0.2%
Taxi	0.2%	0.3%	0.1%	0.0%
Bike	0.5%	0.6%	0.4%	0.5%
Other	0.7%	0.5%	0.7%	1.2%
Average Number of Office Building Floors				
	5.2	8.4	3.9	2.0
Average Distance from Home² (miles)				
	21.3	17.7	18.2	14.4
Median Distance from Home (miles)				
	10.0	10.0	10.0	8.0

Source: ICSC Research.

¹ The sum of urban, suburban and rural/small towns will not total to the national because of 60 observations that were unclassified by zip code.

² The average travel distance from the home to the office for the unclassified sample by zip code, included some outliers. Some people (maybe an auditor or business traveler to the home office, for example) had a long recorded distance between the office and one's home. The average for this small sample was 270 miles, which pushed up the national average to 21.3 miles. However, the average distance from one's home to the office of the three geographies (urban, suburban and rural/small towns) was 17.8 miles.

Table A-2
**Survey Respondent Characteristics for Urban Downtown Workers
(Shares, Unless Otherwise Noted)**

Gender		
Male		47.7%
Female		52.3%
Age		
18-24		6.3%
25-34		22.1%
35-44		26.6%
45-54		25.9%
55-64		16.5%
65 or Older		2.5%
Income		
Under \$15,000		1.9%
\$15,000-\$24,999		2.4%
\$25,000-\$34,999		5.4%
\$35,000-\$49,999		12.3%
\$50,000-\$74,999		22.2%
\$75,000-\$99,999		18.7%
\$100,000-\$149,999		22.6%
\$150,000 and Over		14.4%
Occupation		
Senior Management		19.8%
Middle Management		27.0%
Mid-Level Professional		25.2%
Junior-Level Professional		7.0%
Clerical/Administrative		21.0%
Mode of Transportation		
Walk		4.6%
Drive Own Motor Vehicle		76.4%
Ride in Someone else's Vehicle		1.4%
Public Transportation		15.8%
Taxi		0.3%
Bike		0.8%
Other		0.6%
Distance from Home (miles)		21.4
Average Number of Blocks and Minutes Willing to Walk To:		
	Blocks	Minutes
Department Store	5.8	9.8
Drug Store	3.4	8.0
Full-Service ("sit down") Restaurant for Lunch	3.5	8.8
Source: ICSC Research.		

Appendix B
Office-Worker Spending Tables,
Including Those Who Spent Nothing

Data in the following tables are compiled and reported for completeness, but readers should exercise caution in the use of small sample data.

Table B1-N
National Spending by Gender
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total National	Male	Female
Total	\$195.22	\$237.72	\$164.47
Transportation and Online Purchases	66.03	77.31	57.87
Transportation	35.92	41.87	31.62
Online Purchases Made at the Office	30.11	35.45	26.26
Full-Service Restaurants and Fast Food	26.71	34.66	20.96
Full-Service Restaurants	12.97	18.86	8.70
Fast Food/Deli/Lunch Eateries	13.75	15.80	12.26
Goods and Services	102.47	125.74	85.64
Department Stores	7.56	8.31	7.02
Discount Stores	10.63	10.72	10.57
Drug Stores	6.87	8.16	5.94
Grocery Stores	19.79	20.16	19.53
Clothing Stores	3.80	4.53	3.27
Shoe Stores	2.82	3.93	2.02
Sporting Goods	2.73	4.47	1.48
Electronics/Phone/Computers	6.88	11.65	3.43
Jewelry	3.36	4.08	2.84
Office Suppliers/Stationery/Novelty Gifts and Cards	6.90	8.00	6.10
Warehouse Clubs	9.71	13.07	7.29
Other Goods (florists, non-food vendors)	3.61	4.67	2.85
Personal Care	6.03	7.90	4.68
Personal Services	3.92	5.16	3.02
Other Services (not elsewhere classified)	3.48	4.86	2.48
Entertainment (sporting events, theater, concerts, movies)	4.35	6.06	3.11
Addendum			
Total Less Transportation and Online	129.18	160.41	106.60

Other Metrics			
Distance Office is from home (miles)	21.3	19.9	16.6
Total Sample Size (Number)		1679	2321
Share of Responding Sample (4000 Respondents)		42.0%	58.0%

Source: ICSC Research

Table B2-N
National Spending by Age
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)						
	Total National	Mean Weekly Expenditures					
		18-24	25-34	35-44	45-54	55-64	65 or older
Types of Spending							
Total	\$195.22	\$200.56	\$324.48	\$228.34	\$161.00	\$150.29	\$92.40
Transportation and Online Purchases	66.03	43.29	61.78	79.97	63.96	67.76	30.40
Transportation	35.92	27.22	39.67	36.26	34.87	38.23	24.32
Online Purchases Made at the Office	30.11	16.07	22.11	43.71	29.09	29.54	6.07
Full-Service Restaurants and Fast Food	26.71	22.50	39.77	32.97	21.99	21.57	15.32
Full-Service Restaurants	12.97	12.90	21.23	14.73	11.18	9.56	8.36
Fast Food/Deli/Lunch Eateries	13.75	9.61	18.54	18.24	10.81	12.01	6.96
Goods and Services	102.47	134.77	222.93	115.40	75.05	60.95	46.68
Department Stores	7.56	10.56	16.31	12.04	3.88	2.96	3.68
Discount Stores	10.63	10.06	22.64	10.70	8.47	7.85	3.20
Drug Stores	6.87	6.50	14.63	6.81	5.18	4.71	5.76
Grocery Stores	19.79	16.77	26.35	20.90	19.05	17.48	13.54
Clothing Stores	3.80	8.76	11.38	4.60	1.85	1.00	0.97
Shoe Stores	2.82	4.44	9.35	3.71	1.19	0.36	0.73
Sporting Goods	2.73	3.66	10.49	2.43	1.42	0.54	0.17
Electronics/Phone/Computers	6.88	9.55	14.91	8.50	5.97	2.62	1.32
Jewelry	3.36	10.73	7.86	4.25	2.84	0.34	0.27
Office Suppliers/Stationery/Novelty Gifts and Cards	6.90	12.09	15.79	7.97	4.48	3.94	2.59
Warehouse Clubs	9.71	11.14	16.61	10.12	8.45	7.17	7.28
Other Goods (florists, non-food vendors)	3.61	5.09	11.24	5.51	1.27	0.47	1.11
Personal Care	6.03	8.89	12.17	7.16	3.76	4.52	2.54
Personal Services	3.92	5.65	10.83	3.17	2.20	3.02	1.61
Other Services (not elsewhere classified)	3.48	5.89	10.55	3.14	1.94	1.93	0.51
Entertainment (sporting events, theater, concerts, movies)	4.35	4.99	11.82	4.40	3.09	2.03	1.40
Addendum							
Total Less Transportation and Online	129.18	157.27	262.71	148.36	97.04	82.52	62.00
Other Metrics							
Distance Office is from home (miles)	21.3	14.5	20.0	25.2	18.2	24.5	12.7
Total Sample Size (Number)		107	570	963	1173	968	219
Share of Responding Sample (4000 Respondents)		2.7%	14.3%	24.1%	29.3%	24.2%	5.5%

Table B3-N
National Spending by Income
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)												
	Mean Weekly Expenditures												
	Total National	Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 and Over				
Types of Spending													
Total	\$195.22	\$110.06	\$147.00	\$122.00	\$152.67	\$228.35	\$187.50	\$176.89	\$348.34				
Transportation and Online Purchases	66.03	22.85	44.91	33.63	52.81	71.59	81.20	59.54	100.19				
Transportation	35.92	20.69	29.36	26.30	27.55	33.53	33.57	37.11	63.01				
Online Purchases Made at the Office	30.11	2.15	15.55	7.33	25.26	38.06	47.64	22.43	37.18				
Full-Service Restaurants and Fast Food	26.71	16.60	17.36	14.75	17.54	25.08	24.13	27.67	65.21				
Full-Service Restaurants	12.97	6.12	8.81	6.35	8.11	11.68	12.26	14.46	31.49				
Fast Food/Deli/Lunch Eateries	13.75	10.48	8.55	8.39	9.43	13.40	11.87	13.21	33.72				
Goods and Services	102.47	70.62	84.73	73.62	82.32	131.68	82.17	89.68	182.93				
Department Stores	7.56	4.77	4.26	3.50	4.14	8.29	6.23	6.51	21.88				
Discount Stores	10.63	7.88	13.11	8.84	10.07	14.23	10.76	9.44	10.78				
Drug Stores	6.87	5.95	5.84	5.32	5.32	9.50	5.83	6.32	9.29				
Grocery Stores	19.79	14.32	16.90	18.08	19.43	21.86	18.55	20.65	23.42				
Clothing Stores	3.80	5.22	2.35	2.27	2.97	4.27	3.23	3.90	8.00				
Shoe Stores	2.82	3.69	1.85	2.14	1.75	3.87	1.92	1.94	7.34				
Sporting Goods	2.73	2.60	1.61	1.41	1.29	5.08	2.32	1.80	4.79				
Electronics/Phone/Computers	6.88	1.83	4.88	5.27	2.23	10.44	3.27	8.81	14.09				
Jewelry	3.36	1.71	1.78	3.07	1.11	3.76	1.32	1.88	8.09				
Office Suppliers/Stationery/Novelty Gifts and Cards	6.90	1.98	18.06	5.41	5.75	6.95	5.88	3.92	16.05				
Warehouse Clubs	9.71	5.51	2.91	3.53	8.65	11.21	9.15	9.96	19.40				
Other Goods (florists, non-food vendors)	3.61	1.98	0.60	2.69	6.83	6.05	1.79	1.49	5.89				
Personal Care	6.03	2.18	2.57	6.82	5.32	8.05	3.94	3.39	10.73				
Personal Services	3.92	3.77	1.30	2.08	1.67	6.33	2.68	3.58	7.72				
Other Services (not elsewhere classified)	3.48	4.11	3.72	1.16	3.63	6.05	1.62	2.04	5.30				
Entertainment (sporting events, theater, concerts, movies)	4.35	3.11	2.99	2.04	2.18	5.73	3.68	4.05	10.16				
Addendum													
Total Less Transportation and Online	129.18	87.22	102.09	88.37	99.86	156.76	106.30	117.35	248.14				
Total Sample Size (Number)		65	139	279	474	866	781	728	398				
Share of Responding Sample (3670 Respondents)		1.8%	3.8%	7.6%	12.9%	23.6%	21.3%	19.8%	10.8%				

Source: ICSC Research

Table B4-N
National Spending by Occupation
Including Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Mean Weekly Expenditures						
	Total National	Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative	
Total	\$195.22	\$386.95	\$239.72	\$127.03	\$117.48	\$105.54	
Transportation and Online Purchases	66.03	96.76	95.84	47.66	40.54	39.55	
Transportation	35.92	54.22	36.52	33.40	29.83	26.92	
Online Purchases Made at the Office	30.11	42.54	59.32	14.26	10.72	12.63	
Full-Service Restaurants and Fast Food	26.71	50.15	35.29	18.97	15.05	12.66	
Full-Service Restaurants	12.97	29.05	16.36	8.49	6.31	4.67	
Fast Food/Deli/Lunch Eateries	13.75	21.10	18.93	10.49	8.74	8.00	
Goods and Services	102.47	240.04	108.60	60.40	61.88	53.33	
Department Stores	7.56	20.26	8.45	3.37	4.96	2.70	
Discount Stores	10.63	17.44	11.82	8.13	7.76	7.93	
Drug Stores	6.87	14.26	7.85	4.83	2.98	3.84	
Grocery Stores	19.79	31.61	20.69	16.92	14.31	15.04	
Clothing Stores	3.80	10.51	3.93	1.43	1.65	1.92	
Shoe Stores	2.82	9.04	2.46	1.27	1.09	0.88	
Sporting Goods	2.73	8.81	2.50	1.18	1.22	0.70	
Electronics/Phone/Computers	6.88	15.65	9.17	3.65	5.68	2.04	
Jewelry	3.36	12.90	2.69	0.82	0.39	0.72	
Office Suppliers/Stationery/Novelty Gifts and Cards	6.90	19.84	6.27	2.66	9.13	2.18	
Warehouse Clubs	9.71	20.25	11.17	7.30	3.62	5.00	
Other Goods (florists, non-food vendors)	3.61	9.92	5.30	0.98	1.01	0.82	
Personal Care	6.03	15.59	4.16	2.17	2.41	5.96	
Personal Services	3.92	11.48	3.87	1.75	2.07	1.38	
Other Services (not elsewhere classified)	3.48	11.57	3.08	1.56	0.96	0.86	
Entertainment (sporting events, theater, concerts, movies)	4.35	10.92	5.19	2.39	2.64	1.36	
Addendum							
Total Less Transportation and Online	129.18	290.19	143.89	79.38	76.93	65.99	
Sample Size		700	1027	964	268	1041	
Share of Responding Sample (4000 Respondents)		17.5%	25.7%	24.1%	6.7%	26.0%	

Source: ICSC Research

Table B5-N
National Spending by Geography
Including Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)											
	Mean Weekly Expenditures					Standard Deviation						
	Total National	Urban	Suburban	Rural/Small Town	Total	Urban	Suburban	Rural/Small Town	Total	Urban	Suburban	Rural/Small Town
Total	\$195.22	\$165.93	\$226.66	\$142.62	\$1,147.41	\$368.21	\$1,564.09	\$235.45	\$1,147.41	\$368.21	\$1,564.09	\$235.45
Transportation and Online Purchases	66.03	50.33	80.14	52.06	359.14	104.15	486.07	154.04	359.14	104.15	486.07	154.04
Transportation	35.92	36.37	37.67	28.77	147.18	66.21	197.07	39.31	147.18	66.21	197.07	39.31
Online Purchases Made at the Office	30.11	13.96	42.47	23.29	324.26	79.53	439.85	147.51	324.26	79.53	439.85	147.51
Full-Service Restaurants and Fast Food	26.71	26.29	28.86	16.87	131.62	49.34	176.51	28.05	131.62	49.34	176.51	28.05
Full-Service Restaurants	12.97	13.45	13.06	8.62	63.56	39.99	78.44	21.18	63.56	39.99	78.44	21.18
Fast Food/Deli/Lunch Eateries	13.75	12.85	15.80	8.26	94.54	18.34	130.64	12.66	94.54	18.34	130.64	12.66
Goods and Services	102.47	89.31	117.66	73.68	922.91	287.84	1262.12	140.73	922.91	287.84	1262.12	140.73
Department Stores	7.56	6.52	9.03	4.48	77.97	29.25	105.46	19.95	77.97	29.25	105.46	19.95
Discount Stores	10.63	8.19	11.33	13.38	63.47	32.70	81.88	37.93	63.47	32.70	81.88	37.93
Drug Stores	6.87	6.13	7.60	5.97	58.26	16.75	79.43	18.37	58.26	16.75	79.43	18.37
Grocery Stores	19.79	15.98	21.58	22.26	71.90	39.84	90.75	51.22	71.90	39.84	90.75	51.22
Clothing Stores	3.80	3.25	4.43	2.85	42.92	18.58	56.93	19.84	42.92	18.58	56.93	19.84
Shoe Stores	2.82	2.43	3.40	1.30	40.11	14.22	54.34	7.58	40.11	14.22	54.34	7.58
Sporting Goods	2.73	2.16	3.49	1.24	57.81	13.29	79.73	8.12	57.81	13.29	79.73	8.12
Electronics/Phone/Computers	6.88	4.86	8.93	3.97	98.00	44.94	129.16	48.29	98.00	44.94	129.16	48.29
Jewelry	3.36	3.92	3.75	0.94	65.40	79.95	65.69	8.26	65.40	79.95	65.69	8.26
Office Suppliers/Stationery/Novelty Gifts and Cards	6.90	7.37	7.41	3.94	65.93	68.42	73.68	16.05	65.93	68.42	73.68	16.05
Warehouse Clubs	9.71	7.80	12.32	4.86	84.82	37.60	112.89	32.63	84.82	37.60	112.89	32.63
Other Goods (florists, non-food vendors)	3.61	3.95	3.75	0.77	81.97	71.09	97.06	4.48	81.97	71.09	97.06	4.48
Personal Care	6.03	7.83	5.76	3.46	73.44	73.30	83.71	20.77	73.44	73.30	83.71	20.77
Personal Services	3.92	3.16	4.97	1.93	58.22	14.46	80.14	8.90	58.22	14.46	80.14	8.90
Other Services (not elsewhere classified)	3.48	2.30	4.90	0.67	73.40	24.14	100.33	4.70	73.40	24.14	100.33	4.70
Entertainment (sporting events, theater, concerts, movies)	4.35	3.45	5.01	1.67	59.92	20.43	78.56	8.81	59.92	20.43	78.56	8.81
Addendum												
Total Less Transportation and Online	129.18	115.60	146.52	90.55	1,018.62	313.31	1,392.65	153.99	1,018.62	313.31	1,392.65	153.99
Other Metrics												
Distance Office is from home (miles)	21.3	17.7	18.2	14.4	179.9	38.7	68.9	44.0	179.9	38.7	68.9	44.0
Total Sample Size (Number)		1279	2060	601								
Share of Responding Sample (3940 Respondents)		32.5%	52.3%	15.3%								

Table B6-U
Urban Spending by Gender
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total	Male	Female
Types of Spending			
Total	\$165.93	\$186.37	\$149.76
Transportation and Online Purchases	50.33	54.72	46.85
Transportation	36.37	38.40	34.76
Online Purchases Made at the Office	13.96	16.32	12.09
Full-Service Restaurants and Fast Food	26.29	35.19	19.25
Full-Service Restaurants	13.45	20.29	8.03
Fast Food/Deli/Lunch Eateries	12.85	14.90	11.22
Goods and Services	89.31	96.45	83.65
Department Stores	6.52	7.60	5.66
Discount Stores	8.19	8.38	8.04
Drug Stores	6.13	6.38	5.93
Grocery Stores	15.98	17.21	15.00
Clothing Stores	3.25	3.67	2.92
Shoe Stores	2.43	2.90	2.06
Sporting Goods	2.16	3.07	1.44
Electronics/Phone/Computers	4.86	6.75	3.37
Jewelry	3.92	2.10	5.36
Office Suppliers/Stationery/Novelty Gifts and Cards	7.37	6.90	7.74
Warehouse Clubs	7.80	7.43	8.10
Other Goods (florists, non-food vendors)	3.95	3.25	4.51
Personal Care	7.83	10.23	5.94
Personal Services	3.16	3.69	2.75
Other Services (not elsewhere classified)	2.30	2.04	2.52
Entertainment (sporting events, theater, concerts, movies)	3.45	4.86	2.34
Addendum			
Total Less Transportation and Online	115.60	131.64	102.90

Other Metrics			
Distance Office is From Home (miles)	17.7	20.4	15.6
Total Sample Size (Number)		565	714
Share of Responding Sample (1279 Respondents)		44.2%	55.8%

Source: ICSC Research

Table B7-U
Urban Spending by Age
Including Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Total Urban	18-24	25-34	35-44	45-54	55-64	65 or older
		Mean Weekly Expenditures					
Total	\$165.93	\$225.51	\$263.02	\$185.83	\$153.13	\$118.01	\$87.07
Transportation and Online Purchases	50.33	48.74	51.24	60.01	50.74	42.48	36.30
Transportation	36.37	28.80	35.69	37.68	40.06	33.08	30.81
Online Purchases Made at the Office	13.96	19.94	15.55	22.33	10.68	9.40	5.49
Full-Service Restaurants and Fast Food	26.29	30.80	36.49	28.08	23.94	23.93	14.01
Full-Service Restaurants	13.45	22.57	18.99	14.57	12.18	11.40	5.99
Fast Food/Deli/Lunch Eateries	12.85	8.23	17.51	13.51	11.76	12.53	8.01
Goods and Services	89.31	145.97	175.28	97.74	78.44	51.60	36.76
Department Stores	6.52	13.94	15.07	7.58	2.68	4.04	7.99
Discount Stores	8.19	10.49	15.00	8.48	6.88	6.58	3.22
Drug Stores	6.13	6.74	12.18	5.79	5.36	4.60	3.58
Grocery Stores	15.98	21.37	22.87	15.59	15.34	14.54	8.18
Clothing Stores	3.25	12.89	9.84	3.33	1.91	0.45	1.46
Shoe Stores	2.43	2.37	9.49	2.59	1.35	0.22	--
Sporting Goods	2.16	2.37	6.61	2.50	1.36	0.66	0.42
Electronics/Phone/Computers	4.86	7.40	12.84	5.60	3.88	1.68	--
Jewelry	3.92	4.11	5.50	2.41	7.92	0.75	--
Office Suppliers/Stationery/Novelty Gifts and Cards	7.37	15.83	28.54	4.12	4.34	3.19	1.36
Warehouse Clubs	7.80	10.97	8.76	8.10	10.32	5.03	1.60
Other Goods (florists, non-food vendors)	3.95	6.71	5.15	9.64	1.37	0.40	2.29
Personal Care	7.83	14.11	5.27	11.34	8.03	5.42	4.19
Personal Services	3.16	4.43	7.38	3.18	2.48	2.02	0.83
Other Services (not elsewhere classified)	2.30	9.06	3.69	4.46	0.78	0.79	0.21
Entertainment (sporting events, theater, concerts, movies)	3.45	3.17	7.08	3.04	4.42	1.23	1.43
Addendum							
Total Less Transportation and Online	115.60	176.77	211.78	125.82	102.38	75.53	50.77
Total Sample Size (Number)		35	170	327	368	307	72
Share of Responding Sample (1279 Respondents)		2.7%	13.3%	25.6%	28.8%	24.0%	5.6%

Source: iCSC Research

Table B8-U
Urban Spending by Income
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)												
	Total Urban	Mean Weekly Expenditures											
		Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 and Over				
Types of Spending													
Total	\$165.93	\$108.89	\$135.51	\$102.22	\$161.58	\$127.37	\$177.32	\$172.77	\$237.32				
Transportation and Online Purchases	50.33	18.67	35.24	29.09	37.31	39.88	60.70	51.12	69.69				
Transportation	36.37	18.11	29.87	21.73	28.19	32.41	36.15	39.41	46.31				
Online Purchases Made at the Office	13.96	0.56	5.37	7.36	9.12	7.47	24.55	11.72	23.38				
Full-Service Restaurants and Fast Food	26.29	11.67	13.53	13.19	18.47	21.75	25.88	32.23	48.49				
Full-Service Restaurants	13.45	5.28	5.34	6.03	8.77	8.92	12.82	16.20	31.75				
Fast Food/Deli/Lunch Eateries	12.85	6.39	8.18	7.17	9.70	12.83	13.06	16.03	16.74				
Goods and Services	89.31	78.56	86.74	59.94	105.79	65.74	90.74	89.42	119.13				
Department Stores	6.52	4.89	2.00	1.44	5.39	5.32	6.97	8.13	11.04				
Discount Stores	8.19	3.00	9.50	4.35	6.35	9.18	10.39	9.39	8.07				
Drug Stores	6.13	6.94	3.63	4.77	4.92	6.23	6.79	7.26	6.55				
Grocery Stores	15.98	9.28	9.87	12.82	15.23	16.30	19.47	17.34	14.09				
Clothing Stores	3.25	13.11	0.29	2.13	4.41	0.73	2.60	3.75	8.29				
Shoe Stores	2.43	8.94	1.21	2.51	2.55	1.47	2.63	2.16	4.77				
Sporting Goods	2.16	3.44	0.03	0.97	2.08	1.08	3.48	2.42	3.64				
Electronics/Phone/Computers	4.86	0.83	0.03	11.29	2.95	8.11	2.33	5.23	4.73				
Jewelry	3.92	0.83	0.03	1.94	2.17	0.63	1.61	3.19	2.15				
Office Suppliers/Stationery/Novelty Gifts and Cards	7.37	2.06	53.71	5.46	9.41	3.87	6.01	3.41	12.26				
Warehouse Clubs	7.80	11.22	2.66	3.28	6.97	3.39	11.10	9.69	12.28				
Other Goods (florists, non-food vendors)	3.95	1.50	0.29	1.55	19.06	0.95	2.50	2.39	2.25				
Personal Care	7.83	1.89	2.63	3.33	11.24	4.14	5.01	4.42	15.53				
Personal Services	3.16	2.39	0.03	2.01	2.27	2.49	3.57	3.66	4.77				
Other Services (not elsewhere classified)	2.30	4.89	0.03	0.91	7.95	0.59	1.33	1.38	4.56				
Entertainment (sporting events, theater, concerts, movies)	3.45	3.33	0.82	1.17	2.82	1.27	4.97	5.60	4.15				
Addendum													
Total Less Transportation and Online	115.60	90.22	100.27	73.13	124.26	87.49	116.62	121.65	167.62				
Other Metrics													
Distance Office is From Home (miles)	17.7	13.2	19.9	12.2	13.3	19.7	17.5	16.7	24.2				
Total Sample Size (Number)		18	38	78	154	276	236	261	149				
Share of Responding Sample (1210 Respondents)		1.5%	3.1%	6.4%	12.7%	22.8%	19.5%	21.6%	12.3%				

Table B9-U
Urban Spending by Occupation
Including Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Mean Weekly Expenditures						
	Total Urban	Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative	
Total	\$165.93	\$310.78	\$194.52	\$120.76	\$112.24	\$103.25	
Transportation and Online Purchases	50.33	74.18	61.44	43.01	41.79	33.16	
Transportation	36.37	54.38	35.91	34.86	35.05	27.07	
Online Purchases Made at the Office	13.96	19.79	25.53	8.15	6.73	6.09	
Full-Service Restaurants and Fast Food	26.29	52.64	31.22	21.28	14.07	12.47	
Full-Service Restaurants	13.45	34.99	15.66	9.10	4.65	3.97	
Fast Food/Deli/Lunch Eateries	12.85	17.65	15.56	12.18	9.43	8.50	
Goods and Services	89.31	183.96	101.86	56.48	56.38	57.62	
Department Stores	6.52	15.45	7.89	4.67	3.24	2.07	
Discount Stores	8.19	12.82	9.43	7.75	3.43	5.58	
Drug Stores	6.13	11.40	6.77	5.07	2.57	4.06	
Grocery Stores	15.98	27.42	15.35	14.79	12.33	11.38	
Clothing Stores	3.25	8.08	4.12	1.45	2.15	1.39	
Shoe Stores	2.43	6.56	2.75	1.09	0.32	1.35	
Sporting Goods	2.16	5.38	2.67	0.87	0.70	1.25	
Electronics/Phone/Computers	4.86	7.57	5.50	4.80	0.01	3.74	
Jewelry	3.92	17.60	2.65	0.88	0.01	0.53	
Office Suppliers/Stationery/Novelty Gifts and Cards	7.37	19.38	4.68	2.70	25.68	2.58	
Warehouse Clubs	7.80	12.30	11.31	4.86	0.38	6.21	
Other Goods (florists, non-food vendors)	3.95	5.98	9.67	0.66	0.68	0.99	
Personal Care	7.83	15.67	4.68	2.90	1.37	12.83	
Personal Services	3.16	8.13	3.85	1.50	1.54	1.38	
Other Services (not elsewhere classified)	2.30	4.35	4.89	0.47	0.16	0.76	
Entertainment (sporting events, theater, concerts, movies)	3.45	5.89	5.64	2.03	1.83	1.50	
Addendum							
Total Less Transportation and Online	115.60	236.60	133.08	77.75	70.46	70.09	

Other Metrics							
Distance Office is From Home (miles)	17.7	19.7	20.0	18.0	19.6	13.4	
Sample Size		208	333	335	82	321	
Share of Responding Sample (1279 Respondents)		16.3%	26.0%	26.2%	6.4%	25.1%	

Source: ICSC Research

Table B10-S
Suburban Spending by Gender
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total	Male	Female
Types of Spending			
Total	\$226.66	\$295.26	\$176.00
Transportation and Online Purchases	80.14	98.98	66.22
Transportation	37.67	46.70	31.01
Online Purchases Made at the Office	42.47	52.29	35.21
Full-Service Restaurants and Fast Food	28.86	36.63	23.13
Full-Service Restaurants	13.06	18.97	8.69
Fast Food/Deli/Lunch Eateries	15.80	17.66	14.43
Goods and Services	117.66	159.65	86.65
Department Stores	9.03	9.64	8.58
Discount Stores	11.33	12.19	10.71
Drug Stores	7.60	9.40	6.27
Grocery Stores	21.58	23.12	20.44
Clothing Stores	4.43	5.61	3.57
Shoe Stores	3.40	4.96	2.25
Sporting Goods	3.49	6.18	1.50
Electronics/Phone/Computers	8.93	16.47	3.37
Jewelry	3.75	6.26	1.89
Office Suppliers/Stationery/Novelty Gifts and Cards	7.41	9.97	5.51
Warehouse Clubs	12.32	19.18	7.26
Other Goods (florists, non-food vendors)	3.75	6.61	1.64
Personal Care	5.76	7.96	4.14
Personal Services	4.97	7.05	3.42
Other Services (not elsewhere classified)	4.90	7.48	2.99
Entertainment (sporting events, theater, concerts, movies)	5.01	7.59	3.11
Addendum			
Total Less Transportation and Online	146.52	196.28	109.78

Other Metrics			
Distance Office is From Home (miles)	18.2	20.5	17.3
Sample Size		875	1185
Share of Responding Sample (2060 Respondents)		42.5%	57.5%

Source: ICSC Research

Table B11-S
Suburban Spending by Age
Including Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Total Suburban	Mean Weekly Expenditures					
		18-24	25-34	35-44	45-54	55-64	65 or older
Total	\$226.66	\$163.89	\$395.63	\$269.16	\$175.74	\$176.08	\$92.31
Transportation and Online Purchases	80.14	31.79	70.54	97.52	76.67	89.78	28.12
Transportation	37.67	24.47	42.90	37.34	32.29	46.05	22.71
Online Purchases Made at the Office	42.47	7.32	27.64	60.18	44.38	43.74	5.41
Full-Service Restaurants and Fast Food	28.86	18.08	43.58	37.43	22.67	22.47	16.39
Full-Service Restaurants	13.06	7.34	22.89	13.64	11.59	9.31	10.16
Fast Food/Deli/Lunch Eateries	15.80	10.74	20.69	23.79	11.08	13.16	6.23
Goods and Services	117.66	114.02	281.51	134.20	76.40	63.83	47.79
Department Stores	9.03	7.19	18.10	17.33	4.46	2.55	0.97
Discount Stores	11.33	9.55	26.38	12.47	7.33	7.62	3.00
Drug Stores	7.60	6.83	17.96	7.80	5.10	4.76	4.17
Grocery Stores	21.58	11.04	29.81	22.84	21.47	17.97	14.30
Clothing Stores	4.43	4.15	13.71	5.38	2.09	1.41	0.42
Shoe Stores	3.40	3.40	11.26	4.68	1.14	0.39	1.28
Sporting Goods	3.49	2.94	15.01	2.64	1.36	0.47	0.06
Electronics/Phone/Computers	8.93	10.11	18.72	12.17	8.04	1.84	2.66
Jewelry	3.75	13.49	10.95	6.60	0.49	0.10	--
Office Suppliers/Stationery/Novelty Gifts and Cards	7.41	11.02	12.27	11.23	4.79	4.32	2.87
Warehouse Clubs	12.32	11.79	23.81	12.83	8.89	8.87	12.00
Other Goods (florists, non-food vendors)	3.75	3.51	17.17	2.18	1.33	0.60	0.28
Personal Care	5.76	5.13	18.23	5.26	1.91	4.08	1.60
Personal Services	4.97	5.53	15.17	3.72	2.15	3.75	2.29
Other Services (not elsewhere classified)	4.90	2.96	16.93	2.91	2.96	2.77	0.74
Entertainment (sporting events, theater, concerts, movies)	5.01	5.38	16.04	4.16	2.88	2.31	1.14
Addendum							
Total Less Transportation and Online	146.52	132.09	325.09	171.63	99.08	86.30	64.18

Other Metrics	18.2	15.5	17.8	17.3	18.9	19.9	13.1
Distance Office is From Home (miles)		53	311	493	603	491	109
Sample Size		2.6%	15.1%	23.9%	29.3%	23.8%	5.3%
Share of Responding Sample (2060 Respondents)							

Table B12-S
Suburban Spending by Income
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)										
	Total	Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 and Over	Mean Weekly Expenditures	
Types of Spending											
Total	\$226.66	\$93.00	\$157.62	\$119.30	\$141.89	\$323.46	\$211.94	\$179.14	\$420.49		
Transportation and Online Purchases	80.14	20.03	49.16	31.41	52.80	100.86	103.49	64.91	124.52		
Transportation	37.67	17.34	27.96	25.94	30.41	35.42	33.46	34.84	78.34		
Online Purchases Made at the Office	42.47	2.69	21.20	5.47	22.38	65.44	70.03	30.07	46.18		
Full-Service Restaurants and Fast Food	28.86	15.86	19.14	16.76	17.27	30.50	24.17	24.43	74.66		
Full-Service Restaurants	13.06	3.72	10.10	6.83	8.09	14.77	12.09	12.69	27.45		
Fast Food/Deli/Lunch Eateries	15.80	12.14	9.03	9.93	9.18	15.73	12.08	11.74	47.22		
Goods and Services	117.66	57.10	89.32	71.12	71.83	192.11	84.28	89.80	221.31		
Department Stores	9.03	4.45	2.71	3.67	3.90	12.33	6.42	5.12	29.90		
Discount Stores	11.33	5.55	16.03	8.43	12.33	17.37	9.89	8.87	11.69		
Drug Stores	7.60	5.48	6.20	4.50	5.11	13.36	5.66	5.31	10.89		
Grocery Stores	21.58	19.86	22.68	14.89	21.33	25.93	17.94	22.82	27.14		
Clothing Stores	4.43	0.97	3.73	2.04	1.34	7.12	3.63	4.17	8.52		
Shoe Stores	3.40	0.97	1.88	2.35	1.00	6.33	1.98	1.57	9.21		
Sporting Goods	3.49	1.55	1.41	1.88	0.53	9.14	2.12	1.50	5.64		
Electronics/Phone/Computers	8.93	1.66	6.22	3.18	2.33	12.60	4.38	11.31	21.60		
Jewelry	3.75	1.31	2.49	4.08	0.59	6.79	1.41	1.19	12.95		
Office Suppliers/Stationery/Novelty Gifts and Cards	7.41	1.14	6.10	4.48	3.21	10.36	6.73	4.06	18.78		
Warehouse Clubs	12.32	3.24	3.10	3.54	11.58	16.60	10.42	10.90	25.20		
Other Goods (florists, non-food vendors)	3.75	1.34	0.46	4.40	0.92	11.02	1.86	0.99	4.14		
Personal Care	5.76	1.69	2.15	7.15	2.89	11.91	3.96	3.03	8.81		
Personal Services	4.97	4.00	1.44	2.29	1.47	10.14	2.68	3.61	9.78		
Other Services (not elsewhere classified)	4.90	1.34	7.73	1.78	1.50	11.38	2.20	2.04	6.49		
Entertainment (sporting events, theater, concerts, movies)	5.01	2.55	4.98	2.45	1.76	9.73	3.00	3.30	10.57		
Addendum											
Total Less Transportation and Online	146.52	72.97	108.46	87.88	89.09	222.60	108.45	114.23	295.97		
Other Metrics											
Distance Office is From Home (miles)	18.2	8.1	10.5	14.2	14.0	18.6	15.3	19.9	23.4		
Total Sample Size (Number)		29	59	136	219	433	419	391	220		
Share of Responding Sample (1906 Respondents)		1.5%	3.1%	7.1%	11.5%	22.7%	22.0%	20.5%	11.5%		

Table B13-S
Suburban Spending by Occupation
Including Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Mean Weekly Expenditures						
	Total Suburban	Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative	
Total	\$226.66	\$497.73	\$276.87	\$128.74	\$109.60	\$106.38	
Transportation and Online Purchases	80.14	119.99	124.99	49.31	40.52	45.87	
Transportation	37.67	62.80	36.67	34.03	26.39	27.27	
Online Purchases Made at the Office	42.47	57.19	88.32	15.28	14.13	18.60	
Full-Service Restaurants and Fast Food	28.86	56.16	39.35	17.63	14.90	13.08	
Full-Service Restaurants	13.06	29.91	15.90	7.76	6.81	4.83	
Fast Food/Deli/Lunch Eateries	15.80	26.26	23.45	9.86	8.09	8.26	
Goods and Services	117.66	321.57	112.52	61.81	54.18	47.43	
Department Stores	9.03	27.86	8.70	2.46	6.95	2.68	
Discount Stores	11.33	21.48	11.76	8.05	5.98	8.23	
Drug Stores	7.60	18.16	8.15	4.74	2.83	3.50	
Grocery Stores	21.58	37.26	23.21	16.87	13.70	15.32	
Clothing Stores	4.43	13.50	4.16	1.42	0.91	2.06	
Shoe Stores	3.40	12.08	2.56	1.39	1.08	0.59	
Sporting Goods	3.49	13.08	2.42	1.33	1.69	0.26	
Electronics/Phone/Computers	8.93	24.68	11.88	3.75	3.34	1.11	
Jewelry	3.75	14.14	3.02	0.69	0.39	0.88	
Office Suppliers/Stationery/Novelty Gifts and Cards	7.41	23.78	7.34	2.35	1.68	2.13	
Warehouse Clubs	12.32	29.43	12.99	8.38	5.74	4.94	
Other Goods (florists, non-food vendors)	3.75	14.96	2.02	1.31	0.88	0.62	
Personal Care	5.76	19.87	3.88	1.88	2.84	2.06	
Personal Services	4.97	16.34	4.08	2.08	1.89	1.32	
Other Services (not elsewhere classified)	4.90	18.77	2.55	2.19	1.48	0.88	
Entertainment (sporting events, theater, concerts, movies)	5.01	16.18	3.81	2.91	2.82	0.85	
Addendum							
Total Less Transportation and Online	146.52	377.74	151.88	79.43	69.08	60.51	
Sample Size		372	532	493	144	519	
Share of Responding Sample (2060 Respondents)		18.1%	25.8%	23.9%	7.0%	25.2%	

Source: ICSC Research

Table B14-R
Rural/Small Town Spending by Gender
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total Rural/Small Town	Male	Female
Types of Spending			
Total	\$142.62	\$140.73	\$143.60
Transportation and Online Purchases	52.06	49.67	53.31
Transportation	28.77	31.39	27.41
Online Purchases Made at the Office	23.29	18.28	25.90
Full-Service Restaurants and Fast Food	16.87	22.69	13.84
Full-Service Restaurants	8.62	12.46	6.62
Fast Food/Deli/Lunch Eateries	8.26	10.23	7.23
Goods and Services	73.68	68.37	76.45
Department Stores	4.48	4.76	4.34
Discount Stores	13.38	11.14	14.55
Drug Stores	5.97	8.10	4.85
Grocery Stores	22.26	17.22	24.89
Clothing Stores	2.85	2.88	2.83
Shoe Stores	1.30	1.83	1.03
Sporting Goods	1.24	1.24	1.25
Electronics/Phone/Computers	3.97	5.16	3.34
Jewelry	0.94	0.66	1.09
Office Suppliers/Stationery/Novelty Gifts and Cards	3.94	3.58	4.13
Warehouse Clubs	4.86	3.97	5.32
Other Goods (florists, non-food vendors)	0.77	0.83	0.73
Personal Care	3.46	2.19	4.12
Personal Services	1.93	1.60	2.11
Other Services (not elsewhere classified)	0.67	0.70	0.66
Entertainment (sporting events, theater, concerts, movies)	1.67	2.52	1.22
Addendum			
Total Less Transportation and Online	90.55	91.06	90.29
Other Metrics			
Distance Office is From Home (miles)	14.4	15.8	13.7
Sample Size		206	395
Share of Responding Sample (601 Respondents)		34.3%	65.7%

Source: ICSC Research

Table B15-R
Rural/Small Town Spending by Age
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)						
	Mean Weekly Expenditures						
	Total Rural/Small Town	18-24	25-34	35-44	45-54	55-64	65 or older
Types of Spending							
Total	\$142.62	\$248.47	\$167.49	\$161.45	\$126.77	\$132.38	\$103.75
Transportation and Online Purchases	52.06	74.07	48.95	66.50	50.11	48.05	24.97
Transportation	28.77	34.20	34.22	29.46	31.99	24.27	15.39
Online Purchases Made at the Office	23.29	39.87	14.73	37.04	18.12	23.78	9.58
Full-Service Restaurants and Fast Food	16.87	18.80	24.60	19.57	14.69	13.94	13.89
Full-Service Restaurants	8.62	10.73	13.45	10.42	6.85	6.85	7.72
Fast Food/Deli/Lunch Eateries	8.26	8.07	11.14	9.15	7.83	7.10	6.17
Goods and Services	73.68	155.60	93.95	75.38	61.98	70.39	64.89
Department Stores	4.48	14.60	8.81	4.25	4.22	2.13	3.47
Discount Stores	13.38	9.20	23.88	9.92	15.22	11.47	3.94
Drug Stores	5.97	6.13	6.01	5.98	5.02	4.92	15.19
Grocery Stores	22.26	28.07	22.10	28.08	17.61	22.41	22.61
Clothing Stores	2.85	10.07	7.04	5.12	0.81	0.90	1.64
Shoe Stores	1.30	8.80	2.55	1.42	0.85	0.57	0.56
Sporting Goods	1.24	8.20	1.29	1.22	1.55	0.49	--
Electronics/Phone/Computers	3.97	8.47	2.44	2.17	3.61	7.10	--
Jewelry	0.94	16.60	1.52	0.24	0.34	0.29	1.67
Office Suppliers/Stationery/Novelty Gifts and Cards	3.94	7.40	1.95	4.18	3.78	4.50	4.31
Warehouse Clubs	4.86	4.87	3.86	5.47	3.42	6.56	4.78
Other Goods (florists, non-food vendors)	0.77	4.60	1.71	0.39	0.72	0.19	1.25
Personal Care	3.46	10.33	4.58	4.28	1.28	4.52	1.81
Personal Services	1.93	6.47	1.48	1.05	1.66	2.96	1.17
Other Services (not elsewhere classified)	0.67	5.07	1.03	0.55	0.77	0.16	0.28
Entertainment (sporting events, theater, concerts, movies)	1.67	6.73	3.70	1.08	1.11	1.20	2.22
Addendum							
Total Less Transportation and Online	90.55	174.40	118.55	94.95	76.67	84.33	78.78
Other Metrics							
Distance Office is From Home (miles)	14.4	11.1	25.4	12.4	16.1	10.7	6.9
Sample Size		15	77	130	186	157	36
Share of Responding Sample (601 Respondents)		2.5%	12.8%	21.6%	30.9%	26.1%	6.0%

Source: ICSC Research

Table B16-R
Rural/Small Town Spending by Income
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)										
	Mean Weekly Expenditures										
	Total Rural/Small Town	Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 and Over		
Types of Spending											
Total	\$142.62	\$76.36	\$117.14	\$156.22	\$173.19	\$142.18	\$116.41	\$168.50	\$221.54		
Transportation and Online Purchases											
Transportation	52.06	23.07	41.06	44.96	82.74	47.22	45.21	56.18	65.92		
Online Purchases Made at the Office	28.77	22.93	24.81	33.23	20.81	30.65	27.49	40.44	31.12		
	23.29	0.14	16.25	11.73	61.93	16.58	17.73	15.75	34.81		
Full-Service Restaurants and Fast Food											
Full-Service Restaurants	16.87	14.64	9.14	12.98	18.00	16.13	14.85	26.24	36.04		
Fast Food/Deli/Lunch Eateries	8.62	6.79	4.58	6.03	7.59	7.95	6.90	16.98	23.58		
	8.26	7.86	4.56	6.95	10.41	8.18	7.95	9.25	12.46		
Goods and Services											
Department Stores	73.68	38.64	66.94	98.27	72.45	78.83	56.35	86.08	119.58		
Discount Stores	4.48	0.21	5.14	5.65	2.71	2.38	4.40	8.92	10.96		
Drug Stores	13.38	16.57	9.03	15.56	11.24	14.89	15.59	14.84	12.12		
Grocery Stores	5.97	1.29	6.33	7.89	6.95	4.75	4.74	9.02	8.65		
Clothing Stores	22.26	9.86	17.11	32.06	23.55	20.44	17.44	22.02	47.73		
Shoe Stores	2.85	1.79	2.64	3.06	4.46	2.13	3.41	3.27	2.88		
Sporting Goods	1.30	0.07	2.78	1.15	1.89	1.01	0.44	0.10	7.12		
Electronics/Phone/Computers	1.24	0.14	3.06	0.98	1.77	0.74	0.53	1.13	2.88		
Jewelry	3.97	0.43	3.06	2.52	0.85	8.33	1.06	9.65	1.92		
Office Suppliers/Stationery/Novelty Gifts and Cards	0.94	0.57	2.50	2.44	0.48	0.68	0.53	0.81	1.92		
Warehouse Clubs	3.94	0.36	2.78	7.66	6.05	2.89	2.84	5.25	3.08		
Other Goods (florists, non-food vendors)	4.86	0.14	1.39	3.97	5.18	9.98	1.08	4.46	9.62		
Personal Care	0.77	0.21	1.25	0.50	0.97	1.03	0.18	0.86	1.92		
Personal Services	3.46	0.64	3.61	10.66	1.49	4.30	1.77	1.73	0.77		
Other Services (not elsewhere classified)	1.93	2.57	2.08	1.65	1.16	2.32	0.87	2.79	8.00		
Entertainment (sporting events, theater, concerts, movies)	0.67	3.21	1.67	0.18	1.57	0.54	0.00	0.86	0.00		
Addendum	1.67	0.57	2.53	2.35	2.12	2.42	1.46	0.38	0.00		
Total Less Transportation and Online	90.55	53.29	76.08	111.26	90.45	94.96	71.19	112.32	155.62		
Other Metrics											
Distance Office is From Home (miles)	14.4	5.5	9.1	10.5	19.7	13.8	12.4	22.1	16.9		
Total Sample Size (Number)		14	36	62	91	149	113	63	26		
Share of Responding Sample (554)		2.5%	6.5%	11.2%	16.4%	26.9%	20.4%	11.4%	4.7%		

Table B17-R
Rural/Small Town Spending by Occupation
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)					
	Mean Weekly Expenditures					
	Total Rural/Small Town	Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative
Types of Spending						
Total	\$142.62	\$172.74	\$180.33	\$138.12	\$160.80	\$95.89
Transportation and Online Purchases	52.06	66.64	67.90	55.31	39.25	32.27
Transportation	28.77	26.54	36.30	27.45	32.10	24.57
Online Purchases Made at the Office	23.29	40.10	31.60	27.86	7.15	7.70
Full-Service Restaurants and Fast Food	16.87	27.05	18.44	16.60	17.60	9.84
Full-Service Restaurants	8.62	15.82	9.84	8.33	7.73	3.91
Fast Food/Deli/Lunch Eateries	8.26	11.22	8.60	8.27	9.88	5.93
Goods and Services	73.68	79.06	93.99	66.22	103.95	53.78
Department Stores	4.48	4.47	7.06	3.76	1.55	3.65
Discount Stores	13.38	13.60	17.08	10.07	23.45	10.52
Drug Stores	5.97	7.09	8.51	4.93	4.53	4.40
Grocery Stores	22.26	21.92	24.85	22.01	21.28	20.90
Clothing Stores	2.85	5.72	3.10	1.53	3.35	1.76
Shoe Stores	1.30	1.89	1.57	1.38	2.75	0.39
Sporting Goods	1.24	1.42	2.31	1.34	0.68	0.39
Electronics/Phone/Computers	3.97	1.62	6.85	0.41	26.03	0.80
Jewelry	0.94	0.78	1.76	1.24	1.20	0.17
Office Suppliers/Stationery/Novelty Gifts and Cards	3.94	8.84	4.22	3.99	2.45	1.19
Warehouse Clubs	4.86	4.33	4.81	10.20	2.83	2.06
Other Goods (florists, non-food vendors)	0.77	0.91	0.69	0.64	2.25	0.51
Personal Care	3.46	2.19	4.38	1.54	3.13	4.84
Personal Services	1.93	1.83	3.48	1.13	3.95	0.93
Other Services (not elsewhere classified)	0.67	0.94	1.04	0.56	0.78	0.30
Entertainment (sporting events, theater, concerts, movies)	1.67	1.51	2.27	1.49	3.78	0.97
Addendum						
Total Less Transportation and Online	90.55	106.10	112.43	82.82	121.55	63.63
Other Metrics						
Distance Office is From Home (miles)	14.3	19.3	17.0	12.2	19.6	10.0
Sample Size		108	141	125	40	187
Share of Responding Sample (601 Respondents)		18.0%	23.5%	20.8%	6.7%	31.1%

Table B18-AV
National Spending by Availability
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)									
	Mean Weekly Expenditures			Standard Deviation			Share of Mean Spending			
	Total National	Ample	Limited	Total National	Ample	Limited	Total National	Ample	Limited	
Types of Spending										
Total	\$195.22	\$305.89	\$127.10	\$1,147.41	\$1,797.96	\$354.73	100.0	100.0	100.0	100.0
Transportation and Online Purchases	66.03	87.78	52.65	359.14	480.67	256.45	33.8	28.7	41.4	41.4
Transportation	35.92	38.20	34.51	147.18	74.19	177.79	18.4	12.5	27.2	27.2
Online Purchases Made at the Office	30.11	49.58	18.13	324.26	468.82	185.09	15.4	16.2	14.3	14.3
Full-Service Restaurants and Fast Food	26.71	41.89	17.37	131.62	201.54	52.61	13.7	13.7	13.7	13.7
Full-Service Restaurants	12.97	21.50	7.72	63.56	96.38	27.18	6.6	7.0	6.1	6.1
Fast Food/Deli/Lunch Eateries	13.75	20.39	9.66	94.54	143.03	42.53	7.0	6.7	7.6	7.6
Goods and Services	102.47	176.22	57.08	922.91	1477.52	165.73	52.5	57.6	44.9	44.9
Department Stores	7.56	15.22	2.85	77.97	123.87	18.00	3.9	5.0	2.2	2.2
Discount Stores	10.63	15.89	7.40	63.47	96.61	27.16	5.4	5.2	5.8	5.8
Drug Stores	6.87	11.50	4.03	58.26	92.69	13.28	3.5	3.8	3.2	3.2
Grocery Stores	19.79	25.30	16.41	71.90	104.08	40.71	10.1	8.3	12.9	12.9
Clothing Stores	3.80	8.00	1.22	42.92	68.05	10.45	1.9	2.6	1.0	1.0
Shoe Stores	2.82	6.28	0.69	40.11	64.30	6.53	1.4	2.1	0.5	0.5
Sporting Goods	2.73	5.99	0.73	57.81	93.25	6.24	1.4	2.0	0.6	0.6
Electronics/Phone/Computers	6.88	14.04	2.48	98.00	151.46	36.76	3.5	4.6	2.0	2.0
Jewelry	3.36	6.45	1.45	65.40	77.67	56.47	1.7	2.1	1.1	1.1
Office Suppliers/Stationery/Novelty Gifts and Cards	6.90	11.71	3.94	65.93	90.08	44.81	3.5	3.8	3.1	3.1
Warehouse Clubs	9.71	15.56	6.11	84.82	130.07	34.35	5.0	5.1	4.8	4.8
Other Goods (florists, non-food vendors)	3.61	6.96	1.56	81.97	116.15	50.45	1.9	2.3	1.2	1.2
Personal Care	6.03	11.49	2.67	73.44	114.74	24.13	3.1	3.8	2.1	2.1
Personal Services	3.92	7.22	1.89	58.22	93.41	9.80	2.0	2.4	1.5	1.5
Other Services (not elsewhere classified)	3.48	6.46	1.65	73.40	115.31	22.67	1.8	2.1	1.3	1.3
Entertainment (sporting events, theater, concerts, movies)	4.35	8.16	2.01	59.92	94.98	15.39	2.2	2.7	1.6	1.6
Addendum										
Total Less Transportation and Online	129.18	218.11	74.45	1,018.62	1,630.12	182.88				
Other Metrics										
Distance Office is From Home (miles)	21.3	18.3	23.1	179.9	51.5	225.0				
Sample Size		1524	2476							
Share of Responding Sample (4000 Respondents)		38.1%	61.9%							

Table B19-AV
Urban Spending by Availability
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)									
	Mean Weekly Expenditures			Standard Deviation			Share of Mean Spending			
	Total Urban	Ample	Limited	Total Urban	Ample	Limited	Total Urban	Ample	Limited	
Types of Spending										
Total	\$165.93	\$227.07	\$120.96	\$368.21	\$425.57	\$312.28	100.0	100.0	100.0	100.0
Transportation and Online Purchases	50.33	61.86	41.85	104.15	122.16	87.73	30.3	30.3	27.2	34.6
Transportation	36.37	40.06	33.65	66.21	43.19	78.89	21.9	21.9	17.6	27.8
Online Purchases Made at the Office	13.96	21.80	8.20	79.53	113.78	37.27	8.4	8.4	9.6	6.8
Full-Service Restaurants and Fast Food	26.29	35.88	19.25	49.34	55.30	43.16	15.8	15.8	15.8	15.9
Full-Service Restaurants	13.45	19.03	9.34	39.99	43.29	36.87	8.1	8.1	8.4	7.7
Fast Food/Deli/Lunch Eateries	12.85	16.85	9.91	18.34	21.55	14.91	7.7	7.7	7.4	8.2
Goods and Services	89.31	129.33	59.87	287.84	338.76	239.71	53.8	53.8	57.0	49.5
Department Stores	6.52	11.08	3.15	29.25	37.53	20.58	3.9	3.9	4.9	2.6
Discount Stores	8.19	11.84	5.50	32.70	42.53	22.57	4.9	4.9	5.2	4.5
Drug Stores	6.13	9.46	3.68	16.75	22.10	10.66	3.7	3.7	4.2	3.0
Grocery Stores	15.98	18.68	13.99	39.84	40.84	39.00	9.6	9.6	8.2	11.6
Clothing Stores	3.25	6.22	1.07	18.58	26.11	9.32	2.0	2.0	2.7	0.9
Shoe Stores	2.43	4.78	0.70	14.22	19.64	7.78	1.5	1.5	2.1	0.6
Sporting Goods	2.16	3.84	0.92	13.29	18.34	7.49	1.3	1.3	1.7	0.8
Electronics/Phone/Computers	4.86	7.45	2.96	44.94	44.97	44.84	2.9	2.9	3.3	2.4
Jewelry	3.92	3.40	4.30	79.95	23.76	103.36	2.4	2.4	1.5	3.6
Office Suppliers/Stationery/Novelty Gifts and Cards	7.37	9.79	5.59	68.42	56.64	75.91	4.4	4.4	4.3	4.6
Warehouse Clubs	7.80	9.97	6.21	37.60	43.44	32.59	4.7	4.7	4.4	5.1
Other Goods (florists, non-food vendors)	3.95	4.04	3.89	71.09	19.38	92.19	2.4	2.4	1.8	3.2
Personal Care	7.83	15.25	2.38	73.30	110.39	17.33	4.7	4.7	6.7	2.0
Personal Services	3.16	4.88	1.90	14.46	19.09	9.56	1.9	1.9	2.1	1.6
Other Services (not elsewhere classified)	2.30	3.29	1.58	24.14	15.56	28.86	1.4	1.4	1.4	1.3
Entertainment (sporting events, theater, concerts, movies)	3.45	5.36	2.05	20.43	22.10	19.00	2.1	2.1	2.4	1.7
Addendum										
Total Less Transportation and Online	115.60	165.21	79.12	313.31	373.68	254.29				

Other Metrics			
Distance Office is From Home (miles)	17.7	18.0	17.6
Sample Size		542	737
Share of Responding Sample (1279 Respondents)		42.4%	57.6%

Source: ICSC Research

Table B20-AV
Suburban Spending by Availability
Including Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)										
	Mean Weekly Expenditures			Standard Deviation			Share of Mean Spending				
	Total Suburban	Ample	Limited	Total Suburban	Ample	Limited	Total Suburban	Ample	Limited		
Total	\$226.66	\$367.14	\$130.51	\$1,564.09	\$2,395.40	\$416.83	100.0	100.0	100.0		
Transportation and Online Purchases	80.14	110.93	59.06	486.07	639.54	342.32	35.4	30.2	45.3		
Transportation	37.67	37.26	37.95	197.07	89.76	244.80	16.6	10.1	29.1		
Online Purchases Made at the Office	42.47	73.68	21.10	439.85	624.90	240.23	18.7	20.1	16.2		
Full-Service Restaurants and Fast Food	28.86	45.17	17.70	176.51	264.82	64.87	12.7	12.3	13.6		
Full-Service Restaurants	13.06	21.67	7.16	78.44	119.48	22.72	5.8	5.9	5.5		
Fast Food/Deli/Lunch Eateries	15.80	23.49	10.54	130.64	191.98	58.94	7.0	6.4	8.1		
Goods and Services	117.66	211.04	53.75	1262.12	1971.71	119.62	51.9	57.5	41.2		
Department Stores	9.03	18.53	2.53	105.46	163.89	16.10	4.0	5.0	1.9		
Discount Stores	11.33	17.76	6.94	81.88	124.59	25.10	5.0	4.8	5.3		
Drug Stores	7.60	12.90	3.98	79.43	123.42	13.32	3.4	3.5	3.0		
Grocery Stores	21.58	29.53	16.13	90.75	134.58	37.61	9.5	8.0	12.4		
Clothing Stores	4.43	9.38	1.05	56.93	88.58	8.13	2.0	2.6	0.8		
Shoe Stores	3.40	7.35	0.70	54.34	84.79	6.26	1.5	2.0	0.5		
Sporting Goods	3.49	7.80	0.54	79.73	124.86	4.91	1.5	2.1	0.4		
Electronics/Phone/Computers	8.93	19.64	1.61	129.16	200.78	19.96	3.9	5.4	1.2		
Jewelry	3.75	8.81	0.28	65.69	102.77	3.77	1.7	2.4	0.2		
Office Suppliers/Stationery/Novelty Gifts and Cards	7.41	13.55	3.21	73.68	112.15	22.34	3.3	3.7	2.5		
Warehouse Clubs	12.32	20.35	6.82	112.89	171.52	35.71	5.4	5.5	5.2		
Other Goods (florists, non-food vendors)	3.75	8.34	0.61	97.06	152.07	5.13	1.7	2.3	0.5		
Personal Care	5.76	9.65	3.10	83.71	126.00	30.47	2.5	2.6	2.4		
Personal Services	4.97	9.19	2.08	80.14	125.01	10.47	2.2	2.5	1.6		
Other Services (not elsewhere classified)	4.90	8.98	2.10	100.33	155.02	22.41	2.2	2.4	1.6		
Entertainment (sporting events, theater, concerts, movies)	5.01	9.29	2.08	78.56	121.96	14.21	2.2	2.5	1.6		
Addendum											
Total Less Transportation and Online	146.52	256.21	71.45	1,392.65	2,173.85	145.24					

Other Metrics			
Distance Office is From Home (miles)	18.2	17.8	18.4
Sample Size		837	1223
Share of Responding Sample (2060 Respondents)		40.6%	59.4%

Table B21-AV
Rural/Small Town Spending by Availability
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)											
	Mean Weekly Expenditures				Standard Deviation				Share of Mean Spending			
	Total Rural/Small Town	Ample	Limited	Total Rural/Small Town	Ample	Limited	Total Rural/Small Town	Ample	Limited	Total Rural/Small Town	Ample	Limited
Types of Spending												
Total	\$142.62	\$204.34	\$128.94	\$235.45	\$233.04	\$234.02	100.0	100.0	100.0	100.0	100.0	100.0
Transportation and Online Purchases	52.06	49.00	52.74	154.04	80.14	166.08	36.5	24.0	40.9	24.0	40.9	40.9
Transportation	28.77	35.59	27.26	39.31	72.60	26.77	20.2	17.4	21.1	17.4	21.1	21.1
Online Purchases Made at the Office	23.29	13.41	25.47	147.51	36.64	162.07	16.3	6.6	19.8	6.6	19.8	19.8
Full-Service Restaurants and Fast Food	16.87	32.46	13.42	28.05	39.38	23.55	11.8	15.9	10.4	15.9	10.4	10.4
Full-Service Restaurants	8.62	18.33	6.47	21.18	29.97	18.03	6.0	9.0	5.0	9.0	5.0	5.0
Fast Food/Deli/Lunch Eateries	8.26	14.13	6.96	12.66	18.11	10.70	5.8	6.9	5.4	6.9	5.4	5.4
Goods and Services	73.68	122.88	62.78	140.73	180.05	128.12	51.7	60.1	48.7	60.1	48.7	48.7
Department Stores	4.48	9.74	3.32	19.95	23.95	18.78	3.1	4.8	2.6	4.8	2.6	2.6
Discount Stores	13.38	20.84	11.73	37.93	41.83	36.86	9.4	10.2	9.1	10.2	9.1	9.1
Drug Stores	5.97	10.94	4.86	18.37	24.39	16.58	4.2	5.4	3.8	5.4	3.8	3.8
Grocery Stores	22.26	26.61	21.30	51.22	56.04	50.10	15.6	13.0	16.5	13.0	16.5	16.5
Clothing Stores	2.85	7.08	1.91	19.84	31.68	15.98	2.0	3.5	1.5	3.5	1.5	1.5
Shoe Stores	1.30	4.00	0.70	7.58	13.76	5.17	0.9	2.0	0.5	2.0	0.5	0.5
Sporting Goods	1.24	2.60	0.94	8.12	11.27	7.22	0.9	1.3	0.7	1.3	0.7	0.7
Electronics/Phone/Computers	3.97	3.50	4.07	48.29	15.17	52.90	2.8	1.7	3.2	1.7	3.2	3.2
Jewelry	0.94	4.39	0.18	8.26	18.34	2.48	0.7	2.1	0.1	2.1	0.1	0.1
Office Suppliers/Stationery/Novelty Gifts and Cards	3.94	6.10	3.46	16.05	18.72	15.38	2.8	3.0	2.7	3.0	2.7	2.7
Warehouse Clubs	4.86	6.42	4.51	32.63	23.66	34.32	3.4	3.1	3.5	3.1	3.5	3.5
Other Goods (florists, non-food vendors)	0.77	2.04	0.48	4.48	7.45	3.45	0.5	1.0	0.4	1.0	0.4	0.4
Personal Care	3.46	9.29	2.16	20.77	39.65	13.13	2.4	4.5	1.7	4.5	1.7	1.7
Personal Services	1.93	3.90	1.50	8.90	10.06	8.58	1.4	1.9	1.2	1.9	1.2	1.2
Other Services (not elsewhere classified)	0.67	2.34	0.30	4.70	8.72	3.08	0.5	1.1	0.2	1.1	0.2	0.2
Entertainment (sporting events, theater, concerts, movies)	1.67	3.10	1.35	8.81	11.55	8.06	1.2	1.5	1.0	1.5	1.0	1.0
Addendum												
Total Less Transportation and Online	90.55	155.34	76.20	153.99	203.39	136.89						
Other Metrics												
Distance Office is From Home (miles)	14.4	25.2	12.0									
Sample Size		109	492									
Share of Responding Sample (601 Respondents)		18.1%	81.9%									

Table B22-DT
Urban Downtown Spending by Gender
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total	Male	Female
Types of Spending			
Total	\$189.55	\$215.37	\$166.04
Transportation and Online Purchases	53.95	58.63	49.69
Transportation	37.49	41.70	33.66
Online Purchases Made at the Office	16.46	16.93	16.02
Full-Service Restaurants and Fast Food	32.25	40.83	24.44
Full-Service Restaurants	17.08	23.19	11.51
Fast Food/Deli/Lunch Eateries	15.17	17.63	12.93
Goods and Services	103.35	115.91	91.91
Department Stores	9.38	10.62	8.25
Discount Stores	8.12	9.15	7.19
Drug Stores	8.61	8.65	8.57
Grocery Stores	15.78	15.79	15.77
Clothing Stores	5.48	6.13	4.89
Shoe Stores	4.03	5.42	2.78
Sporting Goods	3.49	3.92	3.09
Electronics/Phone/Computers	6.80	8.97	4.82
Jewelry	3.33	3.19	3.45
Office Suppliers/Stationery/Novelty Gifts and Cards	7.82	9.65	6.15
Warehouse Clubs	8.25	7.60	8.84
Other Goods (florists, non-food vendors)	2.89	3.80	2.07
Personal Care	7.78	10.18	5.60
Personal Services	3.93	3.95	3.91
Other Services (not elsewhere classified)	2.87	3.02	2.73
Entertainment (sporting events, theater, concerts, movies)	4.78	5.87	3.80
Addendum			
Total Less Transportation and Online	135.60	156.74	116.35

Other Metrics			
Distance Office is From Home (miles)	21.4	24.7	18.3
Sample Size		265	291
Share of Responding Sample (556 Respondents)		47.7%	52.3%

Source: ICSC Research

Table B23-DT
Urban Downtown Spending by Age
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)						
	Mean Weekly Expenditures						
	Total	18-24	25-34	35-44	45-54	55-64	65 or older
Types of Spending	Urban						
	Downtown						
Total	\$189.55	\$143.14	\$338.24	\$241.16	\$131.64	\$126.55	\$71.23
Transportation and Online Purchases	53.95	22.79	61.61	76.03	46.44	41.92	29.46
Transportation	37.49	19.79	39.10	43.35	34.17	38.27	27.60
Online Purchases Made at the Office	16.46	3.00	22.51	32.68	12.28	3.65	1.86
Full-Service Restaurants and Fast Food	32.25	20.14	50.26	36.06	23.94	30.56	15.17
Full-Service Restaurants	17.08	13.00	27.47	20.42	11.40	16.09	5.14
Fast Food/Deli/Lunch Eateries	15.17	7.14	22.79	15.63	12.54	14.47	10.03
Goods and Services	103.35	100.21	226.37	129.07	61.26	54.07	26.60
Department Stores	9.38	14.29	20.67	13.56	2.91	3.35	9.14
Discount Stores	8.12	4.71	20.82	9.02	4.69	3.99	1.49
Drug Stores	8.61	7.50	17.22	8.83	7.65	4.47	4.14
Grocery Stores	15.78	23.71	24.20	16.81	14.66	11.73	5.29
Clothing Stores	5.48	17.14	16.47	5.40	3.22	0.28	0.14
Shoe Stores	4.03	2.29	13.73	4.27	2.15	0.12	--
Sporting Goods	3.49	2.29	9.65	3.95	2.27	0.92	--
Electronics/Phone/Computers	6.80	4.14	13.32	12.26	1.76	3.82	--
Jewelry	3.33	3.07	7.83	5.18	0.78	1.83	--
Office Suppliers/Stationery/Novelty Gifts and Cards	7.82	2.36	28.25	4.42	2.30	5.33	2.43
Warehouse Clubs	8.25	2.36	10.62	14.27	6.19	4.92	0.00
Other Goods (florists, non-food vendors)	2.89	2.43	8.14	3.68	1.83	0.16	0.11
Personal Care	7.78	6.64	7.85	13.15	3.01	9.35	0.71
Personal Services	3.93	2.43	9.97	4.35	2.64	1.64	0.43
Other Services (not elsewhere classified)	2.87	2.43	6.58	4.67	1.47	0.53	--
Entertainment (sporting events, theater, concerts, movies)	4.78	2.43	11.08	5.26	3.75	1.63	2.71
Addendum							
Total Less Transportation and Online	135.60	120.36	276.63	165.12	85.20	84.63	41.77
Other Metrics							
Distance Office is From Home (miles)	21.4	15.1	30.4	24.0	18.3	16.5	19.1
Sample Size		14	92	144	148	123	35
Share of Responding Sample (556 Respondents)		2.5%	16.5%	25.9%	26.6%	22.1%	6.3%

Source: ICSC Research

Table B24-DT
Urban Downtown Spending by Income
Including Those Who Spent Nothing

	(U.S. Dollars Per Worker)									
	Total Urban Downtown	Mean Weekly Expenditures								
		Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 and Over	
Types of Spending										
Total	\$189.55	\$118.20	\$108.69	\$126.83	\$138.79	\$119.23	\$233.43	\$213.33	\$315.08	
Transportation and Online Purchases	53.95	26.90	37.46	36.62	37.52	38.13	72.28	60.96	72.71	
Transportation	37.49	26.90	32.77	25.90	28.69	31.73	33.17	46.52	49.66	
Online Purchases Made at the Office	16.46	0.00	4.69	10.72	8.83	6.40	39.11	14.44	23.05	
Full-Service Restaurants and Fast Food	32.25	18.50	17.54	19.55	20.64	23.21	35.95	36.40	56.05	
Full-Service Restaurants	17.08	8.50	8.62	10.38	8.33	10.74	19.42	16.83	37.56	
Fast Food/Deli/Lunch Eateries	15.17	10.00	8.92	9.17	12.30	12.47	16.53	19.57	18.49	
Goods and Services	103.35	72.80	53.69	70.66	80.63	57.89	125.20	115.97	186.31	
Department Stores	9.38	7.80	5.77	3.10	5.85	4.00	14.07	12.15	15.78	
Discount Stores	8.12	2.40	5.00	4.48	6.83	7.87	10.57	9.08	9.81	
Drug Stores	8.61	11.30	4.00	7.66	6.60	5.64	11.39	10.41	10.65	
Grocery Stores	15.78	13.50	24.00	6.55	7.86	12.00	25.27	16.01	20.84	
Clothing Stores	5.48	21.80	0.00	4.83	6.20	0.51	5.24	6.45	11.88	
Shoe Stores	4.03	0.00	0.00	5.00	3.45	1.72	5.24	3.73	8.96	
Sporting Goods	3.49	5.00	0.00	2.59	3.88	1.41	3.90	3.77	7.05	
Electronics/Phone/Computers	6.80	0.00	0.00	4.48	3.77	10.98	2.39	9.50	9.16	
Jewelry	3.33	0.00	0.00	5.17	3.55	1.47	2.39	6.05	4.16	
Office Suppliers/Stationery/Novelty Gifts and Cards	7.82	2.50	0.77	7.41	12.80	1.71	6.08	5.45	22.29	
Warehouse Clubs	8.25	0.00	7.69	5.34	3.32	3.53	15.29	10.03	12.32	
Other Goods (florists, non-food vendors)	2.89	0.00	0.77	4.14	3.27	1.45	3.14	4.00	3.64	
Personal Care	7.78	0.00	3.38	2.41	2.77	0.76	6.34	7.26	29.60	
Personal Services	3.93	0.00	0.00	3.14	3.08	1.93	4.81	3.84	5.91	
Other Services (not elsewhere classified)	2.87	3.50	0.00	2.07	2.56	1.03	2.45	2.57	8.44	
Entertainment (sporting events, theater, concerts, movies)	4.78	5.00	2.31	2.28	4.83	1.87	6.64	5.66	5.83	
Addendum										
Total Less Transportation and Online	135.60	91.30	71.23	90.21	101.27	81.10	161.15	152.37	242.36	
Other Metrics										
Distance Office is From Home (miles)	21.4	17.2	36.5	15.4	16.0	27.7	16.7	18.6	27.8	
Total Sample Size (Number)		10	13	29	66	119	100	121	77	
Share of Responding Sample (535 Respondents)		1.9%	2.4%	5.4%	12.3%	22.2%	18.7%	22.6%	14.4%	

Table B25-DT
Urban Downtown Spending by Occupation
Including Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Mean Weekly Expenditures						
	Total Urban Downtown	Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative	
Total	\$189.55	\$351.40	\$239.49	\$121.79	\$101.36	\$83.84	
Transportation and Online Purchases	53.95	72.98	71.53	43.76	49.50	27.20	
Transportation	37.49	48.88	38.69	37.63	38.42	24.79	
Online Purchases Made at the Office	16.46	24.10	32.85	6.14	11.08	2.40	
Full-Service Restaurants and Fast Food	32.25	58.58	41.88	22.37	14.95	12.73	
Full-Service Restaurants	17.08	37.40	22.54	9.50	5.28	3.97	
Fast Food/Deli/Lunch Eateries	15.17	21.18	19.34	12.87	9.67	8.76	
Goods and Services	103.35	219.85	126.07	55.65	36.91	43.91	
Department Stores	9.38	18.20	12.47	5.79	1.69	4.00	
Discount Stores	8.12	13.59	10.95	5.58	4.13	3.74	
Drug Stores	8.61	15.26	9.78	6.81	3.30	4.77	
Grocery Stores	15.78	30.77	12.39	12.32	15.67	10.22	
Clothing Stores	5.48	12.58	6.87	1.89	3.87	1.86	
Shoe Stores	4.03	11.40	4.44	1.61	0.03	0.83	
Sporting Goods	3.49	8.34	4.09	1.20	0.54	1.86	
Electronics/Phone/Computers	6.80	10.54	11.97	5.14	0.03	0.90	
Jewelry	3.33	5.99	4.93	2.11	0.03	1.32	
Office Suppliers/Stationery/Novelty/Gifts and Cards	7.82	24.49	5.53	1.89	1.69	4.23	
Warehouse Clubs	8.25	13.39	13.49	2.50	0.03	6.32	
Other Goods (florists, non-food vendors)	2.89	6.90	3.81	1.54	0.28	0.43	
Personal Care	7.78	23.21	7.11	3.54	1.79	1.22	
Personal Services	3.93	10.24	4.85	1.01	1.26	1.20	
Other Services (not elsewhere classified)	2.87	5.72	5.49	0.72	0.28	0.25	
Entertainment (sporting events, theater, concerts, movies)	4.78	9.23	7.90	2.01	2.31	0.76	
Addendum							
Total Less Transportation and Online	135.60	278.43	167.95	78.03	51.86	56.65	

Other Metrics							
Distance Office is From Home (miles)	21.4	19.8	26.4	20.7	25.3	15.8	
Sample Size		110	150	140	39	117	
Share of Responding Sample (556 Respondents)		19.8%	27.0%	25.2%	7.0%	21.0%	

Source: ICSC Research

Appendix C
Office-Worker Spending Tables,
Excluding Those Who Spent Nothing

Data in the following tables are compiled and reported for completeness, but readers should exercise caution in the use of small sample data.

Table C1-N
National Spending by Gender
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total National	Male	Female
Types of Spending			
Total	\$206.31	\$250.87	\$173.99
Transportation and Online Purchases	73.99	86.65	64.83
Transportation	40.82	47.59	35.92
Online Purchases Made at the Office	185.04	193.23	177.68
Full-Service Restaurants and Fast Food	43.02	52.48	35.38
Full-Service Restaurants	43.22	49.95	35.69
Fast Food/Deli/Lunch Eateries	24.99	27.24	23.21
Goods and Services	191.89	240.46	158.00
Department Stores	74.86	65.48	85.31
Discount Stores	52.11	52.32	51.96
Drug Stores	26.90	30.72	23.94
Grocery Stores	61.19	66.10	57.97
Clothing Stores	56.94	53.60	60.74
Shoe Stores	51.98	55.42	47.80
Sporting Goods	47.54	53.64	38.06
Electronics/Phone/Computers	118.69	132.21	94.88
Jewelry	88.39	74.48	109.72
Office Suppliers/Stationery/Novelty Gifts and Cards	59.49	61.09	58.04
Warehouse Clubs	94.08	101.56	85.87
Other Goods (florists, non-food vendors)	59.01	55.23	64.22
Personal Care	66.65	70.17	62.80
Personal Services	37.26	39.42	34.90
Other Services (not elsewhere classified)	59.50	65.81	52.38
Entertainment (sporting events, theater, concerts, movies)	51.35	55.33	46.63
Addendum			
Total Less Transportation and Online	170.88	208.78	142.68

Source: ICSC Research

Table C2-N
National Spending by Age
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Total National	18-24	25-34	35-44	45-54	55-64	65 or older
		Mean Weekly Expenditures					
Total	\$206.31	\$223.54	\$339.99	\$240.58	\$170.91	\$158.47	\$97.29
Transportation and Online Purchases	73.99	52.04	68.24	89.55	71.65	76.27	33.62
Transportation	40.82	33.10	44.34	41.13	39.52	43.89	27.32
Online Purchases Made at the Office	185.04	47.75	88.73	228.79	224.47	236.31	83.13
Full-Service Restaurants and Fast Food	43.02	34.90	59.19	51.37	35.77	36.70	27.06
Full-Service Restaurants	43.22	32.09	51.93	45.61	43.28	36.73	31.58
Fast Food/Deli/Lunch Eateries	24.99	16.32	31.18	31.82	19.45	23.44	15.55
Goods and Services	191.89	240.33	402.13	213.29	144.56	114.79	88.13
Department Stores	74.86	35.31	83.75	105.41	51.68	55.15	73.27
Discount Stores	52.11	25.62	68.28	51.78	48.96	47.50	30.48
Drug Stores	26.90	17.38	46.85	25.32	22.77	20.63	22.12
Grocery Stores	61.19	40.77	70.85	68.22	58.66	56.78	46.34
Clothing Stores	56.94	33.46	69.77	59.80	49.30	46.29	30.29
Shoe Stores	51.98	20.65	67.47	64.89	31.02	31.73	40.00
Sporting Goods	47.54	20.63	73.83	40.31	34.75	23.64	18.50
Electronics/Phone/Computers	118.69	44.43	106.26	136.43	152.24	126.75	96.67
Jewelry	88.39	60.42	68.95	113.67	151.27	36.11	60.00
Office Suppliers/Stationery/Novelty Gifts and Cards	59.49	51.76	86.54	74.50	45.70	38.89	29.84
Warehouse Clubs	94.08	51.83	101.83	105.91	90.94	86.76	99.69
Other Goods (florists, non-food vendors)	59.01	25.95	91.50	85.65	27.19	16.39	27.00
Personal Care	66.65	35.22	78.81	79.26	55.16	66.30	39.71
Personal Services	37.26	25.21	70.94	32.44	25.83	30.81	16.74
Other Services (not elsewhere classified)	59.50	27.39	93.94	55.00	51.64	46.83	13.88
Entertainment (sporting events, theater, concerts, movies)	51.35	20.54	68.72	59.68	44.24	35.76	43.86
Addendum							
Total Less Transportation and Online	170.88	210.35	342.66	195.72	129.35	108.39	84.87

Source: ICSC Research

Table C3-N
National Spending by Income
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)											
	Total National	Under \$15,000	Mean Weekly Expenditures									\$150,000 and Over
			\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999				
Types of Spending												
Total	\$206.31	\$125.51	\$127.96	\$155.98	\$162.99	\$240.57	\$197.62	\$188.27	\$358.24			
Transportation and Online Purchases	73.99	30.94	37.53	52.46	60.31	80.52	89.58	66.69	107.49			
Transportation	40.82	28.02	29.71	34.59	32.00	38.26	37.40	42.22	68.90			
Online Purchases Made at the Office	185.04	15.56	55.28	86.44	142.54	270.17	269.59	134.94	170.09			
Full-Service Restaurants and Fast Food	43.02	29.16	25.55	31.75	29.48	40.22	37.84	43.32	92.69			
Full-Service Restaurants	43.22	24.88	23.64	32.21	31.25	43.23	38.30	42.28	78.32			
Fast Food/Deli/Lunch Eateries	24.99	19.46	16.03	17.49	17.74	24.02	20.79	23.40	57.61			
Goods and Services	191.89	127.50	127.58	147.21	152.43	242.12	151.71	175.50	345.05			
Department Stores	74.86	25.83	33.66	49.33	42.63	89.78	56.53	64.05	185.30			
Discount Stores	52.11	30.12	39.77	47.95	44.60	65.56	46.44	55.44	63.09			
Drug Stores	26.90	21.50	17.87	21.95	20.33	36.41	23.49	25.85	35.21			
Grocery Stores	61.19	37.24	45.43	53.39	55.14	65.49	59.12	68.02	77.68			
Clothing Stores	56.94	42.38	28.82	36.22	37.03	90.29	46.70	50.64	113.71			
Shoe Stores	51.98	34.29	27.14	32.13	26.71	88.13	32.61	42.79	127.00			
Sporting Goods	47.54	16.90	26.20	24.89	19.74	125.66	33.52	31.19	70.67			
Electronics/Phone/Computers	118.69	14.88	70.00	75.33	34.03	258.23	56.73	130.92	224.24			
Jewelry	88.39	15.86	61.21	41.33	24.00	135.71	34.37	50.67	201.13			
Office Suppliers/Stationery/Novelty Gifts and Cards	59.49	12.90	40.81	147.71	39.49	64.05	46.35	38.05	152.10			
Warehouse Clubs	94.08	35.80	44.73	44.89	85.44	124.47	80.34	84.34	154.44			
Other Goods (florists, non-food vendors)	59.01	14.33	57.69	10.38	87.49	119.16	27.43	23.62	90.23			
Personal Care	66.65	17.75	54.37	23.80	58.65	105.59	38.45	40.46	129.45			
Personal Services	37.26	20.42	25.22	20.11	18.86	73.12	24.65	29.28	44.51			
Other Services (not elsewhere classified)	59.50	24.27	20.25	103.40	50.56	124.83	28.68	34.51	81.08			
Entertainment (sporting events, theater, concerts, movies)	51.35	18.36	22.80	26.00	22.93	90.18	39.96	44.62	109.32			
Addendum												
Total Less Transportation and Online	170.88	115.69	117.40	144.80	138.01	204.14	139.53	152.29	312.53			

Source: ICSC Research

Table C4-N
National Spending by Occupation
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)						
	Total National	Mean Weekly Expenditures					Clerical and Administrative
		Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional		
Types of Spending							
Total	\$206.31	\$407.93	\$250.96	\$132.96	\$124.44	\$113.73	
Transportation and Online Purchases	73.99	107.85	105.38	52.81	46.44	45.54	
Transportation	40.82	62.02	40.59	37.44	35.06	31.28	
Online Purchases Made at the Office	185.04	156.72	297.17	104.94	114.88	131.44	
Full-Service Restaurants and Fast Food	43.02	72.83	53.53	30.43	24.75	23.50	
Full-Service Restaurants	43.22	64.97	44.93	31.58	25.62	25.84	
Fast Food/Deli/Lunch Eateries	24.99	35.76	32.35	18.76	16.73	16.42	
Goods and Services	191.89	385.39	194.98	120.56	128.56	107.58	
Department Stores	74.86	113.44	61.52	53.26	60.41	51.09	
Discount Stores	52.11	68.57	49.75	47.23	46.22	45.12	
Drug Stores	26.90	41.93	26.87	20.42	15.36	19.60	
Grocery Stores	61.19	79.32	61.58	58.24	51.82	49.55	
Clothing Stores	56.94	89.76	43.39	35.23	40.09	47.48	
Shoe Stores	51.98	85.53	34.08	35.97	32.44	35.12	
Sporting Goods	47.54	84.52	32.56	29.21	27.25	26.93	
Electronics/Phone/Computers	118.69	146.08	125.52	83.76	126.92	75.93	
Jewelry	88.39	145.63	55.28	46.41	17.50	44.00	
Office Suppliers/Stationery/Novelty Gifts and Cards	59.49	86.79	44.69	35.58	106.35	34.95	
Warehouse Clubs	94.08	121.13	85.62	89.05	64.67	76.54	
Other Goods (florists, non-food vendors)	59.01	87.87	72.63	23.06	20.92	23.00	
Personal Care	66.65	108.05	40.70	32.12	34.00	86.19	
Personal Services	37.26	60.88	29.87	22.54	23.17	25.12	
Other Services (not elsewhere classified)	59.50	110.92	42.78	39.63	23.36	23.61	
Entertainment (sporting events, theater, concerts, movies)	51.35	77.20	48.94	33.41	39.28	32.25	
Addendum							
Total Less Transportation and Online	170.88	357.00	184.48	105.54	105.73	93.59	

Source: ICSC Research

Table C5-N
National Spending by Geography
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)							
	Mean Weekly Expenditures				Standard Deviation			
	Total National	Urban	Suburban	Rural/Small Town	Total National	Urban	Suburban	Rural/Small Town
Types of Spending								
Total	\$206.31	\$176.41	\$239.07	\$149.85	\$1,147.41	\$368.21	\$1,564.09	\$235.45
Transportation and Online Purchases	73.99	57.22	88.99	58.37	359.14	104.15	486.07	154.04
Transportation	40.82	42.02	42.34	32.81	147.18	66.21	197.07	39.31
Online Purchases Made at the Office	185.04	85.85	260.35	152.12	324.26	79.53	439.85	147.51
Full-Service Restaurants and Fast Food	43.02	40.32	47.45	28.41	131.62	49.34	176.51	28.05
Full-Service Restaurants	43.22	42.46	44.83	30.46	63.56	39.99	78.44	21.18
Fast Food/Deli/Lunch Eateries	24.99	22.33	28.86	16.54	94.54	18.34	130.64	12.66
Goods and Services	191.89	173.33	219.35	130.24	922.91	287.84	1262.12	140.73
Department Stores	74.86	63.61	90.30	49.89	77.97	29.25	105.46	19.95
Discount Stores	52.11	50.11	53.06	52.90	63.47	32.70	81.88	37.93
Drug Stores	26.90	22.73	30.40	24.72	58.26	16.75	79.43	18.37
Grocery Stores	61.19	56.61	64.79	58.69	71.90	39.84	90.75	51.22
Clothing Stores	56.94	50.73	65.24	46.22	42.92	18.58	56.93	19.84
Shoe Stores	51.98	43.76	66.72	24.41	40.11	14.22	54.34	7.58
Sporting Goods	47.54	36.76	63.60	24.10	57.81	13.29	79.73	8.12
Electronics/Phone/Computers	118.69	92.76	147.24	79.43	98.00	44.94	129.16	48.29
Jewelry	88.39	111.36	98.94	25.73	65.40	79.95	65.69	8.26
Office Suppliers/Stationery/Novelty Gifts and Cards	59.49	67.82	63.58	33.84	65.93	68.42	73.68	16.05
Warehouse Clubs	94.08	84.58	106.20	67.91	84.82	37.60	112.89	32.63
Other Goods (florists, non-food vendors)	59.01	59.50	66.08	14.38	81.97	71.09	97.06	4.48
Personal Care	66.65	82.80	67.03	38.46	73.44	73.30	83.71	20.77
Personal Services	37.26	28.89	47.14	21.92	58.22	14.46	80.14	8.90
Other Services (not elsewhere classified)	59.50	44.65	77.01	16.83	73.40	24.14	100.33	4.70
Entertainment (sporting events, theater, concerts, movies)	51.35	40.89	58.66	24.44	59.92	20.43	78.56	8.81
Addendum								
Total Less Transportation and Online	170.88	152.27	194.73	118.83	1,018.62	313.31	1,392.65	153.99

Source: ICSC Research

Table C6-U
Urban Spending by Gender
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total Urban	Male	Female
Types of Spending			
Total	\$176.41	\$197.55	\$159.59
Transportation and Online Purchases	57.22	61.96	53.44
Transportation	42.02	44.19	40.29
Online Purchases Made at the Office	85.85	90.40	81.46
Full-Service Restaurants and Fast Food	40.32	51.78	30.54
Full-Service Restaurants	42.46	50.06	32.57
Fast Food/Deli/Lunch Eateries	22.33	25.44	19.78
Goods and Services	173.33	188.56	161.43
Department Stores	63.61	61.33	66.23
Discount Stores	50.11	53.17	47.85
Drug Stores	22.73	24.19	21.62
Grocery Stores	56.61	61.16	53.02
Clothing Stores	50.73	53.18	48.51
Shoe Stores	43.76	51.19	37.67
Sporting Goods	36.76	42.24	30.15
Electronics/Phone/Computers	92.76	105.89	77.52
Jewelry	111.36	47.48	191.20
Office Suppliers/Stationery/Novelty Gifts and Cards	67.82	65.02	69.95
Warehouse Clubs	84.58	73.68	94.75
Other Goods (florists, non-food vendors)	59.50	37.43	89.54
Personal Care	82.80	101.42	66.22
Personal Services	28.89	27.08	31.11
Other Services (not elsewhere classified)	44.65	37.13	51.31
Entertainment (sporting events, theater, concerts, movies)	40.89	52.81	29.82
Addendum			
Total Less Transportation and Online	152.27	168.28	138.89

Source: ICSC Research

Table C7-U
Urban Spending by Age
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)							
	Total Urban	18-24	25-34	35-44	45-54	55-64	65 or older	
		Mean Weekly Expenditures						
Total	\$176.41	\$263.10	\$281.22	\$195.39	\$165.74	\$122.40	\$93.56	
Transportation and Online Purchases	57.22	63.19	59.26	67.90	57.99	47.25	40.83	
Transportation	42.02	38.77	42.14	43.23	46.36	37.47	35.21	
Online Purchases Made at the Office	85.85	69.80	64.46	101.42	83.66	90.19	65.83	
Full-Service Restaurants and Fast Food	40.32	53.90	52.13	41.17	38.64	35.84	25.86	
Full-Service Restaurants	42.46	65.83	50.44	40.04	44.38	37.65	26.97	
Fast Food/Deli/Lunch Eateries	22.33	16.94	27.56	23.25	21.01	21.24	16.97	
Goods and Services	173.33	319.31	307.20	184.74	149.57	104.92	91.28	
Department Stores	63.61	44.36	80.06	65.24	41.17	59.10	115.00	
Discount Stores	50.11	33.36	51.00	49.50	49.64	57.74	38.67	
Drug Stores	22.73	23.60	37.65	19.51	20.97	18.58	19.85	
Grocery Stores	56.61	57.54	63.74	56.03	52.77	58.74	45.31	
Clothing Stores	50.73	56.38	59.75	40.30	58.67	27.80	52.50	
Shoe Stores	43.76	16.60	67.25	36.83	30.94	22.67	--	
Sporting Goods	36.76	16.60	43.23	35.52	45.55	22.44	30.00	
Electronics/Phone/Computers	92.76	43.17	87.28	91.60	129.64	103.20	--	
Jewelry	111.36	28.80	49.21	60.54	583.20	76.33	--	
Office Suppliers/Stationery/Novelty Gifts and Cards	67.82	92.33	142.68	37.39	49.96	39.16	16.33	
Warehouse Clubs	84.58	64.00	59.56	98.11	102.68	73.52	57.50	
Other Goods (florists, non-food vendors)	59.50	47.00	43.80	105.10	26.61	15.38	55.00	
Personal Care	82.80	61.75	35.84	112.33	101.90	79.29	60.40	
Personal Services	28.89	25.83	50.20	28.92	24.70	19.38	15.00	
Other Services (not elsewhere classified)	44.65	39.63	44.86	72.90	28.70	18.62	15.00	
Entertainment (sporting events, theater, concerts, movies)	40.89	18.50	44.59	35.46	65.12	19.84	34.33	
Addendum								
Total Less Transportation and Online	152.27	269.00	268.67	162.62	137.51	96.62	77.78	

Source: ICSC Research

Table C8-U
Urban Spending by Income
Excluding Those Who Spent Nothing

		(U.S. Dollars Per Worker)												
		Mean Weekly Expenditures												
		Total Urban	Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 and Over				
Types of Spending														
Total		\$176.41	\$130.67	\$156.04	\$107.74	\$175.23	\$136.26	\$184.35	\$183.31	\$245.56				
Transportation and Online Purchases		57.22	28.00	46.17	33.37	43.53	45.87	66.01	57.76	75.80				
Transportation		42.02	27.17	40.54	25.30	32.89	37.91	39.86	45.31	51.88				
Online Purchases Made at the Office		85.85	10.00	34.00	63.78	56.20	54.26	134.74	63.71	99.54				
Full-Service Restaurants and Fast Food		40.32	23.33	25.70	23.93	29.64	32.45	40.18	46.21	63.94				
Full-Service Restaurants		42.46	31.67	25.38	20.43	35.55	31.15	38.29	44.03	71.67				
Fast Food/Deli/Lunch Eateries		22.33	12.78	18.29	13.97	17.37	21.08	22.84	26.48	26.83				
Goods and Services		173.33	157.11	164.81	111.31	198.68	126.88	166.01	185.23	236.67				
Department Stores		63.61	29.33	25.33	18.67	48.82	52.39	63.27	75.75	109.67				
Discount Stores		50.11	18.00	45.13	33.90	42.52	49.67	51.07	62.82	54.68				
Drug Stores		22.73	25.00	15.33	14.31	17.22	21.24	25.83	27.48	28.71				
Grocery Stores		56.61	27.83	41.69	38.46	46.00	57.67	62.93	67.56	59.97				
Clothing Stores		50.73	118.00	11.00	33.20	42.44	20.10	43.86	48.95	112.27				
Shoe Stores		43.76	161.00	23.00	39.20	32.75	31.15	38.75	46.92	88.75				
Sporting Goods		36.76	31.00	1.00	15.20	26.75	24.92	45.61	39.44	67.88				
Electronics/Phone/Computers		92.76	15.00	1.00	146.83	41.27	203.55	61.00	71.84	88.13				
Jewelry		111.36	15.00	1.00	37.75	37.11	35.00	42.11	92.44	64.00				
Office Suppliers/Stationery/Novelty Gifts and Cards		67.82	18.50	408.20	38.73	69.00	35.60	50.63	38.70	152.17				
Warehouse Clubs		84.58	202.00	50.50	42.67	76.71	58.44	90.34	90.36	114.31				
Other Goods (florists, non-food vendors)		59.50	27.00	5.50	30.25	195.73	20.15	32.72	36.74	37.22				
Personal Care		82.80	34.00	20.00	28.89	101.82	47.58	45.46	54.90	257.11				
Personal Services		28.89	21.50	1.00	22.43	21.88	23.66	28.10	31.83	35.55				
Other Services (not elsewhere classified)		44.65	29.33	1.00	14.20	87.43	16.30	35.00	30.08	85.00				
Entertainment (sporting events, theater, concerts, movies)		40.89	30.00	15.50	13.00	33.46	18.47	45.12	66.45	51.58				
Addendum														
Total Less Transportation and Online		152.27	135.33	146.55	101.86	170.86	113.90	152.90	153.38	206.41				

Source: ICSC Research

Table C9-U
Urban Spending by Occupation
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)					
	Mean Weekly Expenditures					
	Total Urban	Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative
Total	\$176.41	\$323.21	\$204.34	\$127.62	\$121.11	\$113.12
Transportation and Online Purchases	57.22	80.78	69.12	48.03	49.66	39.57
Transportation	42.02	60.17	41.10	39.72	42.90	32.55
Online Purchases Made at the Office	85.85	85.77	119.73	56.90	69.00	59.24
Full-Service Restaurants and Fast Food	40.32	69.30	45.00	32.55	25.09	22.23
Full-Service Restaurants	42.46	65.56	41.72	30.80	22.41	24.06
Fast Food/Deli/Lunch Eateries	22.33	29.14	24.67	21.14	20.34	16.14
Goods and Services	173.33	311.09	184.34	118.25	128.43	118.57
Department Stores	63.61	86.84	55.89	60.15	53.20	41.44
Discount Stores	50.11	54.41	46.85	57.67	40.14	43.72
Drug Stores	22.73	32.94	22.55	19.31	12.39	19.18
Grocery Stores	56.61	80.33	53.25	54.44	63.19	42.00
Clothing Stores	50.73	84.00	40.35	44.09	58.67	31.93
Shoe Stores	43.76	71.84	32.75	30.42	13.00	43.40
Sporting Goods	36.76	55.90	32.89	24.42	14.25	33.42
Electronics/Phone/Computers	92.76	75.00	83.23	107.13	1.00	150.13
Jewelry	111.36	244.00	49.11	49.17	1.00	34.20
Office Suppliers/Stationery/Novelty Gifts and Cards	67.82	98.29	33.86	37.67	263.25	41.45
Warehouse Clubs	84.58	88.24	87.60	70.78	15.50	95.00
Other Goods (florists, non-food vendors)	59.50	54.04	107.30	13.78	18.67	24.54
Personal Care	82.80	130.36	42.11	44.09	16.00	137.33
Personal Services	28.89	43.33	27.30	19.35	18.00	21.10
Other Services (not elsewhere classified)	44.65	60.33	67.92	15.60	4.33	17.36
Entertainment (sporting events, theater, concerts, movies)	40.89	53.30	44.74	28.38	30.00	34.29
Addendum						
Total Less Transportation and Online	152.27	276.48	170.44	102.96	105.05	100.00

Source: ICSC Research

Table C10-S
Suburban Spending by Gender
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total	Male	Female
Types of Spending			
Total	\$239.07	\$310.90	\$185.88
Transportation and Online Purchases	88.99	109.49	73.75
Transportation	42.34	52.18	34.99
Online Purchases Made at the Office	260.35	280.67	241.21
Full-Service Restaurants and Fast Food	47.45	56.53	39.95
Full-Service Restaurants	44.83	53.02	35.90
Fast Food/Deli/Lunch Eateries	28.86	30.24	27.72
Goods and Services	219.35	304.35	158.95
Department Stores	90.30	76.66	105.93
Discount Stores	53.06	55.82	50.95
Drug Stores	30.40	35.01	26.53
Grocery Stores	64.79	73.03	59.21
Clothing Stores	65.24	60.59	71.61
Shoe Stores	66.72	67.75	65.12
Sporting Goods	63.60	72.12	46.79
Electronics/Phone/Computers	147.24	165.62	105.16
Jewelry	98.94	107.41	82.93
Office Suppliers/Stationery/Novelty Gifts and Cards	63.58	69.24	57.32
Warehouse Clubs	106.20	126.16	81.15
Other Goods (florists, non-food vendors)	66.08	80.32	43.29
Personal Care	67.03	69.63	63.65
Personal Services	47.14	55.11	38.64
Other Services (not elsewhere classified)	77.01	92.13	59.12
Entertainment (sporting events, theater, concerts, movies)	58.66	63.25	51.87
Addendum			
Total Less Transportation and Online	194.73	259.04	146.66

Source: ICS Research

Table C11-S
Suburban Spending by Age
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Mean Weekly Expenditures						
	Total Suburban	18-24	25-34	35-44	45-54	55-64	65 or older
Total	\$239.07	\$180.96	\$412.89	\$285.36	\$183.35	\$188.36	\$95.82
Transportation and Online Purchases	88.99	38.30	76.97	108.04	84.36	101.81	30.66
Transportation	42.34	29.48	47.31	41.84	35.99	52.95	25.01
Online Purchases Made at the Office	260.35	24.25	108.80	345.00	343.10	311.22	73.75
Full-Service Restaurants and Fast Food	47.45	29.03	65.79	60.30	36.95	40.27	27.91
Full-Service Restaurants	44.83	19.45	54.76	46.37	44.51	38.75	36.90
Fast Food/Deli/Lunch Eateries	28.86	18.35	34.78	41.16	19.83	26.82	13.87
Goods and Services	219.35	201.43	518.05	245.95	148.62	118.26	84.02
Department Stores	90.30	31.75	98.75	142.40	57.23	48.15	26.50
Discount Stores	53.06	24.10	79.65	53.45	42.51	44.04	27.25
Drug Stores	30.40	18.10	59.41	29.34	23.29	21.05	16.85
Grocery Stores	64.79	30.79	79.23	72.18	64.74	55.85	43.31
Clothing Stores	65.24	22.00	82.02	71.68	46.63	57.58	23.00
Shoe Stores	66.72	20.00	81.42	100.35	31.23	31.83	69.50
Sporting Goods	63.60	19.50	111.14	50.08	30.48	25.67	7.00
Electronics/Phone/Computers	147.24	53.60	138.62	206.97	167.28	75.33	96.67
Jewelry	98.94	89.38	94.56	180.78	26.64	10.20	--
Office Suppliers/Stationery/Novelty Gifts and Cards	63.58	53.09	68.16	112.96	47.36	38.56	39.13
Warehouse Clubs	106.20	62.50	139.72	114.98	92.45	83.79	118.91
Other Goods (florists, non-food vendors)	66.08	20.67	133.50	48.91	30.85	17.41	10.33
Personal Care	67.03	22.67	113.38	63.24	30.37	64.58	34.80
Personal Services	47.14	26.64	96.31	39.83	28.13	36.12	17.82
Other Services (not elsewhere classified)	77.01	19.63	128.44	53.19	68.73	56.71	16.20
Entertainment (sporting events, theater, concerts, movies)	58.66	21.92	89.05	62.21	37.00	47.33	41.33
Addendum							
Total Less Transportation and Online	194.73	179.51	432.07	229.31	131.59	114.22	84.29

Source: ICSC Research

Table C12-S
Suburban Spending by Income
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)											
	Total	Under \$15,000	Mean Weekly Expenditures									\$150,000 and Over
			\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999				
Types of Spending												
Total	\$239.07	\$96.32	\$160.34	\$125.77	\$150.12	\$338.31	\$225.38	\$191.90	\$432.28			
Transportation and Online Purchases	88.99	25.26	53.71	35.31	58.99	111.98	114.41	72.93	132.98			
Transportation	42.34	21.87	30.55	29.40	34.51	39.83	37.29	39.71	84.90			
Online Purchases Made at the Office	260.35	13.00	104.25	41.33	144.18	497.14	353.51	189.65	236.26			
Full-Service Restaurants and Fast Food	47.45	24.21	32.26	26.51	29.54	50.02	38.36	41.71	113.28			
Full-Service Restaurants	44.83	13.50	35.06	26.54	30.03	55.12	37.51	41.70	74.54			
Fast Food/Deli/Lunch Eateries	28.86	19.56	16.66	17.10	17.78	28.74	20.84	22.18	83.77			
Goods and Services	219.35	92.00	142.43	125.61	134.44	353.96	154.89	168.81	423.37			
Department Stores	90.30	21.50	40.00	33.27	53.37	130.20	52.75	55.61	243.67			
Discount Stores	53.06	20.13	49.79	34.76	48.23	79.18	40.61	48.87	65.95			
Drug Stores	30.40	19.88	20.33	15.30	19.63	55.10	22.18	23.89	39.28			
Grocery Stores	64.79	38.40	60.82	40.50	63.99	73.87	56.09	69.72	82.94			
Clothing Stores	65.24	7.00	55.00	27.80	22.62	154.15	42.25	50.97	124.93			
Shoe Stores	66.72	7.00	37.00	29.09	27.50	161.29	29.61	34.06	168.83			
Sporting Goods	63.60	9.00	20.75	36.57	13.00	247.31	26.15	30.95	77.50			
Electronics/Phone/Computers	147.24	9.60	122.33	43.30	39.31	363.80	55.58	176.88	316.73			
Jewelry	98.94	9.50	73.50	69.38	26.00	226.15	29.60	33.21	284.80			
Office Suppliers/Stationery/Novelty Gifts and Cards	63.58	6.60	51.43	35.82	26.07	99.69	48.60	36.09	158.92			
Warehouse Clubs	106.20	15.67	61.00	40.17	105.63	167.12	79.42	81.92	178.81			
Other Goods (florists, non-food vendors)	66.08	7.80	9.00	99.67	16.83	238.55	25.93	16.17	65.07			
Personal Care	67.03	9.80	21.17	60.75	48.77	171.83	37.70	37.06	84.26			
Personal Services	47.14	19.33	21.25	34.56	21.53	141.65	23.39	29.38	46.78			
Other Services (not elsewhere classified)	77.01	9.75	228.00	26.89	32.90	205.38	27.94	33.29	79.33			
Entertainment (sporting events, theater, concerts, movies)	58.66	12.33	29.40	33.30	21.44	168.44	31.48	33.05	101.13			
Addendum												
Total Less Transportation and Online	194.73	88.17	145.43	116.04	125.07	289.45	142.90	151.41	385.29			

Source: ICSC Research

Table C13-S
Suburban Spending by Occupation
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)					
	Total Suburban	Mean Weekly Expenditures				
		Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative
Total	\$239.07	\$529.01	\$289.38	\$134.75	\$116.91	\$113.14
Transportation and Online Purchases	88.99	134.85	134.60	54.50	45.94	52.09
Transportation	42.34	71.88	39.82	37.95	30.90	31.24
Online Purchases Made at the Office	260.35	195.17	443.25	114.14	169.50	224.51
Full-Service Restaurants and Fast Food	47.45	84.59	60.51	29.66	24.95	24.17
Full-Service Restaurants	44.83	70.87	44.29	31.12	28.03	26.65
Fast Food/Deli/Lunch Eateries	28.86	43.80	40.51	17.75	15.53	17.28
Goods and Services	219.35	494.32	205.01	121.88	118.22	96.53
Department Stores	90.30	152.41	68.09	46.73	66.73	48.00
Discount Stores	53.06	84.12	48.50	42.20	35.88	43.60
Drug Stores	30.40	51.57	28.92	21.25	14.54	18.93
Grocery Stores	64.79	90.58	66.37	56.21	46.96	50.64
Clothing Stores	65.24	104.63	47.13	30.35	21.83	66.69
Shoe Stores	66.72	112.38	38.94	40.35	39.00	34.00
Sporting Goods	63.60	118.63	34.84	31.33	40.50	16.63
Electronics/Phone/Computers	147.24	208.66	157.95	84.09	60.13	52.27
Jewelry	98.94	142.16	73.00	37.67	18.67	65.14
Office Suppliers/Stationery/Novelty Gifts and Cards	63.58	99.42	52.05	33.11	24.20	35.68
Warehouse Clubs	106.20	149.97	92.15	84.33	91.78	77.70
Other Goods (florists, non-food vendors)	66.08	123.69	31.53	33.95	21.00	24.77
Personal Care	67.03	121.20	40.51	28.91	51.13	42.84
Personal Services	47.14	79.97	32.85	26.32	22.67	28.54
Other Services (not elsewhere classified)	77.01	155.13	33.90	46.96	35.50	26.94
Entertainment (sporting events, theater, concerts, movies)	58.66	98.67	39.73	38.73	40.60	25.88
Addendum						
Total Less Transportation and Online	194.73	477.95	194.70	107.00	96.58	84.42

Source: ICSC Research

Table C14-R
Rural Small/Town Spending by Gender
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total	Male	Female
	Rural/ Small Town		
Total	\$149.85	\$147.16	\$151.26
Transportation and Online Purchases	58.37	56.84	59.15
Transportation	32.81	36.74	30.84
Online Purchases Made at the Office	152.12	110.74	176.39
Full-Service Restaurants and Fast Food	28.41	34.62	24.63
Full-Service Restaurants	30.46	33.76	27.80
Fast Food/Deli/Lunch Eateries	16.54	18.82	15.18
Goods and Services	130.24	124.65	133.03
Department Stores	49.89	36.30	63.48
Discount Stores	52.90	41.71	59.25
Drug Stores	24.72	32.10	20.60
Grocery Stores	58.69	52.18	61.46
Clothing Stores	46.22	34.88	55.85
Shoe Stores	24.41	20.89	28.93
Sporting Goods	24.10	15.94	32.80
Electronics/Phone/Computers	79.43	59.00	110.08
Jewelry	25.73	12.36	39.09
Office Suppliers/Stationery/Novelty Gifts and Cards	33.84	28.38	37.07
Warehouse Clubs	67.91	43.00	87.63
Other Goods (florists, non-food vendors)	14.38	12.29	16.00
Personal Care	38.46	17.35	58.07
Personal Services	21.92	13.71	28.72
Other Services (not elsewhere classified)	16.83	11.15	23.55
Entertainment (sporting events, theater, concerts, movies)	24.44	26.00	22.95
Addendum			
Total Less Transportation and Online	118.83	116.52	120.08

Source: ICSC Research

Table C15-R
Rural/Small Town Spending by Age
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)						
	Total Rural/Small Town	Mean Weekly Expenditures					
		18-24	25-34	35-44	45-54	55-64	65 or older
Types of Spending							
Total	\$149.85	\$171.96	\$165.26	\$137.89	\$137.64	\$109.85	
Transportation and Online Purchases	58.37	51.63	74.53	57.89	53.89	28.09	
Transportation	32.81	36.64	33.60	37.19	28.23	17.87	
Online Purchases Made at the Office	152.12	85.43	229.31	134.80	196.47	172.50	
Full-Service Restaurants and Fast Food	28.41	37.88	31.41	24.18	27.02	26.32	
Full-Service Restaurants	30.46	17.89	33.02	32.69	28.29	25.27	
Fast Food/Deli/Lunch Eateries	16.54	10.08	17.00	14.57	16.88	17.08	
Goods and Services	130.24	168.23	132.42	118.85	121.44	97.33	
Department Stores	49.89	31.29	50.18	56.07	83.75	62.50	
Discount Stores	52.90	17.25	51.60	62.91	47.39	28.40	
Drug Stores	24.72	10.22	27.75	25.22	24.16	34.19	
Grocery Stores	58.69	42.10	81.11	48.18	57.67	58.14	
Clothing Stores	46.22	18.88	73.89	50.33	35.50	29.50	
Shoe Stores	24.41	18.86	23.00	31.80	45.00	20.00	
Sporting Goods	24.10	24.60	22.71	36.13	25.67	--	
Electronics/Phone/Computers	79.43	21.17	31.33	167.75	371.67	--	
Jewelry	25.73	49.80	7.75	16.00	45.00	60.00	
Office Suppliers/Stationery/Novelty Gifts and Cards	33.84	18.50	36.20	37.00	41.59	38.75	
Warehouse Clubs	67.91	14.60	88.88	57.91	171.67	57.33	
Other Goods (florists, non-food vendors)	14.38	11.50	7.29	16.63	15.00	22.50	
Personal Care	38.46	25.83	50.55	23.90	50.64	21.67	
Personal Services	21.92	16.17	13.60	22.00	38.75	14.00	
Other Services (not elsewhere classified)	16.83	15.20	14.20	23.83	25.00	10.00	
Entertainment (sporting events, theater, concerts, movies)	24.44	16.83	20.14	25.75	23.63	80.00	
Addendum							
Total Less Transportation and Online	118.83	186.86	123.43	101.86	114.14	101.29	

Source: ICSC Research

Table C16-R
Rural/Small Town Spending by Income
Excluding Those Who Spent Nothing

		(U.S. Dollars Per Worker)									
		Mean Weekly Expenditures									
Total Rural/ Small Town	Under \$15,000	\$15,000-\$24,999	\$25,000-\$34,999	\$35,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$149,999	\$150,000 and Over			
Types of Spending											
Total	\$149.85	\$106.90	\$124.03	\$161.43	\$185.42	\$148.15	\$121.80	\$174.02	\$221.54		
Transportation and Online Purchases	58.37	35.89	49.27	48.06	96.53	52.90	50.09	59.99	68.56		
Transportation	32.81	35.67	29.77	36.14	25.59	34.86	30.75	43.18	32.36		
Online Purchases Made at the Office	152.12	2.00	117.00	72.75	256.18	102.92	200.30	110.22	129.29		
Full-Service Restaurants and Fast Food	28.41	29.29	20.56	25.16	30.33	28.27	22.99	38.44	49.32		
Full-Service Restaurants	30.46	23.75	16.50	22.00	30.04	33.83	26.90	36.90	55.73		
Fast Food/Deli/Lunch Eateries	16.54	18.33	10.93	15.96	19.33	16.47	14.97	16.66	24.92		
Goods and Services	130.24	90.17	126.84	148.61	126.79	131.98	107.92	169.47	163.63		
Department Stores	49.89	3.00	46.25	50.00	24.70	39.33	62.13	70.25	71.25		
Discount Stores	52.90	58.00	36.11	53.61	42.63	56.90	58.73	71.92	52.50		
Drug Stores	24.72	6.00	25.33	30.56	31.60	19.14	24.36	29.89	25.00		
Grocery Stores	58.69	46.00	51.33	58.47	54.95	55.36	57.97	60.30	103.42		
Clothing Stores	46.22	25.00	23.75	27.14	67.67	35.22	128.33	68.67	37.50		
Shoe Stores	24.41	1.00	33.33	14.20	21.50	25.17	50.00	3.00	61.67		
Sporting Goods	24.10	2.00	55.00	20.33	20.13	22.20	60.00	11.83	37.50		
Electronics/Phone/Computers	79.43	6.00	36.67	31.20	15.40	177.29	60.00	152.00	50.00		
Jewelry	25.73	8.00	45.00	75.50	7.33	25.25	60.00	17.00	50.00		
Office Suppliers/Stationery/Novelty Gifts and Cards	33.84	5.00	25.00	52.78	30.61	25.35	29.18	66.20	40.00		
Warehouse Clubs	67.91	2.00	25.00	61.50	67.29	87.47	30.50	70.25	125.00		
Other Goods (florists, non-food vendors)	14.38	3.00	15.00	10.33	11.00	17.11	20.00	13.50	50.00		
Personal Care	38.46	9.00	32.50	73.44	13.60	64.10	25.00	15.57	20.00		
Personal Services	21.92	12.00	25.00	17.00	11.78	26.62	19.60	19.56	69.33		
Other Services (not elsewhere classified)	16.83	22.50	30.00	5.50	20.43	13.33	--	18.00	--		
Entertainment (sporting events, theater, concerts, movies)	24.44	8.00	22.75	18.25	17.55	40.00	55.00	8.00	--		
Addendum											
Total Less Transportation and Online	118.83	74.60	124.50	137.96	119.29	124.11	91.42	147.42	175.91		

Source: ICSC Research

Table C17-R
Rural/Small Town Spending by Occupation
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)					
	Mean Weekly Expenditures					
	Total Rural/ Small Town	Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative
Total	\$149.85	\$181.13	\$186.96	\$141.52	\$160.80	\$104.87
Transportation and Online Purchases	58.37	74.97	76.59	60.64	42.43	36.79
Transportation	32.81	32.20	40.94	30.10	34.70	28.36
Online Purchases Made at the Office	152.12	149.34	222.80	204.85	57.20	68.57
Full-Service Restaurants and Fast Food	28.41	42.96	30.95	25.94	23.47	19.38
Full-Service Restaurants	30.46	42.73	29.53	31.55	23.77	19.78
Fast Food/Deli/Lunch Eateries	16.54	22.04	17.57	16.16	15.19	12.90
Goods and Services	130.24	131.35	157.76	123.54	154.00	103.68
Department Stores	49.89	32.20	49.80	52.22	31.00	85.38
Discount Stores	52.90	48.97	57.33	48.42	67.00	49.17
Drug Stores	24.72	24.71	30.00	21.24	25.86	21.63
Grocery Stores	58.69	46.41	62.57	74.35	53.19	57.47
Clothing Stores	46.22	56.18	48.56	38.20	67.00	33.00
Shoe Stores	24.41	17.00	31.71	34.40	36.67	14.60
Sporting Goods	24.10	17.00	29.64	33.60	13.50	18.25
Electronics/Phone/Computers	79.43	21.88	107.33	12.75	347.00	25.00
Jewelry	25.73	10.50	35.43	77.50	24.00	10.33
Office Suppliers/Stationery/Novelty Gifts and Cards	33.84	38.20	37.19	38.38	19.60	20.18
Warehouse Clubs	67.91	42.55	56.50	182.14	28.25	42.89
Other Goods (florists, non-food vendors)	14.38	12.25	16.17	13.33	22.50	11.88
Personal Care	38.46	18.15	47.54	17.55	31.25	69.62
Personal Services	21.92	14.14	30.69	15.67	31.60	19.33
Other Services (not elsewhere classified)	16.83	12.63	24.33	17.50	15.50	14.00
Entertainment (sporting events, theater, concerts, movies)	24.44	16.30	26.67	26.57	50.33	20.22
Addendum						
Total Less Transportation and Online	118.83	131.71	145.43	106.72	135.06	92.23

Source: ICSC Research

Table C18-AV
National Spending by Availability
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)									
	Mean Weekly Expenditures			Standard Deviation			Share of Mean Spending			
	Total National	Ample	Limited	Total National	Ample	Limited	Total National	Ample	Limited	
Total	\$206.31	\$316.27	\$136.17	\$1,178.59	\$1,827.32	\$365.49	100.0%	100.0%	100.0%	100.0%
Transportation and Online Purchases	73.99	95.56	60.07	379.39	500.77	273.13	35.9%	30.2%	44.1%	
Transportation	40.82	42.04	40.02	156.26	76.78	190.89	19.8%	13.3%	29.4%	
Online Purchases Made at the Office	185.04	207.01	156.99	786.23	941.77	525.01	89.7%	65.5%	115.3%	
Full-Service Restaurants and Fast Food	43.02	56.75	31.65	164.92	232.79	67.77	20.9%	17.9%	23.2%	
Full-Service Restaurants	43.22	51.27	34.05	110.30	143.69	48.65	20.9%	16.2%	25.0%	
Fast Food/Deli/Lunch Eateries	24.99	30.80	20.07	126.38	174.89	59.60	12.1%	9.7%	14.7%	
Goods and Services	191.89	269.91	123.86	1256.28	1821.97	226.60	93.0%	85.3%	91.0%	
Department Stores	74.86	84.34	54.64	235.12	281.84	58.42	36.3%	26.7%	40.1%	
Discount Stores	52.11	54.78	48.96	132.67	173.49	53.42	25.3%	17.3%	36.0%	
Drug Stores	26.90	31.34	21.54	112.94	151.08	23.80	13.0%	9.9%	15.8%	
Grocery Stores	61.19	65.35	57.70	116.00	159.34	58.73	29.7%	20.7%	42.4%	
Clothing Stores	56.94	64.16	39.13	157.01	183.55	45.33	27.6%	20.3%	28.7%	
Shoe Stores	51.98	59.81	30.00	164.96	190.75	31.45	25.2%	18.9%	22.0%	
Sporting Goods	47.54	58.54	24.35	237.11	286.94	27.17	23.0%	18.5%	17.9%	
Electronics/Phone/Computers	118.69	128.10	94.52	391.06	442.44	208.35	57.5%	40.5%	69.4%	
Jewelry	88.39	83.36	105.85	325.10	268.43	477.23	42.8%	26.4%	77.7%	
Office Suppliers/Stationery/Novelty Gifts and Cards	59.49	66.09	50.30	185.50	205.74	152.99	28.8%	20.9%	36.9%	
Warehouse Clubs	94.08	97.19	89.59	248.75	313.15	99.26	45.6%	30.7%	65.8%	
Other Goods (florists, non-food vendors)	59.01	63.12	50.05	326.87	345.63	283.59	28.6%	20.0%	36.8%	
Personal Care	66.65	81.44	45.02	235.98	295.97	89.17	32.3%	25.7%	33.1%	
Personal Services	37.26	44.57	26.89	176.13	228.79	26.40	18.1%	14.1%	19.7%	
Other Services (not elsewhere classified)	59.50	60.00	58.33	298.53	347.87	122.79	28.8%	19.0%	42.8%	
Entertainment (sporting events, theater, concerts, movies)	51.35	58.38	39.48	200.16	248.71	56.54	24.9%	18.5%	29.0%	
Addendum										
Total Less Transportation and Online	170.88	255.89	106.86	1,168.53	1,763.02	211.07				

Source: ICSC Research

Table C19-AV
Urban Spending by Availability
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)											
	Mean Weekly Expenditures				Standard Deviation				Share of Mean Spending			
	Total	Urban	Ample	Limited	Total	Urban	Ample	Limited	Total	Urban	Ample	Limited
Types of Spending												
Total	\$176.41	\$235.77	\$431.29	\$322.87	\$377.23	\$431.29	\$322.87	100.0%	100.0%	100.0%	100.0%	100.0%
Transportation and Online Purchases	57.22	67.87	48.88	48.88	351.77	400.54	297.37	32.4%	32.4%	28.8%	37.3%	37.3%
Transportation	42.02	44.59	40.00	40.00	69.49	43.30	84.53	23.8%	23.8%	18.9%	30.6%	30.6%
Online Purchases Made at the Office	85.85	96.04	71.10	71.10	181.25	224.10	87.43	48.7%	48.7%	40.7%	54.3%	54.3%
Full-Service Restaurants and Fast Food	40.32	48.73	32.61	32.61	56.30	59.41	52.17	22.9%	22.9%	20.7%	24.9%	24.9%
Full-Service Restaurants	42.46	48.65	35.67	35.67	61.83	57.93	65.32	24.1%	24.1%	20.6%	27.2%	27.2%
Fast Food/Deli/Lunch Eateries	22.33	25.72	19.16	19.16	19.31	21.92	15.90	12.7%	12.7%	10.9%	14.6%	14.6%
Goods and Services	173.33	203.18	140.53	140.53	382.53	406.73	351.78	98.3%	98.3%	86.2%	107.3%	107.3%
Department Stores	63.61	67.51	55.36	55.36	68.91	69.32	68.11	36.1%	36.1%	28.6%	42.3%	42.3%
Discount Stores	50.11	50.14	50.07	50.07	66.76	75.97	49.26	28.4%	28.4%	21.3%	38.3%	38.3%
Drug Stores	22.73	24.88	19.54	19.54	25.76	30.06	17.16	12.9%	12.9%	10.6%	14.9%	14.9%
Grocery Stores	56.61	55.62	57.61	57.61	57.69	54.03	61.33	32.1%	32.1%	23.6%	44.0%	44.0%
Clothing Stores	50.73	55.23	37.67	37.67	54.85	58.28	41.86	28.8%	28.8%	23.4%	28.8%	28.8%
Shoe Stores	43.76	45.49	36.71	36.71	43.10	42.92	44.74	24.8%	24.8%	19.3%	28.0%	28.0%
Sporting Goods	36.76	42.45	26.04	26.04	41.97	46.00	31.13	20.8%	20.8%	18.0%	19.9%	19.9%
Electronics/Phone/Computers	92.76	73.40	181.50	181.50	175.56	123.83	314.95	52.6%	52.6%	31.1%	138.6%	138.6%
Jewelry	111.36	52.71	316.60	316.60	416.43	79.43	873.94	63.1%	63.1%	22.4%	241.8%	241.8%
Office Suppliers/Stationery/Novelty Gifts and Cards	67.82	63.15	74.95	74.95	198.04	132.29	270.63	38.4%	38.4%	26.8%	57.2%	57.2%
Warehouse Clubs	84.58	78.35	93.35	93.35	94.32	97.87	89.32	47.9%	47.9%	33.2%	71.3%	71.3%
Other Goods (florists, non-food vendors)	59.50	35.35	124.59	124.59	271.19	46.97	518.27	33.7%	33.7%	15.0%	95.2%	95.2%
Personal Care	82.80	105.97	40.77	40.77	225.73	275.47	60.50	46.9%	46.9%	44.9%	31.1%	31.1%
Personal Services	28.89	31.09	25.49	25.49	34.25	39.00	25.16	16.4%	16.4%	13.2%	19.5%	19.5%
Other Services (not elsewhere classified)	44.65	34.31	83.07	83.07	97.68	38.52	199.67	25.3%	25.3%	14.6%	63.5%	63.5%
Entertainment (sporting events, theater, concerts, movies)	40.89	41.50	39.76	39.76	58.63	48.03	75.08	23.2%	23.2%	17.6%	30.4%	30.4%
Addendum												
Total Less Transportation and Online	152.27	197.23	112.79	112.79	109.27	126.37	92.99					

Source: CSC Research

Table C20-AV
Suburban Spending by Availability
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)									
	Mean Weekly Expenditures			Standard Deviation			Share of Mean Spending			
	Total Suburban	Ample	Limited	Total Suburban	Ample	Limited	Total Suburban	Ample	Limited	
Total	\$239.07	\$380.32	\$139.40	\$1,605.05	\$2,435.53	\$429.53	100.0%	100.0%	100.0%	100.0%
Transportation and Online Purchases	88.99	120.43	66.63	511.33	665.09	363.09	37.2%	31.7%	47.8%	
Transportation	42.34	40.82	43.42	208.40	93.12	261.53	17.7%	10.7%	31.1%	
Online Purchases Made at the Office	260.35	306.81	191.19	1062.48	1246.06	699.91	108.9%	80.7%	137.2%	
Full-Service Restaurants and Fast Food	47.45	61.97	33.67	224.30	308.34	86.42	19.8%	16.3%	24.2%	
Full-Service Restaurants	44.83	52.28	34.62	140.33	181.09	39.36	18.8%	13.7%	24.8%	
Fast Food/Deli/Lunch Eateries	28.86	35.30	22.58	175.43	234.31	84.70	12.1%	9.3%	16.2%	
Goods and Services	219.35	322.93	117.80	1716.36	2430.13	154.38	91.7%	84.9%	84.5%	
Department Stores	90.30	105.52	52.39	322.22	378.92	52.51	37.8%	27.7%	37.6%	
Discount Stores	53.06	57.83	46.37	170.77	219.49	48.78	22.2%	15.2%	33.3%	
Drug Stores	30.40	36.47	22.20	156.62	205.33	24.24	12.7%	9.6%	15.9%	
Grocery Stores	64.79	72.48	57.20	148.06	203.20	51.65	27.1%	19.1%	41.0%	
Clothing Stores	65.24	74.06	37.74	209.06	238.93	31.44	27.3%	19.5%	27.1%	
Shoe Stores	66.72	78.92	31.48	231.69	267.22	28.35	27.9%	20.8%	22.6%	
Sporting Goods	63.60	80.58	20.63	334.67	393.74	22.52	26.6%	21.2%	14.8%	
Electronics/Phone/Computers	147.24	184.74	54.53	504.41	590.05	103.17	61.6%	48.6%	39.1%	
Jewelry	98.94	118.92	21.50	323.23	359.63	25.05	41.4%	31.3%	15.4%	
Office Suppliers/Stationery/Novelty Gifts and Cards	63.58	75.59	43.57	207.37	255.75	70.83	26.6%	19.9%	31.3%	
Warehouse Clubs	106.20	117.49	88.78	315.96	397.74	96.46	44.4%	30.9%	63.7%	
Other Goods (florists, non-food vendors)	66.08	86.20	20.81	402.06	481.64	21.78	27.6%	22.7%	14.9%	
Personal Care	67.03	74.76	54.93	278.22	343.54	117.37	28.0%	19.7%	39.4%	
Personal Services	47.14	60.09	28.52	242.80	314.66	27.49	19.7%	15.8%	20.5%	
Other Services (not elsewhere classified)	77.01	86.41	58.41	390.73	473.54	103.21	32.2%	22.7%	41.9%	
Entertainment (sporting events, theater, concerts, movies)	58.66	67.62	41.77	262.78	322.77	48.86	24.5%	17.8%	30.0%	
Addendum										
Total Less Transportation and Online	194.73	300.35	104.53	1,602.18	2,349.43	165.54				

Source: ICSC Research

Table C21-AV
Rural/Small Town Spending by Availability
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)											
	Mean Weekly Expenditures			Standard Deviation			Share of Mean Spending					
	Total Rural/ Small Town	Ample	Limited	Total Rural/ Small Town	Ample	Limited	Total Rural/ Small Town	Ample	Limited			
Types of Spending												
Total	\$149.85	\$206.23	\$136.72	\$238.89	\$232.20	\$238.51	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Transportation and Online Purchases												
Transportation	58.37	53.41	59.51	161.84	81.86	175.09	39.0%	39.0%	39.0%	25.9%	25.9%	43.5%
Online Purchases Made at the Office	32.81	39.18	31.34	40.33	74.89	26.35	21.9%	21.9%	21.9%	19.0%	19.0%	22.9%
	152.12	52.21	195.84	349.71	56.13	410.06	101.5%	101.5%	101.5%	25.3%	25.3%	143.2%
Full-Service Restaurants and Fast Food	28.41	39.75	24.64	31.55	39.90	27.20	19.0%	19.0%	19.0%	19.3%	19.3%	18.0%
Full-Service Restaurants	30.46	33.86	28.66	30.30	33.43	28.33	20.3%	20.3%	20.3%	16.4%	16.4%	21.0%
Fast Food/Deli/Lunch Eateries	16.54	20.81	15.14	13.55	18.43	11.17	11.0%	11.0%	11.0%	10.1%	10.1%	11.1%
Goods and Services	130.24	171.72	117.89	166.08	191.05	155.77	86.9%	86.9%	86.9%	83.3%	83.3%	86.2%
Department Stores	49.89	39.33	60.44	46.44	33.63	54.40	33.3%	33.3%	33.3%	19.1%	19.1%	44.2%
Discount Stores	52.90	52.84	52.93	59.91	52.00	62.76	35.3%	35.3%	35.3%	25.6%	25.6%	38.7%
Drug Stores	24.72	29.07	23.01	30.54	32.25	29.66	16.5%	16.5%	16.5%	14.1%	14.1%	16.8%
Grocery Stores	58.69	55.77	59.55	69.03	69.96	68.73	39.2%	39.2%	39.2%	27.0%	27.0%	43.6%
Clothing Stores	46.22	48.25	44.67	66.18	69.21	63.74	30.8%	30.8%	30.8%	23.4%	23.4%	32.7%
Shoe Stores	24.41	25.65	23.00	22.68	25.43	18.98	16.3%	16.3%	16.3%	12.4%	12.4%	16.8%
Sporting Goods	24.10	17.69	30.93	26.95	24.30	27.93	16.1%	16.1%	16.1%	8.6%	8.6%	22.6%
Electronics/Phone/Computers	79.43	27.21	125.13	201.59	33.60	265.96	53.0%	53.0%	53.0%	13.2%	13.2%	91.5%
Jewelry	25.73	31.87	12.57	34.96	39.32	16.57	17.2%	17.2%	17.2%	15.5%	15.5%	9.2%
Office Suppliers/Stationery/Novelty Gifts and Cards	33.84	28.91	36.26	34.59	31.41	35.80	22.6%	22.6%	22.6%	14.0%	14.0%	26.5%
Warehouse Clubs	67.91	38.89	88.80	102.85	45.78	125.07	45.3%	45.3%	45.3%	18.9%	18.9%	64.9%
Other Goods (florists, non-food vendors)	14.38	14.80	14.00	13.46	14.50	12.46	9.6%	9.6%	9.6%	7.2%	7.2%	10.2%
Personal Care	38.46	48.24	32.24	58.73	78.78	39.93	25.7%	25.7%	25.7%	23.4%	23.4%	23.6%
Personal Services	21.92	17.71	25.41	21.42	14.52	25.24	14.6%	14.6%	14.6%	8.6%	8.6%	18.6%
Other Services (not elsewhere classified)	16.83	18.21	14.90	16.73	17.24	15.78	11.2%	11.2%	11.2%	8.8%	8.8%	10.9%
Entertainment (sporting events, theater, concerts, movies)	24.44	19.88	27.67	24.05	22.67	24.48	16.3%	16.3%	16.3%	9.6%	9.6%	20.2%
Addendum												
Total Less Transportation and Online	118.83	169.32	104.72	166.45	205.69	150.71						

Source: ICSC Research

Table C22-DT
Urban Downtown Spending by Gender
Excluding Those Who Spent Nothing

	(U.S. Dollars Per Worker)		
	Mean Weekly Expenditures		
	Total	Male	Female
Types of Spending			
Total	\$203.85	\$232.95	\$177.64
Transportation and Online Purchases	62.62	68.75	57.15
Transportation	44.17	49.56	39.34
Online Purchases Made at the Office	79.57	70.11	91.43
Full-Service Restaurants and Fast Food	46.34	57.55	35.74
Full-Service Restaurants	42.97	48.78	35.26
Fast Food/Deli/Lunch Eateries	24.59	28.67	20.91
Goods and Services	194.13	219.40	171.44
Department Stores	62.86	58.65	68.63
Discount Stores	46.57	46.63	46.49
Drug Stores	24.30	25.20	23.52
Grocery Stores	58.50	61.54	55.98
Clothing Stores	54.43	54.17	54.73
Shoe Stores	46.73	55.19	36.73
Sporting Goods	35.89	38.48	33.30
Electronics/Phone/Computers	78.75	91.38	63.82
Jewelry	52.86	44.53	62.75
Office Suppliers/Stationery/Novelty Gifts and Cards	53.02	65.56	41.65
Warehouse Clubs	77.73	62.94	95.26
Other Goods (florists, non-food vendors)	27.72	32.45	22.28
Personal Care	72.13	93.03	52.58
Personal Services	32.61	29.91	35.56
Other Services (not elsewhere classified)	38.85	40.00	37.76
Entertainment (sporting events, theater, concerts, movies)	40.92	50.16	32.50
Addendum			
Total Less Transportation and Online	174.93	198.73	152.51

Source: ICSC Research

Table C23-DT
Urban Downtown Spending by Age
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Mean Weekly Expenditures						
	Total Urban Downtown	18-24	25-34	35-44	45-54	55-64	65 or older
Total	\$203.85	\$245.92	\$625.93	\$265.52	\$198.99	\$138.77	\$90.25
Transportation and Online Purchases	62.62	31.85	84.62	86.19	75.65	50.88	31.73
Transportation	44.17	24.42	53.53	45.25	39.84	38.12	26.19
Online Purchases Made at the Office	79.57	15.91	69.25	129.75	161.07	83.05	62.50
Full-Service Restaurants and Fast Food	46.34	28.93	91.49	49.51	47.59	42.43	28.52
Full-Service Restaurants	42.97	20.93	68.18	41.54	47.60	42.53	33.29
Fast Food/Deli/Lunch Eateries	24.59	14.47	43.84	24.22	21.78	21.01	17.08
Goods and Services	194.13	262.34	637.87	229.17	157.73	116.67	77.03
Department Stores	62.86	29.33	91.55	110.55	43.88	40.37	87.75
Discount Stores	46.57	21.72	84.08	44.97	44.18	48.86	18.43
Drug Stores	24.30	16.07	60.30	22.87	22.42	20.25	20.90
Grocery Stores	58.50	34.24	81.27	60.88	63.85	57.47	41.53
Clothing Stores	54.43	31.05	78.55	50.14	49.38	46.00	25.00
Shoe Stores	46.73	20.95	76.21	58.15	29.79	10.33	--
Sporting Goods	35.89	21.19	90.73	30.00	32.14	17.67	--
Electronics/Phone/Computers	78.75	38.53	118.18	97.51	60.14	106.57	135.00
Jewelry	52.86	64.94	77.58	64.40	25.88	58.50	60.00
Office Suppliers/Stationery/Novelty Gifts and Cards	53.02	41.65	86.81	30.64	31.52	34.37	29.38
Warehouse Clubs	77.73	44.16	111.29	81.35	71.27	89.71	150.00
Other Goods (florists, non-food vendors)	27.72	19.76	108.22	26.79	27.92	14.00	4.00
Personal Care	72.13	25.32	99.32	73.69	27.32	95.53	25.00
Personal Services	32.61	22.82	91.66	32.73	24.52	20.12	12.80
Other Services (not elsewhere classified)	38.85	20.12	116.82	34.47	36.42	47.00	15.50
Entertainment (sporting events, theater, concerts, movies)	40.92	20.11	86.54	45.54	29.48	32.00	39.80
Addendum							
Total Less Transportation and Online	174.93	240.44	602.43	216.13	153.05	115.02	73.60

Source: ICS Research

Table C25-DT
Urban Downtown Spending by Occupation
Excluding Those Who Spent Nothing

Types of Spending	(U.S. Dollars Per Worker)						
	Total Urban Downtown	Senior Management	Middle Management	Mid-Level Professional	Junior-Level Professional	Clerical and Administrative	
		Mean Weekly Expenditures					
Total	\$203.85	\$364.67	\$256.59	\$130.16	\$109.81	\$94.32	
Transportation and Online Purchases	62.62	81.09	80.68	50.22	55.16	35.36	
Transportation	44.17	55.43	44.64	43.54	44.07	32.23	
Online Purchases Made at the Office	79.57	75.74	120.17	37.35	72.00	28.10	
Full-Service Restaurants and Fast Food	46.34	78.59	55.11	32.29	25.35	20.99	
Full-Service Restaurants	42.97	64.28	43.91	27.71	22.89	20.22	
Fast Food/Deli/Lunch Eateries	24.59	36.41	27.37	20.96	19.84	15.07	
Goods and Services	194.13	355.63	225.12	108.22	75.77	96.93	
Department Stores	62.86	83.42	60.32	47.71	22.00	58.50	
Discount Stores	46.57	49.83	49.79	41.11	53.67	36.42	
Drug Stores	24.30	37.31	23.67	19.06	11.69	19.26	
Grocery Stores	58.50	84.63	46.45	49.29	87.29	42.71	
Clothing Stores	54.43	98.86	42.92	33.13	75.50	27.25	
Shoe Stores	46.73	78.38	35.05	28.13	1.00	24.25	
Sporting Goods	35.89	57.31	29.24	21.00	10.50	31.14	
Electronics/Phone/Computers	78.75	82.79	94.47	65.45	1.00	35.00	
Jewelry	52.86	59.91	52.86	49.17	1.00	51.67	
Office Suppliers/Stationery/Novelty Gifts and Cards	53.02	103.62	28.58	20.31	16.50	49.50	
Warehouse Clubs	77.73	86.65	77.81	43.75	1.00	105.57	
Other Goods (florists, non-food vendors)	27.72	54.21	28.60	14.37	5.50	7.14	
Personal Care	72.13	182.36	48.50	38.08	17.50	20.43	
Personal Services	32.61	56.30	26.96	12.91	24.50	20.00	
Other Services (not elsewhere classified)	38.85	62.90	43.32	14.43	5.50	9.67	
Entertainment (sporting events, theater, concerts, movies)	40.92	59.71	39.50	25.55	30.00	22.25	
Addendum							
Total Less Transportation and Online	174.93	322.39	211.70	102.09	77.79	78.90	

Source: ICSC Research

Appendix D
Percent of Office Workers Who Spent

Table D1-N
National Shares of Spending by Geography

	(U.S. Dollars Per Worker)			
	Percent of Office Workers Who Spent in Category			
	Total	Urban	Suburban	Rural/Small Town
Types of Spending				
Total	94.6%	94.1%	94.8%	95.2%
Transportation and Online Purchases	89.3	88.0	90.0	89.2
Transportation	88.0	86.6	89.0	87.7
Online Purchases Made at the Office	16.3	16.3	16.3	15.3
Full-Service Restaurants and Fast Food	62.1	62.2	60.8	59.4
Full-Service Restaurants	30.0	31.7	29.1	28.1
Fast Food/Deli/Lunch Eateries	55.0	57.5	54.8	49.9
Goods and Services	53.4	51.5	53.6	56.6
Department Stores	10.1	10.2	10.0	9.0
Discount Stores	20.4	16.3	21.4	25.3
Drug Stores	25.6	27.0	25.0	24.1
Grocery Stores	32.4	28.2	33.3	37.9
Clothing Stores	6.7	6.4	6.8	6.2
Shoe Stores	5.4	5.6	5.1	5.3
Sporting Goods	5.8	5.9	5.5	5.2
Electronics/Phone/Computers	5.8	5.2	6.1	5.0
Jewelry	3.8	3.5	3.8	3.7
Office Suppliers/Stationery/Novelty Gifts and Cards	11.6	10.9	11.7	11.6
Warehouse Clubs	10.3	9.2	11.6	7.2
Other Goods (florists, non-food vendors)	6.1	6.6	5.7	5.3
Personal Care	9.1	9.5	8.6	9.0
Personal Services	10.5	10.9	10.5	8.8
Other Services (not elsewhere classified)	5.9	5.2	6.4	4.0
Entertainment (sporting events, theater, concerts, movies)	8.5	8.4	8.5	6.8
Addendum				
Total Less Transportation and Online	75.6%	75.9%	75.2%	76.2%

Source: ICSC Research

Appendix E
Survey Questionnaire

Survey Questionnaire

1. Do you consider yourself an office worker?
Yes – Continue
No – End
2. Please best describe your function at your company?
 - a. Senior-Management (Director, VP, President, etc.)
 - b. Mid-Management (Asst. VP or Departmental Manager)
 - c. Mid-Level Professional (Accounting, IT, Research, Advertising/Marketing, Human Resources, etc.)
 - d. Junior-Level Professional
 - e. Clerical/Administrative/Office Support
3. Over the last week, at any time did you work in an office building?
Yes, I worked all of the week – Continue
Yes, I worked part of the week – Continue
Yes, I worked in multiple offices buildings during the week – End
No, I worked from home all week – End
No, I was on vacation or business travel – End
4. How many floors does that office building have? (number)
5. What is the zip code of that office building?
6. Is that office building adjoined to a:
CHECK ALL THAT APPLY
 - a. Shopping Center
 - b. Hotel
 - c. Apartment Complex
 - d. Entertainment Venue (such as arena, theater or concert hall)
 - e. None
7. Is that office building in a downtown business district?
 - a. Yes
 - b. No
8. How far is that office building from your residence? (distance – miles)
9. What type of transportation did you use most often to commute to and from your place of work over the past week?
 - a. Walk
 - b. Drive your own motor vehicle
 - c. Ride in someone else's vehicle
 - d. Public transportation
 - e. Taxi
 - f. Bicycle
 - g. Other
10. Is there a department store or large apparel store near that office building?
 - a. Yes
 - b. No

11. [ASK ONLY IF 7=YES]

It takes approximately 4 minutes to walk the average city block. During your typical office day, how long and far are you willing to walk:

- a. To a full-service (sit down) restaurant for lunch [minutes AND blocks or None in Vicinity]
- b. To a department store [minutes AND blocks or None in Vicinity]
- c. To a drug store [minutes AND blocks or None in Vicinity]

12. Thinking about the immediate vicinity of that office building, would you say that there is:

- a. A large variety of stores, such as drug stores, restaurants, fast-food places, dry cleaners, etc.
- b. A limited number of stores and variety

13. Thinking of about your last workweek, what was your total spending for the WORKWEEK on goods and services for the following categories (they should capture all spending that you incurred in your immediate vicinity of your building only on your way to or from your place of work and during the your office workdays):

Transportation costs (including gasoline, parking, tolls, etc.)	\$ _____
Online purchases made at the office	\$ _____
Full-Service Restaurants (including business lunches)	\$ _____
Fast Food/Deli/Lunch Eateries (including business lunches)	\$ _____
Department Store (such as Macy's, Sears, JC Penney, Dillard's, Belk, Nordstrom)	\$ _____
Discount Store (such as Walmart, Kmart, Target)	\$ _____
Drug Stores (such as Walgreens, Rite Aid, CVS)	\$ _____
Grocery (such as Traditional, Farmers Market)	\$ _____
Clothing Stores (Gap, Talbots, Zara, Old Navy, Ann Taylor)	\$ _____
Shoes Stores (such as Payless and Aldo)	\$ _____
Sporting Goods/Hobby/Book/Music Stores	\$ _____
Electronics/Phones/Computers (such as Best Buy, Apple Store)	\$ _____
Jewelry (such as Zales)	\$ _____
Office Supplies/Stationery/Novelty Gifts and Cards (such as Staples, Hallmark and Papyrus)	\$ _____
Warehouse Club (such as Costco, Sam's and BJ's)	\$ _____
Other Goods (such as Florist, Non-Food Street Vendors or not elsewhere classified)	\$ _____
Personal Care (such as Medical/Dental/Eye Care, etc.)	\$ _____
Personal Services (such as Dry Cleaner, Barber, Salon)	\$ _____
Other services (not elsewhere classified)	\$ _____
Entertainment (such as sporting events, live theater, concerts, movies)	\$ _____



International Council of Shopping Centers, Inc.
1221 Avenue of the Americas, 41st Floor
New York, New York 10020