

Valpak of Greater St. Louis #3139 Purchase Power

07/24/2008 3:46:08 AM

Mail Quantity: 310,000

The **Valpak® Purchase Power** uses Claritas' database to estimate annual consumer expenditures for a number of products, services and retail store types. Claritas derives these figures from the Bureau of Labor's Consumer Expenditure Survey and uses the Census of Retail Trade to estimate annual purchases made by consumers for their personal, non-business, use. The **Valpak® Purchase Power** index evaluates potential consumer demand for different products and services for the Valpak® audience at the NTA®, Franchise, DMA or total U.S. level and compares it to the average household expenditures for that particular product, service or retail store type. Below are some common consumer expenditures and how the Valpak® audience compares. An index of 100 indicates the given consumer expenditures for the selected geography is about average. An index **above 100** indicates this group of Valpak® households are **more** likely than the average household to spend more on the particular item. For instance, an index of 125 would mean that the average Valpak® household spends 25% more on the given item than the average household.

Retail Store Type Expenditures:

	Category	Description	Annual \$ Expenditures for Valpak® Franchise Audience	Avg. Valpak® Franchise HH Annual Expenditure	Avg. DMA HH Annual Expenditure	Valpak® Franchise Index to Avg. DMA HH
1	Dining	Drinking Places	\$77,099,176	\$240	\$184	130
2	Dining	Eating Places	\$1,448,422,596	\$4,508	\$3,638	124
3	Dining	Fast Food Restaurants	\$589,518,069	\$1,835	\$1,607	114
4	Dining	Full Service Restaurants	\$858,904,526	\$2,673	\$2,031	132
5	Dining	Restaurants (Includes Alcohol)	\$1,396,797,393	\$4,347	\$3,483	125
6	Grocery	Grocery Stores	\$2,272,641,975	\$7,074	\$6,319	112
7	Home/Garden	Building & Garden Supply Stores	\$359,583,784	\$1,119	\$859	130
8	Home/Garden	Carpet & Rug Dealers	\$91,814,635	\$286	\$202	142
9	Home/Garden	Furniture	\$352,546,617	\$1,097	\$815	135
10	Home/Garden	Hardware Stores	\$42,660,692	\$133	\$103	129
11	Home/Garden	Home Centers	\$90,496,155	\$282	\$214	132
12	Home/Garden	Home Furnishing Stores	\$253,220,179	\$788	\$561	140
13	Home/Garden	Lawn & Garden Stores	\$54,651,061	\$170	\$139	122
14	Leisure	Admissions for Entertainment	\$24,555,911	\$76	\$59	129
15	Leisure	Admissions for Sporting Events	\$74,779,239	\$233	\$160	146
16	Leisure	Fees for Recreational Lessons	\$57,011,017	\$177	\$111	159
17	Leisure	Fitness Centers	\$75,978,385	\$236	\$153	154
18	Leisure	Golf Courses-Public	\$111,530,393	\$347	\$238	146
19	Leisure	Reading Materials	\$246,981,960	\$769	\$588	131
20	Leisure	Sports & Recreation	\$704,386,383	\$2,192	\$1,566	140
21	Leisure	Theaters	\$24,555,911	\$76	\$59	129
22	Lodging/Travel	Lodging	\$211,257,896	\$658	\$469	140
23	Lodging/Travel	Travel (Includes Lodging)	\$729,511,447	\$2,271	\$1,589	143
24	Prof./Gen. Services	Beauty Salons & Barber Shops	\$184,156,086	\$573	\$480	119
25	Prof./Gen. Services	Bldg. & Remodeling Contractors	\$271,956,664	\$846	\$565	150
26	Prof./Gen. Services	Catering	\$30,274,764	\$94	\$66	142
27	Prof./Gen. Services	Charities & Churches	\$323,493,740	\$1,007	\$756	133
28	Prof./Gen. Services	Child Day Care & Preschool	\$121,898,151	\$379	\$256	148
29	Prof./Gen. Services	Dentists	\$239,776,350	\$746	\$602	124
30	Prof./Gen. Services	Dry Cleaning & Laundry	\$42,964,609	\$134	\$111	121
31	Prof./Gen. Services	Electrical Contractors	\$55,445,801	\$173	\$135	128

Source: Claritas, Inc. data, using current NTA® definitions

Product/Service Expenditures:

Franchise #3139

	Category	Description	Annual \$ Expenditures for Valpak® Franchise Audience	Avg. Valpak® Franchise HH Annual Expenditure	Avg. DMA HH Annual Expenditure	Valpak® Franchise Index to Avg. DMA HH
32	Prof./Gen. Services	Home Improvement	\$557,788,613	\$1,736	\$1,234	141
33	Prof./Gen. Services	Housekeeping Services	\$72,981,954	\$227	\$149	152
34	Prof./Gen. Services	Lawn Maintenance	\$85,633,181	\$267	\$200	134
35	Prof./Gen. Services	Legal Fees	\$403,188,295	\$1,255	\$848	148
36	Prof./Gen. Services	Moving & Storage	\$52,529,837	\$163	\$130	125
37	Prof./Gen. Services	Opticians & Optometrists	\$92,042,133	\$286	\$229	125
38	Prof./Gen. Services	Plumbing Services	\$37,064,654	\$115	\$89	129
39	Prof./Gen. Services	Roofing Contractors	\$63,682,936	\$198	\$154	129
40	Prof./Gen. Services	Television-Cable, CATV & Satellite	\$201,688,323	\$628	\$569	110
41	Prof./Gen. Services	Veterinary Expenses	\$79,626,326	\$248	\$185	134
42	Shops/Retailers	All Retail Stores	\$12,269,179,396	\$38,187	\$31,556	121
43	Shops/Retailers	Appliance Stores	\$76,983,199	\$240	\$191	126
44	Shops/Retailers	Book Stores	\$132,921,040	\$414	\$292	142
45	Shops/Retailers	Camera Stores	\$12,675,550	\$39	\$29	134
46	Shops/Retailers	Childrens & Infants Apparel	\$232,660,851	\$724	\$621	117
47	Shops/Retailers	Clothing Stores	\$925,556,425	\$2,881	\$2,134	135
48	Shops/Retailers	Computer & Software Stores	\$95,892,504	\$298	\$222	134
49	Shops/Retailers	Department Stores	\$1,300,648,675	\$4,048	\$3,179	127
50	Shops/Retailers	Electronic Shopping & Mail Order	\$406,633,841	\$1,266	\$980	129
51	Shops/Retailers	Electronics Stores	\$158,203,740	\$492	\$384	128
52	Shops/Retailers	Film & Film Processing	\$38,343,761	\$119	\$88	135
53	Shops/Retailers	Florists	\$21,473,075	\$67	\$52	129
54	Shops/Retailers	Furniture Stores	\$318,503,508	\$991	\$734	135
55	Shops/Retailers	General Merchandise Store	\$1,866,926,796	\$5,811	\$4,659	125
56	Shops/Retailers	Gift, Novelty & Souvenir Shops	\$89,978,950	\$280	\$214	131
57	Shops/Retailers	Hobby & Toy Shops	\$104,013,846	\$324	\$247	131
58	Shops/Retailers	Jewelry Stores	\$165,188,177	\$514	\$327	157
59	Shops/Retailers	Linens, Window & Furniture Covers	\$277,051,830	\$862	\$606	142
60	Shops/Retailers	Mens Apparel	\$372,074,191	\$1,158	\$892	130
61	Shops/Retailers	Office Supply & Stationary Stores	\$29,397,818	\$91	\$68	134
62	Shops/Retailers	Pet Supplies & Services (Excl. Vet.)	\$117,408,897	\$365	\$326	112
63	Shops/Retailers	Pharmacies	\$1,495,518,148	\$4,655	\$4,301	108
64	Shops/Retailers	Shoe Stores	\$101,811,822	\$317	\$251	126
65	Shops/Retailers	Sporting Goods Stores	\$137,264,443	\$427	\$302	141
66	Shops/Retailers	Warehouse Clubs & Super Stores	\$431,994,179	\$1,345	\$1,151	117
67	Shops/Retailers	Womens Apparel	\$556,865,752	\$1,733	\$1,258	138
68	Telephone	Telephone Services	\$393,348,059	\$1,224	\$1,058	116
69	Transportation/Auto	Auto Dealers	\$2,242,188,946	\$6,979	\$5,859	119
70	Transportation/Auto	Auto Maintenance & Repairs	\$660,286,619	\$2,055	\$1,726	119
71	Transportation/Auto	Auto Rentals	\$109,907,054	\$342	\$171	200
72	Transportation/Auto	Automotive Parts & Tire Stores	\$113,433,230	\$353	\$307	115
73	Transportation/Auto	Lube Oil Change & Filters	\$65,934,018	\$205	\$170	121
74	Transportation/Auto	New or Leased Autos & Trucks	\$2,445,689,951	\$7,612	\$6,069	125
75	Transportation/Auto	Tires (Incl. Alignment & Balancing)	\$148,765,493	\$463	\$388	119
76	Transportation/Auto	Used Autos & Trucks	\$714,677,313	\$2,224	\$2,098	106

Source: Claritas, Inc. data, using current NTA® definitions