

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Summary	San Francisco County, CA		California	
		%		%
<b>Households</b>	346,419		12,518,702	
<b>Average annual expenditures</b>	<b>\$ 19,956.46</b>		<b>\$ 16,643.24</b>	
<b>Weekly Per Capita Expenditures:</b>				
<b>Apparel and services</b>	\$ 17.58	0%	\$ 15.38	0%
Men and boys	\$ 4.00	0%	\$ 3.49	0%
Women and girls	\$ 7.24	0%	\$ 6.33	0%
Children under 2	\$ 0.47	0%	\$ 0.45	0%
Footwear	\$ 3.18	0%	\$ 2.84	0%
Other apparel products and services	\$ 2.69	0%	\$ 2.28	0%
<b>Cash contributions</b>	\$ 17.82	0%	\$ 15.11	0%
<b>Education</b>	\$ 6.30	0%	\$ 5.65	0%
<b>Entertainment</b>	\$ 24.38	0%	\$ 20.38	0%
Fees and admissions	\$ 6.56	0%	\$ 5.44	0%
Television, radios, sound equipment	\$ 11.04	0%	\$ 9.06	0%
Pets, toys and playground equipment	\$ 4.41	0%	\$ 3.89	0%
Other entertainment supplies, equipment, and services	\$ 2.36	0%	\$ 1.98	0%
<b>Food and beverages</b>	\$ 65.06	0%	\$ 57.48	0%
Food at home	\$ 39.74	0%	\$ 35.19	0%
Food away from home	\$ 25.32	0%	\$ 22.29	0%
<b>Alcoholic beverages</b>	\$ 5.39	0%	\$ 4.68	0%
<b>Health care</b>	\$ 40.49	0%	\$ 30.04	0%
Health insurance	\$ 22.96	0%	\$ 16.94	0%
Medical services	\$ 11.24	0%	\$ 8.17	0%
Drugs	\$ 4.61	0%	\$ 3.63	0%
Medical supplies	\$ 1.69	0%	\$ 1.29	0%
<b>Shelter</b>	\$ 15.38	0%	\$ 13.15	0%
<b>Housekeeping supplies</b>	\$ 6.49	0%	\$ 5.71	0%
<b>Household operations</b>	\$ 9.52	0%	\$ 7.93	0%
Personal services	\$ 3.63	0%	\$ 2.93	0%
Other household expenses	\$ 5.90	0%	\$ 5.00	0%
Housekeeping supplies	\$ 6.49	0%	\$ 5.71	0%
<b>Household furnishings and equipment</b>	\$ 15.82	0%	\$ 13.54	0%
Household textiles	\$ 1.27	0%	\$ 1.12	0%
Furniture	\$ 4.26	0%	\$ 3.62	0%
Floor coverings	\$ 0.44	0%	\$ 0.36	0%
Major appliances	\$ 1.90	0%	\$ 1.62	0%
Small appliances, miscellaneous housewares	\$ 0.85	0%	\$ 0.76	0%
Miscellaneous household equipment	\$ 7.09	0%	\$ 6.05	0%
<b>Miscellaneous</b>	\$ 6.35	0%	\$ 5.50	0%
<b>Personal care products and services</b>	\$ 6.06	0%	\$ 5.33	0%
<b>Personal insurance</b>	\$ 3.34	0%	\$ 2.81	0%
<b>Reading</b>	\$ 1.25	0%	\$ 1.09	0%
<b>Tobacco products and smoking supplies</b>	\$ 3.06	0%	\$ 2.92	0%
<b>Transportation</b>	\$ 97.19	0%	\$ 79.48	0%

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STI: Spending Patterns Summary	San Francisco County, CA		California	
		%		%
Vehicle purchases (net outlay)	\$ 36.27	0%	\$ 29.38	0%
Gasoline and motor oil	\$ 27.87	0%	\$ 23.06	0%
Other vehicle expenses	\$ 27.39	0%	\$ 22.29	0%
Public transportation	\$ 5.66	0%	\$ 4.74	0%
<b>Utilities, fuels, and public services</b>	<b>\$ 42.31</b>	<b>0%</b>	<b>\$ 33.90</b>	<b>0%</b>

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STI: Spending Patterns Food: Cereals, Bakery, Meat and Dairy	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Food</b>	\$ 65.06		\$ 57.48	
<b>Food at home</b>	\$ 39.74		\$ 35.19	
Cereals and bakery products	\$ 5.28	13%	\$ 4.67	13%
Cereals and cereal products	\$ 1.64	4%	\$ 1.46	4%
Flour	\$ 0.06	0%	\$ 0.05	0%
Prepared flour mixes	\$ 0.13	0%	\$ 0.11	0%
Ready-to-eat and cooked cereals	\$ 0.98	2%	\$ 0.87	2%
Rice	\$ 0.20	0%	\$ 0.18	1%
Pasta, cornmeal and other cereal products	\$ 0.28	1%	\$ 0.25	1%
Bakery products	\$ 3.63	9%	\$ 3.21	9%
Bread	\$ 1.03	3%	\$ 0.92	3%
White bread	\$ 0.39	1%	\$ 0.35	1%
Bread, other than white	\$ 0.65	2%	\$ 0.57	2%
Cookies and crackers	\$ 0.87	2%	\$ 0.76	2%
Cookies	\$ 0.51	1%	\$ 0.44	1%
Crackers	\$ 0.36	1%	\$ 0.32	1%
Frozen and refrigerated bakery products	\$ 0.30	1%	\$ 0.26	1%
Other bakery products	\$ 1.43	4%	\$ 1.26	4%
Biscuits and rolls	\$ 0.52	1%	\$ 0.46	1%
Cakes and cupcakes	\$ 0.45	1%	\$ 0.40	1%
Bread and cracker products	\$ 0.05	0%	\$ 0.04	0%
Sweetrolls, coffee cakes, doughnuts	\$ 0.25	1%	\$ 0.22	1%
Pies, tarts, turnovers	\$ 0.17	0%	\$ 0.15	0%
Meats, poultry, fish, and eggs	\$ 8.87	22%	\$ 7.89	22%
Beef	\$ 2.48	6%	\$ 2.21	6%
Ground beef	\$ 1.00	3%	\$ 0.90	3%
Roast	\$ 0.39	1%	\$ 0.34	1%
Chuck roast	\$ 0.11	0%	\$ 0.10	0%
Round roast	\$ 0.07	0%	\$ 0.07	0%
Other roast	\$ 0.20	1%	\$ 0.18	1%
Steak	\$ 0.90	2%	\$ 0.79	2%
Round steak	\$ 0.14	0%	\$ 0.12	0%
Sirloin steak	\$ 0.24	1%	\$ 0.21	1%
Other steak	\$ 0.53	1%	\$ 0.46	1%
Other beef	\$ 0.20	0%	\$ 0.17	0%
Pork	\$ 1.67	4%	\$ 1.50	4%
Bacon	\$ 0.31	1%	\$ 0.28	1%
Pork chops	\$ 0.31	1%	\$ 0.28	1%
Ham	\$ 0.35	1%	\$ 0.31	1%
Ham, not canned	\$ 0.35	1%	\$ 0.31	1%
Sausage	\$ 0.28	1%	\$ 0.25	1%
Other pork	\$ 0.41	1%	\$ 0.37	1%

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<b>STI: Spending Patterns</b> <b>Food: Cereals, Bakery, Meat and Dairy</b>	<b>San Francisco County,</b>		<b>California</b>	
	<b>CA</b>	<b>%</b>		<b>%</b>
Other meats	\$ 1.19	3%	\$ 1.05	3%
Frankfurters	\$ 0.22	1%	\$ 0.19	1%
Lunch meats (cold cuts)	\$ 0.88	2%	\$ 0.78	2%
Bologna, liverwurst, salami	\$ 0.22	1%	\$ 0.20	1%
Other lunchmeats	\$ 0.65	2%	\$ 0.58	2%
Lamb, organ meats and others	\$ 0.10	0%	\$ 0.08	0%
Lamb and organ meats	\$ 0.10	0%	\$ 0.08	0%
Poultry	\$ 1.62	4%	\$ 1.44	4%
Fresh and frozen chickens	\$ 1.30	3%	\$ 1.16	3%
Fresh and frozen whole chicken	\$ 0.33	1%	\$ 0.30	1%
Fresh and frozen chicken parts	\$ 0.96	2%	\$ 0.86	2%
Other poultry	\$ 0.32	1%	\$ 0.28	1%
Fish and seafood	\$ 1.42	4%	\$ 1.25	4%
Canned fish and seafood	\$ 0.19	0%	\$ 0.17	0%
Fresh fish and shellfish	\$ 0.75	2%	\$ 0.65	2%
Frozen fish and shellfish	\$ 0.49	1%	\$ 0.43	1%
Eggs	\$ 0.49	1%	\$ 0.44	1%
Dairy products	\$ 4.47	11%	\$ 3.95	11%
Fresh milk and cream	\$ 1.76	4%	\$ 1.57	4%
Fresh milk, all types	\$ 1.58	4%	\$ 1.42	4%
Cream	\$ 0.18	0%	\$ 0.15	0%
Other dairy products	\$ 2.71	7%	\$ 2.38	7%
Butter	\$ 0.24	1%	\$ 0.21	1%
Cheese	\$ 1.35	3%	\$ 1.19	3%
Ice cream and related products	\$ 0.66	2%	\$ 0.58	2%
Miscellaneous dairy products	\$ 0.46	1%	\$ 0.40	1%

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STI: Spending Patterns Food: Fruits, Vegetables	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Food</b>	\$ 65.06		\$ 57.48	
<b>Fruits and vegetables</b>	\$ 7.00		\$ 6.16	
Fresh fruits	\$ 2.39	34%	\$ 2.09	34%
Apples	\$ 0.41	6%	\$ 0.36	6%
Bananas	\$ 0.34	5%	\$ 0.30	5%
Oranges	\$ 0.26	4%	\$ 0.23	4%
Citrus fruits, excluding oranges	\$ 0.21	3%	\$ 0.19	3%
Other fresh fruits	\$ 1.17	17%	\$ 1.01	16%
Fresh vegetables	\$ 2.25	32%	\$ 1.98	32%
Potatoes	\$ 0.36	5%	\$ 0.32	5%
Lettuce	\$ 0.28	4%	\$ 0.24	4%
Tomatoes	\$ 0.41	6%	\$ 0.36	6%
Other fresh vegetables	\$ 1.21	17%	\$ 1.06	17%
Processed fruits	\$ 1.29	18%	\$ 1.14	18%
Frozen fruits and fruit juices	\$ 0.12	2%	\$ 0.11	2%
Frozen orange juice	\$ 0.04	1%	\$ 0.04	1%
Frozen fruits	\$ 0.05	1%	\$ 0.04	1%
Frozen fruit juices	\$ 0.02	0%	\$ 0.02	0%
Canned fruits	\$ 0.23	3%	\$ 0.20	3%
Dried fruit	\$ 0.10	1%	\$ 0.08	1%
Fresh fruit juice	\$ 0.20	3%	\$ 0.17	3%
Canned and bottled fruit juice	\$ 0.65	9%	\$ 0.58	9%
Processed vegetables	\$ 1.07	15%	\$ 0.96	16%
Frozen vegetables	\$ 0.35	5%	\$ 0.32	5%
Canned and dried vegetables and juices	\$ 0.72	10%	\$ 0.64	10%
Canned beans	\$ 0.14	2%	\$ 0.13	2%
Canned corn	\$ 0.06	1%	\$ 0.05	1%
Canned miscellaneous vegetables	\$ 0.22	3%	\$ 0.19	3%
Dried beans	\$ 0.03	0%	\$ 0.03	0%
Dried miscellaneous vegetables	\$ 0.09	1%	\$ 0.08	1%
Fresh and canned vegetable juices	\$ 0.18	3%	\$ 0.16	3%

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STI: Spending Patterns Food: Other Food at Home	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Other food at home</b>	<b>\$ 14.12</b>		<b>\$ 12.53</b>	
Sugar and other sweets	\$ 1.33	9%	\$ 1.17	9%
Candy and chewing gum	\$ 0.82	6%	\$ 0.72	6%
Sugar	\$ 0.18	1%	\$ 0.17	1%
Artificial sweeteners	\$ 0.07	0%	\$ 0.06	0%
Jams, preserves, other sweets	\$ 0.25	2%	\$ 0.22	2%
Fats and oils	\$ 1.04	7%	\$ 0.93	7%
Margarine	\$ 0.08	1%	\$ 0.07	1%
Fats and oils	\$ 0.35	2%	\$ 0.31	3%
Salad dressings	\$ 0.31	2%	\$ 0.28	2%
Nondairy cream and imitation milk	\$ 0.15	1%	\$ 0.14	1%
Peanut butter	\$ 0.14	1%	\$ 0.13	1%
Miscellaneous foods	\$ 7.42	53%	\$ 6.60	53%
Frozen prepared foods	\$ 1.61	11%	\$ 1.44	11%
Frozen meals	\$ 0.86	6%	\$ 0.77	6%
Other frozen prepared foods	\$ 0.75	5%	\$ 0.67	5%
Canned and packaged soups	\$ 0.46	3%	\$ 0.41	3%
Potato chips, nuts, and other snacks	\$ 1.49	11%	\$ 1.30	10%
Potato chips and other snacks	\$ 1.10	8%	\$ 0.97	8%
Nuts	\$ 0.38	3%	\$ 0.33	3%
Condiments and seasonings	\$ 1.23	9%	\$ 1.08	9%
Salt, spices, other seasonings	\$ 0.28	2%	\$ 0.24	2%
Olives, pickles, relishes	\$ 0.15	1%	\$ 0.13	1%
Sauces and gravies	\$ 0.52	4%	\$ 0.46	4%
Baking needs and miscellaneous products	\$ 0.27	2%	\$ 0.24	2%
Other canned and packaged prepared foods	\$ 2.64	19%	\$ 2.36	19%
Prepared salads	\$ 0.37	3%	\$ 0.33	3%
Prepared desserts	\$ 0.14	1%	\$ 0.13	1%
Baby food	\$ 0.40	3%	\$ 0.38	3%
Miscellaneous prepared foods	\$ 1.73	12%	\$ 1.53	12%
Nonalcoholic beverages	\$ 3.81	27%	\$ 3.40	27%
Cola	\$ 0.96	7%	\$ 0.87	7%
Other carbonated drinks	\$ 0.53	4%	\$ 0.48	4%
Coffee	\$ 0.61	4%	\$ 0.53	4%
Roasted coffee	\$ 0.38	3%	\$ 0.33	3%
Instant and freeze dried coffee	\$ 0.23	2%	\$ 0.20	2%
Noncarbonated fruit flavored drinks, including non-frozen lemonade	\$ 0.26	2%	\$ 0.24	2%
Tea	\$ 0.34	2%	\$ 0.30	2%
Other nonalcoholic beverages and ice	\$ 1.11	8%	\$ 0.98	8%
Other noncarbonated beverages and ice	\$ 0.40	3%	\$ 0.36	3%
Bottled Water/Sports Drinks	\$ 0.71	5%	\$ 0.62	5%
Food prepared by consumer unit on out-of-town trips	\$ 0.52	4%	\$ 0.44	3%

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STI: Spending Patterns Food Away from Home	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Food away from home</b>	<b>\$ 25.32</b>		<b>\$ 22.29</b>	
Meals at restaurants (except on trips)	\$ 22.45	89%	\$ 19.90	89%
Lunch	\$ 7.17	28%	\$ 6.42	29%
Lunch at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$ 3.87	15%	\$ 3.50	16%
Lunch at full service restaurants	\$ 3.30	13%	\$ 2.92	13%
Dinner	\$ 11.57	46%	\$ 10.16	46%
Dinner at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$ 3.60	14%	\$ 3.28	15%
Dinner at full service restaurants	\$ 7.97	31%	\$ 6.88	31%
Snacks and nonalcoholic beverages	\$ 1.53	6%	\$ 1.37	6%
Snacks and nonalcoholic beverages at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$ 1.23	5%	\$ 1.09	5%
Snacks and nonalcoholic beverages at full service restaurants	\$ 0.30	1%	\$ 0.27	1%
Breakfast and brunch	\$ 2.19	9%	\$ 1.96	9%
Breakfast and brunch at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$ 1.22	5%	\$ 1.10	5%
Breakfast and brunch at full service restaurants	\$ 0.97	4%	\$ 0.86	4%
Food on out-of-town trips	\$ 2.87	11%	\$ 2.39	11%

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STI: Spending Patterns Specialty Categories	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
Food/Goods/Beverages at Grocery Stores	\$ 54.95		\$ 49.07	
Food/Nonalcoholic Beverages at Grocery Stores	\$ 48.85		\$ 43.52	
Beer, wine, and other alcohol for home use	\$ 2.08		\$ 1.83	
Dining out at restaurants, cafe, drive-ins, etc (excl. alcohol)	\$ 24.30		\$ 21.30	
Alcoholic bev. at restaurants, cafeterias, drive-ins, etc.	\$ 1.18		\$ 1.06	

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STI: Spending Patterns Alcoholic Beverages	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Alcoholic beverages</b>	<b>\$ 5.39</b>		<b>\$ 4.68</b>	
At home	\$ 2.75	51%	\$ 2.41	51%
Beer and ale	\$ 1.24	23%	\$ 1.16	25%
Whiskey	\$ 0.09	2%	\$ 0.08	2%
Wine	\$ 1.17	22%	\$ 0.96	20%
Other alcoholic beverages	\$ 0.24	4%	\$ 0.21	5%
Away from home (except on trips)	\$ 2.64	49%	\$ 2.27	49%
Beer and ale	\$ 0.93	17%	\$ 0.83	18%
Beer and ale at fast food, take-out, delivery, concession stands, buffet and cafeteria	\$ 0.14	3%	\$ 0.13	3%
Beer and ale at full service restaurants	\$ 0.79	15%	\$ 0.71	15%
Wine	\$ 0.45	8%	\$ 0.36	8%
Wine at full service restaurants	\$ 0.45	8%	\$ 0.36	8%
Other alcoholic beverages	\$ 1.26	23%	\$ 1.08	23%
Other alcoholic beverages at fast food, take-out, delivery, concession stands, buffet and cafeteria	\$ 0.05	1%	\$ 0.05	1%
Other alcoholic beverages at full service restaurants	\$ 0.70	13%	\$ 0.61	13%
Alcoholic beverages purchased on trips	\$ 0.51	9%	\$ 0.42	9%

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STI: Spending Patterns Transportation	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Transportation</b>	<b>\$ 97.19</b>		<b>\$ 79.48</b>	
Vehicle purchases (net outlay)	\$ 36.27	37%	\$ 29.38	37%
Cars and trucks, new	\$ 19.57	20%	\$ 15.32	19%
New cars	\$ 8.82	9%	\$ 7.04	9%
New trucks	\$ 10.75	11%	\$ 8.27	10%
Cars and trucks, used	\$ 16.69	17%	\$ 14.07	18%
Used cars	\$ 9.08	9%	\$ 7.66	10%
Used trucks	\$ 7.61	8%	\$ 6.41	8%
Gasoline and motor oil	\$ 27.87	29%	\$ 23.06	29%
Gasoline	\$ 26.00	27%	\$ 21.53	27%
Diesel fuel	\$ 0.41	0%	\$ 0.34	0%
Gasoline on out-of-town trips	\$ 1.34	1%	\$ 1.10	1%
Motor oil	\$ 0.10	0%	\$ 0.09	0%
Motor oil on out-of-town trips	\$ 0.01	0%	\$ 0.01	0%
Other vehicle expenses	\$ 27.39	28%	\$ 22.29	28%
Vehicle finance charges	\$ 3.49	4%	\$ 2.86	4%
Automobile finance charges	\$ 1.40	1%	\$ 1.16	1%
Truck finance charges	\$ 1.88	2%	\$ 1.53	2%
Motorcycle and plane finance charges	\$ 0.08	0%	\$ 0.06	0%
Other vehicle finance charges	\$ 0.14	0%	\$ 0.11	0%
Vehicle maintenance and repairs	\$ 8.41	9%	\$ 6.86	9%
Coolant, additives, brake, transmission fluids	\$ 0.04	0%	\$ 0.04	0%
Tires - purchased, replaced, installed	\$ 1.34	1%	\$ 1.09	1%
Parts, equipment, and accessories	\$ 0.49	1%	\$ 0.41	1%
Body work and painting	\$ 0.06	0%	\$ 0.06	0%
Clutch, transmission repair	\$ 0.69	1%	\$ 0.57	1%
Drive shaft and rear-end repair	\$ 0.34	0%	\$ 0.28	0%
Brake work	\$ 0.40	0%	\$ 0.33	0%
Repair to steering or front-end	\$ 0.07	0%	\$ 0.05	0%
Repair to engine cooling system	\$ 0.73	1%	\$ 0.58	1%
Motor tune-up	\$ 0.26	0%	\$ 0.22	0%
Lube, oil change, and oil filters	\$ 0.25	0%	\$ 0.21	0%
Front end alignment, wheel balance and rotation	\$ 0.58	1%	\$ 0.45	1%
Shock absorber replacement	\$ 0.83	1%	\$ 0.68	1%
Repair tires and other repair work	\$ 0.17	0%	\$ 0.13	0%
Exhaust system repair	\$ 0.06	0%	\$ 0.05	0%
Electrical system repair	\$ 0.62	1%	\$ 0.50	1%
Motor repair, replacement	\$ 0.17	0%	\$ 0.14	0%
Vehicle accessories including labor	\$ 0.13	0%	\$ 0.11	0%
Vehicle audio equipment including labor	\$ 0.34	0%	\$ 0.28	0%
Vehicle air conditioning repair	\$ 0.86	1%	\$ 0.69	1%

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		%		%
Vehicle insurance	\$ 10.25	11%	\$ 8.44	11%
Vehicle rental, licenses, other charges	\$ 5.24	5%	\$ 4.13	5%
Leased and rented vehicles	\$ 3.01	3%	\$ 2.31	3%
Rented vehicles	\$ 0.38	0%	\$ 0.32	0%
Auto rental	\$ 0.09	0%	\$ 0.08	0%
Auto rental, out-of-town trips	\$ 0.29	0%	\$ 0.24	0%
Leased vehicles	\$ 2.63	3%	\$ 1.99	3%
Car lease payments	\$ 1.28	1%	\$ 0.98	1%
Truck lease payments	\$ 1.35	1%	\$ 1.01	1%
Vehicle registration state/local	\$ 1.09	1%	\$ 0.89	1%
Drivers' license	\$ 0.09	0%	\$ 0.07	0%
Vehicle inspection	\$ 0.13	0%	\$ 0.11	0%
Parking fees	\$ 0.45	0%	\$ 0.35	0%
Parking fees in home city, excluding residence	\$ 0.38	0%	\$ 0.30	0%
Parking fees, out-of-town trips	\$ 0.07	0%	\$ 0.05	0%
Tolls	\$ 0.20	0%	\$ 0.15	0%
Tolls on out-of-town trips	\$ 0.04	0%	\$ 0.03	0%
Towing charges	\$ 0.06	0%	\$ 0.05	0%
Automobile service clubs	\$ 0.18	0%	\$ 0.16	0%
Public transportation	\$ 5.66	6%	\$ 4.74	6%
Airline fares	\$ 3.86	4%	\$ 3.19	4%
Intercity bus fares	\$ 0.10	0%	\$ 0.09	0%
Intracity mass transit fares	\$ 0.60	1%	\$ 0.54	1%
Local trans. on out-of-town trips	\$ 0.12	0%	\$ 0.10	0%
Taxi fares and limousine services on trips	\$ 0.07	0%	\$ 0.06	0%
Taxi fares and limousine services	\$ 0.22	0%	\$ 0.18	0%
Intercity train fares	\$ 0.19	0%	\$ 0.16	0%
Ship fares	\$ 0.51	1%	\$ 0.43	1%

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STI: Spending Patterns Apparel	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Apparel and services</b>	<b>\$ 17.58</b>		<b>\$ 15.38</b>	
Men and boys	\$ 4.00	23%	\$ 3.49	23%
Men, 16 and over	\$ 3.32	19%	\$ 2.90	19%
Men's suits	\$ 0.24	1%	\$ 0.20	1%
Men's sportcoats, tailored jackets	\$ 0.11	1%	\$ 0.09	1%
Men's coats and jackets	\$ 0.27	2%	\$ 0.24	2%
Men's underwear	\$ 0.14	1%	\$ 0.12	1%
Men's hosiery	\$ 0.14	1%	\$ 0.13	1%
Men's nightwear	\$ 0.01	0%	\$ 0.01	0%
Men's accessories	\$ 0.28	2%	\$ 0.25	2%
Men's sweaters and vests	\$ 0.08	0%	\$ 0.07	0%
Men's active sportswear	\$ 0.19	1%	\$ 0.17	1%
Men's shirts	\$ 0.90	5%	\$ 0.78	5%
Men's pants	\$ 0.92	5%	\$ 0.82	5%
Men's uniforms	\$ 0.03	0%	\$ 0.02	0%
Men's costumes	\$ 0.01	0%	\$ 0.01	0%
Boys, 2 to 15	\$ 0.69	4%	\$ 0.59	4%
Boys' coats and jackets	\$ 0.04	0%	\$ 0.04	0%
Boys' sweaters	\$ 0.02	0%	\$ 0.01	0%
Boys' shirts	\$ 0.18	1%	\$ 0.15	1%
Boys' underwear	\$ 0.04	0%	\$ 0.04	0%
Boys' nightwear	\$ 0.02	0%	\$ 0.02	0%
Boys' hosiery	\$ 0.03	0%	\$ 0.03	0%
Boys' accessories	\$ 0.04	0%	\$ 0.03	0%
Boys' suits, sportcoats, vests	\$ 0.01	0%	\$ 0.01	0%
Boys' pants	\$ 0.25	1%	\$ 0.22	1%
Boys' uniforms	\$ 0.03	0%	\$ 0.03	0%
Boys' active sportswear	\$ 0.01	0%	\$ 0.01	0%
Boys' costumes	\$ 0.01	0%	\$ 0.01	0%
Women and girls	\$ 7.24	41%	\$ 6.33	41%
Women, 16 and over	\$ 6.25	36%	\$ 5.51	36%
Women's coats and jackets	\$ 0.54	3%	\$ 0.47	3%
Women's dresses	\$ 0.47	3%	\$ 0.45	3%
Women's sportcoats, tailored jackets	\$ 0.07	0%	\$ 0.06	0%
Women's vests and sweaters	\$ 0.47	3%	\$ 0.42	3%
Women's shirts, tops, blouses	\$ 1.43	8%	\$ 1.27	8%
Women's skirts	\$ 0.15	1%	\$ 0.13	1%
Women's pants	\$ 1.14	6%	\$ 1.02	7%
Women's active sportswear	\$ 0.28	2%	\$ 0.25	2%
Women's sleepwear	\$ 0.25	1%	\$ 0.22	1%
Women's undergarments	\$ 0.35	2%	\$ 0.31	2%
Women's hosiery	\$ 0.17	1%	\$ 0.15	1%
Women's suits	\$ 0.17	1%	\$ 0.14	1%
Women's accessories	\$ 0.68	4%	\$ 0.56	4%
Women's uniforms	\$ 0.05	0%	\$ 0.04	0%
Women's costumes	\$ 0.02	0%	\$ 0.02	0%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Apparel	San Francisco County, CA		California	
		%		%
Girls, 2 to 15	\$ 0.98	6%	\$ 0.83	5%
Girls' coats and jackets	\$ 0.05	0%	\$ 0.04	0%
Girls' dresses, suits	\$ 0.10	1%	\$ 0.08	1%
Girls' shirts, blouses, sweaters	\$ 0.28	2%	\$ 0.24	2%
Girls' skirts and pants	\$ 0.27	2%	\$ 0.22	1%
Girls' active sportswear	\$ 0.10	1%	\$ 0.08	1%
Girls' underwear and sleepwear	\$ 0.06	0%	\$ 0.05	0%
Girls' hosiery	\$ 0.04	0%	\$ 0.03	0%
Girls' accessories	\$ 0.04	0%	\$ 0.04	0%
Girls' uniforms	\$ 0.03	0%	\$ 0.02	0%
Girls' costumes	\$ 0.02	0%	\$ 0.02	0%
Children under 2	\$ 0.47	3%	\$ 0.45	3%
Infant coat, jacket, snowsuit	\$ 0.01	0%	\$ 0.01	0%
Infant dresses, outerwear	\$ 0.10	1%	\$ 0.09	1%
Infant undergarments	\$ 0.26	1%	\$ 0.25	2%
Infant nightwear, loungewear	\$ 0.02	0%	\$ 0.02	0%
Infant accessories	\$ 0.08	0%	\$ 0.07	0%
Footwear	\$ 3.18	18%	\$ 2.84	18%
Men's footwear	\$ 0.96	5%	\$ 0.87	6%
Boys' footwear	\$ 0.22	1%	\$ 0.21	1%
Women's footwear	\$ 1.74	10%	\$ 1.52	10%
Girls' footwear	\$ 0.27	2%	\$ 0.24	2%
Other apparel products and services	\$ 2.69	15%	\$ 2.28	15%
Material for making clothes	\$ 0.06	0%	\$ 0.05	0%
Sewing patterns and notions	\$ 0.07	0%	\$ 0.06	0%
Watches	\$ 0.17	1%	\$ 0.14	1%
Jewelry	\$ 1.20	7%	\$ 0.98	6%
Shoe repair and other shoe service	\$ 0.02	0%	\$ 0.02	0%
Coin-operated apparel laundry and dry cleaning	\$ 0.40	2%	\$ 0.40	3%
Alteration, repair and tailoring of apparel and accessories	\$ 0.07	0%	\$ 0.06	0%
Clothing rental	\$ 0.02	0%	\$ 0.02	0%
Watch and jewelry repair	\$ 0.04	0%	\$ 0.03	0%
Apparel laundry and dry cleaning not coin-operated	\$ 0.65	4%	\$ 0.52	3%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Housing	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Housing</b>	<b>\$ 89.51</b>		<b>\$ 74.22</b>	
Shelter	\$ 15.38	17%	\$ 13.15	18%
Owned dwellings	\$ 15.38	17%	\$ 13.15	18%
Maintenance, repairs, insurance, other expenses	\$ 11.75	13%	\$ 10.15	14%
Homeowners insurance	\$ 3.59	4%	\$ 3.12	4%
Ground rent	\$ 0.55	1%	\$ 0.53	1%
Maintenance and repair services	\$ 6.00	7%	\$ 5.12	7%
Painting and papering	\$ 0.72	1%	\$ 0.60	1%
Plumbing and water heating	\$ 0.48	1%	\$ 0.43	1%
Heat, A/C, electrical work	\$ 0.96	1%	\$ 0.85	1%
Roofing and gutters	\$ 0.98	1%	\$ 0.89	1%
Other repair and maintenance services	\$ 2.36	3%	\$ 1.96	3%
Repair and replacement of hard surface flooring	\$ 0.42	0%	\$ 0.33	0%
Repair of built-in appliances	\$ 0.08	0%	\$ 0.07	0%
Maintenance and repair commodities	\$ 0.88	1%	\$ 0.76	1%
Paints, wallpaper and supplies	\$ 0.15	0%	\$ 0.13	0%
Tools and equipment for painting and wallpapering	\$ 0.02	0%	\$ 0.01	0%
Plumbing supplies and equipment	\$ 0.05	0%	\$ 0.04	0%
Electrical supplies, heating and cooling equipment	\$ 0.04	0%	\$ 0.03	0%
Materials for hard surface flooring, repair and replacement	\$ 0.15	0%	\$ 0.13	0%
Materials and equipment for roof and gutters	\$ 0.05	0%	\$ 0.04	0%
Materials for walls, doors & windows	\$ 0.15	0%	\$ 0.14	0%
Material for insulation, other maint and repair	\$ 0.27	0%	\$ 0.22	0%
Property management and security	\$ 0.60	1%	\$ 0.51	1%
Property management	\$ 0.51	1%	\$ 0.43	1%
Management and upkeep services for security	\$ 0.09	0%	\$ 0.08	0%
Parking	\$ 0.12	0%	\$ 0.11	0%
Lodging on out-of-town trips	\$ 3.63	4%	\$ 3.00	4%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Utilities	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Utilities, fuels, and public services</b>	<b>\$ 42.31</b>		<b>\$ 33.90</b>	
Natural gas	\$ 6.27	15%	\$ 4.84	14%
Utility--natural gas (owned home)	\$ 6.27	15%	\$ 4.84	14%
Electricity	\$ 16.23	38%	\$ 12.77	38%
Electricity (owned home)	\$ 16.23	38%	\$ 12.77	38%
Fuel oil and other fuels	\$ 1.92	5%	\$ 1.48	4%
Fuel oil	\$ 1.20	3%	\$ 0.91	3%
Fuel oil (owned home)	\$ 1.20	3%	\$ 0.91	3%
Bottled gas	\$ 0.63	1%	\$ 0.50	1%
Gas, btld/tank (owned home)	\$ 0.63	1%	\$ 0.50	1%
Other fuels	\$ 0.08	0%	\$ 0.07	0%
Other fuels (owned home)	\$ 0.08	0%	\$ 0.07	0%
Telephone services	\$ 12.40	29%	\$ 10.54	31%
Residential telephone/pay phones	\$ 6.13	14%	\$ 4.80	14%
Cellular phone service	\$ 6.06	14%	\$ 5.54	16%
Phone cards	\$ 0.15	0%	\$ 0.14	0%
Voice over IP telephone service	\$ 0.06	0%	\$ 0.05	0%
Water and other public services	\$ 5.49	13%	\$ 4.27	13%
Water and sewerage maintenance	\$ 4.03	10%	\$ 3.13	9%
Water/sewer maint. (owned home)	\$ 4.03	10%	\$ 3.13	9%
Trash and garbage collection	\$ 1.43	3%	\$ 1.11	3%
Trash/garb. coll. (owned home)	\$ 1.43	3%	\$ 1.11	3%
Septic tank cleaning	\$ 0.03	0%	\$ 0.03	0%
Septic tank clean. (owned home)	\$ 0.03	0%	\$ 0.03	0%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Household Operations	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Household operations</b>	<b>\$ 9.52</b>		<b>\$ 7.93</b>	
Personal services	\$ 3.63	38%	\$ 2.93	37%
Babysitting and child care in your own home	\$ 0.56	6%	\$ 0.41	5%
Babysitting and child care in someone else's home	\$ 0.30	3%	\$ 0.28	3%
Day care centers, nursery, and preschools	\$ 2.76	29%	\$ 2.24	28%
Other household expenses	\$ 5.90	62%	\$ 5.00	63%
Housekeeping services	\$ 1.29	13%	\$ 1.01	13%
Gardening, lawn care service	\$ 1.13	12%	\$ 0.92	12%
Water softening service	\$ 0.04	0%	\$ 0.04	0%
Household laundry and dry cleaning, sent out (nonclothing) not coin-operated	\$ 0.01	0%	\$ 0.01	0%
Coin-operated household laundry and dry cleaning (nonclothing)	\$ 0.03	0%	\$ 0.03	0%
Service for termite/pest control	\$ 0.17	2%	\$ 0.14	2%
Home security system service fee	\$ 0.21	2%	\$ 0.17	2%
Other home services	\$ 0.15	2%	\$ 0.13	2%
Termite/pest control products	\$ 0.03	0%	\$ 0.02	0%
Moving, storage, freight express	\$ 0.47	5%	\$ 0.41	5%
Appliance repair, including service center	\$ 0.17	2%	\$ 0.15	2%
Reupholstering, furniture repair	\$ 0.05	1%	\$ 0.04	1%
Repairs/rentals of lawn and garden equipment, hand or power tools, other household equipment	\$ 0.07	1%	\$ 0.06	1%
Appliance rental	\$ 0.01	0%	\$ 0.01	0%
Repair of computer systems for nonbusiness use	\$ 0.08	1%	\$ 0.07	1%
Computer information services	\$ 1.97	21%	\$ 1.76	22%
<b>Housekeeping supplies</b>	<b>\$ 6.49</b>	<b>68%</b>	<b>\$ 5.71</b>	<b>72%</b>
Laundry and cleaning supplies	\$ 1.42	15%	\$ 1.30	16%
Soaps and detergents	\$ 0.77	8%	\$ 0.70	9%
Other laundry cleaning products	\$ 0.66	7%	\$ 0.59	7%
Other household products	\$ 3.63	38%	\$ 3.14	40%
Cleansing and toilet tissue, paper towels and napkins	\$ 1.05	11%	\$ 0.94	12%
Miscellaneous household products	\$ 1.40	15%	\$ 1.23	16%
Lawn and garden supplies	\$ 1.18	12%	\$ 0.97	12%
Postage and stationery	\$ 1.44	15%	\$ 1.27	16%
Stationery, stationery supplies, giftwraps	\$ 0.69	7%	\$ 0.60	8%
Postage	\$ 0.75	8%	\$ 0.67	8%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Household Furnishings & Equipment	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Household furnishings and equipment</b>	<b>\$ 15.82</b>		<b>\$ 13.54</b>	
Household textiles	\$ 1.27	8%	\$ 1.12	8%
Bathroom linens	\$ 0.24	2%	\$ 0.21	2%
Bedroom linens	\$ 0.64	4%	\$ 0.57	4%
Kitchen and dining room linens	\$ 0.06	0%	\$ 0.05	0%
Curtains and draperies	\$ 0.20	1%	\$ 0.16	1%
Slipcovers, decorative pillows	\$ 0.03	0%	\$ 0.03	0%
Sewing materials for slipcovers, curtains, other sewing materials for the home	\$ 0.10	1%	\$ 0.09	1%
Other linens	\$ 0.01	0%	\$ 0.01	0%
Furniture	\$ 4.26	27%	\$ 3.62	27%
Mattress and springs	\$ 0.57	4%	\$ 0.50	4%
Other bedroom furniture	\$ 0.73	5%	\$ 0.65	5%
Sofas	\$ 1.12	7%	\$ 0.94	7%
Living room chairs	\$ 0.43	3%	\$ 0.36	3%
Living room tables	\$ 0.16	1%	\$ 0.13	1%
Kitchen, dining room furniture	\$ 0.39	2%	\$ 0.32	2%
Infants' furniture	\$ 0.07	0%	\$ 0.06	0%
Outdoor furniture	\$ 0.23	1%	\$ 0.19	1%
Wall units, cabinets and other occasional furniture	\$ 0.56	4%	\$ 0.47	3%
Floor coverings	\$ 0.44	3%	\$ 0.36	3%
Wall-to-wall carpet (replacement) (owned home)	\$ 0.23	1%	\$ 0.19	1%
Floor coverings, nonpermanent	\$ 0.21	1%	\$ 0.17	1%
Major appliances	\$ 1.90	12%	\$ 1.62	12%
Dishwashers (built-in), garbage disposals, range hoods	\$ 0.20	1%	\$ 0.17	1%
Refrigerators, freezers	\$ 0.53	3%	\$ 0.45	3%
Washing machines	\$ 0.30	2%	\$ 0.26	2%
Clothes dryers	\$ 0.24	1%	\$ 0.20	1%
Cooking stoves, ovens	\$ 0.33	2%	\$ 0.28	2%
Microwave ovens	\$ 0.07	0%	\$ 0.06	0%
Electric floor cleaning equipment	\$ 0.18	1%	\$ 0.15	1%
Sewing machines	\$ 0.06	0%	\$ 0.05	0%

**PCensus Sample Report**  
**STI Spending Patterns**  
**2010 Synergos Technologies, Inc.**

STI: Spending Patterns Household Furnishings & Equipment	San Francisco County, CA		California	
		%		%
Small appliances, miscellaneous housewares	\$ 0.85	5%	\$ 0.76	6%
Housewares	\$ 0.62	4%	\$ 0.56	4%
Plastic dinnerware	\$ 0.02	0%	\$ 0.02	0%
China and other dinnerware	\$ 0.06	0%	\$ 0.05	0%
Flatware	\$ 0.04	0%	\$ 0.03	0%
Glassware	\$ 0.12	1%	\$ 0.11	1%
Other serving pieces	\$ 0.01	0%	\$ 0.01	0%
Tableware, nonelectric kitchenware	\$ 0.13	1%	\$ 0.12	1%
Nonelectric cookware	\$ 0.24	2%	\$ 0.21	2%
Small appliances	\$ 0.23	1%	\$ 0.20	1%
Small electric kitchen appliances	\$ 0.17	1%	\$ 0.15	1%
Portable heating and cooling equipment	\$ 0.05	0%	\$ 0.05	0%
Miscellaneous household equipment	\$ 7.09	45%	\$ 6.05	45%
Window coverings	\$ 0.26	2%	\$ 0.20	1%
Infants' equipment	\$ 0.12	1%	\$ 0.09	1%
Laundry and cleaning equipment	\$ 0.19	1%	\$ 0.17	1%
Outdoor equipment	\$ 0.41	3%	\$ 0.35	3%
Lamps and lighting fixtures	\$ 0.19	1%	\$ 0.16	1%
Telephones and accessories	\$ 0.30	2%	\$ 0.25	2%
Clocks and other household decorative items	\$ 1.53	10%	\$ 1.28	9%
Lawn and garden equipment	\$ 0.43	3%	\$ 0.37	3%
Power tools	\$ 0.26	2%	\$ 0.23	2%
Other hardware	\$ 0.11	1%	\$ 0.09	1%
Small miscellaneous furnishings	\$ 0.07	0%	\$ 0.07	0%
Hand tools	\$ 0.52	3%	\$ 0.44	3%
Indoor plants, fresh flowers	\$ 0.20	1%	\$ 0.18	1%
Closet and storage items	\$ 0.07	0%	\$ 0.06	0%
Miscellaneous household equipment and parts	\$ 1.43	9%	\$ 1.26	9%
Luggage	\$ 0.22	1%	\$ 0.20	1%
Computers and computer hardware nonbusiness use	\$ 0.01	0%	\$ 0.01	0%
PDA's	\$ 0.03	0%	\$ 0.03	0%
Internet services away from home	\$ 0.03	0%	\$ 0.02	0%
Computer software and accessories for nonbusiness use	\$ 0.03	0%	\$ 0.02	0%
Telephone answering devices	\$ 0.24	2%	\$ 0.20	1%
Business equipment for home use	\$ 0.02	0%	\$ 0.02	0%
Smoke alarms	\$ 0.05	0%	\$ 0.04	0%
Other household appliances	\$ 0.40	2%	\$ 0.35	3%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Health care	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Health care</b>	<b>\$ 40.49</b>		<b>\$ 30.04</b>	
Health insurance	\$ 22.96	57%	\$ 16.94	56%
Commercial health insurance	\$ 4.36	11%	\$ 3.20	11%
Traditional fee for service health plan (not BCBS)	\$ 1.27	3%	\$ 0.94	3%
Preferred provider health plan (Not BCBS)	\$ 3.09	8%	\$ 2.25	8%
Blue Cross, Blue Shield	\$ 6.78	17%	\$ 4.92	16%
Traditional fee for service health plan (BCBS)	\$ 1.20	3%	\$ 0.89	3%
Preferred provider health plan (BCBS)	\$ 3.09	8%	\$ 2.20	7%
Health maintenance organization (BCBS)	\$ 1.93	5%	\$ 1.42	5%
Commercial medicare supplement (BCBS)	\$ 0.49	1%	\$ 0.37	1%
Other health insurance (BCBS)	\$ 0.07	0%	\$ 0.05	0%
Health maintenance organization (not BCBS)	\$ 3.81	9%	\$ 2.80	9%
Medicare payments	\$ 4.88	12%	\$ 3.70	12%
Commercial medicare supplements and other health insurance	\$ 3.13	8%	\$ 2.32	8%
Commercial medicare supplement (Not BCBS)	\$ 1.24	3%	\$ 0.95	3%
Other health insurance (Not BCBS)	\$ 0.59	1%	\$ 0.43	1%
Long-term care insurance	\$ 1.30	3%	\$ 0.94	3%
Medical services	\$ 11.24	28%	\$ 8.17	27%
Physician's services	\$ 2.64	7%	\$ 1.95	6%
Dental services	\$ 4.24	10%	\$ 3.03	10%
Eyecare services	\$ 0.57	1%	\$ 0.42	1%
Service by professionals other than physician	\$ 1.17	3%	\$ 0.82	3%
Lab tests, x-rays	\$ 0.63	2%	\$ 0.47	2%
Hospital room and services	\$ 1.64	4%	\$ 1.22	4%
Other medical care services	\$ 0.35	1%	\$ 0.25	1%
Drugs	\$ 4.61	11%	\$ 3.63	12%
Prescription drugs	\$ 0.83	2%	\$ 0.73	2%
Nonprescription drugs	\$ 0.52	1%	\$ 0.46	2%
Nonprescription vitamins	\$ 3.27	8%	\$ 2.44	8%
Medical supplies	\$ 1.69	4%	\$ 1.29	4%
Eyeglasses and contact lenses	\$ 0.97	2%	\$ 0.71	2%
Hearing aids	\$ 0.27	1%	\$ 0.20	1%
Topicals and dressings	\$ 0.32	1%	\$ 0.29	1%
Medical equipment for general use	\$ 0.05	0%	\$ 0.04	0%
Supportive and convalescent medical equipment	\$ 0.04	0%	\$ 0.03	0%
Rental of medical equipment	\$ 0.02	0%	\$ 0.01	0%
Rental of supportive, convalescent medical equipment	\$ 0.01	0%	\$ 0.01	0%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Entertainment	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Entertainment</b>	<b>\$ 24.38</b>		<b>\$ 20.38</b>	
Fees and admissions	\$ 6.56	27%	\$ 5.44	27%
Recreation expenses, out-of-town trips	\$ 0.29	1%	\$ 0.24	1%
Social, recreation, civic club membership	\$ 1.31	5%	\$ 1.08	5%
Fees for participant sports	\$ 0.83	3%	\$ 0.71	3%
Participant sports, out-of-town trips	\$ 0.34	1%	\$ 0.27	1%
Movie, theater, opera, ballet	\$ 1.28	5%	\$ 1.11	5%
Movie, other admissions, out-of-town trips	\$ 0.37	2%	\$ 0.32	2%
Admission to sporting events	\$ 0.55	2%	\$ 0.44	2%
Admission to sports events, out-of-town trips	\$ 0.12	1%	\$ 0.11	1%
Fees for recreational lessons	\$ 1.18	5%	\$ 0.92	5%
Other entertainment services, out-of-town trips	\$ 0.29	1%	\$ 0.24	1%
Television, radios, sound equipment	\$ 11.04	45%	\$ 9.06	44%
Televisions	\$ 9.76	40%	\$ 7.92	39%
Cable, satellite, community antenna service	\$ 7.15	29%	\$ 5.63	28%
Televisions	\$ 1.63	7%	\$ 1.41	7%
VCR's and video disc players	\$ 0.15	1%	\$ 0.13	1%
Video cassettes, tapes, and discs	\$ 0.39	2%	\$ 0.36	2%
Video game hardware and software	\$ 0.40	2%	\$ 0.35	2%
Streaming/Downloaded Video	\$ 0.01	0%	\$ 0.01	0%
Repair of TV, radio, and sound equipment	\$ 0.04	0%	\$ 0.04	0%
Radios, sound equipment	\$ 1.28	5%	\$ 1.14	6%
Radios	\$ 0.04	0%	\$ 0.04	0%
Tape recorders and players	\$ 0.03	0%	\$ 0.03	0%
Digital Audio Players	\$ 0.16	1%	\$ 0.14	1%
Sound components and component systems	\$ 0.11	0%	\$ 0.10	0%
Satellite radio service	\$ 0.13	1%	\$ 0.12	1%
Streaming/Downloaded audio	\$ 0.04	0%	\$ 0.03	0%
Records, CDs, and audio tapes	\$ 0.27	1%	\$ 0.25	1%
Musical instruments and accessories	\$ 0.16	1%	\$ 0.14	1%
Rental and repair of musical instruments	\$ 0.01	0%	\$ 0.01	0%
Rental of video cassettes, tapes, films, and discs	\$ 0.31	1%	\$ 0.28	1%
Pets, toys and playground equipment	\$ 4.41	18%	\$ 3.89	19%
Pets	\$ 3.40	14%	\$ 3.02	15%
Pet food	\$ 1.43	6%	\$ 1.28	6%
Pet purchase, supplies, medicine	\$ 0.62	3%	\$ 0.57	3%
Pet services	\$ 0.31	1%	\$ 0.27	1%
Vet services	\$ 1.04	4%	\$ 0.91	4%
Toys, games, hobbies, and tricycles	\$ 0.96	4%	\$ 0.84	4%
Playground equipment	\$ 0.05	0%	\$ 0.04	0%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Entertainment	San Francisco County, CA		California	
		%		%
Other entertainment supplies, equipment, and services	\$ 2.36	10%	\$ 1.98	10%
Sports, recreation and exercise equipment	\$ 1.60	7%	\$ 1.33	7%
Athletic gear, game tables, and exercise equipment	\$ 0.79	3%	\$ 0.62	3%
Bicycles	\$ 0.16	1%	\$ 0.13	1%
Camping equipment	\$ 0.12	1%	\$ 0.11	1%
Hunting and fishing equipment	\$ 0.35	1%	\$ 0.31	2%
Winter sports equipment	\$ 0.05	0%	\$ 0.04	0%
Water sports equipment	\$ 0.05	0%	\$ 0.04	0%
Other sports equipment	\$ 0.07	0%	\$ 0.06	0%
Rental and repair of miscellaneous sports equipment	\$ 0.02	0%	\$ 0.02	0%
Photographic equipment, supplies and services	\$ 0.76	3%	\$ 0.66	3%
Film	\$ 0.05	0%	\$ 0.04	0%
Film processing	\$ 0.17	1%	\$ 0.14	1%
Photographic equipment	\$ 0.33	1%	\$ 0.29	1%
Photographer fees	\$ 0.21	1%	\$ 0.18	1%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Contributions & Education Expenses	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Cash contributions</b>	<b>\$ 17.82</b>		<b>\$ 15.11</b>	
Support for college students	\$ 1.10	6%	\$ 0.91	6%
Child support expenditures	\$ 2.01	11%	\$ 1.75	12%
Cash contributions to charities and other organizations	\$ 2.82	16%	\$ 2.16	14%
Cash contributions to church, religious organizations	\$ 6.97	39%	\$ 6.02	40%
Cash contributions to educational institutions	\$ 0.57	3%	\$ 0.42	3%
Cash contributions to political organizations	\$ 0.13	1%	\$ 0.10	1%
Other cash gifts	\$ 4.23	24%	\$ 3.75	25%
<b>Education</b>	<b>\$ 6.30</b>		<b>\$ 5.65</b>	
College tuition	\$ 3.67	58%	\$ 3.46	61%
Elementary and high school tuition	\$ 1.45	23%	\$ 1.11	20%
Other schools tuition	\$ 0.17	3%	\$ 0.13	2%
Other school expenses including rentals	\$ 0.35	6%	\$ 0.30	5%
School books, supplies, equipment for college	\$ 0.48	8%	\$ 0.48	8%
School books, supplies, equipment for elementary, high school	\$ 0.16	3%	\$ 0.14	2%
School books, supplies, equipment for day care, nursery, other	\$ 0.03	0%	\$ 0.02	0%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Miscellaneous Expenses	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
<b>Miscellaneous</b>	<b>\$ 6.35</b>		<b>\$ 5.50</b>	
Lotteries and parimutuel losses	\$ 0.68	11%	\$ 0.63	11%
Online Entertainment and games	\$ 0.02	0%	\$ 0.01	0%
Legal fees	\$ 1.56	25%	\$ 1.37	25%
Funeral expenses	\$ 0.45	7%	\$ 0.41	8%
Safe deposit box rental	\$ 0.04	1%	\$ 0.03	1%
Checking accounts, other bank service charges	\$ 0.21	3%	\$ 0.19	4%
Cemetery lots, vaults, maintenance fees	\$ 0.15	2%	\$ 0.14	2%
Accounting fees	\$ 0.78	12%	\$ 0.63	11%
Miscellaneous personal services	\$ 0.03	1%	\$ 0.03	1%
Dating Services	\$ 0.00	0%	\$ 0.00	0%
Finance charges excluding mortgage and vehicle	\$ 0.46	7%	\$ 0.41	7%
Occupational expenses	\$ 0.54	9%	\$ 0.46	8%
Expenses for other properties	\$ 1.33	21%	\$ 1.09	20%
Credit card memberships	\$ 0.02	0%	\$ 0.02	0%
Shopping club membership fees	\$ 0.08	1%	\$ 0.07	1%
<b>Personal care products and services</b>	<b>\$ 6.06</b>		<b>\$ 5.33</b>	
Personal care products	\$ 3.11	51%	\$ 2.76	52%
Hair care products	\$ 0.58	10%	\$ 0.52	10%
Nonelectric articles for the hair	\$ 0.09	2%	\$ 0.08	2%
Wigs and hairpieces	\$ 0.02	0%	\$ 0.02	0%
Oral hygiene products, articles	\$ 0.32	5%	\$ 0.28	5%
Shaving needs	\$ 0.16	3%	\$ 0.14	3%
Cosmetics, perfume, bath preparations	\$ 1.50	25%	\$ 1.32	25%
Deodorants, feminine hygiene, miscellaneous personal care	\$ 0.32	5%	\$ 0.28	5%
Electric personal care appliances	\$ 0.13	2%	\$ 0.11	2%
Personal care services	\$ 2.94	49%	\$ 2.57	48%
Personal care service	\$ 2.94	49%	\$ 2.57	48%
<b>Personal insurance</b>	<b>\$ 3.34</b>		<b>\$ 2.81</b>	
Life, endowment, annuity, other personal insurance	\$ 3.21	96%	\$ 2.70	96%
Other nonhealth insurance	\$ 0.13	4%	\$ 0.11	4%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Miscellaneous Expenses	San Francisco County, CA		California	
		%		%
<b>Reading</b>	<b>\$ 1.25</b>		<b>\$ 1.09</b>	
Magazine/Newspaper subscriptions	\$ 0.49	39%	\$ 0.43	40%
Magazines/Newspapers, non-subscription	\$ 0.15	12%	\$ 0.14	13%
Books thru book clubs	\$ 0.04	3%	\$ 0.03	3%
Books not thru book clubs	\$ 0.57	45%	\$ 0.49	45%
<b>Tobacco products and smoking supplies</b>	<b>\$ 3.06</b>		<b>\$ 2.92</b>	
Cigarettes	\$ 2.79	91%	\$ 2.67	91%
Other tobacco products	\$ 0.26	8%	\$ 0.24	8%
Smoking accessories	\$ 0.01	0%	\$ 0.01	0%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Weekly Per Capita Potentials	San Francisco County, CA		California	
		%		%
<b>Average annual expenditures</b>	<b>\$ 7,466.92</b>		<b>\$ 6,453.18</b>	
Food	\$ 330.26	4%	\$ 298.32	5%
Food at home	\$ 241.31	3%	\$ 217.38	3%
Cereals and bakery products	\$ 26.99	0%	\$ 24.46	0%
Cereals and cereal products	\$ 8.51	0%	\$ 7.71	0%
Bakery products	\$ 18.48	0%	\$ 16.74	0%
Bread	\$ 2.50	0%	\$ 2.25	0%
Cookies and crackers	\$ 3.90	0%	\$ 3.50	0%
Other bakery products	\$ 10.12	0%	\$ 9.22	0%
Meats, poultry, fish, and eggs	\$ 84.75	1%	\$ 75.99	1%
Beef	\$ 33.47	0%	\$ 29.84	0%
Roast	\$ 14.06	0%	\$ 12.62	0%
Steak	\$ 11.56	0%	\$ 10.22	0%
Pork	\$ 16.03	0%	\$ 14.47	0%
Ham	\$ 3.36	0%	\$ 3.01	0%
Other meats	\$ 10.65	0%	\$ 9.47	0%
Lunch meats (cold cuts)	\$ 4.25	0%	\$ 3.82	0%
Lamb, organ meats and others	\$ 4.68	0%	\$ 4.09	0%
Poultry	\$ 9.75	0%	\$ 8.81	0%
Fresh and frozen chickens	\$ 6.31	0%	\$ 5.72	0%
Fish and seafood	\$ 13.48	0%	\$ 12.15	0%
Dairy products	\$ 13.70	0%	\$ 12.34	0%
Fresh milk and cream	\$ 3.91	0%	\$ 3.54	0%
Other dairy products	\$ 9.78	0%	\$ 8.80	0%
Fruits and vegetables	\$ 37.86	1%	\$ 34.23	1%
Fresh fruits	\$ 9.13	0%	\$ 8.20	0%
Fresh vegetables	\$ 6.90	0%	\$ 6.20	0%
Processed fruits	\$ 12.74	0%	\$ 11.59	0%
Frozen fruits and fruit juices	\$ 4.94	0%	\$ 4.53	0%
Processed vegetables	\$ 9.09	0%	\$ 8.23	0%
Canned and dried vegetables and juices	\$ 7.21	0%	\$ 6.51	0%
Other food at home	\$ 78.02	1%	\$ 70.37	1%
Sugar and other sweets	\$ 8.16	0%	\$ 7.31	0%
Fats and oils	\$ 8.65	0%	\$ 7.83	0%
Miscellaneous foods	\$ 37.56	1%	\$ 33.97	1%
Frozen prepared foods	\$ 8.48	0%	\$ 7.71	0%
Potato chips, nuts, and other snacks	\$ 5.66	0%	\$ 5.08	0%
Condiments and seasonings	\$ 6.41	0%	\$ 5.78	0%
Other canned and packaged prepared foods	\$ 14.89	0%	\$ 13.47	0%
Nonalcoholic beverages	\$ 19.32	0%	\$ 17.39	0%
Coffee	\$ 4.86	0%	\$ 4.35	0%
Food away from home	\$ 88.95	1%	\$ 80.94	1%
Meals at restaurants (except on trips)	\$ 78.72	1%	\$ 71.91	1%
Lunch	\$ 21.62	0%	\$ 19.85	0%
Dinner	\$ 34.78	0%	\$ 31.53	0%
Snacks and nonalcoholic beverages	\$ 8.58	0%	\$ 7.89	0%
Breakfast and brunch	\$ 13.74	0%	\$ 12.64	0%

**PCensus Sample Report**  
**STI Spending Patterns**  
**2010 Synergos Technologies, Inc.**

STI: Spending Patterns Weekly Per Capita Potentials	San Francisco County, CA		California	
		%		%
Alcoholic beverages	\$ 107.79	1%	\$ 98.99	2%
At home	\$ 53.91	1%	\$ 48.52	1%
Away from home(except on trips)	\$ 53.88	1%	\$ 50.47	1%
Beer and ale	\$ 17.98	0%	\$ 16.95	0%
Wine	\$ 11.43	0%	\$ 10.57	0%
Other alcoholic beverages	\$ 24.48	0%	\$ 22.96	0%
Housing	\$ 1,622.97	22%	\$ 1,440.99	22%
Shelter	\$ 513.19	7%	\$ 460.74	7%
Owned dwellings	\$ 513.19	7%	\$ 460.74	7%
Maintenance, repairs, insurance, other expenses	\$ 492.57	7%	\$ 442.33	7%
Maintenance and repair services	\$ 322.53	4%	\$ 286.92	4%
Maintenance and repair commodities	\$ 101.43	1%	\$ 92.53	1%
Materials for patio, walk, fence, driveway, masonry, brick and stucco work	\$ 11.87	0%	\$ 10.54	0%
Property management and security	\$ 15.52	0%	\$ 14.15	0%
Utilities, fuels, and public services	\$ 132.23	2%	\$ 108.17	2%
Natural gas	\$ 11.80	0%	\$ 9.34	0%
Electricity	\$ 17.33	0%	\$ 13.72	0%
Fuel oil and other fuels	\$ 61.94	1%	\$ 49.65	1%
Fuel oil	\$ 32.33	0%	\$ 25.68	0%
Bottled gas	\$ 18.25	0%	\$ 14.81	0%
Wood and other fuels	\$ 11.35	0%	\$ 9.16	0%
Telephone services	\$ 23.18	0%	\$ 20.55	0%
Water and other public services	\$ 17.98	0%	\$ 14.91	0%
Water and sewerage maintenance	\$ 6.56	0%	\$ 5.22	0%
Trash and garbage collection	\$ 3.36	0%	\$ 2.67	0%
Septic tank cleaning	\$ 8.05	0%	\$ 7.02	0%
Household operations	\$ 169.27	2%	\$ 152.97	2%
Personal services	\$ 56.52	1%	\$ 50.28	1%
Other household expenses	\$ 112.76	2%	\$ 102.69	2%
Housekeeping supplies	\$ 43.37	1%	\$ 38.63	1%
Laundry and cleaning supplies	\$ 6.34	0%	\$ 5.80	0%
Other household products	\$ 24.42	0%	\$ 21.14	0%
Postage and stationery	\$ 12.61	0%	\$ 11.68	0%
Household furnishings and equipment	\$ 764.92	10%	\$ 680.47	11%
Household textiles	\$ 53.97	1%	\$ 49.30	1%
Furniture	\$ 186.62	2%	\$ 163.35	3%
Floor coverings	\$ 67.63	1%	\$ 61.66	1%
Major appliances	\$ 192.89	3%	\$ 172.79	3%
Small appliances, miscellaneous housewares	\$ 31.24	0%	\$ 28.29	0%
Housewares	\$ 25.74	0%	\$ 23.30	0%
Small appliances	\$ 5.50	0%	\$ 4.98	0%
Miscellaneous household equipment	\$ 232.57	3%	\$ 205.08	3%

**PCensus Sample Report**  
**STI Spending Patterns**  
**2010 Synergos Technologies, Inc.**

STI: Spending Patterns Weekly Per Capita Potentials	San Francisco County, CA		California	
		%		%
Apparel and services	\$ 502.43	7%	\$ 457.49	7%
Men and boys	\$ 154.45	2%	\$ 142.61	2%
Men, 16 and over	\$ 127.55	2%	\$ 118.60	2%
Boys, 2 to 15	\$ 26.89	0%	\$ 24.01	0%
Women and girls	\$ 222.75	3%	\$ 201.74	3%
Women, 16 and over	\$ 187.62	3%	\$ 170.66	3%
Girls, 2 to 15	\$ 35.13	0%	\$ 31.08	0%
Children under 2	\$ 16.67	0%	\$ 15.07	0%
Footwear	\$ 67.29	1%	\$ 60.89	1%
Other apparel products and services	\$ 41.27	1%	\$ 37.17	1%
Transportation	\$ 3,282.72	44%	\$ 2,776.42	43%
Vehicle purchases (net outlay)	\$ 2,656.39	36%	\$ 2,239.24	35%
Cars and trucks, new	\$ 1,947.95	26%	\$ 1,653.65	26%
Cars and trucks, used	\$ 708.43	9%	\$ 585.59	9%
Gasoline and motor oil	\$ 57.28	1%	\$ 48.23	1%
Other vehicle expenses	\$ 456.52	6%	\$ 386.22	6%
Vehicle finance charges	\$ 31.25	0%	\$ 26.68	0%
Vehicle maintenance and repairs	\$ 254.91	3%	\$ 213.71	3%
Vehicle rental, licenses, other charges	\$ 152.75	2%	\$ 131.20	2%
Leased and rented vehicles	\$ 124.35	2%	\$ 106.26	2%
Rented vehicles	\$ 24.77	0%	\$ 23.08	0%
Leased vehicles	\$ 99.59	1%	\$ 83.19	1%
Parking fees	\$ 4.99	0%	\$ 4.25	0%
Public transportation	\$ 112.54	2%	\$ 102.74	2%
Health care	\$ 616.02	8%	\$ 473.10	7%
Health insurance	\$ 323.97	4%	\$ 245.50	4%
Commercial health insurance	\$ 60.48	1%	\$ 45.77	1%
Blue Cross, Blue Shield	\$ 141.56	2%	\$ 106.88	2%
Commercial medicare supplements and other health insurance	\$ 71.52	1%	\$ 54.71	1%
Medical services	\$ 124.71	2%	\$ 94.36	1%
Drugs	\$ 24.40	0%	\$ 21.54	0%
Medical supplies	\$ 142.94	2%	\$ 111.71	2%
Entertainment	\$ 351.38	5%	\$ 315.85	5%
Fees and admissions	\$ 54.52	1%	\$ 49.11	1%
Television, radios, sound equipment	\$ 133.97	2%	\$ 120.60	2%
Televisions	\$ 63.01	1%	\$ 56.02	1%
Radios, sound equipment	\$ 70.96	1%	\$ 64.58	1%
Pets, toys and playground equipment	\$ 44.81	1%	\$ 40.27	1%
Pets	\$ 33.53	0%	\$ 30.72	0%
Other entertainment supplies, equipment, and services	\$ 118.09	2%	\$ 105.87	2%
Sports, recreation and exercise equipment	\$ 101.72	1%	\$ 90.99	1%
Photographic equipment, supplies and services	\$ 16.37	0%	\$ 14.88	0%
Personal care products and services	\$ 44.41	1%	\$ 40.17	1%
Personal care products	\$ 39.95	1%	\$ 36.17	1%
Personal care services	\$ 4.46	0%	\$ 4.00	0%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Weekly Per Capita Potentials	San Francisco County, CA		California	
		%		%
Reading	\$ 7.99	0%	\$ 7.38	0%
Education	\$ 166.96	2%	\$ 154.24	2%
Tobacco products and smoking supplies	\$ 22.52	0%	\$ 20.73	0%
Miscellaneous	\$ 233.60	3%	\$ 212.16	3%
Cash contributions	\$ 162.83	2%	\$ 143.57	2%
Personal insurance	\$ 15.02	0%	\$ 13.76	0%

PCensus Sample Report  
STI Spending Patterns  
2010 Synergos Technologies, Inc.

STI: Spending Patterns Persons Living in Group Quarters	San Francisco County, CA		California	
		%		%
<b>Weekly Per Capita Expenditures:</b>				
Lunch at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$ 3.68		\$ 3.39	
Dinner at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$ 2.08		\$ 1.92	
Snacks and nonalcoholic beverages at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$ 3.66		\$ 3.37	
Food on out-of-town trips	\$ 2.33		\$ 2.14	
Cellular phone service	\$ 2.24		\$ 2.06	
Phone cards	\$ 0.31		\$ 0.28	
Men's shirts	\$ 0.23		\$ 0.21	
Men's pants	\$ 0.09		\$ 0.08	
Women's shirts, tops, blouses	\$ 1.02		\$ 0.94	
Women's pants	\$ 0.79		\$ 0.73	
Men's footwear	\$ 0.39		\$ 0.36	
Women's footwear	\$ 0.14		\$ 0.13	
Movie, theater, opera, ballet	\$ 2.24		\$ 2.06	
VCR's and video disc players	\$ 1.12		\$ 1.03	
Record, tape, CD and video mail order clubs	\$ 0.92		\$ 0.84	
Rental of video cassettes, tapes, films, and discs	\$ 0.44		\$ 0.41	
Magazines, non-subscription	\$ 0.32		\$ 0.29	
Books not thru book clubs	\$ 0.66		\$ 0.61	
Food/Goods/Beverages at Grocery Stores	\$ 15.34		\$ 13.94	