

Cape Cod Chamber of Commerce

MONTHLY ECONOMIC UPDATE

Q4, 2001 SPECIAL EDITION - CREDIT SPENDING

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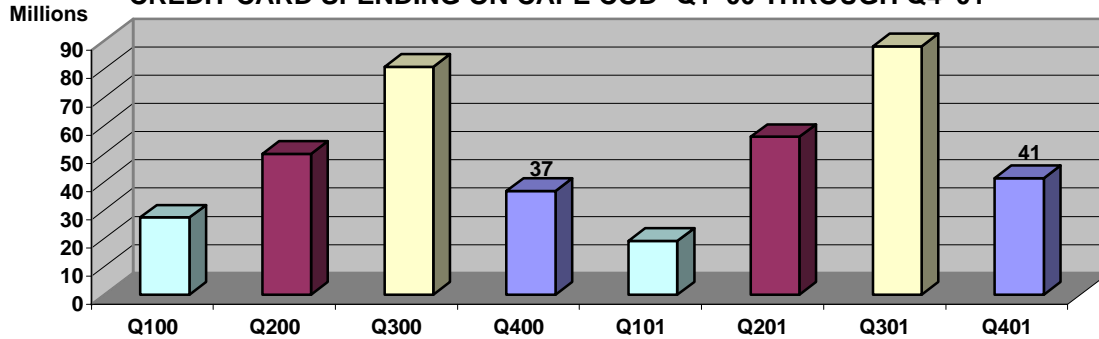
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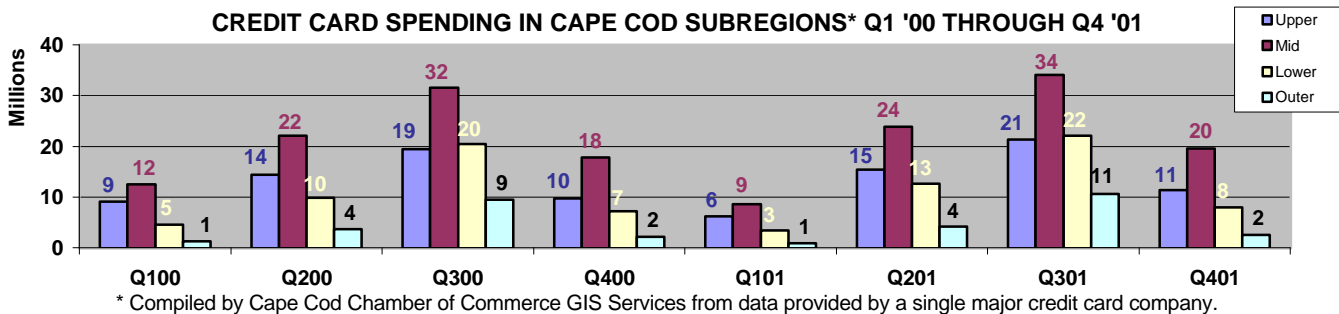
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CREDIT CARD SPENDING ON CAPE COD* Q1 '00 THROUGH Q4 '01



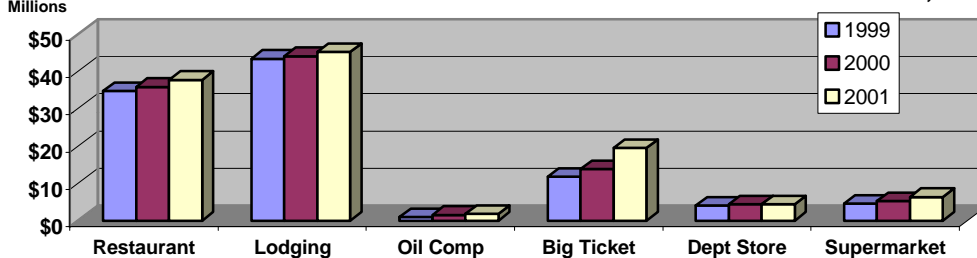
* Compiled by Cape Cod Chamber of Commerce GIS Services from data provided by a single major credit card company.

CREDIT CARD SPENDING IN CAPE COD SUBREGIONS* Q1 '00 THROUGH Q4 '01



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ANNUAL CREDIT CARD SPENDING ON CAPE COD* IN SELECTED CATEGORIES, '99 - '01



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Credit Card Spending Reported by One Major Credit Card Company

The fourth quarter '01 credit card spending data from one major credit card company indicates a solid performance for the quarter and for the year, even with a very poor first quarter performance in 2001. A 12% better Q4 in '01 than '00 helped end the year 2001 with nearly 5% more dollars charged than in 2000. In total in 2001, there were \$204.5 million dollars charged in the Cape Cod market via 1.9 million transactions, resulting in an average charge of \$107, a \$2 increase over 2000. Dollars charged in restaurants, lodging, and for big ticket consumer goods were up significantly for the year 2001 from the prior year. However, there were 1.53 fewer transactions ('00-'01) in lodging establishments. In terms of dollar volume in the subregions, the Outer and Lower Cape areas posted significant annual gains over 2000 (9.5% and 9.3%, respectively) while the Mid Cape showed the least annual gain (2.7%). The average dollars spent per transaction dropped by 3.6% in the Mid Cape area, comparing Q4 '01 to Q4 '00.

The Cape Cod Chamber of Commerce can provide demographic and economic data in tabular, graphic, and mapped (GIS) format for your business plan, marketing materials, or web site. Call Michael Pessolano (508) 862-0700, x529

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