



# Retail Goods and Services Expenditures

Prepared by

ZIPs: 60521 (Hinsdale, IL), 60514 (Clarendon Hills, IL), et. al.

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Top Rung	19.0%	Population	78,846	79,748
Suburban Splendor	15.5%	Households	29,090	29,430
Connoisseurs	14.7%	Families	20,714	20,575
Wealthy Seaboard Suburbs	9.4%	Median Age	42.8	44.0
In Style	7.9%	Median Household Income	\$102,366	\$118,246

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	198	\$5,444.34	\$158,375,819
Men's	205	\$1,018.69	\$29,633,693
Women's	194	\$1,866.97	\$54,310,224
Children's	191	\$840.25	\$24,443,015
Footwear	173	\$878.27	\$25,548,790
Watches & Jewelry	241	\$476.42	\$13,859,042
Apparel Products and Services <sup>1</sup>	246	\$363.74	\$10,581,055
<b>Computer</b>			
Computers and Hardware for Home Use	222	\$487.31	\$14,175,726
Software and Accessories for Home Use	225	\$67.28	\$1,957,235
<b>Entertainment &amp; Recreation</b>	220	\$7,552.13	\$219,691,412
<b>Fees and Admissions</b>	250	\$1,522.15	\$44,279,469
Membership Fees for Clubs <sup>2</sup>	257	\$407.76	\$11,861,733
Fees for Participant Sports, excl. Trips	243	\$275.10	\$8,002,637
Admission to Movie/Theatre/Opera/Ballet	237	\$355.73	\$10,348,258
Admission to Sporting Events, excl. Trips	237	\$136.12	\$3,959,850
Fees for Recreational Lessons	266	\$347.44	\$10,106,991
<b>TV/Video/Sound Equipment</b>	207	\$2,403.09	\$69,905,810
Community Antenna or Cable Television	203	\$1,354.73	\$39,408,956
Color Televisions	222	\$305.39	\$8,883,664
VCRs, Video Cameras, and DVD Players	208	\$80.74	\$2,348,818
Video Cassettes and DVDs	199	\$120.83	\$3,514,842
Video Game Hardware and Software	203	\$66.87	\$1,945,372
Satellite Dishes	221	\$3.40	\$99,043
Rental of Video Cassettes and DVDs	196	\$117.22	\$3,410,057
Sound Equipment <sup>3</sup>	216	\$341.98	\$9,948,265
Rental and Repair of TV/Sound Equipment	206	\$11.92	\$346,793
Pets	216	\$948.41	\$27,589,112
Toys and Games	206	\$373.67	\$10,870,062
Recreational Vehicles and Fees <sup>4</sup>	231	\$1,050.16	\$30,549,198
Sports/Recreation/Exercise Equipment <sup>5</sup>	205	\$473.49	\$13,773,693
Photo Equipment and Supplies <sup>6</sup>	218	\$299.12	\$8,701,432
Reading <sup>7</sup>	227	\$482.04	\$14,022,636
<b>Food</b>	206	\$17,359.24	\$504,980,314
<b>Food at Home</b>	203	\$10,208.54	\$296,966,331
Bakery and Cereal Products	203	\$1,468.10	\$42,706,967
Meat, Poultry, Fish, and Eggs	201	\$2,639.72	\$76,789,419
Dairy Products	203	\$1,120.27	\$32,588,510
Fruit and Vegetables	209	\$1,831.99	\$53,292,470
Snacks and Other Food at Home <sup>8</sup>	201	\$3,148.47	\$91,588,965
<b>Food Away from Home</b>	211	\$7,150.70	\$208,013,983
Alcoholic Beverages	217	\$1,343.58	\$39,084,778
Nonalcoholic Beverages at Home	197	\$858.88	\$24,984,944



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	277	\$4,137.14	\$120,349,326
Vehicle Loans	194	\$11,945.82	\$347,503,867
<b>Health</b>			
Nonprescription Drugs	195	\$238.03	\$6,924,278
Prescription Drugs	190	\$1,100.06	\$32,000,815
Eyeglasses and Contact Lenses	215	\$178.99	\$5,206,818
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	252	\$21,919.41	\$637,635,509
Maintenance and Remodeling Services	269	\$5,309.41	\$154,450,771
Maintenance and Remodeling Materials <sup>10</sup>	224	\$841.59	\$24,481,726
Utilities, Fuel, and Public Services	204	\$8,932.78	\$259,854,627
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	230	\$319.37	\$9,290,580
Furniture	235	\$1,507.23	\$43,845,394
Floor Coverings	268	\$242.25	\$7,047,037
Major Appliances <sup>12</sup>	220	\$646.59	\$18,809,180
Housewares <sup>13</sup>	205	\$215.23	\$6,261,130
Small Appliances	217	\$80.13	\$2,331,090
Luggage	244	\$25.18	\$732,577
Telephones and Accessories	191	\$90.86	\$2,643,135
<b>Household Operations</b>			
Child Care	228	\$955.25	\$27,788,303
Lawn and Garden <sup>14</sup>	222	\$992.15	\$28,861,562
Moving/Storage/Freight Express	213	\$113.66	\$3,306,276
Housekeeping Supplies <sup>15</sup>	205	\$1,583.64	\$46,068,213
<b>Insurance</b>			
Owners and Renters Insurance	218	\$1,045.60	\$30,416,362
Vehicle Insurance	209	\$3,054.20	\$88,846,540
Life/Other Insurance	228	\$1,456.50	\$42,369,634
Health Insurance	203	\$4,001.76	\$116,411,082
Personal Care Products <sup>16</sup>	206	\$975.80	\$28,385,949
School Books and Supplies <sup>17</sup>	190	\$228.98	\$6,661,139
Smoking Products	176	\$849.66	\$24,716,676
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	202	\$11,618.78	\$337,990,403
Gasoline and Motor Oil	196	\$3,984.52	\$115,909,813
Vehicle Maintenance and Repairs	213	\$2,272.70	\$66,112,886
<b>Travel</b>			
Airline Fares	247	\$1,007.48	\$29,307,734
Lodging on Trips	246	\$1,002.90	\$29,174,384
Auto/Truck/Van Rental on Trips	258	\$112.56	\$3,274,320
Food and Drink on Trips	234	\$1,100.95	\$32,026,607

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.