

# Retail Goods and Services Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Metro Renters (D4)	84.4%	Population	85,883	90,628
Laptops and Lattes (D5)	12.7%	Households	52,380	56,302
Social Security Set (A3)	1.5%	Families	14,391	15,357
College Towns (B2)	1.4%	Median Age	32.5	32.9
Urban Chic (H4)	0.0%	Median Household Income	\$138,427	\$147,664

  

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	183	\$4,487.32	\$235,045,630
Men's	187	\$900.88	\$47,188,284
Women's	175	\$1,462.69	\$76,615,881
Children's	179	\$603.24	\$31,597,642
Footwear	186	\$1,017.09	\$53,275,130
Watches & Jewelry	205	\$412.81	\$21,623,055
Apparel Products and Services (1)	194	\$90.60	\$4,745,638
<b>Computer</b>			
Computers and Hardware for Home Use	186	\$421.06	\$22,055,164
Portable Memory	206	\$7.89	\$413,089
Computer Software	228	\$38.38	\$2,010,225
Computer Accessories	197	\$39.57	\$2,072,488
<b>Education</b>	158	\$6,493.40	\$340,124,224
Educational Books, Supplies, and Other Expenditures	187	\$173.87	\$9,107,130
Other School Supplies	167	\$147.24	\$7,712,421

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment &amp; Recreation</b>	158	\$6,493.40	\$340,124,224
Fees and Admissions	159	\$1,487.34	\$77,906,983
Membership Fees for Clubs (2)	168	\$533.43	\$27,941,232
Fees for Participant Sports, excl. Trips	136	\$226.34	\$11,855,930
Tickets to Theatre/Operas/Concerts	177	\$201.27	\$10,542,642
Tickets to Movies	194	\$71.55	\$3,747,798
Tickets to Parks or Museums	163	\$69.40	\$3,635,234
Admission to Sporting Events, excl. Trips	144	\$131.91	\$6,909,655
Fees for Recreational Lessons	149	\$249.84	\$13,086,582
Dating Services	309	\$3.59	\$187,910
TV/Video/Audio	158	\$1,950.66	\$102,175,359
Cable and Satellite Television Services	135	\$898.57	\$47,066,878
Televisions	176	\$208.80	\$10,936,885
Satellite Dishes	152	\$2.11	\$110,364
VCRs, Video Cameras, and DVD Players	167	\$6.98	\$365,614
Miscellaneous Video Equipment	163	\$56.46	\$2,957,138
Video Cassettes and DVDs	205	\$9.77	\$511,617
Video Game Hardware/Accessories	218	\$102.74	\$5,381,591
Video Game Software	260	\$59.86	\$3,135,382
Rental/Streaming/Downloaded Video	185	\$358.17	\$18,760,722
Installation of Televisions	145	\$2.19	\$114,473
Audio (3)	172	\$241.47	\$12,648,319
Rental of TV/VCR/Radio/Sound Equipment	161	\$0.37	\$19,293
Repair of TV/Radio/Sound Equipment	172	\$3.19	\$167,082
Pets	155	\$1,640.15	\$85,911,085
Toys/Games/Crafts/Hobbies (4)	169	\$302.76	\$15,858,622
Recreational Vehicles and Fees (5)	125	\$241.30	\$12,639,506
Sports/Recreation/Exercise Equipment (6)	166	\$431.24	\$22,588,499
Photo Equipment and Supplies (7)	195	\$134.81	\$7,061,118
Reading (8)	164	\$212.38	\$11,124,642
Live Entertainment for Catered Affairs	178	\$37.72	\$1,975,933
Rental of Party Supplies for Catered Affairs	203	\$55.03	\$2,882,476

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	Spending Potential Index	Average Amount Spent	Total
<b>Food</b>	174	\$20,176.77	\$1,056,859,363
Food at Home	170	\$12,639.15	\$662,038,883
Bakery and Cereal Products	168	\$1,670.59	\$87,505,464
Meats, Poultry, Fish, and Eggs	170	\$2,599.75	\$136,174,792
Dairy Products	167	\$1,262.10	\$66,108,744
Fruits and Vegetables	172	\$2,204.61	\$115,477,229
Snacks and Other Food at Home (9)	169	\$3,419.26	\$179,100,605
Food Away from Home	183	\$7,537.62	\$394,820,481
Alcoholic Beverages	178	\$1,206.15	\$63,178,295
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	117	\$56,045.24	\$2,935,649,512
Value of Retirement Plans	108	\$165,555.52	\$8,671,797,995
Value of Other Financial Assets	112	\$14,768.65	\$773,581,810
Vehicle Loan Amount excluding Interest	172	\$6,037.63	\$316,251,055
Value of Credit Card Debt	162	\$4,883.43	\$255,793,944
<b>Health</b>			
Nonprescription Drugs	151	\$301.33	\$15,783,859
Prescription Drugs	125	\$524.75	\$27,486,312
Eyeglasses and Contact Lenses	142	\$187.90	\$9,841,975
Personal Care Products (10)	186	\$1,107.67	\$58,019,573
Smoking Products	172	\$796.39	\$41,714,792
<b>Home</b>			
Mortgage Payment and Basics (11)	111	\$14,793.34	\$774,875,010
Maintenance and Remodeling Services	99	\$4,585.66	\$240,196,818
Maintenance and Remodeling Materials (12)	89	\$716.59	\$37,534,784
Utilities, Fuel, and Public Services	152	\$9,007.15	\$471,794,510

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	174	\$204.05	\$10,688,162
Furniture	163	\$1,443.96	\$75,634,799
Rugs	155	\$60.73	\$3,181,250
Major Appliances (14)	133	\$673.98	\$35,302,981
Housewares (15)	172	\$169.60	\$8,883,411
Small Appliances	198	\$153.94	\$8,063,569
Luggage	173	\$42.39	\$2,220,583
Telephones and Accessories	184	\$152.86	\$8,006,904
<b>Household Operations</b>			
Child Care	184	\$1,081.17	\$56,631,652
Lawn and Garden (16)	112	\$763.24	\$39,978,434
Moving/Storage/Freight Express	214	\$273.71	\$14,336,840
<b>Housekeeping Supplies (17)</b>	164	\$1,419.70	\$74,363,900
<b>Insurance</b>			
Owners and Renters Insurance	110	\$928.74	\$48,647,388
Vehicle Insurance	169	\$3,687.40	\$193,145,778
Life/Other Insurance	130	\$898.69	\$47,073,315
Health Insurance	140	\$6,926.38	\$362,803,858
<b>Transportation</b>			
Payments on Vehicles excluding Leases	161	\$4,841.65	\$253,605,634
Gasoline/Diesel Fuel/Electric Vehicle Charging	163	\$5,703.34	\$298,741,057
Vehicle Maintenance and Repairs	159	\$2,146.61	\$112,439,662
<b>Travel</b>			
Airline Fares	172	\$1,455.24	\$76,225,642
Lodging on Trips	147	\$1,628.48	\$85,299,871
Auto/Truck Rental on Trips	170	\$207.04	\$10,844,787
Food and Drink on Trips	162	\$1,364.87	\$71,492,013

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**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services includes 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.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) 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.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



# Retail Goods and Services Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Metro Renters (D4)	48.9%	Population	404,831	413,853
Laptops and Lattes (D5)	28.2%	Households	224,866	234,916
Downtown Melting Pot (F3)	4.3%	Families	77,401	79,857
Trendsetters (D2)	3.7%	Median Age	34.0	34.8
Diverse Horizons (C5)	2.4%	Median Household Income	\$118,422	\$128,064

  

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	161	\$3,937.79	\$885,475,810
Men's	163	\$784.91	\$176,499,788
Women's	155	\$1,292.27	\$290,587,270
Children's	157	\$528.89	\$118,930,446
Footwear	163	\$889.39	\$199,993,873
Watches & Jewelry	180	\$361.81	\$81,358,668
Apparel Products and Services (1)	172	\$80.52	\$18,105,766
<b>Computer</b>			
Computers and Hardware for Home Use	161	\$364.48	\$81,959,813
Portable Memory	173	\$6.63	\$1,490,410
Computer Software	190	\$32.04	\$7,205,165
Computer Accessories	170	\$34.25	\$7,701,418
<b>Education</b>	141	\$5,804.07	\$1,305,139,125
Educational Books, Supplies, and Other Expenditures	160	\$148.73	\$33,443,431
Other School Supplies	146	\$128.14	\$28,814,082

**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.



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## Retail Goods and Services Expenditures | | Ring: 3 mile radius

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment &amp; Recreation</b>	141	\$5,804.07	\$1,305,139,125
Fees and Admissions	146	\$1,363.13	\$306,522,694
Membership Fees for Clubs (2)	154	\$486.59	\$109,418,087
Fees for Participant Sports, excl. Trips	125	\$207.30	\$46,614,874
Tickets to Theatre/Operas/Concerts	161	\$182.76	\$41,096,512
Tickets to Movies	168	\$61.91	\$13,921,800
Tickets to Parks or Museums	148	\$63.20	\$14,210,513
Admission to Sporting Events, excl. Trips	126	\$115.41	\$25,951,862
Fees for Recreational Lessons	145	\$242.97	\$54,635,676
Dating Services	258	\$2.99	\$673,370
TV/Video/Audio	140	\$1,726.58	\$388,248,515
Cable and Satellite Television Services	126	\$836.71	\$188,147,405
Televisions	152	\$180.58	\$40,607,068
Satellite Dishes	133	\$1.85	\$415,454
VCRs, Video Cameras, and DVD Players	142	\$5.94	\$1,335,545
Miscellaneous Video Equipment	125	\$43.46	\$9,771,580
Video Cassettes and DVDs	178	\$8.45	\$1,900,788
Video Game Hardware/Accessories	178	\$83.89	\$18,863,492
Video Game Software	209	\$48.05	\$10,804,265
Rental/Streaming/Downloaded Video	155	\$300.05	\$67,470,654
Installation of Televisions	140	\$2.11	\$474,912
Audio (3)	152	\$212.54	\$47,794,074
Rental of TV/VCR/Radio/Sound Equipment	122	\$0.28	\$62,208
Repair of TV/Radio/Sound Equipment	144	\$2.67	\$601,069
Pets	137	\$1,451.40	\$326,370,398
Toys/Games/Crafts/Hobbies (4)	149	\$266.39	\$59,902,457
Recreational Vehicles and Fees (5)	120	\$230.19	\$51,762,521
Sports/Recreation/Exercise Equipment (6)	143	\$370.28	\$83,264,069
Photo Equipment and Supplies (7)	172	\$119.12	\$26,785,325
Reading (8)	151	\$194.55	\$43,747,055
Live Entertainment for Catered Affairs	161	\$34.11	\$7,670,127
Rental of Party Supplies for Catered Affairs	179	\$48.32	\$10,865,965

**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.



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	Spending Potential Index	Average Amount Spent	Total
<b>Food</b>	154	\$17,794.51	\$4,001,380,263
Food at Home	151	\$11,203.80	\$2,519,352,965
Bakery and Cereal Products	150	\$1,489.97	\$335,043,385
Meats, Poultry, Fish, and Eggs	151	\$2,306.41	\$518,632,931
Dairy Products	148	\$1,121.29	\$252,139,311
Fruits and Vegetables	154	\$1,976.72	\$444,497,037
Snacks and Other Food at Home (9)	149	\$3,009.94	\$676,834,266
Food Away from Home	160	\$6,590.71	\$1,482,027,298
Alcoholic Beverages	158	\$1,069.02	\$240,386,777
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	118	\$56,279.74	\$12,655,399,965
Value of Retirement Plans	108	\$164,602.21	\$37,013,439,618
Value of Other Financial Assets	104	\$13,776.82	\$3,097,939,017
Vehicle Loan Amount excluding Interest	145	\$5,092.91	\$1,145,222,694
Value of Credit Card Debt	144	\$4,339.99	\$975,916,942
<b>Health</b>			
Nonprescription Drugs	132	\$263.97	\$59,357,112
Prescription Drugs	111	\$467.41	\$105,104,547
Eyeglasses and Contact Lenses	131	\$172.80	\$38,856,057
Personal Care Products (10)	159	\$947.21	\$212,994,720
Smoking Products	145	\$667.56	\$150,111,805
<b>Home</b>			
Mortgage Payment and Basics (11)	109	\$14,550.28	\$3,271,863,245
Maintenance and Remodeling Services	99	\$4,597.03	\$1,033,716,772
Maintenance and Remodeling Materials (12)	87	\$700.24	\$157,459,159
Utilities, Fuel, and Public Services	135	\$7,976.46	\$1,793,634,146

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	Spending Potential Index	Average Amount Spent	Total
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	153	\$179.84	\$40,439,559
Furniture	143	\$1,262.37	\$283,864,759
Rugs	140	\$55.13	\$12,397,026
Major Appliances (14)	122	\$618.40	\$139,058,018
Housewares (15)	152	\$149.74	\$33,670,565
Small Appliances	171	\$133.15	\$29,941,884
Luggage	155	\$38.05	\$8,555,853
Telephones and Accessories	160	\$133.14	\$29,938,588
<b>Household Operations</b>			
Child Care	164	\$959.45	\$215,748,746
Lawn and Garden (16)	107	\$726.41	\$163,344,022
Moving/Storage/Freight Express	185	\$236.17	\$53,106,778
<b>Housekeeping Supplies (17)</b>	144	\$1,248.67	\$280,782,604
<b>Insurance</b>			
Owners and Renters Insurance	102	\$864.49	\$194,394,833
Vehicle Insurance	145	\$3,165.77	\$711,874,352
Life/Other Insurance	123	\$845.14	\$190,043,026
Health Insurance	126	\$6,254.64	\$1,406,455,107
<b>Transportation</b>			
Payments on Vehicles excluding Leases	138	\$4,137.17	\$930,308,096
Gasoline/Diesel Fuel/Electric Vehicle Charging	140	\$4,917.31	\$1,105,735,278
Vehicle Maintenance and Repairs	139	\$1,869.36	\$420,356,269
<b>Travel</b>			
Airline Fares	158	\$1,335.71	\$300,355,252
Lodging on Trips	137	\$1,510.00	\$339,547,074
Auto/Truck Rental on Trips	152	\$184.79	\$41,551,926
Food and Drink on Trips	146	\$1,234.95	\$277,698,207

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- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
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- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
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- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.



# Retail Goods and Services Expenditures



100 S Wacker Dr, Chicago, Illinois, 60606

Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Metro Renters (D4)	35.4%	Population	860,198	862,494
Laptops and Lattes (D5)	27.1%	Households	431,408	442,972
Trendsetters (D2)	6.5%	Families	169,567	171,987
Diverse Horizons (C5)	4.1%	Median Age	33.9	34.7
City Commons (A2)	3.9%	Median Household Income	\$102,657	\$111,418

  

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	143	\$3,493.20	\$1,506,994,671
Men's	144	\$692.40	\$298,706,551
Women's	138	\$1,153.94	\$497,821,068
Children's	141	\$472.90	\$204,012,715
Footwear	144	\$788.38	\$340,113,740
Watches & Jewelry	156	\$314.54	\$135,697,056
Apparel Products and Services (1)	152	\$71.03	\$30,643,540
<b>Computer</b>			
Computers and Hardware for Home Use	142	\$321.17	\$138,556,447
Portable Memory	150	\$5.74	\$2,476,201
Computer Software	165	\$27.72	\$11,958,718
Computer Accessories	149	\$30.03	\$12,953,162
<b>Education</b>	125	\$5,154.60	\$2,223,734,921
Educational Books, Supplies, and Other Expenditures	141	\$130.95	\$56,492,247
Other School Supplies	130	\$114.14	\$49,240,369

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment &amp; Recreation</b>	125	\$5,154.60	\$2,223,734,921
Fees and Admissions	129	\$1,202.85	\$518,917,268
Membership Fees for Clubs (2)	135	\$426.15	\$183,843,563
Fees for Participant Sports, excl. Trips	112	\$185.13	\$79,864,474
Tickets to Theatre/Operas/Concerts	141	\$160.57	\$69,272,443
Tickets to Movies	147	\$54.36	\$23,450,029
Tickets to Parks or Museums	131	\$55.93	\$24,128,078
Admission to Sporting Events, excl. Trips	112	\$102.15	\$44,069,552
Fees for Recreational Lessons	129	\$215.94	\$93,158,916
Dating Services	226	\$2.62	\$1,130,213
TV/Video/Audio	125	\$1,545.93	\$666,926,411
Cable and Satellite Television Services	115	\$763.20	\$329,251,744
Televisions	135	\$160.47	\$69,227,924
Satellite Dishes	121	\$1.68	\$725,310
VCRs, Video Cameras, and DVD Players	126	\$5.27	\$2,272,863
Miscellaneous Video Equipment	110	\$38.05	\$16,414,017
Video Cassettes and DVDs	156	\$7.44	\$3,210,246
Video Game Hardware/Accessories	155	\$73.30	\$31,622,967
Video Game Software	179	\$41.17	\$17,762,447
Rental/Streaming/Downloaded Video	136	\$263.31	\$113,595,283
Installation of Televisions	125	\$1.88	\$809,156
Audio (3)	134	\$187.46	\$80,872,291
Rental of TV/VCR/Radio/Sound Equipment	113	\$0.26	\$110,929
Repair of TV/Radio/Sound Equipment	131	\$2.44	\$1,051,235
Pets	122	\$1,290.20	\$556,601,893
Toys/Games/Crafts/Hobbies (4)	132	\$236.18	\$101,890,966
Recreational Vehicles and Fees (5)	107	\$206.75	\$89,193,117
Sports/Recreation/Exercise Equipment (6)	125	\$324.76	\$140,103,348
Photo Equipment and Supplies (7)	150	\$103.57	\$44,679,255
Reading (8)	133	\$172.39	\$74,370,454
Live Entertainment for Catered Affairs	141	\$29.85	\$12,878,472
Rental of Party Supplies for Catered Affairs	156	\$42.13	\$18,173,736

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Food</b>	137	\$15,834.88	\$6,831,292,712
Food at Home	135	\$10,018.87	\$4,322,219,615
Bakery and Cereal Products	134	\$1,331.15	\$574,270,445
Meats, Poultry, Fish, and Eggs	136	\$2,071.75	\$893,769,099
Dairy Products	133	\$1,002.81	\$432,619,835
Fruits and Vegetables	138	\$1,766.73	\$762,183,326
Snacks and Other Food at Home (9)	133	\$2,682.90	\$1,157,425,829
Food Away from Home	141	\$5,816.01	\$2,509,073,097
Alcoholic Beverages	139	\$937.34	\$404,375,985
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	105	\$50,402.18	\$21,743,905,162
Value of Retirement Plans	97	\$148,952.07	\$64,259,116,273
Value of Other Financial Assets	95	\$12,534.75	\$5,407,593,535
Vehicle Loan Amount excluding Interest	128	\$4,498.65	\$1,940,754,309
Value of Credit Card Debt	128	\$3,874.13	\$1,671,329,244
<b>Health</b>			
Nonprescription Drugs	118	\$235.99	\$101,805,844
Prescription Drugs	101	\$425.84	\$183,708,891
Eyeglasses and Contact Lenses	117	\$155.05	\$66,890,910
Personal Care Products (10)	141	\$836.12	\$360,708,441
Smoking Products	130	\$601.37	\$259,437,746
<b>Home</b>			
Mortgage Payment and Basics (11)	99	\$13,195.89	\$5,692,812,828
Maintenance and Remodeling Services	91	\$4,194.14	\$1,809,385,820
Maintenance and Remodeling Materials (12)	80	\$643.79	\$277,736,084
Utilities, Fuel, and Public Services	121	\$7,203.71	\$3,107,739,733

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	137	\$160.50	\$69,242,881
Furniture	127	\$1,119.55	\$482,984,408
Rugs	125	\$48.96	\$21,122,141
Major Appliances (14)	111	\$561.16	\$242,090,190
Housewares (15)	135	\$132.73	\$57,259,072
Small Appliances	151	\$117.81	\$50,823,401
Luggage	137	\$33.61	\$14,498,042
Telephones and Accessories	139	\$115.46	\$49,811,281
<b>Household Operations</b>			
Child Care	143	\$835.61	\$360,490,728
Lawn and Garden (16)	97	\$658.96	\$284,280,037
Moving/Storage/Freight Express	163	\$207.85	\$89,669,776
<b>Housekeeping Supplies (17)</b>	129	\$1,115.78	\$481,355,628
<b>Insurance</b>			
Owners and Renters Insurance	93	\$789.66	\$340,665,678
Vehicle Insurance	130	\$2,828.94	\$1,220,425,464
Life/Other Insurance	110	\$760.80	\$328,215,166
Health Insurance	114	\$5,638.48	\$2,432,483,548
<b>Transportation</b>			
Payments on Vehicles excluding Leases	123	\$3,686.54	\$1,590,403,713
Gasoline/Diesel Fuel/Electric Vehicle Charging	126	\$4,416.11	\$1,905,144,803
Vehicle Maintenance and Repairs	124	\$1,670.64	\$720,725,928
<b>Travel</b>			
Airline Fares	139	\$1,173.40	\$506,212,723
Lodging on Trips	121	\$1,336.95	\$576,770,069
Auto/Truck Rental on Trips	133	\$162.54	\$70,122,103
Food and Drink on Trips	129	\$1,088.34	\$469,519,391

**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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) Apparel Products and Services includes 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.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) 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.
- (7) Photo Equipment includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (10) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

