



Second Supervisory District

Top Tapestry Segments:		Demographic Summary		2010	2015
Up and Coming Families	11.9%	Population		433,617	458,868
Aspiring Young Families	7.6%	Households		127,121	133,660
Sophisticated Squires	7.5%	Families		100,688	105,714
Urban Villages	7.2%	Median Age		31.5	32.1
Boomburbs	6.7%	Median Household Income		\$63,857	\$72,177

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	79	\$1,891.55	\$240,455,975
Men's	74	\$339.97	\$43,217,885
Women's	69	\$573.42	\$72,893,991
Children's	85	\$340.97	\$43,343,920
Footwear	56	\$231.46	\$29,423,254
Watches & Jewelry	113	\$220.09	\$27,977,589
Apparel Products and Services ¹	198	\$185.64	\$23,599,334
Computer			
Computers and Hardware for Home Use	116	\$221.44	\$28,149,858
Software and Accessories for Home Use	117	\$33.46	\$4,254,035
Entertainment & Recreation	112	\$3,625.60	\$460,890,265
Fees and Admissions	118	\$733.07	\$93,188,566
Membership Fees for Clubs ²	115	\$188.74	\$23,992,465
Fees for Participant Sports, excl. Trips	117	\$124.44	\$15,818,925
Admission to Movie/Theatre/Opera/Ballet	119	\$180.38	\$22,930,652
Admission to Sporting Events, excl. Trips	114	\$67.75	\$8,612,170
Fees for Recreational Lessons	125	\$170.93	\$21,728,724
Dating Services	108	\$0.83	\$105,630
TV/Video/Audio	107	\$1,333.96	\$169,574,878
Community Antenna or Cable TV	103	\$743.94	\$94,570,840
Televisions	116	\$223.57	\$28,420,702
VCRs, Video Cameras, and DVD Players	115	\$23.48	\$2,985,204
Video Cassettes and DVDs	113	\$59.26	\$7,532,724
Video and Computer Game Hardware and Software	114	\$63.41	\$8,061,049
Satellite Dishes	118	\$1.49	\$188,936
Rental of Video Cassettes and DVDs	116	\$47.61	\$6,052,609
Streaming/Downloaded Video	112	\$1.57	\$199,715
Audio ³	109	\$160.58	\$20,413,147
Rental and Repair of TV/Radio/Audio	119	\$9.05	\$1,149,950
Pets	133	\$570.51	\$72,524,372
Toys and Games ⁴	109	\$159.21	\$20,239,499
Recreational Vehicles and Fees ⁵	110	\$355.37	\$45,174,465
Sports/Recreation/Exercise Equipment ⁶	90	\$162.62	\$20,672,004
Photo Equipment and Supplies ⁷	114	\$117.98	\$14,997,218
Reading ⁸	107	\$165.90	\$21,089,700
Catered Affairs ⁹	110	\$26.98	\$3,429,560
Food	110	\$8,468.96	\$1,076,582,799
Food at Home	109	\$4,883.68	\$620,818,227
Bakery and Cereal Products	107	\$639.81	\$81,333,733
Meat, Poultry, Fish, and Eggs	110	\$1,136.65	\$144,492,402
Dairy Products	108	\$536.41	\$68,189,338
Fruit and Vegetables	112	\$877.02	\$111,487,265
Snacks and Other Food at Home ¹⁰	109	\$1,693.78	\$215,315,490
Food Away from Home	111	\$3,585.28	\$455,764,570
Alcoholic Beverages	111	\$635.58	\$80,795,786
Nonalcoholic Beverages at Home	109	\$475.96	\$60,504,525



Retail Goods and Services Expenditures

Supervisory Districts

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	107	\$1,868.24	\$237,491,970
Vehicle Loans	108	\$5,321.48	\$676,471,460
Health			
Nonprescription Drugs	101	\$104.42	\$13,273,628
Prescription Drugs	92	\$459.84	\$58,455,057
Eyeglasses and Contact Lenses	107	\$82.03	\$10,427,979
Home			
Mortgage Payment and Basics ¹¹	119	\$11,118.83	\$1,413,436,460
Maintenance and Remodeling Services	115	\$2,286.40	\$290,649,104
Maintenance and Remodeling Materials ¹²	110	\$410.20	\$52,145,658
Utilities, Fuel, and Public Services	104	\$4,714.25	\$599,280,754
Household Furnishings and Equipment			
Household Textiles ¹³	113	\$150.12	\$19,083,307
Furniture	116	\$694.61	\$88,299,281
Floor Coverings	107	\$80.31	\$10,208,642
Major Appliances ¹⁴	108	\$326.43	\$41,496,492
Housewares ¹⁵	102	\$88.21	\$11,213,046
Small Appliances	106	\$34.83	\$4,427,996
Luggage	116	\$10.76	\$1,367,717
Telephones and Accessories	78	\$33.28	\$4,231,091
Household Operations			
Child Care	123	\$568.52	\$72,271,393
Lawn and Garden ¹⁶	107	\$448.84	\$57,056,539
Moving/Storage/Freight Express	122	\$74.26	\$9,439,534
Housekeeping Supplies ¹⁷	107	\$751.71	\$95,558,033
Insurance			
Owners and Renters Insurance	103	\$476.85	\$60,617,880
Vehicle Insurance	109	\$1,267.89	\$161,175,880
Life/Other Insurance	103	\$429.03	\$54,538,703
Health Insurance	99	\$1,908.06	\$242,554,162
Personal Care Products ¹⁸	112	\$446.27	\$56,730,338
School Books and Supplies ¹⁹	107	\$114.65	\$14,573,860
Smoking Products	94	\$400.94	\$50,968,372
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	111	\$4,873.14	\$619,478,571
Gasoline and Motor Oil	106	\$3,032.51	\$385,496,213
Vehicle Maintenance and Repairs	110	\$1,038.36	\$131,997,465
Travel			
Airline Fares	122	\$560.23	\$71,216,619
Lodging on Trips	115	\$499.96	\$63,555,646
Auto/Truck/Van Rental on Trips	124	\$45.68	\$5,806,459
Food and Drink on Trips	114	\$497.55	\$63,248,650

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: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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- ¹**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.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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 and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**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.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**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, and insulation materials for owned homes.
- ¹³**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.
- 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 plastic dinnerware, china, flatware, glassware, 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.
- ¹⁸**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.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.