



Fifth Supervisory District

Top Tapestry Segments:		Demographic Summary		2010	2015
Industrious Urban Fringe	32.4%	Population		385,241	394,455
Urban Villages	17.0%	Households		101,779	103,512
NeWest Residents	9.0%	Families		80,005	81,061
Las Casas	4.7%	Median Age		27.0	27.6
Southwestern Families	4.7%	Median Household Income		\$43,349	\$51,556

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	54	\$1,284.32	\$130,716,739
Men's	50	\$228.88	\$23,294,735
Women's	46	\$380.90	\$38,767,603
Children's	60	\$239.17	\$24,342,774
Footwear	39	\$163.98	\$16,689,905
Watches & Jewelry	72	\$139.06	\$14,152,983
Apparel Products and Services ¹	141	\$132.33	\$13,468,741
Computer			
Computers and Hardware for Home Use	80	\$153.11	\$15,583,720
Software and Accessories for Home Use	82	\$23.24	\$2,365,653
Entertainment & Recreation	74	\$2,395.52	\$243,813,621
Fees and Admissions	74	\$456.68	\$46,480,051
Membership Fees for Clubs ²	70	\$113.96	\$11,599,212
Fees for Participant Sports, excl. Trips	76	\$80.87	\$8,231,014
Admission to Movie/Theatre/Opera/Ballet	80	\$121.36	\$12,351,542
Admission to Sporting Events, excl. Trips	67	\$39.87	\$4,057,963
Fees for Recreational Lessons	73	\$100.07	\$10,185,263
Dating Services	70	\$0.54	\$55,057
TV/Video/Audio	74	\$913.16	\$92,940,898
Community Antenna or Cable TV	71	\$508.82	\$51,786,973
Televisions	77	\$149.80	\$15,246,488
VCRs, Video Cameras, and DVD Players	82	\$16.67	\$1,696,584
Video Cassettes and DVDs	81	\$42.45	\$4,320,203
Video and Computer Game Hardware and Software	75	\$41.84	\$4,258,014
Satellite Dishes	81	\$1.02	\$103,783
Rental of Video Cassettes and DVDs	83	\$34.24	\$3,485,143
Streaming/Downloaded Video	68	\$0.95	\$97,081
Audio ³	75	\$110.92	\$11,289,402
Rental and Repair of TV/Radio/Audio	85	\$6.46	\$657,228
Pets	88	\$378.66	\$38,539,916
Toys and Games ⁴	73	\$105.82	\$10,770,638
Recreational Vehicles and Fees ⁵	72	\$233.32	\$23,746,648
Sports/Recreation/Exercise Equipment ⁶	59	\$107.20	\$10,910,517
Photo Equipment and Supplies ⁷	75	\$77.83	\$7,921,430
Reading ⁸	69	\$106.12	\$10,801,290
Catered Affairs ⁹	68	\$16.72	\$1,702,234
Food	77	\$5,930.07	\$603,557,060
Food at Home	77	\$3,466.04	\$352,769,795
Bakery and Cereal Products	75	\$445.18	\$45,310,202
Meat, Poultry, Fish, and Eggs	79	\$816.80	\$83,133,444
Dairy Products	76	\$378.49	\$38,522,515
Fruit and Vegetables	80	\$626.87	\$63,802,240
Snacks and Other Food at Home ¹⁰	77	\$1,198.69	\$122,001,391
Food Away from Home	77	\$2,464.04	\$250,787,266
Alcoholic Beverages	74	\$424.49	\$43,204,347
Nonalcoholic Beverages at Home	78	\$340.60	\$34,666,174



Retail Goods and Services Expenditures

Supervisory Districts

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	66	\$1,152.15	\$117,264,709
Vehicle Loans	76	\$3,734.40	\$380,083,317
Health			
Nonprescription Drugs	72	\$73.82	\$7,513,367
Prescription Drugs	62	\$310.48	\$31,600,754
Eyeglasses and Contact Lenses	70	\$54.01	\$5,496,757
Home			
Mortgage Payment and Basics ¹¹	75	\$6,982.78	\$710,699,938
Maintenance and Remodeling Services	69	\$1,370.55	\$139,492,734
Maintenance and Remodeling Materials ¹²	71	\$264.29	\$26,898,674
Utilities, Fuel, and Public Services	71	\$3,230.91	\$328,838,726
Household Furnishings and Equipment			
Household Textiles ¹³	76	\$101.34	\$10,313,986
Furniture	77	\$459.88	\$46,806,618
Floor Coverings	61	\$46.08	\$4,690,255
Major Appliances ¹⁴	71	\$216.10	\$21,994,757
Housewares ¹⁵	72	\$62.13	\$6,323,180
Small Appliances	73	\$23.78	\$2,420,289
Luggage	74	\$6.88	\$700,019
Telephones and Accessories	56	\$23.89	\$2,431,743
Household Operations			
Child Care	79	\$367.02	\$37,355,061
Lawn and Garden ¹⁶	67	\$280.34	\$28,533,203
Moving/Storage/Freight Express	90	\$54.49	\$5,545,525
Housekeeping Supplies ¹⁷	75	\$522.95	\$53,225,271
Insurance			
Owners and Renters Insurance	65	\$301.10	\$30,645,568
Vehicle Insurance	75	\$872.80	\$88,832,918
Life/Other Insurance	62	\$259.92	\$26,454,829
Health Insurance	66	\$1,269.63	\$129,221,302
Personal Care Products ¹⁸	79	\$316.72	\$32,235,737
School Books and Supplies ¹⁹	75	\$80.08	\$8,150,335
Smoking Products	66	\$282.78	\$28,781,057
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	77	\$3,399.16	\$345,963,365
Gasoline and Motor Oil	75	\$2,145.56	\$218,373,397
Vehicle Maintenance and Repairs	76	\$713.73	\$72,642,844
Travel			
Airline Fares	79	\$362.05	\$36,848,592
Lodging on Trips	71	\$307.70	\$31,316,896
Auto/Truck/Van Rental on Trips	78	\$28.85	\$2,936,687
Food and Drink on Trips	74	\$320.22	\$32,592,098

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.