



Retail Goods and Services Expenditures

Avondale

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Heartland Communities	100.0%	Population	623	630
Top Rung	0.0%	Households	214	219
Suburban Splendor	0.0%	Families	147	149
Connoisseurs	0.0%	Median Age	39.7	40.5
Boomburbs	0.0%	Median Household Income	\$34,346	\$38,588
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		45	\$1,050.19	\$224,732
Men's		42	\$188.79	\$40,401
Women's		39	\$317.11	\$67,859
Children's		53	\$204.80	\$43,825
Footwear		34	\$137.43	\$29,409
Watches & Jewelry		63	\$119.43	\$25,557
Apparel Products and Services (1)		91	\$82.63	\$17,682
Computer				
Computers and Hardware for Home Use		66	\$121.75	\$26,054
Software and Accessories for Home Use		63	\$17.40	\$3,723
Entertainment & Recreation		75	\$2,333.50	\$499,353
Fees and Admissions		51	\$307.29	\$65,758
Membership Fees for Clubs (2)		51	\$80.39	\$17,204
Fees for Participant Sports, excl. Trips		57	\$58.62	\$12,544
Admission to Movie/Theatre/Opera/Ballet		54	\$79.84	\$17,084
Admission to Sporting Events, excl. Trips		55	\$31.78	\$6,800
Fees for Recreational Lessons		43	\$56.34	\$12,056
Dating Services		43	\$0.33	\$70
TV/Video/Audio		73	\$873.16	\$186,850
Community Antenna or Cable TV		81	\$562.75	\$120,425
Televisions		59	\$111.38	\$23,834
VCRs, Video Cameras, and DVD Players		68	\$13.35	\$2,857
Video Cassettes and DVDs		72	\$36.48	\$7,805
Video and Computer Game Hardware and Software		59	\$31.82	\$6,810
Satellite Dishes		80	\$0.98	\$209
Rental of Video Cassettes and DVDs		69	\$27.50	\$5,884
Streaming/Downloaded Video		38	\$0.51	\$110
Audio (3)		59	\$84.12	\$18,000
Rental and Repair of TV/Radio/Sound Equipment		58	\$4.28	\$916
Pets		101	\$421.00	\$90,090
Toys and Games (4)		74	\$104.91	\$22,450
Recreational Vehicles and Fees (5)		104	\$324.51	\$69,442
Sports/Recreation/Exercise Equipment (6)		64	\$111.89	\$23,944
Photo Equipment and Supplies (7)		69	\$68.86	\$14,735
Reading (8)		72	\$108.82	\$23,287
Catered Affairs (9)		55	\$13.07	\$2,798
Food		73	\$5,435.40	\$1,163,136
Food at Home		76	\$3,309.76	\$708,266
Bakery and Cereal Products		78	\$452.54	\$96,840
Meats, Poultry, Fish, and Eggs		74	\$747.64	\$159,990
Dairy Products		80	\$387.50	\$82,922
Fruits and Vegetables		71	\$543.87	\$116,383
Snacks and Other Food at Home (10)		78	\$1,178.22	\$252,131
Food Away from Home		68	\$2,125.64	\$454,871
Alcoholic Beverages		61	\$336.93	\$72,100
Nonalcoholic Beverages at Home		77	\$326.23	\$69,810

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: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	85	\$1,430.29	\$306,071
Vehicle Loans	86	\$4,081.83	\$873,482
Health			
Nonprescription Drugs	99	\$99.10	\$21,206
Prescription Drugs	105	\$507.76	\$108,658
Eyeglasses and Contact Lenses	76	\$56.67	\$12,126
Home			
Mortgage Payment and Basics (11)	57	\$5,196.27	\$1,111,963
Maintenance and Remodeling Services	56	\$1,073.17	\$229,650
Maintenance and Remodeling Materials (12)	85	\$307.85	\$65,878
Utilities, Fuel, and Public Services	80	\$3,519.87	\$753,226
Household Furnishings and Equipment			
Household Textiles (13)	71	\$91.19	\$19,513
Furniture	63	\$369.40	\$79,049
Floor Coverings	60	\$43.41	\$9,289
Major Appliances (14)	84	\$247.83	\$53,035
Housewares (15)	63	\$52.25	\$11,180
Small Appliances	80	\$25.31	\$5,416
Luggage	63	\$5.63	\$1,205
Telephones and Accessories	48	\$19.73	\$4,221
Household Operations			
Child Care	56	\$252.25	\$53,980
Lawn and Garden (16)	78	\$316.55	\$67,739
Moving/Storage/Freight Express	71	\$41.97	\$8,980
Housekeeping Supplies (17)	79	\$534.56	\$114,392
Insurance			
Owners and Renters Insurance	81	\$362.98	\$77,675
Vehicle Insurance	75	\$841.62	\$180,100
Life/Other Insurance	81	\$326.74	\$69,920
Health Insurance	90	\$1,693.01	\$362,292
Personal Care Products (18)	71	\$275.84	\$59,028
School Books and Supplies (19)	71	\$73.14	\$15,651
Smoking Products	102	\$421.09	\$90,110
Transportation			
Vehicle Purchases (Net Outlay) (20)	79	\$3,355.45	\$718,042
Gasoline and Motor Oil	85	\$2,352.81	\$503,485
Vehicle Maintenance and Repairs	73	\$668.88	\$143,135
Travel			
Airline Fares	46	\$205.92	\$44,064
Lodging on Trips	61	\$258.07	\$55,225
Auto/Truck/Van Rental on Trips	43	\$15.31	\$3,275
Food and Drink on Trips	66	\$277.05	\$59,287

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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.

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