



Retail Goods and Services Expenditures

St Charles Mesa

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Green Acres	34.5%	Population	9,029	9,381
Cozy and Comfortable	26.2%	Households	3,425	3,597
Prairie Living	15.6%	Families	2,639	2,753
Rustbelt Retirees	11.8%	Median Age	45.3	46.6
Prosperous Empty Nesters	9.9%	Median Household Income	\$48,146	\$59,293
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		60	\$1,398.11	\$4,788,385
Men's		57	\$254.80	\$872,668
Women's		55	\$442.18	\$1,514,420
Children's		64	\$248.72	\$851,849
Footwear		42	\$169.48	\$580,450
Watches & Jewelry		88	\$165.01	\$565,154
Apparel Products and Services (1)		130	\$117.91	\$403,844
Computer				
Computers and Hardware for Home Use		86	\$160.05	\$548,147
Software and Accessories for Home Use		87	\$23.96	\$82,043
Entertainment & Recreation		93	\$2,914.92	\$9,983,314
Fees and Admissions		91	\$543.81	\$1,862,508
Membership Fees for Clubs (2)		93	\$147.78	\$506,127
Fees for Participant Sports, excl. Trips		91	\$94.35	\$323,131
Admission to Movie/Theatre/Opera/Ballet		86	\$126.59	\$433,553
Admission to Sporting Events, excl. Trips		94	\$53.94	\$184,739
Fees for Recreational Lessons		91	\$120.60	\$413,039
Dating Services		75	\$0.56	\$1,920
TV/Video/Audio		88	\$1,057.53	\$3,621,926
Community Antenna or Cable TV		91	\$633.33	\$2,169,093
Televisions		86	\$160.70	\$550,382
VCRs, Video Cameras, and DVD Players		85	\$16.71	\$57,229
Video Cassettes and DVDs		83	\$42.53	\$145,658
Video and Computer Game Hardware and Software		88	\$47.75	\$163,553
Satellite Dishes		87	\$1.06	\$3,634
Rental of Video Cassettes and DVDs		85	\$33.83	\$115,857
Streaming/Downloaded Video		83	\$1.13	\$3,855
Audio (3)		81	\$114.70	\$392,837
Rental and Repair of TV/Radio/Sound Equipment		79	\$5.79	\$19,829
Pets		116	\$485.15	\$1,661,601
Toys and Games (4)		90	\$127.14	\$435,447
Recreational Vehicles and Fees (5)		99	\$311.11	\$1,065,526
Sports/Recreation/Exercise Equipment (6)		74	\$129.94	\$445,036
Photo Equipment and Supplies (7)		92	\$92.59	\$317,108
Reading (8)		96	\$144.19	\$493,837
Catered Affairs (9)		98	\$23.45	\$80,325
Food		89	\$6,605.74	\$22,623,982
Food at Home		89	\$3,863.18	\$13,230,998
Bakery and Cereal Products		91	\$526.01	\$1,801,545
Meats, Poultry, Fish, and Eggs		88	\$880.44	\$3,015,429
Dairy Products		91	\$438.53	\$1,501,933
Fruits and Vegetables		88	\$666.56	\$2,282,882
Snacks and Other Food at Home (10)		89	\$1,351.63	\$4,629,208
Food Away from Home		88	\$2,742.56	\$9,392,984
Alcoholic Beverages		87	\$482.98	\$1,654,166
Nonalcoholic Beverages at Home		88	\$374.91	\$1,284,025

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	100	\$1,685.42	\$5,772,382
Vehicle Loans	91	\$4,337.97	\$14,857,117
Health			
Nonprescription Drugs	95	\$94.99	\$325,332
Prescription Drugs	103	\$495.44	\$1,696,847
Eyeglasses and Contact Lenses	99	\$73.71	\$252,448
Home			
Mortgage Payment and Basics (11)	95	\$8,612.31	\$29,496,297
Maintenance and Remodeling Services	96	\$1,843.36	\$6,313,313
Maintenance and Remodeling Materials (12)	101	\$364.97	\$1,249,978
Utilities, Fuel, and Public Services	93	\$4,064.97	\$13,922,108
Household Furnishings and Equipment			
Household Textiles (13)	90	\$116.42	\$398,734
Furniture	87	\$507.34	\$1,737,574
Floor Coverings	100	\$72.55	\$248,463
Major Appliances (14)	96	\$282.71	\$968,235
Housewares (15)	78	\$64.74	\$221,718
Small Appliances	94	\$29.89	\$102,384
Luggage	93	\$8.37	\$28,669
Telephones and Accessories	56	\$23.28	\$79,734
Household Operations			
Child Care	83	\$372.13	\$1,274,507
Lawn and Garden (16)	98	\$398.69	\$1,365,486
Moving/Storage/Freight Express	76	\$44.84	\$153,563
Housekeeping Supplies (17)	92	\$624.22	\$2,137,899
Insurance			
Owners and Renters Insurance	100	\$448.80	\$1,537,108
Vehicle Insurance	90	\$1,020.99	\$3,496,789
Life/Other Insurance	103	\$414.87	\$1,420,899
Health Insurance	99	\$1,863.94	\$6,383,814
Personal Care Products (18)	88	\$338.59	\$1,159,650
School Books and Supplies (19)	83	\$86.47	\$296,153
Smoking Products	93	\$383.73	\$1,314,229
Transportation			
Vehicle Purchases (Net Outlay) (20)	90	\$3,820.48	\$13,084,772
Gasoline and Motor Oil	91	\$2,540.56	\$8,701,161
Vehicle Maintenance and Repairs	90	\$823.63	\$2,820,849
Travel			
Airline Fares	87	\$385.51	\$1,320,332
Lodging on Trips	95	\$400.52	\$1,371,743
Auto/Truck/Van Rental on Trips	87	\$31.08	\$106,427
Food and Drink on Trips	93	\$391.78	\$1,341,812

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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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