



Retail Goods and Services Expenditures

Sangamon County, IL
 Sangamon County, IL (17167)
 Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2013	2018
Green Acres	8.2%	Population	199,077	202,652
Exurbanites	7.9%	Households	83,972	85,660
Midland Crowd	6.6%	Families	51,520	52,068
Up and Coming Families	6.3%	Median Age	39.7	40.2
Rustbelt Traditions	5.7%	Median Household Income	\$50,987	\$58,130
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		62	\$1,412.16	\$118,582,155
Men's		60	\$253.33	\$21,272,972
Women's		54	\$432.39	\$36,308,717
Children's		69	\$255.62	\$21,464,627
Footwear		46	\$194.55	\$16,336,698
Watches & Jewelry		94	\$141.55	\$11,886,589
Apparel Products and Services (1)		142	\$134.72	\$11,312,553
Computer				
Computers and Hardware for Home Use		93	\$189.33	\$15,898,670
Portable Memory		97	\$7.41	\$622,576
Computer Software		92	\$18.23	\$1,530,492
Computer Accessories		95	\$15.90	\$1,335,540
Entertainment & Recreation		97	\$3,142.54	\$263,885,319
Fees and Admissions		93	\$587.05	\$49,295,358
Membership Fees for Clubs (2)		95	\$158.05	\$13,272,170
Fees for Participant Sports, excl. Trips		93	\$110.40	\$9,270,281
Admission to Movie/Theatre/Opera/Ballet		92	\$144.99	\$12,175,488
Admission to Sporting Events, excl. Trips		98	\$61.57	\$5,170,498
Fees for Recreational Lessons		90	\$111.59	\$9,370,053
Dating Services		102	\$0.44	\$36,866
TV/Video/Audio		95	\$1,228.06	\$103,122,327
Cable and Satellite Television Services		95	\$823.73	\$69,169,993
Televisions		97	\$153.87	\$12,920,810
Satellite Dishes		99	\$1.57	\$131,495
VCRs, Video Cameras, and DVD Players		95	\$12.25	\$1,028,267
Miscellaneous Video Equipment		101	\$7.76	\$651,468
Video Cassettes and DVDs		96	\$33.71	\$2,830,306
Video Game Hardware/Accessories		95	\$25.66	\$2,154,490
Video Game Software		97	\$28.85	\$2,422,411
Streaming/Downloaded Video		90	\$3.36	\$281,901
Rental of Video Cassettes and DVDs		94	\$25.83	\$2,168,738
Installation of Televisions		92	\$0.79	\$66,213
Audio (3)		92	\$106.32	\$8,928,181
Rental and Repair of TV/Radio/Sound Equipment		91	\$4.38	\$368,053
Pets		114	\$604.81	\$50,787,135
Toys and Games (4)		93	\$129.91	\$10,908,892
Recreational Vehicles and Fees (5)		91	\$205.02	\$17,215,620
Sports/Recreation/Exercise Equipment (6)		82	\$146.28	\$12,283,301
Photo Equipment and Supplies (7)		94	\$72.90	\$6,121,574
Reading (8)		94	\$144.87	\$12,165,269
Catered Affairs (9)		90	\$23.65	\$1,985,843
Food		94	\$7,719.58	\$648,228,725
Food at Home		94	\$4,736.54	\$397,736,482
Bakery and Cereal Products		94	\$664.51	\$55,800,271
Meats, Poultry, Fish, and Eggs		94	\$1,036.27	\$87,017,879
Dairy Products		94	\$503.61	\$42,289,134
Fruits and Vegetables		93	\$889.90	\$74,726,656
Snacks and Other Food at Home (10)		95	\$1,642.24	\$137,902,542
Food Away from Home		93	\$2,983.04	\$250,492,243
Alcoholic Beverages		93	\$492.92	\$41,391,796
Nonalcoholic Beverages at Home		95	\$447.92	\$37,612,491

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	80	\$1,650.20	\$138,570,865
Vehicle Loans	97	\$3,692.31	\$310,050,712
Health			
Nonprescription Drugs	95	\$117.25	\$9,845,367
Prescription Drugs	96	\$465.55	\$39,092,957
Eyeglasses and Contact Lenses	95	\$81.68	\$6,859,036
Home			
Mortgage Payment and Basics (11)	94	\$8,891.54	\$746,640,527
Maintenance and Remodeling Services	93	\$1,510.22	\$126,815,860
Maintenance and Remodeling Materials (12)	94	\$272.63	\$22,892,942
Utilities, Fuel, and Public Services	96	\$4,825.90	\$405,240,577
Household Furnishings and Equipment			
Household Textiles (13)	93	\$98.56	\$8,276,242
Furniture	95	\$456.57	\$38,338,908
Rugs	93	\$23.68	\$1,988,114
Major Appliances (14)	95	\$261.11	\$21,925,601
Housewares (15)	81	\$60.71	\$5,098,188
Small Appliances	94	\$42.15	\$3,539,659
Luggage	93	\$8.33	\$699,662
Telephones and Accessories	84	\$45.14	\$3,790,744
Household Operations			
Child Care	92	\$406.36	\$34,122,688
Lawn and Garden (16)	94	\$397.67	\$33,393,114
Moving/Storage/Freight Express	95	\$62.28	\$5,229,378
Housekeeping Supplies (17)	95	\$675.26	\$56,703,271
Insurance			
Owners and Renters Insurance	97	\$476.48	\$40,010,768
Vehicle Insurance	95	\$1,131.31	\$94,998,136
Life/Other Insurance	95	\$416.09	\$34,939,532
Health Insurance	96	\$2,383.84	\$200,175,508
Personal Care Products (18)	94	\$416.51	\$34,975,490
School Books and Supplies (19)	96	\$180.30	\$15,140,047
Smoking Products	96	\$467.43	\$39,250,747
Transportation			
Vehicle Purchases (Net Outlay) (20)	96	\$3,442.79	\$289,097,675
Gasoline and Motor Oil	96	\$2,961.97	\$248,722,769
Vehicle Maintenance and Repairs	95	\$1,034.60	\$86,877,311
Travel			
Airline Fares	91	\$420.36	\$35,298,723
Lodging on Trips	93	\$396.96	\$33,333,577
Auto/Truck/Van Rental on Trips	91	\$30.68	\$2,575,925
Food and Drink on Trips	93	\$407.59	\$34,226,377

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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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (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, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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