



Retail Goods and Services Expenditures

Sangamon County, IL 6
 Sangamon County, IL (17167)
 Geography: County

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Rustbelt Traditions (5D)	13.3%	Population	199,816	201,439
Traditional Living (12B)	10.7%	Households	84,166	84,929
In Style (5B)	8.0%	Families	51,398	51,544
Green Acres (6A)	7.5%	Median Age	40.5	41.5
Comfortable Empty Nesters (5A)	6.2%	Median Household Income	\$55,187	\$58,126
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		93	\$2,008.76	\$169,069,354
Men's		94	\$396.99	\$33,413,013
Women's		93	\$684.41	\$57,604,076
Children's		94	\$314.54	\$26,473,780
Footwear		93	\$430.01	\$36,192,271
Watches & Jewelry		91	\$108.42	\$9,125,413
Apparel Products and Services (1)		91	\$74.39	\$6,260,801
Computer				
Computers and Hardware for Home Use		94	\$162.70	\$13,693,593
Portable Memory		96	\$5.11	\$429,853
Computer Software		93	\$10.78	\$907,664
Computer Accessories		94	\$17.04	\$1,433,790
Entertainment & Recreation		94	\$2,928.01	\$246,439,176
Fees and Admissions		92	\$585.73	\$49,298,758
Membership Fees for Clubs (2)		92	\$194.20	\$16,344,934
Fees for Participant Sports, excl. Trips		95	\$94.45	\$7,949,361
Tickets to Theatre/Operas/Concerts		93	\$55.28	\$4,652,376
Tickets to Movies/Museums/Parks		91	\$69.86	\$5,879,512
Admission to Sporting Events, excl. Trips		99	\$55.09	\$4,636,519
Fees for Recreational Lessons		87	\$116.04	\$9,766,275
Dating Services		102	\$0.83	\$69,782
TV/Video/Audio		95	\$1,213.96	\$102,174,057
Cable and Satellite Television Services		95	\$901.92	\$75,910,647
Televisions		95	\$113.34	\$9,539,440
Satellite Dishes		89	\$1.28	\$108,040
VCRs, Video Cameras, and DVD Players		94	\$6.17	\$519,103
Miscellaneous Video Equipment		96	\$9.18	\$772,252
Video Cassettes and DVDs		93	\$14.22	\$1,196,545
Video Game Hardware/Accessories		96	\$28.11	\$2,365,686
Video Game Software		99	\$15.28	\$1,285,859
Streaming/Downloaded Video		94	\$24.14	\$2,032,058
Rental of Video Cassettes and DVDs		92	\$14.04	\$1,182,073
Installation of Televisions		98	\$0.87	\$73,639
Audio (3)		92	\$81.61	\$6,868,626
Rental and Repair of TV/Radio/Sound Equipment		94	\$3.80	\$320,091
Pets		94	\$559.69	\$47,107,061
Toys/Games/Crafts/Hobbies (4)		96	\$116.05	\$9,767,168
Recreational Vehicles and Fees (5)		94	\$95.48	\$8,036,559
Sports/Recreation/Exercise Equipment (6)		92	\$158.11	\$13,307,750
Photo Equipment and Supplies (7)		92	\$51.31	\$4,318,891
Reading (8)		95	\$118.48	\$9,972,073
Catered Affairs (9)		96	\$29.19	\$2,456,857
Food		94	\$7,878.70	\$663,118,888
Food at Home		94	\$4,751.47	\$399,912,488
Bakery and Cereal Products		95	\$627.44	\$52,808,975
Meats, Poultry, Fish, and Eggs		94	\$1,078.71	\$90,790,763
Dairy Products		94	\$502.50	\$42,293,428
Fruits and Vegetables		93	\$911.49	\$76,716,757
Snacks and Other Food at Home (10)		95	\$1,631.33	\$137,302,564
Food Away from Home		94	\$3,127.23	\$263,206,401
Alcoholic Beverages		94	\$523.71	\$44,078,677

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$6,001.38	\$505,112,533
Value of Retirement Plans	96	\$23,423.68	\$1,971,477,769
Value of Other Financial Assets	100	\$1,294.26	\$108,932,463
Vehicle Loan Amount excluding Interest	95	\$2,576.19	\$216,827,572
Value of Credit Card Debt	95	\$551.70	\$46,434,176
Health			
Nonprescription Drugs	95	\$120.83	\$10,169,443
Prescription Drugs	96	\$370.95	\$31,221,056
Eyeglasses and Contact Lenses	96	\$90.62	\$7,626,715
Home			
Mortgage Payment and Basics (11)	94	\$8,068.31	\$679,077,121
Maintenance and Remodeling Services	94	\$1,818.39	\$153,046,539
Maintenance and Remodeling Materials (12)	91	\$370.54	\$31,186,822
Utilities, Fuel, and Public Services	95	\$4,772.90	\$401,716,321
Household Furnishings and Equipment			
Household Textiles (13)	94	\$90.18	\$7,590,008
Furniture	95	\$545.33	\$45,898,451
Rugs	95	\$22.14	\$1,863,781
Major Appliances (14)	95	\$303.99	\$25,585,408
Housewares (15)	95	\$90.32	\$7,602,230
Small Appliances	94	\$45.57	\$3,835,780
Luggage	92	\$10.90	\$917,037
Telephones and Accessories	98	\$68.11	\$5,732,551
Household Operations			
Child Care	90	\$431.49	\$36,317,063
Lawn and Garden (16)	95	\$397.30	\$33,439,197
Moving/Storage/Freight Express	91	\$58.34	\$4,910,632
Housekeeping Supplies (17)	95	\$675.10	\$56,820,284
Insurance			
Owners and Renters Insurance	96	\$498.23	\$41,933,839
Vehicle Insurance	94	\$1,106.19	\$93,103,774
Life/Other Insurance	94	\$400.91	\$33,742,607
Health Insurance	95	\$3,452.28	\$290,564,668
Personal Care Products (18)	94	\$442.56	\$37,248,256
School Books and Supplies (19)	94	\$145.36	\$12,234,189
Smoking Products	98	\$409.75	\$34,487,223
Transportation			
Payments on Vehicles excluding Leases	95	\$2,123.96	\$178,765,514
Gasoline and Motor Oil	94	\$2,605.69	\$219,310,714
Vehicle Maintenance and Repairs	94	\$1,011.66	\$85,147,044
Travel			
Airline Fares	91	\$462.44	\$38,922,044
Lodging on Trips	94	\$491.19	\$41,341,445
Auto/Truck Rental on Trips	92	\$24.27	\$2,042,704
Food and Drink on Trips	93	\$460.34	\$38,744,808

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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.

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