



Provided by McHenry County EDC

Retail Goods and Services Expenditures

Latitude: 42.24524

Longitude: -88.32192

Crystal Lake, Illinois
Ring: 5 Miles radius

Top Tapestry Segments:		Demographic Summary		2009	2014
Boomburbs	20.5%	Population	108,504	116,351	
Sophisticated Squires	18.3%	Households	36,275	38,786	
Up and Coming Families	18.0%	Families	28,324	30,013	
In Style	12.1%	Median Age	35.3	35.1	
Suburban Splendor	8.1%	Median Household Income	\$92,994	\$100,957	

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	109	\$2,739.15	\$99,362,710
Men's	104	\$502.04	\$18,211,588
Women's	98	\$845.68	\$30,676,872
Children's	118	\$485.78	\$17,621,543
Footwear	73	\$314.23	\$11,398,873
Watches & Jewelry	166	\$355.61	\$12,899,605
Apparel Products and Services ¹	232	\$235.82	\$8,554,228
Computer			
Computers and Hardware for Home Use	159	\$316.69	\$11,487,900
Software and Accessories for Home Use	161	\$45.90	\$1,665,001
Entertainment & Recreation	159	\$5,139.39	\$186,431,365
Fees and Admissions	174	\$1,081.46	\$39,230,003
Membership Fees for Clubs ²	171	\$292.92	\$10,625,721
Fees for Participant Sports, excl. Trips	173	\$191.60	\$6,950,255
Admission to Movie/Theatre/Opera/Ballet	163	\$246.85	\$8,954,638
Admission to Sporting Events, excl. Trips	174	\$101.70	\$3,689,227
Fees for Recreational Lessons	189	\$247.37	\$8,973,325
Dating Services	129	\$1.02	\$36,837
TV/Video/Sound Equipment	150	\$1,820.18	\$66,026,972
Community Antenna or Cable TV	143	\$1,039.17	\$37,695,846
Televisions	168	\$271.79	\$9,859,309
VCRs, Video Cameras, and DVD Players	152	\$38.21	\$1,386,236
Video Cassettes and DVDs	149	\$88.68	\$3,216,835
Video Game Hardware and Software	157	\$68.77	\$2,494,547
Satellite Dishes	145	\$1.65	\$59,727
Rental of Video Cassettes and DVDs	155	\$68.26	\$2,476,197
Streaming/Downloaded Video	172	\$1.84	\$66,566
Sound Equipment ³	159	\$232.01	\$8,416,052
Rental and Repair of TV/Radio/Sound Equipment	144	\$9.80	\$355,658
Pets	182	\$798.42	\$28,962,863
Toys and Games ⁴	157	\$204.56	\$7,420,366
Recreational Vehicles and Fees ⁵	154	\$544.48	\$19,750,860
Sports/Recreation/Exercise Equipment ⁶	127	\$251.94	\$9,139,061
Photo Equipment and Supplies ⁷	162	\$189.67	\$6,880,393
Reading ⁸	153	\$248.68	\$9,020,846
Food	149	\$11,781.34	\$427,368,207
Food at Home	147	\$6,682.80	\$242,418,741
Bakery and Cereal Products	146	\$892.87	\$32,388,985
Meat, Poultry, Fish, and Eggs	145	\$1,552.90	\$56,331,450
Dairy Products	146	\$746.80	\$27,090,349
Fruit and Vegetables	147	\$1,154.83	\$41,891,529
Snacks and Other Food at Home ⁹	148	\$2,335.39	\$84,716,429
Food Away from Home	153	\$5,098.54	\$184,949,466
Alcoholic Beverages	154	\$885.65	\$32,126,989
Nonalcoholic Beverages at Home	146	\$660.84	\$23,971,807



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	163	\$2,349.32	\$85,221,429
Vehicle Loans	155	\$8,268.85	\$299,952,518
Health			
Nonprescription Drugs	139	\$145.25	\$5,269,038
Prescription Drugs	136	\$747.41	\$27,112,134
Eyeglasses and Contact Lenses	154	\$116.31	\$4,218,983
Home			
Mortgage Payment and Basics ¹⁰	182	\$16,735.99	\$607,097,976
Maintenance and Remodeling Services	180	\$3,814.41	\$138,367,715
Maintenance and Remodeling Materials ¹¹	168	\$695.62	\$25,233,681
Utilities, Fuel, and Public Services	146	\$6,593.80	\$239,190,060
Household Furnishings and Equipment			
Household Textiles ¹²	160	\$221.95	\$8,051,278
Furniture	169	\$1,082.04	\$39,250,920
Floor Coverings	172	\$149.78	\$5,433,108
Major Appliances ¹³	160	\$483.90	\$17,553,597
Housewares ¹⁴	129	\$121.33	\$4,401,301
Small Appliances	150	\$51.53	\$1,869,267
Luggage	175	\$17.59	\$638,153
Telephones and Accessories	88	\$39.70	\$1,440,298
Household Operations			
Child Care	183	\$805.27	\$29,211,251
Lawn and Garden ¹⁵	158	\$653.96	\$23,722,394
Moving/Storage/Freight Express	141	\$75.87	\$2,752,078
Housekeeping Supplies ¹⁶	151	\$1,093.66	\$39,672,370
Insurance			
Owners and Renters Insurance	162	\$765.28	\$27,760,396
Vehicle Insurance	151	\$1,864.28	\$67,626,629
Life/Other Insurance	160	\$774.72	\$28,103,027
Health Insurance	143	\$2,740.34	\$99,405,847
Personal Care Products ¹⁷	154	\$605.46	\$21,963,025
School Books and Supplies ¹⁸	146	\$164.82	\$5,978,694
Smoking Products	124	\$550.16	\$19,956,885
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	157	\$7,510.11	\$272,429,186
Gasoline and Motor Oil	147	\$4,030.47	\$146,205,415
Vehicle Maintenance and Repairs	152	\$1,421.74	\$51,573,565
Travel			
Airline Fares	171	\$727.09	\$26,375,339
Lodging on Trips	169	\$713.09	\$25,867,461
Auto/Truck/Van Rental on Trips	177	\$65.81	\$2,387,153
Food and Drink on Trips	164	\$730.35	\$26,493,398

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 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 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**Sound Equipment** includes 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**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.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**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.
- ¹²**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.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**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.
- ¹⁷**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.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.