



Retail Goods and Services Expenditures

Mamaroneck Village, NY
Mamaroneck village, NY (3644831)
Place

Top Tapestry Segments	Percent	Demographic Summary	2013	2018
City Lights	35.1%	Population	18,881	19,202
Connoisseurs	15.4%	Households	6,963	7,052
Wealthy Seaboard Suburbs	11.8%	Families	4,676	4,708
Urban Chic	11.6%	Median Age	40.3	40.7
International Marketplace	8.2%	Median Household Income	\$86,575	\$100,447
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		128	\$2,896.22	\$20,166,369
Men's		122	\$516.66	\$3,597,513
Women's		111	\$883.22	\$6,149,889
Children's		133	\$492.43	\$3,428,822
Footwear		92	\$393.44	\$2,739,543
Watches & Jewelry		185	\$277.96	\$1,935,425
Apparel Products and Services (1)		351	\$332.50	\$2,315,178
Computer				
Computers and Hardware for Home Use		196	\$400.40	\$2,787,965
Portable Memory		168	\$12.80	\$89,154
Computer Software		194	\$38.26	\$266,377
Computer Accessories		178	\$29.71	\$206,899
Entertainment & Recreation		187	\$6,077.54	\$42,317,904
Fees and Admissions		208	\$1,310.89	\$9,127,717
Membership Fees for Clubs (2)		201	\$334.68	\$2,330,382
Fees for Participant Sports, excl. Trips		200	\$236.10	\$1,643,959
Admission to Movie/Theatre/Opera/Ballet		206	\$323.08	\$2,249,605
Admission to Sporting Events, excl. Trips		183	\$115.06	\$801,171
Fees for Recreational Lessons		243	\$301.18	\$2,097,138
Dating Services		181	\$0.78	\$5,462
TV/Video/Audio		172	\$2,219.94	\$15,457,457
Cable and Satellite Television Services		172	\$1,482.84	\$10,324,989
Televisions		169	\$268.40	\$1,868,841
Satellite Dishes		108	\$1.71	\$11,941
VCRs, Video Cameras, and DVD Players		169	\$21.78	\$151,625
Miscellaneous Video Equipment		145	\$11.18	\$77,838
Video Cassettes and DVDs		163	\$57.63	\$401,312
Video Game Hardware/Accessories		163	\$44.01	\$306,423
Video Game Software		170	\$50.77	\$353,483
Streaming/Downloaded Video		215	\$8.03	\$55,911
Rental of Video Cassettes and DVDs		171	\$46.79	\$325,780
Installation of Televisions		209	\$1.80	\$12,549
Audio (3)		187	\$216.58	\$1,508,064
Rental and Repair of TV/Radio/Sound Equipment		175	\$8.43	\$58,701
Pets		195	\$1,036.54	\$7,217,414
Toys and Games (4)		188	\$261.37	\$1,819,900
Recreational Vehicles and Fees (5)		205	\$462.11	\$3,217,692
Sports/Recreation/Exercise Equipment (6)		155	\$276.77	\$1,927,147
Photo Equipment and Supplies (7)		187	\$145.46	\$1,012,863
Reading (8)		193	\$296.79	\$2,066,533
Catered Affairs (9)		257	\$67.67	\$471,181
Food		180	\$14,842.29	\$103,346,845
Food at Home		178	\$8,935.88	\$62,220,525
Bakery and Cereal Products		179	\$1,265.53	\$8,811,901
Meats, Poultry, Fish, and Eggs		178	\$1,966.19	\$13,690,580
Dairy Products		180	\$966.99	\$6,733,166
Fruits and Vegetables		187	\$1,777.05	\$12,373,601
Snacks and Other Food at Home (10)		171	\$2,960.11	\$20,611,277
Food Away from Home		185	\$5,906.41	\$41,126,320
Alcoholic Beverages		195	\$1,039.32	\$7,236,810
Nonalcoholic Beverages at Home		172	\$814.44	\$5,670,976

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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	270	\$5,609.15	\$39,056,506
Vehicle Loans	155	\$5,931.91	\$41,303,893
Health			
Nonprescription Drugs	162	\$200.91	\$1,398,907
Prescription Drugs	160	\$776.30	\$5,405,346
Eyeglasses and Contact Lenses	181	\$155.96	\$1,085,953
Home			
Mortgage Payment and Basics (11)	197	\$18,682.36	\$130,085,289
Maintenance and Remodeling Services	197	\$3,189.14	\$22,205,961
Maintenance and Remodeling Materials (12)	166	\$481.09	\$3,349,811
Utilities, Fuel, and Public Services	171	\$8,639.46	\$60,156,574
Household Furnishings and Equipment			
Household Textiles (13)	194	\$204.22	\$1,421,956
Furniture	177	\$850.79	\$5,924,082
Rugs	247	\$62.86	\$437,707
Major Appliances (14)	163	\$450.20	\$3,134,775
Housewares (15)	160	\$119.41	\$831,456
Small Appliances	180	\$80.50	\$560,540
Luggage	200	\$17.82	\$124,103
Telephones and Accessories	157	\$84.37	\$587,440
Household Operations			
Child Care	201	\$891.12	\$6,204,882
Lawn and Garden (16)	180	\$764.07	\$5,320,217
Moving/Storage/Freight Express	184	\$120.04	\$835,865
Housekeeping Supplies (17)	171	\$1,217.33	\$8,476,270
Insurance			
Owners and Renters Insurance	165	\$812.92	\$5,660,352
Vehicle Insurance	176	\$2,091.78	\$14,565,030
Life/Other Insurance	173	\$755.38	\$5,259,740
Health Insurance	173	\$4,291.79	\$29,883,729
Personal Care Products (18)	175	\$778.87	\$5,423,278
School Books and Supplies (19)	167	\$312.77	\$2,177,843
Smoking Products	148	\$719.41	\$5,009,223
Transportation			
Vehicle Purchases (Net Outlay) (20)	164	\$5,897.78	\$41,066,260
Gasoline and Motor Oil	159	\$4,923.18	\$34,280,080
Vehicle Maintenance and Repairs	178	\$1,946.87	\$13,556,089
Travel			
Airline Fares	214	\$985.65	\$6,863,065
Lodging on Trips	199	\$846.26	\$5,892,529
Auto/Truck/Van Rental on Trips	216	\$72.65	\$505,872
Food and Drink on Trips	195	\$852.15	\$5,933,493

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September 10, 2014



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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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