

Retail Goods and Services Expenditures

St. Charles County, MO (29183)
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 Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Savvy Suburbanites (L1)	19.5%	Population	426,285	441,922
Flourishing Families (H1)	15.1%	Households	165,881	173,943
Classic Comfort (K4)	10.2%	Families	115,571	120,415
Boomburbs (H2)	9.5%	Median Age	40.2	41.2
Room to Roam (K7)	9.0%	Median Household Income	\$104,283	\$116,397
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		111	\$2,721.84	\$451,501,628
Men's		112	\$539.48	\$89,488,667
Women's		111	\$931.05	\$154,443,015
Children's		113	\$379.04	\$62,875,436
Footwear		109	\$595.77	\$98,827,746
Watches & Jewelry		112	\$225.30	\$37,372,347
Apparel Products and Services (1)		110	\$51.21	\$8,494,417
Computer				
Computers and Hardware for Home Use		112	\$254.34	\$42,189,874
Portable Memory		106	\$4.06	\$673,166
Computer Software		107	\$18.10	\$3,002,488
Computer Accessories		105	\$21.09	\$3,498,839
Entertainment & Recreation		113	\$4,633.19	\$768,558,256
Fees and Admissions		117	\$1,093.74	\$181,431,290
Membership Fees for Clubs (2)		115	\$363.56	\$60,308,025
Fees for Participant Sports, excl. Trips		123	\$204.52	\$33,925,304
Tickets to Theatre/Operas/Concerts		112	\$127.52	\$21,153,016
Tickets to Movies		113	\$41.87	\$6,944,649
Tickets to Parks or Museums		108	\$46.13	\$7,652,338
Admission to Sporting Events, excl. Trips		127	\$115.82	\$19,212,189
Fees for Recreational Lessons		116	\$193.16	\$32,040,785
Dating Services		102	\$1.18	\$194,984
TV/Video/Audio		111	\$1,369.27	\$227,136,689
Cable and Satellite Television Services		108	\$718.44	\$119,176,206
Televisions		115	\$136.05	\$22,567,705
Satellite Dishes		92	\$1.28	\$212,332
VCRs, Video Cameras, and DVD Players		108	\$4.53	\$751,477
Miscellaneous Video Equipment		123	\$42.77	\$7,095,266
Video Cassettes and DVDs		98	\$4.66	\$772,547
Video Game Hardware/Accessories		110	\$52.05	\$8,633,931
Video Game Software		109	\$25.09	\$4,162,324
Rental/Streaming/Downloaded Video		115	\$223.33	\$37,045,427
Installation of Televisions		111	\$1.67	\$276,919
Audio (3)		112	\$156.96	\$26,036,490
Rental and Repair of TV/Radio/Sound Equipment		117	\$2.45	\$406,065
Pets		111	\$1,176.28	\$195,122,677
Toys/Games/Crafts/Hobbies (4)		114	\$203.35	\$33,731,255
Recreational Vehicles and Fees (5)		119	\$229.21	\$38,021,262
Sports/Recreation/Exercise Equipment (6)		113	\$293.17	\$48,631,661
Photo Equipment and Supplies (7)		113	\$78.58	\$13,034,228
Reading (8)		106	\$137.30	\$22,775,569
Catered Affairs (9)		108	\$52.29	\$8,673,625
Food		109	\$12,646.83	\$2,097,868,300
Food at Home		109	\$8,112.37	\$1,345,688,330
Bakery and Cereal Products		110	\$1,089.83	\$180,782,796
Meats, Poultry, Fish, and Eggs		108	\$1,651.16	\$273,896,186
Dairy Products		109	\$825.20	\$136,885,726
Fruits and Vegetables		108	\$1,377.10	\$228,435,389
Snacks and Other Food at Home (10)		157	\$3,169.07	\$525,688,233
Food Away from Home		110	\$4,534.46	\$752,179,970
Alcoholic Beverages		113	\$762.19	\$126,432,869

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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Financial			
Value of Stocks/Bonds/Mutual Funds	114	\$54,695.74	\$9,072,984,674
Value of Retirement Plans	120	\$184,068.28	\$30,533,430,486
Value of Other Financial Assets	120	\$15,890.13	\$2,635,870,204
Vehicle Loan Amount excluding Interest	115	\$4,058.78	\$673,274,631
Value of Credit Card Debt	114	\$3,441.57	\$570,891,237
Health			
Nonprescription Drugs	113	\$225.84	\$37,463,069
Prescription Drugs	119	\$499.84	\$82,914,655
Eyeglasses and Contact Lenses	114	\$150.11	\$24,899,880
Home			
Mortgage Payment and Basics (11)	118	\$15,761.09	\$2,614,465,399
Maintenance and Remodeling Services	117	\$5,432.81	\$901,199,900
Maintenance and Remodeling Materials (12)	120	\$963.43	\$159,814,916
Utilities, Fuel, and Public Services	110	\$6,544.47	\$1,085,602,869
Household Furnishings and Equipment			
Household Textiles (13)	110	\$129.74	\$21,520,699
Furniture	115	\$1,015.48	\$168,448,945
Rugs	115	\$45.09	\$7,479,366
Major Appliances (14)	114	\$577.53	\$95,801,712
Housewares (15)	107	\$105.56	\$17,510,785
Small Appliances	104	\$81.22	\$13,472,132
Luggage	114	\$27.90	\$4,627,375
Telephones and Accessories	117	\$97.38	\$16,153,517
Household Operations			
Child Care	119	\$696.52	\$115,538,902
Lawn and Garden (16)	115	\$782.72	\$129,837,887
Moving/Storage/Freight Express	101	\$129.14	\$21,421,155
Housekeeping Supplies (17)	110	\$953.12	\$158,104,255
Insurance			
Owners and Renters Insurance	119	\$1,005.84	\$166,849,834
Vehicle Insurance	111	\$2,407.94	\$399,431,067
Life/Other Insurance	115	\$794.96	\$131,869,302
Health Insurance	113	\$5,610.19	\$930,623,459
Personal Care Products (18)	111	\$657.73	\$109,104,730
Educational Books/Supplies/Other Expenditures	115	\$106.52	\$17,670,309
Smoking Products	105	\$486.64	\$80,724,188
Transportation			
Payments on Vehicles excluding Leases	115	\$3,455.60	\$573,218,857
Gasoline/Diesel Fuel/Electric Vehicle Charging	109	\$3,810.72	\$632,126,130
Vehicle Maintenance and Repairs	112	\$1,507.25	\$250,024,847
Travel			
Airline Fares	111	\$937.40	\$155,496,831
Lodging on Trips	114	\$1,262.99	\$209,506,552
Auto/Truck Rental on Trips	114	\$138.76	\$23,017,356
Food and Drink on Trips	113	\$954.41	\$158,318,056

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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** 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.

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