

## Spending on Apparel, 2007

Americans spend much less on apparel than they once did. In 2007, the average household spent \$1,881 on clothes, shoes, and related items. This figure is 16 percent smaller than the \$2,235 spent on apparel in 2000, after adjusting for inflation. Overall, Americans devoted 3.8 percent of their expenditures to clothes, shoes, and related products and services in 2007, down from 4.9 percent in 2000.

### Annual spending

Householders aged 35 to 44 spend more on apparel than any other age group, devoting \$2,335 to this category in 2007—24 percent more than the average household. The 45-to-54 age group is not far behind with average apparel spending of \$2,191 in 2007—16 percent above the overall average. The younger age group has the largest households, and the older age group is the most affluent. Householders aged 25 to 34 also spend more than average on apparel—\$2,106 in 2006, or 12 percent more than the average household.

Householders aged 35 to 44 spend much more than those younger or older on boys' and girls' clothes and control 40 to 41 percent of the children's clothes market. Householders aged 25 to 34 spend the most on infants' clothes and control 38 percent of the market—although they constitute only 17 percent of households. Householders aged 45 to 54 spend the most on men's and women's clothes. Householders aged 55 to 64 spend the most on women's shoes, 35 percent more than the average household.

### Quarterly spending

During the average quarter of 2007, slightly more than 75 percent of households purchased apparel products and services, the purchasers spending an average of \$421. Some 41 percent of households bought women's apparel, spending an average of \$238 on these items during the quarter. One-third of households purchased footwear during the average quarter of 2007, with the purchasers spending \$117. Within the footwear category, women's shoes attract the largest percentage of households, with one in five households buying women's shoes during the average quarter.

### Weekly spending

During the average week of 2007, 36 percent of households purchased apparel products and services, the purchasers spending \$80 during the week. Not surprisingly, women's apparel lures the largest percentage of shoppers into the store (or online)—one in five households purchased women's apparel during the average week of 2007. Women's shirts, blouses, and tops are the most popular women's apparel category. Ten percent of households purchased women's tops during the average week of 2007. Those who purchased women's tops spent an average of \$29 on the item(s).

**Table 3.1 Apparel: Average Annual Spending by Age, 2007**

*(average annual spending of consumer units (CU) on apparel, accessories, and related services, by age of consumer unit reference person, 2007)*

|   | total<br>consumer units | under 25           | 25 to 34           | 35 to 44           | 45 to 54           | 55 to 64           | 65 to 74           | 75+                |
|---|-------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Number of consumer units (in 000s)</b>   | <b>120,171</b>          | <b>8,150</b>       | <b>20,499</b>      | <b>23,416</b>      | <b>25,245</b>      | <b>19,462</b>      | <b>12,011</b>      | <b>11,390</b>      |
| <b>Number of persons per CU</b>             | <b>2.5</b>              | <b>2.0</b>         | <b>2.8</b>         | <b>3.2</b>         | <b>2.7</b>         | <b>2.1</b>         | <b>1.8</b>         | <b>1.5</b>         |
| <b>Average before-tax income of CU</b>      | <b>\$63,091.00</b>      | <b>\$31,443.00</b> | <b>\$57,256.00</b> | <b>\$76,540.00</b> | <b>\$80,560.00</b> | <b>\$71,048.00</b> | <b>\$47,708.00</b> | <b>\$32,499.00</b> |
| <b>Average annual spending of CU, total</b> | <b>49,637.95</b>        | <b>29,456.71</b>   | <b>47,510.36</b>   | <b>58,933.87</b>   | <b>58,331.33</b>   | <b>53,785.62</b>   | <b>42,261.60</b>   | <b>30,413.71</b>   |
| <b>Apparel, average annual spending</b>     | <b>1,880.72</b>         | <b>1,476.75</b>    | <b>2,105.78</b>    | <b>2,335.13</b>    | <b>2,190.81</b>    | <b>1,887.98</b>    | <b>1,323.21</b>    | <b>731.82</b>      |
| <b>Men's apparel</b>                        | <b>351.05</b>           | <b>289.98</b>      | <b>396.19</b>      | <b>403.37</b>      | <b>427.59</b>      | <b>366.68</b>      | <b>219.78</b>      | <b>151.70</b>      |
| Suits                                       | 23.47                   | 10.50              | 21.23              | 31.07              | 30.96              | 23.39              | 23.99              | 4.10               |
| Sport coats and tailored jackets            | 10.94                   | 4.96               | 8.50               | 10.65              | 16.70              | 13.82              | 9.06               | 4.50               |
| Coats and jackets                           | 30.11                   | 27.75              | 39.15              | 33.54              | 34.71              | 34.75              | 20.56              | 0.38               |
| Underwear                                   | 14.21                   | 11.29              | 16.60              | 13.82              | 17.12              | 20.76              | 5.22               | 5.08               |
| Hosiery                                     | 14.69                   | 11.96              | 14.64              | 13.69              | 20.07              | 15.91              | 8.36               | 11.99              |
| Nightwear                                   | 1.42                    | 0.96               | 1.03               | 1.76               | 1.70               | 1.66               | 1.61               | 0.49               |
| Accessories                                 | 28.84                   | 25.16              | 32.11              | 31.64              | 34.83              | 31.18              | 17.54              | 14.86              |
| Sweaters and vests                          | 16.69                   | 7.18               | 12.78              | 14.71              | 30.66              | 17.19              | 11.40              | 9.43               |
| Active sportswear                           | 19.54                   | 16.97              | 28.02              | 21.75              | 26.24              | 14.33              | 9.18               | 6.70               |
| Shirts                                      | 93.00                   | 73.51              | 107.87             | 142.01             | 96.63              | 90.40              | 38.34              | 33.61              |
| Pants and shorts                            | 94.21                   | 94.40              | 107.70             | 84.14              | 113.44             | 100.62             | 72.67              | 60.56              |
| Uniforms                                    | 3.20                    | 4.75               | 5.80               | 3.97               | 3.67               | 1.40               | 1.16               | –                  |
| Costumes                                    | 0.75                    | 0.59               | 0.75               | 0.61               | 0.87               | 1.27               | 0.70               | –                  |
| <b>Boys' (aged 2 to 15) apparel</b>         | <b>84.32</b>            | <b>33.42</b>       | <b>111.85</b>      | <b>178.26</b>      | <b>86.54</b>       | <b>35.04</b>       | <b>35.67</b>       | <b>8.04</b>        |
| Coats and jackets                           | 5.40                    | 2.03               | 8.97               | 10.30              | 5.09               | 2.77               | 1.91               | 0.11               |
| Sweaters                                    | 2.13                    | 0.66               | 2.55               | 4.47               | 1.85               | 1.59               | 1.07               | 0.26               |
| Shirts                                      | 24.44                   | 11.98              | 30.23              | 54.23              | 21.81              | 12.03              | 9.91               | 3.45               |
| Underwear                                   | 5.46                    | 3.34               | 8.19               | 10.26              | 6.68               | 1.02               | 2.03               | 0.56               |
| Nightwear                                   | 1.12                    | 0.33               | 1.23               | 2.35               | 1.12               | 0.65               | 0.89               | –                  |
| Hosiery                                     | 4.10                    | 2.45               | 6.77               | 6.63               | 4.96               | 1.51               | 1.94               | 0.04               |
| Accessories                                 | 5.65                    | 1.45               | 4.73               | 11.52              | 9.19               | 1.54               | 3.20               | 0.04               |
| Suits, sport coats, and vests               | 1.31                    | 0.06               | 1.60               | 3.65               | 0.99               | 0.18               | 0.76               | 0.06               |
| Pants and shorts                            | 28.46                   | 10.37              | 39.49              | 60.62              | 27.89              | 11.50              | 11.62              | 3.39               |
| Uniforms                                    | 3.73                    | 0.23               | 5.19               | 8.50               | 4.14               | 0.94               | 1.50               | –                  |
| Active sportswear                           | 1.68                    | 0.35               | 1.83               | 4.05               | 1.73               | 0.75               | 0.55               | 0.13               |
| Costumes                                    | 0.87                    | 0.17               | 1.06               | 1.67               | 1.09               | 0.56               | 0.28               | –                  |
| <b>Women's apparel</b>                      | <b>627.31</b>           | <b>509.96</b>      | <b>570.27</b>      | <b>604.12</b>      | <b>822.25</b>      | <b>723.32</b>      | <b>590.28</b>      | <b>316.13</b>      |
| Coats and jackets                           | 52.75                   | 45.02              | 31.02              | 42.98              | 64.65              | 78.82              | 62.94              | 37.30              |
| Dresses                                     | 60.41                   | 58.62              | 48.40              | 36.83              | 122.08             | 52.81              | 42.14              | 30.52              |
| Sport coats and tailored jackets            | 6.68                    | 2.79               | 4.58               | 5.06               | 9.52               | 8.24               | 8.57               | 5.66               |
| Sweaters and vests                          | 48.94                   | 42.72              | 38.32              | 33.06              | 66.97              | 77.55              | 49.58              | 17.39              |
| Shirts, blouses, and tops                   | 141.23                  | 118.86             | 158.48             | 147.66             | 169.43             | 146.53             | 136.01             | 47.42              |
| Skirts                                      | 17.10                   | 6.20               | 9.42               | 22.69              | 10.93              | 28.12              | 34.57              | 3.47               |
| Pants and shorts                            | 112.31                  | 100.33             | 106.25             | 124.22             | 146.07             | 111.37             | 93.96              | 54.71              |
| Active sportswear                           | 28.97                   | 26.66              | 30.82              | 27.28              | 35.88              | 24.88              | 27.51              | 24.23              |
| Nightwear                                   | 25.65                   | 18.81              | 14.58              | 26.82              | 33.57              | 33.06              | 25.34              | 19.02              |
| Undergarments                               | 33.96                   | 18.49              | 28.43              | 36.23              | 44.47              | 34.91              | 38.26              | 21.73              |
| Hosiery                                     | 17.11                   | 13.29              | 14.98              | 13.31              | 22.50              | 24.90              | 11.91              | 12.48              |
| Suits                                       | 16.60                   | 7.37               | 9.12               | 19.09              | 22.65              | 21.30              | 11.71              | 15.30              |
| Accessories                                 | 58.19                   | 42.91              | 67.23              | 61.87              | 64.38              | 71.43              | 44.48              | 24.21              |
| Uniforms                                    | 4.83                    | 5.07               | 6.32               | 5.05               | 5.49               | 4.73               | 2.76               | 2.39               |
| Costumes                                    | 2.58                    | 2.81               | 2.32               | 1.97               | 3.64               | 4.68               | 0.53               | 0.32               |

|  | total<br>consumer units | under 25       | 25 to 34        | 35 to 44        | 45 to 54        | 55 to 64       | 65 to 74       | 75+           |
|--|-------------------------|----------------|-----------------|-----------------|-----------------|----------------|----------------|---------------|
| <b>Girls' (aged 2 to 15) apparel</b>               | <b>\$121.62</b>         | <b>\$25.01</b> | <b>\$158.24</b> | <b>\$251.09</b> | <b>\$130.24</b> | <b>\$69.68</b> | <b>\$45.57</b> | <b>\$8.48</b> |
| Coats and jackets                                  | 6.27                    | –              | 9.98            | 7.37            | 8.22            | 6.44           | 3.75           | 0.08          |
| Dresses and suits                                  | 11.09                   | 2.21           | 15.38           | 25.54           | 8.72            | 6.93           | 2.27           | 1.57          |
| Shirts, blouses, and sweaters                      | 39.01                   | 6.12           | 52.43           | 82.08           | 40.15           | 23.20          | 13.14          | 1.57          |
| Skirts, pants, and shorts                          | 30.26                   | 5.66           | 40.03           | 61.65           | 31.00           | 19.84          | 11.30          | 1.82          |
| Active sportswear                                  | 11.05                   | 4.12           | 13.58           | 22.83           | 16.34           | 1.31           | 3.27           | 0.42          |
| Underwear and nightwear                            | 8.14                    | 2.16           | 9.72            | 14.59           | 8.96            | 4.87           | 5.97           | 2.32          |
| Hosiery  | 4.41                    | 0.78           | 5.98            | 8.92            | 4.89            | 2.99           | 0.94           | –             |
| Accessories  | 6.43                    | 3.53           | 6.10            | 15.05           | 6.40            | 2.94           | 3.36           | 0.49          |
| Uniforms   | 3.05                    | 0.15           | 3.19            | 7.07            | 4.19            | 0.60           | 1.18           | 0.20          |
| Costumes   | 1.92                    | 0.29           | 1.85            | 5.98            | 1.37            | 0.56           | 0.39           | 0.01          |
| <b>Children's (under age 2) apparel</b>            | <b>93.36</b>            | <b>144.55</b>  | <b>205.63</b>   | <b>118.64</b>   | <b>53.90</b>    | <b>55.41</b>   | <b>31.99</b>   | <b>13.76</b>  |
| Coats, jackets, and snowsuits                      | 2.44                    | 2.36           | 4.50            | 2.57            | 1.75            | 2.46           | 1.89           | 0.56          |
| Outerwear including dresses                        | 25.16                   | 27.42          | 37.48           | 30.42           | 23.30           | 24.31          | 16.04          | 5.71          |
| Underwear  | 46.89                   | 88.05          | 116.47          | 66.24           | 15.03           | 18.76          | 9.61           | 5.43          |
| Nightwear and loungewear                           | 4.45                    | 4.97           | 8.05            | 5.53            | 3.73            | 3.75           | 1.80           | 0.94          |
| Accessories  | 14.43                   | 21.74          | 39.14           | 13.87           | 10.08           | 6.14           | 2.66           | 1.13          |
| <b>Footwear</b>                                    | <b>327.06</b>           | <b>236.77</b>  | <b>383.05</b>   | <b>398.72</b>   | <b>383.03</b>   | <b>351.42</b>  | <b>209.42</b>  | <b>105.80</b> |
| Men's  | 102.60                  | 80.34          | 125.76          | 113.30          | 127.14          | 114.46         | 31.98          | 57.44         |
| Boys'  | 29.95                   | 30.08          | 34.51           | 61.18           | 31.46           | 9.24           | 16.36          | 2.59          |
| Women's  | 160.33                  | 116.68         | 160.17          | 164.88          | 185.77          | 216.66         | 148.02         | 45.48         |
| Girls'   | 34.18                   | 9.65           | 62.62           | 59.36           | 38.67           | 11.05          | 13.05          | 0.28          |
| <b>Other apparel products and services</b>         | <b>275.99</b>           | <b>237.07</b>  | <b>280.54</b>   | <b>380.94</b>   | <b>287.28</b>   | <b>286.43</b>  | <b>190.49</b>  | <b>127.91</b> |
| Material for making clothes                        | 6.65                    | 4.89           | 4.79            | 3.67            | 7.39            | 11.38          | 12.31          | 1.76          |
| Sewing patterns and notions                        | 6.77                    | 3.86           | 3.69            | 6.76            | 4.80            | 10.59          | 14.82          | 3.75          |
| Watches  | 20.55                   | 8.00           | 17.72           | 29.32           | 11.23           | 49.00          | 7.71           | 2.92          |
| Jewelry  | 125.79                  | 120.26         | 127.15          | 204.39          | 129.77          | 93.10          | 72.87          | 68.58         |
| Shoe repair and other shoe services                | 1.43                    | 0.38           | 0.63            | 1.37            | 1.59            | 2.72           | 2.05           | 0.58          |
| Coin-operated apparel laundry and dry cleaning     | 40.75                   | 73.31          | 62.11           | 47.49           | 35.67           | 30.32          | 20.73          | 15.39         |
| Apparel alteration, repair, and tailoring services | 6.24                    | 5.32           | 5.79            | 5.30            | 7.73            | 7.21           | 5.36           | 5.63          |
| Clothing rental                                    | 2.15                    | 2.09           | 2.71            | 2.67            | 2.55            | 2.11           | 1.30           | 0.15          |
| Watch and jewelry repair                           | 3.65                    | 0.34           | 2.64            | 2.63            | 5.12            | 4.74           | 5.65           | 2.67          |
| Professional laundry, dry cleaning                 | 61.30                   | 18.60          | 52.11           | 77.16           | 80.48           | 74.48          | 47.24          | 25.59         |
| Clothing storage                                   | 0.70                    | –              | 1.20            | 0.18            | 0.95            | 0.78           | 0.45           | 0.90          |

Note: Annual average spending figures for some items may seem low because both purchasers and nonpurchasers are used to calculate the annual average; to find out how much purchasers spend on items, see the quarterly or weekly spending tables. Subcategories may not add to total because some are not shown. "–" means sample is too small to make a reliable estimate.

Source: Bureau of Labor Statistics, unpublished tables from the 2007 Consumer Expenditure Survey

**Table 13.7 Percent of Consumer Units Spending on Transportation during the Average Week, 2007**

(percent of consumer units spending on transportation during the average week of 2007, by transportation category and age of consumer unit reference person, 2007)

|   | total<br>consumer units | under 25     | 25 to 34     | 35 to 44     | 45 to 54     | 55 to 64     | 65 to 74     | 75+          |
|---|-------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Percent spending on transportation during the average week</b> | <b>70.6%</b>            | <b>64.5%</b> | <b>70.9%</b> | <b>78.7%</b> | <b>75.8%</b> | <b>73.5%</b> | <b>64.2%</b> | <b>48.6%</b> |
| <b>Gasoline</b>   | <b>67.5</b>             | <b>62.2</b>  | <b>67.9</b>  | <b>75.7</b>  | <b>73.2</b>  | <b>69.5</b>  | <b>60.9</b>  | <b>45.3</b>  |
| <b>Diesel fuel</b>  | <b>0.8</b>              | <b>0.2</b>   | <b>0.9</b>   | <b>0.9</b>   | <b>1.2</b>   | <b>0.6</b>   | <b>1.0</b>   | <b>–</b>     |
| <b>Motor oil</b>  | <b>2.0</b>              | <b>1.2</b>   | <b>1.2</b>   | <b>2.1</b>   | <b>2.6</b>   | <b>2.7</b>   | <b>2.0</b>   | <b>1.5</b>   |
| <b>Coolant, additives, brake, transmission fluids</b>             | <b>1.3</b>              | <b>1.2</b>   | <b>0.8</b>   | <b>1.6</b>   | <b>1.3</b>   | <b>2.0</b>   | <b>1.1</b>   | <b>0.5</b>   |
| <b>Other vehicle expenses</b>                                     | <b>16.4</b>             | <b>9.7</b>   | <b>15.8</b>  | <b>18.5</b>  | <b>19.5</b>  | <b>19.7</b>  | <b>14.2</b>  | <b>8.6</b>   |
| Maintenance and repairs   | 6.6                     | 4.5          | 6.1          | 7.2          | 7.8          | 8.5          | 4.7          | 3.8          |
| Vehicle audio equipment, excluding labor                          | 0.1                     | –            | –            | 0.2          | 0.1          | 0.0          | 0.1          | –            |
| Vehicle products and cleaning services                            | 1.5                     | 1.7          | 1.2          | 1.9          | 1.5          | 1.8          | 1.1          | 0.6          |
| Miscellaneous auto repair, servicing                              | 5.4                     | 3.4          | 5.1          | 5.7          | 6.4          | 6.9          | 4.0          | 3.3          |
| Tolls and electronic toll passes                                  | 2.7                     | 1.3          | 2.3          | 3.2          | 3.5          | 3.8          | 1.5          | 1.8          |
| <b>Taxi fares and limousine service</b>                           | <b>1.0</b>              | <b>0.8</b>   | <b>1.1</b>   | <b>1.2</b>   | <b>1.1</b>   | <b>0.8</b>   | <b>0.7</b>   | <b>0.8</b>   |

Note: Figures shown are from the diary portion of the Consumer Expenditure Survey. Not all transportation categories are included in the diary survey. For more information about the survey, see the introduction or glossary. “–” means sample is too small to make a reliable estimate.  
Source: Bureau of Labor Statistics, unpublished data from the 2007 Consumer Expenditure Survey

**Table 13.8 Amount Purchasers Spent on Transportation during the Average Week, 2007**

(average amount spent by consumer units spending on transportation during the average week of 2007, by transportation category and age of consumer unit reference person, 2007)

|   | total<br>consumer units | under 25       | 25 to 34       | 35 to 44       | 45 to 54        | 55 to 64       | 65 to 74       | 75+            |
|---|-------------------------|----------------|----------------|----------------|-----------------|----------------|----------------|----------------|
| <b>Amount spent on transportation during the average week</b> | <b>\$90.03</b>          | <b>\$67.82</b> | <b>\$81.53</b> | <b>\$96.59</b> | <b>\$102.08</b> | <b>\$92.53</b> | <b>\$91.31</b> | <b>\$63.26</b> |
| <b>Gasoline</b>   | <b>59.09</b>            | <b>50.71</b>   | <b>59.37</b>   | <b>66.00</b>   | <b>64.17</b>    | <b>59.16</b>   | <b>49.10</b>   | <b>39.23</b>   |
| <b>Diesel fuel</b>  | <b>91.25</b>            | <b>405.00</b>  | <b>50.00</b>   | <b>120.88</b>  | <b>76.67</b>    | <b>118.75</b>  | <b>70.00</b>   | <b>–</b>       |
| <b>Motor oil</b>  | <b>7.96</b>             | <b>13.79</b>   | <b>6.56</b>    | <b>6.67</b>    | <b>8.88</b>     | <b>5.90</b>    | <b>11.62</b>   | <b>6.49</b>    |
| <b>Coolant, additives, brake, transmission fluids</b>         | <b>9.45</b>             | <b>30.33</b>   | <b>6.67</b>    | <b>8.33</b>    | <b>7.52</b>     | <b>9.69</b>    | <b>8.93</b>    | <b>8.51</b>    |
| <b>Other vehicle expenses</b>                                 | <b>135.97</b>           | <b>110.42</b>  | <b>105.51</b>  | <b>131.19</b>  | <b>146.97</b>   | <b>129.93</b>  | <b>193.93</b>  | <b>146.86</b>  |
| Maintenance and repairs                                       | 21.88                   | 25.39          | 16.15          | 18.89          | 20.67           | 21.91          | 41.65          | 25.13          |
| Vehicle audio equipment, excluding labor                      | 125.00                  | –              | –              | 121.74         | 100.00          | 325.00         | 33.33          | –              |
| Vehicle products and cleaning services                        | 6.85                    | 14.12          | 7.32           | 5.88           | 5.30            | 7.34           | 4.59           | 5.08           |
| Miscellaneous auto repair, servicing                          | 22.16                   | 26.39          | 17.74          | 17.14          | 19.87           | 22.00          | 47.86          | 28.18          |
| Tolls and electronic toll passes                              | 10.95                   | 7.81           | 11.01          | 10.13          | 14.00           | 9.55           | 6.49           | 11.36          |
| <b>Taxi fares and limousine service</b>                       | <b>31.96</b>            | <b>19.28</b>   | <b>21.93</b>   | <b>32.50</b>   | <b>47.62</b>    | <b>28.95</b>   | <b>29.58</b>   | <b>25.97</b>   |

Note: Figures shown are from the diary portion of the Consumer Expenditure Survey. Not all transportation categories are included in the diary survey. For more information about the survey, see the introduction or glossary. “–” means sample is too small to make a reliable estimate.  
Source: Calculations by New Strategist based on unpublished data from the Bureau of Labor Statistics 2007 Consumer Expenditure Survey