

Table 8. Apparel: Average spending by income, 2007

(average annual spending on apparel, accessories, and related services, by before-tax income of consumer units (CU), 2007)

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Number of consumer units (in 000s)	120,171	24,704	27,931	11,824	18,390	6,957	9,777	20,588
Number of persons per CU	2.5	1.7	2.2	2.4	2.7	2.9	3.0	3.2
Average before-tax income of CU	\$63,091.00	\$10,762.39	\$29,555.71	\$44,555.00	\$59,527.00	\$74,679.00	\$88,830.00	\$169,072.00
Average spending of CU, total	49,637.95	20,653.35	32,085.51	41,082.65	50,427.82	58,005.10	67,640.13	101,040.93
APPAREL	1,880.72	775.06	1,137.89	1,516.83	1,855.94	2,188.60	2,469.59	4,095.70
Men's apparel	351.05	134.79	196.45	252.34	349.02	393.63	455.35	826.38
Suits, sports coats, and tailored jackets	34.41	6.46	10.68	17.61	21.88	37.62	38.91	118.27
Coats and jackets	30.11	10.10	20.42	26.88	32.83	19.53	34.16	69.57
Underwear and socks	28.90	15.42	17.46	23.67	27.44	46.47	34.46	57.07
Nightwear	1.42	0.38	0.65	1.57	1.94	1.94	2.84	2.30
Accessories	28.84	10.56	12.22	24.23	37.18	27.19	39.76	64.03
Sweaters and vests	16.69	5.71	8.63	8.85	11.92	18.27	9.92	54.90
Active sportswear	19.54	6.67	10.68	10.24	23.09	13.24	37.43	44.40
Shirts	93.00	34.67	48.89	58.93	85.40	136.03	133.13	219.37
Pants and shorts	94.21	45.52	63.48	77.27	101.47	88.29	121.26	189.83
Uniforms	3.20	0.98	2.99	2.98	5.54	3.82	3.13	4.03
Costumes	0.75	0.28	0.37	0.12	0.34	1.25	0.35	2.61
Boys' (aged 2 to 15) apparel	84.32	38.18	56.44	70.71	86.02	102.92	124.48	158.65
Coats and jackets	5.40	1.87	2.99	6.48	5.78	7.53	5.49	11.15
Sweaters	2.13	0.88	1.35	1.76	2.71	1.85	2.73	4.19
Shirts	24.44	10.48	17.86	19.78	27.30	17.45	37.22	46.04
Underwear, nightwear, socks, and accessories	16.33	10.50	9.61	12.12	17.31	23.50	21.34	29.81
Suits, sports coats, and vests	1.31	0.32	0.57	0.69	0.43	2.42	3.27	3.42
Pants and shorts	28.46	11.38	21.09	25.36	26.29	36.81	44.17	52.37
Uniforms	3.73	1.67	1.95	2.89	4.11	9.03	6.25	5.76
Active sportswear	1.68	0.52	0.63	1.11	1.19	3.14	2.53	4.36
Costumes	0.87	0.74	0.41	0.51	0.91	1.20	1.47	1.55
Women's apparel	627.31	255.42	363.15	494.36	669.80	804.00	784.90	1,351.61
Coats and jackets	52.75	17.72	34.85	36.88	52.70	48.70	54.01	132.66
Dresses	60.41	18.12	25.38	76.23	81.73	63.40	96.91	110.50
Sports coats, tailored jackets, and suits	23.28	7.11	8.61	10.59	15.12	22.06	27.27	75.72
Sweaters and vests	48.94	20.10	28.56	42.64	41.84	64.57	46.11	120.41
Shirts, blouses, and tops	141.23	59.57	78.96	120.67	150.21	191.00	169.92	300.76
Skirts	17.10	6.58	8.95	7.22	21.51	13.94	27.64	40.66
Pants and shorts	112.31	54.33	79.82	84.95	112.18	130.61	146.48	221.96
Active sportswear	28.97	14.17	14.13	20.67	34.90	46.51	45.43	52.82
Nightwear	25.65	11.67	20.72	15.43	22.96	34.22	36.25	49.56
Undergarments, hosiery, and socks	51.07	23.75	33.89	27.29	67.45	65.96	66.03	94.47
Accessories	58.19	20.98	24.20	44.18	62.79	111.77	56.99	138.62
Uniforms	4.83	2.30	3.46	5.05	5.35	9.12	5.16	7.52
Costumes	2.58	0.47	1.63	2.55	1.05	2.16	6.71	5.96
Girls' (aged 2 to 15) apparel	\$121.62	\$38.26	\$83.19	\$90.96	\$111.38	\$142.37	\$207.56	\$249.68
Coats and jackets	6.27	1.92	9.48	4.73	7.99	–	5.14	10.28
Dresses and suits	11.09	3.07	8.68	10.91	8.04	15.33	20.55	20.89
Shirts, blouses, and sweaters	39.01	10.88	28.33	28.18	33.88	38.08	88.02	72.29
Skirts, pants, and shorts	30.26	12.34	19.38	20.02	32.13	33.05	39.65	65.29
Active sportswear	11.05	2.99	3.67	7.64	9.23	26.67	15.16	28.70
Underwear, nightwear, socks, and accessories	18.98	7.94	10.89	17.21	16.51	21.37	32.39	39.71
Uniforms	3.05	1.55	2.23	1.80	2.14	6.06	3.95	6.02
Costumes	1.92	0.43	0.54	0.47	1.45	1.81	2.70	6.50

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Children’s (under age 2) apparel	\$93.36	\$55.84	\$70.31	\$84.17	\$90.43	\$153.78	\$140.61	\$135.26
Footwear	327.06	149.88	233.23	296.56	317.45	349.10	412.68	652.57
Men’s	102.60	48.33	66.07	101.64	120.91	98.69	141.70	184.27
Children’s	64.13	35.05	59.80	65.10	72.01	99.67	61.71	86.03
Women’s	160.33	66.51	107.36	129.82	124.52	150.75	209.27	382.27
Other apparel products and services	275.99	102.69	135.11	227.73	231.86	242.80	344.01	721.56
Sewing material, patterns, and notions	13.42	5.11	5.62	10.61	16.08	15.39	27.38	25.31
Watches	20.55	7.83	8.41	25.70	23.82	22.40	18.60	47.77
Jewelry	125.79	18.28	40.91	95.70	101.86	113.10	180.23	387.06
Coin-operated apparel laundry and dry cleaning	40.75	58.03	54.92	49.18	35.11	26.71	20.98	15.13
Professional laundry, dry cleaning	61.30	9.49	18.71	34.59	39.08	51.38	77.87	211.93

*Note: Numbers do not add to total because not all categories are shown. “–” means sample is too small to make a reliable estimate.
Source: Bureau of Labor Statistics, unpublished tables from the 2007 Consumer Expenditure Survey; calculations by New Strategist*

Table 13. Apparel: Indexed spending by high-income consumer units, 2007

(indexed average annual spending of consumer units with high incomes on apparel, accessories, and related services, by before-tax income of consumer unit, 2007; index definition: an index of 100 is the average for all consumer units; an index of 132 means that spending by consumer units in that group is 32 percent above the average for all consumer units; an index of 68 indicates spending that is 32 percent below the average for all consumer units)

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Average spending of consumer units, total	\$49,638	\$101,041	\$77,838	\$91,864	\$126,443
Average spending of consumer units, index	100	204	157	185	255
APPAREL	100	218	150	179	303
Men's apparel	100	235	175	164	339
Suits, sports coats, and tailored jackets	100	344	179	231	555
Coats and jackets	100	231	300	140	239
Underwear and socks	100	197	158	189	238
Nightwear	100	162	108	156	210
Accessories	100	222	145	127	358
Sweaters and vests	100	329	210	65	627
Active sportswear	100	227	280	178	219
Shirts	100	236	158	180	344
Pants and shorts	100	201	136	154	293
Uniforms	100	126	252	57	72
Costumes	100	348	96	212	645
Boys' (aged 2 to 15) apparel	100	188	158	188	213
Coats and jackets	100	206	223	224	181
Sweaters	100	197	134	215	235
Shirts	100	188	145	193	222
Underwear, nightwear, socks, and accessories	100	183	154	203	192
Suits, sports coats, and vests	100	261	159	356	276
Pants and shorts	100	184	163	163	215
Uniforms	100	154	125	169	168
Active sportswear	100	260	165	192	382
Costumes	100	178	167	128	223
Women's apparel	100	215	143	190	296
Coats and jackets	100	251	197	154	370
Dresses	100	183	102	126	295
Sports coats, tailored jackets, and suits	100	325	185	252	489
Sweaters and vests	100	246	215	253	267
Shirts, blouses, and tops	100	213	108	228	292
Skirts	100	238	180	50	426
Pants and shorts	100	198	134	203	249
Active sportswear	100	182	139	166	232
Nightwear	100	193	105	174	283
Undergarments, hosiery, and socks	100	185	114	137	282
Accessories	100	238	198	207	296
Uniforms	100	156	141	118	194
Costumes	100	231	73	157	409
Girls' (aged 2 to 15) apparel	100	205	134	223	253
Coats and jackets	100	164	49	196	239
Dresses and suits	100	188	90	191	272
Shirts, blouses, and sweaters	100	185	124	194	232
Skirts, pants, and shorts	100	216	156	241	247
Active sportswear	100	260	124	378	289
Underwear, nightwear, socks, and accessories	100	209	175	196	248
Uniforms	100	197	98	138	319
Costumes	100	339	222	316	448

	total consumer units	\$100,000 or more	\$100,000– \$119,999	\$120,000– \$149,999	\$150,000 or more
Children's (under age 2) apparel	100	145	135	110	179
Footwear	100	200	147	168	268
Men's	100	180	143	146	236
Children's	100	134	122	132	146
Women's	100	238	159	197	337
Other apparel products and services	100	261	147	189	406
Sewing material, patterns, and notions	100	189	219	177	171
Watches	100	232	64	64	503
Jewelry	100	308	163	218	487
Coin-operated apparel laundry and dry cleaning	100	37	36	49	30
Professional laundry, dry cleaning	100	346	192	266	525

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey

Boys' Apparel

Best customers: Married couples with school-aged children
 Single parents
 Householders aged 35 to 44
 Hispanics and blacks

Customer trends: Average household spending on children's apparel may increase as the large millennial generation has children.

Not surprisingly, the best customers of boys' apparel are households with children, driven especially by those with school-aged children. Married couples with children at home spend more than twice the average on this category, while the subgroup with school-aged children spends over three times the average. Single parents spend two-and-one-half times the average on boys' clothes. Householders aged 35 to 44 spend more than double the average on boys' clothes because most are parents. Hispanic and black householders, respectively, spend 34 and 28 percent more than the average household on this category. Behind the higher spending of Hispanics and blacks are their larger families.

Apparel spending fell 16 percent between 2000 and 2007 as less expensive imports drove clothing prices down. Average household spending on boys' clothes fell by an even greater 27 percent during those years. As the large millennial generation has children, average household spending on boys' clothes may increase—especially if the downward spiral in clothing prices comes to an end.

Table 32. Boys' apparel

Total household spending	\$10,132,818,720.00		
Average household spends	84.32		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$84.32	100	100.0%
Under age 25	33.42	40	2.7
Aged 25 to 34	111.85	133	22.6
Aged 35 to 44	178.26	211	41.2
Aged 45 to 54	86.54	103	21.6
Aged 55 to 64	35.04	42	6.7
Aged 65 to 74	35.67	42	4.2
Aged 75 or older	8.04	10	0.9

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$84.32	100	100.0%
Under \$20,000	38.18	45	9.3
\$20,000 to \$39,999	56.44	67	15.6
\$40,000 to \$49,999	70.71	84	8.3
\$50,000 to \$69,999	86.02	102	15.6
\$70,000 to \$79,999	102.92	122	7.1
\$80,000 to \$99,999	124.48	148	12.0
\$100,000 or more	158.65	188	32.2
HOUSEHOLD TYPE			
Average household	84.32	100	100.0
Married couples	117.96	140	70.7
Married couples, no children	23.24	28	5.9
Married couples, with children	193.11	229	57.1
Oldest child under age 6	122.27	145	7.1
Oldest child aged 6 to 17	283.97	337	42.8
Oldest child aged 18 or older	76.41	91	6.7
Single parent with child under age 18	211.53	251	14.9
Single person	13.70	16	4.8
RACE AND HISPANIC ORIGIN			
Average household	84.32	100	100.0
Asian	90.56	107	3.8
Black	108.01	128	15.4
Hispanic	113.27	134	15.9
Non-Hispanic white and other	76.51	91	69.3
REGION			
Average household	84.32	100	100.0
Northeast	96.55	115	21.3
Midwest	86.95	103	23.6
South	78.59	93	33.5
West	80.80	96	21.7
EDUCATION			
Average household	84.32	100	100.0
Less than high school graduate	66.95	79	12.0
High school graduate	63.30	75	18.9
Some college	82.72	98	21.4
Associate's degree	113.16	134	11.9
College graduate	104.02	123	35.7
Bachelor's degree	102.77	122	22.8
Master's, professional, doctoral degree	105.97	126	12.8

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey

Women's Shoes

Best customers: **Householders aged 45 to 64**
Married couples with adult children at home
Asians

Customer trends: **Average household spending on women's shoes may rise as boomer women devote more of their apparel dollar to themselves.**

The best customers of women's shoes are married couples with adult children at home. They spend 69 percent more than average on women's shoes. Behind the higher spending are their larger households, many of which include more than one adult female. Householders age 45 to 64 spend 16 to 35 percent more than average on women's shoes. Asian households spend almost double the average on women's shoes.

Average household spending on women's shoes fell 15 percent between 2000 and 2007, after adjusting for inflation. Falling prices are one factor behind the decline in spending on women's shoes as cheaper imports allow consumers to buy more for less. As growing numbers of boomers become empty-nesters, average household spending on women's shoes may increase as women spend more on shoes for themselves.

Table 44. Women's shoes

Total household spending	\$19,267,016,430.00		
Average household spends	160.33		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$160.33	100	100.0%
Under age 25	116.68	73	4.9
Aged 25 to 34	160.17	100	17.0
Aged 35 to 44	164.88	103	20.0
Aged 45 to 54	185.77	116	24.3
Aged 55 to 64	216.66	135	21.9
Aged 65 to 74	148.02	92	9.2
Aged 75 or older	45.48	28	2.7

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$160.33	100	100.0%
Under \$20,000	66.51	41	8.5
\$20,000 to \$39,999	107.36	67	15.6
\$40,000 to \$49,999	129.82	81	8.0
\$50,000 to \$69,999	124.52	78	11.9
\$70,000 to \$79,999	150.75	94	5.4
\$80,000 to \$99,999	209.27	131	10.6
\$100,000 or more	382.27	238	40.8
HOUSEHOLD TYPE			
Average household	160.33	100	100.0
Married couples	202.51	126	63.8
Married couples, no children	199.84	125	26.9
Married couples, with children	199.49	124	31.0
Oldest child under age 6	162.00	101	4.9
Oldest child aged 6 to 17	176.97	110	14.0
Oldest child aged 18 or older	271.57	169	12.5
Single parent with child under age 18	146.88	92	5.4
Single person	82.04	51	15.2
RACE AND HISPANIC ORIGIN			
Average household	160.33	100	100.0
Asian	315.58	197	6.9
Black	159.72	100	12.0
Hispanic	150.35	94	11.1
Non-Hispanic white and other	161.64	101	77.0
REGION			
Average household	160.33	100	100.0
Northeast	163.04	102	18.9
Midwest	167.52	104	23.9
South	149.23	93	33.4
West	168.48	105	23.8
EDUCATION			
Average household	160.33	100	100.0
Less than high school graduate	112.18	70	10.6
High school graduate	138.58	86	21.8
Some college	126.00	79	17.1
Associate's degree	105.45	66	5.8
College graduate	241.97	151	43.7
Bachelor's degree	190.73	119	22.3
Master's, professional, doctoral degree	330.94	206	21.1

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2007 Consumer Expenditure Survey