

# BEST CUSTOMERS

DEMOGRAPHICS OF CONSUMER DEMAND

BY THE EDITORS OF NEW STRATEGIST PUBLICATIONS

3<sup>rd</sup>  
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## Laundry and Cleaning Supplies

### Best customers:

- Householders aged 35 to 54
- Married couples with children
- Hispanics

### Customer trends:

- Average household spending on laundry and cleaning supplies is likely to fall as the population ages.

Households with children spend the most on laundry and cleaning supplies. Householders aged 35 to 54, many of whom have children at home, spend 13 to 16 percent more than average on this item. Married couples with children spend 19 to 63 percent more than average on laundry and cleaning supplies. Hispanics, who have relatively large families, spend 33 percent more than average on this item.

Average household spending on laundry and cleaning supplies rose 0.6 percent between 1997 and 2002, after adjusting for inflation. This stability is surprising, considering the limited amount of time families have for cleaning. Behind the stability was the large baby-boom generation occupying the 35-to-54 age group. Average household spending on this item is likely to fall as boomers age and the much smaller Generation X enters the best-customer age group.

### Laundry and cleaning supplies

Total household spending \$14,637,941,560.00  
Average household spends 130.57

AGE OF HOUSEHOLDER	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
Average household	\$130.57	100	100.0%
Under age 25	77.18	59	4.6
Aged 25 to 34	124.88	96	16.2
Aged 35 to 44	152.11	116	25.3
Aged 45 to 54	147.24	113	22.8
Aged 55 to 64	138.95	106	14.5
Aged 65 or older	109.53	84	16.4
Aged 65 to 74	132.36	101	10.1
Aged 75 or older	85.01	65	6.3

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
<b>HOUSEHOLD INCOME</b>			
Average household reporting income	\$140.04	100	100.0%
Under \$10,000	96.67	69	8.2
\$10,000 to \$19,999	104.17	74	12.1
\$20,000 to \$29,999	128.77	92	12.3
\$30,000 to \$39,999	127.10	91	10.5
\$40,000 to \$49,999	133.97	96	9.2
\$50,000 to \$69,999	164.54	117	17.2
\$70,000 or more	185.67	133	30.1
<b>HOUSEHOLD TYPE</b>			
Average household	130.57	100	100.0
Married couples	169.42	130	65.1
Married couples, no children	139.73	107	22.1
Married couples, with children	191.91	147	37.7
Oldest child under 6	155.71	119	5.9
Oldest child 6 to 17	194.86	149	20.2
Oldest child 18 or older	212.67	163	11.7
Single parent with child under 18	119.92	92	5.5
Single person	63.83	49	14.4
<b>RACE</b>			
Average household	130.57	100	100.0
Black	124.03	95	11.5
White and other	131.49	101	88.5
<b>HISPANIC ORIGIN</b>			
Average household	130.57	100	100.0
Hispanic	173.90	133	12.5
Non-Hispanic	126.48	97	87.8
<b>REGION</b>			
Average household	130.57	100	100.0
Northeast	118.39	91	17.2
Midwest	136.00	104	24.0
South	137.35	105	37.5
West	124.80	96	21.2
<b>EDUCATION</b>			
Average household	130.57	100	100.0
Less than high school graduate	130.41	100	15.2
High school graduate	127.76	98	27.9
Some college	126.22	97	20.1
Associate's degree	133.20	102	9.5
College graduate	135.75	104	27.3
Bachelor's degree	136.95	105	17.9
Master's, professional, doctoral degree	133.57	102	9.4

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type.  
Source: Calculations by New Strategist based on the 2002 Consumer Expenditure Survey

BIGGEST  
CUSTOMERS  
(market share)

100.0%  
4.6  
16.2  
25.3  
22.8  
14.5  
16.4  
10.1  
6.3