

EXPENDITURES + SALES

HOUSEHOLD EXPENDITURES

Market analyses used to focus on “sales leakage” – how much money is being captured in Berkley and how much is being spent elsewhere. Because online shopping is changing consumer behaviors, sales leakage analyses have become less meaningful. Instead, these tables illustrate the relationship between household expenditures and the existing business mix in Berkley, and their relative performance.

Berkley’s largest categories of consumer expenditures are:

- » **GROCERIES**
- » **RESTAURANT DINING**
- » **APPAREL**

Total Annual Household Expenditures (“Buying Power”)
by Spending Category

CATEGORY	BERKLEY (CITY)	1 MILE	3 MILES	5 MILES
Apparel and services	\$ 15,223,000	\$ 17,586,000	\$ 148,683,000	\$ 332,174,000
Men's apparel	2,908,000	3,357,000	28,285,000	63,200,000
Women's apparel	5,245,000	6,061,000	51,403,000	114,501,000
Children's apparel	2,303,000	2,637,000	21,648,000	48,669,000
Movies, museums, parks	542,000	633,000	5,421,000	11,960,000
Pets	4,554,000	5,204,000	42,987,000	96,344,000
Toys, games, crafts, hobbies	842,000	967,000	8,000,000	17,854,000
Reading	818,000	940,000	7,908,000	17,564,000
Food at home (groceries)	35,614,000	41,014,000	342,580,000	768,522,000
Food away from home (restaurants)	24,872,000	28,735,000	241,821,000	539,274,000
Alcoholic beverages	4,050,000	4,682,000	39,669,000	87,906,000
Prescription drugs	2,731,000	3,097,000	25,220,000	56,952,000
Eye glasses and contact lenses	699,000	794,000	6,497,000	14,517,000
Furniture	4,457,000	5,121,000	42,873,000	95,911,000
Appliances	2,577,000	2,920,000	23,872,000	53,713,000
Housewares	760,000	869,000	7,182,000	15,995,000

COMMERCIAL STRENGTHS

Downtown Berkley’s **business inventory** is strongest in:

- » **RETAIL** (but not groceries or apparel)
- » **OTHER SERVICES** (especially personal care)
- » **RESTAURANTS**

Relative Number of Businesses in Downtown Berkley by Business Category



*In Berkley, “Other Services” include, Hair and nails, shoe repair, upholstery, auto repair, and cleaners/laundry.

Downtown Berkley’s **business sales volume** is strongest in:

- » **RETAIL**
- » **CONSTRUCTION**
- » **RESTAURANTS**
- » **HEALTHCARE**

Relative Total Sales Volume by Business Category



KEY TAKEAWAYS:

- » Retail remains an important component of downtown Berkley’s business mix and it generates the largest portion of sales volume.
- » Restaurants are a significant portion of the business mix and generate a proportional amount of sales.
- » A few business types (e.g., Construction and Wholesale Trade) are less visible in the business mix but generate significant sales volumes.
- » Services (e.g., personal care, repair services, etc.) represent a large portion of the business mix, but generate a relatively smaller portion of sales volumes.