

Table 10.18 Personal Care, Reading, Education, and Tobacco: Indexed spending by race and Hispanic origin, 2012

(indexed average annual spending of consumer units on personal care, reading, education, and tobacco products, by race and Hispanic origin of consumer unit reference person, 2012; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	Asian	black	Hispanic	non-Hispanic white and other
Average spending of consumer units, total	\$51,442	\$61,399	\$38,627	\$42,268	\$55,097
Average spending of consumer units, index	100	119	75	82	107
PERSONAL CARE PRODUCTS AND SERVICES					
Personal care products	100	101	78	105	103
Hair care products	100	98	56	117	105
Hair accessories	100	95	104	102	99
Wigs and hairpieces	100	-	434	43	56
Oral hygiene products	100	86	74	79	108
Shaving products	100	49	55	80	111
Cosmetics, perfume, and bath products	100	116	79	111	102
Deodorants, feminine hygiene, miscellaneous products	100	88	93	100	101
Electric personal care appliances	100	131	99	121	97
Personal care services	100	87	103	70	104
READING					
Reading	100	88	41	37	120
Newspaper and magazine subscriptions	100	61	34	20	124
Newspapers and magazines, nonsubscription	100	93	63	61	113
Books	100	103	33	42	121
Digital book readers	100	113	69	48	114
EDUCATION					
Education	100	273	53	40	118
College tuition	100	304	49	32	120
Elementary and high school tuition	100	226	50	35	120
Vocational and technical school tuition	100	172	147	36	103
Other school tuition, books, and supplies	100	205	70	46	114
Test preparation, tutoring services	100	278	29	44	121
Books and supplies for college	100	191	82	78	107
Books and supplies for elementary and high school	100	188	98	119	97
Books and supplies for vocational and technical schools	100	87	349	156	49
Books and supplies for day care and nursery	100	508	168	26	100
Miscellaneous school expenses and supplies	100	153	43	111	108
TOBACCO PRODUCTS AND SMOKING SUPPLIES					
Tobacco products and smoking supplies	100	49	74	47	113
Cigarettes	100	52	77	49	112
Other tobacco products	100	20	47	29	121
Smoking accessories	100	60	52	66	113

Note: "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" column), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race. "-" means sample is too small to make a reliable estimate.
Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2012 Consumer Expenditure Survey