



Retail Goods and Services Expenditure Report

Outline 199 60 min drive

Prepared By Business Analyst Desktop

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Salt of the Earth	18.5%	Population	881,817	874,596
Rustbelt Retirees	14.0%	Households	346,186	345,107
Heartland Communities	13.4%	Families	224,222	221,417
Rooted Rural	11.4%	Median Age	40.1	40.9
Southern Satellites	5.2%	Median Household Income	\$40,990	\$47,349
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		49	\$1,182.98	\$409,531,960
Men's		47	\$213.69	\$73,975,606
Women's		44	\$364.96	\$126,344,594
Children's		54	\$217.07	\$75,148,091
Footwear		36	\$148.39	\$51,371,499
Watches & Jewelry		70	\$136.02	\$47,089,210
Apparel Products and Services (1)		110	\$102.84	\$35,602,960
Computer				
Computers and Hardware for Home Use		71	\$136.23	\$47,159,883
Software and Accessories for Home Use		69	\$19.72	\$6,828,041
Entertainment & Recreation		75	\$2,422.35	\$838,582,381
Fees and Admissions		64	\$396.92	\$137,408,361
Membership Fees for Clubs (2)		65	\$105.88	\$36,655,337
Fees for Participant Sports, excl. Trips		66	\$70.70	\$24,476,902
Admission to Movie/Theatre/Opera/Ballet		65	\$99.00	\$34,271,911
Admission to Sporting Events, excl. Trips		68	\$40.55	\$14,036,914
Fees for Recreational Lessons		59	\$80.32	\$27,806,631
Dating Services		60	\$0.46	\$160,666
TV/Video/Audio		74	\$922.37	\$319,310,523
Community Antenna or Cable TV		79	\$566.80	\$196,219,622
Televisions		68	\$131.10	\$45,384,217
VCRs, Video Cameras, and DVD Players		72	\$14.61	\$5,057,326
Video Cassettes and DVDs		74	\$38.77	\$13,421,246
Video and Computer Game Hardware and Software		70	\$39.17	\$13,560,331
Satellite Dishes		74	\$0.93	\$322,574
Rental of Video Cassettes and DVDs		73	\$29.97	\$10,374,317
Streaming/Downloaded Video		59	\$0.83	\$287,395
Audio (3)		65	\$95.34	\$33,007,062
Rental and Repair of TV/Radio/Sound Equipment		64	\$4.84	\$1,676,433
Pets		96	\$412.73	\$142,882,586
Toys and Games (4)		76	\$110.01	\$38,083,442
Recreational Vehicles and Fees (5)		81	\$262.47	\$90,864,880
Sports/Recreation/Exercise Equipment (6)		61	\$109.97	\$38,069,439
Photo Equipment and Supplies (7)		72	\$74.76	\$25,881,698
Reading (8)		75	\$115.93	\$40,133,478
Catered Affairs (9)		70	\$17.18	\$5,947,973
Food		74	\$5,701.77	\$1,973,871,742
Food at Home		75	\$3,369.19	\$1,166,365,036
Bakery and Cereal Products		77	\$457.44	\$158,358,968
Meats, Poultry, Fish, and Eggs		74	\$770.97	\$266,898,570
Dairy Products		77	\$384.01	\$132,937,928
Fruits and Vegetables		73	\$569.33	\$197,093,352
Snacks and Other Food at Home (10)		76	\$1,187.44	\$411,076,219
Food Away from Home		72	\$2,332.58	\$807,506,705
Alcoholic Beverages		71	\$402.83	\$139,454,883
Nonalcoholic Beverages at Home		76	\$331.58	\$114,786,761

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	78	\$1,350.24	\$467,433,795
Vehicle Loans	80	\$3,913.02	\$1,354,631,179
Health			
Nonprescription Drugs	83	\$85.99	\$29,769,697
Prescription Drugs	89	\$444.83	\$153,995,493
Eyeglasses and Contact Lenses	76	\$58.74	\$20,336,073
Home			
Mortgage Payment and Basics (11)	67	\$6,235.59	\$2,158,675,540
Maintenance and Remodeling Services	67	\$1,327.24	\$459,473,065
Maintenance and Remodeling Materials (12)	79	\$294.47	\$101,942,750
Utilities, Fuel, and Public Services	79	\$3,558.98	\$1,232,070,576
Household Furnishings and Equipment			
Household Textiles (13)	72	\$95.32	\$32,998,694
Furniture	69	\$412.08	\$142,657,095
Floor Coverings	72	\$54.07	\$18,717,201
Major Appliances (14)	79	\$239.00	\$82,736,997
Housewares (15)	64	\$54.79	\$18,967,292
Small Appliances	78	\$25.55	\$8,844,185
Luggage	68	\$6.34	\$2,193,840
Telephones and Accessories	49	\$20.87	\$7,223,537
Household Operations			
Child Care	64	\$297.69	\$103,055,241
Lawn and Garden (16)	76	\$318.91	\$110,400,582
Moving/Storage/Freight Express	65	\$39.41	\$13,642,571
Housekeeping Supplies (17)	77	\$538.23	\$186,327,616
Insurance			
Owners and Renters Insurance	79	\$366.54	\$126,890,696
Vehicle Insurance	75	\$874.23	\$302,644,542
Life/Other Insurance	80	\$333.48	\$115,446,818
Health Insurance	83	\$1,608.88	\$556,971,113
Personal Care Products (18)	73	\$290.84	\$100,685,068
School Books and Supplies (19)	80	\$84.85	\$29,374,287
Smoking Products	89	\$379.29	\$131,304,693
Transportation			
Vehicle Purchases (Net Outlay) (20)	76	\$3,335.83	\$1,154,817,181
Gasoline and Motor Oil	80	\$2,298.17	\$795,595,728
Vehicle Maintenance and Repairs	74	\$699.72	\$242,232,136
Travel			
Airline Fares	61	\$277.85	\$96,187,368
Lodging on Trips	68	\$296.37	\$102,598,238
Auto/Truck/Van Rental on Trips	58	\$21.47	\$7,431,663
Food and Drink on Trips	70	\$304.72	\$105,488,889

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- (1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.
- (3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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