



Retail Goods and Services Expenditures

Prepared by Flake & Kelley Commercial

Large Side Metro

Study Area: Custom Shapes

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Rooted Rural	24.0%	Population	124,113	133,344
Southern Satellites	12.8%	Households	50,788	54,761
Senior Sun Seekers	11.4%	Families	34,775	36,799
Rural Resort Dwellers	10.8%	Median Age	42.3	44.0
Midlife Junction	10.1%	Median Household Income	\$38,973	\$45,780

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	56	\$1,504.80	\$76,425,700
Men's	57	\$280.25	\$14,233,116
Women's	54	\$507.63	\$25,781,491
Children's	63	\$261.13	\$13,262,478
Footwear	47	\$225.88	\$11,471,989
Watches & Jewelry	65	\$144.49	\$7,338,564
Apparel Products and Services ¹	68	\$85.42	\$4,338,062
Computer			
Computers and Hardware for Home Use	65	\$137.66	\$6,991,339
Software and Accessories for Home Use	63	\$18.10	\$919,089
Entertainment & Recreation	74	\$2,736.67	\$138,989,743
Fees and Admissions	60	\$372.45	\$18,916,212
Membership Fees for Clubs ²	64	\$106.81	\$5,424,420
Fees for Participant Sports, excl. Trips	60	\$67.95	\$3,450,830
Admission to Movie/Theatre/Opera/Ballet	58	\$86.89	\$4,412,976
Admission to Sporting Events, excl. Trips	62	\$38.02	\$1,930,966
Fees for Recreational Lessons	57	\$72.39	\$3,676,386
Dating Services	69	\$0.41	\$20,634
TV/Video/Sound Equipment	70	\$1,000.15	\$50,795,790
Community Antenna or Cable TV	75	\$552.26	\$28,048,398
Televisions	63	\$186.12	\$9,452,570
VCRs, Video Cameras, and DVD Players	70	\$23.41	\$1,189,159
Video Cassettes and DVDs	69	\$45.35	\$2,303,481
Video Game Hardware and Software	67	\$23.95	\$1,216,254
Satellite Dishes	95	\$1.05	\$53,339
Rental of Video Cassettes and DVDs	68	\$34.45	\$1,749,397
Streaming/Downloaded Video	54	\$0.44	\$22,184
Sound Equipment ³	61	\$129.22	\$6,562,684
Rental and Repair of TV/Radio/Sound Equipment	67	\$3.90	\$198,324
Pets	85	\$375.66	\$19,079,182
Toys and Games	70	\$104.74	\$5,319,580
Recreational Vehicles and Fees ⁴	101	\$440.66	\$22,380,031
Sports/Recreation/Exercise Equipment ⁵	68	\$147.08	\$7,470,078
Photo Equipment and Supplies ⁶	71	\$90.14	\$4,577,951
Reading ⁷	72	\$205.78	\$10,450,919
Food	71	\$5,942.10	\$301,787,460
Food at Home	73	\$3,564.48	\$181,032,782
Bakery and Cereal Products	73	\$495.59	\$25,170,033
Meat, Poultry, Fish, and Eggs	73	\$898.77	\$45,646,738
Dairy Products	74	\$409.92	\$20,819,123
Fruit and Vegetables	70	\$577.12	\$29,310,607
Snacks and Other Food at Home ⁸	74	\$1,183.08	\$60,086,281
Food Away from Home	69	\$2,377.62	\$120,754,678
Alcoholic Beverages	63	\$376.15	\$19,103,873
Nonalcoholic Beverages at Home	76	\$334.10	\$16,968,164



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	54	\$549.65	\$27,915,831
Vehicle Loans	78	\$4,523.10	\$229,719,435
Health			
Nonprescription Drugs	85	\$96.63	\$4,907,413
Prescription Drugs	89	\$503.61	\$25,577,244
Eyeglasses and Contact Lenses	79	\$60.57	\$3,076,103
Home			
Mortgage Payment and Basics ⁹	64	\$5,879.86	\$298,626,310
Maintenance and Remodeling Services	66	\$1,357.38	\$68,938,664
Maintenance and Remodeling Materials ¹⁰	87	\$361.68	\$18,369,066
Utilities, Fuel, and Public Services	76	\$3,483.75	\$176,932,509
Household Furnishings and Equipment			
Household Textiles ¹¹	68	\$94.94	\$4,822,047
Furniture	62	\$408.47	\$20,745,464
Floor Coverings	67	\$64.71	\$3,286,244
Major Appliances ¹²	77	\$232.40	\$11,803,340
Housewares ¹³	64	\$61.05	\$3,100,567
Small Appliances	75	\$26.24	\$1,332,847
Luggage	58	\$5.80	\$294,774
Telephones and Accessories	55	\$23.91	\$1,214,580
Household Operations			
Child Care	56	\$230.71	\$11,717,344
Lawn and Garden ¹⁴	78	\$330.44	\$16,782,538
Moving/Storage/Freight Express	71	\$37.05	\$1,881,727
Housekeeping Supplies ¹⁵	76	\$578.27	\$29,369,419
Insurance			
Owners and Renters Insurance	80	\$394.74	\$20,047,931
Vehicle Insurance	74	\$1,030.99	\$52,362,095
Life/Other Insurance	79	\$451.34	\$22,922,867
Health Insurance	81	\$1,651.64	\$83,883,252
Personal Care Products ¹⁶	71	\$307.98	\$15,641,905
School Books and Supplies ¹⁷	67	\$79.15	\$4,019,976
Smoking Products	84	\$379.87	\$19,292,898
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	76	\$3,920.85	\$199,131,905
Gasoline and Motor Oil	79	\$2,003.75	\$101,766,484
Vehicle Maintenance and Repairs	74	\$730.61	\$37,106,071
Travel			
Airline Fares	61	\$252.94	\$12,846,326
Lodging on Trips	68	\$290.38	\$14,748,045
Auto/Truck/Van Rental on Trips	57	\$22.29	\$1,132,181
Food and Drink on Trips	69	\$323.23	\$16,416,207

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: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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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**Sound Equipment** includes 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 Equipmen** 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**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.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**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.
- ¹²**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.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**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.
- ¹⁷**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.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.