



Retail Goods and Services Expenditure Report

20MileBuffer
105600.2112

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	11.1%	Population	857,858	851,634
Exurbanites	7.9%	Households	329,126	327,908
Green Acres	7.3%	Families	228,436	226,598
Suburban Splendor	6.6%	Median Age	37.7	38.0
Cozy and Comfortable	6.6%	Median Household Income	\$64,465	\$74,377

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	85	\$2,024.58	\$666,341,872
Men's	79	\$364.86	\$120,085,187
Women's	76	\$627.76	\$206,611,142
Children's	90	\$361.60	\$119,011,891
Footwear	59	\$245.15	\$80,684,168
Watches & Jewelry	121	\$235.69	\$77,572,014
Apparel Products and Services (1)	202	\$189.52	\$62,377,470
Computer			
Computers and Hardware for Home Use	120	\$230.49	\$75,860,060
Software and Accessories for Home Use	121	\$34.47	\$11,346,362
Entertainment & Recreation	122	\$3,948.00	\$1,299,388,914
Fees and Admissions	126	\$778.92	\$256,362,798
Membership Fees for Clubs (2)	126	\$206.55	\$67,981,541
Fees for Participant Sports, excl. Trips	125	\$132.88	\$43,734,776
Admission to Movie/Theatre/Opera/Ballet	123	\$186.25	\$61,298,485
Admission to Sporting Events, excl. Trips	129	\$76.89	\$25,305,385
Fees for Recreational Lessons	129	\$175.48	\$57,753,753
Dating Services	114	\$0.88	\$288,858
TV/Video/Audio	119	\$1,480.74	\$487,349,400
Community Antenna or Cable TV	119	\$855.96	\$281,717,391
Televisions	123	\$238.26	\$78,416,678
VCRs, Video Cameras, and DVD Players	120	\$24.42	\$8,038,135
Video Cassettes and DVDs	119	\$62.68	\$20,628,892
Video and Computer Game Hardware and Software	127	\$70.81	\$23,304,731
Satellite Dishes	118	\$1.49	\$490,070
Rental of Video Cassettes and DVDs	121	\$49.73	\$16,367,236
Streaming/Downloaded Video	123	\$1.73	\$569,047
Audio (3)	114	\$166.89	\$54,926,346
Rental and Repair of TV/Radio/Sound Equipment	116	\$8.78	\$2,890,876
Pets	147	\$631.13	\$207,719,717
Toys and Games (4)	121	\$175.85	\$57,877,704
Recreational Vehicles and Fees (5)	112	\$360.18	\$118,544,278
Sports/Recreation/Exercise Equipment (6)	95	\$173.08	\$56,964,925
Photo Equipment and Supplies (7)	122	\$126.79	\$41,728,643
Reading (8)	121	\$187.74	\$61,791,104
Catered Affairs (9)	136	\$33.57	\$11,050,344
Food	119	\$9,177.86	\$3,020,667,226
Food at Home	118	\$5,293.32	\$1,742,168,198
Bakery and Cereal Products	118	\$706.77	\$232,615,365
Meats, Poultry, Fish, and Eggs	118	\$1,227.45	\$403,986,472
Dairy Products	118	\$585.31	\$192,641,550
Fruits and Vegetables	118	\$925.71	\$304,675,492
Snacks and Other Food at Home (10)	119	\$1,848.08	\$608,249,321
Food Away from Home	121	\$3,884.53	\$1,278,499,027
Alcoholic Beverages	123	\$701.77	\$230,971,011
Nonalcoholic Beverages at Home	118	\$518.26	\$170,572,987

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	115	\$1,992.29	\$655,714,283
Vehicle Loans	118	\$5,812.35	\$1,912,994,291
Health			
Nonprescription Drugs	115	\$118.61	\$39,039,192
Prescription Drugs	117	\$582.15	\$191,600,274
Eyeglasses and Contact Lenses	123	\$94.53	\$31,112,228
Home			
Mortgage Payment and Basics (11)	126	\$11,806.00	\$3,885,655,052
Maintenance and Remodeling Services	126	\$2,491.86	\$820,135,853
Maintenance and Remodeling Materials (12)	118	\$437.89	\$144,122,158
Utilities, Fuel, and Public Services	120	\$5,430.03	\$1,787,160,507
Household Furnishings and Equipment			
Household Textiles (13)	120	\$160.16	\$52,713,985
Furniture	122	\$731.75	\$240,837,369
Floor Coverings	126	\$94.72	\$31,174,061
Major Appliances (14)	119	\$360.09	\$118,515,266
Housewares (15)	105	\$90.74	\$29,866,065
Small Appliances	119	\$39.09	\$12,864,505
Luggage	125	\$11.55	\$3,800,522
Telephones and Accessories	82	\$34.75	\$11,437,287
Household Operations			
Child Care	125	\$578.34	\$190,345,386
Lawn and Garden (16)	120	\$504.00	\$165,877,821
Moving/Storage/Freight Express	113	\$68.49	\$22,543,401
Housekeeping Supplies (17)	119	\$837.54	\$275,655,293
Insurance			
Owners and Renters Insurance	122	\$567.16	\$186,667,104
Vehicle Insurance	120	\$1,396.46	\$459,612,029
Life/Other Insurance	123	\$513.69	\$169,067,635
Health Insurance	118	\$2,284.19	\$751,786,762
Personal Care Products (18)	120	\$478.40	\$157,454,107
School Books and Supplies (19)	121	\$129.45	\$42,605,784
Smoking Products	116	\$494.46	\$162,738,454
Transportation			
Vehicle Purchases (Net Outlay) (20)	119	\$5,230.69	\$1,721,552,328
Gasoline and Motor Oil	119	\$3,401.34	\$1,119,467,302
Vehicle Maintenance and Repairs	120	\$1,128.39	\$371,382,045
Travel			
Airline Fares	124	\$568.69	\$187,171,244
Lodging on Trips	124	\$538.86	\$177,353,321
Auto/Truck/Van Rental on Trips	127	\$46.97	\$15,457,636
Food and Drink on Trips	121	\$528.76	\$174,029,993

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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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