

Retail Goods and Services Expenditures

Prepared by George Alexander

MOBroadbent51015

Latitude: 37.213688

Longitude: -93.359565

Drive Time: 15 minutes

Top Tapestry Segments:		Demographic Summary		2010	2015
Home Town	15.5%	Population		171,156	180,108
College Towns	9.5%	Households		73,787	78,402
Great Expectations	9.3%	Families		39,953	41,541
Old and Newcomers	7.2%	Median Age		34.7	35.9
Midlife Junction	7.2%	Median Household Income		\$39,677	\$45,685

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	50	\$1,201.72	\$88,671,500
Men's	47	\$216.37	\$15,965,395
Women's	44	\$368.69	\$27,204,664
Children's	54	\$217.15	\$16,023,001
Footwear	36	\$150.17	\$11,080,248
Watches & Jewelry	69	\$134.19	\$9,901,144
Apparel Products and Services ¹	123	\$115.16	\$8,497,050
Computer			
Computers and Hardware for Home Use	73	\$140.54	\$10,369,853
Software and Accessories for Home Use	72	\$20.52	\$1,514,016
Entertainment & Recreation	71	\$2,288.36	\$168,851,404
Fees and Admissions	65	\$404.78	\$29,867,831
Membership Fees for Clubs ²	65	\$106.27	\$7,841,242
Fees for Participant Sports, excl. Trips	67	\$71.07	\$5,244,370
Admission to Movie/Theatre/Opera/Ballet	69	\$104.36	\$7,700,625
Admission to Sporting Events, excl. Trips	69	\$40.87	\$3,015,625
Fees for Recreational Lessons	60	\$81.68	\$6,026,577
Dating Services	69	\$0.53	\$39,392
TV/Video/Audio	73	\$905.15	\$66,788,339
Community Antenna or Cable TV	74	\$535.08	\$39,481,601
Televisions	70	\$135.11	\$9,969,420
VCRs, Video Cameras, and DVD Players	74	\$15.12	\$1,115,997
Video Cassettes and DVDs	77	\$40.56	\$2,992,944
Video and Computer Game Hardware and Software	75	\$42.09	\$3,106,047
Satellite Dishes	67	\$0.85	\$62,902
Rental of Video Cassettes and DVDs	77	\$31.66	\$2,335,794
Streaming/Downloaded Video	66	\$0.92	\$67,887
Audio ³	67	\$98.77	\$7,287,752
Rental and Repair of TV/Radio/Audio	66	\$4.99	\$367,995
Pets	86	\$370.84	\$27,363,377
Toys and Games ⁴	73	\$106.14	\$7,831,974
Recreational Vehicles and Fees ⁵	62	\$200.22	\$14,773,461
Sports/Recreation/Exercise Equipment ⁶	56	\$101.56	\$7,493,684
Photo Equipment and Supplies ⁷	71	\$73.17	\$5,398,975
Reading ⁸	70	\$108.02	\$7,970,529
Catered Affairs ⁹	75	\$18.48	\$1,363,236
Food	72	\$5,567.23	\$410,789,464
Food at Home	72	\$3,240.27	\$239,089,825
Bakery and Cereal Products	72	\$432.37	\$31,902,974
Meat, Poultry, Fish, and Eggs	72	\$749.57	\$55,308,322
Dairy Products	73	\$361.06	\$26,641,788
Fruit and Vegetables	71	\$553.98	\$40,876,531
Snacks and Other Food at Home ¹⁰	73	\$1,143.29	\$84,360,210
Food Away from Home	72	\$2,326.96	\$171,699,640
Alcoholic Beverages	75	\$426.51	\$31,471,235
Nonalcoholic Beverages at Home	73	\$321.58	\$23,728,110



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	64	\$1,118.16	\$82,505,826
Vehicle Loans	73	\$3,608.00	\$266,223,653
Health			
Nonprescription Drugs	72	\$74.65	\$5,508,519
Prescription Drugs	74	\$369.15	\$27,238,323
Eyeglasses and Contact Lenses	70	\$54.04	\$3,987,200
Home			
Mortgage Payment and Basics ¹¹	63	\$5,881.36	\$433,968,046
Maintenance and Remodeling Services	62	\$1,219.89	\$90,012,120
Maintenance and Remodeling Materials ¹²	65	\$240.21	\$17,724,475
Utilities, Fuel, and Public Services	73	\$3,320.88	\$245,037,631
Household Furnishings and Equipment			
Household Textiles ¹³	69	\$91.96	\$6,785,332
Furniture	68	\$410.65	\$30,300,435
Floor Coverings	66	\$49.81	\$3,675,005
Major Appliances ¹⁴	69	\$208.77	\$15,404,407
Housewares ¹⁵	63	\$54.02	\$3,986,050
Small Appliances	73	\$23.84	\$1,758,874
Luggage	67	\$6.21	\$457,866
Telephones and Accessories	52	\$21.97	\$1,621,170
Household Operations			
Child Care	69	\$317.47	\$23,425,475
Lawn and Garden ¹⁶	65	\$273.93	\$20,212,796
Moving/Storage/Freight Express	67	\$40.69	\$3,002,449
Housekeeping Supplies ¹⁷	72	\$505.69	\$37,313,633
Insurance			
Owners and Renters Insurance	68	\$316.42	\$23,347,559
Vehicle Insurance	72	\$836.25	\$61,704,703
Life/Other Insurance	69	\$286.47	\$21,138,038
Health Insurance	72	\$1,400.08	\$103,307,963
Personal Care Products ¹⁸	72	\$286.81	\$21,162,700
School Books and Supplies ¹⁹	90	\$96.16	\$7,095,152
Smoking Products	82	\$351.42	\$25,930,359
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	72	\$3,161.63	\$233,287,508
Gasoline and Motor Oil	75	\$2,148.15	\$158,505,437
Vehicle Maintenance and Repairs	71	\$670.91	\$49,504,697
Travel			
Airline Fares	64	\$292.40	\$21,575,457
Lodging on Trips	64	\$278.67	\$20,562,108
Auto/Truck/Van Rental on Trips	63	\$23.24	\$1,715,047
Food and Drink on Trips	66	\$288.28	\$21,271,150

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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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.