

# **Retail Goods and Services Expenditures**

## Prepared by George Alexander

MOBroadbent51015

Latitude: 37.213688 Longitude: -93.359565

| Drive | Time: | 15 m | inutes |
|-------|-------|------|--------|
|-------|-------|------|--------|

| 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 |

| Potential  | Midlife Junction                       | 7.2%              | Median Household Income |            | \$39,677 | \$45,685      |
|--|--|-------------------|-------------------------|------------|----------|---------------|
| Potential   Pote |  |                   | Spending                | Average    |          |               |
| Index  |  |                   |                         | _          |          |               |
| Mine's         47         \$216.37         \$15,686,385           Women's         44         \$368,69         \$27,204,664           Children's         54         \$217.15         \$16,023,001           Potelvear         36         \$150.17         \$11,080,248           Watthes & Jeweley         69         \$134.19         \$9,901,144           Apparel Products and Services         69         \$134.19         \$9,901,144           Apparel Products and Services         72         \$15,052         \$1,181,810           Computer         72         \$20,52         \$1,181,810           Computers and Hardware for Home Use         73         \$140,54         \$10,868,851           Software and Acknessories for Home Use         72         \$20,52         \$1,818,401           Entertainment & Recreation         71         \$2,283,68         \$188,851,404           Fees and Admissions         65         \$40,478         \$29,897,831           Membership Fees for Clubs²         67         \$71.07         \$5,244,370           Fees for Participant Sports, excl. Trips         69         \$40,36         \$7,700,625           Admission to Movier/TheatricyOpera/Ballet         69         \$40,36         \$7,700,625           Admission to Sporting Events   |  |                   |                         |            |          | Total         |
| Women's         44         \$388.69         \$27.04.664           Children's         54         \$217.15         \$16.023.001           Footwear         36         \$15.017         \$11.080.248           Watches & Jewelry         69         \$134.19         \$3.901.144           Apparel Products and Services¹         123         \$115.16         \$8.497.050           Computer         T         \$1.40.54         \$10.368.853           Computers and Hardware for Home Use         73         \$140.54         \$10.368.853           Software and Accessories for Home Use         72         \$20.52         \$15.14.016           Entertainment & Recreation         71         \$2,288.36         \$108.851.404           Fees for For Citubs²         65         \$494.78         \$28.9867.831           Membership Fees for Citubs²         67         \$11.07         \$5.244.370           Admission to MovierTheatre/Opera/Ballet         69         \$104.36         \$7.700.625           Fees for Partigipant Sports, sext. Tirps         69         \$104.35         \$7.700.625           Admission to MovierTheatre/Opera/Ballet         69         \$104.93         \$7.006.25           Admission to Sporting Events, sext. Tirps         69         \$10.48         \$6.025         \$7.00   | Apparel and Services                   |                   | 50                      | \$1,201.72 |          | \$88,671,500  |
| Childrens  |  |                   | 47                      | \$216.37   |          |               |
| Children's   Footwear  | Women's                                |                   | 44                      | \$368.69   |          | \$27,204,664  |
| Pootwer   136   1510.17   1511.080.248   Watches & Jewelry   69   5134.19   59.901.144   Apparel Products and Services   | Children's                             |                   | 54                      |            |          |               |
| Watches & Jewelry         69         \$134.19         \$9.901,144           Apparel Products and Services of Apparel Products and Services of Services and Hardware for Home Use         73         \$140.54         \$10.368,863           Computers and Hardware for Home Use         73         \$140.54         \$10.368,863         \$161.4016           Software and Admissions         65         \$20.52         \$1514,016         \$22.288.36         \$168.851,404           Fees and Admissions         65         \$400.78         \$22.887.831         \$22.888.36         \$168.851,404           Fees for Participant Sports, excl. Trips         65         \$100.27         \$5.244,370         \$6.244,370  | Footwear                               |                   | 36                      |            |          |               |
| Apparel Products and Services  | Watches & Jewelry                      |                   | 69                      | \$134.19   |          |               |
| Computers         Computers and Hardware for Home Use         73         \$14.0.54         \$10,369,852           Computers and Accessories for Home Use         72         \$20.52         \$1,514,016           Entertailment & Recreation         71         \$2,288.36         \$168,851,404           Fees and Admissions         65         \$404.78         \$29,867,831           Membership Fees for Clubis²         65         \$106.27         \$7,841,242           Fees for Participant Sports, excl. Trips         67         \$710.07         \$5,244,370           Admission to Movier/Theatric/Opera/Ballet         69         \$40.87         \$3,015,625           Admission to Sporting Events, excl. Trips         69         \$40.87         \$3,015,625           Fees for Recreational Lessons         69         \$40.87         \$3,015,625           Fees for Recreational Lessons         69         \$40.87         \$30,15,625           Fees for Recreational Lessons         70         \$315.11         \$10,416         \$10,450  |  |                   |                         |            |          |               |
| Computers and Hardware for Home Use         73         \$140,54         \$10,368,853           Software and Accessories for Home Use         72         \$22,052         \$1,514,016           Entertainment & Recreation         71         \$2,288,36         \$168,851,404           Fees and Admissions         65         \$404,78         \$29,867,831           Membership Fees for Clubs²         65         \$106,27         \$7,841,242           Fees for Participant Sports, excl. Trips         69         \$104,36         \$7,700,625           Admission to Movie/Theatre(Opera/Ballet         69         \$40,87         \$3,015,625           Fees for Recreational Lessons         60         \$81,68         \$0,026,577           Dating Services         69         \$40,87         \$3,015,625           Fees for Recreational Lessons         60         \$81,68         \$0,026,577           Dating Services         69         \$40,87         \$3,015,625           Fees for Recreational Lessons         60         \$81,68         \$0,026,783           Dating Services         69         \$30,53         \$39,393           TVideo/Audio         73         \$90,53         \$38,933           Video Cassettes         20         \$3,166,047           Video Cassettes and DVDs<   | • •                                    |                   |                         |            |          |               |
| Software and Accessories for Home Use         72         \$2,08,52         \$1,514,016           Entertainment & Recreation         71         \$2,288,36         \$168,851,404           Fees and Admissions         65         \$404,78         \$29,807,831           Membership Fees for Clubs²         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           TVIVideo/Audio         73         \$905,15         \$66,788,39           Community Anterna or Cable TV         74         \$535,08         \$39,481,601           Televisions         74         \$15,12         \$1,115,997           Video Cassettes and DVDs         77         \$40,56         \$2,992,944           Video Cassettes and DVDs         77         \$40,56         \$2,992,944           Video Cassettes and DVDs         77         \$31,66         \$2,205,793  | -                                      | e Use             | 73                      | \$140.54   |          | \$10.369.853  |
| Entertainment & Recreation         71         \$2,288.36         \$168,851.404           Fees and Admissions         65         \$404.78         \$29,867,831           Membership Fees for Clubs²         65         \$1016.27         \$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         60         \$81.68         \$6,026,577           Admission to Sporting Events, excl. Trips         60         \$81.68         \$6,026,577           Dating Services         60         \$81.68         \$6,026,577           Pees for Recreational Lessons         60         \$81.68         \$6,026,577           Dating Services         60         \$81.68         \$6,026,577           Post Services         70         \$135.11         \$9,996,420           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           Stealille Dishes         67         \$0.85   | •                                      |                   |                         |            |          |               |
| Fees and Admissions         65         \$104.78         \$23,867,321           Membership Fees for Clubs²         65         \$106.27         \$7,841,242           Fees for Participant Sports, excl. Trips         67         \$71.07         \$5,244,370           Admission to MovierTheatre/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         \$39,39.32           TVVIdeo/Audio         73         \$905.15         \$66,678.33           Community Antenna or Cable TV         74         \$355.08         \$39,481.601           Televisions         70         \$135.11         \$9,999.420           VCRs, Video Cameras, and DVD Players         74         \$15.12         \$1115.997           Video Cassettes and DVDs         77         \$40.56         \$2,992.944           Video Cassettes and DVDs         77         \$40.56         \$2,992.944           Video Cassettes and DVDs         77         \$0.80.5         \$6.292           Rental of Video Cassettes and DVDs         77         \$31.66         \$2,235.794  | Entertainment & Recreation             |                   | 71                      |            |          |               |
| Membership Fees for Clubs²         65         \$106.27         \$7,841,242           Fees for Participant Sports, excl. Trips         69         \$104.36         \$7,700,255           Admission to MovierTheatre/Opera/Ballet         69         \$104.36         \$5,700,625           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/rideo/Audio         73         \$905,15         \$66,788,339           Community Antenna or Cable TV         74         \$355,08         \$39,481,601           Televisions         70         \$135,11         \$9,999,420           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         \$4.49         \$367,887 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>  |  |                   |                         |            |          |               |
| Fees for Participant Sports, excl. Trips         67         \$11.07         \$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         \$38,339           TVVideo/Audio         73         \$905.15         \$66,788,339           Community Antenna or Cable TV         74         \$535.08         \$39,481,601           Televisions         70         \$135.11         \$9,999,420           VCRs, Video Cameras, and DVD Players         74         \$15.12         \$1,115,997           Video Cassettes and DVDs         77         \$40.56         \$2,292,944           Video Cassettes and DVDs         77         \$40.56         \$2,292,944           Video Cassettes and DVDs         77         \$31.66         \$2,335,794           Statellite Dishes         67         \$0.85         \$62,992,944           Video Cassettes and DVDs         77         \$31.66         \$2,335,794           Streaming/Downloaded Video         66         \$0.985         \$7,267,752  | Membership Fees for Clubs <sup>2</sup> |                   | 65                      |            |          |               |
| 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         69         \$0.53         \$3.93,332           Dating Services         69         \$0.53         \$39.938           TVIVIdeo/Audio         73         \$905.15         \$66,788,339           Community Antenna or Cable TV         74         \$535.08         \$39,481.601           Televisions         70         \$135.11         \$9.909,420           VCRS, Video Cameras, and DVD Players         74         \$15.12         \$1,115.99           VCRS, Video Cameras, and DVD Players         77         \$40.56         \$2,992.944           Video Cassettes and DVDs         77         \$40.56         \$2,992.944           Video Cassettes and DVDs         77         \$31.66         \$2,992.944           Video Cassettes and DVDs         77         \$31.66         \$2,335.794           Streaming/Downloaded Video         66         \$0.92         \$67.878           Audio³         66         \$4.99         \$306.95           Pets         88         \$370.84         \$27,363.377           Recreational Vehicles and Fees*   |  | Trips             | 67                      | \$71.07    |          | \$5.244.370   |
| 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         \$39,393           TW/ldec/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 Cassettes and DVDs         77         \$40.56         \$2,992,944           Video Cassettes and DVDs         77         \$40.56         \$2,932,944           Video Cassettes and DVDs         77         \$31.66         \$2,335,794           Streaming/Downloaded Video         66         \$0.92         \$67,897           Audio*         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*         62 <t< td=""><td>· · · · · · · · · · · · · · · · · · ·</td><td></td><td></td><td></td><td></td><td></td></t<>   | · · · · · · · · · · · · · · · · · · ·  |                   |                         |            |          |               |
| Fees for Recreational Lessons  | ·                                      |                   |                         | •          |          |               |
| Dating Services         69         \$0.53         \$3,932           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           Audio³         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         \$7         \$1         \$7.31         \$7,831,974           Recreational Vehicles and Fees 5         62         \$200.22         \$14,477,3461           Sports/Recreation/Exercise Equip  |  |                   |                         |            |          |               |
| 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         \$2,992           Rental of Video Cassettes and DVDs         77         \$31.66         \$2,335,794           Streaming/Downloaded Video         66         \$0.92         \$67,887           Audio³         67         \$98.77         \$7,287,752           Rental and Repair of TV/Radio/Audio         66         \$4.99         \$367,995           Pets         86         \$370,84         \$27,383,377           Toys and Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁵         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment®         56         \$101.56         \$7,493,684           Photo Equipment and Suppli   |  |                   |                         |            |          |               |
| 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         \$1,115,99           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         \$2,992           Rental of Video Cassettes and DVDs         77         \$31.66         \$2,335,794           Streaming/Downloaded Video         66         \$0.92         \$67,887           Audio³         67         \$98.77         \$72,877,52           Rental and Repair of TV/Radio/Audio         66         \$4.99         \$367,995           Pets         86         \$370.84         \$27,363,377           Toys and Games <sup>4</sup> 73         \$106.14         \$7,831,974           Recreational Vehicles and Fees <sup>5</sup> 62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment <sup>6</sup> 70         \$108.02         \$7,970,529           Reading <sup>8</sup> 70         \$108.02         \$7,970,529           Catered Affairs  |  |                   |                         |            |          |               |
| 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         66         \$0.92         \$67,887           Rental of Video Cassettes and DVDs         66         \$0.92         \$67,887           Audio³         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 Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁵         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment⁶         56         \$101.56         \$7,493,684           Photo Equipment and Supplies²         71         \$73.17         \$5,398,77           Reading⁶         72         \$3,240.27         \$2,390,89,85           Food at Home         <  |  |                   |                         |            |          |               |
| VCRs, Video Casertes, and DVD Players         74         \$15.12         \$1,115,997           Video Cassettes and DVDs         77         \$40.56         \$2,992,944           Video Cassettes 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           Audio³         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 Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁵         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment®         56         \$101.56         \$7,493,684           Photo Equipment and Supplies²         71         \$73.17         \$5,398,975           Reading®         70         \$108.02         \$7,970,529           Catered Affairs®         72         \$3,240.27         \$239,089,825           Food at Home </td <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td>   | -                                      |                   |                         |            |          |               |
| Video Cassettes and DVDs         77         \$40.56         \$2,999.944           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           Audio³         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 Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁵         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment⁶         56         \$101.56         \$7,493,684           Photo Equipment and Supplies⁶         70         \$108.02         \$7,970,529           Catered Affairs⁶         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 </td <td></td> <td>Plavers</td> <td></td> <td></td> <td></td> <td></td>  |  | Plavers           |                         |            |          |               |
| 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           Audio³         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 Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁵         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment³         56         \$101.56         \$7,493,684           Photo Equipment and Supplies²         71         \$73.17         \$5,398,975           Reading³         70         \$108.02         \$7,970,529           Catered Affairs³         75         \$18.48         \$1,363,236           Food at Home         72         \$5,567,23         \$410,789,464           Food at Home         72         \$3,240,27         \$239,089,825           Bakery and Cereal Products         73  |  | -,                |                         |            |          |               |
| 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           Audio³         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 Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁶         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment⁶         56         \$101.56         \$7,493,684           Photo Equipment and Supplies²         71         \$73.17         \$5,398,975           Reading⁶         70         \$108.02         \$7,970,529           Catered Affairs⁶         75         \$18.48         \$1,363,236           Food         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  |  | ware and Software |                         |            |          |               |
| Rental of Video Cassettes and DVDs         77         \$31.66         \$2,335,794           Streaming/Downloaded Video         66         \$0.92         \$67,887           Audio³         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 Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁵         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment⁶         56         \$101.56         \$7,493,684           Photo Equipment and Supplies⁻         71         \$73.17         \$5,398,975           Reading⁶         70         \$108.02         \$7,970,529           Catered Affairs⁶         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 <td></td> <td></td> <td>67</td> <td></td> <td></td> <td></td>   |  |                   | 67                      |            |          |               |
| Streaming/Downloaded Video         66         \$0.92         \$67,887           Audio³         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 Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁵         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment⁶         56         \$101.56         \$7,493,684           Photo Equipment and Supplies⁻         71         \$73.17         \$5,398,975           Reading⁶         70         \$108.02         \$7,970,529           Catered Affairs⁶         72         \$18.48         \$1,363,236           Food at Home         72         \$5,567.23         \$410,789,464           Food at Home         72         \$3,240.27         \$239,098,825           Bakery and Cereal Products         72         \$432.37         \$31,902,974           Meat, Poultry, Fish, and Eggs         72         \$474.57         \$55,308,322           Dairy Products         73         \$361.06         \$26,641,788           Fruit and Vegetables         71         \$553.98   |  | /Ds               |                         |            |          |               |
| Audio³         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 Games⁴         73         \$106.14         \$7,831,974           Recreational Vehicles and Fees⁵         62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment⁶         56         \$101.56         \$7,493,684           Photo Equipment and Supplies⁶         71         \$73.17         \$5,398,975           Reading⁶         70         \$108.02         \$7,970,529           Catered Affairs⁶         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 Home¹⁰         72         \$2,326.96 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>   |  |                   |                         |            |          |               |
| Rental and Repair of TV/Radio/Audio         66         \$4.99         \$367,995           Pets         86         \$370.84         \$27,363,377           Toys and Games <sup>4</sup> 73         \$106.14         \$7,831,974           Recreational Vehicles and Fees <sup>5</sup> 62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment <sup>6</sup> 56         \$101.56         \$7,493,684           Photo Equipment and Supplies <sup>7</sup> 71         \$73.17         \$5,398,975           Reading <sup>8</sup> 70         \$108.02         \$7,970,529           Catered Affairs <sup>9</sup> 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         \$555,308,322           Dairy Products         73         \$361.06         \$26,641,788           Fruit and Vegetables         71         \$553.98         \$40,876,531           Snacks and Other Food at Home <sup>10</sup> 73         \$1,143.29         \$84,360,210           Food Away from Home <td< td=""><td>•</td><td></td><td>67</td><td></td><td></td><td></td></td<>   | •                                      |                   | 67                      |            |          |               |
| Pets         86         \$370.84         \$27,363,377           Toys and Games <sup>4</sup> 73         \$106.14         \$7,831,974           Recreational Vehicles and Fees <sup>5</sup> 62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment <sup>6</sup> 56         \$101.56         \$7,493,684           Photo Equipment and Supplies <sup>7</sup> 71         \$73.17         \$5,398,975           Reading <sup>8</sup> 70         \$108.02         \$7,970,529           Catered Affairs <sup>9</sup> 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 <sup>10</sup> 73         \$1,143.29         \$84,360,210           Food Away from Home         72         \$2,326.96         \$171,699,640           Alcoholic Beverages         75  |  | ıdio              | 66                      | \$4 99     |          | \$367 995     |
| Toys and Games <sup>4</sup> 73         \$106.14         \$7,831,974           Recreational Vehicles and Fees <sup>5</sup> 62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment <sup>6</sup> 56         \$101.56         \$7,493,684           Photo Equipment and Supplies <sup>7</sup> 71         \$73.17         \$5,398,975           Reading <sup>8</sup> 70         \$108.02         \$7,970,529           Catered Affairs <sup>9</sup> 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 <sup>10</sup> 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  | ·                                      |                   |                         |            |          |               |
| Recreational Vehicles and Fees <sup>5</sup> 62         \$200.22         \$14,773,461           Sports/Recreation/Exercise Equipment <sup>6</sup> 56         \$101.56         \$7,493,684           Photo Equipment and Supplies <sup>7</sup> 71         \$73.17         \$5,398,975           Reading <sup>8</sup> 70         \$108.02         \$7,970,529           Catered Affairs <sup>9</sup> 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         \$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 <sup>10</sup> 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   |  |                   |                         |            |          |               |
| Sports/Recreation/Exercise Equipment <sup>6</sup> 56         \$101.56         \$7,493,684           Photo Equipment and Supplies <sup>7</sup> 71         \$73.17         \$5,398,975           Reading <sup>8</sup> 70         \$108.02         \$7,970,529           Catered Affairs <sup>9</sup> 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 <sup>10</sup> 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   | •                                      |                   |                         |            |          |               |
| Photo Equipment and Supplies <sup>7</sup> 71         \$73.17         \$5,398,975           Reading <sup>8</sup> 70         \$108.02         \$7,970,529           Catered Affairs <sup>9</sup> 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 <sup>10</sup> 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   |  | 6                 |                         |            |          |               |
| Reading <sup>8</sup> 70       \$108.02       \$7,970,529         Catered Affairs <sup>9</sup> 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 <sup>10</sup> 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  | · · · · · · · · · · · · · · · · · · ·  | nent              |                         |            |          |               |
| Catered Affairs <sup>9</sup> 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 <sup>10</sup> 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   |  |                   |                         |            |          |               |
| 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 <sup>10</sup> 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   |  |                   |                         |            |          |               |
| 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 <sup>10</sup> 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  | Catered Affairs <sup>9</sup>           |                   | 75                      | \$18.48    |          | \$1,363,236   |
| 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 <sup>10</sup> 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   | Food                                   |                   |                         |            |          |               |
| 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 <sup>10</sup> 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   |  |                   |                         |            |          |               |
| Dairy Products       73       \$361.06       \$26,641,788         Fruit and Vegetables       71       \$553.98       \$40,876,531         Snacks and Other Food at Home <sup>10</sup> 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  | -                                      |                   |                         |            |          |               |
| Fruit and Vegetables         71         \$553.98         \$40,876,531           Snacks and Other Food at Home <sup>10</sup> 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  |  |                   |                         |            |          |               |
| Snacks and Other Food at Home <sup>10</sup> 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  | -                                      |                   |                         |            |          |               |
| Food Away from Home         72         \$2,326.96         \$171,699,640           Alcoholic Beverages         75         \$426.51         \$31,471,235   | Fruit and Vegetables                   |                   |                         |            |          |               |
| Alcoholic Beverages 75 \$426.51 \$31,471,235   | Snacks and Other Food at Home          | 10                | 73                      | \$1,143.29 |          |               |
|  | Food Away from Home                    |                   | 72                      | \$2,326.96 |          | \$171,699,640 |
| Nonalcoholic Beverages at Home 73 \$321.58 \$23,728,110  | Alcoholic Beverages                    |                   | 75                      | \$426.51   |          | \$31,471,235  |
|  | Nonalcoholic Beverages at Home         |                   | 73                      | \$321.58   |          | \$23,728,110  |

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## **Retail Goods and Services Expenditures**

**Prepared by George Alexander** 

MOBroadbent51015

Latitude: 37.213688 Longitude: -93.359565

**Drive Time: 15 minutes** 

|  | Spending<br>Potential | Average<br>Amount        |                               |
|--|-----------------------|--------------------------|-------------------------------|
|  | Index                 | Spent                    | Total                         |
| Financial  | 0.4                   | ¢4.440.40                | <b>#00 F0F 00C</b>            |
| Investments<br>Vehicle Loans                       | 64<br>73              | \$1,118.16<br>\$3,608.00 | \$82,505,826<br>\$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 <sup>11</sup>          | 63                    | \$5,881.36               | \$433,968,046                 |
| Maintenance and Remodeling Services                | 62                    | \$1,219.89               | \$90,012,120                  |
| Maintenance and Remodeling Materials <sup>12</sup> | 65                    | \$240.21                 | \$17,724,475                  |
| Utilities, Fuel, and Public Services               | 73                    | \$3,320.88               | \$245,037,631                 |
| Household Furnishings and Equipment                |                       |                          |                               |
| Household Textiles <sup>13</sup>                   | 69                    | \$91.96                  | \$6,785,332                   |
| Furniture  | 68                    | \$410.65                 | \$30,300,435                  |
| Floor Coverings                                    | 66                    | \$49.81                  | \$3,675,005                   |
| Major Appliances <sup>14</sup>                     | 69                    | \$208.77                 | \$15,404,407                  |
| Housewares <sup>15</sup>                           | 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 <sup>16</sup>                      | 65                    | \$273.93                 | \$20,212,796                  |
| Moving/Storage/Freight Express                     | 67                    | \$40.69                  | \$3,002,449                   |
| Housekeeping Supplies <sup>17</sup>                | 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 <sup>18</sup>               | 72                    | \$286.81                 | \$21,162,700                  |
| School Books and Supplies <sup>19</sup>            | 90                    | \$96.16                  | \$7,095,152                   |
| Smoking Products                                   | 82                    | \$351.42                 | \$25,930,359                  |
| Transportation                                     |                       |                          |                               |
| Vehicle Purchases (Net Outlay) <sup>20</sup>       | 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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## **Retail Goods and Services Expenditures**

#### Prepared by George Alexander

MOBroadbent51015

Latitude: 37.213688
Longitude: -93.359565

**Drive Time: 15 minutes** 

<sup>1</sup>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.

<sup>2</sup>Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>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.

<sup>4</sup>Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>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.

<sup>7</sup>Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>Reading includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

<sup>10</sup>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.

<sup>11</sup>Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>12</sup>**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 patio/fence/brick work, landscaping materials, and insulation materials

<sup>13</sup>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.

<sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>15</sup>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.

<sup>17</sup>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.

<sup>18</sup>**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.

<sup>19</sup>School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.

<sup>20</sup>Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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