

Retail Goods and Services Expenditures

Prepared by George Alexander

APS57510

Latitude: 37.09598
Longitude: -93.512408

Ring: 5 miles radius

Top Tapestry Segments:		Demographic Summary		2010	2015
Midland Crowd	51.5%	Population		19,928	22,724
Heartland Communities	20.5%	Households		7,724	8,882
Rustbelt Traditions	15.6%	Families		5,657	6,391
Green Acres	5.7%	Median Age		37.8	38.7
Salt of the Earth	4.5%	Median Household Income		\$47,781	\$53,531

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,278.40	\$9,874,354
Men's	50	\$229.34	\$1,771,402
Women's	47	\$392.42	\$3,031,027
Children's	61	\$242.60	\$1,873,820
Footwear	38	\$160.43	\$1,239,135
Watches & Jewelry	75	\$145.68	\$1,125,263
Apparel Products and Services ¹	115	\$107.94	\$833,709
Computer			
Computers and Hardware for Home Use	76	\$146.35	\$1,130,377
Software and Accessories for Home Use	75	\$21.37	\$165,047
Entertainment & Recreation	82	\$2,629.23	\$20,308,184
Fees and Admissions	71	\$439.29	\$3,393,074
Membership Fees for Clubs ²	70	\$114.67	\$885,680
Fees for Participant Sports, excl. Trips	75	\$79.80	\$616,383
Admission to Movie/Theatre/Opera/Ballet	71	\$107.20	\$827,990
Admission to Sporting Events, excl. Trips	78	\$46.46	\$358,844
Fees for Recreational Lessons	66	\$90.75	\$700,967
Dating Services	55	\$0.42	\$3,210
TV/Video/Audio	81	\$1,000.14	\$7,725,095
Community Antenna or Cable TV	84	\$606.82	\$4,687,089
Televisions	77	\$149.39	\$1,153,924
VCRs, Video Cameras, and DVD Players	77	\$15.60	\$120,459
Video Cassettes and DVDs	79	\$41.70	\$322,104
Video and Computer Game Hardware and Software	78	\$43.44	\$335,512
Satellite Dishes	87	\$1.09	\$8,445
Rental of Video Cassettes and DVDs	79	\$32.38	\$250,118
Streaming/Downloaded Video	67	\$0.94	\$7,249
Audio ³	70	\$103.38	\$798,484
Rental and Repair of TV/Radio/Audio	71	\$5.40	\$41,710
Pets	105	\$452.32	\$3,493,734
Toys and Games ⁴	83	\$120.49	\$930,639
Recreational Vehicles and Fees ⁵	86	\$277.40	\$2,142,626
Sports/Recreation/Exercise Equipment ⁶	66	\$119.15	\$920,351
Photo Equipment and Supplies ⁷	78	\$81.19	\$627,123
Reading ⁸	78	\$120.42	\$930,137
Catered Affairs ⁹	76	\$18.83	\$145,406
Food	80	\$6,142.47	\$47,444,452
Food at Home	80	\$3,599.60	\$27,803,299
Bakery and Cereal Products	82	\$486.27	\$3,755,945
Meat, Poultry, Fish, and Eggs	80	\$827.25	\$6,389,707
Dairy Products	82	\$407.34	\$3,146,288
Fruit and Vegetables	77	\$606.94	\$4,688,027
Snacks and Other Food at Home ¹⁰	82	\$1,271.79	\$9,823,331
Food Away from Home	79	\$2,542.87	\$19,641,153
Alcoholic Beverages	74	\$422.73	\$3,265,163
Nonalcoholic Beverages at Home	81	\$356.03	\$2,750,006

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	78	\$1,347.97	\$10,411,686
Vehicle Loans	89	\$4,380.22	\$33,832,850
Health			
Nonprescription Drugs	91	\$93.37	\$721,219
Prescription Drugs	94	\$468.53	\$3,618,921
Eyeglasses and Contact Lenses	82	\$63.29	\$488,846
Home			
Mortgage Payment and Basics ¹¹	78	\$7,336.85	\$56,669,811
Maintenance and Remodeling Services	77	\$1,518.63	\$11,729,867
Maintenance and Remodeling Materials ¹²	88	\$326.86	\$2,524,658
Utilities, Fuel, and Public Services	85	\$3,845.02	\$29,698,964
Household Furnishings and Equipment			
Household Textiles ¹³	78	\$103.86	\$802,214
Furniture	76	\$458.02	\$3,537,776
Floor Coverings	77	\$57.53	\$444,400
Major Appliances ¹⁴	86	\$260.27	\$2,010,345
Housewares ¹⁵	68	\$58.94	\$455,286
Small Appliances	82	\$26.86	\$207,462
Luggage	75	\$6.93	\$53,564
Telephones and Accessories	53	\$22.65	\$174,928
Household Operations			
Child Care	76	\$353.58	\$2,731,035
Lawn and Garden ¹⁶	84	\$351.96	\$2,718,502
Moving/Storage/Freight Express	69	\$42.08	\$325,053
Housekeeping Supplies ¹⁷	84	\$588.66	\$4,546,824
Insurance			
Owners and Renters Insurance	91	\$421.94	\$3,259,040
Vehicle Insurance	82	\$952.33	\$7,355,763
Life/Other Insurance	87	\$363.25	\$2,805,765
Health Insurance	88	\$1,703.37	\$13,156,856
Personal Care Products ¹⁸	81	\$320.98	\$2,479,222
School Books and Supplies ¹⁹	80	\$85.16	\$657,742
Smoking Products	90	\$382.76	\$2,956,425
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	84	\$3,705.08	\$28,618,064
Gasoline and Motor Oil	87	\$2,508.52	\$19,375,841
Vehicle Maintenance and Repairs	81	\$762.59	\$5,890,274
Travel			
Airline Fares	67	\$307.22	\$2,372,944
Lodging on Trips	74	\$323.76	\$2,500,684
Auto/Truck/Van Rental on Trips	66	\$24.38	\$188,313
Food and Drink on Trips	76	\$330.77	\$2,554,863

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.

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Top Tapestry Segments:		Demographic Summary		2010	2015
Midland Crowd	48.8%	Population		26,466	30,321
Heartland Communities	15.5%	Households		10,241	11,820
Rustbelt Traditions	11.8%	Families		7,584	8,608
Green Acres	10.1%	Median Age		38.2	39.1
Salt of the Earth	6.0%	Median Household Income		\$48,094	\$53,775

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	54	\$1,294.02	\$13,252,042
Men's	51	\$232.45	\$2,380,499
Women's	48	\$397.30	\$4,068,725
Children's	61	\$245.35	\$2,512,623
Footwear	39	\$162.25	\$1,661,588
Watches & Jewelry	76	\$147.82	\$1,513,865
Apparel Products and Services ¹	116	\$108.85	\$1,114,742
Computer			
Computers and Hardware for Home Use	78	\$148.51	\$1,520,917
Software and Accessories for Home Use	76	\$21.71	\$222,302
Entertainment & Recreation	83	\$2,667.88	\$27,321,739
Fees and Admissions	72	\$448.24	\$4,590,474
Membership Fees for Clubs ²	71	\$116.84	\$1,196,549
Fees for Participant Sports, excl. Trips	76	\$81.31	\$832,654
Admission to Movie/Theatre/Opera/Ballet	72	\$109.08	\$1,117,092
Admission to Sporting Events, excl. Trips	79	\$47.26	\$484,003
Fees for Recreational Lessons	68	\$93.34	\$955,877
Dating Services	55	\$0.42	\$4,299
TV/Video/Audio	81	\$1,009.72	\$10,340,521
Community Antenna or Cable TV	85	\$610.97	\$6,256,921
Televisions	78	\$151.56	\$1,552,144
VCRs, Video Cameras, and DVD Players	78	\$15.80	\$161,794
Video Cassettes and DVDs	80	\$42.11	\$431,220
Video and Computer Game Hardware and Software	79	\$43.99	\$450,538
Satellite Dishes	88	\$1.11	\$11,408
Rental of Video Cassettes and DVDs	80	\$32.78	\$335,719
Streaming/Downloaded Video	68	\$0.95	\$9,766
Audio ³	71	\$104.97	\$1,074,999
Rental and Repair of TV/Radio/Audio	72	\$5.47	\$56,012
Pets	107	\$459.08	\$4,701,422
Toys and Games ⁴	84	\$121.91	\$1,248,493
Recreational Vehicles and Fees ⁵	88	\$284.14	\$2,909,924
Sports/Recreation/Exercise Equipment ⁶	67	\$121.25	\$1,241,758
Photo Equipment and Supplies ⁷	80	\$82.52	\$845,106
Reading ⁸	79	\$121.93	\$1,248,660
Catered Affairs ⁹	77	\$19.08	\$195,382
Food	81	\$6,209.26	\$63,589,010
Food at Home	81	\$3,636.22	\$37,238,555
Bakery and Cereal Products	82	\$491.17	\$5,030,094
Meat, Poultry, Fish, and Eggs	81	\$835.12	\$8,552,449
Dairy Products	83	\$411.52	\$4,214,351
Fruit and Vegetables	78	\$613.87	\$6,286,637
Snacks and Other Food at Home ¹⁰	82	\$1,284.54	\$13,155,025
Food Away from Home	80	\$2,573.04	\$26,350,455
Alcoholic Beverages	75	\$427.16	\$4,374,525
Nonalcoholic Beverages at Home	82	\$359.47	\$3,681,323

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	79	\$1,373.98	\$14,070,910
Vehicle Loans	90	\$4,434.72	\$45,415,974
Health			
Nonprescription Drugs	91	\$94.07	\$963,341
Prescription Drugs	94	\$470.40	\$4,817,394
Eyeglasses and Contact Lenses	83	\$64.18	\$657,236
Home			
Mortgage Payment and Basics ¹¹	80	\$7,502.73	\$76,835,425
Maintenance and Remodeling Services	78	\$1,552.34	\$15,897,510
Maintenance and Remodeling Materials ¹²	90	\$333.82	\$3,418,687
Utilities, Fuel, and Public Services	86	\$3,875.91	\$39,693,217
Household Furnishings and Equipment			
Household Textiles ¹³	79	\$105.43	\$1,079,662
Furniture	77	\$465.03	\$4,762,385
Floor Coverings	78	\$58.45	\$598,546
Major Appliances ¹⁴	87	\$264.16	\$2,705,229
Housewares ¹⁵	69	\$59.78	\$612,194
Small Appliances	83	\$27.13	\$277,886
Luggage	76	\$7.07	\$72,444
Telephones and Accessories	54	\$22.89	\$234,426
Household Operations			
Child Care	78	\$359.44	\$3,681,063
Lawn and Garden ¹⁶	85	\$357.87	\$3,664,905
Moving/Storage/Freight Express	70	\$42.72	\$437,458
Housekeeping Supplies ¹⁷	85	\$594.76	\$6,090,940
Insurance			
Owners and Renters Insurance	92	\$427.53	\$4,378,340
Vehicle Insurance	83	\$962.82	\$9,860,272
Life/Other Insurance	88	\$368.58	\$3,774,653
Health Insurance	89	\$1,715.33	\$17,566,724
Personal Care Products ¹⁸	81	\$324.84	\$3,326,695
School Books and Supplies ¹⁹	80	\$85.44	\$874,961
Smoking Products	90	\$383.44	\$3,926,818
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	85	\$3,751.26	\$38,416,608
Gasoline and Motor Oil	88	\$2,532.67	\$25,937,041
Vehicle Maintenance and Repairs	82	\$772.69	\$7,913,084
Travel			
Airline Fares	68	\$314.24	\$3,218,104
Lodging on Trips	76	\$330.61	\$3,385,738
Auto/Truck/Van Rental on Trips	68	\$24.97	\$255,763
Food and Drink on Trips	77	\$337.06	\$3,451,807

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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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.

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Midland Crowd	30.0%	Population		54,751	62,212
Green Acres	21.1%	Households		21,131	24,189
Heartland Communities	9.7%	Families		15,833	17,848
Up and Coming Families	9.1%	Median Age		38.2	39.1
Salt of the Earth	6.5%	Median Household Income		\$52,041	\$56,049

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	57	\$1,376.08	\$29,077,973
Men's	54	\$247.62	\$5,232,535
Women's	51	\$423.14	\$8,941,324
Children's	65	\$259.00	\$5,473,001
Footwear	41	\$171.14	\$3,616,376
Watches & Jewelry	82	\$158.69	\$3,353,242
Apparel Products and Services ¹	124	\$116.49	\$2,461,498
Computer			
Computers and Hardware for Home Use	83	\$159.00	\$3,359,803
Software and Accessories for Home Use	82	\$23.38	\$493,964
Entertainment & Recreation	88	\$2,823.83	\$59,670,360
Fees and Admissions	80	\$494.67	\$10,452,905
Membership Fees for Clubs ²	79	\$128.69	\$2,719,443
Fees for Participant Sports, excl. Trips	83	\$88.61	\$1,872,325
Admission to Movie/Theatre/Opera/Ballet	79	\$119.27	\$2,520,252
Admission to Sporting Events, excl. Trips	86	\$51.44	\$1,086,905
Fees for Recreational Lessons	78	\$106.20	\$2,244,207
Dating Services	60	\$0.46	\$9,773
TV/Video/Audio	85	\$1,057.39	\$22,343,635
Community Antenna or Cable TV	87	\$629.87	\$13,309,833
Televisions	84	\$162.89	\$3,442,127
VCRs, Video Cameras, and DVD Players	83	\$16.86	\$356,284
Video Cassettes and DVDs	84	\$44.31	\$936,209
Video and Computer Game Hardware and Software	85	\$47.44	\$1,002,418
Satellite Dishes	94	\$1.18	\$24,899
Rental of Video Cassettes and DVDs	85	\$34.94	\$738,317
Streaming/Downloaded Video	75	\$1.05	\$22,123
Audio ³	77	\$112.99	\$2,387,633
Rental and Repair of TV/Radio/Audio	77	\$5.86	\$123,792
Pets	111	\$479.70	\$10,136,596
Toys and Games ⁴	88	\$128.20	\$2,709,081
Recreational Vehicles and Fees ⁵	92	\$296.69	\$6,269,268
Sports/Recreation/Exercise Equipment ⁶	71	\$128.46	\$2,714,391
Photo Equipment and Supplies ⁷	86	\$88.60	\$1,872,112
Reading ⁸	83	\$129.27	\$2,731,514
Catered Affairs ⁹	85	\$20.86	\$440,856
Food	85	\$6,517.05	\$137,711,855
Food at Home	85	\$3,798.50	\$80,266,121
Bakery and Cereal Products	86	\$511.90	\$10,816,854
Meat, Poultry, Fish, and Eggs	84	\$872.31	\$18,432,731
Dairy Products	86	\$428.25	\$9,049,305
Fruit and Vegetables	82	\$645.99	\$13,650,520
Snacks and Other Food at Home ¹⁰	86	\$1,340.06	\$28,316,709
Food Away from Home	84	\$2,718.55	\$57,445,734
Alcoholic Beverages	80	\$457.01	\$9,657,062
Nonalcoholic Beverages at Home	86	\$374.40	\$7,911,453

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	83	\$1,445.60	\$30,547,012
Vehicle Loans	93	\$4,596.13	\$97,120,765
Health			
Nonprescription Drugs	93	\$95.47	\$2,017,395
Prescription Drugs	95	\$472.40	\$9,982,365
Eyeglasses and Contact Lenses	88	\$67.71	\$1,430,729
Home			
Mortgage Payment and Basics ¹¹	88	\$8,208.64	\$173,456,826
Maintenance and Remodeling Services	85	\$1,689.62	\$35,703,441
Maintenance and Remodeling Materials ¹²	94	\$350.86	\$7,414,061
Utilities, Fuel, and Public Services	88	\$4,007.19	\$84,675,929
Household Furnishings and Equipment			
Household Textiles ¹³	84	\$112.19	\$2,370,585
Furniture	83	\$499.37	\$10,552,194
Floor Coverings	84	\$62.86	\$1,328,362
Major Appliances ¹⁴	91	\$276.07	\$5,833,560
Housewares ¹⁵	74	\$63.47	\$1,341,239
Small Appliances	86	\$28.34	\$598,918
Luggage	83	\$7.71	\$162,877
Telephones and Accessories	57	\$24.30	\$513,559
Household Operations			
Child Care	85	\$393.43	\$8,313,596
Lawn and Garden ¹⁶	90	\$375.71	\$7,939,128
Moving/Storage/Freight Express	75	\$45.61	\$963,747
Housekeeping Supplies ¹⁷	88	\$618.64	\$13,072,541
Insurance			
Owners and Renters Insurance	96	\$443.92	\$9,380,505
Vehicle Insurance	86	\$1,007.61	\$21,291,819
Life/Other Insurance	92	\$385.38	\$8,143,379
Health Insurance	91	\$1,754.85	\$37,081,746
Personal Care Products ¹⁸	86	\$342.29	\$7,233,030
School Books and Supplies ¹⁹	84	\$89.26	\$1,886,137
Smoking Products	90	\$384.38	\$8,122,381
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	89	\$3,928.53	\$83,013,850
Gasoline and Motor Oil	91	\$2,612.33	\$55,201,088
Vehicle Maintenance and Repairs	86	\$812.25	\$17,163,751
Travel			
Airline Fares	76	\$350.09	\$7,397,754
Lodging on Trips	82	\$359.25	\$7,591,266
Auto/Truck/Van Rental on Trips	76	\$28.21	\$596,107
Food and Drink on Trips	83	\$362.76	\$7,665,582

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.



Retail Goods and Services Expenditures

Prepared by George Alexander

APS57510

Latitude: 37.09598

Longitude: -93.512408

Ring: 10 miles radius

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.