

Retail Goods and Services Expenditures

Prepared by George Alexander

Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 10 minutes

Latitude: 30.147184
Longitude: -96.396612

Top Tapestry Segments:		Demographic Summary		2010	2015
Midlife Junction	40.9%	Population		17,099	17,444
Midland Crowd	15.2%	Households		6,225	6,364
City Dimensions	8.3%	Families		4,020	4,063
Heartland Communities	7.1%	Median Age		35.6	36.3
Home Town	6.6%	Median Household Income		\$43,469	\$48,829

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	52	\$1,243.02	\$7,737,793
Men's	49	\$223.10	\$1,388,805
Women's	46	\$380.63	\$2,369,427
Children's	57	\$228.62	\$1,423,148
Footwear	37	\$156.05	\$971,440
Watches & Jewelry	72	\$140.02	\$871,615
Apparel Products and Services ¹	122	\$114.59	\$713,353
Computer			
Computers and Hardware for Home Use	75	\$143.29	\$891,968
Software and Accessories for Home Use	73	\$20.81	\$129,553
Entertainment & Recreation	76	\$2,461.91	\$15,325,409
Fees and Admissions	67	\$417.24	\$2,597,327
Membership Fees for Clubs ²	67	\$110.10	\$685,351
Fees for Participant Sports, excl. Trips	70	\$74.76	\$465,383
Admission to Movie/Theatre/Opera/Ballet	69	\$105.29	\$655,424
Admission to Sporting Events, excl. Trips	71	\$42.36	\$263,699
Fees for Recreational Lessons	62	\$84.24	\$524,385
Dating Services	65	\$0.50	\$3,085
TV/Video/Audio	77	\$959.35	\$5,971,965
Community Antenna or Cable TV	81	\$580.84	\$3,615,758
Televisions	73	\$140.48	\$874,466
VCRs, Video Cameras, and DVD Players	75	\$15.33	\$95,445
Video Cassettes and DVDs	78	\$40.94	\$254,843
Video and Computer Game Hardware and Software	75	\$42.00	\$261,451
Satellite Dishes	76	\$0.96	\$5,947
Rental of Video Cassettes and DVDs	78	\$31.93	\$198,782
Streaming/Downloaded Video	66	\$0.92	\$5,730
Audio ³	69	\$100.72	\$626,985
Rental and Repair of TV/Radio/Audio	69	\$5.23	\$32,557
Pets	96	\$412.52	\$2,567,968
Toys and Games ⁴	78	\$113.03	\$703,593
Recreational Vehicles and Fees ⁵	74	\$239.37	\$1,490,079
Sports/Recreation/Exercise Equipment ⁶	60	\$109.02	\$678,673
Photo Equipment and Supplies ⁷	74	\$76.36	\$475,356
Reading ⁸	75	\$116.70	\$726,434
Catered Affairs ⁹	74	\$18.32	\$114,018
Food	77	\$5,907.60	\$36,774,789
Food at Home	78	\$3,472.08	\$21,613,711
Bakery and Cereal Products	78	\$466.77	\$2,905,651
Meat, Poultry, Fish, and Eggs	77	\$801.35	\$4,988,423
Dairy Products	78	\$390.28	\$2,429,515
Fruit and Vegetables	75	\$591.79	\$3,683,871
Snacks and Other Food at Home ¹⁰	78	\$1,221.89	\$7,606,250
Food Away from Home	76	\$2,435.51	\$15,161,078
Alcoholic Beverages	74	\$424.63	\$2,643,340
Nonalcoholic Beverages at Home	78	\$343.01	\$2,135,228



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	74	\$1,289.58	\$8,027,618
Vehicle Loans	81	\$3,958.77	\$24,643,358
Health			
Nonprescription Drugs	83	\$85.32	\$531,100
Prescription Drugs	86	\$430.28	\$2,678,462
Eyeglasses and Contact Lenses	77	\$59.16	\$368,254
Home			
Mortgage Payment and Basics ¹¹	68	\$6,405.53	\$39,874,426
Maintenance and Remodeling Services	68	\$1,355.54	\$8,438,245
Maintenance and Remodeling Materials ¹²	75	\$279.65	\$1,740,801
Utilities, Fuel, and Public Services	80	\$3,626.42	\$22,574,451
Household Furnishings and Equipment			
Household Textiles ¹³	74	\$98.19	\$611,218
Furniture	72	\$431.14	\$2,683,827
Floor Coverings	73	\$54.46	\$338,993
Major Appliances ¹⁴	78	\$235.44	\$1,465,620
Housewares ¹⁵	66	\$56.79	\$353,548
Small Appliances	78	\$25.72	\$160,125
Luggage	70	\$6.48	\$40,319
Telephones and Accessories	52	\$22.23	\$138,363
Household Operations			
Child Care	70	\$322.70	\$2,008,777
Lawn and Garden ¹⁶	75	\$313.58	\$1,952,019
Moving/Storage/Freight Express	70	\$42.21	\$262,774
Housekeeping Supplies ¹⁷	79	\$551.36	\$3,432,196
Insurance			
Owners and Renters Insurance	79	\$364.66	\$2,270,028
Vehicle Insurance	77	\$899.06	\$5,596,636
Life/Other Insurance	78	\$326.23	\$2,030,763
Health Insurance	82	\$1,591.10	\$9,904,590
Personal Care Products ¹⁸	76	\$304.93	\$1,898,207
School Books and Supplies ¹⁹	84	\$89.23	\$555,486
Smoking Products	89	\$379.19	\$2,360,451
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	78	\$3,419.63	\$21,287,224
Gasoline and Motor Oil	81	\$2,333.40	\$14,525,438
Vehicle Maintenance and Repairs	76	\$720.95	\$4,487,896
Travel			
Airline Fares	65	\$298.20	\$1,856,301
Lodging on Trips	69	\$299.72	\$1,865,741
Auto/Truck/Van Rental on Trips	64	\$23.48	\$146,168
Food and Drink on Trips	71	\$308.93	\$1,923,076

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
Midlife Junction	28.1%	Population		24,654	25,316
Salt of the Earth	24.5%	Households		9,041	9,305
Midland Crowd	16.2%	Families		6,198	6,321
City Dimensions	5.7%	Median Age		37.5	38.0
Rooted Rural	5.5%	Median Household Income		\$44,785	\$49,641

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	53	\$1,262.05	\$11,410,198
Men's	50	\$227.31	\$2,055,107
Women's	47	\$386.68	\$3,495,951
Children's	58	\$234.10	\$2,116,465
Footwear	38	\$158.43	\$1,432,408
Watches & Jewelry	74	\$144.19	\$1,303,658
Apparel Products and Services ¹	119	\$111.34	\$1,006,611
Computer			
Computers and Hardware for Home Use	76	\$145.96	\$1,319,628
Software and Accessories for Home Use	74	\$21.11	\$190,831
Entertainment & Recreation	79	\$2,555.94	\$23,108,210
Fees and Admissions	69	\$425.87	\$3,850,325
Membership Fees for Clubs ²	68	\$112.16	\$1,014,077
Fees for Participant Sports, excl. Trips	72	\$76.37	\$690,470
Admission to Movie/Theatre/Opera/Ballet	70	\$106.13	\$959,559
Admission to Sporting Events, excl. Trips	73	\$43.71	\$395,185
Fees for Recreational Lessons	64	\$87.02	\$786,732
Dating Services	62	\$0.48	\$4,302
TV/Video/Audio	79	\$980.56	\$8,865,199
Community Antenna or Cable TV	83	\$596.54	\$5,393,303
Televisions	74	\$142.66	\$1,289,810
VCRs, Video Cameras, and DVD Players	77	\$15.58	\$140,824
Video Cassettes and DVDs	78	\$41.27	\$373,164
Video and Computer Game Hardware and Software	76	\$42.60	\$385,151
Satellite Dishes	80	\$1.01	\$9,114
Rental of Video Cassettes and DVDs	79	\$32.48	\$293,690
Streaming/Downloaded Video	65	\$0.91	\$8,265
Audio ³	70	\$102.30	\$924,907
Rental and Repair of TV/Radio/Audio	69	\$5.20	\$46,969
Pets	101	\$435.09	\$3,933,606
Toys and Games ⁴	81	\$117.29	\$1,060,377
Recreational Vehicles and Fees ⁵	82	\$263.73	\$2,384,386
Sports/Recreation/Exercise Equipment ⁶	63	\$115.01	\$1,039,767
Photo Equipment and Supplies ⁷	77	\$79.19	\$715,951
Reading ⁸	78	\$120.77	\$1,091,918
Catered Affairs ⁹	75	\$18.44	\$166,679
Food	79	\$6,044.80	\$54,650,999
Food at Home	80	\$3,558.92	\$32,176,180
Bakery and Cereal Products	81	\$481.19	\$4,350,417
Meat, Poultry, Fish, and Eggs	79	\$816.58	\$7,382,730
Dairy Products	81	\$403.27	\$3,645,968
Fruit and Vegetables	77	\$603.04	\$5,452,088
Snacks and Other Food at Home ¹⁰	80	\$1,254.84	\$11,344,974
Food Away from Home	77	\$2,485.88	\$22,474,819
Alcoholic Beverages	75	\$426.85	\$3,859,121
Nonalcoholic Beverages at Home	80	\$351.08	\$3,174,077

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	80	\$1,393.37	\$12,597,438
Vehicle Loans	85	\$4,157.50	\$37,587,959
Health			
Nonprescription Drugs	87	\$89.18	\$806,265
Prescription Drugs	91	\$452.15	\$4,087,919
Eyeglasses and Contact Lenses	80	\$61.82	\$558,880
Home			
Mortgage Payment and Basics ¹¹	72	\$6,740.80	\$60,943,575
Maintenance and Remodeling Services	72	\$1,428.48	\$12,914,923
Maintenance and Remodeling Materials ¹²	83	\$307.53	\$2,780,391
Utilities, Fuel, and Public Services	83	\$3,747.02	\$33,876,815
Household Furnishings and Equipment			
Household Textiles ¹³	76	\$100.93	\$912,488
Furniture	73	\$440.42	\$3,981,870
Floor Coverings	76	\$57.16	\$516,817
Major Appliances ¹⁴	82	\$250.19	\$2,261,933
Housewares ¹⁵	67	\$58.10	\$525,251
Small Appliances	81	\$26.65	\$240,983
Luggage	72	\$6.69	\$60,509
Telephones and Accessories	53	\$22.39	\$202,420
Household Operations			
Child Care	71	\$328.39	\$2,968,992
Lawn and Garden ¹⁶	80	\$333.69	\$3,016,935
Moving/Storage/Freight Express	69	\$41.71	\$377,118
Housekeeping Supplies ¹⁷	81	\$569.52	\$5,149,007
Insurance			
Owners and Renters Insurance	84	\$386.97	\$3,498,635
Vehicle Insurance	79	\$924.97	\$8,362,619
Life/Other Insurance	83	\$348.40	\$3,149,923
Health Insurance	86	\$1,665.29	\$15,055,888
Personal Care Products ¹⁸	78	\$311.55	\$2,816,758
School Books and Supplies ¹⁹	83	\$88.48	\$799,988
Smoking Products	92	\$391.96	\$3,543,671
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	81	\$3,547.61	\$32,073,986
Gasoline and Motor Oil	85	\$2,426.58	\$21,938,704
Vehicle Maintenance and Repairs	79	\$743.82	\$6,724,868
Travel			
Airline Fares	65	\$300.50	\$2,716,855
Lodging on Trips	72	\$312.13	\$2,821,987
Auto/Truck/Van Rental on Trips	64	\$23.47	\$212,169
Food and Drink on Trips	74	\$321.15	\$2,903,508

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.

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
Midlife Junction	21.8%	Population		44,077	45,121
Salt of the Earth	13.5%	Households		16,369	16,772
Rooted Rural	11.4%	Families		11,207	11,378
Midland Crowd	8.9%	Median Age		38.0	38.5
Rural Bypasses	7.3%	Median Household Income		\$42,849	\$48,739

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	50	\$1,201.85	\$19,673,122
Men's	47	\$216.60	\$3,545,470
Women's	44	\$366.91	\$6,005,995
Children's	57	\$226.34	\$3,704,932
Footwear	37	\$152.80	\$2,501,199
Watches & Jewelry	70	\$136.18	\$2,229,116
Apparel Products and Services ¹	110	\$103.02	\$1,686,411
Computer			
Computers and Hardware for Home Use	72	\$138.82	\$2,272,309
Software and Accessories for Home Use	71	\$20.17	\$330,235
Entertainment & Recreation	78	\$2,499.10	\$40,907,706
Fees and Admissions	64	\$397.02	\$6,498,763
Membership Fees for Clubs ²	64	\$104.30	\$1,707,218
Fees for Participant Sports, excl. Trips	68	\$72.48	\$1,186,409
Admission to Movie/Theatre/Opera/Ballet	66	\$99.47	\$1,628,183
Admission to Sporting Events, excl. Trips	68	\$40.66	\$665,601
Fees for Recreational Lessons	58	\$79.69	\$1,304,417
Dating Services	55	\$0.42	\$6,935
TV/Video/Audio	76	\$946.67	\$15,496,029
Community Antenna or Cable TV	81	\$581.54	\$9,519,150
Televisions	70	\$135.40	\$2,216,341
VCRs, Video Cameras, and DVD Players	74	\$14.99	\$245,348
Video Cassettes and DVDs	76	\$39.95	\$654,007
Video and Computer Game Hardware and Software	71	\$39.61	\$648,341
Satellite Dishes	81	\$1.02	\$16,726
Rental of Video Cassettes and DVDs	75	\$30.83	\$504,627
Streaming/Downloaded Video	58	\$0.81	\$13,283
Audio ³	66	\$97.49	\$1,595,866
Rental and Repair of TV/Radio/Audio	66	\$5.03	\$82,340
Pets	100	\$432.04	\$7,072,028
Toys and Games ⁴	78	\$113.24	\$1,853,671
Recreational Vehicles and Fees ⁵	89	\$286.04	\$4,682,136
Sports/Recreation/Exercise Equipment ⁶	63	\$114.80	\$1,879,103
Photo Equipment and Supplies ⁷	74	\$76.38	\$1,250,337
Reading ⁸	75	\$115.77	\$1,895,003
Catered Affairs ⁹	70	\$17.14	\$280,634
Food	76	\$5,857.53	\$95,881,926
Food at Home	78	\$3,471.24	\$56,820,659
Bakery and Cereal Products	79	\$469.67	\$7,687,976
Meat, Poultry, Fish, and Eggs	77	\$795.70	\$13,024,812
Dairy Products	79	\$395.22	\$6,469,417
Fruit and Vegetables	74	\$584.52	\$9,568,000
Snacks and Other Food at Home ¹⁰	79	\$1,226.13	\$20,070,455
Food Away from Home	74	\$2,386.30	\$39,061,268
Alcoholic Beverages	70	\$399.14	\$6,533,503
Nonalcoholic Beverages at Home	78	\$343.03	\$5,615,098

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	79	\$1,370.74	\$22,437,714
Vehicle Loans	84	\$4,154.32	\$68,001,998
Health			
Nonprescription Drugs	88	\$90.76	\$1,485,640
Prescription Drugs	92	\$460.65	\$7,540,455
Eyeglasses and Contact Lenses	78	\$60.01	\$982,265
Home			
Mortgage Payment and Basics ¹¹	69	\$6,434.35	\$105,323,887
Maintenance and Remodeling Services	68	\$1,345.30	\$22,021,296
Maintenance and Remodeling Materials ¹²	83	\$308.34	\$5,047,261
Utilities, Fuel, and Public Services	81	\$3,657.37	\$59,867,543
Household Furnishings and Equipment			
Household Textiles ¹³	74	\$98.77	\$1,616,707
Furniture	71	\$424.13	\$6,942,567
Floor Coverings	70	\$52.64	\$861,594
Major Appliances ¹⁴	82	\$248.73	\$4,071,421
Housewares ¹⁵	66	\$56.51	\$925,025
Small Appliances	79	\$25.99	\$425,431
Luggage	70	\$6.47	\$105,902
Telephones and Accessories	51	\$21.63	\$354,111
Household Operations			
Child Care	67	\$309.81	\$5,071,244
Lawn and Garden ¹⁶	79	\$330.72	\$5,413,615
Moving/Storage/Freight Express	70	\$42.38	\$693,719
Housekeeping Supplies ¹⁷	80	\$558.57	\$9,143,221
Insurance			
Owners and Renters Insurance	83	\$384.10	\$6,287,373
Vehicle Insurance	77	\$901.20	\$14,751,782
Life/Other Insurance	82	\$340.98	\$5,581,544
Health Insurance	85	\$1,642.95	\$26,893,421
Personal Care Products ¹⁸	76	\$302.36	\$4,949,380
School Books and Supplies ¹⁹	76	\$81.50	\$1,334,126
Smoking Products	91	\$390.40	\$6,390,448
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	80	\$3,503.24	\$57,344,503
Gasoline and Motor Oil	84	\$2,400.60	\$39,295,356
Vehicle Maintenance and Repairs	77	\$724.00	\$11,851,132
Travel			
Airline Fares	61	\$279.21	\$4,570,365
Lodging on Trips	69	\$300.56	\$4,919,786
Auto/Truck/Van Rental on Trips	59	\$21.82	\$357,106
Food and Drink on Trips	71	\$311.07	\$5,091,922

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

Brenham2302SDay102030
2302 S Day St, Brenham, TX 77833-5517
Drive Time: 30 minutes

Latitude: 30.147184
Longitude: -96.396612

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.