



# House and Home Expenditures

Coldwell Banker Commercial Southwest

**Shelby Inn**  
**5072 Voelkel Ln,**  
**Fayetteville, TX, 78940**

**Site Type: Ring**

**Latitude: 30.020652**  
**Longitude: -96.59766**  
**Radius: 1 Miles**

## 2009 Housing Summary

|                          |           |
|--------------------------|-----------|
| Housing Units            | 54        |
| 2009-2014 Percent Change | 9.26%     |
| Percent Occupied         | 61.1%     |
| Percent Owner HHs        | 78.8%     |
| Median Home Value        | \$125,000 |

## 2009 Demographic Summary

|                         |          |
|-------------------------|----------|
| Population              | 87       |
| Households              | 33       |
| Families                | 24       |
| Median Age              | 40.5     |
| Median Household Income | \$52,222 |

|                                            | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total     |
|--------------------------------------------|--------------------------------|----------------------------|-----------|
| <b>Owned Dwellings</b>                     | 69                             | \$8,181.58                 | \$269,992 |
| Mortgage Interest                          | 60                             | \$2,691.45                 | \$88,818  |
| Mortgage Principal                         | 75                             | \$1,486.97                 | \$49,070  |
| Property Taxes                             | 74                             | \$1,629.33                 | \$53,768  |
| Homeowners Insurance                       | 96                             | \$442.70                   | \$14,609  |
| Ground Rent                                | 119                            | \$76.03                    | \$2,509   |
| Maintenance and Remodeling Services        | 62                             | \$1,311.03                 | \$43,264  |
| Maintenance and Remodeling Materials       | 126                            | \$521.30                   | \$17,203  |
| Property Management and Security           | 28                             | \$22.73                    | \$750     |
| <b>Rented Dwellings</b>                    | 43                             | \$1,450.03                 | \$47,851  |
| Rent                                       | 41                             | \$1,336.88                 | \$44,117  |
| Rent Received as Pay                       | 81                             | \$59.88                    | \$1,976   |
| Tenant Insurance                           | 61                             | \$7.70                     | \$254     |
| Maintenance and Repair Services            | 86                             | \$18.39                    | \$607     |
| Maintenance and Repair Materials           | 57                             | \$27.21                    | \$898     |
| <b>Owned Vacation Homes</b>                | 40                             | \$145.73                   | \$4,809   |
| Mortgage Payment                           | 43                             | \$56.03                    | \$1,849   |
| Property Taxes                             | 58                             | \$53.48                    | \$1,765   |
| Homeowners Insurance                       | 62                             | \$5.48                     | \$181     |
| Maintenance and Remodeling                 | 20                             | \$24.39                    | \$805     |
| Property Management and Security           | 46                             | \$6.33                     | \$209     |
| Housing While Attending School             | 70                             | \$59.00                    | \$1,947   |
| <b>Household Operations</b>                | 76                             | \$1,141.52                 | \$37,670  |
| Child Care                                 | 57                             | \$252.88                   | \$8,345   |
| Care for Elderly and Handicapped           | 87                             | \$44.06                    | \$1,454   |
| Appliance Rental and Repair                | 83                             | \$20.42                    | \$674     |
| Computer Information Services              | 81                             | \$183.12                   | \$6,043   |
| Home Security System Services              | 45                             | \$11.15                    | \$368     |
| Non-apparel Household Laundry/Dry Cleaning | 7                              | \$2.91                     | \$96      |
| Housekeeping Services                      | 56                             | \$79.00                    | \$2,607   |
| Lawn & Garden                              | 106                            | \$436.97                   | \$14,420  |
| Moving/Storage/Freight Express             | 94                             | \$50.30                    | \$1,660   |
| PC Repair (Personal Use)                   | 104                            | \$8.18                     | \$270     |
| Reupholstering/Furniture Repair            | 60                             | \$6.39                     | \$211     |
| Termite/Pest Control                       | 67                             | \$16.61                    | \$548     |
| Water Softening Services                   | 187                            | \$10.55                    | \$348     |
| Internet Services Away from Home           | 41                             | \$1.45                     | \$48      |
| Other Home Services <sup>1</sup>           | 67                             | \$17.48                    | \$577     |

**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:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



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Site Type: Ring

Latitude: 30.020652  
Longitude: -96.59766  
Radius: 1 Miles

|                                                       | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total     |
|-------------------------------------------------------|--------------------------------|----------------------------|-----------|
| <b>Utilities, Fuels, Public Services</b>              | 90                             | \$4,061.03                 | \$134,014 |
| Bottled Gas                                           | 304                            | \$209.91                   | \$6,927   |
| Electricity                                           | 93                             | \$1,545.94                 | \$51,016  |
| Fuel Oil                                              | 90                             | \$100.48                   | \$3,316   |
| Natural Gas                                           | 77                             | \$518.88                   | \$17,123  |
| Telephone Services                                    | 87                             | \$1,266.30                 | \$41,788  |
| Water and Other Public Services                       | 74                             | \$389.88                   | \$12,866  |
| Coal/Wood/Other Fuel                                  | 343                            | \$29.67                    | \$979     |
| <b>Housekeeping Supplies</b>                          | 89                             | \$646.52                   | \$21,335  |
| Laundry and Cleaning Supplies                         | 91                             | \$177.36                   | \$5,853   |
| Postage and Stationery                                | 92                             | \$198.61                   | \$6,554   |
| Other HH Products <sup>2</sup>                        | 86                             | \$270.55                   | \$8,928   |
| <b>Household Textiles</b>                             | 81                             | \$111.82                   | \$3,690   |
| Bathroom Linens                                       | 64                             | \$11.67                    | \$385     |
| Bedroom Linens                                        | 75                             | \$49.18                    | \$1,623   |
| Kitchen and Dining Room Linens                        | 66                             | \$2.18                     | \$72      |
| Curtains and Draperies                                | 92                             | \$27.36                    | \$903     |
| Slipcovers, Decorative Pillows                        | 65                             | \$3.18                     | \$105     |
| Materials for Slipcovers/Curtains                     | 112                            | \$17.00                    | \$561     |
| Other Linens                                          | 64                             | \$1.24                     | \$41      |
| <b>Furniture</b>                                      | 62                             | \$396.82                   | \$13,095  |
| Mattresses and Box Springs                            | 60                             | \$50.58                    | \$1,669   |
| Other Bedroom Furniture                               | 54                             | \$66.79                    | \$2,204   |
| Sofas                                                 | 60                             | \$91.52                    | \$3,020   |
| Living Room Tables and Chairs                         | 71                             | \$65.33                    | \$2,156   |
| Kitchen, Dining Room Furniture                        | 52                             | \$34.42                    | \$1,136   |
| Infant Furniture                                      | 71                             | \$7.85                     | \$259     |
| Outdoor Furniture                                     | 76                             | \$17.48                    | \$577     |
| Wall Units, Cabinets and Other Furniture <sup>3</sup> | 73                             | \$62.85                    | \$2,074   |
| <b>Major Appliances</b>                               | 95                             | \$288.48                   | \$9,520   |
| Dishwashers and Disposals                             | 100                            | \$25.24                    | \$833     |
| Refrigerators and Freezers                            | 78                             | \$66.67                    | \$2,200   |
| Clothes Washers                                       | 102                            | \$49.39                    | \$1,630   |
| Clothes Dryers                                        | 102                            | \$35.73                    | \$1,179   |
| Cooking Stoves and Ovens                              | 85                             | \$44.06                    | \$1,454   |
| Microwave Ovens                                       | 61                             | \$8.58                     | \$283     |
| Window Air Conditioners                               | 147                            | \$11.21                    | \$370     |
| Electric Floor Cleaning Equipment                     | 133                            | \$29.48                    | \$973     |
| Sewing Machines and Miscellaneous Appliances          | 133                            | \$18.12                    | \$598     |

**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:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



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Radius: 1 Miles

|                                         | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total   |
|-----------------------------------------|--------------------------------|----------------------------|---------|
| <b>Household Items</b>                  |                                |                            |         |
| Floor Coverings                         | 58                             | \$50.36                    | \$1,662 |
| Housewares                              | 66                             | \$62.03                    | \$2,047 |
| Small Appliances                        | 89                             | \$30.52                    | \$1,007 |
| Window Coverings                        | 56                             | \$23.21                    | \$766   |
| Lamps and Other Lighting Fixtures       | 71                             | \$17.94                    | \$592   |
| Infant Equipment                        | 16                             | \$3.36                     | \$111   |
| Rental of Furniture                     | 63                             | \$2.58                     | \$85    |
| Laundry and Cleaning Equipment          | 97                             | \$21.15                    | \$698   |
| Closet and Storage Items                | 28                             | \$6.18                     | \$204   |
| Luggage                                 | 72                             | \$7.30                     | \$241   |
| Clocks and Other Household Decoratives  | 26                             | \$58.94                    | \$1,945 |
| Telephones and Accessories              | 53                             | \$23.88                    | \$788   |
| Telephone Answering Devices             | 78                             | \$1.00                     | \$33    |
| Outdoor Equipment                       | 29                             | \$11.27                    | \$372   |
| Power Tools                             | 66                             | \$35.33                    | \$1,166 |
| Hand Tools                              | 110                            | \$10.36                    | \$342   |
| Office Furniture/Equipment for Home Use | 82                             | \$13.79                    | \$455   |
| Computers and Hardware for Home Use     | 77                             | \$152.97                   | \$5,048 |
| Software and Accessories for Home Use   | 78                             | \$22.09                    | \$729   |
| Other Household Items <sup>4</sup>      | 91                             | \$98.18                    | \$3,240 |

**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.

<sup>1</sup> **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

<sup>2</sup> **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>3</sup> **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

<sup>4</sup> **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household equipment and parts.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



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Shelby Inn  
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Fayetteville, TX, 78940

Site Type: Ring

Latitude: 30.020652  
Longitude: -96.59766  
Radius: 3 Miles

## 2009 Housing Summary

|                          |           |
|--------------------------|-----------|
| Housing Units            | 273       |
| 2009-2014 Percent Change | 7.33%     |
| Percent Occupied         | 61.9%     |
| Percent Owner HHs        | 79.9%     |
| Median Home Value        | \$121,154 |

## 2009 Demographic Summary

|                         |          |
|-------------------------|----------|
| Population              | 400      |
| Households              | 168      |
| Families                | 120      |
| Median Age              | 43.3     |
| Median Household Income | \$42,057 |

|                                            | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total       |
|--------------------------------------------|--------------------------------|----------------------------|-------------|
| <b>Owned Dwellings</b>                     | 64                             | \$7,537.89                 | \$1,266,365 |
| Mortgage Interest                          | 56                             | \$2,518.65                 | \$423,134   |
| Mortgage Principal                         | 69                             | \$1,353.69                 | \$227,420   |
| Property Taxes                             | 68                             | \$1,480.28                 | \$248,687   |
| Homeowners Insurance                       | 89                             | \$408.12                   | \$68,564    |
| Ground Rent                                | 104                            | \$66.50                    | \$11,172    |
| Maintenance and Remodeling Services        | 58                             | \$1,235.50                 | \$207,564   |
| Maintenance and Remodeling Materials       | 108                            | \$449.67                   | \$75,545    |
| Property Management and Security           | 31                             | \$25.46                    | \$4,278     |
| <b>Rented Dwellings</b>                    | 39                             | \$1,323.30                 | \$222,315   |
| Rent                                       | 38                             | \$1,224.10                 | \$205,649   |
| Rent Received as Pay                       | 72                             | \$53.38                    | \$8,967     |
| Tenant Insurance                           | 55                             | \$6.91                     | \$1,161     |
| Maintenance and Repair Services            | 77                             | \$16.46                    | \$2,765     |
| Maintenance and Repair Materials           | 47                             | \$22.46                    | \$3,773     |
| <b>Owned Vacation Homes</b>                | 39                             | \$142.70                   | \$23,974    |
| Mortgage Payment                           | 41                             | \$53.21                    | \$8,940     |
| Property Taxes                             | 53                             | \$48.61                    | \$8,167     |
| Homeowners Insurance                       | 57                             | \$5.04                     | \$847       |
| Maintenance and Remodeling                 | 24                             | \$29.97                    | \$5,035     |
| Property Management and Security           | 43                             | \$5.86                     | \$985       |
| Housing While Attending School             | 62                             | \$52.02                    | \$8,739     |
| <b>Household Operations</b>                | 69                             | \$1,037.68                 | \$174,330   |
| Child Care                                 | 53                             | \$235.98                   | \$39,645    |
| Care for Elderly and Handicapped           | 73                             | \$36.75                    | \$6,174     |
| Appliance Rental and Repair                | 75                             | \$18.44                    | \$3,098     |
| Computer Information Services              | 73                             | \$164.76                   | \$27,679    |
| Home Security System Services              | 48                             | \$12.09                    | \$2,031     |
| Non-apparel Household Laundry/Dry Cleaning | 6                              | \$2.67                     | \$448       |
| Housekeeping Services                      | 53                             | \$75.52                    | \$12,687    |
| Lawn & Garden                              | 95                             | \$390.62                   | \$65,624    |
| Moving/Storage/Freight Express             | 82                             | \$43.98                    | \$7,388     |
| PC Repair (Personal Use)                   | 92                             | \$7.27                     | \$1,222     |
| Reupholstering/Furniture Repair            | 56                             | \$6.01                     | \$1,010     |
| Termite/Pest Control                       | 69                             | \$17.10                    | \$2,873     |
| Water Softening Services                   | 157                            | \$8.83                     | \$1,484     |
| Internet Services Away from Home           | 41                             | \$1.46                     | \$245       |
| Other Home Services <sup>1</sup>           | 62                             | \$16.20                    | \$2,722     |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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**Site Type: Ring**

**Latitude: 30.020652**  
**Longitude: -96.59766**  
**Radius: 3 Miles**

|                                                       | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total     |
|-------------------------------------------------------|--------------------------------|----------------------------|-----------|
| <b>Utilities, Fuels, Public Services</b>              | 82                             | \$3,716.74                 | \$624,412 |
| Bottled Gas                                           | 252                            | \$173.98                   | \$29,228  |
| Electricity                                           | 87                             | \$1,443.79                 | \$242,556 |
| Fuel Oil                                              | 87                             | \$96.91                    | \$16,281  |
| Natural Gas                                           | 67                             | \$452.68                   | \$76,050  |
| Telephone Services                                    | 79                             | \$1,158.64                 | \$194,651 |
| Water and Other Public Services                       | 70                             | \$366.19                   | \$61,520  |
| Coal/Wood/Other Fuel                                  | 284                            | \$24.57                    | \$4,127   |
| <b>Housekeeping Supplies</b>                          | 81                             | \$587.99                   | \$98,782  |
| Laundry and Cleaning Supplies                         | 83                             | \$162.02                   | \$27,219  |
| Postage and Stationery                                | 82                             | \$177.89                   | \$29,886  |
| Other HH Products <sup>2</sup>                        | 79                             | \$248.08                   | \$41,677  |
| <b>Household Textiles</b>                             | 72                             | \$100.18                   | \$16,830  |
| Bathroom Linens                                       | 60                             | \$11.01                    | \$1,849   |
| Bedroom Linens                                        | 68                             | \$44.77                    | \$7,522   |
| Kitchen and Dining Room Linens                        | 64                             | \$2.10                     | \$353     |
| Curtains and Draperies                                | 81                             | \$23.90                    | \$4,016   |
| Slipcovers, Decorative Pillows                        | 62                             | \$2.99                     | \$503     |
| Materials for Slipcovers/Curtains                     | 94                             | \$14.24                    | \$2,392   |
| Other Linens                                          | 60                             | \$1.16                     | \$195     |
| <b>Furniture</b>                                      | 59                             | \$374.22                   | \$62,869  |
| Mattresses and Box Springs                            | 56                             | \$47.51                    | \$7,981   |
| Other Bedroom Furniture                               | 53                             | \$65.70                    | \$11,037  |
| Sofas                                                 | 56                             | \$85.99                    | \$14,447  |
| Living Room Tables and Chairs                         | 66                             | \$60.27                    | \$10,125  |
| Kitchen, Dining Room Furniture                        | 51                             | \$33.67                    | \$5,656   |
| Infant Furniture                                      | 66                             | \$7.27                     | \$1,222   |
| Outdoor Furniture                                     | 70                             | \$16.28                    | \$2,735   |
| Wall Units, Cabinets and Other Furniture <sup>3</sup> | 67                             | \$57.54                    | \$9,666   |
| <b>Major Appliances</b>                               | 86                             | \$260.22                   | \$43,717  |
| Dishwashers and Disposals                             | 90                             | \$22.70                    | \$3,814   |
| Refrigerators and Freezers                            | 73                             | \$62.05                    | \$10,425  |
| Clothes Washers                                       | 91                             | \$44.01                    | \$7,394   |
| Clothes Dryers                                        | 91                             | \$32.01                    | \$5,377   |
| Cooking Stoves and Ovens                              | 77                             | \$39.97                    | \$6,715   |
| Microwave Ovens                                       | 58                             | \$8.11                     | \$1,363   |
| Window Air Conditioners                               | 128                            | \$9.75                     | \$1,638   |
| Electric Floor Cleaning Equipment                     | 113                            | \$25.14                    | \$4,224   |
| Sewing Machines and Miscellaneous Appliances          | 121                            | \$16.47                    | \$2,767   |

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Radius: 3 Miles

|                                         | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total    |
|-----------------------------------------|--------------------------------|----------------------------|----------|
| <b>Household Items</b>                  |                                |                            |          |
| Floor Coverings                         | 56                             | \$48.88                    | \$8,212  |
| Housewares                              | 60                             | \$56.65                    | \$9,518  |
| Small Appliances                        | 79                             | \$27.15                    | \$4,562  |
| Window Coverings                        | 51                             | \$20.81                    | \$3,496  |
| Lamps and Other Lighting Fixtures       | 65                             | \$16.34                    | \$2,745  |
| Infant Equipment                        | 15                             | \$3.09                     | \$519    |
| Rental of Furniture                     | 67                             | \$2.74                     | \$461    |
| Laundry and Cleaning Equipment          | 89                             | \$19.26                    | \$3,235  |
| Closet and Storage Items                | 24                             | \$5.29                     | \$888    |
| Luggage                                 | 64                             | \$6.48                     | \$1,088  |
| Clocks and Other Household Decoratives  | 23                             | \$53.38                    | \$8,967  |
| Telephones and Accessories              | 48                             | \$21.39                    | \$3,593  |
| Telephone Answering Devices             | 72                             | \$0.93                     | \$157    |
| Outdoor Equipment                       | 26                             | \$9.92                     | \$1,666  |
| Power Tools                             | 59                             | \$31.45                    | \$5,284  |
| Hand Tools                              | 96                             | \$9.01                     | \$1,513  |
| Office Furniture/Equipment for Home Use | 73                             | \$12.30                    | \$2,067  |
| Computers and Hardware for Home Use     | 68                             | \$136.73                   | \$22,970 |
| Software and Accessories for Home Use   | 68                             | \$19.49                    | \$3,274  |
| Other Household Items <sup>4</sup>      | 81                             | \$87.82                    | \$14,753 |

**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.

<sup>1</sup> **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

<sup>2</sup> **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>3</sup> **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

<sup>4</sup> **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household equipment and parts.

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**Site Type: Ring**

**Latitude: 30.020652**  
**Longitude: -96.59766**  
**Radius: 5 Miles**

## 2009 Housing Summary

|                          |           |
|--------------------------|-----------|
| Housing Units            | 692       |
| 2009-2014 Percent Change | 6.21%     |
| Percent Occupied         | 64.7%     |
| Percent Owner HHs        | 80.4%     |
| Median Home Value        | \$131,410 |

## 2009 Demographic Summary

|                         |          |
|-------------------------|----------|
| Population              | 1,072    |
| Households              | 449      |
| Families                | 316      |
| Median Age              | 45.1     |
| Median Household Income | \$42,607 |

|                                            | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total       |
|--------------------------------------------|--------------------------------|----------------------------|-------------|
| <b>Owned Dwellings</b>                     | 66                             | \$7,770.02                 | \$3,488,740 |
| Mortgage Interest                          | 58                             | \$2,618.68                 | \$1,175,787 |
| Mortgage Principal                         | 70                             | \$1,382.98                 | \$620,957   |
| Property Taxes                             | 69                             | \$1,510.99                 | \$678,434   |
| Homeowners Insurance                       | 89                             | \$410.01                   | \$184,094   |
| Ground Rent                                | 105                            | \$66.84                    | \$30,009    |
| Maintenance and Remodeling Services        | 62                             | \$1,302.41                 | \$584,780   |
| Maintenance and Remodeling Materials       | 108                            | \$448.52                   | \$201,384   |
| Property Management and Security           | 36                             | \$29.61                    | \$13,293    |
| <b>Rented Dwellings</b>                    | 40                             | \$1,354.76                 | \$608,286   |
| Rent                                       | 39                             | \$1,254.80                 | \$563,403   |
| Rent Received as Pay                       | 71                             | \$52.79                    | \$23,704    |
| Tenant Insurance                           | 55                             | \$6.96                     | \$3,124     |
| Maintenance and Repair Services            | 76                             | \$16.33                    | \$7,333     |
| Maintenance and Repair Materials           | 50                             | \$23.88                    | \$10,723    |
| <b>Owned Vacation Homes</b>                | 42                             | \$156.37                   | \$70,208    |
| Mortgage Payment                           | 45                             | \$57.58                    | \$25,852    |
| Property Taxes                             | 56                             | \$51.20                    | \$22,991    |
| Homeowners Insurance                       | 59                             | \$5.26                     | \$2,363     |
| Maintenance and Remodeling                 | 29                             | \$36.06                    | \$16,193    |
| Property Management and Security           | 46                             | \$6.26                     | \$2,809     |
| Housing While Attending School             | 65                             | \$54.61                    | \$24,519    |
| <b>Household Operations</b>                | 70                             | \$1,048.18                 | \$470,631   |
| Child Care                                 | 54                             | \$236.39                   | \$106,139   |
| Care for Elderly and Handicapped           | 71                             | \$35.97                    | \$16,151    |
| Appliance Rental and Repair                | 76                             | \$18.65                    | \$8,374     |
| Computer Information Services              | 74                             | \$166.62                   | \$74,813    |
| Home Security System Services              | 51                             | \$12.66                    | \$5,685     |
| Non-apparel Household Laundry/Dry Cleaning | 7                              | \$2.74                     | \$1,229     |
| Housekeeping Services                      | 56                             | \$79.69                    | \$35,781    |
| Lawn & Garden                              | 95                             | \$391.92                   | \$175,973   |
| Moving/Storage/Freight Express             | 85                             | \$45.44                    | \$20,403    |
| PC Repair (Personal Use)                   | 93                             | \$7.31                     | \$3,282     |
| Reupholstering/Furniture Repair            | 58                             | \$6.18                     | \$2,774     |
| Termite/Pest Control                       | 71                             | \$17.69                    | \$7,943     |
| Water Softening Services                   | 151                            | \$8.52                     | \$3,825     |
| Internet Services Away from Home           | 43                             | \$1.55                     | \$694       |
| Other Home Services <sup>1</sup>           | 65                             | \$16.85                    | \$7,565     |

**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:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.

**Shelby Inn**  
**5072 Voelkel Ln,**  
**Fayetteville, TX, 78940**

**Site Type: Ring**

**Latitude: 30.020652**  
**Longitude: -96.59766**  
**Radius: 5 Miles**

|                                                       | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total       |
|-------------------------------------------------------|--------------------------------|----------------------------|-------------|
| <b>Utilities, Fuels, Public Services</b>              | 82                             | \$3,720.39                 | \$1,670,453 |
| Bottled Gas                                           | 244                            | \$168.43                   | \$75,625    |
| Electricity                                           | 87                             | \$1,441.97                 | \$647,446   |
| Fuel Oil                                              | 92                             | \$101.92                   | \$45,760    |
| Natural Gas                                           | 67                             | \$451.05                   | \$202,520   |
| Telephone Services                                    | 79                             | \$1,159.58                 | \$520,651   |
| Water and Other Public Services                       | 71                             | \$373.44                   | \$167,676   |
| Coal/Wood/Other Fuel                                  | 278                            | \$24.00                    | \$10,777    |
| <b>Housekeeping Supplies</b>                          | 81                             | \$590.97                   | \$265,344   |
| Laundry and Cleaning Supplies                         | 83                             | \$161.89                   | \$72,687    |
| Postage and Stationery                                | 83                             | \$179.54                   | \$80,614    |
| Other HH Products <sup>2</sup>                        | 79                             | \$249.54                   | \$112,042   |
| <b>Household Textiles</b>                             | 74                             | \$101.92                   | \$45,761    |
| Bathroom Linens                                       | 61                             | \$11.28                    | \$5,063     |
| Bedroom Linens                                        | 70                             | \$45.49                    | \$20,423    |
| Kitchen and Dining Room Linens                        | 66                             | \$2.16                     | \$969       |
| Curtains and Draperies                                | 82                             | \$24.45                    | \$10,979    |
| Slipcovers, Decorative Pillows                        | 62                             | \$3.03                     | \$1,361     |
| Materials for Slipcovers/Curtains                     | 95                             | \$14.33                    | \$6,433     |
| Other Linens                                          | 62                             | \$1.19                     | \$533       |
| <b>Furniture</b>                                      | 60                             | \$386.31                   | \$173,451   |
| Mattresses and Box Springs                            | 58                             | \$49.33                    | \$22,149    |
| Other Bedroom Furniture                               | 55                             | \$68.18                    | \$30,611    |
| Sofas                                                 | 58                             | \$89.01                    | \$39,966    |
| Living Room Tables and Chairs                         | 67                             | \$61.88                    | \$27,782    |
| Kitchen, Dining Room Furniture                        | 52                             | \$34.59                    | \$15,529    |
| Infant Furniture                                      | 67                             | \$7.37                     | \$3,310     |
| Outdoor Furniture                                     | 73                             | \$17.01                    | \$7,639     |
| Wall Units, Cabinets and Other Furniture <sup>3</sup> | 68                             | \$58.94                    | \$26,465    |
| <b>Major Appliances</b>                               | 87                             | \$264.12                   | \$118,589   |
| Dishwashers and Disposals                             | 92                             | \$23.39                    | \$10,502    |
| Refrigerators and Freezers                            | 75                             | \$63.69                    | \$28,599    |
| Clothes Washers                                       | 92                             | \$44.40                    | \$19,935    |
| Clothes Dryers                                        | 92                             | \$32.25                    | \$14,482    |
| Cooking Stoves and Ovens                              | 79                             | \$40.71                    | \$18,281    |
| Microwave Ovens                                       | 59                             | \$8.36                     | \$3,753     |
| Window Air Conditioners                               | 126                            | \$9.61                     | \$4,314     |
| Electric Floor Cleaning Equipment                     | 112                            | \$24.91                    | \$11,183    |
| Sewing Machines and Miscellaneous Appliances          | 123                            | \$16.79                    | \$7,540     |

**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:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.



# House and Home Expenditures

Coldwell Banker Commercial Southwest

Shelby Inn  
5072 Voelkel Ln,  
Fayetteville, TX, 78940

Site Type: Ring

Latitude: 30.020652  
Longitude: -96.59766  
Radius: 5 Miles

|                                         | Spending<br>Potential<br>Index | Average<br>Amount<br>Spent | Total    |
|-----------------------------------------|--------------------------------|----------------------------|----------|
| <b>Household Items</b>                  |                                |                            |          |
| Floor Coverings                         | 58                             | \$50.85                    | \$22,830 |
| Housewares                              | 61                             | \$57.57                    | \$25,849 |
| Small Appliances                        | 80                             | \$27.41                    | \$12,307 |
| Window Coverings                        | 55                             | \$22.69                    | \$10,190 |
| Lamps and Other Lighting Fixtures       | 66                             | \$16.62                    | \$7,464  |
| Infant Equipment                        | 15                             | \$3.16                     | \$1,418  |
| Rental of Furniture                     | 67                             | \$2.72                     | \$1,223  |
| Laundry and Cleaning Equipment          | 89                             | \$19.38                    | \$8,702  |
| Closet and Storage Items                | 24                             | \$5.30                     | \$2,381  |
| Luggage                                 | 66                             | \$6.62                     | \$2,973  |
| Clocks and Other Household Decoratives  | 24                             | \$56.34                    | \$25,297 |
| Telephones and Accessories              | 47                             | \$21.34                    | \$9,581  |
| Telephone Answering Devices             | 74                             | \$0.96                     | \$429    |
| Outdoor Equipment                       | 26                             | \$10.08                    | \$4,525  |
| Power Tools                             | 59                             | \$31.65                    | \$14,211 |
| Hand Tools                              | 95                             | \$9.00                     | \$4,041  |
| Office Furniture/Equipment for Home Use | 74                             | \$12.40                    | \$5,567  |
| Computers and Hardware for Home Use     | 69                             | \$138.38                   | \$62,132 |
| Software and Accessories for Home Use   | 70                             | \$19.89                    | \$8,931  |
| Other Household Items <sup>4</sup>      | 82                             | \$88.61                    | \$39,786 |

**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.

<sup>1</sup> **Other Home Services** includes miscellaneous home services and small repair jobs not already specified.

<sup>2</sup> **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

<sup>3</sup> **Wall Units, Cabinets and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

<sup>4</sup> **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household equipment and parts.

**Source:** Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2009 and 2014.