

Retail Goods and Services Expenditures

Coldwell Banker Commercial Southwest

Shelby Inn

Site Type: Geography

Top Tapestry Segments:		Demographic Summary	2009	2014
Milk and Cookies	9.4%	Population	6,223,472	6,903,203
Boomburbs	6.6%	Households	2,148,290	2,373,417
Industrious Urban Fringe	6.4%	Families	1,516,319	1,663,328
Up and Coming Families	6.2%	Median Age	33.4	33.6
Southwestern Families	4.9%	Median Household Income	\$57,446	\$60,232

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	77	\$1,915.73	\$4,115,551,426
Men's	72	\$348.47	\$748,612,156
Women's	66	\$575.85	\$1,237,089,294
Children's	85	\$349.72	\$751,295,672
Footwear	54	\$230.32	\$494,796,371
Watches & Jewelry	108	\$231.04	\$496,345,950
Apparel Products and Services ¹	178	\$180.34	\$387,411,978
Computer			
Computers and Hardware for Home Use	109	\$217.09	\$466,377,076
Software and Accessories for Home Use	109	\$31.17	\$66,954,788
Entertainment & Recreation	106	\$3,440.18	\$7,390,495,828
Fees and Admissions	106	\$658.16	\$1,413,927,680
Membership Fees for Clubs ²	104	\$177.84	\$382,057,763
Fees for Participant Sports, excl. Trips	106	\$117.31	\$252,009,067
Admission to Movie/Theatre/Opera/Ballet	109	\$165.46	\$355,453,106
Admission to Sporting Events, excl. Trips	106	\$61.83	\$132,831,193
Fees for Recreational Lessons	103	\$134.97	\$289,957,105
Dating Services	95	\$0.75	\$1,619,446
TV/Video/Sound Equipment	107	\$1,305.17	\$2,803,891,142
Community Antenna or Cable TV	106	\$767.65	\$1,649,125,658
Televisions	111	\$179.89	\$386,452,340
VCRs, Video Cameras, and DVD Players	110	\$27.66	\$59,430,140
Video Cassettes and DVDs	112	\$66.55	\$142,964,119
Video Game Hardware and Software	111	\$48.89	\$105,035,896
Satellite Dishes	108	\$1.23	\$2,645,752
Rental of Video Cassettes and DVDs	114	\$50.08	\$107,583,820
Streaming/Downloaded Video	109	\$1.17	\$2,518,004
Sound Equipment ³	106	\$154.76	\$332,462,973
Rental and Repair of TV/Radio/Sound Equipment	108	\$7.30	\$15,672,440
Pets	123	\$539.24	\$1,158,449,997
Toys and Games ⁴	110	\$143.73	\$308,779,361
Recreational Vehicles and Fees ⁵	97	\$343.15	\$737,189,848
Sports/Recreation/Exercise Equipment ⁶	82	\$162.55	\$349,198,173
Photo Equipment and Supplies ⁷	106	\$123.99	\$266,359,028
Reading ⁸	101	\$164.18	\$352,700,596
Food	108	\$8,487.01	\$18,232,563,989
Food at Home	107	\$4,878.52	\$10,480,470,010
Bakery and Cereal Products	106	\$645.22	\$1,386,116,576
Meat, Poultry, Fish, and Eggs	108	\$1,151.55	\$2,473,858,249
Dairy Products	106	\$542.08	\$1,164,550,619
Fruit and Vegetables	107	\$836.35	\$1,796,724,864
Snacks and Other Food at Home ⁹	108	\$1,703.32	\$3,659,219,701
Food Away from Home	108	\$3,608.50	\$7,752,093,979
Alcoholic Beverages	108	\$621.59	\$1,335,359,673
Nonalcoholic Beverages at Home	108	\$489.11	\$1,050,758,505

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	97	\$1,400.26	\$3,008,168,808
Vehicle Loans	112	\$5,990.05	\$12,868,355,710
Health			
Nonprescription Drugs	105	\$110.33	\$237,018,255
Prescription Drugs	101	\$557.87	\$1,198,469,399
Eyeglasses and Contact Lenses	104	\$78.27	\$168,144,580
Home			
Mortgage Payment and Basics ¹⁰	106	\$9,738.26	\$20,920,609,422
Maintenance and Remodeling Services	103	\$2,176.92	\$4,676,648,376
Maintenance and Remodeling Materials ¹¹	102	\$424.77	\$912,520,696
Utilities, Fuel, and Public Services	107	\$4,812.01	\$10,337,598,710
Household Furnishings and Equipment			
Household Textiles ¹²	107	\$148.06	\$318,065,546
Furniture	112	\$717.09	\$1,540,513,316
Floor Coverings	103	\$90.14	\$193,648,511
Major Appliances ¹³	105	\$318.64	\$684,524,630
Housewares ¹⁴	90	\$84.09	\$180,642,839
Small Appliances	105	\$36.03	\$77,395,229
Luggage	107	\$10.82	\$23,238,292
Telephones and Accessories	66	\$29.74	\$63,890,303
Household Operations			
Child Care	116	\$511.81	\$1,099,514,978
Lawn and Garden ¹⁵	100	\$413.50	\$888,320,831
Moving/Storage/Freight Express	110	\$58.97	\$126,681,236
Housekeeping Supplies ¹⁶	107	\$777.42	\$1,670,131,300
Insurance			
Owners and Renters Insurance	104	\$494.49	\$1,062,306,970
Vehicle Insurance	108	\$1,331.71	\$2,860,895,023
Life/Other Insurance	102	\$494.58	\$1,062,495,360
Health Insurance	102	\$1,948.59	\$4,186,132,394
Personal Care Products ¹⁷	111	\$436.07	\$936,800,957
School Books and Supplies ¹⁸	111	\$124.62	\$267,713,509
Smoking Products	104	\$462.72	\$994,061,774
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	111	\$5,290.53	\$11,365,586,656
Gasoline and Motor Oil	109	\$2,995.35	\$6,434,877,859
Vehicle Maintenance and Repairs	107	\$1,002.05	\$2,152,701,338
Travel			
Airline Fares	106	\$452.39	\$971,859,979
Lodging on Trips	102	\$430.51	\$924,867,579
Auto/Truck/Van Rental on Trips	106	\$39.39	\$84,610,564
Food and Drink on Trips	105	\$465.32	\$999,642,384

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 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 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**Sound Equipment** includes 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**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.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**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.
- ¹²**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.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**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.
- ¹⁷**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.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.