



Retail Goods and Services Expenditures

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 Geography: Census Tract

Top Tapestry Segments	Percent	Demographic Summary	2012	2017
Inner City Tenants	100.0%	Population	3,962	3,899
Top Rung	0.0%	Households	1,597	1,584
Suburban Splendor	0.0%	Families	788	773
Connoisseurs	0.0%	Median Age	33.0	33.3
Boomburbs	0.0%	Median Household Income	\$37,135	\$39,751
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		57	\$1,217.15	\$1,943,785
Men's		52	\$208.11	\$332,353
Women's		45	\$342.13	\$546,385
Children's		70	\$245.62	\$392,255
Footwear		41	\$167.35	\$267,252
Watches & Jewelry		77	\$109.43	\$174,757
Apparel Products and Services (1)		161	\$144.51	\$230,782
Computer				
Computers and Hardware for Home Use		85	\$164.50	\$262,714
Portable Memory		88	\$6.35	\$10,149
Computer Software		85	\$15.86	\$25,331
Computer Accessories		74	\$11.68	\$18,647
Entertainment & Recreation		75	\$2,316.81	\$3,699,940
Fees and Admissions		69	\$414.72	\$662,313
Membership Fees for Clubs (2)		64	\$101.73	\$162,463
Fees for Participant Sports, excl. Trips		67	\$75.59	\$120,713
Admission to Movie/Theatre/Opera/Ballet		81	\$120.69	\$192,745
Admission to Sporting Events, excl. Trips		65	\$38.96	\$62,213
Fees for Recreational Lessons		66	\$77.29	\$123,436
Dating Services		113	\$0.46	\$743
TV/Video/Audio		82	\$998.60	\$1,594,765
Cable and Satellite Television Services		79	\$645.31	\$1,030,557
Televisions		85	\$128.44	\$205,121
Satellite Dishes		79	\$1.19	\$1,898
VCRs, Video Cameras, and DVD Players		93	\$11.31	\$18,070
Miscellaneous Video Equipment		99	\$7.23	\$11,551
Video Cassettes and DVDs		95	\$31.93	\$50,992
Video Game Hardware/Accessories		107	\$27.49	\$43,896
Video Game Software		91	\$25.73	\$41,090
Streaming/Downloaded Video		92	\$3.25	\$5,198
Rental of Video Cassettes and DVDs		95	\$24.80	\$39,605
Installation of Televisions		63	\$0.52	\$825
Audio (3)		80	\$88.04	\$140,598
Rental and Repair of TV/Radio/Sound Equipment		74	\$3.36	\$5,363
Pets		81	\$409.35	\$653,731
Toys and Games (4)		84	\$110.26	\$176,078
Recreational Vehicles and Fees (5)		46	\$98.27	\$156,935
Sports/Recreation/Exercise Equipment (6)		66	\$112.17	\$179,131
Photo Equipment and Supplies (7)		77	\$57.19	\$91,339
Reading (8)		67	\$97.65	\$155,945
Catered Affairs (9)		74	\$18.60	\$29,704
Food		83	\$6,490.85	\$10,365,889
Food at Home		82	\$3,913.23	\$6,249,436
Bakery and Cereal Products		80	\$534.07	\$852,912
Meats, Poultry, Fish, and Eggs		84	\$879.41	\$1,404,413
Dairy Products		80	\$406.15	\$648,616
Fruits and Vegetables		82	\$739.19	\$1,180,479
Snacks and Other Food at Home (10)		82	\$1,354.42	\$2,163,015
Food Away from Home		85	\$2,577.62	\$4,116,454
Alcoholic Beverages		86	\$432.91	\$691,356
Nonalcoholic Beverages at Home		85	\$381.14	\$608,681

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 2012 and 2017; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	61	\$1,207.49	\$1,928,355
Vehicle Loans	84	\$3,037.19	\$4,850,386
Health			
Nonprescription Drugs	70	\$81.99	\$130,944
Prescription Drugs	62	\$283.13	\$452,158
Eyeglasses and Contact Lenses	64	\$52.39	\$83,666
Home			
Mortgage Payment and Basics (11)	53	\$4,749.66	\$7,585,200
Maintenance and Remodeling Services	46	\$701.06	\$1,119,586
Maintenance and Remodeling Materials (12)	44	\$119.81	\$191,342
Utilities, Fuel, and Public Services	78	\$3,742.12	\$5,976,160
Household Furnishings and Equipment			
Household Textiles (13)	78	\$78.12	\$124,756
Furniture	79	\$362.33	\$578,647
Rugs	53	\$12.76	\$20,380
Major Appliances (14)	66	\$171.53	\$273,935
Housewares (15)	67	\$47.74	\$76,240
Small Appliances	75	\$31.77	\$50,744
Luggage	77	\$6.51	\$10,396
Telephones and Accessories	88	\$44.90	\$71,702
Household Operations			
Child Care	86	\$361.15	\$576,749
Lawn and Garden (16)	52	\$208.42	\$332,848
Moving/Storage/Freight Express	113	\$70.32	\$112,297
Housekeeping Supplies (17)	76	\$513.56	\$820,155
Insurance			
Owners and Renters Insurance	53	\$246.03	\$392,915
Vehicle Insurance	81	\$909.79	\$1,452,929
Life/Other Insurance	54	\$222.68	\$355,621
Health Insurance	65	\$1,534.38	\$2,450,400
Personal Care Products (18)	86	\$364.87	\$582,690
School Books and Supplies (19)	89	\$158.98	\$253,885
Smoking Products	89	\$410.74	\$655,959
Transportation			
Vehicle Purchases (Net Outlay) (20)	79	\$2,701.82	\$4,314,809
Gasoline and Motor Oil	82	\$2,415.49	\$3,857,536
Vehicle Maintenance and Repairs	78	\$805.99	\$1,287,165
Travel			
Airline Fares	74	\$321.36	\$513,216
Lodging on Trips	61	\$245.88	\$392,668
Auto/Truck/Van Rental on Trips	69	\$22.16	\$35,397
Food and Drink on Trips	67	\$279.98	\$447,125

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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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (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, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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