

Retail Goods and Services Expenditure Report

Sample St. Louis Drive Time Summary Report
 -90.5151002786 38.6262112529626
 Drive Time: 3 minutes

Prepared By Business Analyst Desktop

Latitude: 38.626211

Longitude: -90.5151

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Laptops and Lattes	28.9%	Population	5,723	5,654
Exurbanites	23.6%	Households	2,384	2,368
Urban Chic	20.9%	Families	1,588	1,551
Prosperous Empty Nesters	12.7%	Median Age	46.9	47.4
Top Rung	6.3%	Median Household Income	\$86,515	\$100,918
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		118	\$2,829.78	\$6,745,277
Men's		112	\$514.80	\$1,227,120
Women's		107	\$887.75	\$2,116,111
Children's		114	\$458.48	\$1,092,875
Footwear		80	\$331.83	\$790,964
Watches & Jewelry		185	\$358.66	\$854,924
Apparel Products and Services (1)		297	\$278.26	\$663,283
Computer				
Computers and Hardware for Home Use		170	\$325.74	\$776,458
Software and Accessories for Home Use		174	\$49.49	\$117,969
Entertainment & Recreation		173	\$5,575.36	\$13,289,852
Fees and Admissions		190	\$1,175.08	\$2,801,020
Membership Fees for Clubs (2)		197	\$322.23	\$768,093
Fees for Participant Sports, excl. Trips		185	\$196.90	\$469,351
Admission to Movie/Theatre/Opera/Ballet		181	\$274.74	\$654,888
Admission to Sporting Events, excl. Trips		179	\$106.32	\$253,422
Fees for Recreational Lessons		200	\$273.54	\$652,033
Dating Services		176	\$1.36	\$3,233
TV/Video/Audio		159	\$1,970.32	\$4,696,605
Community Antenna or Cable TV		154	\$1,109.87	\$2,645,578
Televisions		174	\$337.45	\$804,381
VCRs, Video Cameras, and DVD Players		166	\$33.72	\$80,379
Video Cassettes and DVDs		157	\$82.46	\$196,548
Video and Computer Game Hardware and Software		158	\$87.95	\$209,653
Satellite Dishes		172	\$2.17	\$5,181
Rental of Video Cassettes and DVDs		159	\$65.49	\$156,097
Streaming/Downloaded Video		184	\$2.58	\$6,142
Audio (3)		160	\$234.97	\$560,104
Rental and Repair of TV/Radio/Sound Equipment		180	\$13.65	\$32,541
Pets		203	\$872.36	\$2,079,430
Toys and Games (4)		157	\$228.59	\$544,877
Recreational Vehicles and Fees (5)		185	\$596.30	\$1,421,384
Sports/Recreation/Exercise Equipment (6)		135	\$245.38	\$584,900
Photo Equipment and Supplies (7)		172	\$178.25	\$424,890
Reading (8)		175	\$271.15	\$646,340
Catered Affairs (9)		154	\$37.93	\$90,406
Food		160	\$12,327.02	\$29,383,631
Food at Home		158	\$7,070.53	\$16,853,853
Bakery and Cereal Products		157	\$937.97	\$2,235,820
Meats, Poultry, Fish, and Eggs		157	\$1,625.50	\$3,874,674
Dairy Products		157	\$778.54	\$1,855,797
Fruits and Vegetables		164	\$1,285.36	\$3,063,875
Snacks and Other Food at Home (10)		157	\$2,443.15	\$5,823,687
Food Away from Home		163	\$5,256.49	\$12,529,778
Alcoholic Beverages		170	\$972.44	\$2,317,989
Nonalcoholic Beverages at Home		156	\$681.66	\$1,624,849

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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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	201	\$3,501.26	\$8,345,862
Vehicle Loans	150	\$7,370.59	\$17,569,111
Health			
Nonprescription Drugs	151	\$155.59	\$370,875
Prescription Drugs	145	\$724.13	\$1,726,095
Eyeglasses and Contact Lenses	165	\$126.89	\$302,474
Home			
Mortgage Payment and Basics (11)	182	\$17,022.40	\$40,575,908
Maintenance and Remodeling Services	196	\$3,881.13	\$9,251,373
Maintenance and Remodeling Materials (12)	170	\$632.39	\$1,507,406
Utilities, Fuel, and Public Services	153	\$6,943.97	\$16,552,193
Household Furnishings and Equipment			
Household Textiles (13)	174	\$231.73	\$552,381
Furniture	181	\$1,086.28	\$2,589,343
Floor Coverings	186	\$139.59	\$332,739
Major Appliances (14)	166	\$502.07	\$1,196,784
Housewares (15)	152	\$130.55	\$311,186
Small Appliances	163	\$53.35	\$127,158
Luggage	183	\$16.94	\$40,382
Telephones and Accessories	109	\$46.59	\$111,063
Household Operations			
Child Care	169	\$781.34	\$1,862,456
Lawn and Garden (16)	179	\$750.39	\$1,788,699
Moving/Storage/Freight Express	192	\$116.62	\$277,982
Housekeeping Supplies (17)	157	\$1,100.69	\$2,623,686
Insurance			
Owners and Renters Insurance	160	\$740.83	\$1,765,910
Vehicle Insurance	160	\$1,862.88	\$4,440,498
Life/Other Insurance	167	\$697.39	\$1,662,346
Health Insurance	155	\$2,995.30	\$7,139,835
Personal Care Products (18)	161	\$640.44	\$1,526,598
School Books and Supplies (19)	150	\$160.06	\$381,520
Smoking Products	135	\$575.65	\$1,372,166
Transportation			
Vehicle Purchases (Net Outlay) (20)	159	\$6,998.90	\$16,683,107
Gasoline and Motor Oil	149	\$4,262.45	\$10,160,307
Vehicle Maintenance and Repairs	165	\$1,550.75	\$3,696,483
Travel			
Airline Fares	199	\$912.72	\$2,175,620
Lodging on Trips	191	\$832.47	\$1,984,331
Auto/Truck/Van Rental on Trips	201	\$74.14	\$176,720
Food and Drink on Trips	183	\$798.03	\$1,902,242

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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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