



Retail Goods and Services Expenditures

Trade area
Area: 93.8 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Up and Coming Families (7A)	56.9%	Population	157,916	183,568
Young and Restless (11B)	7.9%	Households	52,747	61,005
Workday Drive (4A)	7.4%	Families	39,535	46,146
Boomburbs (1C)	6.0%	Median Age	33.2	32.9
In Style (5B)	3.5%	Median Household Income	\$94,222	\$106,484
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		110	\$2,661.54	\$140,388,381
Men's		111	\$514.69	\$27,148,354
Women's		107	\$899.49	\$47,445,488
Children's		126	\$445.49	\$23,498,429
Footwear		108	\$614.50	\$32,412,976
Watches & Jewelry		104	\$152.69	\$8,054,141
Apparel Products and Services (1)		95	\$56.77	\$2,994,297
Computer				
Computers and Hardware for Home Use		114	\$217.16	\$11,454,529
Portable Memory		110	\$5.44	\$287,054
Computer Software		107	\$11.67	\$615,781
Computer Accessories		119	\$24.29	\$1,281,018
Entertainment & Recreation		108	\$3,954.96	\$208,612,389
Fees and Admissions		113	\$951.17	\$50,171,542
Membership Fees for Clubs (2)		108	\$304.12	\$16,041,357
Fees for Participant Sports, excl. Trips		121	\$158.00	\$8,334,289
Tickets to Theatre/Operas/Concerts		101	\$92.91	\$4,900,854
Tickets to Movies		130	\$82.02	\$4,326,329
Tickets to Parks or Museums		124	\$47.82	\$2,522,183
Admission to Sporting Events, excl. Trips		109	\$79.75	\$4,206,810
Fees for Recreational Lessons		116	\$185.49	\$9,783,999
Dating Services		77	\$1.06	\$55,721
TV/Video/Audio		107	\$1,427.92	\$75,318,537
Cable and Satellite Television Services		100	\$921.03	\$48,581,375
Televisions		123	\$156.37	\$8,248,258
Satellite Dishes		128	\$2.29	\$120,930
VCRs, Video Cameras, and DVD Players		116	\$6.45	\$340,046
Miscellaneous Video Equipment		105	\$18.57	\$979,376
Video Cassettes and DVDs		127	\$11.04	\$582,420
Video Game Hardware/Accessories		119	\$39.00	\$2,056,895
Video Game Software		121	\$22.06	\$1,163,623
Rental/Streaming/Downloaded Video		127	\$101.12	\$5,334,000
Installation of Televisions		117	\$0.98	\$51,795
Audio (3)		120	\$146.28	\$7,715,992
Rental and Repair of TV/Radio/Sound Equipment		81	\$2.73	\$143,828
Pets		101	\$834.49	\$44,016,583
Toys/Games/Crafts/Hobbies (4)		121	\$159.63	\$8,419,984
Recreational Vehicles and Fees (5)		98	\$125.99	\$6,645,676
Sports/Recreation/Exercise Equipment (6)		120	\$245.36	\$12,942,226
Photo Equipment and Supplies (7)		120	\$62.70	\$3,306,991
Reading (8)		100	\$117.22	\$6,182,984
Catered Affairs (9)		92	\$30.74	\$1,621,663
Food		109	\$11,435.55	\$603,190,965
Food at Home		107	\$6,629.77	\$349,700,278
Bakery and Cereal Products		106	\$844.53	\$44,546,460
Meats, Poultry, Fish, and Eggs		105	\$1,406.25	\$74,175,563
Dairy Products		106	\$657.28	\$34,669,350
Fruits and Vegetables		106	\$1,279.69	\$67,499,798
Snacks and Other Food at Home (10)		109	\$2,442.02	\$128,809,107
Food Away from Home		111	\$4,805.78	\$253,490,688
Alcoholic Beverages		102	\$725.12	\$38,247,707

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	104	\$32,298.55	\$1,703,651,795
Value of Retirement Plans	102	\$116,549.59	\$6,147,641,094
Value of Other Financial Assets	84	\$8,166.97	\$430,782,909
Vehicle Loan Amount excluding Interest	123	\$3,998.85	\$210,927,567
Value of Credit Card Debt	106	\$3,352.68	\$176,843,979
Health			
Nonprescription Drugs	103	\$180.82	\$9,537,965
Prescription Drugs	101	\$384.79	\$20,296,724
Eyeglasses and Contact Lenses	105	\$115.98	\$6,117,723
Home			
Mortgage Payment and Basics (11)	114	\$13,784.75	\$727,104,302
Maintenance and Remodeling Services	108	\$3,540.96	\$186,775,065
Maintenance and Remodeling Materials (12)	113	\$790.11	\$41,675,873
Utilities, Fuel, and Public Services	109	\$6,152.88	\$324,546,178
Household Furnishings and Equipment			
Household Textiles (13)	111	\$127.81	\$6,741,659
Furniture	115	\$832.37	\$43,905,077
Rugs	108	\$38.52	\$2,031,733
Major Appliances (14)	116	\$497.69	\$26,251,593
Housewares (15)	112	\$112.07	\$5,911,106
Small Appliances	111	\$66.32	\$3,498,029
Luggage	119	\$22.63	\$1,193,748
Telephones and Accessories	103	\$116.61	\$6,150,668
Household Operations			
Child Care	124	\$750.05	\$39,563,015
Lawn and Garden (16)	104	\$593.02	\$31,280,044
Moving/Storage/Freight Express	118	\$95.21	\$5,021,923
Housekeeping Supplies (17)	109	\$966.23	\$50,965,977
Insurance			
Owners and Renters Insurance	111	\$789.79	\$41,658,892
Vehicle Insurance	115	\$2,445.23	\$128,978,455
Life/Other Insurance	105	\$721.11	\$38,036,545
Health Insurance	106	\$4,976.85	\$262,514,139
Personal Care Products (18)	112	\$630.71	\$33,267,967
School Books and Supplies (19)	116	\$171.87	\$9,065,383
Smoking Products	95	\$412.61	\$21,763,759
Transportation			
Payments on Vehicles excluding Leases	122	\$3,603.43	\$190,070,312
Gasoline and Motor Oil	113	\$3,088.77	\$162,923,238
Vehicle Maintenance and Repairs	113	\$1,424.12	\$75,117,895
Travel			
Airline Fares	111	\$791.15	\$41,730,963
Lodging on Trips	108	\$873.40	\$46,069,159
Auto/Truck Rental on Trips	114	\$71.02	\$3,746,259
Food and Drink on Trips	110	\$744.68	\$39,279,810

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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