



# Retail Goods and Services Expenditures

Parker Square \_2  
2988 GARNETT AVE  
WICHITA FALLS, TX 76308

Site Type: Rings

Latitude: 33.88272  
Longitude: -98.52687  
Radius: 1 Miles

Top Tapestry Segments:		Demographic Summary		2009	2014
Home Town	33.1%	Population		8,428	8,208
Metropolitans	27.3%	Households		3,383	3,290
Rustbelt Retirees	15.8%	Families		1,978	1,892
College Towns	12.1%	Median Age		33.0	34.0
Heartland Communities	5.5%	Median Household Income		\$43,999	\$47,248

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	63	\$1,570.95	\$5,314,519
Men's	59	\$286.31	\$968,589
Women's	56	\$486.72	\$1,646,570
Children's	68	\$278.87	\$943,420
Footwear	44	\$189.14	\$639,848
Watches & Jewelry	87	\$185.91	\$628,950
Apparel Products and Services <sup>1</sup>	142	\$144.00	\$487,142
<b>Computer</b>			
Computers and Hardware for Home Use	90	\$180.64	\$611,122
Software and Accessories for Home Use	86	\$24.55	\$83,050
<b>Entertainment &amp; Recreation</b>	88	\$2,860.01	\$9,675,405
<b>Fees and Admissions</b>	83	\$515.66	\$1,744,470
Membership Fees for Clubs <sup>2</sup>	84	\$144.11	\$487,508
Fees for Participant Sports, excl. Trips	84	\$92.97	\$314,517
Admission to Movie/Theatre/Opera/Ballet	86	\$130.42	\$441,217
Admission to Sporting Events, excl. Trips	83	\$48.55	\$164,235
Fees for Recreational Lessons	76	\$98.98	\$334,859
Dating Services	80	\$0.63	\$2,134
<b>TV/Video/Sound Equipment</b>	92	\$1,112.44	\$3,763,384
Community Antenna or Cable TV	94	\$682.64	\$2,309,378
Televisions	86	\$139.65	\$472,428
VCRs, Video Cameras, and DVD Players	91	\$22.85	\$77,289
Video Cassettes and DVDs	95	\$56.32	\$190,522
Video Game Hardware and Software	94	\$41.13	\$139,143
Satellite Dishes	85	\$0.97	\$3,282
Rental of Video Cassettes and DVDs	93	\$40.87	\$138,249
Streaming/Downloaded Video	89	\$0.95	\$3,216
Sound Equipment <sup>3</sup>	83	\$121.06	\$409,536
Rental and Repair of TV/Radio/Sound Equipment	89	\$6.01	\$20,342
Pets	103	\$449.62	\$1,521,074
Toys and Games <sup>4</sup>	92	\$119.53	\$404,377
Recreational Vehicles and Fees <sup>5</sup>	80	\$285.15	\$964,667
Sports/Recreation/Exercise Equipment <sup>6</sup>	67	\$132.64	\$448,712
Photo Equipment and Supplies <sup>7</sup>	86	\$100.96	\$341,537
Reading <sup>8</sup>	89	\$144.01	\$487,186
<b>Food</b>	90	\$7,124.79	\$24,103,160
<b>Food at Home</b>	90	\$4,125.59	\$13,956,866
Bakery and Cereal Products	91	\$556.06	\$1,881,152
Meat, Poultry, Fish, and Eggs	91	\$971.41	\$3,286,279
Dairy Products	91	\$463.83	\$1,569,131
Fruit and Vegetables	88	\$690.00	\$2,334,279
Snacks and Other Food at Home <sup>9</sup>	91	\$1,444.29	\$4,886,025
<b>Food Away from Home</b>	90	\$2,999.20	\$10,146,295
Alcoholic Beverages	93	\$532.92	\$1,802,867
Nonalcoholic Beverages at Home	91	\$412.46	\$1,395,344



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	76	\$1,087.51	\$3,679,061
Vehicle Loans	90	\$4,804.81	\$16,254,681
<b>Health</b>			
Nonprescription Drugs	91	\$94.90	\$321,030
Prescription Drugs	96	\$527.69	\$1,785,166
Eyeglasses and Contact Lenses	89	\$67.18	\$227,284
<b>Home</b>			
Mortgage Payment and Basics <sup>10</sup>	79	\$7,280.91	\$24,631,309
Maintenance and Remodeling Services	77	\$1,630.43	\$5,515,736
Maintenance and Remodeling Materials <sup>11</sup>	80	\$332.26	\$1,124,042
Utilities, Fuel, and Public Services	93	\$4,208.80	\$14,238,368
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>12</sup>	86	\$119.73	\$405,030
Furniture	84	\$537.07	\$1,816,902
Floor Coverings	86	\$75.08	\$253,984
Major Appliances <sup>13</sup>	85	\$258.22	\$873,574
Housewares <sup>14</sup>	72	\$67.40	\$227,998
Small Appliances	90	\$30.86	\$104,408
Luggage	83	\$8.34	\$28,223
Telephones and Accessories	56	\$25.04	\$84,706
<b>Household Operations</b>			
Child Care	87	\$383.55	\$1,297,539
Lawn and Garden <sup>15</sup>	87	\$358.50	\$1,212,801
Moving/Storage/Freight Express	83	\$44.35	\$150,043
Housekeeping Supplies <sup>16</sup>	90	\$652.50	\$2,207,407
<b>Insurance</b>			
Owners and Renters Insurance	88	\$415.15	\$1,404,452
Vehicle Insurance	90	\$1,111.65	\$3,760,719
Life/Other Insurance	88	\$427.22	\$1,445,289
Health Insurance	92	\$1,771.96	\$5,994,524
Personal Care Products <sup>17</sup>	90	\$353.14	\$1,194,670
School Books and Supplies <sup>18</sup>	108	\$121.27	\$410,251
Smoking Products	104	\$460.43	\$1,557,624
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>19</sup>	87	\$4,172.94	\$14,117,072
Gasoline and Motor Oil	92	\$2,532.91	\$8,568,818
Vehicle Maintenance and Repairs	89	\$831.15	\$2,811,789
<b>Travel</b>			
Airline Fares	79	\$336.22	\$1,137,417
Lodging on Trips	82	\$345.87	\$1,170,062
Auto/Truck/Van Rental on Trips	79	\$29.23	\$98,893
Food and Drink on Trips	83	\$370.38	\$1,252,993

**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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- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**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.
- <sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>11</sup>**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.
- <sup>12</sup>**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.
- <sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>16</sup>**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.
- <sup>17</sup>**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.
- <sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



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Parker Square \_2  
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Radius: 3 Miles

Top Tapestry Segments:		Demographic Summary	2009	2014
Home Town	15.5%	Population	57,109	56,063
Rustbelt Retirees	9.1%	Households	23,986	23,630
Rustbelt Traditions	8.0%	Families	14,713	14,310
Inner City Tenants	7.4%	Median Age	36.7	37.2
Old and Newcomers	6.4%	Median Household Income	\$43,156	\$46,637

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	58	\$1,441.05	\$34,565,111
Men's	54	\$262.34	\$6,292,489
Women's	51	\$444.85	\$10,670,161
Children's	62	\$255.11	\$6,119,037
Footwear	40	\$172.94	\$4,148,133
Watches & Jewelry	79	\$169.84	\$4,073,738
Apparel Products and Services <sup>1</sup>	134	\$135.98	\$3,261,553
<b>Computer</b>			
Computers and Hardware for Home Use	82	\$163.35	\$3,918,118
Software and Accessories for Home Use	80	\$22.67	\$543,828
<b>Entertainment &amp; Recreation</b>	80	\$2,606.18	\$62,511,908
<b>Fees and Admissions</b>	77	\$481.98	\$11,560,706
Membership Fees for Clubs <sup>2</sup>	78	\$133.60	\$3,204,602
Fees for Participant Sports, excl. Trips	78	\$86.70	\$2,079,547
Admission to Movie/Theatre/Opera/Ballet	80	\$121.72	\$2,919,531
Admission to Sporting Events, excl. Trips	77	\$44.87	\$1,076,200
Fees for Recreational Lessons	72	\$94.48	\$2,266,100
Dating Services	77	\$0.61	\$14,726
<b>TV/Video/Sound Equipment</b>	83	\$1,010.30	\$24,233,112
Community Antenna or Cable TV	85	\$616.72	\$14,792,545
Televisions	79	\$128.89	\$3,091,442
VCRs, Video Cameras, and DVD Players	83	\$20.97	\$503,080
Video Cassettes and DVDs	85	\$50.76	\$1,217,496
Video Game Hardware and Software	85	\$37.14	\$890,899
Satellite Dishes	75	\$0.86	\$20,690
Rental of Video Cassettes and DVDs	84	\$37.07	\$889,218
Streaming/Downloaded Video	83	\$0.89	\$21,314
Sound Equipment <sup>3</sup>	76	\$111.43	\$2,672,718
Rental and Repair of TV/Radio/Sound Equipment	82	\$5.57	\$133,711
Pets	93	\$408.32	\$9,794,075
Toys and Games <sup>4</sup>	83	\$108.13	\$2,593,644
Recreational Vehicles and Fees <sup>5</sup>	72	\$253.51	\$6,080,600
Sports/Recreation/Exercise Equipment <sup>6</sup>	60	\$119.71	\$2,871,286
Photo Equipment and Supplies <sup>7</sup>	79	\$91.94	\$2,205,218
Reading <sup>8</sup>	81	\$132.30	\$3,173,265
<b>Food</b>	83	\$6,530.26	\$156,634,836
<b>Food at Home</b>	83	\$3,786.31	\$90,818,410
Bakery and Cereal Products	83	\$508.75	\$12,202,915
Meat, Poultry, Fish, and Eggs	83	\$892.71	\$21,412,491
Dairy Products	83	\$424.26	\$10,176,190
Fruit and Vegetables	82	\$641.30	\$15,382,284
Snacks and Other Food at Home <sup>9</sup>	83	\$1,319.29	\$31,644,531
<b>Food Away from Home</b>	82	\$2,743.95	\$65,816,427
Alcoholic Beverages	85	\$485.38	\$11,642,220
Nonalcoholic Beverages at Home	84	\$376.97	\$9,042,114



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	70	\$1,008.91	\$24,199,627
Vehicle Loans	81	\$4,334.38	\$103,964,351
<b>Health</b>			
Nonprescription Drugs	82	\$85.62	\$2,053,570
Prescription Drugs	86	\$475.12	\$11,396,293
Eyeglasses and Contact Lenses	81	\$61.49	\$1,474,802
<b>Home</b>			
Mortgage Payment and Basics <sup>10</sup>	74	\$6,770.32	\$162,392,798
Maintenance and Remodeling Services	72	\$1,526.63	\$36,617,628
Maintenance and Remodeling Materials <sup>11</sup>	73	\$301.47	\$7,231,166
Utilities, Fuel, and Public Services	84	\$3,804.92	\$91,264,825
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>12</sup>	80	\$110.18	\$2,642,808
Furniture	78	\$499.52	\$11,981,487
Floor Coverings	79	\$69.14	\$1,658,342
Major Appliances <sup>13</sup>	78	\$235.49	\$5,648,546
Housewares <sup>14</sup>	66	\$61.93	\$1,485,350
Small Appliances	82	\$28.13	\$674,767
Luggage	77	\$7.80	\$187,082
Telephones and Accessories	50	\$22.51	\$539,935
<b>Household Operations</b>			
Child Care	80	\$351.85	\$8,439,511
Lawn and Garden <sup>15</sup>	78	\$323.68	\$7,763,708
Moving/Storage/Freight Express	78	\$41.98	\$1,006,920
Housekeeping Supplies <sup>16</sup>	82	\$596.55	\$14,308,860
<b>Insurance</b>			
Owners and Renters Insurance	79	\$375.27	\$9,001,158
Vehicle Insurance	82	\$1,016.27	\$24,376,142
Life/Other Insurance	80	\$385.89	\$9,255,895
Health Insurance	84	\$1,609.29	\$38,600,499
Personal Care Products <sup>17</sup>	82	\$323.87	\$7,768,356
School Books and Supplies <sup>18</sup>	92	\$103.53	\$2,483,165
Smoking Products	91	\$404.58	\$9,704,367
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>19</sup>	80	\$3,807.69	\$91,331,173
Gasoline and Motor Oil	83	\$2,281.13	\$54,715,126
Vehicle Maintenance and Repairs	81	\$760.31	\$18,236,911
<b>Travel</b>			
Airline Fares	75	\$320.61	\$7,690,163
Lodging on Trips	76	\$321.38	\$7,708,519
Auto/Truck/Van Rental on Trips	75	\$27.93	\$669,999
Food and Drink on Trips	77	\$343.89	\$8,248,469

**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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<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

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<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**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.

<sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>11</sup>**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.

<sup>12</sup>**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.

<sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>16</sup>**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.

<sup>17</sup>**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.

<sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



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Top Tapestry Segments:		Demographic Summary	2009	2014
Home Town	14.8%	Population	85,124	83,677
Rustbelt Traditions	9.2%	Households	34,962	34,508
Milk and Cookies	8.4%	Families	22,263	21,713
Rustbelt Retirees	7.0%	Median Age	36.2	36.6
Great Expectations	5.9%	Median Household Income	\$42,283	\$46,179

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	55	\$1,374.38	\$48,051,144
Men's	52	\$249.68	\$8,729,481
Women's	49	\$422.79	\$14,781,650
Children's	60	\$246.07	\$8,603,028
Footwear	39	\$165.50	\$5,786,304
Watches & Jewelry	76	\$162.45	\$5,679,541
Apparel Products and Services <sup>1</sup>	126	\$127.89	\$4,471,138
<b>Computer</b>			
Computers and Hardware for Home Use	78	\$155.42	\$5,433,650
Software and Accessories for Home Use	76	\$21.56	\$753,634
<b>Entertainment &amp; Recreation</b>	77	\$2,493.00	\$87,160,437
<b>Fees and Admissions</b>	74	\$458.49	\$16,029,621
Membership Fees for Clubs <sup>2</sup>	74	\$126.94	\$4,437,917
Fees for Participant Sports, excl. Trips	75	\$82.76	\$2,893,587
Admission to Movie/Theatre/Opera/Ballet	76	\$115.31	\$4,031,505
Admission to Sporting Events, excl. Trips	73	\$42.72	\$1,493,619
Fees for Recreational Lessons	69	\$90.20	\$3,153,448
Dating Services	71	\$0.56	\$19,545
<b>TV/Video/Sound Equipment</b>	79	\$965.29	\$33,748,512
Community Antenna or Cable TV	81	\$589.40	\$20,606,776
Televisions	76	\$123.73	\$4,325,915
VCRs, Video Cameras, and DVD Players	79	\$20.00	\$699,107
Video Cassettes and DVDs	81	\$48.25	\$1,687,060
Video Game Hardware and Software	80	\$35.35	\$1,236,008
Satellite Dishes	74	\$0.84	\$29,424
Rental of Video Cassettes and DVDs	80	\$35.34	\$1,235,582
Streaming/Downloaded Video	79	\$0.84	\$29,413
Sound Equipment <sup>3</sup>	73	\$106.24	\$3,714,222
Rental and Repair of TV/Radio/Sound Equipment	78	\$5.29	\$185,004
Pets	90	\$392.81	\$13,733,310
Toys and Games <sup>4</sup>	80	\$103.81	\$3,629,544
Recreational Vehicles and Fees <sup>5</sup>	69	\$245.37	\$8,578,653
Sports/Recreation/Exercise Equipment <sup>6</sup>	58	\$114.54	\$4,004,572
Photo Equipment and Supplies <sup>7</sup>	75	\$87.89	\$3,072,693
Reading <sup>8</sup>	77	\$124.81	\$4,363,532
<b>Food</b>	79	\$6,237.37	\$218,071,090
<b>Food at Home</b>	79	\$3,617.14	\$126,462,369
Bakery and Cereal Products	79	\$485.21	\$16,963,738
Meat, Poultry, Fish, and Eggs	80	\$854.27	\$29,866,858
Dairy Products	79	\$404.95	\$14,157,872
Fruit and Vegetables	78	\$610.82	\$21,355,401
Snacks and Other Food at Home <sup>9</sup>	80	\$1,261.90	\$44,118,501
<b>Food Away from Home</b>	79	\$2,620.24	\$91,608,721
Alcoholic Beverages	80	\$457.90	\$16,009,242
Nonalcoholic Beverages at Home	80	\$361.35	\$12,633,555



# Retail Goods and Services Expenditures

Parker Square \_2  
2988 GARNETT AVE  
WICHITA FALLS, TX 76308

Site Type: Rings

Latitude: 33.88272  
Longitude: -98.52687  
Radius: 5 Miles

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	67	\$961.66	\$33,621,653
Vehicle Loans	79	\$4,206.47	\$147,066,741
<b>Health</b>			
Nonprescription Drugs	79	\$82.60	\$2,887,805
Prescription Drugs	83	\$455.13	\$15,912,414
Eyeglasses and Contact Lenses	78	\$58.84	\$2,057,325
<b>Home</b>			
Mortgage Payment and Basics <sup>10</sup>	72	\$6,576.32	\$229,921,230
Maintenance and Remodeling Services	69	\$1,469.03	\$51,360,313
Maintenance and Remodeling Materials <sup>11</sup>	71	\$294.29	\$10,289,073
Utilities, Fuel, and Public Services	81	\$3,655.83	\$127,815,079
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>12</sup>	76	\$105.36	\$3,683,648
Furniture	75	\$481.08	\$16,819,558
Floor Coverings	76	\$66.19	\$2,313,976
Major Appliances <sup>13</sup>	75	\$226.96	\$7,935,006
Housewares <sup>14</sup>	63	\$59.24	\$2,071,035
Small Appliances	78	\$26.76	\$935,546
Luggage	74	\$7.46	\$260,836
Telephones and Accessories	48	\$21.53	\$752,569
<b>Household Operations</b>			
Child Care	77	\$341.20	\$11,929,003
Lawn and Garden <sup>15</sup>	75	\$311.47	\$10,889,662
Moving/Storage/Freight Express	74	\$39.72	\$1,388,556
Housekeeping Supplies <sup>16</sup>	79	\$573.39	\$20,047,001
<b>Insurance</b>			
Owners and Renters Insurance	77	\$365.37	\$12,774,068
Vehicle Insurance	79	\$973.45	\$34,033,916
Life/Other Insurance	77	\$372.00	\$13,005,979
Health Insurance	80	\$1,535.38	\$53,680,063
Personal Care Products <sup>17</sup>	79	\$311.11	\$10,877,086
School Books and Supplies <sup>18</sup>	86	\$96.83	\$3,385,468
Smoking Products	87	\$383.96	\$13,424,082
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>19</sup>	77	\$3,670.87	\$128,340,798
Gasoline and Motor Oil	80	\$2,198.08	\$76,849,330
Vehicle Maintenance and Repairs	78	\$726.55	\$25,401,716
<b>Travel</b>			
Airline Fares	71	\$303.65	\$10,616,096
Lodging on Trips	73	\$305.96	\$10,696,816
Auto/Truck/Van Rental on Trips	71	\$26.51	\$926,681
Food and Drink on Trips	74	\$327.75	\$11,458,706

**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.



# Retail Goods and Services Expenditures

Parker Square \_2  
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Site Type: Rings

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Radius: 5 Miles

- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**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.
- <sup>10</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>11</sup>**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.
- <sup>12</sup>**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.
- <sup>13</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>14</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>15</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>16</sup>**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.
- <sup>17</sup>**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.
- <sup>18</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>19</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.