



Retail Goods and Services Expenditures

Prepared by STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 1 miles

Top Tapestry Segments:

Top Rung	47.3%
Retirement Communities	18.9%
Urban Chic	15.4%
Metro Renters	13.4%
Laptops and Lattes	5.1%

Demographic Summary

	2009	2014
Population	11,611	11,697
Households	5,121	5,121
Families	2,817	2,772
Median Age	42.7	45.0
Median Household Income	\$96,638	\$96,522

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	158	\$3,964.02	\$20,299,727
Men's	153	\$737.21	\$3,775,231
Women's	145	\$1,255.18	\$6,427,772
Children's	155	\$637.55	\$3,264,911
Footwear	104	\$447.22	\$2,290,197
Watches & Jewelry	233	\$497.46	\$2,547,508
Apparel Products and Services ¹	384	\$389.40	\$1,994,103
Computer			
Computers and Hardware for Home Use	222	\$442.64	\$2,266,779
Software and Accessories for Home Use	226	\$64.40	\$329,817
Entertainment & Recreation	225	\$7,304.36	\$37,405,624
Fees and Admissions	255	\$1,591.58	\$8,150,480
Membership Fees for Clubs ²	263	\$448.69	\$2,297,756
Fees for Participant Sports, excl. Trips	244	\$269.87	\$1,382,025
Admission to Movie/Theatre/Opera/Ballet	238	\$361.44	\$1,850,920
Admission to Sporting Events, excl. Trips	263	\$153.58	\$786,497
Fees for Recreational Lessons	273	\$356.10	\$1,823,609
Dating Services	239	\$1.89	\$9,673
TV/Video/Sound Equipment	212	\$2,575.08	\$13,186,966
Community Antenna or Cable TV	207	\$1,499.08	\$7,676,812
Televisions	233	\$378.60	\$1,938,791
VCRs, Video Cameras, and DVD Players	211	\$53.15	\$272,167
Video Cassettes and DVDs	203	\$120.81	\$618,667
Video Game Hardware and Software	209	\$91.83	\$470,250
Satellite Dishes	190	\$2.17	\$11,116
Rental of Video Cassettes and DVDs	206	\$90.84	\$465,203
Streaming/Downloaded Video	250	\$2.67	\$13,649
Sound Equipment ³	220	\$320.88	\$1,643,208
Rental and Repair of TV/Radio/Sound Equipment	222	\$15.06	\$77,104
Pets	249	\$1,090.42	\$5,584,061
Toys and Games ⁴	207	\$269.79	\$1,381,594
Recreational Vehicles and Fees ⁵	225	\$796.41	\$4,078,435
Sports/Recreation/Exercise Equipment ⁶	170	\$337.58	\$1,728,743
Photo Equipment and Supplies ⁷	224	\$261.82	\$1,340,776
Reading ⁸	235	\$381.68	\$1,954,566
Food	212	\$16,692.51	\$85,482,324
Food at Home	209	\$9,542.01	\$48,864,649
Bakery and Cereal Products	210	\$1,281.37	\$6,561,920
Meat, Poultry, Fish, and Eggs	207	\$2,217.00	\$11,353,233
Dairy Products	208	\$1,065.18	\$5,454,798
Fruit and Vegetables	218	\$1,709.85	\$8,756,166
Snacks and Other Food at Home ⁹	207	\$3,268.61	\$16,738,532
Food Away from Home	215	\$7,150.49	\$36,617,675
Alcoholic Beverages	225	\$1,289.87	\$6,605,417
Nonalcoholic Beverages at Home	204	\$921.34	\$4,718,174



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	277	\$3,984.53	\$20,404,790
Vehicle Loans	194	\$10,383.92	\$53,176,056
Health			
Nonprescription Drugs	195	\$203.88	\$1,044,062
Prescription Drugs	199	\$1,095.41	\$5,609,611
Eyeglasses and Contact Lenses	216	\$163.25	\$835,998
Home			
Mortgage Payment and Basics ¹⁰	236	\$21,645.77	\$110,847,963
Maintenance and Remodeling Services	265	\$5,616.02	\$28,759,644
Maintenance and Remodeling Materials ¹¹	219	\$907.74	\$4,648,527
Utilities, Fuel, and Public Services	205	\$9,229.39	\$47,263,696
Household Furnishings and Equipment			
Household Textiles ¹²	227	\$314.77	\$1,611,934
Furniture	233	\$1,491.93	\$7,640,176
Floor Coverings	243	\$212.10	\$1,086,159
Major Appliances ¹³	220	\$667.33	\$3,417,414
Housewares ¹⁴	183	\$172.22	\$881,922
Small Appliances	219	\$75.13	\$384,723
Luggage	239	\$24.06	\$123,211
Telephones and Accessories	119	\$53.60	\$274,497
Household Operations			
Child Care	215	\$949.89	\$4,864,372
Lawn and Garden ¹⁵	226	\$933.66	\$4,781,259
Moving/Storage/Freight Express	240	\$128.76	\$659,397
Housekeeping Supplies ¹⁶	209	\$1,520.20	\$7,784,941
Insurance			
Owners and Renters Insurance	210	\$993.26	\$5,086,478
Vehicle Insurance	212	\$2,616.11	\$13,397,103
Life/Other Insurance	225	\$1,085.46	\$5,558,637
Health Insurance	211	\$4,053.54	\$20,758,191
Personal Care Products ¹⁷	210	\$825.09	\$4,225,287
School Books and Supplies ¹⁸	209	\$236.02	\$1,208,675
Smoking Products	182	\$804.09	\$4,117,733
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	213	\$10,181.53	\$52,139,592
Gasoline and Motor Oil	196	\$5,380.29	\$27,552,463
Vehicle Maintenance and Repairs	216	\$2,024.90	\$10,369,508
Travel			
Airline Fares	258	\$1,098.49	\$5,625,356
Lodging on Trips	249	\$1,050.67	\$5,380,490
Auto/Truck/Van Rental on Trips	260	\$96.81	\$495,759
Food and Drink on Trips	240	\$1,065.15	\$5,454,651

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.



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Top Tapestry Segments:

Top Rung	22.1%
Metro Renters	17.1%
Young and Restless	13.3%
Laptops and Lattes	7.2%
NeWest Residents	6.1%

Demographic Summary

	2009	2014
Population	122,674	123,783
Households	53,325	53,376
Families	25,603	25,165
Median Age	35.6	35.9
Median Household Income	\$70,124	\$71,929

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	121	\$3,034.27	\$161,802,641
Men's	116	\$559.47	\$29,833,827
Women's	107	\$924.48	\$49,298,118
Children's	126	\$517.59	\$27,600,625
Footwear	83	\$355.09	\$18,935,235
Watches & Jewelry	170	\$364.34	\$19,428,604
Apparel Products and Services ¹	309	\$313.29	\$16,706,232
Computer			
Computers and Hardware for Home Use	171	\$341.49	\$18,210,026
Software and Accessories for Home Use	173	\$49.41	\$2,634,762
Entertainment & Recreation	163	\$5,291.24	\$282,155,396
Fees and Admissions	174	\$1,081.48	\$57,670,180
Membership Fees for Clubs ²	174	\$296.50	\$15,810,607
Fees for Participant Sports, excl. Trips	166	\$183.65	\$9,792,944
Admission to Movie/Theatre/Opera/Ballet	179	\$271.96	\$14,502,057
Admission to Sporting Events, excl. Trips	178	\$103.76	\$5,533,023
Fees for Recreational Lessons	172	\$224.12	\$11,951,325
Dating Services	190	\$1.50	\$80,224
TV/Video/Sound Equipment	164	\$1,993.86	\$106,322,647
Community Antenna or Cable TV	159	\$1,152.80	\$61,473,195
Televisions	173	\$280.41	\$14,952,774
VCRs, Video Cameras, and DVD Players	170	\$42.77	\$2,280,488
Video Cassettes and DVDs	174	\$103.46	\$5,516,764
Video Game Hardware and Software	173	\$75.90	\$4,047,356
Satellite Dishes	149	\$1.70	\$90,898
Rental of Video Cassettes and DVDs	176	\$77.35	\$4,124,537
Streaming/Downloaded Video	184	\$1.97	\$105,179
Sound Equipment ³	168	\$245.89	\$13,112,330
Rental and Repair of TV/Radio/Sound Equipment	171	\$11.61	\$619,125
Pets	181	\$791.36	\$42,199,378
Toys and Games ⁴	164	\$213.80	\$11,401,113
Recreational Vehicles and Fees ⁵	143	\$506.86	\$27,028,293
Sports/Recreation/Exercise Equipment ⁶	124	\$247.31	\$13,188,060
Photo Equipment and Supplies ⁷	164	\$191.52	\$10,212,964
Reading ⁸	163	\$265.03	\$14,132,759
Food	164	\$12,931.11	\$689,551,531
Food at Home	162	\$7,377.69	\$393,415,404
Bakery and Cereal Products	160	\$977.80	\$52,141,300
Meat, Poultry, Fish, and Eggs	162	\$1,731.15	\$92,313,401
Dairy Products	160	\$818.19	\$43,630,052
Fruit and Vegetables	166	\$1,298.24	\$69,228,731
Snacks and Other Food at Home ⁹	161	\$2,552.31	\$136,101,923
Food Away from Home	167	\$5,553.42	\$296,136,127
Alcoholic Beverages	178	\$1,020.95	\$54,442,112
Nonalcoholic Beverages at Home	161	\$728.60	\$38,852,686



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	167	\$2,406.11	\$128,306,000
Vehicle Loans	158	\$8,445.96	\$450,380,663
Health			
Nonprescription Drugs	149	\$155.68	\$8,301,471
Prescription Drugs	142	\$779.56	\$41,569,847
Eyeglasses and Contact Lenses	154	\$116.48	\$6,211,335
Home			
Mortgage Payment and Basics ¹⁰	153	\$14,076.02	\$750,603,758
Maintenance and Remodeling Services	162	\$3,419.93	\$182,367,964
Maintenance and Remodeling Materials ¹¹	142	\$587.76	\$31,342,328
Utilities, Fuel, and Public Services	156	\$7,032.35	\$374,999,918
Household Furnishings and Equipment			
Household Textiles ¹²	165	\$229.18	\$12,220,761
Furniture	173	\$1,105.21	\$58,935,579
Floor Coverings	159	\$138.82	\$7,402,682
Major Appliances ¹³	154	\$466.01	\$24,850,033
Housewares ¹⁴	138	\$129.57	\$6,909,586
Small Appliances	163	\$55.77	\$2,973,684
Luggage	169	\$17.01	\$907,010
Telephones and Accessories	100	\$45.03	\$2,401,097
Household Operations			
Child Care	170	\$750.35	\$40,012,332
Lawn and Garden ¹⁵	146	\$603.95	\$32,205,712
Moving/Storage/Freight Express	187	\$100.39	\$5,353,560
Housekeeping Supplies ¹⁶	157	\$1,143.25	\$60,964,005
Insurance			
Owners and Renters Insurance	141	\$666.26	\$35,528,213
Vehicle Insurance	162	\$2,001.27	\$106,717,897
Life/Other Insurance	149	\$720.54	\$38,422,900
Health Insurance	149	\$2,854.45	\$152,213,309
Personal Care Products ¹⁷	165	\$647.86	\$34,547,099
School Books and Supplies ¹⁸	183	\$206.09	\$10,989,988
Smoking Products	158	\$697.73	\$37,206,501
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	165	\$7,870.89	\$419,715,221
Gasoline and Motor Oil	158	\$4,315.61	\$230,129,877
Vehicle Maintenance and Repairs	163	\$1,526.26	\$81,387,838
Travel			
Airline Fares	179	\$759.37	\$40,493,303
Lodging on Trips	164	\$690.55	\$36,823,617
Auto/Truck/Van Rental on Trips	177	\$65.72	\$3,504,598
Food and Drink on Trips	166	\$738.35	\$39,372,726

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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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.

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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.

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Top Tapestry Segments:

NeWest Residents	16.7%
Metro Renters	13.7%
Young and Restless	10.6%
Top Rung	8.2%
Inner City Tenants	7.2%

Demographic Summary

	2009	2014
Population	395,810	403,572
Households	159,887	162,391
Families	79,505	78,865
Median Age	32.9	32.9
Median Household Income	\$59,599	\$62,342

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	96	\$2,416.18	\$386,315,412
Men's	92	\$441.98	\$70,667,145
Women's	83	\$719.06	\$114,968,032
Children's	104	\$427.36	\$68,328,572
Footwear	67	\$288.32	\$46,099,320
Watches & Jewelry	131	\$280.52	\$44,851,307
Apparel Products and Services ¹	255	\$258.94	\$41,401,037
Computer			
Computers and Hardware for Home Use	135	\$269.77	\$43,132,621
Software and Accessories for Home Use	139	\$39.55	\$6,324,148
Entertainment & Recreation	126	\$4,096.89	\$655,038,781
Fees and Admissions	131	\$813.05	\$129,996,269
Membership Fees for Clubs ²	127	\$217.17	\$34,723,116
Fees for Participant Sports, excl. Trips	125	\$138.40	\$22,128,291
Admission to Movie/Theatre/Opera/Ballet	142	\$215.56	\$34,464,529
Admission to Sporting Events, excl. Trips	131	\$76.62	\$12,251,308
Fees for Recreational Lessons	126	\$164.07	\$26,232,951
Dating Services	156	\$1.23	\$196,074
TV/Video/Sound Equipment	131	\$1,590.65	\$254,324,867
Community Antenna or Cable TV	127	\$919.58	\$147,028,871
Televisions	134	\$217.82	\$34,826,076
VCRs, Video Cameras, and DVD Players	139	\$34.96	\$5,589,450
Video Cassettes and DVDs	143	\$85.18	\$13,619,843
Video Game Hardware and Software	141	\$61.88	\$9,894,471
Satellite Dishes	120	\$1.37	\$218,520
Rental of Video Cassettes and DVDs	145	\$63.96	\$10,225,972
Streaming/Downloaded Video	142	\$1.52	\$243,402
Sound Equipment ³	134	\$194.91	\$31,163,129
Rental and Repair of TV/Radio/Sound Equipment	140	\$9.48	\$1,515,132
Pets	140	\$613.79	\$98,137,051
Toys and Games ⁴	132	\$171.75	\$27,460,487
Recreational Vehicles and Fees ⁵	102	\$362.45	\$57,951,095
Sports/Recreation/Exercise Equipment ⁶	97	\$192.21	\$30,732,049
Photo Equipment and Supplies ⁷	128	\$149.31	\$23,873,056
Reading ⁸	125	\$203.67	\$32,563,905
Food	133	\$10,453.85	\$1,671,435,031
Food at Home	132	\$6,002.11	\$959,659,225
Bakery and Cereal Products	129	\$789.92	\$126,297,718
Meat, Poultry, Fish, and Eggs	132	\$1,417.59	\$226,654,503
Dairy Products	130	\$663.69	\$106,114,811
Fruit and Vegetables	135	\$1,056.21	\$168,873,499
Snacks and Other Food at Home ⁹	131	\$2,074.71	\$331,718,691
Food Away from Home	134	\$4,451.74	\$711,775,807
Alcoholic Beverages	142	\$814.02	\$130,151,000
Nonalcoholic Beverages at Home	132	\$595.91	\$95,278,684



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	116	\$1,675.50	\$267,890,178
Vehicle Loans	128	\$6,817.99	\$1,090,107,318
Health			
Nonprescription Drugs	120	\$125.34	\$20,040,166
Prescription Drugs	111	\$609.83	\$97,503,595
Eyeglasses and Contact Lenses	120	\$90.46	\$14,463,270
Home			
Mortgage Payment and Basics ¹⁰	114	\$10,414.21	\$1,665,096,148
Maintenance and Remodeling Services	115	\$2,428.66	\$388,310,890
Maintenance and Remodeling Materials ¹¹	104	\$431.88	\$69,051,298
Utilities, Fuel, and Public Services	124	\$5,606.18	\$896,355,861
Household Furnishings and Equipment			
Household Textiles ¹²	129	\$178.57	\$28,550,851
Furniture	135	\$863.69	\$138,093,136
Floor Coverings	117	\$101.69	\$16,258,363
Major Appliances ¹³	118	\$358.13	\$57,260,474
Housewares ¹⁴	109	\$102.78	\$16,433,649
Small Appliances	129	\$44.21	\$7,069,165
Luggage	130	\$13.07	\$2,090,410
Telephones and Accessories	82	\$37.04	\$5,922,755
Household Operations			
Child Care	136	\$598.97	\$95,766,831
Lawn and Garden ¹⁵	107	\$442.45	\$70,742,478
Moving/Storage/Freight Express	151	\$80.96	\$12,943,692
Housekeeping Supplies ¹⁶	126	\$911.70	\$145,768,438
Insurance			
Owners and Renters Insurance	105	\$497.38	\$79,525,200
Vehicle Insurance	129	\$1,600.28	\$255,864,004
Life/Other Insurance	110	\$533.17	\$85,247,456
Health Insurance	116	\$2,217.74	\$354,587,866
Personal Care Products ¹⁷	134	\$526.49	\$84,178,994
School Books and Supplies ¹⁸	147	\$165.76	\$26,502,449
Smoking Products	130	\$576.54	\$92,181,829
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	131	\$6,258.01	\$1,000,575,059
Gasoline and Motor Oil	128	\$3,507.02	\$560,726,638
Vehicle Maintenance and Repairs	130	\$1,214.79	\$194,229,479
Travel			
Airline Fares	137	\$582.16	\$93,079,468
Lodging on Trips	121	\$511.72	\$81,818,035
Auto/Truck/Van Rental on Trips	134	\$49.73	\$7,951,540
Food and Drink on Trips	127	\$563.66	\$90,121,505

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

Prepared by STDBOnline

5956 Sherry Lane, Dallas, Texas, 75225

Latitude: 32.862257

32.862257, -96.809906

Site Type: Ring

Longitude: -96.809906

Radius: 5 miles

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.