



# Growth Management Area Retail Goods and Services Report

Summary	2006	2011
Population	154,481	168,227
Households	60,047	65,670
Families	34,628	37,413

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	78	\$2,121.65	\$127,399,808
Men's	83	\$427.92	\$25,695,635
Women's	71	\$659.35	\$39,592,116
Children's	90	\$400.52	\$24,050,486
Footwear	42	\$210.29	\$12,627,359
Watches & Jewelry	112	\$208.83	\$12,539,781
Apparel Products and Services	146	\$214.74	\$12,894,430
<b>Computer</b>			
Computers and Hardware for Home Use	111	\$250.25	\$15,026,658
Software and Accessories for Home Use	112	\$35.38	\$2,124,767
<b>Entertainment &amp; Recreation</b>	104	\$3,433.46	\$206,170,494
<b>Fees and Admissions</b>	111	\$673.63	\$40,449,955
Membership Fees for Clubs	109	\$178.15	\$10,697,687
Fees for Participant Sports, excl. Trips	109	\$124.27	\$7,461,973
Admission to Movie/Theatre/Opera/Ballet	111	\$163.95	\$9,844,559
Admission to Sporting Events, excl. Trips	115	\$65.60	\$3,939,170
Fees for Recreational Lessons	112	\$141.66	\$8,506,566
<b>TV/Video/Sound Equipment</b>	103	\$1,127.74	\$67,717,856
Community Antenna or Cable Television	99	\$592.95	\$35,604,913
Color Televisions	109	\$138.05	\$8,289,265
VCRs, Video Cameras, and DVD Players	107	\$42.83	\$2,571,670
Video Cassettes and DVDs	110	\$57.25	\$3,437,570
Video Game Hardware and Software	112	\$39.96	\$2,399,755
Satellite Dishes	106	\$2.33	\$139,846
Rental of Video Cassettes and DVDs	112	\$69.36	\$4,164,998
Sound Equipment	106	\$178.81	\$10,736,845
Rental and Repair of TV/Sound Equipment	104	\$6.21	\$372,996
Pets	112	\$463.54	\$27,834,515
Toys and Games	104	\$204.66	\$12,289,208
Recreational Vehicles and Fees	99	\$404.95	\$24,316,150
Sports/Recreation/Exercise Equipment	81	\$183.77	\$11,034,675
Photo Equipment and Supplies	107	\$151.47	\$9,095,678
Reading	102	\$223.70	\$13,432,456
<b>Food</b>	102	\$8,408.17	\$504,889,133
<b>Food at Home</b>	99	\$4,895.31	\$293,950,720
Bakery and Cereal Products	99	\$718.57	\$43,148,370
Meats, Poultry, Fish, and Eggs	98	\$1,268.25	\$76,155,184
Dairy Products	99	\$531.51	\$31,915,980
Fruits and Vegetables	100	\$855.64	\$51,379,011
Snacks and Other Food at Home	101	\$1,521.33	\$91,352,175
<b>Food Away from Home</b>	105	\$3,512.86	\$210,938,413
Alcoholic Beverages	108	\$618.34	\$37,129,843
Nonalcoholic Beverages at Home	99	\$418.21	\$25,112,307



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<b>Financial</b>			
Investments	112	\$5,223.09	\$313,632,943
Vehicle Loans	103	\$6,131.50	\$368,180,587
<b>Health</b>			
Nonprescription Drugs	97	\$110.82	\$6,654,398
Prescription Drugs	89	\$504.24	\$30,278,298
Eyeglasses and Contact Lenses	100	\$86.23	\$5,178,148
<b>Home</b>			
Mortgage Payment and Basics	109	\$8,904.35	\$534,683,313
Maintenance and Remodeling Services	105	\$1,867.02	\$112,109,927
Maintenance and Remodeling Materials	102	\$372.04	\$22,340,316
Utilities, Fuel, and Public Services	100	\$4,225.28	\$253,717,066
<b>Household Furnishings and Equipment</b>			
Household Textiles	107	\$142.60	\$8,562,592
Furniture	108	\$670.44	\$40,258,296
Floor Coverings	109	\$92.19	\$5,535,826
Major Appliances	102	\$291.41	\$17,498,670
Housewares	85	\$87.58	\$5,259,081
Small Appliances	101	\$37.58	\$2,256,791
Luggage	110	\$11.27	\$676,690
Telephones and Accessories	45	\$25.25	\$1,516,181
<b>Household Operations</b>			
Child Care	115	\$479.31	\$28,781,533
Lawn and Garden	96	\$416.79	\$25,027,304
Moving/Storage/Freight Express	111	\$57.81	\$3,471,194
Housekeeping Supplies	100	\$753.07	\$45,219,843
<b>Insurance</b>			
Owners and Renters Insurance	100	\$440.60	\$26,456,900
Vehicle Insurance	102	\$1,396.79	\$83,873,574
Life/Other Insurance	99	\$639.33	\$38,390,027
Health Insurance	94	\$1,686.67	\$101,280,276
Personal Care Products	104	\$467.77	\$28,485,846
School Books and Supplies	122	\$143.20	\$8,598,940
Smoking Products	96	\$474.39	\$28,485,846
<b>Transportation</b>			
Vehicle Purchases (Net Outlay)	102	\$5,988.98	\$359,622,518
Gasoline and Motor Oil	101	\$1,868.61	\$112,205,367
Vehicle Maintenance and Repairs	104	\$1,115.31	\$66,971,341
<b>Travel</b>			
Airline Fares	108	\$425.63	\$25,558,105
Lodging on Trips	104	\$412.77	\$24,785,998
Auto/Truck/Van Rental in Trips	109	\$49.49	\$2,971,890
Food and Drink on Trips	105	\$482.33	\$28,962,951



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**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:** Expenditure data are derived from the 2001, 2002, and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.

## **Definitions:**

**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.

**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

**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.

**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

**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.

**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

**Maintenance and Remodeling Materials** includes equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

**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.

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

**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

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

**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

**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.

**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

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