



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 1.0 mile

Top Tapestry Segments:

Urban Rows	46.2%
City Commons	17.6%
Old and Newcomers	11.7%
Metro Renters	10.1%
Great Expectations	3.0%

Demographic Summary

	2008	2013
Population	53,987	51,783
Households	19,963	19,187
Families	10,905	10,173
Median Age	33.4	34.1
Median Household Income	\$29,523	\$32,750

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	54	\$1,456.93	\$29,084,709
Men's	54	\$266.75	\$5,325,059
Women's	52	\$489.55	\$9,772,797
Children's	60	\$249.18	\$4,974,383
Footwear	47	\$225.48	\$4,501,300
Watches & Jewelry	55	\$122.99	\$2,455,340
Apparel Products and Services ¹	81	\$102.98	\$2,055,830
Computer			
Computers and Hardware for Home Use	59	\$124.19	\$2,479,146
Software and Accessories for Home Use	57	\$16.40	\$327,468
Entertainment & Recreation	57	\$2,100.70	\$41,936,321
Fees and Admissions	57	\$351.65	\$7,020,083
Membership Fees for Clubs ²	55	\$90.95	\$1,815,554
Fees for Participant Sports, excl. Trips	55	\$62.36	\$1,244,872
Admission to Movie/Theatre/Opera/Ballet	63	\$93.93	\$1,875,134
Admission to Sporting Events, excl. Trips	51	\$31.22	\$623,208
Fees for Recreational Lessons	57	\$72.87	\$1,454,679
Dating Services	56	\$0.33	\$6,636
TV/Video/Sound Equipment	63	\$900.97	\$17,985,974
Community Antenna or Cable TV	66	\$486.37	\$9,709,401
Televisions	59	\$174.66	\$3,486,796
VCRs, Video Cameras, and DVD Players	56	\$18.67	\$372,662
Video Cassettes and DVDs	60	\$39.51	\$788,756
Video Game Hardware and Software	63	\$22.41	\$447,458
Satellite Dishes	47	\$0.52	\$10,304
Rental of Video Cassettes and DVDs	59	\$30.16	\$602,095
Streaming/Downloaded Video	68	\$0.55	\$10,951
Sound Equipment ³	58	\$123.89	\$2,473,252
Rental and Repair of TV/Radio/Sound Equipment	72	\$4.22	\$84,299
Pets	55	\$245.49	\$4,900,816
Toys and Games	60	\$90.20	\$1,800,596
Recreational Vehicles and Fees ⁴	38	\$167.83	\$3,350,442
Sports/Recreation/Exercise Equipment ⁵	47	\$102.35	\$2,043,149
Photo Equipment and Supplies ⁶	54	\$69.38	\$1,384,935
Reading ⁷	60	\$172.84	\$3,450,326
Food	63	\$5,270.82	\$105,221,474
Food at Home	63	\$3,095.10	\$61,787,429
Bakery and Cereal Products	64	\$432.41	\$8,632,255
Meat, Poultry, Fish, and Eggs	65	\$799.65	\$15,963,495
Dairy Products	63	\$349.78	\$6,982,567
Fruit and Vegetables	65	\$535.60	\$10,692,176
Snacks and Other Food at Home ⁸	61	\$977.66	\$19,516,936
Food Away from Home	64	\$2,175.73	\$43,434,045
Alcoholic Beverages	69	\$408.22	\$8,149,218
Nonalcoholic Beverages at Home	61	\$271.37	\$5,417,377



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 1.0 mile

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	57	\$574.70	\$11,472,743
Vehicle Loans	54	\$3,137.96	\$62,643,040
Health			
Nonprescription Drugs	58	\$65.43	\$1,306,200
Prescription Drugs	57	\$320.55	\$6,399,198
Eyeglasses and Contact Lenses	55	\$42.02	\$838,859
Home			
Mortgage Payment and Basics ⁹	52	\$4,747.69	\$94,778,180
Maintenance and Remodeling Services	52	\$1,074.15	\$21,443,323
Maintenance and Remodeling Materials ¹⁰	42	\$173.63	\$3,466,265
Utilities, Fuel, and Public Services	63	\$2,854.42	\$56,982,799
Household Furnishings and Equipment			
Household Textiles ¹¹	58	\$81.42	\$1,625,441
Furniture	56	\$368.42	\$7,354,680
Floor Coverings	52	\$50.07	\$999,510
Major Appliances ¹²	53	\$160.67	\$3,207,403
Housewares ¹³	53	\$49.96	\$997,317
Small Appliances	58	\$20.45	\$408,279
Luggage	58	\$5.79	\$115,675
Telephones and Accessories	44	\$19.07	\$380,751
Household Operations			
Child Care	60	\$245.79	\$4,906,752
Lawn and Garden ¹⁴	52	\$218.53	\$4,362,565
Moving/Storage/Freight Express	54	\$28.33	\$565,577
Housekeeping Supplies ¹⁵	60	\$457.84	\$9,139,855
Insurance			
Owners and Renters Insurance	51	\$248.16	\$4,953,992
Vehicle Insurance	61	\$852.41	\$17,016,670
Life/Other Insurance	53	\$304.73	\$6,083,311
Health Insurance	58	\$1,186.94	\$23,694,798
Personal Care Products ¹⁶	61	\$266.50	\$5,320,201
School Books and Supplies ¹⁷	65	\$76.20	\$1,521,106
Smoking Products	69	\$312.47	\$6,237,843
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	54	\$2,810.70	\$56,109,936
Gasoline and Motor Oil	57	\$1,442.80	\$28,802,609
Vehicle Maintenance and Repairs	57	\$565.61	\$11,291,175
Travel			
Airline Fares	57	\$236.07	\$4,712,719
Lodging on Trips	54	\$229.32	\$4,577,960
Auto/Truck/Van Rental on Trips	52	\$20.26	\$404,536
Food and Drink on Trips	54	\$253.49	\$5,060,341

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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 1.0 mile

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 Equipmen** 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.



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 3.0 mile

Top Tapestry Segments:

Urban Rows	36.8%
Metro Renters	11.7%
City Commons	11.2%
Social Security Set	7.0%
Metropolitans	5.6%

Demographic Summary

	2008	2013
Population	252,447	245,449
Households	99,744	97,186
Families	48,375	45,679
Median Age	34.6	35.3
Median Household Income	\$31,778	\$35,569

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	57	\$1,540.70	\$153,675,998
Men's	57	\$283.37	\$28,264,681
Women's	55	\$519.32	\$51,799,289
Children's	63	\$260.02	\$25,935,864
Footwear	49	\$237.79	\$23,718,229
Watches & Jewelry	59	\$131.84	\$13,149,884
Apparel Products and Services ¹	86	\$108.36	\$10,808,051
Computer			
Computers and Hardware for Home Use	64	\$134.68	\$13,433,193
Software and Accessories for Home Use	61	\$17.71	\$1,766,774
Entertainment & Recreation	60	\$2,241.80	\$223,605,966
Fees and Admissions	61	\$374.50	\$37,353,767
Membership Fees for Clubs ²	59	\$97.36	\$9,710,882
Fees for Participant Sports, excl. Trips	58	\$66.67	\$6,649,918
Admission to Movie/Theatre/Opera/Ballet	67	\$100.36	\$10,010,625
Admission to Sporting Events, excl. Trips	56	\$33.87	\$3,377,958
Fees for Recreational Lessons	60	\$75.88	\$7,568,678
Dating Services	61	\$0.36	\$35,706
TV/Video/Sound Equipment	67	\$958.16	\$95,570,317
Community Antenna or Cable TV	70	\$512.75	\$51,143,390
Televisions	63	\$186.58	\$18,609,821
VCRs, Video Cameras, and DVD Players	60	\$20.12	\$2,006,366
Video Cassettes and DVDs	66	\$42.95	\$4,283,949
Video Game Hardware and Software	67	\$24.00	\$2,394,007
Satellite Dishes	51	\$0.57	\$56,989
Rental of Video Cassettes and DVDs	65	\$32.84	\$3,275,965
Streaming/Downloaded Video	70	\$0.57	\$57,209
Sound Equipment ³	63	\$133.31	\$13,297,076
Rental and Repair of TV/Radio/Sound Equipment	77	\$4.47	\$445,545
Pets	59	\$262.03	\$26,135,860
Toys and Games	64	\$95.40	\$9,515,726
Recreational Vehicles and Fees ⁴	41	\$180.83	\$18,036,427
Sports/Recreation/Exercise Equipment ⁵	52	\$112.12	\$11,183,602
Photo Equipment and Supplies ⁶	58	\$74.38	\$7,418,920
Reading ⁷	64	\$184.39	\$18,391,347
Food	67	\$5,585.13	\$557,082,957
Food at Home	67	\$3,276.06	\$326,767,174
Bakery and Cereal Products	68	\$457.02	\$45,585,490
Meat, Poultry, Fish, and Eggs	69	\$841.17	\$83,902,146
Dairy Products	66	\$370.64	\$36,968,893
Fruit and Vegetables	68	\$566.19	\$56,474,131
Snacks and Other Food at Home ⁸	65	\$1,041.03	\$103,836,514
Food Away from Home	67	\$2,309.07	\$230,315,783
Alcoholic Beverages	73	\$435.51	\$43,439,203
Nonalcoholic Beverages at Home	65	\$288.50	\$28,775,792



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 3.0 mile

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	59	\$603.15	\$60,160,741
Vehicle Loans	58	\$3,348.91	\$334,033,209
Health			
Nonprescription Drugs	62	\$70.13	\$6,994,594
Prescription Drugs	61	\$345.30	\$34,441,503
Eyeglasses and Contact Lenses	58	\$44.86	\$4,474,064
Home			
Mortgage Payment and Basics ⁹	54	\$4,965.53	\$495,282,043
Maintenance and Remodeling Services	54	\$1,121.58	\$111,870,816
Maintenance and Remodeling Materials ¹⁰	45	\$185.15	\$18,467,900
Utilities, Fuel, and Public Services	66	\$3,008.05	\$300,035,255
Household Furnishings and Equipment			
Household Textiles ¹¹	62	\$86.78	\$8,656,069
Furniture	60	\$392.48	\$39,147,970
Floor Coverings	55	\$52.95	\$5,281,219
Major Appliances ¹²	56	\$170.18	\$16,974,442
Housewares ¹³	57	\$53.87	\$5,373,065
Small Appliances	62	\$21.87	\$2,181,083
Luggage	62	\$6.24	\$621,985
Telephones and Accessories	49	\$21.02	\$2,096,963
Household Operations			
Child Care	63	\$259.27	\$25,860,613
Lawn and Garden ¹⁴	55	\$232.14	\$23,154,647
Moving/Storage/Freight Express	59	\$31.14	\$3,106,449
Housekeeping Supplies ¹⁵	63	\$485.92	\$48,467,682
Insurance			
Owners and Renters Insurance	54	\$263.25	\$26,257,475
Vehicle Insurance	64	\$901.86	\$89,955,598
Life/Other Insurance	56	\$322.63	\$32,180,328
Health Insurance	62	\$1,265.28	\$126,204,257
Personal Care Products ¹⁶	66	\$285.04	\$28,431,198
School Books and Supplies ¹⁷	74	\$87.49	\$8,726,964
Smoking Products	73	\$332.14	\$33,129,158
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	58	\$3,001.45	\$299,376,630
Gasoline and Motor Oil	61	\$1,541.23	\$153,728,024
Vehicle Maintenance and Repairs	61	\$605.79	\$60,423,507
Travel			
Airline Fares	60	\$251.86	\$25,121,054
Lodging on Trips	57	\$243.44	\$24,281,855
Auto/Truck/Van Rental on Trips	56	\$21.79	\$2,173,705
Food and Drink on Trips	58	\$271.66	\$27,096,294

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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 3.0 mile

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 Equipmen** 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.



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 5.0 mile

Top Tapestry Segments:

Urban Rows	32.1%
City Commons	7.1%
Metro Renters	6.7%
Family Foundations	5.6%
Main Street, USA	5.4%

Demographic Summary

	2008	2013
Population	541,470	528,573
Households	210,967	206,367
Families	115,249	109,783
Median Age	36.0	36.7
Median Household Income	\$35,901	\$40,967

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	61	\$1,630.25	\$343,929,650
Men's	61	\$300.76	\$63,449,425
Women's	59	\$551.46	\$116,340,379
Children's	66	\$274.90	\$57,994,736
Footwear	51	\$248.12	\$52,345,729
Watches & Jewelry	64	\$143.22	\$30,214,793
Apparel Products and Services ¹	88	\$111.79	\$23,584,588
Computer			
Computers and Hardware for Home Use	68	\$142.60	\$30,083,065
Software and Accessories for Home Use	66	\$19.01	\$4,011,428
Entertainment & Recreation	65	\$2,432.64	\$513,206,130
Fees and Admissions	67	\$411.64	\$86,842,410
Membership Fees for Clubs ²	65	\$107.94	\$22,771,172
Fees for Participant Sports, excl. Trips	66	\$74.87	\$15,795,695
Admission to Movie/Theatre/Opera/Ballet	71	\$106.52	\$22,471,944
Admission to Sporting Events, excl. Trips	61	\$37.43	\$7,896,431
Fees for Recreational Lessons	66	\$84.51	\$17,829,335
Dating Services	63	\$0.37	\$77,833
TV/Video/Sound Equipment	71	\$1,017.69	\$214,698,244
Community Antenna or Cable TV	74	\$544.67	\$114,908,349
Televisions	68	\$199.25	\$42,035,138
VCRs, Video Cameras, and DVD Players	66	\$21.86	\$4,612,298
Video Cassettes and DVDs	69	\$44.94	\$9,481,413
Video Game Hardware and Software	71	\$25.36	\$5,350,915
Satellite Dishes	57	\$0.63	\$133,264
Rental of Video Cassettes and DVDs	68	\$34.41	\$7,258,843
Streaming/Downloaded Video	75	\$0.61	\$128,364
Sound Equipment ³	67	\$141.34	\$29,818,893
Rental and Repair of TV/Radio/Sound Equipment	79	\$4.60	\$970,767
Pets	65	\$287.78	\$60,711,099
Toys and Games	68	\$101.66	\$21,447,712
Recreational Vehicles and Fees ⁴	48	\$210.10	\$44,323,735
Sports/Recreation/Exercise Equipment ⁵	56	\$121.39	\$25,609,708
Photo Equipment and Supplies ⁶	64	\$81.05	\$17,098,765
Reading ⁷	70	\$201.33	\$42,474,457
Food	71	\$5,935.23	\$1,252,136,971
Food at Home	71	\$3,484.01	\$735,010,572
Bakery and Cereal Products	72	\$486.31	\$102,596,147
Meat, Poultry, Fish, and Eggs	73	\$890.55	\$187,876,288
Dairy Products	71	\$395.12	\$83,357,418
Fruit and Vegetables	73	\$601.34	\$126,863,532
Snacks and Other Food at Home ⁸	69	\$1,110.68	\$234,317,187
Food Away from Home	72	\$2,451.22	\$517,126,399
Alcoholic Beverages	76	\$455.46	\$96,086,985
Nonalcoholic Beverages at Home	69	\$306.17	\$64,590,998



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 5.0 mile

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	67	\$683.54	\$144,205,237
Vehicle Loans	62	\$3,599.73	\$759,423,475
Health			
Nonprescription Drugs	66	\$75.26	\$15,878,370
Prescription Drugs	67	\$381.46	\$80,475,960
Eyeglasses and Contact Lenses	64	\$49.57	\$10,458,112
Home			
Mortgage Payment and Basics ⁹	62	\$5,658.40	\$1,193,736,350
Maintenance and Remodeling Services	62	\$1,275.18	\$269,020,098
Maintenance and Remodeling Materials ¹⁰	51	\$213.88	\$45,121,817
Utilities, Fuel, and Public Services	71	\$3,228.36	\$681,078,409
Household Furnishings and Equipment			
Household Textiles ¹¹	67	\$93.81	\$19,790,607
Furniture	65	\$426.35	\$89,946,284
Floor Coverings	62	\$59.66	\$12,586,391
Major Appliances ¹²	62	\$188.03	\$39,668,643
Housewares ¹³	62	\$58.46	\$12,332,231
Small Appliances	67	\$23.55	\$4,969,031
Luggage	67	\$6.72	\$1,417,334
Telephones and Accessories	52	\$22.62	\$4,772,801
Household Operations			
Child Care	67	\$277.37	\$58,515,786
Lawn and Garden ¹⁴	62	\$263.64	\$55,619,131
Moving/Storage/Freight Express	62	\$32.61	\$6,880,237
Housekeeping Supplies ¹⁵	69	\$524.74	\$110,703,852
Insurance			
Owners and Renters Insurance	61	\$300.38	\$63,370,551
Vehicle Insurance	69	\$965.33	\$203,651,925
Life/Other Insurance	63	\$361.81	\$76,329,456
Health Insurance	68	\$1,387.94	\$292,809,679
Personal Care Products ¹⁶	70	\$302.69	\$63,857,216
School Books and Supplies ¹⁷	75	\$88.55	\$18,680,801
Smoking Products	76	\$344.07	\$72,586,887
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	63	\$3,235.25	\$682,530,973
Gasoline and Motor Oil	65	\$1,649.45	\$347,980,259
Vehicle Maintenance and Repairs	66	\$651.97	\$137,544,147
Travel			
Airline Fares	66	\$274.17	\$57,840,006
Lodging on Trips	64	\$271.37	\$57,249,938
Auto/Truck/Van Rental on Trips	62	\$24.12	\$5,089,099
Food and Drink on Trips	64	\$299.54	\$63,193,621

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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

Sample

Orleans St - Baltimore
2001 Orleans St
Baltimore, MD 21231

Site Type: Radius

Latitude: 39.29534
Longitude: -76.589358
Radius: 5.0 mile

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 Equipmen** 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.