



Retail Goods and Services Expenditures

Intersection Main And Lewis , Gibsonville, North Carolina...
 Ring: 2 mile radius

Latitude: 36.10627
 Longitude: -79.54297

Top Tapestry Segments	Percent	Demographic Summary	2013	2018
Rustbelt Traditions	25.1%	Population	11,488	12,175
Exurbanites	21.9%	Households	4,610	4,916
Great Expectations	15.8%	Families	2,829	2,993
Prosperous Empty Nesters	10.6%	Median Age	37.6	38.1
Rustbelt Retirees	7.8%	Median Household Income	\$44,090	\$52,657
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		53	\$1,202.15	\$5,541,915
Men's		51	\$217.49	\$1,002,606
Women's		47	\$375.21	\$1,729,719
Children's		56	\$209.11	\$963,989
Footwear		39	\$164.62	\$758,919
Watches & Jewelry		80	\$120.03	\$553,319
Apparel Products and Services (1)		122	\$115.70	\$533,364
Computer				
Computers and Hardware for Home Use		80	\$162.65	\$749,816
Portable Memory		84	\$6.40	\$29,508
Computer Software		79	\$15.52	\$71,558
Computer Accessories		80	\$13.38	\$61,694
Entertainment & Recreation		81	\$2,626.68	\$12,108,975
Fees and Admissions		79	\$500.43	\$2,306,966
Membership Fees for Clubs (2)		80	\$134.24	\$618,862
Fees for Participant Sports, excl. Trips		80	\$94.20	\$434,276
Admission to Movie/Theatre/Opera/Ballet		79	\$123.70	\$570,267
Admission to Sporting Events, excl. Trips		85	\$53.52	\$246,744
Fees for Recreational Lessons		76	\$94.39	\$435,121
Dating Services		86	\$0.37	\$1,696
TV/Video/Audio		80	\$1,028.69	\$4,742,260
Cable and Satellite Television Services		79	\$684.05	\$3,153,463
Televisions		83	\$131.63	\$606,818
Satellite Dishes		80	\$1.27	\$5,848
VCRs, Video Cameras, and DVD Players		79	\$10.15	\$46,805
Miscellaneous Video Equipment		87	\$6.66	\$30,680
Video Cassettes and DVDs		81	\$28.47	\$131,247
Video Game Hardware/Accessories		81	\$21.94	\$101,154
Video Game Software		85	\$25.27	\$116,479
Streaming/Downloaded Video		76	\$2.86	\$13,199
Rental of Video Cassettes and DVDs		79	\$21.67	\$99,903
Installation of Televisions		80	\$0.69	\$3,171
Audio (3)		78	\$90.53	\$417,338
Rental and Repair of TV/Radio/Sound Equipment		73	\$3.50	\$16,155
Pets		92	\$490.69	\$2,262,058
Toys and Games (4)		78	\$108.37	\$499,585
Recreational Vehicles and Fees (5)		75	\$169.27	\$780,328
Sports/Recreation/Exercise Equipment (6)		68	\$121.87	\$561,818
Photo Equipment and Supplies (7)		80	\$62.31	\$287,231
Reading (8)		80	\$123.79	\$570,651
Catered Affairs (9)		81	\$21.27	\$98,077
Food		79	\$6,464.20	\$29,799,944
Food at Home		79	\$3,957.47	\$18,243,959
Bakery and Cereal Products		79	\$557.80	\$2,571,450
Meats, Poultry, Fish, and Eggs		78	\$858.85	\$3,959,320
Dairy Products		78	\$420.45	\$1,938,277
Fruits and Vegetables		79	\$748.10	\$3,448,745
Snacks and Other Food at Home (10)		79	\$1,372.27	\$6,326,165
Food Away from Home		78	\$2,506.72	\$11,555,985
Alcoholic Beverages		80	\$425.83	\$1,963,095
Nonalcoholic Beverages at Home		79	\$373.23	\$1,720,580

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 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	63	\$1,313.28	\$6,054,204
Vehicle Loans	79	\$3,017.96	\$13,912,778
Health			
Nonprescription Drugs	77	\$95.76	\$441,438
Prescription Drugs	79	\$384.08	\$1,770,604
Eyeglasses and Contact Lenses	80	\$68.77	\$317,036
Home			
Mortgage Payment and Basics (11)	78	\$7,362.21	\$33,939,798
Maintenance and Remodeling Services	78	\$1,257.27	\$5,796,006
Maintenance and Remodeling Materials (12)	76	\$221.52	\$1,021,203
Utilities, Fuel, and Public Services	79	\$3,996.55	\$18,424,098
Household Furnishings and Equipment			
Household Textiles (13)	79	\$83.46	\$384,758
Furniture	80	\$383.53	\$1,768,060
Rugs	83	\$21.14	\$97,435
Major Appliances (14)	77	\$211.77	\$976,246
Housewares (15)	69	\$51.23	\$236,175
Small Appliances	80	\$35.68	\$164,482
Luggage	79	\$7.06	\$32,536
Telephones and Accessories	71	\$38.18	\$175,991
Household Operations			
Child Care	74	\$330.06	\$1,521,575
Lawn and Garden (16)	78	\$329.34	\$1,518,264
Moving/Storage/Freight Express	80	\$52.10	\$240,204
Housekeeping Supplies (17)	79	\$561.98	\$2,590,729
Insurance			
Owners and Renters Insurance	80	\$394.50	\$1,818,661
Vehicle Insurance	79	\$940.63	\$4,336,307
Life/Other Insurance	78	\$341.31	\$1,573,421
Health Insurance	80	\$1,995.65	\$9,199,924
Personal Care Products (18)	77	\$343.93	\$1,585,534
School Books and Supplies (19)	87	\$163.67	\$754,499
Smoking Products	79	\$385.56	\$1,777,440
Transportation			
Vehicle Purchases (Net Outlay) (20)	79	\$2,845.71	\$13,118,717
Gasoline and Motor Oil	79	\$2,438.25	\$11,240,331
Vehicle Maintenance and Repairs	79	\$866.87	\$3,996,290
Travel			
Airline Fares	78	\$357.77	\$1,649,327
Lodging on Trips	79	\$335.03	\$1,544,503
Auto/Truck/Van Rental on Trips	76	\$25.66	\$118,283
Food and Drink on Trips	78	\$343.33	\$1,582,765

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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) Audio** includes satellite radio service, 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 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, 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.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) 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.
- (13) 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.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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