

Retail Goods and Services Expenditures

3461 SW Martin Downs Blvd, Palm City, Florida, 34990



Drive time: 5 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Dreambelt (K5)	32.6%	Population	7,180	7,219
Loyal Locals (K3)	17.8%	Households	3,287	3,326
Moderate Metros (C6)	14.3%	Families	2,084	2,111
The Elders (J2)	14.1%	Median Age	50.3	50.4
Silver and Gold (J4)	8.7%	Median Household Income	\$87,714	\$103,905

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	97	\$2,380.59	\$7,825,004
Men's	98	\$469.44	\$1,543,058
Women's	102	\$852.62	\$2,802,548
Children's	88	\$295.02	\$969,719
Footwear	96	\$524.39	\$1,723,659
Watches & Jewelry	97	\$195.40	\$642,294
Apparel Products and Services (1)	94	\$43.73	\$143,726
Computer			
Computers and Hardware for Home Use	100	\$225.85	\$742,365
Portable Memory	99	\$3.80	\$12,478
Computer Software	97	\$16.35	\$53,756
Computer Accessories	100	\$20.04	\$65,881
Education	102	\$4,175.19	\$13,723,863
Educational Books, Supplies, and Other Expenditures	94	\$87.54	\$287,753
Other School Supplies	97	\$85.82	\$282,081

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.

	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	102	\$4,175.19	\$13,723,863
Fees and Admissions	106	\$987.16	\$3,244,787
Membership Fees for Clubs (2)	105	\$333.67	\$1,096,761
Fees for Participant Sports, excl. Trips	111	\$183.50	\$603,179
Tickets to Theatre/Operas/Concerts	106	\$120.24	\$395,219
Tickets to Movies	100	\$37.05	\$121,794
Tickets to Parks or Museums	103	\$43.85	\$144,149
Admission to Sporting Events, excl. Trips	101	\$92.88	\$305,283
Fees for Recreational Lessons	105	\$174.88	\$574,817
Dating Services	94	\$1.09	\$3,586
TV/Video/Audio	101	\$1,248.84	\$4,104,936
Cable and Satellite Television Services	105	\$694.24	\$2,281,968
Televisions	101	\$119.29	\$392,093
Satellite Dishes	97	\$1.35	\$4,443
VCRs, Video Cameras, and DVD Players	97	\$4.05	\$13,296
Miscellaneous Video Equipment	98	\$34.17	\$112,331
Video Cassettes and DVDs	96	\$4.56	\$15,001
Video Game Hardware/Accessories	87	\$40.92	\$134,519
Video Game Software	92	\$21.10	\$69,363
Rental/Streaming/Downloaded Video	96	\$185.09	\$608,385
Installation of Televisions	123	\$1.85	\$6,090
Audio (3)	100	\$140.07	\$460,416
Rental of TV/VCR/Radio/Sound Equipment	78	\$0.18	\$594
Repair of TV/Radio/Sound Equipment	105	\$1.96	\$6,437
Pets	100	\$1,063.65	\$3,496,216
Toys/Games/Crafts/Hobbies (4)	97	\$173.45	\$570,117
Recreational Vehicles and Fees (5)	103	\$197.53	\$649,294
Sports/Recreation/Exercise Equipment (6)	97	\$252.05	\$828,480
Photo Equipment and Supplies (7)	97	\$67.37	\$221,431
Reading (8)	108	\$139.76	\$459,377
Live Entertainment for Catered Affairs	102	\$21.53	\$70,776
Rental of Party Supplies for Catered Affairs	88	\$23.87	\$78,449

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.

	Spending Potential Index	Average Amount Spent	Total
Food	97	\$11,243.29	\$36,956,680
Food at Home	97	\$7,257.01	\$23,853,800
Bakery and Cereal Products	98	\$974.44	\$3,202,996
Meats, Poultry, Fish, and Eggs	97	\$1,478.22	\$4,858,915
Dairy Products	99	\$747.84	\$2,458,150
Fruits and Vegetables	98	\$1,257.30	\$4,132,731
Snacks and Other Food at Home (9)	139	\$2,799.21	\$9,201,009
Food Away from Home	97	\$3,986.27	\$13,102,880
Alcoholic Beverages	103	\$696.66	\$2,289,920
Financial			
Value of Stocks/Bonds/Mutual Funds	121	\$57,996.43	\$190,634,270
Value of Retirement Plans	112	\$170,735.23	\$561,206,694
Value of Other Financial Assets	114	\$15,024.11	\$49,384,244
Vehicle Loan Amount excluding Interest	95	\$3,344.58	\$10,993,647
Value of Credit Card Debt	102	\$3,074.10	\$10,104,569
Health			
Nonprescription Drugs	106	\$212.76	\$699,335
Prescription Drugs	101	\$426.40	\$1,401,582
Eyeglasses and Contact Lenses	102	\$134.44	\$441,904
Personal Care Products (10)	98	\$582.79	\$1,915,616
Smoking Products	89	\$411.27	\$1,351,860
Home			
Mortgage Payment and Basics (11)	109	\$14,545.06	\$47,809,602
Maintenance and Remodeling Services	112	\$5,197.23	\$17,083,293
Maintenance and Remodeling Materials (12)	102	\$819.07	\$2,692,286
Utilities, Fuel, and Public Services	99	\$5,844.21	\$19,209,905

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.

	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	97	\$113.79	\$374,036
Furniture	101	\$889.94	\$2,925,228
Rugs	106	\$41.68	\$136,999
Major Appliances (14)	103	\$519.84	\$1,708,710
Housewares (15)	101	\$99.20	\$326,085
Small Appliances	94	\$72.96	\$239,820
Luggage	103	\$25.33	\$83,265
Telephones and Accessories	97	\$80.65	\$265,104
Household Operations			
Child Care	96	\$560.86	\$1,843,532
Lawn and Garden (16)	109	\$738.33	\$2,426,890
Moving/Storage/Freight Express	100	\$128.10	\$421,063
Housekeeping Supplies (17)	99	\$858.91	\$2,823,232
Insurance			
Owners and Renters Insurance	103	\$875.13	\$2,876,565
Vehicle Insurance	97	\$2,117.16	\$6,959,113
Life/Other Insurance	105	\$725.77	\$2,385,598
Health Insurance	104	\$5,164.30	\$16,975,054
Transportation			
Payments on Vehicles excluding Leases	95	\$2,865.50	\$9,418,890
Gasoline/Diesel Fuel/Electric Vehicle Charging	95	\$3,325.53	\$10,931,013
Vehicle Maintenance and Repairs	101	\$1,366.69	\$4,492,310
Travel			
Airline Fares	107	\$905.18	\$2,975,341
Lodging on Trips	106	\$1,172.38	\$3,853,600
Auto/Truck Rental on Trips	104	\$126.76	\$416,672
Food and Drink on Trips	105	\$882.25	\$2,899,957

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.

- (1) Apparel Products and Services includes 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 health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 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) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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) 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, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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.



Retail Goods and Services Expenditures

3461 SW Martin Downs Blvd, Palm City, Florida, 34990



Drive time: 10 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Burbs and Beyond (K8)	18.5%	Population	36,841	38,328
Dreambelt (K5)	13.8%	Households	15,231	15,915
The Elders (J2)	12.6%	Families	10,342	10,831
Flourishing Families (H1)	9.4%	Median Age	50.2	50.0
Silver and Gold (J4)	9.1%	Median Household Income	\$95,207	\$107,412

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	109	\$2,675.43	\$40,749,436
Men's	110	\$527.61	\$8,035,973
Women's	115	\$960.56	\$14,630,242
Children's	99	\$332.91	\$5,070,622
Footwear	107	\$584.92	\$8,908,880
Watches & Jewelry	110	\$220.22	\$3,354,114
Apparel Products and Services (1)	105	\$49.22	\$749,605
Computer			
Computers and Hardware for Home Use	112	\$254.01	\$3,868,795
Portable Memory	110	\$4.22	\$64,258
Computer Software	106	\$17.88	\$272,386
Computer Accessories	111	\$22.38	\$340,841
Education	115	\$4,705.57	\$71,670,486
Educational Books, Supplies, and Other Expenditures	106	\$98.38	\$1,498,500
Other School Supplies	111	\$98.04	\$1,493,189

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.

	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	115	\$4,705.57	\$71,670,486
Fees and Admissions	120	\$1,122.33	\$17,094,279
Membership Fees for Clubs (2)	120	\$379.98	\$5,787,548
Fees for Participant Sports, excl. Trips	128	\$211.72	\$3,224,649
Tickets to Theatre/Operas/Concerts	118	\$134.11	\$2,042,605
Tickets to Movies	112	\$41.43	\$630,991
Tickets to Parks or Museums	115	\$48.96	\$745,741
Admission to Sporting Events, excl. Trips	117	\$107.05	\$1,630,538
Fees for Recreational Lessons	118	\$197.97	\$3,015,317
Dating Services	96	\$1.11	\$16,888
TV/Video/Audio	113	\$1,398.66	\$21,302,983
Cable and Satellite Television Services	117	\$774.36	\$11,794,284
Televisions	114	\$134.62	\$2,050,468
Satellite Dishes	112	\$1.56	\$23,705
VCRs, Video Cameras, and DVD Players	109	\$4.57	\$69,620
Miscellaneous Video Equipment	116	\$40.17	\$611,866
Video Cassettes and DVDs	105	\$5.01	\$76,271
Video Game Hardware/Accessories	97	\$45.55	\$693,808
Video Game Software	99	\$22.69	\$345,631
Rental/Streaming/Downloaded Video	108	\$209.40	\$3,189,423
Installation of Televisions	138	\$2.08	\$31,637
Audio (3)	111	\$156.20	\$2,379,064
Rental of TV/VCR/Radio/Sound Equipment	87	\$0.20	\$3,100
Repair of TV/Radio/Sound Equipment	120	\$2.24	\$34,106
Pets	113	\$1,194.52	\$18,193,753
Toys/Games/Crafts/Hobbies (4)	108	\$192.90	\$2,938,133
Recreational Vehicles and Fees (5)	118	\$227.54	\$3,465,690
Sports/Recreation/Exercise Equipment (6)	111	\$288.20	\$4,389,572
Photo Equipment and Supplies (7)	109	\$75.31	\$1,146,998
Reading (8)	120	\$155.21	\$2,363,971
Live Entertainment for Catered Affairs	112	\$23.66	\$360,432
Rental of Party Supplies for Catered Affairs	101	\$27.23	\$414,677

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.

	Spending Potential Index	Average Amount Spent	Total
Food	109	\$12,598.22	\$191,883,505
Food at Home	109	\$8,100.70	\$123,381,782
Bakery and Cereal Products	109	\$1,086.11	\$16,542,514
Meats, Poultry, Fish, and Eggs	108	\$1,649.00	\$25,115,931
Dairy Products	110	\$833.52	\$12,695,344
Fruits and Vegetables	110	\$1,401.97	\$21,353,419
Snacks and Other Food at Home (9)	155	\$3,130.10	\$47,674,574
Food Away from Home	109	\$4,497.52	\$68,501,723
Alcoholic Beverages	117	\$789.88	\$12,030,664
Financial			
Value of Stocks/Bonds/Mutual Funds	138	\$65,947.89	\$1,004,452,380
Value of Retirement Plans	128	\$195,694.06	\$2,980,616,173
Value of Other Financial Assets	132	\$17,380.39	\$264,720,660
Vehicle Loan Amount excluding Interest	108	\$3,801.72	\$57,903,950
Value of Credit Card Debt	114	\$3,447.29	\$52,505,661
Health			
Nonprescription Drugs	120	\$240.74	\$3,666,646
Prescription Drugs	114	\$479.72	\$7,306,553
Eyeglasses and Contact Lenses	114	\$150.62	\$2,294,063
Personal Care Products (10)	110	\$656.00	\$9,991,514
Smoking Products	99	\$456.31	\$6,949,990
Home			
Mortgage Payment and Basics (11)	124	\$16,617.29	\$253,097,995
Maintenance and Remodeling Services	128	\$5,923.64	\$90,222,904
Maintenance and Remodeling Materials (12)	117	\$941.01	\$14,332,597
Utilities, Fuel, and Public Services	110	\$6,544.20	\$99,674,716

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.

	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	109	\$127.75	\$1,945,708
Furniture	114	\$1,008.81	\$15,365,239
Rugs	120	\$47.04	\$716,455
Major Appliances (14)	116	\$589.40	\$8,977,226
Housewares (15)	113	\$111.13	\$1,692,554
Small Appliances	104	\$81.15	\$1,236,070
Luggage	116	\$28.51	\$434,239
Telephones and Accessories	110	\$91.46	\$1,393,102
Household Operations			
Child Care	108	\$631.71	\$9,621,646
Lawn and Garden (16)	123	\$837.83	\$12,761,003
Moving/Storage/Freight Express	111	\$142.29	\$2,167,288
Housekeeping Supplies (17)	111	\$962.26	\$14,656,207
Insurance			
Owners and Renters Insurance	118	\$1,003.00	\$15,276,627
Vehicle Insurance	109	\$2,376.97	\$36,203,662
Life/Other Insurance	120	\$825.56	\$12,574,152
Health Insurance	117	\$5,820.00	\$88,644,377
Transportation			
Payments on Vehicles excluding Leases	108	\$3,240.03	\$49,348,913
Gasoline/Diesel Fuel/Electric Vehicle Charging	107	\$3,734.20	\$56,875,580
Vehicle Maintenance and Repairs	114	\$1,534.86	\$23,377,503
Travel			
Airline Fares	121	\$1,023.10	\$15,582,800
Lodging on Trips	120	\$1,329.29	\$20,246,375
Auto/Truck Rental on Trips	118	\$143.11	\$2,179,779
Food and Drink on Trips	118	\$997.14	\$15,187,448

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- (2) Membership Fees for Clubs includes membership fees for social, recreational, and health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 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) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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) 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, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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.



Retail Goods and Services Expenditures

3461 SW Martin Downs Blvd, Palm City, Florida, 34990



Drive time: 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Flourishing Families (H1)	15.7%	Population	120,092	129,423
Dreambelt (K5)	14.4%	Households	46,677	50,565
Burbs and Beyond (K8)	13.8%	Families	32,198	35,032
The Elders (J2)	5.8%	Median Age	45.9	46.3
Silver and Gold (J4)	5.7%	Median Household Income	\$84,723	\$97,445

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	100	\$2,435.91	\$113,700,997
Men's	100	\$480.21	\$22,414,831
Women's	103	\$858.05	\$40,051,265
Children's	95	\$317.87	\$14,837,403
Footwear	98	\$537.68	\$25,097,452
Watches & Jewelry	98	\$197.24	\$9,206,465
Apparel Products and Services (1)	96	\$44.85	\$2,093,580
Computer			
Computers and Hardware for Home Use	101	\$229.24	\$10,700,252
Portable Memory	98	\$3.76	\$175,404
Computer Software	96	\$16.26	\$759,162
Computer Accessories	99	\$19.93	\$930,098
Education	103	\$4,232.16	\$197,544,505
Educational Books, Supplies, and Other Expenditures	98	\$90.90	\$4,242,979
Other School Supplies	101	\$89.37	\$4,171,449

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.

	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	103	\$4,232.16	\$197,544,505
Fees and Admissions	105	\$982.75	\$45,871,618
Membership Fees for Clubs (2)	104	\$330.36	\$15,420,193
Fees for Participant Sports, excl. Trips	111	\$183.52	\$8,565,970
Tickets to Theatre/Operas/Concerts	103	\$117.09	\$5,465,501
Tickets to Movies	101	\$37.21	\$1,736,793
Tickets to Parks or Museums	102	\$43.50	\$2,030,505
Admission to Sporting Events, excl. Trips	106	\$96.96	\$4,525,973
Fees for Recreational Lessons	103	\$173.03	\$8,076,452
Dating Services	93	\$1.08	\$50,232
TV/Video/Audio	103	\$1,270.08	\$59,283,730
Cable and Satellite Television Services	105	\$694.08	\$32,397,621
Televisions	103	\$122.36	\$5,711,320
Satellite Dishes	100	\$1.39	\$64,736
VCRs, Video Cameras, and DVD Players	101	\$4.23	\$197,333
Miscellaneous Video Equipment	112	\$38.90	\$1,815,950
Video Cassettes and DVDs	97	\$4.64	\$216,362
Video Game Hardware/Accessories	92	\$43.55	\$2,032,747
Video Game Software	93	\$21.30	\$994,177
Rental/Streaming/Downloaded Video	100	\$193.77	\$9,044,633
Installation of Televisions	115	\$1.73	\$80,910
Audio (3)	101	\$141.89	\$6,622,790
Rental of TV/VCR/Radio/Sound Equipment	104	\$0.24	\$11,044
Repair of TV/Radio/Sound Equipment	109	\$2.02	\$94,104
Pets	102	\$1,085.85	\$50,684,108
Toys/Games/Crafts/Hobbies (4)	99	\$177.61	\$8,290,139
Recreational Vehicles and Fees (5)	106	\$203.73	\$9,509,439
Sports/Recreation/Exercise Equipment (6)	101	\$262.82	\$12,267,698
Photo Equipment and Supplies (7)	98	\$68.05	\$3,176,175
Reading (8)	105	\$135.19	\$6,310,190
Live Entertainment for Catered Affairs	100	\$21.09	\$984,533
Rental of Party Supplies for Catered Affairs	92	\$25.00	\$1,166,875

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.

	Spending Potential Index	Average Amount Spent	Total
Food	100	\$11,529.23	\$538,149,649
Food at Home	100	\$7,422.32	\$346,451,525
Bakery and Cereal Products	100	\$992.77	\$46,339,480
Meats, Poultry, Fish, and Eggs	99	\$1,517.19	\$70,817,646
Dairy Products	101	\$760.56	\$35,500,658
Fruits and Vegetables	100	\$1,273.64	\$59,449,564
Snacks and Other Food at Home (9)	142	\$2,878.17	\$134,344,178
Food Away from Home	99	\$4,106.91	\$191,698,124
Alcoholic Beverages	104	\$700.23	\$32,684,558
Financial			
Value of Stocks/Bonds/Mutual Funds	115	\$54,970.88	\$2,565,875,874
Value of Retirement Plans	111	\$169,179.43	\$7,896,788,467
Value of Other Financial Assets	114	\$14,983.67	\$699,392,767
Vehicle Loan Amount excluding Interest	101	\$3,547.49	\$165,586,194
Value of Credit Card Debt	103	\$3,113.32	\$145,320,373
Health			
Nonprescription Drugs	107	\$214.90	\$10,030,795
Prescription Drugs	104	\$438.58	\$20,471,465
Eyeglasses and Contact Lenses	103	\$135.89	\$6,343,161
Personal Care Products (10)	100	\$597.41	\$27,885,217
Smoking Products	95	\$439.80	\$20,528,551
Home			
Mortgage Payment and Basics (11)	109	\$14,586.41	\$680,849,817
Maintenance and Remodeling Services	112	\$5,172.86	\$241,453,815
Maintenance and Remodeling Materials (12)	108	\$862.94	\$40,279,298
Utilities, Fuel, and Public Services	101	\$6,014.41	\$280,734,487

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.

	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	100	\$117.24	\$5,472,459
Furniture	103	\$912.85	\$42,609,043
Rugs	105	\$41.36	\$1,930,577
Major Appliances (14)	105	\$531.78	\$24,821,755
Housewares (15)	102	\$100.26	\$4,679,904
Small Appliances	96	\$74.98	\$3,499,985
Luggage	103	\$25.31	\$1,181,448
Telephones and Accessories	100	\$83.39	\$3,892,361
Household Operations			
Child Care	98	\$577.43	\$26,952,700
Lawn and Garden (16)	109	\$742.66	\$34,665,043
Moving/Storage/Freight Express	99	\$126.15	\$5,888,112
Housekeeping Supplies (17)	101	\$877.70	\$40,968,600
Insurance			
Owners and Renters Insurance	108	\$913.86	\$42,656,032
Vehicle Insurance	101	\$2,198.18	\$102,604,239
Life/Other Insurance	106	\$732.11	\$34,172,606
Health Insurance	105	\$5,237.67	\$244,478,850
Transportation			
Payments on Vehicles excluding Leases	101	\$3,029.91	\$141,427,185
Gasoline/Diesel Fuel/Electric Vehicle Charging	100	\$3,484.35	\$162,638,996
Vehicle Maintenance and Repairs	103	\$1,392.16	\$64,981,967
Travel			
Airline Fares	105	\$885.39	\$41,327,263
Lodging on Trips	106	\$1,167.02	\$54,472,986
Auto/Truck Rental on Trips	104	\$126.46	\$5,902,622
Food and Drink on Trips	104	\$880.01	\$41,076,345

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.

- (1) Apparel Products and Services includes 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 health clubs.
- (3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 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) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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) 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, other miscellaneous care products and personal care appliances.
- (11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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.

