



# Retail Goods and Services Expenditures

1005 Woodruff Rd  
Greenville, SC 29607

Site Type: Radius

Latitude: 34.836341  
Longitude: -82.314467  
Radius: 1.0 miles

## Top Tapestry Segments:

Young and Restless	52.4%
Prosperous Empty Nesters	43.2%
In Style	4.3%

## Demographic Summary

	2006	2011
Population	1,010	1,075
Households	533	574
Families	239	246
Median Age	40.0	41.1
Median Household Income	\$55,078	\$62,782

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	79	\$2,145.51	\$1,143,559
Men's	83	\$426.34	\$227,241
Women's	71	\$658.54	\$351,004
Children's	91	\$404.05	\$215,360
Footwear	43	\$214.45	\$114,300
Watches & Jewelry	110	\$206.44	\$110,031
Apparel Products and Services <sup>1</sup>	160	\$235.69	\$125,623
<b>Computer</b>			
Computers and Hardware for Home Use	104	\$235.47	\$125,503
Software and Accessories for Home Use	104	\$32.82	\$17,494
<b>Entertainment &amp; Recreation</b>	98	\$3,252.59	\$1,733,629
<b>Fees and Admissions</b>	100	\$611.38	\$325,866
Membership Fees for Clubs <sup>2</sup>	99	\$161.56	\$86,112
Fees for Participant Sports, excl. Trips	100	\$113.10	\$60,281
Admission to Movie/Theatre/Opera/Ballet	109	\$161.06	\$85,844
Admission to Sporting Events, excl. Trips	104	\$59.55	\$31,738
Fees for Recreational Lessons	91	\$116.12	\$61,891
<b>TV/Video/Sound Equipment</b>	105	\$1,147.37	\$611,550
Community Antenna or Cable Television	104	\$622.25	\$331,658
Color Televisions	106	\$134.44	\$71,659
VCRs, Video Cameras, and DVD Players	105	\$41.97	\$22,371
Video Cassettes and DVDs	112	\$58.06	\$30,948
Video Game Hardware and Software	113	\$40.21	\$21,432
Satellite Dishes	102	\$2.24	\$1,193
Rental of Video Cassettes and DVDs	114	\$70.65	\$37,657
Sound Equipment <sup>3</sup>	102	\$171.05	\$91,170
Rental and Repair of TV/Sound Equipment	109	\$6.50	\$3,462
Pets	105	\$435.50	\$232,120
Toys and Games	102	\$200.53	\$106,883
Recreational Vehicles and Fees <sup>4</sup>	82	\$334.40	\$178,234
Sports/Recreation/Exercise Equipment <sup>5</sup>	73	\$164.39	\$87,621
Photo Equipment and Supplies <sup>6</sup>	100	\$141.39	\$75,363
Reading <sup>7</sup>	100	\$217.62	\$115,992
<b>Food</b>	104	\$8,595.57	\$4,581,441
<b>Food at Home</b>	102	\$5,041.90	\$2,687,334
Bakery and Cereal Products	102	\$736.20	\$392,396
Meat, Poultry, Fish, and Eggs	102	\$1,326.01	\$706,763
Dairy Products	101	\$539.36	\$287,479
Fruit and Vegetables	103	\$883.10	\$470,692
Snacks and Other Food at Home <sup>8</sup>	103	\$1,557.23	\$830,004
<b>Food Away from Home</b>	107	\$3,553.67	\$1,894,107
Alcoholic Beverages	108	\$622.94	\$332,027
Nonalcoholic Beverages at Home	101	\$427.14	\$227,667



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	99	\$4,640.30	\$2,473,280
Vehicle Loans	104	\$6,170.79	\$3,289,032
<b>Health</b>			
Nonprescription Drugs	102	\$115.86	\$61,751
Prescription Drugs	93	\$531.50	\$283,287
Eyeglasses and Contact Lenses	95	\$81.70	\$43,546
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	87	\$7,151.77	\$3,811,892
Maintenance and Remodeling Services	86	\$1,527.15	\$813,973
Maintenance and Remodeling Materials <sup>10</sup>	79	\$288.92	\$153,997
Utilities, Fuel, and Public Services	103	\$4,360.26	\$2,324,017
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	100	\$133.32	\$71,057
Furniture	103	\$637.27	\$339,667
Floor Coverings	90	\$76.14	\$40,584
Major Appliances <sup>12</sup>	95	\$270.22	\$144,027
Housewares <sup>13</sup>	80	\$82.56	\$44,006
Small Appliances	100	\$37.36	\$19,914
Luggage	99	\$10.17	\$5,423
Telephones and Accessories	46	\$25.49	\$13,588
<b>Household Operations</b>			
Child Care	110	\$456.27	\$243,193
Lawn and Garden <sup>14</sup>	88	\$382.42	\$203,828
Moving/Storage/Freight Express	130	\$67.60	\$36,030
Housekeeping Supplies <sup>15</sup>	99	\$747.61	\$398,478
<b>Insurance</b>			
Owners and Renters Insurance	89	\$394.82	\$210,441
Vehicle Insurance	104	\$1,424.15	\$759,070
Life/Other Insurance	92	\$598.10	\$318,787
Health Insurance	95	\$1,717.58	\$915,468
Personal Care Products <sup>16</sup>	105	\$472.25	\$251,708
School Books and Supplies <sup>17</sup>	115	\$134.63	\$71,759
Smoking Products	106	\$526.12	\$280,424
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	103	\$6,021.12	\$3,209,256
Gasoline and Motor Oil	102	\$1,891.06	\$1,007,935
Vehicle Maintenance and Repairs	104	\$1,116.55	\$595,123
<b>Travel</b>			
Airline Fares	101	\$397.08	\$211,646
Lodging on Trips	95	\$378.74	\$201,869
Auto/Truck/Van Rental on Trips	98	\$44.51	\$23,724
Food and Drink on Trips	98	\$450.86	\$240,309

**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.



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<sup>1</sup>**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.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**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.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**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.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**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.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**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, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**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.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**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.

<sup>16</sup>**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.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

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## Top Tapestry Segments:

Young and Restless	25.9%
In Style	21.3%
Enterprising Professionals	17.0%
Old and Newcomers	8.5%
Prosperous Empty Nesters	7.8%

## Demographic Summary

	2006	2011
Population	38,339	40,591
Households	18,011	19,262
Families	9,632	9,883
Median Age	37.3	38.1
Median Household Income	\$55,724	\$64,072

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	84	\$2,274.66	\$40,968,982
Men's	88	\$452.80	\$8,155,309
Women's	75	\$697.14	\$12,556,251
Children's	97	\$431.64	\$7,774,319
Footwear	46	\$226.79	\$4,084,795
Watches & Jewelry	118	\$221.12	\$3,982,668
Apparel Products and Services <sup>1</sup>	167	\$245.16	\$4,415,640
<b>Computer</b>			
Computers and Hardware for Home Use	114	\$256.35	\$4,617,124
Software and Accessories for Home Use	114	\$35.95	\$647,465
<b>Entertainment &amp; Recreation</b>	107	\$3,535.17	\$63,671,893
<b>Fees and Admissions</b>	112	\$679.32	\$12,235,269
Membership Fees for Clubs <sup>2</sup>	109	\$177.79	\$3,202,228
Fees for Participant Sports, excl. Trips	110	\$124.44	\$2,241,280
Admission to Movie/Theatre/Opera/Ballet	118	\$173.71	\$3,128,614
Admission to Sporting Events, excl. Trips	116	\$66.31	\$1,194,388
Fees for Recreational Lessons	108	\$137.07	\$2,468,759
<b>TV/Video/Sound Equipment</b>	111	\$1,209.17	\$21,778,395
Community Antenna or Cable Television	108	\$646.26	\$11,639,845
Color Televisions	114	\$144.44	\$2,601,531
VCRs, Video Cameras, and DVD Players	113	\$45.38	\$817,258
Video Cassettes and DVDs	118	\$61.39	\$1,105,607
Video Game Hardware and Software	119	\$42.51	\$765,642
Satellite Dishes	109	\$2.40	\$43,269
Rental of Video Cassettes and DVDs	121	\$74.62	\$1,343,904
Sound Equipment <sup>3</sup>	110	\$185.42	\$3,339,554
Rental and Repair of TV/Sound Equipment	113	\$6.76	\$121,785
Pets	115	\$475.46	\$8,563,567
Toys and Games	111	\$216.52	\$3,899,787
Recreational Vehicles and Fees <sup>4</sup>	94	\$383.09	\$6,899,851
Sports/Recreation/Exercise Equipment <sup>5</sup>	81	\$182.73	\$3,291,205
Photo Equipment and Supplies <sup>6</sup>	110	\$155.06	\$2,792,699
Reading <sup>7</sup>	107	\$233.81	\$4,211,120
<b>Food</b>	110	\$9,055.79	\$163,103,820
<b>Food at Home</b>	108	\$5,295.83	\$95,383,230
Bakery and Cereal Products	107	\$775.64	\$13,970,044
Meat, Poultry, Fish, and Eggs	107	\$1,383.16	\$24,912,123
Dairy Products	107	\$570.35	\$10,272,636
Fruit and Vegetables	108	\$928.89	\$16,730,302
Snacks and Other Food at Home <sup>8</sup>	108	\$1,637.78	\$29,498,125
<b>Food Away from Home</b>	113	\$3,759.96	\$67,720,590
Alcoholic Beverages	115	\$660.60	\$11,898,094
Nonalcoholic Beverages at Home	107	\$450.66	\$8,116,824



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	113	\$5,279.24	\$95,084,350
Vehicle Loans	109	\$6,500.51	\$117,080,691
<b>Health</b>			
Nonprescription Drugs	105	\$119.36	\$2,149,808
Prescription Drugs	94	\$533.26	\$9,604,548
Eyeglasses and Contact Lenses	103	\$88.40	\$1,592,084
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	102	\$8,335.58	\$150,132,137
Maintenance and Remodeling Services	98	\$1,754.70	\$31,603,887
Maintenance and Remodeling Materials <sup>10</sup>	95	\$344.47	\$6,204,329
Utilities, Fuel, and Public Services	107	\$4,541.09	\$81,789,594
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	110	\$145.74	\$2,624,891
Furniture	112	\$692.95	\$12,480,659
Floor Coverings	105	\$88.25	\$1,589,532
Major Appliances <sup>12</sup>	104	\$294.74	\$5,308,636
Housewares <sup>13</sup>	87	\$89.87	\$1,618,664
Small Appliances	107	\$39.80	\$716,816
Luggage	111	\$11.36	\$204,635
Telephones and Accessories	48	\$27.04	\$487,041
<b>Household Operations</b>			
Child Care	122	\$505.23	\$9,099,726
Lawn and Garden <sup>14</sup>	95	\$413.41	\$7,445,991
Moving/Storage/Freight Express	132	\$68.67	\$1,236,729
Housekeeping Supplies <sup>15</sup>	105	\$793.94	\$14,299,572
<b>Insurance</b>			
Owners and Renters Insurance	97	\$428.25	\$7,713,212
Vehicle Insurance	109	\$1,499.55	\$27,008,469
Life/Other Insurance	99	\$644.23	\$11,603,213
Health Insurance	99	\$1,777.43	\$32,013,289
Personal Care Products <sup>16</sup>	111	\$499.38	\$8,994,244
School Books and Supplies <sup>17</sup>	119	\$139.71	\$2,516,305
Smoking Products	108	\$537.67	\$9,683,890
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	108	\$6,340.47	\$114,198,229
Gasoline and Motor Oil	107	\$1,991.23	\$35,864,040
Vehicle Maintenance and Repairs	111	\$1,188.39	\$21,404,072
<b>Travel</b>			
Airline Fares	111	\$435.08	\$7,836,145
Lodging on Trips	105	\$415.43	\$7,482,292
Auto/Truck/Van Rental on Trips	110	\$49.99	\$900,415
Food and Drink on Trips	107	\$489.34	\$8,813,575

**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.



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<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**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.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**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.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**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.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**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, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**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.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**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.

<sup>16</sup>**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.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**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:

In Style	15.8%
Young and Restless	9.3%
Enterprising Professionals	7.9%
Prosperous Empty Nesters	6.8%
Boomburbs	5.7%

## Demographic Summary

	2006	2011
Population	141,736	150,694
Households	60,483	64,982
Families	36,549	37,957
Median Age	37.5	38.4
Median Household Income	\$55,607	\$64,668

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	84	\$2,276.85	\$137,710,705
Men's	88	\$455.64	\$27,558,697
Women's	77	\$711.31	\$43,022,438
Children's	96	\$427.45	\$25,853,301
Footwear	45	\$226.01	\$13,669,634
Watches & Jewelry	118	\$220.72	\$13,349,576
Apparel Products and Services <sup>1</sup>	160	\$235.72	\$14,257,059
<b>Computer</b>			
Computers and Hardware for Home Use	114	\$258.31	\$15,623,210
Software and Accessories for Home Use	115	\$36.37	\$2,199,984
<b>Entertainment &amp; Recreation</b>	110	\$3,640.14	\$220,166,471
<b>Fees and Admissions</b>	116	\$704.71	\$42,622,987
Membership Fees for Clubs <sup>2</sup>	115	\$188.10	\$11,376,639
Fees for Participant Sports, excl. Trips	115	\$130.69	\$7,904,729
Admission to Movie/Theatre/Opera/Ballet	117	\$172.84	\$10,453,975
Admission to Sporting Events, excl. Trips	118	\$67.64	\$4,091,014
Fees for Recreational Lessons	115	\$145.44	\$8,796,630
<b>TV/Video/Sound Equipment</b>	112	\$1,222.17	\$73,920,742
Community Antenna or Cable Television	110	\$662.51	\$40,070,611
Color Televisions	115	\$145.79	\$8,818,033
VCRs, Video Cameras, and DVD Players	113	\$45.36	\$2,743,430
Video Cassettes and DVDs	115	\$59.61	\$3,605,510
Video Game Hardware and Software	116	\$41.50	\$2,510,334
Satellite Dishes	107	\$2.36	\$143,001
Rental of Video Cassettes and DVDs	117	\$72.41	\$4,379,338
Sound Equipment <sup>3</sup>	111	\$185.76	\$11,235,528
Rental and Repair of TV/Sound Equipment	115	\$6.86	\$414,957
Pets	119	\$491.95	\$29,754,411
Toys and Games	112	\$219.21	\$13,258,540
Recreational Vehicles and Fees <sup>4</sup>	100	\$408.59	\$24,712,757
Sports/Recreation/Exercise Equipment <sup>5</sup>	83	\$188.38	\$11,393,656
Photo Equipment and Supplies <sup>6</sup>	113	\$159.65	\$9,656,151
Reading <sup>7</sup>	112	\$245.48	\$14,847,227
<b>Food</b>	111	\$9,137.03	\$552,634,980
<b>Food at Home</b>	109	\$5,369.16	\$324,742,706
Bakery and Cereal Products	109	\$788.81	\$47,709,685
Meat, Poultry, Fish, and Eggs	108	\$1,401.04	\$84,739,002
Dairy Products	109	\$580.60	\$35,116,136
Fruit and Vegetables	110	\$940.57	\$56,888,443
Snacks and Other Food at Home <sup>8</sup>	110	\$1,658.14	\$100,289,440
<b>Food Away from Home</b>	113	\$3,767.87	\$227,892,274
Alcoholic Beverages	115	\$659.16	\$39,867,698
Nonalcoholic Beverages at Home	108	\$456.32	\$27,599,419



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	118	\$5,524.51	\$334,139,174
Vehicle Loans	109	\$6,480.73	\$391,973,827
<b>Health</b>			
Nonprescription Drugs	109	\$123.87	\$7,492,264
Prescription Drugs	103	\$586.77	\$35,489,468
Eyeglasses and Contact Lenses	109	\$93.76	\$5,670,731
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	111	\$9,052.41	\$547,516,980
Maintenance and Remodeling Services	109	\$1,945.66	\$117,679,290
Maintenance and Remodeling Materials <sup>10</sup>	105	\$380.56	\$23,017,209
Utilities, Fuel, and Public Services	110	\$4,658.85	\$281,781,156
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	113	\$150.32	\$9,091,900
Furniture	114	\$703.83	\$42,569,943
Floor Coverings	113	\$95.32	\$5,765,090
Major Appliances <sup>12</sup>	108	\$307.73	\$18,612,421
Housewares <sup>13</sup>	90	\$92.30	\$5,582,563
Small Appliances	110	\$40.85	\$2,470,789
Luggage	116	\$11.86	\$717,352
Telephones and Accessories	48	\$26.71	\$1,615,757
<b>Household Operations</b>			
Child Care	119	\$494.87	\$29,931,022
Lawn and Garden <sup>14</sup>	103	\$448.34	\$27,117,031
Moving/Storage/Freight Express	122	\$63.76	\$3,856,605
Housekeeping Supplies <sup>15</sup>	109	\$821.85	\$49,708,231
<b>Insurance</b>			
Owners and Renters Insurance	107	\$471.39	\$28,510,797
Vehicle Insurance	110	\$1,516.82	\$91,741,889
Life/Other Insurance	108	\$696.96	\$42,154,360
Health Insurance	106	\$1,903.20	\$115,111,007
Personal Care Products <sup>16</sup>	112	\$504.03	\$30,484,976
School Books and Supplies <sup>17</sup>	117	\$136.82	\$8,275,564
Smoking Products	108	\$536.14	\$32,427,444
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	109	\$6,367.56	\$385,129,103
Gasoline and Motor Oil	108	\$2,001.09	\$121,031,737
Vehicle Maintenance and Repairs	111	\$1,193.54	\$72,188,604
<b>Travel</b>			
Airline Fares	114	\$450.30	\$27,235,785
Lodging on Trips	111	\$441.60	\$26,709,491
Auto/Truck/Van Rental on Trips	115	\$52.18	\$3,156,255
Food and Drink on Trips	112	\$511.15	\$30,915,743

**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.



# Retail Goods and Services Expenditures

1005 Woodruff Rd  
Greenville, SC 29607

Site Type: Radius

Latitude: 34.836341  
Longitude: -82.314467  
Radius: 5.0 miles

<sup>1</sup>**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.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**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.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**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.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**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.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**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, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**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.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**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.

<sup>16</sup>**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.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.