



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 1 mile radius

Latitude: 35.234753
Longitude: -85.196544

Top Tapestry Segments:		Demographic Summary		2010	2015
Crossroads	51.2%	Population		2,000	2,140
Southern Satellites	33.1%	Households		845	908
Salt of the Earth	13.4%	Families		584	621
Midland Crowd	2.1%	Median Age		39.0	40.0
Rooted Rural	0.1%	Median Household Income		\$47,586	\$53,995

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	56	\$1,332.69	\$1,126,126
Men's	52	\$237.44	\$200,639
Women's	48	\$402.35	\$339,988
Children's	65	\$262.01	\$221,402
Footwear	41	\$170.41	\$143,995
Watches & Jewelry	76	\$148.02	\$125,079
Apparel Products and Services ¹	120	\$112.45	\$95,022
Computer			
Computers and Hardware for Home Use	79	\$151.47	\$127,992
Software and Accessories for Home Use	78	\$22.11	\$18,684
Entertainment & Recreation	84	\$2,706.86	\$2,287,297
Fees and Admissions	71	\$438.87	\$370,845
Membership Fees for Clubs ²	69	\$113.45	\$95,865
Fees for Participant Sports, excl. Trips	75	\$80.43	\$67,961
Admission to Movie/Theatre/Opera/Ballet	72	\$109.63	\$92,641
Admission to Sporting Events, excl. Trips	78	\$46.53	\$39,314
Fees for Recreational Lessons	65	\$88.42	\$74,717
Dating Services	53	\$0.41	\$347
TV/Video/Audio	84	\$1,041.70	\$880,234
Community Antenna or Cable TV	87	\$629.38	\$531,825
Televisions	81	\$156.58	\$132,308
VCRs, Video Cameras, and DVD Players	81	\$16.50	\$13,942
Video Cassettes and DVDs	85	\$44.62	\$37,707
Video and Computer Game Hardware and Software	81	\$44.93	\$37,964
Satellite Dishes	94	\$1.19	\$1,008
Rental of Video Cassettes and DVDs	83	\$34.05	\$28,773
Streaming/Downloaded Video	64	\$0.90	\$764
Audio ³	73	\$107.61	\$90,934
Rental and Repair of TV/Radio/Audio	78	\$5.93	\$5,010
Pets	108	\$466.50	\$394,196
Toys and Games ⁴	87	\$126.15	\$106,596
Recreational Vehicles and Fees ⁵	89	\$287.41	\$242,858
Sports/Recreation/Exercise Equipment ⁶	69	\$124.90	\$105,544
Photo Equipment and Supplies ⁷	81	\$83.68	\$70,710
Reading ⁸	77	\$118.76	\$100,355
Catered Affairs ⁹	77	\$18.89	\$15,960
Food	83	\$6,384.88	\$5,395,220
Food at Home	83	\$3,734.83	\$3,155,930
Bakery and Cereal Products	84	\$501.54	\$423,801
Meat, Poultry, Fish, and Eggs	84	\$866.66	\$732,329
Dairy Products	84	\$419.65	\$354,604
Fruit and Vegetables	80	\$626.17	\$529,110
Snacks and Other Food at Home ¹⁰	85	\$1,320.81	\$1,116,085
Food Away from Home	82	\$2,650.05	\$2,239,289
Alcoholic Beverages	75	\$429.79	\$363,173
Nonalcoholic Beverages at Home	85	\$372.06	\$314,392



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	75	\$1,300.08	\$1,098,569
Vehicle Loans	95	\$4,681.72	\$3,956,056
Health			
Nonprescription Drugs	92	\$94.92	\$80,208
Prescription Drugs	95	\$471.22	\$398,185
Eyeglasses and Contact Lenses	82	\$62.90	\$53,151
Home			
Mortgage Payment and Basics ¹¹	80	\$7,482.17	\$6,322,432
Maintenance and Remodeling Services	76	\$1,508.32	\$1,274,529
Maintenance and Remodeling Materials ¹²	91	\$336.54	\$284,378
Utilities, Fuel, and Public Services	88	\$3,992.20	\$3,373,408
Household Furnishings and Equipment			
Household Textiles ¹³	81	\$107.42	\$90,769
Furniture	80	\$478.28	\$404,150
Floor Coverings	74	\$55.69	\$47,061
Major Appliances ¹⁴	88	\$267.14	\$225,734
Housewares ¹⁵	71	\$61.36	\$51,851
Small Appliances	84	\$27.39	\$23,141
Luggage	76	\$7.00	\$5,918
Telephones and Accessories	56	\$24.01	\$20,290
Household Operations			
Child Care	80	\$372.09	\$314,415
Lawn and Garden ¹⁶	85	\$356.56	\$301,293
Moving/Storage/Freight Express	73	\$44.28	\$37,414
Housekeeping Supplies ¹⁷	87	\$610.87	\$516,183
Insurance			
Owners and Renters Insurance	94	\$433.40	\$366,222
Vehicle Insurance	85	\$990.86	\$837,279
Life/Other Insurance	87	\$364.70	\$308,168
Health Insurance	88	\$1,699.17	\$1,435,795
Personal Care Products ¹⁸	84	\$335.18	\$283,228
School Books and Supplies ¹⁹	82	\$87.29	\$73,757
Smoking Products	92	\$394.72	\$333,535
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	89	\$3,916.45	\$3,309,400
Gasoline and Motor Oil	93	\$2,658.75	\$2,246,645
Vehicle Maintenance and Repairs	84	\$788.74	\$666,484
Travel			
Airline Fares	67	\$308.55	\$260,726
Lodging on Trips	74	\$322.68	\$272,667
Auto/Truck/Van Rental on Trips	66	\$24.43	\$20,643
Food and Drink on Trips	77	\$334.89	\$282,980

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

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, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**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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Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 3 miles radius

Latitude: 35.234753
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Top Tapestry Segments:		Demographic Summary		2010	2015
Midland Crowd	27.6%	Population		16,656	17,648
Salt of the Earth	14.2%	Households		6,388	6,794
Southern Satellites	13.6%	Families		4,854	5,111
Rooted Rural	12.4%	Median Age		39.2	40.3
Crossroads	10.0%	Median Household Income		\$53,320	\$59,234

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	60	\$1,432.76	\$9,152,477
Men's	56	\$256.64	\$1,639,430
Women's	53	\$436.19	\$2,786,402
Children's	69	\$275.87	\$1,762,247
Footwear	43	\$180.56	\$1,153,421
Watches & Jewelry	84	\$163.44	\$1,044,027
Apparel Products and Services ¹	128	\$120.06	\$766,950
Computer			
Computers and Hardware for Home Use	85	\$163.79	\$1,046,312
Software and Accessories for Home Use	84	\$23.90	\$152,657
Entertainment & Recreation	91	\$2,949.01	\$18,838,254
Fees and Admissions	80	\$492.62	\$3,146,847
Membership Fees for Clubs ²	78	\$127.29	\$813,098
Fees for Participant Sports, excl. Trips	84	\$89.23	\$570,011
Admission to Movie/Theatre/Opera/Ballet	79	\$120.31	\$768,533
Admission to Sporting Events, excl. Trips	87	\$52.02	\$332,308
Fees for Recreational Lessons	76	\$103.32	\$660,013
Dating Services	58	\$0.45	\$2,884
TV/Video/Audio	90	\$1,114.00	\$7,116,237
Community Antenna or Cable TV	93	\$671.75	\$4,291,154
Televisions	87	\$169.00	\$1,079,600
VCRs, Video Cameras, and DVD Players	86	\$17.53	\$111,999
Video Cassettes and DVDs	89	\$46.75	\$298,631
Video and Computer Game Hardware and Software	86	\$48.24	\$308,145
Satellite Dishes	102	\$1.28	\$8,176
Rental of Video Cassettes and DVDs	88	\$36.05	\$230,291
Streaming/Downloaded Video	74	\$1.04	\$6,635
Audio ³	79	\$116.13	\$741,818
Rental and Repair of TV/Radio/Audio	82	\$6.23	\$39,788
Pets	118	\$508.96	\$3,251,247
Toys and Games ⁴	93	\$135.51	\$865,651
Recreational Vehicles and Fees ⁵	99	\$319.85	\$2,043,171
Sports/Recreation/Exercise Equipment ⁶	75	\$135.32	\$864,439
Photo Equipment and Supplies ⁷	88	\$90.80	\$580,048
Reading ⁸	85	\$131.45	\$839,674
Catered Affairs ⁹	83	\$20.50	\$130,939
Food	89	\$6,851.93	\$43,770,155
Food at Home	89	\$4,003.75	\$25,575,954
Bakery and Cereal Products	90	\$539.52	\$3,446,470
Meat, Poultry, Fish, and Eggs	89	\$923.83	\$5,901,446
Dairy Products	91	\$451.57	\$2,884,660
Fruit and Vegetables	86	\$676.19	\$4,319,473
Snacks and Other Food at Home ¹⁰	91	\$1,412.63	\$9,023,906
Food Away from Home	88	\$2,848.18	\$18,194,202
Alcoholic Beverages	81	\$463.69	\$2,962,082
Nonalcoholic Beverages at Home	91	\$396.39	\$2,532,109



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	84	\$1,461.86	\$9,338,341
Vehicle Loans	101	\$4,982.59	\$31,828,807
Health			
Nonprescription Drugs	100	\$102.59	\$655,344
Prescription Drugs	102	\$509.05	\$3,251,807
Eyeglasses and Contact Lenses	90	\$69.29	\$442,639
Home			
Mortgage Payment and Basics ¹¹	90	\$8,399.09	\$53,653,407
Maintenance and Remodeling Services	87	\$1,718.31	\$10,976,571
Maintenance and Remodeling Materials ¹²	100	\$372.75	\$2,381,096
Utilities, Fuel, and Public Services	94	\$4,266.43	\$27,253,975
Household Furnishings and Equipment			
Household Textiles ¹³	87	\$116.29	\$742,829
Furniture	86	\$518.55	\$3,312,491
Floor Coverings	84	\$63.22	\$403,860
Major Appliances ¹⁴	97	\$292.87	\$1,870,848
Housewares ¹⁵	77	\$66.15	\$422,551
Small Appliances	90	\$29.55	\$188,746
Luggage	84	\$7.77	\$49,619
Telephones and Accessories	60	\$25.35	\$161,927
Household Operations			
Child Care	88	\$406.26	\$2,595,162
Lawn and Garden ¹⁶	94	\$395.37	\$2,525,597
Moving/Storage/Freight Express	78	\$47.45	\$303,102
Housekeeping Supplies ¹⁷	93	\$655.38	\$4,186,559
Insurance			
Owners and Renters Insurance	103	\$475.21	\$3,035,657
Vehicle Insurance	91	\$1,064.99	\$6,803,154
Life/Other Insurance	97	\$403.63	\$2,578,416
Health Insurance	96	\$1,852.55	\$11,834,116
Personal Care Products ¹⁸	90	\$360.18	\$2,300,799
School Books and Supplies ¹⁹	86	\$91.39	\$583,802
Smoking Products	97	\$413.91	\$2,644,071
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	95	\$4,185.88	\$26,739,413
Gasoline and Motor Oil	98	\$2,814.21	\$17,977,180
Vehicle Maintenance and Repairs	91	\$853.89	\$5,454,627
Travel			
Airline Fares	76	\$346.68	\$2,214,573
Lodging on Trips	83	\$363.51	\$2,322,094
Auto/Truck/Van Rental on Trips	75	\$27.55	\$175,978
Food and Drink on Trips	85	\$371.76	\$2,374,819

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

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, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**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:		Demographic Summary		
			2010	2015
Salt of the Earth	15.9%	Population	38,795	41,378
Midland Crowd	15.8%	Households	14,659	15,688
Southern Satellites	12.7%	Families	11,299	11,984
Milk and Cookies	10.3%	Median Age	39.9	40.8
Cozy and Comfortable	8.6%	Median Household Income	\$57,166	\$61,477

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	65	\$1,550.48	\$22,728,446
Men's	61	\$278.78	\$4,086,586
Women's	57	\$475.65	\$6,972,559
Children's	73	\$293.43	\$4,301,446
Footwear	46	\$192.82	\$2,826,561
Watches & Jewelry	92	\$179.51	\$2,631,383
Apparel Products and Services ¹	139	\$130.29	\$1,909,912
Computer			
Computers and Hardware for Home Use	93	\$177.84	\$2,606,928
Software and Accessories for Home Use	92	\$26.09	\$382,505
Entertainment & Recreation	99	\$3,186.40	\$46,709,468
Fees and Admissions	90	\$558.21	\$8,182,846
Membership Fees for Clubs ²	89	\$145.34	\$2,130,559
Fees for Participant Sports, excl. Trips	93	\$99.19	\$1,454,024
Admission to Movie/Theatre/Opera/Ballet	88	\$133.92	\$1,963,126
Admission to Sporting Events, excl. Trips	97	\$57.96	\$849,652
Fees for Recreational Lessons	89	\$121.28	\$1,777,799
Dating Services	68	\$0.52	\$7,686
TV/Video/Audio	96	\$1,188.13	\$17,416,813
Community Antenna or Cable TV	98	\$709.43	\$10,399,558
Televisions	95	\$183.02	\$2,682,911
VCRs, Video Cameras, and DVD Players	93	\$18.86	\$276,468
Video Cassettes and DVDs	94	\$49.49	\$725,487
Video and Computer Game Hardware and Software	95	\$52.86	\$774,883
Satellite Dishes	106	\$1.34	\$19,676
Rental of Video Cassettes and DVDs	94	\$38.73	\$567,761
Streaming/Downloaded Video	84	\$1.17	\$17,189
Audio ³	86	\$126.54	\$1,854,961
Rental and Repair of TV/Radio/Audio	88	\$6.68	\$97,920
Pets	126	\$542.39	\$7,950,898
Toys and Games ⁴	100	\$144.90	\$2,124,122
Recreational Vehicles and Fees ⁵	105	\$339.34	\$4,974,340
Sports/Recreation/Exercise Equipment ⁶	80	\$145.54	\$2,133,410
Photo Equipment and Supplies ⁷	96	\$99.53	\$1,459,023
Reading ⁸	94	\$145.16	\$2,127,896
Catered Affairs ⁹	94	\$23.20	\$340,117
Food	95	\$7,332.19	\$107,482,546
Food at Home	95	\$4,271.36	\$62,613,803
Bakery and Cereal Products	97	\$576.31	\$8,448,099
Meat, Poultry, Fish, and Eggs	95	\$983.45	\$14,416,332
Dairy Products	97	\$481.36	\$7,056,285
Fruit and Vegetables	93	\$726.69	\$10,652,604
Snacks and Other Food at Home ¹⁰	96	\$1,503.55	\$22,040,479
Food Away from Home	95	\$3,060.83	\$44,868,744
Alcoholic Beverages	89	\$509.22	\$7,464,628
Nonalcoholic Beverages at Home	96	\$420.60	\$6,165,506



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Ring: 5 miles radius

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	93	\$1,621.11	\$23,763,791
Vehicle Loans	106	\$5,198.55	\$76,205,534
Health			
Nonprescription Drugs	103	\$106.60	\$1,562,614
Prescription Drugs	106	\$530.84	\$7,781,600
Eyeglasses and Contact Lenses	99	\$75.80	\$1,111,092
Home			
Mortgage Payment and Basics ¹¹	100	\$9,339.94	\$136,914,176
Maintenance and Remodeling Services	97	\$1,926.06	\$28,234,108
Maintenance and Remodeling Materials ¹²	108	\$401.16	\$5,880,606
Utilities, Fuel, and Public Services	100	\$4,523.63	\$66,311,944
Household Furnishings and Equipment			
Household Textiles ¹³	95	\$126.10	\$1,848,481
Furniture	94	\$564.41	\$8,273,620
Floor Coverings	95	\$71.48	\$1,047,810
Major Appliances ¹⁴	103	\$313.01	\$4,588,375
Housewares ¹⁵	83	\$71.31	\$1,045,346
Small Appliances	97	\$31.80	\$466,099
Luggage	94	\$8.67	\$127,106
Telephones and Accessories	63	\$27.04	\$396,313
Household Operations			
Child Care	96	\$443.05	\$6,494,725
Lawn and Garden ¹⁶	102	\$427.18	\$6,262,079
Moving/Storage/Freight Express	83	\$50.56	\$741,122
Housekeeping Supplies ¹⁷	99	\$696.25	\$10,206,316
Insurance			
Owners and Renters Insurance	109	\$504.39	\$7,393,888
Vehicle Insurance	98	\$1,137.05	\$16,667,991
Life/Other Insurance	105	\$437.87	\$6,418,722
Health Insurance	102	\$1,967.68	\$28,844,156
Personal Care Products ¹⁸	96	\$384.23	\$5,632,381
School Books and Supplies ¹⁹	92	\$97.74	\$1,432,752
Smoking Products	100	\$428.36	\$6,279,369
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	101	\$4,428.07	\$64,911,130
Gasoline and Motor Oil	103	\$2,948.39	\$43,220,469
Vehicle Maintenance and Repairs	97	\$914.62	\$13,407,402
Travel			
Airline Fares	86	\$394.24	\$5,779,142
Lodging on Trips	93	\$407.35	\$5,971,292
Auto/Truck/Van Rental on Trips	86	\$31.67	\$464,232
Food and Drink on Trips	94	\$410.32	\$6,014,919

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Prepared by Lacy Beasley, The Shopping Center Group

Soddy-Daisy, TN
Hwy 27 & Harrison Ln.
Ring: 5 miles radius

Latitude: 35.234753
Longitude: -85.196544

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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

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, and personal care appliances.

¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.