



Retail Goods and Services Expenditures

Robbins Properties

5600 Brainerd Rd
Chattanooga, TN 37411

Site Type: Radius

Latitude: 35.010424
Longitude: -85.217577
Radius: 5.0 miles

Top Tapestry Segments:		Demographic Summary		2004	2009
Modest Income Homes	9.9%	Population		130,644	134,702
Great Expectations	9.1%	Households		56,104	58,868
Rustbelt Traditions	8.9%	Families		34,826	36,046
Midlife Junction	8.1%	Median Age		37.9	39.1
Rustbelt Retirees	6.4%	Median Household Income		\$35,737	\$41,076

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	83	\$2,305.16	\$129,328,501
Men's	82	\$438.74	\$24,615,070
Women's	85	\$759.05	\$42,585,886
Children's	78	\$338.82	\$19,009,011
Footwear	85	\$424.76	\$23,830,626
Watches & Jewelry	83	\$219.47	\$12,313,267
Apparel Products and Services ¹	84	\$124.32	\$6,974,641
Computer			
Computers and Hardware for Home Use	67	\$185.87	\$10,428,030
Software and Accessories for Home Use	66	\$21.13	\$1,185,393
Entertainment & Recreation	71	\$2,178.59	\$122,227,561
Fees and Admissions	67	\$396.04	\$22,219,668
Membership Fees for Clubs ²	68	\$105.95	\$5,944,283
Fees for Participant Sports, excl. Trips	67	\$76.53	\$4,293,576
Admission to Movie/Theatre/Opera/Ballet	68	\$96.36	\$5,406,340
Admission to Sporting Events, excl. Trips	67	\$37.00	\$2,075,936
Fees for Recreational Lessons	66	\$80.20	\$4,499,533
TV/Video/Sound Equipment	70	\$690.66	\$38,748,728
Community Antenna or Cable Television	70	\$362.06	\$20,312,873
Color Televisions	68	\$75.22	\$4,220,420
VCRs, Video Cameras, and DVD Players	67	\$26.37	\$1,479,479
Video Cassettes and DVDs	67	\$23.18	\$1,300,755
Video Game Hardware and Software	68	\$21.87	\$1,226,729
Satellite Dishes	64	\$2.69	\$151,103
Rental of Video Cassettes and DVDs	68	\$43.58	\$2,445,252
Sound Equipment ³	69	\$130.63	\$7,328,963
Rental and Repair of TV/Sound Equipment	72	\$5.05	\$283,154
Pets	76	\$256.16	\$14,371,336
Toys and Games	85	\$184.35	\$10,342,513
Recreational Vehicles and Fees ⁴	66	\$224.66	\$12,604,541
Sports/Recreation/Exercise Equipment ⁵	77	\$168.11	\$9,431,592
Photo Equipment and Supplies ⁶	70	\$97.35	\$5,461,527
Reading ⁷	69	\$161.27	\$9,047,656
Food	85	\$6,638.08	\$372,422,984
Food at Home	86	\$4,026.73	\$225,915,621
Bakery and Cereal Products	86	\$613.17	\$34,401,285
Meat, Poultry, Fish, and Eggs	86	\$1,075.88	\$60,361,032
Dairy Products	86	\$441.13	\$24,749,297
Fruits and Vegetables	86	\$695.49	\$39,019,740
Snacks and Other Food at Home ⁸	86	\$1,201.06	\$67,384,267
Food Away from Home	84	\$2,611.35	\$146,507,363
Alcoholic Beverages	86	\$419.53	\$23,537,572
Nonalcoholic Beverages at Home	86	\$336.86	\$18,899,271



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	69	\$6,091.61	\$341,763,770
Vehicle Loans	67	\$3,526.04	\$197,825,148
Health			
Nonprescription Drugs	87	\$91.02	\$5,106,773
Prescription Drugs	73	\$347.24	\$19,481,814
Eyeglasses and Contact Lenses	69	\$60.12	\$3,372,791
Home			
Mortgage Payment and Basics ⁹	65	\$4,997.71	\$280,391,507
Maintenance and Remodeling Services	65	\$952.49	\$53,438,581
Maintenance and Remodeling Materials ¹⁰	64	\$190.81	\$10,705,212
Utilities, Fuel, and Public Services	70	\$2,812.45	\$157,789,460
Household Furnishings and Equipment			
Household Textiles ¹¹	67	\$84.42	\$4,736,054
Furniture	67	\$395.73	\$22,201,788
Floor Coverings	66	\$52.52	\$2,946,560
Major Appliances ¹²	67	\$180.98	\$10,153,673
Housewares ¹³	99	\$90.42	\$5,072,710
Small Appliances	68	\$24.24	\$1,359,836
Luggage	67	\$8.32	\$466,847
Telephones and Accessories	84	\$47.41	\$2,659,868
Household Operations			
Child Care	66	\$271.74	\$15,245,723
Lawn and Garden ¹⁴	72	\$295.84	\$16,598,015
Moving/Storage/Freight Express	67	\$34.18	\$1,917,694
Housekeeping Supplies ¹⁵	86	\$573.57	\$32,179,396
Insurance			
Owners and Renters Insurance	67	\$264.29	\$14,827,724
Vehicle Insurance	68	\$839.58	\$47,103,915
Life/Other Insurance	68	\$430.32	\$24,142,637
Health Insurance	70	\$1,093.27	\$61,337,067
Personal Care Products ¹⁶	85	\$337.80	\$18,952,046
School Books and Supplies ¹⁷	72	\$79.10	\$4,437,835
Smoking Products	72	\$349.38	\$19,601,612
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	68	\$3,660.03	\$205,342,497
Gasoline and Motor Oil	68	\$1,197.03	\$67,157,911
Vehicle Maintenance and Repairs	68	\$699.22	\$39,228,869
Travel			
Airline Fares	67	\$274.29	\$15,388,883
Lodging on Trips	67	\$269.02	\$15,092,977
Auto/Truck/Van Rental on Trips	65	\$32.31	\$1,812,828
Food and Drink on Trips	67	\$304.09	\$17,060,656

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 1999, 2000, 2001 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI BIS forecasts for 2004 and 2009.



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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**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.

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

⁵**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.

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

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**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.

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

¹⁰**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.

¹¹**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.

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

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

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

¹⁵**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.

¹⁶**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.

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

¹⁸**Vehicle Purchase (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



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Top Tapestry Segments:

Great Expectations	8.2%
Rustbelt Retirees	6.8%
Rustbelt Traditions	5.8%
Modest Income Homes	5.2%
Midlife Junction	5.2%

Demographic Summary

	2004	2009
Population	300,129	310,400
Households	124,729	131,194
Families	79,960	83,154
Median Age	37.7	39.1
Median Household Income	\$40,386	\$46,207

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	95	\$2,640.29	\$329,321,030
Men's	94	\$504.29	\$62,899,745
Women's	97	\$867.80	\$108,239,786
Children's	90	\$388.39	\$48,443,193
Footwear	97	\$484.68	\$60,453,349
Watches & Jewelry	96	\$254.67	\$31,764,477
Apparel Products and Services ¹	95	\$140.47	\$17,520,480
Computer			
Computers and Hardware for Home Use	78	\$215.34	\$26,858,835
Software and Accessories for Home Use	77	\$24.70	\$3,081,168
Entertainment & Recreation	82	\$2,525.79	\$315,039,637
Fees and Admissions	78	\$460.67	\$57,458,556
Membership Fees for Clubs ²	79	\$123.23	\$15,369,853
Fees for Participant Sports, excl. Trips	78	\$89.03	\$11,104,192
Admission to Movie/Theatre/Opera/Ballet	78	\$110.93	\$13,836,811
Admission to Sporting Events, excl. Trips	78	\$43.14	\$5,380,469
Fees for Recreational Lessons	77	\$94.34	\$11,767,231
TV/Video/Sound Equipment	79	\$787.19	\$98,184,860
Community Antenna or Cable Television	80	\$408.99	\$51,013,160
Color Televisions	78	\$86.44	\$10,782,165
VCRs, Video Cameras, and DVD Players	78	\$30.46	\$3,798,701
Video Cassettes and DVDs	78	\$26.78	\$3,339,949
Video Game Hardware and Software	79	\$25.21	\$3,144,387
Satellite Dishes	76	\$3.18	\$396,302
Rental of Video Cassettes and DVDs	78	\$49.91	\$6,224,709
Sound Equipment ³	80	\$150.54	\$18,777,264
Rental and Repair of TV/Sound Equipment	81	\$5.68	\$708,223
Pets	89	\$299.17	\$37,315,441
Toys and Games	98	\$212.58	\$26,514,607
Recreational Vehicles and Fees ⁴	80	\$269.64	\$33,632,170
Sports/Recreation/Exercise Equipment ⁵	90	\$197.49	\$24,632,224
Photo Equipment and Supplies ⁶	81	\$113.59	\$14,168,379
Reading ⁷	79	\$185.47	\$23,133,400
Food	97	\$7,574.84	\$944,802,170
Food at Home	98	\$4,588.84	\$572,361,091
Bakery and Cereal Products	98	\$698.71	\$87,148,784
Meat, Poultry, Fish, and Eggs	98	\$1,221.03	\$152,298,046
Dairy Products	98	\$504.29	\$62,899,795
Fruits and Vegetables	98	\$792.23	\$98,814,514
Snacks and Other Food at Home ⁸	98	\$1,372.58	\$171,199,952
Food Away from Home	96	\$2,986.00	\$372,441,079
Alcoholic Beverages	98	\$478.28	\$59,655,096
Nonalcoholic Beverages at Home	98	\$384.88	\$48,006,244



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	81	\$7,110.81	\$886,924,745
Vehicle Loans	78	\$4,083.74	\$509,360,735
Health			
Nonprescription Drugs	99	\$103.69	\$12,933,148
Prescription Drugs	82	\$390.45	\$48,700,897
Eyeglasses and Contact Lenses	79	\$69.67	\$8,690,214
Home			
Mortgage Payment and Basics ⁹	77	\$5,921.39	\$738,568,835
Maintenance and Remodeling Services	77	\$1,128.52	\$140,758,795
Maintenance and Remodeling Materials ¹⁰	77	\$228.98	\$28,559,908
Utilities, Fuel, and Public Services	79	\$3,194.59	\$398,458,308
Household Furnishings and Equipment			
Household Textiles ¹¹	78	\$97.66	\$12,181,142
Furniture	77	\$458.39	\$57,174,340
Floor Coverings	77	\$61.77	\$7,704,479
Major Appliances ¹²	78	\$210.25	\$26,224,467
Housewares ¹³	114	\$104.63	\$13,050,744
Small Appliances	78	\$28.02	\$3,495,430
Luggage	77	\$9.68	\$1,207,498
Telephones and Accessories	97	\$54.59	\$6,808,652
Household Operations			
Child Care	77	\$316.36	\$39,458,726
Lawn and Garden ¹⁴	84	\$344.25	\$42,938,252
Moving/Storage/Freight Express	77	\$39.28	\$4,899,018
Housekeeping Supplies ¹⁵	98	\$658.37	\$82,117,399
Insurance			
Owners and Renters Insurance	78	\$306.93	\$38,283,420
Vehicle Insurance	78	\$965.59	\$120,436,809
Life/Other Insurance	79	\$497.93	\$62,106,372
Health Insurance	80	\$1,243.96	\$155,157,633
Personal Care Products ¹⁶	98	\$386.07	\$48,154,300
School Books and Supplies ¹⁷	81	\$88.79	\$11,074,881
Smoking Products	81	\$392.84	\$48,998,859
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	78	\$4,227.18	\$527,252,194
Gasoline and Motor Oil	78	\$1,379.85	\$172,106,903
Vehicle Maintenance and Repairs	79	\$807.85	\$100,762,190
Travel			
Airline Fares	77	\$318.31	\$39,702,366
Lodging on Trips	78	\$312.48	\$38,975,240
Auto/Truck/Van Rental on Trips	77	\$37.84	\$4,720,111
Food and Drink on Trips	78	\$352.40	\$43,955,061

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.

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

³**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.

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

⁵**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.

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

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**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.

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

¹⁰**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.

¹¹**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.

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

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

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

¹⁵**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.

¹⁶**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.

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Top Tapestry Segments:

Midland Crowd	7.0%
Great Expectations	6.4%
Southern Satellites	6.0%
Rustbelt Retirees	5.3%
Green Acres	5.1%

Demographic Summary

	2004	2009
Population	391,523	405,621
Households	159,672	168,215
Families	106,974	111,540
Median Age	38.1	39.6
Median Household Income	\$42,751	\$49,125

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	100	\$2,768.62	\$442,070,763
Men's	99	\$530.33	\$84,679,634
Women's	102	\$909.10	\$145,158,346
Children's	95	\$409.25	\$65,345,972
Footwear	102	\$507.37	\$81,013,223
Watches & Jewelry	101	\$266.69	\$42,583,447
Apparel Products and Services ¹	99	\$145.86	\$23,290,141
Computer			
Computers and Hardware for Home Use	82	\$226.80	\$36,213,587
Software and Accessories for Home Use	82	\$26.10	\$4,167,291
Entertainment & Recreation	87	\$2,678.59	\$427,695,393
Fees and Admissions	82	\$485.12	\$77,460,815
Membership Fees for Clubs ²	83	\$130.08	\$20,770,539
Fees for Participant Sports, excl. Trips	83	\$94.01	\$15,010,481
Admission to Movie/Theatre/Opera/Ballet	81	\$115.68	\$18,470,313
Admission to Sporting Events, excl. Trips	83	\$45.60	\$7,280,763
Fees for Recreational Lessons	82	\$99.76	\$15,928,719
TV/Video/Sound Equipment	83	\$826.33	\$131,941,001
Community Antenna or Cable Television	83	\$428.80	\$68,467,002
Color Televisions	82	\$90.89	\$14,512,775
VCRs, Video Cameras, and DVD Players	82	\$31.99	\$5,108,130
Video Cassettes and DVDs	82	\$28.16	\$4,497,141
Video Game Hardware and Software	83	\$26.50	\$4,230,652
Satellite Dishes	82	\$3.43	\$546,947
Rental of Video Cassettes and DVDs	82	\$52.19	\$8,333,317
Sound Equipment ³	84	\$158.46	\$25,300,831
Rental and Repair of TV/Sound Equipment	84	\$5.91	\$944,206
Pets	96	\$321.05	\$51,262,843
Toys and Games	103	\$223.78	\$35,731,705
Recreational Vehicles and Fees ⁴	87	\$295.68	\$47,211,059
Sports/Recreation/Exercise Equipment ⁵	96	\$210.75	\$33,650,667
Photo Equipment and Supplies ⁶	87	\$120.82	\$19,292,101
Reading ⁷	83	\$195.06	\$31,145,202
Food	102	\$7,957.10	\$1,270,526,563
Food at Home	103	\$4,824.06	\$770,268,022
Bakery and Cereal Products	103	\$734.29	\$117,245,198
Meat, Poultry, Fish, and Eggs	103	\$1,281.71	\$204,653,944
Dairy Products	103	\$531.15	\$84,810,505
Fruits and Vegetables	102	\$830.58	\$132,620,323
Snacks and Other Food at Home ⁸	104	\$1,446.33	\$230,938,052
Food Away from Home	101	\$3,133.04	\$500,258,541
Alcoholic Beverages	102	\$497.96	\$79,510,251
Nonalcoholic Beverages at Home	103	\$405.90	\$64,810,179



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	84	\$7,398.86	\$1,181,391,286
Vehicle Loans	83	\$4,362.55	\$696,576,495
Health			
Nonprescription Drugs	105	\$109.45	\$17,475,443
Prescription Drugs	87	\$413.11	\$65,962,682
Eyeglasses and Contact Lenses	84	\$74.05	\$11,823,743
Home			
Mortgage Payment and Basics ⁹	82	\$6,348.89	\$1,013,740,435
Maintenance and Remodeling Services	83	\$1,210.95	\$193,355,359
Maintenance and Remodeling Materials ¹⁰	84	\$249.89	\$39,899,812
Utilities, Fuel, and Public Services	83	\$3,366.23	\$537,493,316
Household Furnishings and Equipment			
Household Textiles ¹¹	82	\$102.93	\$16,435,509
Furniture	82	\$483.68	\$77,229,584
Floor Coverings	83	\$66.10	\$10,554,897
Major Appliances ¹²	83	\$223.63	\$35,706,879
Housewares ¹³	121	\$110.46	\$17,638,119
Small Appliances	83	\$29.65	\$4,734,178
Luggage	81	\$10.17	\$1,623,211
Telephones and Accessories	102	\$57.51	\$9,182,209
Household Operations			
Child Care	81	\$333.25	\$53,211,112
Lawn and Garden ¹⁴	89	\$367.06	\$58,609,697
Moving/Storage/Freight Express	80	\$40.97	\$6,541,830
Housekeeping Supplies ¹⁵	104	\$695.04	\$110,978,079
Insurance			
Owners and Renters Insurance	84	\$329.09	\$52,547,244
Vehicle Insurance	82	\$1,020.52	\$162,947,713
Life/Other Insurance	84	\$531.26	\$84,826,736
Health Insurance	85	\$1,317.96	\$210,440,734
Personal Care Products ¹⁶	103	\$405.94	\$64,816,622
School Books and Supplies ¹⁷	83	\$91.31	\$14,580,124
Smoking Products	85	\$412.59	\$65,878,503
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	83	\$4,503.61	\$719,100,017
Gasoline and Motor Oil	83	\$1,467.40	\$234,302,134
Vehicle Maintenance and Repairs	83	\$854.12	\$136,379,757
Travel			
Airline Fares	81	\$334.62	\$53,430,234
Lodging on Trips	83	\$330.93	\$52,839,507
Auto/Truck/Van Rental on Trips	81	\$40.02	\$6,389,605
Food and Drink on Trips	82	\$372.33	\$59,450,221

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 1999, 2000, 2001 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI BIS forecasts for 2004 and 2009.



5600 Brainerd Rd
Chattanooga, TN 37411

Site Type: Radius

Latitude: 35.010424
Longitude: -85.217577
Radius: 15.0 miles

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

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

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

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

⁵**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.

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

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**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.

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

¹⁰**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.

¹¹**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.

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

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

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

¹⁵**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.

¹⁶**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.

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

¹⁸**Vehicle Purchase (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.