



# Retail Goods and Services Expenditures

Places: Wake Forest town, NC

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Up and Coming Families	83.2%	Population	22,324	28,372
Aspiring Young Families	5.8%	Households	8,322	10,605
Great Expectations	5.8%	Families	5,959	7,401
Sophisticated Squires	5.3%	Median Age	33.9	34.1
		Median Household Income	\$74,660	\$91,645

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	110	\$3,029.93	\$25,215,054
Men's	114	\$565.85	\$4,708,995
Women's	102	\$981.30	\$8,166,414
Children's	123	\$539.30	\$4,488,051
Footwear	96	\$486.55	\$4,049,032
Watches & Jewelry	131	\$259.26	\$2,157,573
Apparel Products and Services <sup>1</sup>	134	\$197.67	\$1,644,989
<b>Computer</b>			
Computers and Hardware for Home Use	128	\$280.57	\$2,334,923
Software and Accessories for Home Use	136	\$40.68	\$338,549
<b>Entertainment &amp; Recreation</b>	124	\$4,262.64	\$35,473,657
<b>Fees and Admissions</b>	131	\$796.18	\$6,625,794
Membership Fees for Clubs <sup>2</sup>	126	\$199.16	\$1,657,429
Fees for Participant Sports, excl. Trips	132	\$149.38	\$1,243,112
Admission to Movie/Theatre/Opera/Ballet	127	\$189.96	\$1,580,813
Admission to Sporting Events, excl. Trips	138	\$79.19	\$658,980
Fees for Recreational Lessons	137	\$178.50	\$1,485,460
<b>TV/Video/Sound Equipment</b>	121	\$1,404.14	\$11,685,257
Community Antenna or Cable Television	115	\$765.63	\$6,371,563
Color Televisions	132	\$181.91	\$1,513,831
VCRs, Video Cameras, and DVD Players	127	\$49.23	\$409,731
Video Cassettes and DVDs	126	\$76.71	\$638,342
Video Game Hardware and Software	129	\$42.44	\$353,160
Satellite Dishes	127	\$1.96	\$16,301
Rental of Video Cassettes and DVDs	132	\$78.52	\$653,407
Sound Equipment <sup>3</sup>	127	\$201.26	\$1,674,857
Rental and Repair of TV/Sound Equipment	112	\$6.50	\$54,065
Pets	122	\$537.73	\$4,474,983
Toys and Games	128	\$231.86	\$1,929,543
Recreational Vehicles and Fees <sup>4</sup>	131	\$594.88	\$4,950,595
Sports/Recreation/Exercise Equipment <sup>5</sup>	118	\$272.72	\$2,269,548
Photo Equipment and Supplies <sup>6</sup>	129	\$177.38	\$1,476,167
Reading <sup>7</sup>	117	\$247.75	\$2,061,770
<b>Food</b>	119	\$9,976.36	\$83,023,230
<b>Food at Home</b>	117	\$5,862.28	\$48,785,935
Bakery and Cereal Products	116	\$836.10	\$6,958,009
Meat, Poultry, Fish, and Eggs	115	\$1,513.10	\$12,592,050
Dairy Products	116	\$639.19	\$5,319,326
Fruit and Vegetables	116	\$1,018.27	\$8,474,016
Snacks and Other Food at Home <sup>8</sup>	118	\$1,855.63	\$15,442,534
<b>Food Away from Home</b>	121	\$4,114.07	\$34,237,295
Alcoholic Beverages	118	\$726.63	\$6,047,009
Nonalcoholic Beverages at Home	116	\$504.41	\$4,197,695



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	124	\$1,852.55	\$15,416,905
Vehicle Loans	131	\$8,061.16	\$67,084,944
<b>Health</b>			
Nonprescription Drugs	112	\$136.77	\$1,138,229
Prescription Drugs	103	\$594.32	\$4,945,954
Eyeglasses and Contact Lenses	117	\$97.03	\$807,457
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	144	\$12,500.85	\$104,032,074
Maintenance and Remodeling Services	124	\$2,453.25	\$20,415,949
Maintenance and Remodeling Materials <sup>10</sup>	131	\$492.69	\$4,100,125
Utilities, Fuel, and Public Services	119	\$5,196.69	\$43,246,841
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	128	\$178.36	\$1,484,337
Furniture	136	\$870.70	\$7,245,928
Floor Coverings	128	\$115.99	\$965,308
Major Appliances <sup>12</sup>	123	\$361.55	\$3,008,852
Housewares <sup>13</sup>	117	\$122.68	\$1,020,968
Small Appliances	113	\$41.69	\$346,913
Luggage	131	\$13.52	\$112,479
Telephones and Accessories	100	\$47.63	\$396,360
<b>Household Operations</b>			
Child Care	154	\$643.79	\$5,357,596
Lawn and Garden <sup>14</sup>	115	\$515.17	\$4,287,277
Moving/Storage/Freight Express	123	\$65.69	\$546,697
Housekeeping Supplies <sup>15</sup>	118	\$907.75	\$7,554,281
<b>Insurance</b>			
Owners and Renters Insurance	129	\$617.97	\$5,142,755
Vehicle Insurance	121	\$1,768.29	\$14,715,747
Life/Other Insurance	120	\$765.25	\$6,368,408
Health Insurance	111	\$2,182.63	\$18,163,873
Personal Care Products <sup>16</sup>	122	\$575.68	\$4,790,831
School Books and Supplies <sup>17</sup>	119	\$143.53	\$1,194,465
Smoking Products	102	\$494.05	\$4,111,491
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	125	\$7,169.73	\$59,666,499
Gasoline and Motor Oil	120	\$2,445.62	\$20,352,465
Vehicle Maintenance and Repairs	124	\$1,321.97	\$11,001,445
<b>Travel</b>			
Airline Fares	127	\$520.00	\$4,327,402
Lodging on Trips	124	\$504.73	\$4,200,403
Auto/Truck/Van Rental on Trips	134	\$58.38	\$485,804
Food and Drink on Trips	125	\$586.94	\$4,884,501

**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 2007 and 2012.



## Places: Wake Forest town, NC

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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.