



Third Supervisorial District

Top Tapestry Segments:		Demographic Summary		2010	2015
Main Street, USA	10.6%	Population		407,725	420,999
Industrious Urban Fringe	6.8%	Households		139,464	143,314
Pleasant-Ville	6.2%	Families		96,763	98,876
Exurbanites	6.1%	Median Age		35.1	35.3
Rural Resort Dwellers	6.0%	Median Household Income		\$51,079	\$58,531

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	65	\$1,554.30	\$216,768,921
Men's	61	\$280.27	\$39,087,483
Women's	58	\$477.19	\$66,551,057
Children's	69	\$275.35	\$38,402,061
Footwear	46	\$191.58	\$26,718,812
Watches & Jewelry	93	\$179.97	\$25,099,559
Apparel Products and Services ¹	160	\$149.93	\$20,909,948
Computer			
Computers and Hardware for Home Use	94	\$179.59	\$25,046,021
Software and Accessories for Home Use	95	\$26.95	\$3,758,257
Entertainment & Recreation	95	\$3,046.39	\$424,862,091
Fees and Admissions	93	\$577.28	\$80,509,339
Membership Fees for Clubs ²	93	\$152.04	\$21,203,609
Fees for Participant Sports, excl. Trips	94	\$100.37	\$13,998,360
Admission to Movie/Theatre/Opera/Ballet	94	\$143.24	\$19,976,847
Admission to Sporting Events, excl. Trips	90	\$53.71	\$7,489,989
Fees for Recreational Lessons	93	\$127.22	\$17,742,583
Dating Services	91	\$0.70	\$97,951
TV/Video/Audio	92	\$1,138.33	\$158,756,255
Community Antenna or Cable TV	92	\$661.69	\$92,281,453
Televisions	93	\$179.66	\$25,055,575
VCRs, Video Cameras, and DVD Players	94	\$19.16	\$2,671,746
Video Cassettes and DVDs	94	\$49.37	\$6,884,667
Video and Computer Game Hardware and Software	91	\$50.96	\$7,107,343
Satellite Dishes	94	\$1.19	\$166,059
Rental of Video Cassettes and DVDs	94	\$38.70	\$5,397,745
Streaming/Downloaded Video	89	\$1.25	\$174,765
Audio ³	88	\$129.16	\$18,012,587
Rental and Repair of TV/Radio/Audio	95	\$7.20	\$1,004,315
Pets	114	\$491.48	\$68,544,218
Toys and Games ⁴	92	\$133.45	\$18,610,973
Recreational Vehicles and Fees ⁵	96	\$309.36	\$43,143,989
Sports/Recreation/Exercise Equipment ⁶	74	\$134.34	\$18,735,915
Photo Equipment and Supplies ⁷	93	\$95.80	\$13,361,062
Reading ⁸	93	\$143.63	\$20,031,651
Catered Affairs ⁹	92	\$22.72	\$3,168,691
Food	93	\$7,145.11	\$996,486,139
Food at Home	93	\$4,162.24	\$580,482,753
Bakery and Cereal Products	93	\$551.96	\$76,978,951
Meat, Poultry, Fish, and Eggs	93	\$964.73	\$134,545,170
Dairy Products	93	\$461.59	\$64,375,633
Fruit and Vegetables	94	\$735.99	\$102,644,092
Snacks and Other Food at Home ¹⁰	93	\$1,447.96	\$201,938,908
Food Away from Home	93	\$2,982.87	\$416,003,386
Alcoholic Beverages	93	\$531.55	\$74,132,457
Nonalcoholic Beverages at Home	93	\$406.13	\$56,640,075



Retail Goods and Services Expenditures

Supervisory Districts

Third Supervisorial District

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	95	\$1,652.63	\$230,482,980
Vehicle Loans	92	\$4,533.63	\$632,277,489
Health			
Nonprescription Drugs	93	\$95.52	\$13,321,900
Prescription Drugs	91	\$453.85	\$63,296,371
Eyeglasses and Contact Lenses	92	\$70.71	\$9,862,080
Home			
Mortgage Payment and Basics ¹¹	92	\$8,656.69	\$1,207,296,279
Maintenance and Remodeling Services	93	\$1,841.73	\$256,854,833
Maintenance and Remodeling Materials ¹²	92	\$342.21	\$47,725,567
Utilities, Fuel, and Public Services	92	\$4,155.64	\$579,561,790
Household Furnishings and Equipment			
Household Textiles ¹³	94	\$124.69	\$17,389,949
Furniture	93	\$560.55	\$78,176,882
Floor Coverings	91	\$68.43	\$9,543,763
Major Appliances ¹⁴	93	\$280.71	\$39,148,886
Housewares ¹⁵	84	\$72.42	\$10,099,483
Small Appliances	92	\$30.28	\$4,223,202
Luggage	93	\$8.61	\$1,200,630
Telephones and Accessories	64	\$27.15	\$3,786,587
Household Operations			
Child Care	92	\$426.04	\$59,417,441
Lawn and Garden ¹⁶	93	\$387.34	\$54,020,590
Moving/Storage/Freight Express	100	\$60.43	\$8,427,964
Housekeeping Supplies ¹⁷	92	\$647.71	\$90,332,894
Insurance			
Owners and Renters Insurance	91	\$419.40	\$58,491,208
Vehicle Insurance	93	\$1,082.88	\$151,023,068
Life/Other Insurance	90	\$377.36	\$52,627,723
Health Insurance	92	\$1,772.11	\$247,145,996
Personal Care Products ¹⁸	93	\$372.57	\$51,959,949
School Books and Supplies ¹⁹	92	\$97.98	\$13,664,242
Smoking Products	91	\$388.23	\$54,143,627
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	93	\$4,091.75	\$570,652,199
Gasoline and Motor Oil	92	\$2,640.73	\$368,286,310
Vehicle Maintenance and Repairs	93	\$879.74	\$122,691,933
Travel			
Airline Fares	95	\$436.36	\$60,856,842
Lodging on Trips	93	\$407.05	\$56,769,453
Auto/Truck/Van Rental on Trips	95	\$35.08	\$4,892,031
Food and Drink on Trips	94	\$407.41	\$56,818,855

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.