



Business
Information
Solutions

Retail Goods and Services Expenditures

Carlen Realty, LLC

E Lake Rd AT Ridgemoor Blvd
Palm Harbor, FL 34685

Site Type: Radius

Latitude: 28.1005
Longitude: -82.6941
Radius: 1.0 miles

Top Tapestry Segments:

In Style	42.9%
Prosperous Empty Nesters	24.7%
Exurbanites	21.0%
Suburban Splendor	11.4%

Demographic Summary

	2003	2008
Population	9,284	10,064
Households	3,853	4,189
Families	2,943	3,178
Median Age	43.5	45.6
Median Household Income	\$72,722	\$83,153

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	163	\$4,337.73	\$16,713,269
Men's	162	\$835.10	\$3,217,657
Women's	167	\$1,436.56	\$5,535,051
Children's	150	\$625.10	\$2,408,518
Footwear	160	\$769.27	\$2,963,995
Watches & Jewelry	173	\$439.92	\$1,695,002
Apparel Products and Services ¹	163	\$231.78	\$893,046
Computer			
Computers and Hardware for Home Use	139	\$369.14	\$1,422,288
Software and Accessories for Home Use	140	\$43.13	\$166,182
Entertainment & Recreation	143	\$4,224.80	\$16,278,154
Fees and Admissions	148	\$841.13	\$3,240,855
Membership Fees for Clubs ²	152	\$228.16	\$879,110
Fees for Participant Sports, excl. Trips	149	\$163.44	\$629,751
Admission to Movie/Theatre/Opera/Ballet	139	\$190.52	\$734,058
Admission to Sporting Events, excl. Trips	144	\$76.61	\$295,186
Fees for Recreational Lessons	155	\$182.39	\$702,750
TV/Video/Sound Equipment	130	\$1,237.70	\$4,768,874
Community Antenna or Cable Television	127	\$628.72	\$2,422,447
Color Televisions	134	\$142.79	\$550,155
VCRs, Video Cameras, and DVD Players	132	\$49.72	\$191,570
Video Cassettes and DVDs	128	\$42.43	\$163,465
Video Game Hardware and Software	135	\$41.57	\$160,161
Satellite Dishes	127	\$5.13	\$19,776
Rental of Video Cassettes and DVDs	128	\$78.42	\$302,136
Sound Equipment ³	132	\$239.86	\$924,166
Rental and Repair of TV/Sound Equipment	134	\$9.08	\$34,998
Pets	152	\$490.34	\$1,889,274
Toys and Games	170	\$353.79	\$1,363,162
Recreational Vehicles and Fees ⁴	141	\$459.75	\$1,771,402
Sports/Recreation/Exercise Equipment ⁵	159	\$335.27	\$1,291,811
Photo Equipment and Supplies ⁶	144	\$193.04	\$743,781
Reading ⁷	139	\$313.78	\$1,208,995
Food	160	\$11,975.27	\$46,140,699
Food at Home	159	\$7,166.73	\$27,613,414
Bakery and Cereal Products	160	\$1,097.28	\$4,227,822
Meat, Poultry, Fish, and Eggs	157	\$1,884.07	\$7,259,335
Dairy Products	160	\$790.21	\$3,044,673
Fruits and Vegetables	161	\$1,253.02	\$4,827,882
Snacks and Other Food at Home ⁸	160	\$2,142.15	\$8,253,702
Food Away from Home	161	\$4,808.53	\$18,527,285
Alcoholic Beverages	163	\$763.35	\$2,941,205
Nonalcoholic Beverages at Home	157	\$593.00	\$2,284,838



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	168	\$14,292.55	\$55,069,178
Vehicle Loans	125	\$6,329.08	\$24,385,959
Health			
Nonprescription Drugs	159	\$159.91	\$616,120
Prescription Drugs	124	\$568.39	\$2,189,990
Eyeglasses and Contact Lenses	139	\$117.26	\$451,790
Home			
Mortgage Payment and Basics ⁹	154	\$11,424.32	\$44,017,915
Maintenance and Remodeling Services	155	\$2,185.46	\$8,420,578
Maintenance and Remodeling Materials ¹⁰	143	\$408.44	\$1,573,712
Utilities, Fuel, and Public Services	129	\$4,993.46	\$19,239,788
Household Furnishings and Equipment			
Household Textiles ¹¹	141	\$169.87	\$654,518
Furniture	139	\$792.65	\$3,054,073
Floor Coverings	152	\$116.74	\$449,808
Major Appliances ¹²	139	\$357.79	\$1,378,581
Housewares ¹³	209	\$183.91	\$708,613
Small Appliances	133	\$45.77	\$176,370
Luggage	148	\$17.83	\$68,715
Telephones and Accessories	167	\$90.96	\$350,453
Household Operations			
Child Care	137	\$541.20	\$2,085,239
Lawn and Garden ¹⁴	154	\$610.21	\$2,351,155
Moving/Storage/Freight Express	130	\$63.87	\$246,098
Housekeeping Supplies ¹⁵	166	\$1,069.51	\$4,120,820
Insurance			
Owners and Renters Insurance	139	\$525.14	\$2,023,352
Vehicle Insurance	132	\$1,570.78	\$6,052,207
Life/Other Insurance	142	\$864.20	\$3,329,773
Health Insurance	128	\$1,913.98	\$7,374,547
Personal Care Products ¹⁶	160	\$609.74	\$2,349,332
School Books and Supplies ¹⁷	118	\$125.39	\$483,127
Smoking Products	117	\$549.73	\$2,118,099
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	126	\$6,583.59	\$25,366,584
Gasoline and Motor Oil	127	\$2,153.71	\$8,298,229
Vehicle Maintenance and Repairs	134	\$1,322.67	\$5,096,261
Travel			
Airline Fares	144	\$570.37	\$2,197,622
Lodging on Trips	147	\$563.29	\$2,170,360
Auto/Truck/Van Rental on Trips	148	\$70.30	\$270,848
Food and Drink on Trips	141	\$611.77	\$2,357,136

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 Consumer Expenditure Surveys, Bureau of Labor Statistics. Data was updated in September of 2003 based on the Consumer Expenditure Surveys from 1999, 2000 and 2001. ESRI BIS forecasts for 2003 and 2008.



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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:

Exurbanites	22.9%
In Style	20.2%
The Elders	12.3%
Silver and Gold	10.9%
Suburban Splendor	9.1%

Demographic Summary

	2003	2008
Population	46,283	49,826
Households	19,776	21,318
Families	13,684	14,656
Median Age	46.3	48.2
Median Household Income	\$60,253	\$71,613

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	145	\$3,874.98	\$76,631,639
Men's	144	\$742.62	\$14,686,132
Women's	150	\$1,287.73	\$25,466,108
Children's	132	\$547.44	\$10,826,225
Footwear	145	\$697.59	\$13,795,465
Watches & Jewelry	153	\$389.13	\$7,695,441
Apparel Products and Services ¹	148	\$210.47	\$4,162,268
Computer			
Computers and Hardware for Home Use	122	\$325.65	\$6,439,984
Software and Accessories for Home Use	123	\$37.70	\$745,620
Entertainment & Recreation	127	\$3,743.68	\$74,035,003
Fees and Admissions	128	\$724.93	\$14,336,190
Membership Fees for Clubs ²	132	\$199.45	\$3,944,233
Fees for Participant Sports, excl. Trips	131	\$143.63	\$2,840,482
Admission to Movie/Theatre/Opera/Ballet	122	\$166.31	\$3,288,987
Admission to Sporting Events, excl. Trips	125	\$66.21	\$1,309,424
Fees for Recreational Lessons	127	\$149.33	\$2,953,064
TV/Video/Sound Equipment	118	\$1,128.73	\$22,321,760
Community Antenna or Cable Television	118	\$582.09	\$11,511,329
Color Televisions	121	\$129.12	\$2,553,528
VCRs, Video Cameras, and DVD Players	119	\$44.76	\$885,177
Video Cassettes and DVDs	116	\$38.29	\$757,137
Video Game Hardware and Software	117	\$36.10	\$713,862
Satellite Dishes	117	\$4.72	\$93,273
Rental of Video Cassettes and DVDs	115	\$70.36	\$1,391,370
Sound Equipment ³	119	\$214.82	\$4,248,299
Rental and Repair of TV/Sound Equipment	126	\$8.48	\$167,785
Pets	138	\$443.41	\$8,768,948
Toys and Games	146	\$304.83	\$6,028,284
Recreational Vehicles and Fees ⁴	123	\$399.62	\$7,902,862
Sports/Recreation/Exercise Equipment ⁵	140	\$294.17	\$5,817,408
Photo Equipment and Supplies ⁶	126	\$169.30	\$3,348,042
Reading ⁷	123	\$278.70	\$5,511,509
Food	146	\$10,933.05	\$216,211,903
Food at Home	146	\$6,584.91	\$130,223,165
Bakery and Cereal Products	147	\$1,003.49	\$19,845,041
Meat, Poultry, Fish, and Eggs	145	\$1,744.55	\$34,500,136
Dairy Products	146	\$720.94	\$14,257,267
Fruits and Vegetables	148	\$1,151.63	\$22,774,626
Snacks and Other Food at Home ⁸	146	\$1,964.30	\$38,846,095
Food Away from Home	146	\$4,348.14	\$85,988,738
Alcoholic Beverages	148	\$691.57	\$13,676,509
Nonalcoholic Beverages at Home	145	\$546.12	\$10,800,143



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	143	\$12,173.09	\$240,735,114
Vehicle Loans	117	\$5,886.21	\$116,405,693
Health			
Nonprescription Drugs	149	\$149.82	\$2,962,913
Prescription Drugs	125	\$571.73	\$11,306,515
Eyeglasses and Contact Lenses	124	\$104.95	\$2,075,414
Home			
Mortgage Payment and Basics ⁹	131	\$9,698.23	\$191,792,239
Maintenance and Remodeling Services	134	\$1,888.97	\$37,356,319
Maintenance and Remodeling Materials ¹⁰	121	\$345.07	\$6,824,052
Utilities, Fuel, and Public Services	119	\$4,625.22	\$91,468,277
Household Furnishings and Equipment			
Household Textiles ¹¹	124	\$149.15	\$2,949,663
Furniture	124	\$706.22	\$13,966,241
Floor Coverings	131	\$100.99	\$1,997,195
Major Appliances ¹²	125	\$321.81	\$6,364,045
Housewares ¹³	187	\$164.63	\$3,255,680
Small Appliances	120	\$41.29	\$816,517
Luggage	128	\$15.44	\$305,315
Telephones and Accessories	154	\$83.74	\$1,656,045
Household Operations			
Child Care	118	\$464.02	\$9,176,446
Lawn and Garden ¹⁴	139	\$548.31	\$10,843,336
Moving/Storage/Freight Express	122	\$60.23	\$1,191,130
Housekeeping Supplies ¹⁵	150	\$966.70	\$19,117,464
Insurance			
Owners and Renters Insurance	128	\$482.60	\$9,543,862
Vehicle Insurance	120	\$1,430.65	\$28,292,583
Life/Other Insurance	129	\$782.06	\$15,465,926
Health Insurance	122	\$1,831.73	\$36,224,199
Personal Care Products ¹⁶	147	\$559.62	\$11,067,126
School Books and Supplies ¹⁷	110	\$116.38	\$2,301,580
Smoking Products	110	\$513.38	\$10,152,662
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	117	\$6,089.52	\$120,426,255
Gasoline and Motor Oil	116	\$1,976.60	\$39,089,315
Vehicle Maintenance and Repairs	122	\$1,205.33	\$23,836,657
Travel			
Airline Fares	127	\$502.37	\$9,934,906
Lodging on Trips	129	\$494.09	\$9,771,078
Auto/Truck/Van Rental on Trips	128	\$60.91	\$1,204,635
Food and Drink on Trips	125	\$541.78	\$10,714,171

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 Consumer Expenditure Surveys, Bureau of Labor Statistics. Data was updated in September of 2003 based on the Consumer Expenditure Surveys from 1999, 2000 and 2001. ESRI BIS forecasts for 2003 and 2008.



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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.

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:

In Style	16.8%
Midlife Junction	16.1%
Exurbanites	14.6%
Senior Sun Seekers	8.9%
The Elders	6.7%

Demographic Summary

	2003	2008
Population	122,577	129,945
Households	51,197	54,494
Families	34,969	36,975
Median Age	44.2	46.4
Median Household Income	\$53,174	\$62,194

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	127	\$3,385.83	\$173,344,099
Men's	126	\$646.13	\$33,079,997
Women's	130	\$1,121.62	\$57,423,357
Children's	116	\$481.82	\$24,667,583
Footwear	128	\$613.66	\$31,417,788
Watches & Jewelry	133	\$339.17	\$17,364,694
Apparel Products and Services ¹	129	\$183.42	\$9,390,680
Computer			
Computers and Hardware for Home Use	106	\$282.86	\$14,481,742
Software and Accessories for Home Use	107	\$32.76	\$1,676,971
Entertainment & Recreation	110	\$3,254.52	\$166,621,733
Fees and Admissions	110	\$624.18	\$31,956,298
Membership Fees for Clubs ²	113	\$170.18	\$8,712,554
Fees for Participant Sports, excl. Trips	113	\$123.75	\$6,335,685
Admission to Movie/Theatre/Opera/Ballet	106	\$145.05	\$7,426,027
Admission to Sporting Events, excl. Trips	108	\$57.19	\$2,927,856
Fees for Recreational Lessons	109	\$128.02	\$6,554,176
TV/Video/Sound Equipment	104	\$990.69	\$50,720,413
Community Antenna or Cable Television	103	\$510.83	\$26,153,140
Color Televisions	106	\$112.84	\$5,777,319
VCRs, Video Cameras, and DVD Players	104	\$39.24	\$2,008,994
Video Cassettes and DVDs	102	\$33.73	\$1,726,649
Video Game Hardware and Software	103	\$31.66	\$1,620,696
Satellite Dishes	102	\$4.11	\$210,658
Rental of Video Cassettes and DVDs	101	\$62.07	\$3,177,590
Sound Equipment ³	104	\$188.80	\$9,665,876
Rental and Repair of TV/Sound Equipment	110	\$7.41	\$379,491
Pets	119	\$385.15	\$19,718,644
Toys and Games	128	\$267.39	\$13,689,705
Recreational Vehicles and Fees ⁴	105	\$342.17	\$17,518,277
Sports/Recreation/Exercise Equipment ⁵	122	\$255.63	\$13,087,337
Photo Equipment and Supplies ⁶	110	\$147.26	\$7,539,051
Reading ⁷	107	\$242.05	\$12,392,008
Food	128	\$9,588.65	\$490,910,163
Food at Home	129	\$5,783.98	\$296,122,636
Bakery and Cereal Products	129	\$881.01	\$45,105,186
Meat, Poultry, Fish, and Eggs	128	\$1,534.54	\$78,563,680
Dairy Products	128	\$633.29	\$32,422,401
Fruits and Vegetables	130	\$1,011.23	\$51,772,172
Snacks and Other Food at Home ⁸	128	\$1,723.91	\$88,259,197
Food Away from Home	128	\$3,804.67	\$194,787,527
Alcoholic Beverages	130	\$607.62	\$31,108,483
Nonalcoholic Beverages at Home	127	\$479.85	\$24,566,917



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	122	\$10,381.77	\$531,515,293
Vehicle Loans	102	\$5,155.78	\$263,960,376
Health			
Nonprescription Drugs	131	\$131.02	\$6,708,057
Prescription Drugs	109	\$498.52	\$25,522,838
Eyeglasses and Contact Lenses	108	\$90.82	\$4,649,624
Home			
Mortgage Payment and Basics ⁹	112	\$8,320.03	\$425,960,737
Maintenance and Remodeling Services	114	\$1,611.04	\$82,480,548
Maintenance and Remodeling Materials ¹⁰	104	\$297.80	\$15,246,625
Utilities, Fuel, and Public Services	104	\$4,046.91	\$207,189,780
Household Furnishings and Equipment			
Household Textiles ¹¹	107	\$129.22	\$6,615,759
Furniture	108	\$613.37	\$31,402,496
Floor Coverings	112	\$86.43	\$4,424,744
Major Appliances ¹²	108	\$279.53	\$14,310,852
Housewares ¹³	161	\$142.21	\$7,280,585
Small Appliances	104	\$36.01	\$1,843,585
Luggage	111	\$13.33	\$682,477
Telephones and Accessories	134	\$72.70	\$3,722,178
Household Operations			
Child Care	104	\$408.62	\$20,920,153
Lawn and Garden ¹⁴	119	\$470.54	\$24,090,240
Moving/Storage/Freight Express	107	\$52.86	\$2,706,444
Housekeeping Supplies ¹⁵	131	\$843.32	\$43,175,624
Insurance			
Owners and Renters Insurance	110	\$416.33	\$21,314,917
Vehicle Insurance	105	\$1,249.13	\$63,951,952
Life/Other Insurance	110	\$671.29	\$34,367,976
Health Insurance	107	\$1,597.05	\$81,764,240
Personal Care Products ¹⁶	129	\$490.51	\$25,112,806
School Books and Supplies ¹⁷	98	\$103.39	\$5,293,050
Smoking Products	97	\$454.76	\$23,282,245
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	102	\$5,327.45	\$272,749,452
Gasoline and Motor Oil	102	\$1,731.00	\$88,622,010
Vehicle Maintenance and Repairs	107	\$1,051.66	\$53,842,013
Travel			
Airline Fares	110	\$434.40	\$22,240,201
Lodging on Trips	111	\$424.29	\$21,722,556
Auto/Truck/Van Rental on Trips	110	\$52.45	\$2,685,387
Food and Drink on Trips	108	\$468.52	\$23,986,686

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 Consumer Expenditure Surveys, Bureau of Labor Statistics. Data was updated in September of 2003 based on the Consumer Expenditure Surveys from 1999, 2000 and 2001. ESRI BIS forecasts for 2003 and 2008.



E Lake Rd AT Ridgemoor Blvd
Palm Harbor, FL 34685

Site Type: Radius

Latitude: 28.1005
Longitude: -82.6941
Radius: 5.0 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.