



Retail Goods and Services Expenditures

Prepared by CAPCOG

Lago Vista, Texas

Latitude: 30.45319

Longitude: -97.98759

Site Type: Drive Time

Drive Time: 5 Minutes

Top Tapestry Segments:		Demographic Summary		2009	2014
Retirement Communities	61.2%	Population		2,011	2,247
Midland Crowd	34.1%	Households		829	927
Rural Resort Dwellers	4.7%	Families		516	560
		Median Age		45.6	47.1
		Median Household Income		\$61,950	\$64,385

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	70	\$1,752.31	\$1,452,665
Men's	66	\$318.00	\$263,626
Women's	64	\$556.08	\$460,989
Children's	71	\$293.02	\$242,914
Footwear	48	\$207.67	\$172,162
Watches & Jewelry	98	\$210.35	\$174,381
Apparel Products and Services ¹	165	\$167.18	\$138,594
Computer			
Computers and Hardware for Home Use	97	\$192.92	\$159,934
Software and Accessories for Home Use	95	\$27.18	\$22,535
Entertainment & Recreation	101	\$3,259.71	\$2,702,296
Fees and Admissions	99	\$615.39	\$510,156
Membership Fees for Clubs ²	104	\$177.11	\$146,825
Fees for Participant Sports, excl. Trips	102	\$112.70	\$93,429
Admission to Movie/Theatre/Opera/Ballet	98	\$147.82	\$122,545
Admission to Sporting Events, excl. Trips	95	\$55.77	\$46,236
Fees for Recreational Lessons	93	\$121.25	\$100,517
Dating Services	92	\$0.73	\$604
TV/Video/Sound Equipment	102	\$1,242.83	\$1,030,309
Community Antenna or Cable TV	107	\$778.67	\$645,515
Televisions	98	\$159.41	\$132,152
VCRs, Video Cameras, and DVD Players	97	\$24.54	\$20,345
Video Cassettes and DVDs	95	\$56.58	\$46,905
Video Game Hardware and Software	94	\$41.47	\$34,375
Satellite Dishes	91	\$1.04	\$863
Rental of Video Cassettes and DVDs	93	\$40.79	\$33,818
Streaming/Downloaded Video	103	\$1.10	\$911
Sound Equipment ³	91	\$132.13	\$109,537
Rental and Repair of TV/Radio/Sound Equipment	105	\$7.10	\$5,887
Pets	118	\$517.19	\$428,753
Toys and Games ⁴	98	\$128.02	\$106,128
Recreational Vehicles and Fees ⁵	93	\$330.09	\$273,644
Sports/Recreation/Exercise Equipment ⁶	71	\$142.09	\$117,796
Photo Equipment and Supplies ⁷	95	\$111.06	\$92,070
Reading ⁸	106	\$173.03	\$143,438
Food	102	\$8,054.98	\$6,677,576
Food at Home	103	\$4,686.09	\$3,884,765
Bakery and Cereal Products	104	\$634.08	\$525,656
Meat, Poultry, Fish, and Eggs	103	\$1,103.03	\$914,413
Dairy Products	103	\$524.50	\$434,807
Fruit and Vegetables	103	\$810.96	\$672,287
Snacks and Other Food at Home ⁹	102	\$1,613.51	\$1,337,603
Food Away from Home	101	\$3,368.89	\$2,792,812
Alcoholic Beverages	99	\$568.82	\$471,548
Nonalcoholic Beverages at Home	101	\$457.17	\$378,998



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	101	\$1,456.58	\$1,207,501
Vehicle Loans	98	\$5,227.19	\$4,333,344
Health			
Nonprescription Drugs	107	\$111.89	\$92,757
Prescription Drugs	120	\$659.33	\$546,587
Eyeglasses and Contact Lenses	104	\$78.62	\$65,179
Home			
Mortgage Payment and Basics ¹⁰	98	\$9,012.24	\$7,471,148
Maintenance and Remodeling Services	102	\$2,157.44	\$1,788,519
Maintenance and Remodeling Materials ¹¹	97	\$400.78	\$332,247
Utilities, Fuel, and Public Services	106	\$4,773.43	\$3,957,174
Household Furnishings and Equipment			
Household Textiles ¹²	99	\$137.11	\$113,661
Furniture	98	\$624.55	\$517,756
Floor Coverings	106	\$92.53	\$76,706
Major Appliances ¹³	101	\$305.98	\$253,654
Housewares ¹⁴	82	\$76.93	\$63,776
Small Appliances	102	\$34.85	\$28,888
Luggage	95	\$9.59	\$7,950
Telephones and Accessories	57	\$25.45	\$21,099
Household Operations			
Child Care	92	\$403.73	\$334,693
Lawn and Garden ¹⁵	107	\$441.50	\$366,000
Moving/Storage/Freight Express	98	\$52.78	\$43,757
Housekeeping Supplies ¹⁶	105	\$759.81	\$629,886
Insurance			
Owners and Renters Insurance	109	\$514.25	\$426,310
Vehicle Insurance	103	\$1,271.18	\$1,053,806
Life/Other Insurance	107	\$515.22	\$427,118
Health Insurance	115	\$2,211.64	\$1,833,446
Personal Care Products ¹⁷	102	\$399.73	\$331,380
School Books and Supplies ¹⁸	94	\$106.21	\$88,050
Smoking Products	102	\$453.26	\$375,755
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	98	\$4,681.92	\$3,881,314
Gasoline and Motor Oil	100	\$2,745.67	\$2,276,164
Vehicle Maintenance and Repairs	101	\$948.15	\$786,017
Travel			
Airline Fares	98	\$417.66	\$346,237
Lodging on Trips	101	\$425.20	\$352,491
Auto/Truck/Van Rental on Trips	97	\$36.02	\$29,858
Food and Drink on Trips	100	\$442.78	\$367,064

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 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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Drive Time: 5 Minutes

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, 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**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**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.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



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Drive Time: 10 Minutes

Top Tapestry Segments:		Demographic Summary		2009	2014
Retirement Communities	39.8%	Population		5,996	6,822
Silver and Gold	25.6%	Households		2,622	2,991
Midland Crowd	19.1%	Families		1,737	1,934
Green Acres	8.2%	Median Age		48.3	50.9
Rural Resort Dwellers	7.3%	Median Household Income		\$65,250	\$68,756

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	76	\$1,898.24	\$4,977,180
Men's	72	\$347.92	\$912,234
Women's	70	\$607.62	\$1,593,179
Children's	75	\$307.23	\$805,550
Footwear	52	\$224.67	\$589,089
Watches & Jewelry	110	\$235.62	\$617,788
Apparel Products and Services ¹	173	\$175.19	\$459,343
Computer			
Computers and Hardware for Home Use	106	\$211.02	\$553,289
Software and Accessories for Home Use	106	\$30.29	\$79,422
Entertainment & Recreation	112	\$3,636.46	\$9,534,795
Fees and Admissions	110	\$685.53	\$1,797,450
Membership Fees for Clubs ²	118	\$202.19	\$530,146
Fees for Participant Sports, excl. Trips	116	\$128.35	\$336,540
Admission to Movie/Theatre/Opera/Ballet	106	\$160.03	\$419,608
Admission to Sporting Events, excl. Trips	109	\$63.70	\$167,024
Fees for Recreational Lessons	100	\$130.53	\$342,249
Dating Services	91	\$0.72	\$1,883
TV/Video/Sound Equipment	111	\$1,350.40	\$3,540,736
Community Antenna or Cable TV	116	\$843.46	\$2,211,552
Televisions	109	\$177.44	\$465,252
VCRs, Video Cameras, and DVD Players	106	\$26.61	\$69,766
Video Cassettes and DVDs	102	\$60.82	\$159,479
Video Game Hardware and Software	99	\$43.50	\$114,053
Satellite Dishes	109	\$1.24	\$3,245
Rental of Video Cassettes and DVDs	99	\$43.69	\$114,558
Streaming/Downloaded Video	107	\$1.15	\$3,017
Sound Equipment ³	99	\$144.81	\$379,688
Rental and Repair of TV/Radio/Sound Equipment	113	\$7.68	\$20,125
Pets	133	\$583.25	\$1,529,269
Toys and Games ⁴	105	\$137.22	\$359,793
Recreational Vehicles and Fees ⁵	115	\$406.87	\$1,066,812
Sports/Recreation/Exercise Equipment ⁶	80	\$158.11	\$414,560
Photo Equipment and Supplies ⁷	106	\$123.80	\$324,612
Reading ⁸	118	\$191.29	\$501,563
Food	111	\$8,740.63	\$22,917,919
Food at Home	112	\$5,087.43	\$13,339,235
Bakery and Cereal Products	112	\$686.41	\$1,799,769
Meat, Poultry, Fish, and Eggs	111	\$1,192.46	\$3,126,618
Dairy Products	111	\$570.18	\$1,495,012
Fruit and Vegetables	112	\$882.29	\$2,313,356
Snacks and Other Food at Home ⁹	111	\$1,756.09	\$4,604,478
Food Away from Home	110	\$3,653.20	\$9,578,684
Alcoholic Beverages	107	\$612.43	\$1,605,780
Nonalcoholic Beverages at Home	110	\$496.40	\$1,301,571



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	125	\$1,798.35	\$4,715,281
Vehicle Loans	109	\$5,798.29	\$15,203,117
Health			
Nonprescription Drugs	122	\$127.27	\$333,698
Prescription Drugs	135	\$742.83	\$1,947,709
Eyeglasses and Contact Lenses	117	\$88.48	\$232,004
Home			
Mortgage Payment and Basics ¹⁰	111	\$10,153.32	\$26,622,011
Maintenance and Remodeling Services	119	\$2,511.15	\$6,584,235
Maintenance and Remodeling Materials ¹¹	114	\$471.19	\$1,235,469
Utilities, Fuel, and Public Services	115	\$5,208.38	\$13,656,368
Household Furnishings and Equipment			
Household Textiles ¹²	112	\$154.79	\$405,848
Furniture	110	\$700.31	\$1,836,210
Floor Coverings	119	\$103.83	\$272,240
Major Appliances ¹³	115	\$348.34	\$913,350
Housewares ¹⁴	92	\$86.26	\$226,171
Small Appliances	113	\$38.68	\$101,419
Luggage	107	\$10.78	\$28,266
Telephones and Accessories	62	\$27.67	\$72,558
Household Operations			
Child Care	94	\$416.56	\$1,092,229
Lawn and Garden ¹⁵	123	\$509.18	\$1,335,078
Moving/Storage/Freight Express	116	\$62.24	\$163,194
Housekeeping Supplies ¹⁶	116	\$839.28	\$2,200,596
Insurance			
Owners and Renters Insurance	125	\$590.90	\$1,549,336
Vehicle Insurance	113	\$1,394.76	\$3,657,065
Life/Other Insurance	123	\$592.33	\$1,553,083
Health Insurance	129	\$2,466.48	\$6,467,098
Personal Care Products ¹⁷	112	\$439.09	\$1,151,295
School Books and Supplies ¹⁸	99	\$111.21	\$291,603
Smoking Products	109	\$480.80	\$1,260,666
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	111	\$5,278.54	\$13,840,335
Gasoline and Motor Oil	110	\$3,019.90	\$7,918,185
Vehicle Maintenance and Repairs	113	\$1,058.05	\$2,774,218
Travel			
Airline Fares	111	\$470.44	\$1,233,506
Lodging on Trips	115	\$483.37	\$1,267,398
Auto/Truck/Van Rental on Trips	110	\$41.04	\$107,602
Food and Drink on Trips	113	\$503.49	\$1,320,151

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 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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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, 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**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**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.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**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		2009	2014
Retirement Communities	26.3%	Population		9,200	10,396
Green Acres	22.4%	Households		3,962	4,494
Midland Crowd	18.1%	Families		2,616	2,892
Silver and Gold	17.2%	Median Age		46.5	48.7
Rural Resort Dwellers	15.9%	Median Household Income		\$62,409	\$64,547

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	73	\$1,837.43	\$7,279,903
Men's	70	\$338.40	\$1,340,758
Women's	67	\$582.98	\$2,309,747
Children's	74	\$305.70	\$1,211,182
Footwear	51	\$218.90	\$867,265
Watches & Jewelry	107	\$229.33	\$908,623
Apparel Products and Services ¹	160	\$162.12	\$642,328
Computer			
Computers and Hardware for Home Use	103	\$206.73	\$819,084
Software and Accessories for Home Use	104	\$29.70	\$117,672
Entertainment & Recreation	111	\$3,584.40	\$14,201,395
Fees and Admissions	106	\$658.72	\$2,609,837
Membership Fees for Clubs ²	111	\$190.08	\$753,103
Fees for Participant Sports, excl. Trips	111	\$122.78	\$486,448
Admission to Movie/Theatre/Opera/Ballet	102	\$153.93	\$609,856
Admission to Sporting Events, excl. Trips	106	\$61.93	\$245,382
Fees for Recreational Lessons	99	\$129.30	\$512,300
Dating Services	87	\$0.69	\$2,748
TV/Video/Sound Equipment	107	\$1,306.07	\$5,174,646
Community Antenna or Cable TV	112	\$810.85	\$3,212,578
Televisions	106	\$171.25	\$678,475
VCRs, Video Cameras, and DVD Players	104	\$26.31	\$104,256
Video Cassettes and DVDs	101	\$60.17	\$238,408
Video Game Hardware and Software	98	\$43.16	\$170,989
Satellite Dishes	116	\$1.32	\$5,225
Rental of Video Cassettes and DVDs	99	\$43.38	\$171,890
Streaming/Downloaded Video	103	\$1.10	\$4,348
Sound Equipment ³	97	\$141.34	\$559,987
Rental and Repair of TV/Radio/Sound Equipment	106	\$7.19	\$28,490
Pets	132	\$579.04	\$2,294,175
Toys and Games ⁴	104	\$135.33	\$536,158
Recreational Vehicles and Fees ⁵	123	\$436.43	\$1,729,150
Sports/Recreation/Exercise Equipment ⁶	81	\$161.23	\$638,780
Photo Equipment and Supplies ⁷	106	\$123.82	\$490,593
Reading ⁸	113	\$183.76	\$728,055
Food	108	\$8,498.18	\$33,669,791
Food at Home	109	\$4,948.75	\$19,606,945
Bakery and Cereal Products	109	\$668.29	\$2,647,765
Meat, Poultry, Fish, and Eggs	108	\$1,158.61	\$4,590,395
Dairy Products	109	\$557.56	\$2,209,047
Fruit and Vegetables	108	\$849.33	\$3,365,026
Snacks and Other Food at Home ⁹	108	\$1,714.97	\$6,794,711
Food Away from Home	107	\$3,549.43	\$14,062,846
Alcoholic Beverages	103	\$591.66	\$2,344,160
Nonalcoholic Beverages at Home	108	\$485.42	\$1,923,227



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Drive Time: 15 Minutes

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	122	\$1,754.98	\$6,953,235
Vehicle Loans	109	\$5,821.35	\$23,064,189
Health			
Nonprescription Drugs	120	\$125.09	\$495,592
Prescription Drugs	128	\$702.75	\$2,784,307
Eyeglasses and Contact Lenses	115	\$86.78	\$343,814
Home			
Mortgage Payment and Basics ¹⁰	109	\$10,024.47	\$39,716,966
Maintenance and Remodeling Services	114	\$2,417.52	\$9,578,198
Maintenance and Remodeling Materials ¹¹	116	\$482.92	\$1,913,342
Utilities, Fuel, and Public Services	112	\$5,047.80	\$19,999,390
Household Furnishings and Equipment			
Household Textiles ¹²	109	\$151.02	\$598,344
Furniture	106	\$675.30	\$2,675,536
Floor Coverings	114	\$99.71	\$395,032
Major Appliances ¹³	114	\$344.49	\$1,364,881
Housewares ¹⁴	89	\$83.91	\$332,462
Small Appliances	110	\$37.67	\$149,247
Luggage	106	\$10.64	\$42,152
Telephones and Accessories	61	\$27.41	\$108,610
Household Operations			
Child Care	94	\$416.38	\$1,649,712
Lawn and Garden ¹⁵	121	\$498.98	\$1,976,940
Moving/Storage/Freight Express	111	\$59.54	\$235,894
Housekeeping Supplies ¹⁶	112	\$813.30	\$3,222,276
Insurance			
Owners and Renters Insurance	121	\$575.19	\$2,278,894
Vehicle Insurance	110	\$1,354.06	\$5,364,786
Life/Other Insurance	119	\$575.95	\$2,281,898
Health Insurance	122	\$2,342.29	\$9,280,137
Personal Care Products ¹⁷	108	\$425.50	\$1,685,842
School Books and Supplies ¹⁸	96	\$108.44	\$429,624
Smoking Products	109	\$480.62	\$1,904,213
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	109	\$5,194.61	\$20,581,044
Gasoline and Motor Oil	109	\$2,992.03	\$11,854,414
Vehicle Maintenance and Repairs	110	\$1,033.17	\$4,093,411
Travel			
Airline Fares	106	\$449.48	\$1,780,833
Lodging on Trips	112	\$471.77	\$1,869,142
Auto/Truck/Van Rental on Trips	106	\$39.41	\$156,141
Food and Drink on Trips	110	\$490.93	\$1,945,061

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.

Source: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Prepared by CAPCOG

Lago Vista, Texas

Site Type: Drive Time

Latitude: 30.45319

Longitude: -97.98759

Drive Time: 15 Minutes

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, 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**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**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.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.