



Retail Goods and Services Expenditures

Prepared by Wake County Economic Development

Place: 3736080 Knightdale Town, NC

Top Tapestry Segments:		Demographic Summary	
		2006	2011
Up and Coming Families	74.1%	Population	6,575
Midland Crowd	17.7%	Households	2,444
Rustbelt Traditions	8.2%	Families	1,746
		Median Age	33.7
		Median Household Income	\$66,649
			7,464
			2,785
			1,941
			34.5
			\$81,051

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	80	\$2,170.79	\$5,305,405
Men's	83	\$429.71	\$1,050,207
Women's	71	\$660.95	\$1,615,354
Children's	100	\$443.63	\$1,084,237
Footwear	43	\$215.38	\$526,394
Watches & Jewelry	115	\$215.58	\$526,881
Apparel Products and Services ¹	140	\$205.54	\$502,332
Computer			
Computers and Hardware for Home Use	113	\$255.19	\$623,692
Software and Accessories for Home Use	115	\$36.28	\$88,660
Entertainment & Recreation	110	\$3,651.18	\$8,923,493
Fees and Admissions	114	\$693.05	\$1,693,826
Membership Fees for Clubs ²	111	\$182.05	\$444,941
Fees for Participant Sports, excl. Trips	117	\$133.07	\$325,231
Admission to Movie/Theatre/Opera/Ballet	108	\$158.86	\$388,243
Admission to Sporting Events, excl. Trips	121	\$69.42	\$169,668
Fees for Recreational Lessons	118	\$149.65	\$365,743
TV/Video/Sound Equipment	108	\$1,174.54	\$2,870,571
Community Antenna or Cable Television	104	\$622.75	\$1,521,994
Color Televisions	117	\$148.33	\$362,522
VCRs, Video Cameras, and DVD Players	112	\$45.08	\$110,170
Video Cassettes and DVDs	112	\$58.23	\$142,323
Video Game Hardware and Software	113	\$40.44	\$98,846
Satellite Dishes	116	\$2.55	\$6,233
Rental of Video Cassettes and DVDs	115	\$70.97	\$173,440
Sound Equipment ³	107	\$180.09	\$440,132
Rental and Repair of TV/Sound Equipment	102	\$6.10	\$14,911
Pets	123	\$510.50	\$1,247,665
Toys and Games	113	\$221.55	\$541,468
Recreational Vehicles and Fees ⁴	114	\$467.36	\$1,142,226
Sports/Recreation/Exercise Equipment ⁵	87	\$197.31	\$482,232
Photo Equipment and Supplies ⁶	113	\$160.33	\$391,840
Reading ⁷	104	\$226.54	\$553,665
Food	107	\$8,799.24	\$21,505,353
Food at Home	105	\$5,157.78	\$12,605,614
Bakery and Cereal Products	104	\$754.32	\$1,843,565
Meat, Poultry, Fish, and Eggs	104	\$1,348.00	\$3,294,519
Dairy Products	105	\$560.01	\$1,368,653
Fruit and Vegetables	104	\$887.26	\$2,168,468
Snacks and Other Food at Home ⁸	106	\$1,608.19	\$3,930,409
Food Away from Home	109	\$3,641.46	\$8,899,739
Alcoholic Beverages	104	\$599.08	\$1,464,151
Nonalcoholic Beverages at Home	104	\$440.32	\$1,076,133



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	106	\$4,948.49	\$12,094,098
Vehicle Loans	119	\$7,095.77	\$17,342,057
Health			
Nonprescription Drugs	102	\$115.87	\$283,183
Prescription Drugs	98	\$555.03	\$1,356,490
Eyeglasses and Contact Lenses	106	\$90.76	\$221,815
Home			
Mortgage Payment and Basics ⁹	127	\$10,424.27	\$25,476,908
Maintenance and Remodeling Services	115	\$2,050.51	\$5,011,451
Maintenance and Remodeling Materials ¹⁰	121	\$441.19	\$1,078,268
Utilities, Fuel, and Public Services	108	\$4,563.55	\$11,153,311
Household Furnishings and Equipment			
Household Textiles ¹¹	114	\$151.30	\$369,783
Furniture	117	\$726.79	\$1,776,271
Floor Coverings	117	\$98.30	\$240,246
Major Appliances ¹²	113	\$321.32	\$785,312
Housewares ¹³	90	\$92.13	\$225,171
Small Appliances	103	\$38.31	\$93,639
Luggage	113	\$11.62	\$28,408
Telephones and Accessories	45	\$25.41	\$62,100
Household Operations			
Child Care	129	\$534.37	\$1,305,997
Lawn and Garden ¹⁴	108	\$467.44	\$1,142,432
Moving/Storage/Freight Express	107	\$55.93	\$136,681
Housekeeping Supplies ¹⁵	107	\$804.75	\$1,966,818
Insurance			
Owners and Renters Insurance	118	\$521.88	\$1,275,463
Vehicle Insurance	109	\$1,498.70	\$3,662,823
Life/Other Insurance	109	\$708.69	\$1,732,044
Health Insurance	103	\$1,852.23	\$4,526,853
Personal Care Products ¹⁶	109	\$489.57	\$1,196,512
School Books and Supplies ¹⁷	102	\$119.10	\$291,089
Smoking Products	96	\$476.85	\$1,165,424
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	114	\$6,702.24	\$16,380,281
Gasoline and Motor Oil	110	\$2,033.19	\$4,969,110
Vehicle Maintenance and Repairs	110	\$1,174.34	\$2,870,089
Travel			
Airline Fares	109	\$429.75	\$1,050,298
Lodging on Trips	109	\$431.45	\$1,054,469
Auto/Truck/Van Rental on Trips	112	\$50.71	\$123,927
Food and Drink on Trips	109	\$499.17	\$1,219,964

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 2006 and 2011.



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