



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 1 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Middleburg (4C)	52.7%	Population	5,086	5,436
Down the Road (10D)	29.5%	Households	1,792	1,913
Green Acres (6A)	11.3%	Families	1,365	1,446
Up and Coming Families (7A)	3.8%	Median Age	38.3	38.1
Young and Restless (11B)	2.7%	Median Household Income	\$54,850	\$64,175
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		108	\$2,500.60	\$4,481,073
Men's		106	\$461.43	\$826,887
Women's		108	\$874.36	\$1,566,849
Children's		110	\$412.30	\$738,841
Footwear		108	\$493.20	\$883,812
Watches & Jewelry		108	\$156.95	\$281,254
Apparel Products and Services (1)		105	\$102.36	\$183,430
Computer				
Computers and Hardware for Home Use		106	\$229.35	\$410,991
Portable Memory		108	\$5.82	\$10,436
Computer Software		105	\$21.20	\$37,999
Computer Accessories		106	\$20.24	\$36,262
Entertainment & Recreation				
		107	\$3,539.22	\$6,342,287
Fees and Admissions		104	\$672.36	\$1,204,865
Membership Fees for Clubs (2)		105	\$179.62	\$321,873
Fees for Participant Sports, excl. Trips		109	\$131.35	\$235,384
Admission to Movie/Theatre/Opera/Ballet		103	\$169.95	\$304,547
Admission to Sporting Events, excl. Trips		106	\$70.86	\$126,980
Fees for Recreational Lessons		98	\$119.99	\$215,019
Dating Services		98	\$0.59	\$1,063
TV/Video/Audio		109	\$1,426.50	\$2,556,295
Cable and Satellite Television Services		109	\$977.91	\$1,752,411
Televisions		111	\$163.78	\$293,500
Satellite Dishes		114	\$1.79	\$3,213
VCRs, Video Cameras, and DVD Players		107	\$11.76	\$21,081
Miscellaneous Video Equipment		126	\$13.57	\$24,319
Video Cassettes and DVDs		111	\$35.54	\$63,680
Video Game Hardware/Accessories		112	\$25.87	\$46,365
Video Game Software		113	\$30.94	\$55,436
Streaming/Downloaded Video		105	\$6.04	\$10,825
Rental of Video Cassettes and DVDs		111	\$26.21	\$46,965
Installation of Televisions		108	\$1.21	\$2,161
Audio (3)		102	\$126.41	\$226,528
Rental and Repair of TV/Radio/Sound Equipment		102	\$5.47	\$9,811
Pets		108	\$616.80	\$1,105,305
Toys and Games (4)		107	\$130.72	\$234,257
Recreational Vehicles and Fees (5)		98	\$213.07	\$381,813
Sports/Recreation/Exercise Equipment (6)		112	\$212.33	\$380,496
Photo Equipment and Supplies (7)		110	\$89.23	\$159,902
Reading (8)		102	\$155.06	\$277,863
Catered Affairs (9)		97	\$23.15	\$41,492
Food				
		108	\$9,198.22	\$16,483,212
Food at Home		108	\$5,622.54	\$10,075,584
Bakery and Cereal Products		107	\$776.96	\$1,392,308
Meats, Poultry, Fish, and Eggs		109	\$1,248.02	\$2,236,455
Dairy Products		106	\$599.23	\$1,073,813
Fruits and Vegetables		106	\$1,043.05	\$1,869,154
Snacks and Other Food at Home (10)		109	\$1,955.28	\$3,503,854
Food Away from Home		109	\$3,575.69	\$6,407,628
Alcoholic Beverages		106	\$587.14	\$1,052,150
Nonalcoholic Beverages at Home		108	\$541.37	\$970,137

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 1 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	86	\$2,373.01	\$4,252,425
Vehicle Loans	117	\$4,944.08	\$8,859,788
Health			
Nonprescription Drugs	109	\$140.23	\$251,292
Prescription Drugs	110	\$546.06	\$978,537
Eyeglasses and Contact Lenses	105	\$94.95	\$170,142
Home			
Mortgage Payment and Basics (11)	110	\$10,293.73	\$18,446,356
Maintenance and Remodeling Services	106	\$1,786.25	\$3,200,958
Maintenance and Remodeling Materials (12)	108	\$325.36	\$583,037
Utilities, Fuel, and Public Services	110	\$5,574.80	\$9,990,035
Household Furnishings and Equipment			
Household Textiles (13)	105	\$103.93	\$186,237
Furniture	111	\$575.48	\$1,031,256
Rugs	96	\$23.62	\$42,325
Major Appliances (14)	112	\$300.57	\$538,617
Housewares (15)	109	\$78.32	\$140,349
Small Appliances	104	\$47.45	\$85,026
Luggage	102	\$9.38	\$16,801
Telephones and Accessories	110	\$55.12	\$98,776
Household Operations			
Child Care	107	\$476.68	\$854,217
Lawn and Garden (16)	106	\$460.71	\$825,585
Moving/Storage/Freight Express	107	\$79.09	\$141,726
Housekeeping Supplies (17)	109	\$787.43	\$1,411,079
Insurance			
Owners and Renters Insurance	112	\$563.65	\$1,010,068
Vehicle Insurance	111	\$1,342.67	\$2,406,061
Life/Other Insurance	110	\$508.56	\$911,332
Health Insurance	108	\$2,846.28	\$5,100,537
Personal Care Products (18)	112	\$524.15	\$939,270
School Books and Supplies (19)	109	\$195.84	\$350,939
Smoking Products	110	\$510.78	\$915,320
Transportation			
Vehicle Purchases (Net Outlay) (20)	113	\$4,571.35	\$8,191,868
Gasoline and Motor Oil	113	\$3,968.12	\$7,110,865
Vehicle Maintenance and Repairs	108	\$1,208.41	\$2,165,478
Travel			
Airline Fares	101	\$480.45	\$860,959
Lodging on Trips	104	\$471.13	\$844,269
Auto/Truck/Van Rental on Trips	108	\$36.35	\$65,141
Food and Drink on Trips	105	\$490.15	\$878,356

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 1 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

(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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..

(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, adult diapers, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 3 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Home Improvement (4B)	29.3%	Population	54,170	56,570
Young and Restless (11B)	9.7%	Households	20,121	21,033
Savvy Suburbanites (1D)	9.2%	Families	14,433	14,965
Barrios Urbanos (7D)	7.4%	Median Age	36.7	37.2
Up and Coming Families (7A)	7.1%	Median Household Income	\$61,550	\$72,840
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		109	\$2,514.15	\$50,587,292
Men's		108	\$469.06	\$9,437,904
Women's		109	\$877.81	\$17,662,395
Children's		109	\$409.15	\$8,232,416
Footwear		108	\$492.13	\$9,902,082
Watches & Jewelry		111	\$161.35	\$3,246,614
Apparel Products and Services (1)		107	\$104.66	\$2,105,881
Computer				
Computers and Hardware for Home Use		109	\$235.58	\$4,740,201
Portable Memory		111	\$5.95	\$119,692
Computer Software		113	\$22.77	\$458,155
Computer Accessories		108	\$20.57	\$413,939
Entertainment & Recreation		106	\$3,509.72	\$70,619,092
Fees and Admissions		109	\$707.30	\$14,231,514
Membership Fees for Clubs (2)		109	\$187.24	\$3,767,381
Fees for Participant Sports, excl. Trips		113	\$136.09	\$2,738,190
Admission to Movie/Theatre/Opera/Ballet		110	\$181.18	\$3,645,533
Admission to Sporting Events, excl. Trips		108	\$71.77	\$1,444,020
Fees for Recreational Lessons		106	\$130.35	\$2,622,712
Dating Services		113	\$0.68	\$13,678
TV/Video/Audio		107	\$1,397.69	\$28,122,919
Cable and Satellite Television Services		106	\$945.61	\$19,026,561
Televisions		110	\$162.79	\$3,275,499
Satellite Dishes		110	\$1.72	\$34,513
VCRs, Video Cameras, and DVD Players		109	\$11.92	\$239,880
Miscellaneous Video Equipment		122	\$13.15	\$264,502
Video Cassettes and DVDs		110	\$35.25	\$709,323
Video Game Hardware/Accessories		110	\$25.38	\$510,709
Video Game Software		110	\$30.15	\$606,568
Streaming/Downloaded Video		114	\$6.54	\$131,676
Rental of Video Cassettes and DVDs		111	\$26.17	\$526,548
Installation of Televisions		109	\$1.22	\$24,567
Audio (3)		107	\$132.24	\$2,660,723
Rental and Repair of TV/Radio/Sound Equipment		103	\$5.56	\$111,848
Pets		103	\$587.06	\$11,812,282
Toys and Games (4)		105	\$129.41	\$2,603,939
Recreational Vehicles and Fees (5)		96	\$209.03	\$4,205,839
Sports/Recreation/Exercise Equipment (6)		108	\$203.85	\$4,101,689
Photo Equipment and Supplies (7)		112	\$91.10	\$1,833,049
Reading (8)		104	\$158.29	\$3,184,954
Catered Affairs (9)		109	\$25.99	\$522,907
Food		107	\$9,116.67	\$183,436,554
Food at Home		106	\$5,544.74	\$111,565,664
Bakery and Cereal Products		105	\$766.90	\$15,430,839
Meats, Poultry, Fish, and Eggs		107	\$1,225.49	\$24,658,099
Dairy Products		105	\$592.08	\$11,913,245
Fruits and Vegetables		106	\$1,050.45	\$21,136,131
Snacks and Other Food at Home (10)		106	\$1,909.81	\$38,427,350
Food Away from Home		109	\$3,571.93	\$71,870,890
Alcoholic Beverages		109	\$605.88	\$12,190,995
Nonalcoholic Beverages at Home		106	\$529.53	\$10,654,638

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 3 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	95	\$2,630.88	\$52,935,846
Vehicle Loans	111	\$4,712.31	\$94,816,427
Health			
Nonprescription Drugs	104	\$134.04	\$2,697,075
Prescription Drugs	103	\$510.38	\$10,269,311
Eyeglasses and Contact Lenses	104	\$93.47	\$1,880,651
Home			
Mortgage Payment and Basics (11)	109	\$10,195.11	\$205,135,905
Maintenance and Remodeling Services	104	\$1,761.28	\$35,438,772
Maintenance and Remodeling Materials (12)	98	\$294.77	\$5,931,006
Utilities, Fuel, and Public Services	107	\$5,388.69	\$108,425,733
Household Furnishings and Equipment			
Household Textiles (13)	107	\$105.39	\$2,120,577
Furniture	111	\$570.62	\$11,481,475
Rugs	98	\$24.23	\$487,497
Major Appliances (14)	108	\$289.69	\$5,828,833
Housewares (15)	108	\$77.74	\$1,564,258
Small Appliances	105	\$47.87	\$963,288
Luggage	108	\$9.95	\$200,214
Telephones and Accessories	108	\$53.96	\$1,085,648
Household Operations			
Child Care	110	\$491.99	\$9,899,320
Lawn and Garden (16)	102	\$444.11	\$8,935,883
Moving/Storage/Freight Express	113	\$83.52	\$1,680,520
Housekeeping Supplies (17)	106	\$765.55	\$15,403,723
Insurance			
Owners and Renters Insurance	105	\$527.32	\$10,610,189
Vehicle Insurance	109	\$1,319.75	\$26,554,732
Life/Other Insurance	105	\$484.32	\$9,744,999
Health Insurance	104	\$2,758.33	\$55,500,308
Personal Care Products (18)	110	\$513.58	\$10,333,836
School Books and Supplies (19)	109	\$195.52	\$3,934,024
Smoking Products	101	\$470.31	\$9,463,202
Transportation			
Vehicle Purchases (Net Outlay) (20)	108	\$4,353.30	\$87,592,832
Gasoline and Motor Oil	108	\$3,778.85	\$76,034,173
Vehicle Maintenance and Repairs	108	\$1,205.34	\$24,252,594
Travel			
Airline Fares	109	\$521.11	\$10,485,283
Lodging on Trips	106	\$481.78	\$9,693,993
Auto/Truck/Van Rental on Trips	114	\$38.50	\$774,704
Food and Drink on Trips	107	\$500.08	\$10,062,059

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 3 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

(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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..

(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, adult diapers, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 5 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Home Improvement (4B)	17.5%	Population	155,627	163,455
Savvy Suburbanites (1D)	12.8%	Households	54,147	56,862
Barrios Urbanos (7D)	11.7%	Families	40,596	42,388
Comfortable Empty Nesters (5A)	8.2%	Median Age	36.8	37.4
Modest Income Homes (12D)	5.6%	Median Household Income	\$60,670	\$70,365
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		109	\$2,515.55	\$136,209,437
Men's		108	\$469.94	\$25,446,077
Women's		109	\$877.61	\$47,519,800
Children's		109	\$409.18	\$22,156,045
Footwear		108	\$492.69	\$26,677,866
Watches & Jewelry		111	\$160.80	\$8,706,747
Apparel Products and Services (1)		108	\$105.32	\$5,702,902
Computer				
Computers and Hardware for Home Use		109	\$234.82	\$12,714,911
Portable Memory		110	\$5.90	\$319,502
Computer Software		109	\$22.01	\$1,191,634
Computer Accessories		109	\$20.77	\$1,124,860
Entertainment & Recreation				
Fees and Admissions		111	\$718.58	\$38,909,134
Membership Fees for Clubs (2)		112	\$191.31	\$10,358,785
Fees for Participant Sports, excl. Trips		113	\$136.76	\$7,404,941
Admission to Movie/Theatre/Opera/Ballet		110	\$180.83	\$9,791,647
Admission to Sporting Events, excl. Trips		111	\$74.13	\$4,013,740
Fees for Recreational Lessons		110	\$134.92	\$7,305,557
Dating Services		107	\$0.64	\$34,465
TV/Video/Audio		108	\$1,412.47	\$76,480,922
Cable and Satellite Television Services		107	\$961.17	\$52,044,626
Televisions		110	\$163.10	\$8,831,269
Satellite Dishes		109	\$1.71	\$92,429
VCRs, Video Cameras, and DVD Players		108	\$11.87	\$642,455
Miscellaneous Video Equipment		119	\$12.82	\$694,051
Video Cassettes and DVDs		108	\$34.77	\$1,882,806
Video Game Hardware/Accessories		108	\$24.89	\$1,347,690
Video Game Software		109	\$29.89	\$1,618,400
Streaming/Downloaded Video		110	\$6.32	\$342,146
Rental of Video Cassettes and DVDs		109	\$25.67	\$1,389,886
Installation of Televisions		113	\$1.27	\$68,610
Audio (3)		108	\$133.39	\$7,222,800
Rental and Repair of TV/Radio/Sound Equipment		104	\$5.61	\$303,755
Pets		105	\$600.13	\$32,495,013
Toys and Games (4)		106	\$130.40	\$7,060,682
Recreational Vehicles and Fees (5)		101	\$220.52	\$11,940,708
Sports/Recreation/Exercise Equipment (6)		108	\$204.91	\$11,095,209
Photo Equipment and Supplies (7)		111	\$90.31	\$4,889,782
Reading (8)		106	\$161.98	\$8,770,701
Catered Affairs (9)		111	\$26.44	\$1,431,840
Food				
Food at Home		108	\$9,168.61	\$496,452,889
Bakery and Cereal Products		107	\$5,593.18	\$302,853,759
Meats, Poultry, Fish, and Eggs		106	\$776.30	\$42,034,063
Dairy Products		108	\$1,237.70	\$67,017,998
Fruits and Vegetables		106	\$598.84	\$32,425,645
Snacks and Other Food at Home (10)		107	\$1,057.85	\$57,279,475
Food Away from Home		107	\$1,922.48	\$104,096,578
Alcoholic Beverages		109	\$3,575.44	\$193,599,130
Nonalcoholic Beverages at Home		108	\$599.10	\$32,439,211
		107	\$533.73	\$28,899,973

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 5 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	96	\$2,636.32	\$142,748,651
Vehicle Loans	112	\$4,738.08	\$256,552,844
Health			
Nonprescription Drugs	106	\$136.93	\$7,414,529
Prescription Drugs	107	\$531.15	\$28,760,330
Eyeglasses and Contact Lenses	107	\$96.50	\$5,225,243
Home			
Mortgage Payment and Basics (11)	113	\$10,592.09	\$573,529,974
Maintenance and Remodeling Services	110	\$1,861.53	\$100,796,459
Maintenance and Remodeling Materials (12)	104	\$313.11	\$16,953,735
Utilities, Fuel, and Public Services	109	\$5,507.57	\$298,218,620
Household Furnishings and Equipment			
Household Textiles (13)	108	\$106.61	\$5,772,424
Furniture	111	\$574.49	\$31,106,895
Rugs	105	\$25.86	\$1,400,453
Major Appliances (14)	111	\$297.62	\$16,115,068
Housewares (15)	108	\$78.25	\$4,236,950
Small Appliances	106	\$48.48	\$2,625,206
Luggage	109	\$10.00	\$541,285
Telephones and Accessories	107	\$53.60	\$2,902,525
Household Operations			
Child Care	110	\$490.81	\$26,575,700
Lawn and Garden (16)	108	\$466.82	\$25,276,683
Moving/Storage/Freight Express	108	\$79.78	\$4,319,618
Housekeeping Supplies (17)	108	\$776.91	\$42,067,214
Insurance			
Owners and Renters Insurance	110	\$555.19	\$30,061,671
Vehicle Insurance	110	\$1,335.16	\$72,294,640
Life/Other Insurance	110	\$506.94	\$27,449,025
Health Insurance	108	\$2,851.13	\$154,379,992
Personal Care Products (18)	110	\$512.46	\$27,748,424
School Books and Supplies (19)	108	\$194.12	\$10,510,867
Smoking Products	102	\$472.65	\$25,592,553
Transportation			
Vehicle Purchases (Net Outlay) (20)	109	\$4,414.34	\$239,023,132
Gasoline and Motor Oil	109	\$3,831.85	\$207,483,248
Vehicle Maintenance and Repairs	109	\$1,216.35	\$65,861,851
Travel			
Airline Fares	110	\$523.16	\$28,327,530
Lodging on Trips	110	\$495.71	\$26,841,066
Auto/Truck/Van Rental on Trips	114	\$38.57	\$2,088,531
Food and Drink on Trips	109	\$508.67	\$27,542,875

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015



Retail Goods and Services Expenditures

211 W 3rd St, Kennedale, Texas, 76060
Ring: 5 mile radius

Prepared by Orasi
Latitude: 32.64790
Longitude: -97.22378

(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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..

(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, adult diapers, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 17, 2015