



# Retail Goods and Services Expenditures

Prepared by: Grove City Development Department

Grove City Market  
 Latitude: 39.87664  
 Longitude: -83.06991

Latitude: 39.87664  
 Longitude: -83.06991  
 Radius: 5 miles

Site Type: Ring

## Top Tapestry Segments:

Rustbelt Retirees	13.8%
Up and Coming Families	10.9%
Aspiring Young Families	10.5%
Rustbelt Traditions	9.7%
Milk and Cookies	7.8%

## Demographic Summary

	2009	2014
Population	114,090	117,664
Households	44,783	46,425
Families	30,623	31,368
Median Age	36.1	36.3
Median Household Income	\$55,889	\$59,611

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	65	\$1,621.01	\$72,593,866
Men's	61	\$295.28	\$13,223,484
Women's	58	\$502.14	\$22,487,434
Children's	70	\$288.55	\$12,922,281
Footwear	45	\$191.73	\$8,586,411
Watches & Jewelry	92	\$196.44	\$8,796,985
Apparel Products and Services <sup>1</sup>	145	\$146.87	\$6,577,269
<b>Computer</b>			
Computers and Hardware for Home Use	92	\$184.64	\$8,268,758
Software and Accessories for Home Use	91	\$26.01	\$1,164,598
<b>Entertainment &amp; Recreation</b>	92	\$2,979.93	\$133,450,356
<b>Fees and Admissions</b>	92	\$575.89	\$25,790,177
Membership Fees for Clubs <sup>2</sup>	93	\$158.45	\$7,095,706
Fees for Participant Sports, excl. Trips	94	\$104.20	\$4,666,177
Admission to Movie/Theatre/Opera/Ballet	92	\$140.05	\$6,272,031
Admission to Sporting Events, excl. Trips	92	\$53.52	\$2,396,793
Fees for Recreational Lessons	91	\$119.02	\$5,329,937
Dating Services	84	\$0.66	\$29,533
<b>TV/Video/Sound Equipment</b>	93	\$1,126.32	\$50,440,114
Community Antenna or Cable TV	93	\$676.53	\$30,296,823
Televisions	93	\$151.15	\$6,769,050
VCRs, Video Cameras, and DVD Players	93	\$23.48	\$1,051,383
Video Cassettes and DVDs	93	\$55.57	\$2,488,565
Video Game Hardware and Software	95	\$41.56	\$1,861,222
Satellite Dishes	84	\$0.96	\$43,091
Rental of Video Cassettes and DVDs	94	\$41.33	\$1,850,685
Streaming/Downloaded Video	97	\$1.04	\$46,637
Sound Equipment <sup>3</sup>	88	\$128.57	\$5,757,875
Rental and Repair of TV/Radio/Sound Equipment	90	\$6.14	\$274,783
Pets	107	\$468.11	\$20,963,259
Toys and Games <sup>4</sup>	94	\$122.81	\$5,499,913
Recreational Vehicles and Fees <sup>5</sup>	83	\$292.57	\$13,102,026
Sports/Recreation/Exercise Equipment <sup>6</sup>	70	\$138.62	\$6,207,850
Photo Equipment and Supplies <sup>7</sup>	91	\$106.28	\$4,759,489
Reading <sup>8</sup>	92	\$149.33	\$6,687,531
<b>Food</b>	92	\$7,281.34	\$326,080,271
<b>Food at Home</b>	92	\$4,193.50	\$187,797,577
Bakery and Cereal Products	92	\$563.04	\$25,214,725
Meat, Poultry, Fish, and Eggs	92	\$985.23	\$44,121,409
Dairy Products	92	\$469.32	\$21,017,603
Fruit and Vegetables	91	\$712.90	\$31,926,014
Snacks and Other Food at Home <sup>9</sup>	92	\$1,463.01	\$65,517,828
<b>Food Away from Home</b>	93	\$3,087.84	\$138,282,693
Alcoholic Beverages	94	\$540.76	\$24,216,941
Nonalcoholic Beverages at Home	92	\$416.78	\$18,664,503



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	83	\$1,194.73	\$53,503,742
Vehicle Loans	92	\$4,934.22	\$220,969,091
<b>Health</b>			
Nonprescription Drugs	89	\$93.45	\$4,185,125
Prescription Drugs	94	\$517.26	\$23,164,559
Eyeglasses and Contact Lenses	93	\$70.04	\$3,136,749
<b>Home</b>			
Mortgage Payment and Basics <sup>10</sup>	93	\$8,514.95	\$381,325,151
Maintenance and Remodeling Services	90	\$1,900.37	\$85,104,221
Maintenance and Remodeling Materials <sup>11</sup>	88	\$365.00	\$16,345,699
Utilities, Fuel, and Public Services	93	\$4,217.60	\$188,876,644
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>12</sup>	91	\$126.79	\$5,678,039
Furniture	92	\$590.35	\$26,437,709
Floor Coverings	95	\$82.74	\$3,705,483
Major Appliances <sup>13</sup>	90	\$274.08	\$12,274,337
Housewares <sup>14</sup>	75	\$70.46	\$3,155,419
Small Appliances	92	\$31.44	\$1,408,022
Luggage	93	\$9.32	\$417,434
Telephones and Accessories	55	\$24.67	\$1,104,811
<b>Household Operations</b>			
Child Care	97	\$426.64	\$19,106,043
Lawn and Garden <sup>15</sup>	91	\$376.51	\$16,861,166
Moving/Storage/Freight Express	85	\$45.77	\$2,049,586
Housekeeping Supplies <sup>16</sup>	93	\$671.66	\$30,079,024
<b>Insurance</b>			
Owners and Renters Insurance	94	\$443.53	\$19,862,824
Vehicle Insurance	92	\$1,142.43	\$51,161,593
Life/Other Insurance	93	\$448.38	\$20,079,865
Health Insurance	93	\$1,785.23	\$79,947,795
Personal Care Products <sup>17</sup>	93	\$365.21	\$16,355,192
School Books and Supplies <sup>18</sup>	95	\$107.32	\$4,805,969
Smoking Products	94	\$414.34	\$18,555,490
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>19</sup>	91	\$4,355.73	\$195,062,728
Gasoline and Motor Oil	92	\$2,526.95	\$113,164,383
Vehicle Maintenance and Repairs	91	\$855.71	\$38,321,373
<b>Travel</b>			
Airline Fares	90	\$382.86	\$17,145,670
Lodging on Trips	91	\$383.04	\$17,153,558
Auto/Truck/Van Rental on Trips	91	\$33.91	\$1,518,742
Food and Drink on Trips	91	\$403.16	\$18,054,577

**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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Site Type: Ring

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<sup>1</sup>**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.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**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.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**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.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**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.

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

<sup>11</sup>**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.

<sup>12</sup>**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.

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

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

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

<sup>16</sup>**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.

<sup>17</sup>**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.

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

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



# Retail Goods and Services Expenditures

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Site Type: Ring

## Top Tapestry Segments:

Aspiring Young Families	8.4%
Metro Renters	6.4%
Metro City Edge	6.1%
Rustbelt Retirees	5.4%
Dorms to Diplomas	4.5%

## Demographic Summary

	2009	2014
Population	452,172	457,341
Households	184,355	187,749
Families	101,658	101,683
Median Age	31.9	32.0
Median Household Income	\$47,108	\$51,840

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	61	\$1,523.12	\$280,794,397
Men's	58	\$277.50	\$51,157,868
Women's	54	\$465.69	\$85,853,083
Children's	66	\$269.64	\$49,710,089
Footwear	42	\$182.30	\$33,608,427
Watches & Jewelry	84	\$178.88	\$32,977,439
Apparel Products and Services <sup>1</sup>	147	\$149.10	\$27,487,490
<b>Computer</b>			
Computers and Hardware for Home Use	87	\$174.24	\$32,121,602
Software and Accessories for Home Use	85	\$24.13	\$4,447,724
<b>Entertainment &amp; Recreation</b>	83	\$2,677.23	\$493,560,232
<b>Fees and Admissions</b>	81	\$505.86	\$93,258,286
Membership Fees for Clubs <sup>2</sup>	81	\$138.26	\$25,489,584
Fees for Participant Sports, excl. Trips	81	\$89.50	\$16,498,952
Admission to Movie/Theatre/Opera/Ballet	87	\$131.35	\$24,215,602
Admission to Sporting Events, excl. Trips	81	\$47.44	\$8,746,191
Fees for Recreational Lessons	76	\$98.62	\$18,180,903
Dating Services	87	\$0.69	\$127,054
<b>TV/Video/Sound Equipment</b>	87	\$1,051.69	\$193,884,675
Community Antenna or Cable TV	87	\$627.57	\$115,695,653
Televisions	85	\$137.96	\$25,434,265
VCRs, Video Cameras, and DVD Players	88	\$22.22	\$4,095,799
Video Cassettes and DVDs	93	\$55.13	\$10,163,945
Video Game Hardware and Software	91	\$40.14	\$7,400,414
Satellite Dishes	75	\$0.86	\$158,590
Rental of Video Cassettes and DVDs	92	\$40.33	\$7,435,708
Streaming/Downloaded Video	91	\$0.97	\$179,414
Sound Equipment <sup>3</sup>	83	\$120.68	\$22,247,232
Rental and Repair of TV/Radio/Sound Equipment	86	\$5.82	\$1,073,655
Pets	94	\$413.73	\$76,274,099
Toys and Games <sup>4</sup>	87	\$113.60	\$20,943,466
Recreational Vehicles and Fees <sup>5</sup>	68	\$239.79	\$44,207,151
Sports/Recreation/Exercise Equipment <sup>6</sup>	62	\$124.25	\$22,906,219
Photo Equipment and Supplies <sup>7</sup>	82	\$95.46	\$17,599,039
Reading <sup>8</sup>	82	\$132.83	\$24,487,300
<b>Food</b>	86	\$6,760.99	\$1,246,423,062
<b>Food at Home</b>	85	\$3,880.58	\$715,404,123
Bakery and Cereal Products	85	\$518.36	\$95,562,632
Meat, Poultry, Fish, and Eggs	85	\$914.48	\$168,589,867
Dairy Products	84	\$431.94	\$79,630,492
Fruit and Vegetables	84	\$658.79	\$121,451,731
Snacks and Other Food at Home <sup>9</sup>	86	\$1,357.00	\$250,169,403
<b>Food Away from Home</b>	87	\$2,880.42	\$531,018,939
Alcoholic Beverages	91	\$522.66	\$96,354,757
Nonalcoholic Beverages at Home	86	\$388.60	\$71,641,253



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	69	\$995.67	\$183,555,914
Vehicle Loans	85	\$4,527.15	\$834,601,898
<b>Health</b>			
Nonprescription Drugs	81	\$84.35	\$15,549,588
Prescription Drugs	82	\$450.41	\$83,035,549
Eyeglasses and Contact Lenses	81	\$61.30	\$11,301,005
<b>Home</b>			
Mortgage Payment and Basics <sup>10</sup>	75	\$6,867.58	\$1,266,072,667
Maintenance and Remodeling Services	72	\$1,520.05	\$280,229,516
Maintenance and Remodeling Materials <sup>11</sup>	70	\$290.89	\$53,626,933
Utilities, Fuel, and Public Services	85	\$3,839.65	\$707,857,832
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>12</sup>	82	\$114.30	\$21,071,481
Furniture	84	\$535.11	\$98,650,423
Floor Coverings	80	\$69.43	\$12,799,896
Major Appliances <sup>13</sup>	78	\$235.29	\$43,376,180
Housewares <sup>14</sup>	69	\$64.58	\$11,904,822
Small Appliances	83	\$28.61	\$5,273,578
Luggage	81	\$8.18	\$1,508,912
Telephones and Accessories	53	\$23.90	\$4,406,163
<b>Household Operations</b>			
Child Care	88	\$387.17	\$71,376,212
Lawn and Garden <sup>15</sup>	75	\$310.85	\$57,306,802
Moving/Storage/Freight Express	84	\$45.14	\$8,322,515
Housekeeping Supplies <sup>16</sup>	83	\$606.15	\$111,747,479
<b>Insurance</b>			
Owners and Renters Insurance	77	\$363.41	\$66,996,153
Vehicle Insurance	85	\$1,046.78	\$192,979,182
Life/Other Insurance	78	\$375.37	\$69,200,636
Health Insurance	81	\$1,558.10	\$287,243,690
Personal Care Products <sup>17</sup>	86	\$337.67	\$62,251,904
School Books and Supplies <sup>18</sup>	102	\$114.93	\$21,187,721
Smoking Products	93	\$412.35	\$76,018,569
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>19</sup>	84	\$3,986.78	\$734,983,128
Gasoline and Motor Oil	85	\$2,340.07	\$431,403,480
Vehicle Maintenance and Repairs	83	\$780.81	\$143,946,170
<b>Travel</b>			
Airline Fares	80	\$340.15	\$62,708,720
Lodging on Trips	77	\$325.32	\$59,974,756
Auto/Truck/Van Rental on Trips	79	\$29.51	\$5,439,808
Food and Drink on Trips	79	\$352.87	\$65,054,064

**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.

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<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**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.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**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.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**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.

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

<sup>11</sup>**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.

<sup>12</sup>**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.

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

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

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

<sup>16</sup>**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.

<sup>17</sup>**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.

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

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



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Site Type: Ring

## Top Tapestry Segments:

Enterprising Professionals	9.1%
Aspiring Young Families	7.4%
Up and Coming Families	6.9%
Young and Restless	4.5%
Boomburbs	4.1%

## Demographic Summary

	2009	2014
Population	1,289,648	1,326,572
Households	529,098	546,862
Families	316,365	322,022
Median Age	34.3	34.2
Median Household Income	\$57,385	\$60,663

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	72	\$1,809.32	\$957,308,260
Men's	69	\$330.05	\$174,629,915
Women's	64	\$553.42	\$292,815,447
Children's	78	\$321.46	\$170,084,803
Footwear	50	\$214.76	\$113,629,608
Watches & Jewelry	102	\$217.42	\$115,035,059
Apparel Products and Services <sup>1</sup>	170	\$172.21	\$91,113,431
<b>Computer</b>			
Computers and Hardware for Home Use	104	\$206.97	\$109,506,717
Software and Accessories for Home Use	102	\$29.15	\$15,422,373
<b>Entertainment &amp; Recreation</b>	100	\$3,230.56	\$1,709,284,409
<b>Fees and Admissions</b>	100	\$625.99	\$331,208,373
Membership Fees for Clubs <sup>2</sup>	100	\$170.85	\$90,396,050
Fees for Participant Sports, excl. Trips	101	\$111.30	\$58,887,253
Admission to Movie/Theatre/Opera/Ballet	104	\$157.74	\$83,458,785
Admission to Sporting Events, excl. Trips	100	\$58.70	\$31,056,819
Fees for Recreational Lessons	97	\$126.62	\$66,996,034
Dating Services	99	\$0.78	\$413,432
<b>TV/Video/Sound Equipment</b>	102	\$1,241.27	\$656,755,573
Community Antenna or Cable TV	101	\$733.69	\$388,195,785
Televisions	104	\$168.10	\$88,942,010
VCRs, Video Cameras, and DVD Players	104	\$26.21	\$13,869,116
Video Cassettes and DVDs	108	\$64.01	\$33,866,980
Video Game Hardware and Software	107	\$47.16	\$24,954,525
Satellite Dishes	92	\$1.05	\$553,088
Rental of Video Cassettes and DVDs	108	\$47.46	\$25,110,201
Streaming/Downloaded Video	109	\$1.17	\$617,168
Sound Equipment <sup>3</sup>	100	\$145.58	\$77,028,448
Rental and Repair of TV/Radio/Sound Equipment	101	\$6.84	\$3,618,253
Pets	114	\$500.40	\$264,762,770
Toys and Games <sup>4</sup>	104	\$135.58	\$71,736,445
Recreational Vehicles and Fees <sup>5</sup>	85	\$300.51	\$159,001,421
Sports/Recreation/Exercise Equipment <sup>6</sup>	76	\$151.57	\$80,193,785
Photo Equipment and Supplies <sup>7</sup>	99	\$115.98	\$61,367,221
Reading <sup>8</sup>	98	\$159.25	\$84,258,820
<b>Food</b>	101	\$7,990.22	\$4,227,609,333
<b>Food at Home</b>	100	\$4,573.60	\$2,419,883,148
Bakery and Cereal Products	100	\$610.40	\$322,962,193
Meat, Poultry, Fish, and Eggs	100	\$1,074.87	\$568,712,995
Dairy Products	100	\$509.17	\$269,398,494
Fruit and Vegetables	99	\$779.35	\$412,351,268
Snacks and Other Food at Home <sup>9</sup>	101	\$1,599.81	\$846,458,198
<b>Food Away from Home</b>	103	\$3,416.62	\$1,807,726,185
Alcoholic Beverages	107	\$613.85	\$324,784,850
Nonalcoholic Beverages at Home	101	\$456.97	\$241,783,908



# Retail Goods and Services Expenditures

Prepared by: Grove City Development Department

Grove City Market  
 Latitude: 39.87664  
 Longitude: -83.06991

Latitude: 39.87664  
 Longitude: -83.06991  
 Radius: 20 miles

Site Type: Ring

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	88	\$1,259.46	\$666,375,840
Vehicle Loans	102	\$5,442.74	\$2,879,742,566
<b>Health</b>			
Nonprescription Drugs	95	\$99.71	\$52,756,600
Prescription Drugs	96	\$528.80	\$279,788,953
Eyeglasses and Contact Lenses	98	\$73.89	\$39,093,905
<b>Home</b>			
Mortgage Payment and Basics <sup>10</sup>	96	\$8,814.33	\$4,663,642,301
Maintenance and Remodeling Services	93	\$1,963.30	\$1,038,777,272
Maintenance and Remodeling Materials <sup>11</sup>	89	\$370.79	\$196,185,581
Utilities, Fuel, and Public Services	100	\$4,526.96	\$2,395,207,837
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>12</sup>	100	\$138.41	\$73,234,591
Furniture	103	\$656.93	\$347,579,354
Floor Coverings	99	\$86.23	\$45,624,865
Major Appliances <sup>13</sup>	95	\$288.97	\$152,891,196
Housewares <sup>14</sup>	83	\$77.73	\$41,127,985
Small Appliances	99	\$34.03	\$18,006,038
Luggage	101	\$10.16	\$5,377,519
Telephones and Accessories	62	\$27.97	\$14,800,195
<b>Household Operations</b>			
Child Care	109	\$478.72	\$253,289,101
Lawn and Garden <sup>15</sup>	93	\$383.44	\$202,875,472
Moving/Storage/Freight Express	100	\$53.52	\$28,315,304
Housekeeping Supplies <sup>16</sup>	100	\$723.00	\$382,535,249
<b>Insurance</b>			
Owners and Renters Insurance	95	\$449.97	\$238,080,202
Vehicle Insurance	101	\$1,245.95	\$659,230,550
Life/Other Insurance	96	\$461.56	\$244,209,309
Health Insurance	96	\$1,851.28	\$979,509,768
Personal Care Products <sup>17</sup>	102	\$402.51	\$212,969,563
School Books and Supplies <sup>18</sup>	113	\$127.45	\$67,432,720
Smoking Products	104	\$460.50	\$243,651,380
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>19</sup>	101	\$4,819.08	\$2,549,763,308
Gasoline and Motor Oil	101	\$2,763.43	\$1,462,125,389
Vehicle Maintenance and Repairs	100	\$933.58	\$493,952,725
<b>Travel</b>			
Airline Fares	99	\$422.35	\$223,463,502
Lodging on Trips	96	\$405.66	\$214,635,095
Auto/Truck/Van Rental on Trips	100	\$37.07	\$19,611,458
Food and Drink on Trips	98	\$434.23	\$229,752,605

**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: Grove City Development Department

Grove City Market  
Latitude: 39.87664  
Longitude: -83.06991

Site Type: Ring

Latitude: 39.87664  
Longitude: -83.06991  
Radius: 20 miles

<sup>1</sup>**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.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**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.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**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.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**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.

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

<sup>11</sup>**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.

<sup>12</sup>**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.

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

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

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

<sup>16</sup>**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.

<sup>17</sup>**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.

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

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