

10000 S Eastern Ave - Drive Time Study
5 10 & 15 Min Drive Times
36.007094, -115.113199

Latitude: 36.007094
Longitude: -115.113199
Radius: 5 minutes

Site Type: Drive Time

Top Tapestry Segments:

Up and Coming Families	39.6%
In Style	20.9%
Enterprising Professionals	20.7%
Boomburbs	11.7%
Metropolitans	4.4%

Demographic Summary

	2009	2014
Population	51,477	64,173
Households	19,611	24,459
Families	13,494	16,657
Median Age	34.7	34.6
Median Household Income	\$79,038	\$80,400

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	91	\$2,284.63	\$44,803,786
Men's	87	\$416.90	\$8,175,916
Women's	80	\$692.61	\$13,582,834
Children's	100	\$412.79	\$8,095,200
Footwear	62	\$266.39	\$5,224,092
Watches & Jewelry	136	\$291.38	\$5,714,272
Apparel Products and Services ¹	202	\$204.55	\$4,011,468
Computer			
Computers and Hardware for Home Use	133	\$265.75	\$5,211,710
Software and Accessories for Home Use	135	\$38.45	\$754,072
Entertainment & Recreation	129	\$4,193.96	\$82,247,787
Fees and Admissions	137	\$852.76	\$16,723,563
Membership Fees for Clubs ²	135	\$230.17	\$4,513,829
Fees for Participant Sports, excl. Trips	137	\$152.01	\$2,981,138
Admission to Movie/Theatre/Opera/Ballet	134	\$203.87	\$3,998,031
Admission to Sporting Events, excl. Trips	138	\$80.63	\$1,581,240
Fees for Recreational Lessons	142	\$185.22	\$3,632,293
Dating Services	110	\$0.87	\$17,032
TV/Video/Sound Equipment	126	\$1,536.52	\$30,132,627
Community Antenna or Cable TV	121	\$875.20	\$17,163,638
Televisions	140	\$227.02	\$4,452,115
VCRs, Video Cameras, and DVD Players	129	\$32.55	\$638,322
Video Cassettes and DVDs	131	\$78.12	\$1,531,983
Video Game Hardware and Software	134	\$59.04	\$1,157,820
Satellite Dishes	124	\$1.41	\$27,684
Rental of Video Cassettes and DVDs	136	\$59.81	\$1,172,986
Streaming/Downloaded Video	141	\$1.51	\$29,526
Sound Equipment ³	133	\$193.62	\$3,797,070
Rental and Repair of TV/Radio/Sound Equipment	121	\$8.23	\$161,481
Pets	149	\$651.36	\$12,773,790
Toys and Games ⁴	134	\$174.09	\$3,414,177
Recreational Vehicles and Fees ⁵	118	\$419.62	\$8,229,239
Sports/Recreation/Exercise Equipment ⁶	103	\$205.80	\$4,035,903
Photo Equipment and Supplies ⁷	133	\$155.31	\$3,045,712
Reading ⁸	122	\$198.50	\$3,892,778
Food	125	\$9,863.95	\$193,441,872
Food at Home	122	\$5,580.02	\$109,429,773
Bakery and Cereal Products	121	\$741.17	\$14,535,158
Meat, Poultry, Fish, and Eggs	121	\$1,298.81	\$25,471,056
Dairy Products	121	\$621.43	\$12,186,866
Fruit and Vegetables	122	\$956.87	\$18,765,176
Snacks and Other Food at Home ⁹	124	\$1,961.73	\$38,471,516
Food Away from Home	129	\$4,283.93	\$84,012,099
Alcoholic Beverages	131	\$751.76	\$14,742,738
Nonalcoholic Beverages at Home	124	\$557.40	\$10,931,164



Retail Goods and Services Expenditures

Prep'd by James T. Saint, CCIM — Halo Realty & Investments Corp

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	124	\$1,777.36	\$34,855,786
Vehicle Loans	134	\$7,142.12	\$140,064,149
Health			
Nonprescription Drugs	117	\$122.88	\$2,409,774
Prescription Drugs	111	\$610.40	\$11,970,618
Eyeglasses and Contact Lenses	123	\$92.93	\$1,822,544
Home			
Mortgage Payment and Basics ¹⁰	142	\$13,040.90	\$255,745,049
Maintenance and Remodeling Services	136	\$2,878.05	\$56,441,448
Maintenance and Remodeling Materials ¹¹	130	\$540.74	\$10,604,459
Utilities, Fuel, and Public Services	122	\$5,485.63	\$107,578,699
Household Furnishings and Equipment			
Household Textiles ¹²	131	\$181.11	\$3,551,823
Furniture	141	\$900.53	\$17,660,339
Floor Coverings	133	\$115.87	\$2,272,243
Major Appliances ¹³	128	\$389.22	\$7,633,059
Housewares ¹⁴	107	\$100.80	\$1,976,691
Small Appliances	124	\$42.35	\$830,604
Luggage	139	\$14.00	\$274,557
Telephones and Accessories	77	\$34.51	\$676,829
Household Operations			
Child Care	155	\$686.01	\$13,453,371
Lawn and Garden ¹⁵	122	\$505.28	\$9,909,080
Moving/Storage/Freight Express	124	\$66.31	\$1,300,371
Housekeeping Supplies ¹⁶	125	\$905.88	\$17,765,235
Insurance			
Owners and Renters Insurance	128	\$605.78	\$11,879,961
Vehicle Insurance	126	\$1,555.28	\$30,500,650
Life/Other Insurance	126	\$606.35	\$11,891,099
Health Insurance	116	\$2,229.72	\$43,727,004
Personal Care Products ¹⁷	130	\$511.87	\$10,038,197
School Books and Supplies ¹⁸	128	\$143.80	\$2,820,115
Smoking Products	110	\$486.76	\$9,545,903
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	133	\$6,358.48	\$124,696,192
Gasoline and Motor Oil	125	\$3,422.30	\$67,114,692
Vehicle Maintenance and Repairs	126	\$1,178.94	\$23,120,098
Travel			
Airline Fares	137	\$580.83	\$11,390,741
Lodging on Trips	131	\$553.08	\$10,846,497
Auto/Truck/Van Rental on Trips	139	\$51.61	\$1,012,162
Food and Drink on Trips	131	\$581.76	\$11,408,803

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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- 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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Top Tapestry Segments:

Enterprising Professionals	19.3%
Up and Coming Families	19.2%
In Style	15.7%
Silver and Gold	9.4%
Boomburbs	5.9%

Demographic Summary

	2009	2014
Population	257,012	310,506
Households	100,656	121,680
Families	68,557	82,217
Median Age	38.1	38.6
Median Household Income	\$73,608	\$76,107

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	89	\$2,227.04	\$224,165,122
Men's	85	\$407.87	\$41,055,021
Women's	79	\$685.81	\$69,030,874
Children's	94	\$388.51	\$39,105,466
Footwear	61	\$259.88	\$26,158,682
Watches & Jewelry	131	\$280.76	\$28,260,143
Apparel Products and Services ¹	201	\$204.21	\$20,554,933
Computer			
Computers and Hardware for Home Use	128	\$256.38	\$25,805,953
Software and Accessories for Home Use	131	\$37.23	\$3,747,858
Entertainment & Recreation	127	\$4,102.42	\$412,933,263
Fees and Admissions	134	\$831.64	\$83,709,395
Membership Fees for Clubs ²	134	\$229.01	\$23,050,827
Fees for Participant Sports, excl. Trips	135	\$149.25	\$15,022,777
Admission to Movie/Theatre/Opera/Ballet	131	\$198.29	\$19,958,841
Admission to Sporting Events, excl. Trips	134	\$78.37	\$7,888,621
Fees for Recreational Lessons	135	\$175.83	\$17,698,296
Dating Services	113	\$0.89	\$90,033
TV/Video/Sound Equipment	124	\$1,506.45	\$151,633,535
Community Antenna or Cable TV	121	\$874.65	\$88,038,299
Televisions	134	\$217.42	\$21,885,073
VCRs, Video Cameras, and DVD Players	125	\$31.44	\$3,164,953
Video Cassettes and DVDs	126	\$74.95	\$7,543,942
Video Game Hardware and Software	127	\$55.82	\$5,618,336
Satellite Dishes	118	\$1.35	\$135,924
Rental of Video Cassettes and DVDs	129	\$56.63	\$5,700,606
Streaming/Downloaded Video	136	\$1.45	\$146,294
Sound Equipment ³	126	\$184.40	\$18,561,401
Rental and Repair of TV/Radio/Sound Equipment	123	\$8.33	\$838,707
Pets	146	\$638.43	\$64,261,326
Toys and Games ⁴	127	\$165.66	\$16,674,876
Recreational Vehicles and Fees ⁵	117	\$415.37	\$41,809,729
Sports/Recreation/Exercise Equipment ⁶	98	\$194.95	\$19,622,588
Photo Equipment and Supplies ⁷	127	\$148.97	\$14,994,484
Reading ⁸	124	\$200.96	\$20,227,331
Food	123	\$9,708.86	\$977,255,166
Food at Home	121	\$5,528.61	\$556,488,110
Bakery and Cereal Products	120	\$736.21	\$74,103,465
Meat, Poultry, Fish, and Eggs	120	\$1,289.28	\$129,773,810
Dairy Products	120	\$615.72	\$61,975,639
Fruit and Vegetables	122	\$956.05	\$96,232,006
Snacks and Other Food at Home ⁹	122	\$1,931.36	\$194,403,191
Food Away from Home	126	\$4,180.25	\$420,767,055
Alcoholic Beverages	128	\$735.61	\$74,043,187
Nonalcoholic Beverages at Home	121	\$548.06	\$55,165,824



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	128	\$1,843.95	\$185,604,656
Vehicle Loans	127	\$6,772.97	\$681,740,034
Health			
Nonprescription Drugs	118	\$123.53	\$12,433,829
Prescription Drugs	117	\$641.26	\$64,546,797
Eyeglasses and Contact Lenses	123	\$93.00	\$9,360,511
Home			
Mortgage Payment and Basics ¹⁰	135	\$12,347.93	\$1,242,893,254
Maintenance and Remodeling Services	134	\$2,840.98	\$285,962,123
Maintenance and Remodeling Materials ¹¹	126	\$520.87	\$52,429,101
Utilities, Fuel, and Public Services	121	\$5,452.07	\$548,783,074
Household Furnishings and Equipment			
Household Textiles ¹²	128	\$177.82	\$17,899,131
Furniture	135	\$861.54	\$86,719,225
Floor Coverings	131	\$114.24	\$11,498,732
Major Appliances ¹³	126	\$380.92	\$38,342,180
Housewares ¹⁴	105	\$98.76	\$9,940,769
Small Appliances	123	\$42.19	\$4,246,563
Luggage	133	\$13.43	\$1,351,444
Telephones and Accessories	74	\$33.15	\$3,337,083
Household Operations			
Child Care	139	\$611.38	\$61,539,361
Lawn and Garden ¹⁵	123	\$508.58	\$51,192,078
Moving/Storage/Freight Express	128	\$68.57	\$6,901,600
Housekeeping Supplies ¹⁶	123	\$896.27	\$90,214,810
Insurance			
Owners and Renters Insurance	126	\$597.70	\$60,162,490
Vehicle Insurance	124	\$1,535.60	\$154,567,744
Life/Other Insurance	125	\$604.98	\$60,894,617
Health Insurance	120	\$2,296.90	\$231,196,605
Personal Care Products ¹⁷	127	\$498.14	\$50,140,940
School Books and Supplies ¹⁸	123	\$138.88	\$13,978,773
Smoking Products	111	\$490.30	\$49,351,293
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	129	\$6,142.93	\$618,322,989
Gasoline and Motor Oil	122	\$3,334.89	\$335,676,668
Vehicle Maintenance and Repairs	125	\$1,168.12	\$117,578,071
Travel			
Airline Fares	134	\$571.95	\$57,570,158
Lodging on Trips	130	\$548.04	\$55,163,874
Auto/Truck/Van Rental on Trips	136	\$50.71	\$5,104,525
Food and Drink on Trips	129	\$575.20	\$57,896,949

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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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.

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Top Tapestry Segments:

Enterprising Professionals	13.6%
Up and Coming Families	12.2%
In Style	9.2%
Exurbanites	9.1%
Inner City Tenants	7.8%

Demographic Summary

	2009	2014
Population	549,390	650,539
Households	219,724	259,904
Families	138,038	162,818
Median Age	37.8	38.2
Median Household Income	\$61,680	\$64,407

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	76	\$1,909.95	\$419,662,122
Men's	72	\$349.10	\$76,704,906
Women's	67	\$582.76	\$128,047,247
Children's	81	\$334.90	\$73,585,417
Footwear	53	\$225.70	\$49,592,201
Watches & Jewelry	109	\$232.60	\$51,108,703
Apparel Products and Services ¹	182	\$184.88	\$40,623,648
Computer			
Computers and Hardware for Home Use	109	\$217.95	\$47,889,882
Software and Accessories for Home Use	111	\$31.58	\$6,939,456
Entertainment & Recreation	106	\$3,425.35	\$752,631,799
Fees and Admissions	109	\$678.59	\$149,102,483
Membership Fees for Clubs ²	108	\$185.30	\$40,715,831
Fees for Participant Sports, excl. Trips	109	\$120.90	\$26,563,720
Admission to Movie/Theatre/Opera/Ballet	112	\$169.19	\$37,175,687
Admission to Sporting Events, excl. Trips	109	\$63.60	\$13,975,367
Fees for Recreational Lessons	106	\$138.76	\$30,488,885
Dating Services	105	\$0.83	\$182,993
TV/Video/Sound Equipment	107	\$1,296.86	\$284,950,317
Community Antenna or Cable TV	105	\$758.51	\$166,663,828
Televisions	111	\$180.87	\$39,741,366
VCRs, Video Cameras, and DVD Players	108	\$27.35	\$6,010,042
Video Cassettes and DVDs	112	\$66.29	\$14,564,670
Video Game Hardware and Software	111	\$48.60	\$10,677,934
Satellite Dishes	99	\$1.13	\$248,422
Rental of Video Cassettes and DVDs	113	\$49.65	\$10,909,601
Streaming/Downloaded Video	115	\$1.23	\$269,552
Sound Equipment ³	107	\$155.90	\$34,255,709
Rental and Repair of TV/Radio/Sound Equipment	108	\$7.32	\$1,609,191
Pets	121	\$530.20	\$116,497,713
Toys and Games ⁴	108	\$141.04	\$30,989,867
Recreational Vehicles and Fees ⁵	92	\$325.05	\$71,421,891
Sports/Recreation/Exercise Equipment ⁶	81	\$160.79	\$35,329,769
Photo Equipment and Supplies ⁷	106	\$123.54	\$27,144,185
Reading ⁸	104	\$169.28	\$37,195,572
Food	106	\$8,388.17	\$1,843,083,360
Food at Home	105	\$4,798.70	\$1,054,389,958
Bakery and Cereal Products	104	\$637.42	\$140,056,530
Meat, Poultry, Fish, and Eggs	105	\$1,125.00	\$247,188,659
Dairy Products	104	\$532.95	\$117,102,661
Fruit and Vegetables	106	\$829.81	\$182,328,250
Snacks and Other Food at Home ⁹	106	\$1,673.53	\$367,713,859
Food Away from Home	108	\$3,589.47	\$788,693,400
Alcoholic Beverages	112	\$640.56	\$140,747,087
Nonalcoholic Beverages at Home	106	\$477.17	\$104,845,077

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	101	\$1,449.09	\$318,400,772
Vehicle Loans	107	\$5,727.20	\$1,258,403,202
Health			
Nonprescription Drugs	101	\$105.62	\$23,206,861
Prescription Drugs	99	\$546.94	\$120,176,608
Eyeglasses and Contact Lenses	103	\$77.78	\$17,090,373
Home			
Mortgage Payment and Basics ¹⁰	105	\$9,616.30	\$2,112,932,925
Maintenance and Remodeling Services	104	\$2,197.53	\$482,849,046
Maintenance and Remodeling Materials ¹¹	97	\$403.96	\$88,760,042
Utilities, Fuel, and Public Services	104	\$4,678.56	\$1,027,991,486
Household Furnishings and Equipment			
Household Textiles ¹²	107	\$148.61	\$32,652,507
Furniture	112	\$715.04	\$157,112,281
Floor Coverings	105	\$91.73	\$20,155,162
Major Appliances ¹³	103	\$310.81	\$68,292,560
Housewares ¹⁴	89	\$83.53	\$18,354,217
Small Appliances	105	\$35.98	\$7,905,852
Luggage	109	\$11.00	\$2,417,494
Telephones and Accessories	65	\$29.07	\$6,386,339
Household Operations			
Child Care	114	\$502.73	\$110,461,669
Lawn and Garden ¹⁵	98	\$406.67	\$89,355,173
Moving/Storage/Freight Express	113	\$60.69	\$13,334,103
Housekeeping Supplies ¹⁶	105	\$761.94	\$167,415,858
Insurance			
Owners and Renters Insurance	100	\$475.79	\$104,541,846
Vehicle Insurance	106	\$1,313.65	\$288,640,963
Life/Other Insurance	101	\$487.65	\$107,149,314
Health Insurance	101	\$1,941.65	\$426,626,042
Personal Care Products ¹⁷	108	\$426.92	\$93,804,891
School Books and Supplies ¹⁸	111	\$125.02	\$27,469,050
Smoking Products	102	\$453.00	\$99,534,865
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	108	\$5,171.46	\$1,136,294,762
Gasoline and Motor Oil	105	\$2,871.60	\$630,959,225
Vehicle Maintenance and Repairs	106	\$993.92	\$218,387,515
Travel			
Airline Fares	111	\$471.32	\$103,559,599
Lodging on Trips	105	\$441.94	\$97,105,537
Auto/Truck/Van Rental on Trips	111	\$41.30	\$9,073,918
Food and Drink on Trips	106	\$472.59	\$103,839,247

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.

10000 S Eastern Ave - Drive Time Study
5 10 & 15 Min Drive Times
36.007094, -115.113199

Site Type: Drive Time

Latitude: 36.007094
Longitude: -115.113199
Radius: 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.