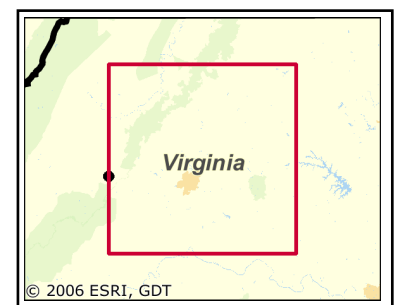
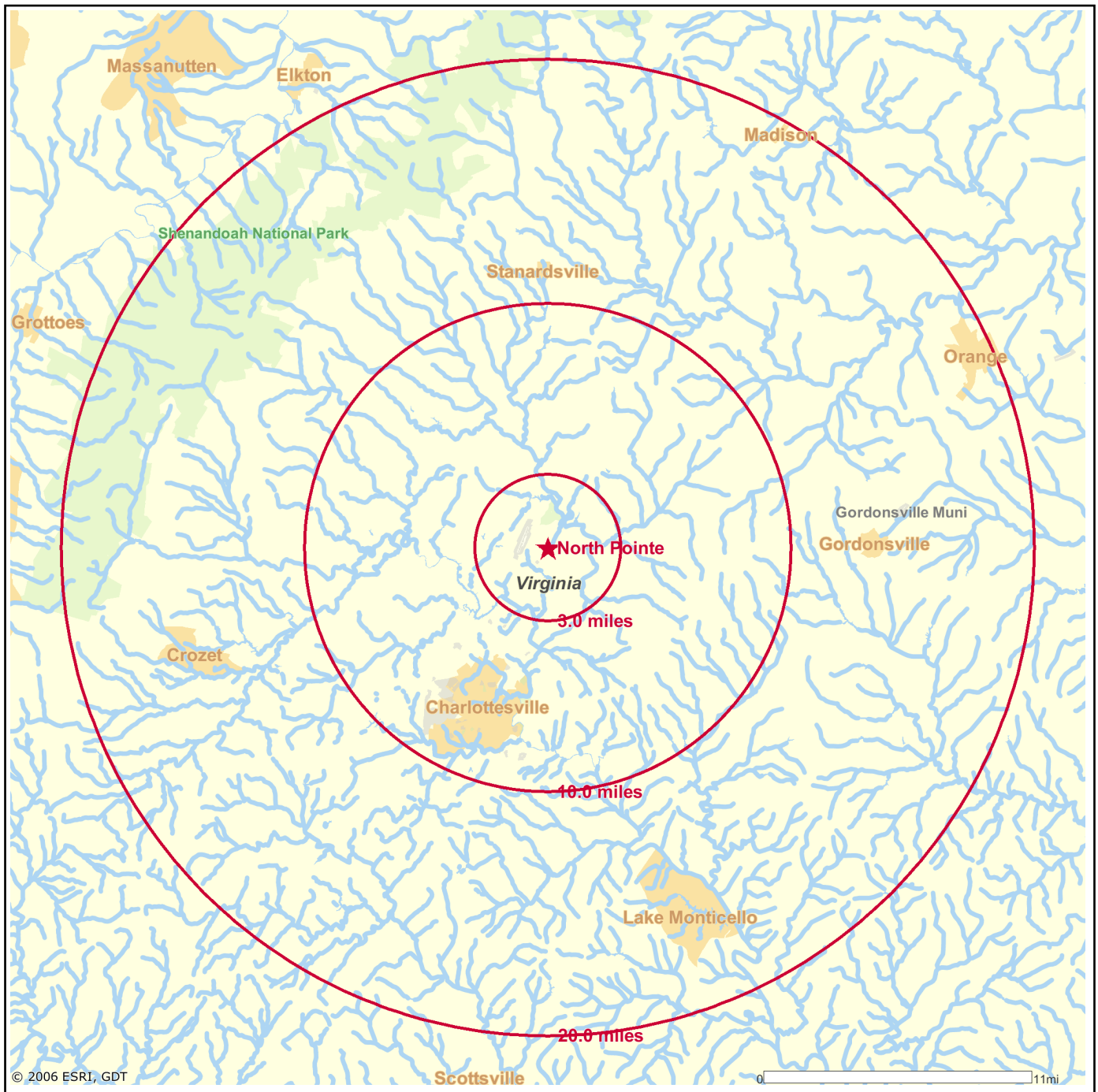


North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Map

May 2, 2006

Latitude: 38.1337
Longitude: -78.4336





Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 3.0 miles

Top Tapestry Segments:

Up and Coming Families	31.6%
Boomburbs	28.4%
Sophisticated Squires	20.9%
Exurbanites	8.1%
Midland Crowd	7.7%

Demographic Summary

	2005	2010
Population	12,223	13,946
Households	4,460	5,115
Families	3,373	3,781
Median Age	37.3	37.1
Median Household Income	\$77,625	\$94,547

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	98	\$2,565.69	\$11,442,961
Men's	103	\$513.49	\$2,290,166
Women's	88	\$787.18	\$3,510,811
Children's	119	\$510.19	\$2,275,455
Footwear	52	\$251.36	\$1,121,060
Watches & Jewelry	145	\$262.16	\$1,169,252
Apparel Products and Services ¹	170	\$241.30	\$1,076,217
Computer			
Computers and Hardware for Home Use	140	\$304.85	\$1,359,637
Software and Accessories for Home Use	142	\$43.17	\$192,550
Entertainment & Recreation	137	\$4,368.00	\$19,481,294
Fees and Admissions	148	\$868.81	\$3,874,891
Membership Fees for Clubs ²	146	\$230.78	\$1,029,285
Fees for Participant Sports, excl. Trips	148	\$162.56	\$725,006
Admission to Movie/Theatre/Opera/Ballet	136	\$193.39	\$862,506
Admission to Sporting Events, excl. Trips	155	\$85.51	\$381,387
Fees for Recreational Lessons	160	\$196.57	\$876,707
TV/Video/Sound Equipment	129	\$1,361.82	\$6,073,730
Community Antenna or Cable Television	124	\$715.97	\$3,193,232
Color Televisions	144	\$175.28	\$781,753
VCRs, Video Cameras, and DVD Players	137	\$53.19	\$237,225
Video Cassettes and DVDs	133	\$66.48	\$296,519
Video Game Hardware and Software	137	\$47.29	\$210,904
Satellite Dishes	140	\$2.98	\$13,307
Rental of Video Cassettes and DVDs	135	\$80.86	\$360,648
Sound Equipment ³	131	\$212.70	\$948,636
Rental and Repair of TV/Sound Equipment	122	\$7.06	\$31,506
Pets	151	\$606.30	\$2,704,083
Toys and Games	138	\$260.29	\$1,160,904
Recreational Vehicles and Fees ⁴	143	\$565.94	\$2,524,082
Sports/Recreation/Exercise Equipment ⁵	109	\$237.45	\$1,059,036
Photo Equipment and Supplies ⁶	141	\$192.24	\$857,399
Reading ⁷	130	\$275.15	\$1,227,169
Food	128	\$10,197.77	\$45,482,049
Food at Home	125	\$5,945.76	\$26,518,073
Bakery and Cereal Products	125	\$874.00	\$3,898,020
Meat, Poultry, Fish, and Eggs	123	\$1,543.03	\$6,881,927
Dairy Products	126	\$648.32	\$2,891,504
Fruits and Vegetables	125	\$1,031.07	\$4,598,588
Snacks and Other Food at Home ⁸	127	\$1,849.33	\$8,248,034
Food Away from Home	132	\$4,252.01	\$18,963,976
Alcoholic Beverages	127	\$704.79	\$3,143,359
Nonalcoholic Beverages at Home	124	\$506.29	\$2,258,072



Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 3.0 miles

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	147	\$6,657.97	\$29,694,553
Vehicle Loans	138	\$7,952.83	\$35,469,619
Health			
Nonprescription Drugs	120	\$132.27	\$589,930
Prescription Drugs	113	\$623.14	\$2,779,209
Eyeglasses and Contact Lenses	132	\$109.68	\$489,182
Home			
Mortgage Payment and Basics ⁹	163	\$12,892.89	\$57,502,309
Maintenance and Remodeling Services	153	\$2,639.81	\$11,773,568
Maintenance and Remodeling Materials ¹⁰	157	\$551.05	\$2,457,675
Utilities, Fuel, and Public Services	128	\$5,251.09	\$23,419,850
Household Furnishings and Equipment			
Household Textiles ¹¹	143	\$183.07	\$816,509
Furniture	146	\$872.21	\$3,890,078
Floor Coverings	156	\$127.29	\$567,721
Major Appliances ¹²	139	\$383.31	\$1,709,561
Housewares ¹³	112	\$111.02	\$495,134
Small Appliances	127	\$45.63	\$203,503
Luggage	148	\$14.61	\$65,168
Telephones and Accessories	55	\$29.77	\$132,761
Household Operations			
Child Care	159	\$636.23	\$2,837,572
Lawn and Garden ¹⁴	135	\$566.01	\$2,524,403
Moving/Storage/Freight Express	126	\$63.49	\$283,169
Housekeeping Supplies ¹⁵	130	\$943.10	\$4,206,224
Insurance			
Owners and Renters Insurance	144	\$614.63	\$2,741,234
Vehicle Insurance	131	\$1,741.36	\$7,766,472
Life/Other Insurance	137	\$859.07	\$3,831,474
Health Insurance	122	\$2,124.47	\$9,475,135
Personal Care Products ¹⁶	130	\$565.08	\$2,520,240
School Books and Supplies ¹⁷	118	\$133.92	\$597,290
Smoking Products	110	\$528.73	\$2,358,151
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	135	\$7,639.41	\$34,071,761
Gasoline and Motor Oil	130	\$2,325.21	\$10,370,454
Vehicle Maintenance and Repairs	133	\$1,376.85	\$6,140,750
Travel			
Airline Fares	140	\$531.04	\$2,368,458
Lodging on Trips	141	\$540.19	\$2,409,237
Auto/Truck/Van Rental on Trips	148	\$64.55	\$287,892
Food and Drink on Trips	137	\$607.23	\$2,708,254

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 2005 and 2010.



Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 3.0 miles

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



Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 10.0 miles

Top Tapestry Segments:

Dorms to Diplomas	9.2%
Up and Coming Families	8.3%
Metropolitans	8.0%
Young and Restless	6.2%
Enterprising Professionals	5.6%

Demographic Summary

	2005	2010
Population	114,810	122,555
Households	45,592	49,065
Families	25,693	27,060
Median Age	33.9	34.9
Median Household Income	\$52,812	\$65,816

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	84	\$2,211.91	\$100,845,488
Men's	90	\$446.58	\$20,360,555
Women's	77	\$693.57	\$31,621,459
Children's	96	\$411.06	\$18,741,207
Footwear	46	\$221.67	\$10,106,385
Watches & Jewelry	116	\$209.37	\$9,545,501
Apparel Products and Services ¹	161	\$229.65	\$10,470,381
Computer			
Computers and Hardware for Home Use	118	\$257.65	\$11,746,695
Software and Accessories for Home Use	119	\$36.30	\$1,654,944
Entertainment & Recreation	109	\$3,484.80	\$158,879,156
Fees and Admissions	113	\$663.07	\$30,230,565
Membership Fees for Clubs ²	111	\$174.84	\$7,971,175
Fees for Participant Sports, excl. Trips	111	\$121.83	\$5,554,482
Admission to Movie/Theatre/Opera/Ballet	119	\$170.14	\$7,756,822
Admission to Sporting Events, excl. Trips	117	\$64.81	\$2,955,031
Fees for Recreational Lessons	107	\$131.45	\$5,993,055
TV/Video/Sound Equipment	112	\$1,186.09	\$54,076,043
Community Antenna or Cable Television	109	\$629.60	\$28,704,803
Color Televisions	114	\$139.37	\$6,353,962
VCRs, Video Cameras, and DVD Players	113	\$43.88	\$2,000,497
Video Cassettes and DVDs	122	\$61.23	\$2,791,627
Video Game Hardware and Software	124	\$42.60	\$1,942,045
Satellite Dishes	110	\$2.34	\$106,753
Rental of Video Cassettes and DVDs	123	\$73.75	\$3,362,379
Sound Equipment ³	115	\$186.57	\$8,506,094
Rental and Repair of TV/Sound Equipment	117	\$6.75	\$307,883
Pets	116	\$466.91	\$21,287,465
Toys and Games	111	\$209.48	\$9,550,500
Recreational Vehicles and Fees ⁴	99	\$391.89	\$17,867,143
Sports/Recreation/Exercise Equipment ⁵	84	\$184.10	\$8,393,587
Photo Equipment and Supplies ⁶	112	\$153.24	\$6,986,625
Reading ⁷	109	\$230.02	\$10,487,228
Food	111	\$8,843.03	\$403,171,206
Food at Home	109	\$5,163.67	\$235,421,871
Bakery and Cereal Products	109	\$758.09	\$34,562,641
Meat, Poultry, Fish, and Eggs	107	\$1,341.46	\$61,160,037
Dairy Products	108	\$558.70	\$25,472,352
Fruits and Vegetables	109	\$898.61	\$40,969,292
Snacks and Other Food at Home ⁸	110	\$1,606.81	\$73,257,549
Food Away from Home	114	\$3,679.36	\$167,749,335
Alcoholic Beverages	119	\$663.35	\$30,243,599
Nonalcoholic Beverages at Home	109	\$443.55	\$20,222,212



Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 10.0 miles

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	109	\$4,906.07	\$223,677,331
Vehicle Loans	109	\$6,280.74	\$286,351,702
Health			
Nonprescription Drugs	108	\$118.94	\$5,422,644
Prescription Drugs	99	\$542.98	\$24,755,674
Eyeglasses and Contact Lenses	106	\$88.10	\$4,016,624
Home			
Mortgage Payment and Basics ⁹	103	\$8,126.91	\$370,521,992
Maintenance and Remodeling Services	100	\$1,725.30	\$78,659,936
Maintenance and Remodeling Materials ¹⁰	98	\$344.90	\$15,724,712
Utilities, Fuel, and Public Services	108	\$4,424.50	\$201,721,926
Household Furnishings and Equipment			
Household Textiles ¹¹	111	\$142.11	\$6,479,251
Furniture	111	\$665.61	\$30,346,640
Floor Coverings	105	\$85.16	\$3,882,820
Major Appliances ¹²	105	\$289.61	\$13,203,799
Housewares ¹³	89	\$88.48	\$4,034,020
Small Appliances	109	\$39.13	\$1,783,960
Luggage	111	\$11.01	\$502,051
Telephones and Accessories	49	\$26.64	\$1,214,700
Household Operations			
Child Care	116	\$466.78	\$21,281,220
Lawn and Garden ¹⁴	99	\$414.23	\$18,885,609
Moving/Storage/Freight Express	122	\$61.53	\$2,805,160
Housekeeping Supplies ¹⁵	107	\$779.67	\$35,546,579
Insurance			
Owners and Renters Insurance	100	\$427.82	\$19,505,168
Vehicle Insurance	109	\$1,445.65	\$65,910,178
Life/Other Insurance	101	\$634.59	\$28,932,073
Health Insurance	101	\$1,765.15	\$80,476,938
Personal Care Products ¹⁶	113	\$491.39	\$22,403,570
School Books and Supplies ¹⁷	150	\$170.04	\$7,752,362
Smoking Products	112	\$536.67	\$24,467,871
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	109	\$6,189.55	\$282,193,805
Gasoline and Motor Oil	109	\$1,958.54	\$89,293,797
Vehicle Maintenance and Repairs	111	\$1,149.35	\$52,401,132
Travel			
Airline Fares	112	\$425.55	\$19,401,700
Lodging on Trips	106	\$406.86	\$18,549,412
Auto/Truck/Van Rental on Trips	109	\$47.82	\$2,180,100
Food and Drink on Trips	110	\$487.58	\$22,229,662

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 2005 and 2010.



Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 10.0 miles

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



Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 20.0 miles

Top Tapestry Segments:

Green Acres	9.9%
Salt of the Earth	8.4%
Midland Crowd	7.6%
Prosperous Empty Nesters	7.0%
Dorms to Diplomas	5.8%

Demographic Summary

	2005	2010
Population	185,926	202,350
Households	73,042	80,280
Families	45,271	48,811
Median Age	36.7	38.1
Median Household Income	\$53,631	\$65,663

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	81	\$2,128.42	\$155,464,167
Men's	86	\$430.24	\$31,425,589
Women's	75	\$671.67	\$49,060,391
Children's	93	\$401.10	\$29,296,937
Footwear	44	\$213.08	\$15,563,439
Watches & Jewelry	111	\$201.34	\$14,706,416
Apparel Products and Services ¹	148	\$210.99	\$15,411,395
Computer			
Computers and Hardware for Home Use	113	\$246.02	\$17,970,049
Software and Accessories for Home Use	113	\$34.39	\$2,511,553
Entertainment & Recreation	109	\$3,492.35	\$255,088,367
Fees and Admissions	110	\$649.40	\$47,433,588
Membership Fees for Clubs ²	111	\$175.33	\$12,806,680
Fees for Participant Sports, excl. Trips	110	\$120.72	\$8,817,280
Admission to Movie/Theatre/Opera/Ballet	112	\$159.24	\$11,630,981
Admission to Sporting Events, excl. Trips	113	\$62.64	\$4,575,026
Fees for Recreational Lessons	107	\$131.48	\$9,603,621
TV/Video/Sound Equipment	109	\$1,154.39	\$84,319,086
Community Antenna or Cable Television	108	\$627.38	\$45,824,928
Color Televisions	110	\$134.96	\$9,857,602
VCRs, Video Cameras, and DVD Players	110	\$42.60	\$3,111,828
Video Cassettes and DVDs	114	\$57.32	\$4,186,982
Video Game Hardware and Software	115	\$39.82	\$2,908,537
Satellite Dishes	111	\$2.36	\$172,573
Rental of Video Cassettes and DVDs	114	\$68.24	\$4,984,328
Sound Equipment ³	108	\$175.35	\$12,807,665
Rental and Repair of TV/Sound Equipment	110	\$6.36	\$464,643
Pets	121	\$484.10	\$35,359,724
Toys and Games	110	\$208.25	\$15,210,935
Recreational Vehicles and Fees ⁴	109	\$430.38	\$31,435,891
Sports/Recreation/Exercise Equipment ⁵	85	\$185.07	\$13,518,117
Photo Equipment and Supplies ⁶	111	\$151.10	\$11,036,687
Reading ⁷	109	\$229.65	\$16,774,339
Food	109	\$8,677.61	\$633,830,050
Food at Home	108	\$5,115.08	\$373,615,351
Bakery and Cereal Products	108	\$751.15	\$54,865,750
Meat, Poultry, Fish, and Eggs	107	\$1,336.30	\$97,606,014
Dairy Products	108	\$555.09	\$40,544,581
Fruits and Vegetables	107	\$883.56	\$64,536,944
Snacks and Other Food at Home ⁸	109	\$1,588.98	\$116,062,062
Food Away from Home	110	\$3,562.54	\$260,214,699
Alcoholic Beverages	112	\$623.83	\$45,565,568
Nonalcoholic Beverages at Home	108	\$440.53	\$32,176,853



Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 20.0 miles

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	104	\$4,709.83	\$344,015,510
Vehicle Loans	111	\$6,363.92	\$464,833,619
Health			
Nonprescription Drugs	109	\$119.50	\$8,728,531
Prescription Drugs	106	\$581.95	\$42,506,951
Eyeglasses and Contact Lenses	109	\$90.16	\$6,585,362
Home			
Mortgage Payment and Basics ⁹	107	\$8,446.95	\$616,982,121
Maintenance and Remodeling Services	106	\$1,833.76	\$133,941,727
Maintenance and Remodeling Materials ¹⁰	107	\$376.75	\$27,518,662
Utilities, Fuel, and Public Services	109	\$4,441.67	\$324,428,756
Household Furnishings and Equipment			
Household Textiles ¹¹	109	\$140.33	\$10,249,719
Furniture	110	\$656.67	\$47,964,407
Floor Coverings	106	\$86.54	\$6,320,763
Major Appliances ¹²	108	\$296.35	\$21,645,659
Housewares ¹³	89	\$88.25	\$6,445,824
Small Appliances	109	\$39.13	\$2,858,357
Luggage	109	\$10.77	\$786,410
Telephones and Accessories	46	\$25.06	\$1,830,704
Household Operations			
Child Care	110	\$441.39	\$32,240,362
Lawn and Garden ¹⁴	107	\$450.50	\$32,905,401
Moving/Storage/Freight Express	111	\$55.97	\$4,088,405
Housekeeping Supplies ¹⁵	108	\$786.13	\$57,420,850
Insurance			
Owners and Renters Insurance	107	\$458.11	\$33,461,564
Vehicle Insurance	109	\$1,446.42	\$105,649,391
Life/Other Insurance	108	\$674.57	\$49,271,892
Health Insurance	106	\$1,851.53	\$135,239,473
Personal Care Products ¹⁶	110	\$477.44	\$34,873,388
School Books and Supplies ¹⁷	129	\$145.79	\$10,648,968
Smoking Products	111	\$530.89	\$38,777,538
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	110	\$6,261.72	\$457,368,836
Gasoline and Motor Oil	110	\$1,966.10	\$143,607,808
Vehicle Maintenance and Repairs	109	\$1,131.86	\$82,673,312
Travel			
Airline Fares	109	\$414.59	\$30,282,717
Lodging on Trips	109	\$417.11	\$30,466,273
Auto/Truck/Van Rental on Trips	108	\$47.43	\$3,464,220
Food and Drink on Trips	110	\$487.40	\$35,600,885

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 2005 and 2010.



Retail Goods and Services Expenditures

North Pointe
rt. 29 and proffit rd.
charlottesville, VA

Site Type: Radius

Latitude: 38.1337
Longitude: -78.4336
Radius: 20.0 miles

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