



# Retail Goods and Services Expenditures

Los Alamos MainStreet

Los Alamos, NM  
190 Central Park Sq  
Los Alamos, NM 87544-4001

Latitude: 35.88304  
Longitude: -106.30041  
Radius: 10 Miles

Site Type: Rings

Top Tapestry Segments:		Demographic Summary		
			2009	2014
Sophisticated Squires	22.4%	Population	19,510	19,899
In Style	19.3%	Households	8,177	8,391
Wealthy Seaboard Suburbs	14.4%	Families	5,609	5,685
Exurbanites	11.8%	Median Age	44.2	44.7
Connoisseurs	10.7%	Median Household Income	\$104,813	\$105,391

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	118	\$2,945.02	\$24,081,451
Men's	113	\$544.20	\$4,449,933
Women's	108	\$932.98	\$7,629,001
Children's	120	\$495.09	\$4,048,379
Footwear	78	\$335.00	\$2,739,320
Watches & Jewelry	174	\$372.44	\$3,045,432
Apparel Products and Services <sup>1</sup>	261	\$265.30	\$2,169,389
<b>Computer</b>			
Computers and Hardware for Home Use	169	\$337.32	\$2,758,270
Software and Accessories for Home Use	172	\$49.10	\$401,461
<b>Entertainment &amp; Recreation</b>	171	\$5,534.68	\$45,257,101
<b>Fees and Admissions</b>	190	\$1,184.05	\$9,681,970
Membership Fees for Clubs <sup>2</sup>	190	\$324.62	\$2,654,457
Fees for Participant Sports, excl. Trips	188	\$208.33	\$1,703,480
Admission to Movie/Theatre/Opera/Ballet	178	\$269.15	\$2,200,875
Admission to Sporting Events, excl. Trips	190	\$110.81	\$906,115
Fees for Recreational Lessons	207	\$269.84	\$2,206,460
Dating Services	163	\$1.29	\$10,583
<b>TV/Video/Sound Equipment</b>	160	\$1,948.99	\$15,936,900
Community Antenna or Cable TV	157	\$1,135.63	\$9,286,079
Televisions	175	\$284.39	\$2,325,431
VCRs, Video Cameras, and DVD Players	160	\$40.40	\$330,374
Video Cassettes and DVDs	155	\$92.17	\$753,658
Video Game Hardware and Software	161	\$70.88	\$579,549
Satellite Dishes	144	\$1.64	\$13,394
Rental of Video Cassettes and DVDs	159	\$69.93	\$571,795
Streaming/Downloaded Video	187	\$2.00	\$16,376
Sound Equipment <sup>3</sup>	165	\$240.86	\$1,969,475
Rental and Repair of TV/Radio/Sound Equipment	163	\$11.10	\$90,771
<b>Pets</b>	195	\$854.63	\$6,988,317
<b>Toys and Games<sup>4</sup></b>	162	\$210.69	\$1,722,829
<b>Recreational Vehicles and Fees<sup>5</sup></b>	166	\$589.39	\$4,819,466
<b>Sports/Recreation/Exercise Equipment<sup>6</sup></b>	132	\$262.06	\$2,142,845
<b>Photo Equipment and Supplies<sup>7</sup></b>	172	\$200.98	\$1,643,395
<b>Reading<sup>8</sup></b>	175	\$283.89	\$2,321,377
<b>Food</b>	161	\$12,738.03	\$104,158,901
<b>Food at Home</b>	160	\$7,277.88	\$59,511,199
Bakery and Cereal Products	160	\$977.96	\$7,996,798
Meat, Poultry, Fish, and Eggs	158	\$1,693.76	\$13,849,915
Dairy Products	159	\$813.92	\$6,655,405
Fruit and Vegetables	163	\$1,280.54	\$10,470,987
Snacks and Other Food at Home <sup>9</sup>	159	\$2,511.69	\$20,538,095
<b>Food Away from Home</b>	164	\$5,460.16	\$44,647,702
Alcoholic Beverages	168	\$963.27	\$7,876,627
Nonalcoholic Beverages at Home	157	\$708.37	\$5,792,350



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	193	\$2,781.76	\$22,746,427
Vehicle Loans	155	\$8,286.27	\$67,756,815
<b>Health</b>			
Nonprescription Drugs	148	\$155.10	\$1,268,281
Prescription Drugs	153	\$840.25	\$6,870,739
Eyeglasses and Contact Lenses	169	\$127.87	\$1,045,625
<b>Home</b>			
Mortgage Payment and Basics <sup>10</sup>	191	\$17,513.01	\$143,203,923
Maintenance and Remodeling Services	199	\$4,223.29	\$34,533,825
Maintenance and Remodeling Materials <sup>11</sup>	177	\$733.65	\$5,999,054
Utilities, Fuel, and Public Services	158	\$7,134.95	\$58,342,449
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>12</sup>	173	\$239.99	\$1,962,394
Furniture	176	\$1,124.34	\$9,193,748
Floor Coverings	187	\$163.21	\$1,334,575
Major Appliances <sup>13</sup>	171	\$518.36	\$4,238,609
Housewares <sup>14</sup>	139	\$130.20	\$1,064,659
Small Appliances	166	\$57.02	\$466,276
Luggage	185	\$18.63	\$152,366
Telephones and Accessories	91	\$40.92	\$334,630
<b>Household Operations</b>			
Child Care	171	\$755.69	\$6,179,259
Lawn and Garden <sup>15</sup>	175	\$722.94	\$5,911,507
Moving/Storage/Freight Express	164	\$87.73	\$717,405
Housekeeping Supplies <sup>16</sup>	162	\$1,177.33	\$9,627,046
<b>Insurance</b>			
Owners and Renters Insurance	171	\$807.91	\$6,606,303
Vehicle Insurance	163	\$2,018.00	\$16,501,208
Life/Other Insurance	174	\$839.92	\$6,868,054
Health Insurance	161	\$3,080.66	\$25,190,575
Personal Care Products <sup>17</sup>	162	\$636.98	\$5,208,592
School Books and Supplies <sup>18</sup>	155	\$174.70	\$1,428,547
Smoking Products	136	\$603.85	\$4,937,710
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>19</sup>	164	\$7,808.99	\$63,854,150
Gasoline and Motor Oil	154	\$4,222.73	\$34,529,254
Vehicle Maintenance and Repairs	166	\$1,550.27	\$12,676,547
<b>Travel</b>			
Airline Fares	191	\$811.41	\$6,634,911
Lodging on Trips	189	\$797.82	\$6,523,766
Auto/Truck/Van Rental on Trips	197	\$73.17	\$598,331
Food and Drink on Trips	182	\$808.78	\$6,613,405

**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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- <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/gutter, 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.