

# Rowlett

On the Water. On the Move.

## Consumer Spending Profile

<b>Apparel &amp; Services: Total All Households</b>	<b>\$43,286,378</b>	<b>How to read this table:</b> The 2009 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area.
Average Spent per Household	\$2,523.40	
Spending Potential Index	101	
<b>Computers &amp; Accessories: Total All Households</b>	<b>\$5,788,846</b>	The Spending Potential Index (SPI) represents the amount spent in the area relative to a national average of 100.
Average Spent per Household	\$337.46	
Spending Potential Index	148	
<b>Education: Total All Households</b>	<b>\$31,909,944</b>	An SPI of 110 means that the area spends 10 percent more than the national average, on that good or service. An SPI of 90 means that the area spends 10 percent less than the national average, on that good or service.
Average Spent per Household	\$1,860.20	
Spending Potential Index	148	
<b>Entertainment/Recreation: Total All Households</b>	<b>\$81,212,821</b>	Expenditures are shown by broad categories that are not mutually exclusive. Items that make up actual purchases may be listed under multiple categories.
Average Spent per Household	\$4,734.34	
Spending Potential Index	146	
<b>Food at Home: Total All Households</b>	<b>\$105,463,660</b>	Consumer spending does not equate to the amount of revenue local businesses take in because consumers have the option of shopping any number of locations.
Average Spent per Household	\$6,148.05	
Spending Potential Index	135	
<b>Food Away from Home: Total All Households</b>	<b>\$81,081,798</b>	Sources: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Survey, Bureau of Labor Statistics, ESRI forecasts for 2009 and 2014.
Average Spent per Household	\$4,626.70	
Spending Potential Index	142	
<b>Health Care: Total All Households</b>	<b>\$84,764,710</b>	
Average Spent per Household	\$4,941.40	
Spending Potential Index	131	
<b>HH Furnishings &amp; Equipment: Total All Households</b>	<b>\$50,827,988</b>	
Average Spent per Household	\$2,963.04	
Spending Potential Index	136	
<b>Investments: Total All Households</b>	<b>\$35,586,767</b>	
Average Spent per Household	\$2,074.55	
Spending Potential Index	144	
<b>Retail Goods: Total All Households</b>	<b>\$606,768,206</b>	
Average Spent per Household	\$35,371.82	
Spending Potential Index	138	
<b>Shelter: Total All Households</b>	<b>\$397,981,531</b>	
Average Spent per Household	\$23,200.51	
Spending Potential Index	148	
<b>TV/Video/Sound Equipment: Total All Households</b>	<b>\$28,982,140</b>	
Average Spent per Household	\$1,689.53	
Spending Potential Index	139	
<b>Travel: Total All Households</b>	<b>\$47,717,183</b>	
Average Spent per Household	\$2,781.69	
Spending Potential Index	151	
<b>Vehicle Maintenance &amp; Repairs: Total All Households</b>	<b>\$22,485,178</b>	
Average Spent per Household	\$1,310.78	
Spending Potential Index	140	