



# Retail Goods and Services Expenditures

Manila Trade Area  
Area: 83.39 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Southern Satellites (10A)	76.2%	Population	4,639	4,395
Rooted Rural (10B)	9.7%	Households	1,811	1,738
Heartland Communities (6F)	9.2%	Families	1,242	1,190
Rural Bypasses (10E)	4.9%	Median Age	39.2	40.8
	0.0%	Median Household Income	\$48,518	\$55,502
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		67	\$1,618.85	\$2,931,729
Men's		64	\$296.78	\$537,473
Women's		68	\$570.35	\$1,032,912
Children's		70	\$246.82	\$446,996
Footwear		66	\$374.79	\$678,748
Watches & Jewelry		73	\$106.45	\$192,775
Apparel Products and Services (1)		60	\$36.13	\$65,436
<b>Computer</b>				
Computers and Hardware for Home Use		63	\$119.71	\$216,799
Portable Memory		67	\$3.33	\$6,028
Computer Software		51	\$5.61	\$10,164
Computer Accessories		63	\$12.90	\$23,362
<b>Entertainment &amp; Recreation</b>		73	\$2,685.88	\$4,864,122
Fees and Admissions		56	\$467.84	\$847,263
Membership Fees for Clubs (2)		58	\$164.27	\$297,486
Fees for Participant Sports, excl. Trips		57	\$74.83	\$135,517
Tickets to Theatre/Operas/Concerts		52	\$47.74	\$86,453
Tickets to Movies		57	\$35.70	\$64,654
Tickets to Parks or Museums		66	\$25.56	\$46,297
Admission to Sporting Events, excl. Trips		62	\$45.05	\$81,588
Fees for Recreational Lessons		46	\$74.02	\$134,047
Dating Services		49	\$0.67	\$1,221
TV/Video/Audio		79	\$1,048.00	\$1,897,924
Cable and Satellite Television Services		83	\$761.64	\$1,379,326
Televisions		69	\$88.28	\$159,883
Satellite Dishes		65	\$1.17	\$2,123
VCRs, Video Cameras, and DVD Players		66	\$3.70	\$6,703
Miscellaneous Video Equipment		75	\$13.25	\$23,997
Video Cassettes and DVDs		67	\$5.88	\$10,653
Video Game Hardware/Accessories		70	\$22.93	\$41,528
Video Game Software		67	\$12.12	\$21,950
Rental/Streaming/Downloaded Video		67	\$53.54	\$96,962
Installation of Televisions		38	\$0.32	\$584
Audio (3)		67	\$81.12	\$146,902
Rental and Repair of TV/Radio/Sound Equipment		120	\$4.04	\$7,314
Pets		85	\$703.52	\$1,274,080
Toys/Games/Crafts/Hobbies (4)		69	\$91.30	\$165,340
Recreational Vehicles and Fees (5)		79	\$100.67	\$182,319
Sports/Recreation/Exercise Equipment (6)		76	\$154.68	\$280,118
Photo Equipment and Supplies (7)		58	\$30.04	\$54,407
Reading (8)		62	\$72.25	\$130,845
Catered Affairs (9)		53	\$17.64	\$31,949
<b>Food</b>		71	\$7,503.89	\$13,589,545
Food at Home		73	\$4,524.76	\$8,194,345
Bakery and Cereal Products		74	\$584.56	\$1,058,630
Meats, Poultry, Fish, and Eggs		74	\$997.04	\$1,805,640
Dairy Products		71	\$439.14	\$795,282
Fruits and Vegetables		69	\$830.51	\$1,504,049
Snacks and Other Food at Home (10)		75	\$1,673.52	\$3,030,743
Food Away from Home		69	\$2,979.13	\$5,395,200
Alcoholic Beverages		63	\$445.90	\$807,524

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	60	\$18,595.62	\$33,676,666
Value of Retirement Plans	63	\$71,374.83	\$129,259,825
Value of Other Financial Assets	63	\$6,203.84	\$11,235,155
Vehicle Loan Amount excluding Interest	84	\$2,718.68	\$4,923,534
Value of Credit Card Debt	69	\$2,175.80	\$3,940,369
<b>Health</b>			
Nonprescription Drugs	89	\$155.78	\$282,110
Prescription Drugs	95	\$361.93	\$655,464
Eyeglasses and Contact Lenses	74	\$81.03	\$146,740
<b>Home</b>			
Mortgage Payment and Basics (11)	65	\$7,859.70	\$14,233,914
Maintenance and Remodeling Services	71	\$2,321.33	\$4,203,929
Maintenance and Remodeling Materials (12)	88	\$614.44	\$1,112,755
Utilities, Fuel, and Public Services	80	\$4,498.74	\$8,147,216
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	68	\$78.84	\$142,773
Furniture	72	\$523.17	\$947,469
Rugs	72	\$25.81	\$46,746
Major Appliances (14)	78	\$332.44	\$602,044
Housewares (15)	69	\$68.72	\$124,444
Small Appliances	68	\$40.66	\$73,632
Luggage	64	\$12.23	\$22,156
Telephones and Accessories	53	\$60.53	\$109,613
<b>Household Operations</b>			
Child Care	57	\$343.45	\$621,988
Lawn and Garden (16)	85	\$484.87	\$878,093
Moving/Storage/Freight Express	67	\$54.03	\$97,850
Housekeeping Supplies (17)	77	\$683.96	\$1,238,649
<b>Insurance</b>			
Owners and Renters Insurance	89	\$633.26	\$1,146,835
Vehicle Insurance	80	\$1,689.76	\$3,060,163
Life/Other Insurance	79	\$543.98	\$985,155
Health Insurance	79	\$3,727.95	\$6,751,314
Personal Care Products (18)	71	\$401.56	\$727,221
School Books and Supplies (19)	69	\$102.35	\$185,348
Smoking Products	101	\$439.93	\$796,717
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$2,541.41	\$4,602,491
Gasoline and Motor Oil	80	\$2,192.50	\$3,970,616
Vehicle Maintenance and Repairs	76	\$954.24	\$1,728,132
<b>Travel</b>			
Airline Fares	55	\$395.34	\$715,960
Lodging on Trips	67	\$539.40	\$976,846
Auto/Truck Rental on Trips	59	\$36.98	\$66,974
Food and Drink on Trips	66	\$444.24	\$804,525

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) 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.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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