

Liberty Park Immediate Trade Area
Area: 11.66 square miles

Latitude: 33.48763650
Longitude: -86.6778740

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Top Tier (1A)	50.0%	Population	6,550	7,080
Enterprising Professionals (2D)	25.8%	Households	2,285	2,454
Green Acres (6A)	24.2%	Families	1,728	1,853
Professional Pride (1B)	0.0%	Median Age	37.8	38.1
Boomburbs (1C)	0.0%	Median Household Income	\$141,621	\$160,879
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		150	\$3,383.99	\$7,732,420
Men's		152	\$641.92	\$1,466,784
Women's		133	\$1,043.83	\$2,385,162
Children's		150	\$547.82	\$1,251,759
Footwear		108	\$479.71	\$1,096,127
Watches & Jewelry		244	\$344.48	\$787,140
Apparel Products and Services (1)		343	\$326.24	\$745,448
Computer				
Computers and Hardware for Home Use		228	\$480.13	\$1,097,097
Portable Memory		219	\$11.47	\$26,200
Computer Software		227	\$44.77	\$102,299
Computer Accessories		229	\$42.75	\$97,694
Entertainment & Recreation		232	\$7,481.35	\$17,094,875
Fees and Admissions		264	\$1,664.52	\$3,803,423
Membership Fees for Clubs (2)		274	\$458.44	\$1,047,530
Fees for Participant Sports, excl. Trips		254	\$298.23	\$681,464
Admission to Movie/Theatre/Opera/Ballet		245	\$392.99	\$897,977
Admission to Sporting Events, excl. Trips		261	\$169.50	\$387,315
Fees for Recreational Lessons		288	\$344.41	\$786,977
Dating Services		164	\$0.95	\$2,160
TV/Video/Audio		208	\$2,657.05	\$6,071,350
Cable and Satellite Television Services		203	\$1,768.01	\$4,039,913
Televisions		216	\$310.87	\$710,348
Satellite Dishes		195	\$2.99	\$6,824
VCRs, Video Cameras, and DVD Players		210	\$22.52	\$51,465
Miscellaneous Video Equipment		243	\$25.48	\$58,225
Video Cassettes and DVDs		207	\$64.77	\$147,991
Video Game Hardware/Accessories		193	\$43.50	\$99,391
Video Game Software		204	\$54.72	\$125,033
Streaming/Downloaded Video		241	\$13.54	\$30,938
Rental of Video Cassettes and DVDs		207	\$47.38	\$108,258
Installation of Televisions		282	\$3.07	\$7,010
Audio (3)		240	\$288.94	\$660,221
Rental and Repair of TV/Radio/Sound Equipment		215	\$11.26	\$25,734
Pets		248	\$1,377.07	\$3,146,611
Toys and Games (4)		216	\$258.45	\$590,567
Recreational Vehicles and Fees (5)		256	\$542.67	\$1,239,991
Sports/Recreation/Exercise Equipment (6)		209	\$384.55	\$878,686
Photo Equipment and Supplies (7)		241	\$190.85	\$436,095
Reading (8)		233	\$346.22	\$791,108
Catered Affairs (9)		258	\$59.98	\$137,043
Food		215	\$17,792.09	\$40,654,915
Food at Home		209	\$10,665.57	\$24,370,817
Bakery and Cereal Products		210	\$1,491.39	\$3,407,822
Meats, Poultry, Fish, and Eggs		208	\$2,327.43	\$5,318,170
Dairy Products		212	\$1,163.79	\$2,659,251
Fruits and Vegetables		215	\$2,069.88	\$4,729,670
Snacks and Other Food at Home (10)		206	\$3,613.09	\$8,255,904
Food Away from Home		223	\$7,126.52	\$16,284,099
Alcoholic Beverages		230	\$1,247.31	\$2,850,103
Nonalcoholic Beverages at Home		204	\$990.18	\$2,262,550

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 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	262	\$7,027.42	\$16,057,656
Vehicle Loans	214	\$8,821.82	\$20,157,867
Health			
Nonprescription Drugs	211	\$265.68	\$607,076
Prescription Drugs	208	\$1,006.64	\$2,300,177
Eyeglasses and Contact Lenses	227	\$199.08	\$454,894
Home			
Mortgage Payment and Basics (11)	253	\$23,101.72	\$52,787,421
Maintenance and Remodeling Services	259	\$4,265.47	\$9,746,591
Maintenance and Remodeling Materials (12)	225	\$658.96	\$1,505,713
Utilities, Fuel, and Public Services	209	\$10,298.70	\$23,532,531
Household Furnishings and Equipment			
Household Textiles (13)	225	\$215.78	\$493,057
Furniture	228	\$1,147.06	\$2,621,043
Rugs	274	\$65.88	\$150,545
Major Appliances (14)	227	\$594.11	\$1,357,533
Housewares (15)	183	\$128.65	\$293,971
Small Appliances	214	\$95.39	\$217,964
Luggage	258	\$23.14	\$52,866
Telephones and Accessories	221	\$108.20	\$247,238
Household Operations			
Child Care	242	\$1,053.29	\$2,406,760
Lawn and Garden (16)	241	\$1,021.22	\$2,333,492
Moving/Storage/Freight Express	221	\$159.48	\$364,407
Housekeeping Supplies (17)	213	\$1,499.31	\$3,425,932
Insurance			
Owners and Renters Insurance	228	\$1,120.11	\$2,559,441
Vehicle Insurance	215	\$2,541.58	\$5,807,515
Life/Other Insurance	243	\$1,094.58	\$2,501,107
Health Insurance	219	\$5,635.26	\$12,876,562
Personal Care Products (18)	214	\$976.79	\$2,231,971
School Books and Supplies (19)	217	\$380.86	\$870,268
Smoking Products	169	\$764.60	\$1,747,106
Transportation			
Vehicle Purchases (Net Outlay) (20)	214	\$8,423.58	\$19,247,877
Gasoline and Motor Oil	204	\$6,967.83	\$15,921,499
Vehicle Maintenance and Repairs	221	\$2,400.25	\$5,484,580
Travel			
Airline Fares	260	\$1,209.74	\$2,764,251
Lodging on Trips	260	\$1,149.03	\$2,625,537
Auto/Truck/Van Rental on Trips	271	\$89.06	\$203,508
Food and Drink on Trips	246	\$1,117.83	\$2,554,239

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Source: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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) Audio** includes satellite radio service, 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 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, 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.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) 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.
- (13) 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.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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