

Burke County, NC_3
Burke County, NC (37023)
Geography: County

Top Tapestry Segments:		Demographic Summary	
Southern Satellites	49.2%	Population	2010: 90,059 2015: 89,989
Salt of the Earth	11.9%	Households	34,827
Midlife Junction	7.7%	Families	24,009
Heartland Communities	7.2%	Median Age	40.2
Rooted Rural	6.0%	Median Household Income	2010: \$43,765 2015: \$50,464

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	50	\$1,195.63	\$41,640,048
Men's	46	\$213.31	\$7,428,949
Women's	43	\$359.46	\$12,519,031
Children's	59	\$237.01	\$8,254,215
Footwear	37	\$154.60	\$5,384,102
Watches & Jewelry	69	\$133.64	\$4,654,385
Apparel Products and Services ¹	104	\$97.61	\$3,399,367
Computer			
Computers and Hardware for Home Use	71	\$135.30	\$4,712,237
Software and Accessories for Home Use	68	\$19.47	\$678,111
Entertainment & Recreation	78	\$2,508.37	\$87,358,910
Fees and Admissions	60	\$369.14	\$12,855,886
Membership Fees for Clubs ²	59	\$96.10	\$3,346,760
Fees for Participant Sports, excl. Trips	64	\$68.30	\$2,378,662
Admission to Movie/Theatre/Opera/Ballet	61	\$92.92	\$3,236,172
Admission to Sporting Events, excl. Trips	67	\$39.82	\$1,386,944
Fees for Recreational Lessons	52	\$71.63	\$2,494,666
Dating Services	47	\$0.36	\$12,682
TV/Video/Audio	77	\$960.45	\$33,449,645
Community Antenna or Cable TV	83	\$600.17	\$20,902,275
Televisions	70	\$134.60	\$4,687,629
VCRs, Video Cameras, and DVD Players	73	\$14.80	\$515,520
Video Cassettes and DVDs	77	\$40.47	\$1,409,450
Video and Computer Game Hardware and Software	69	\$38.60	\$1,344,253
Satellite Dishes	89	\$1.12	\$38,844
Rental of Video Cassettes and DVDs	73	\$30.15	\$1,049,974
Streaming/Downloaded Video	53	\$0.74	\$25,769
Audio ³	64	\$94.60	\$3,294,666
Rental and Repair of TV/Radio/Audio	69	\$5.20	\$181,266
Pets	103	\$443.82	\$15,457,079
Toys and Games ⁴	80	\$116.78	\$4,066,995
Recreational Vehicles and Fees ⁵	92	\$297.33	\$10,355,203
Sports/Recreation/Exercise Equipment ⁶	65	\$118.37	\$4,122,522
Photo Equipment and Supplies ⁷	73	\$75.33	\$2,623,651
Reading ⁸	72	\$111.49	\$3,882,972
Catered Affairs ⁹	64	\$15.65	\$544,958
Food	77	\$5,897.87	\$205,404,996
Food at Home	78	\$3,496.54	\$121,774,147
Bakery and Cereal Products	80	\$474.62	\$16,529,417
Meat, Poultry, Fish, and Eggs	78	\$806.40	\$28,084,644
Dairy Products	80	\$398.98	\$13,895,184
Fruit and Vegetables	74	\$577.89	\$20,126,167
Snacks and Other Food at Home ¹⁰	79	\$1,238.66	\$43,138,735
Food Away from Home	75	\$2,401.32	\$83,630,849
Alcoholic Beverages	66	\$377.41	\$13,143,997
Nonalcoholic Beverages at Home	79	\$347.98	\$12,119,086

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	74	\$1,289.99	\$44,926,641
Vehicle Loans	90	\$4,436.28	\$154,502,155
Health			
Nonprescription Drugs	92	\$94.55	\$3,292,827
Prescription Drugs	97	\$484.48	\$16,873,034
Eyeglasses and Contact Lenses	76	\$58.59	\$2,040,549
Home			
Mortgage Payment and Basics ¹¹	68	\$6,351.46	\$221,202,181
Maintenance and Remodeling Services	66	\$1,305.56	\$45,468,898
Maintenance and Remodeling Materials ¹²	87	\$323.21	\$11,256,575
Utilities, Fuel, and Public Services	83	\$3,779.74	\$131,636,988
Household Furnishings and Equipment			
Household Textiles ¹³	74	\$97.88	\$3,408,703
Furniture	70	\$423.38	\$14,745,041
Floor Coverings	67	\$49.96	\$1,740,108
Major Appliances ¹⁴	84	\$255.88	\$8,911,690
Housewares ¹⁵	65	\$55.89	\$1,946,581
Small Appliances	79	\$25.99	\$905,119
Luggage	67	\$6.19	\$215,708
Telephones and Accessories	51	\$21.52	\$749,485
Household Operations			
Child Care	68	\$312.39	\$10,879,620
Lawn and Garden ¹⁶	81	\$338.49	\$11,788,733
Moving/Storage/Freight Express	66	\$40.35	\$1,405,427
Housekeeping Supplies ¹⁷	82	\$573.09	\$19,958,955
Insurance			
Owners and Renters Insurance	88	\$407.91	\$14,206,407
Vehicle Insurance	79	\$918.51	\$31,988,805
Life/Other Insurance	84	\$351.22	\$12,231,894
Health Insurance	87	\$1,675.89	\$58,366,159
Personal Care Products ¹⁸	76	\$304.38	\$10,600,662
School Books and Supplies ¹⁹	74	\$79.29	\$2,761,276
Smoking Products	95	\$404.16	\$14,075,631
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	83	\$3,635.98	\$126,630,410
Gasoline and Motor Oil	88	\$2,532.36	\$88,194,485
Vehicle Maintenance and Repairs	77	\$728.48	\$25,370,874
Travel			
Airline Fares	55	\$251.47	\$8,757,815
Lodging on Trips	66	\$287.48	\$10,011,986
Auto/Truck/Van Rental on Trips	52	\$19.30	\$672,191
Food and Drink on Trips	70	\$302.77	\$10,544,527

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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- 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- 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, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.