



Gallatin City
Gallatin city, TN (4728540)
Geography: Place

Top Tapestry Segments:		Demographic Summary		
			2010	2015
Midland Crowd	22.3%	Population	28,677	31,443
Home Town	20.0%	Households	11,237	12,391
Green Acres	16.3%	Families	7,654	8,365
Cozy and Comfortable	9.9%	Median Age	38.1	39.2
Rustbelt Traditions	8.1%	Median Household Income	\$45,665	\$52,278

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	58	\$1,394.76	\$15,672,865
Men's	55	\$250.77	\$2,817,948
Women's	52	\$432.78	\$4,863,101
Children's	64	\$254.69	\$2,861,995
Footwear	41	\$171.80	\$1,930,521
Watches & Jewelry	82	\$159.11	\$1,787,948
Apparel Products and Services ¹	134	\$125.60	\$1,411,352
Computer			
Computers and Hardware for Home Use	83	\$159.35	\$1,790,562
Software and Accessories for Home Use	82	\$23.40	\$262,925
Entertainment & Recreation	86	\$2,764.07	\$31,059,857
Fees and Admissions	81	\$501.29	\$5,632,981
Membership Fees for Clubs ²	81	\$133.49	\$1,500,043
Fees for Participant Sports, excl. Trips	82	\$87.99	\$988,708
Admission to Movie/Theatre/Opera/Ballet	80	\$121.40	\$1,364,148
Admission to Sporting Events, excl. Trips	86	\$51.40	\$577,549
Fees for Recreational Lessons	78	\$106.47	\$1,196,404
Dating Services	71	\$0.55	\$6,129
TV/Video/Audio	86	\$1,063.13	\$11,946,438
Community Antenna or Cable TV	88	\$636.56	\$7,153,041
Televisions	83	\$161.01	\$1,809,219
VCRs, Video Cameras, and DVD Players	83	\$16.86	\$189,479
Video Cassettes and DVDs	84	\$44.25	\$497,184
Video and Computer Game Hardware and Software	87	\$48.55	\$545,501
Satellite Dishes	82	\$1.03	\$11,617
Rental of Video Cassettes and DVDs	85	\$34.96	\$392,829
Streaming/Downloaded Video	80	\$1.12	\$12,619
Audio ³	77	\$112.95	\$1,269,237
Rental and Repair of TV/Radio/Audio	77	\$5.85	\$65,710
Pets	106	\$457.81	\$5,144,424
Toys and Games ⁴	87	\$126.01	\$1,416,016
Recreational Vehicles and Fees ⁵	78	\$252.08	\$2,832,604
Sports/Recreation/Exercise Equipment ⁶	67	\$121.22	\$1,362,133
Photo Equipment and Supplies ⁷	85	\$87.52	\$983,415
Reading ⁸	86	\$132.84	\$1,492,712
Catered Affairs ⁹	90	\$22.17	\$249,134
Food	85	\$6,536.10	\$73,446,203
Food at Home	85	\$3,809.41	\$42,806,319
Bakery and Cereal Products	86	\$513.77	\$5,773,278
Meat, Poultry, Fish, and Eggs	85	\$879.87	\$9,887,107
Dairy Products	86	\$426.35	\$4,790,863
Fruit and Vegetables	83	\$651.69	\$7,323,096
Snacks and Other Food at Home ¹⁰	86	\$1,337.72	\$15,031,974
Food Away from Home	85	\$2,726.70	\$30,639,885
Alcoholic Beverages	84	\$480.17	\$5,395,663
Nonalcoholic Beverages at Home	86	\$375.22	\$4,216,354



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Financial			
Investments	82	\$1,420.06	\$15,957,226
Vehicle Loans	88	\$4,305.36	\$48,379,295
Health			
Nonprescription Drugs	88	\$90.37	\$1,015,532
Prescription Drugs	93	\$462.92	\$5,201,862
Eyeglasses and Contact Lenses	88	\$67.87	\$762,601
Home			
Mortgage Payment and Basics ¹¹	84	\$7,828.25	\$87,966,065
Maintenance and Remodeling Services	84	\$1,656.09	\$18,609,436
Maintenance and Remodeling Materials ¹²	86	\$319.52	\$3,590,496
Utilities, Fuel, and Public Services	89	\$4,022.55	\$45,201,351
Household Furnishings and Equipment			
Household Textiles ¹³	83	\$110.31	\$1,239,534
Furniture	82	\$491.77	\$5,526,012
Floor Coverings	88	\$65.93	\$740,854
Major Appliances ¹⁴	86	\$261.71	\$2,940,802
Housewares ¹⁵	73	\$62.60	\$703,460
Small Appliances	87	\$28.56	\$320,910
Luggage	82	\$7.61	\$85,546
Telephones and Accessories	57	\$24.18	\$271,659
Household Operations			
Child Care	81	\$373.71	\$4,199,340
Lawn and Garden ¹⁶	86	\$358.71	\$4,030,869
Moving/Storage/Freight Express	71	\$43.33	\$486,877
Housekeeping Supplies ¹⁷	87	\$611.86	\$6,875,416
Insurance			
Owners and Renters Insurance	91	\$419.89	\$4,718,324
Vehicle Insurance	86	\$999.47	\$11,231,044
Life/Other Insurance	91	\$378.71	\$4,255,558
Health Insurance	91	\$1,749.82	\$19,662,749
Personal Care Products ¹⁸	85	\$337.87	\$3,796,610
School Books and Supplies ¹⁹	90	\$95.92	\$1,077,814
Smoking Products	92	\$393.58	\$4,422,645
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	85	\$3,752.64	\$42,168,402
Gasoline and Motor Oil	89	\$2,543.23	\$28,578,321
Vehicle Maintenance and Repairs	85	\$801.16	\$9,002,643
Travel			
Airline Fares	77	\$355.50	\$3,994,714
Lodging on Trips	82	\$355.33	\$3,992,792
Auto/Truck/Van Rental on Trips	78	\$28.63	\$321,770
Food and Drink on Trips	82	\$356.63	\$4,007,482

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.