



# Retail Goods and Services Expenditures

Tupelo, MS Micropolitan Statistical Area  
 Tupelo, MS Micropolitan Statistical Area (46180)  
 Geography: CBSA

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Southern Satellites (10A)	30.6%	Population	141,810	144,308
Rural Bypasses (10E)	10.5%	Households	53,982	54,845
Heartland Communities (6F)	7.3%	Families	37,369	37,675
Green Acres (6A)	5.4%	Median Age	38.7	40.2
Rooted Rural (10B)	5.4%	Median Household Income	\$50,739	\$55,830
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		77	\$1,656.91	\$89,443,496
Men's		76	\$315.40	\$17,025,880
Women's		76	\$545.30	\$29,436,495
Children's		83	\$266.60	\$14,391,617
Footwear		77	\$370.23	\$19,985,838
Watches & Jewelry		81	\$112.41	\$6,068,224
Apparel Products and Services (1)		71	\$46.97	\$2,535,441
<b>Computer</b>				
Computers and Hardware for Home Use		71	\$117.02	\$6,316,884
Portable Memory		71	\$3.18	\$171,484
Computer Software		68	\$6.85	\$369,858
Computer Accessories		74	\$13.96	\$753,423
<b>Entertainment &amp; Recreation</b>		81	\$2,651.82	\$143,150,594
Fees and Admissions		66	\$471.59	\$25,457,280
Membership Fees for Clubs (2)		66	\$157.07	\$8,479,029
Fees for Participant Sports, excl. Trips		70	\$75.38	\$4,068,999
Tickets to Theatre/Operas/Concerts		61	\$45.96	\$2,481,090
Tickets to Movies		64	\$34.97	\$1,887,937
Tickets to Parks or Museums		72	\$23.33	\$1,259,642
Admission to Sporting Events, excl. Trips		75	\$47.07	\$2,540,724
Fees for Recreational Lessons		61	\$87.33	\$4,714,386
Dating Services		67	\$0.47	\$25,473
TV/Video/Audio		87	\$1,069.49	\$57,733,448
Cable and Satellite Television Services		91	\$796.17	\$42,978,590
Televisions		82	\$88.88	\$4,798,148
Satellite Dishes		79	\$1.25	\$67,302
VCRs, Video Cameras, and DVD Players		78	\$4.51	\$243,586
Miscellaneous Video Equipment		84	\$21.27	\$1,148,386
Video Cassettes and DVDs		86	\$9.90	\$534,620
Video Game Hardware/Accessories		80	\$22.27	\$1,201,996
Video Game Software		75	\$11.38	\$614,538
Rental/Streaming/Downloaded Video		71	\$33.39	\$1,802,612
Installation of Televisions		73	\$0.83	\$44,909
Audio (3)		79	\$77.06	\$4,159,881
Rental and Repair of TV/Radio/Sound Equipment		82	\$2.57	\$138,880
Pets		93	\$613.37	\$33,111,053
Toys/Games/Crafts/Hobbies (4)		77	\$90.94	\$4,909,123
Recreational Vehicles and Fees (5)		74	\$118.93	\$6,420,227
Sports/Recreation/Exercise Equipment (6)		75	\$155.96	\$8,419,048
Photo Equipment and Supplies (7)		73	\$37.83	\$2,042,102
Reading (8)		74	\$79.04	\$4,266,986
Catered Affairs (9)		55	\$14.66	\$791,329
<b>Food</b>		80	\$7,112.25	\$383,933,601
Food at Home		82	\$4,245.37	\$229,173,493
Bakery and Cereal Products		82	\$558.25	\$30,135,222
Meats, Poultry, Fish, and Eggs		82	\$941.66	\$50,832,470
Dairy Products		82	\$437.02	\$23,591,447
Fruits and Vegetables		78	\$792.34	\$42,771,901
Snacks and Other Food at Home (10)		84	\$1,516.11	\$81,842,453
Food Away from Home		78	\$2,866.88	\$154,760,108
Alcoholic Beverages		68	\$390.60	\$21,085,423

**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.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	68	\$14,659.99	\$791,375,672
Value of Retirement Plans	74	\$70,613.63	\$3,811,864,736
Value of Other Financial Assets	69	\$3,920.42	\$211,632,253
Vehicle Loan Amount excluding Interest	93	\$2,671.36	\$144,205,226
Value of Credit Card Debt	79	\$1,939.38	\$104,691,791
<b>Health</b>			
Nonprescription Drugs	89	\$128.35	\$6,928,620
Prescription Drugs	97	\$354.53	\$19,138,087
Eyeglasses and Contact Lenses	83	\$75.42	\$4,071,257
<b>Home</b>			
Mortgage Payment and Basics (11)	76	\$7,623.54	\$411,533,737
Maintenance and Remodeling Services	77	\$1,639.28	\$88,491,785
Maintenance and Remodeling Materials (12)	88	\$431.04	\$23,268,497
Utilities, Fuel, and Public Services	87	\$4,234.56	\$228,590,199
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	79	\$79.45	\$4,288,622
Furniture	76	\$463.51	\$25,021,084
Rugs	73	\$23.68	\$1,278,560
Major Appliances (14)	86	\$305.06	\$16,467,935
Housewares (15)	81	\$86.19	\$4,652,919
Small Appliances	78	\$38.14	\$2,058,753
Luggage	67	\$9.41	\$507,964
Telephones and Accessories	70	\$52.97	\$2,859,200
<b>Household Operations</b>			
Child Care	71	\$362.82	\$19,585,605
Lawn and Garden (16)	86	\$402.20	\$21,711,354
Moving/Storage/Freight Express	67	\$44.24	\$2,388,297
Housekeeping Supplies (17)	86	\$642.02	\$34,657,628
<b>Insurance</b>			
Owners and Renters Insurance	94	\$544.33	\$29,383,978
Vehicle Insurance	87	\$1,348.66	\$72,803,526
Life/Other Insurance	89	\$410.76	\$22,173,570
Health Insurance	86	\$3,364.84	\$181,640,568
Personal Care Products (18)	78	\$393.14	\$21,222,669
School Books and Supplies (19)	77	\$119.40	\$6,445,572
Smoking Products	103	\$417.64	\$22,545,124
<b>Transportation</b>			
Payments on Vehicles excluding Leases	94	\$2,379.30	\$128,439,340
Gasoline and Motor Oil	88	\$2,009.80	\$108,493,130
Vehicle Maintenance and Repairs	81	\$930.48	\$50,229,302
<b>Travel</b>			
Airline Fares	65	\$353.20	\$19,066,555
Lodging on Trips	76	\$471.74	\$25,465,363
Auto/Truck Rental on Trips	63	\$16.60	\$896,084
Food and Drink on Trips	73	\$396.33	\$21,394,922

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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 civic 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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