



Retail Goods and Services Expenditures

Lee County, MS
 Lee County, MS (28081)
 Geography: County

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Southern Satellites (10A)	19.0%	Population	85,785	87,241
Rural Bypasses (10E)	10.9%	Households	32,974	33,457
Green Acres (6A)	8.9%	Families	22,441	22,586
Middleburg (4C)	7.1%	Median Age	38.4	39.8
In Style (5B)	6.8%	Median Household Income	\$56,629	\$64,454
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		87	\$1,871.49	\$61,710,470
Men's		86	\$355.72	\$11,729,636
Women's		86	\$620.58	\$20,462,840
Children's		92	\$296.75	\$9,785,008
Footwear		87	\$419.14	\$13,820,813
Watches & Jewelry		91	\$125.45	\$4,136,469
Apparel Products and Services (1)		81	\$53.85	\$1,775,703
Computer				
Computers and Hardware for Home Use		82	\$136.53	\$4,502,102
Portable Memory		81	\$3.62	\$119,451
Computer Software		80	\$8.16	\$269,073
Computer Accessories		85	\$16.10	\$530,748
Entertainment & Recreation		90	\$2,940.21	\$96,950,333
Fees and Admissions		78	\$557.54	\$18,384,173
Membership Fees for Clubs (2)		78	\$184.63	\$6,087,854
Fees for Participant Sports, excl. Trips		82	\$88.00	\$2,901,682
Tickets to Theatre/Operas/Concerts		74	\$55.98	\$1,845,946
Tickets to Movies		76	\$41.72	\$1,375,629
Tickets to Parks or Museums		83	\$26.93	\$887,988
Admission to Sporting Events, excl. Trips		86	\$54.24	\$1,788,593
Fees for Recreational Lessons		74	\$105.46	\$3,477,352
Dating Services		83	\$0.58	\$19,130
TV/Video/Audio		96	\$1,173.11	\$38,682,172
Cable and Satellite Television Services		98	\$864.03	\$28,490,664
Televisions		92	\$99.31	\$3,274,584
Satellite Dishes		85	\$1.34	\$44,202
VCRs, Video Cameras, and DVD Players		90	\$5.17	\$170,362
Miscellaneous Video Equipment		94	\$23.90	\$788,118
Video Cassettes and DVDs		97	\$11.05	\$364,424
Video Game Hardware/Accessories		92	\$25.73	\$848,303
Video Game Software		87	\$13.22	\$435,883
Rental/Streaming/Downloaded Video		84	\$39.17	\$1,291,719
Installation of Televisions		83	\$0.94	\$31,118
Audio (3)		88	\$86.33	\$2,846,653
Rental and Repair of TV/Radio/Sound Equipment		93	\$2.92	\$96,143
Pets		98	\$649.45	\$21,415,019
Toys/Games/Crafts/Hobbies (4)		88	\$103.42	\$3,410,165
Recreational Vehicles and Fees (5)		80	\$128.45	\$4,235,558
Sports/Recreation/Exercise Equipment (6)		85	\$176.15	\$5,808,357
Photo Equipment and Supplies (7)		84	\$43.79	\$1,443,792
Reading (8)		84	\$89.96	\$2,966,209
Catered Affairs (9)		69	\$18.34	\$604,887
Food		90	\$7,930.43	\$261,498,079
Food at Home		91	\$4,707.68	\$155,231,063
Bakery and Cereal Products		91	\$619.31	\$20,421,028
Meats, Poultry, Fish, and Eggs		91	\$1,043.50	\$34,408,465
Dairy Products		90	\$483.22	\$15,933,817
Fruits and Vegetables		87	\$888.61	\$29,301,162
Snacks and Other Food at Home (10)		93	\$1,673.03	\$55,166,591
Food Away from Home		88	\$3,222.75	\$106,267,016
Alcoholic Beverages		79	\$457.58	\$15,088,115

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
Financial			
Value of Stocks/Bonds/Mutual Funds	80	\$17,209.10	\$567,452,823
Value of Retirement Plans	86	\$81,538.32	\$2,688,644,719
Value of Other Financial Assets	83	\$4,708.82	\$155,268,580
Vehicle Loan Amount excluding Interest	101	\$2,879.37	\$94,944,297
Value of Credit Card Debt	89	\$2,186.93	\$72,111,824
Health			
Nonprescription Drugs	97	\$139.54	\$4,601,289
Prescription Drugs	104	\$379.24	\$12,505,133
Eyeglasses and Contact Lenses	92	\$83.40	\$2,749,973
Home			
Mortgage Payment and Basics (11)	85	\$8,569.51	\$282,570,884
Maintenance and Remodeling Services	86	\$1,834.79	\$60,500,493
Maintenance and Remodeling Materials (12)	95	\$465.11	\$15,336,684
Utilities, Fuel, and Public Services	95	\$4,638.90	\$152,963,029
Household Furnishings and Equipment			
Household Textiles (13)	90	\$89.72	\$2,958,471
Furniture	86	\$530.25	\$17,484,575
Rugs	86	\$27.97	\$922,355
Major Appliances (14)	94	\$334.14	\$11,017,769
Housewares (15)	90	\$96.06	\$3,167,379
Small Appliances	88	\$42.89	\$1,414,157
Luggage	79	\$11.07	\$365,002
Telephones and Accessories	80	\$60.21	\$1,985,450
Household Operations			
Child Care	82	\$417.42	\$13,764,007
Lawn and Garden (16)	92	\$433.77	\$14,303,031
Moving/Storage/Freight Express	80	\$53.09	\$1,750,595
Housekeeping Supplies (17)	94	\$704.11	\$23,217,403
Insurance			
Owners and Renters Insurance	100	\$581.21	\$19,164,738
Vehicle Insurance	95	\$1,475.20	\$48,643,403
Life/Other Insurance	97	\$448.11	\$14,776,087
Health Insurance	94	\$3,696.75	\$121,896,774
Personal Care Products (18)	89	\$444.74	\$14,664,832
School Books and Supplies (19)	87	\$134.60	\$4,438,318
Smoking Products	110	\$443.04	\$14,608,829
Transportation			
Payments on Vehicles excluding Leases	100	\$2,549.19	\$84,056,897
Gasoline and Motor Oil	96	\$2,185.35	\$72,059,833
Vehicle Maintenance and Repairs	91	\$1,044.63	\$34,445,739
Travel			
Airline Fares	76	\$415.59	\$13,703,779
Lodging on Trips	85	\$529.92	\$17,473,664
Auto/Truck Rental on Trips	76	\$19.87	\$655,124
Food and Drink on Trips	84	\$450.64	\$14,859,346

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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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