



Retail Goods and Services Expenditures

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Southern Satellites (10A)	30.4%	Population	142,552	146,549
Rural Bypasses (10E)	10.6%	Households	54,227	55,623
Heartland Communities (6F)	7.4%	Families	37,841	38,578
Rooted Rural (10B)	5.4%	Median Age	38.2	39.7
Green Acres (6A)	5.2%	Median Household Income	\$42,765	\$45,631
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		70	\$1,514.53	\$82,128,204
Men's		70	\$295.27	\$16,011,569
Women's		70	\$515.47	\$27,952,616
Children's		73	\$243.08	\$13,181,677
Footwear		71	\$330.70	\$17,932,758
Watches & Jewelry		62	\$73.36	\$3,978,076
Apparel Products and Services (1)		69	\$56.64	\$3,071,509
Computer				
Computers and Hardware for Home Use		66	\$113.61	\$6,160,464
Portable Memory		67	\$3.54	\$192,073
Computer Software		62	\$7.15	\$387,609
Computer Accessories		66	\$11.89	\$644,595
Entertainment & Recreation		74	\$2,314.44	\$125,505,382
Fees and Admissions		61	\$388.34	\$21,058,638
Membership Fees for Clubs (2)		62	\$131.44	\$7,127,341
Fees for Participant Sports, excl. Trips		64	\$63.71	\$3,455,052
Tickets to Theatre/Operas/Concerts		59	\$35.21	\$1,909,601
Tickets to Movies/Museums/Parks		61	\$46.97	\$2,546,906
Admission to Sporting Events, excl. Trips		64	\$35.49	\$1,924,678
Fees for Recreational Lessons		56	\$75.07	\$4,070,989
Dating Services		55	\$0.44	\$24,072
TV/Video/Audio		78	\$998.10	\$54,123,705
Cable and Satellite Television Services		81	\$765.87	\$41,530,826
Televisions		70	\$83.59	\$4,532,708
Satellite Dishes		70	\$1.01	\$55,039
VCRs, Video Cameras, and DVD Players		70	\$4.55	\$246,500
Miscellaneous Video Equipment		77	\$7.36	\$398,955
Video Cassettes and DVDs		73	\$11.15	\$604,578
Video Game Hardware/Accessories		72	\$21.16	\$1,147,437
Video Game Software		73	\$11.23	\$609,162
Streaming/Downloaded Video		66	\$16.87	\$914,683
Rental of Video Cassettes and DVDs		71	\$10.77	\$584,059
Installation of Televisions		64	\$0.57	\$30,960
Audio (3)		69	\$61.06	\$3,310,841
Rental and Repair of TV/Radio/Sound Equipment		72	\$2.91	\$157,956
Pets		82	\$490.45	\$26,595,875
Toys/Games/Crafts/Hobbies (4)		72	\$87.22	\$4,729,887
Recreational Vehicles and Fees (5)		80	\$81.48	\$4,418,486
Sports/Recreation/Exercise Equipment (6)		71	\$120.95	\$6,558,527
Photo Equipment and Supplies (7)		68	\$37.98	\$2,059,351
Reading (8)		72	\$89.87	\$4,873,496
Catered Affairs (9)		66	\$20.05	\$1,087,418
Food		75	\$6,235.26	\$338,119,221
Food at Home		76	\$3,826.40	\$207,494,293
Bakery and Cereal Products		76	\$506.66	\$27,474,801
Meats, Poultry, Fish, and Eggs		78	\$887.09	\$48,104,030
Dairy Products		76	\$407.25	\$22,084,179
Fruits and Vegetables		73	\$711.15	\$38,563,583
Snacks and Other Food at Home (10)		76	\$1,314.25	\$71,267,700
Food Away from Home		72	\$2,408.85	\$130,624,929
Alcoholic Beverages		67	\$371.59	\$20,150,341

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$4,297.96	\$233,065,523
Value of Retirement Plans	70	\$17,077.78	\$926,076,556
Value of Other Financial Assets	84	\$1,094.21	\$59,335,731
Vehicle Loan Amount excluding Interest	87	\$2,357.00	\$127,813,113
Value of Credit Card Debt	70	\$407.58	\$22,101,643
Health			
Nonprescription Drugs	81	\$103.55	\$5,614,959
Prescription Drugs	86	\$332.59	\$18,035,380
Eyeglasses and Contact Lenses	76	\$71.63	\$3,884,051
Home			
Mortgage Payment and Basics (11)	71	\$6,080.76	\$329,741,226
Maintenance and Remodeling Services	73	\$1,423.77	\$77,206,882
Maintenance and Remodeling Materials (12)	84	\$340.25	\$18,450,570
Utilities, Fuel, and Public Services	80	\$4,026.76	\$218,359,000
Household Furnishings and Equipment			
Household Textiles (13)	68	\$65.06	\$3,527,918
Furniture	71	\$408.76	\$22,166,033
Rugs	62	\$14.47	\$784,869
Major Appliances (14)	81	\$259.13	\$14,052,114
Housewares (15)	76	\$71.83	\$3,894,945
Small Appliances	70	\$33.78	\$1,831,880
Luggage	60	\$7.15	\$387,881
Telephones and Accessories	73	\$50.37	\$2,731,158
Household Operations			
Child Care	63	\$303.40	\$16,452,331
Lawn and Garden (16)	80	\$336.85	\$18,266,124
Moving/Storage/Freight Express	61	\$39.12	\$2,121,439
Housekeeping Supplies (17)	79	\$560.57	\$30,398,114
Insurance			
Owners and Renters Insurance	85	\$437.83	\$23,742,250
Vehicle Insurance	76	\$900.10	\$48,809,919
Life/Other Insurance	73	\$311.79	\$16,907,411
Health Insurance	78	\$2,865.67	\$155,396,566
Personal Care Products (18)	72	\$337.80	\$18,317,870
School Books and Supplies (19)	69	\$106.78	\$5,790,465
Smoking Products	94	\$391.25	\$21,216,399
Transportation			
Payments on Vehicles excluding Leases	81	\$1,819.29	\$98,654,578
Gasoline and Motor Oil	80	\$2,230.82	\$120,970,590
Vehicle Maintenance and Repairs	76	\$815.82	\$44,239,239
Travel			
Airline Fares	60	\$307.86	\$16,694,298
Lodging on Trips	69	\$362.83	\$19,675,383
Auto/Truck Rental on Trips	65	\$17.18	\$931,657
Food and Drink on Trips	68	\$336.98	\$18,273,554

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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 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.

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