



Retail Goods and Services Expenditures

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Southern Satellites (10A)	18.9%	Population	86,611	88,839
Rural Bypasses (10E)	11.0%	Households	33,424	34,243
Green Acres (6A)	8.4%	Families	22,944	23,356
Middleburg (4C)	7.0%	Median Age	37.9	39.2
In Style (5B)	6.6%	Median Household Income	\$44,560	\$47,404
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,599.24	\$53,452,916
Men's		74	\$312.82	\$10,455,862
Women's		74	\$543.41	\$18,163,014
Children's		76	\$255.72	\$8,547,251
Footwear		75	\$347.50	\$11,614,900
Watches & Jewelry		67	\$79.94	\$2,671,977
Apparel Products and Services (1)		73	\$59.83	\$1,999,913
Computer				
Computers and Hardware for Home Use		71	\$123.07	\$4,113,339
Portable Memory		72	\$3.85	\$128,684
Computer Software		68	\$7.90	\$264,081
Computer Accessories		71	\$12.83	\$428,897
Entertainment & Recreation		77	\$2,400.18	\$80,223,603
Fees and Admissions		67	\$426.76	\$14,264,131
Membership Fees for Clubs (2)		68	\$143.40	\$4,792,883
Fees for Participant Sports, excl. Trips		70	\$69.56	\$2,325,037
Tickets to Theatre/Operas/Concerts		66	\$39.15	\$1,308,484
Tickets to Movies/Museums/Parks		67	\$51.55	\$1,722,921
Admission to Sporting Events, excl. Trips		71	\$39.40	\$1,316,860
Fees for Recreational Lessons		62	\$83.18	\$2,780,164
Dating Services		66	\$0.53	\$17,782
TV/Video/Audio		80	\$1,026.70	\$34,316,517
Cable and Satellite Television Services		82	\$780.12	\$26,074,628
Televisions		75	\$89.16	\$2,979,926
Satellite Dishes		73	\$1.06	\$35,411
VCRs, Video Cameras, and DVD Players		74	\$4.84	\$161,743
Miscellaneous Video Equipment		79	\$7.59	\$253,569
Video Cassettes and DVDs		76	\$11.60	\$387,678
Video Game Hardware/Accessories		77	\$22.52	\$752,784
Video Game Software		78	\$12.06	\$403,194
Streaming/Downloaded Video		71	\$18.26	\$610,468
Rental of Video Cassettes and DVDs		74	\$11.35	\$379,454
Installation of Televisions		71	\$0.63	\$21,063
Audio (3)		72	\$64.41	\$2,152,918
Rental and Repair of TV/Radio/Sound Equipment		77	\$3.10	\$103,682
Pets		82	\$490.66	\$16,399,726
Toys/Games/Crafts/Hobbies (4)		76	\$91.93	\$3,072,581
Recreational Vehicles and Fees (5)		80	\$81.77	\$2,733,217
Sports/Recreation/Exercise Equipment (6)		74	\$126.36	\$4,223,588
Photo Equipment and Supplies (7)		73	\$40.27	\$1,345,960
Reading (8)		75	\$93.98	\$3,141,224
Catered Affairs (9)		71	\$21.74	\$726,660
Food		77	\$6,479.35	\$216,565,947
Food at Home		79	\$3,954.53	\$132,176,244
Bakery and Cereal Products		79	\$523.20	\$17,487,352
Meats, Poultry, Fish, and Eggs		80	\$911.57	\$30,468,227
Dairy Products		79	\$419.34	\$14,015,871
Fruits and Vegetables		76	\$741.95	\$24,798,849
Snacks and Other Food at Home (10)		79	\$1,358.48	\$45,405,945
Food Away from Home		76	\$2,524.82	\$84,389,702
Alcoholic Beverages		72	\$399.24	\$13,344,241

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	74	\$4,578.81	\$153,042,230
Value of Retirement Plans	74	\$18,017.64	\$602,221,486
Value of Other Financial Assets	85	\$1,101.38	\$36,812,493
Vehicle Loan Amount excluding Interest	86	\$2,345.80	\$78,405,970
Value of Credit Card Debt	74	\$431.93	\$14,436,799
Health			
Nonprescription Drugs	82	\$104.59	\$3,495,795
Prescription Drugs	85	\$331.41	\$11,076,951
Eyeglasses and Contact Lenses	78	\$73.98	\$2,472,871
Home			
Mortgage Payment and Basics (11)	74	\$6,369.03	\$212,878,479
Maintenance and Remodeling Services	76	\$1,469.58	\$49,119,130
Maintenance and Remodeling Materials (12)	83	\$334.37	\$11,176,041
Utilities, Fuel, and Public Services	82	\$4,106.34	\$137,250,252
Household Furnishings and Equipment			
Household Textiles (13)	73	\$69.59	\$2,325,944
Furniture	76	\$432.71	\$14,462,801
Rugs	69	\$15.95	\$533,061
Major Appliances (14)	82	\$261.77	\$8,749,377
Housewares (15)	78	\$74.34	\$2,484,792
Small Appliances	74	\$35.78	\$1,196,017
Luggage	67	\$7.90	\$264,008
Telephones and Accessories	77	\$53.55	\$1,789,695
Household Operations			
Child Care	69	\$329.39	\$11,009,589
Lawn and Garden (16)	81	\$339.40	\$11,344,051
Moving/Storage/Freight Express	67	\$43.15	\$1,442,339
Housekeeping Supplies (17)	81	\$573.25	\$19,160,344
Insurance			
Owners and Renters Insurance	85	\$437.66	\$14,628,310
Vehicle Insurance	79	\$927.78	\$31,010,192
Life/Other Insurance	76	\$323.18	\$10,801,943
Health Insurance	80	\$2,922.38	\$97,677,515
Personal Care Products (18)	75	\$354.38	\$11,844,870
School Books and Supplies (19)	74	\$113.84	\$3,805,065
Smoking Products	93	\$386.26	\$12,910,519
Transportation			
Payments on Vehicles excluding Leases	82	\$1,844.06	\$61,636,012
Gasoline and Motor Oil	82	\$2,264.27	\$75,681,098
Vehicle Maintenance and Repairs	78	\$841.09	\$28,112,690
Travel			
Airline Fares	66	\$336.94	\$11,261,889
Lodging on Trips	73	\$382.97	\$12,800,304
Auto/Truck Rental on Trips	70	\$18.43	\$616,002
Food and Drink on Trips	72	\$356.82	\$11,926,205

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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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