



# 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	2018	2023
Southern Satellites (10A)	30.6%	Population	142,044	145,234
Rural Bypasses (10E)	10.5%	Households	53,932	54,988
Heartland Communities (6F)	7.4%	Families	37,576	38,079
Green Acres (6A)	5.3%	Median Age	38.4	40.0
Rooted Rural (10B)	5.3%	Median Household Income	\$43,975	\$50,994
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		71	\$1,539.76	\$83,042,125
Men's		71	\$292.72	\$15,786,934
Women's		69	\$512.52	\$27,641,400
Children's		75	\$241.08	\$13,001,965
Footwear		72	\$338.39	\$18,250,029
Watches & Jewelry		68	\$97.56	\$5,261,842
Apparel Products and Services (1)		70	\$57.48	\$3,099,954
<b>Computer</b>				
Computers and Hardware for Home Use		65	\$110.77	\$5,974,149
Portable Memory		68	\$3.72	\$200,831
Computer Software		61	\$6.39	\$344,889
Computer Accessories		67	\$12.59	\$678,736
<b>Entertainment &amp; Recreation</b>		75	\$2,408.64	\$129,902,529
Fees and Admissions		62	\$422.62	\$22,792,872
Membership Fees for Clubs (2)		62	\$141.19	\$7,614,736
Fees for Participant Sports, excl. Trips		67	\$75.65	\$4,080,035
Tickets to Theatre/Operas/Concerts		57	\$37.45	\$2,019,769
Tickets to Movies/Museums/Parks		61	\$48.54	\$2,617,667
Admission to Sporting Events, excl. Trips		67	\$39.91	\$2,152,371
Fees for Recreational Lessons		57	\$79.45	\$4,284,924
Dating Services		65	\$0.43	\$23,370
TV/Video/Audio		79	\$1,029.49	\$55,522,268
Cable and Satellite Television Services		82	\$788.06	\$42,501,917
Televisions		72	\$84.70	\$4,568,286
Satellite Dishes		73	\$1.28	\$68,835
VCRs, Video Cameras, and DVD Players		70	\$3.87	\$208,775
Miscellaneous Video Equipment		76	\$11.01	\$593,561
Video Cassettes and DVDs		72	\$8.97	\$483,743
Video Game Hardware/Accessories		73	\$21.72	\$1,171,467
Video Game Software		71	\$10.63	\$573,417
Streaming/Downloaded Video		66	\$21.95	\$1,184,021
Rental of Video Cassettes and DVDs		71	\$9.13	\$492,324
Installation of Televisions		51	\$0.47	\$25,342
Audio (3)		70	\$64.69	\$3,489,097
Rental and Repair of TV/Radio/Sound Equipment		87	\$2.99	\$161,484
Pets		84	\$536.31	\$28,924,394
Toys/Games/Crafts/Hobbies (4)		70	\$80.67	\$4,350,649
Recreational Vehicles and Fees (5)		81	\$89.01	\$4,800,433
Sports/Recreation/Exercise Equipment (6)		67	\$119.58	\$6,448,970
Photo Equipment and Supplies (7)		71	\$37.73	\$2,034,789
Reading (8)		69	\$77.94	\$4,203,401
Catered Affairs (9)		57	\$15.29	\$824,753
<b>Food</b>		74	\$6,333.26	\$341,565,153
Food at Home		76	\$3,809.99	\$205,480,116
Bakery and Cereal Products		75	\$496.95	\$26,801,357
Meats, Poultry, Fish, and Eggs		77	\$869.90	\$46,915,328
Dairy Products		76	\$393.12	\$21,201,597
Fruits and Vegetables		73	\$717.99	\$38,722,620
Snacks and Other Food at Home (10)		77	\$1,332.03	\$71,839,213
Food Away from Home		72	\$2,523.27	\$136,085,037
Alcoholic Beverages		66	\$367.77	\$19,834,390

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 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	63	\$3,189.62	\$172,022,617
Value of Retirement Plans	69	\$15,889.11	\$856,931,498
Value of Other Financial Assets	76	\$1,070.71	\$57,745,370
Vehicle Loan Amount excluding Interest	90	\$2,528.05	\$136,343,034
Value of Credit Card Debt	69	\$407.39	\$21,971,400
<b>Health</b>			
Nonprescription Drugs	81	\$108.42	\$5,847,243
Prescription Drugs	87	\$312.71	\$16,864,834
Eyeglasses and Contact Lenses	75	\$70.12	\$3,781,965
<b>Home</b>			
Mortgage Payment and Basics (11)	71	\$6,144.99	\$331,411,388
Maintenance and Remodeling Services	73	\$1,487.10	\$80,202,055
Maintenance and Remodeling Materials (12)	81	\$398.79	\$21,507,287
Utilities, Fuel, and Public Services	80	\$3,954.08	\$213,251,258
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	69	\$68.47	\$3,692,806
Furniture	71	\$432.30	\$23,314,964
Rugs	65	\$16.10	\$868,122
Major Appliances (14)	82	\$285.84	\$15,416,053
Housewares (15)	73	\$75.79	\$4,087,672
Small Appliances	71	\$34.64	\$1,867,941
Luggage	61	\$8.33	\$449,402
Telephones and Accessories	69	\$48.26	\$2,602,884
<b>Household Operations</b>			
Child Care	64	\$327.60	\$17,668,219
Lawn and Garden (16)	82	\$351.47	\$18,955,442
Moving/Storage/Freight Express	60	\$38.77	\$2,090,987
Housekeeping Supplies (17)	79	\$568.54	\$30,662,398
<b>Insurance</b>			
Owners and Renters Insurance	86	\$486.00	\$26,211,130
Vehicle Insurance	77	\$973.27	\$52,490,441
Life/Other Insurance	74	\$308.15	\$16,618,969
Health Insurance	79	\$2,975.25	\$160,461,060
Personal Care Products (18)	72	\$351.86	\$18,976,731
School Books and Supplies (19)	69	\$102.99	\$5,554,323
Smoking Products	93	\$385.93	\$20,814,118
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$1,995.17	\$107,603,345
Gasoline and Motor Oil	80	\$1,924.65	\$103,800,156
Vehicle Maintenance and Repairs	76	\$812.53	\$43,821,429
<b>Travel</b>			
Airline Fares	60	\$316.49	\$17,069,049
Lodging on Trips	69	\$397.59	\$21,442,593
Auto/Truck Rental on Trips	61	\$16.97	\$915,160
Food and Drink on Trips	67	\$349.34	\$18,840,405

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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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