



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
 Ring: 30 mile radius

Prepared by Esri
 Latitude: 34.25741
 Longitude: -88.69848

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Southern Satellites (10A)	27.1%	Population	220,664	223,521
Rural Bypasses (10E)	13.7%	Households	84,217	85,174
Rooted Rural (10B)	11.9%	Families	58,267	58,476
Heartland Communities (6F)	6.7%	Median Age	39.1	40.7
Midlife Constants (5E)	4.7%	Median Household Income	\$44,925	\$50,585
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,523.35	\$128,292,388
Men's		70	\$290.47	\$24,462,131
Women's		69	\$497.89	\$41,930,521
Children's		77	\$247.54	\$20,846,909
Footwear		71	\$342.13	\$28,813,369
Watches & Jewelry		75	\$103.31	\$8,700,535
Apparel Products and Services (1)		63	\$42.02	\$3,538,924
Computer				
Computers and Hardware for Home Use		63	\$104.90	\$8,834,081
Portable Memory		65	\$2.88	\$242,630
Computer Software		60	\$6.10	\$513,998
Computer Accessories		66	\$12.55	\$1,057,178
Entertainment & Recreation		75	\$2,464.09	\$207,518,043
Fees and Admissions		58	\$413.57	\$34,830,045
Membership Fees for Clubs (2)		58	\$138.09	\$11,629,211
Fees for Participant Sports, excl. Trips		62	\$66.03	\$5,560,797
Tickets to Theatre/Operas/Concerts		53	\$39.97	\$3,366,546
Tickets to Movies		56	\$30.70	\$2,585,523
Tickets to Parks or Museums		66	\$21.21	\$1,785,913
Admission to Sporting Events, excl. Trips		66	\$41.82	\$3,521,622
Fees for Recreational Lessons		53	\$75.34	\$6,345,052
Dating Services		60	\$0.42	\$35,382
TV/Video/Audio		82	\$1,008.16	\$84,903,985
Cable and Satellite Television Services		86	\$757.51	\$63,795,135
Televisions		76	\$82.18	\$6,921,112
Satellite Dishes		74	\$1.16	\$97,376
VCRs, Video Cameras, and DVD Players		71	\$4.09	\$344,312
Miscellaneous Video Equipment		75	\$19.12	\$1,610,555
Video Cassettes and DVDs		81	\$9.24	\$778,370
Video Game Hardware/Accessories		74	\$20.54	\$1,729,601
Video Game Software		68	\$10.30	\$867,084
Rental/Streaming/Downloaded Video		64	\$29.78	\$2,508,120
Installation of Televisions		65	\$0.74	\$62,683
Audio (3)		73	\$71.14	\$5,991,026
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.36	\$198,612
Pets		89	\$591.58	\$49,821,006
Toys/Games/Crafts/Hobbies (4)		70	\$82.84	\$6,976,852
Recreational Vehicles and Fees (5)		69	\$110.61	\$9,315,635
Sports/Recreation/Exercise Equipment (6)		67	\$139.26	\$11,728,466
Photo Equipment and Supplies (7)		65	\$33.75	\$2,842,622
Reading (8)		67	\$71.75	\$6,042,737
Catered Affairs (9)		47	\$12.55	\$1,056,696
Food		75	\$6,592.78	\$555,223,987
Food at Home		77	\$3,961.41	\$333,617,780
Bakery and Cereal Products		77	\$520.77	\$43,857,690
Meats, Poultry, Fish, and Eggs		77	\$880.74	\$74,173,184
Dairy Products		76	\$408.04	\$34,363,597
Fruits and Vegetables		72	\$730.75	\$61,541,442
Snacks and Other Food at Home (10)		79	\$1,421.11	\$119,681,868
Food Away from Home		72	\$2,631.37	\$221,606,206
Alcoholic Beverages		60	\$345.35	\$29,084,384

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.



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
Ring: 30 mile radius

Prepared by Esri
Latitude: 34.25741
Longitude: -88.69848

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	60	\$12,972.53	\$1,092,507,717
Value of Retirement Plans	66	\$63,142.77	\$5,317,694,969
Value of Other Financial Assets	61	\$3,461.09	\$291,482,329
Vehicle Loan Amount excluding Interest	89	\$2,534.97	\$213,487,353
Value of Credit Card Debt	73	\$1,790.88	\$150,822,322
Health			
Nonprescription Drugs	84	\$120.89	\$10,180,635
Prescription Drugs	93	\$338.88	\$28,539,545
Eyeglasses and Contact Lenses	77	\$70.03	\$5,898,010
Home			
Mortgage Payment and Basics (11)	68	\$6,875.05	\$578,996,073
Maintenance and Remodeling Services	70	\$1,486.69	\$125,204,569
Maintenance and Remodeling Materials (12)	83	\$403.41	\$33,973,675
Utilities, Fuel, and Public Services	82	\$3,984.65	\$335,575,582
Household Furnishings and Equipment			
Household Textiles (13)	73	\$73.06	\$6,153,156
Furniture	68	\$419.27	\$35,309,737
Rugs	65	\$21.13	\$1,779,093
Major Appliances (14)	80	\$284.40	\$23,951,541
Housewares (15)	75	\$79.92	\$6,730,514
Small Appliances	73	\$35.43	\$2,983,752
Luggage	60	\$8.32	\$700,565
Telephones and Accessories	63	\$47.38	\$3,989,894
Household Operations			
Child Care	63	\$323.25	\$27,222,916
Lawn and Garden (16)	80	\$374.83	\$31,567,456
Moving/Storage/Freight Express	58	\$38.80	\$3,267,565
Housekeeping Supplies (17)	80	\$601.64	\$50,668,162
Insurance			
Owners and Renters Insurance	88	\$511.50	\$43,077,369
Vehicle Insurance	82	\$1,271.65	\$107,094,602
Life/Other Insurance	84	\$386.09	\$32,515,036
Health Insurance	80	\$3,143.16	\$264,707,633
Personal Care Products (18)	72	\$360.18	\$30,333,004
School Books and Supplies (19)	71	\$109.88	\$9,253,920
Smoking Products	102	\$410.72	\$34,589,906
Transportation			
Payments on Vehicles excluding Leases	89	\$2,263.59	\$190,632,476
Gasoline and Motor Oil	83	\$1,898.03	\$159,846,288
Vehicle Maintenance and Repairs	75	\$861.83	\$72,581,057
Travel			
Airline Fares	57	\$312.37	\$26,306,837
Lodging on Trips	69	\$429.76	\$36,192,789
Auto/Truck Rental on Trips	55	\$14.46	\$1,217,962
Food and Drink on Trips	67	\$359.04	\$30,237,391

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.



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
Ring: 30 mile radius

Prepared by Esri
Latitude: 34.25741
Longitude: -88.69848

- (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.

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.

April 23, 2020



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
 Ring: 60 mile radius

Prepared by Esri
 Latitude: 34.25741
 Longitude: -88.69848

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Rooted Rural (10B)	17.7%	Population	658,486	665,955
Rural Bypasses (10E)	16.9%	Households	257,024	260,068
Southern Satellites (10A)	15.5%	Families	168,331	168,518
College Towns (14B)	6.5%	Median Age	38.2	39.6
Heartland Communities (6F)	5.7%	Median Household Income	\$40,934	\$45,968
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		68	\$1,450.89	\$372,913,302
Men's		67	\$279.33	\$71,794,839
Women's		65	\$470.76	\$120,996,585
Children's		73	\$235.51	\$60,532,772
Footwear		68	\$328.74	\$84,494,321
Watches & Jewelry		71	\$97.89	\$25,159,125
Apparel Products and Services (1)		58	\$38.66	\$9,935,660
Computer				
Computers and Hardware for Home Use		61	\$100.22	\$25,757,919
Portable Memory		61	\$2.73	\$702,510
Computer Software		58	\$5.88	\$1,511,295
Computer Accessories		62	\$11.78	\$3,027,917
Entertainment & Recreation		71	\$2,335.25	\$600,215,076
Fees and Admissions		53	\$379.61	\$97,568,833
Membership Fees for Clubs (2)		54	\$126.84	\$32,599,970
Fees for Participant Sports, excl. Trips		56	\$59.80	\$15,370,188
Tickets to Theatre/Operas/Concerts		49	\$37.22	\$9,566,198
Tickets to Movies		53	\$29.19	\$7,502,996
Tickets to Parks or Museums		62	\$20.08	\$5,161,006
Admission to Sporting Events, excl. Trips		60	\$38.01	\$9,770,765
Fees for Recreational Lessons		47	\$68.05	\$17,491,128
Dating Services		59	\$0.41	\$106,583
TV/Video/Audio		79	\$966.42	\$248,394,308
Cable and Satellite Television Services		83	\$726.05	\$186,612,266
Televisions		72	\$78.63	\$20,210,362
Satellite Dishes		68	\$1.07	\$275,699
VCRs, Video Cameras, and DVD Players		68	\$3.91	\$1,006,097
Miscellaneous Video Equipment		68	\$17.39	\$4,470,618
Video Cassettes and DVDs		78	\$8.88	\$2,282,461
Video Game Hardware/Accessories		73	\$20.44	\$5,253,970
Video Game Software		67	\$10.15	\$2,608,798
Rental/Streaming/Downloaded Video		61	\$28.68	\$7,370,725
Installation of Televisions		60	\$0.68	\$173,679
Audio (3)		70	\$68.26	\$17,545,326
Rental and Repair of TV/Radio/Sound Equipment		72	\$2.27	\$584,308
Pets		86	\$570.24	\$146,566,519
Toys/Games/Crafts/Hobbies (4)		67	\$78.61	\$20,205,293
Recreational Vehicles and Fees (5)		64	\$101.86	\$26,181,403
Sports/Recreation/Exercise Equipment (6)		62	\$127.77	\$32,840,259
Photo Equipment and Supplies (7)		61	\$31.72	\$8,152,931
Reading (8)		63	\$67.08	\$17,240,111
Catered Affairs (9)		45	\$11.93	\$3,065,420
Food		71	\$6,282.33	\$1,614,708,475
Food at Home		73	\$3,781.31	\$971,886,441
Bakery and Cereal Products		73	\$496.75	\$127,676,516
Meats, Poultry, Fish, and Eggs		74	\$842.44	\$216,526,693
Dairy Products		73	\$389.11	\$100,011,070
Fruits and Vegetables		68	\$692.67	\$178,032,969
Snacks and Other Food at Home (10)		76	\$1,360.34	\$349,639,193
Food Away from Home		68	\$2,501.02	\$642,822,034
Alcoholic Beverages		56	\$321.40	\$82,606,567

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.



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
Ring: 60 mile radius

Prepared by Esri
Latitude: 34.25741
Longitude: -88.69848

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	55	\$11,843.42	\$3,044,043,633
Value of Retirement Plans	60	\$57,129.93	\$14,683,764,245
Value of Other Financial Assets	56	\$3,159.53	\$812,075,113
Vehicle Loan Amount excluding Interest	85	\$2,437.67	\$626,539,744
Value of Credit Card Debt	69	\$1,690.99	\$434,625,222
Health			
Nonprescription Drugs	80	\$114.60	\$29,456,181
Prescription Drugs	88	\$321.59	\$82,656,597
Eyeglasses and Contact Lenses	73	\$65.94	\$16,948,843
Home			
Mortgage Payment and Basics (11)	62	\$6,198.10	\$1,593,060,426
Maintenance and Remodeling Services	63	\$1,348.35	\$346,557,358
Maintenance and Remodeling Materials (12)	76	\$373.35	\$95,958,749
Utilities, Fuel, and Public Services	78	\$3,804.48	\$977,843,698
Household Furnishings and Equipment			
Household Textiles (13)	69	\$69.38	\$17,831,680
Furniture	64	\$393.75	\$101,203,997
Rugs	60	\$19.55	\$5,025,018
Major Appliances (14)	75	\$267.21	\$68,678,936
Housewares (15)	71	\$75.94	\$19,517,713
Small Appliances	71	\$34.33	\$8,824,013
Luggage	56	\$7.77	\$1,997,119
Telephones and Accessories	59	\$44.38	\$11,407,179
Household Operations			
Child Care	59	\$298.61	\$76,750,592
Lawn and Garden (16)	74	\$346.67	\$89,103,076
Moving/Storage/Freight Express	56	\$37.09	\$9,533,052
Housekeeping Supplies (17)	76	\$571.51	\$146,891,746
Insurance			
Owners and Renters Insurance	82	\$473.70	\$121,752,375
Vehicle Insurance	79	\$1,223.39	\$314,441,118
Life/Other Insurance	78	\$360.60	\$92,682,968
Health Insurance	75	\$2,963.44	\$761,676,282
Personal Care Products (18)	68	\$341.05	\$87,658,851
School Books and Supplies (19)	69	\$106.55	\$27,386,190
Smoking Products	101	\$406.69	\$104,528,781
Transportation			
Payments on Vehicles excluding Leases	85	\$2,167.40	\$557,073,914
Gasoline and Motor Oil	80	\$1,825.94	\$469,311,524
Vehicle Maintenance and Repairs	72	\$827.25	\$212,622,060
Travel			
Airline Fares	53	\$290.68	\$74,711,915
Lodging on Trips	64	\$398.31	\$102,374,926
Auto/Truck Rental on Trips	51	\$13.37	\$3,437,657
Food and Drink on Trips	62	\$335.38	\$86,201,713

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.

April 23, 2020



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
Ring: 60 mile radius

Prepared by Esri
Latitude: 34.25741
Longitude: -88.69848

- (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.

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.

April 23, 2020



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
 Ring: 90 mile radius

Prepared by Esri
 Latitude: 34.25741
 Longitude: -88.69848

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Rooted Rural (10B)	13.7%	Population	1,808,179	1,834,928
Rural Bypasses (10E)	13.1%	Households	697,336	707,446
Southern Satellites (10A)	11.8%	Families	475,245	478,923
Soccer Moms (4A)	4.5%	Median Age	39.0	40.1
Salt of the Earth (6B)	3.8%	Median Household Income	\$48,985	\$54,071
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,697.55	\$1,183,759,880
Men's		78	\$324.78	\$226,482,153
Women's		77	\$554.92	\$386,965,434
Children's		85	\$274.35	\$191,315,629
Footwear		80	\$382.09	\$266,443,324
Watches & Jewelry		83	\$114.35	\$79,737,510
Apparel Products and Services (1)		71	\$47.06	\$32,815,830
Computer				
Computers and Hardware for Home Use		73	\$120.19	\$83,813,401
Portable Memory		74	\$3.28	\$2,290,726
Computer Software		70	\$7.07	\$4,932,804
Computer Accessories		75	\$14.18	\$9,887,303
Entertainment & Recreation		82	\$2,694.26	\$1,878,806,036
Fees and Admissions		67	\$478.16	\$333,440,183
Membership Fees for Clubs (2)		67	\$158.64	\$110,626,995
Fees for Participant Sports, excl. Trips		70	\$75.42	\$52,591,163
Tickets to Theatre/Operas/Concerts		62	\$47.00	\$32,777,008
Tickets to Movies		67	\$36.73	\$25,614,762
Tickets to Parks or Museums		74	\$24.01	\$16,741,284
Admission to Sporting Events, excl. Trips		73	\$46.07	\$32,125,645
Fees for Recreational Lessons		63	\$89.80	\$62,621,988
Dating Services		70	\$0.49	\$341,338
TV/Video/Audio		89	\$1,085.66	\$757,069,736
Cable and Satellite Television Services		92	\$806.45	\$562,363,547
Televisions		83	\$90.21	\$62,909,441
Satellite Dishes		80	\$1.26	\$875,911
VCRs, Video Cameras, and DVD Players		81	\$4.65	\$3,240,865
Miscellaneous Video Equipment		81	\$20.70	\$14,435,435
Video Cassettes and DVDs		88	\$10.11	\$7,050,951
Video Game Hardware/Accessories		84	\$23.28	\$16,233,188
Video Game Software		77	\$11.70	\$8,155,417
Rental/Streaming/Downloaded Video		74	\$34.41	\$23,996,724
Installation of Televisions		74	\$0.84	\$584,420
Audio (3)		81	\$79.51	\$55,448,186
Rental and Repair of TV/Radio/Sound Equipment		81	\$2.55	\$1,775,653
Pets		95	\$629.95	\$439,285,657
Toys/Games/Crafts/Hobbies (4)		78	\$92.39	\$64,425,192
Recreational Vehicles and Fees (5)		74	\$118.89	\$82,909,411
Sports/Recreation/Exercise Equipment (6)		76	\$156.47	\$109,114,978
Photo Equipment and Supplies (7)		73	\$38.18	\$26,627,447
Reading (8)		74	\$79.39	\$55,362,487
Catered Affairs (9)		57	\$15.16	\$10,570,945
Food		82	\$7,253.55	\$5,058,160,592
Food at Home		84	\$4,329.63	\$3,019,207,478
Bakery and Cereal Products		84	\$568.62	\$396,518,101
Meats, Poultry, Fish, and Eggs		84	\$961.78	\$670,681,917
Dairy Products		83	\$444.91	\$310,255,139
Fruits and Vegetables		79	\$806.77	\$562,591,006
Snacks and Other Food at Home (10)		86	\$1,547.55	\$1,079,161,316
Food Away from Home		80	\$2,923.92	\$2,038,953,114
Alcoholic Beverages		68	\$394.82	\$275,322,648

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.



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
 Ring: 90 mile radius

Prepared by Esri
 Latitude: 34.25741
 Longitude: -88.69848

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	68	\$14,613.42	\$10,190,466,035
Value of Retirement Plans	73	\$69,585.91	\$48,524,760,248
Value of Other Financial Assets	67	\$3,797.46	\$2,648,108,875
Vehicle Loan Amount excluding Interest	96	\$2,740.44	\$1,911,006,104
Value of Credit Card Debt	81	\$1,975.16	\$1,377,347,600
Health			
Nonprescription Drugs	90	\$129.31	\$90,174,539
Prescription Drugs	97	\$353.65	\$246,611,244
Eyeglasses and Contact Lenses	83	\$75.28	\$52,493,876
Home			
Mortgage Payment and Basics (11)	75	\$7,553.85	\$5,267,570,404
Maintenance and Remodeling Services	77	\$1,640.03	\$1,143,655,412
Maintenance and Remodeling Materials (12)	88	\$428.14	\$298,559,239
Utilities, Fuel, and Public Services	88	\$4,288.37	\$2,990,437,905
Household Furnishings and Equipment			
Household Textiles (13)	80	\$80.61	\$56,209,774
Furniture	76	\$468.32	\$326,578,015
Rugs	73	\$23.54	\$16,415,719
Major Appliances (14)	87	\$306.91	\$214,018,837
Housewares (15)	83	\$88.02	\$61,378,961
Small Appliances	81	\$39.30	\$27,405,431
Luggage	69	\$9.65	\$6,727,591
Telephones and Accessories	73	\$54.91	\$38,291,776
Household Operations			
Child Care	72	\$367.60	\$256,337,985
Lawn and Garden (16)	85	\$398.87	\$278,143,097
Moving/Storage/Freight Express	69	\$46.06	\$32,119,518
Housekeeping Supplies (17)	87	\$650.88	\$453,882,973
Insurance			
Owners and Renters Insurance	92	\$535.30	\$373,282,559
Vehicle Insurance	89	\$1,378.26	\$961,109,309
Life/Other Insurance	89	\$409.71	\$285,704,706
Health Insurance	86	\$3,373.66	\$2,352,572,146
Personal Care Products (18)	80	\$399.63	\$278,675,107
School Books and Supplies (19)	80	\$124.04	\$86,496,136
Smoking Products	106	\$427.87	\$298,371,008
Transportation			
Payments on Vehicles excluding Leases	95	\$2,424.50	\$1,690,692,884
Gasoline and Motor Oil	90	\$2,053.45	\$1,431,943,173
Vehicle Maintenance and Repairs	83	\$949.00	\$661,773,081
Travel			
Airline Fares	67	\$364.06	\$253,872,856
Lodging on Trips	76	\$474.66	\$330,994,660
Auto/Truck Rental on Trips	65	\$16.95	\$11,819,999
Food and Drink on Trips	75	\$402.78	\$280,875,429

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.

April 23, 2020



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
Ring: 90 mile radius

Prepared by Esri
Latitude: 34.25741
Longitude: -88.69848

- (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.

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.

April 23, 2020