



Retail Goods and Services Expenditures

West Memphis Marion TA
Area: 1,149.06 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rural Bypasses (10E)	14.6%	Population	51,883	50,753
City Commons (11E)	14.0%	Households	20,608	20,343
Modest Income Homes (12D)	10.8%	Families	14,006	13,805
Set to Impress (11D)	5.6%	Median Age	37.1	38.0
Hometown Heritage (8G)	5.5%	Median Household Income	\$45,026	\$53,100
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		66	\$1,598.23	\$32,936,416
Men's		64	\$295.19	\$6,083,182
Women's		66	\$555.59	\$11,449,661
Children's		68	\$241.38	\$4,974,456
Footwear		68	\$385.26	\$7,939,377
Watches & Jewelry		66	\$96.91	\$1,997,220
Apparel Products and Services (1)		62	\$36.98	\$762,050
Computer				
Computers and Hardware for Home Use		62	\$118.60	\$2,444,209
Portable Memory		64	\$3.15	\$64,858
Computer Software		59	\$6.48	\$133,440
Computer Accessories		66	\$13.58	\$279,889
Entertainment & Recreation		67	\$2,455.32	\$50,599,240
Fees and Admissions		57	\$483.47	\$9,963,415
Membership Fees for Clubs (2)		58	\$164.51	\$3,390,143
Fees for Participant Sports, excl. Trips		58	\$76.24	\$1,571,099
Tickets to Theatre/Operas/Concerts		57	\$52.05	\$1,072,718
Tickets to Movies		61	\$38.64	\$796,274
Tickets to Parks or Museums		64	\$24.48	\$504,385
Admission to Sporting Events, excl. Trips		60	\$43.71	\$900,819
Fees for Recreational Lessons		52	\$82.96	\$1,709,632
Dating Services		65	\$0.89	\$18,344
TV/Video/Audio		72	\$966.03	\$19,908,020
Cable and Satellite Television Services		74	\$673.92	\$13,888,117
Televisions		71	\$90.25	\$1,859,947
Satellite Dishes		66	\$1.18	\$24,411
VCRs, Video Cameras, and DVD Players		69	\$3.82	\$78,793
Miscellaneous Video Equipment		69	\$12.16	\$250,606
Video Cassettes and DVDs		70	\$6.14	\$126,511
Video Game Hardware/Accessories		74	\$24.31	\$500,928
Video Game Software		74	\$13.51	\$278,353
Rental/Streaming/Downloaded Video		70	\$55.70	\$1,147,808
Installation of Televisions		45	\$0.38	\$7,804
Audio (3)		67	\$81.09	\$1,671,088
Rental and Repair of TV/Radio/Sound Equipment		106	\$3.57	\$73,654
Pets		70	\$576.22	\$11,874,764
Toys/Games/Crafts/Hobbies (4)		70	\$91.70	\$1,889,660
Recreational Vehicles and Fees (5)		63	\$81.34	\$1,676,254
Sports/Recreation/Exercise Equipment (6)		64	\$131.83	\$2,716,697
Photo Equipment and Supplies (7)		63	\$32.94	\$678,741
Reading (8)		62	\$72.92	\$1,502,770
Catered Affairs (9)		57	\$19.01	\$391,753
Food		68	\$7,115.70	\$146,640,262
Food at Home		69	\$4,261.09	\$87,812,468
Bakery and Cereal Products		69	\$549.38	\$11,321,718
Meats, Poultry, Fish, and Eggs		69	\$930.05	\$19,166,420
Dairy Products		67	\$414.67	\$8,545,546
Fruits and Vegetables		67	\$799.44	\$16,474,801
Snacks and Other Food at Home (10)		70	\$1,567.55	\$32,303,983
Food Away from Home		66	\$2,854.61	\$58,827,794
Alcoholic Beverages		61	\$437.59	\$9,017,801

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	57	\$17,830.91	\$367,459,305
Value of Retirement Plans	58	\$66,328.96	\$1,366,907,310
Value of Other Financial Assets	64	\$6,225.86	\$128,302,561
Vehicle Loan Amount excluding Interest	74	\$2,399.12	\$49,441,005
Value of Credit Card Debt	67	\$2,097.90	\$43,233,532
Health			
Nonprescription Drugs	74	\$130.33	\$2,685,794
Prescription Drugs	78	\$295.93	\$6,098,625
Eyeglasses and Contact Lenses	68	\$74.93	\$1,544,106
Home			
Mortgage Payment and Basics (11)	58	\$7,058.45	\$145,460,532
Maintenance and Remodeling Services	59	\$1,932.76	\$39,830,362
Maintenance and Remodeling Materials (12)	70	\$489.42	\$10,086,017
Utilities, Fuel, and Public Services	73	\$4,102.53	\$84,545,002
Household Furnishings and Equipment			
Household Textiles (13)	67	\$76.93	\$1,585,472
Furniture	68	\$496.77	\$10,237,341
Rugs	63	\$22.62	\$466,184
Major Appliances (14)	67	\$287.60	\$5,926,959
Housewares (15)	65	\$64.62	\$1,331,725
Small Appliances	68	\$40.57	\$835,999
Luggage	64	\$12.10	\$249,452
Telephones and Accessories	61	\$69.87	\$1,439,837
Household Operations			
Child Care	60	\$362.14	\$7,463,036
Lawn and Garden (16)	67	\$380.08	\$7,832,590
Moving/Storage/Freight Express	65	\$52.27	\$1,077,174
Housekeeping Supplies (17)	70	\$616.90	\$12,713,058
Insurance			
Owners and Renters Insurance	71	\$506.90	\$10,446,207
Vehicle Insurance	72	\$1,532.02	\$31,571,965
Life/Other Insurance	68	\$465.22	\$9,587,296
Health Insurance	70	\$3,286.94	\$67,737,229
Personal Care Products (18)	68	\$383.74	\$7,908,208
School Books and Supplies (19)	68	\$100.73	\$2,075,807
Smoking Products	91	\$395.07	\$8,141,699
Transportation			
Payments on Vehicles excluding Leases	73	\$2,169.22	\$44,703,275
Gasoline and Motor Oil	72	\$1,980.65	\$40,817,146
Vehicle Maintenance and Repairs	71	\$892.51	\$18,392,806
Travel			
Airline Fares	57	\$405.13	\$8,348,826
Lodging on Trips	61	\$494.12	\$10,182,735
Auto/Truck Rental on Trips	59	\$37.02	\$762,951
Food and Drink on Trips	62	\$421.13	\$8,678,577

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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 health 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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