



Retail Goods and Services Expenditures

Harrisburg Trade Area
Area: 118.33 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Small Town Sincerity (12C)	31.1%	Population	4,663	4,551
Rural Bypasses (10E)	25.0%	Households	1,882	1,846
Rooted Rural (10B)	23.8%	Families	1,332	1,304
Southern Satellites (10A)	20.0%	Median Age	42.7	44.5
Prairie Living (6D)	0.1%	Median Household Income	\$42,825	\$50,035
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		50	\$1,199.38	\$2,257,225
Men's		46	\$213.75	\$402,281
Women's		50	\$422.87	\$795,840
Children's		51	\$180.63	\$339,941
Footwear		49	\$280.21	\$527,362
Watches & Jewelry		58	\$85.03	\$160,025
Apparel Products and Services (1)		43	\$25.61	\$48,190
Computer				
Computers and Hardware for Home Use		46	\$87.40	\$164,492
Portable Memory		50	\$2.48	\$4,662
Computer Software		37	\$4.02	\$7,563
Computer Accessories		45	\$9.29	\$17,484
Entertainment & Recreation		57	\$2,082.25	\$3,918,803
Fees and Admissions		38	\$316.67	\$595,966
Membership Fees for Clubs (2)		39	\$111.37	\$209,592
Fees for Participant Sports, excl. Trips		36	\$47.78	\$89,919
Tickets to Theatre/Operas/Concerts		36	\$33.03	\$62,164
Tickets to Movies		39	\$24.61	\$46,322
Tickets to Parks or Museums		50	\$19.46	\$36,631
Admission to Sporting Events, excl. Trips		42	\$31.05	\$58,433
Fees for Recreational Lessons		31	\$48.89	\$92,017
Dating Services		34	\$0.47	\$889
TV/Video/Audio		63	\$837.85	\$1,576,827
Cable and Satellite Television Services		67	\$618.03	\$1,163,138
Televisions		52	\$66.49	\$125,130
Satellite Dishes		44	\$0.78	\$1,476
VCRs, Video Cameras, and DVD Players		48	\$2.66	\$5,014
Miscellaneous Video Equipment		60	\$10.59	\$19,926
Video Cassettes and DVDs		52	\$4.52	\$8,508
Video Game Hardware/Accessories		54	\$17.76	\$33,424
Video Game Software		52	\$9.39	\$17,666
Rental/Streaming/Downloaded Video		50	\$39.92	\$75,130
Installation of Televisions		25	\$0.21	\$401
Audio (3)		52	\$63.18	\$118,913
Rental and Repair of TV/Radio/Sound Equipment		128	\$4.30	\$8,100
Pets		69	\$572.92	\$1,078,234
Toys/Games/Crafts/Hobbies (4)		52	\$68.70	\$129,294
Recreational Vehicles and Fees (5)		61	\$78.15	\$147,070
Sports/Recreation/Exercise Equipment (6)		57	\$117.56	\$221,239
Photo Equipment and Supplies (7)		41	\$21.60	\$40,652
Reading (8)		47	\$55.00	\$103,510
Catered Affairs (9)		42	\$13.88	\$26,117
Food		55	\$5,802.63	\$10,920,546
Food at Home		58	\$3,567.98	\$6,714,940
Bakery and Cereal Products		59	\$466.62	\$878,182
Meats, Poultry, Fish, and Eggs		59	\$785.34	\$1,478,001
Dairy Products		56	\$346.14	\$651,435
Fruits and Vegetables		54	\$643.84	\$1,211,699
Snacks and Other Food at Home (10)		59	\$1,326.05	\$2,495,624
Food Away from Home		52	\$2,234.65	\$4,205,606
Alcoholic Beverages		44	\$314.22	\$591,366

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2022



Retail Goods and Services Expenditures

Harrisburg Trade Area
Area: 118.33 square miles

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	40	\$12,316.09	\$23,178,888
Value of Retirement Plans	42	\$48,219.39	\$90,748,893
Value of Other Financial Assets	44	\$4,297.81	\$8,088,477
Vehicle Loan Amount excluding Interest	62	\$2,004.10	\$3,771,710
Value of Credit Card Debt	52	\$1,639.19	\$3,084,957
Health			
Nonprescription Drugs	73	\$127.78	\$240,480
Prescription Drugs	79	\$299.00	\$562,714
Eyeglasses and Contact Lenses	59	\$64.42	\$121,236
Home			
Mortgage Payment and Basics (11)	44	\$5,347.32	\$10,063,648
Maintenance and Remodeling Services	51	\$1,679.84	\$3,161,460
Maintenance and Remodeling Materials (12)	74	\$518.79	\$976,367
Utilities, Fuel, and Public Services	63	\$3,562.45	\$6,704,523
Household Furnishings and Equipment			
Household Textiles (13)	52	\$59.95	\$112,826
Furniture	55	\$398.07	\$749,172
Rugs	50	\$18.02	\$33,909
Major Appliances (14)	57	\$245.99	\$462,945
Housewares (15)	52	\$51.55	\$97,011
Small Appliances	53	\$31.48	\$59,236
Luggage	45	\$8.59	\$16,174
Telephones and Accessories	41	\$46.76	\$87,995
Household Operations			
Child Care	39	\$236.64	\$445,354
Lawn and Garden (16)	64	\$363.78	\$684,642
Moving/Storage/Freight Express	49	\$39.92	\$75,133
Housekeeping Supplies (17)	59	\$526.02	\$989,966
Insurance			
Owners and Renters Insurance	68	\$481.75	\$906,657
Vehicle Insurance	62	\$1,323.13	\$2,490,131
Life/Other Insurance	60	\$412.64	\$776,582
Health Insurance	61	\$2,880.87	\$5,421,794
Personal Care Products (18)	54	\$305.47	\$574,899
School Books and Supplies (19)	53	\$78.74	\$148,195
Smoking Products	94	\$410.83	\$773,179
Transportation			
Payments on Vehicles excluding Leases	65	\$1,934.48	\$3,640,683
Gasoline and Motor Oil	64	\$1,762.61	\$3,317,233
Vehicle Maintenance and Repairs	60	\$757.31	\$1,425,259
Travel			
Airline Fares	38	\$269.33	\$506,882
Lodging on Trips	48	\$383.76	\$722,227
Auto/Truck Rental on Trips	41	\$25.57	\$48,121
Food and Drink on Trips	47	\$321.57	\$605,199

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2022



Retail Goods and Services Expenditures

Harrisburg Trade Area
Area: 118.33 square miles

Prepared by Esri

- (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.

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 05, 2022