



Retail Goods and Services Expenditures

Rector Trade Area
Area: 97.17 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Heartland Communities (6F)	36.0%	Population	2,850	2,737
Rural Bypasses (10E)	32.3%	Households	1,201	1,156
Rooted Rural (10B)	31.7%	Families	789	759
	0.0%	Median Age	44.8	46.2
	0.0%	Median Household Income	\$38,926	\$47,329
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		52	\$1,240.61	\$1,489,976
Men's		47	\$216.15	\$259,599
Women's		53	\$442.12	\$530,989
Children's		54	\$189.82	\$227,974
Footwear		50	\$285.79	\$343,235
Watches & Jewelry		63	\$91.72	\$110,151
Apparel Products and Services (1)		42	\$25.07	\$30,107
Computer				
Computers and Hardware for Home Use		48	\$91.25	\$109,593
Portable Memory		54	\$2.67	\$3,202
Computer Software		37	\$4.06	\$4,878
Computer Accessories		47	\$9.60	\$11,534
Entertainment & Recreation		62	\$2,266.81	\$2,722,439
Fees and Admissions		38	\$320.08	\$384,418
Membership Fees for Clubs (2)		40	\$112.30	\$134,870
Fees for Participant Sports, excl. Trips		36	\$47.06	\$56,515
Tickets to Theatre/Operas/Concerts		37	\$33.54	\$40,286
Tickets to Movies		38	\$24.22	\$29,089
Tickets to Parks or Museums		53	\$20.42	\$24,526
Admission to Sporting Events, excl. Trips		44	\$32.54	\$39,077
Fees for Recreational Lessons		31	\$49.57	\$59,535
Dating Services		31	\$0.43	\$519
TV/Video/Audio		67	\$899.93	\$1,080,811
Cable and Satellite Television Services		73	\$669.77	\$804,398
Televisions		53	\$67.66	\$81,265
Satellite Dishes		45	\$0.81	\$968
VCRs, Video Cameras, and DVD Players		51	\$2.84	\$3,411
Miscellaneous Video Equipment		68	\$12.02	\$14,433
Video Cassettes and DVDs		54	\$4.71	\$5,659
Video Game Hardware/Accessories		60	\$19.62	\$23,560
Video Game Software		53	\$9.67	\$11,615
Rental/Streaming/Downloaded Video		52	\$41.54	\$49,887
Installation of Televisions		20	\$0.17	\$201
Audio (3)		55	\$66.46	\$79,820
Rental and Repair of TV/Radio/Sound Equipment		139	\$4.66	\$5,592
Pets		79	\$656.74	\$788,745
Toys/Games/Crafts/Hobbies (4)		57	\$74.47	\$89,437
Recreational Vehicles and Fees (5)		71	\$91.21	\$109,542
Sports/Recreation/Exercise Equipment (6)		62	\$127.79	\$153,475
Photo Equipment and Supplies (7)		43	\$22.21	\$26,671
Reading (8)		51	\$59.99	\$72,042
Catered Affairs (9)		43	\$14.44	\$17,343
Food		58	\$6,140.01	\$7,374,156
Food at Home		62	\$3,820.92	\$4,588,927
Bakery and Cereal Products		63	\$501.59	\$602,404
Meats, Poultry, Fish, and Eggs		63	\$842.18	\$1,011,458
Dairy Products		61	\$376.44	\$452,103
Fruits and Vegetables		57	\$683.04	\$820,333
Snacks and Other Food at Home (10)		63	\$1,417.68	\$1,702,629
Food Away from Home		54	\$2,319.09	\$2,785,229
Alcoholic Beverages		45	\$323.48	\$388,499

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.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	40	\$12,369.23	\$14,855,442
Value of Retirement Plans	45	\$51,151.56	\$61,433,024
Value of Other Financial Assets	49	\$4,807.78	\$5,774,144
Vehicle Loan Amount excluding Interest	64	\$2,090.04	\$2,510,135
Value of Credit Card Debt	55	\$1,741.08	\$2,091,039
Health			
Nonprescription Drugs	82	\$145.01	\$174,160
Prescription Drugs	88	\$333.50	\$400,532
Eyeglasses and Contact Lenses	66	\$72.82	\$87,455
Home			
Mortgage Payment and Basics (11)	47	\$5,707.73	\$6,854,987
Maintenance and Remodeling Services	55	\$1,804.91	\$2,167,692
Maintenance and Remodeling Materials (12)	85	\$594.19	\$713,627
Utilities, Fuel, and Public Services	67	\$3,812.71	\$4,579,070
Household Furnishings and Equipment			
Household Textiles (13)	54	\$62.07	\$74,551
Furniture	58	\$417.57	\$501,496
Rugs	51	\$18.35	\$22,038
Major Appliances (14)	60	\$257.51	\$309,270
Housewares (15)	55	\$55.20	\$66,290
Small Appliances	56	\$33.31	\$40,005
Luggage	45	\$8.49	\$10,202
Telephones and Accessories	45	\$51.61	\$61,986
Household Operations			
Child Care	41	\$247.09	\$296,752
Lawn and Garden (16)	71	\$406.43	\$488,119
Moving/Storage/Freight Express	48	\$38.62	\$46,377
Housekeeping Supplies (17)	64	\$569.07	\$683,451
Insurance			
Owners and Renters Insurance	75	\$530.25	\$636,830
Vehicle Insurance	66	\$1,390.19	\$1,669,614
Life/Other Insurance	64	\$440.46	\$528,997
Health Insurance	67	\$3,123.21	\$3,750,978
Personal Care Products (18)	57	\$324.32	\$389,514
School Books and Supplies (19)	55	\$81.98	\$98,456
Smoking Products	103	\$449.32	\$539,633
Transportation			
Payments on Vehicles excluding Leases	70	\$2,061.72	\$2,476,124
Gasoline and Motor Oil	69	\$1,884.96	\$2,263,840
Vehicle Maintenance and Repairs	65	\$817.49	\$981,810
Travel			
Airline Fares	38	\$269.12	\$323,217
Lodging on Trips	50	\$405.83	\$487,397
Auto/Truck Rental on Trips	40	\$24.95	\$29,966
Food and Drink on Trips	49	\$334.79	\$402,079

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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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