



# Retail Goods and Services Expenditures

Blytheville Primary Trade Area  
Area: 634.84 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Southern Satellites (10A)	17.6%	Population	25,616	24,410
Hometown Heritage (8G)	13.5%	Households	10,228	9,861
Heartland Communities (6F)	9.4%	Families	6,849	6,590
Rural Bypasses (10E)	8.9%	Median Age	38.0	39.3
Rooted Rural (10B)	8.4%	Median Household Income	\$43,080	\$47,613
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		61	\$1,466.03	\$14,994,550
Men's		58	\$267.81	\$2,739,181
Women's		61	\$515.17	\$5,269,176
Children's		62	\$219.27	\$2,242,707
Footwear		61	\$348.09	\$3,560,220
Watches & Jewelry		65	\$94.55	\$967,068
Apparel Products and Services (1)		56	\$33.36	\$341,203
<b>Computer</b>				
Computers and Hardware for Home Use		57	\$108.42	\$1,108,877
Portable Memory		61	\$3.02	\$30,930
Computer Software		52	\$5.70	\$58,344
Computer Accessories		60	\$12.26	\$125,361
<b>Entertainment &amp; Recreation</b>		64	\$2,365.92	\$24,198,627
Fees and Admissions		52	\$434.35	\$4,442,540
Membership Fees for Clubs (2)		53	\$149.75	\$1,531,676
Fees for Participant Sports, excl. Trips		52	\$68.07	\$696,181
Tickets to Theatre/Operas/Concerts		51	\$47.00	\$480,738
Tickets to Movies		53	\$33.33	\$340,854
Tickets to Parks or Museums		58	\$22.36	\$228,746
Admission to Sporting Events, excl. Trips		56	\$40.80	\$417,306
Fees for Recreational Lessons		45	\$72.30	\$739,479
Dating Services		54	\$0.74	\$7,560
TV/Video/Audio		69	\$920.40	\$9,413,874
Cable and Satellite Television Services		72	\$655.74	\$6,706,902
Televisions		64	\$80.90	\$827,446
Satellite Dishes		61	\$1.09	\$11,098
VCRs, Video Cameras, and DVD Players		63	\$3.53	\$36,148
Miscellaneous Video Equipment		66	\$11.65	\$119,110
Video Cassettes and DVDs		64	\$5.54	\$56,667
Video Game Hardware/Accessories		68	\$22.32	\$228,315
Video Game Software		66	\$11.95	\$122,214
Rental/Streaming/Downloaded Video		63	\$50.21	\$513,543
Installation of Televisions		38	\$0.32	\$3,254
Audio (3)		61	\$73.71	\$753,886
Rental and Repair of TV/Radio/Sound Equipment		103	\$3.45	\$35,292
Pets		72	\$595.33	\$6,089,043
Toys/Games/Crafts/Hobbies (4)		65	\$85.05	\$869,856
Recreational Vehicles and Fees (5)		66	\$85.06	\$870,043
Sports/Recreation/Exercise Equipment (6)		64	\$130.31	\$1,332,801
Photo Equipment and Supplies (7)		56	\$29.33	\$299,995
Reading (8)		59	\$68.92	\$704,895
Catered Affairs (9)		52	\$17.27	\$176,670
<b>Food</b>		63	\$6,650.39	\$68,020,158
Food at Home		65	\$4,014.56	\$41,060,877
Bakery and Cereal Products		65	\$518.33	\$5,301,475
Meats, Poultry, Fish, and Eggs		66	\$880.05	\$9,001,173
Dairy Products		63	\$393.54	\$4,025,122
Fruits and Vegetables		62	\$744.94	\$7,619,215
Snacks and Other Food at Home (10)		66	\$1,477.70	\$15,113,892
Food Away from Home		61	\$2,635.83	\$26,959,281
Alcoholic Beverages		57	\$405.38	\$4,146,234

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	54	\$16,813.05	\$171,963,832
Value of Retirement Plans	56	\$63,947.26	\$654,052,626
Value of Other Financial Assets	62	\$6,027.15	\$61,645,690
Vehicle Loan Amount excluding Interest	70	\$2,265.18	\$23,168,282
Value of Credit Card Debt	62	\$1,961.83	\$20,065,618
<b>Health</b>			
Nonprescription Drugs	75	\$131.61	\$1,346,087
Prescription Drugs	79	\$301.40	\$3,082,746
Eyeglasses and Contact Lenses	67	\$73.21	\$748,801
<b>Home</b>			
Mortgage Payment and Basics (11)	56	\$6,795.30	\$69,502,345
Maintenance and Remodeling Services	58	\$1,910.26	\$19,538,098
Maintenance and Remodeling Materials (12)	71	\$500.97	\$5,123,903
Utilities, Fuel, and Public Services	69	\$3,910.04	\$39,991,892
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	61	\$70.55	\$721,544
Furniture	63	\$458.72	\$4,691,823
Rugs	61	\$21.65	\$221,421
Major Appliances (14)	65	\$276.69	\$2,830,009
Housewares (15)	61	\$61.13	\$625,283
Small Appliances	63	\$37.48	\$383,391
Luggage	57	\$10.82	\$110,693
Telephones and Accessories	56	\$63.69	\$651,416
<b>Household Operations</b>			
Child Care	53	\$320.86	\$3,281,714
Lawn and Garden (16)	69	\$390.89	\$3,997,994
Moving/Storage/Freight Express	58	\$47.03	\$481,060
Housekeeping Supplies (17)	67	\$591.18	\$6,046,555
<b>Insurance</b>			
Owners and Renters Insurance	72	\$513.60	\$5,253,064
Vehicle Insurance	68	\$1,438.58	\$14,713,800
Life/Other Insurance	66	\$455.40	\$4,657,870
Health Insurance	68	\$3,202.11	\$32,751,189
Personal Care Products (18)	63	\$358.64	\$3,668,179
School Books and Supplies (19)	62	\$91.46	\$935,464
Smoking Products	89	\$386.16	\$3,949,682
<b>Transportation</b>			
Payments on Vehicles excluding Leases	71	\$2,090.19	\$21,378,509
Gasoline and Motor Oil	69	\$1,880.65	\$19,235,253
Vehicle Maintenance and Repairs	67	\$844.93	\$8,641,923
<b>Travel</b>			
Airline Fares	51	\$364.86	\$3,731,817
Lodging on Trips	58	\$469.38	\$4,800,845
Auto/Truck Rental on Trips	53	\$33.08	\$338,388
Food and Drink on Trips	58	\$392.44	\$4,013,872

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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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