



Retail Goods and Services Expenditures

Pocahontas Trade Area
Area: 682 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rooted Rural (10B)	48.6%	Population	19,423	19,559
Small Town Sincerity (12C)	17.1%	Households	7,652	7,696
Midlife Constants (5E)	11.0%	Families	5,118	5,140
Traditional Living (12B)	9.9%	Median Age	44.0	45.1
Rural Bypasses (10E)	7.4%	Median Household Income	\$40,060	\$45,888
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		55	\$1,313.91	\$10,054,063
Men's		50	\$230.95	\$1,767,192
Women's		55	\$463.37	\$3,545,736
Children's		55	\$195.81	\$1,498,376
Footwear		54	\$306.85	\$2,348,000
Watches & Jewelry		68	\$99.43	\$760,826
Apparel Products and Services (1)		46	\$27.57	\$210,973
Computer				
Computers and Hardware for Home Use		50	\$95.17	\$728,253
Portable Memory		57	\$2.82	\$21,580
Computer Software		42	\$4.54	\$34,736
Computer Accessories		50	\$10.34	\$79,139
Entertainment & Recreation		62	\$2,285.95	\$17,492,064
Fees and Admissions		42	\$350.98	\$2,685,713
Membership Fees for Clubs (2)		43	\$122.48	\$937,181
Fees for Participant Sports, excl. Trips		40	\$52.02	\$398,058
Tickets to Theatre/Operas/Concerts		41	\$37.94	\$290,281
Tickets to Movies		42	\$26.77	\$204,816
Tickets to Parks or Museums		54	\$20.94	\$160,221
Admission to Sporting Events, excl. Trips		47	\$34.51	\$264,097
Fees for Recreational Lessons		35	\$55.81	\$427,058
Dating Services		38	\$0.52	\$4,000
TV/Video/Audio		68	\$903.43	\$6,913,057
Cable and Satellite Television Services		73	\$665.39	\$5,091,554
Televisions		56	\$71.11	\$544,158
Satellite Dishes		48	\$0.86	\$6,601
VCRs, Video Cameras, and DVD Players		54	\$3.02	\$23,091
Miscellaneous Video Equipment		65	\$11.42	\$87,360
Video Cassettes and DVDs		57	\$4.98	\$38,140
Video Game Hardware/Accessories		61	\$20.08	\$153,687
Video Game Software		56	\$10.26	\$78,547
Rental/Streaming/Downloaded Video		55	\$43.74	\$334,707
Installation of Televisions		26	\$0.22	\$1,694
Audio (3)		56	\$67.97	\$520,085
Rental and Repair of TV/Radio/Sound Equipment		130	\$4.37	\$33,433
Pets		76	\$629.53	\$4,817,192
Toys/Games/Crafts/Hobbies (4)		58	\$75.99	\$581,467
Recreational Vehicles and Fees (5)		70	\$89.56	\$685,338
Sports/Recreation/Exercise Equipment (6)		66	\$134.33	\$1,027,927
Photo Equipment and Supplies (7)		46	\$24.27	\$185,708
Reading (8)		53	\$62.28	\$476,564
Catered Affairs (9)		47	\$15.64	\$119,709
Food		60	\$6,288.88	\$48,122,482
Food at Home		62	\$3,865.23	\$29,576,764
Bakery and Cereal Products		63	\$504.19	\$3,858,081
Meats, Poultry, Fish, and Eggs		64	\$852.13	\$6,520,500
Dairy Products		61	\$379.49	\$2,903,844
Fruits and Vegetables		58	\$697.79	\$5,339,509
Snacks and Other Food at Home (10)		64	\$1,431.63	\$10,954,831
Food Away from Home		56	\$2,423.64	\$18,545,718
Alcoholic Beverages		49	\$347.05	\$2,655,654

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	44	\$13,669.01	\$104,595,260
Value of Retirement Plans	48	\$54,871.32	\$419,875,341
Value of Other Financial Assets	51	\$5,003.39	\$38,285,948
Vehicle Loan Amount excluding Interest	66	\$2,132.06	\$16,314,505
Value of Credit Card Debt	57	\$1,806.36	\$13,822,283
Health			
Nonprescription Drugs	80	\$141.05	\$1,079,340
Prescription Drugs	86	\$324.94	\$2,486,423
Eyeglasses and Contact Lenses	66	\$72.35	\$553,620
Home			
Mortgage Payment and Basics (11)	50	\$6,006.27	\$45,960,012
Maintenance and Remodeling Services	56	\$1,834.33	\$14,036,276
Maintenance and Remodeling Materials (12)	80	\$563.19	\$4,309,550
Utilities, Fuel, and Public Services	68	\$3,837.47	\$29,364,310
Household Furnishings and Equipment			
Household Textiles (13)	56	\$64.69	\$494,993
Furniture	58	\$424.36	\$3,247,205
Rugs	55	\$19.69	\$150,670
Major Appliances (14)	62	\$264.95	\$2,027,424
Housewares (15)	56	\$56.20	\$430,033
Small Appliances	58	\$34.53	\$264,229
Luggage	48	\$9.20	\$70,371
Telephones and Accessories	48	\$54.98	\$420,693
Household Operations			
Child Care	43	\$258.69	\$1,979,468
Lawn and Garden (16)	70	\$400.39	\$3,063,765
Moving/Storage/Freight Express	52	\$42.35	\$324,057
Housekeeping Supplies (17)	65	\$574.10	\$4,393,020
Insurance			
Owners and Renters Insurance	74	\$528.14	\$4,041,319
Vehicle Insurance	66	\$1,404.97	\$10,750,848
Life/Other Insurance	65	\$448.57	\$3,432,473
Health Insurance	67	\$3,142.53	\$24,046,637
Personal Care Products (18)	59	\$333.22	\$2,549,806
School Books and Supplies (19)	57	\$84.09	\$643,482
Smoking Products	100	\$434.50	\$3,324,781
Transportation			
Payments on Vehicles excluding Leases	70	\$2,081.39	\$15,926,812
Gasoline and Motor Oil	69	\$1,882.62	\$14,405,821
Vehicle Maintenance and Repairs	65	\$824.60	\$6,309,835
Travel			
Airline Fares	42	\$299.23	\$2,289,680
Lodging on Trips	53	\$424.41	\$3,247,574
Auto/Truck Rental on Trips	44	\$27.29	\$208,823
Food and Drink on Trips	52	\$351.42	\$2,689,042

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October 05, 2022

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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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