



# Retail Goods and Services Expenditures

Osceola Trade Area 2  
Area: 239.03 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Heartland Communities (6F)	26.8%	Population	9,963	9,575
Rural Bypasses (10E)	25.6%	Households	3,920	3,802
Hometown Heritage (8G)	17.7%	Families	2,586	2,503
Traditional Living (12B)	15.2%	Median Age	36.4	37.2
City Commons (11E)	8.4%	Median Household Income	\$35,070	\$39,491
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		54	\$1,307.64	\$5,125,958
Men's		51	\$233.53	\$915,451
Women's		55	\$459.36	\$1,800,680
Children's		56	\$198.11	\$776,582
Footwear		55	\$315.33	\$1,236,086
Watches & Jewelry		57	\$83.80	\$328,486
Apparel Products and Services (1)		48	\$28.97	\$113,555
<b>Computer</b>				
Computers and Hardware for Home Use		50	\$94.62	\$370,918
Portable Memory		54	\$2.67	\$10,485
Computer Software		46	\$5.00	\$19,608
Computer Accessories		53	\$10.80	\$42,352
<b>Entertainment &amp; Recreation</b>		58	\$2,143.05	\$8,400,768
Fees and Admissions		43	\$364.35	\$1,428,241
Membership Fees for Clubs (2)		45	\$125.75	\$492,923
Fees for Participant Sports, excl. Trips		42	\$55.51	\$217,597
Tickets to Theatre/Operas/Concerts		44	\$40.22	\$157,654
Tickets to Movies		45	\$28.17	\$110,443
Tickets to Parks or Museums		51	\$19.54	\$76,597
Admission to Sporting Events, excl. Trips		48	\$34.99	\$137,151
Fees for Recreational Lessons		37	\$59.48	\$233,167
Dating Services		50	\$0.69	\$2,709
TV/Video/Audio		64	\$850.89	\$3,335,485
Cable and Satellite Television Services		66	\$609.35	\$2,388,640
Televisions		57	\$73.06	\$286,409
Satellite Dishes		53	\$0.95	\$3,710
VCRs, Video Cameras, and DVD Players		58	\$3.23	\$12,657
Miscellaneous Video Equipment		62	\$10.95	\$42,926
Video Cassettes and DVDs		58	\$5.03	\$19,698
Video Game Hardware/Accessories		65	\$21.39	\$83,831
Video Game Software		62	\$11.26	\$44,131
Rental/Streaming/Downloaded Video		57	\$45.43	\$178,073
Installation of Televisions		25	\$0.21	\$825
Audio (3)		55	\$66.35	\$260,110
Rental and Repair of TV/Radio/Sound Equipment		110	\$3.69	\$14,475
Pets		67	\$556.24	\$2,180,445
Toys/Games/Crafts/Hobbies (4)		60	\$78.39	\$307,302
Recreational Vehicles and Fees (5)		60	\$77.39	\$303,360
Sports/Recreation/Exercise Equipment (6)		55	\$113.09	\$443,299
Photo Equipment and Supplies (7)		50	\$25.98	\$101,850
Reading (8)		52	\$61.52	\$241,143
Catered Affairs (9)		46	\$15.30	\$59,964
<b>Food</b>		57	\$6,003.81	\$23,534,924
Food at Home		59	\$3,665.82	\$14,369,999
Bakery and Cereal Products		60	\$475.99	\$1,865,865
Meats, Poultry, Fish, and Eggs		60	\$806.83	\$3,162,793
Dairy Products		58	\$358.46	\$1,405,166
Fruits and Vegetables		56	\$672.75	\$2,637,180
Snacks and Other Food at Home (10)		61	\$1,351.78	\$5,298,996
Food Away from Home		54	\$2,337.99	\$9,164,924
Alcoholic Beverages		49	\$351.47	\$1,377,766

**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.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	44	\$13,682.50	\$53,635,410
Value of Retirement Plans	47	\$53,487.28	\$209,670,156
Value of Other Financial Assets	56	\$5,443.88	\$21,340,012
Vehicle Loan Amount excluding Interest	62	\$2,029.43	\$7,955,375
Value of Credit Card Debt	56	\$1,761.25	\$6,904,093
<b>Health</b>			
Nonprescription Drugs	70	\$122.71	\$481,028
Prescription Drugs	74	\$282.33	\$1,106,715
Eyeglasses and Contact Lenses	62	\$67.79	\$265,740
<b>Home</b>			
Mortgage Payment and Basics (11)	47	\$5,719.04	\$22,418,655
Maintenance and Remodeling Services	49	\$1,598.47	\$6,265,984
Maintenance and Remodeling Materials (12)	66	\$463.32	\$1,816,208
Utilities, Fuel, and Public Services	64	\$3,598.41	\$14,105,751
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	55	\$62.91	\$246,605
Furniture	57	\$412.07	\$1,615,323
Rugs	51	\$18.22	\$71,433
Major Appliances (14)	56	\$240.02	\$940,867
Housewares (15)	54	\$54.11	\$212,115
Small Appliances	57	\$34.01	\$133,310
Luggage	48	\$9.20	\$36,081
Telephones and Accessories	51	\$58.52	\$229,411
<b>Household Operations</b>			
Child Care	47	\$282.07	\$1,105,695
Lawn and Garden (16)	61	\$345.23	\$1,353,309
Moving/Storage/Freight Express	49	\$39.63	\$155,349
Housekeeping Supplies (17)	60	\$535.21	\$2,098,038
<b>Insurance</b>			
Owners and Renters Insurance	65	\$459.88	\$1,802,720
Vehicle Insurance	62	\$1,305.36	\$5,116,992
Life/Other Insurance	59	\$402.95	\$1,579,576
Health Insurance	62	\$2,898.69	\$11,362,869
Personal Care Products (18)	57	\$323.78	\$1,269,214
School Books and Supplies (19)	56	\$82.47	\$323,288
Smoking Products	89	\$387.85	\$1,520,369
<b>Transportation</b>			
Payments on Vehicles excluding Leases	63	\$1,878.54	\$7,363,864
Gasoline and Motor Oil	63	\$1,731.03	\$6,785,624
Vehicle Maintenance and Repairs	61	\$773.35	\$3,031,548
<b>Travel</b>			
Airline Fares	42	\$302.09	\$1,184,189
Lodging on Trips	50	\$402.46	\$1,577,660
Auto/Truck Rental on Trips	44	\$27.37	\$107,281
Food and Drink on Trips	50	\$338.35	\$1,326,319

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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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