



Retail Goods and Services Expenditures

Piggott Trade Area
Area: 127.85 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Heartland Communities (6F)	36.5%	Population	5,547	5,365
Small Town Sincerity (12C)	29.2%	Households	2,391	2,314
Rooted Rural (10B)	18.8%	Families	1,526	1,475
Prairie Living (6D)	15.5%	Median Age	46.4	47.1
	0.0%	Median Household Income	\$38,716	\$42,323
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		52	\$1,245.01	\$2,976,825
Men's		47	\$218.24	\$521,811
Women's		53	\$446.58	\$1,067,767
Children's		54	\$190.02	\$454,339
Footwear		50	\$285.13	\$681,740
Watches & Jewelry		63	\$92.08	\$220,174
Apparel Products and Services (1)		42	\$25.28	\$60,449
Computer				
Computers and Hardware for Home Use		50	\$95.62	\$228,620
Portable Memory		57	\$2.80	\$6,699
Computer Software		45	\$4.90	\$11,720
Computer Accessories		52	\$10.74	\$25,691
Entertainment & Recreation		62	\$2,281.16	\$5,454,251
Fees and Admissions		40	\$336.83	\$805,364
Membership Fees for Clubs (2)		42	\$118.16	\$282,524
Fees for Participant Sports, excl. Trips		38	\$49.35	\$117,995
Tickets to Theatre/Operas/Concerts		39	\$36.02	\$86,126
Tickets to Movies		40	\$25.05	\$59,904
Tickets to Parks or Museums		49	\$18.99	\$45,396
Admission to Sporting Events, excl. Trips		44	\$32.52	\$77,766
Fees for Recreational Lessons		35	\$56.25	\$134,497
Dating Services		35	\$0.48	\$1,157
TV/Video/Audio		63	\$844.85	\$2,020,042
Cable and Satellite Television Services		68	\$620.92	\$1,484,617
Televisions		51	\$64.41	\$153,997
Satellite Dishes		56	\$1.00	\$2,383
VCRs, Video Cameras, and DVD Players		56	\$3.10	\$7,423
Miscellaneous Video Equipment		66	\$11.71	\$28,010
Video Cassettes and DVDs		54	\$4.71	\$11,267
Video Game Hardware/Accessories		69	\$22.66	\$54,174
Video Game Software		58	\$10.48	\$25,068
Rental/Streaming/Downloaded Video		55	\$43.51	\$104,040
Installation of Televisions		23	\$0.19	\$454
Audio (3)		49	\$59.28	\$141,732
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.88	\$6,878
Pets		82	\$682.42	\$1,631,672
Toys/Games/Crafts/Hobbies (4)		61	\$79.97	\$191,217
Recreational Vehicles and Fees (5)		73	\$93.18	\$222,801
Sports/Recreation/Exercise Equipment (6)		67	\$137.75	\$329,350
Photo Equipment and Supplies (7)		47	\$24.33	\$58,173
Reading (8)		57	\$67.18	\$160,633
Catered Affairs (9)		44	\$14.71	\$35,170
Food		57	\$5,980.10	\$14,298,414
Food at Home		60	\$3,725.96	\$8,908,759
Bakery and Cereal Products		61	\$481.11	\$1,150,336
Meats, Poultry, Fish, and Eggs		61	\$814.49	\$1,947,438
Dairy Products		62	\$384.50	\$919,345
Fruits and Vegetables		56	\$673.68	\$1,610,770
Snacks and Other Food at Home (10)		61	\$1,372.18	\$3,280,871
Food Away from Home		52	\$2,254.14	\$5,389,655
Alcoholic Beverages		48	\$339.77	\$812,388

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	42	\$12,993.94	\$31,068,517
Value of Retirement Plans	47	\$53,408.67	\$127,700,140
Value of Other Financial Assets	57	\$5,616.12	\$13,428,132
Vehicle Loan Amount excluding Interest	60	\$1,964.59	\$4,697,323
Value of Credit Card Debt	54	\$1,704.94	\$4,076,510
Health			
Nonprescription Drugs	82	\$144.72	\$346,017
Prescription Drugs	82	\$310.65	\$742,758
Eyeglasses and Contact Lenses	68	\$74.95	\$179,195
Home			
Mortgage Payment and Basics (11)	48	\$5,849.62	\$13,986,446
Maintenance and Remodeling Services	55	\$1,786.47	\$4,271,454
Maintenance and Remodeling Materials (12)	76	\$531.15	\$1,269,978
Utilities, Fuel, and Public Services	63	\$3,582.83	\$8,566,544
Household Furnishings and Equipment			
Household Textiles (13)	51	\$58.97	\$141,008
Furniture	53	\$385.55	\$921,852
Rugs	49	\$17.61	\$42,099
Major Appliances (14)	55	\$235.10	\$562,132
Housewares (15)	60	\$59.64	\$142,595
Small Appliances	57	\$33.80	\$80,820
Luggage	44	\$8.28	\$19,808
Telephones and Accessories	49	\$56.14	\$134,230
Household Operations			
Child Care	43	\$261.26	\$624,678
Lawn and Garden (16)	70	\$400.99	\$958,760
Moving/Storage/Freight Express	47	\$38.24	\$91,442
Housekeeping Supplies (17)	65	\$572.51	\$1,368,880
Insurance			
Owners and Renters Insurance	70	\$500.03	\$1,195,579
Vehicle Insurance	60	\$1,275.99	\$3,050,881
Life/Other Insurance	58	\$397.43	\$950,250
Health Insurance	65	\$3,030.23	\$7,245,285
Personal Care Products (18)	58	\$327.49	\$783,022
School Books and Supplies (19)	54	\$80.26	\$191,892
Smoking Products	85	\$371.87	\$889,144
Transportation			
Payments on Vehicles excluding Leases	65	\$1,911.40	\$4,570,159
Gasoline and Motor Oil	63	\$1,726.21	\$4,127,360
Vehicle Maintenance and Repairs	63	\$787.66	\$1,883,294
Travel			
Airline Fares	41	\$291.58	\$697,158
Lodging on Trips	50	\$406.28	\$971,425
Auto/Truck Rental on Trips	41	\$25.53	\$61,045
Food and Drink on Trips	50	\$336.51	\$804,588

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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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