



# Retail Goods and Services Expenditures

Trumann Trade Area  
Area: 116.61 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Hometown Heritage (8G)	30.6%	Population	8,986	8,763
Heartland Communities (6F)	20.6%	Households	3,590	3,508
Salt of the Earth (6B)	15.1%	Families	2,404	2,343
Traditional Living (12B)	12.6%	Median Age	39.9	40.6
Rooted Rural (10B)	12.5%	Median Household Income	\$40,693	\$43,252
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		52	\$1,245.53	\$4,471,464
Men's		48	\$222.79	\$799,806
Women's		52	\$438.27	\$1,573,380
Children's		53	\$187.46	\$672,980
Footwear		52	\$298.80	\$1,072,684
Watches & Jewelry		56	\$82.20	\$295,088
Apparel Products and Services (1)		46	\$27.75	\$99,606
<b>Computer</b>				
Computers and Hardware for Home Use		48	\$91.34	\$327,927
Portable Memory		55	\$2.73	\$9,796
Computer Software		47	\$5.13	\$18,399
Computer Accessories		52	\$10.66	\$38,276
<b>Entertainment &amp; Recreation</b>		55	\$2,027.69	\$7,279,390
Fees and Admissions		43	\$363.76	\$1,305,901
Membership Fees for Clubs (2)		44	\$124.38	\$446,514
Fees for Participant Sports, excl. Trips		42	\$55.65	\$199,797
Tickets to Theatre/Operas/Concerts		45	\$41.10	\$147,566
Tickets to Movies		43	\$27.37	\$98,248
Tickets to Parks or Museums		47	\$18.15	\$65,146
Admission to Sporting Events, excl. Trips		47	\$34.52	\$123,931
Fees for Recreational Lessons		39	\$61.93	\$222,319
Dating Services		48	\$0.66	\$2,380
TV/Video/Audio		58	\$775.21	\$2,782,988
Cable and Satellite Television Services		60	\$551.02	\$1,978,147
Televisions		53	\$67.28	\$241,553
Satellite Dishes		53	\$0.94	\$3,377
VCRs, Video Cameras, and DVD Players		57	\$3.20	\$11,501
Miscellaneous Video Equipment		56	\$9.94	\$35,691
Video Cassettes and DVDs		54	\$4.74	\$17,027
Video Game Hardware/Accessories		63	\$20.79	\$74,652
Video Game Software		58	\$10.62	\$38,140
Rental/Streaming/Downloaded Video		54	\$43.33	\$155,564
Installation of Televisions		26	\$0.22	\$775
Audio (3)		50	\$60.50	\$217,200
Rental and Repair of TV/Radio/Sound Equipment		78	\$2.61	\$9,361
Pets		63	\$524.62	\$1,883,387
Toys/Games/Crafts/Hobbies (4)		58	\$75.71	\$271,812
Recreational Vehicles and Fees (5)		59	\$76.27	\$273,808
Sports/Recreation/Exercise Equipment (6)		54	\$110.98	\$398,416
Photo Equipment and Supplies (7)		49	\$25.57	\$91,811
Reading (8)		52	\$60.80	\$218,279
Catered Affairs (9)		44	\$14.86	\$53,335
<b>Food</b>		53	\$5,597.22	\$20,094,014
Food at Home		55	\$3,397.87	\$12,198,361
Bakery and Cereal Products		55	\$437.92	\$1,572,124
Meats, Poultry, Fish, and Eggs		56	\$747.45	\$2,683,359
Dairy Products		54	\$338.73	\$1,216,045
Fruits and Vegetables		52	\$628.70	\$2,257,022
Snacks and Other Food at Home (10)		56	\$1,245.07	\$4,469,810
Food Away from Home		51	\$2,199.35	\$7,895,653
Alcoholic Beverages		49	\$346.07	\$1,242,376

**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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October 05, 2022



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	44	\$13,700.80	\$49,185,858
Value of Retirement Plans	48	\$54,779.61	\$196,658,799
Value of Other Financial Assets	57	\$5,577.96	\$20,024,876
Vehicle Loan Amount excluding Interest	57	\$1,864.15	\$6,692,313
Value of Credit Card Debt	53	\$1,679.19	\$6,028,288
<b>Health</b>			
Nonprescription Drugs	65	\$113.59	\$407,803
Prescription Drugs	67	\$255.71	\$918,016
Eyeglasses and Contact Lenses	59	\$64.78	\$232,552
<b>Home</b>			
Mortgage Payment and Basics (11)	48	\$5,780.38	\$20,751,555
Maintenance and Remodeling Services	47	\$1,539.82	\$5,527,942
Maintenance and Remodeling Materials (12)	59	\$411.31	\$1,476,595
Utilities, Fuel, and Public Services	58	\$3,288.14	\$11,804,414
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	51	\$58.43	\$209,754
Furniture	52	\$376.61	\$1,352,045
Rugs	50	\$17.76	\$63,744
Major Appliances (14)	52	\$224.60	\$806,308
Housewares (15)	52	\$52.22	\$187,487
Small Appliances	54	\$32.26	\$115,805
Luggage	46	\$8.75	\$31,413
Telephones and Accessories	52	\$59.47	\$213,493
<b>Household Operations</b>			
Child Care	46	\$274.88	\$986,826
Lawn and Garden (16)	58	\$328.49	\$1,179,293
Moving/Storage/Freight Express	45	\$36.75	\$131,932
Housekeeping Supplies (17)	57	\$501.81	\$1,801,495
<b>Insurance</b>			
Owners and Renters Insurance	61	\$430.02	\$1,543,785
Vehicle Insurance	55	\$1,174.80	\$4,217,531
Life/Other Insurance	55	\$375.84	\$1,349,281
Health Insurance	58	\$2,710.59	\$9,731,019
Personal Care Products (18)	54	\$305.71	\$1,097,502
School Books and Supplies (19)	51	\$76.09	\$273,173
Smoking Products	74	\$324.03	\$1,163,273
<b>Transportation</b>			
Payments on Vehicles excluding Leases	58	\$1,720.05	\$6,174,988
Gasoline and Motor Oil	57	\$1,556.37	\$5,587,372
Vehicle Maintenance and Repairs	57	\$714.46	\$2,564,906
<b>Travel</b>			
Airline Fares	42	\$301.81	\$1,083,500
Lodging on Trips	49	\$392.63	\$1,409,526
Auto/Truck Rental on Trips	42	\$26.50	\$95,132
Food and Drink on Trips	48	\$325.94	\$1,170,136

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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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