



Retail Goods and Services Expenditures

Forrest City Trade Area
Area: 767.05 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Small Town Sincerity (12C)	22.0%	Population	25,542	24,638
Rooted Rural (10B)	21.8%	Households	8,966	8,700
Rural Bypasses (10E)	16.5%	Families	5,861	5,677
Modest Income Homes (12D)	16.0%	Median Age	37.8	38.6
City Commons (11E)	7.5%	Median Household Income	\$38,383	\$42,229
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		54	\$1,310.35	\$11,748,611
Men's		51	\$234.52	\$2,102,709
Women's		55	\$459.87	\$4,123,169
Children's		55	\$193.89	\$1,738,411
Footwear		55	\$313.40	\$2,809,964
Watches & Jewelry		61	\$89.60	\$803,395
Apparel Products and Services (1)		49	\$29.29	\$262,634
Computer				
Computers and Hardware for Home Use		50	\$94.52	\$847,506
Portable Memory		53	\$2.64	\$23,709
Computer Software		44	\$4.81	\$43,084
Computer Accessories		52	\$10.59	\$94,964
Entertainment & Recreation		59	\$2,156.91	\$19,338,822
Fees and Admissions		42	\$355.05	\$3,183,358
Membership Fees for Clubs (2)		44	\$123.61	\$1,108,298
Fees for Participant Sports, excl. Trips		41	\$53.79	\$482,318
Tickets to Theatre/Operas/Concerts		42	\$38.73	\$347,290
Tickets to Movies		44	\$27.71	\$248,455
Tickets to Parks or Museums		52	\$19.88	\$178,272
Admission to Sporting Events, excl. Trips		46	\$33.96	\$304,479
Fees for Recreational Lessons		35	\$56.68	\$508,228
Dating Services		49	\$0.67	\$6,018
TV/Video/Audio		65	\$872.13	\$7,819,510
Cable and Satellite Television Services		69	\$633.11	\$5,676,447
Televisions		57	\$73.23	\$656,560
Satellite Dishes		50	\$0.89	\$7,958
VCRs, Video Cameras, and DVD Players		55	\$3.05	\$27,348
Miscellaneous Video Equipment		62	\$10.88	\$97,507
Video Cassettes and DVDs		57	\$4.96	\$44,495
Video Game Hardware/Accessories		62	\$20.25	\$181,596
Video Game Software		60	\$10.85	\$97,260
Rental/Streaming/Downloaded Video		55	\$44.06	\$395,037
Installation of Televisions		29	\$0.24	\$2,187
Audio (3)		55	\$66.53	\$596,480
Rental and Repair of TV/Radio/Sound Equipment		122	\$4.09	\$36,636
Pets		68	\$560.58	\$5,026,126
Toys/Games/Crafts/Hobbies (4)		57	\$75.10	\$673,357
Recreational Vehicles and Fees (5)		60	\$76.89	\$689,422
Sports/Recreation/Exercise Equipment (6)		57	\$116.55	\$1,044,996
Photo Equipment and Supplies (7)		47	\$24.77	\$222,060
Reading (8)		52	\$60.58	\$543,202
Catered Affairs (9)		46	\$15.35	\$137,597
Food		58	\$6,114.83	\$54,825,569
Food at Home		60	\$3,734.81	\$33,486,314
Bakery and Cereal Products		61	\$485.85	\$4,356,139
Meats, Poultry, Fish, and Eggs		61	\$822.85	\$7,377,711
Dairy Products		58	\$362.11	\$3,246,645
Fruits and Vegetables		57	\$681.64	\$6,111,601
Snacks and Other Food at Home (10)		62	\$1,382.36	\$12,394,218
Food Away from Home		55	\$2,380.02	\$21,339,255
Alcoholic Beverages		49	\$348.13	\$3,121,359

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	44	\$13,638.99	\$122,287,166
Value of Retirement Plans	46	\$52,460.67	\$470,362,412
Value of Other Financial Assets	52	\$5,118.51	\$45,892,519
Vehicle Loan Amount excluding Interest	64	\$2,063.89	\$18,504,835
Value of Credit Card Debt	56	\$1,764.77	\$15,822,896
Health			
Nonprescription Drugs	72	\$127.01	\$1,138,795
Prescription Drugs	78	\$295.86	\$2,652,676
Eyeglasses and Contact Lenses	61	\$67.12	\$601,836
Home			
Mortgage Payment and Basics (11)	46	\$5,601.95	\$50,227,044
Maintenance and Remodeling Services	51	\$1,663.16	\$14,911,936
Maintenance and Remodeling Materials (12)	69	\$482.82	\$4,328,949
Utilities, Fuel, and Public Services	65	\$3,698.77	\$33,163,175
Household Furnishings and Equipment			
Household Textiles (13)	56	\$64.37	\$577,157
Furniture	58	\$418.06	\$3,748,302
Rugs	53	\$18.99	\$170,291
Major Appliances (14)	58	\$249.16	\$2,233,992
Housewares (15)	54	\$54.19	\$485,904
Small Appliances	57	\$34.12	\$305,918
Luggage	49	\$9.36	\$83,945
Telephones and Accessories	48	\$54.34	\$487,247
Household Operations			
Child Care	44	\$263.17	\$2,359,558
Lawn and Garden (16)	63	\$356.28	\$3,194,384
Moving/Storage/Freight Express	52	\$42.27	\$379,001
Housekeeping Supplies (17)	62	\$546.72	\$4,901,912
Insurance			
Owners and Renters Insurance	67	\$476.30	\$4,270,507
Vehicle Insurance	64	\$1,357.99	\$12,175,728
Life/Other Insurance	61	\$419.51	\$3,761,293
Health Insurance	63	\$2,969.30	\$26,622,772
Personal Care Products (18)	58	\$325.86	\$2,921,649
School Books and Supplies (19)	56	\$83.63	\$749,789
Smoking Products	94	\$410.74	\$3,682,662
Transportation			
Payments on Vehicles excluding Leases	66	\$1,945.23	\$17,440,977
Gasoline and Motor Oil	65	\$1,790.44	\$16,053,082
Vehicle Maintenance and Repairs	62	\$786.96	\$7,055,909
Travel			
Airline Fares	42	\$300.82	\$2,697,150
Lodging on Trips	50	\$404.54	\$3,627,068
Auto/Truck Rental on Trips	45	\$27.92	\$250,332
Food and Drink on Trips	50	\$342.15	\$3,067,742

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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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