



Retail Goods and Services Expenditures

Marianna Trade Area
Area: 261.38 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rural Bypasses (10E)	53.4%	Population	7,104	6,997
Modest Income Homes (12D)	21.9%	Households	2,477	2,457
City Commons (11E)	21.5%	Families	1,575	1,560
Rooted Rural (10B)	3.2%	Median Age	39.5	40.3
	0.0%	Median Household Income	\$32,789	\$39,635
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		53	\$1,265.25	\$3,134,033
Men's		49	\$225.81	\$559,342
Women's		53	\$441.88	\$1,094,546
Children's		54	\$190.08	\$470,833
Footwear		54	\$307.37	\$761,359
Watches & Jewelry		55	\$80.86	\$200,292
Apparel Products and Services (1)		47	\$28.28	\$70,061
Computer				
Computers and Hardware for Home Use		46	\$88.14	\$218,325
Portable Memory		46	\$2.29	\$5,665
Computer Software		38	\$4.15	\$10,268
Computer Accessories		47	\$9.67	\$23,941
Entertainment & Recreation		56	\$2,048.80	\$5,074,868
Fees and Admissions		39	\$326.03	\$807,583
Membership Fees for Clubs (2)		40	\$114.28	\$283,066
Fees for Participant Sports, excl. Trips		38	\$49.13	\$121,689
Tickets to Theatre/Operas/Concerts		38	\$34.61	\$85,717
Tickets to Movies		42	\$26.35	\$65,277
Tickets to Parks or Museums		51	\$19.79	\$49,013
Admission to Sporting Events, excl. Trips		44	\$31.85	\$78,882
Fees for Recreational Lessons		31	\$49.37	\$122,288
Dating Services		49	\$0.67	\$1,652
TV/Video/Audio		65	\$871.86	\$2,159,609
Cable and Satellite Television Services		69	\$634.18	\$1,570,865
Televisions		58	\$73.72	\$182,602
Satellite Dishes		45	\$0.80	\$1,982
VCRs, Video Cameras, and DVD Players		50	\$2.79	\$6,901
Miscellaneous Video Equipment		61	\$10.78	\$26,713
Video Cassettes and DVDs		55	\$4.83	\$11,958
Video Game Hardware/Accessories		57	\$18.73	\$46,404
Video Game Software		58	\$10.58	\$26,213
Rental/Streaming/Downloaded Video		53	\$42.26	\$104,687
Installation of Televisions		25	\$0.21	\$516
Audio (3)		56	\$67.90	\$168,193
Rental and Repair of TV/Radio/Sound Equipment		151	\$5.08	\$12,575
Pets		62	\$516.99	\$1,280,594
Toys/Games/Crafts/Hobbies (4)		54	\$70.74	\$175,231
Recreational Vehicles and Fees (5)		54	\$68.85	\$170,553
Sports/Recreation/Exercise Equipment (6)		50	\$102.67	\$254,324
Photo Equipment and Supplies (7)		44	\$23.06	\$57,119
Reading (8)		46	\$54.19	\$134,240
Catered Affairs (9)		43	\$14.44	\$35,764
Food		57	\$5,987.14	\$14,830,156
Food at Home		59	\$3,667.86	\$9,085,288
Bakery and Cereal Products		61	\$481.76	\$1,193,310
Meats, Poultry, Fish, and Eggs		60	\$809.95	\$2,006,236
Dairy Products		56	\$345.35	\$855,439
Fruits and Vegetables		55	\$664.98	\$1,647,164
Snacks and Other Food at Home (10)		61	\$1,365.82	\$3,383,138
Food Away from Home		54	\$2,319.28	\$5,744,868
Alcoholic Beverages		45	\$322.06	\$797,750

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	39	\$12,189.36	\$30,193,036
Value of Retirement Plans	40	\$45,995.72	\$113,931,393
Value of Other Financial Assets	46	\$4,466.66	\$11,063,912
Vehicle Loan Amount excluding Interest	63	\$2,056.18	\$5,093,152
Value of Credit Card Debt	54	\$1,701.38	\$4,214,321
Health			
Nonprescription Drugs	69	\$121.94	\$302,034
Prescription Drugs	77	\$292.38	\$724,237
Eyeglasses and Contact Lenses	57	\$63.05	\$156,175
Home			
Mortgage Payment and Basics (11)	41	\$4,966.63	\$12,302,354
Maintenance and Remodeling Services	47	\$1,532.32	\$3,795,556
Maintenance and Remodeling Materials (12)	69	\$486.99	\$1,206,278
Utilities, Fuel, and Public Services	65	\$3,687.27	\$9,133,363
Household Furnishings and Equipment			
Household Textiles (13)	55	\$63.78	\$157,973
Furniture	58	\$423.38	\$1,048,707
Rugs	50	\$17.71	\$43,873
Major Appliances (14)	57	\$242.97	\$601,825
Housewares (15)	50	\$50.17	\$124,269
Small Appliances	55	\$32.75	\$81,119
Luggage	48	\$9.08	\$22,492
Telephones and Accessories	43	\$48.98	\$121,326
Household Operations			
Child Care	42	\$250.84	\$621,337
Lawn and Garden (16)	58	\$331.13	\$820,219
Moving/Storage/Freight Express	51	\$41.03	\$101,625
Housekeeping Supplies (17)	59	\$526.07	\$1,303,083
Insurance			
Owners and Renters Insurance	64	\$456.61	\$1,131,012
Vehicle Insurance	65	\$1,374.76	\$3,405,270
Life/Other Insurance	60	\$411.82	\$1,020,071
Health Insurance	61	\$2,865.91	\$7,098,854
Personal Care Products (18)	55	\$313.58	\$776,730
School Books and Supplies (19)	56	\$83.50	\$206,839
Smoking Products	102	\$445.77	\$1,104,178
Transportation			
Payments on Vehicles excluding Leases	65	\$1,931.02	\$4,783,125
Gasoline and Motor Oil	66	\$1,814.75	\$4,495,133
Vehicle Maintenance and Repairs	61	\$773.81	\$1,916,716
Travel			
Airline Fares	38	\$271.12	\$671,557
Lodging on Trips	47	\$376.34	\$932,201
Auto/Truck Rental on Trips	42	\$26.42	\$65,438
Food and Drink on Trips	48	\$323.05	\$800,186

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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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