



Retail Goods and Services Expenditures

Walnut Ridge/Hoxie Trade Area
Area: 294.17 square miles

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Small Town Sincerity (12C)	33.6%	Population	11,593	11,609
Rooted Rural (10B)	25.3%	Households	4,633	4,666
Heartland Communities (6F)	16.9%	Families	3,062	3,080
Traditional Living (12B)	8.2%	Median Age	42.2	43.6
Rural Bypasses (10E)	8.0%	Median Household Income	\$45,282	\$51,956
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		59	\$1,415.58	\$6,558,381
Men's		54	\$251.42	\$1,164,832
Women's		60	\$501.63	\$2,324,049
Children's		60	\$211.17	\$978,372
Footwear		58	\$331.29	\$1,534,851
Watches & Jewelry		69	\$101.47	\$470,109
Apparel Products and Services (1)		51	\$30.49	\$141,283
Computer				
Computers and Hardware for Home Use		55	\$105.34	\$488,035
Portable Memory		63	\$3.11	\$14,411
Computer Software		49	\$5.39	\$24,982
Computer Accessories		57	\$11.73	\$54,355
Entertainment & Recreation		67	\$2,463.84	\$11,414,981
Fees and Admissions		46	\$389.19	\$1,803,104
Membership Fees for Clubs (2)		48	\$135.34	\$627,043
Fees for Participant Sports, excl. Trips		45	\$58.41	\$270,597
Tickets to Theatre/Operas/Concerts		46	\$42.62	\$197,442
Tickets to Movies		47	\$29.38	\$136,118
Tickets to Parks or Museums		57	\$21.89	\$101,437
Admission to Sporting Events, excl. Trips		51	\$37.44	\$173,448
Fees for Recreational Lessons		40	\$63.49	\$294,139
Dating Services		45	\$0.62	\$2,881
TV/Video/Audio		72	\$956.40	\$4,430,988
Cable and Satellite Television Services		76	\$699.44	\$3,240,522
Televisions		60	\$76.59	\$354,833
Satellite Dishes		56	\$1.00	\$4,616
VCRs, Video Cameras, and DVD Players		61	\$3.39	\$15,700
Miscellaneous Video Equipment		71	\$12.48	\$57,843
Video Cassettes and DVDs		61	\$5.36	\$24,831
Video Game Hardware/Accessories		69	\$22.80	\$105,644
Video Game Software		64	\$11.56	\$53,571
Rental/Streaming/Downloaded Video		60	\$48.15	\$223,070
Installation of Televisions		30	\$0.25	\$1,152
Audio (3)		59	\$71.30	\$330,327
Rental and Repair of TV/Radio/Sound Equipment		121	\$4.07	\$18,878
Pets		83	\$685.02	\$3,173,682
Toys/Games/Crafts/Hobbies (4)		64	\$84.71	\$392,456
Recreational Vehicles and Fees (5)		74	\$94.68	\$438,656
Sports/Recreation/Exercise Equipment (6)		68	\$139.91	\$648,200
Photo Equipment and Supplies (7)		52	\$27.12	\$125,668
Reading (8)		60	\$70.02	\$324,425
Catered Affairs (9)		51	\$16.88	\$78,210
Food		64	\$6,716.19	\$31,116,113
Food at Home		67	\$4,132.40	\$19,145,400
Bakery and Cereal Products		68	\$537.18	\$2,488,755
Meats, Poultry, Fish, and Eggs		68	\$907.66	\$4,205,207
Dairy Products		66	\$411.01	\$1,904,210
Fruits and Vegetables		63	\$751.22	\$3,480,423
Snacks and Other Food at Home (10)		68	\$1,525.32	\$7,066,806
Food Away from Home		60	\$2,583.79	\$11,970,712
Alcoholic Beverages		54	\$383.43	\$1,776,435

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	49	\$15,100.22	\$69,959,325
Value of Retirement Plans	53	\$60,118.30	\$278,528,107
Value of Other Financial Assets	59	\$5,790.31	\$26,826,504
Vehicle Loan Amount excluding Interest	69	\$2,241.36	\$10,384,222
Value of Credit Card Debt	62	\$1,937.03	\$8,974,245
Health			
Nonprescription Drugs	84	\$148.19	\$686,575
Prescription Drugs	89	\$337.73	\$1,564,714
Eyeglasses and Contact Lenses	71	\$78.02	\$361,448
Home			
Mortgage Payment and Basics (11)	54	\$6,507.42	\$30,148,900
Maintenance and Remodeling Services	59	\$1,937.12	\$8,974,674
Maintenance and Remodeling Materials (12)	81	\$570.23	\$2,641,854
Utilities, Fuel, and Public Services	72	\$4,052.64	\$18,775,883
Household Furnishings and Equipment			
Household Textiles (13)	60	\$68.84	\$318,935
Furniture	62	\$449.03	\$2,080,353
Rugs	58	\$20.85	\$96,605
Major Appliances (14)	64	\$275.03	\$1,274,229
Housewares (15)	62	\$62.28	\$288,525
Small Appliances	63	\$37.52	\$173,834
Luggage	52	\$9.92	\$45,978
Telephones and Accessories	55	\$62.07	\$287,551
Household Operations			
Child Care	48	\$291.11	\$1,348,705
Lawn and Garden (16)	74	\$420.97	\$1,950,337
Moving/Storage/Freight Express	55	\$44.49	\$206,109
Housekeeping Supplies (17)	69	\$613.36	\$2,841,678
Insurance			
Owners and Renters Insurance	77	\$546.73	\$2,533,020
Vehicle Insurance	69	\$1,468.91	\$6,805,456
Life/Other Insurance	68	\$464.33	\$2,151,261
Health Insurance	71	\$3,338.73	\$15,468,324
Personal Care Products (18)	64	\$360.41	\$1,669,784
School Books and Supplies (19)	61	\$90.27	\$418,227
Smoking Products	101	\$440.66	\$2,041,575
Transportation			
Payments on Vehicles excluding Leases	73	\$2,150.54	\$9,963,462
Gasoline and Motor Oil	72	\$1,963.17	\$9,095,380
Vehicle Maintenance and Repairs	69	\$874.44	\$4,051,279
Travel			
Airline Fares	46	\$330.89	\$1,533,016
Lodging on Trips	56	\$455.20	\$2,108,938
Auto/Truck Rental on Trips	48	\$29.94	\$138,722
Food and Drink on Trips	56	\$379.20	\$1,756,841

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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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