



Retail Goods and Services Expenditures

Rankin County, MS (28121)
Geography: County

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Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Southern Satellites (10A)	20.7%	Population	146,619	153,070
Up and Coming Families (7A)	11.8%	Households	55,243	57,881
Middleburg (4C)	11.0%	Families	39,110	40,770
Soccer Moms (4A)	7.0%	Median Age	37.2	38.1
Comfortable Empty Nesters (5A)	6.0%	Median Household Income	\$56,778	\$62,466
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		96	\$2,230.36	\$123,211,630
Men's		95	\$414.03	\$22,872,007
Women's		96	\$777.60	\$42,957,103
Children's		98	\$365.64	\$20,199,312
Footwear		96	\$439.48	\$24,278,337
Watches & Jewelry		97	\$140.94	\$7,785,741
Apparel Products and Services (1)		95	\$92.67	\$5,119,131
Computer				
Computers and Hardware for Home Use		95	\$206.37	\$11,400,260
Portable Memory		95	\$5.11	\$282,529
Computer Software		92	\$18.71	\$1,033,393
Computer Accessories		95	\$18.23	\$1,007,248
Entertainment & Recreation		96	\$3,188.58	\$176,146,680
Fees and Admissions		94	\$607.91	\$33,582,777
Membership Fees for Clubs (2)		95	\$163.19	\$9,015,235
Fees for Participant Sports, excl. Trips		96	\$115.66	\$6,389,583
Admission to Movie/Theatre/Opera/Ballet		93	\$153.48	\$8,478,720
Admission to Sporting Events, excl. Trips		96	\$63.90	\$3,529,858
Fees for Recreational Lessons		91	\$111.16	\$6,140,595
Dating Services		87	\$0.52	\$28,785
TV/Video/Audio		97	\$1,275.39	\$70,456,215
Cable and Satellite Television Services		98	\$877.11	\$48,454,371
Televisions		98	\$144.65	\$7,990,677
Satellite Dishes		96	\$1.50	\$82,652
VCRs, Video Cameras, and DVD Players		96	\$10.55	\$582,972
Miscellaneous Video Equipment		108	\$11.57	\$639,421
Video Cassettes and DVDs		97	\$31.23	\$1,725,061
Video Game Hardware/Accessories		98	\$22.66	\$1,251,986
Video Game Software		99	\$27.32	\$1,509,049
Streaming/Downloaded Video		93	\$5.35	\$295,427
Rental of Video Cassettes and DVDs		98	\$23.03	\$1,272,462
Installation of Televisions		99	\$1.11	\$61,069
Audio (3)		93	\$114.40	\$6,320,068
Rental and Repair of TV/Radio/Sound Equipment		91	\$4.91	\$271,000
Pets		98	\$556.64	\$30,750,194
Toys and Games (4)		95	\$117.11	\$6,469,518
Recreational Vehicles and Fees (5)		92	\$200.00	\$11,048,654
Sports/Recreation/Exercise Equipment (6)		100	\$190.13	\$10,503,458
Photo Equipment and Supplies (7)		97	\$79.03	\$4,365,975
Reading (8)		93	\$141.14	\$7,797,151
Catered Affairs (9)		89	\$21.23	\$1,172,740
Food		96	\$8,196.48	\$452,798,387
Food at Home		96	\$5,013.34	\$276,952,198
Bakery and Cereal Products		95	\$695.89	\$38,443,227
Meats, Poultry, Fish, and Eggs		97	\$1,113.40	\$61,507,569
Dairy Products		95	\$537.33	\$29,683,472
Fruits and Vegetables		94	\$929.73	\$51,361,025
Snacks and Other Food at Home (10)		97	\$1,737.00	\$95,956,904
Food Away from Home		97	\$3,183.14	\$175,846,189
Alcoholic Beverages		94	\$522.76	\$28,878,676
Nonalcoholic Beverages at Home		97	\$482.87	\$26,674,932

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.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	79	\$2,179.08	\$120,378,651
Vehicle Loans	103	\$4,368.84	\$241,348,041
Health			
Nonprescription Drugs	98	\$126.36	\$6,980,244
Prescription Drugs	99	\$491.82	\$27,169,519
Eyeglasses and Contact Lenses	96	\$86.10	\$4,756,370
Home			
Mortgage Payment and Basics (11)	99	\$9,227.43	\$509,750,704
Maintenance and Remodeling Services	97	\$1,636.81	\$90,422,072
Maintenance and Remodeling Materials (12)	98	\$295.06	\$16,300,142
Utilities, Fuel, and Public Services	99	\$4,992.95	\$275,825,606
Household Furnishings and Equipment			
Household Textiles (13)	95	\$93.70	\$5,176,531
Furniture	99	\$513.58	\$28,371,720
Rugs	90	\$22.21	\$1,227,061
Major Appliances (14)	100	\$269.41	\$14,883,268
Housewares (15)	97	\$69.64	\$3,847,190
Small Appliances	95	\$43.29	\$2,391,584
Luggage	93	\$8.52	\$470,488
Telephones and Accessories	97	\$48.86	\$2,699,126
Household Operations			
Child Care	96	\$429.57	\$23,730,749
Lawn and Garden (16)	97	\$422.04	\$23,315,005
Moving/Storage/Freight Express	93	\$68.97	\$3,810,080
Housekeeping Supplies (17)	97	\$703.27	\$38,850,970
Insurance			
Owners and Renters Insurance	101	\$510.40	\$28,195,754
Vehicle Insurance	99	\$1,199.06	\$66,239,701
Life/Other Insurance	101	\$466.82	\$25,788,554
Health Insurance	97	\$2,568.66	\$141,900,622
Personal Care Products (18)	99	\$462.49	\$25,549,200
School Books and Supplies (19)	97	\$174.60	\$9,645,418
Smoking Products	98	\$456.90	\$25,240,662
Transportation			
Vehicle Purchases (Net Outlay) (20)	101	\$4,084.02	\$225,613,258
Gasoline and Motor Oil	101	\$3,533.56	\$195,204,541
Vehicle Maintenance and Repairs	97	\$1,079.66	\$59,643,595
Travel			
Airline Fares	91	\$435.35	\$24,050,171
Lodging on Trips	95	\$431.22	\$23,821,767
Auto/Truck/Van Rental on Trips	96	\$32.41	\$1,790,543
Food and Drink on Trips	95	\$444.36	\$24,547,820

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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