



Retail Goods and Services Expenditures

Garland County, AR
 Garland County, AR (05051)
 Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Rooted Rural	13.7%	Population	96,279	98,827
Midlife Junction	8.6%	Households	41,105	42,173
Rural Resort Dwellers	8.5%	Families	26,639	26,935
Simple Living	8.3%	Median Age	44.6	46.2
Silver and Gold	8.0%	Median Household Income	\$35,969	\$41,733
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		50	\$1,165.30	\$47,899,490
Men's		47	\$209.76	\$8,622,077
Women's		45	\$359.95	\$14,795,694
Children's		54	\$210.83	\$8,666,119
Footwear		36	\$147.16	\$6,049,133
Watches & Jewelry		71	\$133.50	\$5,487,486
Apparel Products and Services (1)		115	\$104.10	\$4,278,981
Computer				
Computers and Hardware for Home Use		72	\$133.38	\$5,482,662
Software and Accessories for Home Use		71	\$19.68	\$808,800
Entertainment & Recreation		78	\$2,427.58	\$99,785,467
Fees and Admissions		66	\$394.09	\$16,199,141
Membership Fees for Clubs (2)		67	\$106.02	\$4,357,983
Fees for Participant Sports, excl. Trips		71	\$73.35	\$3,015,016
Admission to Movie/Theatre/Opera/Ballet		67	\$98.16	\$4,034,885
Admission to Sporting Events, excl. Trips		68	\$38.97	\$1,601,971
Fees for Recreational Lessons		58	\$77.16	\$3,171,791
Dating Services		57	\$0.43	\$17,495
TV/Video/Audio		76	\$917.14	\$37,699,135
Community Antenna or Cable TV		81	\$565.56	\$23,247,461
Televisions		71	\$132.94	\$5,464,336
VCRs, Video Cameras, and DVD Players		73	\$14.36	\$590,145
Video Cassettes and DVDs		75	\$38.09	\$1,565,598
Video and Computer Game Hardware and Software		68	\$36.62	\$1,505,155
Satellite Dishes		79	\$0.97	\$39,827
Rental of Video Cassettes and DVDs		72	\$28.80	\$1,183,859
Streaming/Downloaded Video		61	\$0.83	\$34,292
Audio (3)		66	\$93.79	\$3,855,308
Rental and Repair of TV/Radio/Sound Equipment		71	\$5.19	\$213,154
Pets		100	\$416.71	\$17,128,833
Toys and Games (4)		75	\$106.27	\$4,368,403
Recreational Vehicles and Fees (5)		90	\$281.63	\$11,576,392
Sports/Recreation/Exercise Equipment (6)		62	\$108.69	\$4,467,855
Photo Equipment and Supplies (7)		72	\$72.65	\$2,986,166
Reading (8)		76	\$114.55	\$4,708,541
Catered Affairs (9)		66	\$15.84	\$651,001
Food		76	\$5,672.84	\$233,181,959
Food at Home		78	\$3,365.35	\$138,332,710
Bakery and Cereal Products		78	\$453.83	\$18,654,512
Meats, Poultry, Fish, and Eggs		77	\$773.88	\$31,810,144
Dairy Products		79	\$380.81	\$15,653,063
Fruits and Vegetables		76	\$575.96	\$23,674,933
Snacks and Other Food at Home (10)		78	\$1,180.88	\$48,540,058
Food Away from Home		74	\$2,307.49	\$94,849,249
Alcoholic Beverages		70	\$388.05	\$15,950,709
Nonalcoholic Beverages at Home		78	\$330.86	\$13,599,939

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	81	\$1,363.21	\$56,034,792
Vehicle Loans	82	\$3,906.23	\$160,565,603
Health			
Nonprescription Drugs	89	\$89.14	\$3,664,068
Prescription Drugs	94	\$455.36	\$18,717,578
Eyeglasses and Contact Lenses	78	\$58.02	\$2,384,899
Home			
Mortgage Payment and Basics (11)	69	\$6,260.51	\$257,338,290
Maintenance and Remodeling Services	71	\$1,358.24	\$55,830,616
Maintenance and Remodeling Materials (12)	81	\$290.87	\$11,956,236
Utilities, Fuel, and Public Services	80	\$3,528.30	\$145,030,792
Household Furnishings and Equipment			
Household Textiles (13)	75	\$97.11	\$3,991,815
Furniture	71	\$415.90	\$17,095,727
Floor Coverings	71	\$51.64	\$2,122,480
Major Appliances (14)	81	\$239.55	\$9,846,847
Housewares (15)	66	\$55.15	\$2,267,091
Small Appliances	79	\$25.16	\$1,034,019
Luggage	70	\$6.30	\$259,091
Telephones and Accessories	50	\$20.66	\$849,106
Household Operations			
Child Care	64	\$287.45	\$11,815,621
Lawn and Garden (16)	81	\$328.63	\$13,508,165
Moving/Storage/Freight Express	75	\$44.30	\$1,821,036
Housekeeping Supplies (17)	80	\$541.75	\$22,268,528
Insurance			
Owners and Renters Insurance	84	\$377.02	\$15,497,216
Vehicle Insurance	78	\$875.36	\$35,981,721
Life/Other Insurance	81	\$327.58	\$13,465,152
Health Insurance	87	\$1,622.52	\$66,693,575
Personal Care Products (18)	76	\$295.14	\$12,131,775
School Books and Supplies (19)	73	\$75.64	\$3,109,062
Smoking Products	88	\$364.18	\$14,969,529
Transportation			
Vehicle Purchases (Net Outlay) (20)	79	\$3,363.30	\$138,248,399
Gasoline and Motor Oil	82	\$2,275.08	\$93,516,995
Vehicle Maintenance and Repairs	77	\$705.64	\$29,005,423
Travel			
Airline Fares	64	\$286.16	\$11,762,556
Lodging on Trips	71	\$299.60	\$12,314,913
Auto/Truck/Van Rental on Trips	62	\$22.43	\$921,919
Food and Drink on Trips	73	\$307.02	\$12,619,976

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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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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