



Retail Goods and Services Expenditures

5 Counties
 Garland County, AR (05051) et al.
 Geographies: 5 Counties

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Rooted Rural	17.1%	Population	172,769	175,104
Southern Satellites	15.2%	Households	70,924	72,001
Midlife Junction	8.4%	Families	47,068	47,113
Heartland Communities	6.6%	Median Age	42.3	43.8
Simple Living	6.3%	Median Household Income	\$35,513	\$40,338
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		48	\$1,112.36	\$78,893,123
Men's		45	\$199.92	\$14,178,922
Women's		42	\$340.02	\$24,115,333
Children's		54	\$208.10	\$14,759,417
Footwear		35	\$142.18	\$10,083,807
Watches & Jewelry		67	\$126.03	\$8,938,480
Apparel Products and Services (1)		106	\$96.12	\$6,817,164
Computer				
Computers and Hardware for Home Use		69	\$127.36	\$9,032,622
Software and Accessories for Home Use		67	\$18.62	\$1,320,400
Entertainment & Recreation		75	\$2,335.28	\$165,627,380
Fees and Admissions		60	\$360.97	\$25,601,367
Membership Fees for Clubs (2)		60	\$95.88	\$6,800,418
Fees for Participant Sports, excl. Trips		65	\$67.38	\$4,779,101
Admission to Movie/Theatre/Opera/Ballet		62	\$90.81	\$6,440,319
Admission to Sporting Events, excl. Trips		64	\$36.65	\$2,599,455
Fees for Recreational Lessons		53	\$69.86	\$4,955,000
Dating Services		51	\$0.38	\$27,074
TV/Video/Audio		74	\$884.67	\$62,744,201
Community Antenna or Cable TV		79	\$549.45	\$38,969,311
Televisions		67	\$125.58	\$8,906,278
VCRs, Video Cameras, and DVD Players		70	\$13.82	\$979,945
Video Cassettes and DVDs		73	\$37.09	\$2,630,612
Video and Computer Game Hardware and Software		65	\$35.10	\$2,489,639
Satellite Dishes		79	\$0.97	\$68,696
Rental of Video Cassettes and DVDs		70	\$27.85	\$1,975,089
Streaming/Downloaded Video		55	\$0.74	\$52,594
Audio (3)		63	\$89.19	\$6,325,832
Rental and Repair of TV/Radio/Sound Equipment		66	\$4.88	\$346,206
Pets		97	\$406.51	\$28,831,461
Toys and Games (4)		74	\$104.23	\$7,392,672
Recreational Vehicles and Fees (5)		89	\$279.50	\$19,823,078
Sports/Recreation/Exercise Equipment (6)		61	\$107.08	\$7,594,721
Photo Equipment and Supplies (7)		70	\$69.80	\$4,950,758
Reading (8)		72	\$107.71	\$7,639,216
Catered Affairs (9)		62	\$14.80	\$1,049,905
Food		73	\$5,467.62	\$387,785,714
Food at Home		75	\$3,250.90	\$230,566,805
Bakery and Cereal Products		76	\$439.45	\$31,167,455
Meats, Poultry, Fish, and Eggs		74	\$747.13	\$52,989,070
Dairy Products		77	\$369.80	\$26,227,637
Fruits and Vegetables		72	\$548.88	\$38,928,761
Snacks and Other Food at Home (10)		76	\$1,145.65	\$81,253,882
Food Away from Home		71	\$2,216.72	\$157,218,910
Alcoholic Beverages		66	\$363.90	\$25,809,039
Nonalcoholic Beverages at Home		76	\$321.15	\$22,776,870

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

5 Counties
 Garland County, AR (05051) et al.
 Geographies: 5 Counties

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	76	\$1,284.70	\$91,116,245
Vehicle Loans	82	\$3,904.65	\$276,933,032
Health			
Nonprescription Drugs	88	\$87.64	\$6,216,058
Prescription Drugs	93	\$447.30	\$31,724,507
Eyeglasses and Contact Lenses	74	\$55.37	\$3,926,876
Home			
Mortgage Payment and Basics (11)	65	\$5,887.14	\$417,539,576
Maintenance and Remodeling Services	65	\$1,250.22	\$88,670,890
Maintenance and Remodeling Materials (12)	80	\$287.95	\$20,422,190
Utilities, Fuel, and Public Services	78	\$3,435.98	\$243,693,251
Household Furnishings and Equipment			
Household Textiles (13)	72	\$92.59	\$6,566,825
Furniture	68	\$395.34	\$28,039,212
Floor Coverings	66	\$47.68	\$3,381,349
Major Appliances (14)	80	\$233.93	\$16,591,407
Housewares (15)	63	\$52.79	\$3,743,932
Small Appliances	76	\$24.27	\$1,721,066
Luggage	66	\$5.93	\$420,847
Telephones and Accessories	48	\$19.98	\$1,417,355
Household Operations			
Child Care	62	\$277.87	\$19,707,407
Lawn and Garden (16)	78	\$315.19	\$22,354,285
Moving/Storage/Freight Express	70	\$41.45	\$2,940,055
Housekeeping Supplies (17)	77	\$525.86	\$37,295,947
Insurance			
Owners and Renters Insurance	82	\$366.93	\$26,023,791
Vehicle Insurance	75	\$845.71	\$59,981,175
Life/Other Insurance	79	\$318.10	\$22,560,627
Health Insurance	84	\$1,567.17	\$111,149,698
Personal Care Products (18)	73	\$283.36	\$20,096,711
School Books and Supplies (19)	71	\$73.53	\$5,215,295
Smoking Products	88	\$364.87	\$25,877,729
Transportation			
Vehicle Purchases (Net Outlay) (20)	77	\$3,293.37	\$233,579,248
Gasoline and Motor Oil	81	\$2,255.42	\$159,963,186
Vehicle Maintenance and Repairs	74	\$678.39	\$48,113,918
Travel			
Airline Fares	58	\$256.71	\$18,207,017
Lodging on Trips	66	\$278.82	\$19,775,195
Auto/Truck/Van Rental on Trips	56	\$19.93	\$1,413,341
Food and Drink on Trips	69	\$289.52	\$20,534,117

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

5 Counties
Garland County, AR (05051) et al.
Geographies: 5 Counties

- (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.

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 03, 2012