

# Retail Goods and Services Expenditures

Pickerington City  
Pickerington City, OH (3962498)  
Geography: Place



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Flourishing Families (H1)	32.6%	Population	24,834	25,832
Boomburbs (H2)	31.9%	Households	8,606	8,991
Modern Minds (D3)	17.1%	Families	6,402	6,654
Moderate Metros (C6)	11.6%	Median Age	36.5	36.0
Up and Coming Families (G2)	4.4%	Median Household Income	\$115,327	\$129,144

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	118	\$2,891.52	\$24,884,390
Men's	116	\$557.16	\$4,794,886
Women's	115	\$965.01	\$8,304,863
Children's	131	\$439.73	\$3,784,356
Footwear	119	\$649.46	\$5,589,292
Watches & Jewelry	114	\$229.20	\$1,972,487
Apparel Products and Services (1)	109	\$50.95	\$438,506
<b>Computer</b>			
Computers and Hardware for Home Use	119	\$269.12	\$2,316,014
Portable Memory	112	\$4.30	\$37,040
Computer Software	116	\$19.52	\$168,005
Computer Accessories	109	\$21.99	\$189,211
<b>Education</b>	115	\$4,738.41	\$40,778,760
Educational Books, Supplies, and Other Expenditures	122	\$112.88	\$971,460
Other School Supplies	121	\$106.23	\$914,200

**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.

	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	115	\$4,738.41	\$40,778,760
Fees and Admissions	123	\$1,147.70	\$9,877,119
Membership Fees for Clubs (2)	115	\$363.18	\$3,125,525
Fees for Participant Sports, excl. Trips	133	\$220.82	\$1,900,392
Tickets to Theatre/Operas/Concerts	113	\$128.28	\$1,104,015
Tickets to Movies	126	\$46.50	\$400,143
Tickets to Parks or Museums	123	\$52.61	\$452,772
Admission to Sporting Events, excl. Trips	133	\$122.00	\$1,049,914
Fees for Recreational Lessons	127	\$213.15	\$1,834,411
Dating Services	100	\$1.16	\$9,947
TV/Video/Audio	113	\$1,396.37	\$12,017,175
Cable and Satellite Television Services	104	\$688.19	\$5,922,550
Televisions	125	\$147.90	\$1,272,845
Satellite Dishes	109	\$1.52	\$13,047
VCRs, Video Cameras, and DVD Players	121	\$5.04	\$43,348
Miscellaneous Video Equipment	164	\$56.89	\$489,602
Video Cassettes and DVDs	98	\$4.65	\$40,014
Video Game Hardware/Accessories	121	\$56.91	\$489,727
Video Game Software	113	\$26.04	\$224,088
Rental/Streaming/Downloaded Video	126	\$242.83	\$2,089,837
Installation of Televisions	109	\$1.64	\$14,078
Audio (3)	116	\$162.12	\$1,395,192
Rental of TV/VCR/Radio/Sound Equipment	126	\$0.29	\$2,481
Repair of TV/Radio/Sound Equipment	127	\$2.37	\$20,366
Pets	110	\$1,165.76	\$10,032,558
Toys/Games/Crafts/Hobbies (4)	118	\$210.58	\$1,812,284
Recreational Vehicles and Fees (5)	128	\$245.34	\$2,111,398
Sports/Recreation/Exercise Equipment (6)	121	\$312.30	\$2,687,661
Photo Equipment and Supplies (7)	112	\$77.37	\$665,853
Reading (8)	102	\$131.44	\$1,131,142
Live Entertainment for Catered Affairs	97	\$20.52	\$176,573
Rental of Party Supplies for Catered Affairs	115	\$31.02	\$266,997

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	Spending Potential Index	Average Amount Spent	Total
Food	113	\$13,126.72	\$112,968,573
Food at Home	112	\$8,308.92	\$71,506,608
Bakery and Cereal Products	111	\$1,102.84	\$9,491,013
Meats, Poultry, Fish, and Eggs	111	\$1,703.04	\$14,656,373
Dairy Products	111	\$841.68	\$7,243,485
Fruits and Vegetables	110	\$1,407.85	\$12,115,963
Snacks and Other Food at Home (9)	161	\$3,253.52	\$27,999,774
Food Away from Home	117	\$4,817.80	\$41,461,965
Alcoholic Beverages	113	\$767.04	\$6,601,166
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$48,973.58	\$421,466,664
Value of Retirement Plans	111	\$169,200.74	\$1,456,141,572
Value of Other Financial Assets	120	\$15,832.17	\$136,251,621
Vehicle Loan Amount excluding Interest	128	\$4,509.59	\$38,809,504
Value of Credit Card Debt	119	\$3,587.41	\$30,873,257
Health			
Nonprescription Drugs	116	\$231.39	\$1,991,368
Prescription Drugs	106	\$448.52	\$3,859,984
Eyeglasses and Contact Lenses	110	\$145.83	\$1,255,008
Personal Care Products (10)	118	\$701.15	\$6,034,054
Smoking Products	104	\$481.40	\$4,142,905
Home			
Mortgage Payment and Basics (11)	122	\$16,323.12	\$140,476,768
Maintenance and Remodeling Services	117	\$5,432.01	\$46,747,875
Maintenance and Remodeling Materials (12)	124	\$995.83	\$8,570,096
Utilities, Fuel, and Public Services	113	\$6,710.65	\$57,751,839

**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.

	Spending Potential Index	Average Amount Spent	Total
Household Furnishings and Equipment			
Household Textiles (13)	115	\$135.11	\$1,162,766
Furniture	122	\$1,074.23	\$9,244,790
Rugs	115	\$45.32	\$390,045
Major Appliances (14)	119	\$602.96	\$5,189,116
Housewares (15)	110	\$108.42	\$933,070
Small Appliances	112	\$86.93	\$748,148
Luggage	118	\$28.89	\$248,622
Telephones and Accessories	106	\$88.08	\$758,053
Household Operations			
Child Care	129	\$759.25	\$6,534,108
Lawn and Garden (16)	111	\$752.32	\$6,474,426
Moving/Storage/Freight Express	105	\$134.52	\$1,157,702
Housekeeping Supplies (17)	112	\$970.29	\$8,350,346
Insurance			
Owners and Renters Insurance	122	\$1,034.29	\$8,901,098
Vehicle Insurance	119	\$2,595.85	\$22,339,913
Life/Other Insurance	117	\$808.37	\$6,956,835
Health Insurance	113	\$5,633.11	\$48,478,538
Transportation			
Payments on Vehicles excluding Leases	125	\$3,745.34	\$32,232,381
Gasoline/Diesel Fuel/Electric Vehicle Charging	117	\$4,092.95	\$35,223,956
Vehicle Maintenance and Repairs	117	\$1,576.15	\$13,564,354
Travel			
Airline Fares	115	\$969.98	\$8,347,637
Lodging on Trips	114	\$1,258.57	\$10,831,242
Auto/Truck Rental on Trips	120	\$146.62	\$1,261,808
Food and Drink on Trips	117	\$985.06	\$8,477,459

**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.

- (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 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) 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.
- (10) 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.
- (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.



**Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.