

# Retail Goods and Services Expenditures

Pickerington Refugee Rd. & OH 256  
Ring: 1 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Modern Minds (D3)	26.8%	Population	10,638	10,896
Flourishing Families (H1)	23.2%	Households	3,830	3,938
Savvy Suburbanites (L1)	19.9%	Families	2,860	2,913
Classic Comfort (K4)	13.5%	Median Age	39.1	38.9
Up and Coming Families (G2)	8.6%	Median Household Income	\$117,322	\$127,387

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	114	\$2,781.66	\$10,653,744
Men's	113	\$544.90	\$2,086,963
Women's	112	\$938.63	\$3,594,965
Children's	121	\$406.29	\$1,556,074
Footwear	113	\$615.83	\$2,358,633
Watches & Jewelry	112	\$225.55	\$863,860
Apparel Products and Services (1)	108	\$50.46	\$193,248
<b>Computer</b>			
Computers and Hardware for Home Use	115	\$260.96	\$999,468
Portable Memory	109	\$4.16	\$15,946
Computer Software	111	\$18.69	\$71,580
Computer Accessories	105	\$21.17	\$81,086
<b>Education</b>	112	\$4,609.35	\$17,653,803
Educational Books, Supplies, and Other Expenditures	118	\$109.65	\$419,945
Other School Supplies	117	\$102.89	\$394,074

**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	112	\$4,609.35	\$17,653,803
Fees and Admissions	118	\$1,105.39	\$4,233,652
Membership Fees for Clubs (2)	114	\$361.32	\$1,383,859
Fees for Participant Sports, excl. Trips	126	\$209.47	\$802,265
Tickets to Theatre/Operas/Concerts	111	\$125.68	\$481,351
Tickets to Movies	118	\$43.58	\$166,924
Tickets to Parks or Museums	112	\$47.92	\$183,550
Admission to Sporting Events, excl. Trips	129	\$118.25	\$452,883
Fees for Recreational Lessons	118	\$198.04	\$758,509
Dating Services	97	\$1.13	\$4,311
TV/Video/Audio	111	\$1,366.96	\$5,235,469
Cable and Satellite Television Services	104	\$689.63	\$2,641,271
Televisions	119	\$141.02	\$540,109
Satellite Dishes	93	\$1.29	\$4,952
VCRs, Video Cameras, and DVD Players	112	\$4.68	\$17,931
Miscellaneous Video Equipment	151	\$52.52	\$201,133
Video Cassettes and DVDs	91	\$4.35	\$16,673
Video Game Hardware/Accessories	115	\$54.42	\$208,431
Video Game Software	110	\$25.38	\$97,196
Rental/Streaming/Downloaded Video	120	\$232.02	\$888,637
Installation of Televisions	109	\$1.65	\$6,337
Audio (3)	112	\$157.47	\$603,115
Rental of TV/VCR/Radio/Sound Equipment	130	\$0.30	\$1,149
Repair of TV/Radio/Sound Equipment	120	\$2.23	\$8,537
Pets	108	\$1,149.15	\$4,401,259
Toys/Games/Crafts/Hobbies (4)	113	\$203.18	\$778,188
Recreational Vehicles and Fees (5)	120	\$231.04	\$884,866
Sports/Recreation/Exercise Equipment (6)	114	\$295.15	\$1,130,442
Photo Equipment and Supplies (7)	111	\$76.65	\$293,583
Reading (8)	101	\$130.84	\$501,123
Live Entertainment for Catered Affairs	101	\$21.31	\$81,629
Rental of Party Supplies for Catered Affairs	110	\$29.66	\$113,592

**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
Food	110	\$12,760.22	\$48,871,627
Food at Home	109	\$8,119.19	\$31,096,502
Bakery and Cereal Products	109	\$1,082.57	\$4,146,252
Meats, Poultry, Fish, and Eggs	109	\$1,664.79	\$6,376,157
Dairy Products	109	\$822.24	\$3,149,187
Fruits and Vegetables	107	\$1,374.30	\$5,263,587
Snacks and Other Food at Home (9)	157	\$3,175.28	\$12,161,320
Food Away from Home	112	\$4,641.02	\$17,775,125
Alcoholic Beverages	112	\$759.63	\$2,909,381
Financial			
Value of Stocks/Bonds/Mutual Funds	106	\$50,640.87	\$193,954,532
Value of Retirement Plans	114	\$173,893.55	\$666,012,314
Value of Other Financial Assets	119	\$15,686.68	\$60,079,987
Vehicle Loan Amount excluding Interest	122	\$4,279.24	\$16,389,496
Value of Credit Card Debt	116	\$3,484.05	\$13,343,925
Health			
Nonprescription Drugs	113	\$225.33	\$862,995
Prescription Drugs	111	\$465.54	\$1,783,010
Eyeglasses and Contact Lenses	110	\$145.10	\$555,750
Personal Care Products (10)	114	\$677.96	\$2,596,604
Smoking Products	104	\$479.90	\$1,838,014
Home			
Mortgage Payment and Basics (11)	117	\$15,685.82	\$60,076,693
Maintenance and Remodeling Services	114	\$5,296.63	\$20,286,078
Maintenance and Remodeling Materials (12)	118	\$949.15	\$3,635,227
Utilities, Fuel, and Public Services	111	\$6,569.73	\$25,162,079

**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)	112	\$131.55	\$503,854
Furniture	117	\$1,037.16	\$3,972,321
Rugs	114	\$44.59	\$170,792
Major Appliances (14)	115	\$581.09	\$2,225,557
Housewares (15)	107	\$105.02	\$402,213
Small Appliances	107	\$82.94	\$317,662
Luggage	115	\$28.15	\$107,832
Telephones and Accessories	111	\$92.01	\$352,401
Household Operations			
Child Care	124	\$726.57	\$2,782,760
Lawn and Garden (16)	111	\$755.69	\$2,894,309
Moving/Storage/Freight Express	103	\$131.09	\$502,058
Housekeeping Supplies (17)	110	\$951.90	\$3,645,758
Insurance			
Owners and Renters Insurance	118	\$1,003.52	\$3,843,474
Vehicle Insurance	115	\$2,497.79	\$9,566,533
Life/Other Insurance	114	\$787.99	\$3,018,008
Health Insurance	112	\$5,544.39	\$21,235,017
Transportation			
Payments on Vehicles excluding Leases	119	\$3,584.69	\$13,729,372
Gasoline/Diesel Fuel/Electric Vehicle Charging	112	\$3,928.62	\$15,046,606
Vehicle Maintenance and Repairs	113	\$1,524.34	\$5,838,239
Travel			
Airline Fares	111	\$938.39	\$3,594,037
Lodging on Trips	113	\$1,243.23	\$4,761,589
Auto/Truck Rental on Trips	115	\$140.47	\$538,019
Food and Drink on Trips	113	\$956.58	\$3,663,686

**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.



# Retail Goods and Services Expenditures

Pickerington Refugee Rd. & OH 256  
Ring: 3 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Up and Coming Families (G2)	15.5%	Population	72,455	75,010
Flourishing Families (H1)	15.1%	Households	26,606	27,630
Savvy Suburbanites (L1)	11.6%	Families	18,449	18,982
Metro Fusion (C3)	10.8%	Median Age	36.3	36.5
Boomburbs (H2)	8.7%	Median Household Income	\$87,129	\$97,014

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	98	\$2,394.68	\$63,712,808
Men's	97	\$467.27	\$12,432,289
Women's	97	\$813.50	\$21,643,857
Children's	104	\$348.30	\$9,266,822
Footwear	98	\$534.42	\$14,218,840
Watches & Jewelry	94	\$188.43	\$5,013,309
Apparel Products and Services (1)	92	\$42.76	\$1,137,691
<b>Computer</b>			
Computers and Hardware for Home Use	99	\$224.33	\$5,968,600
Portable Memory	96	\$3.69	\$98,285
Computer Software	99	\$16.71	\$444,537
Computer Accessories	91	\$18.24	\$485,357
<b>Education</b>	93	\$3,832.62	\$101,970,647
Educational Books, Supplies, and Other Expenditures	103	\$95.59	\$2,543,346
Other School Supplies	98	\$86.01	\$2,288,480

**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	93	\$3,832.62	\$101,970,647
Fees and Admissions	95	\$890.54	\$23,693,622
Membership Fees for Clubs (2)	93	\$293.28	\$7,802,880
Fees for Participant Sports, excl. Trips	100	\$166.45	\$4,428,545
Tickets to Theatre/Operas/Concerts	91	\$103.36	\$2,750,061
Tickets to Movies	101	\$37.36	\$994,006
Tickets to Parks or Museums	92	\$39.08	\$1,039,719
Admission to Sporting Events, excl. Trips	103	\$94.23	\$2,507,122
Fees for Recreational Lessons	93	\$155.65	\$4,141,344
Dating Services	97	\$1.13	\$29,945
TV/Video/Audio	95	\$1,173.93	\$31,233,638
Cable and Satellite Television Services	89	\$588.10	\$15,647,013
Televisions	103	\$121.63	\$3,236,129
Satellite Dishes	83	\$1.15	\$30,519
VCRs, Video Cameras, and DVD Players	96	\$4.03	\$107,093
Miscellaneous Video Equipment	134	\$46.52	\$1,237,596
Video Cassettes and DVDs	82	\$3.88	\$103,173
Video Game Hardware/Accessories	104	\$49.15	\$1,307,677
Video Game Software	102	\$23.55	\$626,677
Rental/Streaming/Downloaded Video	103	\$200.17	\$5,325,726
Installation of Televisions	89	\$1.34	\$35,539
Audio (3)	94	\$132.10	\$3,514,705
Rental of TV/VCR/Radio/Sound Equipment	126	\$0.29	\$7,730
Repair of TV/Radio/Sound Equipment	109	\$2.03	\$54,060
Pets	90	\$958.72	\$25,507,635
Toys/Games/Crafts/Hobbies (4)	96	\$171.55	\$4,564,168
Recreational Vehicles and Fees (5)	94	\$181.14	\$4,819,295
Sports/Recreation/Exercise Equipment (6)	94	\$242.48	\$6,451,423
Photo Equipment and Supplies (7)	91	\$63.17	\$1,680,600
Reading (8)	85	\$110.24	\$2,932,970
Live Entertainment for Catered Affairs	80	\$16.94	\$450,831
Rental of Party Supplies for Catered Affairs	88	\$23.92	\$636,466

**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
Food	95	\$11,013.82	\$293,033,747
Food at Home	95	\$7,034.21	\$187,152,211
Bakery and Cereal Products	94	\$930.32	\$24,752,059
Meats, Poultry, Fish, and Eggs	96	\$1,460.58	\$38,860,076
Dairy Products	94	\$709.72	\$18,882,851
Fruits and Vegetables	93	\$1,187.06	\$31,582,944
Snacks and Other Food at Home (9)	136	\$2,746.53	\$73,074,281
Food Away from Home	96	\$3,979.61	\$105,881,535
Alcoholic Beverages	93	\$632.48	\$16,827,847
Financial			
Value of Stocks/Bonds/Mutual Funds	83	\$39,742.48	\$1,057,388,387
Value of Retirement Plans	88	\$133,905.76	\$3,562,696,727
Value of Other Financial Assets	94	\$12,421.80	\$330,494,363
Vehicle Loan Amount excluding Interest	105	\$3,686.73	\$98,089,242
Value of Credit Card Debt	97	\$2,932.69	\$78,027,068
Health			
Nonprescription Drugs	96	\$191.14	\$5,085,365
Prescription Drugs	91	\$383.22	\$10,195,919
Eyeglasses and Contact Lenses	90	\$119.21	\$3,171,751
Personal Care Products (10)	100	\$592.37	\$15,760,681
Smoking Products	96	\$443.57	\$11,801,680
Home			
Mortgage Payment and Basics (11)	91	\$12,173.06	\$323,876,419
Maintenance and Remodeling Services	89	\$4,119.80	\$109,611,327
Maintenance and Remodeling Materials (12)	90	\$723.89	\$19,259,820
Utilities, Fuel, and Public Services	96	\$5,691.64	\$151,431,792

**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)	97	\$114.15	\$3,036,952
Furniture	99	\$873.63	\$23,243,931
Rugs	93	\$36.46	\$969,933
Major Appliances (14)	95	\$479.17	\$12,748,877
Housewares (15)	92	\$90.81	\$2,416,083
Small Appliances	95	\$73.90	\$1,966,128
Luggage	96	\$23.56	\$626,761
Telephones and Accessories	88	\$73.48	\$1,955,039
Household Operations			
Child Care	99	\$583.16	\$15,515,597
Lawn and Garden (16)	89	\$603.71	\$16,062,200
Moving/Storage/Freight Express	94	\$119.55	\$3,180,775
Housekeeping Supplies (17)	95	\$820.19	\$21,822,047
Insurance			
Owners and Renters Insurance	95	\$805.25	\$21,424,350
Vehicle Insurance	101	\$2,202.35	\$58,595,696
Life/Other Insurance	92	\$635.64	\$16,911,893
Health Insurance	94	\$4,649.87	\$123,714,428
Transportation			
Payments on Vehicles excluding Leases	102	\$3,056.73	\$81,327,457
Gasoline/Diesel Fuel/Electric Vehicle Charging	98	\$3,433.72	\$91,357,523
Vehicle Maintenance and Repairs	97	\$1,308.06	\$34,802,360
Travel			
Airline Fares	91	\$767.72	\$20,425,850
Lodging on Trips	90	\$995.45	\$26,485,018
Auto/Truck Rental on Trips	96	\$116.29	\$3,094,044
Food and Drink on Trips	93	\$781.31	\$20,787,613

**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.



# Retail Goods and Services Expenditures

Pickerington Refugee Rd. & OH 256

Ring: 5 mile radius



Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Metro Fusion (C3)	12.6%	Population	174,937	181,282
Flourishing Families (H1)	10.1%	Households	66,148	68,704
Kids and Kin (C2)	9.0%	Families	43,836	45,254
Up and Coming Families (G2)	8.2%	Median Age	36.6	37.3
Classic Comfort (K4)	7.7%	Median Household Income	\$77,641	\$86,923

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	91	\$2,238.75	\$148,088,916
Men's	92	\$440.79	\$29,157,504
Women's	92	\$765.73	\$50,651,318
Children's	95	\$318.02	\$21,036,068
Footwear	91	\$495.95	\$32,806,020
Watches & Jewelry	88	\$177.40	\$11,734,856
Apparel Products and Services (1)	88	\$40.87	\$2,703,151
<b>Computer</b>			
Computers and Hardware for Home Use	93	\$209.46	\$13,855,073
Portable Memory	91	\$3.49	\$230,910
Computer Software	94	\$15.79	\$1,044,342
Computer Accessories	86	\$17.27	\$1,142,321
<b>Education</b>	88	\$3,610.57	\$238,832,044
Educational Books, Supplies, and Other Expenditures	96	\$89.37	\$5,911,354
Other School Supplies	92	\$81.26	\$5,375,123

**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.



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

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	Spending Potential Index	Average Amount Spent	Total
Entertainment & Recreation	88	\$3,610.57	\$238,832,044
Fees and Admissions	87	\$816.82	\$54,031,263
Membership Fees for Clubs (2)	86	\$272.94	\$18,054,281
Fees for Participant Sports, excl. Trips	92	\$151.80	\$10,040,991
Tickets to Theatre/Operas/Concerts	85	\$95.97	\$6,348,113
Tickets to Movies	93	\$34.27	\$2,266,972
Tickets to Parks or Museums	82	\$35.12	\$2,322,935
Admission to Sporting Events, excl. Trips	96	\$87.51	\$5,788,458
Fees for Recreational Lessons	83	\$138.10	\$9,135,175
Dating Services	97	\$1.12	\$74,338
TV/Video/Audio	90	\$1,117.31	\$73,908,080
Cable and Satellite Television Services	86	\$573.32	\$37,924,246
Televisions	95	\$113.14	\$7,483,987
Satellite Dishes	80	\$1.11	\$73,427
VCRs, Video Cameras, and DVD Players	91	\$3.80	\$251,675
Miscellaneous Video Equipment	113	\$39.34	\$2,602,258
Video Cassettes and DVDs	81	\$3.85	\$254,580
Video Game Hardware/Accessories	98	\$46.38	\$3,067,888
Video Game Software	98	\$22.51	\$1,489,082
Rental/Streaming/Downloaded Video	96	\$186.47	\$12,334,589
Installation of Televisions	80	\$1.21	\$80,067
Audio (3)	88	\$123.95	\$8,199,061
Rental of TV/VCR/Radio/Sound Equipment	135	\$0.31	\$20,253
Repair of TV/Radio/Sound Equipment	103	\$1.92	\$126,967
Pets	86	\$917.11	\$60,665,124
Toys/Games/Crafts/Hobbies (4)	91	\$162.72	\$10,763,514
Recreational Vehicles and Fees (5)	87	\$166.73	\$11,029,131
Sports/Recreation/Exercise Equipment (6)	88	\$226.77	\$15,000,698
Photo Equipment and Supplies (7)	87	\$60.23	\$3,984,189
Reading (8)	81	\$105.04	\$6,948,199
Live Entertainment for Catered Affairs	75	\$15.96	\$1,055,458
Rental of Party Supplies for Catered Affairs	81	\$21.87	\$1,446,387

**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
Food	90	\$10,388.75	\$687,195,189
Food at Home	90	\$6,689.10	\$442,470,781
Bakery and Cereal Products	89	\$886.70	\$58,653,246
Meats, Poultry, Fish, and Eggs	91	\$1,386.66	\$91,725,075
Dairy Products	89	\$675.70	\$44,696,103
Fruits and Vegetables	88	\$1,124.15	\$74,360,394
Snacks and Other Food at Home (9)	130	\$2,615.89	\$173,035,964
Food Away from Home	90	\$3,699.65	\$244,724,408
Alcoholic Beverages	87	\$590.38	\$39,052,362
Financial			
Value of Stocks/Bonds/Mutual Funds	78	\$37,393.48	\$2,473,503,854
Value of Retirement Plans	83	\$127,055.12	\$8,404,442,088
Value of Other Financial Assets	88	\$11,674.11	\$772,219,181
Vehicle Loan Amount excluding Interest	97	\$3,404.30	\$225,187,597
Value of Credit Card Debt	91	\$2,746.85	\$181,698,699
Health			
Nonprescription Drugs	91	\$181.83	\$12,027,775
Prescription Drugs	92	\$389.55	\$25,767,869
Eyeglasses and Contact Lenses	87	\$114.29	\$7,559,750
Personal Care Products (10)	93	\$554.80	\$36,698,897
Smoking Products	96	\$445.39	\$29,461,501
Home			
Mortgage Payment and Basics (11)	83	\$11,133.09	\$736,431,494
Maintenance and Remodeling Services	82	\$3,805.70	\$251,739,343
Maintenance and Remodeling Materials (12)	84	\$675.73	\$44,698,037
Utilities, Fuel, and Public Services	91	\$5,411.11	\$357,934,245

**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)	91	\$107.40	\$7,104,391
Furniture	92	\$812.91	\$53,772,127
Rugs	87	\$34.16	\$2,259,415
Major Appliances (14)	88	\$446.82	\$29,556,552
Housewares (15)	87	\$85.86	\$5,679,172
Small Appliances	89	\$69.60	\$4,604,043
Luggage	89	\$21.90	\$1,448,701
Telephones and Accessories	88	\$73.32	\$4,850,144
Household Operations			
Child Care	90	\$526.84	\$34,849,459
Lawn and Garden (16)	84	\$572.96	\$37,899,939
Moving/Storage/Freight Express	88	\$111.72	\$7,390,359
Housekeeping Supplies (17)	90	\$782.11	\$51,735,050
Insurance			
Owners and Renters Insurance	89	\$757.91	\$50,134,064
Vehicle Insurance	95	\$2,062.44	\$136,426,374
Life/Other Insurance	86	\$595.67	\$39,402,500
Health Insurance	89	\$4,434.57	\$293,337,744
Transportation			
Payments on Vehicles excluding Leases	95	\$2,851.44	\$188,617,274
Gasoline/Diesel Fuel/Electric Vehicle Charging	92	\$3,230.49	\$213,690,680
Vehicle Maintenance and Repairs	91	\$1,233.57	\$81,598,169
Travel			
Airline Fares	83	\$702.27	\$46,453,994
Lodging on Trips	84	\$926.16	\$61,263,717
Auto/Truck Rental on Trips	88	\$107.41	\$7,104,840
Food and Drink on Trips	86	\$725.60	\$47,997,286

**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.

