



# Retail Goods and Services Expenditures

Pickerington city  
 Pickerington city, OH (3962498)  
 Place

Prepared By Business Analyst Desktop

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Soccer Moms (4A)	33.2%	Population	21,357	22,897
Boomburbs (1C)	23.9%	Households	7,206	7,703
Up and Coming Families (7A)	19.2%	Families	5,603	5,962
In Style (5B)	9.8%	Median Age	34.2	34.4
Home Improvement (4B)	7.2%	Median Household Income	\$92,501	\$100,808
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		119	\$2,541.20	\$18,311,856
Men's		116	\$481.40	\$3,469,003
Women's		116	\$832.82	\$6,001,314
Children's		131	\$422.26	\$3,042,833
Footwear		116	\$556.73	\$4,011,791
Watches & Jewelry		124	\$170.85	\$1,231,116
Apparel Products and Services (1)		116	\$77.13	\$555,799
<b>Computer</b>				
Computers and Hardware for Home Use		120	\$199.31	\$1,436,262
Portable Memory		122	\$5.43	\$39,136
Computer Software		115	\$11.65	\$83,936
Computer Accessories		125	\$23.67	\$170,544
<b>Entertainment &amp; Recreation</b>		117	\$3,809.02	\$27,447,802
Fees and Admissions		126	\$900.61	\$6,489,792
Membership Fees for Clubs (2)		122	\$287.54	\$2,071,981
Fees for Participant Sports, excl. Trips		135	\$144.26	\$1,039,518
Tickets to Theatre/Operas/Concerts		114	\$85.74	\$617,834
Tickets to Movies		130	\$71.47	\$515,001
Tickets to Parks or Museums		119	\$38.38	\$276,542
Admission to Sporting Events, excl. Trips		124	\$78.08	\$562,668
Fees for Recreational Lessons		136	\$194.45	\$1,401,199
Dating Services		100	\$0.70	\$5,050
TV/Video/Audio		112	\$1,365.16	\$9,837,325
Cable and Satellite Television Services		108	\$948.55	\$6,835,247
Televisions		117	\$126.67	\$912,803
Satellite Dishes		125	\$1.97	\$14,173
VCRs, Video Cameras, and DVD Players		134	\$7.73	\$55,698
Miscellaneous Video Equipment		129	\$32.84	\$236,662
Video Cassettes and DVDs		124	\$14.18	\$102,206
Video Game Hardware/Accessories		119	\$33.19	\$239,184
Video Game Software		117	\$17.82	\$128,384
Rental/Streaming/Downloaded Video		126	\$58.76	\$423,434
Installation of Televisions		122	\$1.39	\$10,030
Audio (3)		122	\$118.76	\$855,812
Rental and Repair of TV/Radio/Sound Equipment		104	\$3.29	\$23,692
Pets		110	\$729.89	\$5,259,581
Toys/Games/Crafts/Hobbies (4)		125	\$147.08	\$1,059,827
Recreational Vehicles and Fees (5)		104	\$166.60	\$1,200,524
Sports/Recreation/Exercise Equipment (6)		137	\$283.42	\$2,042,289
Photo Equipment and Supplies (7)		126	\$65.64	\$472,977
Reading (8)		113	\$121.03	\$872,149
Catered Affairs (9)		111	\$29.61	\$213,337
<b>Food</b>		116	\$10,255.13	\$73,898,466
Food at Home		113	\$5,871.20	\$42,307,889
Bakery and Cereal Products		114	\$772.41	\$5,565,980
Meats, Poultry, Fish, and Eggs		112	\$1,278.32	\$9,211,569
Dairy Products		112	\$602.04	\$4,338,307
Fruits and Vegetables		114	\$1,162.59	\$8,377,621
Snacks and Other Food at Home (10)		114	\$2,055.84	\$14,814,412
Food Away from Home		119	\$4,383.93	\$31,590,577
Alcoholic Beverages		119	\$684.21	\$4,930,430

**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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	115	\$24,611.84	\$177,352,887
Value of Retirement Plans	120	\$113,907.19	\$820,815,221
Value of Other Financial Assets	102	\$5,812.81	\$41,887,082
Vehicle Loan Amount excluding Interest	126	\$3,587.85	\$25,854,078
Value of Credit Card Debt	119	\$2,913.00	\$20,991,098
<b>Health</b>			
Nonprescription Drugs	113	\$162.13	\$1,168,319
Prescription Drugs	109	\$396.71	\$2,858,669
Eyeglasses and Contact Lenses	113	\$102.68	\$739,882
<b>Home</b>			
Mortgage Payment and Basics (11)	128	\$12,871.48	\$92,751,877
Maintenance and Remodeling Services	129	\$2,754.93	\$19,852,046
Maintenance and Remodeling Materials (12)	122	\$597.23	\$4,303,634
Utilities, Fuel, and Public Services	112	\$5,458.74	\$39,335,692
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	118	\$118.32	\$852,582
Furniture	122	\$750.09	\$5,405,157
Rugs	128	\$41.59	\$299,715
Major Appliances (14)	122	\$433.18	\$3,121,470
Housewares (15)	118	\$125.80	\$906,502
Small Appliances	113	\$54.80	\$394,914
Luggage	125	\$17.47	\$125,902
Telephones and Accessories	127	\$95.80	\$690,312
<b>Household Operations</b>			
Child Care	134	\$684.91	\$4,935,475
Lawn and Garden (16)	118	\$552.20	\$3,979,153
Moving/Storage/Freight Express	124	\$82.07	\$591,401
Housekeeping Supplies (17)	116	\$870.66	\$6,273,950
<b>Insurance</b>			
Owners and Renters Insurance	120	\$695.46	\$5,011,464
Vehicle Insurance	114	\$1,760.47	\$12,685,920
Life/Other Insurance	115	\$532.04	\$3,833,870
Health Insurance	114	\$4,473.86	\$32,238,670
Personal Care Products (18)	120	\$603.05	\$4,345,583
School Books and Supplies (19)	120	\$185.80	\$1,338,902
Smoking Products	93	\$376.74	\$2,714,773
<b>Transportation</b>			
Payments on Vehicles excluding Leases	122	\$3,105.74	\$22,379,965
Gasoline and Motor Oil	115	\$2,622.91	\$18,900,707
Vehicle Maintenance and Repairs	116	\$1,327.85	\$9,568,505
<b>Travel</b>			
Airline Fares	122	\$665.46	\$4,795,339
Lodging on Trips	120	\$742.37	\$5,349,550
Auto/Truck Rental on Trips	126	\$33.07	\$238,291
Food and Drink on Trips	121	\$654.72	\$4,717,946

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- (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 civic 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 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, 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.
- (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.
- (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, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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