

# Retail Goods and Services Expenditures

Osceola City, AR  
 Osceola City, AR (0552580)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rural Bypasses (10E)	34.3%	Population	6,911	6,720
Traditional Living (12B)	19.7%	Households	2,762	2,738
Hometown Heritage (8G)	15.1%	Families	1,610	1,576
Heartland Communities (6F)	12.2%	Median Age	36.4	37.0
City Commons (11E)	11.6%	Median Household Income	\$47,047	\$55,710
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		68	\$1,607.95	\$4,441,169
Men's		66	\$290.47	\$802,265
Women's		70	\$556.04	\$1,535,774
Children's		73	\$266.31	\$735,542
Footwear		65	\$325.86	\$900,020
Watches & Jewelry		60	\$136.00	\$375,642
Apparel Products and Services (1)		68	\$33.28	\$91,926
<b>Computer</b>				
Computers and Hardware for Home Use		61	\$166.07	\$458,688
Portable Memory		60	\$2.46	\$6,789
Computer Software		64	\$10.06	\$27,796
Computer Accessories		61	\$14.57	\$40,252
<b>Entertainment &amp; Recreation</b>		64	\$2,619.09	\$7,233,934
Fees and Admissions		57	\$470.47	\$1,299,429
Membership Fees for Clubs (2)		61	\$183.02	\$505,506
Fees for Participant Sports, excl. Trips		58	\$76.67	\$211,774
Tickets to Theatre/Operas/Concerts		54	\$41.07	\$113,445
Tickets to Movies		56	\$13.91	\$38,425
Tickets to Parks or Museums		56	\$21.05	\$58,152
Admission to Sporting Events, excl. Trips		73	\$57.80	\$159,648
Fees for Recreational Lessons		44	\$76.34	\$210,854
Dating Services		75	\$0.59	\$1,625
TV/Video/Audio		71	\$945.09	\$2,610,330
Cable and Satellite Television Services		73	\$554.51	\$1,531,564
Televisions		70	\$107.57	\$297,110
Satellite Dishes		110	\$1.38	\$3,820
VCRs, Video Cameras, and DVD Players		63	\$3.15	\$8,708
Miscellaneous Video Equipment		64	\$14.47	\$39,968
Video Cassettes and DVDs		59	\$3.43	\$9,486
Video Game Hardware/Accessories		74	\$34.53	\$95,386
Video Game Software		72	\$14.50	\$40,046
Rental/Streaming/Downloaded Video		69	\$119.20	\$329,224
Installation of Televisions		53	\$0.90	\$2,473
Audio (3)		64	\$90.43	\$249,754
Rental and Repair of TV/Radio/Sound Equipment		64	\$1.01	\$2,792
Pets		64	\$647.09	\$1,787,254
Toys/Games/Crafts/Hobbies (4)		69	\$126.49	\$349,368
Recreational Vehicles and Fees (5)		59	\$115.50	\$318,997
Sports/Recreation/Exercise Equipment (6)		58	\$175.84	\$485,675
Photo Equipment and Supplies (7)		59	\$35.77	\$98,783
Reading (8)		58	\$80.79	\$223,139
Catered Affairs (9)		56	\$22.07	\$60,959
<b>Food</b>		66	\$7,442.15	\$20,555,226
Food at Home		68	\$4,929.22	\$13,614,500
Bakery and Cereal Products		67	\$629.61	\$1,738,981
Meats, Poultry, Fish, and Eggs		68	\$1,076.78	\$2,974,076
Dairy Products		66	\$455.61	\$1,258,386
Fruits and Vegetables		64	\$929.24	\$2,566,553
Snacks and Other Food at Home (10)		69	\$1,837.98	\$5,076,503
Food Away from Home		65	\$2,512.93	\$6,940,726
Alcoholic Beverages		62	\$404.99	\$1,118,583

**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 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

November 01, 2024

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	57	\$26,225.35	\$72,434,422
Value of Retirement Plans	61	\$98,374.27	\$271,709,722
Value of Other Financial Assets	62	\$5,616.05	\$15,511,518
Vehicle Loan Amount excluding Interest	69	\$2,439.15	\$6,736,944
Value of Credit Card Debt	64	\$1,856.84	\$5,128,600
<b>Health</b>			
Nonprescription Drugs	71	\$126.64	\$349,770
Prescription Drugs	87	\$359.38	\$992,617
Eyeglasses and Contact Lenses	68	\$86.55	\$239,054
<b>Home</b>			
Mortgage Payment and Basics (11)	58	\$7,865.65	\$21,724,922
Maintenance and Remodeling Services	57	\$2,650.47	\$7,320,591
Maintenance and Remodeling Materials (12)	68	\$590.36	\$1,630,563
Utilities, Fuel, and Public Services	74	\$4,386.92	\$12,116,685
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	67	\$88.39	\$244,142
Furniture	67	\$666.93	\$1,842,060
Rugs	60	\$27.23	\$75,220
Major Appliances (14)	68	\$401.39	\$1,108,638
Housewares (15)	65	\$69.84	\$192,888
Small Appliances	66	\$52.98	\$146,328
Luggage	60	\$12.44	\$34,361
Telephones and Accessories	78	\$78.59	\$217,058
<b>Household Operations</b>			
Child Care	57	\$314.64	\$869,026
Lawn and Garden (16)	65	\$451.20	\$1,246,210
Moving/Storage/Freight Express	58	\$70.18	\$193,829
Housekeeping Supplies (17)	68	\$617.05	\$1,704,279
<b>Insurance</b>			
Owners and Renters Insurance	71	\$590.45	\$1,630,812
Vehicle Insurance	71	\$1,505.69	\$4,158,727
Life/Other Insurance	65	\$437.94	\$1,209,597
Health Insurance	71	\$3,569.69	\$9,859,477
Personal Care Products (18)	66	\$370.91	\$1,024,459
School Books (19)	67	\$28.72	\$79,314
Smoking Products	95	\$444.73	\$1,228,345
<b>Transportation</b>			
Payments on Vehicles excluding Leases	73	\$2,239.01	\$6,184,159
Gasoline and Motor Oil	73	\$2,435.60	\$6,727,130
Vehicle Maintenance and Repairs	69	\$1,026.07	\$2,834,012
<b>Travel</b>			
Airline Fares	52	\$326.91	\$902,922
Lodging on Trips	60	\$588.79	\$1,626,242
Auto/Truck Rental on Trips	62	\$71.87	\$198,494
Food and Drink on Trips	60	\$447.68	\$1,236,491

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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 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) 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** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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