

Retail Goods and Services Expenditures

Washington County, TN (47179)
Washington County
Geography: County

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
In Style (5B)	12.7%	Population	137,545	141,226
Salt of the Earth (6B)	10.6%	Households	57,604	59,479
Green Acres (6A)	8.7%	Families	34,828	35,777
Old and Newcomers (8F)	7.6%	Median Age	41.2	42.2
Set to Impress (11D)	7.4%	Median Household Income	\$65,806	\$80,114
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		83	\$1,987.13	\$114,466,737
Men's		85	\$373.45	\$21,512,034
Women's		85	\$675.47	\$38,909,770
Children's		83	\$304.89	\$17,562,691
Footwear		82	\$408.39	\$23,525,040
Watches & Jewelry		81	\$183.92	\$10,594,528
Apparel Products and Services (1)		84	\$41.02	\$2,362,674
Computer				
Computers and Hardware for Home Use		82	\$221.75	\$12,773,951
Portable Memory		85	\$3.45	\$198,786
Computer Software		82	\$12.82	\$738,472
Computer Accessories		82	\$19.61	\$1,129,691
Entertainment & Recreation		85	\$3,486.14	\$200,815,724
Fees and Admissions		81	\$668.85	\$38,528,173
Membership Fees for Clubs (2)		84	\$253.13	\$14,581,454
Fees for Participant Sports, excl. Trips		83	\$110.16	\$6,345,432
Tickets to Theatre/Operas/Concerts		80	\$61.08	\$3,518,375
Tickets to Movies		78	\$19.24	\$1,108,555
Tickets to Parks or Museums		79	\$29.61	\$1,705,782
Admission to Sporting Events, excl. Trips		92	\$72.61	\$4,182,345
Fees for Recreational Lessons		71	\$122.27	\$7,043,238
Dating Services		95	\$0.75	\$42,991
TV/Video/Audio		88	\$1,171.93	\$67,507,681
Cable and Satellite Television Services		91	\$685.78	\$39,503,747
Televisions		87	\$132.14	\$7,611,974
Satellite Dishes		90	\$1.13	\$65,346
VCRs, Video Cameras, and DVD Players		80	\$3.96	\$227,938
Miscellaneous Video Equipment		73	\$16.57	\$954,319
Video Cassettes and DVDs		83	\$4.79	\$275,756
Video Game Hardware/Accessories		87	\$40.21	\$2,316,381
Video Game Software		89	\$17.98	\$1,035,570
Rental/Streaming/Downloaded Video		85	\$146.21	\$8,422,071
Installation of Televisions		84	\$1.42	\$81,727
Audio (3)		85	\$120.46	\$6,938,928
Rental and Repair of TV/Radio/Sound Equipment		81	\$1.28	\$73,925
Pets		86	\$866.96	\$49,940,146
Toys/Games/Crafts/Hobbies (4)		88	\$160.11	\$9,222,852
Recreational Vehicles and Fees (5)		85	\$168.32	\$9,696,172
Sports/Recreation/Exercise Equipment (6)		82	\$250.15	\$14,409,798
Photo Equipment and Supplies (7)		83	\$50.87	\$2,930,149
Reading (8)		83	\$115.90	\$6,676,122
Catered Affairs (9)		83	\$33.06	\$1,904,631
Food		85	\$9,524.14	\$548,628,504
Food at Home		86	\$6,251.11	\$360,089,202
Bakery and Cereal Products		86	\$808.75	\$46,587,518
Meats, Poultry, Fish, and Eggs		85	\$1,337.74	\$77,059,223
Dairy Products		86	\$592.73	\$34,143,439
Fruits and Vegetables		84	\$1,209.43	\$69,668,004
Snacks and Other Food at Home (10)		87	\$2,302.46	\$132,631,018
Food Away from Home		84	\$3,273.02	\$188,539,302
Alcoholic Beverages		83	\$540.61	\$31,141,106

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	87	\$40,100.66	\$2,309,958,409
Value of Retirement Plans	87	\$141,807.70	\$8,168,691,008
Value of Other Financial Assets	83	\$7,573.20	\$436,246,826
Vehicle Loan Amount excluding Interest	86	\$3,051.35	\$175,769,680
Value of Credit Card Debt	85	\$2,450.39	\$141,152,408
Health			
Nonprescription Drugs	91	\$161.60	\$9,308,911
Prescription Drugs	99	\$409.79	\$23,605,547
Eyeglasses and Contact Lenses	90	\$113.19	\$6,520,406
Home			
Mortgage Payment and Basics (11)	82	\$11,049.46	\$636,493,166
Maintenance and Remodeling Services	83	\$3,894.36	\$224,330,864
Maintenance and Remodeling Materials (12)	90	\$781.14	\$44,996,764
Utilities, Fuel, and Public Services	89	\$5,297.69	\$305,168,414
Household Furnishings and Equipment			
Household Textiles (13)	84	\$110.83	\$6,384,276
Furniture	86	\$852.54	\$49,109,855
Rugs	83	\$38.02	\$2,189,818
Major Appliances (14)	87	\$511.29	\$29,452,149
Housewares (15)	85	\$90.95	\$5,239,126
Small Appliances	83	\$66.61	\$3,836,995
Luggage	82	\$16.95	\$976,135
Telephones and Accessories	91	\$91.98	\$5,298,576
Household Operations			
Child Care	78	\$433.04	\$24,944,747
Lawn and Garden (16)	88	\$618.55	\$35,630,681
Moving/Storage/Freight Express	80	\$97.31	\$5,605,529
Housekeeping Supplies (17)	87	\$786.81	\$45,323,415
Insurance			
Owners and Renters Insurance	90	\$744.71	\$42,898,048
Vehicle Insurance	87	\$1,843.60	\$106,198,532
Life/Other Insurance	87	\$591.08	\$34,048,563
Health Insurance	90	\$4,492.03	\$258,758,781
Personal Care Products (18)	84	\$472.27	\$27,204,784
School Books (19)	86	\$36.62	\$2,109,658
Smoking Products	100	\$467.83	\$26,948,993
Transportation			
Payments on Vehicles excluding Leases	89	\$2,718.00	\$156,567,890
Gasoline and Motor Oil	88	\$2,930.08	\$168,784,066
Vehicle Maintenance and Repairs	87	\$1,292.61	\$74,459,378
Travel			
Airline Fares	77	\$485.95	\$27,992,620
Lodging on Trips	83	\$818.55	\$47,151,766
Auto/Truck Rental on Trips	84	\$97.32	\$5,606,288
Food and Drink on Trips	83	\$618.90	\$35,651,138

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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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