



Retail Goods and Services Expenditures

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Workday Drive (4A)	32.5%	Population	24,459	25,408
Boomburbs (1C)	24.6%	Households	8,424	8,748
Up and Coming Families (7A)	16.6%	Families	6,475	6,680
In Style (5B)	11.0%	Median Age	35.7	35.3
Home Improvement (4B)	6.3%	Median Household Income	\$107,640	\$115,821
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		116	\$2,558.06	\$21,549,122
Men's		118	\$483.18	\$4,070,280
Women's		115	\$860.95	\$7,252,608
Children's		125	\$416.19	\$3,505,996
Footwear		113	\$565.21	\$4,761,356
Watches & Jewelry		110	\$185.59	\$1,563,443
Apparel Products and Services (1)		105	\$46.94	\$395,439
Computer				
Computers and Hardware for Home Use		119	\$305.03	\$2,569,570
Portable Memory		117	\$5.39	\$45,424
Computer Software		108	\$15.67	\$132,035
Computer Accessories		117	\$29.26	\$246,528
Entertainment & Recreation		118	\$4,468.32	\$37,641,147
Fees and Admissions		131	\$929.52	\$7,830,301
Membership Fees for Clubs (2)		127	\$353.36	\$2,976,701
Fees for Participant Sports, excl. Trips		133	\$158.62	\$1,336,208
Tickets to Theatre/Operas/Concerts		119	\$65.09	\$548,342
Tickets to Movies		133	\$36.59	\$308,256
Tickets to Parks or Museums		140	\$38.97	\$328,323
Admission to Sporting Events, excl. Trips		122	\$71.55	\$602,751
Fees for Recreational Lessons		141	\$204.32	\$1,721,228
Dating Services		94	\$1.01	\$8,493
TV/Video/Audio		111	\$1,506.79	\$12,693,221
Cable and Satellite Television Services		106	\$909.09	\$7,658,161
Televisions		117	\$170.00	\$1,432,043
Satellite Dishes		123	\$2.10	\$17,675
VCRs, Video Cameras, and DVD Players		122	\$5.90	\$49,686
Miscellaneous Video Equipment		119	\$14.97	\$126,092
Video Cassettes and DVDs		128	\$8.33	\$70,156
Video Game Hardware/Accessories		114	\$45.99	\$387,456
Video Game Software		113	\$21.83	\$183,902
Rental/Streaming/Downloaded Video		127	\$156.42	\$1,317,680
Installation of Televisions		125	\$2.01	\$16,951
Audio (3)		124	\$167.77	\$1,413,254
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.39	\$20,166
Pets		110	\$1,017.44	\$8,570,927
Toys/Games/Crafts/Hobbies (4)		122	\$192.96	\$1,625,518
Recreational Vehicles and Fees (5)		119	\$178.41	\$1,502,915
Sports/Recreation/Exercise Equipment (6)		145	\$406.64	\$3,425,526
Photo Equipment and Supplies (7)		123	\$57.43	\$483,823
Reading (8)		111	\$140.73	\$1,185,550
Catered Affairs (9)		126	\$38.39	\$323,367
Food		114	\$12,014.59	\$101,210,891
Food at Home		111	\$7,581.24	\$63,864,379
Bakery and Cereal Products		110	\$971.37	\$8,182,807
Meats, Poultry, Fish, and Eggs		110	\$1,618.07	\$13,630,582
Dairy Products		111	\$731.86	\$6,165,220
Fruits and Vegetables		111	\$1,485.87	\$12,516,949
Snacks and Other Food at Home (10)		113	\$2,774.08	\$23,368,820
Food Away from Home		119	\$4,433.35	\$37,346,512
Alcoholic Beverages		114	\$770.74	\$6,492,689

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	114	\$44,716.11	\$376,688,502
Value of Retirement Plans	121	\$171,746.86	\$1,446,795,511
Value of Other Financial Assets	106	\$9,056.99	\$76,296,113
Vehicle Loan Amount excluding Interest	129	\$4,686.93	\$39,482,696
Value of Credit Card Debt	114	\$3,614.15	\$30,445,629
Health			
Nonprescription Drugs	114	\$194.98	\$1,642,471
Prescription Drugs	107	\$395.08	\$3,328,176
Eyeglasses and Contact Lenses	112	\$124.62	\$1,049,824
Home			
Mortgage Payment and Basics (11)	130	\$16,789.38	\$141,433,760
Maintenance and Remodeling Services	131	\$4,958.85	\$41,773,318
Maintenance and Remodeling Materials (12)	128	\$1,008.00	\$8,491,415
Utilities, Fuel, and Public Services	112	\$6,507.63	\$54,820,247
Household Furnishings and Equipment			
Household Textiles (13)	117	\$142.83	\$1,203,176
Furniture	121	\$997.67	\$8,404,330
Rugs	115	\$48.06	\$404,891
Major Appliances (14)	121	\$638.32	\$5,377,180
Housewares (15)	121	\$130.16	\$1,096,435
Small Appliances	113	\$82.12	\$691,761
Luggage	122	\$17.56	\$147,886
Telephones and Accessories	113	\$121.68	\$1,025,068
Household Operations			
Child Care	138	\$712.37	\$6,001,042
Lawn and Garden (16)	117	\$786.68	\$6,626,985
Moving/Storage/Freight Express	114	\$102.35	\$862,219
Housekeeping Supplies (17)	114	\$1,059.13	\$8,922,143
Insurance			
Owners and Renters Insurance	121	\$940.70	\$7,924,436
Vehicle Insurance	116	\$2,510.93	\$21,152,052
Life/Other Insurance	119	\$827.52	\$6,971,063
Health Insurance	114	\$5,614.50	\$47,296,545
Personal Care Products (18)	116	\$641.42	\$5,403,325
School Books and Supplies (19)	121	\$162.58	\$1,369,594
Smoking Products	94	\$407.71	\$3,434,528
Transportation			
Payments on Vehicles excluding Leases	124	\$3,735.45	\$31,467,404
Gasoline and Motor Oil	114	\$2,890.66	\$24,350,901
Vehicle Maintenance and Repairs	117	\$1,532.30	\$12,908,104
Travel			
Airline Fares	125	\$584.74	\$4,925,849
Lodging on Trips	124	\$894.26	\$7,533,258
Auto/Truck Rental on Trips	124	\$98.71	\$831,542
Food and Drink on Trips	122	\$679.61	\$5,725,027

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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 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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April 17, 2024