



# Retail Goods and Services Expenditures

Fayetteville, Arkansas  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 36.06320  
 Longitude: -94.15791

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
College Towns (14B)	46.7%	Population	14,324	15,621
Set to Impress (11D)	13.6%	Households	6,202	6,862
Dorms to Diplomas (14C)	12.8%	Families	2,105	2,295
Emerald City (8B)	11.1%	Median Age	27.4	28.1
Metro Fusion (11C)	7.9%	Median Household Income	\$26,929	\$27,354
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		64	\$1,372.88	\$8,514,593
Men's		64	\$270.74	\$1,679,119
Women's		64	\$469.99	\$2,914,865
Children's		66	\$220.89	\$1,369,961
Footwear		63	\$291.69	\$1,809,085
Watches & Jewelry		62	\$73.35	\$454,900
Apparel Products and Services (1)		57	\$46.22	\$286,662
<b>Computer</b>				
Computers and Hardware for Home Use		71	\$122.29	\$758,423
Portable Memory		73	\$3.91	\$24,252
Computer Software		76	\$8.81	\$54,609
Computer Accessories		65	\$11.78	\$73,038
<b>Entertainment &amp; Recreation</b>		59	\$1,855.23	\$11,506,132
Fees and Admissions		56	\$353.90	\$2,194,894
Membership Fees for Clubs (2)		54	\$114.66	\$711,141
Fees for Participant Sports, excl. Trips		54	\$53.44	\$331,422
Tickets to Theatre/Operas/Concerts		59	\$35.26	\$218,691
Tickets to Movies/Museums/Parks		66	\$50.71	\$314,531
Admission to Sporting Events, excl. Trips		62	\$34.44	\$213,621
Fees for Recreational Lessons		49	\$64.66	\$401,017
Dating Services		89	\$0.72	\$4,471
TV/Video/Audio		64	\$825.42	\$5,119,246
Cable and Satellite Television Services		63	\$594.37	\$3,686,267
Televisions		69	\$81.80	\$507,335
Satellite Dishes		56	\$0.81	\$5,003
VCRs, Video Cameras, and DVD Players		73	\$4.75	\$29,431
Miscellaneous Video Equipment		54	\$5.22	\$32,371
Video Cassettes and DVDs		72	\$10.94	\$67,865
Video Game Hardware/Accessories		82	\$23.91	\$148,264
Video Game Software		89	\$13.85	\$85,903
Streaming/Downloaded Video		79	\$20.12	\$124,810
Rental of Video Cassettes and DVDs		73	\$11.08	\$68,745
Installation of Televisions		45	\$0.40	\$2,506
Audio (3)		61	\$54.77	\$339,701
Rental and Repair of TV/Radio/Sound Equipment		84	\$3.39	\$21,046
Pets		55	\$327.18	\$2,029,159
Toys/Games/Crafts/Hobbies (4)		63	\$76.54	\$474,675
Recreational Vehicles and Fees (5)		44	\$45.02	\$279,223
Sports/Recreation/Exercise Equipment (6)		61	\$104.37	\$647,296
Photo Equipment and Supplies (7)		63	\$35.06	\$217,420
Reading (8)		58	\$72.50	\$449,644
Catered Affairs (9)		50	\$15.25	\$94,575
<b>Food</b>		64	\$5,355.21	\$33,212,989
Food at Home		63	\$3,179.55	\$19,719,573
Bakery and Cereal Products		63	\$418.86	\$2,597,773
Meats, Poultry, Fish, and Eggs		63	\$722.43	\$4,480,498
Dairy Products		62	\$331.62	\$2,056,683
Fruits and Vegetables		62	\$609.29	\$3,778,844
Snacks and Other Food at Home (10)		64	\$1,097.35	\$6,805,775
Food Away from Home		65	\$2,175.66	\$13,493,416
Alcoholic Beverages		65	\$358.80	\$2,225,254

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Fayetteville, Arkansas  
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Latitude: 36.06320  
Longitude: -94.15791

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	46	\$2,870.40	\$17,802,222
Value of Retirement Plans	44	\$10,590.01	\$65,679,221
Value of Other Financial Assets	51	\$663.71	\$4,116,334
Vehicle Loan Amount excluding Interest	63	\$1,705.69	\$10,578,705
Value of Credit Card Debt	56	\$324.88	\$2,014,875
<b>Health</b>			
Nonprescription Drugs	57	\$73.31	\$454,688
Prescription Drugs	53	\$206.07	\$1,278,042
Eyeglasses and Contact Lenses	56	\$53.28	\$330,473
<b>Home</b>			
Mortgage Payment and Basics (11)	43	\$3,688.35	\$22,875,175
Maintenance and Remodeling Services	42	\$808.45	\$5,014,037
Maintenance and Remodeling Materials (12)	40	\$161.57	\$1,002,035
Utilities, Fuel, and Public Services	61	\$3,049.28	\$18,911,661
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	63	\$60.37	\$374,426
Furniture	65	\$374.51	\$2,322,717
Rugs	56	\$12.91	\$80,068
Major Appliances (14)	52	\$166.78	\$1,034,400
Housewares (15)	60	\$56.69	\$351,620
Small Appliances	66	\$31.77	\$197,051
Luggage	59	\$7.02	\$43,555
Telephones and Accessories	68	\$46.94	\$291,151
<b>Household Operations</b>			
Child Care	58	\$275.54	\$1,708,873
Lawn and Garden (16)	46	\$193.09	\$1,197,517
Moving/Storage/Freight Express	75	\$47.77	\$296,242
Housekeeping Supplies (17)	59	\$418.99	\$2,598,582
<b>Insurance</b>			
Owners and Renters Insurance	46	\$239.06	\$1,482,648
Vehicle Insurance	62	\$733.02	\$4,546,207
Life/Other Insurance	46	\$197.60	\$1,225,510
Health Insurance	54	\$1,962.15	\$12,169,283
Personal Care Products (18)	62	\$293.29	\$1,818,960
School Books and Supplies (19)	75	\$116.72	\$723,873
Smoking Products	72	\$297.85	\$1,847,247
<b>Transportation</b>			
Payments on Vehicles excluding Leases	60	\$1,354.21	\$8,398,819
Gasoline and Motor Oil	64	\$1,769.41	\$10,973,874
Vehicle Maintenance and Repairs	61	\$648.81	\$4,023,940
<b>Travel</b>			
Airline Fares	57	\$288.55	\$1,789,570
Lodging on Trips	52	\$273.51	\$1,696,310
Auto/Truck Rental on Trips	55	\$14.61	\$90,601
Food and Drink on Trips	55	\$269.51	\$1,671,488

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

**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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# Retail Goods and Services Expenditures

Fayetteville, Arkansas  
 Drive Time: 20 minute radius

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 Latitude: 36.06320  
 Longitude: -94.15791

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
College Towns (14B)	18.3%	Population	155,354	169,899
Up and Coming Families (7A)	11.6%	Households	60,651	66,559
Middleburg (4C)	10.3%	Families	34,302	37,360
Young and Restless (11B)	9.0%	Median Age	30.3	31.1
In Style (5B)	7.9%	Median Household Income	\$41,243	\$43,736
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		82	\$1,775.97	\$107,714,492
Men's		82	\$344.95	\$20,921,465
Women's		81	\$596.46	\$36,175,899
Children's		87	\$291.72	\$17,692,917
Footwear		83	\$383.16	\$23,239,050
Watches & Jewelry		79	\$93.77	\$5,687,381
Apparel Products and Services (1)		81	\$65.91	\$3,997,779
<b>Computer</b>				
Computers and Hardware for Home Use		86	\$148.22	\$8,989,712
Portable Memory		88	\$4.67	\$283,181
Computer Software		89	\$10.23	\$620,693
Computer Accessories		82	\$14.75	\$894,629
<b>Entertainment &amp; Recreation</b>		79	\$2,455.68	\$148,939,275
Fees and Admissions		77	\$489.87	\$29,711,212
Membership Fees for Clubs (2)		75	\$158.04	\$9,585,034
Fees for Participant Sports, excl. Trips		78	\$77.01	\$4,670,776
Tickets to Theatre/Operas/Concerts		76	\$45.23	\$2,743,335
Tickets to Movies/Museums/Parks		85	\$65.21	\$3,954,776
Admission to Sporting Events, excl. Trips		80	\$44.59	\$2,704,417
Fees for Recreational Lessons		74	\$99.02	\$6,005,922
Dating Services		95	\$0.77	\$46,951
TV/Video/Audio		81	\$1,040.59	\$63,112,904
Cable and Satellite Television Services		80	\$757.04	\$45,915,500
Televisions		84	\$100.81	\$6,114,273
Satellite Dishes		83	\$1.21	\$73,165
VCRs, Video Cameras, and DVD Players		87	\$5.70	\$345,785
Miscellaneous Video Equipment		78	\$7.47	\$453,022
Video Cassettes and DVDs		87	\$13.25	\$803,429
Video Game Hardware/Accessories		93	\$27.25	\$1,652,577
Video Game Software		99	\$15.39	\$933,167
Streaming/Downloaded Video		91	\$23.33	\$1,414,994
Rental of Video Cassettes and DVDs		90	\$13.65	\$827,773
Installation of Televisions		74	\$0.66	\$39,854
Audio (3)		80	\$71.06	\$4,310,111
Rental and Repair of TV/Radio/Sound Equipment		94	\$3.78	\$229,253
Pets		76	\$450.46	\$27,320,874
Toys/Games/Crafts/Hobbies (4)		82	\$99.52	\$6,035,858
Recreational Vehicles and Fees (5)		71	\$72.33	\$4,387,138
Sports/Recreation/Exercise Equipment (6)		81	\$138.40	\$8,393,937
Photo Equipment and Supplies (7)		83	\$46.22	\$2,803,272
Reading (8)		76	\$94.88	\$5,754,404
Catered Affairs (9)		77	\$23.41	\$1,419,676
<b>Food</b>		82	\$6,878.64	\$417,196,580
Food at Home		81	\$4,091.02	\$248,124,562
Bakery and Cereal Products		81	\$535.63	\$32,486,697
Meats, Poultry, Fish, and Eggs		82	\$931.69	\$56,507,754
Dairy Products		80	\$425.71	\$25,819,873
Fruits and Vegetables		81	\$787.65	\$47,771,995
Snacks and Other Food at Home (10)		82	\$1,410.34	\$85,538,243
Food Away from Home		84	\$2,787.62	\$169,072,018
Alcoholic Beverages		82	\$453.30	\$27,492,830

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# Retail Goods and Services Expenditures

Fayetteville, Arkansas  
Drive Time: 20 minute radius

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Latitude: 36.06320  
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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	69	\$4,284.62	\$259,866,742
Value of Retirement Plans	67	\$16,266.74	\$986,593,852
Value of Other Financial Assets	74	\$962.01	\$58,347,107
Vehicle Loan Amount excluding Interest	83	\$2,270.67	\$137,718,433
Value of Credit Card Debt	76	\$446.18	\$27,061,375
<b>Health</b>			
Nonprescription Drugs	76	\$97.58	\$5,918,399
Prescription Drugs	73	\$283.55	\$17,197,647
Eyeglasses and Contact Lenses	76	\$71.71	\$4,349,056
<b>Home</b>			
Mortgage Payment and Basics (11)	70	\$6,033.01	\$365,908,125
Maintenance and Remodeling Services	67	\$1,307.92	\$79,326,812
Maintenance and Remodeling Materials (12)	66	\$267.39	\$16,217,475
Utilities, Fuel, and Public Services	79	\$3,973.92	\$241,022,179
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	81	\$77.18	\$4,681,244
Furniture	84	\$479.96	\$29,110,183
Rugs	73	\$16.96	\$1,028,726
Major Appliances (14)	75	\$241.67	\$14,657,556
Housewares (15)	80	\$75.75	\$4,594,527
Small Appliances	81	\$39.31	\$2,384,161
Luggage	79	\$9.34	\$566,433
Telephones and Accessories	86	\$59.60	\$3,615,034
<b>Household Operations</b>			
Child Care	82	\$393.11	\$23,842,764
Lawn and Garden (16)	70	\$293.70	\$17,813,051
Moving/Storage/Freight Express	89	\$57.15	\$3,466,009
Housekeeping Supplies (17)	79	\$562.60	\$34,122,208
<b>Insurance</b>			
Owners and Renters Insurance	70	\$362.87	\$22,008,146
Vehicle Insurance	81	\$949.85	\$57,609,298
Life/Other Insurance	70	\$297.87	\$18,066,060
Health Insurance	75	\$2,734.65	\$165,859,375
Personal Care Products (18)	81	\$380.95	\$23,105,148
School Books and Supplies (19)	89	\$137.59	\$8,344,834
Smoking Products	83	\$345.19	\$20,935,841
<b>Transportation</b>			
Payments on Vehicles excluding Leases	82	\$1,848.42	\$112,108,327
Gasoline and Motor Oil	82	\$2,281.49	\$138,374,759
Vehicle Maintenance and Repairs	80	\$852.57	\$51,709,408
<b>Travel</b>			
Airline Fares	76	\$388.82	\$23,582,392
Lodging on Trips	74	\$387.07	\$23,476,179
Auto/Truck Rental on Trips	77	\$20.32	\$1,232,564
Food and Drink on Trips	76	\$373.11	\$22,629,738

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# Retail Goods and Services Expenditures

Fayetteville, Arkansas  
 Drive Time: 30 minute radius

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 Longitude: -94.15791

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Middleburg (4C)	12.9%	Population	254,622	280,176
College Towns (14B)	11.7%	Households	94,690	104,364
Up and Coming Families (7A)	10.8%	Families	59,677	65,426
Young and Restless (11B)	5.8%	Median Age	31.7	32.4
Bright Young Professionals (8C)	5.7%	Median Household Income	\$46,449	\$50,380
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		87	\$1,887.76	\$178,751,835
Men's		86	\$365.11	\$34,572,597
Women's		85	\$631.44	\$59,791,009
Children's		93	\$311.82	\$29,526,574
Footwear		88	\$409.19	\$38,745,997
Watches & Jewelry		83	\$98.55	\$9,331,513
Apparel Products and Services (1)		88	\$71.65	\$6,784,144
<b>Computer</b>				
Computers and Hardware for Home Use		89	\$153.93	\$14,575,617
Portable Memory		91	\$4.83	\$457,318
Computer Software		91	\$10.45	\$989,865
Computer Accessories		86	\$15.49	\$1,466,944
<b>Entertainment &amp; Recreation</b>		85	\$2,639.19	\$249,905,270
Fees and Admissions		82	\$524.36	\$49,651,424
Membership Fees for Clubs (2)		80	\$169.21	\$16,022,415
Fees for Participant Sports, excl. Trips		84	\$83.19	\$7,877,549
Tickets to Theatre/Operas/Concerts		80	\$47.43	\$4,490,855
Tickets to Movies/Museums/Parks		89	\$68.45	\$6,481,299
Admission to Sporting Events, excl. Trips		84	\$46.99	\$4,449,271
Fees for Recreational Lessons		81	\$108.34	\$10,258,251
Dating Services		94	\$0.76	\$71,785
TV/Video/Audio		86	\$1,106.76	\$104,798,681
Cable and Satellite Television Services		85	\$810.16	\$76,713,863
Televisions		88	\$105.46	\$9,986,180
Satellite Dishes		91	\$1.32	\$125,385
VCRs, Video Cameras, and DVD Players		91	\$5.91	\$559,974
Miscellaneous Video Equipment		86	\$8.23	\$779,138
Video Cassettes and DVDs		91	\$13.85	\$1,311,869
Video Game Hardware/Accessories		95	\$27.87	\$2,639,400
Video Game Software		100	\$15.56	\$1,473,305
Streaming/Downloaded Video		93	\$23.89	\$2,261,965
Rental of Video Cassettes and DVDs		93	\$14.24	\$1,348,576
Installation of Televisions		83	\$0.74	\$69,645
Audio (3)		85	\$75.72	\$7,169,963
Rental and Repair of TV/Radio/Sound Equipment		94	\$3.80	\$359,418
Pets		83	\$495.18	\$46,888,193
Toys/Games/Crafts/Hobbies (4)		87	\$106.00	\$10,036,690
Recreational Vehicles and Fees (5)		81	\$82.40	\$7,802,037
Sports/Recreation/Exercise Equipment (6)		86	\$148.02	\$14,015,908
Photo Equipment and Supplies (7)		88	\$49.10	\$4,649,678
Reading (8)		81	\$101.68	\$9,628,481
Catered Affairs (9)		85	\$25.71	\$2,434,176
<b>Food</b>		88	\$7,323.58	\$693,470,007
Food at Home		87	\$4,368.72	\$413,674,024
Bakery and Cereal Products		86	\$571.57	\$54,121,971
Meats, Poultry, Fish, and Eggs		87	\$997.69	\$94,470,941
Dairy Products		85	\$455.29	\$43,110,999
Fruits and Vegetables		86	\$839.48	\$79,490,121
Snacks and Other Food at Home (10)		87	\$1,504.70	\$142,479,992
Food Away from Home		89	\$2,954.86	\$279,795,984
Alcoholic Beverages		85	\$475.25	\$45,001,572

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**Source:** Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Fayetteville, Arkansas  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 36.06320  
Longitude: -94.15791

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	76	\$4,693.39	\$444,417,156
Value of Retirement Plans	74	\$18,121.19	\$1,715,895,662
Value of Other Financial Assets	82	\$1,060.51	\$100,419,643
Vehicle Loan Amount excluding Interest	90	\$2,462.60	\$233,184,034
Value of Credit Card Debt	82	\$480.69	\$45,516,627
<b>Health</b>			
Nonprescription Drugs	83	\$105.99	\$10,035,760
Prescription Drugs	81	\$313.19	\$29,656,320
Eyeglasses and Contact Lenses	82	\$77.81	\$7,368,000
<b>Home</b>			
Mortgage Payment and Basics (11)	79	\$6,803.88	\$644,259,174
Maintenance and Remodeling Services	76	\$1,481.40	\$140,273,597
Maintenance and Remodeling Materials (12)	77	\$309.96	\$29,349,921
Utilities, Fuel, and Public Services	85	\$4,280.95	\$405,362,785
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	85	\$81.48	\$7,714,904
Furniture	89	\$507.70	\$48,074,047
Rugs	77	\$17.99	\$1,703,705
Major Appliances (14)	84	\$268.50	\$25,424,078
Housewares (15)	86	\$81.56	\$7,722,790
Small Appliances	85	\$41.29	\$3,909,403
Luggage	83	\$9.89	\$936,090
Telephones and Accessories	91	\$62.91	\$5,957,096
<b>Household Operations</b>			
Child Care	88	\$422.21	\$39,978,784
Lawn and Garden (16)	79	\$330.52	\$31,296,554
Moving/Storage/Freight Express	91	\$58.26	\$5,516,476
Housekeeping Supplies (17)	86	\$608.76	\$57,643,685
<b>Insurance</b>			
Owners and Renters Insurance	79	\$410.26	\$38,847,249
Vehicle Insurance	86	\$1,015.31	\$96,140,035
Life/Other Insurance	77	\$331.20	\$31,360,971
Health Insurance	82	\$2,993.21	\$283,427,071
Personal Care Products (18)	86	\$405.91	\$38,436,068
School Books and Supplies (19)	93	\$143.19	\$13,558,272
Smoking Products	88	\$364.84	\$34,546,921
<b>Transportation</b>			
Payments on Vehicles excluding Leases	89	\$2,006.69	\$190,013,215
Gasoline and Motor Oil	88	\$2,449.53	\$231,945,652
Vehicle Maintenance and Repairs	85	\$915.90	\$86,726,282
<b>Travel</b>			
Airline Fares	81	\$413.72	\$39,175,528
Lodging on Trips	80	\$421.19	\$39,882,194
Auto/Truck Rental on Trips	83	\$21.89	\$2,073,057
Food and Drink on Trips	82	\$403.14	\$38,173,204

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# Retail Goods and Services Expenditures

Fayetteville, Arkansas  
Drive Time: 30 minute radius

Prepared by Esri  
Latitude: 36.06320  
Longitude: -94.15791

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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