



# Retail Goods and Services Expenditures

Chambers County, AL (01017)  
 Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Rural Bypasses (10E)	35.2%	Population	33,421	32,997
Rooted Rural (10B)	14.2%	Households	13,763	13,635
Southern Satellites (10A)	14.2%	Families	9,093	8,935
Modest Income Homes (12D)	10.2%	Median Age	43.7	45.3
Small Town Simplicity (12C)	9.2%	Median Household Income	\$40,862	\$43,306
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		61	\$1,298.34	\$17,869,027
Men's		56	\$235.93	\$3,247,091
Women's		62	\$464.33	\$6,390,533
Children's		64	\$204.20	\$2,810,434
Footwear		60	\$288.67	\$3,973,030
Watches & Jewelry		66	\$76.34	\$1,050,734
Apparel Products and Services (1)		50	\$28.86	\$397,206
<b>Computer</b>				
Computers and Hardware for Home Use		52	\$85.28	\$1,173,680
Portable Memory		56	\$2.16	\$29,795
Computer Software		47	\$4.60	\$63,352
Computer Accessories		52	\$9.14	\$125,734
<b>Entertainment &amp; Recreation</b>		70	\$2,261.06	\$31,119,034
Fees and Admissions		47	\$339.15	\$4,667,696
Membership Fees for Clubs (2)		49	\$118.15	\$1,626,030
Fees for Participant Sports, excl. Trips		47	\$46.07	\$634,099
Tickets to Theatre/Operas/Concerts		43	\$34.71	\$477,660
Tickets to Movies		47	\$26.80	\$368,900
Tickets to Parks or Museums		66	\$21.85	\$300,764
Admission to Sporting Events, excl. Trips		57	\$35.54	\$489,083
Fees for Recreational Lessons		38	\$55.62	\$765,448
Dating Services		51	\$0.41	\$5,710
TV/Video/Audio		78	\$914.89	\$12,591,645
Cable and Satellite Television Services		84	\$680.97	\$9,372,147
Televisions		71	\$76.36	\$1,050,957
Satellite Dishes		65	\$0.76	\$10,401
VCRs, Video Cameras, and DVD Players		62	\$3.22	\$44,281
Miscellaneous Video Equipment		67	\$16.62	\$228,723
Video Cassettes and DVDs		71	\$7.10	\$97,652
Video Game Hardware/Accessories		59	\$16.61	\$228,637
Video Game Software		58	\$9.58	\$131,900
Rental/Streaming/Downloaded Video		55	\$29.63	\$407,815
Installation of Televisions		59	\$0.63	\$8,735
Audio (3)		67	\$71.71	\$986,933
Rental and Repair of TV/Radio/Sound Equipment		70	\$1.70	\$23,465
Pets		88	\$612.91	\$8,435,525
Toys/Games/Crafts/Hobbies (4)		62	\$75.60	\$1,040,420
Recreational Vehicles and Fees (5)		65	\$100.55	\$1,383,899
Sports/Recreation/Exercise Equipment (6)		57	\$114.71	\$1,578,713
Photo Equipment and Supplies (7)		51	\$26.34	\$362,511
Reading (8)		57	\$61.09	\$840,759
Catered Affairs (9)		53	\$15.83	\$217,867
<b>Food</b>		68	\$6,178.85	\$85,039,504
Food at Home		70	\$3,764.54	\$51,811,362
Bakery and Cereal Products		72	\$496.33	\$6,830,991
Meats, Poultry, Fish, and Eggs		71	\$830.04	\$11,423,807
Dairy Products		68	\$376.11	\$5,176,441
Fruits and Vegetables		65	\$676.56	\$9,311,440
Snacks and Other Food at Home (10)		74	\$1,385.50	\$19,068,682
Food Away from Home		64	\$2,414.31	\$33,228,142
Alcoholic Beverages		50	\$313.02	\$4,308,051

**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 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 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	49	\$11,868.37	\$163,344,334
Value of Retirement Plans	54	\$51,948.88	\$714,972,385
Value of Other Financial Assets	54	\$4,431.77	\$60,994,385
Vehicle Loan Amount excluding Interest	79	\$2,305.54	\$31,731,157
Value of Credit Card Debt	68	\$1,770.53	\$24,367,756
<b>Health</b>			
Nonprescription Drugs	85	\$125.37	\$1,725,518
Prescription Drugs	91	\$318.49	\$4,383,408
Eyeglasses and Contact Lenses	72	\$67.60	\$930,374
<b>Home</b>			
Mortgage Payment and Basics (11)	56	\$5,848.86	\$80,497,921
Maintenance and Remodeling Services	62	\$1,586.21	\$21,831,061
Maintenance and Remodeling Materials (12)	81	\$448.75	\$6,176,151
Utilities, Fuel, and Public Services	77	\$3,785.31	\$52,097,271
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	67	\$68.23	\$938,984
Furniture	63	\$403.08	\$5,547,601
Rugs	58	\$20.29	\$279,184
Major Appliances (14)	73	\$262.53	\$3,613,251
Housewares (15)	74	\$72.21	\$993,773
Small Appliances	64	\$31.57	\$434,454
Luggage	49	\$7.19	\$98,969
Telephones and Accessories	47	\$41.21	\$567,241
<b>Household Operations</b>			
Child Care	52	\$269.67	\$3,711,437
Lawn and Garden (16)	75	\$367.13	\$5,052,792
Moving/Storage/Freight Express	51	\$30.76	\$423,329
Housekeeping Supplies (17)	73	\$567.61	\$7,811,989
<b>Insurance</b>			
Owners and Renters Insurance	81	\$487.79	\$6,713,492
Vehicle Insurance	77	\$1,385.70	\$19,071,396
Life/Other Insurance	79	\$429.46	\$5,910,664
Health Insurance	73	\$2,708.49	\$37,276,960
Personal Care Products (18)	64	\$319.43	\$4,396,251
School Books and Supplies (19)	63	\$92.35	\$1,271,023
Smoking Products	112	\$450.54	\$6,200,802
<b>Transportation</b>			
Payments on Vehicles excluding Leases	84	\$2,178.26	\$29,979,357
Gasoline and Motor Oil	78	\$1,854.77	\$25,527,192
Vehicle Maintenance and Repairs	72	\$837.04	\$11,520,143
<b>Travel</b>			
Airline Fares	47	\$281.54	\$3,874,889
Lodging on Trips	59	\$380.66	\$5,239,089
Auto/Truck Rental on Trips	45	\$13.03	\$179,268
Food and Drink on Trips	59	\$336.19	\$4,626,919

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Geography: County

- (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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