



Retail Goods and Services Expenditures

Coatesville city, PA
 Coatesville city, PA (4202914712)
 Geography: County Subdivision

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Fresh Ambitions (13D)	34.5%	Population	13,341	13,404
Metro Fusion (11C)	18.4%	Households	4,736	4,765
Front Porches (8E)	17.4%	Families	2,921	2,932
Modest Income Homes (12D)	15.0%	Median Age	30.8	31.7
Hometown Heritage (8G)	14.7%	Median Household Income	\$50,271	\$52,763
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		60	\$1,453.56	\$6,884,038
Men's		59	\$273.36	\$1,294,633
Women's		58	\$489.08	\$2,316,273
Children's		62	\$219.05	\$1,037,425
Footwear		65	\$370.44	\$1,754,382
Watches & Jewelry		53	\$76.96	\$364,472
Apparel Products and Services (1)		61	\$36.35	\$172,166
Computer				
Computers and Hardware for Home Use		57	\$108.47	\$513,706
Portable Memory		58	\$2.88	\$13,619
Computer Software		64	\$6.96	\$32,971
Computer Accessories		55	\$11.22	\$53,147
Entertainment & Recreation		55	\$2,006.53	\$9,502,908
Fees and Admissions		53	\$449.45	\$2,128,587
Membership Fees for Clubs (2)		54	\$152.24	\$721,008
Fees for Participant Sports, excl. Trips		51	\$66.91	\$316,866
Tickets to Theatre/Operas/Concerts		55	\$50.05	\$237,032
Tickets to Movies		59	\$37.25	\$176,419
Tickets to Parks or Museums		55	\$21.18	\$100,291
Admission to Sporting Events, excl. Trips		50	\$36.48	\$172,780
Fees for Recreational Lessons		53	\$84.34	\$399,434
Dating Services		73	\$1.00	\$4,757
TV/Video/Audio		58	\$776.38	\$3,676,938
Cable and Satellite Television Services		58	\$531.15	\$2,515,519
Televisions		59	\$74.99	\$355,176
Satellite Dishes		53	\$0.94	\$4,462
VCRs, Video Cameras, and DVD Players		59	\$3.26	\$15,440
Miscellaneous Video Equipment		57	\$10.00	\$47,344
Video Cassettes and DVDs		62	\$5.42	\$25,657
Video Game Hardware/Accessories		66	\$21.69	\$102,734
Video Game Software		67	\$12.13	\$57,460
Rental/Streaming/Downloaded Video		60	\$47.77	\$226,217
Installation of Televisions		50	\$0.42	\$1,970
Audio (3)		55	\$66.52	\$315,058
Rental and Repair of TV/Radio/Sound Equipment		62	\$2.09	\$9,901
Pets		51	\$420.97	\$1,993,699
Toys/Games/Crafts/Hobbies (4)		59	\$77.02	\$364,757
Recreational Vehicles and Fees (5)		45	\$57.91	\$274,282
Sports/Recreation/Exercise Equipment (6)		53	\$108.12	\$512,071
Photo Equipment and Supplies (7)		55	\$28.78	\$136,287
Reading (8)		57	\$66.25	\$313,742
Catered Affairs (9)		66	\$21.88	\$103,625
Food		59	\$6,235.17	\$29,529,782
Food at Home		59	\$3,681.80	\$17,436,999
Bakery and Cereal Products		60	\$473.88	\$2,244,282
Meats, Poultry, Fish, and Eggs		60	\$809.21	\$3,832,417
Dairy Products		59	\$366.39	\$1,735,214
Fruits and Vegetables		60	\$718.16	\$3,401,197
Snacks and Other Food at Home (10)		59	\$1,314.17	\$6,223,889
Food Away from Home		59	\$2,553.37	\$12,092,783
Alcoholic Beverages		55	\$394.40	\$1,867,872

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	45	\$14,068.21	\$66,627,043
Value of Retirement Plans	46	\$52,411.82	\$248,222,369
Value of Other Financial Assets	48	\$4,699.01	\$22,254,515
Vehicle Loan Amount excluding Interest	58	\$1,869.46	\$8,853,785
Value of Credit Card Debt	58	\$1,812.01	\$8,581,661
Health			
Nonprescription Drugs	55	\$95.96	\$454,465
Prescription Drugs	52	\$198.72	\$941,125
Eyeglasses and Contact Lenses	53	\$58.62	\$277,630
Home			
Mortgage Payment and Basics (11)	46	\$5,626.55	\$26,647,332
Maintenance and Remodeling Services	44	\$1,434.09	\$6,791,871
Maintenance and Remodeling Materials (12)	43	\$301.98	\$1,430,195
Utilities, Fuel, and Public Services	58	\$3,304.03	\$15,647,905
Household Furnishings and Equipment			
Household Textiles (13)	59	\$67.85	\$321,345
Furniture	56	\$409.61	\$1,939,898
Rugs	50	\$17.80	\$84,314
Major Appliances (14)	51	\$218.08	\$1,032,842
Housewares (15)	53	\$52.99	\$250,952
Small Appliances	60	\$35.61	\$168,635
Luggage	56	\$10.73	\$50,834
Telephones and Accessories	59	\$67.53	\$319,802
Household Operations			
Child Care	56	\$336.32	\$1,592,791
Lawn and Garden (16)	46	\$259.75	\$1,230,191
Moving/Storage/Freight Express	60	\$48.92	\$231,688
Housekeeping Supplies (17)	57	\$504.25	\$2,388,117
Insurance			
Owners and Renters Insurance	47	\$334.84	\$1,585,784
Vehicle Insurance	60	\$1,263.68	\$5,984,773
Life/Other Insurance	50	\$340.75	\$1,613,809
Health Insurance	54	\$2,528.05	\$11,972,863
Personal Care Products (18)	59	\$332.76	\$1,575,945
School Books and Supplies (19)	59	\$87.51	\$414,471
Smoking Products	67	\$292.05	\$1,383,158
Transportation			
Payments on Vehicles excluding Leases	54	\$1,612.61	\$7,637,304
Gasoline and Motor Oil	59	\$1,601.10	\$7,582,799
Vehicle Maintenance and Repairs	57	\$712.23	\$3,373,100
Travel			
Airline Fares	54	\$382.62	\$1,812,069
Lodging on Trips	50	\$399.26	\$1,890,896
Auto/Truck Rental on Trips	53	\$32.96	\$156,122
Food and Drink on Trips	53	\$356.68	\$1,689,250

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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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January 31, 2023