



Automotive Aftermarket Expenditures

Rankin County, MS (28121)
Geography: County

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Demographic Summary		2015	2020
Population		146,619	153,070
Households		55,243	57,881
Families		39,110	40,770
Median Age		37.2	38.1
Median Household Income		\$56,778	\$62,466

	Spending Potential Index	Average Amount Spent	Total
Products			
Vehicle Coolant/Brake/Transmission Fluids	101	\$6.24	\$344,761
Gasoline	101	\$3,446.95	\$190,420,003
Motor Oil	101	\$15.39	\$849,936
Vehicle Parts/Equipment and Accessories	97	\$61.55	\$3,400,365
Tire Purchase/Replacement	98	\$195.83	\$10,818,175
Vehicle Audio/Video Equipment and Installation	98	\$4.62	\$255,171
Vehicle Cleaning Products and Services	96	\$12.63	\$697,517
Services			
Auto Repair Service Policy	103	\$20.38	\$1,125,992
Membership Fees for Automobile Service Clubs	88	\$24.79	\$1,369,310
Global Positioning Services	97	\$2.60	\$143,379
Vehicle Air Conditioning Repair	108	\$23.57	\$1,302,200
Vehicle Body Work and Painting	95	\$32.95	\$1,820,299
Vehicle Brake Work	92	\$75.18	\$4,153,175
Vehicle Clutch/Transmission Repair	101	\$44.85	\$2,477,790
Vehicle Cooling System Repair	96	\$26.59	\$1,468,660
Vehicle Drive Shaft and Rear-end Repair	94	\$9.02	\$498,067
Vehicle Electrical System Repair	94	\$36.16	\$1,997,409
Vehicle Exhaust System Repair	87	\$14.68	\$810,966
Vehicle Front End Alignment/Wheel Balance & Rotation	98	\$25.40	\$1,403,330
Lube/Oil Change and Oil Filters	100	\$108.23	\$5,978,754
Vehicle Motor Repair/Replacement	100	\$91.86	\$5,074,898
Vehicle Motor Tune-up	93	\$65.37	\$3,611,263
Vehicle Shock Absorber Replacement	91	\$7.17	\$396,215
Vehicle Steering/Front End Repair	92	\$29.09	\$1,607,224
Tire Repair and Other Repair Work	95	\$65.68	\$3,628,424

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.
Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 23, 2015