



Retail Goods and Services Expenditures

Beulah

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Rural Resort Dwellers	100.0%	Population	296	322
Top Rung	0.0%	Households	146	161
Suburban Splendor	0.0%	Families	97	106
Connoisseurs	0.0%	Median Age	54.3	56.1
Boomburbs	0.0%	Median Household Income	\$50,850	\$56,735
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		59	\$1,359.71	\$199,151
Men's		57	\$252.01	\$36,912
Women's		52	\$415.71	\$60,888
Children's		63	\$245.11	\$35,900
Footwear		44	\$177.01	\$25,926
Watches & Jewelry		87	\$163.57	\$23,958
Apparel Products and Services (1)		117	\$106.29	\$15,568
Computer				
Computers and Hardware for Home Use		89	\$165.87	\$24,295
Software and Accessories for Home Use		88	\$24.32	\$3,562
Entertainment & Recreation		103	\$3,206.71	\$469,676
Fees and Admissions		75	\$451.72	\$66,162
Membership Fees for Clubs (2)		74	\$117.24	\$17,171
Fees for Participant Sports, excl. Trips		85	\$87.70	\$12,844
Admission to Movie/Theatre/Opera/Ballet		78	\$115.19	\$16,871
Admission to Sporting Events, excl. Trips		72	\$41.42	\$6,067
Fees for Recreational Lessons		68	\$89.75	\$13,145
Dating Services		58	\$0.44	\$64
TV/Video/Audio		92	\$1,102.66	\$161,502
Community Antenna or Cable TV		99	\$689.81	\$101,033
Televisions		81	\$151.07	\$22,127
VCRs, Video Cameras, and DVD Players		91	\$18.04	\$2,642
Video Cassettes and DVDs		92	\$46.77	\$6,850
Video and Computer Game Hardware and Software		71	\$38.50	\$5,639
Satellite Dishes		107	\$1.31	\$191
Rental of Video Cassettes and DVDs		89	\$35.45	\$5,192
Streaming/Downloaded Video		55	\$0.75	\$109
Audio (3)		81	\$114.94	\$16,834
Rental and Repair of TV/Radio/Sound Equipment		82	\$6.03	\$884
Pets		140	\$584.01	\$85,538
Toys and Games (4)		93	\$131.23	\$19,221
Recreational Vehicles and Fees (5)		169	\$529.59	\$77,567
Sports/Recreation/Exercise Equipment (6)		88	\$154.06	\$22,564
Photo Equipment and Supplies (7)		93	\$92.92	\$13,610
Reading (8)		97	\$145.29	\$21,280
Catered Affairs (9)		63	\$15.24	\$2,232
Food		94	\$6,988.42	\$1,023,569
Food at Home		98	\$4,250.84	\$622,606
Bakery and Cereal Products		100	\$577.98	\$84,654
Meats, Poultry, Fish, and Eggs		95	\$950.53	\$139,220
Dairy Products		103	\$496.69	\$72,748
Fruits and Vegetables		95	\$723.95	\$106,034
Snacks and Other Food at Home (10)		99	\$1,501.70	\$219,948
Food Away from Home		88	\$2,737.58	\$400,963
Alcoholic Beverages		79	\$437.48	\$64,076
Nonalcoholic Beverages at Home		98	\$414.78	\$60,751

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.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	132	\$2,226.83	\$326,156
Vehicle Loans	112	\$5,346.97	\$783,151
Health			
Nonprescription Drugs	126	\$125.51	\$18,383
Prescription Drugs	130	\$626.62	\$91,778
Eyeglasses and Contact Lenses	101	\$75.01	\$10,986
Home			
Mortgage Payment and Basics (11)	85	\$7,715.97	\$1,130,131
Maintenance and Remodeling Services	86	\$1,646.74	\$241,192
Maintenance and Remodeling Materials (12)	123	\$441.96	\$64,732
Utilities, Fuel, and Public Services	98	\$4,307.07	\$630,841
Household Furnishings and Equipment			
Household Textiles (13)	98	\$126.51	\$18,529
Furniture	87	\$505.02	\$73,969
Floor Coverings	81	\$59.15	\$8,663
Major Appliances (14)	116	\$340.27	\$49,838
Housewares (15)	86	\$71.65	\$10,494
Small Appliances	102	\$32.47	\$4,755
Luggage	91	\$8.15	\$1,193
Telephones and Accessories	61	\$25.25	\$3,698
Household Operations			
Child Care	69	\$309.92	\$45,393
Lawn and Garden (16)	111	\$450.29	\$65,953
Moving/Storage/Freight Express	112	\$65.93	\$9,656
Housekeeping Supplies (17)	100	\$678.92	\$99,439
Insurance			
Owners and Renters Insurance	107	\$480.89	\$70,435
Vehicle Insurance	96	\$1,086.36	\$159,115
Life/Other Insurance	106	\$427.09	\$62,555
Health Insurance	113	\$2,123.21	\$310,979
Personal Care Products (18)	94	\$362.16	\$53,045
School Books and Supplies (19)	77	\$80.17	\$11,742
Smoking Products	119	\$493.21	\$72,238
Transportation			
Vehicle Purchases (Net Outlay) (20)	105	\$4,452.35	\$652,120
Gasoline and Motor Oil	106	\$2,937.10	\$430,186
Vehicle Maintenance and Repairs	99	\$901.52	\$132,042
Travel			
Airline Fares	75	\$335.36	\$49,118
Lodging on Trips	92	\$390.59	\$57,208
Auto/Truck/Van Rental on Trips	72	\$25.56	\$3,744
Food and Drink on Trips	96	\$406.63	\$59,558

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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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (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, and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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