



## Retail Goods and Services Expenditures

81023 (Beulah)  
81023 (BEULAH, CO)  
Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Rural Resort Dwellers	79.9%	Population	1,216	1,319
Green Acres	20.1%	Households	557	611
Top Rung	0.0%	Families	383	416
Suburban Splendor	0.0%	Median Age	53.0	54.8
Connoisseurs	0.0%	Median Household Income	\$50,630	\$56,763
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		60	\$1,400.75	\$780,218
Men's		58	\$258.66	\$144,073
Women's		54	\$431.40	\$240,291
Children's		65	\$252.04	\$140,386
Footwear		44	\$179.39	\$99,921
Watches & Jewelry		89	\$168.06	\$93,607
Apparel Products and Services (1)		123	\$111.21	\$61,941
<b>Computer</b>				
Computers and Hardware for Home Use		91	\$169.15	\$94,215
Software and Accessories for Home Use		90	\$24.94	\$13,889
<b>Entertainment &amp; Recreation</b>		103	\$3,212.25	\$1,789,221
Fees and Admissions		81	\$486.46	\$270,960
Membership Fees for Clubs (2)		80	\$127.17	\$70,832
Fees for Participant Sports, excl. Trips		89	\$91.80	\$51,134
Admission to Movie/Theatre/Opera/Ballet		82	\$121.13	\$67,469
Admission to Sporting Events, excl. Trips		79	\$45.64	\$25,422
Fees for Recreational Lessons		76	\$100.25	\$55,841
Dating Services		62	\$0.47	\$261
TV/Video/Audio		93	\$1,115.60	\$621,390
Community Antenna or Cable TV		98	\$687.86	\$383,136
Televisions		84	\$157.87	\$87,933
VCRs, Video Cameras, and DVD Players		92	\$18.24	\$10,157
Video Cassettes and DVDs		92	\$47.00	\$26,177
Video and Computer Game Hardware and Software		78	\$41.96	\$23,372
Satellite Dishes		106	\$1.29	\$718
Rental of Video Cassettes and DVDs		91	\$36.21	\$20,168
Streaming/Downloaded Video		63	\$0.86	\$479
Audio (3)		83	\$118.20	\$65,835
Rental and Repair of TV/Radio/Sound Equipment		83	\$6.13	\$3,414
Pets		138	\$574.08	\$319,764
Toys and Games (4)		95	\$133.32	\$74,257
Recreational Vehicles and Fees (5)		156	\$489.79	\$272,810
Sports/Recreation/Exercise Equipment (6)		87	\$152.31	\$84,839
Photo Equipment and Supplies (7)		95	\$95.36	\$53,114
Reading (8)		98	\$147.70	\$82,268
Catered Affairs (9)		74	\$17.63	\$9,819
<b>Food</b>		94	\$7,042.62	\$3,922,742
Food at Home		98	\$4,241.79	\$2,362,679
Bakery and Cereal Products		100	\$576.31	\$321,007
Meats, Poultry, Fish, and Eggs		95	\$952.52	\$530,551
Dairy Products		102	\$492.05	\$274,071
Fruits and Vegetables		95	\$724.38	\$403,478
Snacks and Other Food at Home (10)		99	\$1,496.54	\$833,572
Food Away from Home		90	\$2,800.83	\$1,560,063
Alcoholic Beverages		83	\$458.35	\$255,299
Nonalcoholic Beverages at Home		97	\$413.59	\$230,371

**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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<b>Financial</b>			
Investments	127	\$2,137.91	\$1,190,818
Vehicle Loans	110	\$5,235.76	\$2,916,318
<b>Health</b>			
Nonprescription Drugs	120	\$120.08	\$66,886
Prescription Drugs	125	\$601.74	\$335,169
Eyeglasses and Contact Lenses	102	\$76.27	\$42,482
<b>Home</b>			
Mortgage Payment and Basics (11)	90	\$8,161.94	\$4,546,202
Maintenance and Remodeling Services	91	\$1,739.70	\$969,011
Maintenance and Remodeling Materials (12)	120	\$433.57	\$241,499
Utilities, Fuel, and Public Services	98	\$4,322.30	\$2,407,519
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	99	\$127.13	\$70,811
Furniture	89	\$518.65	\$288,886
Floor Coverings	87	\$63.50	\$35,368
Major Appliances (14)	114	\$333.90	\$185,984
Housewares (15)	86	\$71.68	\$39,923
Small Appliances	102	\$32.45	\$18,075
Luggage	94	\$8.43	\$4,696
Telephones and Accessories	62	\$25.49	\$14,198
<b>Household Operations</b>			
Child Care	75	\$334.67	\$186,409
Lawn and Garden (16)	110	\$447.15	\$249,060
Moving/Storage/Freight Express	106	\$62.55	\$34,838
Housekeeping Supplies (17)	100	\$679.17	\$378,300
<b>Insurance</b>			
Owners and Renters Insurance	108	\$482.80	\$268,917
Vehicle Insurance	97	\$1,092.52	\$608,531
Life/Other Insurance	107	\$432.42	\$240,858
Health Insurance	111	\$2,086.74	\$1,162,316
Personal Care Products (18)	94	\$365.14	\$203,384
School Books and Supplies (19)	81	\$83.75	\$46,649
Smoking Products	114	\$474.18	\$264,117
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	104	\$4,411.33	\$2,457,111
Gasoline and Motor Oil	104	\$2,904.72	\$1,617,926
Vehicle Maintenance and Repairs	99	\$903.32	\$503,149
<b>Travel</b>			
Airline Fares	80	\$357.41	\$199,078
Lodging on Trips	95	\$402.19	\$224,019
Auto/Truck/Van Rental on Trips	78	\$27.80	\$15,485
Food and Drink on Trips	98	\$412.75	\$229,901

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## Retail Goods and Services Expenditures

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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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