



Retail Goods and Services Expenditures

81039 (Fowler)
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 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Heartland Communities (6F)	53.7%	Population	1,905	1,919
Small Town Simplicity (12C)	35.5%	Households	816	819
Southern Satellites (10A)	9.3%	Families	530	531
Rooted Rural (10B)	1.5%	Median Age	45.1	45.5
Top Tier (1A)	0.0%	Median Household Income	\$38,772	\$43,957
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		60	\$1,283.51	\$1,047,348
Men's		61	\$251.24	\$205,008
Women's		57	\$412.25	\$336,395
Children's		65	\$208.48	\$170,122
Footwear		61	\$295.23	\$240,911
Watches & Jewelry		59	\$82.12	\$67,013
Apparel Products and Services (1)		51	\$34.19	\$27,898
Computer				
Computers and Hardware for Home Use		54	\$88.84	\$72,495
Portable Memory		55	\$2.47	\$2,016
Computer Software		52	\$5.26	\$4,293
Computer Accessories		57	\$10.75	\$8,776
Entertainment & Recreation		67	\$2,187.98	\$1,785,395
Fees and Admissions		49	\$346.37	\$282,637
Membership Fees for Clubs (2)		48	\$113.61	\$92,709
Fees for Participant Sports, excl. Trips		51	\$54.76	\$44,684
Tickets to Theatre/Operas/Concerts		46	\$34.69	\$28,310
Tickets to Movies		49	\$26.80	\$21,866
Tickets to Parks or Museums		54	\$17.30	\$14,119
Admission to Sporting Events, excl. Trips		57	\$35.87	\$29,268
Fees for Recreational Lessons		44	\$62.95	\$51,364
Dating Services		55	\$0.39	\$317
TV/Video/Audio		72	\$878.82	\$717,115
Cable and Satellite Television Services		75	\$660.12	\$538,654
Televisions		67	\$72.97	\$59,540
Satellite Dishes		69	\$1.08	\$885
VCRs, Video Cameras, and DVD Players		62	\$3.55	\$2,900
Miscellaneous Video Equipment		65	\$16.50	\$13,461
Video Cassettes and DVDs		69	\$7.89	\$6,437
Video Game Hardware/Accessories		64	\$17.94	\$14,639
Video Game Software		64	\$9.69	\$7,909
Rental/Streaming/Downloaded Video		58	\$27.27	\$22,256
Installation of Televisions		53	\$0.60	\$490
Audio (3)		60	\$58.64	\$47,853
Rental and Repair of TV/Radio/Sound Equipment		81	\$2.56	\$2,092
Pets		80	\$530.46	\$432,853
Toys/Games/Crafts/Hobbies (4)		65	\$76.43	\$62,368
Recreational Vehicles and Fees (5)		77	\$122.35	\$99,834
Sports/Recreation/Exercise Equipment (6)		60	\$124.29	\$101,424
Photo Equipment and Supplies (7)		58	\$30.38	\$24,792
Reading (8)		63	\$66.79	\$54,503
Catered Affairs (9)		45	\$12.09	\$9,869
Food		65	\$5,731.88	\$4,677,216
Food at Home		67	\$3,480.97	\$2,840,474
Bakery and Cereal Products		68	\$458.67	\$374,274
Meats, Poultry, Fish, and Eggs		66	\$758.04	\$618,558
Dairy Products		70	\$373.97	\$305,160
Fruits and Vegetables		63	\$640.70	\$522,813
Snacks and Other Food at Home (10)		69	\$1,249.59	\$1,019,669
Food Away from Home		61	\$2,250.91	\$1,836,741
Alcoholic Beverages		53	\$303.74	\$247,853

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.

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December 27, 2019



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	55	\$11,733.99	\$9,574,938
Value of Retirement Plans	57	\$54,047.79	\$44,102,998
Value of Other Financial Assets	60	\$3,400.43	\$2,774,749
Vehicle Loan Amount excluding Interest	72	\$2,065.81	\$1,685,698
Value of Credit Card Debt	61	\$1,484.10	\$1,211,029
Health			
Nonprescription Drugs	73	\$105.19	\$85,832
Prescription Drugs	81	\$297.56	\$242,806
Eyeglasses and Contact Lenses	75	\$68.25	\$55,694
Home			
Mortgage Payment and Basics (11)	59	\$5,986.46	\$4,884,948
Maintenance and Remodeling Services	57	\$1,217.65	\$993,602
Maintenance and Remodeling Materials (12)	77	\$378.43	\$308,801
Utilities, Fuel, and Public Services	72	\$3,495.84	\$2,852,609
Household Furnishings and Equipment			
Household Textiles (13)	63	\$63.52	\$51,836
Furniture	59	\$364.99	\$297,833
Rugs	62	\$20.21	\$16,492
Major Appliances (14)	69	\$245.59	\$200,405
Housewares (15)	65	\$69.05	\$56,344
Small Appliances	66	\$31.92	\$26,049
Luggage	49	\$6.90	\$5,630
Telephones and Accessories	52	\$39.50	\$32,229
Household Operations			
Child Care	56	\$286.13	\$233,482
Lawn and Garden (16)	73	\$344.28	\$280,929
Moving/Storage/Freight Express	48	\$32.15	\$26,236
Housekeeping Supplies (17)	70	\$525.04	\$428,429
Insurance			
Owners and Renters Insurance	76	\$440.77	\$359,667
Vehicle Insurance	70	\$1,088.68	\$888,367
Life/Other Insurance	70	\$323.14	\$263,683
Health Insurance	72	\$2,815.31	\$2,297,293
Personal Care Products (18)	61	\$306.60	\$250,184
School Books and Supplies (19)	61	\$94.78	\$77,337
Smoking Products	93	\$376.00	\$306,818
Transportation			
Payments on Vehicles excluding Leases	76	\$1,936.15	\$1,579,895
Gasoline and Motor Oil	72	\$1,657.29	\$1,352,347
Vehicle Maintenance and Repairs	67	\$762.10	\$621,875
Travel			
Airline Fares	49	\$265.12	\$216,334
Lodging on Trips	59	\$368.93	\$301,045
Auto/Truck Rental on Trips	52	\$13.69	\$11,171
Food and Drink on Trips	57	\$308.07	\$251,388

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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 civic 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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