



Retail Goods and Services Expenditures

81023 (Beulah)
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 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Rural Resort Dwellers (6E)	80.0%	Population	1,226	1,272
Green Acres (6A)	20.0%	Households	561	579
Top Tier (1A)	0.0%	Families	382	393
Professional Pride (1B)	0.0%	Median Age	57.0	59.5
Boomburbs (1C)	0.0%	Median Household Income	\$74,088	\$100,374
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		104	\$2,217.61	\$1,244,079
Men's		115	\$476.76	\$267,462
Women's		100	\$723.98	\$406,155
Children's		95	\$307.83	\$172,694
Footwear		107	\$515.69	\$289,301
Watches & Jewelry		98	\$135.50	\$76,015
Apparel Products and Services (1)		87	\$57.85	\$32,452
Computer				
Computers and Hardware for Home Use		90	\$149.18	\$83,690
Portable Memory		105	\$4.68	\$2,626
Computer Software		84	\$8.52	\$4,779
Computer Accessories		104	\$19.66	\$11,030
Entertainment & Recreation		128	\$4,176.77	\$2,343,168
Fees and Admissions		89	\$634.17	\$355,770
Membership Fees for Clubs (2)		89	\$211.27	\$118,521
Fees for Participant Sports, excl. Trips		94	\$101.32	\$56,839
Tickets to Theatre/Operas/Concerts		88	\$65.85	\$36,943
Tickets to Movies		86	\$47.21	\$26,487
Tickets to Parks or Museums		101	\$32.63	\$18,303
Admission to Sporting Events, excl. Trips		91	\$57.57	\$32,295
Fees for Recreational Lessons		82	\$117.72	\$66,040
Dating Services		87	\$0.61	\$341
TV/Video/Audio		125	\$1,528.75	\$857,628
Cable and Satellite Television Services		132	\$1,157.55	\$649,383
Televisions		117	\$127.38	\$71,461
Satellite Dishes		125	\$1.96	\$1,099
VCRs, Video Cameras, and DVD Players		101	\$5.86	\$3,285
Miscellaneous Video Equipment		97	\$24.79	\$13,908
Video Cassettes and DVDs		115	\$13.22	\$7,416
Video Game Hardware/Accessories		80	\$22.42	\$12,579
Video Game Software		91	\$13.79	\$7,734
Rental/Streaming/Downloaded Video		95	\$44.51	\$24,972
Installation of Televisions		105	\$1.19	\$670
Audio (3)		115	\$111.89	\$62,769
Rental and Repair of TV/Radio/Sound Equipment		133	\$4.19	\$2,352
Pets		178	\$1,175.22	\$659,296
Toys/Games/Crafts/Hobbies (4)		110	\$129.30	\$72,535
Recreational Vehicles and Fees (5)		176	\$281.88	\$158,135
Sports/Recreation/Exercise Equipment (6)		111	\$229.00	\$128,466
Photo Equipment and Supplies (7)		96	\$50.19	\$28,157
Reading (8)		121	\$129.24	\$72,504
Catered Affairs (9)		71	\$19.03	\$10,677
Food		117	\$10,315.38	\$5,786,931
Food at Home		123	\$6,345.48	\$3,559,813
Bakery and Cereal Products		123	\$831.24	\$466,328
Meats, Poultry, Fish, and Eggs		119	\$1,355.96	\$760,691
Dairy Products		133	\$714.34	\$400,746
Fruits and Vegetables		118	\$1,199.79	\$673,081
Snacks and Other Food at Home (10)		125	\$2,244.15	\$1,258,967
Food Away from Home		108	\$3,969.91	\$2,227,117
Alcoholic Beverages		102	\$590.72	\$331,393

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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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	116	\$24,883.13	\$13,959,436
Value of Retirement Plans	115	\$109,767.19	\$61,579,394
Value of Other Financial Assets	108	\$6,149.79	\$3,450,030
Vehicle Loan Amount excluding Interest	118	\$3,382.48	\$1,897,570
Value of Credit Card Debt	106	\$2,596.00	\$1,456,355
Health			
Nonprescription Drugs	134	\$192.98	\$108,261
Prescription Drugs	147	\$537.72	\$301,659
Eyeglasses and Contact Lenses	149	\$135.14	\$75,816
Home			
Mortgage Payment and Basics (11)	119	\$11,986.17	\$6,724,240
Maintenance and Remodeling Services	118	\$2,528.89	\$1,418,709
Maintenance and Remodeling Materials (12)	182	\$890.77	\$499,722
Utilities, Fuel, and Public Services	125	\$6,084.92	\$3,413,641
Household Furnishings and Equipment			
Household Textiles (13)	111	\$111.32	\$62,449
Furniture	102	\$624.26	\$350,210
Rugs	110	\$35.62	\$19,983
Major Appliances (14)	133	\$469.46	\$263,368
Housewares (15)	125	\$133.10	\$74,669
Small Appliances	116	\$56.37	\$31,622
Luggage	83	\$11.59	\$6,503
Telephones and Accessories	117	\$88.39	\$49,586
Household Operations			
Child Care	85	\$434.46	\$243,734
Lawn and Garden (16)	155	\$726.82	\$407,748
Moving/Storage/Freight Express	82	\$54.50	\$30,574
Housekeeping Supplies (17)	128	\$963.06	\$540,279
Insurance			
Owners and Renters Insurance	141	\$814.26	\$456,802
Vehicle Insurance	120	\$1,854.52	\$1,040,386
Life/Other Insurance	130	\$599.01	\$336,047
Health Insurance	134	\$5,252.32	\$2,946,549
Personal Care Products (18)	104	\$519.03	\$291,176
School Books and Supplies (19)	103	\$160.08	\$89,806
Smoking Products	147	\$594.04	\$333,255
Transportation			
Payments on Vehicles excluding Leases	134	\$3,403.66	\$1,909,456
Gasoline and Motor Oil	128	\$2,927.66	\$1,642,416
Vehicle Maintenance and Repairs	124	\$1,415.30	\$793,981
Travel			
Airline Fares	96	\$521.85	\$292,758
Lodging on Trips	117	\$726.73	\$407,697
Auto/Truck Rental on Trips	106	\$27.87	\$15,634
Food and Drink on Trips	112	\$604.99	\$339,402

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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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