



Retail Goods and Services Expenditures

Beulah Valley CDP, CO
 Beulah Valley CDP, CO (0806602)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Rural Resort Dwellers (6E)	100.0%	Population	589	609
Top Tier (1A)	0.0%	Households	281	290
Professional Pride (1B)	0.0%	Families	185	190
Boomburbs (1C)	0.0%	Median Age	58.5	61.4
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$75,000	\$102,450
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,210.04	\$621,022
Men's		118	\$488.30	\$137,213
Women's		98	\$709.35	\$199,326
Children's		93	\$300.69	\$84,494
Footwear		109	\$524.19	\$147,298
Watches & Jewelry		96	\$132.94	\$37,356
Apparel Products and Services (1)		82	\$54.57	\$15,335
Computer				
Computers and Hardware for Home Use		86	\$142.28	\$39,981
Portable Memory		106	\$4.72	\$1,326
Computer Software		80	\$8.06	\$2,266
Computer Accessories		101	\$19.17	\$5,388
Entertainment & Recreation		132	\$4,318.51	\$1,213,502
Fees and Admissions		82	\$586.63	\$164,843
Membership Fees for Clubs (2)		83	\$196.17	\$55,123
Fees for Participant Sports, excl. Trips		89	\$94.99	\$26,691
Tickets to Theatre/Operas/Concerts		80	\$60.37	\$16,965
Tickets to Movies		83	\$45.33	\$12,738
Tickets to Parks or Museums		99	\$31.96	\$8,980
Admission to Sporting Events, excl. Trips		82	\$51.92	\$14,589
Fees for Recreational Lessons		73	\$105.31	\$29,592
Dating Services		84	\$0.59	\$166
TV/Video/Audio		129	\$1,585.06	\$445,403
Cable and Satellite Television Services		138	\$1,211.71	\$340,490
Televisions		121	\$130.88	\$36,776
Satellite Dishes		132	\$2.06	\$580
VCRs, Video Cameras, and DVD Players		101	\$5.80	\$1,630
Miscellaneous Video Equipment		92	\$23.30	\$6,548
Video Cassettes and DVDs		117	\$13.37	\$3,758
Video Game Hardware/Accessories		76	\$21.14	\$5,941
Video Game Software		89	\$13.47	\$3,785
Rental/Streaming/Downloaded Video		94	\$43.76	\$12,296
Installation of Televisions		104	\$1.18	\$332
Audio (3)		117	\$113.86	\$31,996
Rental and Repair of TV/Radio/Sound Equipment		144	\$4.52	\$1,271
Pets		195	\$1,287.13	\$361,683
Toys/Games/Crafts/Hobbies (4)		110	\$129.50	\$36,389
Recreational Vehicles and Fees (5)		192	\$306.49	\$86,124
Sports/Recreation/Exercise Equipment (6)		110	\$226.94	\$63,771
Photo Equipment and Supplies (7)		93	\$48.38	\$13,594
Reading (8)		123	\$131.56	\$36,970
Catered Affairs (9)		63	\$16.81	\$4,725
Food		119	\$10,549.42	\$2,964,388
Food at Home		127	\$6,567.69	\$1,845,521
Bakery and Cereal Products		127	\$858.90	\$241,352
Meats, Poultry, Fish, and Eggs		122	\$1,400.01	\$393,402
Dairy Products		140	\$750.84	\$210,986
Fruits and Vegetables		121	\$1,231.87	\$346,154
Snacks and Other Food at Home (10)		129	\$2,326.07	\$653,626
Food Away from Home		108	\$3,981.73	\$1,118,867
Alcoholic Beverages		100	\$578.76	\$162,633

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	114	\$24,377.92	\$6,850,196
Value of Retirement Plans	110	\$105,222.16	\$29,567,426
Value of Other Financial Assets	107	\$6,092.56	\$1,712,010
Vehicle Loan Amount excluding Interest	121	\$3,460.69	\$972,454
Value of Credit Card Debt	105	\$2,555.87	\$718,198
Health			
Nonprescription Drugs	140	\$201.08	\$56,504
Prescription Drugs	155	\$565.59	\$158,930
Eyeglasses and Contact Lenses	157	\$142.09	\$39,926
Home			
Mortgage Payment and Basics (11)	118	\$11,840.48	\$3,327,176
Maintenance and Remodeling Services	117	\$2,505.32	\$703,996
Maintenance and Remodeling Materials (12)	196	\$956.54	\$268,789
Utilities, Fuel, and Public Services	130	\$6,302.20	\$1,770,918
Household Furnishings and Equipment			
Household Textiles (13)	112	\$111.70	\$31,388
Furniture	99	\$609.15	\$171,171
Rugs	103	\$33.43	\$9,394
Major Appliances (14)	137	\$485.06	\$136,301
Housewares (15)	128	\$136.09	\$38,241
Small Appliances	119	\$58.01	\$16,302
Luggage	77	\$10.72	\$3,012
Telephones and Accessories	121	\$91.35	\$25,669
Household Operations			
Child Care	79	\$404.82	\$113,755
Lawn and Garden (16)	163	\$767.16	\$215,573
Moving/Storage/Freight Express	78	\$51.82	\$14,561
Housekeeping Supplies (17)	133	\$1,000.50	\$281,140
Insurance			
Owners and Renters Insurance	145	\$841.30	\$236,406
Vehicle Insurance	124	\$1,914.37	\$537,937
Life/Other Insurance	131	\$604.53	\$169,872
Health Insurance	139	\$5,447.92	\$1,530,865
Personal Care Products (18)	102	\$512.88	\$144,120
School Books and Supplies (19)	103	\$160.18	\$45,010
Smoking Products	159	\$642.48	\$180,537
Transportation			
Payments on Vehicles excluding Leases	140	\$3,557.64	\$999,697
Gasoline and Motor Oil	134	\$3,064.42	\$861,103
Vehicle Maintenance and Repairs	128	\$1,460.09	\$410,285
Travel			
Airline Fares	92	\$504.43	\$141,744
Lodging on Trips	117	\$726.65	\$204,189
Auto/Truck Rental on Trips	104	\$27.24	\$7,654
Food and Drink on Trips	112	\$603.94	\$169,706

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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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