



# Retail Goods and Services Expenditures

81022 (Avondale) 2  
 81022 (Avondale)  
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Rooted Rural (10B)	55.2%	Population	1,572	1,603
Southern Satellites (10A)	37.0%	Households	567	577
Senior Escapes (9D)	4.9%	Families	402	408
Green Acres (6A)	2.8%	Median Age	43.2	45.0
Top Tier (1A)	0.0%	Median Household Income	\$51,795	\$60,490
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		73	\$1,553.41	\$880,781
Men's		72	\$297.08	\$168,446
Women's		70	\$504.07	\$285,809
Children's		80	\$257.70	\$146,117
Footwear		72	\$344.56	\$195,364
Watches & Jewelry		79	\$108.73	\$61,648
Apparel Products and Services (1)		62	\$41.26	\$23,397
<b>Computer</b>				
Computers and Hardware for Home Use		60	\$99.77	\$56,567
Portable Memory		66	\$2.96	\$1,679
Computer Software		55	\$5.53	\$3,137
Computer Accessories		65	\$12.42	\$7,040
<b>Entertainment &amp; Recreation</b>		80	\$2,615.76	\$1,483,134
Fees and Admissions		53	\$380.79	\$215,909
Membership Fees for Clubs (2)		55	\$128.99	\$73,135
Fees for Participant Sports, excl. Trips		58	\$62.11	\$35,215
Tickets to Theatre/Operas/Concerts		46	\$34.66	\$19,650
Tickets to Movies		51	\$27.78	\$15,751
Tickets to Parks or Museums		64	\$20.71	\$11,744
Admission to Sporting Events, excl. Trips		63	\$39.78	\$22,557
Fees for Recreational Lessons		46	\$66.42	\$37,660
Dating Services		50	\$0.35	\$197
TV/Video/Audio		88	\$1,083.07	\$614,102
Cable and Satellite Television Services		95	\$831.42	\$471,414
Televisions		77	\$83.45	\$47,315
Satellite Dishes		82	\$1.29	\$732
VCRs, Video Cameras, and DVD Players		69	\$3.98	\$2,259
Miscellaneous Video Equipment		74	\$18.94	\$10,741
Video Cassettes and DVDs		82	\$9.42	\$5,339
Video Game Hardware/Accessories		69	\$19.31	\$10,948
Video Game Software		63	\$9.55	\$5,416
Rental/Streaming/Downloaded Video		59	\$27.59	\$15,642
Installation of Televisions		65	\$0.74	\$419
Audio (3)		77	\$75.22	\$42,649
Rental and Repair of TV/Radio/Sound Equipment		69	\$2.17	\$1,228
Pets		105	\$696.52	\$394,927
Toys/Games/Crafts/Hobbies (4)		70	\$82.36	\$46,699
Recreational Vehicles and Fees (5)		75	\$119.81	\$67,932
Sports/Recreation/Exercise Equipment (6)		68	\$140.13	\$79,454
Photo Equipment and Supplies (7)		62	\$32.07	\$18,181
Reading (8)		67	\$71.56	\$40,576
Catered Affairs (9)		35	\$9.44	\$5,355
<b>Food</b>		78	\$6,913.11	\$3,919,736
Food at Home		81	\$4,199.29	\$2,381,000
Bakery and Cereal Products		81	\$550.99	\$312,412
Meats, Poultry, Fish, and Eggs		82	\$934.87	\$530,069
Dairy Products		81	\$434.52	\$246,373
Fruits and Vegetables		74	\$757.56	\$429,537
Snacks and Other Food at Home (10)		85	\$1,521.36	\$862,609
Food Away from Home		74	\$2,713.82	\$1,538,736
Alcoholic Beverages		56	\$322.89	\$183,076

**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.

**Source:** Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	58	\$12,476.42	\$7,074,128
Value of Retirement Plans	65	\$62,229.65	\$35,284,213
Value of Other Financial Assets	52	\$2,945.18	\$1,669,918
Vehicle Loan Amount excluding Interest	100	\$2,868.88	\$1,626,657
Value of Credit Card Debt	76	\$1,846.35	\$1,046,883
<b>Health</b>			
Nonprescription Drugs	94	\$134.62	\$76,331
Prescription Drugs	105	\$382.77	\$217,032
Eyeglasses and Contact Lenses	81	\$73.01	\$41,395
<b>Home</b>			
Mortgage Payment and Basics (11)	70	\$7,031.86	\$3,987,067
Maintenance and Remodeling Services	73	\$1,568.59	\$889,391
Maintenance and Remodeling Materials (12)	91	\$443.72	\$251,589
Utilities, Fuel, and Public Services	88	\$4,296.05	\$2,435,862
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	74	\$73.96	\$41,937
Furniture	67	\$411.49	\$233,318
Rugs	59	\$19.17	\$10,871
Major Appliances (14)	87	\$307.26	\$174,218
Housewares (15)	80	\$85.39	\$48,418
Small Appliances	75	\$36.47	\$20,677
Luggage	56	\$7.83	\$4,440
Telephones and Accessories	63	\$47.89	\$27,153
<b>Household Operations</b>			
Child Care	60	\$306.23	\$173,631
Lawn and Garden (16)	89	\$416.36	\$236,076
Moving/Storage/Freight Express	52	\$34.28	\$19,436
Housekeeping Supplies (17)	87	\$650.75	\$368,974
<b>Insurance</b>			
Owners and Renters Insurance	100	\$578.17	\$327,822
Vehicle Insurance	89	\$1,379.44	\$782,145
Life/Other Insurance	92	\$422.99	\$239,833
Health Insurance	86	\$3,379.68	\$1,916,279
Personal Care Products (18)	73	\$367.12	\$208,156
School Books and Supplies (19)	73	\$112.60	\$63,847
Smoking Products	115	\$464.38	\$263,305
<b>Transportation</b>			
Payments on Vehicles excluding Leases	101	\$2,567.62	\$1,455,839
Gasoline and Motor Oil	91	\$2,082.46	\$1,180,754
Vehicle Maintenance and Repairs	78	\$894.05	\$506,927
<b>Travel</b>			
Airline Fares	54	\$296.78	\$168,276
Lodging on Trips	72	\$448.32	\$254,199
Auto/Truck Rental on Trips	48	\$12.72	\$7,210
Food and Drink on Trips	68	\$365.64	\$207,320

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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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