



Retail Goods and Services Expenditures

81039 (Fowler)
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Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Rustbelt Retirees	42.7%	Population	2,326	2,335
Heartland Communities	40.1%	Households	990	1,004
Midland Crowd	17.2%	Families	662	667
Top Rung	0.0%	Median Age	43.6	45.0
Suburban Splendor	0.0%	Median Household Income	\$34,717	\$39,136
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		46	\$1,067.24	\$1,056,568
Men's		43	\$191.56	\$189,648
Women's		41	\$331.79	\$328,474
Children's		51	\$196.16	\$194,199
Footwear		33	\$132.71	\$131,386
Watches & Jewelry		66	\$124.15	\$122,908
Apparel Products and Services (1)		100	\$90.86	\$89,954
Computer				
Computers and Hardware for Home Use		64	\$119.44	\$118,244
Software and Accessories for Home Use		63	\$17.38	\$17,203
Entertainment & Recreation		71	\$2,226.37	\$2,204,105
Fees and Admissions		61	\$368.62	\$364,931
Membership Fees for Clubs (2)		63	\$99.71	\$98,714
Fees for Participant Sports, excl. Trips		64	\$65.71	\$65,053
Admission to Movie/Theatre/Opera/Ballet		61	\$89.21	\$88,318
Admission to Sporting Events, excl. Trips		65	\$37.66	\$37,285
Fees for Recreational Lessons		57	\$75.92	\$75,163
Dating Services		54	\$0.40	\$398
TV/Video/Audio		70	\$841.70	\$833,279
Community Antenna or Cable TV		75	\$525.33	\$520,075
Televisions		64	\$119.48	\$118,289
VCRs, Video Cameras, and DVD Players		64	\$12.70	\$12,570
Video Cassettes and DVDs		66	\$33.66	\$33,320
Video and Computer Game Hardware and Software		63	\$34.26	\$33,913
Satellite Dishes		70	\$0.85	\$842
Rental of Video Cassettes and DVDs		64	\$25.69	\$25,432
Streaming/Downloaded Video		56	\$0.77	\$760
Audio (3)		59	\$84.45	\$83,604
Rental and Repair of TV/Radio/Sound Equipment		62	\$4.52	\$4,474
Pets		92	\$382.23	\$378,404
Toys and Games (4)		71	\$99.90	\$98,901
Recreational Vehicles and Fees (5)		78	\$243.71	\$241,268
Sports/Recreation/Exercise Equipment (6)		56	\$98.79	\$97,805
Photo Equipment and Supplies (7)		67	\$67.35	\$66,675
Reading (8)		72	\$108.50	\$107,419
Catered Affairs (9)		65	\$15.58	\$15,423
Food		70	\$5,204.07	\$5,152,033
Food at Home		71	\$3,086.01	\$3,055,147
Bakery and Cereal Products		73	\$420.75	\$416,541
Meats, Poultry, Fish, and Eggs		70	\$707.51	\$700,434
Dairy Products		73	\$352.29	\$348,765
Fruits and Vegetables		69	\$523.98	\$518,736
Snacks and Other Food at Home (10)		72	\$1,081.49	\$1,070,671
Food Away from Home		68	\$2,118.07	\$2,096,886
Alcoholic Beverages		64	\$356.51	\$352,945
Nonalcoholic Beverages at Home		71	\$301.35	\$298,335

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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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	75	\$1,258.28	\$1,245,699
Vehicle Loans	75	\$3,560.54	\$3,524,933
Health			
Nonprescription Drugs	82	\$81.69	\$80,874
Prescription Drugs	89	\$430.37	\$426,063
Eyeglasses and Contact Lenses	74	\$54.86	\$54,311
Home			
Mortgage Payment and Basics (11)	66	\$5,993.77	\$5,933,833
Maintenance and Remodeling Services	67	\$1,288.06	\$1,275,178
Maintenance and Remodeling Materials (12)	77	\$278.36	\$275,578
Utilities, Fuel, and Public Services	76	\$3,320.66	\$3,287,452
Household Furnishings and Equipment			
Household Textiles (13)	68	\$87.50	\$86,628
Furniture	65	\$378.91	\$375,124
Floor Coverings	72	\$52.02	\$51,502
Major Appliances (14)	76	\$224.60	\$222,357
Housewares (15)	59	\$49.61	\$49,117
Small Appliances	74	\$23.52	\$23,287
Luggage	65	\$5.80	\$5,744
Telephones and Accessories	44	\$18.17	\$17,986
Household Operations			
Child Care	61	\$271.78	\$269,063
Lawn and Garden (16)	75	\$305.31	\$302,255
Moving/Storage/Freight Express	60	\$35.23	\$34,875
Housekeeping Supplies (17)	73	\$499.05	\$494,059
Insurance			
Owners and Renters Insurance	79	\$355.42	\$351,861
Vehicle Insurance	72	\$808.57	\$800,483
Life/Other Insurance	79	\$317.95	\$314,765
Health Insurance	82	\$1,541.93	\$1,526,508
Personal Care Products (18)	69	\$265.62	\$262,963
School Books and Supplies (19)	66	\$68.38	\$67,691
Smoking Products	82	\$338.23	\$334,848
Transportation			
Vehicle Purchases (Net Outlay) (20)	72	\$3,049.51	\$3,019,018
Gasoline and Motor Oil	75	\$2,092.19	\$2,071,268
Vehicle Maintenance and Repairs	70	\$640.86	\$634,454
Travel			
Airline Fares	58	\$256.18	\$253,622
Lodging on Trips	66	\$279.61	\$276,818
Auto/Truck/Van Rental on Trips	56	\$19.85	\$19,648
Food and Drink on Trips	67	\$283.21	\$280,382

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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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