



Retail Goods and Services Expenditures

Bullock County, AL
 Bullock County, AL (01011)
 Geography: County

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Rural Bypasses (10E)	79.5%	Population	10,857	10,752
Rooted Rural (10B)	20.5%	Households	3,763	3,729
	0.0%	Families	2,345	2,301
	0.0%	Median Age	39.2	40.9
	0.0%	Median Household Income	\$32,187	\$32,883
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		50	\$1,074.15	\$4,042,027
Men's		45	\$187.64	\$706,101
Women's		52	\$388.74	\$1,462,829
Children's		55	\$174.68	\$657,307
Footwear		49	\$237.06	\$892,049
Watches & Jewelry		55	\$64.57	\$242,981
Apparel Products and Services (1)		37	\$21.46	\$80,760
Computer				
Computers and Hardware for Home Use		40	\$64.32	\$242,034
Portable Memory		44	\$1.70	\$6,415
Computer Software		34	\$3.29	\$12,395
Computer Accessories		37	\$6.45	\$24,255
Entertainment & Recreation		61	\$1,993.53	\$7,501,656
Fees and Admissions		35	\$250.36	\$942,089
Membership Fees for Clubs (2)		37	\$88.56	\$333,235
Fees for Participant Sports, excl. Trips		33	\$32.64	\$122,823
Tickets to Theatre/Operas/Concerts		29	\$23.03	\$86,643
Tickets to Movies		34	\$19.32	\$72,705
Tickets to Parks or Museums		65	\$21.40	\$80,514
Admission to Sporting Events, excl. Trips		45	\$28.33	\$106,622
Fees for Recreational Lessons		25	\$36.84	\$138,645
Dating Services		30	\$0.24	\$901
TV/Video/Audio		73	\$855.02	\$3,217,458
Cable and Satellite Television Services		81	\$654.07	\$2,461,261
Televisions		64	\$68.58	\$258,049
Satellite Dishes		47	\$0.55	\$2,055
VCRs, Video Cameras, and DVD Players		49	\$2.54	\$9,546
Miscellaneous Video Equipment		50	\$12.52	\$47,102
Video Cassettes and DVDs		65	\$6.48	\$24,403
Video Game Hardware/Accessories		44	\$12.50	\$47,042
Video Game Software		45	\$7.46	\$28,056
Rental/Streaming/Downloaded Video		41	\$22.06	\$83,023
Installation of Televisions		51	\$0.55	\$2,087
Audio (3)		62	\$66.38	\$249,796
Rental and Repair of TV/Radio/Sound Equipment		55	\$1.34	\$5,039
Pets		84	\$582.05	\$2,190,273
Toys/Games/Crafts/Hobbies (4)		49	\$59.60	\$224,282
Recreational Vehicles and Fees (5)		53	\$82.73	\$311,319
Sports/Recreation/Exercise Equipment (6)		42	\$86.03	\$323,741
Photo Equipment and Supplies (7)		38	\$19.20	\$72,248
Reading (8)		43	\$46.03	\$173,199
Catered Affairs (9)		42	\$12.50	\$47,046
Food		60	\$5,459.43	\$20,543,827
Food at Home		63	\$3,377.26	\$12,708,626
Bakery and Cereal Products		65	\$448.73	\$1,688,555
Meats, Poultry, Fish, and Eggs		64	\$752.22	\$2,830,593
Dairy Products		59	\$326.92	\$1,230,191
Fruits and Vegetables		56	\$588.51	\$2,214,548
Snacks and Other Food at Home (10)		67	\$1,260.89	\$4,744,738
Food Away from Home		55	\$2,082.17	\$7,835,201
Alcoholic Beverages		37	\$227.46	\$855,945

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	32	\$7,887.08	\$29,679,078
Value of Retirement Plans	41	\$39,490.12	\$148,601,317
Value of Other Financial Assets	36	\$2,930.14	\$11,026,123
Vehicle Loan Amount excluding Interest	75	\$2,178.66	\$8,198,309
Value of Credit Card Debt	62	\$1,599.70	\$6,019,654
Health			
Nonprescription Drugs	80	\$118.05	\$444,217
Prescription Drugs	87	\$305.16	\$1,148,312
Eyeglasses and Contact Lenses	62	\$58.08	\$218,555
Home			
Mortgage Payment and Basics (11)	44	\$4,585.96	\$17,256,962
Maintenance and Remodeling Services	54	\$1,395.16	\$5,250,006
Maintenance and Remodeling Materials (12)	80	\$440.14	\$1,656,239
Utilities, Fuel, and Public Services	71	\$3,479.94	\$13,095,025
Household Furnishings and Equipment			
Household Textiles (13)	59	\$59.51	\$223,948
Furniture	53	\$341.96	\$1,286,803
Rugs	45	\$15.94	\$59,968
Major Appliances (14)	67	\$241.09	\$907,206
Housewares (15)	68	\$66.08	\$248,666
Small Appliances	54	\$26.53	\$99,819
Luggage	36	\$5.23	\$19,697
Telephones and Accessories	30	\$26.12	\$98,291
Household Operations			
Child Care	41	\$211.07	\$794,270
Lawn and Garden (16)	69	\$339.23	\$1,276,526
Moving/Storage/Freight Express	37	\$22.55	\$84,851
Housekeeping Supplies (17)	65	\$506.02	\$1,904,137
Insurance			
Owners and Renters Insurance	74	\$445.95	\$1,678,122
Vehicle Insurance	72	\$1,293.00	\$4,865,556
Life/Other Insurance	75	\$406.90	\$1,531,182
Health Insurance	64	\$2,387.48	\$8,984,071
Personal Care Products (18)	53	\$263.51	\$991,588
School Books and Supplies (19)	54	\$79.98	\$300,981
Smoking Products	118	\$476.27	\$1,792,212
Transportation			
Payments on Vehicles excluding Leases	81	\$2,084.87	\$7,845,383
Gasoline and Motor Oil	74	\$1,746.49	\$6,572,036
Vehicle Maintenance and Repairs	65	\$755.93	\$2,844,580
Travel			
Airline Fares	35	\$206.98	\$778,858
Lodging on Trips	48	\$309.23	\$1,163,620
Auto/Truck Rental on Trips	31	\$9.02	\$33,944
Food and Drink on Trips	48	\$277.89	\$1,045,700

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June 22, 2021



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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 health 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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