



# Retail Goods and Services Expenditures

Colorado City

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Salt of the Earth	100.0%	Population	2,113	2,205
Top Rung	0.0%	Households	827	874
Suburban Splendor	0.0%	Families	580	608
Connoisseurs	0.0%	Median Age	46.2	48.1
Boomburbs	0.0%	Median Household Income	\$55,664	\$58,383
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		69	\$1,591.92	\$1,316,701
Men's		65	\$291.05	\$240,730
Women's		61	\$492.11	\$407,032
Children's		76	\$296.18	\$244,977
Footwear		49	\$197.53	\$163,375
Watches & Jewelry		102	\$191.49	\$158,383
Apparel Products and Services (1)		136	\$123.57	\$102,203
<b>Computer</b>				
Computers and Hardware for Home Use		101	\$187.67	\$155,227
Software and Accessories for Home Use		97	\$26.71	\$22,093
<b>Entertainment &amp; Recreation</b>		109	\$3,395.80	\$2,808,713
Fees and Admissions		93	\$559.20	\$462,524
Membership Fees for Clubs (2)		93	\$148.20	\$122,575
Fees for Participant Sports, excl. Trips		95	\$98.66	\$81,602
Admission to Movie/Theatre/Opera/Ballet		91	\$133.63	\$110,524
Admission to Sporting Events, excl. Trips		101	\$58.35	\$48,261
Fees for Recreational Lessons		91	\$119.82	\$99,104
Dating Services		74	\$0.56	\$459
TV/Video/Audio		104	\$1,248.29	\$1,032,472
Community Antenna or Cable TV		110	\$765.61	\$633,244
Televisions		95	\$177.61	\$146,906
VCRs, Video Cameras, and DVD Players		100	\$19.70	\$16,297
Video Cassettes and DVDs		98	\$50.23	\$41,547
Video and Computer Game Hardware and Software		102	\$54.95	\$45,449
Satellite Dishes		108	\$1.32	\$1,090
Rental of Video Cassettes and DVDs		105	\$41.91	\$34,661
Streaming/Downloaded Video		82	\$1.11	\$918
Audio (3)		91	\$130.02	\$107,540
Rental and Repair of TV/Radio/Sound Equipment		79	\$5.83	\$4,820
Pets		143	\$594.38	\$491,618
Toys and Games (4)		111	\$155.97	\$129,002
Recreational Vehicles and Fees (5)		123	\$384.16	\$317,741
Sports/Recreation/Exercise Equipment (6)		90	\$157.77	\$130,494
Photo Equipment and Supplies (7)		107	\$107.05	\$88,545
Reading (8)		110	\$165.12	\$136,576
Catered Affairs (9)		100	\$23.87	\$19,740
<b>Food</b>		104	\$7,725.74	\$6,390,058
Food at Home		105	\$4,567.36	\$3,777,717
Bakery and Cereal Products		109	\$629.76	\$520,884
Meats, Poultry, Fish, and Eggs		102	\$1,024.74	\$847,578
Dairy Products		110	\$530.48	\$438,766
Fruits and Vegetables		100	\$763.32	\$631,351
Snacks and Other Food at Home (10)		107	\$1,619.05	\$1,339,138
Food Away from Home		101	\$3,158.39	\$2,612,341
Alcoholic Beverages		97	\$538.74	\$445,595
Nonalcoholic Beverages at Home		105	\$446.81	\$369,560

**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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<b>Financial</b>			
Investments	128	\$2,160.01	\$1,786,570
Vehicle Loans	116	\$5,507.38	\$4,555,228
<b>Health</b>			
Nonprescription Drugs	117	\$116.49	\$96,350
Prescription Drugs	125	\$605.76	\$501,029
Eyeglasses and Contact Lenses	115	\$85.55	\$70,756
<b>Home</b>			
Mortgage Payment and Basics (11)	102	\$9,273.12	\$7,669,918
Maintenance and Remodeling Services	104	\$2,005.71	\$1,658,945
Maintenance and Remodeling Materials (12)	129	\$465.96	\$385,398
Utilities, Fuel, and Public Services	111	\$4,894.27	\$4,048,116
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	101	\$130.57	\$107,999
Furniture	96	\$557.40	\$461,032
Floor Coverings	114	\$82.84	\$68,518
Major Appliances (14)	119	\$349.40	\$288,991
Housewares (15)	89	\$74.24	\$61,402
Small Appliances	113	\$35.80	\$29,611
Luggage	100	\$8.95	\$7,403
Telephones and Accessories	66	\$27.34	\$22,610
<b>Household Operations</b>			
Child Care	91	\$407.68	\$337,195
Lawn and Garden (16)	115	\$467.69	\$386,833
Moving/Storage/Freight Express	78	\$45.65	\$37,759
Housekeeping Supplies (17)	109	\$739.45	\$611,610
<b>Insurance</b>			
Owners and Renters Insurance	117	\$525.90	\$434,979
Vehicle Insurance	105	\$1,190.84	\$984,958
Life/Other Insurance	124	\$502.03	\$415,238
Health Insurance	121	\$2,266.85	\$1,874,943
Personal Care Products (18)	102	\$392.48	\$324,627
School Books and Supplies (19)	104	\$108.16	\$89,463
Smoking Products	125	\$518.69	\$429,011
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	108	\$4,604.68	\$3,808,590
Gasoline and Motor Oil	114	\$3,181.28	\$2,631,278
Vehicle Maintenance and Repairs	106	\$968.89	\$801,383
<b>Travel</b>			
Airline Fares	85	\$379.58	\$313,954
Lodging on Trips	101	\$425.92	\$352,287
Auto/Truck/Van Rental on Trips	81	\$28.86	\$23,872
Food and Drink on Trips	103	\$433.28	\$358,370

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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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