



Retail Goods and Services Expenditures

Rye

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Rural Resort Dwellers	100.0%	Population	159	177
Top Rung	0.0%	Households	74	83
Suburban Splendor	0.0%	Families	56	62
Connoisseurs	0.0%	Median Age	51.9	53.6
Boomburbs	0.0%	Median Household Income	\$43,935	\$48,640
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		61	\$1,409.36	\$104,105
Men's		59	\$261.22	\$19,295
Women's		54	\$430.89	\$31,829
Children's		65	\$254.06	\$18,767
Footwear		45	\$183.47	\$13,552
Watches & Jewelry		90	\$169.55	\$12,524
Apparel Products and Services (1)		121	\$110.17	\$8,138
Computer				
Computers and Hardware for Home Use		93	\$171.93	\$12,700
Software and Accessories for Home Use		91	\$25.21	\$1,862
Entertainment & Recreation		106	\$3,323.80	\$245,519
Fees and Admissions		78	\$468.22	\$34,586
Membership Fees for Clubs (2)		77	\$121.52	\$8,976
Fees for Participant Sports, excl. Trips		88	\$90.90	\$6,714
Admission to Movie/Theatre/Opera/Ballet		81	\$119.39	\$8,819
Admission to Sporting Events, excl. Trips		74	\$42.93	\$3,171
Fees for Recreational Lessons		70	\$93.02	\$6,871
Dating Services		60	\$0.45	\$33
TV/Video/Audio		95	\$1,142.92	\$84,424
Community Antenna or Cable TV		102	\$714.99	\$52,814
Televisions		84	\$156.59	\$11,567
VCRs, Video Cameras, and DVD Players		95	\$18.70	\$1,381
Video Cassettes and DVDs		95	\$48.48	\$3,581
Video and Computer Game Hardware and Software		74	\$39.90	\$2,948
Satellite Dishes		111	\$1.35	\$100
Rental of Video Cassettes and DVDs		92	\$36.75	\$2,714
Streaming/Downloaded Video		57	\$0.77	\$57
Audio (3)		84	\$119.13	\$8,800
Rental and Repair of TV/Radio/Sound Equipment		85	\$6.25	\$462
Pets		145	\$605.34	\$44,714
Toys and Games (4)		96	\$136.02	\$10,048
Recreational Vehicles and Fees (5)		175	\$548.93	\$40,548
Sports/Recreation/Exercise Equipment (6)		91	\$159.68	\$11,795
Photo Equipment and Supplies (7)		96	\$96.31	\$7,114
Reading (8)		100	\$150.59	\$11,124
Catered Affairs (9)		66	\$15.79	\$1,167
Food		97	\$7,243.59	\$535,061
Food at Home		102	\$4,406.06	\$325,462
Bakery and Cereal Products		104	\$599.08	\$44,252
Meats, Poultry, Fish, and Eggs		98	\$985.23	\$72,776
Dairy Products		107	\$514.83	\$38,029
Fruits and Vegetables		99	\$750.38	\$55,429
Snacks and Other Food at Home (10)		103	\$1,556.53	\$114,976
Food Away from Home		91	\$2,837.54	\$209,600
Alcoholic Beverages		82	\$453.45	\$33,495
Nonalcoholic Beverages at Home		101	\$429.92	\$31,757

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	137	\$2,308.14	\$170,495
Vehicle Loans	116	\$5,542.21	\$409,385
Health			
Nonprescription Drugs	130	\$130.09	\$9,610
Prescription Drugs	134	\$649.50	\$47,976
Eyeglasses and Contact Lenses	104	\$77.75	\$5,743
Home			
Mortgage Payment and Basics (11)	88	\$7,997.72	\$590,766
Maintenance and Remodeling Services	89	\$1,706.87	\$126,081
Maintenance and Remodeling Materials (12)	127	\$458.10	\$33,838
Utilities, Fuel, and Public Services	102	\$4,464.34	\$329,766
Household Furnishings and Equipment			
Household Textiles (13)	102	\$131.12	\$9,686
Furniture	90	\$523.46	\$38,667
Floor Coverings	84	\$61.31	\$4,529
Major Appliances (14)	120	\$352.69	\$26,052
Housewares (15)	89	\$74.27	\$5,486
Small Appliances	106	\$33.65	\$2,486
Luggage	94	\$8.45	\$624
Telephones and Accessories	63	\$26.17	\$1,933
Household Operations			
Child Care	72	\$321.23	\$23,729
Lawn and Garden (16)	115	\$466.73	\$34,476
Moving/Storage/Freight Express	116	\$68.33	\$5,048
Housekeeping Supplies (17)	104	\$703.71	\$51,981
Insurance			
Owners and Renters Insurance	111	\$498.45	\$36,819
Vehicle Insurance	100	\$1,126.03	\$83,176
Life/Other Insurance	109	\$442.69	\$32,700
Health Insurance	117	\$2,200.74	\$162,562
Personal Care Products (18)	97	\$375.39	\$27,729
School Books and Supplies (19)	80	\$83.10	\$6,138
Smoking Products	123	\$511.22	\$37,762
Transportation			
Vehicle Purchases (Net Outlay) (20)	108	\$4,614.93	\$340,890
Gasoline and Motor Oil	110	\$3,044.34	\$224,876
Vehicle Maintenance and Repairs	102	\$934.44	\$69,024
Travel			
Airline Fares	78	\$347.60	\$25,676
Lodging on Trips	96	\$404.85	\$29,905
Auto/Truck/Van Rental on Trips	74	\$26.50	\$1,957
Food and Drink on Trips	100	\$421.48	\$31,133

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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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