



Retail Goods and Services Expenditures

81019 (Colorado city)
 81019 (COLORADO CITY, CO)
 Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Salt of the Earth	97.6%	Population	2,339	2,441
Rural Resort Dwellers	2.4%	Households	913	965
Top Rung	0.0%	Families	642	673
Suburban Splendor	0.0%	Median Age	46.4	48.3
Connoisseurs	0.0%	Median Household Income	\$55,735	\$58,415
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		69	\$1,592.70	\$1,454,138
Men's		65	\$291.28	\$265,942
Women's		61	\$492.23	\$449,405
Children's		76	\$296.12	\$270,354
Footwear		49	\$197.85	\$180,632
Watches & Jewelry		102	\$191.58	\$174,915
Apparel Products and Services (1)		136	\$123.65	\$112,889
Computer				
Computers and Hardware for Home Use		101	\$187.92	\$171,566
Software and Accessories for Home Use		97	\$26.77	\$24,436
Entertainment & Recreation		109	\$3,405.71	\$3,109,415
Fees and Admissions		93	\$558.78	\$510,165
Membership Fees for Clubs (2)		93	\$148.02	\$135,139
Fees for Participant Sports, excl. Trips		96	\$98.80	\$90,203
Admission to Movie/Theatre/Opera/Ballet		91	\$133.72	\$122,086
Admission to Sporting Events, excl. Trips		101	\$58.15	\$53,091
Fees for Recreational Lessons		90	\$119.54	\$109,139
Dating Services		74	\$0.55	\$506
TV/Video/Audio		104	\$1,249.88	\$1,141,138
Community Antenna or Cable TV		110	\$766.95	\$700,224
Televisions		95	\$177.68	\$162,224
VCRs, Video Cameras, and DVD Players		100	\$19.75	\$18,028
Video Cassettes and DVDs		99	\$50.36	\$45,979
Video and Computer Game Hardware and Software		101	\$54.75	\$49,986
Satellite Dishes		109	\$1.32	\$1,209
Rental of Video Cassettes and DVDs		105	\$41.92	\$38,270
Streaming/Downloaded Video		81	\$1.11	\$1,009
Audio (3)		91	\$130.19	\$118,860
Rental and Repair of TV/Radio/Sound Equipment		79	\$5.86	\$5,349
Pets		143	\$596.73	\$544,810
Toys and Games (4)		111	\$155.99	\$142,418
Recreational Vehicles and Fees (5)		125	\$389.77	\$355,860
Sports/Recreation/Exercise Equipment (6)		90	\$158.37	\$144,589
Photo Equipment and Supplies (7)		107	\$107.15	\$97,824
Reading (8)		110	\$165.32	\$150,937
Catered Affairs (9)		99	\$23.74	\$21,674
Food		104	\$7,740.01	\$7,066,632
Food at Home		106	\$4,579.01	\$4,180,633
Bakery and Cereal Products		109	\$631.15	\$576,240
Meats, Poultry, Fish, and Eggs		102	\$1,027.27	\$937,898
Dairy Products		110	\$531.91	\$485,636
Fruits and Vegetables		101	\$765.63	\$699,020
Snacks and Other Food at Home (10)		107	\$1,623.04	\$1,481,839
Food Away from Home		101	\$3,161.01	\$2,885,999
Alcoholic Beverages		97	\$538.39	\$491,549
Nonalcoholic Beverages at Home		106	\$447.92	\$408,949

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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Financial			
Investments	129	\$2,171.35	\$1,982,440
Vehicle Loans	116	\$5,527.39	\$5,046,508
Health			
Nonprescription Drugs	117	\$117.25	\$107,046
Prescription Drugs	126	\$608.99	\$556,011
Eyeglasses and Contact Lenses	115	\$85.64	\$78,189
Home			
Mortgage Payment and Basics (11)	102	\$9,272.16	\$8,465,479
Maintenance and Remodeling Services	104	\$2,004.90	\$1,830,474
Maintenance and Remodeling Materials (12)	130	\$467.37	\$426,707
Utilities, Fuel, and Public Services	112	\$4,900.08	\$4,473,774
Household Furnishings and Equipment			
Household Textiles (13)	102	\$131.04	\$119,640
Furniture	96	\$558.45	\$509,866
Floor Coverings	114	\$82.57	\$75,384
Major Appliances (14)	119	\$350.70	\$320,185
Housewares (15)	89	\$74.50	\$68,014
Small Appliances	113	\$35.87	\$32,748
Luggage	100	\$8.97	\$8,188
Telephones and Accessories	66	\$27.40	\$25,017
Household Operations			
Child Care	91	\$406.85	\$371,450
Lawn and Garden (16)	116	\$469.29	\$428,460
Moving/Storage/Freight Express	79	\$46.40	\$42,363
Housekeeping Supplies (17)	109	\$741.09	\$676,614
Insurance			
Owners and Renters Insurance	117	\$527.01	\$481,161
Vehicle Insurance	106	\$1,193.29	\$1,089,469
Life/Other Insurance	124	\$502.23	\$458,539
Health Insurance	121	\$2,273.00	\$2,075,247
Personal Care Products (18)	102	\$393.40	\$359,174
School Books and Supplies (19)	104	\$107.89	\$98,501
Smoking Products	126	\$520.29	\$475,025
Transportation			
Vehicle Purchases (Net Outlay) (20)	109	\$4,620.92	\$4,218,899
Gasoline and Motor Oil	115	\$3,188.76	\$2,911,336
Vehicle Maintenance and Repairs	106	\$971.36	\$886,849
Travel			
Airline Fares	85	\$380.06	\$346,998
Lodging on Trips	101	\$426.85	\$389,717
Auto/Truck/Van Rental on Trips	81	\$28.90	\$26,386
Food and Drink on Trips	103	\$434.47	\$396,675

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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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