



Retail Goods and Services Expenditures

81022 (Avondale)
81022 (AVONDALE, CO)
Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Heartland Communities	59.9%	Population	1,464	1,498
Midland Crowd	36.7%	Households	529	549
Prairie Living	3.0%	Families	380	392
Rural Resort Dwellers	0.4%	Median Age	41.4	42.3
Top Rung	0.0%	Median Household Income	\$36,171	\$41,661
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		48	\$1,111.33	\$587,892
Men's		45	\$199.19	\$105,370
Women's		42	\$336.94	\$178,239
Children's		55	\$215.37	\$113,931
Footwear		35	\$143.13	\$75,714
Watches & Jewelry		67	\$126.13	\$66,720
Apparel Products and Services (1)		100	\$90.58	\$47,918
Computer				
Computers and Hardware for Home Use		69	\$127.86	\$67,639
Software and Accessories for Home Use		67	\$18.43	\$9,751
Entertainment & Recreation		76	\$2,382.65	\$1,260,422
Fees and Admissions		58	\$348.54	\$184,375
Membership Fees for Clubs (2)		57	\$90.34	\$47,788
Fees for Participant Sports, excl. Trips		63	\$65.34	\$34,567
Admission to Movie/Theatre/Opera/Ballet		60	\$88.07	\$46,591
Admission to Sporting Events, excl. Trips		64	\$36.69	\$19,408
Fees for Recreational Lessons		51	\$67.75	\$35,841
Dating Services		45	\$0.34	\$179
TV/Video/Audio		75	\$899.52	\$475,844
Community Antenna or Cable TV		81	\$564.21	\$298,467
Televisions		66	\$124.55	\$65,887
VCRs, Video Cameras, and DVD Players		70	\$13.81	\$7,306
Video Cassettes and DVDs		74	\$37.63	\$19,905
Video and Computer Game Hardware and Software		65	\$35.20	\$18,620
Satellite Dishes		84	\$1.02	\$540
Rental of Video Cassettes and DVDs		71	\$28.51	\$15,082
Streaming/Downloaded Video		49	\$0.67	\$354
Audio (3)		63	\$89.22	\$47,198
Rental and Repair of TV/Radio/Sound Equipment		64	\$4.70	\$2,486
Pets		101	\$423.08	\$223,809
Toys and Games (4)		77	\$108.18	\$57,227
Recreational Vehicles and Fees (5)		95	\$297.68	\$157,472
Sports/Recreation/Exercise Equipment (6)		64	\$111.60	\$59,037
Photo Equipment and Supplies (7)		71	\$71.20	\$37,665
Reading (8)		72	\$108.37	\$57,327
Catered Affairs (9)		61	\$14.49	\$7,666
Food		75	\$5,559.65	\$2,941,055
Food at Home		77	\$3,324.55	\$1,758,685
Bakery and Cereal Products		78	\$451.24	\$238,706
Meats, Poultry, Fish, and Eggs		75	\$758.35	\$401,166
Dairy Products		79	\$382.76	\$202,478
Fruits and Vegetables		73	\$552.76	\$292,411
Snacks and Other Food at Home (10)		78	\$1,179.44	\$623,924
Food Away from Home		72	\$2,235.10	\$1,182,370
Alcoholic Beverages		64	\$356.50	\$188,590
Nonalcoholic Beverages at Home		77	\$328.76	\$173,915

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	79	\$1,327.66	\$702,333
Vehicle Loans	87	\$4,128.00	\$2,183,714
Health			
Nonprescription Drugs	94	\$94.32	\$49,896
Prescription Drugs	98	\$474.61	\$251,071
Eyeglasses and Contact Lenses	76	\$56.92	\$30,112
Home			
Mortgage Payment and Basics (11)	66	\$5,948.61	\$3,146,813
Maintenance and Remodeling Services	64	\$1,225.72	\$648,405
Maintenance and Remodeling Materials (12)	85	\$307.83	\$162,840
Utilities, Fuel, and Public Services	81	\$3,545.83	\$1,875,744
Household Furnishings and Equipment			
Household Textiles (13)	73	\$93.58	\$49,503
Furniture	68	\$396.28	\$209,630
Floor Coverings	64	\$46.86	\$24,788
Major Appliances (14)	84	\$246.11	\$130,191
Housewares (15)	64	\$53.44	\$28,268
Small Appliances	79	\$24.94	\$13,191
Luggage	66	\$5.93	\$3,138
Telephones and Accessories	49	\$20.36	\$10,768
Household Operations			
Child Care	65	\$289.65	\$153,223
Lawn and Garden (16)	79	\$322.56	\$170,636
Moving/Storage/Freight Express	70	\$41.34	\$21,869
Housekeeping Supplies (17)	80	\$541.77	\$286,596
Insurance			
Owners and Renters Insurance	85	\$380.19	\$201,122
Vehicle Insurance	76	\$863.51	\$456,796
Life/Other Insurance	82	\$329.82	\$174,474
Health Insurance	87	\$1,636.05	\$865,473
Personal Care Products (18)	74	\$287.58	\$152,131
School Books and Supplies (19)	72	\$74.84	\$39,592
Smoking Products	94	\$388.91	\$205,732
Transportation			
Vehicle Purchases (Net Outlay) (20)	80	\$3,422.88	\$1,810,702
Gasoline and Motor Oil	85	\$2,357.14	\$1,246,926
Vehicle Maintenance and Repairs	75	\$689.12	\$364,544
Travel			
Airline Fares	54	\$240.13	\$127,029
Lodging on Trips	65	\$275.36	\$145,666
Auto/Truck/Van Rental on Trips	51	\$18.44	\$9,752
Food and Drink on Trips	69	\$289.71	\$153,257

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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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