



Retail Goods and Services Expenditures

St. Charles Mesa CCD, CO
 St. Charles Mesa CCD, CO (0810193154)
 Geography: County Subdivision

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Comfortable Empty Nesters (5A)	77.4%	Population	9,070	9,365
Midlife Constants (5E)	15.5%	Households	3,418	3,525
Southwestern Families (7F)	7.1%	Families	2,610	2,686
Top Tier (1A)	0.0%	Median Age	47.6	47.9
Professional Pride (1B)	0.0%	Median Household Income	\$59,577	\$68,300
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		83	\$1,781.64	\$6,089,632
Men's		83	\$344.58	\$1,177,787
Women's		86	\$617.28	\$2,109,879
Children's		80	\$259.12	\$885,663
Footwear		80	\$385.45	\$1,317,479
Watches & Jewelry		85	\$117.94	\$403,129
Apparel Products and Services (1)		86	\$57.25	\$195,693
Computer				
Computers and Hardware for Home Use		83	\$137.87	\$471,226
Portable Memory		79	\$3.54	\$12,111
Computer Software		81	\$8.22	\$28,100
Computer Accessories		92	\$17.36	\$59,347
Entertainment & Recreation		87	\$2,857.27	\$9,766,138
Fees and Admissions		87	\$622.76	\$2,128,579
Membership Fees for Clubs (2)		88	\$207.55	\$709,415
Fees for Participant Sports, excl. Trips		90	\$96.73	\$330,626
Tickets to Theatre/Operas/Concerts		88	\$65.88	\$225,167
Tickets to Movies		79	\$43.52	\$148,752
Tickets to Parks or Museums		83	\$27.00	\$92,275
Admission to Sporting Events, excl. Trips		96	\$60.71	\$207,513
Fees for Recreational Lessons		84	\$120.82	\$412,957
Dating Services		78	\$0.55	\$1,874
TV/Video/Audio		87	\$1,063.33	\$3,634,472
Cable and Satellite Television Services		88	\$778.18	\$2,659,807
Televisions		84	\$91.25	\$311,882
Satellite Dishes		81	\$1.27	\$4,335
VCRs, Video Cameras, and DVD Players		83	\$4.81	\$16,446
Miscellaneous Video Equipment		92	\$23.31	\$79,674
Video Cassettes and DVDs		84	\$9.66	\$33,023
Video Game Hardware/Accessories		78	\$21.61	\$73,867
Video Game Software		75	\$11.34	\$38,761
Rental/Streaming/Downloaded Video		78	\$36.26	\$123,920
Installation of Televisions		96	\$1.09	\$3,721
Audio (3)		84	\$82.19	\$280,939
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.37	\$8,097
Pets		87	\$578.83	\$1,978,430
Toys/Games/Crafts/Hobbies (4)		84	\$99.26	\$339,265
Recreational Vehicles and Fees (5)		95	\$150.98	\$516,053
Sports/Recreation/Exercise Equipment (6)		87	\$180.73	\$617,719
Photo Equipment and Supplies (7)		84	\$43.58	\$148,965
Reading (8)		90	\$96.16	\$328,671
Catered Affairs (9)		81	\$21.65	\$73,983
Food		85	\$7,493.74	\$25,613,601
Food at Home		85	\$4,393.74	\$15,017,808
Bakery and Cereal Products		85	\$578.75	\$1,978,156
Meats, Poultry, Fish, and Eggs		84	\$962.74	\$3,290,647
Dairy Products		85	\$454.39	\$1,553,103
Fruits and Vegetables		85	\$862.68	\$2,948,649
Snacks and Other Food at Home (10)		85	\$1,535.18	\$5,247,252
Food Away from Home		84	\$3,100.00	\$10,595,793
Alcoholic Beverages		85	\$490.07	\$1,675,053

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

St. Charles Mesa CCD, CO
 St. Charles Mesa CCD, CO (0810193154)
 Geography: County Subdivision

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	99	\$21,175.37	\$72,377,406
Value of Retirement Plans	101	\$95,829.96	\$327,546,796
Value of Other Financial Assets	98	\$5,580.81	\$19,075,212
Vehicle Loan Amount excluding Interest	87	\$2,479.16	\$8,473,781
Value of Credit Card Debt	87	\$2,129.37	\$7,278,191
Health			
Nonprescription Drugs	92	\$131.84	\$450,641
Prescription Drugs	95	\$348.40	\$1,190,825
Eyeglasses and Contact Lenses	92	\$83.35	\$284,875
Home			
Mortgage Payment and Basics (11)	96	\$9,672.14	\$33,059,371
Maintenance and Remodeling Services	96	\$2,057.58	\$7,032,820
Maintenance and Remodeling Materials (12)	100	\$486.65	\$1,663,358
Utilities, Fuel, and Public Services	88	\$4,269.40	\$14,592,813
Household Furnishings and Equipment			
Household Textiles (13)	87	\$86.70	\$296,345
Furniture	88	\$539.22	\$1,843,059
Rugs	95	\$30.82	\$105,337
Major Appliances (14)	92	\$324.67	\$1,109,715
Housewares (15)	90	\$95.33	\$325,827
Small Appliances	82	\$39.65	\$135,534
Luggage	83	\$11.62	\$39,721
Telephones and Accessories	82	\$61.95	\$211,741
Household Operations			
Child Care	79	\$403.66	\$1,379,725
Lawn and Garden (16)	95	\$447.03	\$1,527,944
Moving/Storage/Freight Express	79	\$52.62	\$179,865
Housekeeping Supplies (17)	88	\$659.12	\$2,252,876
Insurance			
Owners and Renters Insurance	99	\$573.73	\$1,961,016
Vehicle Insurance	86	\$1,323.69	\$4,524,367
Life/Other Insurance	97	\$446.85	\$1,527,328
Health Insurance	92	\$3,607.04	\$12,328,880
Personal Care Products (18)	86	\$431.20	\$1,473,825
School Books and Supplies (19)	81	\$125.54	\$429,097
Smoking Products	81	\$325.78	\$1,113,519
Transportation			
Payments on Vehicles excluding Leases	87	\$2,212.74	\$7,563,143
Gasoline and Motor Oil	84	\$1,925.96	\$6,582,928
Vehicle Maintenance and Repairs	86	\$986.75	\$3,372,707
Travel			
Airline Fares	85	\$461.74	\$1,578,239
Lodging on Trips	91	\$564.20	\$1,928,425
Auto/Truck Rental on Trips	86	\$22.44	\$76,697
Food and Drink on Trips	88	\$473.85	\$1,619,604

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 27, 2019



Retail Goods and Services Expenditures

St. Charles Mesa CCD, CO
St. Charles Mesa CCD, CO (0810193154)
Geography: County Subdivision

Prepared by Esri

- (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 civic 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.

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 27, 2019