



Retail Goods and Services Expenditures

Colorado City CDP, CO
 Colorado City CDP, CO (0815935)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
The Great Outdoors (6C)	98.0%	Population	2,341	2,423
Rural Resort Dwellers (6E)	2.0%	Households	911	944
Top Tier (1A)	0.0%	Families	634	654
Professional Pride (1B)	0.0%	Median Age	47.6	48.0
Boomburbs (1C)	0.0%	Median Household Income	\$55,481	\$66,172
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		80	\$1,724.09	\$1,570,644
Men's		85	\$351.30	\$320,038
Women's		83	\$598.62	\$545,341
Children's		70	\$225.09	\$205,055
Footwear		81	\$386.99	\$352,546
Watches & Jewelry		78	\$108.08	\$98,462
Apparel Products and Services (1)		81	\$54.01	\$49,202
Computer				
Computers and Hardware for Home Use		78	\$129.60	\$118,067
Portable Memory		96	\$4.27	\$3,893
Computer Software		81	\$8.16	\$7,438
Computer Accessories		85	\$16.08	\$14,653
Entertainment & Recreation		88	\$2,883.16	\$2,626,557
Fees and Admissions		83	\$589.84	\$537,342
Membership Fees for Clubs (2)		84	\$199.69	\$181,917
Fees for Participant Sports, excl. Trips		85	\$91.14	\$83,027
Tickets to Theatre/Operas/Concerts		84	\$63.08	\$57,468
Tickets to Movies		80	\$44.09	\$40,163
Tickets to Parks or Museums		77	\$24.83	\$22,617
Admission to Sporting Events, excl. Trips		74	\$46.87	\$42,696
Fees for Recreational Lessons		83	\$119.48	\$108,851
Dating Services		94	\$0.66	\$602
TV/Video/Audio		83	\$1,015.76	\$925,358
Cable and Satellite Television Services		84	\$743.14	\$676,997
Televisions		81	\$87.32	\$79,551
Satellite Dishes		85	\$1.34	\$1,216
VCRs, Video Cameras, and DVD Players		77	\$4.43	\$4,040
Miscellaneous Video Equipment		71	\$18.03	\$16,426
Video Cassettes and DVDs		77	\$8.82	\$8,038
Video Game Hardware/Accessories		65	\$18.00	\$16,397
Video Game Software		68	\$10.35	\$9,426
Rental/Streaming/Downloaded Video		79	\$36.89	\$33,606
Installation of Televisions		91	\$1.03	\$940
Audio (3)		86	\$84.32	\$76,812
Rental and Repair of TV/Radio/Sound Equipment		67	\$2.10	\$1,910
Pets		104	\$687.80	\$626,583
Toys/Games/Crafts/Hobbies (4)		80	\$94.84	\$86,399
Recreational Vehicles and Fees (5)		100	\$159.87	\$145,643
Sports/Recreation/Exercise Equipment (6)		88	\$182.10	\$165,893
Photo Equipment and Supplies (7)		77	\$39.93	\$36,375
Reading (8)		89	\$95.45	\$86,955
Catered Affairs (9)		66	\$17.57	\$16,007
Food		85	\$7,485.40	\$6,819,202
Food at Home		86	\$4,469.90	\$4,072,082
Bakery and Cereal Products		85	\$579.53	\$527,954
Meats, Poultry, Fish, and Eggs		85	\$973.95	\$887,265
Dairy Products		90	\$482.84	\$439,864
Fruits and Vegetables		87	\$890.20	\$810,974
Snacks and Other Food at Home (10)		86	\$1,543.39	\$1,406,026
Food Away from Home		82	\$3,015.50	\$2,747,119
Alcoholic Beverages		90	\$519.49	\$473,255

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$20,891.62	\$19,032,264
Value of Retirement Plans	93	\$88,651.72	\$80,761,720
Value of Other Financial Assets	91	\$5,165.87	\$4,706,110
Vehicle Loan Amount excluding Interest	79	\$2,258.05	\$2,057,087
Value of Credit Card Debt	83	\$2,018.84	\$1,839,168
Health			
Nonprescription Drugs	85	\$121.56	\$110,741
Prescription Drugs	84	\$307.73	\$280,345
Eyeglasses and Contact Lenses	87	\$78.65	\$71,647
Home			
Mortgage Payment and Basics (11)	93	\$9,406.75	\$8,569,545
Maintenance and Remodeling Services	99	\$2,119.49	\$1,930,855
Maintenance and Remodeling Materials (12)	108	\$529.31	\$482,198
Utilities, Fuel, and Public Services	85	\$4,113.29	\$3,747,203
Household Furnishings and Equipment			
Household Textiles (13)	79	\$78.85	\$71,830
Furniture	79	\$483.12	\$440,125
Rugs	72	\$23.47	\$21,383
Major Appliances (14)	91	\$321.18	\$292,593
Housewares (15)	87	\$92.55	\$84,309
Small Appliances	83	\$40.22	\$36,638
Luggage	78	\$10.96	\$9,983
Telephones and Accessories	103	\$77.68	\$70,762
Household Operations			
Child Care	69	\$352.60	\$321,219
Lawn and Garden (16)	99	\$462.86	\$421,663
Moving/Storage/Freight Express	82	\$54.48	\$49,627
Housekeeping Supplies (17)	85	\$639.18	\$582,295
Insurance			
Owners and Renters Insurance	90	\$520.42	\$474,102
Vehicle Insurance	81	\$1,256.71	\$1,144,864
Life/Other Insurance	83	\$380.64	\$346,767
Health Insurance	87	\$3,425.61	\$3,120,735
Personal Care Products (18)	78	\$388.27	\$353,714
School Books and Supplies (19)	81	\$125.52	\$114,347
Smoking Products	80	\$322.07	\$293,403
Transportation			
Payments on Vehicles excluding Leases	82	\$2,083.67	\$1,898,219
Gasoline and Motor Oil	85	\$1,951.10	\$1,777,449
Vehicle Maintenance and Repairs	86	\$984.99	\$897,322
Travel			
Airline Fares	89	\$485.77	\$442,537
Lodging on Trips	91	\$562.20	\$512,166
Auto/Truck Rental on Trips	86	\$22.51	\$20,507
Food and Drink on Trips	89	\$481.16	\$438,338

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December 27, 2019

- (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.

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