



Retail Goods and Services Expenditures

81069 (Rye) 2
 81069 (Rye)
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Rural Resort Dwellers (6E)	90.3%	Population	2,115	2,212
Green Acres (6A)	9.7%	Households	865	904
Top Tier (1A)	0.0%	Families	635	661
Professional Pride (1B)	0.0%	Median Age	55.4	56.5
Boomburbs (1C)	0.0%	Median Household Income	\$60,328	\$76,220
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		83	\$1,772.12	\$1,532,888
Men's		93	\$386.39	\$334,227
Women's		80	\$573.55	\$496,124
Children's		76	\$243.49	\$210,622
Footwear		87	\$416.31	\$360,104
Watches & Jewelry		78	\$107.42	\$92,918
Apparel Products and Services (1)		68	\$44.96	\$38,893
Computer				
Computers and Hardware for Home Use		70	\$116.59	\$100,851
Portable Memory		84	\$3.76	\$3,255
Computer Software		65	\$6.63	\$5,737
Computer Accessories		82	\$15.54	\$13,442
Entertainment & Recreation		104	\$3,401.72	\$2,942,490
Fees and Admissions		68	\$488.16	\$422,256
Membership Fees for Clubs (2)		69	\$162.93	\$140,932
Fees for Participant Sports, excl. Trips		73	\$78.51	\$67,910
Tickets to Theatre/Operas/Concerts		67	\$50.47	\$43,655
Tickets to Movies		68	\$37.02	\$32,024
Tickets to Parks or Museums		80	\$25.84	\$22,354
Admission to Sporting Events, excl. Trips		69	\$43.77	\$37,857
Fees for Recreational Lessons		62	\$89.14	\$77,110
Dating Services		68	\$0.48	\$414
TV/Video/Audio		102	\$1,246.89	\$1,078,562
Cable and Satellite Television Services		108	\$948.86	\$820,760
Televisions		95	\$103.40	\$89,445
Satellite Dishes		103	\$1.61	\$1,394
VCRs, Video Cameras, and DVD Players		81	\$4.67	\$4,035
Miscellaneous Video Equipment		76	\$19.24	\$16,639
Video Cassettes and DVDs		93	\$10.65	\$9,208
Video Game Hardware/Accessories		62	\$17.42	\$15,071
Video Game Software		72	\$10.91	\$9,435
Rental/Streaming/Downloaded Video		76	\$35.32	\$30,555
Installation of Televisions		83	\$0.95	\$822
Audio (3)		93	\$90.38	\$78,178
Rental and Repair of TV/Radio/Sound Equipment		111	\$3.49	\$3,020
Pets		149	\$986.69	\$853,491
Toys/Games/Crafts/Hobbies (4)		88	\$103.59	\$89,602
Recreational Vehicles and Fees (5)		148	\$235.75	\$203,922
Sports/Recreation/Exercise Equipment (6)		88	\$182.47	\$157,838
Photo Equipment and Supplies (7)		76	\$39.43	\$34,111
Reading (8)		98	\$104.41	\$90,317
Catered Affairs (9)		54	\$14.32	\$12,391
Food		94	\$8,353.64	\$7,225,902
Food at Home		100	\$5,170.82	\$4,472,762
Bakery and Cereal Products		100	\$676.77	\$585,408
Meats, Poultry, Fish, and Eggs		97	\$1,103.54	\$954,560
Dairy Products		110	\$586.82	\$507,596
Fruits and Vegetables		96	\$973.61	\$842,172
Snacks and Other Food at Home (10)		102	\$1,830.09	\$1,583,025
Food Away from Home		87	\$3,182.82	\$2,753,141
Alcoholic Beverages		81	\$467.97	\$404,798

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	92	\$19,712.03	\$17,050,902
Value of Retirement Plans	90	\$86,005.42	\$74,394,690
Value of Other Financial Assets	86	\$4,899.52	\$4,238,081
Vehicle Loan Amount excluding Interest	96	\$2,739.81	\$2,369,939
Value of Credit Card Debt	84	\$2,061.67	\$1,783,343
Health			
Nonprescription Drugs	110	\$157.81	\$136,503
Prescription Drugs	121	\$441.89	\$382,231
Eyeglasses and Contact Lenses	123	\$111.03	\$96,043
Home			
Mortgage Payment and Basics (11)	95	\$9,535.33	\$8,248,060
Maintenance and Remodeling Services	94	\$2,014.75	\$1,742,755
Maintenance and Remodeling Materials (12)	151	\$740.06	\$640,153
Utilities, Fuel, and Public Services	102	\$4,960.22	\$4,290,590
Household Furnishings and Equipment			
Household Textiles (13)	89	\$89.27	\$77,218
Furniture	80	\$493.53	\$426,903
Rugs	85	\$27.62	\$23,888
Major Appliances (14)	108	\$382.21	\$330,612
Housewares (15)	101	\$107.77	\$93,225
Small Appliances	94	\$45.80	\$39,615
Luggage	64	\$8.92	\$7,717
Telephones and Accessories	95	\$71.97	\$62,255
Household Operations			
Child Care	66	\$335.63	\$290,321
Lawn and Garden (16)	127	\$598.38	\$517,603
Moving/Storage/Freight Express	64	\$42.53	\$36,786
Housekeeping Supplies (17)	105	\$786.31	\$680,155
Insurance			
Owners and Renters Insurance	114	\$662.92	\$573,430
Vehicle Insurance	98	\$1,509.13	\$1,305,394
Life/Other Insurance	105	\$481.78	\$416,741
Health Insurance	109	\$4,284.81	\$3,706,363
Personal Care Products (18)	82	\$412.97	\$357,219
School Books and Supplies (19)	83	\$128.19	\$110,882
Smoking Products	123	\$495.41	\$428,532
Transportation			
Payments on Vehicles excluding Leases	110	\$2,787.86	\$2,411,500
Gasoline and Motor Oil	105	\$2,399.75	\$2,075,783
Vehicle Maintenance and Repairs	101	\$1,151.34	\$995,912
Travel			
Airline Fares	75	\$410.60	\$355,169
Lodging on Trips	94	\$581.73	\$503,194
Auto/Truck Rental on Trips	84	\$22.05	\$19,073
Food and Drink on Trips	90	\$483.87	\$418,550

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- (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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