



Retail Goods and Services Expenditures

Rye Town, CO
 Rye Town, CO (0866895)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Rural Resort Dwellers (6E)	100.0%	Population	164	170
Top Tier (1A)	0.0%	Households	76	78
Professional Pride (1B)	0.0%	Families	57	59
Boomburbs (1C)	0.0%	Median Age	55.4	56.0
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$60,844	\$87,845
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		83	\$1,772.57	\$134,715
Men's		95	\$391.64	\$29,765
Women's		79	\$568.93	\$43,239
Children's		75	\$241.17	\$18,329
Footwear		87	\$420.43	\$31,953
Watches & Jewelry		77	\$106.63	\$8,104
Apparel Products and Services (1)		66	\$43.77	\$3,327
Computer				
Computers and Hardware for Home Use		69	\$114.12	\$8,673
Portable Memory		85	\$3.79	\$288
Computer Software		64	\$6.47	\$491
Computer Accessories		81	\$15.38	\$1,169
Entertainment & Recreation		106	\$3,463.67	\$263,239
Fees and Admissions		66	\$470.51	\$35,759
Membership Fees for Clubs (2)		67	\$157.34	\$11,958
Fees for Participant Sports, excl. Trips		71	\$76.18	\$5,790
Tickets to Theatre/Operas/Concerts		64	\$48.42	\$3,680
Tickets to Movies		66	\$36.36	\$2,763
Tickets to Parks or Museums		79	\$25.63	\$1,948
Admission to Sporting Events, excl. Trips		66	\$41.64	\$3,165
Fees for Recreational Lessons		59	\$84.46	\$6,419
Dating Services		68	\$0.47	\$36
TV/Video/Audio		104	\$1,271.30	\$96,619
Cable and Satellite Television Services		110	\$971.85	\$73,861
Televisions		97	\$104.97	\$7,978
Satellite Dishes		105	\$1.66	\$126
VCRs, Video Cameras, and DVD Players		81	\$4.65	\$354
Miscellaneous Video Equipment		73	\$18.69	\$1,421
Video Cassettes and DVDs		94	\$10.73	\$815
Video Game Hardware/Accessories		61	\$16.96	\$1,289
Video Game Software		71	\$10.80	\$821
Rental/Streaming/Downloaded Video		75	\$35.09	\$2,667
Installation of Televisions		83	\$0.95	\$72
Audio (3)		94	\$91.33	\$6,941
Rental and Repair of TV/Radio/Sound Equipment		115	\$3.63	\$276
Pets		156	\$1,032.34	\$78,458
Toys/Games/Crafts/Hobbies (4)		88	\$103.87	\$7,894
Recreational Vehicles and Fees (5)		154	\$245.82	\$18,682
Sports/Recreation/Exercise Equipment (6)		88	\$182.02	\$13,834
Photo Equipment and Supplies (7)		74	\$38.80	\$2,949
Reading (8)		99	\$105.52	\$8,020
Catered Affairs (9)		51	\$13.49	\$1,025
Food		96	\$8,461.19	\$643,050
Food at Home		102	\$5,267.63	\$400,340
Bakery and Cereal Products		102	\$688.89	\$52,355
Meats, Poultry, Fish, and Eggs		98	\$1,122.88	\$85,339
Dairy Products		112	\$602.21	\$45,768
Fruits and Vegetables		97	\$988.02	\$75,090
Snacks and Other Food at Home (10)		104	\$1,865.63	\$141,788
Food Away from Home		87	\$3,193.56	\$242,711
Alcoholic Beverages		80	\$464.20	\$35,279

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	91	\$19,552.37	\$1,485,980
Value of Retirement Plans	89	\$84,393.67	\$6,413,919
Value of Other Financial Assets	86	\$4,886.55	\$371,378
Vehicle Loan Amount excluding Interest	97	\$2,775.65	\$210,950
Value of Credit Card Debt	84	\$2,049.94	\$155,795
Health			
Nonprescription Drugs	112	\$161.28	\$12,257
Prescription Drugs	124	\$453.63	\$34,476
Eyeglasses and Contact Lenses	126	\$113.96	\$8,661
Home			
Mortgage Payment and Basics (11)	94	\$9,496.69	\$721,748
Maintenance and Remodeling Services	94	\$2,009.40	\$152,715
Maintenance and Remodeling Materials (12)	157	\$767.20	\$58,307
Utilities, Fuel, and Public Services	104	\$5,054.69	\$384,157
Household Furnishings and Equipment			
Household Textiles (13)	89	\$89.59	\$6,809
Furniture	80	\$488.57	\$37,131
Rugs	83	\$26.81	\$2,038
Major Appliances (14)	110	\$389.04	\$29,567
Housewares (15)	103	\$109.15	\$8,295
Small Appliances	96	\$46.53	\$3,536
Luggage	61	\$8.60	\$653
Telephones and Accessories	97	\$73.27	\$5,568
Household Operations			
Child Care	64	\$324.69	\$24,676
Lawn and Garden (16)	131	\$615.30	\$46,763
Moving/Storage/Freight Express	63	\$41.56	\$3,159
Housekeeping Supplies (17)	107	\$802.45	\$60,986
Insurance			
Owners and Renters Insurance	116	\$674.77	\$51,282
Vehicle Insurance	99	\$1,535.42	\$116,692
Life/Other Insurance	105	\$484.86	\$36,850
Health Insurance	111	\$4,369.52	\$332,083
Personal Care Products (18)	82	\$411.36	\$31,263
School Books and Supplies (19)	83	\$128.47	\$9,764
Smoking Products	128	\$515.30	\$39,163
Transportation			
Payments on Vehicles excluding Leases	112	\$2,853.41	\$216,860
Gasoline and Motor Oil	107	\$2,457.83	\$186,795
Vehicle Maintenance and Repairs	102	\$1,171.07	\$89,001
Travel			
Airline Fares	74	\$404.58	\$30,748
Lodging on Trips	94	\$582.81	\$44,294
Auto/Truck Rental on Trips	83	\$21.85	\$1,660
Food and Drink on Trips	90	\$484.39	\$36,814

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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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