



Retail Goods and Services Expenditures

81019 (Colorado City) 2
 81019 (Colorado City)
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
The Great Outdoors (6C)	99.0%	Population	2,419	2,504
Rural Resort Dwellers (6E)	1.0%	Households	946	980
Top Tier (1A)	0.0%	Families	657	679
Professional Pride (1B)	0.0%	Median Age	47.5	47.9
Boomburbs (1C)	0.0%	Median Household Income	\$55,440	\$66,018
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		80	\$1,721.52	\$1,628,558
Men's		85	\$350.48	\$331,556
Women's		83	\$598.18	\$565,880
Children's		70	\$224.66	\$212,526
Footwear		80	\$386.19	\$365,337
Watches & Jewelry		78	\$107.96	\$102,134
Apparel Products and Services (1)		81	\$54.04	\$51,125
Computer				
Computers and Hardware for Home Use		78	\$129.60	\$122,597
Portable Memory		96	\$4.27	\$4,043
Computer Software		81	\$8.17	\$7,730
Computer Accessories		85	\$16.07	\$15,204
Entertainment & Recreation		88	\$2,873.98	\$2,718,784
Fees and Admissions		83	\$590.29	\$558,412
Membership Fees for Clubs (2)		85	\$199.86	\$189,069
Fees for Participant Sports, excl. Trips		85	\$91.17	\$86,250
Tickets to Theatre/Operas/Concerts		84	\$63.15	\$59,739
Tickets to Movies		80	\$44.11	\$41,727
Tickets to Parks or Museums		77	\$24.79	\$23,450
Admission to Sporting Events, excl. Trips		74	\$46.86	\$44,330
Fees for Recreational Lessons		83	\$119.68	\$113,219
Dating Services		95	\$0.66	\$626
TV/Video/Audio		83	\$1,012.03	\$957,379
Cable and Satellite Television Services		84	\$740.00	\$700,037
Televisions		80	\$87.04	\$82,343
Satellite Dishes		85	\$1.33	\$1,259
VCRs, Video Cameras, and DVD Players		77	\$4.43	\$4,188
Miscellaneous Video Equipment		71	\$18.00	\$17,030
Video Cassettes and DVDs		77	\$8.79	\$8,319
Video Game Hardware/Accessories		65	\$17.99	\$17,016
Video Game Software		68	\$10.33	\$9,772
Rental/Streaming/Downloaded Video		79	\$36.86	\$34,871
Installation of Televisions		91	\$1.03	\$976
Audio (3)		86	\$84.14	\$79,601
Rental and Repair of TV/Radio/Sound Equipment		66	\$2.08	\$1,967
Pets		103	\$683.59	\$646,678
Toys/Games/Crafts/Hobbies (4)		80	\$94.64	\$89,526
Recreational Vehicles and Fees (5)		99	\$158.84	\$150,260
Sports/Recreation/Exercise Equipment (6)		88	\$181.88	\$172,058
Photo Equipment and Supplies (7)		77	\$39.89	\$37,737
Reading (8)		89	\$95.24	\$90,093
Catered Affairs (9)		66	\$17.59	\$16,641
Food		84	\$7,466.77	\$7,063,561
Food at Home		86	\$4,456.67	\$4,216,012
Bakery and Cereal Products		85	\$577.76	\$546,559
Meats, Poultry, Fish, and Eggs		85	\$971.31	\$918,856
Dairy Products		90	\$481.08	\$455,104
Fruits and Vegetables		87	\$888.16	\$840,203
Snacks and Other Food at Home (10)		86	\$1,538.36	\$1,455,290
Food Away from Home		82	\$3,010.09	\$2,847,549
Alcoholic Beverages		90	\$519.40	\$491,352

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$20,879.34	\$19,751,854
Value of Retirement Plans	93	\$88,585.68	\$83,802,054
Value of Other Financial Assets	91	\$5,162.33	\$4,883,564
Vehicle Loan Amount excluding Interest	79	\$2,250.25	\$2,128,736
Value of Credit Card Debt	82	\$2,016.09	\$1,907,220
Health			
Nonprescription Drugs	84	\$121.02	\$114,489
Prescription Drugs	84	\$305.93	\$289,412
Eyeglasses and Contact Lenses	86	\$78.21	\$73,983
Home			
Mortgage Payment and Basics (11)	93	\$9,394.44	\$8,887,140
Maintenance and Remodeling Services	99	\$2,117.99	\$2,003,620
Maintenance and Remodeling Materials (12)	108	\$526.34	\$497,915
Utilities, Fuel, and Public Services	84	\$4,099.08	\$3,877,732
Household Furnishings and Equipment			
Household Textiles (13)	79	\$78.65	\$74,400
Furniture	79	\$482.48	\$456,429
Rugs	72	\$23.41	\$22,147
Major Appliances (14)	90	\$320.12	\$302,837
Housewares (15)	87	\$92.27	\$87,288
Small Appliances	83	\$40.11	\$37,941
Luggage	78	\$10.97	\$10,376
Telephones and Accessories	103	\$77.62	\$73,433
Household Operations			
Child Care	69	\$352.44	\$333,413
Lawn and Garden (16)	98	\$460.80	\$435,921
Moving/Storage/Freight Express	82	\$54.54	\$51,591
Housekeeping Supplies (17)	85	\$636.81	\$602,422
Insurance			
Owners and Renters Insurance	89	\$518.28	\$490,290
Vehicle Insurance	81	\$1,252.46	\$1,184,827
Life/Other Insurance	82	\$379.16	\$358,688
Health Insurance	87	\$3,412.22	\$3,227,962
Personal Care Products (18)	77	\$387.57	\$366,643
School Books and Supplies (19)	81	\$125.34	\$118,569
Smoking Products	79	\$319.79	\$302,517
Transportation			
Payments on Vehicles excluding Leases	82	\$2,073.61	\$1,961,631
Gasoline and Motor Oil	85	\$1,943.77	\$1,838,807
Vehicle Maintenance and Repairs	86	\$981.97	\$928,943
Travel			
Airline Fares	89	\$485.97	\$459,732
Lodging on Trips	90	\$561.32	\$531,006
Auto/Truck Rental on Trips	86	\$22.49	\$21,275
Food and Drink on Trips	89	\$480.55	\$454,596

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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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