

Retail Goods and Services Expenditures

Prepared by Pueblo County GIS

State of Colorado

Top Tapestry Segments:		Demographic Summary	2008	2013
Up and Coming Families	7.1%	Population	4,962,478	5,410,941
Boomburbs	5.8%	Households	1,906,591	2,074,155
Exurbanites	4.6%	Families	1,233,497	1,328,752
Suburban Splendor	4.5%	Median Age	35.9	36.6
In Style	4.5%	Median Household Income	\$62,469	\$72,932

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	93	\$2,503.45	\$4,773,057,285
Men's	95	\$470.32	\$896,706,289
Women's	88	\$828.56	\$1,579,721,903
Children's	104	\$432.10	\$823,841,868
Footwear	76	\$365.77	\$697,373,306
Watches & Jewelry	114	\$253.30	\$482,949,014
Apparel Products and Services (1)	121	\$153.40	\$292,464,905
Computer			
Computers and Hardware for Home Use	113	\$237.38	\$452,579,039
Software and Accessories for Home Use	114	\$32.92	\$62,760,357
Entertainment & Recreation	110	\$4,079.65	\$7,778,224,387
Fees and Admissions	112	\$694.19	\$1,323,534,752
Membership Fees for Clubs (2)	112	\$185.85	\$354,333,539
Fees for Participant Sports, excl. Trips	112	\$127.69	\$243,446,394
Admission to Movie/Theatre/Opera/Ballet	113	\$168.28	\$320,833,402
Admission to Sporting Events, excl. Trips	113	\$69.16	\$131,866,365
Fees for Recreational Lessons	112	\$142.58	\$271,833,438
Dating Services	108	\$0.64	\$1,221,614
TV/Video/Sound Equipment	110	\$1,574.33	\$3,001,605,619
Community Antenna or Cable TV	108	\$793.66	\$1,513,188,438
Televisions	113	\$331.14	\$631,357,097
VCRs, Video Cameras, and DVD Players	110	\$36.66	\$69,890,777
Video Cassettes and DVDs	112	\$73.60	\$140,317,924
Video Game Hardware and Software	111	\$39.92	\$76,103,058
Satellite Dishes	106	\$1.18	\$2,252,395
Rental of Video Cassettes and DVDs	114	\$57.73	\$110,073,886
Streaming/Downloaded Video	116	\$0.94	\$1,794,646
Sound Equipment (3)	110	\$233.15	\$444,521,620
Rental and Repair of TV/Radio/Sound Equipm	109	\$6.35	\$12,105,778
Pets	115	\$507.86	\$968,275,354
Toys and Games	111	\$166.28	\$317,025,544
Recreational Vehicles and Fees (4)	107	\$469.09	\$894,370,393
Sports/Recreation/Exercise Equipment (5)	101	\$217.49	\$414,666,688
Photo Equipment and Supplies (6)	111	\$141.05	\$268,922,561
Reading (7)	108	\$309.36	\$589,823,476
Food	109	\$9,061.66	\$17,276,882,153
Food at Home	108	\$5,290.46	\$10,086,740,125
Bakery and Cereal Products	108	\$727.42	\$1,386,885,918
Meat, Poultry, Fish, and Eggs	108	\$1,318.38	\$2,513,611,585
Dairy Products	108	\$602.38	\$1,148,500,089
Fruit and Vegetables	108	\$898.42	\$1,712,919,804
Snacks and Other Food at Home (8)	109	\$1,743.86	\$3,324,822,729
Food Away from Home	110	\$3,771.20	\$7,190,142,028
Alcoholic Beverages	111	\$663.47	\$1,264,972,701
Nonalcoholic Beverages at Home	109	\$479.54	\$914,295,296

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	112	\$1,135.71	\$2,165,343,637
Vehicle Loans	111	\$6,451.42	\$12,300,214,905
Health			
Nonprescription Drugs	107	\$121.28	\$231,236,607
Prescription Drugs	104	\$587.95	\$1,120,988,199
Eyeglasses and Contact Lenses	107	\$82.86	\$157,978,152
Home			
Mortgage Payment and Basics (9)	111	\$10,163.45	\$19,377,535,215
Maintenance and Remodeling Services	109	\$2,258.01	\$4,305,100,799
Maintenance and Remodeling Materials (10)	108	\$447.66	\$853,509,364
Utilities, Fuel, and Public Services	108	\$4,918.63	\$9,377,820,911
Household Furnishings and Equipment			
Household Textiles (11)	110	\$154.51	\$294,591,845
Furniture	114	\$747.91	\$1,425,965,598
Floor Coverings	111	\$107.46	\$204,886,498
Major Appliances (12)	108	\$327.38	\$624,185,385
Housewares (13)	104	\$99.00	\$188,758,167
Small Appliances	108	\$37.97	\$72,394,236
Luggage	114	\$11.41	\$21,753,222
Telephones and Accessories	88	\$37.93	\$72,316,942
Household Operations			
Child Care	117	\$481.46	\$917,955,580
Lawn and Garden (14)	107	\$454.69	\$866,898,824
Moving/Storage/Freight Express	113	\$59.31	\$113,083,888
Housekeeping Supplies (15)	108	\$828.41	\$1,579,433,885
Insurance			
Owners and Renters Insurance	107	\$527.67	\$1,006,047,413
Vehicle Insurance	109	\$1,529.83	\$2,916,757,720
Life/Other Insurance	108	\$618.53	\$1,179,281,299
Health Insurance	106	\$2,141.45	\$4,082,861,619
Personal Care Products (16)	110	\$476.70	\$908,879,499
School Books and Supplies (17)	115	\$135.42	\$258,181,273
Smoking Products	106	\$481.26	\$917,561,577
Transportation			
Vehicle Purchases (Net Outlay) (18)	110	\$5,707.28	\$10,881,446,314
Gasoline and Motor Oil	109	\$2,755.56	\$5,253,723,699
Vehicle Maintenance and Repairs	110	\$1,093.40	\$2,084,660,975
Travel			
Airline Fares	112	\$467.89	\$892,078,166
Lodging on Trips	110	\$467.69	\$891,697,364
Auto/Truck/Van Rental on Trips	114	\$44.38	\$84,618,738
Food and Drink on Trips	111	\$518.90	\$989,335,687

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.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.

States: Colorado

(1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, 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) Sound Equipment includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

(9) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(10) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

(11) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(12) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

(13) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(14) Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

(15) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(16) 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.

(17) 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, and personal care appliances.

(18) School Books and Supplies includes school books and supplies for college, elementary school, high school, and preschool.

(19) Vehicle Purchases (Net Outlay) includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.
