



Retail Goods and Services Expenditures

81069 (Rye)
81069 (RYE, CO)
Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Rural Resort Dwellers	99.6%	Population	1,867	2,046
Salt of the Earth	0.4%	Households	775	857
Top Rung	0.0%	Families	578	635
Suburban Splendor	0.0%	Median Age	51.9	53.6
Connoisseurs	0.0%	Median Household Income	\$44,491	\$49,794
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		60	\$1,401.89	\$1,086,461
Men's		58	\$259.82	\$201,358
Women's		53	\$428.63	\$332,185
Children's		65	\$252.75	\$195,879
Footwear		45	\$182.46	\$141,409
Watches & Jewelry		90	\$168.65	\$130,701
Apparel Products and Services (1)		121	\$109.59	\$84,929
Computer				
Computers and Hardware for Home Use		92	\$171.00	\$132,522
Software and Accessories for Home Use		91	\$25.07	\$19,426
Entertainment & Recreation		106	\$3,304.90	\$2,561,299
Fees and Admissions		78	\$465.84	\$361,029
Membership Fees for Clubs (2)		76	\$120.91	\$93,708
Fees for Participant Sports, excl. Trips		87	\$90.40	\$70,061
Admission to Movie/Theatre/Opera/Ballet		81	\$118.75	\$92,034
Admission to Sporting Events, excl. Trips		74	\$42.74	\$33,125
Fees for Recreational Lessons		70	\$92.58	\$71,753
Dating Services		60	\$0.45	\$348
TV/Video/Audio		94	\$1,136.71	\$880,948
Community Antenna or Cable TV		102	\$711.05	\$551,066
Televisions		83	\$155.76	\$120,714
VCRs, Video Cameras, and DVD Players		94	\$18.59	\$14,408
Video Cassettes and DVDs		95	\$48.21	\$37,359
Video and Computer Game Hardware and Software		73	\$39.73	\$30,789
Satellite Dishes		110	\$1.35	\$1,043
Rental of Video Cassettes and DVDs		92	\$36.55	\$28,328
Streaming/Downloaded Video		57	\$0.77	\$597
Audio (3)		83	\$118.49	\$91,826
Rental and Repair of TV/Radio/Sound Equipment		85	\$6.22	\$4,817
Pets		144	\$601.81	\$466,401
Toys and Games (4)		96	\$135.31	\$104,866
Recreational Vehicles and Fees (5)		174	\$545.18	\$422,510
Sports/Recreation/Exercise Equipment (6)		90	\$158.76	\$123,035
Photo Equipment and Supplies (7)		95	\$95.80	\$74,242
Reading (8)		100	\$149.78	\$116,077
Catered Affairs (9)		65	\$15.73	\$12,192
Food		97	\$7,203.57	\$5,582,764
Food at Home		101	\$4,381.24	\$3,395,460
Bakery and Cereal Products		103	\$595.74	\$461,698
Meats, Poultry, Fish, and Eggs		98	\$979.70	\$759,265
Dairy Products		106	\$511.91	\$396,733
Fruits and Vegetables		98	\$746.11	\$578,232
Snacks and Other Food at Home (10)		102	\$1,547.78	\$1,199,532
Food Away from Home		90	\$2,822.33	\$2,187,304
Alcoholic Beverages		82	\$451.15	\$349,638
Nonalcoholic Beverages at Home		101	\$427.51	\$331,317

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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	136	\$2,294.31	\$1,778,088
Vehicle Loans	116	\$5,510.14	\$4,270,356
Health			
Nonprescription Drugs	129	\$129.29	\$100,203
Prescription Drugs	134	\$645.60	\$500,336
Eyeglasses and Contact Lenses	104	\$77.33	\$59,927
Home			
Mortgage Payment and Basics (11)	88	\$7,956.18	\$6,166,040
Maintenance and Remodeling Services	88	\$1,698.10	\$1,316,025
Maintenance and Remodeling Materials (12)	126	\$455.48	\$352,999
Utilities, Fuel, and Public Services	101	\$4,440.14	\$3,441,109
Household Furnishings and Equipment			
Household Textiles (13)	101	\$130.37	\$101,034
Furniture	89	\$520.57	\$403,440
Floor Coverings	84	\$61.03	\$47,299
Major Appliances (14)	119	\$350.65	\$271,753
Housewares (15)	88	\$73.84	\$57,223
Small Appliances	105	\$33.47	\$25,935
Luggage	94	\$8.40	\$6,509
Telephones and Accessories	63	\$26.03	\$20,171
Household Operations			
Child Care	71	\$319.69	\$247,761
Lawn and Garden (16)	114	\$464.05	\$359,636
Moving/Storage/Freight Express	115	\$67.86	\$52,591
Housekeeping Supplies (17)	103	\$699.78	\$542,331
Insurance			
Owners and Renters Insurance	110	\$495.68	\$384,149
Vehicle Insurance	99	\$1,119.77	\$867,821
Life/Other Insurance	109	\$440.35	\$341,270
Health Insurance	117	\$2,188.29	\$1,695,926
Personal Care Products (18)	97	\$373.28	\$289,294
School Books and Supplies (19)	80	\$82.71	\$64,098
Smoking Products	123	\$508.30	\$393,929
Transportation			
Vehicle Purchases (Net Outlay) (20)	108	\$4,588.29	\$3,555,925
Gasoline and Motor Oil	109	\$3,027.29	\$2,346,146
Vehicle Maintenance and Repairs	102	\$929.17	\$720,108
Travel			
Airline Fares	78	\$345.71	\$267,926
Lodging on Trips	95	\$402.59	\$312,006
Auto/Truck/Van Rental on Trips	74	\$26.35	\$20,422
Food and Drink on Trips	99	\$419.09	\$324,796

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- (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) Audio** includes satellite radio service, 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) 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, 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.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) 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.
- (13) 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.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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