



Retail Goods and Services Expenditures

South Academy Highlands
 Venetucci Blvd, Colorado Springs, Colorado, 80906
 Drive Distance: 5 mile radius

Prepared by Esri
 Latitude: 38.78149
 Longitude: -104.78708

Top Tapestry Segments	Percen	Demographic Summary	2017	2022
Metro Fusion (11C)	11.3%	Population	134,456	140,138
Front Porches (8E)	10.8%	Households	52,422	54,851
Young and Restless (11B)	10.8%	Families	31,994	33,167
Old and Newcomers (8F)	7.8%	Median Age	31.8	32.4
Set to Impress (11D)	7.5%	Median Household	\$45,711	\$49,767
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		80	\$1,736.21	\$91,015,840
Men's		80	\$337.46	\$17,690,135
Women's		79	\$585.42	\$30,688,683
Children's		84	\$282.32	\$14,799,654
Footwear		81	\$374.54	\$19,634,157
Watches & Jewelry		78	\$92.36	\$4,841,515
Apparel Products and Services (1)		78	\$64.13	\$3,361,697
Computer				
Computers and Hardware for Home Use		83	\$144.04	\$7,550,712
Portable Memory		85	\$4.54	\$237,785
Computer Software		86	\$9.93	\$520,579
Computer Accessories		81	\$14.61	\$765,642
Entertainment & Recreation		78	\$2,421.18	\$126,923,297
Fees and Admissions		76	\$483.04	\$25,321,839
Membership Fees for Clubs (2)		74	\$155.91	\$8,173,226
Fees for Participant Sports, excl. Trips		77	\$76.02	\$3,984,860
Tickets to Theatre/Operas/Concerts		76	\$45.11	\$2,364,733
Tickets to Movies/Museums/Parks		84	\$64.59	\$3,385,876
Admission to Sporting Events, excl. Trips		76	\$42.65	\$2,235,680
Fees for Recreational Lessons		74	\$97.97	\$5,135,673
Dating Services		99	\$0.80	\$41,790
TV/Video/Audio		81	\$1,036.68	\$54,344,877
Cable and Satellite Television Services		80	\$759.81	\$39,830,948
Televisions		83	\$98.55	\$5,166,116
Satellite Dishes		81	\$1.18	\$61,841
VCRs, Video Cameras, and DVD Players		87	\$5.67	\$297,321
Miscellaneous Video Equipment		75	\$7.20	\$377,602
Video Cassettes and DVDs		86	\$13.08	\$685,701
Video Game Hardware/Accessories		89	\$26.03	\$1,364,351
Video Game Software		95	\$14.64	\$767,633
Streaming/Downloaded Video		88	\$22.54	\$1,181,563
Rental of Video Cassettes and DVDs		89	\$13.52	\$708,981
Installation of Televisions		71	\$0.63	\$33,150
Audio (3)		79	\$69.97	\$3,668,190
Rental and Repair of TV/Radio/Sound Equipment		95	\$3.84	\$201,480
Pets		74	\$440.81	\$23,107,885
Toys/Games/Crafts/Hobbies (4)		80	\$97.11	\$5,090,493
Recreational Vehicles and Fees (5)		68	\$68.86	\$3,609,755
Sports/Recreation/Exercise Equipment (6)		78	\$133.27	\$6,986,401
Photo Equipment and Supplies (7)		80	\$44.20	\$2,316,876
Reading (8)		76	\$95.21	\$4,991,325
Catered Affairs (9)		72	\$22.01	\$1,153,846
Food		81	\$6,804.14	\$356,686,452
Food at Home		81	\$4,084.06	\$214,094,685
Bakery and Cereal Products		81	\$533.95	\$27,990,607
Meats, Poultry, Fish, and Eggs		81	\$930.79	\$48,794,024
Dairy Products		80	\$425.74	\$22,318,075
Fruits and Vegetables		81	\$792.78	\$41,559,257
Snacks and Other Food at Home (10)		81	\$1,400.80	\$73,432,722
Food Away from Home		82	\$2,720.07	\$142,591,767
Alcoholic Beverages		80	\$446.26	\$23,393,830

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.

Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	69	\$4,258.11	\$223,218,837
Value of Retirement Plans	66	\$16,020.01	\$839,801,006
Value of Other Financial Assets	73	\$947.04	\$49,645,632
Vehicle Loan Amount excluding Interest	80	\$2,190.40	\$114,825,383
Value of Credit Card Debt	77	\$447.33	\$23,449,978
Health			
Nonprescription Drugs	77	\$97.92	\$5,133,127
Prescription Drugs	74	\$286.15	\$15,000,428
Eyeglasses and Contact Lenses	75	\$70.75	\$3,708,686
Home			
Mortgage Payment and Basics (11)	68	\$5,832.49	\$305,751,036
Maintenance and Remodeling Services	66	\$1,276.91	\$66,938,030
Maintenance and Remodeling Materials (12)	63	\$254.10	\$13,320,215
Utilities, Fuel, and Public Services	78	\$3,952.50	\$207,198,017
Household Furnishings and Equipment			
Household Textiles (13)	80	\$76.46	\$4,008,257
Furniture	81	\$464.63	\$24,356,733
Rugs	73	\$17.03	\$892,820
Major Appliances (14)	73	\$234.33	\$12,284,222
Housewares (15)	78	\$74.23	\$3,891,474
Small Appliances	81	\$39.38	\$2,064,130
Luggage	78	\$9.27	\$486,158
Telephones and Accessories	84	\$57.91	\$3,035,667
Household Operations			
Child Care	79	\$379.74	\$19,906,539
Lawn and Garden (16)	69	\$287.97	\$15,095,816
Moving/Storage/Freight Express	92	\$58.85	\$3,084,877
Housekeeping Supplies (17)	79	\$561.08	\$29,412,858
Insurance			
Owners and Renters Insurance	68	\$352.01	\$18,453,222
Vehicle Insurance	80	\$945.09	\$49,543,314
Life/Other Insurance	69	\$295.45	\$15,488,169
Health Insurance	75	\$2,734.93	\$143,370,594
Personal Care Products (18)	81	\$378.76	\$19,855,329
School Books and Supplies (19)	83	\$128.95	\$6,759,994
Smoking Products	82	\$342.35	\$17,946,667
Transportation			
Payments on Vehicles excluding Leases	80	\$1,790.71	\$93,872,400
Gasoline and Motor Oil	81	\$2,237.47	\$117,292,906
Vehicle Maintenance and Repairs	79	\$842.68	\$44,174,844
Travel			
Airline Fares	76	\$388.23	\$20,351,560
Lodging on Trips	73	\$380.01	\$19,921,125
Auto/Truck Rental on Trips	76	\$20.08	\$1,052,416
Food and Drink on Trips	75	\$367.76	\$19,278,521

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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 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, 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, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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