



# Retail Goods and Services Expenditures

Greeley

ID: Whole Layer (Greeley)      Name: Whole Layer (Greeley)      Description: Whole Layer (Greeley)

Summary	2008	2013
Population	95,006	109,947
Households	33,628	38,841
Families	21,108	23,957

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	73	\$1,965.06	\$66,080,955
Men's	75	\$369.69	\$12,431,827
Women's	69	\$651.57	\$21,911,090
Children's	82	\$339.36	\$11,411,918
Footwear	59	\$285.70	\$9,607,379
Watches & Jewelry	89	\$198.75	\$6,683,719
Apparel Products and Services	95	\$119.99	\$4,035,021
<b>Computer</b>			
Computers and Hardware for Home Use	89	\$187.22	\$6,295,928
Software and Accessories for Home Use	90	\$26.09	\$877,262
<b>Entertainment &amp; Recreation</b>	85	\$3,162.65	\$106,353,593
<b>Fees and Admissions</b>	89	\$553.46	\$18,611,890
Membership Fees for Clubs	89	\$147.99	\$4,976,588
Fees for Participant Sports, excl. Trips	90	\$102.44	\$3,444,779
Admission to Movie/Theatre/Opera/Ballet	90	\$133.79	\$4,499,166
Admission to Sporting Events, excl. Trips	89	\$54.44	\$1,830,577
Fees for Recreational Lessons	90	\$114.33	\$3,844,796
Dating Services	81	\$0.48	\$15,984
<b>TV/Video/Sound Equipment</b>	85	\$1,228.39	\$41,308,418
Community Antenna or Cable TV	83	\$613.09	\$20,617,155
Televisions	89	\$261.42	\$8,791,191
VCRs, Video Cameras, and DVD Players	86	\$28.75	\$966,767
Video Cassettes and DVDs	88	\$57.46	\$1,932,182
Video Game Hardware and Software	88	\$31.37	\$1,055,002
Satellite Dishes	79	\$0.88	\$29,624
Streaming/Downloaded Video	92	\$0.74	\$24,942
Rental of Video Cassettes and DVDs	89	\$45.46	\$1,528,629
Sound Equipment	87	\$184.26	\$6,196,182
Rental and Repair of TV/Radio/Sound Equipment	85	\$4.96	\$166,742
Pets	88	\$388.87	\$13,076,932
Toys and Games	87	\$129.65	\$4,359,927
Recreational Vehicles and Fees	79	\$344.41	\$11,581,910
Sports/Recreation/Exercise Equipment	78	\$168.29	\$5,659,160
Photo Equipment and Supplies	86	\$109.78	\$3,691,782
Reading	83	\$239.79	\$8,063,573
<b>Food</b>	85	\$7,042.10	\$236,811,734
<b>Food at Home</b>	84	\$4,098.55	\$137,826,017
Bakery and Cereal Products	83	\$562.84	\$18,927,018
Meats, Poultry, Fish, and Eggs	83	\$1,019.52	\$34,284,571
Dairy Products	84	\$465.95	\$15,669,034
Fruits and Vegetables	84	\$699.82	\$23,533,565
Snacks and Other Food at Home	84	\$1,350.42	\$45,411,830
<b>Food Away from Home</b>	86	\$2,943.55	\$98,985,717
Alcoholic Beverages	87	\$521.18	\$17,526,108
Nonalcoholic Beverages at Home	84	\$369.37	\$12,421,310



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<b>Financial</b>			
Investments	91	\$927.17	\$31,178,830
Vehicle Loans	86	\$4,962.52	\$166,879,765
<b>Health</b>			
Nonprescription Drugs	81	\$91.80	\$3,087,140
Prescription Drugs	79	\$446.10	\$15,001,558
Eyeglasses and Contact Lenses	83	\$63.66	\$2,140,921
<b>Home</b>			
Mortgage Payment and Basics	89	\$8,157.93	\$274,334,810
Maintenance and Remodeling Services	87	\$1,793.88	\$60,324,626
Maintenance and Remodeling Materials	82	\$339.27	\$11,409,015
Utilities, Fuel, and Public Services	83	\$3,801.36	\$127,832,159
<b>Household Furnishings and Equipment</b>			
Household Textiles	87	\$121.26	\$4,077,619
Furniture	90	\$593.89	\$19,971,202
Floor Coverings	88	\$84.95	\$2,856,669
Major Appliances	84	\$253.21	\$8,514,926
Housewares	82	\$78.04	\$2,624,413
Small Appliances	83	\$29.25	\$983,506
Luggage	90	\$9.08	\$305,207
Telephones and Accessories	71	\$30.49	\$1,025,219
<b>Household Operations</b>			
Child Care	94	\$387.77	\$13,039,850
Lawn and Garden	83	\$352.06	\$11,839,184
Moving/Storage/Freight Express	86	\$45.09	\$1,516,310
Housekeeping Supplies	84	\$640.67	\$21,544,491
<b>Insurance</b>			
Owners and Renters Insurance	84	\$412.17	\$13,860,564
Vehicle Insurance	85	\$1,183.25	\$39,790,376
Life/Other Insurance	83	\$479.70	\$16,131,377
Health Insurance	81	\$1,642.01	\$55,217,551
Personal Care Products	86	\$372.02	\$12,510,217
School Books and Supplies	94	\$111.13	\$3,736,950
Smoking Products	79	\$358.97	\$12,071,591
<b>Transportation</b>			
Vehicle Purchases (Net Outlay)	85	\$4,396.53	\$147,846,595
Gasoline and Motor Oil	84	\$2,114.84	\$71,117,679
Vehicle Maintenance and Repairs	85	\$846.56	\$28,468,047
<b>Travel</b>			
Airline Fares	89	\$369.73	\$12,433,229
Lodging on Trips	86	\$365.77	\$12,300,172
Auto/Truck/Van Rental in Trips	90	\$35.21	\$1,183,947
Food and Drink on Trips	87	\$406.64	\$13,674,634



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

## Definitions:

**Apparel Products and Services** 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.

**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

**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.

**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

**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.

**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

**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..

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

**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.

**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.

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

**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

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

**Housekeeping Supplies** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

**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.

**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

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