



# Retail Goods and Services Expenditures

Wilcox St. at 5th St., Castle Rock CO  
 Wilcox St AT 5th St  
 Castle Rock, CO 80104

Site Type: Radius

Latitude: 39.3744  
 Longitude: -104.8599  
 Radius: 5.0 miles

## Top Tapestry Segments:

Boomburbs	32.9%
Up and Coming Families	13.3%
In Style	12.0%
Exurbanites	8.9%
Suburban Splendor	7.9%

## Demographic Summary

	2006	2011
Population	46,130	67,645
Households	15,857	23,141
Families	12,548	18,265
Median Age	35.5	37.2
Median Household Income	\$88,967	\$110,473

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	123	\$3,347.28	\$53,077,767
Men's	131	\$672.80	\$10,668,544
Women's	111	\$1,029.18	\$16,319,682
Children's	145	\$642.77	\$10,192,476
Footwear	66	\$327.08	\$5,186,517
Watches & Jewelry	185	\$344.98	\$5,470,421
Apparel Products and Services <sup>1</sup>	224	\$330.46	\$5,240,127
<b>Computer</b>			
Computers and Hardware for Home Use	176	\$396.32	\$6,284,525
Software and Accessories for Home Use	177	\$55.85	\$885,692
<b>Entertainment &amp; Recreation</b>	169	\$5,583.20	\$88,532,793
<b>Fees and Admissions</b>	186	\$1,132.38	\$17,956,104
Membership Fees for Clubs <sup>2</sup>	184	\$301.23	\$4,776,590
Fees for Participant Sports, excl. Trips	184	\$208.51	\$3,306,407
Admission to Movie/Theatre/Opera/Ballet	176	\$259.22	\$4,110,492
Admission to Sporting Events, excl. Trips	193	\$110.08	\$1,745,568
Fees for Recreational Lessons	200	\$253.33	\$4,017,047
<b>TV/Video/Sound Equipment</b>	161	\$1,755.79	\$27,841,585
Community Antenna or Cable Television	153	\$918.79	\$14,569,323
Color Televisions	178	\$225.23	\$3,571,418
VCRs, Video Cameras, and DVD Players	171	\$68.39	\$1,084,443
Video Cassettes and DVDs	167	\$86.38	\$1,369,652
Video Game Hardware and Software	171	\$61.16	\$969,757
Satellite Dishes	174	\$3.82	\$60,588
Rental of Video Cassettes and DVDs	170	\$104.85	\$1,662,589
Sound Equipment <sup>3</sup>	165	\$277.82	\$4,405,396
Rental and Repair of TV/Sound Equipment	157	\$9.36	\$148,419
Pets	184	\$762.54	\$12,091,540
Toys and Games	168	\$329.21	\$5,220,361
Recreational Vehicles and Fees <sup>4</sup>	171	\$699.20	\$11,087,266
Sports/Recreation/Exercise Equipment <sup>5</sup>	133	\$300.45	\$4,764,199
Photo Equipment and Supplies <sup>6</sup>	173	\$244.53	\$3,877,453
Reading <sup>7</sup>	164	\$359.10	\$5,694,285
<b>Food</b>	159	\$13,131.50	\$208,226,239
<b>Food at Home</b>	155	\$7,629.89	\$120,987,089
Bakery and Cereal Products	155	\$1,122.18	\$17,794,337
Meat, Poultry, Fish, and Eggs	153	\$1,974.43	\$31,308,562
Dairy Products	155	\$830.63	\$13,171,287
Fruit and Vegetables	156	\$1,339.55	\$21,241,199
Snacks and Other Food at Home <sup>8</sup>	156	\$2,363.10	\$37,471,704
<b>Food Away from Home</b>	165	\$5,501.62	\$87,239,150
Alcoholic Beverages	163	\$938.83	\$14,887,091
Nonalcoholic Beverages at Home	154	\$646.81	\$10,256,413



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	202	\$9,444.89	\$149,767,613
Vehicle Loans	165	\$9,791.45	\$155,263,043
<b>Health</b>			
Nonprescription Drugs	149	\$169.11	\$2,681,506
Prescription Drugs	137	\$777.53	\$12,329,253
Eyeglasses and Contact Lenses	162	\$139.38	\$2,210,095
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	195	\$15,937.63	\$252,723,035
Maintenance and Remodeling Services	189	\$3,366.14	\$53,376,828
Maintenance and Remodeling Materials <sup>10</sup>	183	\$664.16	\$10,531,591
Utilities, Fuel, and Public Services	157	\$6,658.61	\$105,585,631
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	178	\$236.29	\$3,746,775
Furniture	181	\$1,120.77	\$17,772,044
Floor Coverings	197	\$166.31	\$2,637,152
Major Appliances <sup>12</sup>	170	\$484.52	\$7,682,958
Housewares <sup>13</sup>	139	\$143.08	\$2,268,884
Small Appliances	160	\$59.44	\$942,550
Luggage	186	\$19.04	\$301,958
Telephones and Accessories	70	\$38.96	\$617,741
<b>Household Operations</b>			
Child Care	196	\$812.47	\$12,883,393
Lawn and Garden <sup>14</sup>	162	\$705.19	\$11,182,126
Moving/Storage/Freight Express	169	\$88.22	\$1,398,852
Housekeeping Supplies <sup>15</sup>	159	\$1,198.08	\$18,997,917
<b>Insurance</b>			
Owners and Renters Insurance	169	\$747.30	\$11,849,867
Vehicle Insurance	162	\$2,222.19	\$35,237,234
Life/Other Insurance	166	\$1,075.22	\$17,049,718
Health Insurance	148	\$2,673.17	\$42,388,489
Personal Care Products <sup>16</sup>	161	\$726.96	\$11,527,465
School Books and Supplies <sup>17</sup>	153	\$179.76	\$2,850,450
Smoking Products	137	\$682.10	\$10,816,103
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	162	\$9,530.80	\$151,129,915
Gasoline and Motor Oil	158	\$2,927.22	\$46,416,906
Vehicle Maintenance and Repairs	166	\$1,777.94	\$28,192,719
<b>Travel</b>			
Airline Fares	178	\$701.34	\$11,121,168
Lodging on Trips	176	\$697.73	\$11,063,953
Auto/Truck/Van Rental on Trips	188	\$85.08	\$1,349,148
Food and Drink on Trips	171	\$784.78	\$12,444,272

**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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.



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<sup>1</sup>**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.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**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.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**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.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**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, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**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.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**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.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



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Top Tapestry Segments:		Demographic Summary	2006	2011
Suburban Splendor	34.6%	Population	89,672	130,195
Boomburbs	21.9%	Households	31,257	45,390
Connoisseurs	9.5%	Families	25,748	37,191
Up and Coming Families	8.9%	Median Age	38.1	40.1
Exurbanites	7.0%	Median Household Income	\$103,060	\$125,777

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	149	\$4,047.96	\$126,527,079
Men's	159	\$821.37	\$25,673,508
Women's	135	\$1,258.03	\$39,322,290
Children's	171	\$759.55	\$23,741,338
Footwear	79	\$392.22	\$12,259,502
Watches & Jewelry	227	\$424.00	\$13,252,909
Apparel Products and Services <sup>1</sup>	267	\$392.79	\$12,277,532
<b>Computer</b>			
Computers and Hardware for Home Use	214	\$482.36	\$15,077,233
Software and Accessories for Home Use	214	\$67.52	\$2,110,358
<b>Entertainment &amp; Recreation</b>	207	\$6,852.81	\$214,198,321
<b>Fees and Admissions</b>	233	\$1,419.28	\$44,362,558
Membership Fees for Clubs <sup>2</sup>	235	\$384.03	\$12,003,605
Fees for Participant Sports, excl. Trips	227	\$258.02	\$8,065,012
Admission to Movie/Theatre/Opera/Ballet	215	\$317.39	\$9,920,556
Admission to Sporting Events, excl. Trips	236	\$134.63	\$4,208,087
Fees for Recreational Lessons	256	\$325.22	\$10,165,298
<b>TV/Video/Sound Equipment</b>	193	\$2,106.01	\$65,827,583
Community Antenna or Cable Television	184	\$1,105.50	\$34,554,735
Color Televisions	215	\$272.31	\$8,511,567
VCRs, Video Cameras, and DVD Players	205	\$82.22	\$2,569,894
Video Cassettes and DVDs	195	\$101.19	\$3,162,874
Video Game Hardware and Software	204	\$72.83	\$2,276,294
Satellite Dishes	214	\$4.70	\$146,780
Rental of Video Cassettes and DVDs	198	\$122.29	\$3,822,336
Sound Equipment <sup>3</sup>	199	\$333.74	\$10,431,730
Rental and Repair of TV/Sound Equipment	188	\$11.24	\$351,373
Pets	226	\$937.18	\$29,293,300
Toys and Games	202	\$396.26	\$12,386,014
Recreational Vehicles and Fees <sup>4</sup>	215	\$881.14	\$27,541,889
Sports/Recreation/Exercise Equipment <sup>5</sup>	164	\$369.69	\$11,555,436
Photo Equipment and Supplies <sup>6</sup>	211	\$297.80	\$9,308,320
Reading <sup>7</sup>	204	\$445.44	\$13,923,221
<b>Food</b>	191	\$15,769.92	\$492,920,534
<b>Food at Home</b>	186	\$9,160.21	\$286,320,701
Bakery and Cereal Products	187	\$1,349.61	\$42,184,746
Meat, Poultry, Fish, and Eggs	183	\$2,367.80	\$74,010,185
Dairy Products	187	\$999.49	\$31,241,171
Fruit and Vegetables	189	\$1,616.24	\$50,518,840
Snacks and Other Food at Home <sup>8</sup>	187	\$2,827.07	\$88,365,759
<b>Food Away from Home</b>	198	\$6,609.71	\$206,599,833
Alcoholic Beverages	197	\$1,130.09	\$35,323,316
Nonalcoholic Beverages at Home	184	\$774.17	\$24,198,115



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	264	\$12,316.77	\$384,985,386
Vehicle Loans	193	\$11,495.75	\$359,322,648
<b>Health</b>			
Nonprescription Drugs	178	\$202.76	\$6,337,799
Prescription Drugs	167	\$947.27	\$29,608,941
Eyeglasses and Contact Lenses	201	\$172.96	\$5,406,210
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	246	\$20,083.41	\$627,747,241
Maintenance and Remodeling Services	246	\$4,380.28	\$136,914,266
Maintenance and Remodeling Materials <sup>10</sup>	228	\$830.17	\$25,948,617
Utilities, Fuel, and Public Services	190	\$8,020.18	\$250,686,635
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	219	\$290.98	\$9,095,239
Furniture	221	\$1,371.36	\$42,864,595
Floor Coverings	256	\$215.43	\$6,733,646
Major Appliances <sup>12</sup>	210	\$596.40	\$18,641,538
Housewares <sup>13</sup>	172	\$176.34	\$5,511,951
Small Appliances	196	\$73.13	\$2,285,819
Luggage	233	\$23.87	\$745,952
Telephones and Accessories	83	\$46.48	\$1,452,791
<b>Household Operations</b>			
Child Care	233	\$967.72	\$30,247,940
Lawn and Garden <sup>14</sup>	205	\$889.34	\$27,797,953
Moving/Storage/Freight Express	197	\$102.62	\$3,207,571
Housekeeping Supplies <sup>15</sup>	193	\$1,456.30	\$45,519,542
<b>Insurance</b>			
Owners and Renters Insurance	210	\$926.49	\$28,959,265
Vehicle Insurance	195	\$2,686.74	\$83,979,333
Life/Other Insurance	209	\$1,354.83	\$42,347,866
Health Insurance	181	\$3,258.40	\$101,847,919
Personal Care Products <sup>16</sup>	193	\$868.38	\$27,143,082
School Books and Supplies <sup>17</sup>	179	\$209.58	\$6,550,977
Smoking Products	161	\$799.75	\$24,997,667
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	193	\$11,349.05	\$354,737,196
Gasoline and Motor Oil	189	\$3,495.04	\$109,244,519
Vehicle Maintenance and Repairs	200	\$2,146.44	\$67,091,189
<b>Travel</b>			
Airline Fares	222	\$874.11	\$27,321,966
Lodging on Trips	222	\$883.90	\$27,628,068
Auto/Truck/Van Rental on Trips	238	\$107.63	\$3,364,134
Food and Drink on Trips	213	\$975.78	\$30,500,092

**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.

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<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**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.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

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