



Retail MarketPlace Profile

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.67477
 Longitude: -104.86596

Summary Demographics

2018 Population	19,824
2018 Households	9,370
2018 Median Disposable Income	\$44,181
2018 Per Capita Income	\$36,515

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$325,755,005	\$397,760,713	-\$72,005,708	-10.0	205
Total Retail Trade	44-45	\$293,344,167	\$344,865,330	-\$51,521,163	-8.1	124
Total Food & Drink	722	\$32,410,838	\$52,895,383	-\$20,484,545	-24.0	81

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$61,460,598	\$174,880,157	-\$113,419,559	-48.0	19
Automobile Dealers	4411	\$47,946,357	\$151,764,314	-\$103,817,957	-52.0	8
Other Motor Vehicle Dealers	4412	\$7,965,465	\$15,011,796	-\$7,046,331	-30.7	3
Auto Parts, Accessories & Tire Stores	4413	\$5,548,776	\$8,104,046	-\$2,555,270	-18.7	9
Furniture & Home Furnishings Stores	442	\$9,893,995	\$9,785,765	\$108,230	0.5	6
Furniture Stores	4421	\$6,129,077	\$2,387,856	\$3,741,221	43.9	2
Home Furnishings Stores	4422	\$3,764,918	\$7,397,909	-\$3,632,991	-32.5	4
Electronics & Appliance Stores	443	\$10,264,632	\$13,880,488	-\$3,615,856	-15.0	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,932,750	\$17,743,709	\$189,041	0.5	8
Bldg Material & Supplies Dealers	4441	\$16,598,401	\$17,743,709	-\$1,145,308	-3.3	8
Lawn & Garden Equip & Supply Stores	4442	\$1,334,349	\$0	\$1,334,349	100.0	0
Food & Beverage Stores	445	\$52,984,755	\$45,997,540	\$6,987,215	7.1	24
Grocery Stores	4451	\$42,496,243	\$41,758,040	\$738,203	0.9	16
Specialty Food Stores	4452	\$4,246,917	\$1,447,480	\$2,799,437	49.2	5
Beer, Wine & Liquor Stores	4453	\$6,241,595	\$2,792,020	\$3,449,575	38.2	3
Health & Personal Care Stores	446,4461	\$23,853,010	\$20,136,000	\$3,717,010	8.4	9
Gasoline Stations	447,4471	\$28,307,786	\$17,729,820	\$10,577,966	23.0	5
Clothing & Clothing Accessories Stores	448	\$13,529,615	\$4,062,917	\$9,466,698	53.8	7
Clothing Stores	4481	\$8,914,631	\$784,228	\$8,130,403	83.8	4
Shoe Stores	4482	\$1,741,966	\$2,719,238	-\$977,272	-21.9	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,873,018	\$559,451	\$2,313,567	67.4	1
Sporting Goods, Hobby, Book & Music Stores	451	\$11,266,288	\$8,880,294	\$2,385,994	11.8	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,097,801	\$7,270,000	\$2,827,801	16.3	7
Book, Periodical & Music Stores	4512	\$1,168,487	\$1,610,294	-\$441,807	-15.9	1
General Merchandise Stores	452	\$48,197,438	\$20,081,927	\$28,115,511	41.2	4
Department Stores Excluding Leased Depts.	4521	\$31,564,771	\$19,362,348	\$12,202,423	24.0	2
Other General Merchandise Stores	4529	\$16,632,667	\$719,579	\$15,913,088	91.7	2
Miscellaneous Store Retailers	453	\$10,555,264	\$8,330,238	\$2,225,026	11.8	20
Florists	4531	\$439,079	\$118,773	\$320,306	57.4	1
Office Supplies, Stationery & Gift Stores	4532	\$2,275,966	\$376,076	\$1,899,890	71.6	3
Used Merchandise Stores	4533	\$1,224,824	\$3,358,586	-\$2,133,762	-46.6	5
Other Miscellaneous Store Retailers	4539	\$6,615,395	\$4,476,803	\$2,138,592	19.3	11
Nonstore Retailers	454	\$5,098,036	\$3,356,477	\$1,741,559	20.6	3
Electronic Shopping & Mail-Order Houses	4541	\$3,843,368	\$3,009,199	\$834,169	12.2	2
Vending Machine Operators	4542	\$102,181	\$0	\$102,181	100.0	0
Direct Selling Establishments	4543	\$1,152,486	\$347,278	\$805,208	53.7	1
Food Services & Drinking Places	722	\$32,410,838	\$52,895,383	-\$20,484,545	-24.0	81
Special Food Services	7223	\$506,618	\$1,296,184	-\$789,566	-43.8	1
Drinking Places - Alcoholic Beverages	7224	\$1,338,095	\$3,963,591	-\$2,625,496	-49.5	5
Restaurants/Other Eating Places	7225	\$30,566,124	\$47,635,608	-\$17,069,484	-21.8	75

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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August 16, 2018

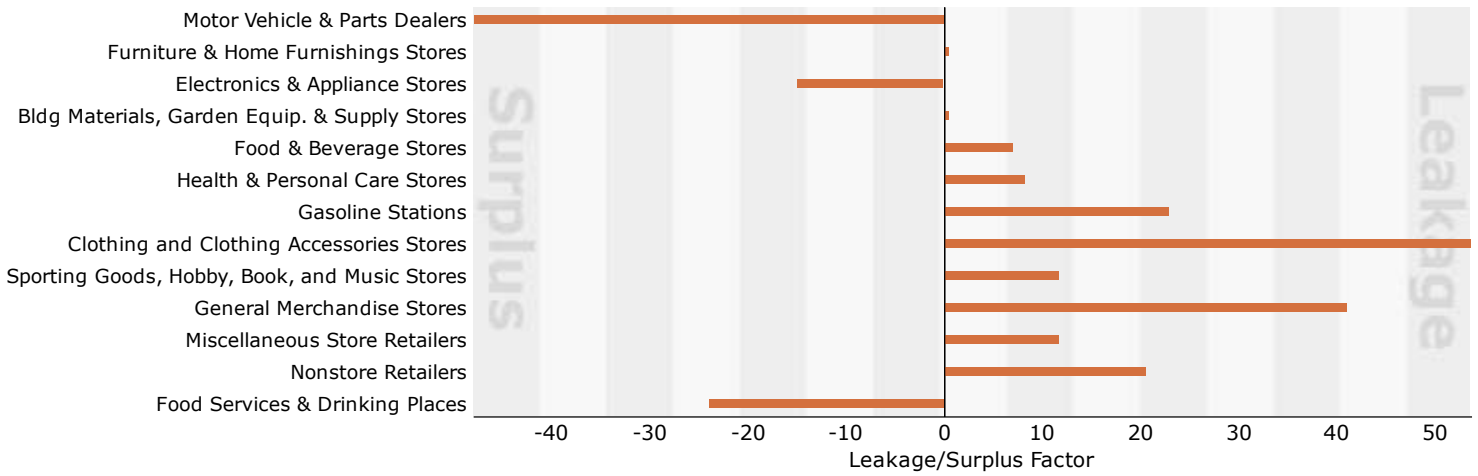


Retail MarketPlace Profile

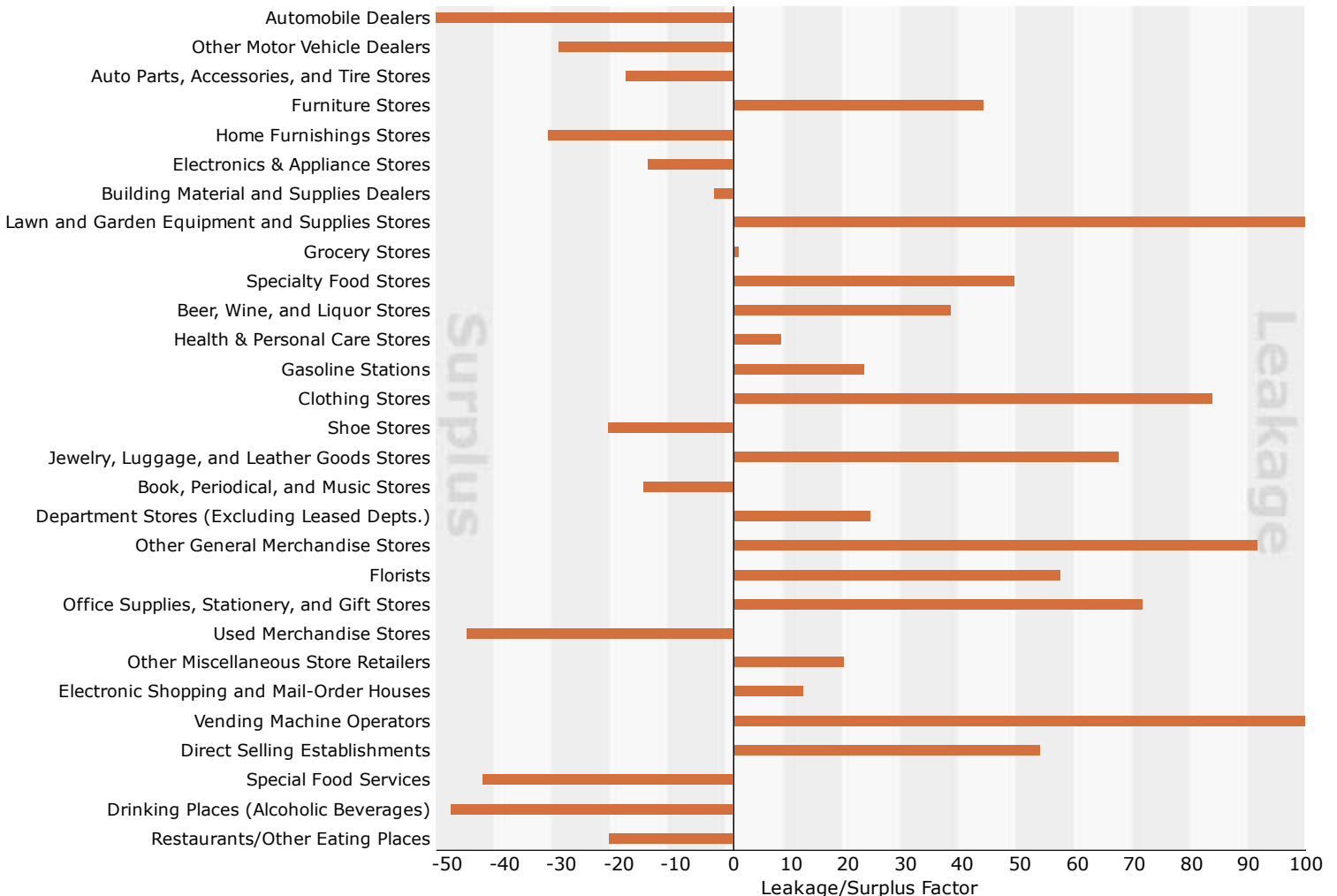
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
 Ring: 3 mile radius

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 Latitude: 39.67477
 Longitude: -104.86596

Summary Demographics

2018 Population	170,448
2018 Households	78,449
2018 Median Disposable Income	\$40,999
2018 Per Capita Income	\$32,581

2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,594,026,333	\$2,349,215,329	\$244,811,004	5.0	986
Total Retail Trade	44-45	\$2,336,158,685	\$2,088,398,613	\$247,760,072	5.6	652
Total Food & Drink	722	\$257,867,648	\$260,816,716	-\$2,949,068	-0.6	334

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$493,205,130	\$563,323,520	-\$70,118,390	-6.6	77
Automobile Dealers	4411	\$385,591,521	\$497,818,849	-\$112,227,328	-12.7	38
Other Motor Vehicle Dealers	4412	\$63,641,367	\$20,860,106	\$42,781,261	50.6	4
Auto Parts, Accessories & Tire Stores	4413	\$43,972,242	\$44,644,565	-\$672,323	-0.8	35
Furniture & Home Furnishings Stores	442	\$78,565,950	\$53,000,641	\$25,565,309	19.4	30
Furniture Stores	4421	\$49,063,747	\$24,616,173	\$24,447,574	33.2	10
Home Furnishings Stores	4422	\$29,502,204	\$28,384,468	\$1,117,736	1.9	20
Electronics & Appliance Stores	443	\$81,325,490	\$55,014,421	\$26,311,069	19.3	35
Bldg Materials, Garden Equip. & Supply Stores	444	\$138,664,748	\$79,389,644	\$59,275,104	27.2	39
Bldg Material & Supplies Dealers	4441	\$128,398,703	\$76,331,605	\$52,067,098	25.4	32
Lawn & Garden Equip & Supply Stores	4442	\$10,266,045	\$3,058,039	\$7,208,006	54.1	7
Food & Beverage Stores	445	\$422,959,162	\$470,917,420	-\$47,958,258	-5.4	125
Grocery Stores	4451	\$340,024,264	\$423,535,598	-\$83,511,334	-10.9	70
Specialty Food Stores	4452	\$34,001,740	\$5,944,357	\$28,057,383	70.2	17
Beer, Wine & Liquor Stores	4453	\$48,933,157	\$41,437,465	\$7,495,692	8.3	38
Health & Personal Care Stores	446,4461	\$189,522,380	\$154,421,068	\$35,101,312	10.2	60
Gasoline Stations	447,4471	\$228,401,380	\$78,394,533	\$150,006,847	48.9	27
Clothing & Clothing Accessories Stores	448	\$106,460,335	\$50,767,554	\$55,692,781	35.4	68
Clothing Stores	4481	\$70,457,216	\$32,519,002	\$37,938,214	36.8	46
Shoe Stores	4482	\$13,881,966	\$7,653,056	\$6,228,910	28.9	8
Jewelry, Luggage & Leather Goods Stores	4483	\$22,121,153	\$10,595,496	\$11,525,657	35.2	14
Sporting Goods, Hobby, Book & Music Stores	451	\$89,421,337	\$54,122,610	\$35,298,727	24.6	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$80,070,830	\$41,246,167	\$38,824,663	32.0	36
Book, Periodical & Music Stores	4512	\$9,350,507	\$12,876,443	-\$3,525,936	-15.9	7
General Merchandise Stores	452	\$383,810,193	\$465,599,292	-\$81,789,099	-9.6	30
Department Stores Excluding Leased Depts.	4521	\$250,619,187	\$202,239,010	\$48,380,177	10.7	13
Other General Merchandise Stores	4529	\$133,191,007	\$263,360,282	-\$130,169,275	-32.8	17
Miscellaneous Store Retailers	453	\$84,212,113	\$52,984,710	\$31,227,403	22.8	102
Florists	4531	\$3,273,499	\$1,479,198	\$1,794,301	37.8	9
Office Supplies, Stationery & Gift Stores	4532	\$18,089,044	\$12,479,567	\$5,609,477	18.4	20
Used Merchandise Stores	4533	\$9,818,597	\$11,278,518	-\$1,459,921	-6.9	16
Other Miscellaneous Store Retailers	4539	\$53,030,973	\$27,747,427	\$25,283,546	31.3	57
Nonstore Retailers	454	\$39,610,468	\$10,463,201	\$29,147,267	58.2	15
Electronic Shopping & Mail-Order Houses	4541	\$30,508,450	\$7,505,701	\$23,002,749	60.5	8
Vending Machine Operators	4542	\$818,278	\$270,438	\$547,840	50.3	2
Direct Selling Establishments	4543	\$8,283,740	\$2,687,062	\$5,596,678	51.0	5
Food Services & Drinking Places	722	\$257,867,648	\$260,816,716	-\$2,949,068	-0.6	334
Special Food Services	7223	\$3,976,785	\$2,994,247	\$982,538	14.1	6
Drinking Places - Alcoholic Beverages	7224	\$10,601,025	\$7,261,774	\$3,339,251	18.7	14
Restaurants/Other Eating Places	7225	\$243,289,837	\$250,560,696	-\$7,270,859	-1.5	315

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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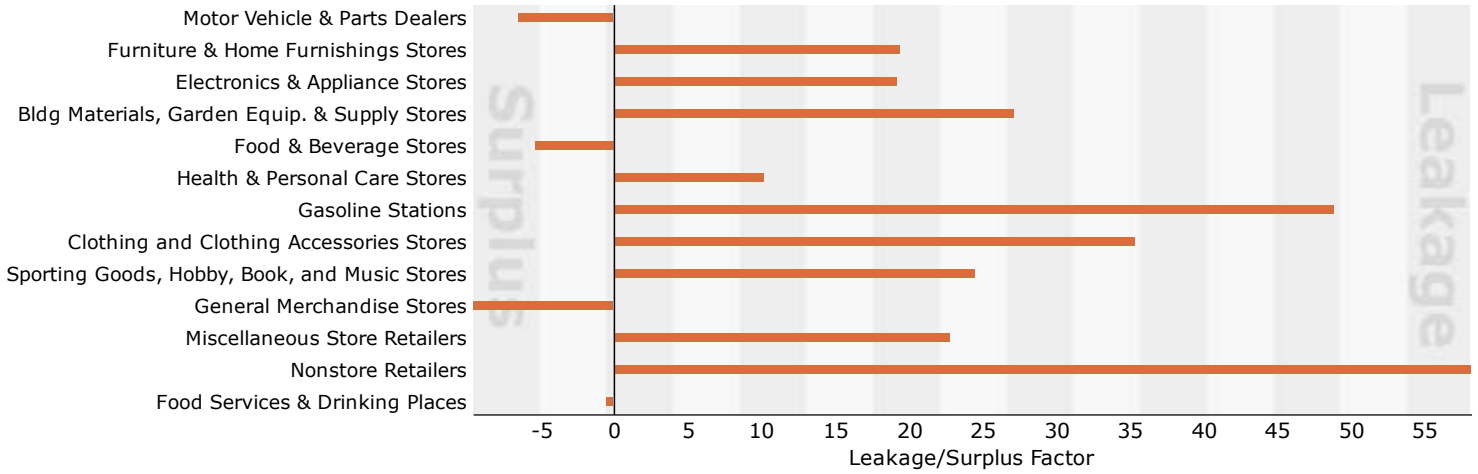


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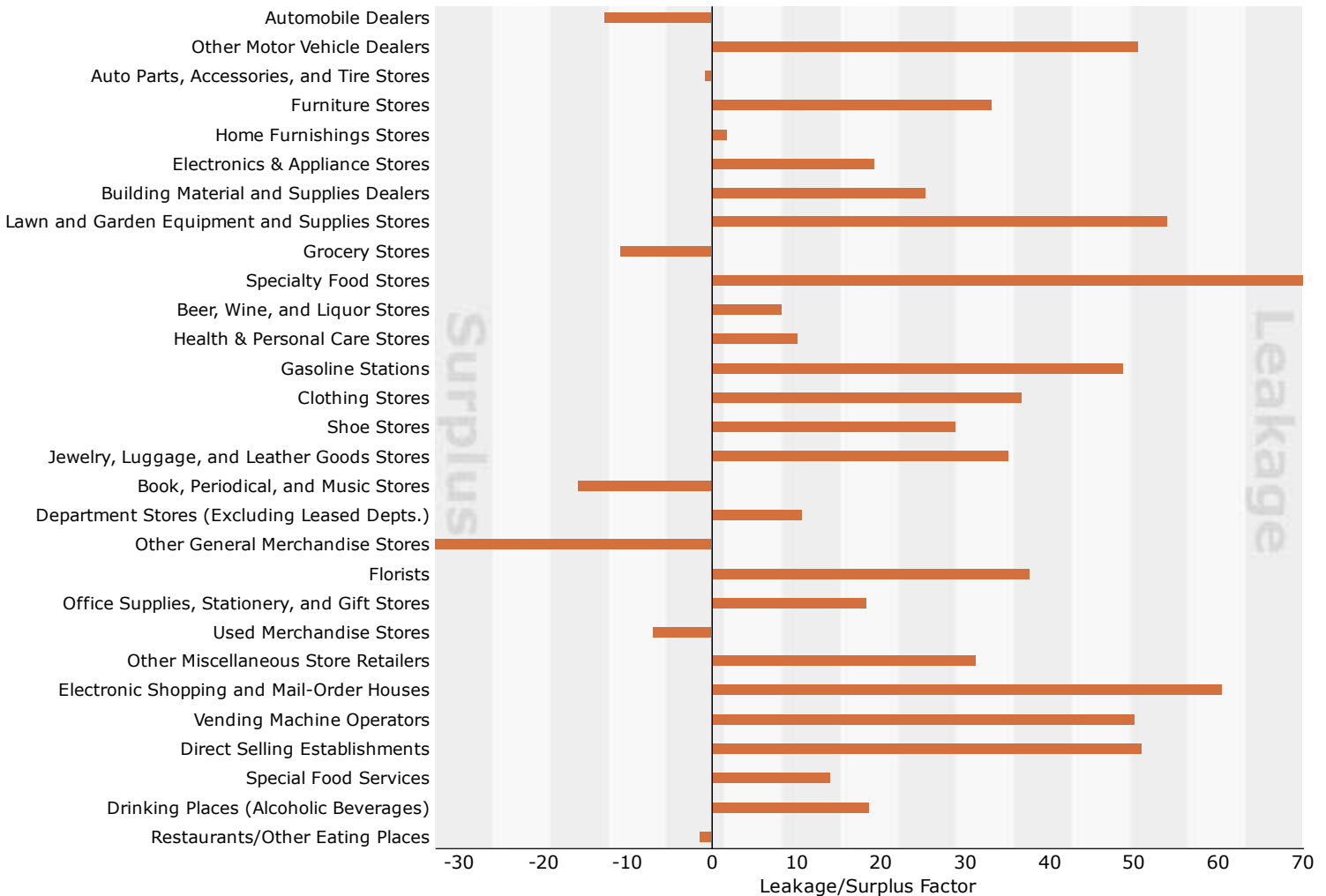
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
 Ring: 5 mile radius

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 Latitude: 39.67477
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Summary Demographics						
2018 Population						445,530
2018 Households						190,106
2018 Median Disposable Income						\$45,795
2018 Per Capita Income						\$35,833
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$7,215,615,537	\$5,513,951,819	\$1,701,663,718	13.4	2,727
Total Retail Trade	44-45	\$6,493,068,661	\$4,779,378,996	\$1,713,689,665	15.2	1,783
Total Food & Drink	722	\$722,546,877	\$734,572,822	-\$12,025,945	-0.8	943
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,368,645,103	\$891,129,596	\$477,515,507	21.1	161
Automobile Dealers	4411	\$1,068,572,073	\$737,736,718	\$330,835,355	18.3	67
Other Motor Vehicle Dealers	4412	\$178,084,300	\$46,214,305	\$131,869,995	58.8	14
Auto Parts, Accessories & Tire Stores	4413	\$121,988,730	\$107,178,573	\$14,810,157	6.5	80
Furniture & Home Furnishings Stores	442	\$221,365,038	\$118,641,297	\$102,723,741	30.2	78
Furniture Stores	4421	\$137,163,061	\$59,469,365	\$77,693,696	39.5	30
Home Furnishings Stores	4422	\$84,201,977	\$59,171,932	\$25,030,045	17.5	48
Electronics & Appliance Stores	443	\$228,249,208	\$223,456,633	\$4,792,575	1.1	108
Bldg Materials, Garden Equip. & Supply Stores	444	\$400,074,446	\$247,030,384	\$153,044,062	23.7	158
Bldg Material & Supplies Dealers	4441	\$370,777,058	\$238,384,639	\$132,392,419	21.7	138
Lawn & Garden Equip & Supply Stores	4442	\$29,297,389	\$8,645,745	\$20,651,644	54.4	19
Food & Beverage Stores	445	\$1,164,057,480	\$1,277,693,318	-\$113,635,838	-4.7	295
Grocery Stores	4451	\$933,309,925	\$1,166,445,053	-\$233,135,128	-11.1	160
Specialty Food Stores	4452	\$93,228,404	\$17,012,588	\$76,215,816	69.1	45
Beer, Wine & Liquor Stores	4453	\$137,519,152	\$94,235,677	\$43,283,475	18.7	91
Health & Personal Care Stores	446,4461	\$519,876,628	\$450,871,615	\$69,005,013	7.1	164
Gasoline Stations	447,4471	\$625,535,036	\$230,427,606	\$395,107,430	46.2	73
Clothing & Clothing Accessories Stores	448	\$301,290,534	\$205,739,632	\$95,550,902	18.8	228
Clothing Stores	4481	\$198,380,336	\$123,267,056	\$75,113,280	23.4	141
Shoe Stores	4482	\$39,136,737	\$37,739,300	\$1,397,437	1.8	36
Jewelry, Luggage & Leather Goods Stores	4483	\$63,773,461	\$44,733,276	\$19,040,185	17.5	51
Sporting Goods, Hobby, Book & Music Stores	451	\$251,754,959	\$169,544,799	\$82,210,160	19.5	115
Sporting Goods/Hobby/Musical Instr Stores	4511	\$225,763,267	\$95,617,596	\$130,145,671	40.5	91
Book, Periodical & Music Stores	4512	\$25,991,692	\$73,927,203	-\$47,935,511	-48.0	24
General Merchandise Stores	452	\$1,068,154,914	\$759,303,720	\$308,851,194	16.9	84
Department Stores Excluding Leased Depts.	4521	\$701,866,431	\$448,663,365	\$253,203,066	22.0	33
Other General Merchandise Stores	4529	\$366,288,483	\$310,640,355	\$55,648,128	8.2	51
Miscellaneous Store Retailers	453	\$233,683,650	\$179,291,660	\$54,391,990	13.2	280
Florists	4531	\$9,659,386	\$4,599,814	\$5,059,572	35.5	25
Office Supplies, Stationery & Gift Stores	4532	\$50,705,057	\$39,190,449	\$11,514,608	12.8	61
Used Merchandise Stores	4533	\$27,456,247	\$30,541,822	-\$3,085,575	-5.3	41
Other Miscellaneous Store Retailers	4539	\$145,862,960	\$104,959,574	\$40,903,386	16.3	153
Nonstore Retailers	454	\$110,381,663	\$26,248,736	\$84,132,927	61.6	39
Electronic Shopping & Mail-Order Houses	4541	\$85,082,738	\$20,670,779	\$64,411,959	60.9	24
Vending Machine Operators	4542	\$2,245,525	\$324,794	\$1,920,731	74.7	3
Direct Selling Establishments	4543	\$23,053,400	\$5,253,163	\$17,800,237	62.9	12
Food Services & Drinking Places	722	\$722,546,877	\$734,572,822	-\$12,025,945	-0.8	943
Special Food Services	7223	\$11,332,325	\$9,092,438	\$2,239,887	11.0	19
Drinking Places - Alcoholic Beverages	7224	\$29,622,591	\$48,087,629	-\$18,465,038	-23.8	41
Restaurants/Other Eating Places	7225	\$681,591,961	\$677,392,756	\$4,199,205	0.3	883

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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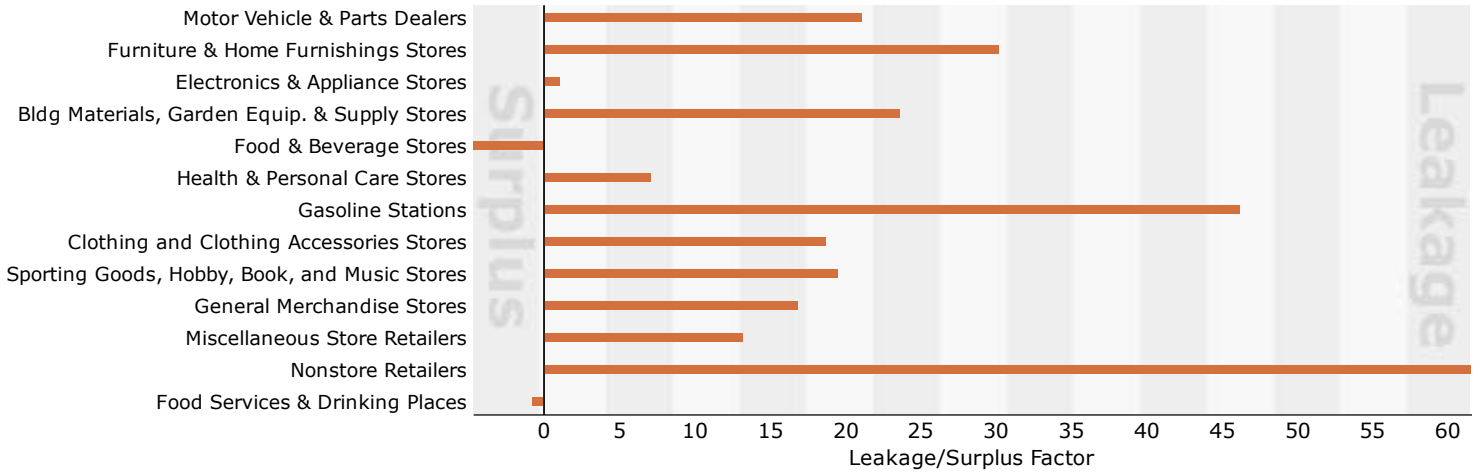


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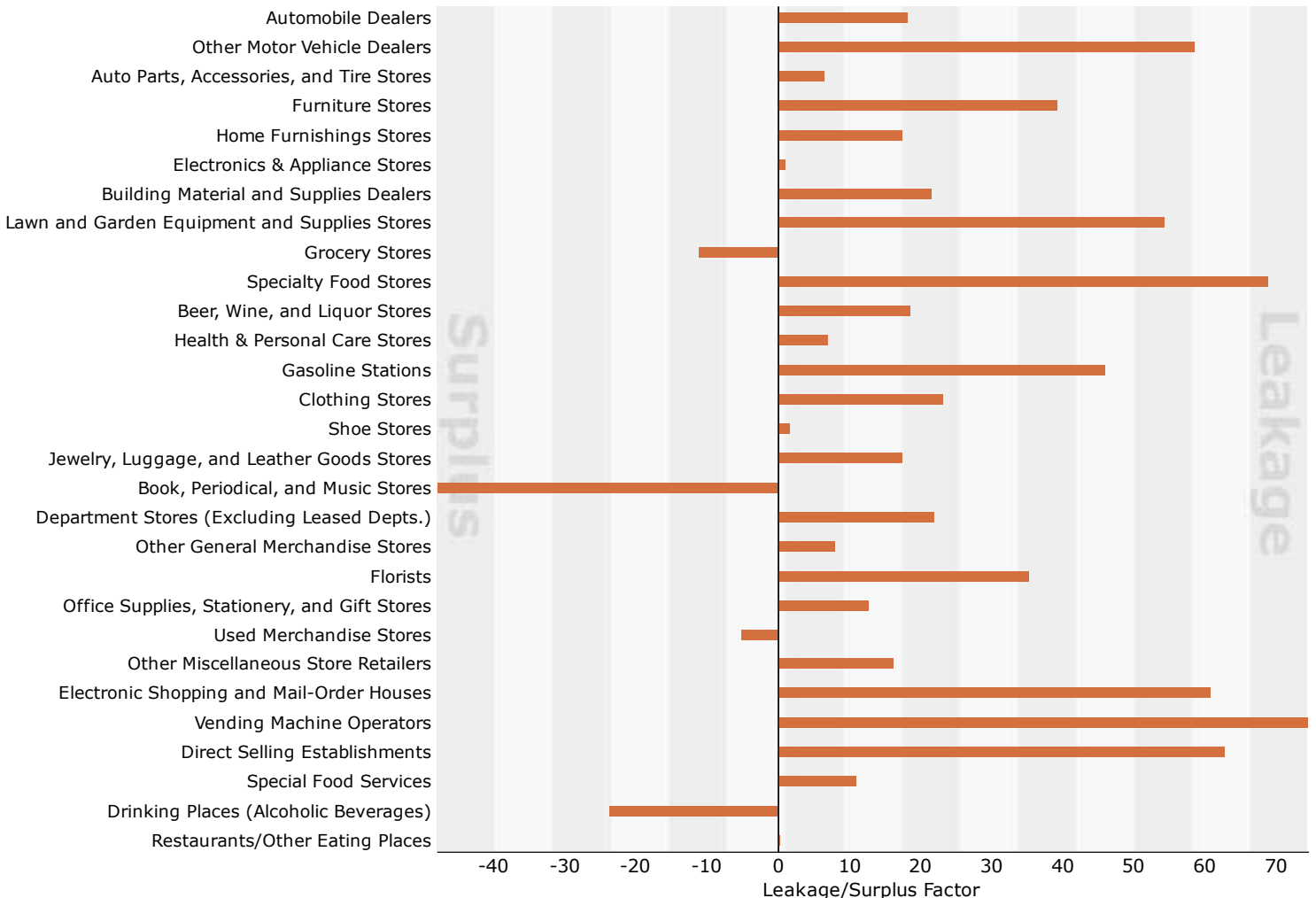
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Household Budget Expenditures

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
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Demographic Summary		2018	2023		
Population		19,824	21,327		
Households		9,370	10,015		
Average Household Size		2.11	2.13		
Families		4,717	5,039		
Median Age		40.3	40.9		
Median Household Income		\$53,574	\$61,657		
		Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures		93	\$66,071.82	\$619,092,977	100.0%
Food		94	\$8,019.91	\$75,146,578	12.1%
Food at Home		94	\$4,702.01	\$44,057,795	7.1%
Food Away from Home		94	\$3,317.91	\$31,088,783	5.0%
Alcoholic Beverages		98	\$546.36	\$5,119,348	0.8%
Housing		96	\$20,770.02	\$194,615,110	31.4%
Shelter		97	\$16,252.52	\$152,286,074	24.6%
Utilities, Fuel and Public Services		91	\$4,517.51	\$42,329,035	6.8%
Household Operations		91	\$1,809.31	\$16,953,193	2.7%
Housekeeping Supplies		91	\$653.11	\$6,119,625	1.0%
Household Furnishings and Equipment		91	\$1,901.07	\$17,813,017	2.9%
Apparel and Services		94	\$2,036.92	\$19,085,901	3.1%
Transportation		92	\$7,377.78	\$69,129,766	11.2%
Travel		90	\$1,939.95	\$18,177,302	2.9%
Health Care		89	\$5,081.32	\$47,611,982	7.7%
Entertainment and Recreation		91	\$2,918.56	\$27,346,893	4.4%
Personal Care Products & Services		94	\$774.18	\$7,254,033	1.2%
Education		95	\$1,379.97	\$12,930,322	2.1%
Smoking Products		94	\$390.96	\$3,663,315	0.6%
Lotteries & Pari-mutuel Losses		97	\$55.58	\$520,817	0.1%
Legal Fees		95	\$197.69	\$1,852,397	0.3%
Funeral Expenses		90	\$74.07	\$694,002	0.1%
Safe Deposit Box Rentals		87	\$4.49	\$42,065	0.0%
Checking Account/Banking Service Charges		101	\$37.62	\$352,540	0.1%
Cemetery Lots/Vaults/Maintenance Fees		83	\$6.23	\$58,401	0.0%
Accounting Fees		89	\$87.72	\$821,946	0.1%
Miscellaneous Personal Services/Advertising/Fine		92	\$47.38	\$443,975	0.1%
Occupational Expenses		94	\$55.15	\$516,735	0.1%
Expenses for Other Properties		83	\$99.37	\$931,071	0.2%
Credit Card Membership Fees		99	\$7.77	\$72,763	0.0%
Shopping Club Membership Fees		93	\$22.15	\$207,590	0.0%
Support Payments/Cash Contributions/Gifts in Kind		91	\$2,269.70	\$21,267,135	3.4%
Life/Other Insurance		84	\$349.50	\$3,274,800	0.5%
Pensions and Social Security		90	\$7,157.99	\$67,070,357	10.8%

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: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Household Budget Expenditures

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.67477
 Longitude: -104.86596

Demographic Summary		2018	2023	
Population		170,448	181,667	
Households		78,449	83,008	
Average Household Size		2.16	2.18	
Families		38,981	41,364	
Median Age		37.9	38.3	
Median Household Income		\$50,754	\$58,021	
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	85	\$60,807.11	\$4,770,256,947	100.0%
Food	88	\$7,480.12	\$586,807,652	12.3%
Food at Home	87	\$4,383.60	\$343,888,727	7.2%
Food Away from Home	88	\$3,096.52	\$242,918,925	5.1%
Alcoholic Beverages	89	\$500.92	\$39,296,996	0.8%
Housing	88	\$19,139.76	\$1,501,495,357	31.5%
Shelter	89	\$14,942.30	\$1,172,208,677	24.6%
Utilities, Fuel and Public Services	85	\$4,197.46	\$329,286,680	6.9%
Household Operations	83	\$1,652.38	\$129,627,587	2.7%
Housekeeping Supplies	85	\$607.75	\$47,677,765	1.0%
Household Furnishings and Equipment	84	\$1,759.42	\$138,024,509	2.9%
Apparel and Services	87	\$1,889.95	\$148,264,915	3.1%
Transportation	85	\$6,886.05	\$540,203,580	11.3%
Travel	81	\$1,754.32	\$137,624,476	2.9%
Health Care	81	\$4,659.35	\$365,521,505	7.7%
Entertainment and Recreation	83	\$2,684.60	\$210,604,439	4.4%
Personal Care Products & Services	87	\$718.20	\$56,341,920	1.2%
Education	85	\$1,232.86	\$96,716,900	2.0%
Smoking Products	89	\$370.12	\$29,035,216	0.6%
Lotteries & Pari-mutuel Losses	86	\$49.43	\$3,877,969	0.1%
Legal Fees	88	\$184.55	\$14,477,958	0.3%
Funeral Expenses	82	\$67.49	\$5,294,759	0.1%
Safe Deposit Box Rentals	77	\$4.02	\$315,171	0.0%
Checking Account/Banking Service Charges	96	\$35.77	\$2,806,204	0.1%
Cemetery Lots/Vaults/Maintenance Fees	75	\$5.63	\$441,722	0.0%
Accounting Fees	80	\$78.19	\$6,133,627	0.1%
Miscellaneous Personal Services/Advertising/Fine	86	\$43.91	\$3,444,868	0.1%
Occupational Expenses	83	\$48.52	\$3,806,438	0.1%
Expenses for Other Properties	79	\$94.28	\$7,395,892	0.2%
Credit Card Membership Fees	89	\$7.00	\$549,515	0.0%
Shopping Club Membership Fees	85	\$20.34	\$1,595,857	0.0%
Support Payments/Cash Contributions/Gifts in Kind	82	\$2,041.35	\$160,141,983	3.4%
Life/Other Insurance	74	\$308.29	\$24,184,847	0.5%
Pensions and Social Security	81	\$6,482.52	\$508,547,320	10.7%

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: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 16, 2018



Household Budget Expenditures

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 39.67477
 Longitude: -104.86596

Demographic Summary		2018	2023	
Population		445,530	475,686	
Households		190,106	202,167	
Average Household Size		2.33	2.34	
Families		102,794	109,074	
Median Age		36.3	36.8	
Median Household Income		\$55,268	\$63,405	
	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	100	\$71,584.38	\$13,608,620,520	100.0%
Food	103	\$8,761.21	\$1,665,558,538	12.2%
Food at Home	102	\$5,112.70	\$971,955,887	7.1%
Food Away from Home	104	\$3,648.50	\$693,602,650	5.1%
Alcoholic Beverages	105	\$588.38	\$111,855,204	0.8%
Housing	103	\$22,419.39	\$4,262,061,332	31.3%
Shelter	104	\$17,540.86	\$3,334,621,838	24.5%
Utilities, Fuel and Public Services	98	\$4,878.54	\$927,439,494	6.8%
Household Operations	98	\$1,960.55	\$372,713,114	2.7%
Housekeeping Supplies	99	\$707.49	\$134,498,703	1.0%
Household Furnishings and Equipment	100	\$2,081.40	\$395,686,370	2.9%
Apparel and Services	103	\$2,245.63	\$426,907,410	3.1%
Transportation	100	\$8,073.23	\$1,534,769,614	11.3%
Travel	98	\$2,104.37	\$400,053,727	2.9%
Health Care	94	\$5,409.63	\$1,028,403,097	7.6%
Entertainment and Recreation	98	\$3,160.85	\$600,896,714	4.4%
Personal Care Products & Services	102	\$844.22	\$160,491,254	1.2%
Education	102	\$1,474.91	\$280,389,992	2.1%
Smoking Products	100	\$415.56	\$79,001,116	0.6%
Lotteries & Pari-mutuel Losses	100	\$56.97	\$10,830,304	0.1%
Legal Fees	103	\$214.42	\$40,761,941	0.3%
Funeral Expenses	91	\$74.86	\$14,231,348	0.1%
Safe Deposit Box Rentals	88	\$4.59	\$873,244	0.0%
Checking Account/Banking Service Charges	110	\$40.76	\$7,749,165	0.1%
Cemetery Lots/Vaults/Maintenance Fees	82	\$6.20	\$1,178,586	0.0%
Accounting Fees	96	\$94.16	\$17,899,958	0.1%
Miscellaneous Personal Services/Advertising/Fine	101	\$51.67	\$9,822,224	0.1%
Occupational Expenses	100	\$58.54	\$11,128,299	0.1%
Expenses for Other Properties	100	\$119.17	\$22,655,474	0.2%
Credit Card Membership Fees	106	\$8.33	\$1,584,065	0.0%
Shopping Club Membership Fees	102	\$24.23	\$4,606,777	0.0%
Support Payments/Cash Contributions/Gifts in Kind	96	\$2,392.73	\$454,871,675	3.3%
Life/Other Insurance	89	\$369.08	\$70,164,318	0.5%
Pensions and Social Security	98	\$7,821.83	\$1,486,976,958	10.9%

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August 16, 2018



Retail Goods and Services Expenditures

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 39.67477
 Longitude: -104.86596

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Young and Restless (11B)	24.5%	Population	19,824	21,327
Retirement Communities (9E)	19.8%	Households	9,370	10,015
City Lights (8A)	10.6%	Families	4,717	5,039
Bright Young Professionals (8C)	9.7%	Median Age	40.3	40.9
Pleasantville (2B)	7.7%	Median Household Income	\$53,574	\$61,657
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		94	\$2,036.92	\$19,085,901
Men's		94	\$389.29	\$3,647,680
Women's		95	\$702.37	\$6,581,197
Children's		91	\$295.13	\$2,765,398
Footwear		94	\$443.07	\$4,151,536
Watches & Jewelry		93	\$132.72	\$1,243,627
Apparel Products and Services (1)		90	\$74.33	\$696,463
Computer				
Computers and Hardware for Home Use		98	\$167.43	\$1,568,789
Portable Memory		96	\$5.22	\$48,896
Computer Software		103	\$10.86	\$101,797
Computer Accessories		95	\$17.85	\$167,216
Entertainment & Recreation		91	\$2,918.56	\$27,346,893
Fees and Admissions		91	\$619.30	\$5,802,873
Membership Fees for Clubs (2)		91	\$205.85	\$1,928,782
Fees for Participant Sports, excl. Trips		90	\$101.36	\$949,787
Tickets to Theatre/Operas/Concerts		96	\$63.39	\$593,931
Tickets to Movies/Museums/Parks		96	\$76.98	\$721,328
Admission to Sporting Events, excl. Trips		86	\$51.21	\$479,823
Fees for Recreational Lessons		87	\$119.69	\$1,121,506
Dating Services		122	\$0.82	\$7,716
TV/Video/Audio		94	\$1,222.57	\$11,455,436
Cable and Satellite Television Services		92	\$890.58	\$8,344,696
Televisions		98	\$116.03	\$1,087,184
Satellite Dishes		85	\$1.50	\$14,076
VCRs, Video Cameras, and DVD Players		101	\$5.55	\$52,038
Miscellaneous Video Equipment		88	\$12.75	\$119,463
Video Cassettes and DVDs		97	\$11.97	\$112,163
Video Game Hardware/Accessories		103	\$30.80	\$288,605
Video Game Software		106	\$15.87	\$148,689
Streaming/Downloaded Video		102	\$33.66	\$315,399
Rental of Video Cassettes and DVDs		97	\$12.47	\$116,869
Installation of Televisions		88	\$0.81	\$7,551
Audio (3)		93	\$87.02	\$815,415
Rental and Repair of TV/Radio/Sound Equipment		88	\$3.55	\$33,287
Pets		85	\$541.16	\$5,070,698
Toys/Games/Crafts/Hobbies (4)		93	\$107.61	\$1,008,289
Recreational Vehicles and Fees (5)		78	\$85.79	\$803,881
Sports/Recreation/Exercise Equipment (6)		91	\$162.49	\$1,522,490
Photo Equipment and Supplies (7)		91	\$48.71	\$456,449
Reading (8)		93	\$105.11	\$984,853
Catered Affairs (9)		85	\$25.82	\$241,923
Food		94	\$8,019.91	\$75,146,578
Food at Home		94	\$4,702.01	\$44,057,795
Bakery and Cereal Products		94	\$619.68	\$5,806,425
Meats, Poultry, Fish, and Eggs		94	\$1,055.53	\$9,890,340
Dairy Products		93	\$482.78	\$4,523,652
Fruits and Vegetables		94	\$928.69	\$8,701,787
Snacks and Other Food at Home (10)		93	\$1,615.32	\$15,135,591
Food Away from Home		94	\$3,317.91	\$31,088,783
Alcoholic Beverages		98	\$546.36	\$5,119,348

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Retail Goods and Services Expenditures

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.67477
Longitude: -104.86596

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	88	\$4,447.19	\$41,670,154
Value of Retirement Plans	85	\$19,615.42	\$183,796,515
Value of Other Financial Assets	96	\$1,350.71	\$12,656,142
Vehicle Loan Amount excluding Interest	87	\$2,427.29	\$22,743,686
Value of Credit Card Debt	91	\$539.02	\$5,050,599
Health			
Nonprescription Drugs	91	\$121.14	\$1,135,051
Prescription Drugs	87	\$313.48	\$2,937,270
Eyeglasses and Contact Lenses	89	\$82.35	\$771,617
Home			
Mortgage Payment and Basics (11)	80	\$6,927.82	\$64,913,689
Maintenance and Remodeling Services	80	\$1,634.48	\$15,315,039
Maintenance and Remodeling Materials (12)	77	\$379.10	\$3,552,200
Utilities, Fuel, and Public Services	91	\$4,517.51	\$42,329,035
Household Furnishings and Equipment			
Household Textiles (13)	95	\$93.28	\$874,037
Furniture	94	\$573.88	\$5,377,231
Rugs	93	\$22.82	\$213,784
Major Appliances (14)	84	\$292.52	\$2,740,943
Housewares (15)	92	\$95.18	\$891,836
Small Appliances	96	\$47.06	\$440,943
Luggage	94	\$12.90	\$120,902
Telephones and Accessories	93	\$65.17	\$610,637
Household Operations			
Child Care	91	\$470.64	\$4,409,886
Lawn and Garden (16)	82	\$351.84	\$3,296,727
Moving/Storage/Freight Express	107	\$69.46	\$650,802
Housekeeping Supplies (17)	91	\$653.11	\$6,119,625
Insurance			
Owners and Renters Insurance	81	\$457.34	\$4,285,234
Vehicle Insurance	93	\$1,166.79	\$10,932,836
Life/Other Insurance	84	\$349.50	\$3,274,800
Health Insurance	89	\$3,358.32	\$31,467,453
Personal Care Products (18)	94	\$456.83	\$4,280,541
School Books and Supplies (19)	93	\$143.92	\$1,348,517
Smoking Products	94	\$390.96	\$3,663,315
Transportation			
Payments on Vehicles excluding Leases	88	\$2,109.87	\$19,769,497
Gasoline and Motor Oil	92	\$2,195.35	\$20,570,421
Vehicle Maintenance and Repairs	92	\$987.87	\$9,256,335
Travel			
Airline Fares	93	\$491.69	\$4,607,089
Lodging on Trips	88	\$502.58	\$4,709,141
Auto/Truck Rental on Trips	90	\$24.83	\$232,658
Food and Drink on Trips	90	\$467.57	\$4,381,175

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Retail Goods and Services Expenditures

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
Ring: 1 mile radius

Prepared by Esri
Latitude: 39.67477
Longitude: -104.86596

- (1) Apparel Products and Services** includes 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, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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August 16, 2018



Retail Goods and Services Expenditures

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.67477
 Longitude: -104.86596

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Young and Restless (11B)	23.7%	Population	170,448	181,667
Old and Newcomers (8F)	8.4%	Households	78,449	83,008
Metro Fusion (11C)	8.0%	Families	38,981	41,364
Retirement Communities (9E)	7.0%	Median Age	37.9	38.3
The Elders (9C)	6.5%	Median Household Income	\$50,754	\$58,021
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		87	\$1,889.95	\$148,264,915
Men's		87	\$359.13	\$28,173,756
Women's		87	\$647.52	\$50,797,681
Children's		86	\$278.32	\$21,833,775
Footwear		88	\$413.20	\$32,415,401
Watches & Jewelry		86	\$122.53	\$9,612,082
Apparel Products and Services (1)		84	\$69.25	\$5,432,220
Computer				
Computers and Hardware for Home Use		92	\$156.14	\$12,248,992
Portable Memory		91	\$4.93	\$387,031
Computer Software		96	\$10.15	\$796,427
Computer Accessories		88	\$16.60	\$1,302,508
Entertainment & Recreation		83	\$2,684.60	\$210,604,439
Fees and Admissions		81	\$555.77	\$43,599,409
Membership Fees for Clubs (2)		82	\$184.33	\$14,460,828
Fees for Participant Sports, excl. Trips		82	\$93.03	\$7,298,422
Tickets to Theatre/Operas/Concerts		85	\$55.95	\$4,389,132
Tickets to Movies/Museums/Parks		89	\$71.38	\$5,599,398
Admission to Sporting Events, excl. Trips		77	\$45.63	\$3,579,787
Fees for Recreational Lessons		76	\$104.66	\$8,210,497
Dating Services		116	\$0.78	\$61,347
TV/Video/Audio		88	\$1,142.81	\$89,652,431
Cable and Satellite Television Services		86	\$830.12	\$65,121,952
Televisions		92	\$109.28	\$8,572,678
Satellite Dishes		79	\$1.39	\$109,142
VCRs, Video Cameras, and DVD Players		95	\$5.26	\$413,015
Miscellaneous Video Equipment		79	\$11.48	\$900,774
Video Cassettes and DVDs		91	\$11.33	\$888,927
Video Game Hardware/Accessories		99	\$29.44	\$2,309,175
Video Game Software		101	\$15.18	\$1,191,123
Streaming/Downloaded Video		97	\$32.05	\$2,514,321
Rental of Video Cassettes and DVDs		93	\$11.86	\$930,448
Installation of Televisions		77	\$0.71	\$55,725
Audio (3)		87	\$81.18	\$6,368,622
Rental and Repair of TV/Radio/Sound Equipment		87	\$3.52	\$276,528
Pets		78	\$498.78	\$39,128,428
Toys/Games/Crafts/Hobbies (4)		86	\$99.56	\$7,810,328
Recreational Vehicles and Fees (5)		69	\$75.74	\$5,941,848
Sports/Recreation/Exercise Equipment (6)		83	\$147.96	\$11,607,528
Photo Equipment and Supplies (7)		85	\$45.23	\$3,548,351
Reading (8)		85	\$95.32	\$7,477,644
Catered Affairs (9)		77	\$23.44	\$1,838,471
Food		88	\$7,480.12	\$586,807,652
Food at Home		87	\$4,383.60	\$343,888,727
Bakery and Cereal Products		87	\$575.28	\$45,129,842
Meats, Poultry, Fish, and Eggs		88	\$988.18	\$77,521,901
Dairy Products		86	\$446.50	\$35,027,639
Fruits and Vegetables		88	\$862.16	\$67,635,878
Snacks and Other Food at Home (10)		87	\$1,511.47	\$118,573,467
Food Away from Home		88	\$3,096.52	\$242,918,925
Alcoholic Beverages		89	\$500.92	\$39,296,996

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Retail Goods and Services Expenditures

S Havana St & E Iliff Ave, Aurora, Colorado, 80014
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 39.67477
 Longitude: -104.86596

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	77	\$3,880.12	\$304,391,193
Value of Retirement Plans	74	\$17,073.39	\$1,339,390,586
Value of Other Financial Assets	87	\$1,229.06	\$96,418,637
Vehicle Loan Amount excluding Interest	83	\$2,311.61	\$181,343,112
Value of Credit Card Debt	83	\$488.24	\$38,301,573
Health			
Nonprescription Drugs	85	\$112.96	\$8,861,215
Prescription Drugs	80	\$290.09	\$22,757,144
Eyeglasses and Contact Lenses	81	\$75.16	\$5,896,108
Home			
Mortgage Payment and Basics (11)	70	\$6,052.84	\$474,839,503
Maintenance and Remodeling Services	70	\$1,438.93	\$112,882,971
Maintenance and Remodeling Materials (12)	66	\$326.00	\$25,574,504
Utilities, Fuel, and Public Services	85	\$4,197.46	\$329,286,680
Household Furnishings and Equipment			
Household Textiles (13)	88	\$86.72	\$6,802,991
Furniture	87	\$534.27	\$41,912,697
Rugs	81	\$19.98	\$1,567,585
Major Appliances (14)	78	\$271.04	\$21,263,158
Housewares (15)	84	\$87.15	\$6,837,031
Small Appliances	89	\$43.70	\$3,428,104
Luggage	87	\$11.90	\$933,237
Telephones and Accessories	87	\$61.15	\$4,797,038
Household Operations			
Child Care	82	\$421.50	\$33,066,057
Lawn and Garden (16)	74	\$319.74	\$25,083,318
Moving/Storage/Freight Express	104	\$67.02	\$5,257,463
Housekeeping Supplies (17)	85	\$607.75	\$47,677,765
Insurance			
Owners and Renters Insurance	73	\$416.11	\$32,643,618
Vehicle Insurance	86	\$1,086.87	\$85,263,520
Life/Other Insurance	74	\$308.29	\$24,184,847
Health Insurance	81	\$3,074.74	\$241,210,637
Personal Care Products (18)	88	\$426.51	\$33,459,155
School Books and Supplies (19)	87	\$135.05	\$10,594,604
Smoking Products	89	\$370.12	\$29,035,216
Transportation			
Payments on Vehicles excluding Leases	83	\$1,988.58	\$156,002,318
Gasoline and Motor Oil	87	\$2,073.17	\$162,638,309
Vehicle Maintenance and Repairs	85	\$919.40	\$72,126,049
Travel			
Airline Fares	84	\$442.87	\$34,742,390
Lodging on Trips	79	\$452.19	\$35,473,946
Auto/Truck Rental on Trips	81	\$22.46	\$1,761,999
Food and Drink on Trips	82	\$424.09	\$33,269,132

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- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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August 16, 2018



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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Young and Restless (11B)	15.1%	Population	445,530	475,686
Home Improvement (4B)	8.2%	Households	190,106	202,167
Metro Fusion (11C)	7.1%	Families	102,794	109,074
Metro Renters (3B)	5.9%	Median Age	36.3	36.8
Emerald City (8B)	5.5%	Median Household Income	\$55,268	\$63,405
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,245.63	\$426,907,410
Men's		103	\$424.95	\$80,785,487
Women's		103	\$764.61	\$145,356,859
Children's		104	\$334.91	\$63,668,729
Footwear		104	\$490.62	\$93,268,930
Watches & Jewelry		102	\$146.47	\$27,844,335
Apparel Products and Services (1)		102	\$84.07	\$15,983,069
Computer				
Computers and Hardware for Home Use		108	\$183.44	\$34,873,805
Portable Memory		107	\$5.84	\$1,109,822
Computer Software		112	\$11.85	\$2,253,310
Computer Accessories		104	\$19.51	\$3,709,866
Entertainment & Recreation		98	\$3,160.85	\$600,896,714
Fees and Admissions		98	\$672.99	\$127,940,348
Membership Fees for Clubs (2)		98	\$221.79	\$42,163,624
Fees for Participant Sports, excl. Trips		98	\$110.71	\$21,046,631
Tickets to Theatre/Operas/Concerts		101	\$66.77	\$12,693,521
Tickets to Movies/Museums/Parks		107	\$85.72	\$16,296,279
Admission to Sporting Events, excl. Trips		93	\$55.22	\$10,498,250
Fees for Recreational Lessons		95	\$131.90	\$25,075,380
Dating Services		131	\$0.88	\$166,663
TV/Video/Audio		101	\$1,319.94	\$250,928,012
Cable and Satellite Television Services		99	\$954.21	\$181,401,205
Televisions		107	\$126.58	\$24,063,532
Satellite Dishes		97	\$1.71	\$324,603
VCRs, Video Cameras, and DVD Players		111	\$6.12	\$1,163,123
Miscellaneous Video Equipment		94	\$13.67	\$2,597,918
Video Cassettes and DVDs		107	\$13.20	\$2,509,694
Video Game Hardware/Accessories		114	\$33.98	\$6,459,137
Video Game Software		116	\$17.39	\$3,305,919
Streaming/Downloaded Video		113	\$37.52	\$7,131,890
Rental of Video Cassettes and DVDs		109	\$14.02	\$2,665,991
Installation of Televisions		97	\$0.89	\$168,288
Audio (3)		104	\$96.71	\$18,385,583
Rental and Repair of TV/Radio/Sound Equipment		98	\$3.95	\$751,129
Pets		92	\$585.93	\$111,388,409
Toys/Games/Crafts/Hobbies (4)		102	\$118.04	\$22,441,041
Recreational Vehicles and Fees (5)		85	\$92.72	\$17,626,982
Sports/Recreation/Exercise Equipment (6)		99	\$177.54	\$33,751,801
Photo Equipment and Supplies (7)		102	\$54.40	\$10,341,261
Reading (8)		99	\$111.02	\$21,106,179
Catered Affairs (9)		93	\$28.26	\$5,372,682
Food		103	\$8,761.21	\$1,665,558,538
Food at Home		102	\$5,112.70	\$971,955,887
Bakery and Cereal Products		102	\$669.64	\$127,302,051
Meats, Poultry, Fish, and Eggs		102	\$1,152.33	\$219,064,002
Dairy Products		101	\$521.05	\$99,055,371
Fruits and Vegetables		103	\$1,008.96	\$191,808,886
Snacks and Other Food at Home (10)		102	\$1,760.73	\$334,725,578
Food Away from Home		104	\$3,648.50	\$693,602,650
Alcoholic Beverages		105	\$588.38	\$111,855,204

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Financial			
Value of Stocks/Bonds/Mutual Funds	92	\$4,614.82	\$877,305,663
Value of Retirement Plans	88	\$20,393.59	\$3,876,944,536
Value of Other Financial Assets	96	\$1,353.13	\$257,238,023
Vehicle Loan Amount excluding Interest	97	\$2,711.55	\$515,481,327
Value of Credit Card Debt	98	\$578.40	\$109,956,503
Health			
Nonprescription Drugs	97	\$129.95	\$24,703,731
Prescription Drugs	91	\$330.41	\$62,812,875
Eyeglasses and Contact Lenses	95	\$88.18	\$16,763,382
Home			
Mortgage Payment and Basics (11)	86	\$7,441.46	\$1,414,665,432
Maintenance and Remodeling Services	86	\$1,752.59	\$333,178,504
Maintenance and Remodeling Materials (12)	81	\$397.87	\$75,637,543
Utilities, Fuel, and Public Services	98	\$4,878.54	\$927,439,494
Household Furnishings and Equipment			
Household Textiles (13)	103	\$101.92	\$19,375,947
Furniture	103	\$629.15	\$119,604,651
Rugs	96	\$23.58	\$4,481,868
Major Appliances (14)	92	\$320.29	\$60,888,507
Housewares (15)	99	\$102.34	\$19,455,774
Small Appliances	104	\$50.94	\$9,683,245
Luggage	105	\$14.37	\$2,731,866
Telephones and Accessories	105	\$73.90	\$14,048,632
Household Operations			
Child Care	101	\$519.34	\$98,729,710
Lawn and Garden (16)	88	\$377.11	\$71,690,166
Moving/Storage/Freight Express	120	\$77.95	\$14,819,462
Housekeeping Supplies (17)	99	\$707.49	\$134,498,703
Insurance			
Owners and Renters Insurance	86	\$489.23	\$93,005,868
Vehicle Insurance	100	\$1,265.01	\$240,485,449
Life/Other Insurance	89	\$369.08	\$70,164,318
Health Insurance	95	\$3,577.01	\$680,011,321
Personal Care Products (18)	103	\$500.47	\$95,142,572
School Books and Supplies (19)	103	\$159.90	\$30,397,256
Smoking Products	100	\$415.56	\$79,001,116
Transportation			
Payments on Vehicles excluding Leases	98	\$2,347.86	\$446,341,809
Gasoline and Motor Oil	101	\$2,423.46	\$460,714,237
Vehicle Maintenance and Repairs	100	\$1,076.12	\$204,576,868
Travel			
Airline Fares	101	\$532.95	\$101,316,258
Lodging on Trips	95	\$542.21	\$103,077,628
Auto/Truck Rental on Trips	99	\$27.37	\$5,202,727
Food and Drink on Trips	98	\$506.88	\$96,360,286

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