



Retail Goods and Services Expenditures

Boone

Top Tapestry Segments	Percen	Demographic Summary	2011	2016
Senior Sun Seekers	100.0%	Population	358	412
Top Rung	0.0%	Households	147	171
Suburban Splendor	0.0%	Families	95	109
Connoisseurs	0.0%	Median Age	46.6	47.8
Boomburbs	0.0%	Median Household Income	\$28,773	\$31,921
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		45	\$1,042.53	\$153,178
Men's		42	\$188.83	\$27,744
Women's		42	\$335.45	\$49,288
Children's		44	\$171.50	\$25,197
Footwear		33	\$132.59	\$19,481
Watches & Jewelry		64	\$120.67	\$17,730
Apparel Products and Services (1)		103	\$93.50	\$13,737
Computer				
Computers and Hardware for Home Use		65	\$120.30	\$17,675
Software and Accessories for Home Use		69	\$18.98	\$2,789
Entertainment & Recreation		74	\$2,299.85	\$337,913
Fees and Admissions		64	\$382.27	\$56,167
Membership Fees for Clubs (2)		68	\$107.34	\$15,772
Fees for Participant Sports, excl. Trips		77	\$80.03	\$11,758
Admission to Movie/Theatre/Opera/Ballet		63	\$92.74	\$13,626
Admission to Sporting Events, excl. Trips		59	\$34.20	\$5,024
Fees for Recreational Lessons		51	\$67.68	\$9,945
Dating Services		38	\$0.28	\$42
TV/Video/Audio		70	\$844.38	\$124,064
Community Antenna or Cable TV		75	\$521.93	\$76,686
Televisions		70	\$130.47	\$19,170
VCRs, Video Cameras, and DVD Players		67	\$13.14	\$1,931
Video Cassettes and DVDs		66	\$33.54	\$4,927
Video and Computer Game Hardware and Software		53	\$28.92	\$4,249
Satellite Dishes		77	\$0.94	\$138
Rental of Video Cassettes and DVDs		61	\$24.54	\$3,606
Streaming/Downloaded Video		59	\$0.80	\$118
Audio (3)		59	\$84.69	\$12,443
Rental and Repair of TV/Radio/Sound Equipment		74	\$5.42	\$796
Pets		96	\$399.09	\$58,637
Toys and Games (4)		63	\$88.83	\$13,052
Recreational Vehicles and Fees (5)		96	\$300.18	\$44,104
Sports/Recreation/Exercise Equipment (6)		55	\$97.45	\$14,318
Photo Equipment and Supplies (7)		65	\$65.09	\$9,564
Reading (8)		73	\$110.08	\$16,173
Catered Affairs (9)		53	\$12.48	\$1,834
Food		70	\$5,201.98	\$764,319
Food at Home		72	\$3,107.11	\$456,524
Bakery and Cereal Products		72	\$414.44	\$60,893
Meats, Poultry, Fish, and Eggs		71	\$715.18	\$105,081
Dairy Products		72	\$347.65	\$51,080
Fruits and Vegetables		72	\$549.86	\$80,790
Snacks and Other Food at Home (10)		71	\$1,079.98	\$158,680
Food Away from Home		67	\$2,094.86	\$307,795
Alcoholic Beverages		63	\$347.09	\$50,997
Nonalcoholic Beverages at Home		71	\$301.97	\$44,367

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	86	\$1,445.25	\$212,348
Vehicle Loans	73	\$3,486.98	\$512,337
Health			
Nonprescription Drugs	91	\$91.09	\$13,384
Prescription Drugs	95	\$460.74	\$67,696
Eyeglasses and Contact Lenses	74	\$55.34	\$8,132
Home			
Mortgage Payment and Basics (11)	69	\$6,276.16	\$922,148
Maintenance and Remodeling Services	77	\$1,475.02	\$216,722
Maintenance and Remodeling Materials (12)	78	\$281.90	\$41,419
Utilities, Fuel, and Public Services	74	\$3,247.71	\$477,181
Household Furnishings and Equipment			
Household Textiles (13)	75	\$96.79	\$14,222
Furniture	69	\$400.92	\$58,907
Floor Coverings	65	\$47.57	\$6,990
Major Appliances (14)	78	\$229.10	\$33,661
Housewares (15)	64	\$53.08	\$7,799
Small Appliances	74	\$23.60	\$3,467
Luggage	67	\$6.03	\$886
Telephones and Accessories	45	\$18.70	\$2,747
Household Operations			
Child Care	52	\$232.11	\$34,104
Lawn and Garden (16)	85	\$346.10	\$50,852
Moving/Storage/Freight Express	86	\$50.63	\$7,440
Housekeeping Supplies (17)	76	\$517.40	\$76,022
Insurance			
Owners and Renters Insurance	88	\$394.42	\$57,952
Vehicle Insurance	73	\$824.13	\$121,088
Life/Other Insurance	75	\$303.28	\$44,561
Health Insurance	87	\$1,629.22	\$239,380
Personal Care Products (18)	74	\$284.58	\$41,814
School Books and Supplies (19)	55	\$57.04	\$8,381
Smoking Products	69	\$284.26	\$41,765
Transportation			
Vehicle Purchases (Net Outlay) (20)	75	\$3,174.23	\$466,385
Gasoline and Motor Oil	74	\$2,048.89	\$301,041
Vehicle Maintenance and Repairs	74	\$677.93	\$99,607
Travel			
Airline Fares	68	\$301.40	\$44,284
Lodging on Trips	71	\$298.72	\$43,890
Auto/Truck/Van Rental on Trips	67	\$23.93	\$3,516
Food and Drink on Trips	71	\$301.45	\$44,291

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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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Source: Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.