



## Retail Goods and Services Expenditures

81025 (Boone)  
81025 (BOONE, CO)  
Geography: ZIP Code

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Crossroads	54.6%	Population	1,652	1,770
Senior Sun Seekers	45.4%	Households	670	728
Top Rung	0.0%	Families	442	475
Suburban Splendor	0.0%	Median Age	40.3	42.0
Connoisseurs	0.0%	Median Household Income	\$38,339	\$42,280
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		47	\$1,092.81	\$732,186
Men's		44	\$196.14	\$131,411
Women's		42	\$340.83	\$228,355
Children's		51	\$196.30	\$131,520
Footwear		34	\$138.36	\$92,698
Watches & Jewelry		65	\$123.16	\$82,516
Apparel Products and Services (1)		108	\$98.04	\$65,685
<b>Computer</b>				
Computers and Hardware for Home Use		68	\$125.82	\$84,297
Software and Accessories for Home Use		70	\$19.20	\$12,861
<b>Entertainment &amp; Recreation</b>		72	\$2,255.49	\$1,511,176
Fees and Admissions		65	\$391.79	\$262,502
Membership Fees for Clubs (2)		66	\$104.98	\$70,339
Fees for Participant Sports, excl. Trips		74	\$76.10	\$50,984
Admission to Movie/Theatre/Opera/Ballet		66	\$96.72	\$64,802
Admission to Sporting Events, excl. Trips		66	\$37.81	\$25,336
Fees for Recreational Lessons		57	\$75.85	\$50,818
Dating Services		45	\$0.33	\$224
TV/Video/Audio		71	\$852.50	\$571,177
Community Antenna or Cable TV		73	\$509.37	\$341,276
Televisions		72	\$134.80	\$90,315
VCRs, Video Cameras, and DVD Players		69	\$13.67	\$9,158
Video Cassettes and DVDs		70	\$35.82	\$23,999
Video and Computer Game Hardware and Software		64	\$34.76	\$23,286
Satellite Dishes		77	\$0.94	\$631
Rental of Video Cassettes and DVDs		68	\$27.24	\$18,252
Streaming/Downloaded Video		61	\$0.83	\$553
Audio (3)		63	\$89.80	\$60,168
Rental and Repair of TV/Radio/Sound Equipment		72	\$5.28	\$3,540
Pets		92	\$382.01	\$255,949
Toys and Games (4)		68	\$96.10	\$64,389
Recreational Vehicles and Fees (5)		79	\$248.54	\$166,521
Sports/Recreation/Exercise Equipment (6)		56	\$98.13	\$65,750
Photo Equipment and Supplies (7)		68	\$68.09	\$45,622
Reading (8)		69	\$103.11	\$69,084
Catered Affairs (9)		64	\$15.20	\$10,181
<b>Food</b>		70	\$5,238.97	\$3,510,112
Food at Home		71	\$3,073.07	\$2,058,955
Bakery and Cereal Products		71	\$408.02	\$273,375
Meats, Poultry, Fish, and Eggs		71	\$712.83	\$477,597
Dairy Products		71	\$341.11	\$228,546
Fruits and Vegetables		70	\$534.91	\$358,388
Snacks and Other Food at Home (10)		71	\$1,076.19	\$721,048
Food Away from Home		69	\$2,165.91	\$1,451,157
Alcoholic Beverages		66	\$365.13	\$244,634
Nonalcoholic Beverages at Home		71	\$302.51	\$202,683

**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.



## Retail Goods and Services Expenditures

81025 (Boone)  
81025 (BOONE, CO)  
Geography: ZIP Code

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	71	\$1,199.90	\$803,931
Vehicle Loans	75	\$3,586.37	\$2,402,865
<b>Health</b>			
Nonprescription Drugs	81	\$80.63	\$54,019
Prescription Drugs	82	\$395.31	\$264,858
Eyeglasses and Contact Lenses	71	\$53.19	\$35,634
<b>Home</b>			
Mortgage Payment and Basics (11)	71	\$6,449.60	\$4,321,235
Maintenance and Remodeling Services	72	\$1,384.34	\$927,507
Maintenance and Remodeling Materials (12)	74	\$267.40	\$179,159
Utilities, Fuel, and Public Services	73	\$3,207.14	\$2,148,780
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	72	\$93.23	\$62,467
Furniture	70	\$406.88	\$272,611
Floor Coverings	65	\$47.19	\$31,620
Major Appliances (14)	74	\$217.86	\$145,968
Housewares (15)	63	\$52.37	\$35,085
Small Appliances	71	\$22.70	\$15,210
Luggage	67	\$6.05	\$4,053
Telephones and Accessories	48	\$19.76	\$13,240
<b>Household Operations</b>			
Child Care	64	\$287.22	\$192,439
Lawn and Garden (16)	76	\$310.28	\$207,889
Moving/Storage/Freight Express	75	\$44.37	\$29,726
Housekeeping Supplies (17)	74	\$503.57	\$337,388
<b>Insurance</b>			
Owners and Renters Insurance	81	\$364.84	\$244,440
Vehicle Insurance	72	\$816.87	\$547,303
Life/Other Insurance	72	\$290.10	\$194,368
Health Insurance	77	\$1,448.54	\$970,520
Personal Care Products (18)	73	\$283.07	\$189,653
School Books and Supplies (19)	64	\$66.81	\$44,761
Smoking Products	69	\$286.59	\$192,016
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	75	\$3,178.04	\$2,129,288
Gasoline and Motor Oil	74	\$2,068.03	\$1,385,577
Vehicle Maintenance and Repairs	72	\$662.24	\$443,702
<b>Travel</b>			
Airline Fares	67	\$296.57	\$198,705
Lodging on Trips	68	\$286.80	\$192,154
Auto/Truck/Van Rental on Trips	67	\$23.88	\$15,999
Food and Drink on Trips	69	\$291.35	\$195,205

**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.



## Retail Goods and Services Expenditures

81025 (Boone)  
81025 (BOONE, CO)  
Geography: ZIP Code

- (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.

**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.