



# Retail Goods and Services Expenditures

Boone Town, CO  
 Boone Town, CO (0807795)  
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Senior Escapes (9D)	100.0%	Population	362	375
Top Tier (1A)	0.0%	Households	147	153
Professional Pride (1B)	0.0%	Families	94	97
Boomburbs (1C)	0.0%	Median Age	49.2	50.3
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$35,759	\$48,639
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		66	\$1,417.62	\$208,390
Men's		67	\$279.01	\$41,015
Women's		69	\$496.21	\$72,943
Children's		55	\$176.91	\$26,006
Footwear		67	\$321.37	\$47,241
Watches & Jewelry		73	\$100.72	\$14,805
Apparel Products and Services (1)		65	\$43.39	\$6,379
<b>Computer</b>				
Computers and Hardware for Home Use		62	\$103.25	\$15,177
Portable Memory		71	\$3.17	\$465
Computer Software		60	\$6.04	\$888
Computer Accessories		69	\$13.12	\$1,929
<b>Entertainment &amp; Recreation</b>		70	\$2,282.74	\$335,563
Fees and Admissions		60	\$429.05	\$63,070
Membership Fees for Clubs (2)		60	\$140.89	\$20,710
Fees for Participant Sports, excl. Trips		73	\$77.75	\$11,430
Tickets to Theatre/Operas/Concerts		60	\$45.41	\$6,675
Tickets to Movies		64	\$34.82	\$5,118
Tickets to Parks or Museums		61	\$19.57	\$2,876
Admission to Sporting Events, excl. Trips		56	\$35.05	\$5,152
Fees for Recreational Lessons		52	\$75.22	\$11,057
Dating Services		49	\$0.35	\$51
TV/Video/Audio		72	\$876.29	\$128,814
Cable and Satellite Television Services		73	\$646.25	\$94,999
Televisions		72	\$78.44	\$11,531
Satellite Dishes		66	\$1.04	\$152
VCRs, Video Cameras, and DVD Players		73	\$4.20	\$618
Miscellaneous Video Equipment		61	\$15.42	\$2,267
Video Cassettes and DVDs		72	\$8.23	\$1,210
Video Game Hardware/Accessories		56	\$15.60	\$2,293
Video Game Software		56	\$8.58	\$1,261
Rental/Streaming/Downloaded Video		63	\$29.52	\$4,340
Installation of Televisions		96	\$1.09	\$161
Audio (3)		68	\$65.90	\$9,687
Rental and Repair of TV/Radio/Sound Equipment		64	\$2.01	\$296
Pets		82	\$540.47	\$79,449
Toys/Games/Crafts/Hobbies (4)		61	\$71.48	\$10,507
Recreational Vehicles and Fees (5)		68	\$107.97	\$15,871
Sports/Recreation/Exercise Equipment (6)		66	\$136.34	\$20,042
Photo Equipment and Supplies (7)		64	\$33.55	\$4,932
Reading (8)		71	\$75.51	\$11,100
Catered Affairs (9)		45	\$12.09	\$1,777
<b>Food</b>		69	\$6,126.87	\$900,650
Food at Home		71	\$3,679.70	\$540,916
Bakery and Cereal Products		70	\$475.84	\$69,948
Meats, Poultry, Fish, and Eggs		71	\$813.09	\$119,525
Dairy Products		72	\$386.92	\$56,878
Fruits and Vegetables		71	\$718.08	\$105,557
Snacks and Other Food at Home (10)		71	\$1,285.77	\$189,008
Food Away from Home		67	\$2,447.17	\$359,734
Alcoholic Beverages		65	\$373.40	\$54,889

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	72	\$15,480.05	\$2,275,567
Value of Retirement Plans	67	\$64,250.07	\$9,444,761
Value of Other Financial Assets	67	\$3,824.10	\$562,143
Vehicle Loan Amount excluding Interest	71	\$2,026.52	\$297,899
Value of Credit Card Debt	66	\$1,614.74	\$237,366
<b>Health</b>			
Nonprescription Drugs	81	\$115.85	\$17,030
Prescription Drugs	79	\$288.51	\$42,411
Eyeglasses and Contact Lenses	69	\$62.73	\$9,222
<b>Home</b>			
Mortgage Payment and Basics (11)	68	\$6,840.80	\$1,005,598
Maintenance and Remodeling Services	76	\$1,629.58	\$239,549
Maintenance and Remodeling Materials (12)	80	\$391.24	\$57,512
Utilities, Fuel, and Public Services	70	\$3,414.85	\$501,983
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	67	\$67.28	\$9,890
Furniture	64	\$391.58	\$57,563
Rugs	47	\$15.37	\$2,259
Major Appliances (14)	74	\$261.75	\$38,477
Housewares (15)	74	\$79.13	\$11,633
Small Appliances	69	\$33.32	\$4,898
Luggage	63	\$8.75	\$1,286
Telephones and Accessories	75	\$56.34	\$8,282
<b>Household Operations</b>			
Child Care	48	\$245.75	\$36,125
Lawn and Garden (16)	77	\$362.58	\$53,299
Moving/Storage/Freight Express	68	\$45.12	\$6,633
Housekeeping Supplies (17)	75	\$561.25	\$82,503
<b>Insurance</b>			
Owners and Renters Insurance	74	\$430.09	\$63,223
Vehicle Insurance	70	\$1,088.25	\$159,973
Life/Other Insurance	65	\$300.82	\$44,221
Health Insurance	73	\$2,877.14	\$422,940
Personal Care Products (18)	69	\$348.02	\$51,158
School Books and Supplies (19)	66	\$101.98	\$14,991
Smoking Products	70	\$281.89	\$41,438
<b>Transportation</b>			
Payments on Vehicles excluding Leases	68	\$1,733.98	\$254,896
Gasoline and Motor Oil	71	\$1,614.28	\$237,299
Vehicle Maintenance and Repairs	71	\$809.47	\$118,992
<b>Travel</b>			
Airline Fares	68	\$368.56	\$54,179
Lodging on Trips	67	\$418.69	\$61,548
Auto/Truck Rental on Trips	66	\$17.32	\$2,547
Food and Drink on Trips	68	\$367.12	\$53,967

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- (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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