



Retail Goods and Services Expenditures

81025 (Boone) 2
 81025 (Boone)
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Senior Escapes (9D)	54.7%	Population	1,141	1,175
Southern Satellites (10A)	22.6%	Households	464	478
Rooted Rural (10B)	22.6%	Families	314	322
Top Tier (1A)	0.0%	Median Age	46.9	48.0
Professional Pride (1B)	0.0%	Median Household Income	\$44,187	\$55,553
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		70	\$1,501.15	\$696,535
Men's		70	\$291.01	\$135,028
Women's		70	\$507.66	\$235,556
Children's		67	\$216.28	\$100,353
Footwear		70	\$336.53	\$156,148
Watches & Jewelry		77	\$106.25	\$49,300
Apparel Products and Services (1)		65	\$43.43	\$20,150
Computer				
Computers and Hardware for Home Use		63	\$103.54	\$48,040
Portable Memory		70	\$3.12	\$1,449
Computer Software		58	\$5.93	\$2,749
Computer Accessories		69	\$13.01	\$6,034
Entertainment & Recreation		75	\$2,458.46	\$1,140,724
Fees and Admissions		58	\$415.51	\$192,795
Membership Fees for Clubs (2)		59	\$138.41	\$64,223
Fees for Participant Sports, excl. Trips		67	\$72.32	\$33,558
Tickets to Theatre/Operas/Concerts		55	\$41.17	\$19,103
Tickets to Movies		59	\$32.29	\$14,981
Tickets to Parks or Museums		63	\$20.37	\$9,450
Admission to Sporting Events, excl. Trips		60	\$37.95	\$17,607
Fees for Recreational Lessons		51	\$72.65	\$33,709
Dating Services		50	\$0.35	\$164
TV/Video/Audio		80	\$980.06	\$454,746
Cable and Satellite Television Services		84	\$736.43	\$341,705
Televisions		76	\$81.95	\$38,026
Satellite Dishes		74	\$1.17	\$542
VCRs, Video Cameras, and DVD Players		72	\$4.18	\$1,939
Miscellaneous Video Equipment		69	\$17.44	\$8,090
Video Cassettes and DVDs		78	\$8.88	\$4,120
Video Game Hardware/Accessories		63	\$17.54	\$8,137
Video Game Software		60	\$9.18	\$4,258
Rental/Streaming/Downloaded Video		62	\$29.20	\$13,548
Installation of Televisions		84	\$0.95	\$442
Audio (3)		73	\$71.02	\$32,954
Rental and Repair of TV/Radio/Sound Equipment		67	\$2.12	\$985
Pets		93	\$612.06	\$283,997
Toys/Games/Crafts/Hobbies (4)		66	\$77.43	\$35,925
Recreational Vehicles and Fees (5)		71	\$113.31	\$52,574
Sports/Recreation/Exercise Equipment (6)		68	\$140.84	\$65,351
Photo Equipment and Supplies (7)		64	\$33.50	\$15,544
Reading (8)		70	\$74.71	\$34,665
Catered Affairs (9)		41	\$11.05	\$5,127
Food		74	\$6,563.34	\$3,045,392
Food at Home		76	\$3,957.48	\$1,836,270
Bakery and Cereal Products		76	\$515.34	\$239,117
Meats, Poultry, Fish, and Eggs		77	\$878.42	\$407,588
Dairy Products		77	\$412.10	\$191,214
Fruits and Vegetables		73	\$745.55	\$345,935
Snacks and Other Food at Home (10)		78	\$1,406.07	\$652,416
Food Away from Home		71	\$2,605.87	\$1,209,122
Alcoholic Beverages		62	\$357.46	\$165,863

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	67	\$14,293.53	\$6,632,198
Value of Retirement Plans	67	\$64,145.13	\$29,763,341
Value of Other Financial Assets	61	\$3,490.03	\$1,619,373
Vehicle Loan Amount excluding Interest	85	\$2,433.01	\$1,128,915
Value of Credit Card Debt	71	\$1,740.57	\$807,624
Health			
Nonprescription Drugs	87	\$125.52	\$58,242
Prescription Drugs	91	\$333.47	\$154,730
Eyeglasses and Contact Lenses	75	\$67.80	\$31,460
Home			
Mortgage Payment and Basics (11)	70	\$7,028.91	\$3,261,415
Maintenance and Remodeling Services	76	\$1,626.58	\$754,731
Maintenance and Remodeling Materials (12)	85	\$416.90	\$193,441
Utilities, Fuel, and Public Services	79	\$3,854.08	\$1,788,295
Household Furnishings and Equipment			
Household Textiles (13)	71	\$71.27	\$33,070
Furniture	66	\$407.43	\$189,047
Rugs	53	\$17.15	\$7,959
Major Appliances (14)	81	\$285.64	\$132,537
Housewares (15)	78	\$82.68	\$38,365
Small Appliances	72	\$35.11	\$16,289
Luggage	61	\$8.50	\$3,946
Telephones and Accessories	71	\$53.65	\$24,894
Household Operations			
Child Care	55	\$278.75	\$129,342
Lawn and Garden (16)	83	\$390.49	\$181,189
Moving/Storage/Freight Express	62	\$41.27	\$19,147
Housekeeping Supplies (17)	81	\$608.18	\$282,198
Insurance			
Owners and Renters Insurance	87	\$502.98	\$233,380
Vehicle Insurance	80	\$1,233.17	\$572,193
Life/Other Insurance	78	\$358.89	\$166,527
Health Insurance	80	\$3,135.60	\$1,454,918
Personal Care Products (18)	72	\$361.90	\$167,922
School Books and Supplies (19)	70	\$108.28	\$50,244
Smoking Products	90	\$364.64	\$169,194
Transportation			
Payments on Vehicles excluding Leases	84	\$2,127.71	\$987,257
Gasoline and Motor Oil	81	\$1,844.53	\$855,862
Vehicle Maintenance and Repairs	75	\$857.04	\$397,664
Travel			
Airline Fares	63	\$341.91	\$158,645
Lodging on Trips	71	\$437.86	\$203,169
Auto/Truck Rental on Trips	59	\$15.46	\$7,173
Food and Drink on Trips	69	\$371.71	\$172,473

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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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