



# Retail Goods and Services Expenditures

Prepared by Boise Valley Economic Partnership

## CBSAs: Boise City-Nampa, ID Metropolitan Statistical Area

### Top Tapestry Segments:

Up and Coming Families	20.8%
Midland Crowd	8.2%
Green Acres	6.3%
Milk and Cookies	6.0%
Aspiring Young Families	5.9%

### Demographic Summary

	2007	2012
Population	587,526	686,063
Households	218,578	256,216
Families	152,529	177,101
Median Age	33.2	33.8
Median Household Income	\$55,223	\$66,836

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	87	\$2,405.17	\$525,717,019
Men's	90	\$448.72	\$98,080,218
Women's	83	\$799.54	\$174,761,822
Children's	94	\$414.96	\$90,701,737
Footwear	77	\$391.88	\$85,656,525
Watches & Jewelry	98	\$194.48	\$42,509,092
Apparel Products and Services <sup>1</sup>	105	\$155.59	\$34,007,625
<b>Computer</b>			
Computers and Hardware for Home Use	99	\$217.11	\$47,455,762
Software and Accessories for Home Use	101	\$30.20	\$6,602,135
<b>Entertainment &amp; Recreation</b>	98	\$3,353.03	\$732,897,573
<b>Fees and Admissions</b>	98	\$596.11	\$130,296,679
Membership Fees for Clubs <sup>2</sup>	97	\$153.71	\$33,598,370
Fees for Participant Sports, excl. Trips	99	\$111.66	\$24,406,568
Admission to Movie/Theatre/Opera/Ballet	96	\$144.58	\$31,602,278
Admission to Sporting Events, excl. Trips	102	\$58.54	\$12,795,662
Fees for Recreational Lessons	98	\$127.61	\$27,893,801
<b>TV/Video/Sound Equipment</b>	97	\$1,131.22	\$247,259,543
Community Antenna or Cable Television	96	\$639.99	\$139,887,634
Color Televisions	99	\$136.77	\$29,895,623
VCRs, Video Cameras, and DVD Players	99	\$38.45	\$8,403,522
Video Cassettes and DVDs	100	\$60.94	\$13,319,934
Video Game Hardware and Software	101	\$33.20	\$7,257,418
Satellite Dishes	97	\$1.50	\$328,300
Rental of Video Cassettes and DVDs	102	\$60.81	\$13,290,968
Sound Equipment <sup>3</sup>	97	\$154.12	\$33,686,324
Rental and Repair of TV/Sound Equipment	94	\$5.44	\$1,189,820
Pets	99	\$434.27	\$94,921,173
Toys and Games	100	\$181.10	\$39,584,238
Recreational Vehicles and Fees <sup>4</sup>	102	\$462.23	\$101,033,082
Sports/Recreation/Exercise Equipment <sup>5</sup>	91	\$209.34	\$45,756,045
Photo Equipment and Supplies <sup>6</sup>	100	\$136.82	\$29,906,785
Reading <sup>7</sup>	95	\$201.94	\$44,140,028
<b>Food</b>	96	\$8,119.04	\$1,774,644,451
<b>Food at Home</b>	96	\$4,826.67	\$1,055,004,901
Bakery and Cereal Products	96	\$690.02	\$150,822,799
Meat, Poultry, Fish, and Eggs	95	\$1,257.24	\$274,805,047
Dairy Products	96	\$526.38	\$115,055,659
Fruit and Vegetables	95	\$831.60	\$181,770,547
Snacks and Other Food at Home <sup>8</sup>	97	\$1,521.43	\$332,550,849
<b>Food Away from Home</b>	97	\$3,292.37	\$719,639,550
Alcoholic Beverages	95	\$588.56	\$128,647,323
Nonalcoholic Beverages at Home	96	\$420.19	\$91,843,804



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	96	\$1,426.49	\$311,799,693
Vehicle Loans	103	\$6,307.60	\$1,378,702,374
<b>Health</b>			
Nonprescription Drugs	96	\$117.52	\$25,687,490
Prescription Drugs	95	\$546.55	\$119,464,835
Eyeglasses and Contact Lenses	97	\$80.39	\$17,570,510
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	101	\$8,801.97	\$1,923,916,123
Maintenance and Remodeling Services	95	\$1,871.99	\$409,176,428
Maintenance and Remodeling Materials <sup>10</sup>	100	\$375.08	\$81,984,395
Utilities, Fuel, and Public Services	97	\$4,270.19	\$933,370,009
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	98	\$136.33	\$29,798,400
Furniture	100	\$641.04	\$140,116,771
Floor Coverings	95	\$86.34	\$18,871,499
Major Appliances <sup>12</sup>	98	\$286.80	\$62,687,629
Housewares <sup>13</sup>	92	\$97.03	\$21,208,702
Small Appliances	95	\$34.90	\$7,628,804
Luggage	98	\$10.10	\$2,207,224
Telephones and Accessories	82	\$39.20	\$8,568,361
<b>Household Operations</b>			
Child Care	104	\$434.89	\$95,057,840
Lawn and Garden <sup>14</sup>	96	\$430.32	\$94,058,342
Moving/Storage/Freight Express	98	\$52.53	\$11,482,422
Housekeeping Supplies <sup>15</sup>	97	\$747.82	\$163,456,348
<b>Insurance</b>			
Owners and Renters Insurance	101	\$482.49	\$105,461,003
Vehicle Insurance	98	\$1,429.03	\$312,354,519
Life/Other Insurance	97	\$621.70	\$135,889,460
Health Insurance	95	\$1,872.86	\$409,366,034
Personal Care Products <sup>16</sup>	98	\$461.94	\$100,970,645
School Books and Supplies <sup>17</sup>	102	\$123.06	\$26,897,242
Smoking Products	95	\$459.51	\$100,438,343
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	100	\$5,733.31	\$1,253,174,962
Gasoline and Motor Oil	99	\$2,009.22	\$439,171,611
Vehicle Maintenance and Repairs	98	\$1,047.80	\$229,026,634
<b>Travel</b>			
Airline Fares	96	\$392.65	\$85,824,598
Lodging on Trips	96	\$393.05	\$85,912,307
Auto/Truck/Van Rental on Trips	98	\$42.67	\$9,325,893
Food and Drink on Trips	98	\$459.22	\$100,375,611

**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:** Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**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.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**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.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**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.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**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, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**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.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**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.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.