

Boone County, NE (31011), Pierce County, NE (31139) et al.
 Geography: County

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Prairie Living (6D)	35.7%	Population	224,818	225,623
Heartland Communities (6F)	11.8%	Households	88,783	89,381
Traditional Living (12B)	10.0%	Families	59,011	59,133
Rustbelt Traditions (5D)	5.5%	Median Age	40.0	40.9
Middleburg (4C)	5.3%	Median Household Income	\$54,040	\$56,546
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		75	\$1,615.06	\$143,389,825
Men's		75	\$315.43	\$28,004,561
Women's		77	\$577.98	\$51,314,473
Children's		76	\$243.45	\$21,614,316
Footwear		73	\$348.99	\$30,983,951
Watches & Jewelry		81	\$93.97	\$8,342,577
Apparel Products and Services (1)		61	\$35.25	\$3,129,947
Computer				
Computers and Hardware for Home Use		72	\$116.97	\$10,384,842
Portable Memory		71	\$2.75	\$243,744
Computer Software		65	\$6.34	\$562,686
Computer Accessories		74	\$13.01	\$1,155,244
Entertainment & Recreation		87	\$2,829.16	\$251,181,471
Fees and Admissions		63	\$454.98	\$40,394,528
Membership Fees for Clubs (2)		65	\$154.59	\$13,724,524
Fees for Participant Sports, excl. Trips		66	\$65.10	\$5,780,131
Tickets to Theatre/Operas/Concerts		62	\$50.10	\$4,447,947
Tickets to Movies		66	\$37.61	\$3,339,108
Tickets to Parks or Museums		69	\$22.64	\$2,010,139
Admission to Sporting Events, excl. Trips		70	\$43.64	\$3,874,739
Fees for Recreational Lessons		56	\$80.81	\$7,174,906
Dating Services		59	\$0.48	\$43,034
TV/Video/Audio		84	\$982.81	\$87,256,566
Cable and Satellite Television Services		86	\$698.50	\$62,014,587
Televisions		80	\$85.78	\$7,615,793
Satellite Dishes		115	\$1.34	\$118,826
VCRs, Video Cameras, and DVD Players		87	\$4.54	\$403,196
Miscellaneous Video Equipment		98	\$24.38	\$2,164,822
Video Cassettes and DVDs		80	\$8.02	\$712,450
Video Game Hardware/Accessories		85	\$24.22	\$2,150,515
Video Game Software		81	\$13.34	\$1,184,349
Rental/Streaming/Downloaded Video		81	\$43.80	\$3,888,375
Installation of Televisions		68	\$0.73	\$65,017
Audio (3)		72	\$76.40	\$6,783,099
Rental and Repair of TV/Radio/Sound Equipment		72	\$1.75	\$155,538
Pets		113	\$785.27	\$69,718,523
Toys/Games/Crafts/Hobbies (4)		88	\$106.66	\$9,469,757
Recreational Vehicles and Fees (5)		108	\$167.62	\$14,881,885
Sports/Recreation/Exercise Equipment (6)		88	\$178.28	\$15,828,141
Photo Equipment and Supplies (7)		75	\$38.47	\$3,415,059
Reading (8)		86	\$92.59	\$8,220,503
Catered Affairs (9)		75	\$22.49	\$1,996,510
Food		80	\$7,255.84	\$644,194,984
Food at Home		83	\$4,422.22	\$392,617,915
Bakery and Cereal Products		83	\$578.09	\$51,324,461
Meats, Poultry, Fish, and Eggs		80	\$929.24	\$82,500,766
Dairy Products		90	\$494.03	\$43,861,902
Fruits and Vegetables		78	\$815.28	\$72,382,698
Snacks and Other Food at Home (10)		85	\$1,605.58	\$142,548,088
Food Away from Home		75	\$2,833.62	\$251,577,070
Alcoholic Beverages		68	\$424.55	\$37,692,867

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	75	\$18,320.37	\$1,626,537,508
Value of Retirement Plans	73	\$69,328.02	\$6,155,149,891
Value of Other Financial Assets	87	\$7,078.02	\$628,407,820
Vehicle Loan Amount excluding Interest	77	\$2,240.86	\$198,950,305
Value of Credit Card Debt	76	\$1,976.74	\$175,501,287
Health			
Nonprescription Drugs	97	\$144.61	\$12,838,880
Prescription Drugs	98	\$344.42	\$30,578,268
Eyeglasses and Contact Lenses	107	\$99.76	\$8,856,794
Home			
Mortgage Payment and Basics (11)	77	\$8,095.12	\$718,708,994
Maintenance and Remodeling Services	79	\$2,037.79	\$180,920,783
Maintenance and Remodeling Materials (12)	106	\$582.70	\$51,734,074
Utilities, Fuel, and Public Services	85	\$4,154.44	\$368,843,736
Household Furnishings and Equipment			
Household Textiles (13)	77	\$78.44	\$6,963,918
Furniture	75	\$482.39	\$42,828,166
Rugs	87	\$30.51	\$2,708,741
Major Appliances (14)	83	\$296.86	\$26,355,791
Housewares (15)	90	\$87.36	\$7,755,718
Small Appliances	83	\$41.08	\$3,646,766
Luggage	64	\$9.43	\$837,009
Telephones and Accessories	79	\$70.16	\$6,229,432
Household Operations			
Child Care	72	\$368.66	\$32,730,909
Lawn and Garden (16)	92	\$447.30	\$39,712,727
Moving/Storage/Freight Express	66	\$39.80	\$3,533,695
Housekeeping Supplies (17)	88	\$682.76	\$60,617,589
Insurance			
Owners and Renters Insurance	93	\$557.98	\$49,539,555
Vehicle Insurance	82	\$1,470.57	\$130,561,798
Life/Other Insurance	80	\$434.74	\$38,597,631
Health Insurance	88	\$3,257.16	\$289,180,153
Personal Care Products (18)	84	\$418.23	\$37,131,314
School Books and Supplies (19)	74	\$109.10	\$9,686,288
Smoking Products	98	\$394.46	\$35,021,420
Transportation			
Payments on Vehicles excluding Leases	91	\$2,350.75	\$208,706,475
Gasoline and Motor Oil	85	\$2,012.60	\$178,684,641
Vehicle Maintenance and Repairs	88	\$1,021.93	\$90,730,193
Travel			
Airline Fares	66	\$397.96	\$35,331,876
Lodging on Trips	81	\$525.30	\$46,638,085
Auto/Truck Rental on Trips	72	\$20.72	\$1,839,490
Food and Drink on Trips	77	\$440.61	\$39,118,554

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Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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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 health 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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