

# Retail Goods and Services Expenditures

Independence, Missouri  
 Independence City, MO (2935000)  
 Geography: Place

Data provided by ESRI

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Traditional Living (12B)	18.5%	Population	121,018	123,994
Rustbelt Traditions (5D)	15.8%	Households	50,204	51,237
Midlife Constants (5E)	13.2%	Families	30,922	31,575
Old and Newcomers (8F)	12.0%	Median Age	40.6	41.3
Small Town Simplicity (12C)	7.2%	Median Household Income	\$50,122	\$56,259
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		76	\$1,642.79	\$82,474,541
Men's		76	\$316.09	\$15,868,743
Women's		75	\$558.52	\$28,039,733
Children's		78	\$251.51	\$12,626,841
Footwear		75	\$352.68	\$17,705,870
Watches & Jewelry		74	\$106.57	\$5,350,250
Apparel Products and Services (1)		69	\$57.43	\$2,883,103
<b>Computer</b>				
Computers and Hardware for Home Use		76	\$129.49	\$6,500,887
Portable Memory		76	\$4.15	\$208,221
Computer Software		75	\$7.96	\$399,683
Computer Accessories		77	\$14.54	\$729,994
<b>Entertainment &amp; Recreation</b>		77	\$2,486.07	\$124,810,730
Fees and Admissions		72	\$494.96	\$24,849,040
Membership Fees for Clubs (2)		72	\$162.66	\$8,166,432
Fees for Participant Sports, excl. Trips		75	\$85.11	\$4,272,694
Tickets to Theatre/Operas/Concerts		72	\$47.77	\$2,398,451
Tickets to Movies/Museums/Parks		72	\$57.23	\$2,873,180
Admission to Sporting Events, excl. Trips		79	\$46.99	\$2,359,332
Fees for Recreational Lessons		68	\$94.53	\$4,745,991
Dating Services		98	\$0.66	\$32,961
TV/Video/Audio		80	\$1,039.75	\$52,199,658
Cable and Satellite Television Services		80	\$773.94	\$38,854,640
Televisions		80	\$94.31	\$4,734,704
Satellite Dishes		69	\$1.21	\$60,687
VCRs, Video Cameras, and DVD Players		79	\$4.36	\$218,799
Miscellaneous Video Equipment		78	\$11.22	\$563,487
Video Cassettes and DVDs		80	\$9.87	\$495,483
Video Game Hardware/Accessories		82	\$24.39	\$1,224,667
Video Game Software		84	\$12.57	\$631,149
Streaming/Downloaded Video		78	\$25.70	\$1,290,356
Rental of Video Cassettes and DVDs		75	\$9.56	\$480,004
Installation of Televisions		63	\$0.58	\$29,016
Audio (3)		74	\$69.10	\$3,469,343
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.93	\$147,323
Pets		79	\$501.65	\$25,184,926
Toys/Games/Crafts/Hobbies (4)		78	\$90.26	\$4,531,388
Recreational Vehicles and Fees (5)		73	\$80.28	\$4,030,446
Sports/Recreation/Exercise Equipment (6)		75	\$134.00	\$6,727,395
Photo Equipment and Supplies (7)		74	\$39.23	\$1,969,308
Reading (8)		77	\$86.14	\$4,324,604
Catered Affairs (9)		73	\$19.80	\$993,966
<b>Food</b>		77	\$6,601.97	\$331,445,064
Food at Home		78	\$3,925.85	\$197,093,269
Bakery and Cereal Products		79	\$518.17	\$26,014,342
Meats, Poultry, Fish, and Eggs		78	\$884.78	\$44,419,649
Dairy Products		78	\$404.29	\$20,296,801
Fruits and Vegetables		77	\$756.75	\$37,991,772
Snacks and Other Food at Home (10)		79	\$1,361.86	\$68,370,704
Food Away from Home		76	\$2,676.12	\$134,351,795
Alcoholic Beverages		76	\$422.93	\$21,232,719

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	72	\$3,650.64	\$183,276,844
Value of Retirement Plans	78	\$18,024.29	\$904,891,607
Value of Other Financial Assets	83	\$1,176.65	\$59,072,786
Vehicle Loan Amount excluding Interest	80	\$2,232.81	\$112,096,009
Value of Credit Card Debt	77	\$456.02	\$22,893,848
<b>Health</b>			
Nonprescription Drugs	81	\$107.67	\$5,405,661
Prescription Drugs	83	\$300.17	\$15,069,644
Eyeglasses and Contact Lenses	79	\$73.79	\$3,704,579
<b>Home</b>			
Mortgage Payment and Basics (11)	75	\$6,465.08	\$324,572,888
Maintenance and Remodeling Services	73	\$1,499.22	\$75,266,954
Maintenance and Remodeling Materials (12)	79	\$386.02	\$19,379,562
Utilities, Fuel, and Public Services	80	\$3,943.17	\$197,963,135
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	76	\$75.24	\$3,777,242
Furniture	77	\$473.20	\$23,756,543
Rugs	78	\$19.09	\$958,163
Major Appliances (14)	79	\$277.12	\$13,912,328
Housewares (15)	78	\$80.50	\$4,041,492
Small Appliances	78	\$37.98	\$1,906,979
Luggage	72	\$9.87	\$495,390
Telephones and Accessories	69	\$48.78	\$2,448,965
<b>Household Operations</b>			
Child Care	72	\$368.85	\$18,517,722
Lawn and Garden (16)	79	\$339.30	\$17,034,429
Moving/Storage/Freight Express	73	\$47.13	\$2,365,967
Housekeeping Supplies (17)	79	\$564.17	\$28,323,510
<b>Insurance</b>			
Owners and Renters Insurance	80	\$453.29	\$22,756,916
Vehicle Insurance	78	\$986.19	\$49,510,726
Life/Other Insurance	77	\$319.57	\$16,043,689
Health Insurance	79	\$2,987.16	\$149,967,498
Personal Care Products (18)	77	\$372.08	\$18,680,081
School Books and Supplies (19)	75	\$111.53	\$5,599,104
Smoking Products	87	\$362.28	\$18,187,703
<b>Transportation</b>			
Payments on Vehicles excluding Leases	79	\$1,895.21	\$95,147,049
Gasoline and Motor Oil	79	\$1,880.99	\$94,433,000
Vehicle Maintenance and Repairs	78	\$837.37	\$42,039,389
<b>Travel</b>			
Airline Fares	71	\$374.74	\$18,813,583
Lodging on Trips	74	\$425.69	\$21,371,412
Auto/Truck Rental on Trips	73	\$20.16	\$1,011,904
Food and Drink on Trips	74	\$382.53	\$19,204,290

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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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