

200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 0 - 5 minute radius Prepared by Esri Latitude: 44.40575

Longitude: -104.37983

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
The Great Outdoors (6C)	100.0%	Population	1,088	1,071
Top Tier (1A)	0.0%	Households	492	487
Professional Pride (1B)	0.0%	Families	303	297
Boomburbs (1C)	0.0%	Median Age	50.0	51.5
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$49,266	\$50,986
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		72	\$1,549.49	\$762,348
Men's		72	\$302.61	\$148,884
Women's		75	\$557.39	\$274,236
Children's		65	\$217.29	\$106,908
Footwear		71	\$327.54	\$161,149
Watches & Jewelry		75	\$89.32	\$43,944
Apparel Products and Services (1)		68	\$55.34	\$27,227
Computer			400101	+=//==/
Computers and Hardware for Home	lee	74	\$127.79	\$62,873
Portable Memory	USE	74	\$3.75	
•		70	•	\$1,847
Computer Software			\$8.25	\$4,058
Computer Accessories		78	\$14.16	\$6,966
Entertainment & Recreation		80	\$2,494.56	\$1,227,322
Fees and Admissions		73	\$464.32	\$228,444
Membership Fees for Clubs (2)		73	\$153.15	\$75,350
Fees for Participant Sports, excl. T	•	75	\$74.36	\$36,585
Tickets to Theatre/Operas/Concert	S	75	\$44.75	\$22,018
Tickets to Movies/Museums/Parks		73	\$56.45	\$27,772
Admission to Sporting Events, exc	I. Trips	65	\$36.26	\$17,838
Fees for Recreational Lessons		74	\$98.86	\$48,639
Dating Services		60	\$0.49	\$242
TV/Video/Audio		78	\$998.50	\$491,262
Cable and Satellite Television Serv	rices	79	\$751.60	\$369,787
Televisions		73	\$86.98	\$42,793
Satellite Dishes		77	\$1.11	\$545
VCRs, Video Cameras, and DVD Pl	ayers	76	\$4.99	\$2,453
Miscellaneous Video Equipment		74	\$7.08	\$3,483
Video Cassettes and DVDs		84	\$12.74	\$6,269
Video Game Hardware/Accessories	5	68	\$19.88	\$9,782
Video Game Software	-	64	\$9.91	\$4,876
Streaming/Downloaded Video		75	\$19.08	\$9,389
Rental of Video Cassettes and DVI)e	74	\$11.33	\$5,573
Installation of Televisions	23	83	\$0.74	\$363
Audio (3)		79	\$70.36	\$34,616
Rental and Repair of TV/Radio/Sou		67		
Pets		90	\$2.71 \$536.03	\$1,332 \$263,727
Toys/Games/Crafts/Hobbies (4)		78	\$94.98	\$46,731
Recreational Vehicles and Fees (5)		93	\$94.67	\$46,579
Sports/Recreation/Exercise Equipme	nt (6)	81	\$138.93	\$68,354
Photo Equipment and Supplies (7)		74	\$41.12	\$20,231
Reading (8)		85	\$106.68	\$52,485
Catered Affairs (9)		64	\$19.33	\$9,509
Food		75	\$6,315.22	\$3,107,086
Food at Home		77	\$3,866.02	\$1,902,084
Bakery and Cereal Products		77	\$508.51	\$250,189
Meats, Poultry, Fish, and Eggs		76	\$866.59	\$426,360
Dairy Products		79	\$420.61	\$206,941
Fruits and Vegetables		76	\$746.12	\$367,091
Snacks and Other Food at Home (10)	77	\$1,324.19	\$651,503
Food Away from Home		73	\$2,449.19	\$1,205,002
		74	\$412.73	\$203,065

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.



200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 0 - 5 minute radius

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Longitude: -104.37983

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	81	\$4,998.90	\$2,459,459
Value of Retirement Plans	83	\$20,155.59	\$9,916,550
Value of Other Financial Assets	88	\$1,149.50	\$565,552
Vehicle Loan Amount excluding Interest	81	\$2,208.51	\$1,086,585
Value of Credit Card Debt	78	\$452.81	\$222,781
Health			
Nonprescription Drugs	86	\$109.14	\$53,696
Prescription Drugs	88	\$342.99	\$168,751
Eyeglasses and Contact Lenses	82	\$77.75	\$38,251
Home			
Mortgage Payment and Basics (11)	81	\$6,954.66	\$3,421,692
Maintenance and Remodeling Services	85	\$1,655.12	\$814,318
Maintenance and Remodeling Materials (12)	90	\$365.46	\$179,805
Utilities, Fuel, and Public Services	79	\$3,995.29	\$1,965,684
Household Furnishings and Equipment			
Household Textiles (13)	77	\$73.50	\$36,161
Furniture	73	\$416.73	\$205,033
Rugs	75	\$17.36	\$8,541
Major Appliances (14)	86	\$276.33	\$135,952
Housewares (15)	78	\$74.24	\$36,524
Small Appliances	79	\$38.35	\$18,868
Luggage	71	\$8.43	\$4,149
Telephones and Accessories	68	\$47.34	\$23,290
Household Operations			
Child Care	62	\$295.53	\$145,401
Lawn and Garden (16)	92	\$387.68	\$190,738
Moving/Storage/Freight Express	75	\$48.20	\$23,714
Housekeeping Supplies (17)	78	\$557.45	\$274,266
Insurance			
Owners and Renters Insurance	85	\$441.29	\$217,117
Vehicle Insurance	79	\$932.39	\$458,735
Life/Other Insurance	84	\$357.27	\$175,777
Health Insurance	83	\$3,028.37	\$1,489,958
Personal Care Products (18)	75	\$354.81	\$174,566
School Books and Supplies (19)	69	\$107.23	\$52,758
Smoking Products	83	\$347.24	\$170,841
Transportation			
Payments on Vehicles excluding Leases	81	\$1,813.75	\$892,364
Gasoline and Motor Oil	80	\$2,213.80	\$1,089,190
Vehicle Maintenance and Repairs	81	\$868.74	\$427,420
Travel			
Airline Fares	77	\$391.25	\$192,495
Lodging on Trips	79	\$415.20	\$204,276
Auto/Truck Rental on Trips	80	\$21.11	\$10,388
Food and Drink on Trips	80	\$394.57	\$194,130

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 0 - 5 minute radius

(1) 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.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, 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.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

(12) 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, and insulation materials for owned homes.

(13) 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.

(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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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.



200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 5 - 10 minute radius Prepared by Esri Latitude: 44.40575

Longitude: -104.37983

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
The Great Outdoors (6C)	67.7%	Population	79	78
Prairie Living (6D)	32.3%	Households	31	30
Top Tier (1A)	0.0%	Families	20	20
Professional Pride (1B)	0.0%	Median Age	49.2	51.5
Boomburbs (1C)	0.0%	Median Household Income	\$50,000	\$51,388
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		76	\$1,646.81	\$51,051
Men's		77	\$326.03	\$10,107
Women's		79	\$581.42	\$18,024
Children's		74	\$247.06	\$7,659
Footwear		76	\$353.58	\$10,961
Watches & Jewelry		74	\$88.06	\$2,730
Apparel Products and Services (1)		62	\$50.65	\$1,570
		02	\$50.05	\$1,570
Computer		75	¢120.45	±4.044
Computers and Hardware for Home	e Use	75	\$130.45	\$4,044
Portable Memory		75	\$3.97	\$123
Computer Software		69	\$7.97	\$247
Computer Accessories		79	\$14.23	\$441
Entertainment & Recreation		89	\$2,778.77	\$86,142
Fees and Admissions		71	\$450.71	\$13,972
Membership Fees for Clubs (2)		70	\$146.55	\$4,543
Fees for Participant Sports, excl.	Trips	73	\$72.74	\$2,255
Tickets to Theatre/Operas/Conce	erts	73	\$43.42	\$1,346
Tickets to Movies/Museums/Park	(S	72	\$55.39	\$1,717
Admission to Sporting Events, ex	xcl. Trips	68	\$37.90	\$1,175
Fees for Recreational Lessons		71	\$94.26	\$2,922
Dating Services		56	\$0.45	\$14
TV/Video/Audio		88	\$1,128.42	\$34,981
Cable and Satellite Television Se	rvices	91	\$862.23	\$26,729
Televisions		76	\$90.90	\$2,818
Satellite Dishes		73	\$1.06	\$33
VCRs, Video Cameras, and DVD	Players	85	\$5.55	\$172
Miscellaneous Video Equipment		87	\$8.39	\$260
Video Cassettes and DVDs		95	\$14.42	\$447
Video Game Hardware/Accessori	ies	77	\$22.61	\$701
Video Game Software		72	\$11.19	\$347
Streaming/Downloaded Video		80	\$20.35	\$631
Rental of Video Cassettes and D	VDe	82	\$12.45	\$386
Installation of Televisions	VD3	73	\$0.65	\$20
Audio (3)		85	\$75.94	\$2,354
Rental and Repair of TV/Radio/Se	ound Equipment	66	\$2.68	\$83
Pets		108	\$645.06	\$19,997
Toys/Games/Crafts/Hobbies (4)				
		87	\$105.35	\$3,266
Recreational Vehicles and Fees (5)	(6)	109	\$111.61	\$3,460
Sports/Recreation/Exercise Equipm	ient (6)	91	\$156.58	\$4,854
Photo Equipment and Supplies (7)		79	\$44.06	\$1,366
Reading (8)		94	\$117.74	\$3,650
Catered Affairs (9)		63	\$19.23	\$596
Food		85	\$7,126.71	\$220,928
Food at Home		89	\$4,458.94	\$138,227
Bakery and Cereal Products		89	\$587.00	\$18,197
Meats, Poultry, Fish, and Eggs		88	\$1,007.32	\$31,227
		02	\$497.81	\$15,432
Dairy Products		93	φ157101	410/102
Dairy Products Fruits and Vegetables		86	\$835.81	\$25,910
	(10)			
Fruits and Vegetables	(10)	86	\$835.81	\$25,910

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.



200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 5 - 10 minute radius

Prepared by Esri Latitude: 44.40575

Longitude: -104.37983

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	82	\$5,088.23	\$157,735
Value of Retirement Plans	91	\$22,062.29	\$683,931
Value of Other Financial Assets	113	\$1,463.06	\$45,355
Vehicle Loan Amount excluding Interest	99	\$2,690.94	\$83,419
Value of Credit Card Debt	84	\$489.74	\$15,182
Health			
Nonprescription Drugs	101	\$128.32	\$3,978
Prescription Drugs	105	\$406.58	\$12,604
Eyeglasses and Contact Lenses	96	\$90.58	\$2,808
Home			
Mortgage Payment and Basics (11)	85	\$7,345.23	\$227,702
Maintenance and Remodeling Services	91	\$1,758.81	\$54,523
Maintenance and Remodeling Materials (12)	110	\$446.90	\$13,854
Utilities, Fuel, and Public Services	91	\$4,577.97	\$141,917
Household Furnishings and Equipment			
Household Textiles (13)	81	\$77.71	\$2,409
Furniture	78	\$444.16	\$13,769
Rugs	78	\$18.03	\$559
Major Appliances (14)	101	\$322.74	\$10,005
Housewares (15)	89	\$84.48	\$2,619
Small Appliances	85	\$41.23	\$1,278
Luggage	67	\$7.90	\$245
Telephones and Accessories	75	\$52.26	\$1,620
Household Operations			
Child Care	65	\$308.97	\$9,578
Lawn and Garden (16)	107	\$447.35	\$13,868
Moving/Storage/Freight Express	73	\$46.81	\$1,451
Housekeeping Supplies (17)	90	\$641.97	\$19,901
Insurance			
Owners and Renters Insurance	101	\$520.71	\$16,142
Vehicle Insurance	88	\$1,035.35	\$32,096
Life/Other Insurance	92	\$393.68	\$12,204
Health Insurance	95	\$3,462.74	\$107,345
Personal Care Products (18)	83	\$391.94	\$12,150
School Books and Supplies (19)	75	\$115.42	\$3,578
Smoking Products	112	\$467.26	\$14,485
Transportation			
Payments on Vehicles excluding Leases	93	\$2,083.94	\$64,602
Gasoline and Motor Oil	93	\$2,584.84	\$80,130
Vehicle Maintenance and Repairs	92	\$982.06	\$30,444
Travel			
Airline Fares	76	\$389.10	\$12,062
Lodging on Trips	86	\$449.10	\$13,922
Auto/Truck Rental on Trips	84	\$22.29	\$691
Food and Drink on Trips	86	\$423.00	\$13,113

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200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 5 - 10 minute radius

(1) 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.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, 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.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

(12) 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, and insulation materials for owned homes.

(13) 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.

(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 plastic dinnerware, china, flatware, glassware, 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.

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(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, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 10 - 20 minute radius

Prepared by Esri Latitude: 44.40575

Longitude: -104.37983

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Prairie Living (6D)	78.8%	Population	526	521
The Great Outdoors (6C)	19.8%	Households	212	210
Green Acres (6A)	1.4%	Families	150	147
Top Tier (1A)	0.0%	Median Age	47.5	48.6
Professional Pride (1B)	0.0%	Median Household Income	\$49,451	\$52,693
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		78	\$1,685.17	\$357,256
Men's		81	\$340.67	\$72,222
Women's		78	\$577.33	\$122,393
Children's		83	\$278.32	\$59,004
Footwear		80	\$370.46	\$78,538
Watches & Jewelry		67	\$79.29	\$16,809
Apparel Products and Services (1)		48	\$39.11	\$8,291
Computer				
Computers and Hardware for Home	e Use	72	\$125.02	\$26,504
Portable Memory		76	\$4.06	\$861
Computer Software		60	\$6.90	\$1,462
Computer Accessories		73	\$13.22	\$2,802
Entertainment & Recreation		97	\$3,039.88	\$644,454
Fees and Admissions		62	\$394.50	\$83,635
Membership Fees for Clubs (2)		59	\$124.66	\$26,428
Fees for Participant Sports, excl.		65	\$64.69	\$13,714
Tickets to Theatre/Operas/Conce		64	\$37.91	\$8,037
Tickets to Movies/Museums/Park		64	\$49.40	\$10,472
Admission to Sporting Events, e	xcl. Irips	68	\$38.00	\$8,055
Fees for Recreational Lessons		60	\$79.51	\$16,856
Dating Services		42	\$0.34	\$73
TV/Video/Audio		98	\$1,258.19	\$266,736
Cable and Satellite Television Se	ervices	103	\$980.18	\$207,798
Televisions		76	\$90.57	\$19,201
Satellite Dishes	Discourse	65 93	\$0.94	\$200
VCRs, Video Cameras, and DVD	Players	93	\$6.09	\$1,291
Miscellaneous Video Equipment Video Cassettes and DVDs		105	\$9.92 \$16.08	\$2,104
Video Game Hardware/Accessor	ioc	87	\$10.08	\$3,410 \$5,394
Video Game Software	ies	81	\$23.44	\$2,643
Streaming/Downloaded Video		82	\$20.91	\$4,432
Rental of Video Cassettes and D	VDc	88	\$13.35	\$2,830
Installation of Televisions	VD3	46	\$0.41	\$86
Audio (3)		89	\$79.44	\$16,841
Rental and Repair of TV/Radio/S	ound Fauinment	59	\$2.40	\$508
Pets	ound Equipmone	130	\$776.72	\$164,665
Toys/Games/Crafts/Hobbies (4)		95	\$114.64	\$24,304
Recreational Vehicles and Fees (5)		129	\$131.32	\$27,840
Sports/Recreation/Exercise Equipm		102	\$174.07	\$36,903
Photo Equipment and Supplies (7)	()	82	\$45.63	\$9,673
Reading (8)		102	\$127.10	\$26,946
Catered Affairs (9)		58	\$17.70	\$3,752
Food		95	\$7,936.38	\$1,682,513
Food at Home		101	\$5,106.17	\$1,082,507
Bakery and Cereal Products		101	\$672.95	\$142,666
Meats, Poultry, Fish, and Eggs		102	\$1,164.94	\$246,968
Dairy Products		110	\$588.24	\$124,707
Fruits and Vegetables		94	\$921.29	\$195,313
Snacks and Other Food at Home	e (10)	102	\$1,758.74	\$372,853
Food Away from Home		85	\$2,830.22	\$600,006
Alcoholic Beverages		77	\$430.32	\$91,227

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.



200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 10 - 20 minute radius

Prepared by Esri Latitude: 44.40575

Longitude: -104.37983

	Spending Potential Index	Average Amount Spent	Total
Financial		•	
Value of Stocks/Bonds/Mutual Funds	78	\$4,859.94	\$1,030,307
Value of Retirement Plans	97	\$23,601.41	\$5,003,498
Value of Other Financial Assets	144	\$1,874.44	\$397,382
Vehicle Loan Amount excluding Interest	121	\$3,287.67	\$696,986
Value of Credit Card Debt	88	\$514.36	\$109,045
Health			
Nonprescription Drugs	118	\$150.40	\$31,885
Prescription Drugs	124	\$481.06	\$101,984
Eyeglasses and Contact Lenses	111	\$105.10	\$22,282
Home			
Mortgage Payment and Basics (11)	86	\$7,448.05	\$1,578,986
Maintenance and Remodeling Services	93	\$1,798.91	\$381,368
Maintenance and Remodeling Materials (12)	135	\$548.44	\$116,270
Utilities, Fuel, and Public Services	103	\$5,197.83	\$1,101,940
Household Furnishings and Equipment			
Household Textiles (13)	83	\$78.79	\$16,704
Furniture	80	\$456.41	\$96,759
Rugs	77	\$17.85	\$3,784
Major Appliances (14)	117	\$375.27	\$79,557
Housewares (15)	100	\$95.18	\$20,179
Small Appliances	89	\$42.87	\$9,088
Luggage	54	\$6.45	\$1,367
Telephones and Accessories	82	\$56.57	\$11,992
Household Operations			
Child Care	65	\$308.84	\$65,474
Lawn and Garden (16)	122	\$512.35	\$108,618
Moving/Storage/Freight Express	64	\$40.83	\$8,655
Housekeeping Supplies (17)	103	\$733.91	\$155,588
Insurance			
Owners and Renters Insurance	119	\$613.58	\$130,079
Vehicle Insurance	96	\$1,127.37	\$239,003
Life/Other Insurance	99	\$424.68	\$90,032
Health Insurance	107	\$3,921.35	\$831,327
Personal Care Products (18)	90	\$424.08	\$89,905
School Books and Supplies (19)	78	\$120.38	\$25,521
Smoking Products	151	\$630.89	\$133,748
Transportation			
Payments on Vehicles excluding Leases	106	\$2,374.27	\$503,346
Gasoline and Motor Oil	108	\$3,004.03	\$636,854
Vehicle Maintenance and Repairs	102	\$1,095.60	\$232,268
Travel			
Airline Fares	70	\$356.10	\$75,494
Lodging on Trips	90	\$471.84	\$100,031
Auto/Truck Rental on Trips	85	\$22.54	\$4,778
Food and Drink on Trips	89	\$438.42	\$92,944

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



200-298 N 3rd St, Sundance, Wyoming, 82729 Drive Time Band: 10 - 20 minute radius

(1) 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.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, 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.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

(12) 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, and insulation materials for owned homes.

(13) 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.

(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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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