

zipcode: 59601

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Old and Newcomers	20.1%	Population	27,569	28,171
Midlife Junction	15.1%	Households	12,678	13,065
Metropolitans	13.2%	Families	6,847	6,813
In Style	11.9%	Median Age	41.5	41.1
Prosperous Empty Nesters	11.3%	Median Household Income	\$44,489	\$52,319

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	70	\$1,934.90	\$24,530,684
Men's	72	\$359.28	\$4,555,015
Women's	69	\$661.19	\$8,382,560
Children's	71	\$310.15	\$3,932,030
Footwear	62	\$317.10	\$4,020,176
Watches & Jewelry	79	\$155.51	\$1,971,605
Apparel Products and Services <sup>1</sup>	89	\$131.67	\$1,669,298
<b>Computer</b>			
Computers and Hardware for Home Use	80	\$175.73	\$2,227,899
Software and Accessories for Home Use	81	\$24.24	\$307,294
<b>Entertainment &amp; Recreation</b>	76	\$2,618.12	\$33,192,547
<b>Fees and Admissions</b>	79	\$481.32	\$6,102,236
Membership Fees for Clubs <sup>2</sup>	79	\$125.63	\$1,592,763
Fees for Participant Sports, excl. Trips	80	\$90.31	\$1,144,984
Admission to Movie/Theatre/Opera/Ballet	81	\$121.66	\$1,542,462
Admission to Sporting Events, excl. Trips	81	\$46.28	\$586,763
Fees for Recreational Lessons	75	\$97.43	\$1,235,264
<b>TV/Video/Sound Equipment</b>	79	\$915.78	\$11,610,216
Community Antenna or Cable Television	78	\$522.04	\$6,618,360
Color Televisions	79	\$108.40	\$1,374,346
VCRs, Video Cameras, and DVD Players	78	\$30.07	\$381,263
Video Cassettes and DVDs	80	\$48.86	\$619,411
Video Game Hardware and Software	79	\$26.16	\$331,637
Satellite Dishes	71	\$1.10	\$13,987
Rental of Video Cassettes and DVDs	81	\$48.63	\$616,561
Sound Equipment <sup>3</sup>	79	\$125.78	\$1,594,652
Rental and Repair of TV/Sound Equipment	82	\$4.73	\$59,999
Pets	74	\$325.43	\$4,125,775
Toys and Games	77	\$139.30	\$1,766,104
Recreational Vehicles and Fees <sup>4</sup>	71	\$321.53	\$4,076,348
Sports/Recreation/Exercise Equipment <sup>5</sup>	68	\$156.50	\$1,984,096
Photo Equipment and Supplies <sup>6</sup>	79	\$107.73	\$1,365,834
Reading <sup>7</sup>	80	\$170.53	\$2,161,938
<b>Food</b>	77	\$6,498.81	\$82,391,874
<b>Food at Home</b>	77	\$3,853.64	\$48,856,499
Bakery and Cereal Products	77	\$553.04	\$7,011,451
Meat, Poultry, Fish, and Eggs	76	\$995.51	\$12,621,064
Dairy Products	76	\$420.71	\$5,333,717
Fruit and Vegetables	77	\$676.50	\$8,576,712
Snacks and Other Food at Home <sup>8</sup>	77	\$1,207.88	\$15,313,555
<b>Food Away from Home</b>	78	\$2,645.16	\$33,535,375
Alcoholic Beverages	81	\$499.14	\$6,328,051
Nonalcoholic Beverages at Home	76	\$332.32	\$4,213,120

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	86	\$1,277.57	\$16,197,049
Vehicle Loans	75	\$4,584.93	\$58,127,732
<b>Health</b>			
Nonprescription Drugs	79	\$95.95	\$1,216,471
Prescription Drugs	77	\$445.63	\$5,649,716
Eyeglasses and Contact Lenses	77	\$64.28	\$814,940
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	73	\$6,376.69	\$80,843,680
Maintenance and Remodeling Services	73	\$1,434.52	\$18,186,857
Maintenance and Remodeling Materials <sup>10</sup>	69	\$257.32	\$3,262,288
Utilities, Fuel, and Public Services	77	\$3,379.50	\$42,845,318
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	77	\$107.16	\$1,358,547
Furniture	77	\$493.22	\$6,253,037
Floor Coverings	74	\$67.24	\$852,450
Major Appliances <sup>12</sup>	74	\$217.30	\$2,754,871
Housewares <sup>13</sup>	73	\$77.07	\$977,050
Small Appliances	77	\$28.30	\$358,813
Luggage	81	\$8.34	\$105,698
Telephones and Accessories	65	\$30.86	\$391,208
<b>Household Operations</b>			
Child Care	77	\$321.72	\$4,078,758
Lawn and Garden <sup>14</sup>	72	\$320.82	\$4,067,303
Moving/Storage/Freight Express	83	\$44.19	\$560,247
Housekeeping Supplies <sup>15</sup>	77	\$591.83	\$7,503,249
<b>Insurance</b>			
Owners and Renters Insurance	75	\$357.33	\$4,530,270
Vehicle Insurance	77	\$1,120.74	\$14,208,695
Life/Other Insurance	75	\$479.51	\$6,079,186
Health Insurance	77	\$1,511.27	\$19,159,944
Personal Care Products <sup>16</sup>	78	\$370.38	\$4,695,701
School Books and Supplies <sup>17</sup>	92	\$111.42	\$1,412,582
Smoking Products	78	\$378.33	\$4,796,497
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	74	\$4,271.88	\$54,158,879
Gasoline and Motor Oil	75	\$1,526.25	\$19,349,795
Vehicle Maintenance and Repairs	77	\$822.95	\$10,433,304
<b>Travel</b>			
Airline Fares	80	\$325.14	\$4,122,158
Lodging on Trips	77	\$314.01	\$3,980,987
Auto/Truck/Van Rental on Trips	79	\$34.58	\$438,349
Food and Drink on Trips	78	\$369.19	\$4,680,560

**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.