

zipcode: 59602

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Midland Crowd	33.4%	Population	21,400	23,278
Green Acres	28.2%	Households	8,118	8,914
Rural Resort Dwellers	18.3%	Families	6,041	6,491
Crossroads	8.8%	Median Age	40.4	41.4
Sophisticated Squires	6.4%	Median Household Income	\$47,367	\$52,026

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	70	\$1,913.04	\$15,530,022
Men's	73	\$361.57	\$2,935,200
Women's	67	\$642.64	\$5,216,991
Children's	77	\$336.00	\$2,727,637
Footwear	61	\$309.92	\$2,515,903
Watches & Jewelry	75	\$148.80	\$1,207,918
Apparel Products and Services ¹	77	\$114.11	\$926,373
Computer			
Computers and Hardware for Home Use	77	\$168.12	\$1,364,836
Software and Accessories for Home Use	75	\$22.50	\$182,692
Entertainment & Recreation	82	\$2,817.49	\$22,872,421
Fees and Admissions	75	\$458.74	\$3,724,036
Membership Fees for Clubs ²	78	\$123.05	\$998,959
Fees for Participant Sports, excl. Trips	77	\$87.29	\$708,653
Admission to Movie/Theatre/Opera/Ballet	70	\$104.78	\$850,569
Admission to Sporting Events, excl. Trips	79	\$45.19	\$366,864
Fees for Recreational Lessons	75	\$98.42	\$798,991
TV/Video/Sound Equipment	79	\$914.99	\$7,427,884
Community Antenna or Cable Television	81	\$537.73	\$4,365,325
Color Televisions	76	\$104.72	\$850,133
VCRs, Video Cameras, and DVD Players	80	\$31.14	\$252,793
Video Cassettes and DVDs	79	\$48.08	\$390,325
Video Game Hardware and Software	79	\$26.03	\$211,311
Satellite Dishes	84	\$1.30	\$10,513
Rental of Video Cassettes and DVDs	77	\$45.88	\$372,436
Sound Equipment ³	73	\$115.98	\$941,565
Rental and Repair of TV/Sound Equipment	71	\$4.12	\$33,483
Pets	90	\$394.17	\$3,199,892
Toys and Games	82	\$148.46	\$1,205,179
Recreational Vehicles and Fees ⁴	98	\$446.90	\$3,627,907
Sports/Recreation/Exercise Equipment ⁵	77	\$178.62	\$1,450,050
Photo Equipment and Supplies ⁶	81	\$110.88	\$900,119
Reading ⁷	78	\$164.74	\$1,337,354
Food	80	\$6,711.40	\$54,483,147
Food at Home	81	\$4,053.82	\$32,908,906
Bakery and Cereal Products	80	\$579.82	\$4,706,977
Meat, Poultry, Fish, and Eggs	81	\$1,069.82	\$8,684,789
Dairy Products	81	\$443.27	\$3,598,498
Fruit and Vegetables	78	\$680.89	\$5,527,445
Snacks and Other Food at Home ⁸	82	\$1,280.02	\$10,391,197
Food Away from Home	78	\$2,657.58	\$21,574,241
Alcoholic Beverages	73	\$450.89	\$3,660,337
Nonalcoholic Beverages at Home	83	\$360.15	\$2,923,738

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	71	\$1,055.15	\$8,565,675
Vehicle Loans	90	\$5,503.69	\$44,678,964
Health			
Nonprescription Drugs	84	\$102.04	\$828,345
Prescription Drugs	90	\$521.89	\$4,236,733
Eyeglasses and Contact Lenses	85	\$70.37	\$571,234
Home			
Mortgage Payment and Basics ⁹	83	\$7,237.77	\$58,756,225
Maintenance and Remodeling Services	82	\$1,626.75	\$13,205,948
Maintenance and Remodeling Materials ¹⁰	95	\$354.69	\$2,879,405
Utilities, Fuel, and Public Services	83	\$3,636.84	\$29,523,842
Household Furnishings and Equipment			
Household Textiles ¹¹	79	\$110.18	\$894,435
Furniture	78	\$503.63	\$4,088,503
Floor Coverings	78	\$70.63	\$573,406
Major Appliances ¹²	87	\$254.99	\$2,070,040
Housewares ¹³	76	\$80.29	\$651,766
Small Appliances	81	\$29.80	\$241,935
Luggage	73	\$7.48	\$60,701
Telephones and Accessories	71	\$33.62	\$272,947
Household Operations			
Child Care	73	\$304.20	\$2,469,506
Lawn and Garden ¹⁴	93	\$415.76	\$3,375,144
Moving/Storage/Freight Express	76	\$40.62	\$329,793
Housekeeping Supplies ¹⁵	83	\$644.05	\$5,228,409
Insurance			
Owners and Renters Insurance	91	\$435.33	\$3,533,974
Vehicle Insurance	83	\$1,208.46	\$9,810,255
Life/Other Insurance	88	\$559.75	\$4,544,081
Health Insurance	86	\$1,692.42	\$13,739,072
Personal Care Products ¹⁶	79	\$375.12	\$3,045,193
School Books and Supplies ¹⁷	72	\$86.35	\$701,022
Smoking Products	84	\$407.24	\$3,306,012
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	88	\$5,035.10	\$40,874,970
Gasoline and Motor Oil	87	\$1,765.55	\$14,332,724
Vehicle Maintenance and Repairs	82	\$872.58	\$7,083,623
Travel			
Airline Fares	73	\$299.61	\$2,432,218
Lodging on Trips	80	\$327.44	\$2,658,123
Auto/Truck/Van Rental on Trips	74	\$32.26	\$261,857
Food and Drink on Trips	80	\$378.14	\$3,069,743

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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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**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.

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

⁵**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.

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

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**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.

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

¹⁰**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.

¹¹**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.

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

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

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

¹⁵**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.

¹⁶**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.

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

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