

zipcode: 59634

Top Tapestry Segments:

Exurbanites	33.1%
Midland Crowd	27.4%
Sophisticated Squires	26.7%
Green Acres	12.8%

Demographic Summary

	2007	2012
Population	5,439	5,907
Households	1,951	2,127
Families	1,587	1,708
Median Age	43.4	44.9
Median Household Income	\$64,092	\$73,214

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	89	\$2,461.33	\$4,802,048
Men's	94	\$465.19	\$907,591
Women's	87	\$831.37	\$1,622,002
Children's	94	\$412.11	\$804,026
Footwear	77	\$392.59	\$765,941
Watches & Jewelry	104	\$206.24	\$402,377
Apparel Products and Services ¹	104	\$153.82	\$300,111
Computer			
Computers and Hardware for Home Use	100	\$218.55	\$426,387
Software and Accessories for Home Use	101	\$30.26	\$59,044
Entertainment & Recreation	103	\$3,549.11	\$6,924,318
Fees and Admissions	107	\$651.50	\$1,271,073
Membership Fees for Clubs ²	109	\$173.31	\$338,122
Fees for Participant Sports, excl. Trips	107	\$121.73	\$237,493
Admission to Movie/Theatre/Opera/Ballet	98	\$147.64	\$288,047
Admission to Sporting Events, excl. Trips	110	\$62.98	\$122,865
Fees for Recreational Lessons	112	\$145.85	\$284,546
TV/Video/Sound Equipment	98	\$1,134.66	\$2,213,731
Community Antenna or Cable Television	97	\$650.26	\$1,268,655
Color Televisions	101	\$138.91	\$271,016
VCRs, Video Cameras, and DVD Players	101	\$39.18	\$76,446
Video Cassettes and DVDs	95	\$57.98	\$113,125
Video Game Hardware and Software	98	\$32.37	\$63,151
Satellite Dishes	103	\$1.58	\$3,077
Rental of Video Cassettes and DVDs	95	\$56.69	\$110,596
Sound Equipment ³	96	\$152.50	\$297,519
Rental and Repair of TV/Sound Equipment	90	\$5.20	\$10,146
Pets	107	\$468.49	\$914,025
Toys and Games	101	\$182.58	\$356,207
Recreational Vehicles and Fees ⁴	117	\$532.43	\$1,038,762
Sports/Recreation/Exercise Equipment ⁵	96	\$221.52	\$432,188
Photo Equipment and Supplies ⁶	104	\$142.73	\$278,469
Reading ⁷	101	\$215.20	\$419,863
Food	97	\$8,194.44	\$15,987,348
Food at Home	97	\$4,865.45	\$9,492,486
Bakery and Cereal Products	97	\$697.33	\$1,360,486
Meat, Poultry, Fish, and Eggs	96	\$1,267.69	\$2,473,258
Dairy Products	97	\$531.70	\$1,037,342
Fruit and Vegetables	96	\$839.44	\$1,637,752
Snacks and Other Food at Home ⁸	98	\$1,529.29	\$2,983,648
Food Away from Home	98	\$3,328.99	\$6,494,862
Alcoholic Beverages	95	\$584.52	\$1,140,398
Nonalcoholic Beverages at Home	97	\$420.65	\$820,682

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	114	\$1,700.48	\$3,317,637
Vehicle Loans	104	\$6,363.62	\$12,415,426
Health			
Nonprescription Drugs	97	\$118.32	\$230,843
Prescription Drugs	99	\$572.19	\$1,116,344
Eyeglasses and Contact Lenses	105	\$87.00	\$169,745
Home			
Mortgage Payment and Basics ⁹	116	\$10,063.34	\$19,633,586
Maintenance and Remodeling Services	115	\$2,264.05	\$4,417,169
Maintenance and Remodeling Materials ¹⁰	115	\$429.79	\$838,523
Utilities, Fuel, and Public Services	100	\$4,379.60	\$8,544,609
Household Furnishings and Equipment			
Household Textiles ¹¹	104	\$144.40	\$281,732
Furniture	106	\$678.55	\$1,323,860
Floor Coverings	111	\$100.66	\$196,384
Major Appliances ¹²	105	\$309.19	\$603,229
Housewares ¹³	96	\$100.52	\$196,120
Small Appliances	99	\$36.46	\$71,138
Luggage	106	\$10.88	\$21,229
Telephones and Accessories	89	\$42.15	\$82,242
Household Operations			
Child Care	103	\$429.84	\$838,627
Lawn and Garden ¹⁴	109	\$487.80	\$951,692
Moving/Storage/Freight Express	93	\$49.69	\$96,943
Housekeeping Supplies ¹⁵	100	\$773.14	\$1,508,397
Insurance			
Owners and Renters Insurance	112	\$535.40	\$1,044,568
Vehicle Insurance	100	\$1,470.14	\$2,868,246
Life/Other Insurance	110	\$701.52	\$1,368,659
Health Insurance	100	\$1,965.39	\$3,834,479
Personal Care Products ¹⁶	98	\$461.28	\$899,949
School Books and Supplies ¹⁷	87	\$105.19	\$205,230
Smoking Products	91	\$440.59	\$859,600
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	103	\$5,888.87	\$11,489,184
Gasoline and Motor Oil	100	\$2,028.85	\$3,958,294
Vehicle Maintenance and Repairs	101	\$1,072.02	\$2,091,506
Travel			
Airline Fares	103	\$421.05	\$821,475
Lodging on Trips	108	\$442.07	\$862,472
Auto/Truck/Van Rental on Trips	108	\$47.16	\$92,007
Food and Drink on Trips	105	\$496.20	\$968,090

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.