

zipcode: 59635

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Milk and Cookies	51.6%	Population	6,651	7,117
Crossroads	17.8%	Households	2,439	2,631
Midlife Junction	11.8%	Families	1,818	1,919
Rural Resort Dwellers	11.6%	Median Age	35.3	34.5
Rustbelt Traditions	7.2%	Median Household Income	\$45,425	\$51,735

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	63	\$1,722.64	\$4,201,528
Men's	65	\$322.21	\$785,877
Women's	59	\$570.98	\$1,392,626
Children's	68	\$299.68	\$730,926
Footwear	55	\$280.27	\$683,584
Watches & Jewelry	70	\$139.35	\$339,863
Apparel Products and Services ¹	74	\$110.15	\$268,652
Computer			
Computers and Hardware for Home Use	71	\$155.96	\$380,394
Software and Accessories for Home Use	73	\$21.86	\$53,322
Entertainment & Recreation	72	\$2,456.70	\$5,991,886
Fees and Admissions	70	\$426.83	\$1,041,039
Membership Fees for Clubs ²	70	\$111.52	\$271,993
Fees for Participant Sports, excl. Trips	72	\$81.28	\$198,236
Admission to Movie/Theatre/Opera/Ballet	68	\$101.47	\$247,497
Admission to Sporting Events, excl. Trips	73	\$42.07	\$102,610
Fees for Recreational Lessons	69	\$90.49	\$220,703
TV/Video/Sound Equipment	71	\$824.26	\$2,010,365
Community Antenna or Cable Television	71	\$470.99	\$1,148,742
Color Televisions	72	\$99.35	\$242,314
VCRs, Video Cameras, and DVD Players	72	\$27.86	\$67,944
Video Cassettes and DVDs	72	\$43.82	\$106,869
Video Game Hardware and Software	72	\$23.78	\$58,000
Satellite Dishes	73	\$1.12	\$2,727
Rental of Video Cassettes and DVDs	74	\$43.96	\$107,218
Sound Equipment ³	69	\$109.58	\$267,274
Rental and Repair of TV/Sound Equipment	66	\$3.80	\$9,277
Pets	73	\$321.94	\$785,204
Toys and Games	72	\$131.04	\$319,598
Recreational Vehicles and Fees ⁴	78	\$354.93	\$865,664
Sports/Recreation/Exercise Equipment ⁵	66	\$151.81	\$370,268
Photo Equipment and Supplies ⁶	72	\$99.42	\$242,497
Reading ⁷	69	\$146.47	\$357,251
Food	70	\$5,919.07	\$14,436,616
Food at Home	70	\$3,540.47	\$8,635,205
Bakery and Cereal Products	70	\$504.38	\$1,230,172
Meat, Poultry, Fish, and Eggs	70	\$926.83	\$2,260,537
Dairy Products	70	\$384.95	\$938,881
Fruit and Vegetables	69	\$607.83	\$1,482,487
Snacks and Other Food at Home ⁸	71	\$1,116.49	\$2,723,128
Food Away from Home	70	\$2,378.60	\$5,801,411
Alcoholic Beverages	67	\$414.42	\$1,010,760
Nonalcoholic Beverages at Home	71	\$308.72	\$752,957

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	68	\$1,020.93	\$2,490,049
Vehicle Loans	77	\$4,722.40	\$11,517,934
Health			
Nonprescription Drugs	72	\$87.72	\$213,958
Prescription Drugs	73	\$420.80	\$1,026,325
Eyeglasses and Contact Lenses	72	\$59.51	\$145,135
Home			
Mortgage Payment and Basics ⁹	75	\$6,562.86	\$16,006,818
Maintenance and Remodeling Services	69	\$1,370.46	\$3,342,548
Maintenance and Remodeling Materials ¹⁰	74	\$275.65	\$672,319
Utilities, Fuel, and Public Services	72	\$3,170.88	\$7,733,787
Household Furnishings and Equipment			
Household Textiles ¹¹	72	\$99.56	\$242,839
Furniture	72	\$463.70	\$1,130,957
Floor Coverings	69	\$62.42	\$152,254
Major Appliances ¹²	73	\$213.32	\$520,295
Housewares ¹³	68	\$71.01	\$173,196
Small Appliances	69	\$25.26	\$61,597
Luggage	71	\$7.27	\$17,731
Telephones and Accessories	60	\$28.45	\$69,399
Household Operations			
Child Care	73	\$304.45	\$742,558
Lawn and Garden ¹⁴	72	\$323.16	\$788,186
Moving/Storage/Freight Express	71	\$37.99	\$92,666
Housekeeping Supplies ¹⁵	72	\$553.01	\$1,348,791
Insurance			
Owners and Renters Insurance	78	\$372.23	\$907,858
Vehicle Insurance	72	\$1,054.11	\$2,570,971
Life/Other Insurance	73	\$465.77	\$1,136,017
Health Insurance	72	\$1,409.60	\$3,438,025
Personal Care Products ¹⁶	71	\$337.95	\$824,252
School Books and Supplies ¹⁷	71	\$86.17	\$210,170
Smoking Products	69	\$332.07	\$809,920
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	74	\$4,236.32	\$10,332,395
Gasoline and Motor Oil	73	\$1,487.29	\$3,627,495
Vehicle Maintenance and Repairs	72	\$771.55	\$1,881,810
Travel			
Airline Fares	69	\$282.60	\$689,258
Lodging on Trips	70	\$285.97	\$697,471
Auto/Truck/Van Rental on Trips	71	\$30.77	\$75,048
Food and Drink on Trips	71	\$336.10	\$819,736

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.