

zipcode: 59639

Top Tapestry Segments:		Demographic Summary		
Rural Resort Dwellers	100.0%	Population	2007	2012
		Households	1,386	1,461
		Families	623	663
		Median Age	390	403
		Median Household Income	47.3	50.9
			\$30,589	\$32,964

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	44	\$1,205.26	\$750,879
Men's	47	\$230.87	\$143,834
Women's	43	\$416.44	\$259,440
Children's	48	\$209.72	\$130,655
Footwear	39	\$197.48	\$123,033
Watches & Jewelry	43	\$84.63	\$52,722
Apparel Products and Services ¹	45	\$66.12	\$41,195
Computer			
Computers and Hardware for Home Use	49	\$107.86	\$67,196
Software and Accessories for Home Use	45	\$13.43	\$8,364
Entertainment & Recreation	55	\$1,893.91	\$1,179,907
Fees and Admissions	42	\$258.07	\$160,777
Membership Fees for Clubs ²	46	\$72.35	\$45,077
Fees for Participant Sports, excl. Trips	45	\$50.43	\$31,417
Admission to Movie/Theatre/Opera/Ballet	39	\$58.74	\$36,594
Admission to Sporting Events, excl. Trips	42	\$24.08	\$15,002
Fees for Recreational Lessons	40	\$52.47	\$32,687
TV/Video/Sound Equipment	51	\$596.88	\$371,855
Community Antenna or Cable Television	55	\$365.04	\$227,421
Color Televisions	45	\$61.35	\$38,223
VCRs, Video Cameras, and DVD Players	51	\$19.85	\$12,366
Video Cassettes and DVDs	53	\$32.16	\$20,034
Video Game Hardware and Software	48	\$15.92	\$9,921
Satellite Dishes	60	\$0.92	\$575
Rental of Video Cassettes and DVDs	47	\$28.04	\$17,470
Sound Equipment ³	45	\$70.97	\$44,215
Rental and Repair of TV/Sound Equipment	45	\$2.62	\$1,630
Pets	67	\$294.19	\$183,279
Toys and Games	53	\$95.51	\$59,503
Recreational Vehicles and Fees ⁴	75	\$343.00	\$213,690
Sports/Recreation/Exercise Equipment ⁵	55	\$127.63	\$79,513
Photo Equipment and Supplies ⁶	51	\$70.24	\$43,759
Reading ⁷	51	\$108.40	\$67,531
Food	54	\$4,558.19	\$2,839,754
Food at Home	56	\$2,832.10	\$1,764,401
Bakery and Cereal Products	56	\$403.74	\$251,531
Meat, Poultry, Fish, and Eggs	58	\$758.59	\$472,601
Dairy Products	57	\$313.00	\$194,998
Fruit and Vegetables	53	\$465.98	\$290,304
Snacks and Other Food at Home ⁸	57	\$890.80	\$554,967
Food Away from Home	51	\$1,726.09	\$1,075,353
Alcoholic Beverages	46	\$284.49	\$177,239
Nonalcoholic Beverages at Home	60	\$259.91	\$161,927

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	31	\$465.44	\$289,968
Vehicle Loans	62	\$3,829.67	\$2,385,887
Health			
Nonprescription Drugs	61	\$74.51	\$46,419
Prescription Drugs	73	\$419.82	\$261,547
Eyeglasses and Contact Lenses	60	\$49.51	\$30,842
Home			
Mortgage Payment and Basics ⁹	48	\$4,211.10	\$2,623,518
Maintenance and Remodeling Services	54	\$1,059.05	\$659,786
Maintenance and Remodeling Materials ¹⁰	70	\$263.61	\$164,227
Utilities, Fuel, and Public Services	57	\$2,476.75	\$1,543,014
Household Furnishings and Equipment			
Household Textiles ¹¹	51	\$70.90	\$44,168
Furniture	47	\$300.50	\$187,209
Floor Coverings	48	\$43.70	\$27,224
Major Appliances ¹²	64	\$188.36	\$117,351
Housewares ¹³	52	\$55.16	\$34,366
Small Appliances	58	\$21.39	\$13,324
Luggage	38	\$3.96	\$2,468
Telephones and Accessories	49	\$23.46	\$14,618
Household Operations			
Child Care	32	\$136.25	\$84,882
Lawn and Garden ¹⁴	74	\$330.88	\$206,141
Moving/Storage/Freight Express	55	\$29.16	\$18,165
Housekeeping Supplies ¹⁵	59	\$454.48	\$283,139
Insurance			
Owners and Renters Insurance	62	\$295.15	\$183,878
Vehicle Insurance	57	\$828.63	\$516,239
Life/Other Insurance	61	\$390.47	\$243,262
Health Insurance	65	\$1,274.53	\$794,033
Personal Care Products ¹⁶	53	\$251.22	\$156,510
School Books and Supplies ¹⁷	45	\$54.31	\$33,837
Smoking Products	64	\$310.84	\$193,655
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	63	\$3,619.54	\$2,254,971
Gasoline and Motor Oil	64	\$1,294.84	\$806,687
Vehicle Maintenance and Repairs	57	\$609.57	\$379,761
Travel			
Airline Fares	44	\$180.71	\$112,584
Lodging on Trips	52	\$211.68	\$131,876
Auto/Truck/Van Rental on Trips	42	\$18.50	\$11,527
Food and Drink on Trips	53	\$248.72	\$154,953

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.