

zipcode: 59644

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Heartland Communities	58.9%	Population	3,472	3,573
Rural Resort Dwellers	31.2%	Households	1,418	1,469
Prairie Living	9.9%	Families	971	986
		Median Age	45.6	48.2
		Median Household Income	\$34,881	\$38,583

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	53	\$1,447.19	\$2,052,114
Men's	55	\$273.10	\$387,253
Women's	52	\$501.01	\$710,438
Children's	59	\$257.89	\$365,681
Footwear	46	\$235.51	\$333,960
Watches & Jewelry	50	\$99.08	\$140,491
Apparel Products and Services <sup>1</sup>	54	\$80.60	\$114,291
<b>Computer</b>			
Computers and Hardware for Home Use	58	\$126.97	\$180,038
Software and Accessories for Home Use	54	\$16.08	\$22,808
<b>Entertainment &amp; Recreation</b>	64	\$2,179.73	\$3,090,855
<b>Fees and Admissions</b>	50	\$303.68	\$430,612
Membership Fees for Clubs <sup>2</sup>	53	\$83.81	\$118,841
Fees for Participant Sports, excl. Trips	52	\$59.05	\$83,730
Admission to Movie/Theatre/Opera/Ballet	48	\$71.38	\$101,219
Admission to Sporting Events, excl. Trips	49	\$28.27	\$40,092
Fees for Recreational Lessons	47	\$61.16	\$86,730
<b>TV/Video/Sound Equipment</b>	64	\$746.10	\$1,057,965
Community Antenna or Cable Television	69	\$458.24	\$649,779
Color Televisions	55	\$75.67	\$107,295
VCRs, Video Cameras, and DVD Players	63	\$24.54	\$34,798
Video Cassettes and DVDs	64	\$38.87	\$55,116
Video Game Hardware and Software	59	\$19.50	\$27,647
Satellite Dishes	68	\$1.04	\$1,468
Rental of Video Cassettes and DVDs	61	\$36.31	\$51,493
Sound Equipment <sup>3</sup>	56	\$88.43	\$125,387
Rental and Repair of TV/Sound Equipment	61	\$3.51	\$4,982
Pets	72	\$318.69	\$451,898
Toys and Games	65	\$117.78	\$167,011
Recreational Vehicles and Fees <sup>4</sup>	74	\$336.51	\$477,165
Sports/Recreation/Exercise Equipment <sup>5</sup>	61	\$139.82	\$198,268
Photo Equipment and Supplies <sup>6</sup>	62	\$85.70	\$121,524
Reading <sup>7</sup>	62	\$131.46	\$186,412
<b>Food</b>	65	\$5,437.80	\$7,710,794
<b>Food at Home</b>	67	\$3,347.69	\$4,747,030
Bakery and Cereal Products	66	\$479.62	\$680,102
Meat, Poultry, Fish, and Eggs	68	\$891.51	\$1,264,163
Dairy Products	67	\$370.40	\$525,229
Fruit and Vegetables	63	\$548.55	\$777,845
Snacks and Other Food at Home <sup>8</sup>	68	\$1,057.61	\$1,499,691
<b>Food Away from Home</b>	62	\$2,090.10	\$2,963,764
Alcoholic Beverages	57	\$353.47	\$501,218
Nonalcoholic Beverages at Home	70	\$303.64	\$430,561

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	42	\$624.12	\$884,996
Vehicle Loans	72	\$4,410.70	\$6,254,370
<b>Health</b>			
Nonprescription Drugs	74	\$90.04	\$127,681
Prescription Drugs	90	\$517.44	\$733,733
Eyeglasses and Contact Lenses	69	\$57.43	\$81,435
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	53	\$4,628.91	\$6,563,791
Maintenance and Remodeling Services	58	\$1,135.90	\$1,610,712
Maintenance and Remodeling Materials <sup>10</sup>	73	\$274.15	\$388,747
Utilities, Fuel, and Public Services	68	\$2,998.99	\$4,252,571
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	58	\$80.96	\$114,803
Furniture	53	\$341.44	\$484,161
Floor Coverings	54	\$48.63	\$68,956
Major Appliances <sup>12</sup>	70	\$205.26	\$291,057
Housewares <sup>13</sup>	59	\$61.71	\$87,502
Small Appliances	69	\$25.42	\$36,042
Luggage	48	\$4.98	\$7,056
Telephones and Accessories	56	\$26.59	\$37,703
<b>Household Operations</b>			
Child Care	44	\$183.40	\$260,061
Lawn and Garden <sup>14</sup>	78	\$350.83	\$497,484
Moving/Storage/Freight Express	56	\$29.73	\$42,156
Housekeeping Supplies <sup>15</sup>	70	\$539.00	\$764,301
<b>Insurance</b>			
Owners and Renters Insurance	72	\$343.36	\$486,887
Vehicle Insurance	66	\$963.31	\$1,365,975
Life/Other Insurance	71	\$451.10	\$639,666
Health Insurance	79	\$1,551.80	\$2,200,456
Personal Care Products <sup>16</sup>	64	\$302.15	\$428,451
School Books and Supplies <sup>17</sup>	64	\$76.90	\$109,049
Smoking Products	80	\$388.14	\$550,378
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	71	\$4,091.75	\$5,802,102
Gasoline and Motor Oil	73	\$1,482.05	\$2,101,550
Vehicle Maintenance and Repairs	65	\$687.75	\$975,228
<b>Travel</b>			
Airline Fares	51	\$206.86	\$293,334
Lodging on Trips	58	\$238.37	\$338,010
Auto/Truck/Van Rental on Trips	46	\$20.16	\$28,586
Food and Drink on Trips	60	\$283.34	\$401,775

**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.