

zipcode: 59645

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Prairie Living	67.0%	Population	1,822	1,828
Heartland Communities	33.0%	Households	754	758
		Families	479	469
		Median Age	45.6	47.4
		Median Household Income	\$32,865	\$35,324

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	45	\$1,236.68	\$932,458
Men's	47	\$235.12	\$177,284
Women's	44	\$421.52	\$317,826
Children's	53	\$234.71	\$176,973
Footwear	40	\$201.95	\$152,268
Watches & Jewelry	40	\$79.91	\$60,251
Apparel Products and Services ¹	43	\$63.47	\$47,856
Computer			
Computers and Hardware for Home Use	48	\$106.19	\$80,069
Software and Accessories for Home Use	42	\$12.71	\$9,586
Entertainment & Recreation	55	\$1,903.13	\$1,434,959
Fees and Admissions	39	\$238.39	\$179,744
Membership Fees for Clubs ²	41	\$65.12	\$49,100
Fees for Participant Sports, excl. Trips	41	\$46.64	\$35,169
Admission to Movie/Theatre/Opera/Ballet	36	\$54.60	\$41,165
Admission to Sporting Events, excl. Trips	40	\$22.90	\$17,270
Fees for Recreational Lessons	38	\$49.12	\$37,040
TV/Video/Sound Equipment	54	\$628.25	\$473,699
Community Antenna or Cable Television	58	\$388.53	\$292,948
Color Televisions	44	\$60.84	\$45,877
VCRs, Video Cameras, and DVD Players	55	\$21.32	\$16,072
Video Cassettes and DVDs	56	\$33.95	\$25,596
Video Game Hardware and Software	52	\$16.96	\$12,788
Satellite Dishes	62	\$0.96	\$724
Rental of Video Cassettes and DVDs	50	\$30.07	\$22,671
Sound Equipment ³	46	\$72.74	\$54,845
Rental and Repair of TV/Sound Equipment	50	\$2.89	\$2,178
Pets	68	\$300.76	\$226,776
Toys and Games	58	\$104.64	\$78,896
Recreational Vehicles and Fees ⁴	71	\$322.70	\$243,319
Sports/Recreation/Exercise Equipment ⁵	56	\$128.64	\$96,992
Photo Equipment and Supplies ⁶	53	\$72.14	\$54,396
Reading ⁷	51	\$107.61	\$81,137
Food	57	\$4,765.69	\$3,593,332
Food at Home	59	\$2,964.10	\$2,234,929
Bakery and Cereal Products	59	\$424.42	\$320,012
Meat, Poultry, Fish, and Eggs	61	\$797.86	\$601,588
Dairy Products	60	\$328.68	\$247,827
Fruit and Vegetables	54	\$473.01	\$356,646
Snacks and Other Food at Home ⁸	60	\$940.13	\$708,856
Food Away from Home	53	\$1,801.60	\$1,358,403
Alcoholic Beverages	47	\$289.16	\$218,024
Nonalcoholic Beverages at Home	63	\$274.71	\$207,129

zipcode: 59645

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	27	\$396.77	\$299,166
Vehicle Loans	67	\$4,115.48	\$3,103,071
Health			
Nonprescription Drugs	65	\$79.04	\$59,593
Prescription Drugs	80	\$459.68	\$346,596
Eyeglasses and Contact Lenses	61	\$50.77	\$38,284
Home			
Mortgage Payment and Basics ⁹	45	\$3,892.38	\$2,934,855
Maintenance and Remodeling Services	49	\$971.65	\$732,622
Maintenance and Remodeling Materials ¹⁰	72	\$271.77	\$204,913
Utilities, Fuel, and Public Services	60	\$2,615.69	\$1,972,229
Household Furnishings and Equipment			
Household Textiles ¹¹	49	\$68.61	\$51,730
Furniture	45	\$289.35	\$218,173
Floor Coverings	45	\$40.42	\$30,473
Major Appliances ¹²	63	\$185.37	\$139,769
Housewares ¹³	52	\$54.22	\$40,879
Small Appliances	61	\$22.45	\$16,926
Luggage	35	\$3.60	\$2,714
Telephones and Accessories	51	\$24.30	\$18,320
Household Operations			
Child Care	34	\$144.09	\$108,647
Lawn and Garden ¹⁴	74	\$328.93	\$248,012
Moving/Storage/Freight Express	48	\$25.41	\$19,160
Housekeeping Supplies ¹⁵	62	\$478.00	\$360,413
Insurance			
Owners and Renters Insurance	63	\$302.00	\$227,711
Vehicle Insurance	58	\$854.51	\$644,297
Life/Other Insurance	62	\$396.81	\$299,197
Health Insurance	69	\$1,364.05	\$1,028,492
Personal Care Products ¹⁶	55	\$259.47	\$195,642
School Books and Supplies ¹⁷	48	\$57.96	\$43,702
Smoking Products	74	\$358.49	\$270,305
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	67	\$3,837.71	\$2,893,631
Gasoline and Motor Oil	68	\$1,379.27	\$1,039,970
Vehicle Maintenance and Repairs	57	\$607.81	\$458,289
Travel			
Airline Fares	39	\$158.08	\$119,189
Lodging on Trips	49	\$199.05	\$150,087
Auto/Truck/Van Rental on Trips	35	\$15.34	\$11,570
Food and Drink on Trips	50	\$235.81	\$177,802

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.

zipcode: 59645

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.