

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Green Acres (6A)	100.0%	Population	3,602	3,589
Top Tier (1A)	0.0%	Households	1,359	1,363
Professional Pride (1B)	0.0%	Families	1,045	1,043
Boomburbs (1C)	0.0%	Median Age	45.4	46.8
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$100,154	\$107,839
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		145	\$3,113.45	\$4,231,181
Men's		144	\$597.71	\$812,287
Women's		150	\$1,082.66	\$1,471,329
Children's		144	\$465.33	\$632,383
Footwear		139	\$668.17	\$908,042
Watches & Jewelry		146	\$201.64	\$274,027
Apparel Products and Services (1)		147	\$97.95	\$133,114
Computer				
Computers and Hardware for Home Use		147	\$244.21	\$331,879
Portable Memory		141	\$6.27	\$8,524
Computer Software		141	\$14.28	\$19,405
Computer Accessories		158	\$29.89	\$40,623
Entertainment & Recreation		153	\$5,015.34	\$6,815,845
Fees and Admissions		159	\$1,137.24	\$1,545,503
Membership Fees for Clubs (2)		159	\$374.85	\$509,425
Fees for Participant Sports, excl. Trips		163	\$174.82	\$237,574
Tickets to Theatre/Operas/Concerts		161	\$121.04	\$164,489
Tickets to Movies		138	\$75.66	\$102,828
Tickets to Parks or Museums		151	\$48.84	\$66,376
Admission to Sporting Events, excl. Trips		175	\$110.49	\$150,162
Fees for Recreational Lessons		161	\$230.60	\$313,381
Dating Services		133	\$0.93	\$1,269
TV/Video/Audio		148	\$1,811.54	\$2,461,887
Cable and Satellite Television Services		149	\$1,308.98	\$1,778,906
Televisions		145	\$157.47	\$213,998
Satellite Dishes		136	\$2.14	\$2,902
VCRs, Video Cameras, and DVD Players		146	\$8.41	\$11,425
Miscellaneous Video Equipment		167	\$42.44	\$57,671
Video Cassettes and DVDs		153	\$17.48	\$23,757
Video Game Hardware/Accessories		136	\$38.03	\$51,686
Video Game Software		137	\$20.82	\$28,291
Rental/Streaming/Downloaded Video		141	\$65.79	\$89,408
Installation of Televisions		152	\$1.73	\$2,358
Audio (3)		148	\$144.26	\$196,044
Rental and Repair of TV/Radio/Sound Equipment		127	\$4.00	\$5,441
Pets		154	\$1,019.27	\$1,385,185
Toys/Games/Crafts/Hobbies (4)		151	\$178.02	\$241,927
Recreational Vehicles and Fees (5)		161	\$256.62	\$348,745
Sports/Recreation/Exercise Equipment (6)		159	\$328.41	\$446,313
Photo Equipment and Supplies (7)		152	\$79.40	\$107,906
Reading (8)		156	\$166.41	\$226,149
Catered Affairs (9)		144	\$38.43	\$52,230
Food		147	\$13,017.62	\$17,690,947
Food at Home		147	\$7,582.06	\$10,304,017
Bakery and Cereal Products		148	\$1,001.12	\$1,360,521
Meats, Poultry, Fish, and Eggs		143	\$1,638.86	\$2,227,214
Dairy Products		148	\$791.07	\$1,075,069
Fruits and Vegetables		146	\$1,487.67	\$2,021,740
Snacks and Other Food at Home (10)		148	\$2,663.34	\$3,619,473
Food Away from Home		148	\$5,435.56	\$7,386,930
Alcoholic Beverages		153	\$883.42	\$1,200,567

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. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	174	\$37,221.84	\$50,584,478
Value of Retirement Plans	186	\$176,799.93	\$240,271,101
Value of Other Financial Assets	155	\$8,831.26	\$12,001,676
Vehicle Loan Amount excluding Interest	149	\$4,260.56	\$5,790,104
Value of Credit Card Debt	156	\$3,814.85	\$5,184,380
Health			
Nonprescription Drugs	155	\$223.26	\$303,406
Prescription Drugs	162	\$593.31	\$806,302
Eyeglasses and Contact Lenses	165	\$149.46	\$203,117
Home			
Mortgage Payment and Basics (11)	173	\$17,398.29	\$23,644,271
Maintenance and Remodeling Services	170	\$3,631.76	\$4,935,562
Maintenance and Remodeling Materials (12)	179	\$876.21	\$1,190,773
Utilities, Fuel, and Public Services	149	\$7,247.91	\$9,849,905
Household Furnishings and Equipment			
Household Textiles (13)	152	\$152.13	\$206,744
Furniture	154	\$947.07	\$1,287,073
Rugs	189	\$61.25	\$83,242
Major Appliances (14)	160	\$565.55	\$768,580
Housewares (15)	158	\$168.14	\$228,507
Small Appliances	142	\$69.13	\$93,942
Luggage	149	\$20.82	\$28,291
Telephones and Accessories	141	\$106.36	\$144,540
Household Operations			
Child Care	150	\$763.18	\$1,037,166
Lawn and Garden (16)	168	\$787.47	\$1,070,173
Moving/Storage/Freight Express	136	\$90.08	\$122,414
Housekeeping Supplies (17)	151	\$1,130.56	\$1,536,435
Insurance			
Owners and Renters Insurance	169	\$980.97	\$1,333,137
Vehicle Insurance	145	\$2,243.64	\$3,049,113
Life/Other Insurance	174	\$799.88	\$1,087,039
Health Insurance	158	\$6,212.36	\$8,442,595
Personal Care Products (18)	150	\$752.51	\$1,022,658
School Books and Supplies (19)	143	\$221.25	\$300,685
Smoking Products	139	\$559.41	\$760,238
Transportation			
Payments on Vehicles excluding Leases	153	\$3,877.70	\$5,269,798
Gasoline and Motor Oil	145	\$3,311.89	\$4,500,855
Vehicle Maintenance and Repairs	150	\$1,717.06	\$2,333,488
Travel			
Airline Fares	150	\$817.76	\$1,111,340
Lodging on Trips	162	\$1,007.26	\$1,368,864
Auto/Truck Rental on Trips	160	\$42.04	\$57,127
Food and Drink on Trips	156	\$843.92	\$1,146,886

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- (1) Apparel Products and Services** includes 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) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) 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.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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