



Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Midlife Constants (5E)	15.2%	Population	106,433	103,034
Salt of the Earth (6B)	14.1%	Households	44,574	43,343
Comfortable Empty Nesters (5A)	11.3%	Families	28,014	27,070
Traditional Living (12B)	8.2%	Median Age	41.9	42.7
Green Acres (6A)	7.5%	Median Household Income	\$52,638	\$56,467
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		81	\$1,737.41	\$77,443,198
Men's		81	\$333.68	\$14,873,300
Women's		81	\$585.05	\$26,078,012
Children's		82	\$265.24	\$11,822,976
Footwear		81	\$389.68	\$17,369,422
Watches & Jewelry		81	\$112.49	\$5,014,239
Apparel Products and Services (1)		77	\$51.27	\$2,285,248
Computer				
Computers and Hardware for Home Use		80	\$132.57	\$5,909,129
Portable Memory		76	\$3.40	\$151,728
Computer Software		81	\$8.25	\$367,769
Computer Accessories		84	\$15.86	\$706,940
Entertainment & Recreation		84	\$2,749.54	\$122,558,039
Fees and Admissions		77	\$549.81	\$24,507,143
Membership Fees for Clubs (2)		76	\$179.80	\$8,014,292
Fees for Participant Sports, excl. Trips		79	\$85.01	\$3,789,383
Tickets to Theatre/Operas/Concerts		77	\$57.95	\$2,582,844
Tickets to Movies		75	\$41.34	\$1,842,480
Tickets to Parks or Museums		79	\$25.64	\$1,142,807
Admission to Sporting Events, excl. Trips		86	\$54.21	\$2,416,275
Fees for Recreational Lessons		73	\$105.23	\$4,690,621
Dating Services		91	\$0.64	\$28,440
TV/Video/Audio		87	\$1,070.08	\$47,697,524
Cable and Satellite Television Services		89	\$781.64	\$34,840,702
Televisions		85	\$91.68	\$4,086,358
Satellite Dishes		79	\$1.25	\$55,601
VCRs, Video Cameras, and DVD Players		83	\$4.77	\$212,647
Miscellaneous Video Equipment		89	\$22.56	\$1,005,648
Video Cassettes and DVDs		86	\$9.90	\$441,267
Video Game Hardware/Accessories		87	\$24.24	\$1,080,256
Video Game Software		85	\$12.92	\$575,916
Rental/Streaming/Downloaded Video		82	\$38.18	\$1,701,962
Installation of Televisions		77	\$0.87	\$38,912
Audio (3)		81	\$79.09	\$3,525,517
Rental and Repair of TV/Radio/Sound Equipment		95	\$2.98	\$132,737
Pets		87	\$575.73	\$25,662,796
Toys/Games/Crafts/Hobbies (4)		85	\$100.38	\$4,474,120
Recreational Vehicles and Fees (5)		83	\$133.20	\$5,937,264
Sports/Recreation/Exercise Equipment (6)		81	\$168.10	\$7,492,845
Photo Equipment and Supplies (7)		82	\$42.61	\$1,899,305
Reading (8)		84	\$89.21	\$3,976,497
Catered Affairs (9)		77	\$20.43	\$910,545
Food		83	\$7,384.96	\$329,177,330
Food at Home		84	\$4,371.99	\$194,877,200
Bakery and Cereal Products		85	\$576.28	\$25,687,063
Meats, Poultry, Fish, and Eggs		84	\$959.30	\$42,759,784
Dairy Products		85	\$455.97	\$20,324,340
Fruits and Vegetables		82	\$837.48	\$37,329,929
Snacks and Other Food at Home (10)		86	\$1,542.96	\$68,776,083
Food Away from Home		82	\$3,012.97	\$134,300,130
Alcoholic Beverages		79	\$454.31	\$20,250,194

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	83	\$17,884.96	\$797,204,120
Value of Retirement Plans	85	\$81,441.26	\$3,630,162,740
Value of Other Financial Assets	92	\$5,200.94	\$231,826,783
Vehicle Loan Amount excluding Interest	87	\$2,477.95	\$110,452,216
Value of Credit Card Debt	83	\$2,025.79	\$90,297,731
Health			
Nonprescription Drugs	89	\$127.70	\$5,692,031
Prescription Drugs	94	\$343.43	\$15,307,856
Eyeglasses and Contact Lenses	91	\$82.24	\$3,665,571
Home			
Mortgage Payment and Basics (11)	83	\$8,302.71	\$370,084,842
Maintenance and Remodeling Services	80	\$1,711.61	\$76,293,318
Maintenance and Remodeling Materials (12)	91	\$445.92	\$19,876,648
Utilities, Fuel, and Public Services	88	\$4,259.50	\$189,862,868
Household Furnishings and Equipment			
Household Textiles (13)	85	\$84.84	\$3,781,694
Furniture	83	\$510.04	\$22,734,410
Rugs	89	\$29.00	\$1,292,712
Major Appliances (14)	86	\$304.79	\$13,585,876
Housewares (15)	85	\$90.41	\$4,029,743
Small Appliances	83	\$40.57	\$1,808,227
Luggage	77	\$10.75	\$479,266
Telephones and Accessories	74	\$55.66	\$2,481,120
Household Operations			
Child Care	77	\$391.76	\$17,462,373
Lawn and Garden (16)	87	\$406.62	\$18,124,632
Moving/Storage/Freight Express	78	\$52.08	\$2,321,607
Housekeeping Supplies (17)	86	\$646.70	\$28,826,022
Insurance			
Owners and Renters Insurance	91	\$527.28	\$23,502,974
Vehicle Insurance	86	\$1,325.77	\$59,094,792
Life/Other Insurance	89	\$410.86	\$18,313,604
Health Insurance	89	\$3,477.29	\$154,996,780
Personal Care Products (18)	84	\$420.71	\$18,752,771
School Books and Supplies (19)	80	\$124.39	\$5,544,562
Smoking Products	96	\$389.42	\$17,358,180
Transportation			
Payments on Vehicles excluding Leases	88	\$2,231.22	\$99,454,519
Gasoline and Motor Oil	86	\$1,962.87	\$87,492,879
Vehicle Maintenance and Repairs	85	\$976.34	\$43,519,271
Travel			
Airline Fares	75	\$408.63	\$18,214,127
Lodging on Trips	81	\$503.32	\$22,435,133
Auto/Truck Rental on Trips	79	\$20.62	\$918,988
Food and Drink on Trips	80	\$430.59	\$19,192,900

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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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