



Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Midlife Constants (5E)	21.2%	Population	71,548	68,680
Traditional Living (12B)	11.9%	Households	30,910	29,806
Hardscrabble Road (8G)	10.3%	Families	17,828	17,049
Comfortable Empty Nesters (5A)	10.1%	Median Age	40.4	41.3
Modest Income Homes (12D)	7.8%	Median Household Income	\$43,276	\$44,799
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		67	\$1,441.36	\$44,552,289
Men's		66	\$274.70	\$8,490,993
Women's		67	\$506.88	\$15,667,663
Children's		68	\$216.13	\$6,680,534
Footwear		68	\$327.77	\$10,131,257
Watches & Jewelry		68	\$79.23	\$2,449,081
Apparel Products and Services (1)		63	\$36.65	\$1,132,761
<b>Computer</b>				
Computers and Hardware for Home Use		64	\$104.30	\$3,224,063
Portable Memory		65	\$2.51	\$77,607
Computer Software		64	\$6.19	\$191,197
Computer Accessories		69	\$12.10	\$374,072
<b>Entertainment &amp; Recreation</b>		69	\$2,230.77	\$68,953,036
Fees and Admissions		61	\$439.21	\$13,575,959
Membership Fees for Clubs (2)		62	\$149.74	\$4,628,367
Fees for Participant Sports, excl. Trips		62	\$61.15	\$1,890,093
Tickets to Theatre/Operas/Concerts		63	\$50.78	\$1,569,733
Tickets to Movies		62	\$35.68	\$1,102,961
Tickets to Parks or Museums		61	\$20.12	\$622,023
Admission to Sporting Events, excl. Trips		64	\$40.47	\$1,250,865
Fees for Recreational Lessons		56	\$80.61	\$2,491,809
Dating Services		80	\$0.65	\$20,108
TV/Video/Audio		72	\$839.37	\$25,944,937
Cable and Satellite Television Services		73	\$590.09	\$18,239,816
Televisions		70	\$75.61	\$2,337,213
Satellite Dishes		71	\$0.83	\$25,718
VCRs, Video Cameras, and DVD Players		70	\$3.67	\$113,387
Miscellaneous Video Equipment		74	\$18.44	\$570,012
Video Cassettes and DVDs		70	\$7.03	\$217,266
Video Game Hardware/Accessories		73	\$20.61	\$637,113
Video Game Software		72	\$11.81	\$365,186
Rental/Streaming/Downloaded Video		69	\$37.10	\$1,146,855
Installation of Televisions		60	\$0.65	\$20,179
Audio (3)		67	\$71.54	\$2,211,178
Rental and Repair of TV/Radio/Sound Equipment		81	\$1.97	\$61,013
Pets		72	\$499.22	\$15,431,005
Toys/Games/Crafts/Hobbies (4)		71	\$86.55	\$2,675,270
Recreational Vehicles and Fees (5)		65	\$101.84	\$3,147,916
Sports/Recreation/Exercise Equipment (6)		67	\$135.94	\$4,201,936
Photo Equipment and Supplies (7)		68	\$34.93	\$1,079,650
Reading (8)		68	\$73.34	\$2,266,817
Catered Affairs (9)		68	\$20.37	\$629,546
<b>Food</b>		68	\$6,197.13	\$191,553,421
Food at Home		69	\$3,676.88	\$113,652,397
Bakery and Cereal Products		69	\$478.17	\$14,780,304
Meats, Poultry, Fish, and Eggs		69	\$801.83	\$24,784,412
Dairy Products		69	\$379.62	\$11,734,091
Fruits and Vegetables		67	\$698.98	\$21,605,360
Snacks and Other Food at Home (10)		70	\$1,318.29	\$40,748,229
Food Away from Home		67	\$2,520.25	\$77,901,024
Alcoholic Beverages		64	\$400.46	\$12,378,080

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	67	\$16,322.83	\$504,538,614
Value of Retirement Plans	67	\$63,842.01	\$1,973,356,625
Value of Other Financial Assets	73	\$5,942.85	\$183,693,559
Vehicle Loan Amount excluding Interest	70	\$2,050.13	\$63,369,534
Value of Credit Card Debt	68	\$1,757.97	\$54,338,938
<b>Health</b>			
Nonprescription Drugs	74	\$109.08	\$3,371,641
Prescription Drugs	76	\$265.40	\$8,203,658
Eyeglasses and Contact Lenses	73	\$68.01	\$2,102,245
<b>Home</b>			
Mortgage Payment and Basics (11)	63	\$6,608.13	\$204,257,280
Maintenance and Remodeling Services	61	\$1,567.01	\$48,436,303
Maintenance and Remodeling Materials (12)	66	\$365.15	\$11,286,632
Utilities, Fuel, and Public Services	72	\$3,500.76	\$108,208,522
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	70	\$70.94	\$2,192,810
Furniture	68	\$437.36	\$13,518,792
Rugs	69	\$24.35	\$752,792
Major Appliances (14)	67	\$241.32	\$7,459,189
Housewares (15)	70	\$67.63	\$2,090,463
Small Appliances	70	\$34.39	\$1,062,890
Luggage	64	\$9.45	\$292,050
Telephones and Accessories	68	\$60.49	\$1,869,629
<b>Household Operations</b>			
Child Care	61	\$316.83	\$9,793,214
Lawn and Garden (16)	67	\$327.42	\$10,120,426
Moving/Storage/Freight Express	67	\$40.49	\$1,251,409
Housekeeping Supplies (17)	70	\$543.49	\$16,799,293
<b>Insurance</b>			
Owners and Renters Insurance	72	\$429.28	\$13,268,950
Vehicle Insurance	70	\$1,262.59	\$39,026,779
Life/Other Insurance	70	\$381.02	\$11,777,279
Health Insurance	71	\$2,634.93	\$81,445,654
Personal Care Products (18)	70	\$350.49	\$10,833,563
School Books and Supplies (19)	66	\$97.54	\$3,015,008
Smoking Products	81	\$326.40	\$10,089,010
<b>Transportation</b>			
Payments on Vehicles excluding Leases	71	\$1,833.72	\$56,680,272
Gasoline and Motor Oil	70	\$1,654.31	\$51,134,668
Vehicle Maintenance and Repairs	71	\$825.61	\$25,519,630
<b>Travel</b>			
Airline Fares	61	\$365.30	\$11,291,369
Lodging on Trips	65	\$420.25	\$12,989,817
Auto/Truck Rental on Trips	62	\$17.77	\$549,380
Food and Drink on Trips	65	\$370.61	\$11,455,599

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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 health 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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