

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Comfortable Empty Nesters (5A)	100.0%	Population	7,169	7,157
Top Tier (1A)	0.0%	Households	2,813	2,824
Professional Pride (1B)	0.0%	Families	2,062	2,053
Boomburbs (1C)	0.0%	Median Age	48.6	50.3
Savvy Suburbanites (1D)	0.0%	Median Household Income	\$67,471	\$81,236
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		78	\$1,753.94	\$4,933,825
Men's		79	\$332.88	\$936,399
Women's		71	\$555.42	\$1,562,395
Children's		78	\$283.86	\$798,497
Footwear		57	\$253.81	\$713,976
Watches & Jewelry		123	\$173.86	\$489,082
Apparel Products and Services (1)		162	\$154.10	\$433,477
Computer				
Computers and Hardware for Home Use		118	\$247.84	\$697,171
Portable Memory		117	\$6.15	\$17,300
Computer Software		111	\$21.96	\$61,784
Computer Accessories		125	\$23.37	\$65,738
Entertainment & Recreation		125	\$4,040.45	\$11,365,790
Fees and Admissions		131	\$823.20	\$2,315,665
Membership Fees for Clubs (2)		133	\$223.15	\$627,726
Fees for Participant Sports, excl. Trips		130	\$152.25	\$428,287
Admission to Movie/Theatre/Opera/Ballet		122	\$196.27	\$552,102
Admission to Sporting Events, excl. Trips		139	\$90.40	\$254,303
Fees for Recreational Lessons		134	\$160.60	\$451,765
Dating Services		91	\$0.53	\$1,483
TV/Video/Audio		119	\$1,514.71	\$4,260,874
Cable and Satellite Television Services		120	\$1,049.08	\$2,951,052
Televisions		120	\$173.60	\$488,341
Satellite Dishes		121	\$1.85	\$5,190
VCRs, Video Cameras, and DVD Players		117	\$12.48	\$35,093
Miscellaneous Video Equipment		122	\$12.83	\$36,082
Video Cassettes and DVDs		111	\$34.88	\$98,113
Video Game Hardware/Accessories		102	\$22.84	\$64,255
Video Game Software		112	\$30.05	\$84,521
Streaming/Downloaded Video		110	\$6.15	\$17,300
Rental of Video Cassettes and DVDs		108	\$24.69	\$69,445
Installation of Televisions		137	\$1.49	\$4,201
Audio (3)		116	\$139.07	\$391,216
Rental and Repair of TV/Radio/Sound Equipment		109	\$5.71	\$16,064
Pets		140	\$777.87	\$2,188,143
Toys and Games (4)		118	\$141.62	\$398,383
Recreational Vehicles and Fees (5)		125	\$264.62	\$744,374
Sports/Recreation/Exercise Equipment (6)		107	\$197.67	\$556,056
Photo Equipment and Supplies (7)		122	\$96.90	\$272,591
Reading (8)		131	\$194.07	\$545,924
Catered Affairs (9)		128	\$29.78	\$83,780
Food		117	\$9,711.32	\$27,317,932
Food at Home		117	\$5,937.33	\$16,701,706
Bakery and Cereal Products		118	\$839.72	\$2,362,127
Meats, Poultry, Fish, and Eggs		115	\$1,293.66	\$3,639,079
Dairy Products		117	\$640.90	\$1,802,858
Fruits and Vegetables		118	\$1,131.84	\$3,183,855
Snacks and Other Food at Home (10)		116	\$2,031.21	\$5,713,787
Food Away from Home		118	\$3,773.99	\$10,616,226
Alcoholic Beverages		119	\$645.73	\$1,816,450
Nonalcoholic Beverages at Home		115	\$560.25	\$1,575,987

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: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	99	\$2,646.63	\$7,444,975
Vehicle Loans	121	\$5,002.64	\$14,072,425
Health			
Nonprescription Drugs	120	\$150.85	\$424,333
Prescription Drugs	131	\$636.42	\$1,790,254
Eyeglasses and Contact Lenses	130	\$114.21	\$321,277
Home			
Mortgage Payment and Basics (11)	138	\$12,642.51	\$35,563,381
Maintenance and Remodeling Services	143	\$2,353.64	\$6,620,777
Maintenance and Remodeling Materials (12)	131	\$383.49	\$1,078,749
Utilities, Fuel, and Public Services	122	\$6,018.86	\$16,931,048
Household Furnishings and Equipment			
Household Textiles (13)	124	\$119.31	\$335,611
Furniture	122	\$613.84	\$1,726,740
Rugs	142	\$34.18	\$96,136
Major Appliances (14)	129	\$337.89	\$950,485
Housewares (15)	98	\$69.23	\$194,743
Small Appliances	121	\$53.94	\$151,742
Luggage	124	\$11.07	\$31,139
Telephones and Accessories	115	\$56.23	\$158,167
Household Operations			
Child Care	115	\$500.07	\$1,406,699
Lawn and Garden (16)	138	\$584.15	\$1,643,208
Moving/Storage/Freight Express	101	\$72.83	\$204,876
Housekeeping Supplies (17)	120	\$846.39	\$2,380,909
Insurance			
Owners and Renters Insurance	139	\$684.04	\$1,924,202
Vehicle Insurance	122	\$1,444.69	\$4,063,906
Life/Other Insurance	135	\$609.54	\$1,714,630
Health Insurance	133	\$3,429.51	\$9,647,205
Personal Care Products (18)	116	\$529.15	\$1,488,501
School Books and Supplies (19)	112	\$196.53	\$552,843
Smoking Products	104	\$471.96	\$1,327,615
Transportation			
Vehicle Purchases (Net Outlay) (20)	122	\$4,798.11	\$13,497,092
Gasoline and Motor Oil	118	\$4,031.05	\$11,339,346
Vehicle Maintenance and Repairs	122	\$1,328.63	\$3,737,439
Travel			
Airline Fares	127	\$589.68	\$1,658,778
Lodging on Trips	134	\$592.32	\$1,666,192
Auto/Truck/Van Rental on Trips	132	\$43.40	\$122,085
Food and Drink on Trips	129	\$585.55	\$1,647,162

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: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, 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.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) 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, and insulation materials for owned homes.
- (13) 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.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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: Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.