

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Midlife Constants (5E)	33.2%	Population	5,140	5,086
Rustbelt Traditions (5D)	18.5%	Households	2,173	2,145
Small Town Simplicity (12C)	16.8%	Families	1,290	1,265
Retirement Communities (9E)	15.1%	Median Age	41.2	40.4
Old and Newcomers (8F)	10.6%	Median Household Income	\$52,872	\$55,529
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		75	\$1,613.44	\$3,506,008
Men's		75	\$311.53	\$676,949
Women's		75	\$543.82	\$1,181,714
Children's		75	\$241.28	\$524,309
Footwear		76	\$363.59	\$790,073
Watches & Jewelry		77	\$105.74	\$229,781
Apparel Products and Services (1)		71	\$47.48	\$103,183
<b>Computer</b>				
Computers and Hardware for Home Use		74	\$122.25	\$265,648
Portable Memory		71	\$3.16	\$6,861
Computer Software		75	\$7.57	\$16,458
Computer Accessories		77	\$14.64	\$31,822
<b>Entertainment &amp; Recreation</b>		79	\$2,568.95	\$5,582,338
Fees and Admissions		70	\$500.86	\$1,088,379
Membership Fees for Clubs (2)		70	\$164.95	\$358,446
Fees for Participant Sports, excl. Trips		73	\$78.28	\$170,105
Tickets to Theatre/Operas/Concerts		71	\$53.51	\$116,284
Tickets to Movies		70	\$38.26	\$83,146
Tickets to Parks or Museums		72	\$23.34	\$50,707
Admission to Sporting Events, excl. Trips		77	\$48.28	\$104,921
Fees for Recreational Lessons		65	\$93.65	\$203,497
Dating Services		84	\$0.59	\$1,273
TV/Video/Audio		82	\$1,006.21	\$2,186,504
Cable and Satellite Television Services		84	\$738.46	\$1,604,667
Televisions		79	\$85.78	\$186,401
Satellite Dishes		73	\$1.15	\$2,500
VCRs, Video Cameras, and DVD Players		77	\$4.47	\$9,708
Miscellaneous Video Equipment		80	\$20.22	\$43,936
Video Cassettes and DVDs		81	\$9.27	\$20,148
Video Game Hardware/Accessories		80	\$22.32	\$48,491
Video Game Software		78	\$11.82	\$25,684
Rental/Streaming/Downloaded Video		77	\$35.81	\$77,809
Installation of Televisions		75	\$0.86	\$1,860
Audio (3)		75	\$73.36	\$159,401
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.71	\$5,897
Pets		83	\$550.04	\$1,195,236
Toys/Games/Crafts/Hobbies (4)		78	\$91.92	\$199,740
Recreational Vehicles and Fees (5)		78	\$124.74	\$271,062
Sports/Recreation/Exercise Equipment (6)		74	\$152.26	\$330,853
Photo Equipment and Supplies (7)		76	\$39.43	\$85,691
Reading (8)		79	\$84.60	\$183,830
Catered Affairs (9)		71	\$18.89	\$41,044
<b>Food</b>		78	\$6,896.03	\$14,985,084
Food at Home		79	\$4,103.27	\$8,916,408
Bakery and Cereal Products		80	\$540.35	\$1,174,171
Meats, Poultry, Fish, and Eggs		79	\$900.02	\$1,955,739
Dairy Products		80	\$429.12	\$932,470
Fruits and Vegetables		77	\$785.50	\$1,706,897
Snacks and Other Food at Home (10)		80	\$1,448.29	\$3,147,131
Food Away from Home		76	\$2,792.76	\$6,068,676
Alcoholic Beverages		73	\$421.08	\$914,999

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	79	\$17,031.80	\$37,010,103
Value of Retirement Plans	78	\$74,198.64	\$161,233,653
Value of Other Financial Assets	86	\$4,893.84	\$10,634,322
Vehicle Loan Amount excluding Interest	80	\$2,289.07	\$4,974,153
Value of Credit Card Debt	77	\$1,878.04	\$4,080,975
<b>Health</b>			
Nonprescription Drugs	85	\$121.72	\$264,488
Prescription Drugs	89	\$325.89	\$708,159
Eyeglasses and Contact Lenses	84	\$75.89	\$164,902
<b>Home</b>			
Mortgage Payment and Basics (11)	75	\$7,513.26	\$16,326,313
Maintenance and Remodeling Services	74	\$1,578.92	\$3,430,985
Maintenance and Remodeling Materials (12)	84	\$411.01	\$893,120
Utilities, Fuel, and Public Services	82	\$3,970.17	\$8,627,185
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	79	\$78.67	\$170,952
Furniture	76	\$466.75	\$1,014,249
Rugs	82	\$26.45	\$57,480
Major Appliances (14)	80	\$281.52	\$611,732
Housewares (15)	79	\$84.50	\$183,610
Small Appliances	79	\$38.20	\$83,000
Luggage	71	\$9.87	\$21,437
Telephones and Accessories	71	\$53.45	\$116,146
<b>Household Operations</b>			
Child Care	69	\$351.26	\$763,279
Lawn and Garden (16)	81	\$378.68	\$822,869
Moving/Storage/Freight Express	74	\$49.31	\$107,160
Housekeeping Supplies (17)	81	\$608.47	\$1,322,205
<b>Insurance</b>			
Owners and Renters Insurance	84	\$488.42	\$1,061,329
Vehicle Insurance	80	\$1,242.34	\$2,699,609
Life/Other Insurance	82	\$376.76	\$818,693
Health Insurance	83	\$3,262.77	\$7,089,999
Personal Care Products (18)	78	\$389.98	\$847,431
School Books and Supplies (19)	74	\$115.12	\$250,148
Smoking Products	91	\$366.78	\$797,013
<b>Transportation</b>			
Payments on Vehicles excluding Leases	81	\$2,061.07	\$4,478,701
Gasoline and Motor Oil	80	\$1,828.48	\$3,973,278
Vehicle Maintenance and Repairs	82	\$940.66	\$2,044,064
<b>Travel</b>			
Airline Fares	70	\$380.35	\$826,509
Lodging on Trips	75	\$463.60	\$1,007,405
Auto/Truck Rental on Trips	72	\$18.90	\$41,073
Food and Drink on Trips	74	\$399.48	\$868,080

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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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