

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Parks and Rec (5C)	63.4%	Population	8,437	8,456
2. Young and Restless (11B)	17.1%	Households	3,383	3,384
3. Metro Fusion (11C)	14.9%	Families	2,149	2,132
4. Pleasantville (2B)	3.7%	Median Age	37.4	38.0
5. Comfortable Empty Nesters (5A)	0.9%	Median Household Income	\$53,214	\$59,461

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	84	\$1,816.61	\$6,145,576
Men's	85	\$358.08	\$1,211,376
Women's	84	\$620.73	\$2,099,938
Children's	84	\$280.45	\$948,746
Footwear	84	\$387.68	\$1,311,521
Watches & Jewelry	87	\$103.43	\$349,920
Apparel Products and Services (1)	81	\$66.24	\$224,074
Computer			
Computers and Hardware for Home Use	87	\$150.23	\$508,221
Portable Memory	84	\$4.48	\$15,147
Computer Software	92	\$10.56	\$35,713
Computer Accessories	85	\$15.34	\$51,896
Entertainment & Recreation	82	\$2,555.24	\$8,644,372
Fees and Admissions	85	\$542.89	\$1,836,587
Membership Fees for Clubs (2)	86	\$181.63	\$614,468
Fees for Participant Sports, excl. Trips	83	\$82.08	\$277,668

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Theatre/Operas/Concerts	89	\$53.16	\$179,838
Tickets to Movies/Museums/Parks	86	\$66.45	\$224,786
Admission to Sporting Events, excl. Trips	86	\$47.79	\$161,667
Fees for Recreational Lessons	83	\$111.00	\$375,502
Dating Services	98	\$0.79	\$2,657
TV/Video/Audio	84	\$1,073.64	\$3,632,124
Cable and Satellite Television Services	83	\$788.63	\$2,667,949
Televisions	87	\$103.96	\$351,688
Satellite Dishes	72	\$1.05	\$3,548
VCRs, Video Cameras, and DVD Players	85	\$5.57	\$18,856
Miscellaneous Video Equipment	79	\$7.59	\$25,690
Video Cassettes and DVDs	85	\$12.93	\$43,752
Video Game Hardware/Accessories	89	\$26.05	\$88,118
Video Game Software	89	\$13.85	\$46,841
Streaming/Downloaded Video	87	\$22.13	\$74,866
Rental of Video Cassettes and DVDs	86	\$13.08	\$44,247
Installation of Televisions	74	\$0.66	\$2,219
Audio (3)	83	\$74.16	\$250,890
Rental of TV/VCR/Radio/Sound Equipment	118	\$1.62	\$5,489
Repair of TV/Radio/Sound Equipment	89	\$2.36	\$7,970
Pets	76	\$452.56	\$1,531,009
Toys/Games/Crafts/Hobbies (4)	83	\$100.85	\$341,173
Recreational Vehicles and Fees (5)	74	\$75.01	\$253,764
Sports/Recreation/Exercise Equipment (6)	80	\$136.45	\$461,627
Photo Equipment and Supplies (7)	84	\$46.61	\$157,690
Reading (8)	82	\$102.50	\$346,765
Live Entertainment for Catered Affairs	75	\$9.16	\$31,000
Rental of Party Supplies for Catered Affairs	86	\$15.56	\$52,634
Food	84	\$6,990.10	\$23,647,515

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Food at Home	83	\$4,197.55	\$14,200,299
Bakery and Cereal Products	84	\$556.25	\$1,881,781
Meats, Poultry, Fish, and Eggs	83	\$951.15	\$3,217,752
Dairy Products	83	\$443.82	\$1,501,429
Fruits and Vegetables	85	\$826.40	\$2,795,706
Snacks and Other Food at Home (10)	83	\$1,419.93	\$4,803,632
Food Away from Home	84	\$2,792.56	\$9,447,216
Alcoholic Beverages	86	\$479.51	\$1,622,168
Financial			
Value of Stocks/Bonds/Mutual funds	81	\$5,048.56	\$17,079,295
Value of Retirement Plans	79	\$19,288.61	\$65,253,362
Value of Other Financial Assets	73	\$948.82	\$3,209,852
Vehicle Loan Amount excluding Interest	79	\$2,161.33	\$7,311,796
Value of Credit Card Debt	86	\$499.19	\$1,688,744
Health			
Nonprescription Drugs	79	\$101.45	\$343,204
Prescription Drugs	76	\$295.10	\$998,324
Eyeglasses and Contact Lenses	80	\$75.50	\$255,432
Home			
Mortgage Payment and Basics (11)	79	\$6,834.87	\$23,122,359
Maintenance and Remodeling Services	76	\$1,483.63	\$5,019,111
Maintenance and Remodeling Materials (12)	73	\$297.23	\$1,005,516
Utilities, Fuel, and Public Services	83	\$4,173.42	\$14,118,696
Household Furnishings and Equipment			
Household Textiles (13)	85	\$81.19	\$274,660
Furniture	84	\$480.22	\$1,624,599
Rugs	88	\$20.51	\$69,400
Major Appliances (14)	75	\$239.06	\$808,728
Housewares (15)	80	\$76.06	\$257,314

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Small Appliances	87	\$41.94	\$141,884
Luggage	86	\$10.24	\$34,646
Telephones and Accessories	81	\$56.19	\$190,074
Household Operations			
Child Care	88	\$420.31	\$1,421,915
Lawn and Garden (16)	74	\$309.26	\$1,046,240
Moving/Storage/Freight Express	90	\$57.70	\$195,197
Housekeeping Supplies (17)	81	\$574.00	\$1,941,826
Insurance			
Owners and Renters Insurance	75	\$387.75	\$1,311,753
Vehicle Insurance	84	\$983.70	\$3,327,855
Life/Other Insurance	80	\$342.18	\$1,157,605
Health Insurance	80	\$2,927.02	\$9,902,102
Personal Care Products (18)	83	\$388.76	\$1,315,181
School Books & Supplies for College	91	\$54.04	\$182,815
School Books & Supplies for Elementary/High School	83	\$16.62	\$56,232
School Books & Supplies for Vocational/Technical School	85	\$1.10	\$3,725
School Books & Supplies for Preschool/Other Schools	75	\$1.58	\$5,340
Other School Supplies	82	\$59.08	\$199,857
Smoking Products	81	\$337.48	\$1,141,701
Transportation			
Payments on Vehicles excluding Leases	80	\$1,793.85	\$6,068,598
Gasoline and Motor Oil	82	\$2,259.45	\$7,643,718
Vehicle Maintenance and Repairs	82	\$883.48	\$2,988,818
Travel			
Airline Fares	85	\$434.25	\$1,469,083
Lodging on Trips	81	\$425.04	\$1,437,914
Auto/Truck Rental on Trips	79	\$20.85	\$70,519
Food and Drink on Trips	82	\$405.18	\$1,370,713

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Financial			
Value of Stocks/Bonds/Mutual funds	81	\$5,048.56	\$17,079,295
Value of Retirement Plans	79	\$19,288.61	\$65,253,362
Value of Other Financial Assets	73	\$948.82	\$3,209,852
Vehicle Loan Amount excluding Interest	79	\$2,161.33	\$7,311,796
Value of Credit Card Debt	86	\$499.19	\$1,688,744
Health			
Nonprescription Drugs	79	\$101.45	\$343,204
Prescription Drugs	76	\$295.10	\$998,324
Eyeglasses and Contact Lenses	80	\$75.50	\$255,432
Home			
Mortgage Payment and Basics (11)	79	\$6,834.87	\$23,122,359
Maintenance and Remodeling Services	76	\$1,483.63	\$5,019,111
Maintenance and Remodeling Materials (12)	73	\$297.23	\$1,005,516
Utilities, Fuel, and Public Services	83	\$4,173.42	\$14,118,696
Household Furnishings and Equipment			
Household Textiles (13)	85	\$81.19	\$274,660
Furniture	84	\$480.22	\$1,624,599
Rugs	88	\$20.51	\$69,400
Major Appliances (14)	75	\$239.06	\$808,728
Housewares (15)	80	\$76.06	\$257,314
Small Appliances	87	\$41.94	\$141,884
Luggage	86	\$10.24	\$34,646
Telephones and Accessories	81	\$56.19	\$190,074
Household Operations			
Child Care	88	\$420.31	\$1,421,915
Lawn and Garden (16)	74	\$309.26	\$1,046,240
Moving/Storage/Freight Express	90	\$57.70	\$195,197
Housekeeping Supplies (17)	81	\$574.00	\$1,941,826

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Insurance			
Owners and Renters Insurance	75	\$387.75	\$1,311,753
Vehicle Insurance	84	\$983.70	\$3,327,855
Life/Other Insurance	80	\$342.18	\$1,157,605
Health Insurance	80	\$2,927.02	\$9,902,102
Personal Care Products (18)	83	\$388.76	\$1,315,181
School Books & Supplies for College	91	\$54.04	\$182,815
School Books & Supplies for Elementary/High School	83	\$16.62	\$56,232
School Books & Supplies for Vocational/Technical School	85	\$1.10	\$3,725
School Books & Supplies for Preschool/Other Schools	75	\$1.58	\$5,340
Other School Supplies	82	\$59.08	\$199,857
Smoking Products	81	\$337.48	\$1,141,701
Transportation			
Payments on Vehicles excluding Leases	80	\$1,793.85	\$6,068,598
Gasoline and Motor Oil	82	\$2,259.45	\$7,643,718
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Travel			
Airline Fares	85	\$434.25	\$1,469,083
Lodging on Trips	81	\$425.04	\$1,437,914
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Food and Drink on Trips	82	\$405.18	\$1,370,713

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Bright Young Professionals (8C)	25.4%	Population	75,948	76,398
2. Parks and Rec (5C)	21.4%	Households	30,114	30,302
3. Enterprising Professionals (2D)	8.2%	Families	19,272	19,234
4. Home Improvement (4B)	6.0%	Median Age	37.2	37.8
5. In Style (5B)	5.7%	Median Household Income	\$60,220	\$66,432

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	95	\$2,051.24	\$61,770,912
Men's	95	\$401.48	\$12,090,029
Women's	95	\$700.76	\$21,102,738
Children's	95	\$316.72	\$9,537,573
Footwear	95	\$438.76	\$13,212,890
Watches & Jewelry	98	\$115.89	\$3,489,866
Apparel Products and Services (1)	95	\$77.63	\$2,337,816
Computer			
Computers and Hardware for Home Use	97	\$168.15	\$5,063,565
Portable Memory	96	\$5.11	\$153,930
Computer Software	100	\$11.59	\$349,005
Computer Accessories	96	\$17.41	\$524,346
Entertainment & Recreation	93	\$2,903.79	\$87,444,594
Fees and Admissions	97	\$617.84	\$18,605,708
Membership Fees for Clubs (2)	97	\$203.81	\$6,137,421
Fees for Participant Sports, excl. Trips	97	\$96.39	\$2,902,656

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Theatre/Operas/Concerts	98	\$58.23	\$1,753,643
Tickets to Movies/Museums/Parks	98	\$75.79	\$2,282,263
Admission to Sporting Events, excl. Trips	96	\$53.87	\$1,622,274
Fees for Recreational Lessons	97	\$128.90	\$3,881,802
Dating Services	105	\$0.85	\$25,648
TV/Video/Audio	93	\$1,191.68	\$35,886,242
Cable and Satellite Television Services	92	\$874.02	\$26,320,273
Televisions	96	\$114.65	\$3,452,519
Satellite Dishes	94	\$1.36	\$40,818
VCRs, Video Cameras, and DVD Players	96	\$6.26	\$188,393
Miscellaneous Video Equipment	92	\$8.81	\$265,422
Video Cassettes and DVDs	95	\$14.49	\$436,357
Video Game Hardware/Accessories	97	\$28.23	\$850,049
Video Game Software	98	\$15.22	\$458,368
Streaming/Downloaded Video	98	\$25.02	\$753,572
Rental of Video Cassettes and DVDs	97	\$14.73	\$443,496
Installation of Televisions	96	\$0.85	\$25,460
Audio (3)	94	\$84.01	\$2,529,910
Rental of TV/VCR/Radio/Sound Equipment	106	\$1.45	\$43,727
Repair of TV/Radio/Sound Equipment	97	\$2.59	\$77,879
Pets	89	\$531.99	\$16,020,457
Toys/Games/Crafts/Hobbies (4)	94	\$113.89	\$3,429,572
Recreational Vehicles and Fees (5)	88	\$89.54	\$2,696,539
Sports/Recreation/Exercise Equipment (6)	94	\$160.52	\$4,833,774
Photo Equipment and Supplies (7)	97	\$53.61	\$1,614,304
Reading (8)	93	\$115.82	\$3,487,700
Live Entertainment for Catered Affairs	91	\$11.16	\$336,178
Rental of Party Supplies for Catered Affairs	98	\$17.74	\$534,120
Food	94	\$7,849.78	\$236,388,410

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Food at Home	93	\$4,686.43	\$141,127,205
Bakery and Cereal Products	93	\$616.48	\$18,564,587
Meats, Poultry, Fish, and Eggs	93	\$1,057.73	\$31,852,499
Dairy Products	92	\$492.96	\$14,844,982
Fruits and Vegetables	94	\$918.70	\$27,665,792
Snacks and Other Food at Home (10)	93	\$1,600.56	\$48,199,346
Food Away from Home	95	\$3,163.35	\$95,261,205
Alcoholic Beverages	97	\$537.11	\$16,174,659
Financial			
Value of Stocks/Bonds/Mutual funds	92	\$5,731.21	\$172,589,647
Value of Retirement Plans	91	\$22,122.19	\$666,187,599
Value of Other Financial Assets	87	\$1,136.21	\$34,215,685
Vehicle Loan Amount excluding Interest	91	\$2,470.55	\$74,398,228
Value of Credit Card Debt	95	\$556.60	\$16,761,437
Health			
Nonprescription Drugs	90	\$115.39	\$3,474,949
Prescription Drugs	88	\$340.75	\$10,261,374
Eyeglasses and Contact Lenses	91	\$86.14	\$2,594,025
Home			
Mortgage Payment and Basics (11)	93	\$7,979.36	\$240,290,541
Maintenance and Remodeling Services	90	\$1,751.21	\$52,735,961
Maintenance and Remodeling Materials (12)	86	\$347.32	\$10,459,291
Utilities, Fuel, and Public Services	92	\$4,623.34	\$139,227,260
Household Furnishings and Equipment			
Household Textiles (13)	95	\$91.04	\$2,741,522
Furniture	95	\$544.39	\$16,393,904
Rugs	96	\$22.33	\$672,434
Major Appliances (14)	89	\$285.74	\$8,604,705
Housewares (15)	93	\$88.20	\$2,656,130

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Small Appliances	95	\$46.13	\$1,389,204
Luggage	98	\$11.58	\$348,870
Telephones and Accessories	95	\$65.60	\$1,975,541
Household Operations			
Child Care	98	\$471.21	\$14,189,967
Lawn and Garden (16)	88	\$368.38	\$11,093,278
Moving/Storage/Freight Express	101	\$64.76	\$1,950,293
Housekeeping Supplies (17)	92	\$654.64	\$19,713,861
Insurance			
Owners and Renters Insurance	88	\$452.71	\$13,632,942
Vehicle Insurance	93	\$1,100.47	\$33,139,534
Life/Other Insurance	91	\$389.86	\$11,740,337
Health Insurance	91	\$3,334.67	\$100,420,168
Personal Care Products (18)	94	\$442.14	\$13,314,516
School Books & Supplies for College	98	\$57.88	\$1,742,914
School Books & Supplies for Elementary/High School	95	\$18.88	\$568,479
School Books & Supplies for Vocational/Technical School	93	\$1.20	\$36,273
School Books & Supplies for Preschool/Other Schools	92	\$1.94	\$58,538
Other School Supplies	95	\$68.29	\$2,056,533
Smoking Products	87	\$363.65	\$10,951,050
Transportation			
Payments on Vehicles excluding Leases	92	\$2,066.39	\$62,227,359
Gasoline and Motor Oil	92	\$2,546.79	\$76,694,158
Vehicle Maintenance and Repairs	93	\$995.47	\$29,977,611
Travel			
Airline Fares	97	\$493.44	\$14,859,390
Lodging on Trips	93	\$488.46	\$14,709,598
Auto/Truck Rental on Trips	94	\$24.77	\$745,775
Food and Drink on Trips	94	\$464.02	\$13,973,518

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Financial			
Value of Stocks/Bonds/Mutual funds	92	\$5,731.21	\$172,589,647
Value of Retirement Plans	91	\$22,122.19	\$666,187,599
Value of Other Financial Assets	87	\$1,136.21	\$34,215,685
Vehicle Loan Amount excluding Interest	91	\$2,470.55	\$74,398,228
Value of Credit Card Debt	95	\$556.60	\$16,761,437
Health			
Nonprescription Drugs	90	\$115.39	\$3,474,949
Prescription Drugs	88	\$340.75	\$10,261,374
Eyeglasses and Contact Lenses	91	\$86.14	\$2,594,025
Home			
Mortgage Payment and Basics (11)	93	\$7,979.36	\$240,290,541
Maintenance and Remodeling Services	90	\$1,751.21	\$52,735,961
Maintenance and Remodeling Materials (12)	86	\$347.32	\$10,459,291
Utilities, Fuel, and Public Services	92	\$4,623.34	\$139,227,260
Household Furnishings and Equipment			
Household Textiles (13)	95	\$91.04	\$2,741,522
Furniture	95	\$544.39	\$16,393,904
Rugs	96	\$22.33	\$672,434
Major Appliances (14)	89	\$285.74	\$8,604,705
Housewares (15)	93	\$88.20	\$2,656,130
Small Appliances	95	\$46.13	\$1,389,204
Luggage	98	\$11.58	\$348,870
Telephones and Accessories	95	\$65.60	\$1,975,541
Household Operations			
Child Care	98	\$471.21	\$14,189,967
Lawn and Garden (16)	88	\$368.38	\$11,093,278
Moving/Storage/Freight Express	101	\$64.76	\$1,950,293
Housekeeping Supplies (17)	92	\$654.64	\$19,713,861

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Insurance			
Owners and Renters Insurance	88	\$452.71	\$13,632,942
Vehicle Insurance	93	\$1,100.47	\$33,139,534
Life/Other Insurance	91	\$389.86	\$11,740,337
Health Insurance	91	\$3,334.67	\$100,420,168
Personal Care Products (18)	94	\$442.14	\$13,314,516
School Books & Supplies for College	98	\$57.88	\$1,742,914
School Books & Supplies for Elementary/High School	95	\$18.88	\$568,479
School Books & Supplies for Vocational/Technical School	93	\$1.20	\$36,273
School Books & Supplies for Preschool/Other Schools	92	\$1.94	\$58,538
Other School Supplies	95	\$68.29	\$2,056,533
Smoking Products	87	\$363.65	\$10,951,050
Transportation			
Payments on Vehicles excluding Leases	92	\$2,066.39	\$62,227,359
Gasoline and Motor Oil	92	\$2,546.79	\$76,694,158
Vehicle Maintenance and Repairs	93	\$995.47	\$29,977,611
Travel			
Airline Fares	97	\$493.44	\$14,859,390
Lodging on Trips	93	\$488.46	\$14,709,598
Auto/Truck Rental on Trips	94	\$24.77	\$745,775
Food and Drink on Trips	94	\$464.02	\$13,973,518

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Parks and Rec (5C)	16.3%	Population	207,386	209,394
2. Bright Young Professionals (8C)	15.4%	Households	76,859	77,667
3. Enterprising Professionals (2D)	7.7%	Families	49,034	49,136
4. Home Improvement (4B)	7.4%	Median Age	35.3	36.1
5. Front Porches (8E)	5.7%	Median Household Income	\$61,937	\$68,158

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	99	\$2,148.01	\$165,094,003
Men's	99	\$420.54	\$32,322,161
Women's	99	\$735.11	\$56,499,667
Children's	99	\$330.69	\$25,416,628
Footwear	99	\$458.96	\$35,274,915
Watches & Jewelry	102	\$121.44	\$9,333,982
Apparel Products and Services (1)	99	\$81.27	\$6,246,651
Computer			
Computers and Hardware for Home Use	103	\$177.22	\$13,620,591
Portable Memory	101	\$5.38	\$413,639
Computer Software	106	\$12.21	\$938,565
Computer Accessories	101	\$18.28	\$1,405,041
Entertainment & Recreation	97	\$3,036.78	\$233,404,236
Fees and Admissions	102	\$646.41	\$49,682,223
Membership Fees for Clubs (2)	101	\$213.36	\$16,399,016
Fees for Participant Sports, excl. Trips	101	\$100.43	\$7,719,145

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Theatre/Operas/Concerts	102	\$61.00	\$4,688,151
Tickets to Movies/Museums/Parks	103	\$79.21	\$6,087,733
Admission to Sporting Events, excl. Trips	102	\$56.73	\$4,360,263
Fees for Recreational Lessons	101	\$134.80	\$10,360,416
Dating Services	109	\$0.88	\$67,499
TV/Video/Audio	97	\$1,243.02	\$95,537,125
Cable and Satellite Television Services	96	\$909.60	\$69,911,112
Televisions	101	\$120.14	\$9,233,759
Satellite Dishes	99	\$1.43	\$109,621
VCRs, Video Cameras, and DVD Players	100	\$6.55	\$503,692
Miscellaneous Video Equipment	96	\$9.24	\$710,351
Video Cassettes and DVDs	99	\$15.14	\$1,163,937
Video Game Hardware/Accessories	102	\$29.77	\$2,288,361
Video Game Software	104	\$16.07	\$1,235,353
Streaming/Downloaded Video	103	\$26.35	\$2,025,141
Rental of Video Cassettes and DVDs	101	\$15.35	\$1,179,801
Installation of Televisions	101	\$0.90	\$69,264
Audio (3)	99	\$88.27	\$6,784,701
Rental of TV/VCR/Radio/Sound Equipment	109	\$1.50	\$115,025
Repair of TV/Radio/Sound Equipment	101	\$2.69	\$207,007
Pets	94	\$557.58	\$42,854,996
Toys/Games/Crafts/Hobbies (4)	98	\$118.97	\$9,143,621
Recreational Vehicles and Fees (5)	93	\$94.35	\$7,251,373
Sports/Recreation/Exercise Equipment (6)	99	\$168.85	\$12,977,839
Photo Equipment and Supplies (7)	101	\$56.12	\$4,313,222
Reading (8)	97	\$121.09	\$9,307,009
Live Entertainment for Catered Affairs	97	\$11.84	\$910,150
Rental of Party Supplies for Catered Affairs	102	\$18.56	\$1,426,677
Food	98	\$8,190.84	\$629,539,525

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Food at Home	97	\$4,880.81	\$375,134,515
Bakery and Cereal Products	97	\$642.45	\$49,378,151
Meats, Poultry, Fish, and Eggs	96	\$1,101.20	\$84,637,251
Dairy Products	96	\$513.45	\$39,463,193
Fruits and Vegetables	98	\$954.63	\$73,372,003
Snacks and Other Food at Home (10)	97	\$1,669.08	\$128,283,917
Food Away from Home	99	\$3,310.02	\$254,405,010
Alcoholic Beverages	101	\$560.83	\$43,105,035
Financial			
Value of Stocks/Bonds/Mutual funds	97	\$6,021.24	\$462,786,552
Value of Retirement Plans	96	\$23,259.16	\$1,787,675,576
Value of Other Financial Assets	91	\$1,186.01	\$91,155,410
Vehicle Loan Amount excluding Interest	95	\$2,584.26	\$198,623,692
Value of Credit Card Debt	99	\$576.59	\$44,315,983
Health			
Nonprescription Drugs	94	\$120.24	\$9,241,772
Prescription Drugs	92	\$355.23	\$27,302,849
Eyeglasses and Contact Lenses	95	\$90.17	\$6,930,421
Home			
Mortgage Payment and Basics (11)	97	\$8,349.72	\$641,750,757
Maintenance and Remodeling Services	95	\$1,840.63	\$141,468,732
Maintenance and Remodeling Materials (12)	90	\$365.38	\$28,082,927
Utilities, Fuel, and Public Services	96	\$4,821.23	\$370,554,893
Household Furnishings and Equipment			
Household Textiles (13)	100	\$95.22	\$7,318,868
Furniture	100	\$571.43	\$43,919,254
Rugs	101	\$23.35	\$1,794,740
Major Appliances (14)	94	\$300.06	\$23,061,950
Housewares (15)	97	\$92.15	\$7,082,922

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Small Appliances	100	\$48.12	\$3,698,219
Luggage	102	\$12.11	\$931,058
Telephones and Accessories	99	\$68.54	\$5,268,225
Household Operations			
Child Care	102	\$487.25	\$37,449,724
Lawn and Garden (16)	92	\$386.65	\$29,717,239
Moving/Storage/Freight Express	104	\$66.76	\$5,130,809
Housekeeping Supplies (17)	96	\$681.38	\$52,370,399
Insurance			
Owners and Renters Insurance	92	\$474.57	\$36,474,596
Vehicle Insurance	97	\$1,146.46	\$88,116,111
Life/Other Insurance	95	\$407.79	\$31,342,277
Health Insurance	95	\$3,468.29	\$266,568,922
Personal Care Products (18)	98	\$461.25	\$35,451,275
School Books & Supplies for College	108	\$64.17	\$4,932,144
School Books & Supplies for Elementary/High School	98	\$19.59	\$1,505,410
School Books & Supplies for Vocational/Technical School	104	\$1.34	\$103,108
School Books & Supplies for Preschool/Other Schools	97	\$2.04	\$156,822
Other School Supplies	99	\$71.09	\$5,464,102
Smoking Products	91	\$380.34	\$29,232,545
Transportation			
Payments on Vehicles excluding Leases	96	\$2,155.34	\$165,656,932
Gasoline and Motor Oil	96	\$2,663.24	\$204,693,720
Vehicle Maintenance and Repairs	97	\$1,039.98	\$79,932,014
Travel			
Airline Fares	101	\$515.73	\$39,638,520
Lodging on Trips	98	\$511.72	\$39,330,208
Auto/Truck Rental on Trips	99	\$26.00	\$1,998,471
Food and Drink on Trips	98	\$485.41	\$37,308,154

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