



and Services Expenditures

Prepared by Mike Running, Director

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Prairie Living	34.0%	Population	57,353	58,545
Heartland Communities	12.7%	Households	20,053	20,371
Crossroads	9.6%	Families	14,649	14,818
Southwestern Families	9.5%	Median Age	34.6	34.9
Midland Crowd	6.2%	Median Household Income	\$43,355	\$50,289
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		56	\$1,307.08	\$26,210,961
Men's		53	\$237.23	\$4,757,092
Women's		48	\$390.09	\$7,822,440
Children's		66	\$256.89	\$5,151,361
Footwear		42	\$171.49	\$3,438,890
Watches & Jewelry		76	\$142.20	\$2,851,553
Apparel Products and Services (1)		120	\$109.19	\$2,189,626
Computer				
Computers and Hardware for Home Use		84	\$155.26	\$3,113,465
Software and Accessories for Home Use		81	\$22.47	\$450,540
Entertainment & Recreation		89	\$2,770.97	\$55,566,187
Fees and Admissions		68	\$409.68	\$8,215,281
Membership Fees for Clubs (2)		65	\$103.78	\$2,081,032
Fees for Participant Sports, excl. Trips		75	\$77.44	\$1,552,836
Admission to Movie/Theatre/Opera/Ballet		73	\$106.94	\$2,144,477
Admission to Sporting Events, excl. Trips		71	\$40.95	\$821,178
Fees for Recreational Lessons		61	\$80.15	\$1,607,314
Dating Services		56	\$0.42	\$8,443
TV/Video/Audio		86	\$1,033.43	\$20,723,342
Community Antenna or Cable TV		91	\$632.89	\$12,691,330
Televisions		78	\$145.61	\$2,919,820
VCRs, Video Cameras, and DVD Players		86	\$16.91	\$339,009
Video Cassettes and DVDs		88	\$44.97	\$901,756
Video and Computer Game Hardware and Software		78	\$42.11	\$844,379
Satellite Dishes		98	\$1.20	\$24,046
Rental of Video Cassettes and DVDs		88	\$35.21	\$705,993
Streaming/Downloaded Video		54	\$0.73	\$14,680
Audio (3)		76	\$108.50	\$2,175,728
Rental and Repair of TV/Radio/Sound Equipment		72	\$5.32	\$106,601
Pets		117	\$486.42	\$9,754,142
Toys and Games (4)		88	\$124.77	\$2,502,006
Recreational Vehicles and Fees (5)		115	\$359.19	\$7,202,920
Sports/Recreation/Exercise Equipment (6)		76	\$132.70	\$2,661,080
Photo Equipment and Supplies (7)		85	\$85.28	\$1,710,197
Reading (8)		82	\$122.42	\$2,454,959
Catered Affairs (9)		71	\$17.07	\$342,260
Food		88	\$6,533.50	\$131,016,324
Food at Home		90	\$3,914.49	\$78,497,184
Bakery and Cereal Products		91	\$525.98	\$10,547,552
Meats, Poultry, Fish, and Eggs		89	\$889.97	\$17,846,514
Dairy Products		94	\$451.12	\$9,046,336
Fruits and Vegetables		87	\$658.41	\$13,203,143
Snacks and Other Food at Home (10)		92	\$1,389.00	\$27,853,639
Food Away from Home		84	\$2,619.02	\$52,519,140
Alcoholic Beverages		76	\$420.42	\$8,430,686
Nonalcoholic Beverages at Home		92	\$388.41	\$7,788,826

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 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Expenditures and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	95	\$1,608.87	\$32,262,582
Vehicle Loans	102	\$4,854.34	\$97,344,001
Health			
Nonprescription Drugs	108	\$108.24	\$2,170,493
Prescription Drugs	107	\$517.48	\$10,376,957
Eyeglasses and Contact Lenses	89	\$66.49	\$1,333,372
Home			
Mortgage Payment and Basics (11)	76	\$6,900.01	\$138,365,856
Maintenance and Remodeling Services	70	\$1,353.89	\$27,149,459
Maintenance and Remodeling Materials (12)	101	\$363.44	\$7,287,953
Utilities, Fuel, and Public Services	92	\$4,021.83	\$80,649,752
Household Furnishings and Equipment			
Household Textiles (13)	86	\$111.00	\$2,225,971
Furniture	80	\$464.15	\$9,307,563
Floor Coverings	69	\$50.49	\$1,012,507
Major Appliances (14)	96	\$282.53	\$5,665,508
Housewares (15)	77	\$64.67	\$1,296,805
Small Appliances	91	\$29.04	\$582,358
Luggage	79	\$7.11	\$142,500
Telephones and Accessories	60	\$24.86	\$498,489
Household Operations			
Child Care	77	\$347.20	\$6,962,299
Lawn and Garden (16)	90	\$363.23	\$7,283,817
Moving/Storage/Freight Express	88	\$51.54	\$1,033,459
Housekeeping Supplies (17)	93	\$628.75	\$12,608,336
Insurance			
Owners and Renters Insurance	93	\$415.36	\$8,329,289
Vehicle Insurance	88	\$997.71	\$20,007,071
Life/Other Insurance	91	\$366.35	\$7,346,375
Health Insurance	97	\$1,816.59	\$36,428,068
Personal Care Products (18)	88	\$340.84	\$6,834,815
School Books and Supplies (19)	87	\$89.54	\$1,795,597
Smoking Products	107	\$442.23	\$8,867,985
Transportation			
Vehicle Purchases (Net Outlay) (20)	94	\$4,011.20	\$80,436,577
Gasoline and Motor Oil	99	\$2,741.76	\$54,980,546
Vehicle Maintenance and Repairs	88	\$807.02	\$16,183,236
Travel			
Airline Fares	65	\$290.04	\$5,816,096
Lodging on Trips	76	\$320.76	\$6,432,157
Auto/Truck/Van Rental on Trips	62	\$22.04	\$442,020
Food and Drink on Trips	81	\$341.21	\$6,842,345

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- (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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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