



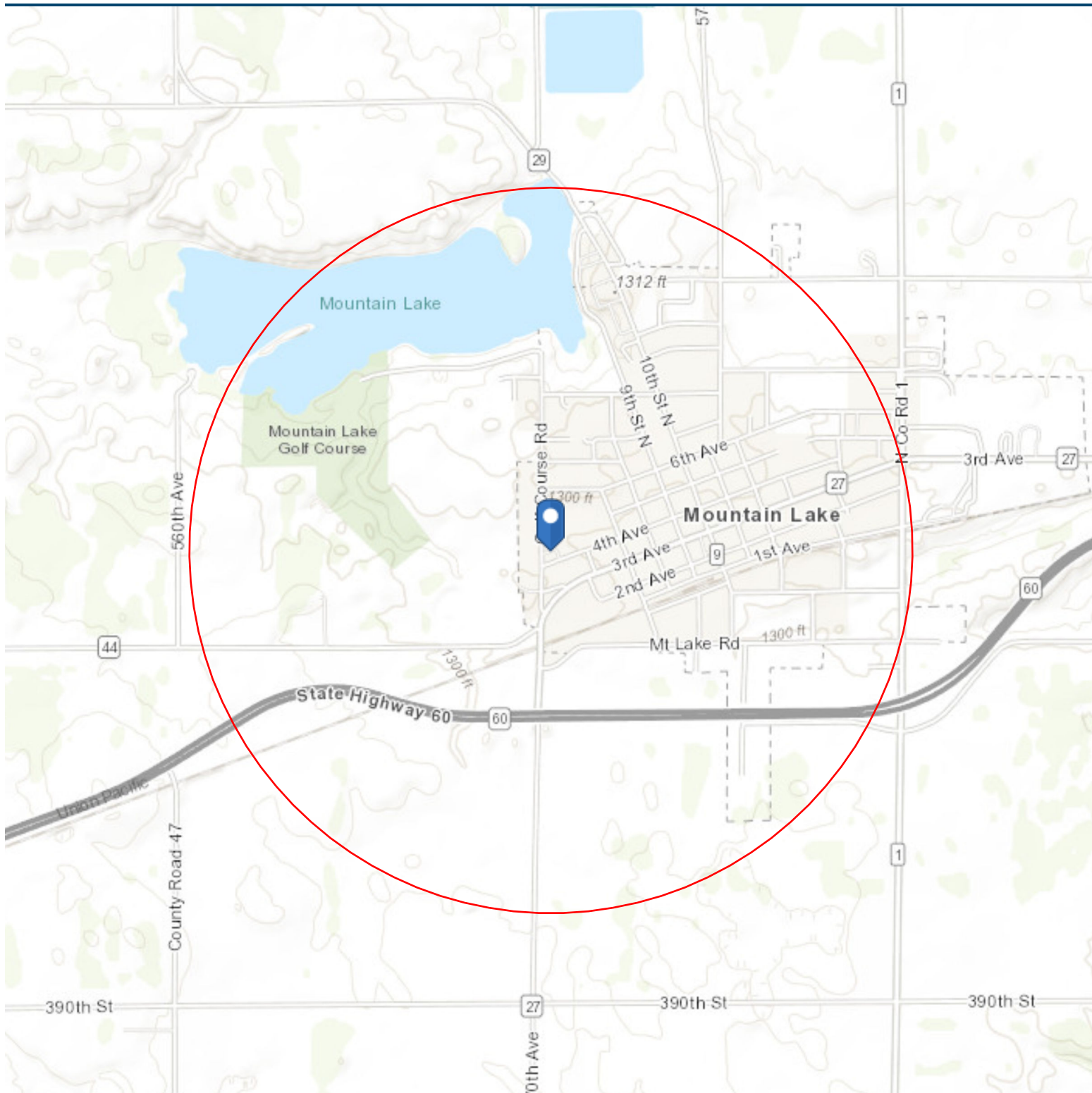
Appraisal Specialty Report

401 Golf Course Rd, Mountain Lake, Minnesota, 56159
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 43.93823

Longitude: -94.93873





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SUMMARY DATA	2010	2024	2029
Population	2,060	1,929	1,893
Households	813	760	752
Families	135	499	491
Household Size	2.47	2.46	2.44
Owner Occupied Housing Units	595	558	562
Renter-occupied Housing Units	218	202	191
Median Age	40.7	41.0	42.4

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.38%		0.77%
Households	-0.21%		0.75%
Families	-0.32%		0.68%
Owner HHs	0.14%		0.92%
Median Household Income	2.34%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	50	7%	43	6%
\$15,000-\$24,999	110	15%	93	12%
\$25,000-\$34,999	68	9%	62	8%
\$35,000-\$49,999	118	16%	103	14%
50,000-\$74,999	152	20%	145	19%
75,000-\$99,999	139	18%	151	20%
\$75,000-\$99,999	78	10%	95	13%
\$150,000-\$199,999	31	4%	45	6%
\$200,000 or greater	14	2%	16	2%
Median Household Income		\$53,945		\$60,557
Average Household Income		\$67,861		\$77,185
Per Capita Income		\$26,187		\$30,010

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	141	7%	114	6%	111	6%
5-9	157	8%	127	7%	114	6%
10-14	162	8%	124	6%	115	6%
15-19	143	7%	127	7%	111	6%
20-24	113	5%	132	7%	114	6%
25-34	215	10%	201	10%	228	12%
35-44	197	10%	230	12%	217	11%
45-54	276	13%	191	10%	207	11%
55-64	219	11%	251	13%	215	11%
65-74	140	7%	220	11%	219	12%
75-84	173	8%	111	6%	135	7%
85+	128	6%	100	5%	106	6%



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HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	910	829	829
Owner-occupied Housing Units	73%	73%	75%
Renter-occupied Housing Units	27%	27%	25%
Vacant Housing Units	11%	8%	9%
Median Home Value		\$149,291	\$159,783
Per Capita Income		\$26,187	\$30,010
Median Age	40.7	41.0	42.4

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	3%	3%
\$50,000-\$99,999	22%	20%
\$100,000-\$149,999	25%	24%
\$150,000-\$199,999	18%	16%
\$200,000-\$249,999	7%	7%
\$250,000-\$299,999	3%	4%
\$300,000-\$399,999	9%	10%
\$400,000-\$499,999	9%	11%
\$500,000-\$749,999	1%	1%
\$750,000-\$999,999	1%	1%
\$1,000,000-\$1,499,999	3%	3%
Average Home Value	\$219,821	\$242,972

POPULATION BY SEX	2010	2024	2029
Male	1,032	972	956
Female	1,070	957	937

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	1,563
Never Married	555
Married	717
Widowed	164
Divorced	127

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	931
Civilian Unemployed	68



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EMPLOYED POPULATION 16+ BY INDUSTRY

	2024
Total	931
Agriculture/Mining	9.0%
Construction	3.2%
Manufacturing	26.4%
Wholesale Trade	1.8%
Retail Trade	14.5%
Transportation/Utilities	6.6%
Information	4.8%
Finance/Insurance/Real Estate	0.6%
Services	28.9%
Public Administration	3.8%

EMPLOYED POPULATION 16+ BY OCCUPATION

	2024
Total	931
White Collar	55.1%
Management/Business/Financial	13.0%
Professional	20.4%
Administrative Support	11.9%
Services	15.4%
Blue Collar	29.4%
Farming/Forestry/Fishing	3.8%
Farming/Fishing/Forestry	4%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	0.8%
Production	14.2%
Transportation/Material Moving	8.2%

HOUSEHOLD BY TYPE

	Count	2024
Total		812
Households with 1 Person	265	32.6%
Households with 2+ People	248	67.4%
Family Households	529	65.1%
Husband-wife Families	426	52.5%
<i>With Related Children</i>	176	22.0%
Other Family (No Spouse Present)	366	12.7%
Other Family with Male Householder	31	3.8%
<i>With Related Children</i>	15	2.1%
Other Family with Female Householder	72	8.9%
<i>With Related Children</i>	49	6.8%
Nonfamily Households	284	2.2%
All Households with Children	241	31.2%
Multigenerational Households	18	2.2%
Unmarried Partner Households	46	5.7%
<i>Male-female</i>	46	5.7%
<i>Same-sex</i>	0	0.0%

Source: U.S. Census, Esri, Esri-U.S. BLS



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FAMILY HOUSEHOLD BY SIZE

Total	813
1 Person Household	32.6%
2 Person Household	32.0%
3 Person Household	10.9%
4 Person Household	11.7%
5 Person Household	7.7%
6 Person Household	3.3%
7 + Person Household	1.7%



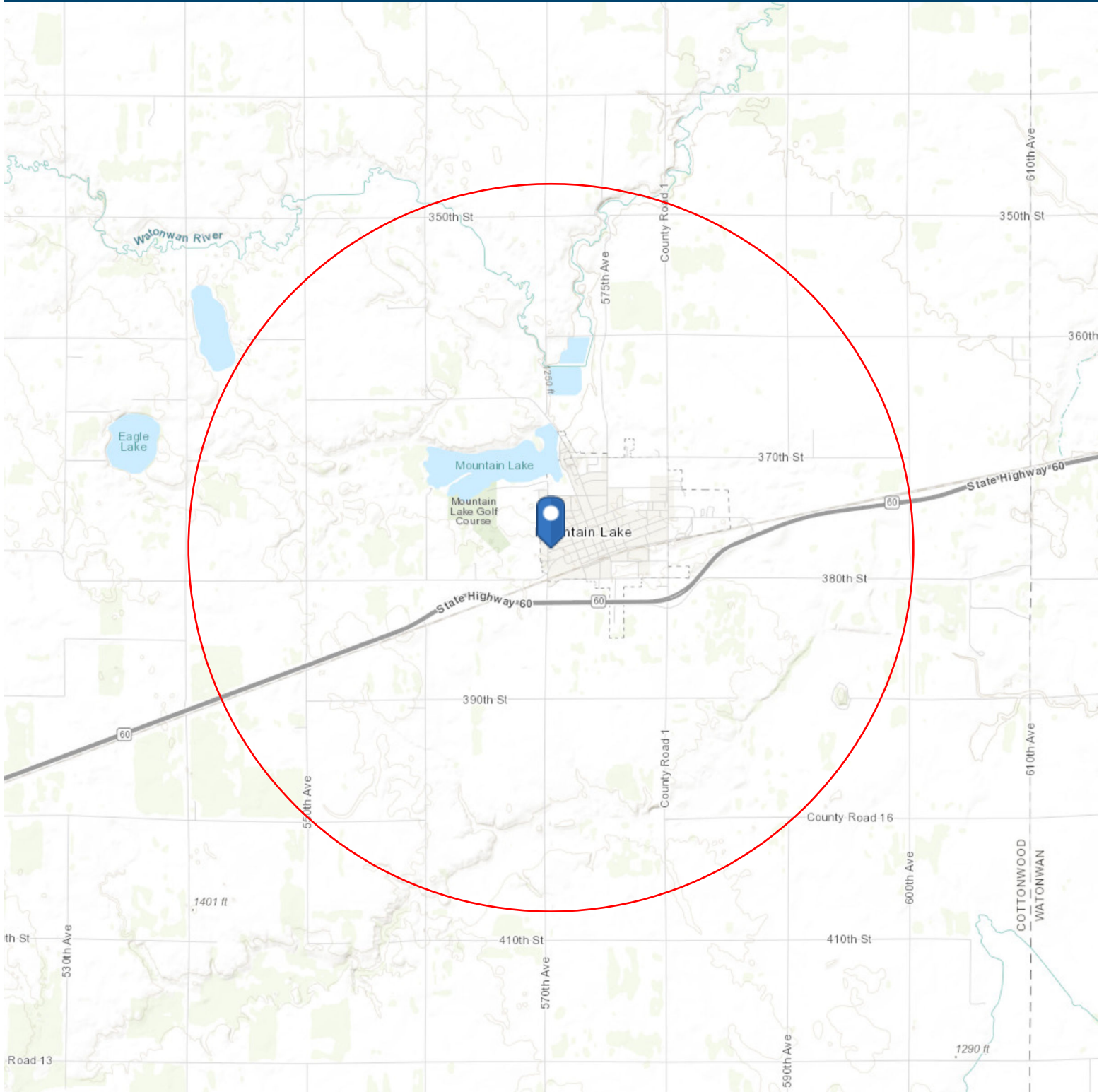
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SUMMARY DATA	2010	2024	2029
Population	2,378	2,208	2,165
Households	913	848	840
Families	152	558	550
Household Size	2.55	2.52	2.50
Owner Occupied Housing Units	673	627	630
Renter-occupied Housing Units	240	221	209
Median Age	40.7	41.0	42.3

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.39%		0.77%
Households	-0.19%		0.75%
Families	-0.29%		0.68%
Owner HHs	0.10%		0.92%
Median Household Income	2.35%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	55	7%	48	6%
\$15,000-\$24,999	119	14%	101	12%
\$25,000-\$34,999	73	9%	67	8%
\$35,000-\$49,999	131	15%	114	14%
50,000-\$74,999	170	20%	160	19%
75,000-\$99,999	157	19%	170	20%
\$75,000-\$99,999	92	11%	111	13%
\$150,000-\$199,999	35	4%	50	6%
\$200,000 or greater	16	2%	19	2%
Median Household Income		\$54,874		\$61,629
Average Household Income		\$68,964		\$78,310
Per Capita Income		\$26,842		\$30,784

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	160	7%	132	6%	128	6%
5-9	179	8%	147	7%	133	6%
10-14	186	8%	144	7%	133	6%
15-19	171	7%	145	7%	128	6%
20-24	132	6%	147	7%	126	6%
25-34	245	10%	232	11%	261	12%
35-44	226	10%	263	12%	250	12%
45-54	328	14%	216	10%	234	11%
55-64	256	11%	292	13%	252	12%
65-74	162	7%	253	11%	252	12%
75-84	195	8%	126	6%	152	7%
85+	139	6%	110	5%	117	5%



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HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	1,023	931	931
Owner-occupied Housing Units	74%	74%	75%
Renter-occupied Housing Units	26%	26%	25%
Vacant Housing Units	11%	9%	10%
Median Home Value		\$152,955	\$164,320
Per Capita Income		\$26,842	\$30,784
Median Age	40.7	41.0	42.3

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	3%	3%
\$50,000-\$99,999	22%	20%
\$100,000-\$149,999	25%	23%
\$150,000-\$199,999	18%	16%
\$200,000-\$249,999	7%	7%
\$250,000-\$299,999	4%	4%
\$300,000-\$399,999	10%	11%
\$400,000-\$499,999	8%	11%
\$500,000-\$749,999	1%	1%
\$750,000-\$999,999	1%	1%
\$1,000,000-\$1,499,999	2%	3%
Average Home Value	\$221,520	\$246,025

POPULATION BY SEX	2010	2024	2029
Male	1,197	1,115	1,096
Female	1,232	1,093	1,070

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	1,785
Never Married	625
Married	838
Widowed	182
Divorced	140

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	1,074
Civilian Unemployed	78



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EMPLOYED POPULATION 16+ BY INDUSTRY

	2024
Total	1,074
Agriculture/Mining	9.3%
Construction	3.4%
Manufacturing	26.0%
Wholesale Trade	1.9%
Retail Trade	14.7%
Transportation/Utilities	6.7%
Information	4.5%
Finance/Insurance/Real Estate	0.7%
Services	28.7%
Public Administration	4.2%

EMPLOYED POPULATION 16+ BY OCCUPATION

Total	1,074
White Collar	55.7%
Management/Business/Financial	13.7%
Professional	20.6%
Administrative Support	12.0%
Services	14.8%
Blue Collar	29.5%
Farming/Forestry/Fishing	3.8%
Farming/Fishing/Forestry	4%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	0.8%
Production	13.9%
Transportation/Material Moving	8.4%

HOUSEHOLD BY TYPE

Total	912
Households with 1 Person	294 32.2%
Households with 2+ People	280 67.8%
Family Households	597 65.5%
Husband-wife Families	483 53.0%
<i>With Related Children</i>	199 22.3%
Other Family (No Spouse Present)	409 12.5%
Other Family with Male Householder	35 3.8%
<i>With Related Children</i>	17 2.1%
Other Family with Female Householder	79 8.7%
<i>With Related Children</i>	54 6.7%
Nonfamily Households	316 2.3%
All Households with Children	271 31.3%
Multigenerational Households	20 2.2%
Unmarried Partner Households	51 5.6%
<i>Male-female</i>	51 5.6%
<i>Same-sex</i>	0 0.0%

Source: U.S. Census, Esri, Esri-U.S. BLS



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FAMILY HOUSEHOLD BY SIZE

Total	912
1 Person Household	32.2%
2 Person Household	32.1%
3 Person Household	11.2%
4 Person Household	11.7%
5 Person Household	7.7%
6 Person Household	3.3%
7 + Person Household	1.8%



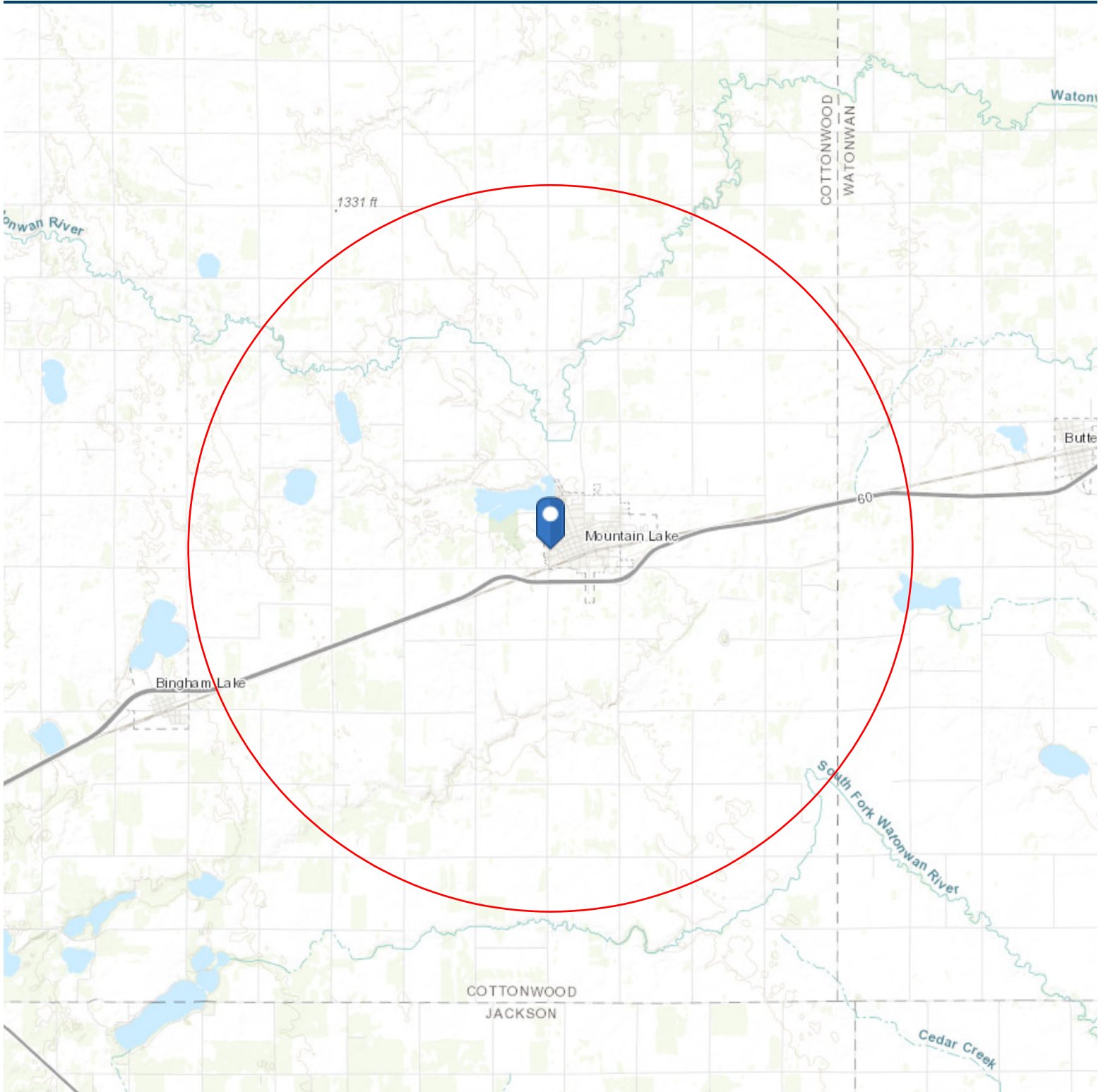
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SUMMARY DATA	2010	2024	2029
Population	2,691	2,507	2,458
Households	1,024	952	944
Families	171	629	621
Household Size	2.58	2.55	2.52
Owner Occupied Housing Units	765	710	714
Renter-occupied Housing Units	258	242	229
Median Age	40.9	41.0	42.3

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.39%		0.77%
Households	-0.17%		0.75%
Families	-0.26%		0.68%
Owner HHs	0.11%		0.92%
Median Household Income	2.47%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	61	6%	53	6%
\$15,000-\$24,999	126	13%	107	11%
\$25,000-\$34,999	78	8%	72	8%
\$35,000-\$49,999	145	15%	125	13%
50,000-\$74,999	191	20%	179	19%
75,000-\$99,999	179	19%	193	20%
\$75,000-\$99,999	111	12%	133	14%
\$150,000-\$199,999	40	4%	58	6%
\$200,000 or greater	21	2%	24	3%
Median Household Income		\$56,441		\$63,756
Average Household Income		\$70,941		\$80,459
Per Capita Income		\$27,701		\$31,766

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	178	7%	150	6%	146	6%
5-9	200	7%	169	7%	153	6%
10-14	210	8%	166	7%	153	6%
15-19	201	7%	164	7%	145	6%
20-24	148	6%	160	6%	139	6%
25-34	274	10%	265	11%	294	12%
35-44	255	9%	300	12%	285	12%
45-54	384	14%	244	10%	262	11%
55-64	298	11%	339	14%	294	12%
65-74	186	7%	288	11%	289	12%
75-84	213	8%	144	6%	171	7%
85+	146	5%	118	5%	126	5%

Source: U.S. Census, Esri, Esri-U.S. BLS



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HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	1,151	1,049	1,049
Owner-occupied Housing Units	75%	75%	76%
Renter-occupied Housing Units	25%	25%	24%
Vacant Housing Units	11%	9%	10%
Median Home Value		\$160,366	\$172,368
Per Capita Income		\$27,701	\$31,766
Median Age	40.9	41.0	42.3

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	3%	3%
\$50,000-\$99,999	20%	18%
\$100,000-\$149,999	23%	22%
\$150,000-\$199,999	17%	16%
\$200,000-\$249,999	8%	7%
\$250,000-\$299,999	4%	4%
\$300,000-\$399,999	12%	13%
\$400,000-\$499,999	8%	11%
\$500,000-\$749,999	1%	1%
\$750,000-\$999,999	1%	1%
\$1,000,000-\$1,499,999	2%	3%
Average Home Value	\$227,186	\$252,346

POPULATION BY SEX	2010	2024	2029
Male	1,364	1,270	1,246
Female	1,392	1,237	1,211

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	2,022
Never Married	694
Married	979
Widowed	198
Divorced	151

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	1,229
Civilian Unemployed	87



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EMPLOYED POPULATION 16+ BY INDUSTRY

	2024
Total	1,229
Agriculture/Mining	9.8%
Construction	3.6%
Manufacturing	25.2%
Wholesale Trade	1.9%
Retail Trade	14.9%
Transportation/Utilities	6.8%
Information	4.0%
Finance/Insurance/Real Estate	0.9%
Services	28.3%
Public Administration	4.6%

EMPLOYED POPULATION 16+ BY OCCUPATION

Total	1,229
White Collar	56.1%
Management/Business/Financial	14.5%
Professional	20.3%
Administrative Support	12.1%
Services	14.0%
Blue Collar	29.8%
Farming/Forestry/Fishing	3.8%
Farming/Fishing/Forestry	4%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	1.0%
Production	13.6%
Transportation/Material Moving	8.5%

HOUSEHOLD BY TYPE

Total	1,024
Households with 1 Person	324 31.6%
Households with 2+ People	316 68.4%
Family Households	675 65.9%
Husband-wife Families	550 53.7%
<i>With Related Children</i>	226 22.5%
Other Family (No Spouse Present)	446 12.2%
Other Family with Male Householder	39 3.8%
<i>With Related Children</i>	20 2.1%
Other Family with Female Householder	85 8.3%
<i>With Related Children</i>	58 6.3%
Nonfamily Households	349 2.4%
All Households with Children	304 31.3%
Multigenerational Households	22 2.1%
Unmarried Partner Households	56 5.5%
<i>Male-female</i>	56 5.5%
<i>Same-sex</i>	0 0.0%

Source: U.S. Census, Esri, Esri-U.S. BLS



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FAMILY HOUSEHOLD BY SIZE

Total	1,022
1 Person Household	31.7%
2 Person Household	32.5%
3 Person Household	11.3%
4 Person Household	11.6%
5 Person Household	7.6%
6 Person Household	3.3%
7 + Person Household	2.0%

2024 Population 25+ by Educational Attainment

Total	1,302	1,493	1,697
Less than 9th Grade	5.8%	5.5%	5.1%
9th - 12th Grade, No Diploma	4.7%	4.6%	4.5%
High School Graduate	35.2%	34.6%	34.2%
GED/Alternative Credential	1.8%	1.9%	1.8%
Some College, No Degree	16.9%	17.3%	17.9%
Associate Degree	13.5%	13.5%	13.4%
Bachelor's Degree	18.2%	18.6%	18.7%
Graduate/Professional Degree	3.8%	4.1%	4.4%



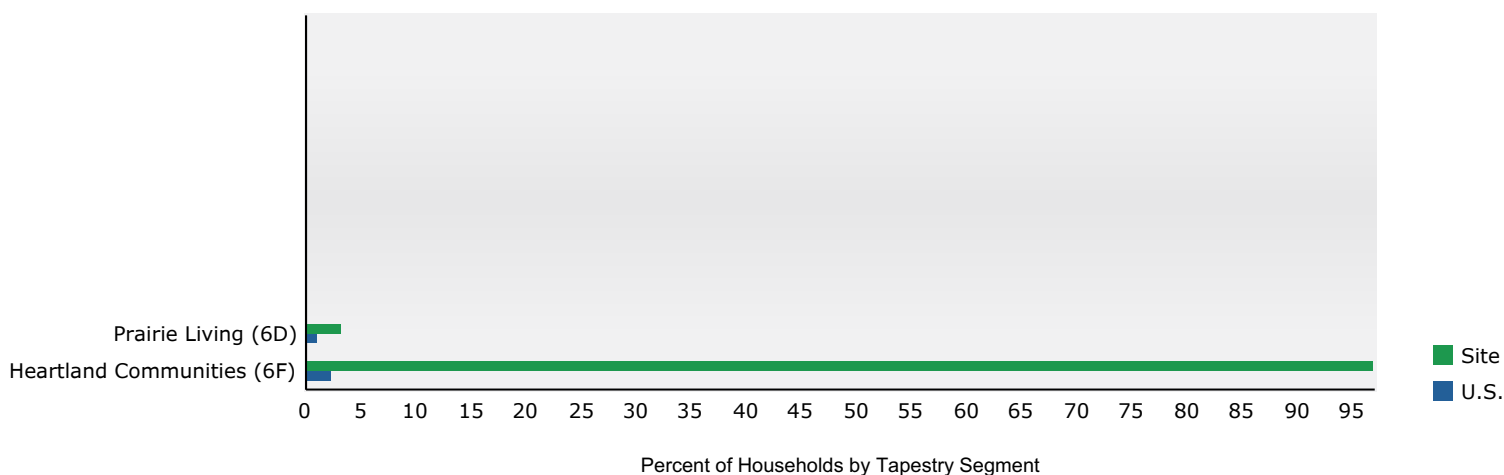
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Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	96.8%	96.8%	2.2%	2.2%	4400
2	Prairie Living (6D)	3.2%	100.0%	1.0%	3.2%	320
Subtotal		100.0%		3.2%		
Total		100.0%		3.2%		3138

Top Ten Tapestry Segments Site vs. U.S.





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	SPENDING POTENTIAL		AVERAGE AMOUNT
	INDEX	SPENT	TOTAL
Apparel and Services	57	\$1,358.22	\$1,032,251
Men's	57	\$251.54	\$191,167
Women's	56	\$448.85	\$341,126
Children's	61	\$223.41	\$169,792
Footwear	59	\$293.89	\$223,357
Watches & Jewelry	49	\$112.22	\$85,284
Apparel Products and Services (1)	58	\$28.32	\$21,526
Computer			
Computers and Hardware for Home Use	54	\$145.11	\$110,285
Portable Memory	65	\$2.66	\$2,018
Computer Software	60	\$9.31	\$7,072
Computer Accessories	77	\$18.26	\$13,877
Entertainment & Recreation	67	\$2,734.62	\$2,078,310
Fees and Admissions	52	\$431.66	\$328,065
Membership Fees for Clubs (2)	56	\$167.81	\$127,535
Fees for Participant Sports, excl. Trips	55	\$72.77	\$55,305
Tickets to Theatre/Operas/Concerts	49	\$37.19	\$28,268
Tickets to Movies/Museums/Parks			
Admission to Sporting Events, excl. Trips	70	\$55.74	\$42,362
Fees for Recreational Lessons	40	\$68.15	\$51,797
Dating Services	43	\$0.34	\$256
TV/Video/Audio	69	\$909.02	\$690,858
Cable and Satellite Television Services	76	\$572.04	\$434,754
Televisions	60	\$92.32	\$70,162
Satellite Dishes	65	\$0.81	\$616
VCRs, Video Cameras, and DVD Players	57	\$2.85	\$2,168
Miscellaneous Video Equipment	30	\$6.85	\$5,207
Video Cassettes and DVDs	62	\$3.60	\$2,735
Video Game Hardware/Accessories	59	\$27.52	\$20,916
Video Game Software	60	\$12.12	\$9,214
Streaming/Downloaded Video			
Rental of Video Cassettes and DVDs			
Installation of Televisions	44	\$0.75	\$569
Audio (3)	57	\$81.03	\$61,581
Rental and Repair of TV/Radio/Sound Equipment	22	\$0.75	\$567
Pets	73	\$739.09	\$561,707
Toys/Games/Crafts/Hobbies (4)	82	\$150.08	\$114,061
Recreational Vehicles and Fees (5)	81	\$160.72	\$122,146
Sports/Recreation/Exercise Equipment (6)	61	\$187.19	\$142,262
Photo Equipment and Supplies (7)	59	\$36.15	\$27,473
Reading (8)	64	\$88.97	\$67,614
Catered Affairs (9)	118	\$31.74	\$24,123
Food	61	\$6,848.19	\$5,204,622
Food at Home	64	\$4,682.27	\$3,558,528
Bakery and Cereal Products	65	\$609.17	\$462,966
Meats, Poultry, Fish, and Eggs	64	\$1,000.98	\$760,741
Dairy Products	66	\$459.68	\$349,356
Fruits and Vegetables	61	\$886.76	\$673,937
Snacks and Other Food at Home (10)	65	\$1,725.69	\$1,311,528
Food Away from Home	56	\$2,165.91	\$1,646,093
Financial			
Value of Stocks/Bonds/Mutual Funds	55	\$25,594.85	\$19,452,088
Value of Retirement Plans	62	\$101,020.11	\$76,775,280
Value of Other Financial Assets	64	\$5,781.64	\$4,394,045
Vehicle Loan Amount excluding Interest	65	\$2,286.40	\$1,737,663
Value of Credit Card Debt	60	\$1,744.68	\$1,325,956

Source: U.S. Census, Esri, Esri-U.S. BLS



Appraisal Specialty Report

401 Golf Course Rd, Mountain Lake, Minnesota, 56159
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 43.93823

Longitude: -94.93873

Health			
Nonprescription Drugs	68	\$121.35	\$92,229
Prescription Drugs	91	\$374.71	\$284,778
Eyeglasses and Contact Lenses	79	\$100.29	\$76,217
Home			
Mortgage Payment and Basics (11)	58	\$7,848.71	\$5,965,019
Maintenance and Remodeling Services	66	\$3,093.91	\$2,351,374
Maintenance and Remodeling Materials (12)	79	\$688.34	\$523,141
Utilities, Fuel, and Public Services	72	\$4,277.32	\$3,250,761
Household Furnishings and Equipment			
Household Textiles (13)	61	\$80.10	\$60,873
Furniture	63	\$620.76	\$471,775
Rugs	54	\$24.42	\$18,559
Major Appliances (14)	66	\$388.84	\$295,516
Housewares (15)	63	\$67.99	\$51,669
Small Appliances	61	\$49.11	\$37,325
Luggage	48	\$9.90	\$7,527
Telephones and Accessories	61	\$62.17	\$47,248
Household Operations			
Child Care	49	\$271.48	\$206,327
Lawn and Garden (16)	74	\$519.64	\$394,929
Moving/Storage/Freight Express	48	\$58.44	\$44,414
Housekeeping Supplies (17)	65	\$584.23	\$444,013
Insurance			
Owners and Renters Insurance	72	\$592.74	\$450,481
Vehicle Insurance	64	\$1,368.07	\$1,039,733
Life/Other Insurance	68	\$461.63	\$350,838
Health Insurance	75	\$3,747.79	\$2,848,323
Transportation			
Payments on Vehicles excluding Leases	72	\$2,194.61	\$1,667,900
Gasoline and Motor Oil	72	\$2,408.17	\$1,830,206
Vehicle Maintenance and Repairs	68	\$1,005.62	\$764,273
Travel			
Airline Fares	51	\$323.82	\$246,103
Lodging on Trips	62	\$607.25	\$461,510
Auto/Truck Rental on Trips	54	\$62.24	\$47,300
Food and Drink on Trips	63	\$466.93	\$354,868



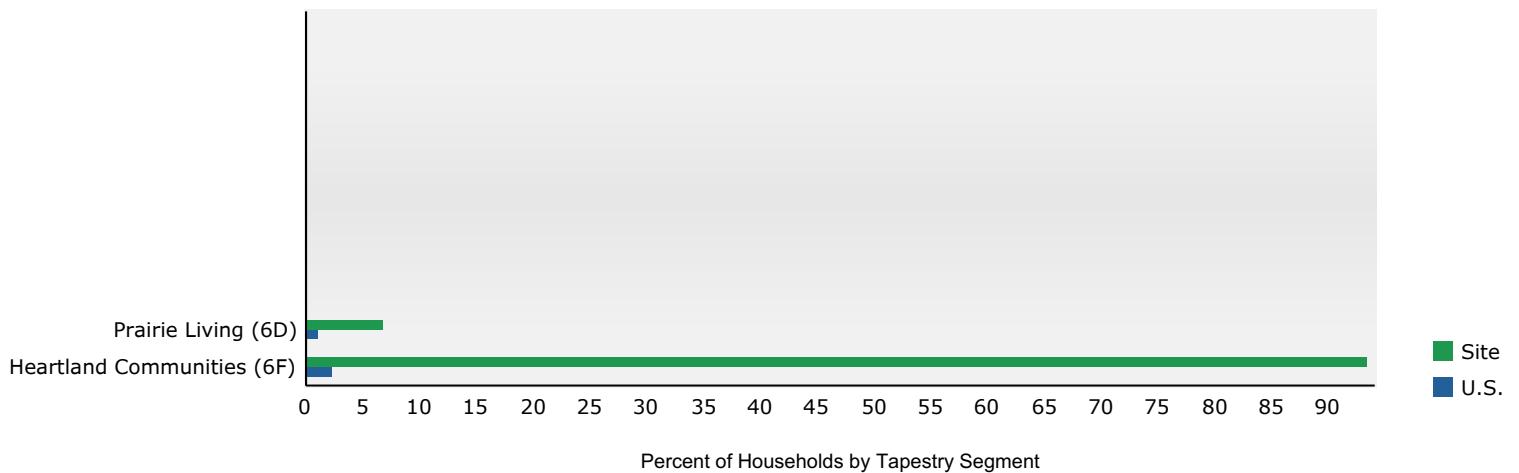
Appraisal Specialty Report

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Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	93.3%	93.3%	2.2%	2.2%	4238
2	Prairie Living (6D)	6.7%	100.0%	1.0%	3.2%	682
Subtotal		100.0%		3.2%		
Total		100.0%		3.2%		3138

Top Ten Tapestry Segments Site vs. U.S.



Source: U.S. Census, Esri, Esri-U.S. BLS



Appraisal Specialty Report

401 Golf Course Rd, Mountain Lake, Minnesota, 56159
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	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	58	\$1,378.65	\$1,169,097
Men's	58	\$255.36	\$216,546
Women's	57	\$455.46	\$386,234
Children's	62	\$226.74	\$192,279
Footwear	60	\$298.57	\$253,188
Watches & Jewelry	50	\$113.78	\$96,483
Apparel Products and Services (1)	59	\$28.73	\$24,367
Computer			
Computers and Hardware for Home Use	54	\$147.42	\$125,013
Portable Memory	67	\$2.71	\$2,297
Computer Software	61	\$9.47	\$8,028
Computer Accessories	78	\$18.56	\$15,739
Entertainment & Recreation	68	\$2,779.64	\$2,357,134
Fees and Admissions	53	\$438.76	\$372,068
Membership Fees for Clubs (2)	56	\$170.52	\$144,605
Fees for Participant Sports, excl. Trips	56	\$74.06	\$62,799
Tickets to Theatre/Operas/Concerts	50	\$37.81	\$32,060
Tickets to Movies/Museums/Parks			
Admission to Sporting Events, excl. Trips	72	\$56.60	\$47,993
Fees for Recreational Lessons	40	\$69.29	\$58,755
Dating Services	43	\$0.34	\$288
TV/Video/Audio	70	\$922.35	\$782,151
Cable and Satellite Television Services	77	\$580.23	\$492,033
Televisions	61	\$93.62	\$79,388
Satellite Dishes	66	\$0.82	\$694
VCRs, Video Cameras, and DVD Players	58	\$2.90	\$2,460
Miscellaneous Video Equipment	31	\$6.96	\$5,903
Video Cassettes and DVDs	63	\$3.66	\$3,103
Video Game Hardware/Accessories	60	\$27.85	\$23,621
Video Game Software	61	\$12.29	\$10,425
Streaming/Downloaded Video			
Rental of Video Cassettes and DVDs			
Installation of Televisions	45	\$0.76	\$647
Audio (3)	58	\$82.27	\$69,763
Rental and Repair of TV/Radio/Sound Equipment	22	\$0.76	\$643
Pets	74	\$751.27	\$637,080
Toys/Games/Crafts/Hobbies (4)	84	\$152.72	\$129,508
Recreational Vehicles and Fees (5)	83	\$164.29	\$139,319
Sports/Recreation/Exercise Equipment (6)	62	\$190.57	\$161,604
Photo Equipment and Supplies (7)	60	\$36.79	\$31,199
Reading (8)	65	\$90.41	\$76,669
Catered Affairs (9)	120	\$32.47	\$27,536
Food	62	\$6,951.55	\$5,894,914
Food at Home	65	\$4,751.69	\$4,029,430
Bakery and Cereal Products	66	\$618.18	\$524,220
Meats, Poultry, Fish, and Eggs	65	\$1,015.41	\$861,065
Dairy Products	67	\$466.83	\$395,869
Fruits and Vegetables	62	\$899.87	\$763,092
Snacks and Other Food at Home (10)	66	\$1,751.40	\$1,485,184
Food Away from Home	57	\$2,199.86	\$1,865,484
Financial			
Value of Stocks/Bonds/Mutual Funds	56	\$26,040.43	\$22,082,285
Value of Retirement Plans	63	\$102,846.34	\$87,213,700
Value of Other Financial Assets	65	\$5,879.52	\$4,985,835
Vehicle Loan Amount excluding Interest	66	\$2,326.47	\$1,972,848
Value of Credit Card Debt	61	\$1,772.54	\$1,503,112

Source: U.S. Census, Esri, Esri-U.S. BLS



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Health			
Nonprescription Drugs	69	\$123.27	\$104,533
Prescription Drugs	92	\$380.46	\$322,634
Eyeglasses and Contact Lenses	81	\$102.06	\$86,543
Home			
Mortgage Payment and Basics (11)	59	\$7,985.75	\$6,771,912
Maintenance and Remodeling Services	68	\$3,157.19	\$2,677,300
Maintenance and Remodeling Materials (12)	81	\$702.29	\$595,541
Utilities, Fuel, and Public Services	73	\$4,341.28	\$3,681,406
Household Furnishings and Equipment			
Household Textiles (13)	62	\$81.34	\$68,980
Furniture	64	\$630.88	\$534,989
Rugs	54	\$24.80	\$21,034
Major Appliances (14)	67	\$395.30	\$335,218
Housewares (15)	64	\$69.00	\$58,511
Small Appliances	62	\$49.89	\$42,305
Luggage	49	\$10.06	\$8,530
Telephones and Accessories	62	\$63.03	\$53,450
Household Operations			
Child Care	50	\$275.94	\$233,997
Lawn and Garden (16)	76	\$528.83	\$448,446
Moving/Storage/Freight Express	49	\$59.40	\$50,372
Housekeeping Supplies (17)	66	\$592.73	\$502,631
Insurance			
Owners and Renters Insurance	73	\$603.04	\$511,379
Vehicle Insurance	65	\$1,388.27	\$1,177,256
Life/Other Insurance	69	\$469.10	\$397,794
Health Insurance	76	\$3,806.65	\$3,228,037
Transportation			
Payments on Vehicles excluding Leases	73	\$2,230.64	\$1,891,584
Gasoline and Motor Oil	73	\$2,445.34	\$2,073,649
Vehicle Maintenance and Repairs	69	\$1,021.65	\$866,356
Travel			
Airline Fares	52	\$329.46	\$279,379
Lodging on Trips	63	\$617.62	\$523,743
Auto/Truck Rental on Trips	54	\$63.26	\$53,643
Food and Drink on Trips	64	\$474.89	\$402,704



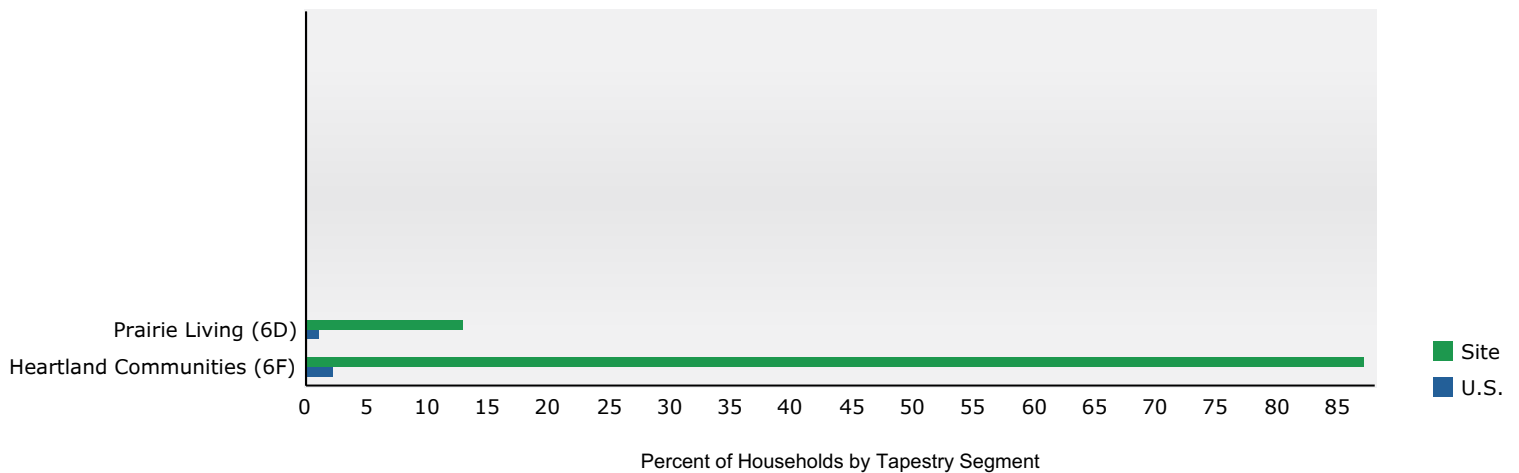
Appraisal Specialty Report

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Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	87.1%	87.1%	2.2%	2.2%	3956
2	Prairie Living (6D)	12.9%	100.0%	1.0%	3.2%	1,311
Subtotal		100.0%		3.2%		
Total		100.0%		3.2%		3138

Top Ten Tapestry Segments Site vs. U.S.





Appraisal Specialty Report

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	SPENDING POTENTIAL		AVERAGE AMOUNT
	INDEX	SPENT	TOTAL
Apparel and Services	59	\$1,415.06	\$1,347,137
Men's	60	\$262.24	\$249,655
Women's	58	\$467.25	\$444,823
Children's	63	\$232.57	\$221,409
Footwear	61	\$306.86	\$292,129
Watches & Jewelry	51	\$116.66	\$111,065
Apparel Products and Services (1)	61	\$29.47	\$28,057
Computer			
Computers and Hardware for Home Use	56	\$151.57	\$144,295
Portable Memory	69	\$2.80	\$2,668
Computer Software	62	\$9.75	\$9,283
Computer Accessories	80	\$19.08	\$18,164
Entertainment & Recreation	70	\$2,859.28	\$2,722,031
Fees and Admissions	55	\$451.88	\$430,194
Membership Fees for Clubs (2)	58	\$175.54	\$167,117
Fees for Participant Sports, excl. Trips	57	\$76.44	\$72,767
Tickets to Theatre/Operas/Concerts	51	\$38.94	\$37,073
Tickets to Movies/Museums/Parks			
Admission to Sporting Events, excl. Trips	73	\$58.14	\$55,349
Fees for Recreational Lessons	41	\$71.43	\$68,001
Dating Services	44	\$0.35	\$329
TV/Video/Audio	71	\$945.54	\$900,158
Cable and Satellite Television Services	79	\$594.31	\$565,779
Televisions	63	\$95.91	\$91,307
Satellite Dishes	66	\$0.83	\$792
VCRs, Video Cameras, and DVD Players	60	\$2.99	\$2,844
Miscellaneous Video Equipment	32	\$7.18	\$6,835
Video Cassettes and DVDs	65	\$3.77	\$3,586
Video Game Hardware/Accessories	61	\$28.43	\$27,061
Video Game Software	62	\$12.59	\$11,983
Streaming/Downloaded Video			
Rental of Video Cassettes and DVDs			
Installation of Televisions	46	\$0.79	\$754
Audio (3)	59	\$84.48	\$80,429
Rental and Repair of TV/Radio/Sound Equipment	23	\$0.78	\$744
Pets	76	\$772.58	\$735,500
Toys/Games/Crafts/Hobbies (4)	86	\$157.30	\$149,745
Recreational Vehicles and Fees (5)	86	\$170.68	\$162,485
Sports/Recreation/Exercise Equipment (6)	64	\$196.60	\$187,163
Photo Equipment and Supplies (7)	62	\$37.95	\$36,127
Reading (8)	66	\$92.97	\$88,509
Catered Affairs (9)	125	\$33.77	\$32,150
Food	64	\$7,134.11	\$6,791,671
Food at Home	67	\$4,873.19	\$4,639,276
Bakery and Cereal Products	68	\$633.98	\$603,550
Meats, Poultry, Fish, and Eggs	66	\$1,040.55	\$990,603
Dairy Products	69	\$479.34	\$456,329
Fruits and Vegetables	64	\$922.93	\$878,628
Snacks and Other Food at Home (10)	68	\$1,796.39	\$1,710,167
Food Away from Home	58	\$2,260.92	\$2,152,394
Financial			
Value of Stocks/Bonds/Mutual Funds	58	\$26,876.23	\$25,586,167
Value of Retirement Plans	65	\$106,215.31	\$101,116,974
Value of Other Financial Assets	67	\$6,056.68	\$5,765,961
Vehicle Loan Amount excluding Interest	68	\$2,397.62	\$2,282,538
Value of Credit Card Debt	63	\$1,822.45	\$1,734,973

Source: U.S. Census, Esri, Esri-U.S. BLS



Appraisal Specialty Report

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Health			
Nonprescription Drugs	71	\$126.65	\$120,567
Prescription Drugs	94	\$390.43	\$371,694
Eyeglasses and Contact Lenses	83	\$105.16	\$100,112
Home			
Mortgage Payment and Basics (11)	61	\$8,237.42	\$7,842,024
Maintenance and Remodeling Services	70	\$3,272.39	\$3,115,319
Maintenance and Remodeling Materials (12)	84	\$727.33	\$692,417
Utilities, Fuel, and Public Services	75	\$4,452.22	\$4,238,518
Household Furnishings and Equipment			
Household Textiles (13)	63	\$83.55	\$79,542
Furniture	66	\$649.01	\$617,854
Rugs	56	\$25.51	\$24,287
Major Appliances (14)	69	\$406.84	\$387,309
Housewares (15)	66	\$70.78	\$67,379
Small Appliances	64	\$51.24	\$48,785
Luggage	50	\$10.35	\$9,852
Telephones and Accessories	64	\$64.55	\$61,448
Household Operations			
Child Care	51	\$284.17	\$270,530
Lawn and Garden (16)	78	\$545.16	\$518,988
Moving/Storage/Freight Express	50	\$61.15	\$58,215
Housekeeping Supplies (17)	67	\$607.61	\$578,443
Insurance			
Owners and Renters Insurance	75	\$621.46	\$591,628
Vehicle Insurance	67	\$1,423.48	\$1,355,150
Life/Other Insurance	71	\$482.43	\$459,274
Health Insurance	78	\$3,909.40	\$3,721,750
Transportation			
Payments on Vehicles excluding Leases	75	\$2,293.86	\$2,183,756
Gasoline and Motor Oil	75	\$2,509.53	\$2,389,069
Vehicle Maintenance and Repairs	71	\$1,049.76	\$999,368
Travel			
Airline Fares	54	\$339.74	\$323,433
Lodging on Trips	65	\$636.30	\$605,762
Auto/Truck Rental on Trips	56	\$65.13	\$62,008
Food and Drink on Trips	66	\$489.11	\$465,635