



Appraisal Specialty Report

1131 Prairie Dr, Mount Pleasant, Wisconsin, 53406
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 42.72114

Longitude: -87.86612

SUMMARY DATA	2010	2024	2029
Population	5,027	5,208	5,062
Households	2,442	2,617	2,581
Families	388	1,294	1,263
Household Size	2.03	1.98	1.95
Owner Occupied Housing Units	1,666	1,693	1,692
Renter-occupied Housing Units	776	924	889
Median Age	46.5	48.4	49.4

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.57%		0.77%
Households	-0.28%		0.75%
Families	-0.48%		0.68%
Owner HHs	-0.01%		0.92%
Median Household Income	1.75%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	152	6%	134	5%
\$15,000-\$24,999	184	7%	140	5%
\$25,000-\$34,999	172	7%	140	5%
\$35,000-\$49,999	272	10%	246	10%
50,000-\$74,999	722	28%	690	27%
75,000-\$99,999	404	15%	392	15%
\$75,000-\$99,999	459	18%	520	20%
\$150,000-\$199,999	147	6%	195	8%
\$200,000 or greater	104	4%	123	5%
Median Household Income	\$65,838		\$71,817	
Average Household Income	\$84,784		\$95,714	
Per Capita Income	\$43,197		\$49,577	

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	296	6%	264	5%	249	5%
5-9	263	5%	262	5%	234	5%
10-14	233	5%	251	5%	253	5%
15-19	236	5%	226	4%	207	4%
20-24	206	4%	248	5%	231	5%
25-34	615	12%	606	12%	549	11%
35-44	569	11%	564	11%	571	11%
45-54	664	13%	586	11%	555	11%
55-64	711	14%	728	14%	632	12%
65-74	492	10%	743	14%	747	15%
75-84	480	10%	506	10%	583	12%
85+	218	4%	226	4%	254	5%

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

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HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	2,615	2,761	2,761
Owner-occupied Housing Units	68%	65%	66%
Renter-occupied Housing Units	32%	35%	34%
Vacant Housing Units	7%	5%	7%
Median Home Value		\$280,040	\$331,527
Per Capita Income		\$43,197	\$49,577
Median Age	46.5	48.4	49.4

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	2%	1%
\$50,000-\$99,999	4%	3%
\$100,000-\$149,999	11%	2%
\$150,000-\$199,999	14%	7%
\$200,000-\$249,999	11%	8%
\$250,000-\$299,999	15%	15%
\$300,000-\$399,999	35%	48%
\$400,000-\$499,999	5%	9%
\$500,000-\$749,999	3%	6%
\$750,000-\$999,999	0%	0%
\$1,000,000-\$1,499,999	1%	2%
Average Home Value	\$291,223	\$361,806

POPULATION BY SEX	2010	2024	2029
Male	2,332	2,443	2,370
Female	2,773	2,765	2,692

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	4,432
Never Married	1,388
Married	2,135
Widowed	350
Divorced	559

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	2,590
Civilian Unemployed	85

EMPLOYED POPULATION 16+ BY INDUSTRY

Total	2,590
Agriculture/Mining	0.5%
Construction	1.9%
Manufacturing	24.3%
Wholesale Trade	2.2%
Retail Trade	13.6%
Transportation/Utilities	5.4%
Information	1.0%
Finance/Insurance/Real Estate	3.9%
Services	45.0%
Public Administration	2.3%

EMPLOYED POPULATION 16+ BY OCCUPATION

Total	2,590
White Collar	61.8%
Management/Business/Financial	19.0%
Professional	20.3%
Administrative Support	14.5%
Services	12.5%
Blue Collar	25.8%
Farming/Forestry/Fishing	0.3%
Farming/Fishing/Forestry	0%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	4.2%
Production	8.2%
Transportation/Material Moving	10.8%

HOUSEHOLD BY TYPE

Total	2,442
Households with 1 Person	41.0%
Households with 2+ People	59.0%
Family Households	54.4%
Husband-wife Families	40.6%
<i>With Related Children</i>	12.4%
Other Family (No Spouse Present)	13.8%
Other Family with Male Householder	3.6%
<i>With Related Children</i>	2.0%
Other Family with Female Householder	10.2%
<i>With Related Children</i>	7.3%
Nonfamily Households	4.6%
All Households with Children	22.2%
Multigenerational Households	1.7%
Unmarried Partner Households	5.2%
<i>Male-female</i>	4.8%
<i>Same-sex</i>	0.3%



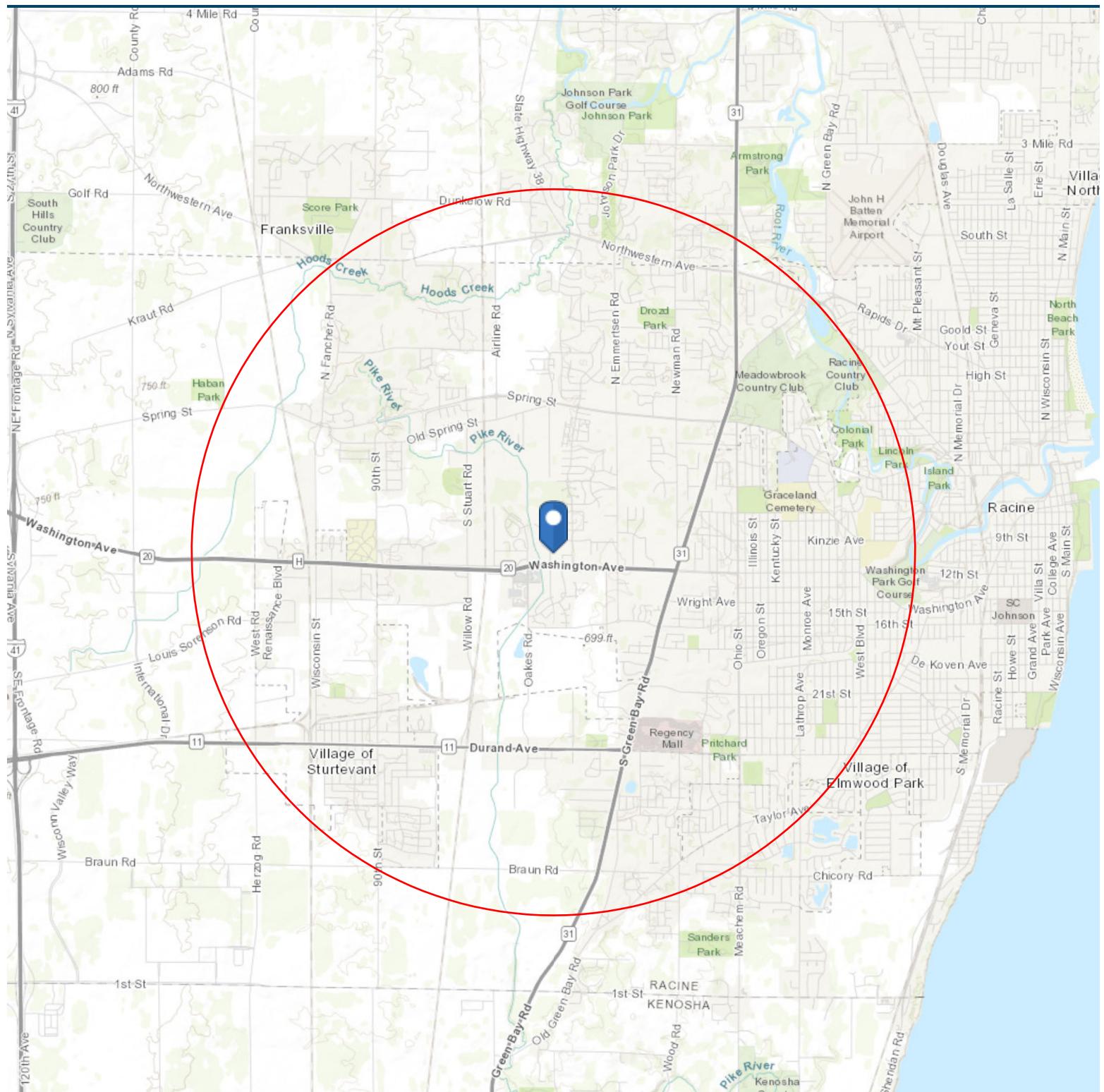
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FAMILY HOUSEHOLD BY SIZE

Total	2,442
1 Person Household	41.0%
2 Person Household	34.3%
3 Person Household	13.2%
4 Person Household	6.8%
5 Person Household	3.0%
6 Person Household	1.2%
7 + Person Household	0.5%



SUMMARY DATA	2010	2024	2029
Population	56,981	58,947	58,136
Households	22,913	24,289	24,350
Families	3,224	14,806	14,766
Household Size	2.39	2.35	2.31
Owner Occupied Housing Units	16,188	16,591	16,673
Renter-occupied Housing Units	6,725	7,698	7,677
Median Age	39.3	41.4	42.6

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.28%		0.77%
Households	0.05%		0.75%
Families	-0.05%		0.68%
Owner HHs	0.10%		0.92%
Median Household Income	2.58%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	1,582	7%	1,342	6%
\$15,000-\$24,999	1,579	7%	1,176	5%
\$25,000-\$34,999	1,381	6%	1,108	5%
\$35,000-\$49,999	2,726	11%	2,429	10%
50,000-\$74,999	5,625	23%	5,367	22%
75,000-\$99,999	3,206	13%	3,106	13%
\$75,000-\$99,999	4,815	20%	5,406	22%
\$150,000-\$199,999	2,274	9%	3,061	13%
\$200,000 or greater	1,100	5%	1,356	6%
Median Household Income	\$70,327		\$79,867	
Average Household Income	\$90,393		\$103,695	
Per Capita Income	\$37,244		\$43,410	

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	3,799	7%	3,297	6%	3,167	5%
5-9	3,560	6%	3,504	6%	3,141	5%
10-14	3,610	6%	3,546	6%	3,366	6%
15-19	3,351	6%	3,479	6%	3,187	5%
20-24	3,287	6%	3,317	6%	3,326	6%
25-34	7,819	14%	7,422	13%	7,188	12%
35-44	7,356	13%	7,657	13%	7,463	13%
45-54	8,678	15%	7,048	12%	7,140	12%
55-64	7,087	12%	7,789	13%	6,915	12%
65-74	3,650	6%	6,868	12%	7,192	12%
75-84	2,883	5%	3,564	6%	4,402	8%
85+	1,367	2%	1,456	2%	1,653	3%

HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	24,414	25,725	25,804
Owner-occupied Housing Units	71%	68%	68%
Renter-occupied Housing Units	29%	32%	32%
Vacant Housing Units	6%	6%	6%
Median Home Value		\$257,567	\$328,505
Per Capita Income		\$37,244	\$43,410
Median Age	39.3	41.4	42.6

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	2%	1%
\$50,000-\$99,999	4%	1%
\$100,000-\$149,999	14%	5%
\$150,000-\$199,999	17%	10%
\$200,000-\$249,999	11%	9%
\$250,000-\$299,999	13%	15%
\$300,000-\$399,999	23%	30%
\$400,000-\$499,999	8%	14%
\$500,000-\$749,999	5%	9%
\$750,000-\$999,999	1%	2%
\$1,000,000-\$1,499,999	2%	3%
Average Home Value	\$307,234	\$390,761

POPULATION BY SEX	2010	2024	2029
Male	28,788	29,480	28,918
Female	29,406	29,467	29,219

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	48,602
Never Married	16,806
Married	22,211
Widowed	3,438
Divorced	6,147

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	29,086
Civilian Unemployed	777

EMPLOYED POPULATION 16+ BY INDUSTRY

Total	2024
Agriculture/Mining	0.6%
Construction	6.1%
Manufacturing	21.7%
Wholesale Trade	1.9%
Retail Trade	11.4%
Transportation/Utilities	5.0%
Information	1.0%
Finance/Insurance/Real Estate	4.5%
Services	42.7%
Public Administration	5.0%

EMPLOYED POPULATION 16+ BY OCCUPATION

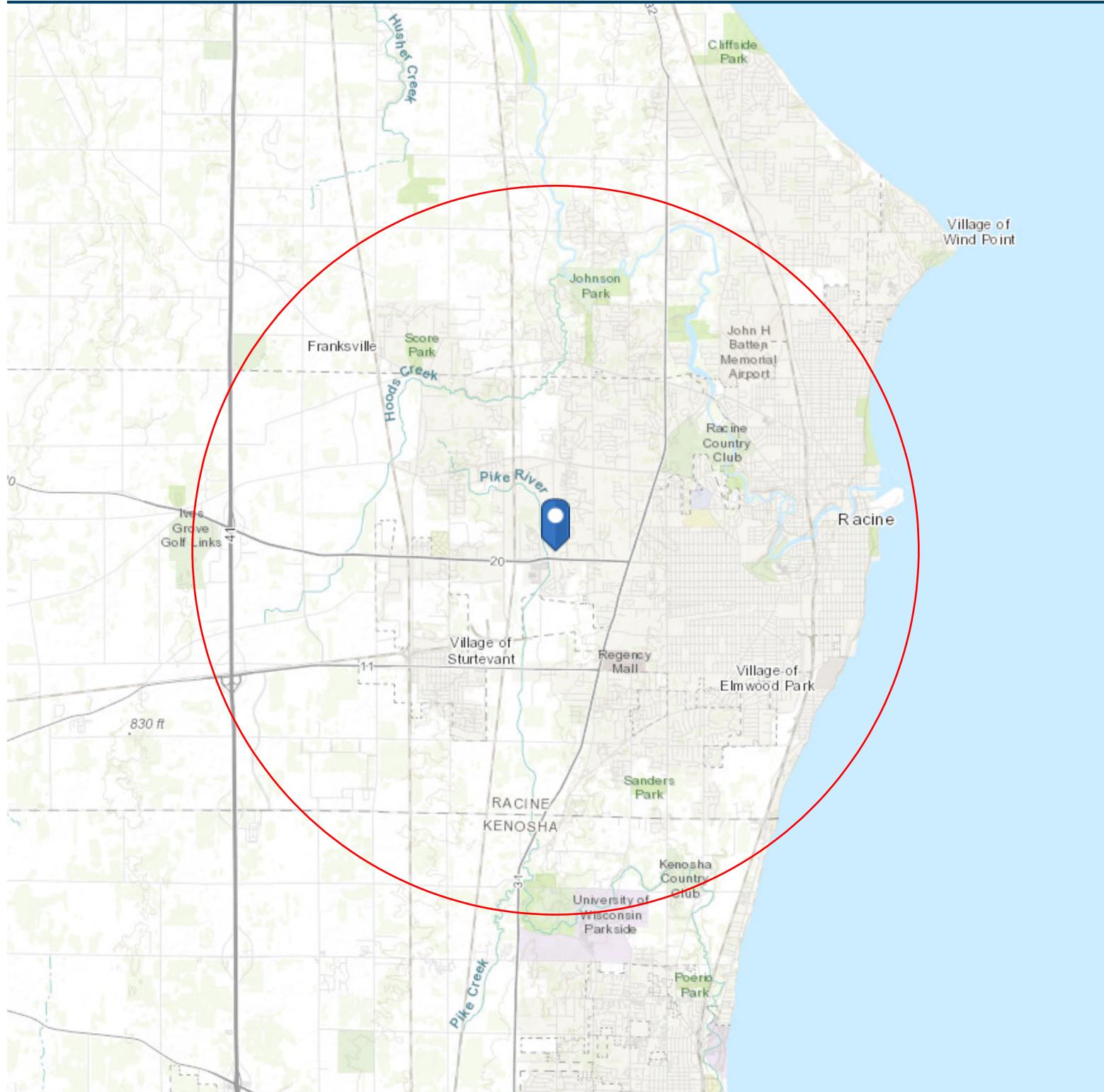
Total	29,086
White Collar	56.7%
Management/Business/Financial	14.9%
Professional	22.1%
Administrative Support	12.0%
Services	15.9%
Blue Collar	27.4%
Farming/Forestry/Fishing	0.4%
Farming/Fishing/Forestry	0%
Construction/Extraction	5.1%
Installation/Maintenance/Repair	2.8%
Production	10.3%
Transportation/Material Moving	8.8%

HOUSEHOLD BY TYPE

Total	22,914
Households with 1 Person	6,740
Households with 2+ People	6,893
Family Households	14,923
Husband-wife Families	10,721
<i>With Related Children</i>	3,890
Other Family (No Spouse Present)	13,027
Other Family with Male Householder	1,130
<i>With Related Children</i>	596
Other Family with Female Householder	3,072
<i>With Related Children</i>	1,891
Nonfamily Households	7,990
All Households with Children	6,378
Multigenerational Households	652
Unmarried Partner Households	1,651
<i>Male-female</i>	1,550
<i>Same-sex</i>	101
	0.4%

FAMILY HOUSEHOLD BY SIZE

Total	22,915
1 Person Household	29.4%
2 Person Household	34.8%
3 Person Household	15.7%
4 Person Household	11.8%
5 Person Household	5.3%
6 Person Household	1.9%
7 + Person Household	0.9%



SUMMARY DATA	2010	2024	2029
Population	119,522	119,706	119,351
Households	46,555	48,872	49,639
Families	6,125	29,701	30,011
Household Size	2.48	2.39	2.35
Owner Occupied Housing Units	30,380	30,737	31,036
Renter-occupied Housing Units	16,174	18,135	18,602
Median Age	36.8	39.3	40.4

TRENDS: 2020 -2024 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.06%		0.77%
Households	0.31%		0.75%
Families	0.21%		0.68%
Owner HHs	0.19%		0.92%
Median Household Income	2.57%		2.70%

HOUSEHOLD BY INCOME	2024 NUMBER	2024 PERCENT	2029 NUMBER	2029 PERCENT
less than \$15,000	4,083	8%	3,627	7%
\$15,000-\$24,999	3,767	8%	2,930	6%
\$25,000-\$34,999	3,396	7%	2,835	6%
\$35,000-\$49,999	5,950	12%	5,471	11%
50,000-\$74,999	10,619	22%	10,407	21%
75,000-\$99,999	5,915	12%	5,935	12%
\$75,000-\$99,999	8,892	18%	10,249	21%
\$150,000-\$199,999	4,036	8%	5,433	11%
\$200,000 or greater	2,213	5%	2,751	6%
Median Household Income	\$64,695		\$73,448	
Average Household Income	\$85,861		\$98,549	
Per Capita Income	\$35,020		\$40,942	

POPULATION BY AGE	2010		2024		2029	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0-4	8,609	7%	7,338	6%	7,143	6%
5-9	8,228	7%	7,479	6%	6,823	6%
10-14	8,322	7%	7,749	6%	7,245	6%
15-19	7,995	7%	7,726	6%	7,294	6%
20-24	7,716	6%	7,541	6%	7,639	6%
25-34	16,241	14%	15,303	13%	15,104	13%
35-44	15,189	13%	15,382	13%	15,177	13%
45-54	17,934	15%	14,130	12%	14,374	12%
55-64	13,892	12%	15,499	13%	14,016	12%
65-74	6,850	6%	12,859	11%	13,838	12%
75-84	5,180	4%	6,305	5%	7,952	7%
85+	2,394	2%	2,396	2%	2,746	2%

HOUSING UNIT SUMMARY	2010	2024	2029
Housing Units	50,816	52,485	53,234
Owner-occupied Housing Units	65%	63%	63%
Renter-occupied Housing Units	35%	37%	37%
Vacant Housing Units	8%	7%	7%
Median Home Value		\$242,254	\$324,385
Per Capita Income		\$35,020	\$40,942
Median Age	36.8	39.3	40.4

OWNER OCCUPIED HOUSING UNITS BY VALUE	2024	2029
Less than \$50,000	3%	2%
\$50,000-\$99,999	7%	3%
\$100,000-\$149,999	16%	7%
\$150,000-\$199,999	15%	10%
\$200,000-\$249,999	11%	9%
\$250,000-\$299,999	11%	12%
\$300,000-\$399,999	21%	29%
\$400,000-\$499,999	7%	13%
\$500,000-\$749,999	6%	10%
\$750,000-\$999,999	2%	3%
\$1,000,000-\$1,499,999	2%	2%
Average Home Value	\$295,697	\$378,928

POPULATION BY SEX	2010	2024	2029
Male	60,907	59,827	59,330
Female	61,716	59,879	60,021

POPULATIONS 15+ BY MARITAL STATUS	2024
Total	97,139
Never Married	36,274
Married	42,913
Widowed	6,010
Divorced	11,942

CIVILIAN POPULATION AGE 16+ IN THE LABOR FORCE	2024
Civilian Employed	58,676
Civilian Unemployed	2,127

EMPLOYED POPULATION 16+ BY INDUSTRY

Total	2024
Agriculture/Mining	58,676
Construction	1.1%
Manufacturing	5.8%
Wholesale Trade	22.2%
Retail Trade	1.9%
Transportation/Utilities	11.0%
Information	5.4%
Finance/Insurance/Real Estate	1.1%
Services	3.6%
Public Administration	43.6%
	4.3%

EMPLOYED POPULATION 16+ BY OCCUPATION

Total	58,676
White Collar	52.8%
Management/Business/Financial	14.2%
Professional	20.4%
Administrative Support	11.3%
Services	17.7%
Blue Collar	29.5%
Farming/Forestry/Fishing	0.7%
Farming/Fishing/Forestry	1%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	2.5%
Production	11.9%
Transportation/Material Moving	9.6%

HOUSEHOLD BY TYPE

Total	46,555
Households with 1 Person	28.9%
Households with 2+ People	71.1%
Family Households	65.2%
Husband-wife Families	43.8%
<i>With Related Children</i>	17.9%
Other Family (No Spouse Present)	21.3%
Other Family with Male Householder	5.5%
<i>With Related Children</i>	3.4%
Other Family with Female Householder	15.8%
<i>With Related Children</i>	11.3%
Nonfamily Households	5.9%
All Households with Children	33.0%
Multigenerational Households	3.6%
Unmarried Partner Households	8.1%
<i>Male-female</i>	7.5%
<i>Same-sex</i>	0.5%

FAMILY HOUSEHOLD BY SIZE

Total	46,554
1 Person Household	28.9%
2 Person Household	33.0%
3 Person Household	15.5%
4 Person Household	12.4%
5 Person Household	6.1%
6 Person Household	2.5%
7 + Person Household	1.5%

2024 Population 25+ by Educational Attainment

Total	3,958	41,804	81,873
Less than 9th Grade	1.5%	2.5%	3.4%
9th - 12th Grade, No Diploma	3.8%	4.8%	5.4%
High School Graduate	29.9%	24.6%	25.3%
GED/Alternative Credential	3.2%	4.9%	5.3%
Some College, No Degree	18.7%	22.1%	21.8%
Associate Degree	12.5%	10.7%	10.9%
Bachelor's Degree	18.0%	21.2%	19.2%
Graduate/Professional Degree	12.4%	9.2%	8.6%



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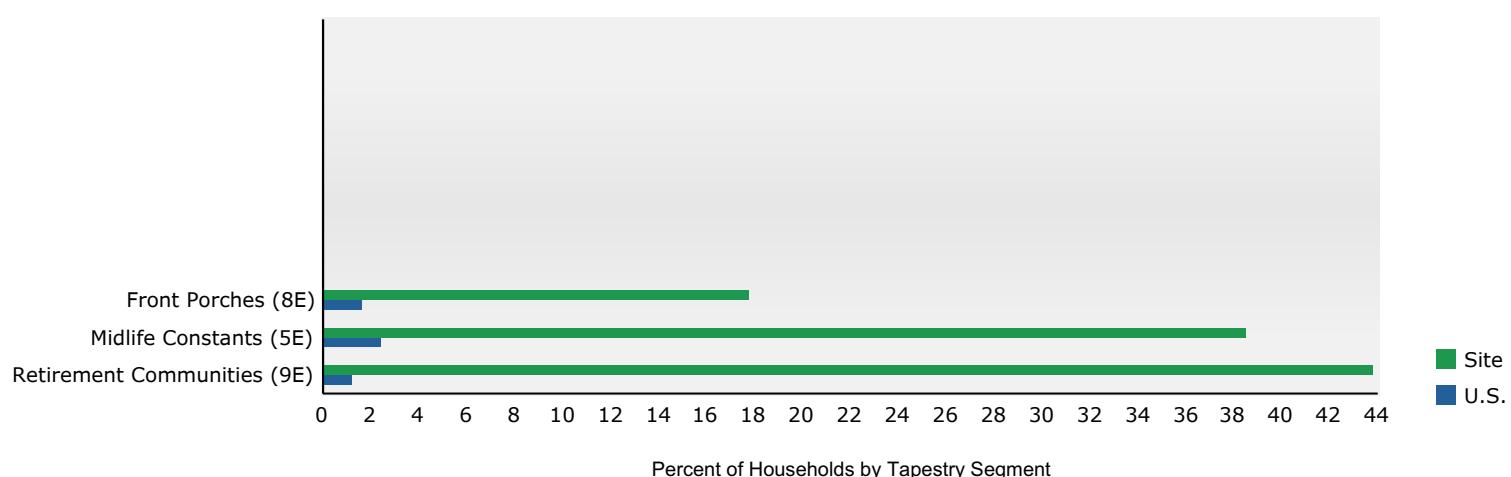
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Top Ten Tapestry Segments Site vs. U.S.



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

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SPENDING POTENTIAL AVERAGE AMOUNT

INDEX SPENT TOTAL

Apparel and Services		74	\$1,774.06	\$4,642,703
Men's		76	\$336.72	\$881,207
Women's		75	\$599.26	\$1,568,264
Children's		71	\$260.55	\$681,863
Footwear		73	\$365.44	\$956,350
Watches & Jewelry		77	\$174.70	\$457,200
Apparel Products and Services (1)		77	\$37.38	\$97,818
Computer		74	\$200.21	\$523,956
Computers and Hardware for Home Use		78	\$3.18	\$8,317
Portable Memory		76	\$11.80	\$30,869
Computer Software		76	\$18.01	\$47,133
Computer Accessories		76		
Entertainment & Recreation		76	\$3,094.55	\$8,098,443
Fees and Admissions		75	\$620.32	\$1,623,381
Membership Fees for Clubs (2)		78	\$234.94	\$614,839
Fees for Participant Sports, excl. Trips		76	\$101.66	\$266,032
Tickets to Theatre/Operas/Concerts		76	\$57.94	\$151,632
Tickets to Movies/Museums/Parks				
Admission to Sporting Events, excl. Trips		83	\$65.28	\$170,849
Fees for Recreational Lessons		67	\$115.85	\$303,180
Dating Services		86	\$0.68	\$1,768
TV/Video/Audio		78	\$1,029.22	\$2,693,478
Cable and Satellite Television Services		80	\$603.92	\$1,580,464
Televisions		76	\$116.46	\$304,774
Satellite Dishes		76	\$0.95	\$2,488
VCRs, Video Cameras, and DVD Players		69	\$3.46	\$9,045
Miscellaneous Video Equipment		58	\$13.14	\$34,385
Video Cassettes and DVDs		75	\$4.35	\$11,373
Video Game Hardware/Accessories		74	\$34.38	\$89,975
Video Game Software		77	\$15.70	\$41,095
Streaming/Downloaded Video				
Rental of Video Cassettes and DVDs				
Installation of Televisions		82	\$1.40	\$3,661
Audio (3)		75	\$106.93	\$279,833
Rental and Repair of TV/Radio/Sound Equipment		35	\$1.19	\$3,107
Pets		75	\$760.87	\$1,991,190
Toys/Games/Crafts/Hobbies (4)		77	\$139.61	\$365,368
Recreational Vehicles and Fees (5)		74	\$146.66	\$383,805
Sports/Recreation/Exercise Equipment (6)		70	\$212.69	\$556,604
Photo Equipment and Supplies (7)		76	\$46.61	\$121,973
Reading (8)		78	\$109.40	\$286,303
Catered Affairs (9)		108	\$29.17	\$76,341
Food		75	\$8,448.39	\$22,109,447
Food at Home		76	\$5,551.19	\$14,527,477
Bakery and Cereal Products		77	\$720.38	\$1,885,224
Meats, Poultry, Fish, and Eggs		75	\$1,187.38	\$3,107,372
Dairy Products		77	\$529.39	\$1,385,404
Fruits and Vegetables		75	\$1,089.69	\$2,851,722
Snacks and Other Food at Home (10)		76	\$2,024.36	\$5,297,754
Food Away from Home		74	\$2,897.20	\$7,581,970
Financial				
Value of Stocks/Bonds/Mutual Funds		81	\$37,589.00	\$98,370,422
Value of Retirement Plans		80	\$129,107.23	\$337,873,612
Value of Other Financial Assets		77	\$6,995.15	\$18,306,317
Vehicle Loan Amount excluding Interest		72	\$2,543.56	\$6,656,488
Value of Credit Card Debt		77	\$2,215.77	\$5,798,678

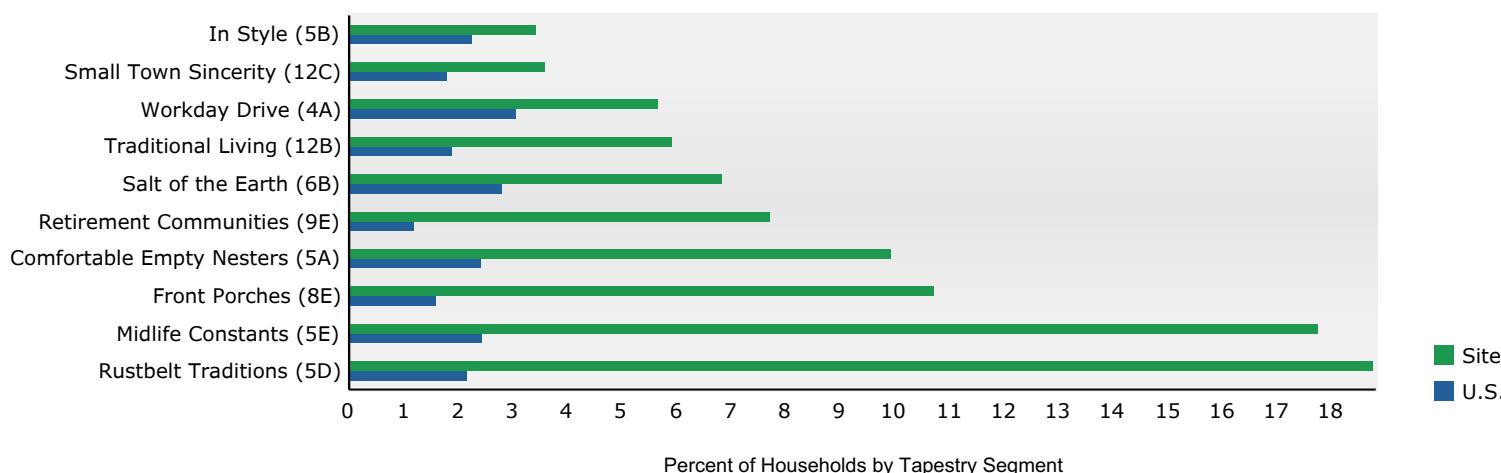
Source: U.S. Census, Esri, Esri-U.S. BLS

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Health			
Nonprescription Drugs	79	\$140.50	\$367,682
Prescription Drugs	86	\$355.94	\$931,487
Eyeglasses and Contact Lenses	79	\$100.37	\$262,663
Home			
Mortgage Payment and Basics (11)	74	\$9,951.83	\$26,043,938
Maintenance and Remodeling Services	75	\$3,481.54	\$9,111,202
Maintenance and Remodeling Materials (12)	76	\$655.70	\$1,715,964
Utilities, Fuel, and Public Services	77	\$4,569.87	\$11,959,360
Household Furnishings and Equipment			
Household Textiles (13)	75	\$98.43	\$257,602
Furniture	75	\$745.19	\$1,950,173
Rugs	76	\$34.81	\$91,109
Major Appliances (14)	75	\$441.92	\$1,156,500
Housewares (15)	75	\$79.98	\$209,302
Small Appliances	74	\$59.37	\$155,366
Luggage	75	\$15.43	\$40,390
Telephones and Accessories	75	\$76.39	\$199,907
Household Operations			
Child Care	70	\$389.95	\$1,020,487
Lawn and Garden (16)	77	\$539.70	\$1,412,391
Moving/Storage/Freight Express	76	\$91.85	\$240,364
Housekeeping Supplies (17)	77	\$693.05	\$1,813,712
Insurance			
Owners and Renters Insurance	77	\$636.42	\$1,665,510
Vehicle Insurance	75	\$1,581.78	\$4,139,528
Life/Other Insurance	77	\$523.57	\$1,370,174
Health Insurance	79	\$3,945.08	\$10,324,262
Transportation			
Payments on Vehicles excluding Leases	75	\$2,280.05	\$5,966,888
Gasoline and Motor Oil	74	\$2,453.47	\$6,420,727
Vehicle Maintenance and Repairs	76	\$1,130.27	\$2,957,922
Travel			
Airline Fares	72	\$454.01	\$1,188,136
Lodging on Trips	75	\$732.59	\$1,917,177
Auto/Truck Rental on Trips	76	\$88.32	\$231,121
Food and Drink on Trips	75	\$557.69	\$1,459,462

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Rustbelt Traditions (5D)	18.7%	18.7%	2.1%	2.1%	874
2	Midlife Constants (5E)	17.7%	36.5%	2.4%	4.6%	733
3	Front Porches (8E)	10.7%	47.2%	1.6%	6.2%	675
4	Comfortable Empty Nesters (5A)	9.9%	57.1%	2.4%	8.6%	410
5	Retirement Communities (9E)	7.7%	64.8%	1.2%	9.8%	647
Subtotal		64.7%		9.7%		
6	Salt of the Earth (6B)	6.8%	71.6%	2.8%	12.5%	245
7	Traditional Living (12B)	5.9%	77.5%	1.9%	14.4%	314
8	Workday Drive (4A)	5.6%	83.2%	3.1%	17.5%	185
9	Small Town Sincerity (12C)	3.6%	86.7%	1.8%	19.3%	200
10	In Style (5B)	3.4%	90.2%	2.2%	21.5%	153
Subtotal		25.3%		11.8%		
11	Metro Fusion (11C)	2.1%	92.3%	1.5%	23.0%	144
12	Hometown Heritage (8G)	2.1%	94.3%	1.2%	24.1%	176
13	City Commons (11E)	1.8%	96.1%	0.9%	25.0%	202
14	Fresh Ambitions (13D)	1.5%	97.6%	0.7%	25.7%	235
15	Savvy Suburbanites (1D)	1.0%	98.6%	3.0%	28.6%	34
Subtotal		8.5%		7.3%		
16	Set to Impress (11D)	1.0%	99.6%	1.4%	30.0%	71
17	Green Acres (6A)	0.4%	100.0%	3.3%	33.3%	11
Subtotal		1.4%		4.7%		
Total		100.0%		33.3%		301

Top Ten Tapestry Segments Site vs. U.S.



SPENDING POTENTIAL AVERAGE AMOUNT

INDEX SPENT TOTAL

Apparel and Services

Men's	82	\$362.94	\$8,815,525
Women's	80	\$642.81	\$15,613,250
Children's	81	\$297.81	\$7,233,390
Footwear	79	\$393.47	\$9,557,024
Watches & Jewelry	81	\$185.25	\$4,499,510
Apparel Products and Services (1)	84	\$40.71	\$988,804

Computer

Computers and Hardware for Home Use	78	\$211.51	\$5,137,374
Portable Memory	80	\$3.27	\$79,384
Computer Software	79	\$12.30	\$298,662
Computer Accessories	78	\$18.61	\$452,106

Entertainment & Recreation

Fees and Admissions	81	\$3,299.71	\$80,146,722
Membership Fees for Clubs (2)	84	\$668.55	\$16,238,358
Fees for Participant Sports, excl. Trips	82	\$255.22	\$6,199,109
Tickets to Theatre/Operas/Concerts	79	\$109.64	\$2,662,941
Tickets to Movies/Museums/Parks	79	\$60.22	\$1,462,744
Admission to Sporting Events, excl. Trips	94	\$74.42	\$1,807,492
Fees for Recreational Lessons	71	\$121.70	\$2,955,999
Dating Services	85	\$0.67	\$16,263
TV/Video/Audio	83	\$1,097.68	\$26,661,462
Cable and Satellite Television Services	84	\$634.61	\$15,414,006
Televisions	83	\$126.19	\$3,065,102
Satellite Dishes	88	\$1.10	\$26,719
VCRs, Video Cameras, and DVD Players	73	\$3.64	\$88,302
Miscellaneous Video Equipment	71	\$16.07	\$390,344
Video Cassettes and DVDs	76	\$4.36	\$105,841
Video Game Hardware/Accessories	83	\$38.30	\$930,248
Video Game Software	83	\$16.83	\$408,819
Streaming/Downloaded Video			
Rental of Video Cassettes and DVDs			
Installation of Televisions	89	\$1.52	\$37,015
Audio (3)	80	\$113.37	\$2,753,624
Rental and Repair of TV/Radio/Sound Equipment	36	\$1.25	\$30,321

Pets

Toys/Games/Crafts/Hobbies (4)	83	\$151.38	\$3,676,863
Recreational Vehicles and Fees (5)	80	\$157.50	\$3,825,621
Sports/Recreation/Exercise Equipment (6)	74	\$226.28	\$5,496,101
Photo Equipment and Supplies (7)	81	\$49.55	\$1,203,630
Reading (8)	79	\$110.41	\$2,681,717
Catered Affairs (9)	117	\$31.53	\$765,804

Food

Food at Home	80	\$8,963.28	\$217,709,141
Bakery and Cereal Products	80	\$5,867.66	\$142,519,614
Meats, Poultry, Fish, and Eggs	81	\$760.52	\$18,472,289
Dairy Products	80	\$1,257.68	\$30,547,826
Fruits and Vegetables	80	\$554.96	\$13,479,523
Snacks and Other Food at Home (10)	79	\$1,140.82	\$27,709,328
Food Away from Home	81	\$2,153.68	\$52,310,648

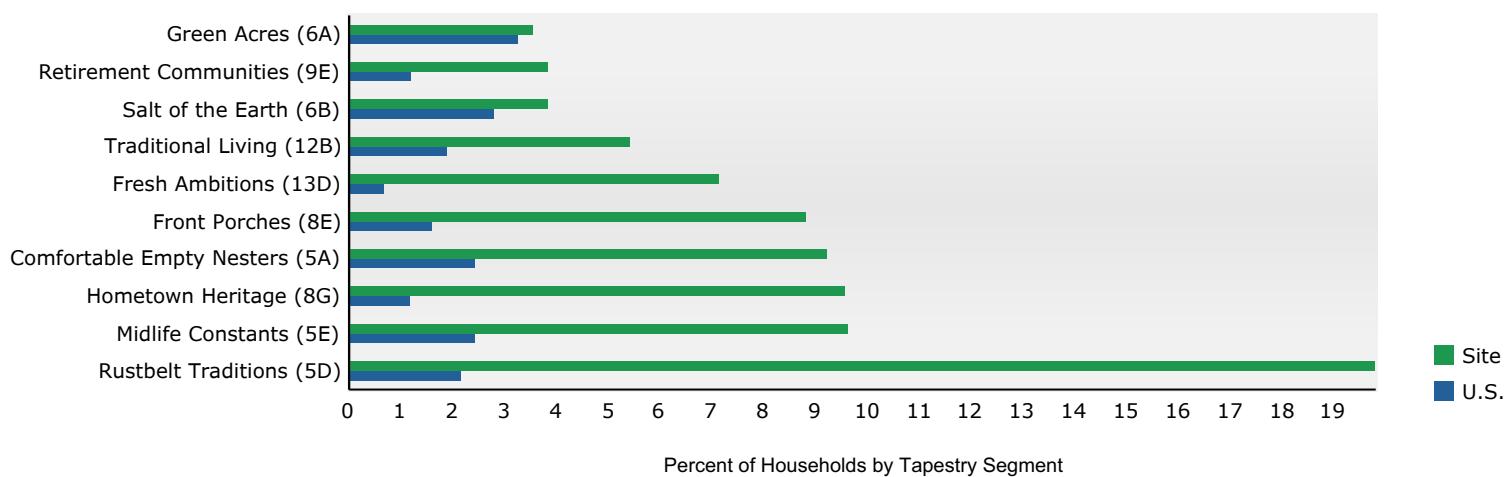
Financial

Value of Stocks/Bonds/Mutual Funds	83	\$38,539.78	\$936,092,776
Value of Retirement Plans	85	\$138,624.36	\$3,367,047,158
Value of Other Financial Assets	82	\$7,466.61	\$181,356,567
Vehicle Loan Amount excluding Interest	79	\$2,801.86	\$68,054,429
Value of Credit Card Debt	82	\$2,375.19	\$57,690,931

Health			
Nonprescription Drugs	84	\$148.56	\$3,608,294
Prescription Drugs	96	\$398.65	\$9,682,890
Eyeglasses and Contact Lenses	85	\$107.39	\$2,608,363
Home			
Mortgage Payment and Basics (11)	80	\$10,882.06	\$264,314,326
Maintenance and Remodeling Services	80	\$3,737.17	\$90,772,038
Maintenance and Remodeling Materials (12)	86	\$743.65	\$18,062,556
Utilities, Fuel, and Public Services	83	\$4,949.08	\$120,208,195
Household Furnishings and Equipment			
Household Textiles (13)	80	\$105.23	\$2,555,984
Furniture	82	\$813.89	\$19,768,667
Rugs	81	\$36.90	\$896,188
Major Appliances (14)	82	\$479.70	\$11,651,518
Housewares (15)	78	\$83.64	\$2,031,430
Small Appliances	77	\$62.04	\$1,506,984
Luggage	79	\$16.44	\$399,255
Telephones and Accessories	82	\$83.54	\$2,028,995
Household Operations			
Child Care	79	\$437.19	\$10,618,850
Lawn and Garden (16)	83	\$577.00	\$14,014,781
Moving/Storage/Freight Express	76	\$92.73	\$2,252,295
Housekeeping Supplies (17)	81	\$731.13	\$17,758,441
Insurance			
Owners and Renters Insurance	85	\$706.85	\$17,168,751
Vehicle Insurance	80	\$1,694.08	\$41,147,446
Life/Other Insurance	84	\$564.55	\$13,712,435
Health Insurance	84	\$4,222.32	\$102,555,857
Transportation			
Payments on Vehicles excluding Leases	83	\$2,539.57	\$61,683,665
Gasoline and Motor Oil	80	\$2,663.64	\$64,697,233
Vehicle Maintenance and Repairs	82	\$1,210.31	\$29,397,111
Travel			
Airline Fares	74	\$470.40	\$11,425,562
Lodging on Trips	79	\$780.23	\$18,950,950
Auto/Truck Rental on Trips	82	\$94.89	\$2,304,790
Food and Drink on Trips	80	\$591.37	\$14,363,667

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Rustbelt Traditions (5D)	19.8%	19.8%	2.1%	2.1%	922
2	Midlife Constants (5E)	9.6%	29.4%	2.4%	4.6%	398
3	Hometown Heritage (8G)	9.6%	39.0%	1.2%	5.7%	813
4	Comfortable Empty Nesters (5A)	9.2%	48.2%	2.4%	8.2%	381
5	Front Porches (8E)	8.8%	57.0%	1.6%	9.7%	556
Subtotal		57.0%		9.7%		
6	Fresh Ambitions (13D)	7.1%	64.1%	0.7%	10.4%	1,085
7	Traditional Living (12B)	5.4%	69.5%	1.9%	12.3%	287
8	Salt of the Earth (6B)	3.8%	73.4%	2.8%	15.1%	138
9	Retirement Communities (9E)	3.8%	77.2%	1.2%	16.3%	322
10	Green Acres (6A)	3.5%	80.7%	3.3%	19.5%	109
Subtotal		23.6%		9.9%		
11	Workday Drive (4A)	2.9%	83.6%	3.1%	22.6%	94
12	Small Town Sincerity (12C)	2.9%	86.4%	1.8%	24.4%	159
13	Heartland Communities (6F)	2.5%	88.9%	2.2%	26.6%	112
14	Savvy Suburbanites (1D)	1.8%	90.7%	3.0%	29.5%	60
15	In Style (5B)	1.7%	92.4%	2.2%	31.8%	76
Subtotal		11.8%		12.3%		
16	Metro Fusion (11C)	1.6%	94.0%	1.5%	33.2%	113
17	City Commons (11E)	1.4%	95.4%	0.9%	34.1%	163
18	Social Security Set (9F)	1.4%	96.8%	0.8%	34.9%	162
19	Set to Impress (11D)	1.1%	98.0%	1.4%	36.3%	83
20	Old and Newcomers (8F)	0.9%	98.8%	2.3%	38.6%	38
Subtotal		6.4%		6.9%		
Total		98.8%		38.6%		256

Top Ten Tapestry Segments Site vs. U.S.



SPENDING POTENTIAL AVERAGE AMOUNT

INDEX SPENT TOTAL

Apparel and Services		78	\$1,866.00	\$91,195,320
Men's		80	\$350.48	\$17,128,583
Women's		78	\$623.39	\$30,466,272
Children's		80	\$293.17	\$14,327,754
Footwear		77	\$383.20	\$18,727,576
Watches & Jewelry		77	\$176.47	\$8,624,615
Apparel Products and Services (1)		81	\$39.30	\$1,920,519
Computer		76	\$204.43	\$9,990,791
Computers and Hardware for Home Use		78	\$3.17	\$154,695
Portable Memory		77	\$12.03	\$587,941
Computer Software		75	\$17.89	\$874,500
Computer Accessories		76	\$3,126.98	\$152,821,853
Entertainment & Recreation		76	\$626.46	\$30,616,590
Fees and Admissions		79	\$239.23	\$11,691,762
Membership Fees for Clubs (2)		76	\$101.87	\$4,978,781
Fees for Participant Sports, excl. Trips		74	\$56.48	\$2,760,454
Tickets to Theatre/Operas/Concerts		88	\$69.98	\$3,419,875
Tickets to Movies/Museums/Parks		66	\$113.52	\$5,548,056
Admission to Sporting Events, excl. Trips		85	\$0.67	\$32,933
Dating Services		79	\$1,051.63	\$51,395,297
TV/Video/Audio		80	\$603.55	\$29,496,624
Cable and Satellite Television Services		80	\$121.74	\$5,949,615
Televisions		88	\$1.10	\$53,792
Satellite Dishes		71	\$3.53	\$172,466
VCRs, Video Cameras, and DVD Players		69	\$15.59	\$761,740
Miscellaneous Video Equipment		73	\$4.23	\$206,531
Video Cassettes and DVDs		82	\$37.89	\$1,851,896
Video Game Hardware/Accessories		83	\$16.82	\$821,964
Video Game Software		82	\$1.40	\$68,357
Streaming/Downloaded Video		76	\$108.32	\$5,293,578
Rental of Video Cassettes and DVDs		35	\$1.19	\$58,113
Installation of Televisions		75	\$763.00	\$37,289,528
Audio (3)		80	\$145.78	\$7,124,621
Rental and Repair of TV/Radio/Sound Equipment		74	\$145.51	\$7,111,252
Pets		70	\$212.79	\$10,399,274
Toys/Games/Crafts/Hobbies (4)		77	\$47.15	\$2,304,119
Recreational Vehicles and Fees (5)		74	\$104.24	\$5,094,407
Sports/Recreation/Exercise Equipment (6)		77	\$30.42	\$1,486,766
Photo Equipment and Supplies (7)		77	\$8,631.90	\$421,858,302
Reading (8)		78	\$5,656.43	\$276,441,224
Catered Affairs (9)		78	\$731.22	\$35,736,006
Food		77	\$1,218.49	\$59,550,207
Food at Home		77	\$532.82	\$26,040,140
Bakery and Cereal Products		76	\$1,099.48	\$53,733,771
Meats, Poultry, Fish, and Eggs		78	\$2,074.42	\$101,381,100
Dairy Products		76	\$2,975.47	\$145,417,079
Fruits and Vegetables		76	\$35,072.71	\$1,714,073,474
Snacks and Other Food at Home (10)		78	\$127,233.55	\$6,218,157,976
Food Away from Home		76	\$6,923.23	\$338,351,949
Financial		76	\$2,681.25	\$131,038,155
Value of Stocks/Bonds/Mutual Funds		78	\$2,264.28	\$110,660,090
Value of Retirement Plans		78		
Value of Other Financial Assets		76		
Vehicle Loan Amount excluding Interest		76		
Value of Credit Card Debt		78		

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

02/11

Health			
Nonprescription Drugs	79	\$140.52	\$6,867,646
Prescription Drugs	91	\$377.92	\$18,469,515
Eyeglasses and Contact Lenses	80	\$101.69	\$4,969,686
Home			
Mortgage Payment and Basics (11)	74	\$10,030.71	\$490,220,628
Maintenance and Remodeling Services	73	\$3,410.47	\$166,676,451
Maintenance and Remodeling Materials (12)	79	\$685.21	\$33,487,699
Utilities, Fuel, and Public Services	80	\$4,750.27	\$232,154,983
Household Furnishings and Equipment			
Household Textiles (13)	77	\$101.77	\$4,973,724
Furniture	78	\$774.77	\$37,864,595
Rugs	76	\$34.72	\$1,696,803
Major Appliances (14)	77	\$452.69	\$22,123,753
Housewares (15)	75	\$80.11	\$3,915,187
Small Appliances	76	\$60.78	\$2,970,570
Luggage	76	\$15.66	\$765,435
Telephones and Accessories	80	\$80.97	\$3,957,305
Household Operations			
Child Care	75	\$414.57	\$20,260,674
Lawn and Garden (16)	76	\$534.16	\$26,105,540
Moving/Storage/Freight Express	74	\$89.62	\$4,379,701
Housekeeping Supplies (17)	77	\$699.96	\$34,208,478
Insurance			
Owners and Renters Insurance	80	\$660.42	\$32,275,867
Vehicle Insurance	77	\$1,637.22	\$80,014,130
Life/Other Insurance	78	\$526.56	\$25,734,167
Health Insurance	80	\$3,995.88	\$195,286,504
Transportation			
Payments on Vehicles excluding Leases	80	\$2,432.96	\$118,903,384
Gasoline and Motor Oil	77	\$2,570.31	\$125,616,371
Vehicle Maintenance and Repairs	78	\$1,159.36	\$56,660,200
Travel			
Airline Fares	70	\$445.14	\$21,754,768
Lodging on Trips	74	\$731.39	\$35,744,296
Auto/Truck Rental on Trips	78	\$90.13	\$4,404,677
Food and Drink on Trips	75	\$559.20	\$27,329,317