

Top 3 Tapestry Segments

1.	Exurbanites
2.	Green Acres
3.	Main Street, USA



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$6,819,308
Average Spent	\$1,833.15
Spending Potential Index	77
Computers & Accessories: Total \$	\$904,428
Average Spent	\$243.13
Spending Potential Index	110
Education: Total \$	\$5,363,502
Average Spent	\$1,441.80
Spending Potential Index	118
Entertainment/Recreation: Total \$	\$13,730,402
Average Spent	\$3,690.97
Spending Potential Index	114
Food at Home: Total \$	\$17,739,544
Average Spent	\$4,768.69
Spending Potential Index	107
Food Away from Home: Total \$	\$13,056,232
Average Spent	\$3,509.74
Spending Potential Index	109
Health Care: Total \$	\$15,183,008
Average Spent	\$4,081.45
Spending Potential Index	110
HH Furnishings & Equipment: Total \$	\$7,635,391
Average Spent	\$2,052.52
Spending Potential Index	100
Investments: Total \$	\$7,564,809
Average Spent	\$2,033.55
Spending Potential Index	117
Retail Goods: Total \$	\$97,585,691
Average Spent	\$26,232.71
Spending Potential Index	106
Shelter: Total \$	\$66,313,223
Average Spent	\$17,826.14
Spending Potential Index	113
TV/Video/Audio: Total \$	\$4,933,032
Average Spent	\$1,326.08
Spending Potential Index	107
Travel: Total \$	\$8,435,029
Average Spent	\$2,267.48
Spending Potential Index	120
Vehicle Maintenance & Repairs: Total \$	\$3,861,208
Average Spent	\$1,037.96
Spending Potential Index	110

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics, Esri.