

# Aberdeen Development Corporation

## Target Modeling and Feasibility Study

7/24/2023



*Study provided by:*

Child Care Biz Help

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## PROJECT SUMMARY

The Aberdeen Development Corporation has conducted a comprehensive Market Study for the City of Aberdeen, South Dakota, to evaluate the demand for childcare and the capacity of the current infrastructure to meet this demand. The study focused on commute times of 10, 15, and 20 minutes from the city center located at 506 S Main Street.

The study employed a scorecard and decision matrix to evaluate three different population models: Highly Private Pay, Mid-Market (Mix Private Pay/Subsidy), and Highly Subsidized.

- Private pay means most families pay for their tuition on their own
- Highly subsidized mean the government pays for most of the families tuition
- For the mid-market model you'll find a mixture of both private pay and subsidy

Based on the demographics of Aberdeen, the model was scored as a high subsidized model, indicating a high level of government subsidized tuition.

***The overall study scored B which indicates the area would benefit from having additional childcare providers to provide care for the surplus of children ages 0-9.***

The target customer profile is a critical component in shaping the programming, pricing, and marketing strategy of our childcare services. The demographic analysis revealed a median income of \$65,117 among families within a 15-minute radius of the project address. The primary childcare consumer profiles, 'Great Generations' and 'Sitting Pretty', represent the highest population concentration within a 15-minute commute. The income range for these groups is \$50,000 to \$80,000, and their children range in age from newborns to 17 years old.

The family structure within a 15-minute drive time is predominantly married with children, although there are a significant number of single-parent households. The commuting duration for workers in the area is less than 20 minutes for a substantial 38% of the workforce, and less than 15 minutes for approximately 33%.

The demographic data indicates a high concentration of children aged 0-4 years within a 10-minute radius, with 19% of this demographic under one year of age - with a community growth rate of 1.5%.

The current availability of enrollment spots in existing home daycares, childcare centers and after school programs is insufficient to meet the needs of the existing population of children under the age of 4, as well as those of before and after school or summer camp age, which is under 9 years. This highlights the urgent need to expand capacity to adequately cater to these demographic groups: 1,784 enrollment spots in comparison to 3,862 children living within 10 minutes from the target location ages 0-9.

In conclusion, the study reveals a significant demand for childcare services in Aberdeen, particularly for infant care and before and after school care. The current infrastructure is inadequate to meet this demand, indicating a pressing need for additional childcare facilities. The study provides valuable insights that can guide the development of effective programming, pricing, and marketing strategies to meet the needs of our target customer groups.

## PROJECT SUMMARY

A comprehensive market analysis for Aberdeen, South Dakota was conducted utilizing demographic data along with lifestyle customer profiles. The study was intended to gain an understanding of the prevailing demand for childcare in comparison to the existing infrastructure designed to meet this need.

By arming ourselves with accurate data and insights, we can strategically determine the most effective ways to bolster childcare support, benefit local enterprises, and empower our workforce.

Notably, families with access to top-tier childcare exhibit heightened productivity. Moreover, businesses that champion childcare and adopt family-centric policies consistently stand out, attracting and retaining the best talent.

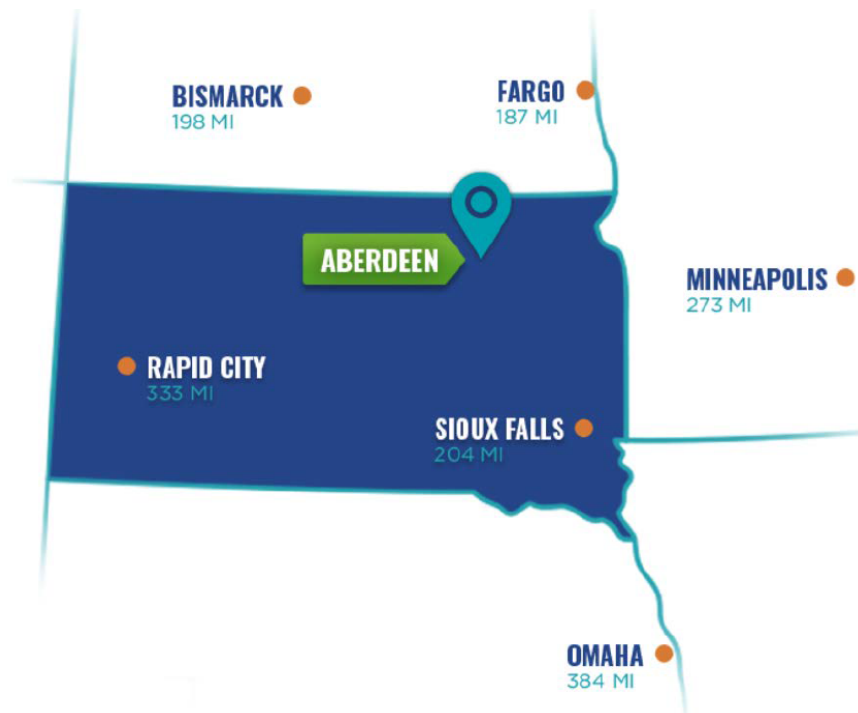
83% of millennials say they would leave their jobs for one with more family-friendly benefits  
(Care.com)

86% of employers say childcare benefits have a positive impact on recruitment and retention.  
(Best Place For Working Parents)

48% of workers say childcare issues were a reason they quit a job among those with a child younger than 18 in the household.  
(Pew Research 2022)

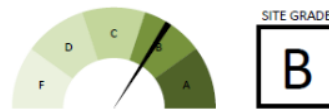
60% of non-working parents say childcare is a top reason they do not participate in the workforce.  
(Best Place For Working Parents)

The study consists of data within a radius of 10, 15, and 20 minutes from the city center limit located at 506 S Main Street.



## SCORECARD & DECISION MATRIX

Populations can be evaluated based on three distinct models: predominantly private pay, balanced private pay and subsidy, and heavily subsidized. After collecting demographic data, it's compared against various factors. These include Lifestyle Segmentation (targeting potential parents), expenditure per household on daycare services, average income, the count of children aged 0-4 and 5-9, and the community's growth rate.



Using these demographic criteria, Aberdeen was categorized under the high subsidy model, indicating a strong reliance on subsidized tuition. The study gave the area a 'B' rating, suggesting that Aberdeen would greatly benefit from more child care centers.

	1	2	LIFESTYLE SEGMENTATION		3	TOTAL CHILDCARE SPENDING		4	DEMOGRAPHICS		5
LOCATION	AREA MODEL GRADE	L.S. SCORE	L.S. %	T.C.S. per HH	T.C.S.	TOTAL HH	MED INCOME	KIDS 0-4	KIDS 5-9	GROWTH	
506 S Main ST Aberdeen, SD	B	6,659	21.9%	\$2.68	\$35,138	30,407	\$62,660	2,056	1,937	1.5%	

1	B- to A+		C- to C+		< D+	
2	> 3,000	> 10 %	2,000 - 3,000	1 to 10%	< 2,000	0 %
3	\$3.00 - \$4.00		< \$3.00 or \$4.00 - \$5.00		> \$5.00	
4	\$50 - 60,000	> 3,000	\$60 - 75 or \$45 - 50	2 - 3,000	> \$75 / < \$45,000	< 2,000
5	> 0.5 %		0.0 - 0.05 %		< 0.0 %	

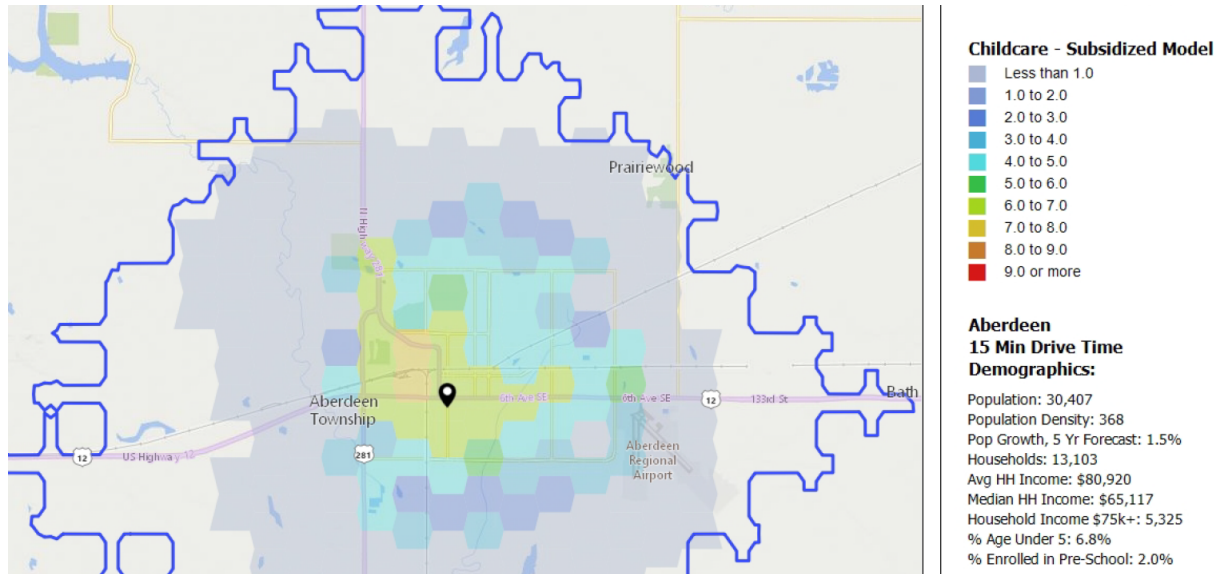
1. **Area Model Grade:** Grade given based on the demographic data and the likelihood a new childcare center would have success in the defined model (Highly Private Pay, Mid-Market (Mix Private Pay/Subsidy), and Highly Subsidized).
2. **Lifestyle Segmentation:** Neighborhood segmentation that first groups consumers by traditional geo-demographic characteristics, and then offers companies the opportunity to further segment consumers by innovative lifestyle attitudes that influence consumers' distinctive purchasing styles. This study specifically ranks the segment of the population that would consume daycare/nursery services.
3. **Total Childcare Spending Per Household:** The total spent on daycare services per week per household cumulatively. Since we don't know which houses spent the money on daycare services, the model takes a cumulative total based on the amount spent per week divided by *the number of households*.
4. **Demographics:** The study focuses on key consumer details such as total households, median income, kids ages 0-4 and 5-9.
5. **Growth:** The community growth rate.



## MODEL MAPS

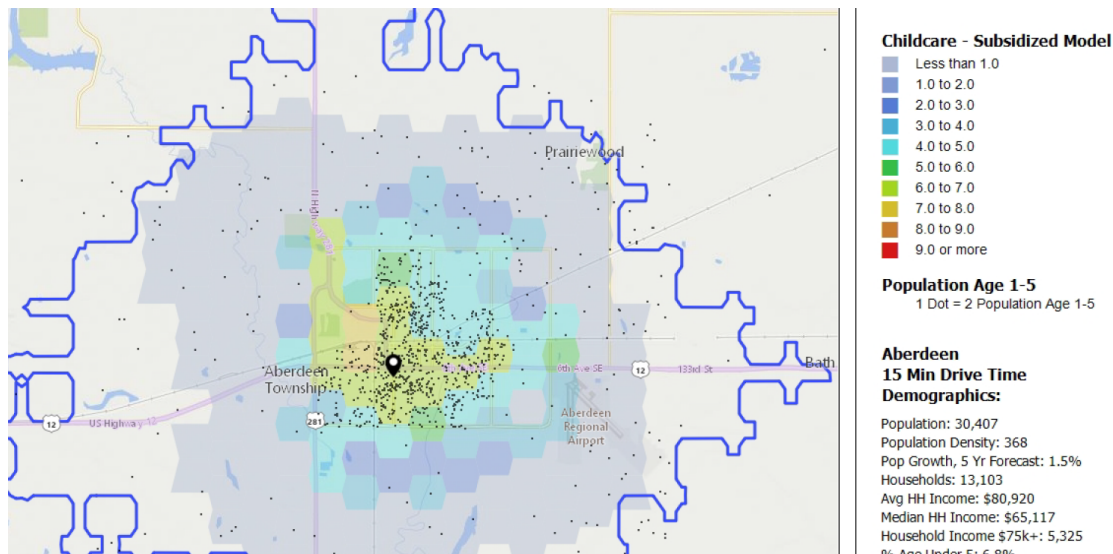
### Potential Daycare Customer Model Map

The model map scores the most to least number of the population that are potential daycare customers in each of the color hexagon areas. Around the target address there are many hexagons that are green suggesting 6 -7 households with potential daycare customers. As we pan farther from the target address, we have less amounts of potential daycare customers.



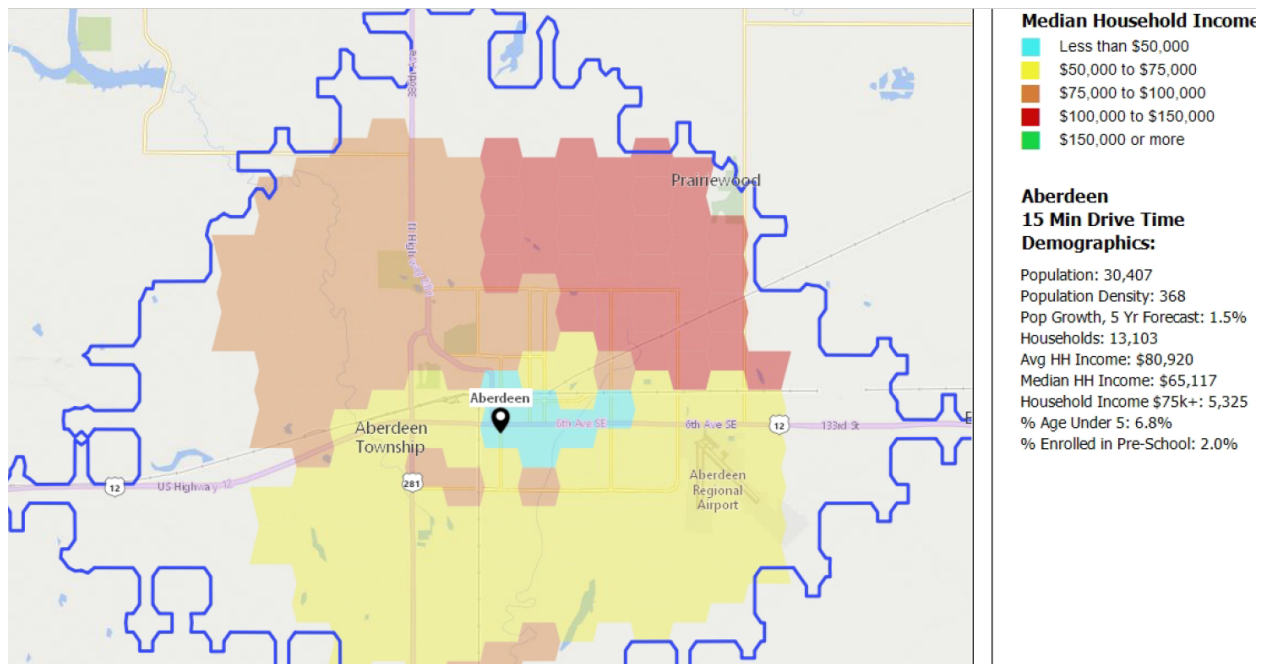
### Households With Children Ages 1-5

The second model map represents the number of households with children ages 1-5. Again there is a high concentration around the study target address.



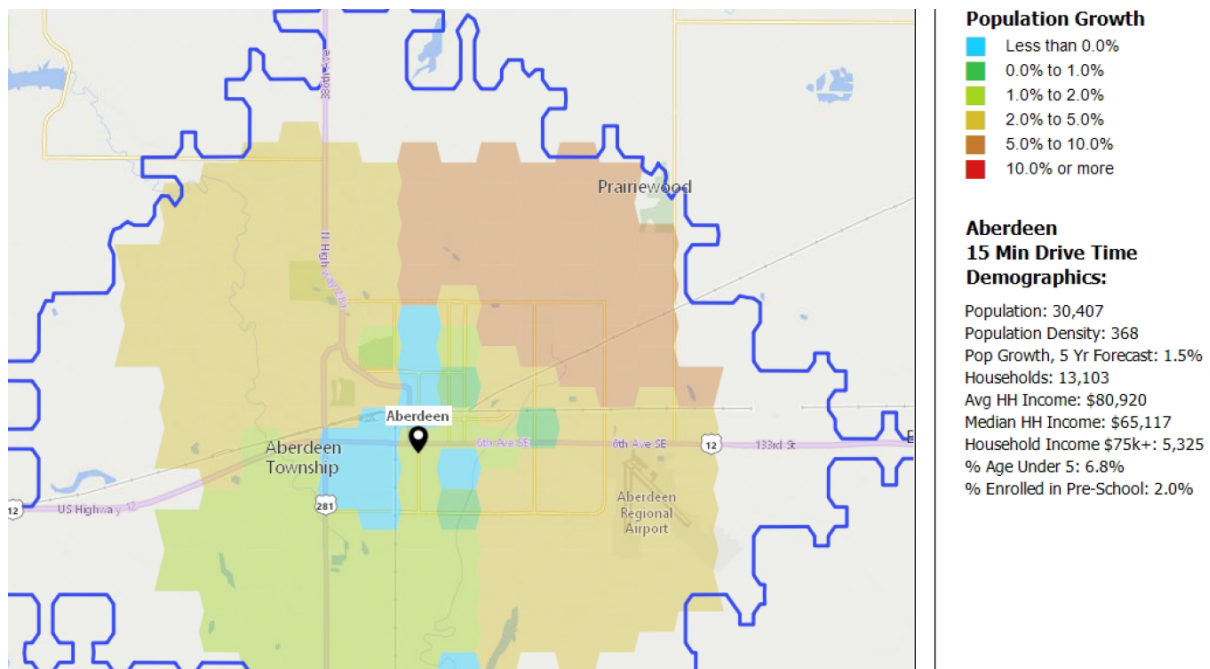
## Median Household Income

The third model map depicts how the median household income is distributed around the target study address. Clearly going from lower income around the target address and higher as we push out West.



## Population Growth

The fourth model map shows population growth rates around the study target address. Overall many of the Aberdeen areas are experiencing good growth rates.



## TARGET CUSTOMER

Comprehending the profile of the target customer is crucial in shaping the programming, pricing, and marketing strategy of providing childcare services. The demographic analysis of families residing within a 15 minute radius of project address reveals a median income of \$65,117.

Our primary childcare consumer profiles are 'Great Generations' and 'Sitting Pretty', which represent the highest population concentration within a 15-minute commute. The income bracket for these groups ranges from \$50,000 to \$80,000.

The age range of their children spans from newborns to 17 years old. This information is invaluable in tailoring our services to meet the needs of these key consumer groups.

Segment Name	10 Min	15 Min	20 Min
Urban Squires	3.2%	3.0%	2.9%
Sitting Pretty	5.3%	5.1%	4.9%
Social Whirls	2.4%	2.3%	2.2%
Bonds & Babies	1.6%	1.5%	1.5%
Great Generations	9.3%	10%	9.7%

The family structure can tell you additional details about your customer. Here we reveal single parent households versus married with children households. Within a 15 minute drive time, the family structure is primarily married with children, however, there are a number of single parent homes led by either the mother or the father.

Family Structure	10 Min	15 Min	20 Min
Single Parent - Male	260	276	282
Single Parent - Female	698	708	716
Married with Children	2,205	2,386	2,524

The final demographic detail pertains to the commuting duration for workers in the area. A significant 38% of the workforce has a travel time of less than 10 minutes, while approximately 33% commute within a 15-minute timeframe. Furthermore, nearly 20% of employees have a commute of less than 20 minutes.

To gain insights into approximately 70% of the population, it would be beneficial to analyze commuting durations of up to 15 minutes.

## Enrollment Spots and Child Counts

The demographic data indicates a significant concentration of children aged between 0 and 4 years within a 10-minute radius. Notably, 19% of this demographic is under one year of age, suggesting a probable high demand for infant care services. This demand is further underscored by the area's population growth rate of 1.5%.

Given these factors, it is reasonable to anticipate that this trend will persist for an extended period.

High numbers in ages 0-4 means a childcare center coming into the region could be successful in offering infants through preschool services.

	10 Min Drive		15 Min Drive		20 Min Drive	
Children (2022)						
0 - 4 Years	1,973		2,056		2,130	
5 - 9 Years	1,889		1,973		2,054	
10-13 Years	1,425		1,494		1,557	
14-17 Years	1,481		1,563		1,641	
	10 Min Drive		15 Min Drive		20 Min Drive	
Total Population by Age						
Average Age (2022)	39.6		39.8		39.9	
Children (2022)						
Under 1 Year	374	1.3%	393	1.3%	413	1.3%
1 Year Old	392	1.4%	405	1.3%	419	1.3%
2 Years Old	399	1.4%	414	1.4%	428	1.3%
3 Years Old	410	1.4%	425	1.4%	438	1.4%
4 Years Old	398	1.4%	417	1.4%	433	1.4%
5 Years Old	402	1.4%	418	1.4%	433	1.4%
6 Years Old	400	1.4%	416	1.4%	434	1.4%
7 Years Old	394	1.4%	415	1.4%	432	1.4%
8 Years Old	361	1.3%	376	1.2%	389	1.2%
9 Years Old	332	1.2%	349	1.1%	366	1.1%

## Current child care spots available in the community versus children in the age group that would utilize childcare (ages 0 - 9)

There are several different types of LICENSED Childcare Providers (By South Dakota Department of Social Services):

1. Licensed Family Daycare (up to 12 children in a home setting)
2. Group Family Daycare (up to 30 children in a home setting)
3. Group Childcare Center (care for a certain amount of children per sq ft located outside the home), and
4. Before and After School (boutique offering that focuses solely on school age children).

Total Daycare Spots Available For Children In The Community		
Program Type	# of Providers	Enrollment Slots
<b>Home Daycares and Group Child Care Providers</b>		
Family Daycare	14	156
Group Family Daycare	1	20
Group Childcare Center	9	1,199
Licensed Before & After School	1	109
Non-Licensed Boys and Girls Club (After School)	1	300
<b>Total Daycare Spots In The Community*</b>	<b>26</b>	<b>1,784</b>

\*A spot does not mean it's available

Child Counts			
Ages	10 Min	15 Min	20 Min
0-4	1,973	2,056	2,130
5-9 (B&A/Camp)	1,889	1,973	2,054
<b>Total Counts</b>	<b>3,862</b>	<b>4,029</b>	<b>4,184</b>

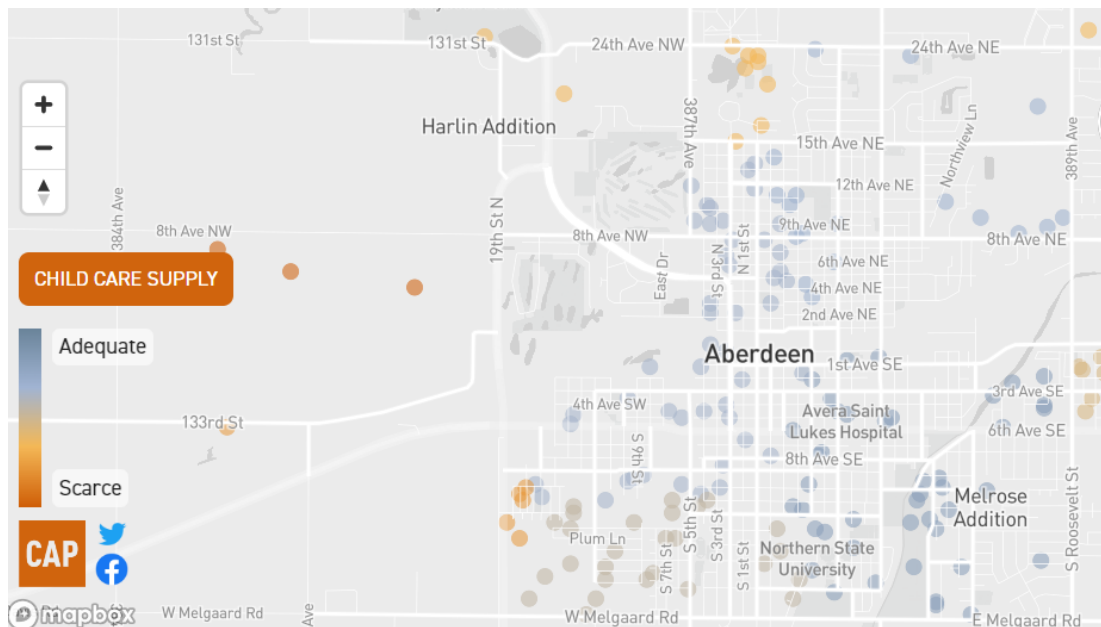
This study proves:

- 26 providers that can offer 1,784 spots for children in the community (ages infant to 9).
- Child counts ages 0-9 currently total 3,862 within a 10 minute drive time.
- GAP in care available = <2,078 children>

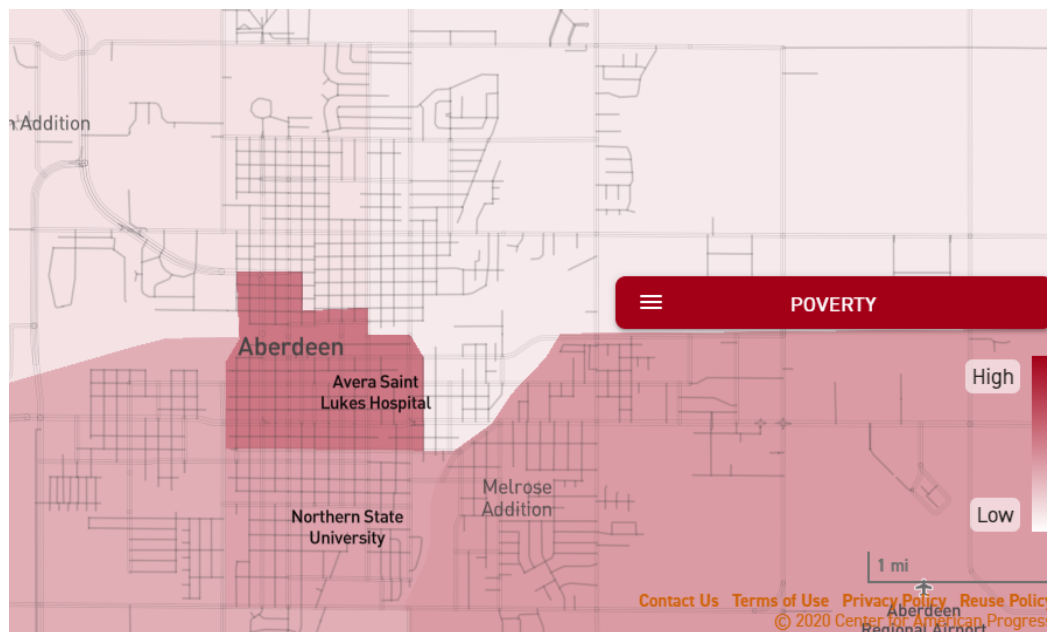
## U.S. Child Care Desert Facts

51 percent of people in the United States live in a child care desert. A child care desert is any census tract with more than 50 children under age 5 that contains either no child care providers or so few options that there are more than three times as many children as licensed child care slots.

When looking at Aberdeen, the first map below indicates the scarcity/adequate supply of childcare providers. The orange circles in the outer regions of Aberdeen indicate a high level of scarcity of providers. A new provider would look for this type of area to place their new school.



This second map indicates high or low poverty. New childcare centers would target a specific level of poverty depending on their business model of mainly private pay, partial private/partial subsidy, or highly subsidized.



Link here: <https://childcaredeserts.org/>

# Early Learning Center Site Analysis Target Model



## PREPARED FOR:

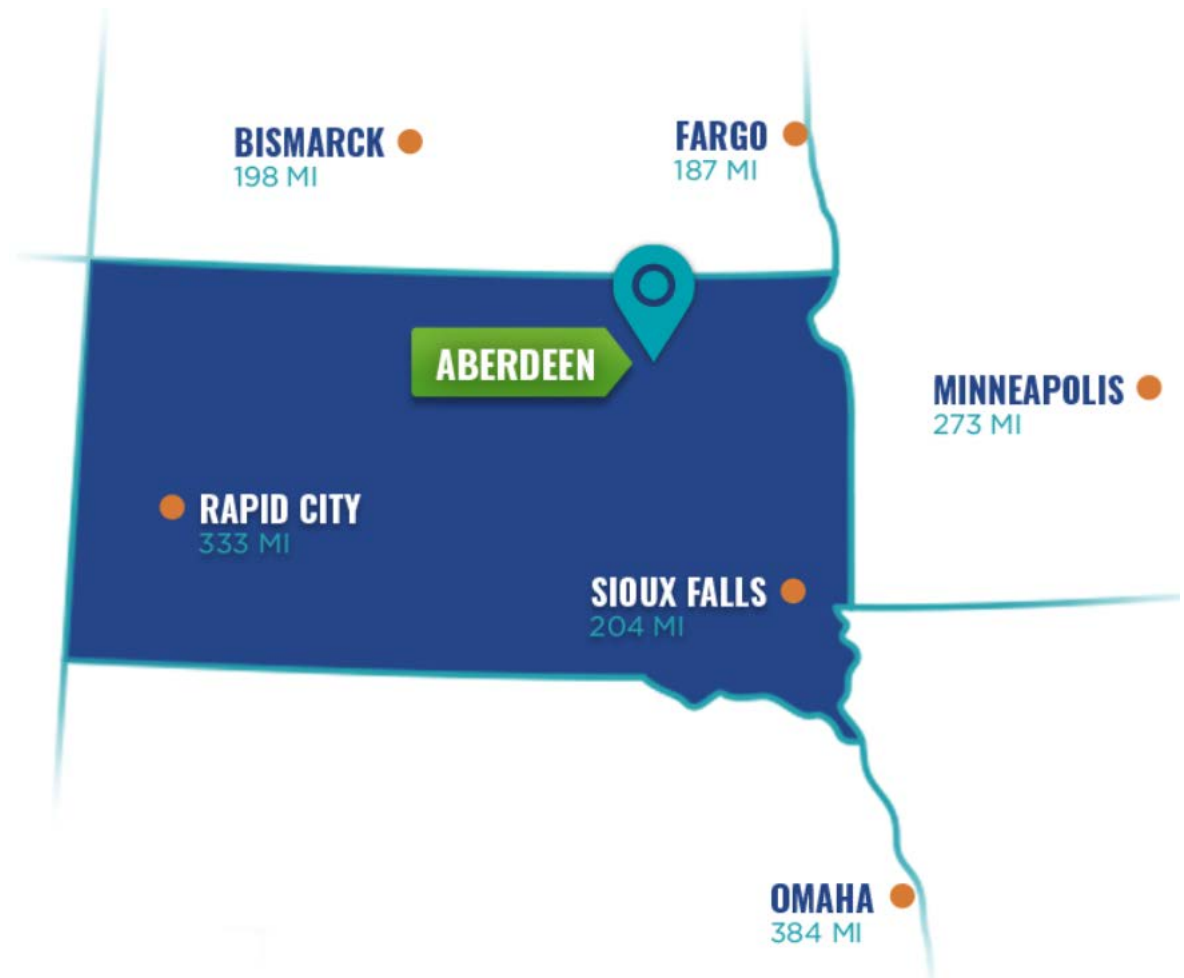
Aberdeen Development  
Corporation

Michael L Bockorny

## LOCATION:

506 S Main ST  
Aberdeen, SD

Date: July 14, 2023



PREPARED BY:

**EEA+S**

EARLY  
EDUCATION  
ACQUISITION  
SPECIALIST

[eeaspecialists.com](http://eeaspecialists.com)

and

**Child Care  
Biz Help**

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# CHILDCARE START-UP EXPERT



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Child Care **Biz Help**® 

Caroline Jens is a dynamic force in the childcare industry, renowned for her expertise in business development, leadership, web development, internet marketing, and building raving fan cultures. As the Owner and Co-Founder of Child Care Biz Help, Caroline has dedicated nearly 20 years in finance & child care, making her a true industry expert.

Caroline is an industry innovator driven by her passion for pioneering new childcare brands for start-ups, leveling up existing home or group childcare centers, and developing creative resources for the early childhood education industry. She has a contagious energy and an unwavering commitment to her mission, making her a sought-after mentor and consultant for early childhood educators and entrepreneurs nationwide.

If you want to take your childcare business or expansion idea to the next level, Caroline Jens and Child Care Biz Help are the ultimate partners for success.

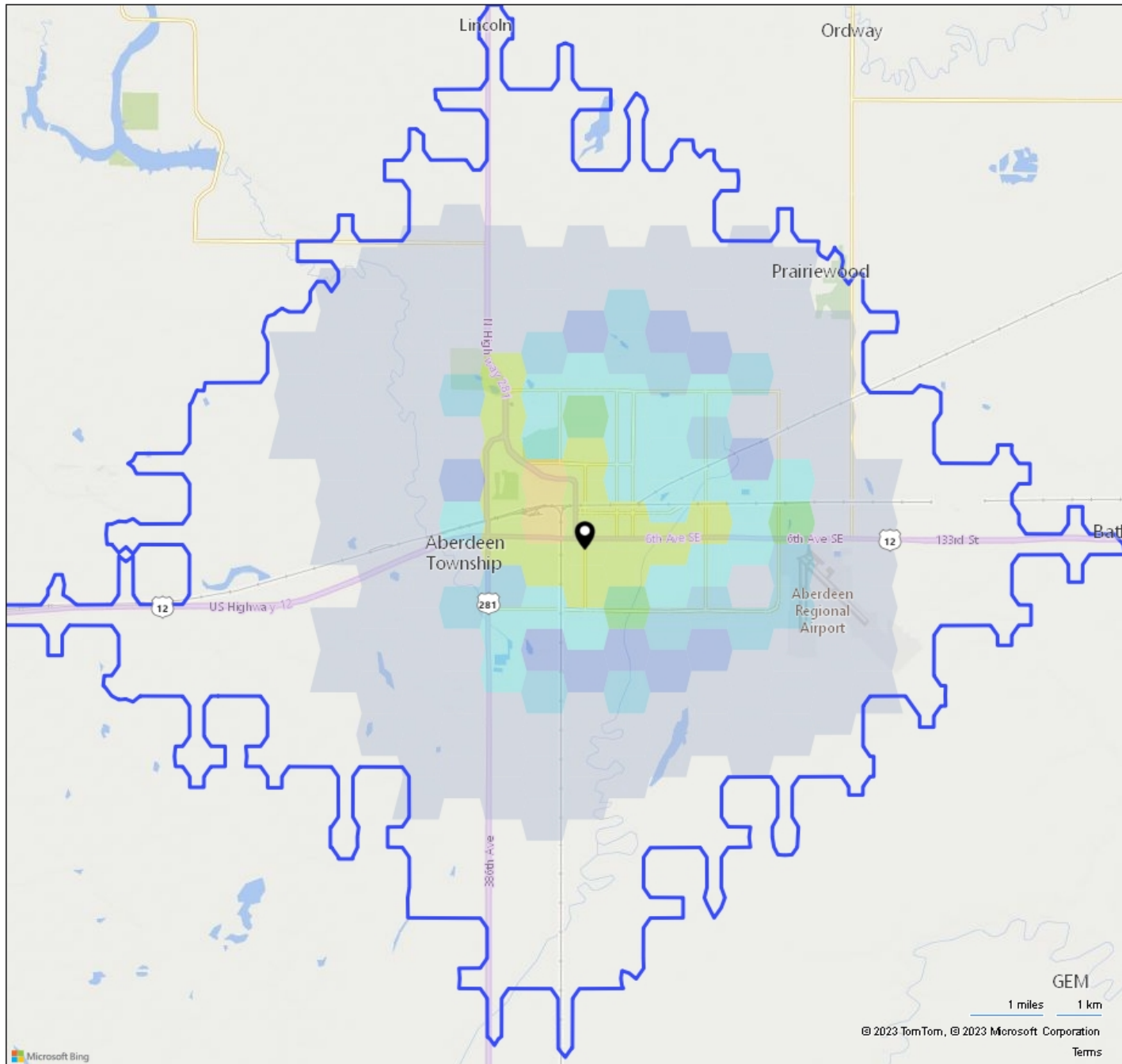




# MODEL MAP

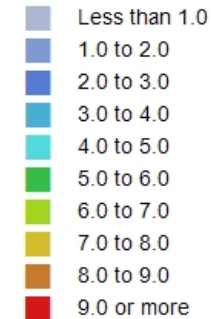
# 506 S Main ST, Aberdeen, SD

## Model Map (15 Min DT)



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### Childcare - Subsidized Model



### Aberdeen 15 Min Drive Time Demographics:

Population: 30,407  
Population Density: 368  
Pop Growth, 5 Yr Forecast: 1.5%  
Households: 13,103  
Avg HH Income: \$80,920  
Median HH Income: \$65,117  
Household Income \$75k+: 5,325  
% Age Under 5: 6.8%  
% Enrolled in Pre-School: 2.0%

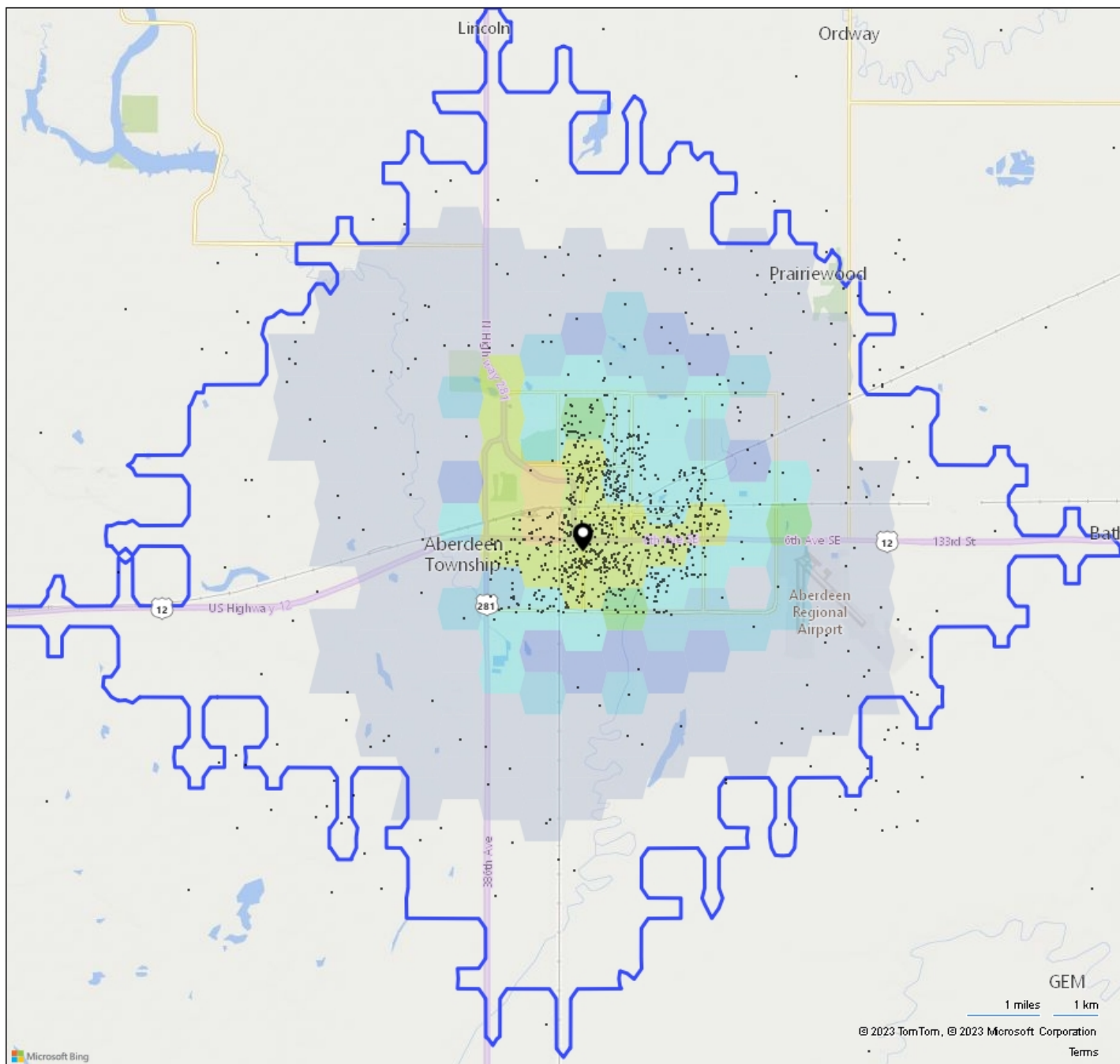
**This map scores the most to least number of population that are potential daycare customers in each of the color hexagon areas.**

Scale In Miles:



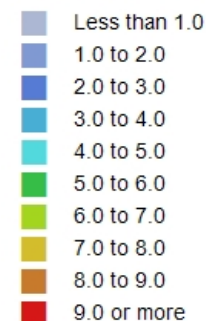
# 506 S Main ST, Aberdeen, SD

## Model Map w/ kids 1-5 (15 Min DT)



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### Childcare - Subsidized Model



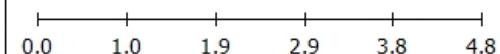
### Population Age 1-5

1 Dot = 2 Population Age 1-5

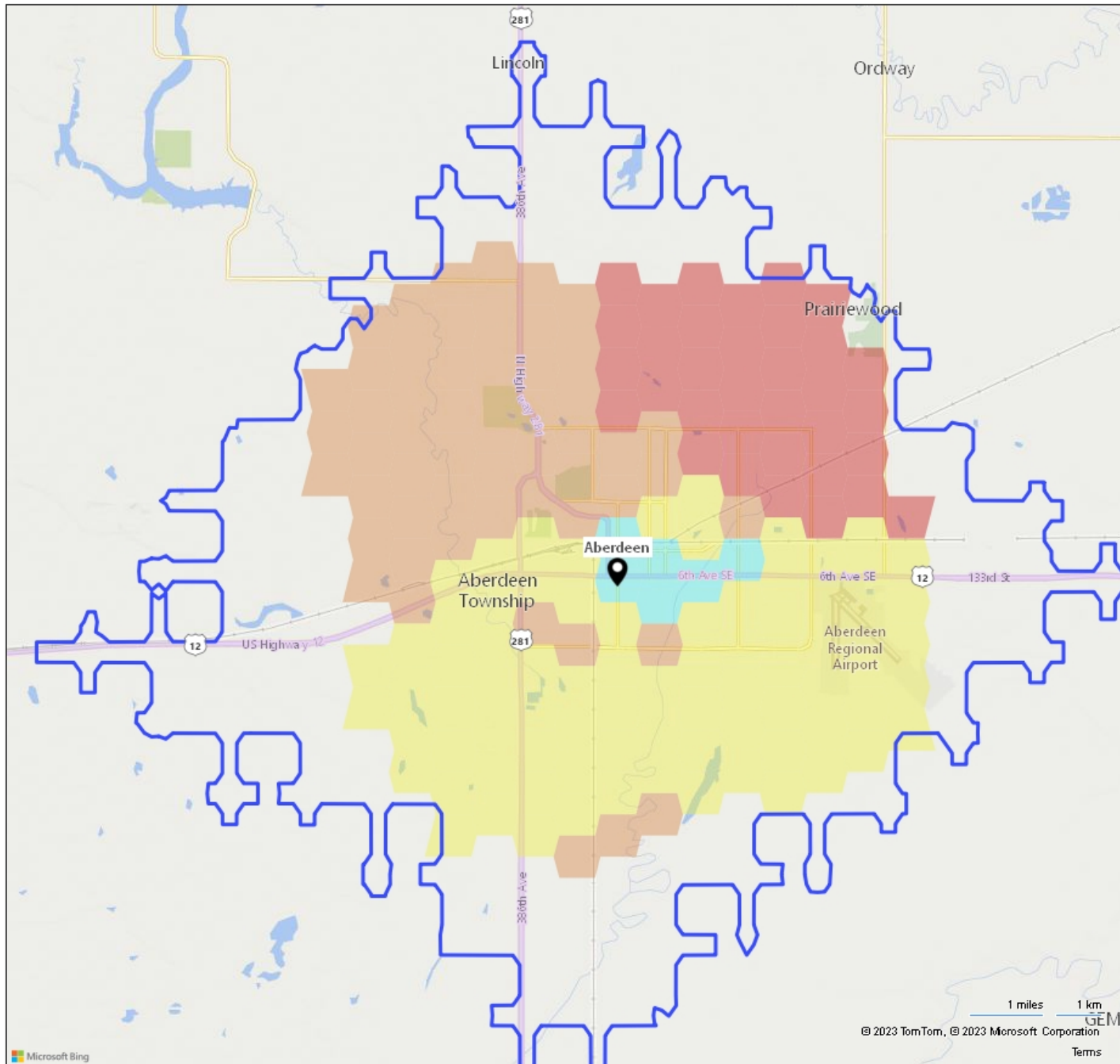
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Scale In Miles:



**506 S Main ST, Aberdeen, SD**  
**Med HH Inc (15 Min DT)**



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**Median Household Income**

- Less than \$50,000
- \$50,000 to \$75,000
- \$75,000 to \$100,000
- \$100,000 to \$150,000
- \$150,000 or more

**Aberdeen**  
**15 Min Drive Time**  
**Demographics:**

Population: 30,407  
Population Density: 368  
Pop Growth, 5 Yr Forecast: 1.5%  
Households: 13,103  
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Scale In Miles:



# 506 S Main ST, Aberdeen, SD

## Population Growth (15 Min DT)

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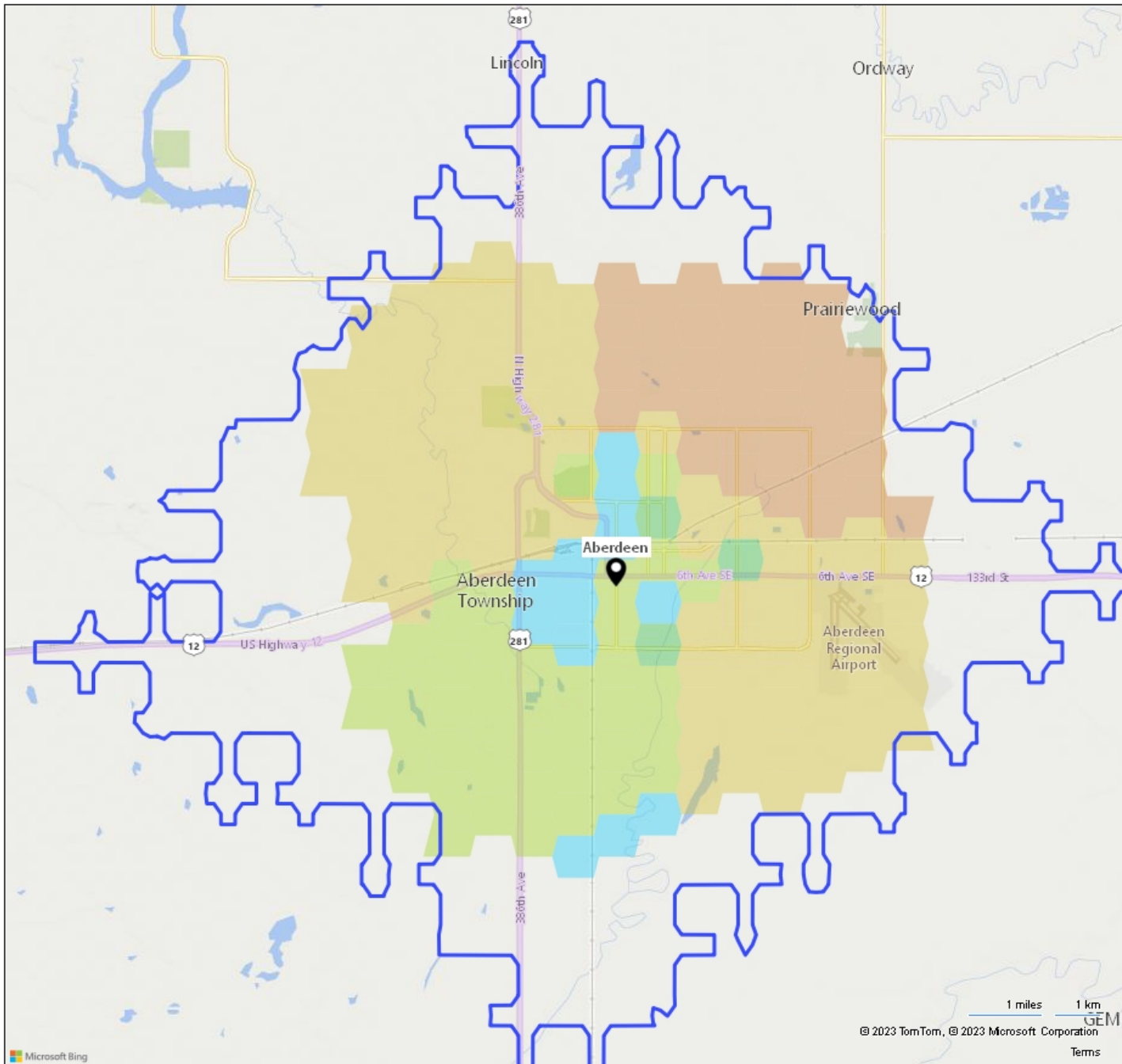
### Population Growth

- Less than 0.0%
- 0.0% to 1.0%
- 1.0% to 2.0%
- 2.0% to 5.0%
- 5.0% to 10.0%
- 10.0% or more

### Aberdeen 15 Min Drive Time Demographics:

Population: 30,407  
Population Density: 368  
Pop Growth, 5 Yr Forecast: 1.5%  
Households: 13,103  
Avg HH Income: \$80,920  
Median HH Income: \$65,117  
Household Income \$75k+: 5,325  
% Age Under 5: 6.8%  
% Enrolled in Pre-School: 2.0%

Scale In Miles:





# DECISION MATRIX



# DECISION MATRIX

## CLARITY REGARDING #3: T.C.S. Per HH - Daycare, Nursery, and Preschool Spending

\$35,138 per week is spent cumulatively by households in this study on daycare  
 \$35,138 divided by the total households of 30,407 = \$2.68 per household per week spent.

That's over \$1.8 million per year this area of study would spend in Daycare, Nursery, and Preschool Spending

	1	2 LIFESTYLE SEGMENTATION		3 TOTAL CHILDCARE SPENDING		4 DEMOGRAPHICS			5	
LOCATION	AREA MODEL GRADE	L.S. SCORE	L.S. %	T.C.S. per HH	T.C.S.	TOTAL HH	MED INCOME	KIDS 0-4	KIDS 5-9	GROWTH
506 S Main ST Aberdeen, SD	B	6,659	21.9%	\$2.68	\$35,138	30,407	\$62,660	2,056	1,937	1.5%

1

B- to A+

2

> 3,000 | > 10 %

3

\$3.00 - \$4.00

4

\$50 - 60,000 | > 3,000

5

> 0.5 %

C- to C+

2,000 - 3,000 | 1 to 10%

< \$3.00 or \$4.00 - \$5.00

\$60 - 75 or \$45 - 50 | 2 - 3,000

0.0 - 0.05 %

< D+

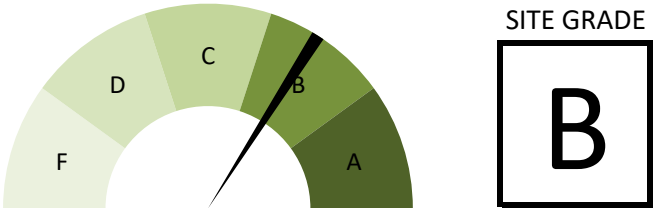
< 2,000 | 0 %

> \$5.00

> \$75 / < \$45,000 | < 2,000

< 0.0 %

Childcare - Subsidized Model



Key Performance Indicators

	Value	Grade	Below	Average	Above
# Department Stores (0.33 mi)	0	A			
Population Density (5 mi)	386	D			
Total Employees (2 mi)	17,025	B			
Median Household Income (2 mi)	\$62,518	B			
# Retailers (0.75 mi)	58	C			
# Clothing/Apparel Stores (0.33 mi)	1	C			
# Restaurants (0.75 mi)	8	A			
% Bachelor Degree+ (2 mi)	32.9%	B			
CBSA Population	55,019	F			
# Age Under 5 (2 mi)	1,847	B			





# CONSUMER PROFILE

# Aberdeen

506 S Main ST | Aberdeen, SD 57401

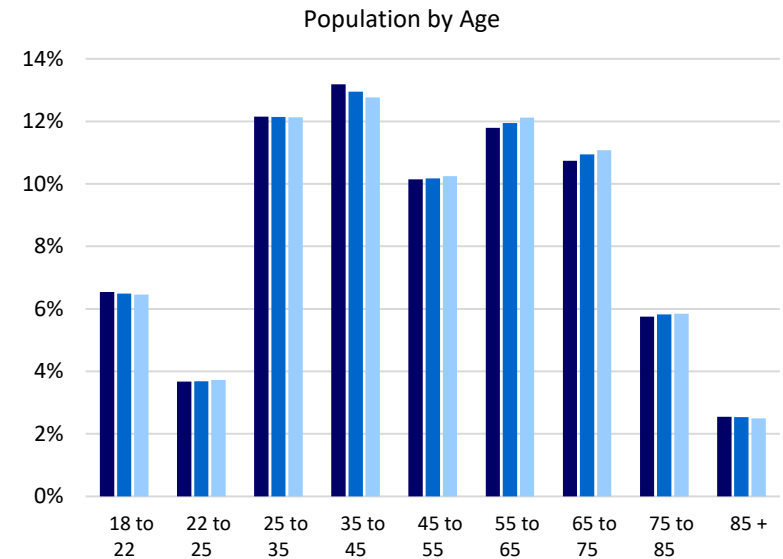
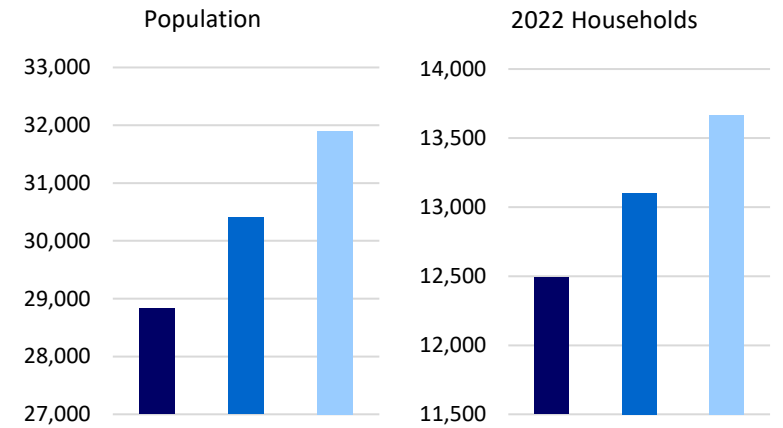
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## Consumer Profile Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
<b>Current</b>						
2022 Population	28,832	---	30,407	---	31,904	---
2027 Projected Population	29,244	---	30,869	---	32,345	---
Pop Growth (%)	1.4%	---	1.5%	---	1.4%	---
2022 Households	12,490	---	13,103	---	13,668	---
2027 Projected Households	12,661	---	13,294	---	13,851	---
HH Growth (%)	1.4%	---	1.5%	---	1.3%	---
<b>Census Year</b>						
2000 Population	26,408	---	27,619	---	28,970	---
2010 Population	27,190	---	28,561	---	30,037	---
Pop Growth (%)	3.0%	---	3.4%	---	3.7%	---
2000 Households	11,173	---	11,627	---	12,118	---
2010 Households	11,821	---	12,354	---	12,910	---
HH Growth (%)	5.8%	---	6.2%	---	6.5%	---
<b>Total Population by Age</b>						
Average Age (2022)	39.6		39.8		39.9	
<b>Children (2022)</b>						
0 - 4 Years	1,973		2,056		2,130	
5 - 9 Years	1,889		1,973		2,054	
10-13 Years	1,425		1,494		1,557	
14-17 Years	1,481		1,563		1,641	
<b>Adults (2022)</b>						
18 to 22	1,886	6.5%	1,973	6.5%	2,060	6.5%
22 to 25	1,058	3.7%	1,121	3.7%	1,187	3.7%
25 to 35	3,504	12.2%	3,692	12.1%	3,871	12.1%
35 to 45	3,801	13.2%	3,938	13.0%	4,071	12.8%
45 to 55	2,926	10.1%	3,095	10.2%	3,270	10.2%
55 to 65	3,401	11.8%	3,631	11.9%	3,865	12.1%
65 to 75	3,096	10.7%	3,328	10.9%	3,534	11.1%
75 to 85	1,658	5.8%	1,770	5.8%	1,866	5.8%
85 +	734	2.5%	771	2.5%	796	2.5%

### Population by Race/Ethnicity (2022)



### Race/Ethnicity

# Aberdeen

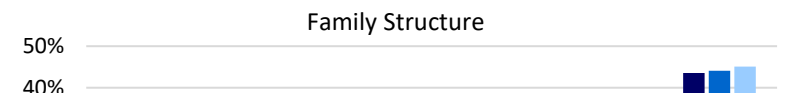
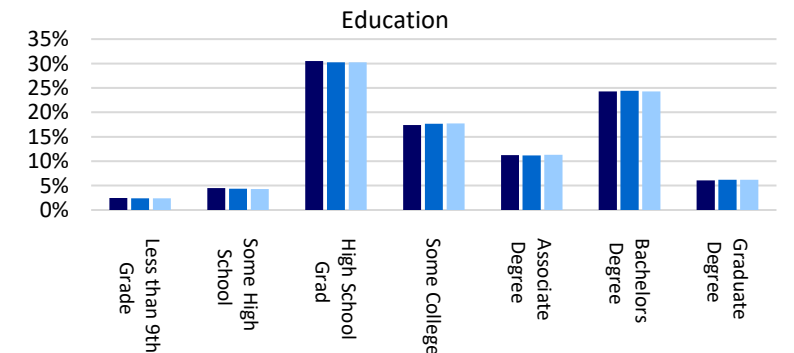
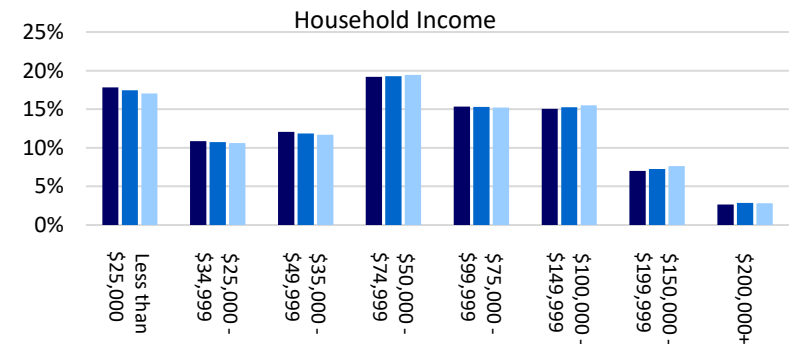
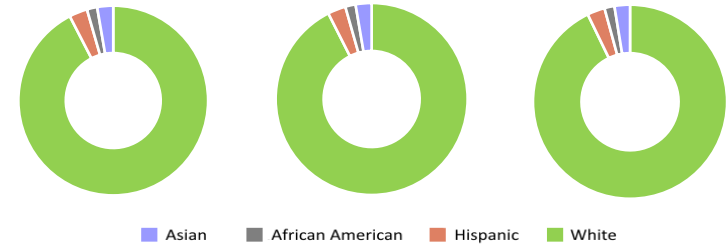
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Windsor Realty Group  
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## Consumer Profile Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
White, Non-Hispanic	25,139	87.2%	26,577	87.4%	28,014	87.8%
Hispanic	843	2.9%	870	2.9%	885	2.8%
African American	476	1.7%	499	1.6%	502	1.6%
Asian	740	2.6%	771	2.5%	778	2.4%
<b>Language at Home (2022)</b>	26,859		28,352		29,774	
Spanish	689	2.6%	721	2.5%	734	2.5%
Asian Language	550	2.0%	569	2.0%	571	1.9%
<b>Ancestry (2022)</b>						
American Indian (ancestry)	1,059	3.7%	1,098	3.6%	1,121	3.5%
Hawaiin (ancestry)	42	0.1%	42	0.1%	42	0.1%
<b>Household Income (2022)</b>						
Per Capita Income	\$34,648	---	\$34,869	---	\$35,215	---
Average HH Income	\$79,984	---	\$80,920	---	\$82,200	---
<b>Median HH Income</b>	<b>\$61,885</b>	<b>---</b>	<b>\$62,660</b>	<b>---</b>	<b>\$63,572</b>	<b>---</b>
Less than \$25,000	2,226	17.8%	2,287	17.5%	2,330	17.0%
\$25,000 - \$34,999	1,358	10.9%	1,409	10.7%	1,450	10.6%
\$35,000 - \$49,999	1,505	12.0%	1,556	11.9%	1,598	11.7%
\$50,000 - \$74,999	2,398	19.2%	2,526	19.3%	2,658	19.4%
\$75,000 - \$99,999	1,918	15.4%	2,004	15.3%	2,079	15.2%
\$100,000 - \$149,999	1,878	15.0%	1,998	15.2%	2,121	15.5%
\$150,000 - \$199,999	875	7.0%	951	7.3%	1,044	7.6%
\$200,000+	331	2.7%	373	2.8%	388	2.8%
<b>Education (2022)</b>	19,120		20,226		21,274	
Less than 9th Grade	475	2.5%	485	2.4%	515	2.4%
Some High School	857	4.5%	884	4.4%	916	4.3%
High School Grad	5,830	30.5%	6,125	30.3%	6,439	30.3%
Some College	3,333	17.4%	3,576	17.7%	3,770	17.7%
Associate Degree	2,151	11.3%	2,266	11.2%	2,401	11.3%
Bachelors Degree	4,643	24.3%	4,935	24.4%	5,170	24.3%
Graduate Degree	1,157	6.0%	1,246	6.2%	1,322	6.2%
<b>Family Structure (2022)</b>	7,033		7,496		7,928	
Single - Male	372	5.3%	377	5.0%	385	4.9%
Single - Female	438	6.2%	446	5.9%	447	5.6%



# Aberdeen

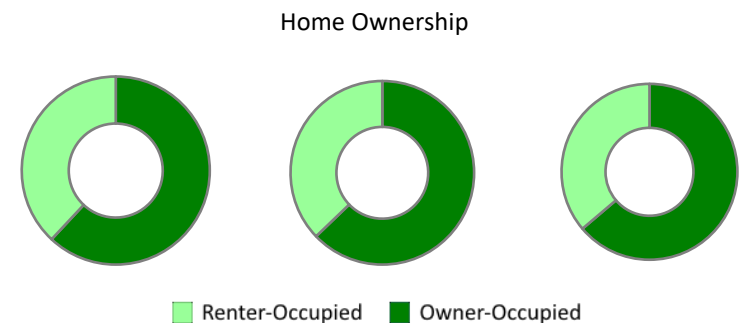
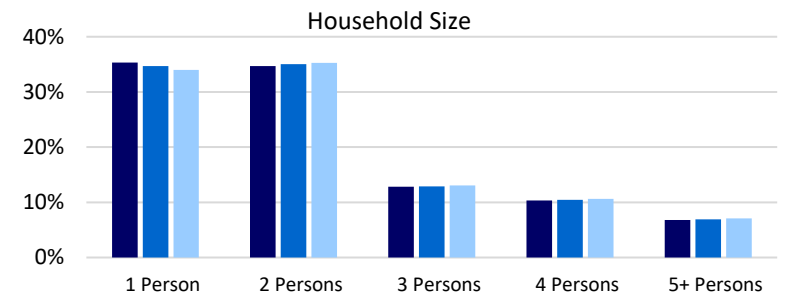
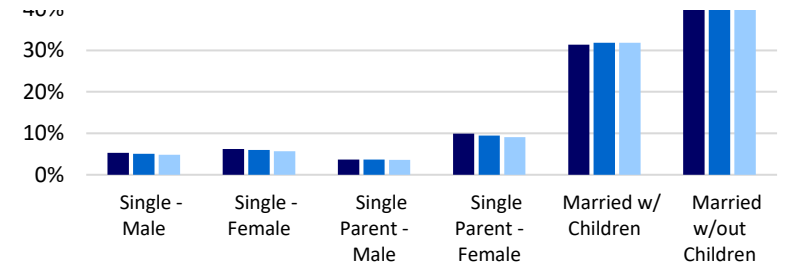
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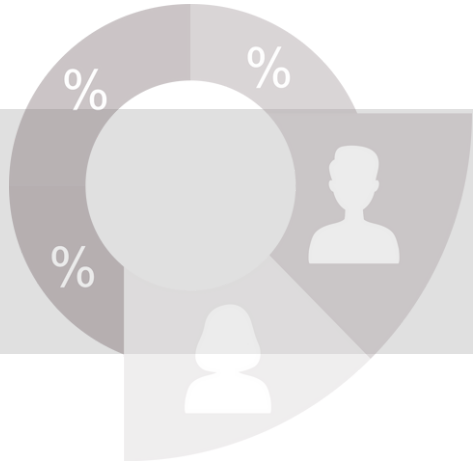
Windsor Realty Group  
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## Consumer Profile Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
Single Parent - Male	260	3.7%	276	3.7%	282	3.6%
Single Parent - Female	698	9.9%	708	9.4%	716	9.0%
Married w/ Children	2,205	31.3%	2,386	31.8%	2,524	31.8%
Married w/out Children	3,060	43.5%	3,302	44.1%	3,573	45.1%
<b>Household Size (2022)</b>						
1 Person	4,414	35.3%	4,543	34.7%	4,649	34.0%
2 Persons	4,335	34.7%	4,593	35.1%	4,818	35.3%
3 Persons	1,601	12.8%	1,690	12.9%	1,782	13.0%
4 Persons	1,291	10.3%	1,369	10.4%	1,451	10.6%
5+ Persons	848	6.8%	907	6.9%	968	7.1%
<b>Home Ownership (2022)</b>						
Owners	7,738	62.0%	8,233	62.8%	8,719	63.8%
Renters	4,752	38.0%	4,870	37.2%	4,948	36.2%
<b>Components of Change (2022)</b>						
Births	374	1.3%	393	1.3%	413	1.3%
Deaths	295	1.0%	313	1.0%	331	1.0%
Migration	-59	-0.2%	-50	-0.2%	-54	-0.2%
<b>Unemployment Rate (2022)</b>						
	2.4%		2.4%		2.3%	
<b>Employment, Pop 16+ (2022)</b>						
Armed Services	24	0.1%	25	0.1%	27	0.1%
Civilian	16,390	71.9%	17,308	71.8%	18,172	71.7%
Employed	15,992	70.2%	16,895	70.1%	17,751	70.1%
Unemployed	399	1.7%	413	1.7%	422	1.7%
Not in Labor Force	6,403	28.1%	6,785	28.2%	7,162	28.3%
<b>Businesses</b>						
Establishments	1,219	---	1,280	---	1,316	---
Employees (FTEs)	18,091	---	18,975	---	19,338	---





# DEMOGRAPHICS

## Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
<b>Population</b>						
2022 Population	28,832	---	30,407	---	31,904	---
2027 Projected Population	29,244	---	30,869	---	32,345	---
2027 Projected Population (High Estimate)	31,012	---	32,768	---	34,305	---
2027 Projected Population (Low Estimate)	28,036	---	29,579	---	31,042	---
% Projected Annual Change (2022 - 2027)	0.3%	---	0.3%	---	0.3%	---
% Projected Annual Change (High Estimate)	1.5%	---	1.6%	---	1.5%	---
% Projected Annual Change (Low Estimate)	-0.6%	---	-0.5%	---	-0.5%	---
2000 Census Population	26,408	---	27,619	---	28,970	---
2010 Census Population	27,190	---	28,561	---	30,037	---
% Annual Change (2010 - 2022)	0.5%	---	0.5%	---	0.5%	---
Population Density	1,041		368		187	
<b>Households</b>						
2022 Households	12,490	---	13,103	---	13,668	---
2027 Projected Households	12,661	---	13,294	---	13,851	---
% Projected Annual Change (2022 - 2027)	0.3%	---	0.3%	---	0.3%	---
2000 Households	11,173	---	11,627	---	12,118	---
2010 Households	11,821	---	12,354	---	12,910	---
% Annual Change (2010 - 2022)	0.5%	---	0.5%	---	0.5%	---
<b>Quarterly Population</b>						
2022 Q4	28,832	---	30,407	---	31,904	---
2022 Q3	28,966	---	30,550	---	32,051	---
2022 Q2	28,866	---	30,440	---	31,938	---
2022 Q1	28,853	---	30,428	---	31,930	---
2021 Q4	28,812	---	30,377	---	31,876	---
2021 Q3	28,853	---	30,422	---	31,923	---
2021 Q2	28,883	---	30,462	---	31,961	---
2021 Q1	28,920	---	30,506	---	32,004	---
2020 Q4	28,950	---	30,542	---	32,045	---
Growth Stability Indicator (-1 to +1)	0.0828	---	0.0789	---	0.0656	---

## Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
<b>Total Population by Age</b>						
<b>Average Age (2022)</b>	39.6		39.8		39.9	
<b>Children (2022)</b>						
Under 1 Year	374	1.3%	393	1.3%	413	1.3%
1 Year Old	392	1.4%	405	1.3%	419	1.3%
2 Years Old	399	1.4%	414	1.4%	428	1.3%
3 Years Old	410	1.4%	425	1.4%	438	1.4%
4 Years Old	398	1.4%	417	1.4%	433	1.4%
5 Years Old	402	1.4%	418	1.4%	433	1.4%
6 Years Old	400	1.4%	416	1.4%	434	1.4%
7 Years Old	394	1.4%	415	1.4%	432	1.4%
8 Years Old	361	1.3%	376	1.2%	389	1.2%
9 Years Old	332	1.2%	349	1.1%	366	1.1%
10 Years Old	355	1.2%	373	1.2%	389	1.2%
11 Years Old	399	1.4%	419	1.4%	435	1.4%
12 Years Old	332	1.2%	347	1.1%	362	1.1%
13 Years Old	339	1.2%	355	1.2%	371	1.2%
14 Years Old	372	1.3%	391	1.3%	410	1.3%
15 Years Old	380	1.3%	400	1.3%	417	1.3%
16 Years Old	364	1.3%	384	1.3%	406	1.3%
17 Years Old	365	1.3%	387	1.3%	408	1.3%
<b>Adults (2022)</b>						
18 Years Old	505	1.8%	534	1.8%	567	1.8%
19 Years Old	461	1.6%	488	1.6%	511	1.6%
20 Years Old	434	1.5%	449	1.5%	467	1.5%
21 Years Old	485	1.7%	502	1.7%	515	1.6%
22 to 25	1,058	3.7%	1,121	3.7%	1,187	3.7%
25 to 35	3,504	12.2%	3,692	12.1%	3,871	12.1%
35 to 45	3,801	13.2%	3,938	13.0%	4,071	12.8%
45 to 55	2,926	10.1%	3,095	10.2%	3,270	10.2%
55 to 65	3,401	11.8%	3,631	11.9%	3,865	12.1%
65 to 75	3,096	10.7%	3,328	10.9%	3,534	11.1%
75 to 85	1,658	5.8%	1,770	5.8%	1,866	5.8%
85 +	734	2.5%	771	2.5%	796	2.5%
<b>Age, Female (2022)</b>						

## Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
Under 5	957	3.3%	997	3.3%	1,033	3.2%
5 to 10	939	3.3%	981	3.2%	1,019	3.2%
10 to 14	675	2.3%	708	2.3%	740	2.3%
14 to 18	738	2.6%	777	2.6%	814	2.6%
18 to 22	997	3.5%	1,040	3.4%	1,081	3.4%
22 to 25	539	1.9%	571	1.9%	603	1.9%
25 to 35	1,767	6.1%	1,859	6.1%	1,944	6.1%
35 to 45	1,878	6.5%	1,946	6.4%	2,007	6.3%
45 to 55	1,454	5.0%	1,542	5.1%	1,628	5.1%
55 to 65	1,726	6.0%	1,843	6.1%	1,959	6.1%
65 to 75	1,698	5.9%	1,823	6.0%	1,925	6.0%
75 to 85	973	3.4%	1,034	3.4%	1,083	3.4%
85 +	539	1.9%	564	1.9%	579	1.8%
<b>% of Population, Female</b>		<b>51.6%</b>		<b>51.6%</b>		<b>51.5%</b>
Average Age, Female	40.9	---	41.1	---	41.2	---
<b>Age, Male</b>						
Under 5	1,015	3.5%	1,058	3.5%	1,097	3.4%
5 to 10	950	3.3%	993	3.3%	1,036	3.2%
10 to 14	750	2.6%	786	2.6%	817	2.6%
14 to 18	743	2.6%	786	2.6%	828	2.6%
18 to 22	889	3.1%	934	3.1%	979	3.1%
22 to 25	519	1.8%	550	1.8%	583	1.8%
25 to 35	1,737	6.0%	1,833	6.0%	1,927	6.0%
35 to 45	1,923	6.7%	1,992	6.5%	2,064	6.5%
45 to 55	1,472	5.1%	1,554	5.1%	1,642	5.1%
55 to 65	1,675	5.8%	1,788	5.9%	1,906	6.0%
65 to 75	1,397	4.8%	1,506	5.0%	1,609	5.0%
75 to 85	685	2.4%	736	2.4%	783	2.5%
85 +	196	0.7%	207	0.7%	217	0.7%
<b>% of Population, Male</b>		<b>48.4%</b>		<b>48.4%</b>		<b>48.5%</b>
Average Age, Male	38.2	---	38.4	---	38.6	---
<b>Income (2022)</b>						
<b>Per Capita Income</b>	\$34,648	---	\$34,869	---	\$35,215	---
<b>Average Household Income</b>	\$79,984	---	\$80,920	---	\$82,200	---



## Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
<b>Median Household Income</b>	\$64,331	---	\$65,117	---	\$65,889	---
Less than \$15,000	1,000	8.0%	1,017	7.8%	1,029	7.5%
\$15,000 - \$19,999	530	4.2%	546	4.2%	565	4.1%
\$20,000 - \$24,999	696	5.6%	723	5.5%	736	5.4%
\$25,000 - \$29,999	822	6.6%	855	6.5%	877	6.4%
\$30,000 - \$34,999	536	4.3%	554	4.2%	573	4.2%
\$35,000 - \$39,999	517	4.1%	551	4.2%	563	4.1%
\$40,000 - \$44,999	364	2.9%	368	2.8%	385	2.8%
\$45,000 - \$49,999	624	5.0%	638	4.9%	649	4.8%
\$50,000 - \$54,999	519	4.2%	550	4.2%	574	4.2%
\$55,000 - \$59,999	464	3.7%	494	3.8%	518	3.8%
\$60,000 - \$64,999	455	3.6%	480	3.7%	510	3.7%
\$65,000 - \$69,999	482	3.9%	505	3.9%	534	3.9%
\$70,000 - \$79,999	932	7.5%	972	7.4%	1,016	7.4%
\$80,000 - \$89,999	833	6.7%	869	6.6%	898	6.6%
\$90,000 - \$99,999	629	5.0%	660	5.0%	688	5.0%
\$100,000 - \$125,000	1,126	9.0%	1,192	9.1%	1,277	9.3%
\$125,000 - \$149,999	752	6.0%	806	6.2%	844	6.2%
\$150,000 - \$199,999	875	7.0%	951	7.3%	1,044	7.6%
\$200,000 - \$249,999	185	1.5%	209	1.6%	217	1.6%
\$250,000 - \$499,999	77	0.6%	87	0.7%	90	0.7%
\$500,000+	69	0.6%	77	0.6%	81	0.6%
<b>Education (2022)</b>						
Less than 9th Grade	475	2.5%	485	2.4%	515	2.4%
Some High School	857	4.5%	884	4.4%	916	4.3%
High School Grad	5,830	30.5%	6,125	30.3%	6,439	30.3%
Some College	3,333	17.4%	3,576	17.7%	3,770	17.7%
Associate Degree	2,151	11.3%	2,266	11.2%	2,401	11.3%
Bachelors Degree	4,643	24.3%	4,935	24.4%	5,170	24.3%
Masters Degree	1,157	6.0%	1,246	6.2%	1,322	6.2%
Doctorate or Professional Degree	674	3.5%	708	3.5%	740	3.5%
<b>Population by Race/Ethnicity (2022)</b>						
Race Including Hispanic Ethnic Group						
White	25,434	88.2%	26,882	88.4%	28,328	88.8%
Black / African American	510	1.8%	535	1.8%	539	1.7%

## Aberdeen

506 S Main ST | Aberdeen, SD 57401

### Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
Asian	764	2.7%	795	2.6%	802	2.5%
Other	2,124	7.4%	2,194	7.2%	2,234	7.0%
Race Including Hispanic Ethnic Group						
White, Non-Hispanic	25,139	87.2%	26,577	87.4%	28,014	87.8%
Hispanic	843	2.9%	870	2.9%	885	2.8%
Black / African American, Non-Hispanic	476	1.7%	499	1.6%	502	1.6%
Asian, Non-Hispanic	740	2.6%	771	2.5%	778	2.4%
Other, Non-Hispanic	1,634	5.7%	1,690	5.6%	1,725	5.4%
Ancestry (2022)						
Native American (Indian/Eskimo)	1,059	3.7%	1,098	3.6%	1,121	3.5%
Hawaiian/Pacific Islander	42	0.1%	42	0.1%	42	0.1%
Mexican	231	0.8%	236	0.8%	248	0.8%
Puerto Rican	232	0.8%	241	0.8%	243	0.8%
Cuban	89	0.3%	96	0.3%	98	0.3%
Dominican	41	0.1%	41	0.1%	41	0.1%
Central American	154	0.5%	158	0.5%	158	0.5%
South American	18	0.1%	18	0.1%	18	0.1%
Chinese	94	0.3%	105	0.3%	107	0.3%
Japanese	0	0.0%	0	0.0%	0	0.0%
Korean	169	0.6%	171	0.6%	171	0.5%
South Central Asian (e.g. Indian)	82	0.3%	89	0.3%	90	0.3%
South East Asian (e.g. Vietnamese)	215	0.7%	222	0.7%	224	0.7%
Middle Eastern	21	0.1%	22	0.1%	23	0.1%
Language at Home (2022)						
Spanish	689	2.6%	721	2.5%	734	2.5%
Asian/Pacific Language	705	2.6%	728	2.6%	734	2.5%
European/Indo-European	583	2.2%	620	2.2%	637	2.1%
Arabic	22	0.1%	23	0.1%	23	0.1%
Other Non-English	341	1.3%	359	1.3%	362	1.2%
Family Structure (2022)						
Male Householder, No Children	372	4.6%	377	4.4%	385	4.3%
Female Householder, No Children	438	5.4%	446	5.2%	447	5.0%
Single Parent - Male	260	3.2%	276	3.2%	282	3.1%
Single Parent - Female	698	8.6%	708	8.3%	716	7.9%

## Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
<b>Married w/ Children</b>	<b>2,205</b>	<b>27.3%</b>	<b>2,386</b>	<b>27.9%</b>	<b>2,524</b>	<b>28.0%</b>
Married w/out Children	3,060	37.9%	3,302	38.6%	3,573	39.6%
Non-family Households	1,042	12.9%	1,064	12.4%	1,091	12.1%
<b>Household Size (2022)</b>						
1 Person	4,414	35.3%	4,543	34.7%	4,649	34.0%
2 Persons	4,335	34.7%	4,593	35.1%	4,818	35.3%
3 Persons	1,601	12.8%	1,690	12.9%	1,782	13.0%
4 Persons	1,291	10.3%	1,369	10.4%	1,451	10.6%
5 Persons	581	4.7%	621	4.7%	660	4.8%
6 Persons	195	1.6%	210	1.6%	227	1.7%
7+ Persons	72	0.6%	77	0.6%	80	0.6%
<b>Housing (2022)</b>						
Owner-Occupied	7,738	58.3%	8,233	59.2%	8,719	60.0%
Renter-Occupied	4,752	35.8%	4,870	35.0%	4,948	34.1%
Vacant	780	5.9%	813	5.8%	862	5.9%
<b>Components of Change (2022)</b>						
Births	374	1.3%	393	1.3%	413	1.3%
Deaths	295	1.0%	313	1.0%	331	1.0%
Migration	-59	-0.2%	-50	-0.2%	-54	-0.2%
<b>Other Population (2022)</b>						
Seasonal Population	83	---	92	---	124	---
Transient Population	728	---	840	---	864	---
Group Quarters Population	1,158	---	1,186	---	1,191	---
Institutionalized	403	---	431	---	436	---
College	676	---	676	---	676	---
Military	0	---	0	---	0	---
Other	79	---	79	---	79	---
<b>Home Value (2022)</b>						
Median Home Value	\$240,388	---	\$245,574	---	\$250,426	---
Average Home Value	\$246,808	---	\$252,505	---	\$254,952	---
Under \$20,000	123	1.6%	135	1.6%	143	1.6%
\$20,000 to \$40,000	177	2.3%	200	2.4%	212	2.4%
\$40,000 to \$60,000	124	1.6%	127	1.5%	131	1.5%

## Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
\$60,000 to \$80,000	196	2.5%	197	2.4%	208	2.4%
\$80,000 to \$100,000	164	2.1%	167	2.0%	186	2.1%
\$100,000 to \$125,000	295	3.8%	297	3.6%	320	3.7%
\$125,000 to \$150,000	462	6.0%	469	5.7%	486	5.6%
\$150,000 to \$200,000	1,088	14.1%	1,108	13.5%	1,136	13.0%
\$200,000 to \$250,000	1,516	19.6%	1,584	19.2%	1,653	19.0%
\$250,000 to \$300,000	923	11.9%	969	11.8%	1,011	11.6%
\$300,000 to \$400,000	1,292	16.7%	1,388	16.9%	1,472	16.9%
\$400,000 to \$500,000	522	6.7%	588	7.1%	656	7.5%
\$500,000 to \$750,000	631	8.2%	736	8.9%	807	9.3%
\$750,000 to \$1,000,000	101	1.3%	121	1.5%	136	1.6%
\$1,000,000 or more	124	1.6%	146	1.8%	157	1.8%
<b>Home Value, Historical</b>						
2022 Q3	\$239,629	---	\$243,837	---	\$247,619	---
2022 Q2	\$216,530	---	\$220,392	---	\$223,833	---
2022 Q1	\$218,069	---	\$222,455	---	\$224,867	---
2021 Q4	\$210,381	---	\$214,566	---	\$216,851	---
2021 Q3	\$199,123	---	\$203,000	---	\$205,117	---
2021 Q2	\$186,312	---	\$189,922	---	\$191,945	---
2021 Q1	\$184,882	---	\$188,479	---	\$190,463	---
2020 Q4	\$181,416	---	\$184,916	---	\$186,848	---
<b>Vehicles Per Household (2022)</b>						
No Vehicle	1,011	8.1%	1,046	8.0%	1,057	7.7%
1 Vehicle	4,387	35.1%	4,526	34.5%	4,611	33.7%
2 Vehicles	4,595	36.8%	4,834	36.9%	5,065	37.1%
3 Vehicles	1,793	14.4%	1,939	14.8%	2,094	15.3%
4 Vehicles	459	3.7%	503	3.8%	561	4.1%
5 or more Vehicles	245	2.0%	254	1.9%	279	2.0%

## Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
<b>Economic Indicators (2022)</b>						
Gross Domestic Product (GDP) - in 1,000s	\$2,215,411	---	\$2,347,653	---	\$2,472,991	---
Economic Viability	206	---	206	---	206	---
Economic Viability, Indexed	97	---	97	---	97	---
Average Salary	\$38,267	---	\$38,340	---	\$38,417	---
Average Mortgage-Risk	2.74	---	2.73	---	2.73	---
<b>Businesses (2022)</b>						
Establishments	1,219	---	1,280	---	1,316	---
Employees (FTEs)	18,091	---	18,975	---	19,338	---
<b>Employment, Pop 16+ (2022)</b>	22,794		24,092		25,335	
Armed Forces	24	0.1%	25	0.1%	27	0.1%
Civilian	16,390	71.9%	17,308	71.8%	18,172	71.7%
Employed	15,992	70.2%	16,895	70.1%	17,751	70.1%
Unemployed	399	1.7%	413	1.7%	422	1.7%
Not in Labor Force	6,403	28.1%	6,785	28.2%	7,162	28.3%
<b>Unemployment Rate (2022)</b>		2.4%		2.4%		2.3%
<b>Employment by Industry (2022)</b>						
Agriculture, Mining and Construction	1,381	8.6%	1,498	8.9%	1,700	9.6%
Manufacturing	2,092	13.1%	2,204	13.0%	2,294	12.9%
Transportation	599	3.7%	646	3.8%	677	3.8%
Information	204	1.3%	207	1.2%	211	1.2%
Wholesale-Retail	2,473	15.5%	2,592	15.3%	2,710	15.3%
Finance, Insurance, and Real Estate	1,028	6.4%	1,078	6.4%	1,134	6.4%
Professional Services	553	3.5%	604	3.6%	660	3.7%
Management Services	7	0.0%	7	0.0%	7	0.0%
Administration and Waste Services	260	1.6%	275	1.6%	286	1.6%
Educational Services	3,790	23.7%	3,967	23.5%	4,111	23.2%
Entertainment Services	1,709	10.7%	1,818	10.8%	1,858	10.5%
Other Professional Services	809	5.1%	854	5.1%	911	5.1%
Public Administration	1,085	6.8%	1,144	6.8%	1,191	6.7%
<b>Employment by Occupation (2022)</b>		---		---		---

## Demographic Detail Report

STI: PopStats, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
White Collar						
Managerial and Executive	2,567	16.1%	2,747	16.3%	2,919	16.4%
Professional Specialty	3,385	21.2%	3,567	21.1%	3,718	20.9%
Healthcare and Support	449	2.8%	477	2.8%	500	2.8%
Sales	1,706	10.7%	1,793	10.6%	1,867	10.5%
Office and Administration	1,579	9.9%	1,664	9.9%	1,777	10.0%
Blue Collar						
Protective Services	220	1.4%	229	1.4%	241	1.4%
Food Preparation and Serving	1,012	6.3%	1,051	6.2%	1,075	6.1%
Building Maintenance and Cleaning	540	3.4%	575	3.4%	598	3.4%
Personal Care Services	465	2.9%	500	3.0%	513	2.9%
Farming, Fishing & Forestry	318	2.0%	356	2.1%	379	2.1%
Construction	1,443	9.0%	1,530	9.1%	1,649	9.3%
Production & Transportation	2,308	14.4%	2,406	14.2%	2,514	14.2%
<b>School Enrollment (2022)</b>						
Nursery School/Pre-school	376	1.3%	408	1.3%	430	1.3%
Kindergarten/Elementary School	3,421	11.9%	3,674	12.1%	3,873	12.1%
High School	1,416	4.9%	1,477	4.9%	1,548	4.9%
College/Graduate/Professional School	1,907	6.6%	1,975	6.5%	2,007	6.3%
Not Enrolled	21,711	75.3%	22,872	75.2%	24,046	75.4%
<b>Travel Time to Work</b>						
Less than 10 minutes	5,768	38.8%	6,036	38.2%	6,153	37.0%
10 to 14 minutes	4,882	32.8%	5,206	32.9%	5,360	32.2%
15 to 19 minutes	2,842	19.1%	3,061	19.4%	3,281	19.7%
20 to 24 minutes	454	3.1%	494	3.1%	660	4.0%
25 to 29 minutes	136	0.9%	148	0.9%	209	1.3%
30 to 34 minutes	406	2.7%	455	2.9%	530	3.2%
35 to 44 minutes	89	0.6%	102	0.6%	122	0.7%
45 to 59 minutes	161	1.1%	168	1.1%	172	1.0%
60 or more minutes	125	0.8%	133	0.8%	137	0.8%
Average travel time to work in minutes	13.6	---	13.9	---	14.0	---



# LANDSCAPE SEGMENTS

## Aberdeen

506 S Main ST | Aberdeen, SD 57401

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### Households by LandScape Segment

		10 Min Drive	15 Min Drive	20 Min Drive
Segment	Segment Name	% of Households	% of Households	% of Households
<b>A: Crème de la Crème</b>				
A1	Empire Builders	0.0%	0.0%	0.0%
A2	Grand Masters	0.0%	0.0%	0.0%
A3	Marquis Class	0.0%	0.0%	0.0%
A4	American Knights	0.0%	0.0%	0.0%
A5	Urban Squires	3.2%	3.0%	2.9%
A6	Regents	0.0%	0.0%	0.0%
		3.2%	3.0%	2.9%
<b>B: Urban Cliff Climbers</b>				
B1	Charmed Life	0.0%	0.0%	0.0%
B2	Sitting Pretty	5.3%	5.1%	4.9%
B3	Kindred Spirit	4.0%	3.8%	3.6%
B4	Middle of the Road	0.0%	0.0%	0.0%
B5	White Collar Starts	1.7%	1.6%	1.5%
B6	Blue Collar Starts	1.3%	1.2%	1.2%
		12.3%	11.7%	11.2%
<b>C: Urban Cliff Dwellers</b>				
C1	Social Whirls	2.4%	2.3%	2.2%
C2	Managing Business	1.8%	1.7%	1.6%
C3	Nest Builders	0.0%	0.0%	0.0%
C4	Gainfully Employed	1.7%	1.6%	1.6%
C5	Strapped	0.0%	0.0%	0.0%
		5.8%	5.6%	5.3%
<b>D: Seasoned Urban Dwellers</b>				
D1	Gray Eminence	0.0%	0.0%	0.0%
D2	Fall Years	0.0%	0.0%	0.0%
D3	Still in the Game	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%



## Aberdeen

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### Households by LandScape Segment

		10 Min Drive	15 Min Drive	20 Min Drive
Segment	Segment Name	% of Households	% of Households	% of Households
<b>E: Thriving Alone</b>				
E1	Gurus	0.0%	0.0%	0.3%
E2	Wizards	14.5%	14.0%	13.5%
E3	Apprentices	0.0%	0.0%	0.0%
		14.5%	14.0%	13.8%
<b>F: Going It Alone</b>				
F1	Hard Act to Follow	2.5%	2.4%	2.3%
F2	SM Seeks SF	19.0%	18.1%	17.3%
F3	Solo Acts	0.0%	0.0%	0.0%
F4	Down But Not Out	0.0%	0.0%	0.0%
		21.5%	20.4%	19.6%
<b>G: Struggling Alone</b>				
G1	Urban Moms/Dads	6.4%	6.1%	5.8%
G2	Apron Strings	4.6%	4.4%	4.2%
G3	Solemn Widows/ers	0.0%	0.0%	0.0%
		11.0%	10.4%	10.0%
<b>H: Single In The Suburbs</b>				
H1	Educated Earners	0.0%	0.0%	0.0%
H2	Suburban Singles	0.0%	0.0%	0.0%
H3	Hard Hats/Hair Nets	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%
<b>I: Married In The Suburbs</b>				
I1	Bonds and Babies	1.6%	1.5%	1.5%
I2	Great Generations	9.3%	10.0%	9.7%
I3	Couples with Capital	5.4%	5.9%	5.8%
I4	Kith and Kin	0.0%	0.0%	0.0%
I5	Sublime Suburbia	9.2%	9.1%	8.8%
		25.5%	26.6%	25.7%

## Aberdeen

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### Households by LandScape Segment

		10 Min Drive	15 Min Drive	20 Min Drive
Segment	Segment Name	% of Households	% of Households	% of Households
<b>J: Retired In The Suburbs</b>				
J1	Stocks and Scholars	0.0%	0.0%	0.0%
J2	Marmalade & Money	0.0%	0.0%	0.0%
J3	Stately Suburbs	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%
<b>K: Living With Nature</b>				
K1	Country Villas	0.0%	0.0%	0.0%
K2	Pastoral Vistas	0.0%	0.1%	1.7%
K3	Terra Firma	0.0%	0.0%	0.0%
K4	Stock in Trade	0.0%	0.0%	0.0%
K5	Rough and Ready	0.0%	0.0%	0.0%
K6	The Outback	0.0%	0.0%	0.0%
K7	Cornucopia	0.0%	0.0%	0.0%
		0.0%	0.1%	1.7%
<b>L: Working With Nature</b>				
L1	Land Barons	0.0%	0.0%	0.0%
L2	Fertile Acres	4.8%	6.7%	8.4%
L3	Bread Basket	0.0%	0.0%	0.0%
L4	Farmers Circle	0.0%	0.0%	0.0%
L5	Crops and Tractors	0.0%	0.0%	0.0%
		4.8%	6.7%	8.4%
<b>M: Black Collaborative</b>				
M1	Black Gentry	0.0%	0.0%	0.0%
M2	Standing Tall	0.0%	0.0%	0.0%
M3	Still Standing	0.0%	0.0%	0.0%
M4	Pushing Through	0.0%	0.0%	0.0%
M5	Between Jobs	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%

## Aberdeen

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### Households by LandScape Segment

		10 Min Drive	15 Min Drive	20 Min Drive
Segment	Segment Name	% of Households	% of Households	% of Households
N: Mundo Latino				
N1	Anos de Quincenera	0.0%	0.0%	0.0%
N2	Los Padres	0.0%	0.0%	0.0%
N3	Los Novios	0.0%	0.0%	0.0%
N4	Los Padrinos	0.0%	0.0%	0.0%
N5	Los Solteros	0.0%	0.0%	0.0%
N6	Los Trabajadores	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%
O: Specialties				
O1	Golden Heritage	0.0%	0.0%	0.0%
O2	East Meets West	0.0%	0.0%	0.0%
O3	Group Quarters	0.0%	0.0%	0.0%
O4	Doublewides	0.0%	0.0%	0.0%
O5	Centurions	0.0%	0.0%	0.0%
O6	Legacy Years	0.0%	0.0%	0.0%
O7	Collegians	1.5%	1.4%	1.4%
O8	Undefined	0.0%	0.0%	0.0%
		1.5%	1.4%	1.4%

# Landscape Segments



## A-4 American Knights

American Knights are the “youngsters” of the highly urban Crème de la Crème category of neighborhood segments. Not only is the median age range in the 20s and 30s, but also these areas have an above-average number of children below the age of six. These characteristics correlate to the higher-than-average number of married-with-children-under-18 households. Though young, these urban neighborhoods are home to higher-than-average number of earners in

white-collar management and professional occupations. These mostly college-educated residents enjoy incomes in the \$70,000s and \$80,000s, largely from salaries and wages. They also earn incomes at a slightly-higher-than-average level from interest/dividends. However, unlike many other Crème de la Crème neighborhoods, who have higher self-employment income levels, the American Knights residents are just at the national average in this measurement.



## A-5 Urban Squires

Urban Squires have the greatest number of national-average measurements than other segments within the Crème de la Crème category. But, however ordinary these Urban Squire residents may appear, they are definitely living very comfortably compared to the nation as a whole, with a median income range in the \$70,000s and \$80,000s. The residents of these highly urban areas tend to be in their 30s, but weigh in at an average level in all other age categories. Other national-

average measurements include married-with-children, income from wages, and social security income. Urban Squires’ standout characteristics included a twice-the-national-average level of college-educated residents, a slightly higher level of residents employed in white-collar management and professional jobs, and a higher level of income from interest/dividends.



## B-1 Charmed Life

Married, 20- to 30-something-years-old. Children of all ages. Some college education. Incomes between \$50,000 and \$60,000. White-collar jobs in management, sales, and personal care industries. Based on these fundamental demographics, it’s clear that the residents of Charmed Life neighborhood segments are a cross-section of young, working Americana. It’s easy to imagine these neighborhoods filled with the middle-class cars, toys, and home furnishings — all of the

merchandise that helps keep commerce humming at a pleasant pace in the United States. Positioned at the high-end of the Urban Cliff Climbers category, Charmed Life areas are home to Norman Rockwell-esk family images — hard-working citizens, who are in the full swing of their children-rearing years: housing, schooling, and entertaining children ranging from babies to teenagers.



## B-2 Sitting Pretty

Among the Urban Cliff Climbers neighborhoods that are home to the backbone of America’s workforce are the Sitting Pretty segments. This group is young (20s to 30s), but enjoying good income levels (between \$50,000 and \$60,000). Their relatively high earnings range comes from middle-class white-collar jobs in several occupations, including management, protective services, personal care, sales, office administration, and repair services. Their higher-

than-average salaries keep them and their mostly newborn to 13-year-old children very comfortable in their urban abodes, in all probability surrounded by all of the creature comforts required to please all of the senses — from big-screen-high-def TVs to fully equipped SUVs. With good college educations and good jobs, the Sitting Pretty residents have earned their comforts they enjoy.



# Landscape Segments



## C-1 Social Whirls

Enjoying their very comfortable \$50,000 to \$60,000 income range, the married-with-children residents of highly urban Social Whirls neighborhoods within the Urban Cliff Dwellers category will have plenty to keep them busy and spending on in the coming years, as their children continuing to grow into their teenage years. Although these areas' residents depend on wages to pay their bills, they also enjoy a slightly above-the-national-average income from interest/dividends. This is

likely to help make the extra car payments for their teenagers and start college funds. Though their occupation categories span the range of typical middle-class white-collar jobs, they tip slightly above-average in a few categories, including protective services, office administration, and repair services. The higher salaries of the residents speak to the fact that some residents have some level of college education.



## I-2 Great Generations

Living happily in the land that previous generations created as an escape from city life — including large rambling homes on an acre or two of land — are the Great Generations suburban segments. They are home to Americans who are able to enjoy all that suburban life has to offer thanks to their college educations (ranking at rank 75-percent-above-average) and well-paying white-collar careers. The Great Generations good-life in all likelihood includes a never-ending source of new toys, the latest fashions, and other high-life material possessions. The residents of these Married in the Suburbs segments earn incomes in the \$70,000s and \$80,000s. While a high percent of the income comes from their salaries in management, professional, and sales jobs, they also earn well above the national average in interest/dividend income. Great Generations are also home to a slightly-above-average level of people earning self-employment income. These 30-year-olds are overwhelmingly married and raising a slightly-above-average number of children of all ages, from babies to 17-year-olds — and will no doubt pass on their comfortable-living legacy to their kids.



## I-1 Bonds & Babies

If your dream customer is a smart, well-off, white-collar, two-parent family with lots of children under 17-years-old — drive to almost any home in a Bonds & Babies suburban neighborhood. These Married in the Suburbs areas are the epitome of the classic American dream — surrounded by everything from big, green lawns (for their many children to play in) to big, new vehicles (to drive into their white-collar jobs). Plus, ranked between the \$70,000s and \$80,000s income

levels, they have the funds to support these high-end lifestyles. Bonds & Babies areas rank well over two-times-average in college education. They have a similarly high ranking of white-collar managerial, professional, and sales jobs. Along with incomes from these positions, they also generate a 75-percent-higher-than-average level of income from interest/dividends. These neighborhoods are also home to a relatively high number of people generating well-above-the-average in self-employment income. Other above-average rankings of Bonds & Babies includes the percent of married households with children. While there are children of all ages in these areas, they show a slightly higher percent of kids ages six to 17.



## I-4 Kith & Kin

The suburbs of America are the land of opportunity for many people of many income levels and family compositions. And Kith & Kin neighborhoods are the land where many 30-year-olds are enjoying very comfortable married-with-children lifestyles in the \$50,000s and \$60,000s income ranges. These are the places of multi-family backyard barbecues and sprawling birthday parties, making them noisy as well as big purchasers. Kith & Kin segments, as their name implies, are home to many children, who are living primarily in traditional two-parent households. While the kids span all ages up to 17, then tend to be in the higher ages — indicating that these 30-somethings started their families at relatively young ages. Residents of these Married in the Suburbs areas have an above-average level of college education. This group of suburbanites gains most of their income from salaries, earned from a variety of white-collar positions such as management, protective services, sales, office administration, and repair services. They register a slightly above up-tick in investment income, as well.



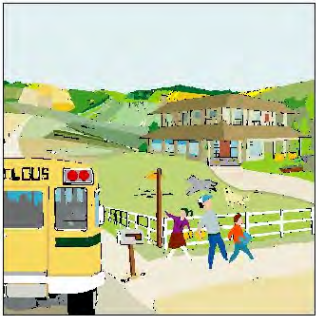
# Landscape Segments



## K-1 Country Villas

If you're single and looking for a partner, don't drive out to Country Villas rural neighborhoods: They are overridingly home to married couples. These residents share demographics that make them perfect partners in living the good life in the country. Residents in these Living With Nature areas are predominately in their 30s, college-educated, employed in white-collar management and other professions, rather than the more common blue-collar rural occupations.

What's more, Country Villas' residents are members of one of the highest-income levels in rural environs — the \$70,000s and \$80,000s. With all of this going for them, living must really be good in their sparsely populated areas. But that's not all of their advantages: Country Villas also rank high in entrepreneurs earning self-employment income (50-percent-higher-than-average) and smart investors earning nearly the same level of interest/dividend income. These good income levels are helping to support a slightly above-average number of children, especially ages six to 17.



## K-2 Pastoral Vistas

Pastoral Vistas neighborhoods rank at just over-50-percent-higher-than-average in farming, fishing, and forestry occupations. And they measure just a little lower than this percentage in self-employment income. If you put two-and-two together it's logical to assume Pastoral Vistas rural neighborhoods are inhabited by many people earning a living off the land. However, this segment within Living With Nature is not just a group of farmers, tilling the soil from sun up to sun down.

Other above-average ranking occupations include construction, repair services, production, and transportation. Whether or not they are farmers, residents in these areas are clearly blue-collar. The residents rank in at 25-percent-above-average in high-school education, but only a small percent have some level of college education. Presumably any education beyond high school is from a community college or trade school. Nonetheless, this group is fairly comfortable financially with average incomes in the \$50,000s and \$60,000s. There are a few smart investors among the residents, but also few people seeking out public assistance. These areas also rank at above-average in the married-couple category and in children above six and under 17.



## O-2 East Meets West

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary

language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national-average" measurements — which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near-average levels in married-couple-with-children household compositions, and have averages standings in all age ranges for kids. Some differences-from-the-average include: over 25-percent-average number of people with less-than-high-school educations, nearly 25-percent-average number of single-males-without-children, and nearly two-times-average level of public-assistance income. However, the median income range for East Meets West is quite high at \$50,000s and \$60,000s, which speaks to the fact that many residents are hard working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue- and white-collar jobs.



# SPENDING PATTERNS

## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

Food & Beverage	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
Total Food	\$1,799,310.60	\$144.06	\$1,904,221.03	\$145.33	\$2,006,035.48	\$146.77
Food at home	\$1,227,551.73	\$98.29	\$1,298,463.52	\$99.10	\$1,366,986.53	\$100.01
Cereals and bakery products	\$158,280.73	\$12.67	\$167,371.59	\$12.77	\$176,167.91	\$12.89
Cereals and cereal products	\$52,458.10	\$4.20	\$55,474.27	\$4.23	\$58,414.02	\$4.27
Flour	\$3,905.81	\$0.31	\$4,135.36	\$0.32	\$4,364.93	\$0.32
Prepared flour mixes	\$4,574.80	\$0.37	\$4,834.16	\$0.37	\$5,089.75	\$0.37
Ready-to-eat and cooked cereals	\$20,613.17	\$1.65	\$21,790.87	\$1.66	\$22,928.44	\$1.68
Rice	\$9,727.15	\$0.78	\$10,279.11	\$0.78	\$10,812.51	\$0.79
Pasta, cornmeal and other cereal products	\$13,636.93	\$1.09	\$14,434.41	\$1.10	\$15,217.95	\$1.11
Bakery products	\$105,822.49	\$8.47	\$111,897.17	\$8.54	\$117,753.65	\$8.62
Bread	\$30,864.47	\$2.47	\$32,624.52	\$2.49	\$34,321.35	\$2.51
White bread	\$13,299.54	\$1.06	\$14,053.60	\$1.07	\$14,777.71	\$1.08
Bread, other than white	\$17,564.96	\$1.41	\$18,570.96	\$1.42	\$19,543.66	\$1.43
Cookies and crackers	\$26,499.62	\$2.12	\$28,022.12	\$2.14	\$29,499.24	\$2.16
Cookies	\$14,587.21	\$1.17	\$15,423.44	\$1.18	\$16,233.73	\$1.19
Crackers	\$11,912.62	\$0.95	\$12,598.91	\$0.96	\$13,265.74	\$0.97
Frozen and refrigerated bakery products	\$8,042.85	\$0.64	\$8,508.52	\$0.65	\$8,962.31	\$0.66
Other bakery products	\$40,415.25	\$3.24	\$42,741.67	\$3.26	\$44,970.41	\$3.29
Biscuits and rolls	\$15,556.80	\$1.25	\$16,459.85	\$1.26	\$17,331.76	\$1.27
Cakes and cupcakes	\$10,579.29	\$0.85	\$11,195.71	\$0.85	\$11,781.87	\$0.86
Bread and cracker products	\$2,126.11	\$0.17	\$2,244.93	\$0.17	\$2,360.70	\$0.17
Sweetrolls, coffee cakes, doughnuts	\$7,245.26	\$0.58	\$7,654.61	\$0.58	\$8,039.92	\$0.59
Pies, tarts, turnovers	\$4,908.02	\$0.39	\$5,186.89	\$0.40	\$5,456.57	\$0.40
Meats, poultry, fish, and eggs	\$260,733.99	\$20.88	\$275,756.98	\$21.05	\$290,217.61	\$21.23
Beef	\$71,785.57	\$5.75	\$75,891.13	\$5.79	\$79,829.72	\$5.84
Ground beef	\$26,851.05	\$2.15	\$28,345.59	\$2.16	\$29,787.08	\$2.18
Roast	\$11,161.45	\$0.89	\$11,805.94	\$0.90	\$12,426.27	\$0.91
Chuck roast	\$3,411.28	\$0.27	\$3,609.78	\$0.28	\$3,800.17	\$0.28
Round roast	\$1,265.07	\$0.10	\$1,335.50	\$0.10	\$1,399.37	\$0.10
Other roast	\$6,485.07	\$0.52	\$6,860.54	\$0.52	\$7,226.52	\$0.53
Steak	\$27,071.07	\$2.17	\$28,654.18	\$2.19	\$30,163.26	\$2.21
Round steak	\$5,134.24	\$0.41	\$5,430.69	\$0.41	\$5,715.61	\$0.42
Sirloin steak	\$7,253.63	\$0.58	\$7,678.97	\$0.59	\$8,084.44	\$0.59
Other steak	\$14,682.73	\$1.18	\$15,544.02	\$1.19	\$16,362.74	\$1.20
Other beef	\$6,703.35	\$0.54	\$7,086.86	\$0.54	\$7,454.58	\$0.55



## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Food &amp; Beverage, Continued</b>						
Pork	\$50,254.43	\$4.02	\$53,144.22	\$4.06	\$55,928.36	\$4.09
Bacon	\$10,959.70	\$0.88	\$11,593.87	\$0.88	\$12,208.59	\$0.89
Pork chops	\$6,935.92	\$0.56	\$7,327.16	\$0.56	\$7,699.55	\$0.56
Ham	\$9,020.71	\$0.72	\$9,529.06	\$0.73	\$10,015.89	\$0.73
Ham, not canned	\$9,020.71	\$0.72	\$9,529.06	\$0.73	\$10,015.89	\$0.73
Sausage	\$11,619.32	\$0.93	\$12,298.20	\$0.94	\$12,957.57	\$0.95
Other pork	\$11,718.48	\$0.94	\$12,395.56	\$0.95	\$13,046.36	\$0.95
Other meats	\$33,747.65	\$2.70	\$35,703.42	\$2.72	\$37,587.03	\$2.75
Frankfurters	\$6,749.55	\$0.54	\$7,129.91	\$0.54	\$7,497.90	\$0.55
Lunch meats (cold cuts)	\$24,402.55	\$1.95	\$25,823.46	\$1.97	\$27,192.63	\$1.99
Bologna, liverwurst, salami	\$7,506.32	\$0.60	\$7,935.38	\$0.61	\$8,352.12	\$0.61
Other lunchmeats	\$16,896.36	\$1.35	\$17,888.24	\$1.37	\$18,840.70	\$1.38
Lamb, organ meats and others	\$2,596.27	\$0.21	\$2,750.86	\$0.21	\$2,897.31	\$0.21
Lamb and organ meats	\$2,596.27	\$0.21	\$2,750.86	\$0.21	\$2,897.31	\$0.21
Poultry	\$46,363.74	\$3.71	\$49,039.52	\$3.74	\$51,627.16	\$3.78
Fresh and frozen chickens	\$37,312.43	\$2.99	\$39,457.51	\$3.01	\$41,525.11	\$3.04
Fresh and frozen whole chicken	\$11,328.72	\$0.91	\$11,975.84	\$0.91	\$12,599.32	\$0.92
Fresh and frozen chicken parts	\$25,983.48	\$2.08	\$27,481.41	\$2.10	\$28,925.49	\$2.12
Other poultry	\$9,051.24	\$0.72	\$9,581.94	\$0.73	\$10,101.94	\$0.74
Fish and seafood	\$42,580.25	\$3.41	\$45,052.36	\$3.44	\$47,430.89	\$3.47
Canned fish and seafood	\$6,998.52	\$0.56	\$7,395.22	\$0.56	\$7,773.38	\$0.57
Fresh fish and shellfish	\$20,337.08	\$1.63	\$21,528.34	\$1.64	\$22,670.07	\$1.66
Frozen fish and shellfish	\$15,245.25	\$1.22	\$16,129.47	\$1.23	\$16,988.11	\$1.24
Eggs	\$16,001.20	\$1.28	\$16,925.07	\$1.29	\$17,813.13	\$1.30
Dairy products	\$120,053.01	\$9.61	\$126,974.29	\$9.69	\$133,683.28	\$9.78
Fresh milk and cream	\$37,902.37	\$3.03	\$40,059.22	\$3.06	\$42,147.14	\$3.08
Fresh milk, all types	\$28,912.12	\$2.31	\$30,551.77	\$2.33	\$32,133.47	\$2.35
Cream	\$8,989.85	\$0.72	\$9,507.04	\$0.73	\$10,013.26	\$0.73
Other dairy products	\$82,150.89	\$6.58	\$86,915.23	\$6.63	\$91,536.28	\$6.70
Butter	\$9,583.20	\$0.77	\$10,133.90	\$0.77	\$10,668.10	\$0.78
Cheese	\$38,554.57	\$3.09	\$40,806.02	\$3.11	\$42,991.19	\$3.15
Ice cream and related products	\$17,868.32	\$1.43	\$18,894.17	\$1.44	\$19,876.82	\$1.45
Miscellaneous dairy products	\$16,144.31	\$1.29	\$17,080.66	\$1.30	\$17,999.73	\$1.32
Fruits and vegetables	\$243,196.89	\$19.47	\$257,261.41	\$19.63	\$270,831.95	\$19.82

## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Food &amp; Beverage, Continued</b>						
Fresh fruits	\$86,403.15	\$6.92	\$91,430.41	\$6.98	\$96,281.51	\$7.04
Apples	\$12,377.04	\$0.99	\$13,089.87	\$1.00	\$13,778.92	\$1.01
Bananas	\$13,161.96	\$1.05	\$13,909.07	\$1.06	\$14,627.25	\$1.07
Oranges	\$9,476.79	\$0.76	\$10,025.28	\$0.77	\$10,554.21	\$0.77
Citrus fruits, excluding oranges	\$15,345.11	\$1.23	\$16,239.63	\$1.24	\$17,107.50	\$1.25
Other fresh fruits	\$36,043.02	\$2.89	\$38,167.37	\$2.91	\$40,214.39	\$2.94
Fresh vegetables	\$80,160.23	\$6.42	\$84,823.31	\$6.47	\$89,320.05	\$6.54
Potatoes	\$13,182.55	\$1.06	\$13,931.43	\$1.06	\$14,649.54	\$1.07
Lettuce	\$9,500.67	\$0.76	\$10,061.32	\$0.77	\$10,606.42	\$0.78
Tomatoes	\$13,911.42	\$1.11	\$14,709.66	\$1.12	\$15,473.97	\$1.13
Other fresh vegetables	\$43,565.61	\$3.49	\$46,120.95	\$3.52	\$48,590.18	\$3.56
Processed fruits	\$31,195.42	\$2.50	\$32,968.66	\$2.52	\$34,668.48	\$2.54
Frozen fruits and fruit juices	\$4,294.88	\$0.34	\$4,543.56	\$0.35	\$4,788.64	\$0.35
Frozen orange juice	\$698.49	\$0.06	\$735.58	\$0.06	\$771.69	\$0.06
Frozen fruits	\$3,084.07	\$0.25	\$3,267.10	\$0.25	\$3,448.64	\$0.25
Frozen fruit juices	\$512.63	\$0.04	\$541.25	\$0.04	\$568.70	\$0.04
Canned fruits	\$5,943.75	\$0.48	\$6,284.77	\$0.48	\$6,601.49	\$0.48
Dried fruit	\$3,039.15	\$0.24	\$3,216.17	\$0.25	\$3,388.65	\$0.25
Fresh fruit juice	\$3,616.41	\$0.29	\$3,822.61	\$0.29	\$4,023.03	\$0.29
Canned and bottled fruit juice	\$14,300.82	\$1.15	\$15,101.06	\$1.15	\$15,866.18	\$1.16
Processed vegetables	\$45,438.31	\$3.64	\$48,039.28	\$3.67	\$50,562.11	\$3.70
Frozen vegetables	\$12,062.72	\$0.97	\$12,763.99	\$0.97	\$13,452.41	\$0.98
Canned and dried vegetables and juices	\$33,375.34	\$2.67	\$35,275.06	\$2.69	\$37,109.41	\$2.72
Canned beans	\$8,632.41	\$0.69	\$9,129.39	\$0.70	\$9,610.76	\$0.70
Canned corn	\$3,785.38	\$0.30	\$3,998.89	\$0.31	\$4,206.24	\$0.31
Canned miscellaneous vegetables	\$8,698.13	\$0.70	\$9,194.35	\$0.70	\$9,674.37	\$0.71
Dried beans	\$1,893.51	\$0.15	\$1,996.41	\$0.15	\$2,094.44	\$0.15
Dried miscellaneous vegetables	\$5,030.03	\$0.40	\$5,317.45	\$0.41	\$5,591.70	\$0.41
Fresh and canned vegetable juices	\$5,336.14	\$0.43	\$5,638.88	\$0.43	\$5,932.20	\$0.43
Other food at home	\$445,287.24	\$35.65	\$471,099.43	\$35.95	\$496,085.97	\$36.30
Sugar and other sweets	\$42,137.02	\$3.37	\$44,549.77	\$3.40	\$46,872.09	\$3.43
Candy and chewing gum	\$25,794.29	\$2.07	\$27,268.65	\$2.08	\$28,686.25	\$2.10
Sugar	\$4,989.49	\$0.40	\$5,267.96	\$0.40	\$5,533.34	\$0.40
Artificial sweeteners	\$1,581.74	\$0.13	\$1,675.67	\$0.13	\$1,768.19	\$0.13
Jams, preserves, other sweets	\$9,770.77	\$0.78	\$10,336.72	\$0.79	\$10,883.51	\$0.80

## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Food &amp; Beverage, Continued</b>						
Fats and oils	\$32,970.62	\$2.64	\$34,866.68	\$2.66	\$36,688.06	\$2.68
Margarine	\$1,670.46	\$0.13	\$1,765.89	\$0.13	\$1,857.50	\$0.14
Fats and oils	\$32,970.62	\$2.64	\$34,866.68	\$2.66	\$36,688.06	\$2.68
Salad dressings	\$8,507.97	\$0.68	\$8,989.86	\$0.69	\$9,449.52	\$0.69
Nondairy cream and imitation milk	\$6,844.75	\$0.55	\$7,236.97	\$0.55	\$7,611.04	\$0.56
Peanut butter	\$5,932.53	\$0.47	\$6,279.05	\$0.48	\$6,616.83	\$0.48
Miscellaneous foods	\$245,280.44	\$19.64	\$259,604.83	\$19.81	\$273,500.40	\$20.01
Frozen prepared foods	\$40,849.13	\$3.27	\$43,190.98	\$3.30	\$45,444.38	\$3.32
Frozen meals	\$15,061.30	\$1.21	\$15,914.95	\$1.21	\$16,722.85	\$1.22
Other frozen prepared foods	\$25,787.82	\$2.06	\$27,276.02	\$2.08	\$28,721.51	\$2.10
Canned and packaged soups	\$15,522.88	\$1.24	\$16,412.86	\$1.25	\$17,277.69	\$1.26
Potato chips, nuts, and other snacks	\$51,835.47	\$4.15	\$54,861.17	\$4.19	\$57,821.31	\$4.23
Potato chips and other snacks	\$36,991.31	\$2.96	\$39,133.19	\$2.99	\$41,227.90	\$3.02
Nuts	\$14,844.39	\$1.19	\$15,728.24	\$1.20	\$16,593.67	\$1.21
Condiments and seasonings	\$49,579.86	\$3.97	\$52,472.89	\$4.00	\$55,291.30	\$4.05
Salt, spices, other seasonings	\$15,213.94	\$1.22	\$16,103.46	\$1.23	\$16,967.33	\$1.24
Olives, pickles, relishes	\$5,144.44	\$0.41	\$5,442.09	\$0.42	\$5,731.03	\$0.42
Sauces and gravies	\$19,191.73	\$1.54	\$20,310.60	\$1.55	\$21,397.20	\$1.57
Baking needs and miscellaneous products	\$10,029.51	\$0.80	\$10,616.46	\$0.81	\$11,195.52	\$0.82
Other canned and packaged prepared foods	\$87,492.48	\$7.01	\$92,666.24	\$7.07	\$97,665.05	\$7.15
Prepared salads	\$14,286.20	\$1.14	\$15,121.61	\$1.15	\$15,930.75	\$1.17
Prepared desserts	\$4,636.65	\$0.37	\$4,897.95	\$0.37	\$5,145.34	\$0.38
Baby food	\$5,787.08	\$0.46	\$6,113.89	\$0.47	\$6,421.18	\$0.47
Miscellaneous prepared foods	\$62,781.85	\$5.03	\$66,531.96	\$5.08	\$70,166.84	\$5.13
Nonalcoholic beverages	\$113,525.39	\$9.09	\$119,996.91	\$9.16	\$126,247.06	\$9.24
Cola	\$16,578.66	\$1.33	\$17,508.53	\$1.34	\$18,407.60	\$1.35
Other carbonated drinks	\$22,206.10	\$1.78	\$23,477.36	\$1.79	\$24,709.45	\$1.81
Coffee	\$27,270.82	\$2.18	\$28,866.80	\$2.20	\$30,411.55	\$2.23
Roasted coffee	\$17,550.09	\$1.41	\$18,585.56	\$1.42	\$19,590.81	\$1.43
Instant and freeze dried coffee	\$9,720.66	\$0.78	\$10,281.17	\$0.78	\$10,820.67	\$0.79
Noncarbonated fruit flavored drinks, including non-frozen lemonade	\$7,958.55	\$0.64	\$8,386.82	\$0.64	\$8,800.82	\$0.64
Tea	\$10,142.06	\$0.81	\$10,732.20	\$0.82	\$11,297.89	\$0.83
Other nonalcoholic beverages and ice	\$29,368.89	\$2.35	\$31,024.85	\$2.37	\$32,619.42	\$2.39
Other noncarb. beverages and ice	\$5,497.87	\$0.44	\$5,809.95	\$0.44	\$6,117.80	\$0.45
Bottled water/Sports drinks	\$23,870.60	\$1.91	\$25,214.42	\$1.92	\$26,501.18	\$1.94
Food/Goods/Beverages at Grocery Stores	\$1,773,369.41	\$141.99	\$1,873,725.84	\$143.00	\$1,970,395.29	\$144.16

## Aberdeen

506 S Main ST | Aberdeen, SD 57401

### Weekly Consumer Spending Patterns

STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Food &amp; Beverage, Continued</b>						
Food/Nonalcoholic Beverages at Grocery Stores	\$1,528,158.89	\$122.35	\$1,614,860.84	\$123.25	\$1,698,471.66	\$124.27
Dining out at restaurants, cafeterias, drive-ins, etc (exl. alcohol)	\$448,297.13	\$35.89	\$474,702.30	\$36.23	\$500,539.23	\$36.62
Beer, wine, and other alcohol for home use	\$75,871.03	\$6.07	\$80,457.13	\$6.14	\$84,966.71	\$6.22
Alcoholic Beverages at restaurants, cafeterias, drive-ins, etc	\$18,961.11	\$1.52	\$20,108.87	\$1.53	\$21,237.59	\$1.55
Alcoholic beverages	\$117,926.21	\$9.44	\$125,263.17	\$9.56	\$132,528.76	\$9.70
At home	\$80,762.92	\$6.47	\$85,768.22	\$6.55	\$90,720.01	\$6.64
Beer and ale	\$29,645.30	\$2.37	\$31,413.17	\$2.40	\$33,149.91	\$2.43
Whiskey	\$4,982.96	\$0.40	\$5,312.30	\$0.41	\$5,647.96	\$0.41
Wine	\$37,117.68	\$2.97	\$39,488.44	\$3.01	\$41,841.79	\$3.06
Other alcoholic beverages	\$9,017.17	\$0.72	\$9,554.52	\$0.73	\$10,080.56	\$0.74
Away from home(except on trips)	\$37,163.94	\$2.98	\$39,495.62	\$3.01	\$41,809.31	\$3.06
Beer and ale	\$9,239.27	\$0.74	\$9,811.11	\$0.75	\$10,382.60	\$0.76
Beer at fast food, take-out, delivery, concessions, buffet, cafeteria	\$1,497.75	\$0.12	\$1,589.16	\$0.12	\$1,682.57	\$0.12
Beer and ale at full service restaurants	\$7,741.00	\$0.62	\$8,221.41	\$0.63	\$8,699.54	\$0.64
Wine	\$4,147.38	\$0.33	\$4,428.91	\$0.34	\$4,711.63	\$0.34
Wine at full service restaurants	\$4,147.38	\$0.33	\$4,428.91	\$0.34	\$4,711.63	\$0.34
Other alcoholic beverages	\$23,777.05	\$1.90	\$25,255.30	\$1.93	\$26,714.82	\$1.95
Other alcoholic bev at fast food, take-out, delivery, concessions, buffet	\$1,597.86	\$0.13	\$1,702.31	\$0.13	\$1,809.64	\$0.13
Other alcoholic beverages at full service restaurants	\$15,521.77	\$1.24	\$16,460.35	\$1.26	\$17,382.65	\$1.27
Alcoholic beverages purchased on trips	\$6,657.75	\$0.53	\$7,092.99	\$0.54	\$7,522.95	\$0.55
Food prepared by consumer unit on out-of-town trips	\$11,374.19	\$0.91	\$12,081.61	\$0.92	\$12,778.74	\$0.93
Food away from home	\$571,759.04	\$45.78	\$605,757.64	\$46.23	\$639,048.97	\$46.76
Meals at restaurants (except on trips)	\$540,229.03	\$43.25	\$572,235.96	\$43.67	\$603,556.11	\$44.16
Lunch	\$162,430.56	\$13.01	\$171,995.97	\$13.13	\$181,336.93	\$13.27
Lunch at fast food, take-out, delivery, concessions, buffet, cafeteria	\$99,271.66	\$7.95	\$105,016.60	\$8.01	\$110,635.69	\$8.09
Lunch at full service restaurants	\$63,158.41	\$5.06	\$66,978.81	\$5.11	\$70,700.61	\$5.17
Dinner	\$280,428.45	\$22.45	\$297,160.67	\$22.68	\$313,573.41	\$22.94
Dinner at fast food, take-out, delivery, concessions, buffet, cafeteria	\$126,092.99	\$10.10	\$133,402.77	\$10.18	\$140,529.98	\$10.28
Dinner at full service restaurants	\$154,335.68	\$12.36	\$163,758.11	\$12.50	\$173,043.64	\$12.66
Snacks and nonalcoholic beverages	\$45,203.93	\$3.62	\$47,909.09	\$3.66	\$50,614.13	\$3.70
Snacks at fast food, take-out, delivery, concessions, buffet, cafeteria	\$35,872.20	\$2.87	\$38,032.74	\$2.90	\$40,174.31	\$2.94
Snacks and nonalcoholic beverages at full service restaurants	\$9,331.81	\$0.75	\$9,876.46	\$0.75	\$10,439.91	\$0.76
Breakfast/brunch	\$52,166.47	\$4.18	\$55,170.61	\$4.21	\$58,031.94	\$4.25
Breakfast/brunch at fast food, take-out, delivery, concessions, buffet	\$31,970.54	\$2.56	\$33,803.45	\$2.58	\$35,568.20	\$2.60
Breakfast/brunch at full service restaurants	\$20,196.05	\$1.62	\$21,367.26	\$1.63	\$22,463.85	\$1.64
Food on out-of-town trips	\$31,529.88	\$2.52	\$33,521.61	\$2.56	\$35,492.84	\$2.60

**Aberdeen**

506 S Main ST | Aberdeen, SD 57401

**Weekly Consumer Spending Patterns****STI: Spending Patterns, 2022 Q4**

	10 Min Drive		15 Min Drive		20 Min Drive	
<b>Housing</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>
Total Housing	\$2,562,607.67	\$205.18	\$2,714,014.04	\$207.13	\$2,860,560.98	\$209.29
Shelter	\$568,687.61	\$45.53	\$602,975.87	\$46.02	\$636,276.76	\$46.55
Owned dwellings	\$568,687.61	\$45.53	\$602,975.87	\$46.02	\$636,276.76	\$46.55
Maintenance, repairs, insurance, other expenses	\$506,939.55	\$40.59	\$537,225.46	\$41.00	\$566,569.13	\$41.45
Homeowners insurance	\$129,367.31	\$10.36	\$137,048.73	\$10.46	\$144,505.80	\$10.57
Ground rent	\$14,053.74	\$1.13	\$14,772.37	\$1.13	\$15,412.53	\$1.13
Maintenance and repair services	\$249,605.71	\$19.99	\$264,853.74	\$20.21	\$279,728.32	\$20.47
Painting and papering	\$22,880.74	\$1.83	\$24,294.78	\$1.85	\$25,660.54	\$1.88
Plumbing and water heating	\$30,020.21	\$2.40	\$31,802.53	\$2.43	\$33,531.81	\$2.45
Heat, A/C, electrical work	\$65,107.54	\$5.21	\$68,985.53	\$5.26	\$72,736.95	\$5.32
Roofing and gutters	\$44,534.32	\$3.57	\$47,284.01	\$3.61	\$49,869.38	\$3.65
Other repair and maintenance services	\$86,472.49	\$6.92	\$91,860.87	\$7.01	\$97,270.00	\$7.12
Repair of built-in appliances	\$590.29	\$0.05	\$625.90	\$0.05	\$659.47	\$0.05
Maintenance and repair commodities	\$75,164.40	\$6.02	\$79,624.26	\$6.08	\$83,913.01	\$6.14
Paints, wallpaper and supplies	\$8,504.87	\$0.68	\$9,022.43	\$0.69	\$9,515.88	\$0.70
Tools and equipment for painting and wallpapering	\$913.50	\$0.07	\$969.10	\$0.07	\$1,022.09	\$0.07
Plumbing supplies and equipment	\$4,356.55	\$0.35	\$4,595.96	\$0.35	\$4,817.12	\$0.35
Electrical supplies, heating and cooling equipment	\$4,140.02	\$0.33	\$4,392.32	\$0.34	\$4,633.81	\$0.34
Flooring installation, repair, replacement	\$32,139.52	\$2.57	\$34,109.95	\$2.60	\$36,040.31	\$2.64
Materials and equipment for roof and gutters	\$4,301.42	\$0.34	\$4,546.34	\$0.35	\$4,757.60	\$0.35
Materials for plaster., panel., siding, windows, doors, screens, awni	\$9,150.72	\$0.73	\$9,695.92	\$0.74	\$10,232.74	\$0.75
Material for insulation, other maintenance and repair	\$11,658.23	\$0.93	\$12,292.76	\$0.94	\$12,894.04	\$0.94
Property management and security	\$31,906.38	\$2.55	\$33,700.62	\$2.57	\$35,418.24	\$2.59
Property management	\$29,061.77	\$2.33	\$30,700.63	\$2.34	\$32,269.71	\$2.36
Management and upkeep services for security	\$2,844.40	\$0.23	\$2,999.71	\$0.23	\$3,148.17	\$0.23
Parking	\$6,842.07	\$0.55	\$7,225.80	\$0.55	\$7,591.29	\$0.56
Lodging on out-of-town trips	\$61,748.20	\$4.94	\$65,750.56	\$5.02	\$69,707.83	\$5.10
<b>Utilities</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>
Total Utilities, fuels, and public services	\$1,000,383.32	\$80.10	\$1,057,500.93	\$80.71	\$1,112,482.56	\$81.39
Natural gas	\$102,903.12	\$8.24	\$108,821.11	\$8.31	\$114,533.85	\$8.38
Utility--natural gas (owned home)	\$102,903.12	\$8.24	\$108,821.11	\$8.31	\$114,533.85	\$8.38
Electricity	\$362,337.26	\$29.01	\$382,669.69	\$29.21	\$402,055.01	\$29.42
Electricity (owned home)	\$362,337.26	\$29.01	\$382,669.69	\$29.21	\$402,055.01	\$29.42

## Aberdeen

506 S Main ST | Aberdeen, SD 57401

Windsor Realty Group  
Your vision. Our expertise.

### Weekly Consumer Spending Patterns

#### STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
Utilities, Continued	Total	Per Household	Total	Per Household	Total	Per Household
Fuel oil and other fuels	\$26,351.44	\$2.11	\$27,866.02	\$2.13	\$29,313.66	\$2.14
Fuel oil	\$14,550.33	\$1.16	\$15,397.00	\$1.18	\$16,207.00	\$1.19
Fuel oil (owned home)	\$14,550.33	\$1.16	\$15,397.00	\$1.18	\$16,207.00	\$1.19
Bottled gas	\$9,913.89	\$0.79	\$10,478.35	\$0.80	\$11,018.46	\$0.81
Gas, btld/tank (owned home)	\$9,913.89	\$0.79	\$10,478.35	\$0.80	\$11,018.46	\$0.81
Wood and other fuels	\$1,887.22	\$0.15	\$1,990.66	\$0.15	\$2,088.23	\$0.15
Wood/other fuels (owned home)	\$1,887.22	\$0.15	\$1,990.66	\$0.15	\$2,088.23	\$0.15
Telephone services	\$346,769.02	\$27.76	\$366,760.15	\$27.99	\$386,156.34	\$28.25
Residential telephone including VOIP	\$49,950.80	\$4.00	\$52,729.06	\$4.02	\$55,310.72	\$4.05
Cellular phone service	\$296,818.29	\$23.77	\$314,031.15	\$23.97	\$330,845.71	\$24.21
Phone cards	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Water and other public services	\$162,022.34	\$12.97	\$171,383.75	\$13.08	\$180,423.47	\$13.20
Water and sewerage maintenance	\$115,130.18	\$9.22	\$121,792.06	\$9.30	\$128,217.73	\$9.38
Water/sewer maint. (owned home)	\$115,130.18	\$9.22	\$121,792.06	\$9.30	\$128,217.73	\$9.38
Trash and garbage collection	\$45,213.68	\$3.62	\$47,816.08	\$3.65	\$50,333.11	\$3.68
Trash/garb. coll. (owned home)	\$45,213.68	\$3.62	\$47,816.08	\$3.65	\$50,333.11	\$3.68
Septic tank cleaning	\$1,678.57	\$0.13	\$1,775.67	\$0.14	\$1,872.70	\$0.14
Septic tank clean. (owned home)	\$1,678.57	\$0.13	\$1,775.67	\$0.14	\$1,872.70	\$0.14
<b>Household Services</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>
Total Household Services	\$319,400.47	\$25.57	\$338,612.59	\$25.84	\$357,184.46	\$26.13
Personal services	\$50,495.37	\$4.04	\$53,879.29	\$4.11	\$57,263.53	\$4.19
Babysitting and child care (own home and someone else's)	\$17,602.12	\$1.41	\$18,739.97	\$1.43	\$19,855.63	\$1.45
Day care centers, nursery, and preschools	\$32,892.90	\$2.63	\$35,138.97	\$2.68	\$37,407.52	\$2.74
Other household expenses	\$268,905.37	\$21.53	\$284,733.58	\$21.73	\$299,921.20	\$21.94
Housekeeping services	\$22,668.58	\$1.81	\$24,191.91	\$1.85	\$25,629.50	\$1.88
Gardening, lawn care service	\$39,385.45	\$3.15	\$41,768.30	\$3.19	\$44,034.06	\$3.22
Water softening service	\$1,844.65	\$0.15	\$1,948.53	\$0.15	\$2,047.00	\$0.15
Household laundry and dry cleaning, sent out (nonclothing)	\$260.26	\$0.02	\$277.79	\$0.02	\$294.42	\$0.02
Coin-operated household laundry and dry cleaning (nonclothing)	\$1,158.75	\$0.09	\$1,216.78	\$0.09	\$1,268.52	\$0.09
Service for termite/pest control	\$7,062.07	\$0.57	\$7,495.81	\$0.57	\$7,916.48	\$0.58
Home security system service fee	\$7,555.25	\$0.60	\$8,014.49	\$0.61	\$8,459.44	\$0.62
Other home services	\$5,414.63	\$0.43	\$5,748.88	\$0.44	\$6,071.44	\$0.44
Termite/pest control products	\$1,765.39	\$0.14	\$1,873.82	\$0.14	\$1,978.98	\$0.14

## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
Household Services, Continued	Total	Per Household	Total	Per Household	Total	Per Household
Moving, storage, freight express	\$11,468.31	\$0.92	\$12,160.24	\$0.93	\$12,822.89	\$0.94
Appliance repair, including service center	\$3,588.43	\$0.29	\$3,802.89	\$0.29	\$4,008.38	\$0.29
Reupholstering, furniture repair	\$1,816.96	\$0.15	\$1,925.54	\$0.15	\$2,033.19	\$0.15
Repairs/rentals of lawn and garden equipment, hand or power tools	\$2,552.66	\$0.20	\$2,711.88	\$0.21	\$2,862.03	\$0.21
Appliance rental	\$246.83	\$0.02	\$259.61	\$0.02	\$270.52	\$0.02
Repair of computer systems for nonbusiness use	\$1,022.28	\$0.08	\$1,078.71	\$0.08	\$1,133.58	\$0.08
Computer information services	\$154,274.91	\$12.35	\$163,023.05	\$12.44	\$171,440.47	\$12.54
Housekeeping supplies	\$201,969.74	\$16.17	\$213,730.86	\$16.31	\$225,110.51	\$16.47
Laundry and cleaning supplies	\$43,005.20	\$3.44	\$45,443.57	\$3.47	\$47,795.63	\$3.50
Soaps and detergents	\$19,038.49	\$1.52	\$20,106.26	\$1.53	\$21,138.83	\$1.55
Other laundry cleaning products	\$23,966.54	\$1.92	\$25,337.16	\$1.93	\$26,656.74	\$1.95
Other household products	\$128,160.31	\$10.26	\$135,689.73	\$10.36	\$142,970.32	\$10.46
Cleansing and toilet tissue, paper towels and napkins	\$34,777.83	\$2.78	\$36,722.00	\$2.80	\$38,578.06	\$2.82
Miscellaneous household products	\$57,790.11	\$4.63	\$61,255.81	\$4.68	\$64,674.51	\$4.73
Lawn and garden supplies	\$35,592.20	\$2.85	\$37,711.78	\$2.88	\$39,717.61	\$2.91
<b>Household Furnishings and Equipment</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>
Total Household furnishings and equipment	\$472,166.00	\$37.80	\$501,193.20	\$38.25	\$529,506.07	\$38.74
Household textiles	\$29,624.46	\$2.37	\$31,393.08	\$2.40	\$33,131.61	\$2.42
Bathroom linens	\$3,671.29	\$0.29	\$3,879.21	\$0.30	\$4,074.21	\$0.30
Bedroom linens	\$20,044.78	\$1.60	\$21,251.77	\$1.62	\$22,451.93	\$1.64
Kitchen, dining room linens, and other linens	\$1,518.51	\$0.12	\$1,611.82	\$0.12	\$1,702.74	\$0.12
Curtains and draperies	\$3,142.55	\$0.25	\$3,323.84	\$0.25	\$3,497.39	\$0.26
Slipcovers, decorative pillows	\$1,247.00	\$0.10	\$1,326.03	\$0.10	\$1,404.88	\$0.10
Furniture	\$114,200.68	\$9.14	\$121,203.21	\$9.25	\$128,019.54	\$9.37
Mattress and springs	\$20,799.61	\$1.67	\$22,056.96	\$1.68	\$23,261.90	\$1.70
Other bedroom furniture	\$17,840.35	\$1.43	\$18,933.29	\$1.44	\$19,991.04	\$1.46
Sofas	\$33,024.99	\$2.64	\$35,013.11	\$2.67	\$36,945.32	\$2.70
Living room chairs	\$11,198.02	\$0.90	\$11,857.38	\$0.90	\$12,484.16	\$0.91
Living room tables	\$3,087.05	\$0.25	\$3,265.93	\$0.25	\$3,438.93	\$0.25
Kitchen, dining room furniture	\$7,836.47	\$0.63	\$8,330.03	\$0.64	\$8,822.73	\$0.65
Infants' furniture	\$1,766.90	\$0.14	\$1,872.63	\$0.14	\$1,974.55	\$0.14
Outdoor furniture	\$8,534.82	\$0.68	\$9,101.13	\$0.69	\$9,665.15	\$0.71
Wall units, cabinets and other occasional furniture	\$10,112.79	\$0.81	\$10,773.08	\$0.82	\$11,436.21	\$0.84



## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Household Furnishings and Equipment, Continued</b>						
Floor coverings	\$6,577.41	\$0.53	\$6,988.36	\$0.53	\$7,383.48	\$0.54
Floor coverings, nonpermanent	\$6,577.41	\$0.53	\$6,988.36	\$0.53	\$7,383.48	\$0.54
Major appliances	\$65,093.23	\$5.21	\$69,008.61	\$5.27	\$72,805.95	\$5.33
Dishwashers (built-in), garbage disposals, range hoods	\$6,387.76	\$0.51	\$6,790.76	\$0.52	\$7,192.10	\$0.53
Refrigerators, freezers	\$21,626.92	\$1.73	\$22,919.61	\$1.75	\$24,176.35	\$1.77
Washing machine or Clothes dryer	\$17,618.71	\$1.41	\$18,672.94	\$1.43	\$19,701.52	\$1.44
Cooking stoves, ovens	\$9,768.13	\$0.78	\$10,366.79	\$0.79	\$10,944.15	\$0.80
Microwave ovens	\$3,132.23	\$0.25	\$3,317.03	\$0.25	\$3,497.23	\$0.26
Air conditioning units	\$1,368.74	\$0.11	\$1,445.26	\$0.11	\$1,515.65	\$0.11
Electric floor cleaning equipment	\$6,701.91	\$0.54	\$7,092.13	\$0.54	\$7,463.55	\$0.55
Sewing machines	\$1,620.91	\$0.13	\$1,720.97	\$0.13	\$1,812.55	\$0.13
Small appliances, miscellaneous housewares	\$32,405.08	\$2.59	\$34,322.43	\$2.62	\$36,168.95	\$2.65
Housewares	\$19,699.42	\$1.58	\$20,875.54	\$1.59	\$22,000.28	\$1.61
Flatware	\$1,051.37	\$0.08	\$1,116.83	\$0.09	\$1,180.07	\$0.09
Dinnerware, glassware, serving pieces	\$6,507.53	\$0.52	\$6,887.41	\$0.53	\$7,258.62	\$0.53
Tableware, nonelectric kitchenware	\$6,341.52	\$0.51	\$6,723.80	\$0.51	\$7,085.75	\$0.52
Nonelectric cookware	\$5,799.69	\$0.46	\$6,148.19	\$0.47	\$6,476.59	\$0.47
Small appliances	\$12,705.26	\$1.02	\$13,446.48	\$1.03	\$14,168.22	\$1.04
Small electric kitchen appliances	\$9,738.20	\$0.78	\$10,307.54	\$0.79	\$10,861.84	\$0.79
Portable heating and cooling equipment	\$2,967.19	\$0.24	\$3,139.08	\$0.24	\$3,306.54	\$0.24
Miscellaneous household equipment	\$224,265.19	\$17.96	\$238,277.52	\$18.19	\$251,996.45	\$18.44
Window coverings	\$3,726.03	\$0.30	\$3,963.22	\$0.30	\$4,197.36	\$0.31
Infants' equipment	\$3,472.67	\$0.28	\$3,673.66	\$0.28	\$3,868.82	\$0.28
Laundry and cleaning equipment	\$5,674.01	\$0.45	\$6,005.28	\$0.46	\$6,323.25	\$0.46
Outdoor equipment	\$17,821.85	\$1.43	\$19,263.05	\$1.47	\$20,585.48	\$1.51
Lamps, lighting fixtures, and ceiling fans	\$4,990.74	\$0.40	\$5,294.60	\$0.40	\$5,594.52	\$0.41
Telephones and accessories	\$18,846.31	\$1.51	\$19,935.68	\$1.52	\$21,021.39	\$1.54
Clocks and Other household decorative items	\$33,654.81	\$2.69	\$35,745.95	\$2.73	\$37,772.63	\$2.76
Lawn and garden equipment	\$19,961.22	\$1.60	\$21,159.18	\$1.61	\$22,307.69	\$1.63
Power tools	\$10,170.44	\$0.81	\$10,788.31	\$0.82	\$11,464.56	\$0.84
Other hardware	\$6,211.00	\$0.50	\$6,596.60	\$0.50	\$6,983.41	\$0.51
Small miscellaneous furnishings	\$3,942.22	\$0.32	\$4,205.85	\$0.32	\$4,474.12	\$0.33
Hand tools	\$2,415.48	\$0.19	\$2,553.69	\$0.19	\$2,687.04	\$0.20
Indoor plants, fresh flowers	\$12,904.73	\$1.03	\$13,704.09	\$1.05	\$14,474.56	\$1.06
Closet and storage items	\$4,784.65	\$0.38	\$5,075.12	\$0.39	\$5,376.81	\$0.39



**Aberdeen**

506 S Main ST | Aberdeen, SD 57401

**Weekly Consumer Spending Patterns****STI: Spending Patterns, 2022 Q4**

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Household Furnishings and Equipment, Continued</b>						
Miscellaneous household equipment and parts	\$20,045.25	\$1.60	\$21,247.24	\$1.62	\$22,424.23	\$1.64
Luggage	\$1,014.69	\$0.08	\$1,076.32	\$0.08	\$1,137.57	\$0.08
Computers and computer hardware nonbusiness use	\$42,722.16	\$3.42	\$45,358.63	\$3.46	\$47,963.01	\$3.51
Internet service away from home	\$356.04	\$0.03	\$376.38	\$0.03	\$397.16	\$0.03
Portable memory	\$680.87	\$0.05	\$720.92	\$0.06	\$761.41	\$0.06
Digital book readers	\$5,782.57	\$0.46	\$6,137.50	\$0.47	\$6,491.24	\$0.47
Computer software and accessories for nonbusiness use	\$7,467.56	\$0.60	\$7,917.08	\$0.60	\$8,355.10	\$0.61
Business equipment for home use	\$386.38	\$0.03	\$409.43	\$0.03	\$432.27	\$0.03
Other household appliances	\$4,052.46	\$0.32	\$4,304.01	\$0.33	\$4,552.12	\$0.33
<b>Clothing</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>
Total Apparel and services	\$303,112.41	\$24.27	\$320,814.07	\$24.48	\$337,933.06	\$24.72
Men and boys	\$65,461.72	\$5.24	\$69,313.31	\$5.29	\$73,122.10	\$5.35
Men, 16 and over	\$54,237.07	\$4.34	\$57,444.79	\$4.38	\$60,611.47	\$4.43
Men's suits	\$1,703.24	\$0.14	\$1,814.52	\$0.14	\$1,927.50	\$0.14
Men's sportcoats, tailored jackets	\$740.79	\$0.06	\$786.99	\$0.06	\$832.23	\$0.06
Men's coats and jackets	\$4,403.15	\$0.35	\$4,652.29	\$0.36	\$4,894.87	\$0.36
Men's underwear	\$6,421.50	\$0.51	\$6,804.58	\$0.52	\$7,186.07	\$0.53
Men's hosiery	\$3,641.47	\$0.29	\$3,854.86	\$0.29	\$4,070.14	\$0.30
Men's nightwear	\$574.99	\$0.05	\$611.43	\$0.05	\$647.42	\$0.05
Men's accessories	\$8,904.62	\$0.71	\$9,437.06	\$0.72	\$9,947.19	\$0.73
Men's active sportswear	\$248.91	\$0.02	\$265.45	\$0.02	\$281.69	\$0.02
Men's shirts, sweaters, and vests	\$14,507.86	\$1.16	\$15,406.05	\$1.18	\$16,285.46	\$1.19
Men's pants and shorts	\$12,484.03	\$1.00	\$13,169.51	\$1.01	\$13,861.91	\$1.01
Men's uniforms	\$445.37	\$0.04	\$471.44	\$0.04	\$497.22	\$0.04
Men's costumes	\$160.53	\$0.01	\$169.96	\$0.01	\$179.19	\$0.01
Boys, 2 to 15	\$11,224.81	\$0.90	\$11,868.65	\$0.91	\$12,510.76	\$0.92
Boys' coats and jackets	\$1,170.19	\$0.09	\$1,234.96	\$0.09	\$1,298.12	\$0.09
Boys' shirts and sweaters	\$1,834.67	\$0.15	\$1,942.11	\$0.15	\$2,050.83	\$0.15
Boys' underwear	\$1,426.88	\$0.11	\$1,508.54	\$0.12	\$1,594.30	\$0.12
Boys' nightwear	\$343.33	\$0.03	\$363.70	\$0.03	\$382.82	\$0.03
Boys' hosiery	\$488.47	\$0.04	\$518.87	\$0.04	\$550.52	\$0.04
Boys' accessories	\$739.87	\$0.06	\$780.62	\$0.06	\$822.72	\$0.06
Boys' suits, sportcoats, vests	\$170.42	\$0.01	\$179.58	\$0.01	\$188.74	\$0.01

## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Clothing, Continued</b>						
Boys' pants and shorts	\$4,453.04	\$0.36	\$4,704.26	\$0.36	\$4,948.78	\$0.36
Boys' uniforms	\$164.01	\$0.01	\$175.23	\$0.01	\$186.52	\$0.01
Boys' active sportswear	\$154.66	\$0.01	\$165.03	\$0.01	\$175.30	\$0.01
Boys' costumes	\$278.75	\$0.02	\$295.24	\$0.02	\$311.62	\$0.02
Women and girls	\$119,428.16	\$9.56	\$126,437.72	\$9.65	\$133,209.04	\$9.75
Women, 16 and over	\$106,838.81	\$8.55	\$113,112.51	\$8.63	\$119,150.87	\$8.72
Women's coats and jackets	\$7,885.10	\$0.63	\$8,353.62	\$0.64	\$8,795.50	\$0.64
Women's dresses	\$10,640.25	\$0.85	\$11,331.03	\$0.86	\$12,042.73	\$0.88
Women's sportcoats, tailored jackets	\$553.05	\$0.04	\$587.68	\$0.04	\$622.03	\$0.05
Women's shirts, tops, blouses, vests, and sweaters	\$29,470.35	\$2.36	\$31,147.22	\$2.38	\$32,744.57	\$2.40
Women's skirts	\$1,552.12	\$0.12	\$1,638.74	\$0.13	\$1,722.18	\$0.13
Women's pants and shorts	\$20,005.25	\$1.60	\$21,155.93	\$1.61	\$22,244.41	\$1.63
Women's active sportswear	\$1,217.52	\$0.10	\$1,293.04	\$0.10	\$1,366.78	\$0.10
Women's sleepwear	\$5,249.23	\$0.42	\$5,560.93	\$0.42	\$5,853.14	\$0.43
Women's undergarments	\$10,107.89	\$0.81	\$10,694.73	\$0.82	\$11,254.21	\$0.82
Women's hosiery	\$4,706.15	\$0.38	\$4,982.43	\$0.38	\$5,257.45	\$0.38
Women's suits	\$361.36	\$0.03	\$383.38	\$0.03	\$404.11	\$0.03
Women's accessories	\$14,098.41	\$1.13	\$14,936.39	\$1.14	\$15,741.20	\$1.15
Women's uniforms	\$791.82	\$0.06	\$836.30	\$0.06	\$881.17	\$0.06
Women's costumes	\$200.47	\$0.02	\$211.30	\$0.02	\$221.62	\$0.02
Girls, 2 to 15	\$12,588.80	\$1.01	\$13,324.56	\$1.02	\$14,057.50	\$1.03
Girls' coats and jackets	\$910.57	\$0.07	\$961.03	\$0.07	\$1,010.12	\$0.07
Girls' dresses, suits	\$1,849.21	\$0.15	\$1,957.54	\$0.15	\$2,068.93	\$0.15
Girls' shirts, blouses, sweaters	\$2,960.40	\$0.24	\$3,142.48	\$0.24	\$3,329.24	\$0.24
Girls' pants and shorts	\$3,371.81	\$0.27	\$3,562.39	\$0.27	\$3,749.86	\$0.27
Girls' active sportswear	\$905.09	\$0.07	\$955.80	\$0.07	\$1,005.51	\$0.07
Girls' underwear and sleepwear	\$996.10	\$0.08	\$1,051.46	\$0.08	\$1,102.74	\$0.08
Girls' hosiery	\$923.60	\$0.07	\$982.45	\$0.07	\$1,040.47	\$0.08
Girls' accessories	\$272.81	\$0.02	\$290.76	\$0.02	\$308.94	\$0.02
Girls' uniforms	\$203.70	\$0.02	\$213.78	\$0.02	\$223.73	\$0.02
Girls' costumes	\$196.15	\$0.02	\$207.57	\$0.02	\$218.53	\$0.02
Children under 2	\$8,885.13	\$0.71	\$9,407.79	\$0.72	\$9,917.82	\$0.73
Infant coat, jacket, snowsuit	\$99.46	\$0.01	\$105.38	\$0.01	\$111.53	\$0.01
Infant dresses, outerwear	\$1,474.46	\$0.12	\$1,558.99	\$0.12	\$1,640.88	\$0.12
Infant undergarments	\$6,118.36	\$0.49	\$6,477.89	\$0.49	\$6,831.23	\$0.50

## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Clothing, Continued</b>						
Infant nightwear, loungewear	\$156.12	\$0.01	\$166.36	\$0.01	\$176.35	\$0.01
Infant accessories	\$1,036.55	\$0.08	\$1,098.98	\$0.08	\$1,157.60	\$0.08
Footwear	\$71,699.30	\$5.74	\$75,852.39	\$5.79	\$79,825.73	\$5.84
Men's footwear	\$27,849.88	\$2.23	\$29,424.04	\$2.25	\$30,927.09	\$2.26
Boys' footwear	\$2,932.90	\$0.23	\$3,095.91	\$0.24	\$3,257.39	\$0.24
Women's footwear	\$35,322.16	\$2.83	\$37,424.43	\$2.86	\$39,424.88	\$2.88
Girls' footwear	\$5,594.18	\$0.45	\$5,907.80	\$0.45	\$6,216.14	\$0.45
Other apparel products and services	\$37,638.20	\$3.01	\$39,803.01	\$3.04	\$41,858.48	\$3.06
Material and supplies for sewing, needlework, quilting	\$9,830.38	\$0.79	\$10,383.87	\$0.79	\$10,898.92	\$0.80
Watches	\$2,598.21	\$0.21	\$2,768.02	\$0.21	\$2,934.26	\$0.21
Jewelry	\$9,777.71	\$0.78	\$10,379.86	\$0.79	\$10,967.67	\$0.80
Shoe repair and other shoe service	\$154.03	\$0.01	\$164.10	\$0.01	\$174.21	\$0.01
Coin-operated apparel laundry and dry cleaning	\$10,245.93	\$0.82	\$10,754.07	\$0.82	\$11,212.32	\$0.82
Alteration, repair and tailoring of apparel and accessories	\$781.92	\$0.06	\$828.33	\$0.06	\$875.75	\$0.06
Clothing rental	\$191.65	\$0.02	\$204.24	\$0.02	\$217.44	\$0.02
Watch and jewelry repair	\$586.23	\$0.05	\$624.47	\$0.05	\$661.65	\$0.05
Apparel laundry and dry cleaning not coin-operated	\$3,472.72	\$0.28	\$3,696.65	\$0.28	\$3,916.73	\$0.29
<b>Transportation</b>						
<b>Total Transportation</b>	<b>\$2,077,179.68</b>	<b>\$166.31</b>	<b>\$2,199,990.63</b>	<b>\$167.90</b>	<b>\$2,321,092.56</b>	<b>\$169.82</b>
Vehicle purchases (net outlay)	\$918,759.93	\$73.56	\$973,869.57	\$74.33	\$1,028,861.47	\$75.28
Cars and trucks, new	\$412,072.96	\$32.99	\$437,554.71	\$33.39	\$463,067.15	\$33.88
New cars	\$125,531.76	\$10.05	\$132,965.02	\$10.15	\$140,407.59	\$10.27
New trucks	\$286,541.62	\$22.94	\$304,590.09	\$23.25	\$322,659.96	\$23.61
Cars and trucks, used	\$506,687.06	\$40.57	\$536,314.95	\$40.93	\$565,794.45	\$41.40
Used cars	\$179,755.06	\$14.39	\$190,295.93	\$14.52	\$200,786.65	\$14.69
Used trucks	\$326,931.72	\$26.18	\$346,018.75	\$26.41	\$365,007.50	\$26.71
Gasoline and motor oil	\$351,531.07	\$28.15	\$371,722.46	\$28.37	\$391,423.09	\$28.64
Gasoline	\$325,905.77	\$26.09	\$344,565.47	\$26.30	\$362,751.92	\$26.54
Diesel fuel	\$9,177.84	\$0.73	\$9,720.94	\$0.74	\$10,257.87	\$0.75
Gasoline on out-of-town trips	\$13,478.18	\$1.08	\$14,296.64	\$1.09	\$15,106.46	\$1.11
Motor oil	\$2,832.43	\$0.23	\$2,994.32	\$0.23	\$3,153.63	\$0.23
Motor oil on out-of-town trips	\$136.21	\$0.01	\$144.49	\$0.01	\$152.70	\$0.01
Other vehicle expenses	\$760,725.78	\$60.91	\$805,397.90	\$61.47	\$849,015.33	\$62.12

**Aberdeen**

506 S Main ST | Aberdeen, SD 57401

**Weekly Consumer Spending Patterns****STI: Spending Patterns, 2022 Q4**

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Transportation, Continued</b>						
Vehicle finance charges	\$55,126.78	\$4.41	\$58,449.59	\$4.46	\$61,764.15	\$4.52
Automobile finance charges	\$17,585.41	\$1.41	\$18,614.45	\$1.42	\$19,626.16	\$1.44
Truck finance charges	\$34,505.01	\$2.76	\$36,601.81	\$2.79	\$38,708.61	\$2.83
Motorcycle and plane finance charges	\$308.87	\$0.02	\$327.84	\$0.03	\$347.18	\$0.03
Other vehicle finance charges	\$2,727.17	\$0.22	\$2,905.10	\$0.22	\$3,081.73	\$0.23
Vehicle maintenance and repairs	\$202,347.52	\$16.20	\$214,314.71	\$16.36	\$225,972.09	\$16.53
Coolant, additives, brake, transmission fluids	\$1,866.72	\$0.15	\$1,971.14	\$0.15	\$2,071.80	\$0.15
Tires - purchased, replaced, installed	\$32,911.38	\$2.64	\$34,845.75	\$2.66	\$36,752.01	\$2.69
Parts, equipment, and accessories	\$15,567.64	\$1.25	\$16,478.26	\$1.26	\$17,362.24	\$1.27
Body work and painting	\$7,973.55	\$0.64	\$8,440.52	\$0.64	\$8,881.26	\$0.65
Motor tune-up	\$9,011.35	\$0.72	\$9,560.43	\$0.73	\$10,100.90	\$0.74
Lube, oil change, and oil filters	\$21,962.99	\$1.76	\$23,241.58	\$1.77	\$24,487.66	\$1.79
Front end alignment, wheel balance and rotation	\$5,109.18	\$0.41	\$5,403.35	\$0.41	\$5,692.54	\$0.42
Shock absorber replacement	\$1,728.87	\$0.14	\$1,840.41	\$0.14	\$1,948.82	\$0.14
Repair tires and other repair work	\$24,224.92	\$1.94	\$25,637.06	\$1.96	\$27,023.24	\$1.98
Vehicle cleaning services including car wash	\$5,947.88	\$0.48	\$6,305.69	\$0.48	\$6,658.24	\$0.49
Vehicle products, wax, touch up paint, de-icer, protectant, polish, etc	\$2,281.44	\$0.18	\$2,416.29	\$0.18	\$2,549.37	\$0.19
Miscellaneous auto repair and servicing	\$19,613.98	\$1.57	\$20,833.85	\$1.59	\$22,008.75	\$1.61
Vehicle or engine repairs	\$54,146.97	\$4.34	\$57,339.68	\$4.38	\$60,434.49	\$4.42
Vehicle insurance	\$357,535.12	\$28.63	\$378,204.33	\$28.86	\$398,279.87	\$29.14
Vehicle rental, licenses, other charges	\$145,716.44	\$11.67	\$154,429.30	\$11.79	\$162,999.33	\$11.93
Leased and rented vehicles	\$85,104.45	\$6.81	\$90,223.03	\$6.89	\$95,264.14	\$6.97
Rented vehicles	\$8,978.00	\$0.72	\$9,523.83	\$0.73	\$10,059.57	\$0.74
Auto/Truck rental	\$3,047.41	\$0.24	\$3,220.89	\$0.25	\$3,391.37	\$0.25
Auto/Truck rental, out-of-town trips	\$5,930.27	\$0.47	\$6,302.60	\$0.48	\$6,667.91	\$0.49
Leased vehicles	\$76,126.40	\$6.10	\$80,699.16	\$6.16	\$85,204.57	\$6.23
Auto/Truck lease payments	\$76,126.40	\$6.10	\$80,699.16	\$6.16	\$85,204.57	\$6.23
Vehicle registration state/local	\$32,378.68	\$2.59	\$34,285.34	\$2.62	\$36,163.59	\$2.65
Drivers' license	\$2,914.46	\$0.23	\$3,079.44	\$0.24	\$3,239.02	\$0.24
Vehicle inspection	\$2,383.89	\$0.19	\$2,523.60	\$0.19	\$2,657.50	\$0.19
Parking fees	\$6,382.48	\$0.51	\$6,778.60	\$0.52	\$7,170.18	\$0.52
Parking fees in home city, excluding residence	\$5,608.10	\$0.45	\$5,955.43	\$0.45	\$6,297.46	\$0.46
Parking fees, out-of-town trips	\$774.59	\$0.06	\$823.39	\$0.06	\$872.85	\$0.06
Tolls	\$6,660.79	\$0.53	\$7,071.41	\$0.54	\$7,477.06	\$0.55
Tolls on out-of-town trips	\$460.07	\$0.04	\$488.52	\$0.04	\$517.41	\$0.04

## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Transportation, Continued</b>						
Towing charges	\$1,499.14	\$0.12	\$1,580.59	\$0.12	\$1,660.42	\$0.12
Automobile service clubs and GPS	\$7,933.14	\$0.64	\$8,399.46	\$0.64	\$8,850.76	\$0.65
Public transportation	\$46,163.79	\$3.70	\$49,001.66	\$3.74	\$51,793.53	\$3.79
Airline fares	\$27,376.89	\$2.19	\$29,155.24	\$2.23	\$30,919.58	\$2.26
Intercity bus fares	\$286.00	\$0.02	\$305.55	\$0.02	\$325.56	\$0.02
Intracity mass transit fares	\$7,486.07	\$0.60	\$7,885.94	\$0.60	\$8,257.21	\$0.60
Local trans. on out-of-town trips	\$1,084.71	\$0.09	\$1,157.42	\$0.09	\$1,229.10	\$0.09
Taxi fares and limousine services on trips	\$636.93	\$0.05	\$679.61	\$0.05	\$721.69	\$0.05
Taxi fares and limousine services	\$7,761.30	\$0.62	\$8,180.52	\$0.62	\$8,602.86	\$0.63
Intercity train fares	\$752.45	\$0.06	\$807.07	\$0.06	\$860.08	\$0.06
Ship fares	\$778.41	\$0.06	\$829.27	\$0.06	\$876.31	\$0.06
<b>Healthcare</b>						
Total Health care	\$1,087,248.32	\$87.05	\$1,151,189.72	\$87.86	\$1,212,676.51	\$88.72
Health insurance	\$827,169.98	\$66.23	\$875,683.17	\$66.83	\$922,311.84	\$67.48
Commercial health insurance	\$141,894.35	\$11.36	\$150,826.29	\$11.51	\$159,794.30	\$11.69
Fee for service health plan (Not BCBS)	\$141,894.35	\$11.36	\$150,826.29	\$11.51	\$159,794.30	\$11.69
Blue Cross, Blue Shield	\$198,099.98	\$15.86	\$210,324.45	\$16.05	\$222,580.92	\$16.29
Fee for service health plan (BCBS)	\$140,268.60	\$11.23	\$149,044.84	\$11.38	\$157,917.09	\$11.55
Health maintenance organization (BCBS)	\$46,049.91	\$3.69	\$48,818.70	\$3.73	\$51,563.30	\$3.77
Commercial medicare supplement (BCBS)	\$7,184.35	\$0.58	\$7,587.80	\$0.58	\$7,955.52	\$0.58
Other health insurance (BCBS)	\$4,596.53	\$0.37	\$4,872.52	\$0.37	\$5,144.47	\$0.38
Health maintenance organization (not BCBS)	\$121,591.06	\$9.74	\$128,979.73	\$9.84	\$136,372.38	\$9.98
Medicare payments	\$223,342.15	\$17.88	\$235,203.96	\$17.95	\$245,699.52	\$17.98
Commercial medicare supplements and other health insurance	\$142,242.03	\$11.39	\$150,348.32	\$11.47	\$157,864.29	\$11.55
Commercial medicare supplement (Not BCBS)	\$90,268.61	\$7.23	\$95,200.12	\$7.27	\$99,605.40	\$7.29
Other health insurance (Not BCBS)	\$37,828.38	\$3.03	\$40,174.19	\$3.07	\$42,505.37	\$3.11
Long-term care insurance (Not BCBS)	\$14,144.98	\$1.13	\$14,973.93	\$1.14	\$15,753.44	\$1.15
Medical services	\$144,013.80	\$11.53	\$152,741.93	\$11.66	\$161,233.80	\$11.80
Physician's services	\$27,535.67	\$2.20	\$29,243.66	\$2.23	\$30,936.84	\$2.26
Dental services	\$50,998.30	\$4.08	\$54,036.97	\$4.12	\$56,938.68	\$4.17
Eyecare services	\$9,830.11	\$0.79	\$10,423.22	\$0.80	\$11,009.51	\$0.81
Service by professionals other than physician	\$13,755.36	\$1.10	\$14,609.78	\$1.12	\$15,457.39	\$1.13
Lab tests, x-rays	\$7,855.14	\$0.63	\$8,339.68	\$0.64	\$8,817.66	\$0.65

## Aberdeen

506 S Main ST | Aberdeen, SD 57401

Windsor Realty Group  
Your vision. Our expertise.

### Weekly Consumer Spending Patterns

STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Healthcare, Continued</b>						
Hospital room and services	\$28,991.51	\$2.32	\$30,738.80	\$2.35	\$32,434.85	\$2.37
Other medical care services	\$5,048.50	\$0.40	\$5,350.65	\$0.41	\$5,639.69	\$0.41
Drugs	\$84,501.09	\$6.77	\$89,370.51	\$6.82	\$93,977.59	\$6.88
Prescription drugs	\$30,949.88	\$2.48	\$32,721.14	\$2.50	\$34,385.19	\$2.52
Nonprescription drugs	\$28,743.55	\$2.30	\$30,422.90	\$2.32	\$32,019.64	\$2.34
Nonprescription vitamins	\$24,807.16	\$1.99	\$26,225.97	\$2.00	\$27,572.30	\$2.02
Medical supplies	\$31,563.90	\$2.53	\$33,394.56	\$2.55	\$35,153.67	\$2.57
Eyeglasses and contact lenses	\$12,474.17	\$1.00	\$13,219.69	\$1.01	\$13,946.96	\$1.02
Hearing aids	\$5,608.98	\$0.45	\$5,916.13	\$0.45	\$6,191.96	\$0.45
Topicals and dressings	\$13,481.20	\$1.08	\$14,259.25	\$1.09	\$15,015.25	\$1.10
<b>Entertainment</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>	<b>Total</b>	<b>Per Household</b>
Total Entertainment	\$533,455.75	\$42.71	\$565,336.92	\$43.15	\$596,332.94	\$43.63
Fees and admissions	\$80,908.39	\$6.48	\$86,132.16	\$6.57	\$91,343.54	\$6.68
Recreation expenses, out-of-town trips	\$21.80	\$0.00	\$23.03	\$0.00	\$24.29	\$0.00
Social, recreation, civic club membership	\$32,607.01	\$2.61	\$34,729.28	\$2.65	\$36,842.12	\$2.70
Fees for participant sports	\$17,046.45	\$1.36	\$18,086.23	\$1.38	\$19,110.45	\$1.40
Participant sports, out-of-town trips	\$2,478.71	\$0.20	\$2,652.45	\$0.20	\$2,829.89	\$0.21
Play, theater, opera, ballet	\$3,437.50	\$0.28	\$3,653.97	\$0.28	\$3,870.34	\$0.28
Movies, parks, museums	\$2,340.80	\$0.19	\$2,481.95	\$0.19	\$2,618.68	\$0.19
Movie, other admissions, out-of-town trips	\$3,504.61	\$0.28	\$3,732.47	\$0.28	\$3,958.56	\$0.29
Admission to sporting events	\$3,103.70	\$0.25	\$3,302.87	\$0.25	\$3,502.69	\$0.26
Admission to sports events, out-of-town trips	\$1,167.32	\$0.09	\$1,243.21	\$0.09	\$1,318.54	\$0.10
Fees for recreational lessons	\$15,178.55	\$1.22	\$16,203.48	\$1.24	\$17,243.38	\$1.26
Other entertainment services, out-of-town trips	\$21.80	\$0.00	\$23.03	\$0.00	\$24.29	\$0.00
Television, radios, sound equipment	\$232,249.10	\$18.60	\$245,644.11	\$18.75	\$258,479.76	\$18.91
Televisions	\$211,397.23	\$16.93	\$223,500.54	\$17.06	\$235,069.13	\$17.20
Cable, satellite, community antenna service	\$156,240.98	\$12.51	\$165,111.51	\$12.60	\$173,510.88	\$12.69
Televisions	\$211,397.23	\$16.93	\$223,500.54	\$17.06	\$235,069.13	\$17.20
VCR's and video disc players	\$609.80	\$0.05	\$647.95	\$0.05	\$685.87	\$0.05
Video cassettes, tapes, and discs	\$1,127.67	\$0.09	\$1,193.97	\$0.09	\$1,257.40	\$0.09
Video game hardware and software	\$10,092.10	\$0.81	\$10,666.49	\$0.81	\$11,237.27	\$0.82
Streaming/Downloaded video	\$20,778.17	\$1.66	\$22,021.48	\$1.68	\$23,257.12	\$1.70
Repair of TV, radio, and sound equipment	\$340.55	\$0.03	\$360.85	\$0.03	\$377.72	\$0.03

## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Entertainment, Continued</b>						
Radios, sound equipment	\$20,851.72	\$1.67	\$22,143.41	\$1.69	\$23,410.47	\$1.71
Stereos, radios, speakers, and sound components	\$3,820.49	\$0.31	\$4,058.38	\$0.31	\$4,293.54	\$0.31
Digital audio players	\$124.61	\$0.01	\$131.98	\$0.01	\$139.34	\$0.01
Accessories and other sound equipment	\$1,849.51	\$0.15	\$1,959.25	\$0.15	\$2,068.49	\$0.15
Satellite radio service	\$3,270.42	\$0.26	\$3,481.37	\$0.27	\$3,690.31	\$0.27
Streaming/Downloaded Audio	\$3,906.73	\$0.31	\$4,142.50	\$0.32	\$4,376.19	\$0.32
Applications, games, and ringtones for devices	\$456.45	\$0.04	\$484.24	\$0.04	\$511.26	\$0.04
Records, CDs, and audio tapes	\$887.10	\$0.07	\$940.56	\$0.07	\$992.68	\$0.07
Musical instruments and accessories	\$6,208.01	\$0.50	\$6,594.53	\$0.50	\$6,966.26	\$0.51
Rental and repair of musical instruments	\$327.96	\$0.03	\$350.09	\$0.03	\$371.83	\$0.03
<b>Pet, Toys and Playground Equipment</b>						
Pet supplies and services	\$165,964.20	\$13.29	\$175,850.79	\$13.42	\$185,474.88	\$13.57
Pets	\$145,783.16	\$11.67	\$154,481.89	\$11.79	\$162,933.62	\$11.92
Pet food	\$58,634.05	\$4.69	\$62,055.20	\$4.74	\$65,380.73	\$4.78
Pet purchase, supplies, medicine	\$28,191.20	\$2.26	\$29,852.87	\$2.28	\$31,472.86	\$2.30
Pet services	\$11,665.57	\$0.93	\$12,407.74	\$0.95	\$13,126.22	\$0.96
Vet services	\$47,293.08	\$3.79	\$50,166.93	\$3.83	\$52,954.66	\$3.87
Toys, games, hobbies, and tricycles	\$19,010.91	\$1.52	\$20,121.64	\$1.54	\$21,216.86	\$1.55
Playground equipment	\$1,169.91	\$0.09	\$1,247.04	\$0.10	\$1,324.23	\$0.10
<b>Other Entertainment Supplies, Equipment, and Services</b>						
Other entertainment supplies, equipment, and services	\$54,333.92	\$4.35	\$57,709.71	\$4.40	\$61,034.67	\$4.47
Sports, recreation and exercise equipment	\$48,559.79	\$3.89	\$51,578.37	\$3.94	\$54,545.61	\$3.99
Athletic gear, game tables, and exercise equipment	\$14,458.79	\$1.16	\$15,354.60	\$1.17	\$16,236.19	\$1.19
Bicycles	\$8,596.30	\$0.69	\$9,152.15	\$0.70	\$9,705.83	\$0.71
Camping equipment	\$2,689.28	\$0.22	\$2,850.96	\$0.22	\$3,009.11	\$0.22
Hunting and fishing equipment	\$16,962.38	\$1.36	\$18,005.85	\$1.37	\$19,018.30	\$1.39
Winter sports equipment	\$1,274.55	\$0.10	\$1,356.64	\$0.10	\$1,437.48	\$0.11
Water sports equipment	\$1,981.46	\$0.16	\$2,100.08	\$0.16	\$2,222.92	\$0.16
Other sports equipment	\$2,192.58	\$0.18	\$2,325.56	\$0.18	\$2,457.38	\$0.18
Rental and repair of miscellaneous sports equipment	\$405.16	\$0.03	\$433.37	\$0.03	\$459.25	\$0.03



## Weekly Consumer Spending Patterns

## STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Other Entertainment Supplies, and Equipment, Continued</b>						
Photographic equipment, supplies and services	\$5,774.28	\$0.46	\$6,131.49	\$0.47	\$6,489.20	\$0.47
Film	\$47.37	\$0.00	\$49.96	\$0.00	\$52.81	\$0.00
Film processing	\$1,161.68	\$0.09	\$1,231.24	\$0.09	\$1,299.85	\$0.10
Photographic equipment	\$2,612.62	\$0.21	\$2,770.69	\$0.21	\$2,925.95	\$0.21
Photographer fees	\$1,952.03	\$0.16	\$2,078.95	\$0.16	\$2,209.93	\$0.16
<b>Personal Care</b>						
Total Personal care products and services	\$161,581.87	\$12.94	\$171,077.30	\$13.06	\$180,291.28	\$13.19
Personal care products	\$103,780.52	\$8.31	\$109,796.94	\$8.38	\$115,614.97	\$8.46
Hair care products	\$17,765.43	\$1.42	\$18,838.10	\$1.44	\$19,883.22	\$1.45
Nonelectric articles for the hair	\$3,327.63	\$0.27	\$3,517.39	\$0.27	\$3,707.77	\$0.27
Wigs and hairpieces	\$878.17	\$0.07	\$929.54	\$0.07	\$977.32	\$0.07
Oral hygiene products, articles	\$11,125.45	\$0.89	\$11,760.60	\$0.90	\$12,372.13	\$0.91
Shaving needs	\$4,122.33	\$0.33	\$4,360.90	\$0.33	\$4,597.18	\$0.34
Cosmetics, perfume, bath preparations	\$49,106.52	\$3.93	\$51,972.78	\$3.97	\$54,749.67	\$4.01
Deodorants, feminine hygiene, miscellaneous personal care	\$12,160.75	\$0.97	\$12,840.16	\$0.98	\$13,481.92	\$0.99
Electric personal care appliances	\$4,554.00	\$0.36	\$4,801.19	\$0.37	\$5,035.36	\$0.37
Adult diapers	\$740.28	\$0.06	\$776.30	\$0.06	\$810.50	\$0.06
Personal care services	\$57,801.72	\$4.63	\$61,280.76	\$4.68	\$64,676.70	\$4.73
<b>Reading</b>						
Total Reading	\$16,130.98	\$1.29	\$17,108.94	\$1.31	\$18,044.29	\$1.32
Magazine/Newspaper subscriptions	\$8,637.73	\$0.69	\$9,152.55	\$0.70	\$9,639.88	\$0.71
Magazines/Newspapers, non-subscription	\$922.26	\$0.07	\$977.08	\$0.07	\$1,030.05	\$0.08
Books not thru book clubs	\$6,571.10	\$0.53	\$6,979.44	\$0.53	\$7,374.49	\$0.54
<b>Education</b>						
Total Education	\$166,171.94	\$13.30	\$176,506.20	\$13.47	\$186,886.58	\$13.67
College tuition	\$121,189.10	\$9.70	\$128,416.33	\$9.80	\$135,684.88	\$9.93
Elementary and high school tuition	\$24,111.11	\$1.93	\$26,014.62	\$1.99	\$27,931.26	\$2.04
Other schools tuition	\$1,526.73	\$0.12	\$1,628.67	\$0.12	\$1,732.82	\$0.13
Other school expenses including rentals	\$5,484.57	\$0.44	\$5,796.71	\$0.44	\$6,102.29	\$0.45



## Aberdeen

506 S Main ST | Aberdeen, SD 57401

Windsor Realty Group  
Your vision. Our expertise.

### Weekly Consumer Spending Patterns

#### STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
<b>Education, Continued</b>						
Test preparation, tutoring services	\$2,396.62	\$0.19	\$2,558.84	\$0.20	\$2,728.01	\$0.20
School books, supplies, equipment for college	\$8,212.30	\$0.66	\$8,646.37	\$0.66	\$9,065.29	\$0.66
School books, supplies, equipment for elementary, high school	\$2,870.77	\$0.23	\$3,042.09	\$0.23	\$3,216.70	\$0.24
School books, supplies, equipment for day care, nursery	\$380.26	\$0.03	\$402.06	\$0.03	\$424.87	\$0.03
<b>Tobacco</b>						
Total Tobacco products and smoking supplies	\$80,893.85	\$6.48	\$85,180.48	\$6.50	\$89,227.37	\$6.53
Cigarettes	\$69,281.68	\$5.55	\$72,923.29	\$5.57	\$76,340.64	\$5.59
Other tobacco products	\$10,738.77	\$0.86	\$11,335.94	\$0.87	\$11,917.32	\$0.87
Smoking accessories	\$873.80	\$0.07	\$921.64	\$0.07	\$969.78	\$0.07
<b>Miscellaneous</b>						
Lotteries and parimutuel losses	\$12,535.34	\$1.00	\$13,247.53	\$1.01	\$13,922.28	\$1.02
Online entertainment and games	\$1,925.76	\$0.15	\$2,038.13	\$0.16	\$2,153.73	\$0.16
Legal fees	\$35,337.24	\$2.83	\$37,409.31	\$2.86	\$39,399.76	\$2.88
Funeral expenses	\$19,088.88	\$1.53	\$20,044.94	\$1.53	\$20,914.08	\$1.53
Safe deposit box rental	\$1,065.04	\$0.09	\$1,128.60	\$0.09	\$1,188.24	\$0.09
Checking accounts, other bank service charges	\$5,006.80	\$0.40	\$5,274.08	\$0.40	\$5,523.84	\$0.40
Cemetery lots, vaults, maintenance fees	\$1,756.15	\$0.14	\$1,854.09	\$0.14	\$1,945.44	\$0.14
Accounting fees	\$17,997.97	\$1.44	\$19,132.85	\$1.46	\$20,227.31	\$1.48
Miscellaneous personal services	\$815.69	\$0.07	\$871.58	\$0.07	\$927.27	\$0.07
Dating Services	\$168.35	\$0.01	\$177.38	\$0.01	\$186.34	\$0.01
Occupational expenses	\$12,464.32	\$1.00	\$13,267.15	\$1.01	\$14,078.91	\$1.03
Expenses for other properties	\$10,527.07	\$0.84	\$11,222.01	\$0.86	\$11,919.93	\$0.87
Credit card memberships	\$1,511.84	\$0.12	\$1,605.34	\$0.12	\$1,699.00	\$0.12
Shopping club membership fees	\$10,171.06	\$0.81	\$10,776.81	\$0.82	\$11,375.84	\$0.83
Cash contributions	\$525,547.01	\$42.08	\$557,479.89	\$42.55	\$588,286.24	\$43.04
Support for college students	\$21,340.61	\$1.71	\$22,714.12	\$1.73	\$24,046.11	\$1.76
Child support expenditures	\$36,923.71	\$2.96	\$39,027.31	\$2.98	\$41,169.71	\$3.01
Cash contributions to charities and other organizations	\$120,788.46	\$9.67	\$128,439.82	\$9.80	\$135,970.64	\$9.95
Cash contributions to church, religious organizations	\$182,221.45	\$14.59	\$193,424.52	\$14.76	\$204,123.60	\$14.93
Cash contributions to educational institutions	\$12,606.20	\$1.01	\$13,416.96	\$1.02	\$14,188.59	\$1.04
Cash contributions to political organizations	\$11,189.51	\$0.90	\$11,917.25	\$0.91	\$12,617.46	\$0.92

Weekly Consumer Spending Patterns  
STI: Spending Patterns, 2022 Q4

	10 Min Drive		15 Min Drive		20 Min Drive	
	Total	Per Household	Total	Per Household	Total	Per Household
Miscellaneous, Continued						
Other cash gifts	\$140,477.72	\$11.25	\$148,540.70	\$11.34	\$156,170.88	\$11.43
Personal insurance	\$104,845.19	\$8.39	\$111,300.67	\$8.49	\$117,616.58	\$8.61
Life, endowment, annuity, other personal insurance	\$97,071.84	\$7.77	\$103,077.42	\$7.87	\$108,946.83	\$7.97
Other nonhealth insurance	\$7,772.60	\$0.62	\$8,222.42	\$0.63	\$8,668.94	\$0.63
TOTAL SPENDING	\$9,666,383.67	\$773.96	\$10,237,533.54	\$781.33	\$10,792,974.94	\$789.66

A person with a backpack is seen from behind, looking out over a vast mountain landscape. The landscape features rolling hills, dense forests, and distant mountain ranges under a clear sky. The person is wearing a dark jacket and a brown backpack.

# STI: LandScape™ – Lifestyle Segmentation

A psychographic dataset with 72 lifestyle segments so that you can create your perfect customer profile

Appendix |

## **STI: LandScape™ - Methodology**

### **Your Data Building Blocks for Discovering the Attitudes that Influence Consumers' Purchases**

STI: LandScape™ is an innovative neighborhood segmentation system that first groups consumers by traditional geodemographic characteristics, and then offers companies the opportunity to further segment consumers by innovative lifestyle attitudes that influence consumers' distinctive purchasing styles.

The LandScape neighborhood segmentation system includes 15 categories and 72 segments — created by clustering consumers at the U.S. Census block group level who share similar geodemographic characteristics, including family status, affluence, age, ethnicity, and level of urbanization, and who are statistically different from other consumer segments.

In addition, unlike any other segmentation system, the LandScape product offers 21 optional Lifestyle and Environmental Indicators that deliver even more fine-grained consumer segmentation. These Indicators were created using data from leading U.S. organizations, such as the CDC, FBI, and USDA.

Also, STI partners with Mediamark Research to offer LandScape data users direct access to leading consumer survey data, covering every major purchasing category.

#### **Why Consumer Lifestyle Attitudes are Important?**

For decades, retailers have used socio-economic-based market segmentation tools to identify who their customers are demographically and where they live geographically. But today's intensifying business challenges require even more sophisticated consumer segmentation.

Lifestyle and Environmental Indicators deliver a powerful new way to understand consumers' purchasing propensities. For example, one household may be the first to purchase new technology, while another may wait years to adopt new phones, TVs, and computers. One household may exercise regularly, while another prefers a sedentary lifestyle. One household could be influenced by the GLBT lifestyle, while another is more conservative. The LandScape product's innovative Indicators help make distinctions such as these among consumer groups.

For example, when comparing two typical families living in the same neighborhood, typical segmentation may find that they are both upper-middle-class, have 2.5 children, live in highly urban areas, and have 40-something heads-of-the-households. Demographically speaking, they are the same. However, the LandScape Indicators also show that their attitudes are very different. One family votes conservatively and the other less conservatively. As a result, one household may be more likely to purchase a Lexus and the other a Cadillac — two similarly priced products

representing two different lifestyle choices. The LandScape indicators have the power to parse out these subtle consumer lifestyle differences — so companies can make more informed and profitable business decisions.

### **The LandScape Product's 15 Categories and 72 Segments Methodology**

Neighborhood segmentation is fundamentally the science of differences. While it groups households together in a general "birds-of-a-feather" philosophy, it also separates consumers who are dissimilar. Along with the traditional socio-economic attributes that distinguish every household, each household also has a set of lifestyle attitudes that influence its residents' buying habits.

With this in mind, STI initially attempted to merge traditional demographic data with non-demographic "attitudinal" consumer data. However, this level of segmentation created about 500 neighborhood segments. This was not acceptable, because every segmentation system relies on an economics-of-scale rule. This rule dictates that each segment must have a significant enough base of similar customers to make the market worth targeting. As a result, STI first segmented U.S. neighborhoods at the block group level using STI: PopStats data and a classic segmentation methodology. Then STI created 21 Lifestyle and Environmental Indicators that can be appended onto the segments for more fine-grained segmentation.

The LandScape neighborhood categories and segments are created using a combination of two mathematical techniques: Factor Analysis, which is the process used to identify the primary factors that characterize neighborhoods, and Recursive Partitioning, which is the process used to refine those factors into smaller and more meaningful groups.

**Factor Analysis.** In most cases, only a handful of factors describe the majority of discrepancies between groups or events. Therefore, as STI's segmentation models progressed through their analysis, the models constantly evaluated which factors are the keys to describing and, more importantly, differentiating market segments. For example, they found the following demographic categories have the greatest impact on distinguishing neighborhood segments: age, income, ethnicity, education, marital status, dwelling type, and presence of children. In addition, factor analysis allows for many other demographic characteristics to enter into the neighborhood segmentation analysis.

**Recursive Partitioning.** In data analysis, recursive partitioning means to split a dataset into two or more subgroups to improve the homogeneity of each subgroup. The partitioning process recurs until a desired outcome is achieved: which, in the case of LandScape data, was when a reasonable size and number of market segments were created. The LandScape model was constructed by first identifying the factors that best subdivided the data into a set of groups. Then each subgroup was evaluated again with factor analysis to determine the best way to subdivide it, and so forth and so on. To insure that certain highly specialized sub-groups did not influence the factoring process, they were first removed from the equation (e.g., group quarters).

## Overview of the 15 STI: LandScape Neighborhood Categories STI:

LandScape's neighborhood segmentation system is formulated into 15 categories and 72 individual neighborhood segments — resulting in the grouping of consumers who share similar geodemographic characteristics and are statistically different from other neighborhood's segments. The 15 neighborhood categories have been segmented by STI: LandScape by traditional geodemographic factors, including family status, affluence, age, family status, ethnicity, and degree of urbanization. Here is a quick overview of STI: LandScape's 15 neighborhood segments.

**Category A: Crème de la Crème.** Urban neighborhoods with residents that measure far above average in all traditional classifications, including income, education, and family status.

**Category B: Urban Cliff Climbers.** Urban neighborhoods with residents that represent the definitive “working class,” and are young and in pursuit of their individual American dreams.

**Category C: Urban Cliff Dwellers.** Urban neighborhoods with 30-somethings pursuing a comfortable, classically American, working-class lifestyle.

**Category D: Seasoned Urban Dwellers.** Urban neighborhoods predominately home to working class, mid-to-late-40-somethings, plus a high percent of residents who are 65-plus.

**Category E: Thriving Alone.** Neighborhoods distinguished by a large number of residents who are flourishing in solitary, highly urban, high-income lifestyles.

**Category F: Going It Alone.** Urban neighborhoods that are a testament to the opportunities available to Americans who, even without higher educations, can live comfortable lives alone.

**Category G: Struggling Alone.** Urban neighborhoods where the single residents with minimal education and many children are struggling alone financially.

**Category H: Single in the Suburbs.** Residents of these suburban neighborhoods are among the lower income levels of modern suburbia, but are neither rich, nor poor.

**Category I: Married in the Suburbs.** These suburban neighborhoods are home to upper-middleclass residents with high incomes, married-couple households, and white-collar jobs.

**Category J: Retired in the Suburbs.** Suburban neighborhoods with a 40-plus demographic, high incomes, few children, and a comfortable standard of living.

**Category K: Living With Nature.** Rural areas inhabited by a patchwork of people who have both chosen the rural lifestyle and whose vocations chose it for them.

**Category L: Working With Nature.** Rural areas home predominately to 40-plus-year-olds working the land for a living.

**Category M: Harlem Gateway.** Urban neighborhoods comprised predominantly of African Americans.

**Category N: Espaniola.** Urban neighborhoods that are home mainly to Hispanic Americans.

**Category O: Specialties.** Neighborhoods across the U.S. that are so unique they do not fit into easily definable groups, for example: rich and poor senior citizens, Asians, apartment dwellers, trailer park residents, military personnel, and college students.



CONTACT US

# ADDITIONAL SUPPORT OR QUESTIONS

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