



# Demographic and Income Profile

06238 (Coventry)  
 06238 (COVENTRY, CT)  
 Geography: ZIP Code

Prepared by Esri

Summary	2010	2011	2016
Population	12,213	12,277	12,537
Households	4,750	4,767	4,895
Families	3,376	3,388	3,460
Average Household Size	2.56	2.56	2.55
Owner Occupied Housing Units	4,128	4,133	4,249
Renter Occupied Housing Units	623	634	646
Median Age	41.4	41.4	41.8
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.42%	0.26%	0.67%
Households	0.53%	0.29%	0.71%
Families	0.42%	0.16%	0.57%
Owner HHs	0.56%	0.38%	0.91%
Median Household Income	2.20%	3.73%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	262	5.5%	231	4.7%
\$15,000 - \$24,999	201	4.2%	154	3.1%
\$25,000 - \$34,999	235	4.9%	178	3.6%
\$35,000 - \$49,999	596	12.5%	469	9.6%
\$50,000 - \$74,999	870	18.3%	720	14.7%
\$75,000 - \$99,999	834	17.5%	1,062	21.7%
\$100,000 - \$149,999	1,103	23.1%	1,285	26.3%
\$150,000 - \$199,999	451	9.5%	554	11.3%
\$200,000+	215	4.5%	242	4.9%
Median Household Income	\$80,086		\$89,299	
Average Household Income	\$93,978		\$105,654	
Per Capita Income	\$36,628		\$41,391	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	652	5.3%	647	5.3%	670	5.3%
5 - 9	732	6.0%	738	6.0%	748	6.0%
10 - 14	891	7.3%	894	7.3%	915	7.3%
15 - 19	794	6.5%	792	6.5%	752	6.0%
20 - 24	713	5.8%	721	5.9%	711	5.7%
25 - 34	1,210	9.9%	1,221	9.9%	1,278	10.2%
35 - 44	1,838	15.1%	1,841	15.0%	1,801	14.4%
45 - 54	2,342	19.2%	2,328	19.0%	2,165	17.3%
55 - 64	1,714	14.0%	1,739	14.2%	1,893	15.1%
65 - 74	822	6.7%	849	6.9%	1,062	8.5%
75 - 84	362	3.0%	364	3.0%	380	3.0%
85+	142	1.2%	143	1.2%	162	1.3%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,667	95.5%	11,729	95.5%	11,919	95.1%
Black Alone	139	1.1%	139	1.1%	156	1.2%
American Indian Alone	28	0.2%	28	0.2%	28	0.2%
Asian Alone	118	1.0%	119	1.0%	136	1.1%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	74	0.6%	76	0.6%	93	0.7%
Two or More Races	186	1.5%	185	1.5%	204	1.6%
Hispanic Origin (Any Race)	332	2.7%	343	2.8%	419	3.3%

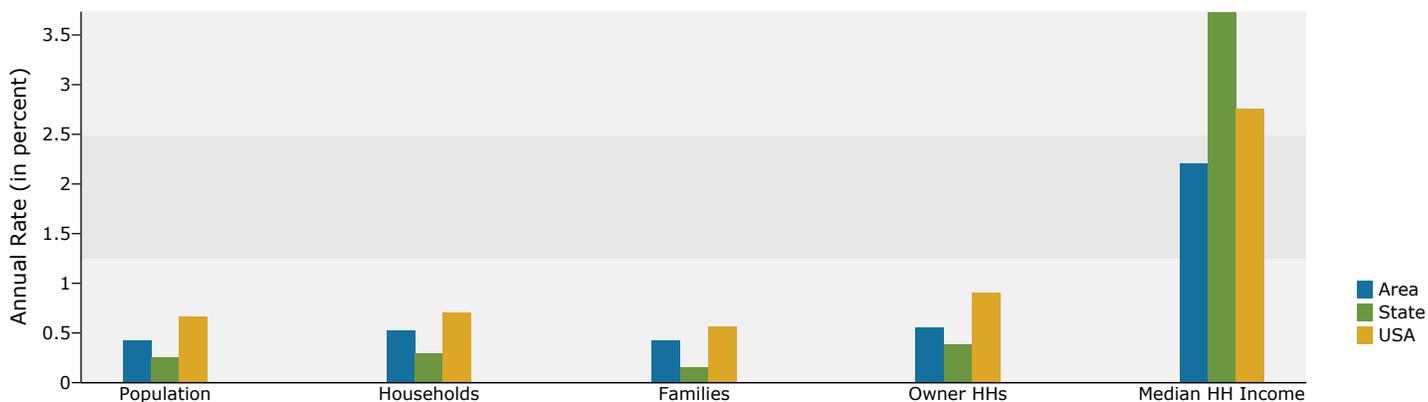
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

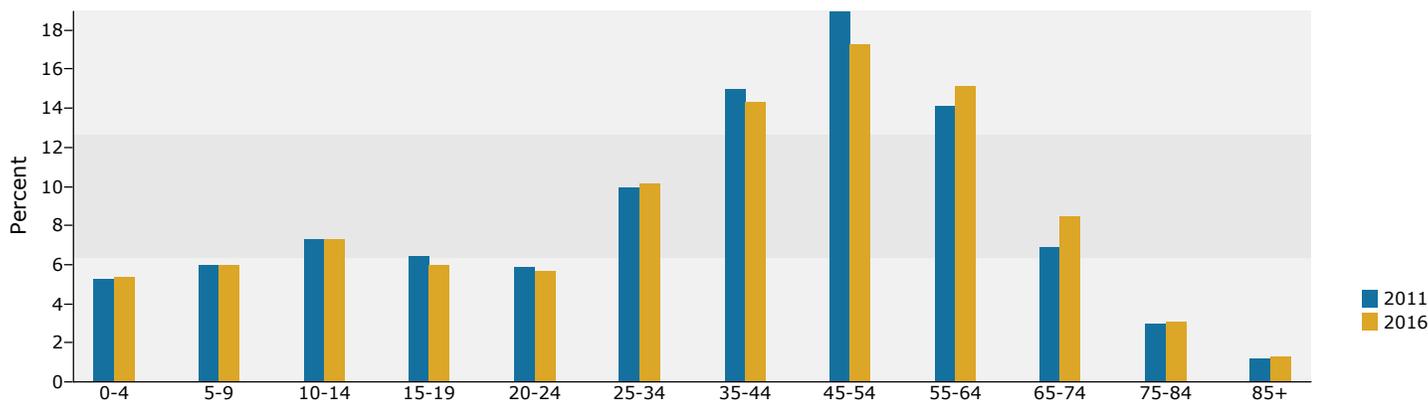
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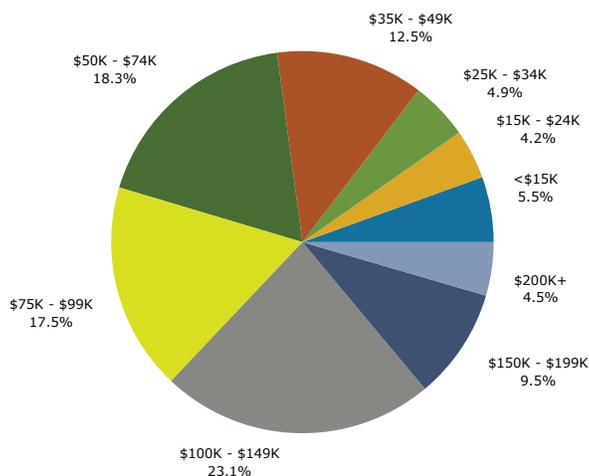
## Trends 2011-2016



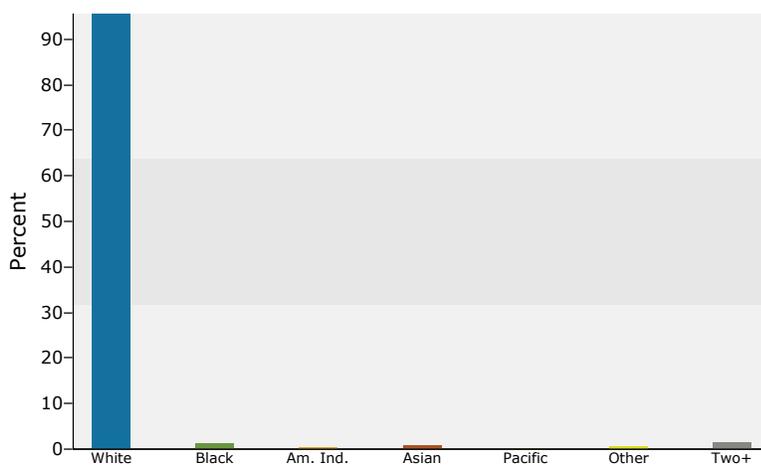
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 2.8%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



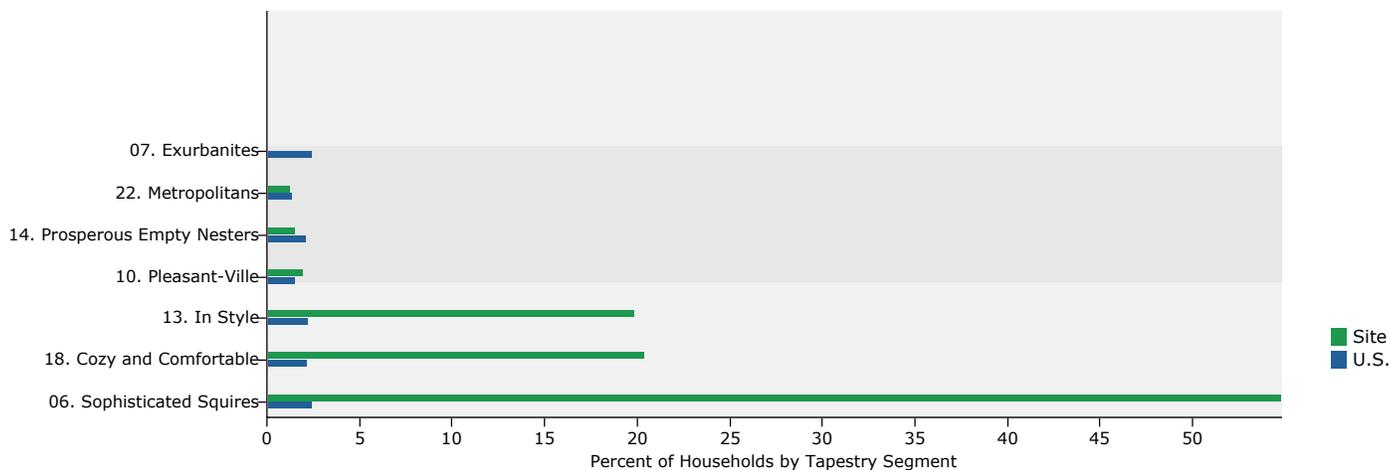
# Tapestry Segmentation Area Profile

06238 (Coventry)  
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 Geography: ZIP Code

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Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	06. Sophisticated Squires	54.8%	54.8%	2.5%	2.5%	2192
2	18. Cozy and Comfortable	20.4%	75.2%	2.2%	4.7%	927
3	13. In Style	19.9%	95.1%	2.3%	7.0%	865
4	10. Pleasant-Ville	2.0%	97.1%	1.6%	8.6%	125
5	14. Prosperous Empty Nesters	1.6%	98.7%	2.1%	10.7%	76
<b>Subtotal</b>		<b>98.7%</b>		<b>10.7%</b>		
6	22. Metropolitans	1.3%	100.0%	1.4%	12.1%	93
7	07. Exurbanites	0.1%	100.1%	2.5%	14.6%	4
<b>Subtotal</b>		<b>1.4%</b>		<b>3.9%</b>		
<b>Total</b>		<b>100.1%</b>		<b>14.6%</b>		<b>686</b>

Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

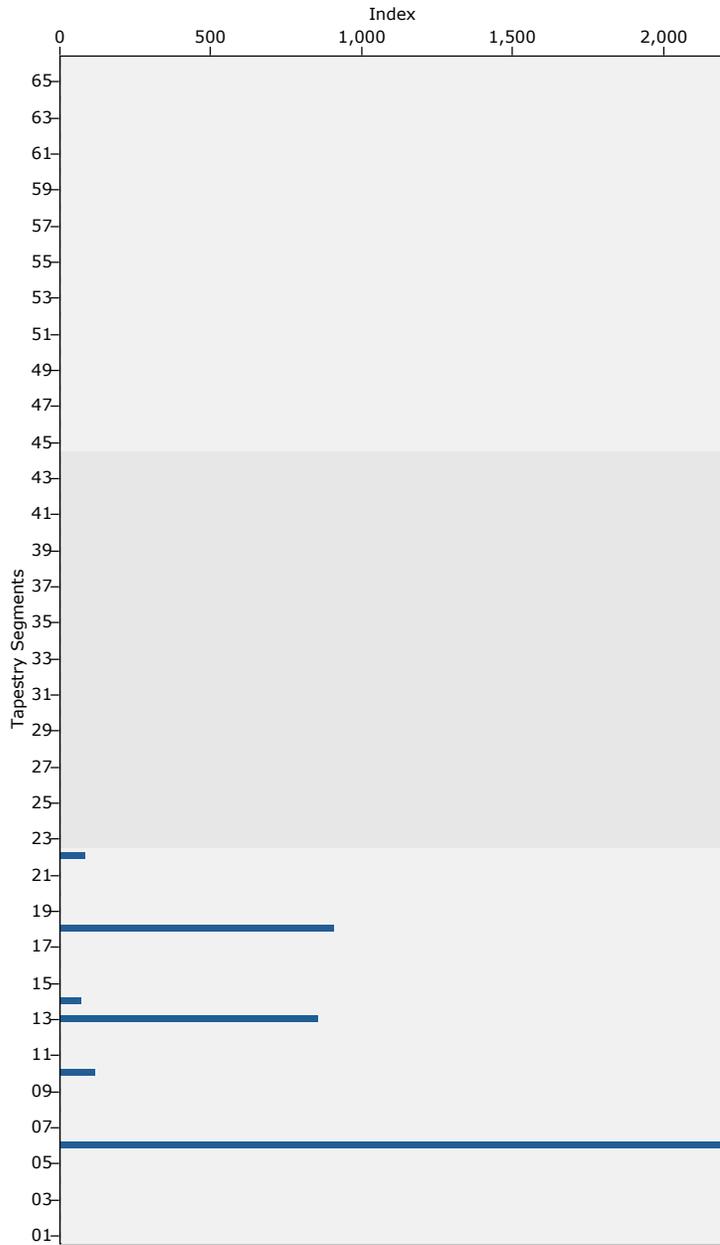


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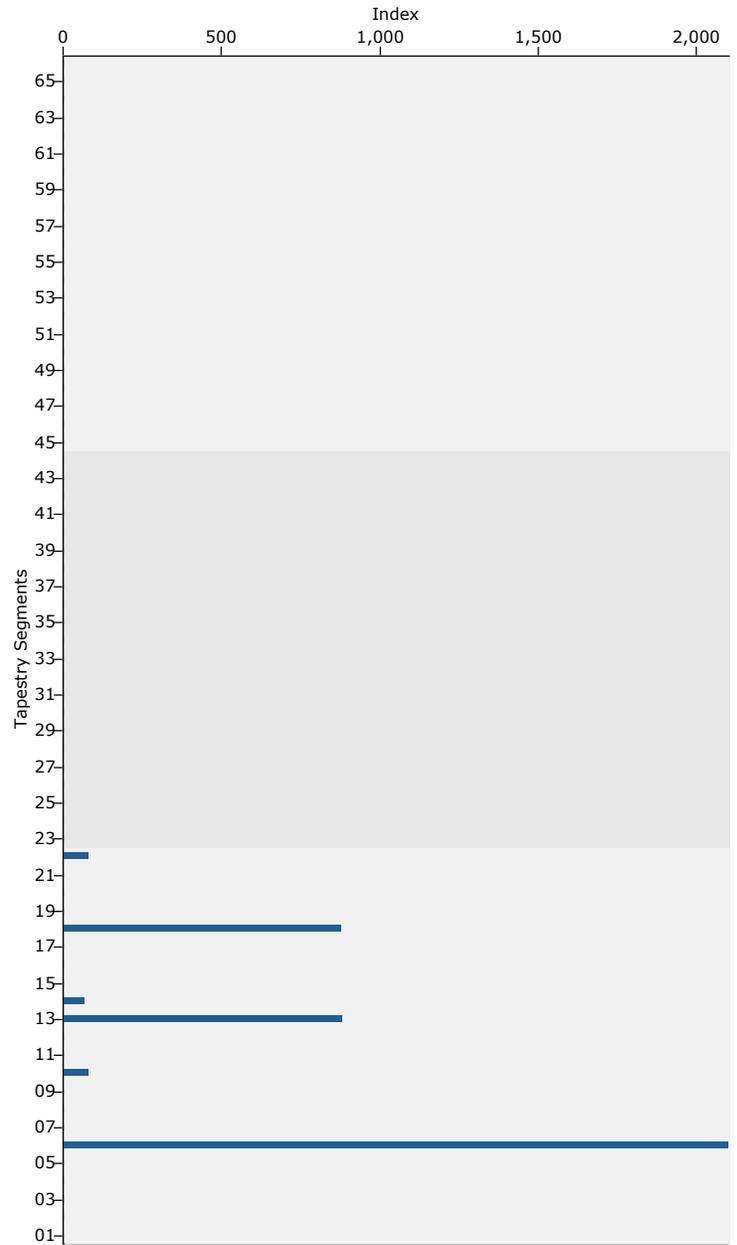
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### Tapestry Indexes by Households



### Tapestry Indexes by Population



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# Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,767	100.0%		12,277	100.0%	
<b>L1. High Society</b>	<b>2,613</b>	<b>54.8%</b>	<b>436</b>	<b>7,097</b>	<b>57.8%</b>	<b>423</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2,610	54.8%	2207	7,090	57.8%	2103
07 Exurbanites	3	0.1%	3	7	0.1%	2
<b>L2. Upscale Avenues</b>	<b>2,019</b>	<b>42.4%</b>	<b>320</b>	<b>4,891</b>	<b>39.8%</b>	<b>304</b>
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	97	2.0%	124	191	1.6%	86
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	951	19.9%	862	2,316	18.9%	886
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	971	20.4%	911	2,384	19.4%	881
<b>L3. Metropolis</b>	<b>60</b>	<b>1.3%</b>	<b>24</b>	<b>122</b>	<b>1.0%</b>	<b>19</b>
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	60	1.3%	88	122	1.0%	84
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>L4. Solo Acts</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	<b>75</b>	<b>1.6%</b>	<b>12</b>	<b>167</b>	<b>1.4%</b>	<b>13</b>
14 Prosperous Empty Nesters	75	1.6%	75	167	1.4%	71
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,767	100.0%		12,277	100.0%	
<b>L7. High Hopes</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	4,767	100.0%		12,277	100.0%	
<b>U1. Principal Urban Centers I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	<b>157</b>	<b>3.3%</b>	<b>27</b>	<b>313</b>	<b>2.5%</b>	<b>21</b>
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	97	2.0%	124	191	1.6%	86
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	60	1.3%	88	122	1.0%	84
<b>U4. Metro Cities II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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<b>U6. Urban Outskirts II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
<b>U7. Suburban Periphery I</b>	<b>3,639</b>	<b>76.3%</b>	<b>473</b>	<b>9,580</b>	<b>78.0%</b>	<b>471</b>
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	2,610	54.8%	2207	7,090	57.8%	2103
07 Exurbanites	3	0.1%	3	7	0.1%	2
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	951	19.9%	862	2,316	18.9%	886
14 Prosperous Empty Nesters	75	1.6%	75	167	1.4%	71
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	<b>971</b>	<b>20.4%</b>	<b>227</b>	<b>2,384</b>	<b>19.4%</b>	<b>233</b>
18 Cozy and Comfortable	971	20.4%	911	2,384	19.4%	881
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
<b>U9. Small Towns</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
<b>U10. Rural I</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Retail Goods and Services Expenditures

06238 (Coventry)  
 06238 (COVENTRY, CT)  
 Geography: ZIP Code

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2011	2016
Sophisticated Squires	54.8%	Population	12,277	12,537
Cozy and Comfortable	20.4%	Households	4,767	4,895
In Style	20.0%	Families	3,388	3,460
Pleasant-Ville	2.0%	Median Age	41.4	41.8
Prosperous Empty Nesters	1.6%	Median Household Income	\$80,086	\$89,299
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		96	\$2,237.72	\$10,667,192
Men's		91	\$405.35	\$1,932,321
Women's		87	\$702.57	\$3,349,153
Children's		101	\$394.00	\$1,878,196
Footwear		66	\$264.78	\$1,262,188
Watches & Jewelry		144	\$270.70	\$1,290,406
Apparel Products and Services (1)		221	\$200.32	\$954,928
<b>Computer</b>				
Computers and Hardware for Home Use		138	\$256.24	\$1,221,488
Software and Accessories for Home Use		140	\$38.59	\$183,956
<b>Entertainment &amp; Recreation</b>		143	\$4,460.54	\$21,263,388
Fees and Admissions		156	\$936.80	\$4,465,732
Membership Fees for Clubs (2)		156	\$248.27	\$1,183,485
Fees for Participant Sports, excl. Trips		151	\$156.32	\$745,163
Admission to Movie/Theatre/Opera/Ballet		146	\$214.42	\$1,022,157
Admission to Sporting Events, excl. Trips		158	\$90.95	\$433,563
Fees for Recreational Lessons		171	\$225.86	\$1,076,672
Dating Services		131	\$0.98	\$4,692
TV/Video/Audio		133	\$1,599.82	\$7,626,320
Community Antenna or Cable TV		130	\$910.05	\$4,338,206
Televisions		143	\$267.48	\$1,275,055
VCRs, Video Cameras, and DVD Players		133	\$26.22	\$124,982
Video Cassettes and DVDs		129	\$65.73	\$313,312
Video and Computer Game Hardware and Software		144	\$78.03	\$371,962
Satellite Dishes		138	\$1.68	\$8,010
Rental of Video Cassettes and DVDs		132	\$52.86	\$251,971
Streaming/Downloaded Video		147	\$2.00	\$9,517
Audio (3)		130	\$185.84	\$885,880
Rental and Repair of TV/Radio/Sound Equipment		135	\$9.95	\$47,424
Pets		170	\$709.82	\$3,383,724
Toys and Games (4)		138	\$193.88	\$924,224
Recreational Vehicles and Fees (5)		136	\$425.23	\$2,027,070
Sports/Recreation/Exercise Equipment (6)		112	\$197.20	\$940,032
Photo Equipment and Supplies (7)		145	\$145.20	\$692,188
Reading (8)		143	\$215.05	\$1,025,121
Catered Affairs (9)		157	\$37.55	\$178,977
<b>Food</b>		134	\$9,991.86	\$47,631,174
Food at Home		132	\$5,723.15	\$27,282,239
Bakery and Cereal Products		133	\$768.00	\$3,661,047
Meats, Poultry, Fish, and Eggs		132	\$1,322.19	\$6,302,880
Dairy Products		131	\$633.75	\$3,021,087
Fruits and Vegetables		133	\$1,013.56	\$4,831,618
Snacks and Other Food at Home (10)		131	\$1,985.65	\$9,465,607
Food Away from Home		137	\$4,268.71	\$20,348,935
Alcoholic Beverages		139	\$770.24	\$3,671,740
Nonalcoholic Beverages at Home		130	\$552.97	\$2,636,006

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 08, 2012

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# Retail Goods and Services Expenditures

06238 (Coventry)  
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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	138	\$2,323.37	\$11,075,522
Vehicle Loans	131	\$6,240.00	\$29,746,057
<b>Health</b>			
Nonprescription Drugs	125	\$124.62	\$594,059
Prescription Drugs	127	\$612.89	\$2,921,637
Eyeglasses and Contact Lenses	144	\$107.56	\$512,751
<b>Home</b>			
Mortgage Payment and Basics (11)	161	\$14,622.23	\$69,704,165
Maintenance and Remodeling Services	161	\$3,089.34	\$14,726,882
Maintenance and Remodeling Materials (12)	147	\$527.90	\$2,516,476
Utilities, Fuel, and Public Services	134	\$5,862.72	\$27,947,582
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	140	\$180.91	\$862,401
Furniture	144	\$837.67	\$3,993,180
Floor Coverings	157	\$114.26	\$544,692
Major Appliances (14)	139	\$409.76	\$1,953,300
Housewares (15)	120	\$100.51	\$479,114
Small Appliances	135	\$42.83	\$204,180
Luggage	152	\$13.61	\$64,863
Telephones and Accessories	89	\$36.79	\$175,373
<b>Household Operations</b>			
Child Care	149	\$665.72	\$3,173,496
Lawn and Garden (16)	145	\$589.03	\$2,807,908
Moving/Storage/Freight Express	125	\$73.60	\$350,829
Housekeeping Supplies (17)	134	\$912.61	\$4,350,396
<b>Insurance</b>			
Owners and Renters Insurance	145	\$650.76	\$3,102,154
Vehicle Insurance	136	\$1,536.13	\$7,322,721
Life/Other Insurance	147	\$595.59	\$2,839,164
Health Insurance	132	\$2,476.76	\$11,806,696
Personal Care Products (18)	135	\$520.83	\$2,482,807
School Books and Supplies (19)	128	\$132.50	\$631,643
Smoking Products	115	\$477.95	\$2,278,377
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	135	\$5,723.49	\$27,283,874
Gasoline and Motor Oil	130	\$3,608.98	\$17,203,991
Vehicle Maintenance and Repairs	136	\$1,246.74	\$5,943,210
<b>Travel</b>			
Airline Fares	154	\$683.22	\$3,256,928
Lodging on Trips	154	\$651.61	\$3,106,220
Auto/Truck/Van Rental on Trips	159	\$56.93	\$271,381
Food and Drink on Trips	148	\$622.69	\$2,968,342

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 08, 2012

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## Retail Goods and Services Expenditures

06238 (Coventry)  
06238 (COVENTRY, CT)  
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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2011 and 2016; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 08, 2012



# Retail MarketPlace Profile

06238 (Coventry)  
06238 (Coventry, CT)  
Geography: ZIP Code

Prepared by Esri

## Summary Demographics

2010 Population	12,568
2010 Households	4,744
2010 Median Disposable Income	\$61,829
2010 Per Capita Income	\$38,033

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$174,291,496	\$38,025,001	\$136,266,495	64.2	57
Total Retail Trade	44-45	\$147,920,527	\$31,944,939	\$115,975,588	64.5	41
Total Food & Drink	722	\$26,370,969	\$6,080,062	\$20,290,907	62.5	16

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$35,636,684	\$670,153	\$34,966,531	96.3	3
Automobile Dealers	4411	\$29,755,577	\$278,245	\$29,477,332	98.1	1
Other Motor Vehicle Dealers	4412	\$3,088,008	\$315,770	\$2,772,238	81.4	1
Auto Parts, Accessories & Tire Stores	4413	\$2,793,099	\$76,138	\$2,716,961	94.7	1
Furniture & Home Furnishings Stores	442	\$5,166,644	\$221,032	\$4,945,612	91.8	2
Furniture Stores	4421	\$2,644,678	\$0	\$2,644,678	100.0	0
Home Furnishings Stores	4422	\$2,521,966	\$221,032	\$2,300,934	83.9	2
Electronics & Appliance Stores	4431	\$3,391,495	\$82,577	\$3,308,918	95.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,915,451	\$262,521	\$6,652,930	92.7	4
Bldg Material & Supplies Dealers	4441	\$6,015,213	\$141,414	\$5,873,799	95.4	1
Lawn & Garden Equip & Supply Stores	4442	\$900,238	\$121,107	\$779,131	76.3	3
Food & Beverage Stores	445	\$35,951,049	\$14,899,285	\$21,051,764	41.4	9
Grocery Stores	4451	\$32,819,897	\$13,280,760	\$19,539,137	42.4	4
Specialty Food Stores	4452	\$397,396	\$122,815	\$274,581	52.8	1
Beer, Wine & Liquor Stores	4453	\$2,733,756	\$1,495,710	\$1,238,046	29.3	4
Health & Personal Care Stores	446,4461	\$5,989,757	\$2,165,173	\$3,824,584	46.9	2
Gasoline Stations	447,4471	\$24,769,007	\$8,514,833	\$16,254,174	48.8	4
Clothing & Clothing Accessories Stores	448	\$6,445,746	\$66,787	\$6,378,959	97.9	1
Clothing Stores	4481	\$4,739,281	\$0	\$4,739,281	100.0	0
Shoe Stores	4482	\$606,767	\$0	\$606,767	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,099,698	\$66,787	\$1,032,911	88.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,222,043	\$117,087	\$2,104,956	90.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,328,004	\$117,087	\$1,210,917	83.8	2
Book, Periodical & Music Stores	4512	\$894,039	\$0	\$894,039	100.0	0
General Merchandise Stores	452	\$9,460,369	\$4,348,885	\$5,111,484	37.0	2
Department Stores Excluding Leased Depts.	4521	\$6,296,695	\$0	\$6,296,695	100.0	0
Other General Merchandise Stores	4529	\$3,163,674	\$4,348,885	-\$1,185,211	-15.8	2
Miscellaneous Store Retailers	453	\$2,890,548	\$596,606	\$2,293,942	65.8	11
Florists	4531	\$141,682	\$0	\$141,682	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$841,434	\$72,966	\$768,468	84.0	1
Used Merchandise Stores	4533	\$176,977	\$282,337	-\$105,360	-22.9	7
Other Miscellaneous Store Retailers	4539	\$1,730,455	\$241,303	\$1,489,152	75.5	3
Nonstore Retailers	454	\$9,081,734	\$0	\$9,081,734	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$8,159,557	\$0	\$8,159,557	100.0	0
Vending Machine Operators	4542	\$82,105	\$0	\$82,105	100.0	0
Direct Selling Establishments	4543	\$840,072	\$0	\$840,072	100.0	0
Food Services & Drinking Places	722	\$26,370,969	\$6,080,062	\$20,290,907	62.5	16
Full-Service Restaurants	7221	\$11,592,286	\$3,283,404	\$8,308,882	55.9	10
Limited-Service Eating Places	7222	\$12,775,191	\$2,468,770	\$10,306,421	67.6	5
Special Food Services	7223	\$1,683,901	\$327,888	\$1,356,013	67.4	1
Drinking Places - Alcoholic Beverages	7224	\$319,591	\$0	\$319,591	100.0	0

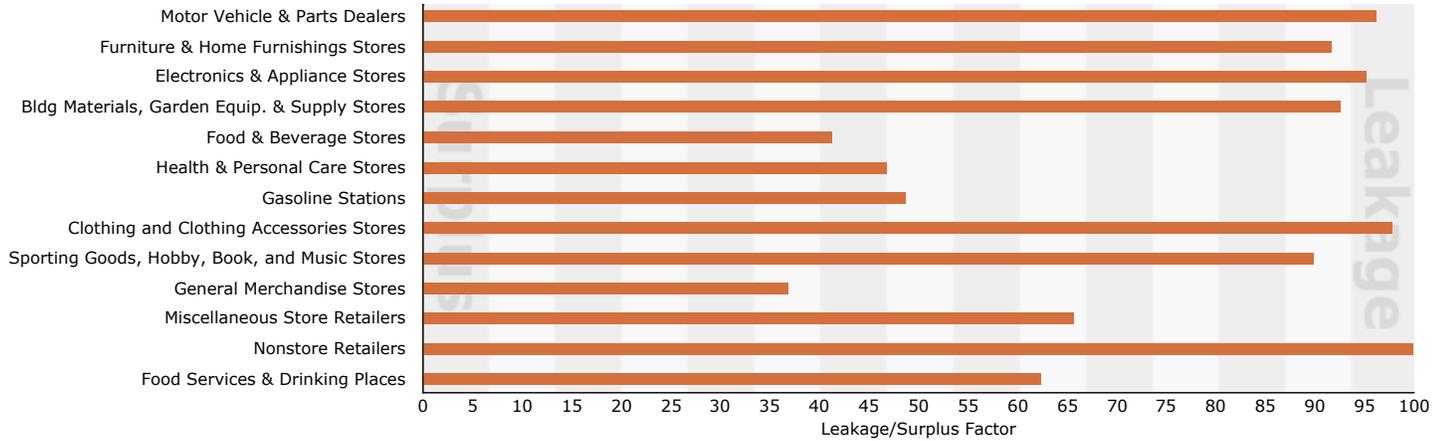
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

