

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
The Elders (9C)	26.2%	Population	32,035	33,076
Southwestern Families (7F)	18.2%	Households	12,166	12,596
Middleburg (4C)	14.1%	Families	7,657	7,890
Forging Opportunity (7D)	12.8%	Median Age	44.4	45.1
Senior Escapes (9D)	11.7%	Median Household Income	\$56,763	\$65,677
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$21,025,853	\$25,517,286	\$4,491,433
Men's		\$3,913,065	\$4,747,710	\$834,645
Women's		\$7,307,323	\$8,864,407	\$1,557,084
Children's		\$3,020,133	\$3,667,142	\$647,009
Footwear		\$4,547,118	\$5,518,214	\$971,096
Watches & Jewelry		\$1,808,671	\$2,198,990	\$390,319
Apparel Products and Services (1)		\$429,543	\$520,823	\$91,280
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,472,886	\$3,002,628	\$529,742
Portable Memory		\$37,223	\$45,214	\$7,991
Computer Software		\$141,108	\$171,334	\$30,226
Computer Accessories		\$226,109	\$274,419	\$48,310
<b>Entertainment &amp; Recreation</b>		\$37,186,899	\$45,140,429	\$7,953,530
Fees and Admissions		\$7,236,945	\$8,794,001	\$1,557,056
Membership Fees for Clubs (2)		\$2,588,059	\$3,141,528	\$553,469
Fees for Participant Sports, excl. Trips		\$1,266,844	\$1,538,175	\$271,331
Tickets to Theatre/Operas/Concerts		\$713,306	\$866,708	\$153,402
Tickets to Movies		\$240,652	\$292,240	\$51,588
Tickets to Parks or Museums		\$338,161	\$411,006	\$72,845
Admission to Sporting Events, excl. Trips		\$571,672	\$694,692	\$123,020
Fees for Recreational Lessons		\$1,510,842	\$1,840,663	\$329,821
Dating Services		\$7,409	\$8,988	\$1,579
TV/Video/Audio		\$12,351,712	\$14,976,818	\$2,625,106
Cable and Satellite Television Services		\$7,224,970	\$8,756,391	\$1,531,421
Televisions		\$1,395,008	\$1,692,130	\$297,122
Satellite Dishes		\$10,545	\$12,768	\$2,223
VCRs, Video Cameras, and DVD Players		\$47,734	\$57,934	\$10,200
Miscellaneous Video Equipment		\$240,205	\$289,858	\$49,653
Video Cassettes and DVDs		\$55,602	\$67,521	\$11,919
Video Game Hardware/Accessories		\$384,364	\$466,610	\$82,246
Video Game Software		\$162,696	\$197,609	\$34,913
Rental/Streaming/Downloaded Video		\$1,520,043	\$1,844,757	\$324,714
Installation of Televisions		\$14,500	\$17,645	\$3,145
Audio (3)		\$1,279,676	\$1,553,752	\$274,076
Rental and Repair of TV/Radio/Sound Equipment		\$16,370	\$19,842	\$3,472
Pets		\$9,284,678	\$11,271,877	\$1,987,199
Toys/Games/Crafts/Hobbies (4)		\$1,550,766	\$1,883,455	\$332,689
Recreational Vehicles and Fees (5)		\$1,691,853	\$2,055,524	\$363,671
Sports/Recreation/Exercise Equipment (6)		\$2,872,806	\$3,488,846	\$616,040
Photo Equipment and Supplies (7)		\$506,909	\$616,534	\$109,625
Reading (8)		\$1,356,787	\$1,647,069	\$290,282
Catered Affairs (9)		\$334,442	\$406,307	\$71,865
<b>Food</b>		\$102,970,521	\$124,949,611	\$21,979,090
Food at Home		\$67,010,709	\$81,309,381	\$14,298,672
Bakery and Cereal Products		\$8,518,903	\$10,338,566	\$1,819,663
Meats, Poultry, Fish, and Eggs		\$14,638,473	\$17,756,286	\$3,117,813
Dairy Products		\$6,423,338	\$7,794,363	\$1,371,025
Fruits and Vegetables		\$13,348,850	\$16,202,872	\$2,854,022
Snacks and Other Food at Home (10)		\$24,081,145	\$29,217,294	\$5,136,149
Food Away from Home		\$35,959,813	\$43,640,230	\$7,680,417
Alcoholic Beverages		\$5,957,030	\$7,229,601	\$1,272,571

**Data Note:** The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$406,772,080	\$494,054,040	\$87,281,960
Value of Retirement Plans	\$1,418,479,797	\$1,722,970,316	\$304,490,519
Value of Other Financial Assets	\$88,895,844	\$107,776,304	\$18,880,460
Vehicle Loan Amount excluding Interest	\$31,193,545	\$37,833,270	\$6,639,725
Value of Credit Card Debt	\$25,888,881	\$31,442,559	\$5,553,678
<b>Health</b>			
Nonprescription Drugs	\$1,727,653	\$2,093,011	\$365,358
Prescription Drugs	\$3,622,820	\$4,388,632	\$765,812
Eyeglasses and Contact Lenses	\$1,102,056	\$1,338,139	\$236,083
<b>Home</b>			
Mortgage Payment and Basics (11)	\$124,606,750	\$151,384,981	\$26,778,231
Maintenance and Remodeling Services	\$44,268,416	\$53,750,491	\$9,482,075
Maintenance and Remodeling Materials (12)	\$7,550,276	\$9,166,677	\$1,616,401
Utilities, Fuel, and Public Services	\$54,222,660	\$65,766,030	\$11,543,370
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,188,338	\$1,442,168	\$253,830
Furniture	\$8,716,052	\$10,576,583	\$1,860,531
Rugs	\$400,387	\$486,665	\$86,278
Major Appliances (14)	\$5,411,745	\$6,567,175	\$1,155,430
Housewares (15)	\$1,015,823	\$1,232,343	\$216,520
Small Appliances	\$748,710	\$908,396	\$159,686
Luggage	\$184,122	\$223,638	\$39,516
Telephones and Accessories	\$966,169	\$1,170,063	\$203,894
<b>Household Operations</b>			
Child Care	\$4,377,010	\$5,329,321	\$952,311
Lawn and Garden (16)	\$6,374,920	\$7,734,821	\$1,359,901
Moving/Storage/Freight Express	\$1,130,053	\$1,373,247	\$243,194
Housekeeping Supplies (17)	\$8,621,365	\$10,453,347	\$1,831,982
<b>Insurance</b>			
Owners and Renters Insurance	\$7,554,108	\$9,159,291	\$1,605,183
Vehicle Insurance	\$19,863,686	\$24,083,409	\$4,219,723
Life/Other Insurance	\$6,021,717	\$7,308,325	\$1,286,608
Health Insurance	\$46,610,786	\$56,513,286	\$9,902,500
Personal Care Products (18)	\$5,220,209	\$6,333,165	\$1,112,956
School Books (19)	\$357,342	\$434,142	76,800
Smoking Products	\$3,911,025	\$4,739,281	\$828,256
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$26,329,875	\$31,943,094	\$5,613,219
Gasoline and Motor Oil	\$30,277,811	\$36,727,497	\$6,449,686
Vehicle Maintenance and Repairs	\$13,799,284	\$16,741,374	\$2,942,090
<b>Travel</b>			
Airline Fares	\$6,012,573	\$7,302,265	\$1,289,692
Lodging on Trips	\$8,728,812	\$10,599,976	\$1,871,164
Auto/Truck Rental on Trips	\$1,006,694	\$1,222,516	\$215,822
Food and Drink on Trips	\$6,691,703	\$8,124,913	\$1,433,210

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- (1) Apparel Products and Services** includes 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 health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
- (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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