

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	23.7%	Population	58,223	60,410
Boomburbs (1C)	18.6%	Households	18,321	19,019
The Elders (9C)	14.4%	Families	14,169	14,746
Pleasantville (2B)	10.0%	Median Age	38.0	38.7
Comfortable Empty Nesters (5A)	8.4%	Median Household Income	\$104,394	\$116,149
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$47,426,709	\$57,376,858	\$9,950,149
Men's		\$8,690,554	\$10,512,243	\$1,821,689
Women's		\$15,823,686	\$19,130,460	\$3,306,774
Children's		\$7,720,431	\$9,361,014	\$1,640,583
Footwear		\$10,289,413	\$12,452,207	\$2,162,794
Watches & Jewelry		\$3,969,801	\$4,793,122	\$823,321
Apparel Products and Services (1)		\$932,823	\$1,127,814	\$194,991
Computer				
Computers and Hardware for Home Use		\$5,481,171	\$6,627,818	\$1,146,647
Portable Memory		\$74,526	\$89,995	\$15,469
Computer Software		\$297,784	\$359,723	\$61,939
Computer Accessories		\$464,090	\$560,658	\$96,568
Entertainment & Recreation		\$82,833,062	\$100,204,920	\$17,371,858
Fees and Admissions		\$17,055,341	\$20,648,324	\$3,592,983
Membership Fees for Clubs (2)		\$5,881,023	\$7,114,450	\$1,233,427
Fees for Participant Sports, excl. Trips		\$2,849,554	\$3,449,516	\$599,962
Tickets to Theatre/Operas/Concerts		\$1,558,938	\$1,884,603	\$325,665
Tickets to Movies		\$565,231	\$684,829	\$119,598
Tickets to Parks or Museums		\$847,369	\$1,026,720	\$179,351
Admission to Sporting Events, excl. Trips		\$1,433,612	\$1,736,575	\$302,963
Fees for Recreational Lessons		\$3,905,787	\$4,734,964	\$829,177
Dating Services		\$13,826	\$16,667	\$2,841
TV/Video/Audio		\$26,057,249	\$31,495,912	\$5,438,663
Cable and Satellite Television Services		\$14,193,798	\$17,136,554	\$2,942,756
Televisions		\$3,096,986	\$3,746,105	\$649,119
Satellite Dishes		\$22,198	\$26,808	\$4,610
VCRs, Video Cameras, and DVD Players		\$102,842	\$124,320	\$21,478
Miscellaneous Video Equipment		\$664,988	\$807,218	\$142,230
Video Cassettes and DVDs		\$114,369	\$138,234	\$23,865
Video Game Hardware/Accessories		\$919,318	\$1,113,490	\$194,172
Video Game Software		\$375,462	\$454,618	\$79,156
Rental/Streaming/Downloaded Video		\$3,582,393	\$4,337,196	\$754,803
Installation of Televisions		\$30,881	\$37,289	\$6,408
Audio (3)		\$2,922,826	\$3,536,466	\$613,640
Rental and Repair of TV/Radio/Sound Equipment		\$31,189	\$37,615	\$6,426
Pets		\$20,059,619	\$24,245,809	\$4,186,190
Toys/Games/Crafts/Hobbies (4)		\$3,499,545	\$4,234,856	\$735,311
Recreational Vehicles and Fees (5)		\$4,062,782	\$4,920,836	\$858,054
Sports/Recreation/Exercise Equipment (6)		\$7,407,147	\$8,990,971	\$1,583,824
Photo Equipment and Supplies (7)		\$1,152,988	\$1,393,958	\$240,970
Reading (8)		\$2,743,131	\$3,311,369	\$568,238
Catered Affairs (9)		\$795,258	\$962,885	\$167,627
Food		\$222,838,132	\$269,397,815	\$46,559,683
Food at Home		\$141,868,669	\$171,453,137	\$29,584,468
Bakery and Cereal Products		\$18,013,366	\$21,769,630	\$3,756,264
Meats, Poultry, Fish, and Eggs		\$30,716,209	\$37,114,363	\$6,398,154
Dairy Products		\$13,462,095	\$16,268,827	\$2,806,732
Fruits and Vegetables		\$28,082,468	\$33,927,689	\$5,845,221
Snacks and Other Food at Home (10)		\$51,594,530	\$62,372,627	\$10,778,097
Food Away from Home		\$80,969,463	\$97,944,679	\$16,975,216
Alcoholic Beverages		\$12,522,977	\$15,124,668	\$2,601,691

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
Financial			
Value of Stocks/Bonds/Mutual Funds	\$850,653,115	\$1,025,837,222	\$175,184,107
Value of Retirement Plans	\$3,136,331,077	\$3,789,286,082	\$652,955,005
Value of Other Financial Assets	\$190,447,181	\$230,143,762	\$39,696,581
Vehicle Loan Amount excluding Interest	\$76,835,781	\$93,086,104	\$16,250,323
Value of Credit Card Debt	\$57,250,074	\$69,224,938	\$11,974,864
Health			
Nonprescription Drugs	\$3,662,408	\$4,430,073	\$767,665
Prescription Drugs	\$7,370,985	\$8,908,715	\$1,537,730
Eyeglasses and Contact Lenses	\$2,340,241	\$2,827,974	\$487,733
Home			
Mortgage Payment and Basics (11)	\$292,907,372	\$354,466,561	\$61,559,189
Maintenance and Remodeling Services	\$102,176,767	\$123,616,635	\$21,439,868
Maintenance and Remodeling Materials (12)	\$18,554,916	\$22,488,632	\$3,933,716
Utilities, Fuel, and Public Services	\$116,059,706	\$140,295,171	\$24,235,465
Household Furnishings and Equipment			
Household Textiles (13)	\$2,589,343	\$3,130,659	\$541,316
Furniture	\$20,048,871	\$24,259,303	\$4,210,432
Rugs	\$867,511	\$1,048,030	\$180,519
Major Appliances (14)	\$12,060,207	\$14,587,081	\$2,526,874
Housewares (15)	\$2,164,341	\$2,616,106	\$451,765
Small Appliances	\$1,580,507	\$1,909,521	\$329,014
Luggage	\$413,453	\$499,729	\$86,276
Telephones and Accessories	\$1,893,227	\$2,286,399	\$393,172
Household Operations			
Child Care	\$11,681,071	\$14,163,667	\$2,482,596
Lawn and Garden (16)	\$14,108,080	\$17,058,174	\$2,950,094
Moving/Storage/Freight Express	\$2,309,801	\$2,787,575	\$477,774
Housekeeping Supplies (17)	\$17,893,743	\$21,626,217	\$3,732,474
Insurance			
Owners and Renters Insurance	\$17,171,605	\$20,779,807	\$3,608,202
Vehicle Insurance	\$43,075,760	\$52,090,549	\$9,014,789
Life/Other Insurance	\$13,477,584	\$16,305,263	\$2,827,679
Health Insurance	\$97,605,176	\$117,963,913	\$20,358,737
Personal Care Products (18)	\$11,105,627	\$13,423,801	\$2,318,174
School Books (19)	\$815,992	\$986,744	170,752
Smoking Products	\$7,711,495	\$9,316,155	\$1,604,660
Transportation			
Payments on Vehicles excluding Leases	\$62,143,075	\$75,245,059	\$13,101,984
Gasoline and Motor Oil	\$66,757,427	\$80,728,487	\$13,971,060
Vehicle Maintenance and Repairs	\$29,832,780	\$36,075,264	\$6,242,484
Travel			
Airline Fares	\$13,499,372	\$16,326,649	\$2,827,277
Lodging on Trips	\$19,726,107	\$23,852,754	\$4,126,647
Auto/Truck Rental on Trips	\$2,343,141	\$2,835,469	\$492,328
Food and Drink on Trips	\$14,983,046	\$18,120,356	\$3,137,310

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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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