

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Fresh Ambitions (13D)	31.6%	Population	18,161	18,328
Front Porches (8E)	24.3%	Households	4,508	4,607
Southwestern Families (7F)	11.5%	Families	2,920	2,968
Home Improvement (4B)	11.2%	Median Age	37.4	37.8
Middleburg (4C)	9.5%	Median Household Income	\$57,341	\$66,275
			2024	2029
			Consumer Spending	Forecasted Demand
Apparel and Services			\$8,188,935	\$9,861,182
Men's			\$1,539,874	\$1,854,746
Women's			\$2,697,112	\$3,246,614
Children's			\$1,362,241	\$1,640,010
Footwear			\$1,778,940	\$2,142,338
Watches & Jewelry			\$645,822	\$778,884
Apparel Products and Services (1)			\$164,945	\$198,589
Computer				
Computers and Hardware for Home Use			\$883,159	\$1,063,925
Portable Memory			\$12,346	\$14,893
Computer Software			\$51,097	\$61,603
Computer Accessories			\$72,847	\$87,796
Entertainment & Recreation			\$12,980,317	\$15,613,260
Fees and Admissions			\$2,398,409	\$2,886,542
Membership Fees for Clubs (2)			\$884,494	\$1,064,059
Fees for Participant Sports, excl. Trips			\$383,983	\$461,765
Tickets to Theatre/Operas/Concerts			\$217,219	\$261,622
Tickets to Movies			\$81,193	\$97,846
Tickets to Parks or Museums			\$115,226	\$138,748
Admission to Sporting Events, excl. Trips			\$231,723	\$278,465
Fees for Recreational Lessons			\$481,480	\$580,300
Dating Services			\$3,092	\$3,737
TV/Video/Audio			\$4,564,720	\$5,489,649
Cable and Satellite Television Services			\$2,565,557	\$3,084,616
Televisions			\$519,151	\$624,666
Satellite Dishes			\$5,361	\$6,433
VCRs, Video Cameras, and DVD Players			\$15,730	\$18,930
Miscellaneous Video Equipment			\$154,048	\$184,439
Video Cassettes and DVDs			\$18,428	\$22,234
Video Game Hardware/Accessories			\$161,176	\$194,093
Video Game Software			\$71,422	\$86,157
Rental/Streaming/Downloaded Video			\$587,063	\$706,260
Installation of Televisions			\$4,276	\$5,146
Audio (3)			\$457,507	\$550,648
Rental and Repair of TV/Radio/Sound Equipment			\$5,002	\$6,028
Pets			\$3,206,876	\$3,856,420
Toys/Games/Crafts/Hobbies (4)			\$581,577	\$700,361
Recreational Vehicles and Fees (5)			\$546,625	\$656,871
Sports/Recreation/Exercise Equipment (6)			\$949,771	\$1,140,984
Photo Equipment and Supplies (7)			\$181,631	\$218,908
Reading (8)			\$413,849	\$498,513
Catered Affairs (9)			\$136,857	\$165,012
Food			\$38,242,555	\$46,034,053
Food at Home			\$24,759,910	\$29,809,655
Bakery and Cereal Products			\$3,132,670	\$3,772,387
Meats, Poultry, Fish, and Eggs			\$5,495,170	\$6,615,814
Dairy Products			\$2,306,452	\$2,777,199
Fruits and Vegetables			\$4,813,158	\$5,798,353
Snacks and Other Food at Home (10)			\$9,012,459	\$10,845,902
Food Away from Home			\$13,482,645	\$16,224,398
Alcoholic Beverages			\$2,037,485	\$2,453,595

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	\$121,172,925	\$145,584,421	\$24,411,496
Value of Retirement Plans	\$450,492,916	\$541,138,552	\$90,645,636
Value of Other Financial Assets	\$26,036,581	\$31,265,112	\$5,228,531
Vehicle Loan Amount excluding Interest	\$12,534,124	\$15,051,301	\$2,517,177
Value of Credit Card Debt	\$9,450,460	\$11,377,509	\$1,927,049
Health			
Nonprescription Drugs	\$599,589	\$720,139	\$120,550
Prescription Drugs	\$1,383,027	\$1,660,593	\$277,566
Eyeglasses and Contact Lenses	\$395,710	\$476,103	\$80,393
Home			
Mortgage Payment and Basics (11)	\$41,224,809	\$49,513,091	\$8,288,282
Maintenance and Remodeling Services	\$13,844,725	\$16,614,763	\$2,770,038
Maintenance and Remodeling Materials (12)	\$2,787,524	\$3,342,411	\$554,887
Utilities, Fuel, and Public Services	\$20,785,149	\$24,991,137	\$4,205,988
Household Furnishings and Equipment			
Household Textiles (13)	\$455,662	\$548,596	\$92,934
Furniture	\$3,173,725	\$3,816,048	\$642,323
Rugs	\$135,546	\$163,242	\$27,696
Major Appliances (14)	\$1,984,134	\$2,384,161	\$400,027
Housewares (15)	\$352,643	\$424,288	\$71,645
Small Appliances	\$285,625	\$344,169	\$58,544
Luggage	\$63,824	\$76,833	\$13,009
Telephones and Accessories	\$361,901	\$435,149	\$73,248
Household Operations			
Child Care	\$1,673,202	\$2,015,060	\$341,858
Lawn and Garden (16)	\$2,163,177	\$2,596,711	\$433,534
Moving/Storage/Freight Express	\$388,334	\$468,172	\$79,838
Housekeeping Supplies (17)	\$3,087,847	\$3,714,895	\$627,048
Insurance			
Owners and Renters Insurance	\$2,803,785	\$3,363,395	\$559,610
Vehicle Insurance	\$7,642,228	\$9,190,040	\$1,547,812
Life/Other Insurance	\$2,072,786	\$2,490,337	\$417,551
Health Insurance	\$16,554,810	\$19,892,265	\$3,337,455
Personal Care Products (18)	\$1,888,527	\$2,273,100	\$384,573
School Books (19)	\$138,622	\$166,919	28,297
Smoking Products	\$1,743,770	\$2,096,769	\$352,999
Transportation			
Payments on Vehicles excluding Leases	\$10,623,178	\$12,763,245	\$2,140,067
Gasoline and Motor Oil	\$11,833,547	\$14,226,427	\$2,392,880
Vehicle Maintenance and Repairs	\$4,991,877	\$6,003,876	\$1,011,999
Travel			
Airline Fares	\$1,916,748	\$2,308,969	\$392,221
Lodging on Trips	\$2,930,482	\$3,524,245	\$593,763
Auto/Truck Rental on Trips	\$354,932	\$427,228	\$72,296
Food and Drink on Trips	\$2,263,393	\$2,723,621	\$460,228

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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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