

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
The Great Outdoors (6C)	33.2%	Population	12,046	12,857
Midlife Constants (5E)	19.7%	Households	4,524	4,819
The Elders (9C)	15.7%	Families	3,139	3,319
Senior Escapes (9D)	13.5%	Median Age	44.1	45.1
Boomburbs (1C)	10.9%	Median Household Income	\$81,880	\$97,136
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$9,024,035	\$11,123,730	\$2,099,695
Men's		\$1,663,998	\$2,051,095	\$387,097
Women's		\$3,166,756	\$3,899,157	\$732,401
Children's		\$1,341,632	\$1,656,910	\$315,278
Footwear		\$1,916,219	\$2,363,814	\$447,595
Watches & Jewelry		\$759,514	\$935,909	\$176,395
Apparel Products and Services (1)		\$175,916	\$216,845	\$40,929
Computer				
Computers and Hardware for Home Use		\$1,048,218	\$1,292,470	\$244,252
Portable Memory		\$16,167	\$19,885	\$3,718
Computer Software		\$58,746	\$72,376	\$13,630
Computer Accessories		\$98,549	\$121,184	\$22,635
Entertainment & Recreation		\$16,976,656	\$20,889,725	\$3,913,069
Fees and Admissions		\$3,183,660	\$3,930,907	\$747,247
Membership Fees for Clubs (2)		\$1,114,989	\$1,375,300	\$260,311
Fees for Participant Sports, excl. Trips		\$568,939	\$702,048	\$133,109
Tickets to Theatre/Operas/Concerts		\$307,044	\$378,740	\$71,696
Tickets to Movies		\$97,997	\$121,264	\$23,267
Tickets to Parks or Museums		\$149,155	\$184,422	\$35,267
Admission to Sporting Events, excl. Trips		\$265,987	\$328,022	\$62,035
Fees for Recreational Lessons		\$676,432	\$837,276	\$160,844
Dating Services		\$3,118	\$3,835	\$717
TV/Video/Audio		\$5,547,245	\$6,816,395	\$1,269,150
Cable and Satellite Television Services		\$3,338,247	\$4,092,441	\$754,194
Televisions		\$609,633	\$750,955	\$141,322
Satellite Dishes		\$4,280	\$5,261	\$981
VCRs, Video Cameras, and DVD Players		\$20,812	\$25,621	\$4,809
Miscellaneous Video Equipment		\$65,462	\$82,075	\$16,613
Video Cassettes and DVDs		\$25,790	\$31,691	\$5,901
Video Game Hardware/Accessories		\$166,807	\$205,778	\$38,971
Video Game Software		\$70,071	\$86,415	\$16,344
Rental/Streaming/Downloaded Video		\$662,219	\$816,939	\$154,720
Installation of Televisions		\$6,418	\$7,917	\$1,499
Audio (3)		\$570,660	\$702,879	\$132,219
Rental and Repair of TV/Radio/Sound Equipment		\$6,844	\$8,423	\$1,579
Pets		\$4,333,277	\$5,324,045	\$990,768
Toys/Games/Crafts/Hobbies (4)		\$729,613	\$896,741	\$167,128
Recreational Vehicles and Fees (5)		\$853,352	\$1,048,860	\$195,508
Sports/Recreation/Exercise Equipment (6)		\$1,370,065	\$1,692,184	\$322,119
Photo Equipment and Supplies (7)		\$228,556	\$281,310	\$52,754
Reading (8)		\$586,882	\$721,810	\$134,928
Catered Affairs (9)		\$144,004	\$177,472	\$33,468
Food		\$45,610,586	\$56,115,831	\$10,505,245
Food at Home		\$29,954,367	\$36,825,096	\$6,870,729
Bakery and Cereal Products		\$3,853,643	\$4,735,852	\$882,209
Meats, Poultry, Fish, and Eggs		\$6,409,416	\$7,881,230	\$1,471,814
Dairy Products		\$2,891,508	\$3,553,864	\$662,356
Fruits and Vegetables		\$5,876,832	\$7,227,060	\$1,350,228
Snacks and Other Food at Home (10)		\$10,922,968	\$13,427,089	\$2,504,121
Food Away from Home		\$15,656,218	\$19,290,735	\$3,634,517
Alcoholic Beverages		\$2,533,391	\$3,120,433	\$587,042

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	\$189,729,590	\$233,062,386	\$43,332,796
Value of Retirement Plans	\$670,577,984	\$824,471,712	\$153,893,728
Value of Other Financial Assets	\$39,132,908	\$48,186,650	\$9,053,742
Vehicle Loan Amount excluding Interest	\$14,433,311	\$17,785,035	\$3,351,724
Value of Credit Card Debt	\$11,586,326	\$14,262,523	\$2,676,197
Health			
Nonprescription Drugs	\$802,417	\$985,793	\$183,376
Prescription Drugs	\$1,728,253	\$2,117,778	\$389,525
Eyeglasses and Contact Lenses	\$520,140	\$638,094	\$117,954
Home			
Mortgage Payment and Basics (11)	\$56,847,016	\$70,087,823	\$13,240,807
Maintenance and Remodeling Services	\$20,614,672	\$25,383,504	\$4,768,832
Maintenance and Remodeling Materials (12)	\$3,808,575	\$4,683,304	\$874,729
Utilities, Fuel, and Public Services	\$24,893,103	\$30,572,106	\$5,679,003
Household Furnishings and Equipment			
Household Textiles (13)	\$518,417	\$638,056	\$119,639
Furniture	\$3,946,367	\$4,858,877	\$912,510
Rugs	\$182,452	\$224,495	\$42,043
Major Appliances (14)	\$2,512,425	\$3,089,538	\$577,113
Housewares (15)	\$457,824	\$562,904	\$105,080
Small Appliances	\$315,020	\$387,662	\$72,642
Luggage	\$80,219	\$98,945	\$18,726
Telephones and Accessories	\$428,773	\$526,101	\$97,328
Household Operations			
Child Care	\$2,006,617	\$2,481,397	\$474,780
Lawn and Garden (16)	\$3,066,990	\$3,766,855	\$699,865
Moving/Storage/Freight Express	\$486,584	\$599,205	\$112,621
Housekeeping Supplies (17)	\$3,866,266	\$4,750,727	\$884,461
Insurance			
Owners and Renters Insurance	\$3,565,153	\$4,383,335	\$818,182
Vehicle Insurance	\$8,850,929	\$10,883,964	\$2,033,035
Life/Other Insurance	\$2,820,274	\$3,467,875	\$647,601
Health Insurance	\$21,561,572	\$26,475,518	\$4,913,946
Personal Care Products (18)	\$2,260,324	\$2,781,779	\$521,455
School Books (19)	\$158,184	\$194,880	\$36,696
Smoking Products	\$2,016,911	\$2,464,436	\$447,525
Transportation			
Payments on Vehicles excluding Leases	\$12,427,563	\$15,284,601	\$2,857,038
Gasoline and Motor Oil	\$14,058,974	\$17,266,343	\$3,207,369
Vehicle Maintenance and Repairs	\$6,250,658	\$7,686,772	\$1,436,114
Travel			
Airline Fares	\$2,548,655	\$3,145,952	\$597,297
Lodging on Trips	\$4,000,826	\$4,924,160	\$923,334
Auto/Truck Rental on Trips	\$443,095	\$546,606	\$103,511
Food and Drink on Trips	\$3,009,179	\$3,705,417	\$696,238

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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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