

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Exurbanites (1E)	35.2%	Population	11,271	11,573
Green Acres (6A)	16.1%	Households	4,274	4,429
Savvy Suburbanites (1D)	13.6%	Families	3,268	3,382
Home Improvement (4B)	11.4%	Median Age	43.5	44.6
Pleasantville (2B)	10.7%	Median Household Income	\$127,758	\$148,446
			2024	2029
		Consumer Spending		Projected Spending Growth
Apparel and Services			\$12,350,228	\$14,527,990
Men's			\$2,238,728	\$2,633,732
Women's			\$4,294,746	\$5,051,771
Children's			\$1,667,761	\$1,962,113
Footwear			\$2,577,342	\$3,031,702
Watches & Jewelry			\$1,326,892	\$1,560,721
Apparel Products and Services (1)			\$244,759	\$287,952
Computer				
Computers and Hardware for Home Use			\$1,482,519	\$1,743,749
Portable Memory			\$22,116	\$26,018
Computer Software			\$85,620	\$100,710
Computer Accessories			\$136,236	\$160,222
Entertainment & Recreation			\$23,056,984	\$27,128,397
Fees and Admissions			\$4,929,352	\$5,800,639
Membership Fees for Clubs (2)			\$1,704,613	\$2,006,141
Fees for Participant Sports, excl. Trips			\$795,766	\$936,522
Tickets to Theatre/Operas/Concerts			\$482,218	\$567,385
Tickets to Movies			\$141,496	\$166,450
Tickets to Parks or Museums			\$221,838	\$260,938
Admission to Sporting Events, excl. Trips			\$385,109	\$453,421
Fees for Recreational Lessons			\$1,194,621	\$1,405,440
Dating Services			\$3,691	\$4,342
TV/Video/Audio			\$6,958,084	\$8,186,328
Cable and Satellite Television Services			\$4,027,963	\$4,739,006
Televisions			\$776,200	\$913,245
Satellite Dishes			\$6,258	\$7,359
VCRs, Video Cameras, and DVD Players			\$30,500	\$35,856
Miscellaneous Video Equipment			\$89,119	\$104,986
Video Cassettes and DVDs			\$35,059	\$41,239
Video Game Hardware/Accessories			\$208,026	\$244,706
Video Game Software			\$86,266	\$101,516
Rental/Streaming/Downloaded Video			\$888,443	\$1,045,196
Installation of Televisions			\$10,267	\$12,088
Audio (3)			\$789,599	\$928,920
Rental and Repair of TV/Radio/Sound Equipment			\$10,384	\$12,212
Pets			\$5,879,835	\$6,916,918
Toys/Games/Crafts/Hobbies (4)			\$920,806	\$1,083,383
Recreational Vehicles and Fees (5)			\$1,186,304	\$1,396,005
Sports/Recreation/Exercise Equipment (6)			\$1,748,248	\$2,057,747
Photo Equipment and Supplies (7)			\$347,198	\$408,449
Reading (8)			\$885,198	\$1,041,310
Catered Affairs (9)			\$201,960	\$237,618
Food			\$60,661,779	\$71,357,115
Food at Home			\$39,076,520	\$45,965,910
Bakery and Cereal Products			\$5,029,163	\$5,916,088
Meats, Poultry, Fish, and Eggs			\$8,299,123	\$9,761,602
Dairy Products			\$3,754,535	\$4,416,641
Fruits and Vegetables			\$8,053,913	\$9,472,687
Snacks and Other Food at Home (10)			\$13,939,786	\$16,398,892
Food Away from Home			\$21,585,259	\$25,391,205
Alcoholic Beverages			\$3,763,984	\$4,427,259

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	\$326,600,119	\$384,308,942	\$57,708,823
Value of Retirement Plans	\$1,038,257,903	\$1,221,905,031	\$183,647,128
Value of Other Financial Assets	\$60,748,542	\$71,470,357	\$10,721,815
Vehicle Loan Amount excluding Interest	\$17,366,437	\$20,435,707	\$3,069,270
Value of Credit Card Debt	\$15,855,860	\$18,652,604	\$2,796,744
Health			
Nonprescription Drugs	\$904,431	\$1,064,419	\$159,988
Prescription Drugs	\$1,924,607	\$2,265,547	\$340,940
Eyeglasses and Contact Lenses	\$688,927	\$810,612	\$121,685
Home			
Mortgage Payment and Basics (11)	\$87,569,939	\$103,021,245	\$15,451,306
Maintenance and Remodeling Services	\$31,095,395	\$36,588,773	\$5,493,378
Maintenance and Remodeling Materials (12)	\$4,831,594	\$5,686,738	\$855,144
Utilities, Fuel, and Public Services	\$30,920,943	\$36,377,737	\$5,456,794
Household Furnishings and Equipment			
Household Textiles (13)	\$703,507	\$827,591	\$124,084
Furniture	\$5,378,366	\$6,328,084	\$949,718
Rugs	\$287,788	\$338,558	\$50,770
Major Appliances (14)	\$3,316,932	\$3,902,484	\$585,552
Housewares (15)	\$612,689	\$720,693	\$108,004
Small Appliances	\$429,006	\$504,472	\$75,466
Luggage	\$117,296	\$137,971	\$20,675
Telephones and Accessories	\$481,567	\$566,684	\$85,117
Household Operations			
Child Care	\$3,115,873	\$3,665,600	\$549,727
Lawn and Garden (16)	\$4,165,460	\$4,901,648	\$736,188
Moving/Storage/Freight Express	\$732,037	\$860,994	\$128,957
Housekeeping Supplies (17)	\$4,797,860	\$5,644,283	\$846,423
Insurance			
Owners and Renters Insurance	\$4,542,107	\$5,345,332	\$803,225
Vehicle Insurance	\$10,748,739	\$12,644,740	\$1,896,001
Life/Other Insurance	\$3,826,907	\$4,503,807	\$676,900
Health Insurance	\$26,812,221	\$31,548,526	\$4,736,305
Personal Care Products (18)	\$3,021,548	\$3,554,049	\$532,501
School Books (19)	\$224,634	\$264,268	\$39,634
Smoking Products	\$1,837,068	\$2,161,682	\$324,614
Transportation			
Payments on Vehicles excluding Leases	\$14,760,023	\$17,367,717	\$2,607,694
Gasoline and Motor Oil	\$16,961,196	\$19,949,929	\$2,988,733
Vehicle Maintenance and Repairs	\$7,939,567	\$9,340,338	\$1,400,771
Travel			
Airline Fares	\$4,008,869	\$4,715,479	\$706,610
Lodging on Trips	\$5,879,326	\$6,917,017	\$1,037,691
Auto/Truck Rental on Trips	\$662,091	\$779,020	\$116,929
Food and Drink on Trips	\$4,294,509	\$5,052,331	\$757,822

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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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