

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	12.7%	Population	51,968	52,882
Home Improvement (4B)	12.1%	Households	18,574	19,103
The Elders (9C)	11.6%	Families	11,864	12,162
Urban Edge Families (7C)	11.6%	Median Age	42.9	43.6
NeWest Residents (13C)	10.3%	Median Household Income	\$65,462	\$78,463
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$36,065,012	\$43,700,658	\$7,635,646
Men's		\$6,579,306	\$7,974,358	\$1,395,052
Women's		\$12,434,600	\$15,071,821	\$2,637,221
Children's		\$5,079,022	\$6,150,082	\$1,071,060
Footwear		\$7,687,736	\$9,314,110	\$1,626,374
Watches & Jewelry		\$3,549,761	\$4,300,295	\$750,534
Apparel Products and Services (1)		\$734,586	\$889,993	\$155,407
Computer				
Computers and Hardware for Home Use		\$4,323,036	\$5,238,230	\$915,194
Portable Memory		\$64,259	\$77,908	\$13,649
Computer Software		\$250,484	\$303,410	\$52,926
Computer Accessories		\$398,184	\$482,654	\$84,470
Entertainment & Recreation		\$61,567,256	\$74,667,060	\$13,099,804
Fees and Admissions		\$12,136,732	\$14,722,913	\$2,586,181
Membership Fees for Clubs (2)		\$4,224,676	\$5,126,901	\$902,225
Fees for Participant Sports, excl. Trips		\$1,976,748	\$2,400,176	\$423,428
Tickets to Theatre/Operas/Concerts		\$1,202,801	\$1,459,425	\$256,624
Tickets to Movies		\$401,667	\$486,708	\$85,041
Tickets to Parks or Museums		\$606,940	\$735,230	\$128,290
Admission to Sporting Events, excl. Trips		\$930,297	\$1,128,822	\$198,525
Fees for Recreational Lessons		\$2,780,997	\$3,370,383	\$589,386
Dating Services		\$12,606	\$15,268	\$2,662
TV/Video/Audio		\$19,870,311	\$24,095,453	\$4,225,142
Cable and Satellite Television Services		\$11,407,038	\$13,840,078	\$2,433,040
Televisions		\$2,258,127	\$2,737,255	\$479,128
Satellite Dishes		\$18,944	\$22,918	\$3,974
VCRs, Video Cameras, and DVD Players		\$89,561	\$108,470	\$18,909
Miscellaneous Video Equipment		\$252,847	\$305,618	\$52,771
Video Cassettes and DVDs		\$96,646	\$117,196	\$20,550
Video Game Hardware/Accessories		\$663,448	\$803,367	\$139,919
Video Game Software		\$270,439	\$327,599	\$57,160
Rental/Streaming/Downloaded Video		\$2,568,656	\$3,112,354	\$543,698
Installation of Televisions		\$21,957	\$26,721	\$4,764
Audio (3)		\$2,193,917	\$2,659,054	\$465,137
Rental and Repair of TV/Radio/Sound Equipment		\$28,730	\$34,822	\$6,092
Pets		\$15,819,113	\$19,184,144	\$3,365,031
Toys/Games/Crafts/Hobbies (4)		\$2,614,501	\$3,168,948	\$554,447
Recreational Vehicles and Fees (5)		\$2,842,360	\$3,448,961	\$606,601
Sports/Recreation/Exercise Equipment (6)		\$4,446,160	\$5,393,620	\$947,460
Photo Equipment and Supplies (7)		\$922,602	\$1,118,170	\$195,568
Reading (8)		\$2,341,701	\$2,840,126	\$498,425
Catered Affairs (9)		\$573,776	\$694,725	\$120,949
Food		\$175,363,373	\$212,551,498	\$37,188,125
Food at Home		\$113,820,478	\$137,966,766	\$24,146,288
Bakery and Cereal Products		\$14,454,257	\$17,522,767	\$3,068,510
Meats, Poultry, Fish, and Eggs		\$24,788,644	\$30,042,609	\$5,253,965
Dairy Products		\$10,836,796	\$13,137,955	\$2,301,159
Fruits and Vegetables		\$23,384,020	\$28,339,055	\$4,955,035
Snacks and Other Food at Home (10)		\$40,356,761	\$48,924,380	\$8,567,619
Food Away from Home		\$61,542,895	\$74,584,732	\$13,041,837
Alcoholic Beverages		\$10,503,418	\$12,735,540	\$2,232,122

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	\$710,093,272	\$862,554,434	\$152,461,162
Value of Retirement Plans	\$2,341,557,081	\$2,843,886,000	\$502,328,919
Value of Other Financial Assets	\$147,595,606	\$179,191,504	\$31,595,898
Vehicle Loan Amount excluding Interest	\$48,901,042	\$59,283,748	\$10,382,706
Value of Credit Card Debt	\$44,285,570	\$53,686,857	\$9,401,287
Health			
Nonprescription Drugs	\$2,581,424	\$3,133,656	\$552,232
Prescription Drugs	\$5,311,686	\$6,449,748	\$1,138,062
Eyeglasses and Contact Lenses	\$1,841,737	\$2,233,775	\$392,038
Home			
Mortgage Payment and Basics (11)	\$209,639,996	\$254,361,128	\$44,721,132
Maintenance and Remodeling Services	\$71,306,378	\$86,567,633	\$15,261,255
Maintenance and Remodeling Materials (12)	\$11,519,335	\$13,984,168	\$2,464,833
Utilities, Fuel, and Public Services	\$87,950,970	\$106,637,935	\$18,686,965
Household Furnishings and Equipment			
Household Textiles (13)	\$2,008,776	\$2,434,434	\$425,658
Furniture	\$14,411,884	\$17,476,404	\$3,064,520
Rugs	\$716,694	\$869,094	\$152,400
Major Appliances (14)	\$8,816,519	\$10,692,808	\$1,876,289
Housewares (15)	\$1,717,888	\$2,082,991	\$365,103
Small Appliances	\$1,339,264	\$1,621,750	\$282,486
Luggage	\$321,987	\$390,465	\$68,478
Telephones and Accessories	\$1,475,058	\$1,789,050	\$313,992
Household Operations			
Child Care	\$8,031,142	\$9,730,002	\$1,698,860
Lawn and Garden (16)	\$10,170,898	\$12,347,551	\$2,176,653
Moving/Storage/Freight Express	\$2,070,391	\$2,509,251	\$438,860
Housekeeping Supplies (17)	\$13,986,602	\$16,961,933	\$2,975,331
Insurance			
Owners and Renters Insurance	\$11,467,086	\$13,919,444	\$2,452,358
Vehicle Insurance	\$32,029,490	\$38,823,440	\$6,793,950
Life/Other Insurance	\$9,532,508	\$11,569,972	\$2,037,464
Health Insurance	\$73,342,079	\$88,996,615	\$15,654,536
Personal Care Products (18)	\$8,895,808	\$10,781,836	\$1,886,028
School Books (19)	\$626,320	\$758,991	132,671
Smoking Products	\$6,176,234	\$7,487,869	\$1,311,635
Transportation			
Payments on Vehicles excluding Leases	\$42,221,279	\$51,185,757	\$8,964,478
Gasoline and Motor Oil	\$50,881,511	\$61,654,107	\$10,772,596
Vehicle Maintenance and Repairs	\$22,662,977	\$27,479,482	\$4,816,505
Travel			
Airline Fares	\$10,564,173	\$12,808,099	\$2,243,926
Lodging on Trips	\$14,963,695	\$18,151,018	\$3,187,323
Auto/Truck Rental on Trips	\$1,720,627	\$2,086,696	\$366,069
Food and Drink on Trips	\$11,401,027	\$13,827,283	\$2,426,256

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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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