

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Family Extensions (13B)	55.6%	Population	43,962	45,796
Forging Opportunity (7D)	15.3%	Households	10,381	10,922
Up and Coming Families (7A)	14.0%	Families	9,290	9,765
Southwestern Families (7F)	12.8%	Median Age	30.1	30.7
Exurbanites (1E)	1.4%	Median Household Income	\$51,632	\$62,112
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$16,633,928	\$21,030,924	\$4,396,996
Men's		\$3,018,992	\$3,817,085	\$798,093
Women's		\$5,461,266	\$6,906,390	\$1,445,124
Children's		\$2,751,944	\$3,478,709	\$726,765
Footwear		\$3,760,431	\$4,753,587	\$993,156
Watches & Jewelry		\$1,307,857	\$1,653,737	\$345,880
Apparel Products and Services (1)		\$333,439	\$421,416	\$87,977
Computer				
Computers and Hardware for Home Use		\$1,846,026	\$2,333,700	\$487,674
Portable Memory		\$23,690	\$29,932	\$6,242
Computer Software		\$104,629	\$132,201	\$27,572
Computer Accessories		\$151,342	\$191,380	\$40,038
Entertainment & Recreation		\$25,231,616	\$31,925,302	\$6,693,686
Fees and Admissions		\$4,613,256	\$5,839,008	\$1,225,752
Membership Fees for Clubs (2)		\$1,605,130	\$2,031,128	\$425,998
Fees for Participant Sports, excl. Trips		\$686,232	\$868,754	\$182,522
Tickets to Theatre/Operas/Concerts		\$431,193	\$545,756	\$114,563
Tickets to Movies		\$183,476	\$232,090	\$48,614
Tickets to Parks or Museums		\$252,687	\$319,736	\$67,049
Admission to Sporting Events, excl. Trips		\$361,889	\$457,920	\$96,031
Fees for Recreational Lessons		\$1,087,711	\$1,377,397	\$289,686
Dating Services		\$4,936	\$6,228	\$1,292
TV/Video/Audio		\$8,794,309	\$11,122,890	\$2,328,581
Cable and Satellite Television Services		\$4,678,318	\$5,917,581	\$1,239,263
Televisions		\$1,015,371	\$1,283,735	\$268,364
Satellite Dishes		\$11,313	\$14,309	\$2,996
VCRs, Video Cameras, and DVD Players		\$37,188	\$47,052	\$9,864
Miscellaneous Video Equipment		\$395,750	\$501,227	\$105,477
Video Cassettes and DVDs		\$35,581	\$45,002	\$9,421
Video Game Hardware/Accessories		\$327,884	\$414,186	\$86,302
Video Game Software		\$129,225	\$163,121	\$33,896
Rental/Streaming/Downloaded Video		\$1,206,556	\$1,525,881	\$319,325
Installation of Televisions		\$5,279	\$6,687	\$1,408
Audio (3)		\$941,117	\$1,190,525	\$249,408
Rental and Repair of TV/Radio/Sound Equipment		\$10,729	\$13,584	\$2,855
Pets		\$6,325,715	\$8,005,416	\$1,679,701
Toys/Games/Crafts/Hobbies (4)		\$1,081,605	\$1,367,688	\$286,083
Recreational Vehicles and Fees (5)		\$1,020,075	\$1,292,013	\$271,938
Sports/Recreation/Exercise Equipment (6)		\$1,904,508	\$2,410,690	\$506,182
Photo Equipment and Supplies (7)		\$357,716	\$452,459	\$94,743
Reading (8)		\$868,252	\$1,098,430	\$230,178
Catered Affairs (9)		\$266,181	\$336,707	\$70,526
Food		\$77,286,058	\$97,723,640	\$20,437,582
Food at Home		\$48,981,233	\$61,925,711	\$12,944,478
Bakery and Cereal Products		\$6,039,215	\$7,635,654	\$1,596,439
Meats, Poultry, Fish, and Eggs		\$11,132,402	\$14,072,109	\$2,939,707
Dairy Products		\$4,514,336	\$5,707,519	\$1,193,183
Fruits and Vegetables		\$9,855,119	\$12,460,751	\$2,605,632
Snacks and Other Food at Home (10)		\$17,440,161	\$22,049,679	\$4,609,518
Food Away from Home		\$28,304,825	\$35,797,929	\$7,493,104
Alcoholic Beverages		\$4,089,650	\$5,171,845	\$1,082,195

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	\$219,575,854	\$278,249,281	\$58,673,427
Value of Retirement Plans	\$772,768,772	\$979,149,438	\$206,380,666
Value of Other Financial Assets	\$52,778,231	\$66,892,592	\$14,114,361
Vehicle Loan Amount excluding Interest	\$25,022,407	\$31,648,275	\$6,625,868
Value of Credit Card Debt	\$18,281,163	\$23,123,118	\$4,841,955
Health			
Nonprescription Drugs	\$1,099,380	\$1,390,553	\$291,173
Prescription Drugs	\$2,149,866	\$2,720,248	\$570,382
Eyeglasses and Contact Lenses	\$726,511	\$919,250	\$192,739
Home			
Mortgage Payment and Basics (11)	\$84,805,641	\$107,485,453	\$22,679,812
Maintenance and Remodeling Services	\$27,606,092	\$34,998,633	\$7,392,541
Maintenance and Remodeling Materials (12)	\$5,032,333	\$6,379,002	\$1,346,669
Utilities, Fuel, and Public Services	\$40,012,228	\$50,608,569	\$10,596,341
Household Furnishings and Equipment			
Household Textiles (13)	\$915,089	\$1,157,056	\$241,967
Furniture	\$6,144,337	\$7,773,093	\$1,628,756
Rugs	\$258,349	\$327,012	\$68,663
Major Appliances (14)	\$3,883,023	\$4,915,473	\$1,032,450
Housewares (15)	\$722,593	\$914,114	\$191,521
Small Appliances	\$641,906	\$811,575	\$169,669
Luggage	\$123,508	\$156,195	\$32,687
Telephones and Accessories	\$649,504	\$820,964	\$171,460
Household Operations			
Child Care	\$3,307,887	\$4,184,910	\$877,023
Lawn and Garden (16)	\$3,938,353	\$4,988,024	\$1,049,671
Moving/Storage/Freight Express	\$823,980	\$1,041,580	\$217,600
Housekeeping Supplies (17)	\$6,026,065	\$7,620,111	\$1,594,046
Insurance			
Owners and Renters Insurance	\$5,098,885	\$6,458,160	\$1,359,275
Vehicle Insurance	\$15,434,613	\$19,516,190	\$4,081,577
Life/Other Insurance	\$3,738,034	\$4,731,187	\$993,153
Health Insurance	\$30,346,298	\$38,398,050	\$8,051,752
Personal Care Products (18)	\$3,935,021	\$4,975,770	\$1,040,749
School Books (19)	\$275,487	\$348,331	72,844
Smoking Products	\$2,802,649	\$3,540,076	\$737,427
Transportation			
Payments on Vehicles excluding Leases	\$20,368,690	\$25,764,822	\$5,396,132
Gasoline and Motor Oil	\$24,428,795	\$30,896,171	\$6,467,376
Vehicle Maintenance and Repairs	\$9,914,755	\$12,541,159	\$2,626,404
Travel			
Airline Fares	\$4,166,782	\$5,273,021	\$1,106,239
Lodging on Trips	\$5,679,823	\$7,188,984	\$1,509,161
Auto/Truck Rental on Trips	\$680,636	\$861,127	\$180,491
Food and Drink on Trips	\$4,449,811	\$5,630,018	\$1,180,207

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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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