

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Workday Drive (4A)	16.9%	Population	159,229	162,385
Boomburbs (1C)	16.0%	Households	49,554	50,980
Urban Villages (7B)	10.9%	Families	38,667	39,746
Professional Pride (1B)	10.3%	Median Age	37.6	38.6
Family Extensions (13B)	6.6%	Median Household Income	\$107,055	\$117,654
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$137,403,072	\$161,495,891	\$24,092,819
Men's		\$24,549,309	\$28,856,666	\$4,307,357
Women's		\$46,455,300	\$54,594,433	\$8,139,133
Children's		\$19,827,748	\$23,315,560	\$3,487,812
Footwear		\$28,992,543	\$34,082,032	\$5,089,489
Watches & Jewelry		\$14,837,524	\$17,425,366	\$2,587,842
Apparel Products and Services (1)		\$2,740,647	\$3,221,833	\$481,186
<b>Computer</b>				
Computers and Hardware for Home Use		\$16,426,582	\$19,305,609	\$2,879,027
Portable Memory		\$233,723	\$274,594	\$40,871
Computer Software		\$950,169	\$1,116,527	\$166,358
Computer Accessories		\$1,482,502	\$1,741,926	\$259,424
<b>Entertainment &amp; Recreation</b>		\$233,478,046	\$274,347,185	\$40,869,139
Fees and Admissions		\$49,276,524	\$57,886,728	\$8,610,204
Membership Fees for Clubs (2)		\$16,906,615	\$19,860,121	\$2,953,506
Fees for Participant Sports, excl. Trips		\$7,561,383	\$8,883,398	\$1,322,015
Tickets to Theatre/Operas/Concerts		\$4,669,933	\$5,485,393	\$815,460
Tickets to Movies		\$1,534,933	\$1,804,380	\$269,447
Tickets to Parks or Museums		\$2,411,003	\$2,833,573	\$422,570
Admission to Sporting Events, excl. Trips		\$3,749,916	\$4,405,353	\$655,437
Fees for Recreational Lessons		\$12,400,091	\$14,564,360	\$2,164,269
Dating Services		\$42,649	\$50,149	\$7,500
TV/Video/Audio		\$71,510,209	\$84,043,634	\$12,533,425
Cable and Satellite Television Services		\$39,900,245	\$46,881,627	\$6,981,382
Televisions		\$8,162,672	\$9,595,166	\$1,432,494
Satellite Dishes		\$70,857	\$83,286	\$12,429
VCRs, Video Cameras, and DVD Players		\$347,891	\$408,767	\$60,876
Miscellaneous Video Equipment		\$973,361	\$1,150,315	\$176,954
Video Cassettes and DVDs		\$359,290	\$422,059	\$62,769
Video Game Hardware/Accessories		\$2,466,639	\$2,900,156	\$433,517
Video Game Software		\$1,004,763	\$1,181,118	\$176,355
Rental/Streaming/Downloaded Video		\$9,658,112	\$11,354,014	\$1,695,902
Installation of Televisions		\$83,190	\$97,683	\$14,493
Audio (3)		\$8,369,275	\$9,835,622	\$1,466,347
Rental and Repair of TV/Radio/Sound Equipment		\$113,914	\$133,821	\$19,907
Pets		\$59,569,401	\$69,993,169	\$10,423,768
Toys/Games/Crafts/Hobbies (4)		\$9,782,770	\$11,496,351	\$1,713,581
Recreational Vehicles and Fees (5)		\$11,494,142	\$13,501,338	\$2,007,196
Sports/Recreation/Exercise Equipment (6)		\$17,047,000	\$20,041,871	\$2,994,871
Photo Equipment and Supplies (7)		\$3,674,701	\$4,317,301	\$642,600
Reading (8)		\$8,898,351	\$10,450,930	\$1,552,579
Catered Affairs (9)		\$2,224,948	\$2,615,862	\$390,914
<b>Food</b>		\$655,733,889	\$770,657,645	\$114,923,756
Food at Home		\$420,571,225	\$494,247,733	\$73,676,508
Bakery and Cereal Products		\$53,604,932	\$62,990,016	\$9,385,084
Meats, Poultry, Fish, and Eggs		\$90,666,664	\$106,559,195	\$15,892,531
Dairy Products		\$39,885,578	\$46,870,192	\$6,984,614
Fruits and Vegetables		\$87,695,221	\$103,048,319	\$15,353,098
Snacks and Other Food at Home (10)		\$148,718,830	\$174,780,012	\$26,061,182
Food Away from Home		\$235,162,664	\$276,409,911	\$41,247,247
Alcoholic Beverages		\$40,118,820	\$47,130,010	\$7,011,190

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$2,899,841,750	\$3,402,549,437	\$502,707,687
Value of Retirement Plans	\$9,243,097,496	\$10,852,268,265	\$1,609,170,769
Value of Other Financial Assets	\$570,295,952	\$669,731,872	\$99,435,920
Vehicle Loan Amount excluding Interest	\$182,766,394	\$214,919,779	\$32,153,385
Value of Credit Card Debt	\$166,636,547	\$195,825,073	\$29,188,526
<b>Health</b>			
Nonprescription Drugs	\$8,775,062	\$10,315,936	\$1,540,874
Prescription Drugs	\$17,671,366	\$20,769,768	\$3,098,402
Eyeglasses and Contact Lenses	\$6,841,020	\$8,037,669	\$1,196,649
<b>Home</b>			
Mortgage Payment and Basics (11)	\$848,495,681	\$996,652,051	\$148,156,370
Maintenance and Remodeling Services	\$282,665,382	\$331,978,592	\$49,313,210
Maintenance and Remodeling Materials (12)	\$44,167,054	\$51,912,587	\$7,745,533
Utilities, Fuel, and Public Services	\$319,147,867	\$375,080,745	\$55,932,878
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$7,540,115	\$8,862,021	\$1,321,906
Furniture	\$54,908,811	\$64,526,406	\$9,617,595
Rugs	\$2,913,392	\$3,421,016	\$507,624
Major Appliances (14)	\$32,812,415	\$38,560,338	\$5,747,923
Housewares (15)	\$6,446,979	\$7,575,451	\$1,128,472
Small Appliances	\$4,964,826	\$5,836,329	\$871,503
Luggage	\$1,220,350	\$1,433,878	\$213,528
Telephones and Accessories	\$4,936,684	\$5,806,393	\$869,709
<b>Household Operations</b>			
Child Care	\$34,474,194	\$40,508,426	\$6,034,232
Lawn and Garden (16)	\$38,698,346	\$45,455,202	\$6,756,856
Moving/Storage/Freight Express	\$7,803,884	\$9,168,383	\$1,364,499
Housekeeping Supplies (17)	\$50,117,087	\$58,904,861	\$8,787,774
<b>Insurance</b>			
Owners and Renters Insurance	\$42,411,323	\$49,840,411	\$7,429,088
Vehicle Insurance	\$115,309,553	\$135,558,129	\$20,248,576
Life/Other Insurance	\$36,513,075	\$42,894,762	\$6,381,687
Health Insurance	\$262,401,819	\$308,343,686	\$45,941,867
Personal Care Products (18)	\$32,934,414	\$38,708,747	\$5,774,333
School Books (19)	\$2,398,722	\$2,818,806	420,084
Smoking Products	\$19,800,003	\$23,281,331	\$3,481,328
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$154,439,028	\$181,587,339	\$27,148,311
Gasoline and Motor Oil	\$184,148,225	\$216,493,627	\$32,345,402
Vehicle Maintenance and Repairs	\$82,166,543	\$96,570,360	\$14,403,817
<b>Travel</b>			
Airline Fares	\$42,016,171	\$49,364,092	\$7,347,921
Lodging on Trips	\$58,870,877	\$69,159,119	\$10,288,242
Auto/Truck Rental on Trips	\$6,764,731	\$7,947,620	\$1,182,889
Food and Drink on Trips	\$43,976,889	\$51,668,696	\$7,691,807

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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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