

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Fresh Ambitions (13D)	35.0%	Population	33,451	34,726
Urban Edge Families (7C)	21.4%	Households	10,908	11,375
Forging Opportunity (7D)	15.0%	Families	7,403	7,688
Down the Road (10D)	13.6%	Median Age	34.7	35.6
The Great Outdoors (6C)	7.5%	Median Household Income	\$49,987	\$59,727
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$16,659,126	\$20,504,506	\$3,845,380
Men's		\$3,086,755	\$3,798,331	\$711,576
Women's		\$5,470,334	\$6,736,627	\$1,266,293
Children's		\$2,760,137	\$3,395,398	\$635,261
Footwear		\$3,702,857	\$4,556,628	\$853,771
Watches & Jewelry		\$1,308,976	\$1,611,364	\$302,388
Apparel Products and Services (1)		\$330,067	\$406,158	\$76,091
Computer				
Computers and Hardware for Home Use		\$1,852,021	\$2,280,306	\$428,285
Portable Memory		\$25,771	\$31,740	\$5,969
Computer Software		\$107,429	\$132,205	\$24,776
Computer Accessories		\$153,847	\$189,490	\$35,643
Entertainment & Recreation		\$26,060,845	\$32,119,135	\$6,058,290
Fees and Admissions		\$4,897,130	\$6,033,205	\$1,136,075
Membership Fees for Clubs (2)		\$1,747,441	\$2,152,241	\$404,800
Fees for Participant Sports, excl. Trips		\$769,445	\$948,623	\$179,178
Tickets to Theatre/Operas/Concerts		\$457,187	\$563,425	\$106,238
Tickets to Movies		\$179,063	\$220,452	\$41,389
Tickets to Parks or Museums		\$242,463	\$298,698	\$56,235
Admission to Sporting Events, excl. Trips		\$422,692	\$520,508	\$97,816
Fees for Recreational Lessons		\$1,072,912	\$1,321,978	\$249,066
Dating Services		\$5,925	\$7,281	\$1,356
TV/Video/Audio		\$9,045,083	\$11,145,398	\$2,100,315
Cable and Satellite Television Services		\$4,977,976	\$6,137,577	\$1,159,601
Televisions		\$1,042,942	\$1,284,304	\$241,362
Satellite Dishes		\$9,834	\$12,109	\$2,275
VCRs, Video Cameras, and DVD Players		\$33,316	\$41,076	\$7,760
Miscellaneous Video Equipment		\$316,147	\$388,988	\$72,841
Video Cassettes and DVDs		\$38,501	\$47,427	\$8,926
Video Game Hardware/Accessories		\$331,703	\$408,184	\$76,481
Video Game Software		\$145,380	\$178,790	\$33,410
Rental/Streaming/Downloaded Video		\$1,187,715	\$1,462,366	\$274,651
Installation of Televisions		\$8,078	\$9,959	\$1,881
Audio (3)		\$943,315	\$1,162,082	\$218,767
Rental and Repair of TV/Radio/Sound Equipment		\$10,177	\$12,535	\$2,358
Pets		\$6,389,838	\$7,879,225	\$1,489,387
Toys/Games/Crafts/Hobbies (4)		\$1,155,952	\$1,423,714	\$267,762
Recreational Vehicles and Fees (5)		\$1,079,184	\$1,331,126	\$251,942
Sports/Recreation/Exercise Equipment (6)		\$1,974,250	\$2,435,021	\$460,771
Photo Equipment and Supplies (7)		\$370,647	\$456,486	\$85,839
Reading (8)		\$873,663	\$1,076,566	\$202,903
Catered Affairs (9)		\$275,098	\$338,394	\$63,296
Food		\$77,597,429	\$95,582,978	\$17,985,549
Food at Home		\$49,995,213	\$61,585,426	\$11,590,213
Bakery and Cereal Products		\$6,291,597	\$7,750,336	\$1,458,739
Meats, Poultry, Fish, and Eggs		\$11,181,067	\$13,769,717	\$2,588,650
Dairy Products		\$4,664,892	\$5,746,687	\$1,081,795
Fruits and Vegetables		\$9,876,382	\$12,164,606	\$2,288,224
Snacks and Other Food at Home (10)		\$17,981,275	\$22,154,080	\$4,172,805
Food Away from Home		\$27,602,215	\$33,997,552	\$6,395,337
Alcoholic Beverages		\$4,167,001	\$5,131,891	\$964,890

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	\$232,682,555	\$287,204,538	\$54,521,983
Value of Retirement Plans	\$857,225,071	\$1,057,644,554	\$200,419,483
Value of Other Financial Assets	\$51,249,198	\$63,215,361	\$11,966,163
Vehicle Loan Amount excluding Interest	\$24,961,299	\$30,756,866	\$5,795,567
Value of Credit Card Debt	\$19,046,454	\$23,458,623	\$4,412,169
Health			
Nonprescription Drugs	\$1,174,332	\$1,448,508	\$274,176
Prescription Drugs	\$2,493,046	\$3,073,830	\$580,784
Eyeglasses and Contact Lenses	\$777,924	\$958,937	\$181,013
Home			
Mortgage Payment and Basics (11)	\$83,036,518	\$102,386,899	\$19,350,381
Maintenance and Remodeling Services	\$27,713,364	\$34,186,066	\$6,472,702
Maintenance and Remodeling Materials (12)	\$5,183,148	\$6,395,203	\$1,212,055
Utilities, Fuel, and Public Services	\$40,871,326	\$50,364,906	\$9,493,580
Household Furnishings and Equipment			
Household Textiles (13)	\$926,517	\$1,141,002	\$214,485
Furniture	\$6,310,214	\$7,775,673	\$1,465,459
Rugs	\$268,567	\$330,966	\$62,399
Major Appliances (14)	\$3,896,292	\$4,803,495	\$907,203
Housewares (15)	\$718,140	\$885,237	\$167,097
Small Appliances	\$597,163	\$735,143	\$137,980
Luggage	\$129,532	\$159,558	\$30,026
Telephones and Accessories	\$688,233	\$849,444	\$161,211
Household Operations			
Child Care	\$3,414,253	\$4,204,324	\$790,071
Lawn and Garden (16)	\$4,155,408	\$5,126,624	\$971,216
Moving/Storage/Freight Express	\$827,306	\$1,018,824	\$191,518
Housekeeping Supplies (17)	\$6,188,259	\$7,626,480	\$1,438,221
Insurance			
Owners and Renters Insurance	\$5,267,746	\$6,496,824	\$1,229,078
Vehicle Insurance	\$15,377,291	\$18,945,020	\$3,567,729
Life/Other Insurance	\$4,030,772	\$4,970,820	\$940,048
Health Insurance	\$32,064,224	\$39,534,061	\$7,469,837
Personal Care Products (18)	\$3,874,597	\$4,773,112	\$898,515
School Books (19)	\$280,767	\$345,760	\$64,993
Smoking Products	\$3,194,079	\$3,938,346	\$744,267
Transportation			
Payments on Vehicles excluding Leases	\$20,694,654	\$25,501,757	\$4,807,103
Gasoline and Motor Oil	\$23,702,329	\$29,214,787	\$5,512,458
Vehicle Maintenance and Repairs	\$10,043,657	\$12,375,942	\$2,332,285
Travel			
Airline Fares	\$4,108,449	\$5,060,242	\$951,793
Lodging on Trips	\$5,873,934	\$7,241,970	\$1,368,036
Auto/Truck Rental on Trips	\$715,888	\$881,614	\$165,726
Food and Drink on Trips	\$4,616,959	\$5,689,503	\$1,072,544

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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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