

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Boomburbs (1C)	90.4%	Population	71,158	72,727
Up and Coming Families (7A)	9.6%	Households	18,170	18,694
	0.0%	Families	16,357	16,809
	0.0%	Median Age	36.0	36.6
	0.0%	Median Household Income	\$156,922	\$171,406
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$70,708,057	\$83,143,169	\$12,435,112
Men's		\$12,823,369	\$15,078,848	\$2,255,479
Women's		\$22,942,320	\$26,988,822	\$4,046,502
Children's		\$12,104,316	\$14,232,538	\$2,128,222
Footwear		\$14,994,335	\$17,637,578	\$2,643,243
Watches & Jewelry		\$6,392,155	\$7,499,534	\$1,107,379
Apparel Products and Services (1)		\$1,451,563	\$1,705,848	\$254,285
Computer				
Computers and Hardware for Home Use		\$7,954,930	\$9,351,778	\$1,396,848
Portable Memory		\$98,168	\$115,488	\$17,320
Computer Software		\$393,913	\$463,293	\$69,380
Computer Accessories		\$652,078	\$766,667	\$114,589
Entertainment & Recreation		\$123,297,211	\$144,882,617	\$21,585,406
Fees and Admissions		\$27,785,471	\$32,602,803	\$4,817,332
Membership Fees for Clubs (2)		\$9,739,815	\$11,427,565	\$1,687,750
Fees for Participant Sports, excl. Trips		\$4,555,364	\$5,347,014	\$791,650
Tickets to Theatre/Operas/Concerts		\$2,337,381	\$2,744,026	\$406,645
Tickets to Movies		\$803,398	\$944,572	\$141,174
Tickets to Parks or Museums		\$1,280,529	\$1,503,733	\$223,204
Admission to Sporting Events, excl. Trips		\$2,499,699	\$2,932,845	\$433,146
Fees for Recreational Lessons		\$6,551,980	\$7,682,691	\$1,130,711
Dating Services		\$17,305	\$20,358	\$3,053
TV/Video/Audio		\$36,229,901	\$42,627,265	\$6,397,364
Cable and Satellite Television Services		\$19,217,046	\$22,618,976	\$3,401,930
Televisions		\$4,347,821	\$5,115,007	\$767,186
Satellite Dishes		\$31,460	\$37,067	\$5,607
VCRs, Video Cameras, and DVD Players		\$147,253	\$173,232	\$25,979
Miscellaneous Video Equipment		\$856,743	\$1,008,870	\$152,127
Video Cassettes and DVDs		\$155,604	\$183,091	\$27,487
Video Game Hardware/Accessories		\$1,322,183	\$1,556,345	\$234,162
Video Game Software		\$514,051	\$605,230	\$91,179
Rental/Streaming/Downloaded Video		\$5,206,553	\$6,122,281	\$915,728
Installation of Televisions		\$51,670	\$60,557	\$8,887
Audio (3)		\$4,326,859	\$5,084,705	\$757,846
Rental and Repair of TV/Radio/Sound Equipment		\$52,660	\$61,904	\$9,244
Pets		\$29,426,082	\$34,581,544	\$5,155,462
Toys/Games/Crafts/Hobbies (4)		\$5,033,038	\$5,919,101	\$886,063
Recreational Vehicles and Fees (5)		\$6,701,096	\$7,863,556	\$1,162,460
Sports/Recreation/Exercise Equipment (6)		\$11,504,644	\$13,513,104	\$2,008,460
Photo Equipment and Supplies (7)		\$1,709,455	\$2,007,538	\$298,083
Reading (8)		\$3,757,694	\$4,416,768	\$659,074
Catered Affairs (9)		\$1,149,831	\$1,350,937	\$201,106
Food		\$323,201,446	\$380,104,933	\$56,903,487
Food at Home		\$202,805,037	\$238,568,425	\$35,763,388
Bakery and Cereal Products		\$25,926,087	\$30,493,764	\$4,567,677
Meats, Poultry, Fish, and Eggs		\$43,094,069	\$50,708,795	\$7,614,726
Dairy Products		\$19,216,365	\$22,603,589	\$3,387,224
Fruits and Vegetables		\$40,112,021	\$47,175,475	\$7,063,454
Snacks and Other Food at Home (10)		\$74,456,496	\$87,586,803	\$13,130,307
Food Away from Home		\$120,396,409	\$141,536,508	\$21,140,099
Alcoholic Beverages		\$18,449,058	\$21,679,616	\$3,230,558

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	\$1,311,980,655	\$1,538,949,917	\$226,969,262
Value of Retirement Plans	\$5,008,591,392	\$5,875,924,277	\$867,332,885
Value of Other Financial Assets	\$298,113,538	\$349,881,145	\$51,767,607
Vehicle Loan Amount excluding Interest	\$114,036,398	\$134,079,327	\$20,042,929
Value of Credit Card Debt	\$83,837,882	\$98,525,040	\$14,687,158
Health			
Nonprescription Drugs	\$5,154,101	\$6,065,181	\$911,080
Prescription Drugs	\$10,621,145	\$12,502,155	\$1,881,010
Eyeglasses and Contact Lenses	\$3,416,295	\$4,015,641	\$599,346
Home			
Mortgage Payment and Basics (11)	\$463,570,842	\$544,122,199	\$80,551,357
Maintenance and Remodeling Services	\$157,976,290	\$185,416,163	\$27,439,873
Maintenance and Remodeling Materials (12)	\$29,611,100	\$34,784,601	\$5,173,501
Utilities, Fuel, and Public Services	\$162,129,076	\$190,785,211	\$28,656,135
Household Furnishings and Equipment			
Household Textiles (13)	\$3,722,944	\$4,378,981	\$656,037
Furniture	\$30,483,325	\$35,818,008	\$5,334,683
Rugs	\$1,354,969	\$1,590,591	\$235,622
Major Appliances (14)	\$17,671,346	\$20,778,534	\$3,107,188
Housewares (15)	\$3,091,184	\$3,635,607	\$544,423
Small Appliances	\$2,120,289	\$2,497,240	\$376,951
Luggage	\$615,387	\$722,870	\$107,483
Telephones and Accessories	\$2,710,459	\$3,189,623	\$479,164
Household Operations			
Child Care	\$19,762,695	\$23,178,680	\$3,415,985
Lawn and Garden (16)	\$21,494,071	\$25,243,265	\$3,749,194
Moving/Storage/Freight Express	\$3,188,759	\$3,750,388	\$561,629
Housekeeping Supplies (17)	\$25,498,382	\$29,999,753	\$4,501,371
Insurance			
Owners and Renters Insurance	\$25,542,933	\$30,019,895	\$4,476,962
Vehicle Insurance	\$59,263,201	\$69,760,846	\$10,497,645
Life/Other Insurance	\$20,888,295	\$24,532,444	\$3,644,149
Health Insurance	\$138,412,291	\$162,772,965	\$24,360,674
Personal Care Products (18)	\$15,866,960	\$18,665,781	\$2,798,821
School Books (19)	\$1,247,542	\$1,466,237	218,695
Smoking Products	\$10,109,392	\$11,938,545	\$1,829,153
Transportation			
Payments on Vehicles excluding Leases	\$91,906,129	\$108,082,369	\$16,176,240
Gasoline and Motor Oil	\$93,374,270	\$109,911,637	\$16,537,367
Vehicle Maintenance and Repairs	\$42,167,903	\$49,617,284	\$7,449,381
Travel			
Airline Fares	\$20,843,695	\$24,466,302	\$3,622,607
Lodging on Trips	\$31,053,211	\$36,449,517	\$5,396,306
Auto/Truck Rental on Trips	\$3,680,061	\$4,320,541	\$640,480
Food and Drink on Trips	\$22,803,571	\$26,781,772	\$3,978,201

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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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