

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Senior Escapes (9D)	19.0%	Population	93,186	95,357
Up and Coming Families (7A)	10.9%	Households	33,925	34,804
Urban Edge Families (7C)	10.6%	Families	21,676	22,251
The Elders (9C)	10.4%	Median Age	40.7	41.7
Fresh Ambitions (13D)	8.4%	Median Household Income	\$53,985	\$62,240
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$56,392,443	\$67,716,072	\$11,323,629
Men's		\$10,407,463	\$12,493,060	\$2,085,597
Women's		\$19,504,934	\$23,423,048	\$3,918,114
Children's		\$8,584,488	\$10,308,164	\$1,723,676
Footwear		\$12,115,958	\$14,548,680	\$2,432,722
Watches & Jewelry		\$4,650,319	\$5,587,583	\$937,264
Apparel Products and Services (1)		\$1,129,280	\$1,355,538	\$226,258
Computer				
Computers and Hardware for Home Use		\$6,442,501	\$7,738,058	\$1,295,557
Portable Memory		\$95,298	\$114,358	\$19,060
Computer Software		\$368,884	\$442,817	\$73,933
Computer Accessories		\$587,711	\$705,667	\$117,956
Entertainment & Recreation		\$97,185,243	\$116,716,472	\$19,531,229
Fees and Admissions		\$18,105,256	\$21,755,881	\$3,650,625
Membership Fees for Clubs (2)		\$6,501,651	\$7,808,632	\$1,306,981
Fees for Participant Sports, excl. Trips		\$3,131,287	\$3,761,775	\$630,488
Tickets to Theatre/Operas/Concerts		\$1,742,915	\$2,093,930	\$351,015
Tickets to Movies		\$600,134	\$721,175	\$121,041
Tickets to Parks or Museums		\$864,956	\$1,040,154	\$175,198
Admission to Sporting Events, excl. Trips		\$1,528,000	\$1,834,026	\$306,026
Fees for Recreational Lessons		\$3,716,413	\$4,472,351	\$755,938
Dating Services		\$19,899	\$23,838	\$3,939
TV/Video/Audio		\$32,954,900	\$39,557,705	\$6,602,805
Cable and Satellite Television Services		\$19,300,596	\$23,161,521	\$3,860,925
Televisions		\$3,699,461	\$4,441,629	\$742,168
Satellite Dishes		\$30,680	\$36,814	\$6,134
VCRs, Video Cameras, and DVD Players		\$126,181	\$151,715	\$25,534
Miscellaneous Video Equipment		\$612,951	\$735,765	\$122,814
Video Cassettes and DVDs		\$147,963	\$177,616	\$29,653
Video Game Hardware/Accessories		\$1,073,465	\$1,288,817	\$215,352
Video Game Software		\$452,548	\$542,790	\$90,242
Rental/Streaming/Downloaded Video		\$4,067,975	\$4,885,587	\$817,612
Installation of Televisions		\$33,528	\$40,240	\$6,712
Audio (3)		\$3,367,364	\$4,044,508	\$677,144
Rental and Repair of TV/Radio/Sound Equipment		\$42,186	\$50,703	\$8,517
Pets		\$24,435,527	\$29,347,870	\$4,912,343
Toys/Games/Crafts/Hobbies (4)		\$4,226,562	\$5,073,258	\$846,696
Recreational Vehicles and Fees (5)		\$4,458,520	\$5,357,116	\$898,596
Sports/Recreation/Exercise Equipment (6)		\$7,422,062	\$8,920,343	\$1,498,281
Photo Equipment and Supplies (7)		\$1,309,976	\$1,573,487	\$263,511
Reading (8)		\$3,398,358	\$4,081,676	\$683,318
Catered Affairs (9)		\$874,082	\$1,049,137	\$175,055
Food		\$274,564,784	\$329,697,234	\$55,132,450
Food at Home		\$179,605,393	\$215,630,922	\$36,025,529
Bakery and Cereal Products		\$22,831,922	\$27,409,975	\$4,578,053
Meats, Poultry, Fish, and Eggs		\$39,295,736	\$47,174,572	\$7,878,836
Dairy Products		\$17,101,038	\$20,530,096	\$3,429,058
Fruits and Vegetables		\$35,405,119	\$42,515,008	\$7,109,889
Snacks and Other Food at Home (10)		\$64,971,578	\$78,001,271	\$13,029,693
Food Away from Home		\$94,959,391	\$114,066,312	\$19,106,921
Alcoholic Beverages		\$15,418,191	\$18,517,415	\$3,099,224

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	\$1,012,444,289	\$1,216,846,659	\$204,402,370
Value of Retirement Plans	\$3,577,336,831	\$4,297,458,414	\$720,121,583
Value of Other Financial Assets	\$219,623,665	\$263,984,627	\$44,360,962
Vehicle Loan Amount excluding Interest	\$85,328,228	\$102,492,837	\$17,164,609
Value of Credit Card Debt	\$68,181,790	\$81,866,962	\$13,685,172
Health			
Nonprescription Drugs	\$4,582,375	\$5,500,448	\$918,073
Prescription Drugs	\$9,906,333	\$11,879,316	\$1,972,983
Eyeglasses and Contact Lenses	\$2,938,966	\$3,527,290	\$588,324
Home			
Mortgage Payment and Basics (11)	\$316,520,525	\$380,553,014	\$64,032,489
Maintenance and Remodeling Services	\$111,265,915	\$133,741,460	\$22,475,545
Maintenance and Remodeling Materials (12)	\$20,092,943	\$24,138,486	\$4,045,543
Utilities, Fuel, and Public Services	\$147,107,625	\$176,591,311	\$29,483,686
Household Furnishings and Equipment			
Household Textiles (13)	\$3,179,886	\$3,817,607	\$637,721
Furniture	\$23,060,551	\$27,697,314	\$4,636,763
Rugs	\$1,024,926	\$1,231,497	\$206,571
Major Appliances (14)	\$14,465,979	\$17,373,672	\$2,907,693
Housewares (15)	\$2,683,488	\$3,223,201	\$539,713
Small Appliances	\$2,009,681	\$2,413,346	\$403,665
Luggage	\$476,612	\$572,551	\$95,939
Telephones and Accessories	\$2,566,460	\$3,078,912	\$512,452
Household Operations			
Child Care	\$11,479,441	\$13,801,752	\$2,322,311
Lawn and Garden (16)	\$16,685,741	\$20,041,771	\$3,356,030
Moving/Storage/Freight Express	\$2,962,833	\$3,557,340	\$594,507
Housekeeping Supplies (17)	\$22,887,508	\$27,475,772	\$4,588,264
Insurance			
Owners and Renters Insurance	\$19,992,191	\$24,010,088	\$4,017,897
Vehicle Insurance	\$53,632,086	\$64,392,382	\$10,760,296
Life/Other Insurance	\$15,602,868	\$18,738,431	\$3,135,563
Health Insurance	\$123,565,154	\$148,320,788	\$24,755,634
Personal Care Products (18)	\$13,764,226	\$16,528,869	\$2,764,643
School Books (19)	\$954,962	\$1,146,747	191,785
Smoking Products	\$11,870,546	\$14,229,882	\$2,359,336
Transportation			
Payments on Vehicles excluding Leases	\$72,760,587	\$87,358,605	\$14,598,018
Gasoline and Motor Oil	\$83,706,168	\$100,513,130	\$16,806,962
Vehicle Maintenance and Repairs	\$36,898,251	\$44,301,678	\$7,403,427
Travel			
Airline Fares	\$15,033,935	\$18,067,793	\$3,033,858
Lodging on Trips	\$22,581,344	\$27,129,711	\$4,548,367
Auto/Truck Rental on Trips	\$2,605,957	\$3,130,134	\$524,177
Food and Drink on Trips	\$17,357,693	\$20,849,558	\$3,491,865

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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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