

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	19.8%	Population	91,386	93,442
Urban Edge Families (7C)	16.3%	Households	29,817	30,756
Family Extensions (13B)	11.6%	Families	22,136	22,837
Southwestern Families (7F)	9.7%	Median Age	38.6	39.3
Silver & Gold (9A)	7.1%	Median Household Income	\$67,937	\$80,401
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$61,884,345	\$75,602,891	\$13,718,546
Men's		\$11,399,280	\$13,925,819	\$2,526,539
Women's		\$20,982,984	\$25,637,540	\$4,654,556
Children's		\$9,543,377	\$11,659,732	\$2,116,355
Footwear		\$13,526,640	\$16,523,763	\$2,997,123
Watches & Jewelry		\$5,186,999	\$6,335,307	\$1,148,308
Apparel Products and Services (1)		\$1,245,065	\$1,520,730	\$275,665
Computer				
Computers and Hardware for Home Use		\$7,078,742	\$8,650,847	\$1,572,105
Portable Memory		\$100,576	\$122,953	\$22,377
Computer Software		\$405,664	\$495,606	\$89,942
Computer Accessories		\$621,775	\$760,204	\$138,429
Entertainment & Recreation		\$105,072,865	\$128,532,417	\$23,459,552
Fees and Admissions		\$19,852,998	\$24,301,699	\$4,448,701
Membership Fees for Clubs (2)		\$7,006,201	\$8,573,704	\$1,567,503
Fees for Participant Sports, excl. Trips		\$3,250,951	\$3,982,321	\$731,370
Tickets to Theatre/Operas/Concerts		\$1,897,833	\$2,322,612	\$424,779
Tickets to Movies		\$683,951	\$836,351	\$152,400
Tickets to Parks or Museums		\$988,165	\$1,208,930	\$220,765
Admission to Sporting Events, excl. Trips		\$1,599,317	\$1,958,254	\$358,937
Fees for Recreational Lessons		\$4,406,377	\$5,394,897	\$988,520
Dating Services		\$20,204	\$24,630	\$4,426
TV/Video/Audio		\$35,095,022	\$42,890,232	\$7,795,210
Cable and Satellite Television Services		\$19,888,332	\$24,305,997	\$4,417,665
Televisions		\$3,944,321	\$4,820,850	\$876,529
Satellite Dishes		\$36,979	\$45,094	\$8,115
VCRs, Video Cameras, and DVD Players		\$138,282	\$168,946	\$30,664
Miscellaneous Video Equipment		\$1,000,009	\$1,217,706	\$217,697
Video Cassettes and DVDs		\$153,341	\$187,540	\$34,199
Video Game Hardware/Accessories		\$1,160,950	\$1,418,242	\$257,292
Video Game Software		\$482,920	\$589,815	\$106,895
Rental/Streaming/Downloaded Video		\$4,502,396	\$5,504,370	\$1,001,974
Installation of Televisions		\$32,979	\$40,435	\$7,456
Audio (3)		\$3,710,997	\$4,538,082	\$827,085
Rental and Repair of TV/Radio/Sound Equipment		\$43,516	\$53,155	\$9,639
Pets		\$26,427,206	\$32,320,882	\$5,893,676
Toys/Games/Crafts/Hobbies (4)		\$4,457,416	\$5,452,092	\$994,676
Recreational Vehicles and Fees (5)		\$4,811,724	\$5,898,837	\$1,087,113
Sports/Recreation/Exercise Equipment (6)		\$8,294,808	\$10,168,331	\$1,873,523
Photo Equipment and Supplies (7)		\$1,456,343	\$1,780,821	\$324,478
Reading (8)		\$3,659,260	\$4,474,989	\$815,729
Catered Affairs (9)		\$1,018,089	\$1,244,533	\$226,444
Food		\$297,983,487	\$364,070,601	\$66,087,114
Food at Home		\$191,997,822	\$234,570,870	\$42,573,048
Bakery and Cereal Products		\$24,188,926	\$29,556,089	\$5,367,163
Meats, Poultry, Fish, and Eggs		\$42,307,294	\$51,670,951	\$9,363,657
Dairy Products		\$18,177,943	\$22,215,598	\$4,037,655
Fruits and Vegetables		\$38,217,751	\$46,684,479	\$8,466,728
Snacks and Other Food at Home (10)		\$69,105,909	\$84,443,753	\$15,337,844
Food Away from Home		\$105,985,665	\$129,499,731	\$23,514,066
Alcoholic Beverages		\$16,528,090	\$20,199,536	\$3,671,446

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	\$1,079,672,134	\$1,321,727,619	\$242,055,485
Value of Retirement Plans	\$3,790,783,881	\$4,643,142,434	\$852,358,553
Value of Other Financial Assets	\$233,460,730	\$285,746,688	\$52,285,958
Vehicle Loan Amount excluding Interest	\$94,641,803	\$115,750,260	\$21,108,457
Value of Credit Card Debt	\$73,631,689	\$90,019,858	\$16,388,169
Health			
Nonprescription Drugs	\$4,733,303	\$5,790,205	\$1,056,902
Prescription Drugs	\$9,744,635	\$11,920,713	\$2,176,078
Eyeglasses and Contact Lenses	\$3,109,628	\$3,803,544	\$693,916
Home			
Mortgage Payment and Basics (11)	\$350,405,383	\$428,925,491	\$78,520,108
Maintenance and Remodeling Services	\$122,328,072	\$149,862,746	\$27,534,674
Maintenance and Remodeling Materials (12)	\$21,895,100	\$26,829,730	\$4,934,630
Utilities, Fuel, and Public Services	\$156,718,144	\$191,501,725	\$34,783,581
Household Furnishings and Equipment			
Household Textiles (13)	\$3,481,442	\$4,253,132	\$771,690
Furniture	\$24,852,355	\$30,394,678	\$5,542,323
Rugs	\$1,109,372	\$1,356,441	\$247,069
Major Appliances (14)	\$15,658,468	\$19,150,663	\$3,492,195
Housewares (15)	\$2,880,395	\$3,520,402	\$640,007
Small Appliances	\$2,254,518	\$2,752,040	\$497,522
Luggage	\$512,688	\$626,936	\$114,248
Telephones and Accessories	\$2,737,912	\$3,342,660	\$604,748
Household Operations			
Child Care	\$13,152,238	\$16,093,979	\$2,941,741
Lawn and Garden (16)	\$17,718,022	\$21,689,691	\$3,971,669
Moving/Storage/Freight Express	\$3,212,999	\$3,925,987	\$712,988
Housekeeping Supplies (17)	\$24,244,197	\$29,627,445	\$5,383,248
Insurance			
Owners and Renters Insurance	\$21,450,245	\$26,247,129	\$4,796,884
Vehicle Insurance	\$58,055,568	\$70,920,761	\$12,865,193
Life/Other Insurance	\$16,615,129	\$20,335,669	\$3,720,540
Health Insurance	\$129,085,358	\$157,859,316	\$28,773,958
Personal Care Products (18)	\$14,975,328	\$18,295,040	\$3,319,712
School Books (19)	\$1,047,148	\$1,279,436	232,288
Smoking Products	\$11,534,195	\$14,083,566	\$2,549,371
Transportation			
Payments on Vehicles excluding Leases	\$78,771,763	\$96,321,846	\$17,550,083
Gasoline and Motor Oil	\$91,010,245	\$111,186,657	\$20,176,412
Vehicle Maintenance and Repairs	\$39,224,288	\$47,956,329	\$8,732,041
Travel			
Airline Fares	\$16,881,392	\$20,648,714	\$3,767,322
Lodging on Trips	\$24,538,503	\$30,025,593	\$5,487,090
Auto/Truck Rental on Trips	\$2,837,918	\$3,472,250	\$634,332
Food and Drink on Trips	\$18,771,792	\$22,966,266	\$4,194,474

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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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