

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Urban Villages (7B)	45.2%	Population	108,805	111,420
Forging Opportunity (7D)	14.5%	Households	29,153	30,118
Family Extensions (13B)	9.4%	Families	23,107	23,838
Pleasantville (2B)	7.7%	Median Age	35.8	36.4
Up and Coming Families (7A)	4.7%	Median Household Income	\$95,949	\$109,064
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$73,645,955	\$88,533,454	\$14,887,499
Men's		\$13,182,351	\$15,851,444	\$2,669,093
Women's		\$25,126,713	\$30,200,628	\$5,073,915
Children's		\$10,808,648	\$12,992,877	\$2,184,229
Footwear		\$15,922,184	\$19,137,209	\$3,215,025
Watches & Jewelry		\$7,161,117	\$8,612,889	\$1,451,772
Apparel Products and Services (1)		\$1,444,941	\$1,738,406	\$293,465
<b>Computer</b>				
Computers and Hardware for Home Use		\$8,797,849	\$10,578,216	\$1,780,367
Portable Memory		\$120,613	\$145,166	\$24,553
Computer Software		\$495,261	\$595,782	\$100,521
Computer Accessories		\$791,636	\$951,824	\$160,188
<b>Entertainment &amp; Recreation</b>		\$122,615,701	\$147,353,817	\$24,738,116
Fees and Admissions		\$24,429,953	\$29,361,681	\$4,931,728
Membership Fees for Clubs (2)		\$8,193,939	\$9,851,137	\$1,657,198
Fees for Participant Sports, excl. Trips		\$3,794,117	\$4,559,490	\$765,373
Tickets to Theatre/Operas/Concerts		\$2,370,874	\$2,849,441	\$478,567
Tickets to Movies		\$848,668	\$1,020,295	\$171,627
Tickets to Parks or Museums		\$1,303,568	\$1,566,721	\$263,153
Admission to Sporting Events, excl. Trips		\$1,731,660	\$2,084,085	\$352,425
Fees for Recreational Lessons		\$6,164,487	\$7,403,213	\$1,238,726
Dating Services		\$22,642	\$27,300	\$4,658
TV/Video/Audio		\$38,831,968	\$46,670,458	\$7,838,490
Cable and Satellite Television Services		\$21,509,928	\$25,850,118	\$4,340,190
Televisions		\$4,443,152	\$5,342,554	\$899,402
Satellite Dishes		\$41,419	\$49,679	\$8,260
VCRs, Video Cameras, and DVD Players		\$192,775	\$231,551	\$38,776
Miscellaneous Video Equipment		\$748,780	\$893,823	\$145,043
Video Cassettes and DVDs		\$191,442	\$230,237	\$38,795
Video Game Hardware/Accessories		\$1,355,479	\$1,630,844	\$275,365
Video Game Software		\$521,447	\$628,436	\$106,989
Rental/Streaming/Downloaded Video		\$5,289,902	\$6,358,814	\$1,068,912
Installation of Televisions		\$37,160	\$44,667	\$7,507
Audio (3)		\$4,442,818	\$5,340,445	\$897,627
Rental and Repair of TV/Radio/Sound Equipment		\$57,664	\$69,291	\$11,627
Pets		\$31,705,006	\$38,086,303	\$6,381,297
Toys/Games/Crafts/Hobbies (4)		\$5,131,295	\$6,172,396	\$1,041,101
Recreational Vehicles and Fees (5)		\$5,728,668	\$6,881,385	\$1,152,717
Sports/Recreation/Exercise Equipment (6)		\$9,150,642	\$10,998,526	\$1,847,884
Photo Equipment and Supplies (7)		\$1,860,864	\$2,237,736	\$376,872
Reading (8)		\$4,588,911	\$5,515,417	\$926,506
Catered Affairs (9)		\$1,188,393	\$1,429,914	\$241,521
<b>Food</b>		\$352,767,298	\$424,024,443	\$71,257,145
Food at Home		\$225,952,154	\$271,635,781	\$45,683,627
Bakery and Cereal Products		\$28,481,728	\$34,244,577	\$5,762,849
Meats, Poultry, Fish, and Eggs		\$49,503,299	\$59,502,446	\$9,999,147
Dairy Products		\$21,301,032	\$25,609,775	\$4,308,743
Fruits and Vegetables		\$47,075,482	\$56,590,395	\$9,514,913
Snacks and Other Food at Home (10)		\$79,590,613	\$95,688,588	\$16,097,975
Food Away from Home		\$126,815,143	\$152,388,662	\$25,573,519
Alcoholic Beverages		\$20,903,121	\$25,124,385	\$4,221,264

**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	\$1,377,145,817	\$1,652,837,472	\$275,691,655
Value of Retirement Plans	\$4,490,943,472	\$5,392,399,459	\$901,455,987
Value of Other Financial Assets	\$297,303,680	\$356,874,557	\$59,570,877
Vehicle Loan Amount excluding Interest	\$101,137,050	\$121,485,395	\$20,348,345
Value of Credit Card Debt	\$88,644,906	\$106,547,825	\$17,902,919
<b>Health</b>			
Nonprescription Drugs	\$4,782,089	\$5,749,496	\$967,407
Prescription Drugs	\$9,297,333	\$11,183,603	\$1,886,270
Eyeglasses and Contact Lenses	\$3,540,787	\$4,256,747	\$715,960
<b>Home</b>			
Mortgage Payment and Basics (11)	\$447,267,322	\$536,483,088	\$89,215,766
Maintenance and Remodeling Services	\$148,066,605	\$177,579,770	\$29,513,165
Maintenance and Remodeling Materials (12)	\$23,640,250	\$28,367,310	\$4,727,060
Utilities, Fuel, and Public Services	\$174,237,730	\$209,341,737	\$35,104,007
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$4,062,261	\$4,882,540	\$820,279
Furniture	\$29,081,894	\$34,944,868	\$5,862,974
Rugs	\$1,447,045	\$1,738,503	\$291,458
Major Appliances (14)	\$17,865,559	\$21,451,165	\$3,585,606
Housewares (15)	\$3,465,616	\$4,164,174	\$698,558
Small Appliances	\$2,775,983	\$3,337,016	\$561,033
Luggage	\$650,348	\$781,509	\$131,161
Telephones and Accessories	\$2,703,322	\$3,252,074	\$548,752
<b>Household Operations</b>			
Child Care	\$17,449,032	\$20,967,205	\$3,518,173
Lawn and Garden (16)	\$20,072,484	\$24,094,721	\$4,022,237
Moving/Storage/Freight Express	\$4,098,821	\$4,928,162	\$829,341
Housekeeping Supplies (17)	\$27,288,246	\$32,799,595	\$5,511,349
<b>Insurance</b>			
Owners and Renters Insurance	\$22,934,543	\$27,524,480	\$4,589,937
Vehicle Insurance	\$64,348,734	\$77,323,868	\$12,975,134
Life/Other Insurance	\$18,489,846	\$22,214,451	\$3,724,605
Health Insurance	\$140,574,510	\$168,906,794	\$28,332,284
Personal Care Products (18)	\$17,893,291	\$21,507,668	\$3,614,377
School Books (19)	\$1,268,466	\$1,525,077	256,611
Smoking Products	\$10,932,663	\$13,164,840	\$2,232,177
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$85,058,287	\$102,208,744	\$17,150,457
Gasoline and Motor Oil	\$104,190,747	\$125,164,059	\$20,973,312
Vehicle Maintenance and Repairs	\$45,008,888	\$54,088,683	\$9,079,795
<b>Travel</b>			
Airline Fares	\$22,005,682	\$26,435,208	\$4,429,526
Lodging on Trips	\$30,222,626	\$36,303,285	\$6,080,659
Auto/Truck Rental on Trips	\$3,462,235	\$4,161,840	\$699,605
Food and Drink on Trips	\$22,869,147	\$27,481,155	\$4,612,008

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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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