

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Silver & Gold (9A)	34.1%	Population	39,277	40,624
Workday Drive (4A)	17.2%	Households	16,275	17,004
Urban Edge Families (7C)	16.0%	Families	10,845	11,310
Home Improvement (4B)	8.5%	Median Age	52.8	53.4
Exurbanites (1E)	8.0%	Median Household Income	\$100,093	\$112,210
		<b>2024</b>	<b>2029</b>	<b>Projected</b>
		<b>Consumer Spending</b>	<b>Forecasted Demand</b>	<b>Spending Growth</b>
<b>Apparel and Services</b>		\$47,572,476	\$56,738,744	\$9,166,268
Men's		\$8,835,685	\$10,541,549	\$1,705,864
Women's		\$16,603,255	\$19,807,086	\$3,203,831
Children's		\$6,499,270	\$7,752,327	\$1,253,057
Footwear		\$9,980,616	\$11,906,973	\$1,926,357
Watches & Jewelry		\$4,694,949	\$5,587,372	\$892,423
Apparel Products and Services (1)		\$958,702	\$1,143,437	\$184,735
<b>Computer</b>				
Computers and Hardware for Home Use		\$5,725,199	\$6,830,593	\$1,105,394
Portable Memory		\$87,449	\$104,368	\$16,919
Computer Software		\$328,893	\$392,322	\$63,429
Computer Accessories		\$529,272	\$631,460	\$102,188
<b>Entertainment &amp; Recreation</b>		\$87,744,929	\$104,673,098	\$16,928,169
Fees and Admissions		\$18,048,402	\$21,507,907	\$3,459,505
Membership Fees for Clubs (2)		\$6,391,214	\$7,617,676	\$1,226,462
Fees for Participant Sports, excl. Trips		\$3,073,395	\$3,666,020	\$592,625
Tickets to Theatre/Operas/Concerts		\$1,798,538	\$2,145,204	\$346,666
Tickets to Movies		\$543,169	\$647,965	\$104,796
Tickets to Parks or Museums		\$817,656	\$974,632	\$156,976
Admission to Sporting Events, excl. Trips		\$1,419,487	\$1,690,520	\$271,033
Fees for Recreational Lessons		\$3,988,871	\$4,746,695	\$757,824
Dating Services		\$16,072	\$19,195	\$3,123
TV/Video/Audio		\$27,411,689	\$32,714,914	\$5,303,225
Cable and Satellite Television Services		\$16,096,514	\$19,213,791	\$3,117,277
Televisions		\$3,103,408	\$3,703,911	\$600,503
Satellite Dishes		\$21,331	\$25,427	\$4,096
VCRs, Video Cameras, and DVD Players		\$107,677	\$128,310	\$20,633
Miscellaneous Video Equipment		\$301,419	\$359,054	\$57,635
Video Cassettes and DVDs		\$129,400	\$154,474	\$25,074
Video Game Hardware/Accessories		\$828,192	\$988,317	\$160,125
Video Game Software		\$351,073	\$419,142	\$68,069
Rental/Streaming/Downloaded Video		\$3,395,280	\$4,051,040	\$655,760
Installation of Televisions		\$39,844	\$47,516	\$7,672
Audio (3)		\$2,999,225	\$3,578,251	\$579,026
Rental and Repair of TV/Radio/Sound Equipment		\$38,326	\$45,681	\$7,355
Pets		\$22,221,681	\$26,514,983	\$4,293,302
Toys/Games/Crafts/Hobbies (4)		\$3,616,258	\$4,313,846	\$697,588
Recreational Vehicles and Fees (5)		\$4,366,420	\$5,206,061	\$839,641
Sports/Recreation/Exercise Equipment (6)		\$6,755,714	\$8,066,224	\$1,310,510
Photo Equipment and Supplies (7)		\$1,275,162	\$1,519,471	\$244,309
Reading (8)		\$3,284,961	\$3,918,036	\$633,075
Catered Affairs (9)		\$764,640	\$911,655	\$147,015
<b>Food</b>		\$234,079,242	\$279,274,711	\$45,195,469
Food at Home		\$151,994,596	\$181,359,509	\$29,364,913
Bakery and Cereal Products		\$19,511,946	\$23,278,826	\$3,766,880
Meats, Poultry, Fish, and Eggs		\$32,624,461	\$38,935,796	\$6,311,335
Dairy Products		\$14,676,940	\$17,513,953	\$2,837,013
Fruits and Vegetables		\$30,723,263	\$36,646,456	\$5,923,193
Snacks and Other Food at Home (10)		\$54,457,986	\$64,984,478	\$10,526,492
Food Away from Home		\$82,084,646	\$97,915,202	\$15,830,556
Alcoholic Beverages		\$14,254,900	\$17,002,618	\$2,747,718

**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	\$1,111,120,129	\$1,324,314,381	\$213,194,252
Value of Retirement Plans	\$3,749,247,482	\$4,471,525,619	\$722,278,137
Value of Other Financial Assets	\$214,709,585	\$255,959,248	\$41,249,663
Vehicle Loan Amount excluding Interest	\$68,605,639	\$81,917,910	\$13,312,271
Value of Credit Card Debt	\$60,844,650	\$72,568,943	\$11,724,293
<b>Health</b>			
Nonprescription Drugs	\$3,796,350	\$4,536,714	\$740,364
Prescription Drugs	\$7,951,063	\$9,493,805	\$1,542,742
Eyeglasses and Contact Lenses	\$2,630,412	\$3,137,914	\$507,502
<b>Home</b>			
Mortgage Payment and Basics (11)	\$307,819,946	\$366,793,390	\$58,973,444
Maintenance and Remodeling Services	\$110,135,823	\$131,327,266	\$21,191,443
Maintenance and Remodeling Materials (12)	\$17,966,212	\$21,425,400	\$3,459,188
Utilities, Fuel, and Public Services	\$120,463,925	\$143,757,001	\$23,293,076
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,687,641	\$3,206,286	\$518,645
Furniture	\$20,330,754	\$24,251,302	\$3,920,548
Rugs	\$1,021,934	\$1,217,602	\$195,668
Major Appliances (14)	\$12,536,947	\$14,959,342	\$2,422,395
Housewares (15)	\$2,344,318	\$2,797,370	\$453,052
Small Appliances	\$1,642,103	\$1,958,896	\$316,793
Luggage	\$454,083	\$541,809	\$87,726
Telephones and Accessories	\$2,120,613	\$2,535,910	\$415,297
<b>Household Operations</b>			
Child Care	\$11,132,488	\$13,253,954	\$2,121,466
Lawn and Garden (16)	\$15,438,491	\$18,417,837	\$2,979,346
Moving/Storage/Freight Express	\$2,701,255	\$3,222,648	\$521,393
Housekeeping Supplies (17)	\$19,257,854	\$22,991,112	\$3,733,258
<b>Insurance</b>			
Owners and Renters Insurance	\$17,203,283	\$20,523,179	\$3,319,896
Vehicle Insurance	\$42,800,822	\$51,095,187	\$8,294,365
Life/Other Insurance	\$14,543,283	\$17,345,451	\$2,802,168
Health Insurance	\$105,856,028	\$126,350,092	\$20,494,064
Personal Care Products (18)	\$11,749,705	\$14,019,305	\$2,269,600
School Books (19)	\$845,331	\$1,008,791	163,460
Smoking Products	\$8,058,687	\$9,632,515	\$1,573,828
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$58,529,451	\$69,869,323	\$11,339,872
Gasoline and Motor Oil	\$66,450,674	\$79,331,614	\$12,880,940
Vehicle Maintenance and Repairs	\$30,965,855	\$36,963,720	\$5,997,865
<b>Travel</b>			
Airline Fares	\$14,742,131	\$17,579,547	\$2,837,416
Lodging on Trips	\$21,790,253	\$25,988,928	\$4,198,675
Auto/Truck Rental on Trips	\$2,461,753	\$2,935,637	\$473,884
Food and Drink on Trips	\$16,287,481	\$19,430,252	\$3,142,771

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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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