

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	36.5%	Population	72,218	75,264
Workday Drive (4A)	17.4%	Households	21,198	22,201
Front Porches (8E)	15.0%	Families	16,694	17,447
Urban Edge Families (7C)	11.8%	Median Age	34.8	35.4
Metro Fusion (11C)	6.7%	Median Household Income	\$94,989	\$107,307
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$52,715,201	\$63,689,668	\$10,974,467
Men's		\$9,500,632	\$11,473,840	\$1,973,208
Women's		\$17,614,016	\$21,299,134	\$3,685,118
Children's		\$7,956,088	\$9,589,970	\$1,633,882
Footwear		\$11,322,226	\$13,676,308	\$2,354,082
Watches & Jewelry		\$5,261,868	\$6,370,299	\$1,108,431
Apparel Products and Services (1)		\$1,060,372	\$1,280,118	\$219,746
<b>Computer</b>				
Computers and Hardware for Home Use		\$6,352,836	\$7,680,516	\$1,327,680
Portable Memory		\$88,335	\$106,849	\$18,514
Computer Software		\$358,953	\$434,221	\$75,268
Computer Accessories		\$562,653	\$681,204	\$118,551
<b>Entertainment &amp; Recreation</b>		\$88,271,539	\$106,702,739	\$18,431,200
Fees and Admissions		\$18,071,878	\$21,843,450	\$3,771,572
Membership Fees for Clubs (2)		\$6,069,184	\$7,332,524	\$1,263,340
Fees for Participant Sports, excl. Trips		\$2,825,304	\$3,413,798	\$588,494
Tickets to Theatre/Operas/Concerts		\$1,709,101	\$2,068,480	\$359,379
Tickets to Movies		\$619,283	\$748,124	\$128,841
Tickets to Parks or Museums		\$970,280	\$1,172,500	\$202,220
Admission to Sporting Events, excl. Trips		\$1,356,860	\$1,634,723	\$277,863
Fees for Recreational Lessons		\$4,504,925	\$5,452,833	\$947,908
Dating Services		\$16,941	\$20,469	\$3,528
TV/Video/Audio		\$27,339,951	\$33,038,431	\$5,698,480
Cable and Satellite Television Services		\$14,871,254	\$17,985,505	\$3,114,251
Televisions		\$3,224,578	\$3,892,984	\$668,406
Satellite Dishes		\$25,690	\$31,096	\$5,406
VCRs, Video Cameras, and DVD Players		\$133,006	\$161,157	\$28,151
Miscellaneous Video Equipment		\$442,478	\$529,495	\$87,017
Video Cassettes and DVDs		\$133,958	\$162,230	\$28,272
Video Game Hardware/Accessories		\$994,897	\$1,200,200	\$205,303
Video Game Software		\$394,981	\$476,046	\$81,065
Rental/Streaming/Downloaded Video		\$3,834,715	\$4,630,256	\$795,541
Installation of Televisions		\$28,057	\$33,939	\$5,882
Audio (3)		\$3,216,536	\$3,887,284	\$670,748
Rental and Repair of TV/Radio/Sound Equipment		\$39,802	\$48,241	\$8,439
Pets		\$22,360,395	\$27,057,844	\$4,697,449
Toys/Games/Crafts/Hobbies (4)		\$3,801,637	\$4,591,162	\$789,525
Recreational Vehicles and Fees (5)		\$4,215,318	\$5,096,672	\$881,354
Sports/Recreation/Exercise Equipment (6)		\$6,971,514	\$8,406,460	\$1,434,946
Photo Equipment and Supplies (7)		\$1,373,109	\$1,660,958	\$287,849
Reading (8)		\$3,231,804	\$3,914,720	\$682,916
Catered Affairs (9)		\$905,933	\$1,093,042	\$187,109
<b>Food</b>		\$250,264,372	\$302,554,182	\$52,289,810
Food at Home		\$160,062,308	\$193,526,712	\$33,464,404
Bakery and Cereal Products		\$20,276,856	\$24,516,523	\$4,239,667
Meats, Poultry, Fish, and Eggs		\$34,714,291	\$41,971,879	\$7,257,588
Dairy Products		\$15,155,511	\$18,325,297	\$3,169,786
Fruits and Vegetables		\$33,243,849	\$40,218,786	\$6,974,937
Snacks and Other Food at Home (10)		\$56,671,800	\$68,494,227	\$11,822,427
Food Away from Home		\$90,202,065	\$109,027,471	\$18,825,406
Alcoholic Beverages		\$14,709,207	\$17,806,798	\$3,097,591

**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	\$940,649,108	\$1,141,334,183	\$200,685,075
Value of Retirement Plans	\$3,195,725,916	\$3,868,604,278	\$672,878,362
Value of Other Financial Assets	\$204,511,560	\$247,737,157	\$43,225,597
Vehicle Loan Amount excluding Interest	\$73,500,627	\$88,631,392	\$15,130,765
Value of Credit Card Debt	\$63,767,512	\$77,097,425	\$13,329,913
<b>Health</b>			
Nonprescription Drugs	\$3,459,632	\$4,174,410	\$714,778
Prescription Drugs	\$6,673,155	\$8,048,947	\$1,375,792
Eyeglasses and Contact Lenses	\$2,542,202	\$3,073,799	\$531,597
<b>Home</b>			
Mortgage Payment and Basics (11)	\$309,042,991	\$374,190,711	\$65,147,720
Maintenance and Remodeling Services	\$102,177,394	\$123,706,531	\$21,529,137
Maintenance and Remodeling Materials (12)	\$17,027,937	\$20,555,347	\$3,527,410
Utilities, Fuel, and Public Services	\$121,840,443	\$147,244,673	\$25,404,230
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,868,817	\$3,467,817	\$599,000
Furniture	\$20,937,246	\$25,296,997	\$4,359,751
Rugs	\$1,026,696	\$1,243,552	\$216,856
Major Appliances (14)	\$12,499,706	\$15,111,075	\$2,611,369
Housewares (15)	\$2,428,404	\$2,938,068	\$509,664
Small Appliances	\$1,940,423	\$2,346,936	\$406,513
Luggage	\$463,255	\$560,513	\$97,258
Telephones and Accessories	\$1,957,161	\$2,361,752	\$404,591
<b>Household Operations</b>			
Child Care	\$13,147,650	\$15,886,212	\$2,738,562
Lawn and Garden (16)	\$14,056,192	\$17,002,783	\$2,946,591
Moving/Storage/Freight Express	\$2,868,885	\$3,474,623	\$605,738
Housekeeping Supplies (17)	\$19,230,028	\$23,243,878	\$4,013,850
<b>Insurance</b>			
Owners and Renters Insurance	\$16,062,479	\$19,401,523	\$3,339,044
Vehicle Insurance	\$45,292,835	\$54,707,772	\$9,414,937
Life/Other Insurance	\$13,401,014	\$16,192,561	\$2,791,547
Health Insurance	\$98,758,824	\$119,373,017	\$20,614,193
Personal Care Products (18)	\$12,648,705	\$15,293,666	\$2,644,961
School Books (19)	\$906,403	\$1,095,311	188,908
Smoking Products	\$7,715,454	\$9,305,392	\$1,589,938
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$61,689,634	\$74,420,133	\$12,730,499
Gasoline and Motor Oil	\$72,915,010	\$88,111,310	\$15,196,300
Vehicle Maintenance and Repairs	\$31,753,848	\$38,378,531	\$6,624,683
<b>Travel</b>			
Airline Fares	\$15,640,235	\$18,933,838	\$3,293,603
Lodging on Trips	\$21,619,202	\$26,159,151	\$4,539,949
Auto/Truck Rental on Trips	\$2,518,410	\$3,044,157	\$525,747
Food and Drink on Trips	\$16,433,129	\$19,876,571	\$3,443,442

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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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