

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	38.5%	Population	116,246	121,180
The Elders (9C)	18.9%	Households	38,879	40,608
Retirement Communities (9E)	6.8%	Families	28,543	29,896
Boomburbs (1C)	6.6%	Median Age	39.9	40.7
Home Improvement (4B)	4.5%	Median Household Income	\$96,230	\$108,969
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$93,026,463	\$113,405,686	\$20,379,223
Men's		\$17,055,834	\$20,789,591	\$3,733,757
Women's		\$31,758,898	\$38,673,450	\$6,914,552
Children's		\$14,242,071	\$17,421,512	\$3,179,441
Footwear		\$19,924,297	\$24,296,675	\$4,372,378
Watches & Jewelry		\$8,201,255	\$9,978,345	\$1,777,090
Apparel Products and Services (1)		\$1,844,107	\$2,246,114	\$402,007
Computer				
Computers and Hardware for Home Use		\$10,958,950	\$13,349,231	\$2,390,281
Portable Memory		\$156,880	\$190,740	\$33,860
Computer Software		\$600,580	\$730,767	\$130,187
Computer Accessories		\$978,904	\$1,190,325	\$211,421
Entertainment & Recreation		\$168,094,894	\$204,816,556	\$36,721,662
Fees and Admissions		\$34,297,591	\$41,827,840	\$7,530,249
Membership Fees for Clubs (2)		\$11,900,040	\$14,501,399	\$2,601,359
Fees for Participant Sports, excl. Trips		\$5,845,162	\$7,123,910	\$1,278,748
Tickets to Theatre/Operas/Concerts		\$3,210,931	\$3,908,906	\$697,975
Tickets to Movies		\$1,106,596	\$1,349,965	\$243,369
Tickets to Parks or Museums		\$1,674,243	\$2,043,549	\$369,306
Admission to Sporting Events, excl. Trips		\$2,793,023	\$3,412,639	\$619,616
Fees for Recreational Lessons		\$7,739,378	\$9,453,201	\$1,713,823
Dating Services		\$28,217	\$34,272	\$6,055
TV/Video/Audio		\$52,657,544	\$64,105,512	\$11,447,968
Cable and Satellite Television Services		\$29,712,839	\$36,118,555	\$6,405,716
Televisions		\$6,102,096	\$7,436,100	\$1,334,004
Satellite Dishes		\$43,008	\$52,349	\$9,341
VCRs, Video Cameras, and DVD Players		\$215,184	\$261,790	\$46,606
Miscellaneous Video Equipment		\$920,266	\$1,131,844	\$211,578
Video Cassettes and DVDs		\$242,216	\$294,700	\$52,484
Video Game Hardware/Accessories		\$1,755,908	\$2,143,792	\$387,884
Video Game Software		\$716,182	\$874,281	\$158,099
Rental/Streaming/Downloaded Video		\$6,982,999	\$8,519,300	\$1,536,301
Installation of Televisions		\$64,402	\$78,404	\$14,002
Audio (3)		\$5,834,833	\$7,112,317	\$1,277,484
Rental and Repair of TV/Radio/Sound Equipment		\$67,610	\$82,080	\$14,470
Pets		\$41,448,228	\$50,460,596	\$9,012,368
Toys/Games/Crafts/Hobbies (4)		\$7,072,726	\$8,623,547	\$1,550,821
Recreational Vehicles and Fees (5)		\$8,431,457	\$10,285,391	\$1,853,934
Sports/Recreation/Exercise Equipment (6)		\$14,477,333	\$17,697,771	\$3,220,438
Photo Equipment and Supplies (7)		\$2,343,320	\$2,855,339	\$512,019
Reading (8)		\$5,818,910	\$7,070,953	\$1,252,043
Catered Affairs (9)		\$1,547,783	\$1,889,607	\$341,824
Food		\$447,650,472	\$545,172,908	\$97,522,436
Food at Home		\$287,716,531	\$350,256,953	\$62,540,422
Bakery and Cereal Products		\$36,723,903	\$44,707,037	\$7,983,134
Meats, Poultry, Fish, and Eggs		\$61,787,299	\$75,203,661	\$13,416,362
Dairy Products		\$27,569,004	\$33,555,907	\$5,986,903
Fruits and Vegetables		\$57,361,155	\$69,804,591	\$12,443,436
Snacks and Other Food at Home (10)		\$104,275,169	\$126,985,756	\$22,710,587
Food Away from Home		\$159,933,942	\$194,915,956	\$34,982,014
Alcoholic Beverages		\$25,832,416	\$31,419,518	\$5,587,102

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	\$1,846,120,303	\$2,242,711,626	\$396,591,323
Value of Retirement Plans	\$6,565,533,259	\$7,992,548,148	\$1,427,014,889
Value of Other Financial Assets	\$402,802,101	\$489,839,957	\$87,037,856
Vehicle Loan Amount excluding Interest	\$145,859,617	\$178,143,978	\$32,284,361
Value of Credit Card Debt	\$115,148,638	\$140,299,445	\$25,150,807
Health			
Nonprescription Drugs	\$7,432,292	\$9,050,689	\$1,618,397
Prescription Drugs	\$15,253,893	\$18,568,995	\$3,315,102
Eyeglasses and Contact Lenses	\$4,854,774	\$5,910,907	\$1,056,133
Home			
Mortgage Payment and Basics (11)	\$591,671,746	\$721,360,636	\$129,688,890
Maintenance and Remodeling Services	\$208,879,108	\$254,542,014	\$45,662,906
Maintenance and Remodeling Materials (12)	\$37,014,069	\$45,211,275	\$8,197,206
Utilities, Fuel, and Public Services	\$232,748,786	\$283,460,343	\$50,711,557
Household Furnishings and Equipment			
Household Textiles (13)	\$5,154,983	\$6,279,957	\$1,124,974
Furniture	\$40,131,357	\$48,920,181	\$8,788,824
Rugs	\$1,812,194	\$2,205,566	\$393,372
Major Appliances (14)	\$24,235,276	\$29,535,724	\$5,300,448
Housewares (15)	\$4,444,184	\$5,408,918	\$964,734
Small Appliances	\$3,164,835	\$3,851,707	\$686,872
Luggage	\$835,205	\$1,017,144	\$181,939
Telephones and Accessories	\$3,917,292	\$4,762,554	\$845,262
Household Operations			
Child Care	\$22,753,250	\$27,816,065	\$5,062,815
Lawn and Garden (16)	\$29,064,516	\$35,398,538	\$6,334,022
Moving/Storage/Freight Express	\$4,751,007	\$5,777,557	\$1,026,550
Housekeeping Supplies (17)	\$36,587,635	\$44,526,429	\$7,938,794
Insurance			
Owners and Renters Insurance	\$34,252,064	\$41,760,719	\$7,508,655
Vehicle Insurance	\$84,952,859	\$103,490,716	\$18,537,857
Life/Other Insurance	\$27,489,749	\$33,498,507	\$6,008,758
Health Insurance	\$200,583,726	\$244,130,910	\$43,547,184
Personal Care Products (18)	\$22,440,452	\$27,317,765	\$4,877,313
School Books (19)	\$1,603,356	\$1,954,591	351,235
Smoking Products	\$15,756,350	\$19,183,563	\$3,427,213
Transportation			
Payments on Vehicles excluding Leases	\$120,698,197	\$147,318,324	\$26,620,127
Gasoline and Motor Oil	\$132,618,144	\$161,596,354	\$28,978,210
Vehicle Maintenance and Repairs	\$60,215,446	\$73,344,674	\$13,129,228
Travel			
Airline Fares	\$27,535,518	\$33,533,534	\$5,998,016
Lodging on Trips	\$40,547,623	\$49,388,599	\$8,840,976
Auto/Truck Rental on Trips	\$4,711,749	\$5,744,202	\$1,032,453
Food and Drink on Trips	\$30,619,497	\$37,298,095	\$6,678,598

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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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