

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Urban Edge Families (7C)	24.6%	Population	213,060	220,107
Up and Coming Families (7A)	20.2%	Households	57,473	59,762
Urban Villages (7B)	18.7%	Families	47,179	49,043
Home Improvement (4B)	12.3%	Median Age	33.5	34.4
Forging Opportunity (7D)	4.8%	Median Household Income	\$85,662	\$100,667
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$127,856,927	\$154,802,725	\$26,945,798
Men's		\$22,812,458	\$27,615,350	\$4,802,892
Women's		\$43,466,320	\$52,646,767	\$9,180,447
Children's		\$18,873,234	\$22,848,407	\$3,975,173
Footwear		\$27,591,637	\$33,404,838	\$5,813,201
Watches & Jewelry		\$12,603,308	\$15,251,188	\$2,647,880
Apparel Products and Services (1)		\$2,509,970	\$3,036,174	\$526,204
Computer				
Computers and Hardware for Home Use		\$15,418,044	\$18,668,074	\$3,250,030
Portable Memory		\$214,071	\$258,951	\$44,880
Computer Software		\$872,918	\$1,056,175	\$183,257
Computer Accessories		\$1,382,913	\$1,674,814	\$291,901
Entertainment & Recreation		\$211,362,473	\$256,122,464	\$44,759,991
Fees and Admissions		\$42,204,230	\$51,155,267	\$8,951,037
Membership Fees for Clubs (2)		\$14,144,962	\$17,140,234	\$2,995,272
Fees for Participant Sports, excl. Trips		\$6,559,419	\$7,955,373	\$1,395,954
Tickets to Theatre/Operas/Concerts		\$4,103,154	\$4,973,006	\$869,852
Tickets to Movies		\$1,472,816	\$1,783,935	\$311,119
Tickets to Parks or Museums		\$2,279,899	\$2,762,666	\$482,767
Admission to Sporting Events, excl. Trips		\$3,007,926	\$3,643,066	\$635,140
Fees for Recreational Lessons		\$10,595,260	\$12,847,729	\$2,252,469
Dating Services		\$40,794	\$49,258	\$8,464
TV/Video/Audio		\$66,793,664	\$80,905,927	\$14,112,263
Cable and Satellite Television Services		\$36,844,223	\$44,636,763	\$7,792,540
Televisions		\$7,755,881	\$9,391,850	\$1,635,969
Satellite Dishes		\$67,746	\$82,044	\$14,298
VCRs, Video Cameras, and DVD Players		\$333,715	\$404,385	\$70,670
Miscellaneous Video Equipment		\$1,056,035	\$1,280,421	\$224,386
Video Cassettes and DVDs		\$330,164	\$399,967	\$69,803
Video Game Hardware/Accessories		\$2,407,126	\$2,912,490	\$505,364
Video Game Software		\$933,778	\$1,128,418	\$194,640
Rental/Streaming/Downloaded Video		\$9,184,510	\$11,123,963	\$1,939,453
Installation of Televisions		\$65,086	\$78,969	\$13,883
Audio (3)		\$7,716,875	\$9,347,286	\$1,630,411
Rental and Repair of TV/Radio/Sound Equipment		\$98,525	\$119,368	\$20,843
Pets		\$54,560,941	\$66,125,681	\$11,564,740
Toys/Games/Crafts/Hobbies (4)		\$9,009,996	\$10,907,839	\$1,897,843
Recreational Vehicles and Fees (5)		\$9,828,060	\$11,921,874	\$2,093,814
Sports/Recreation/Exercise Equipment (6)		\$15,681,498	\$19,019,358	\$3,337,860
Photo Equipment and Supplies (7)		\$3,266,160	\$3,954,367	\$688,207
Reading (8)		\$7,953,443	\$9,634,585	\$1,681,142
Catered Affairs (9)		\$2,064,480	\$2,497,565	\$433,085
Food		\$610,663,471	\$739,489,012	\$128,825,541
Food at Home		\$391,863,327	\$474,483,021	\$82,619,694
Bakery and Cereal Products		\$49,467,379	\$59,896,995	\$10,429,616
Meats, Poultry, Fish, and Eggs		\$85,822,176	\$103,908,527	\$18,086,351
Dairy Products		\$36,958,504	\$44,751,905	\$7,793,401
Fruits and Vegetables		\$81,766,502	\$99,001,803	\$17,235,301
Snacks and Other Food at Home (10)		\$137,848,765	\$166,923,790	\$29,075,025
Food Away from Home		\$218,800,144	\$265,005,991	\$46,205,847
Alcoholic Beverages		\$36,343,520	\$44,025,518	\$7,681,998

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	\$2,350,156,869	\$2,851,858,029	\$501,701,160
Value of Retirement Plans	\$7,675,651,069	\$9,313,415,657	\$1,637,764,588
Value of Other Financial Assets	\$502,431,186	\$609,814,098	\$107,382,912
Vehicle Loan Amount excluding Interest	\$174,346,749	\$211,332,611	\$36,985,862
Value of Credit Card Debt	\$154,202,728	\$186,787,019	\$32,584,291
Health			
Nonprescription Drugs	\$8,209,968	\$9,948,648	\$1,738,680
Prescription Drugs	\$15,812,181	\$19,156,759	\$3,344,578
Eyeglasses and Contact Lenses	\$6,116,440	\$7,407,971	\$1,291,531
Home			
Mortgage Payment and Basics (11)	\$758,654,127	\$921,014,638	\$162,360,511
Maintenance and Remodeling Services	\$249,607,735	\$303,157,364	\$53,549,629
Maintenance and Remodeling Materials (12)	\$39,585,857	\$48,061,075	\$8,475,218
Utilities, Fuel, and Public Services	\$299,858,134	\$363,249,829	\$63,391,695
Household Furnishings and Equipment			
Household Textiles (13)	\$7,006,099	\$8,483,561	\$1,477,462
Furniture	\$50,318,023	\$60,981,405	\$10,663,382
Rugs	\$2,499,744	\$3,029,218	\$529,474
Major Appliances (14)	\$30,472,161	\$36,944,550	\$6,472,389
Housewares (15)	\$5,968,449	\$7,231,675	\$1,263,226
Small Appliances	\$4,812,656	\$5,823,752	\$1,011,096
Luggage	\$1,139,285	\$1,380,843	\$241,558
Telephones and Accessories	\$4,602,641	\$5,568,374	\$965,733
Household Operations			
Child Care	\$30,561,377	\$37,037,356	\$6,475,979
Lawn and Garden (16)	\$34,145,781	\$41,433,376	\$7,287,595
Moving/Storage/Freight Express	\$7,141,733	\$8,645,140	\$1,503,407
Housekeeping Supplies (17)	\$47,046,906	\$56,982,270	\$9,935,364
Insurance			
Owners and Renters Insurance	\$38,632,931	\$46,882,624	\$8,249,693
Vehicle Insurance	\$111,123,806	\$134,584,697	\$23,460,891
Life/Other Insurance	\$31,691,346	\$38,422,011	\$6,730,665
Health Insurance	\$240,605,106	\$291,624,354	\$51,019,248
Personal Care Products (18)	\$30,976,742	\$37,508,429	\$6,531,687
School Books (19)	\$2,214,683	\$2,681,426	466,743
Smoking Products	\$18,984,893	\$22,958,224	\$3,973,331
Transportation			
Payments on Vehicles excluding Leases	\$146,908,533	\$177,992,060	\$31,083,527
Gasoline and Motor Oil	\$180,010,544	\$218,039,406	\$38,028,862
Vehicle Maintenance and Repairs	\$77,644,646	\$94,069,066	\$16,424,420
Travel			
Airline Fares	\$37,976,795	\$46,031,565	\$8,054,770
Lodging on Trips	\$52,171,294	\$63,253,383	\$11,082,089
Auto/Truck Rental on Trips	\$6,004,755	\$7,276,652	\$1,271,897
Food and Drink on Trips	\$39,639,463	\$48,042,221	\$8,402,758

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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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