

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Boomburbs (1C)	25.9%	Population	111,757	114,629
Up and Coming Families (7A)	16.8%	Households	36,111	37,331
Workday Drive (4A)	13.7%	Families	27,875	28,759
The Elders (9C)	8.0%	Median Age	37.5	38.4
Pleasantville (2B)	6.2%	Median Household Income	\$109,943	\$122,118
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$105,797,022	\$125,546,744	\$19,749,722
Men's		\$19,361,554	\$22,979,973	\$3,618,419
Women's		\$35,341,959	\$41,925,402	\$6,583,443
Children's		\$16,410,599	\$19,478,680	\$3,068,081
Footwear		\$22,436,684	\$26,632,222	\$4,195,538
Watches & Jewelry		\$10,112,069	\$11,998,129	\$1,886,060
Apparel Products and Services (1)		\$2,134,158	\$2,532,338	\$398,180
Computer				
Computers and Hardware for Home Use		\$12,363,385	\$14,675,936	\$2,312,551
Portable Memory		\$173,581	\$206,236	\$32,655
Computer Software		\$678,301	\$806,031	\$127,730
Computer Accessories		\$1,075,771	\$1,276,880	\$201,109
Entertainment & Recreation		\$184,851,495	\$219,122,809	\$34,271,314
Fees and Admissions		\$39,384,199	\$46,657,093	\$7,272,894
Membership Fees for Clubs (2)		\$13,781,968	\$16,324,195	\$2,542,227
Fees for Participant Sports, excl. Trips		\$6,459,072	\$7,647,834	\$1,188,762
Tickets to Theatre/Operas/Concerts		\$3,595,073	\$4,260,992	\$665,919
Tickets to Movies		\$1,212,983	\$1,439,596	\$226,613
Tickets to Parks or Museums		\$1,871,508	\$2,219,522	\$348,014
Admission to Sporting Events, excl. Trips		\$3,334,627	\$3,948,959	\$614,332
Fees for Recreational Lessons		\$9,096,800	\$10,777,655	\$1,680,855
Dating Services		\$32,168	\$38,341	\$6,173
TV/Video/Audio		\$56,795,100	\$67,361,492	\$10,566,392
Cable and Satellite Television Services		\$31,362,199	\$37,185,117	\$5,822,918
Televisions		\$6,665,372	\$7,908,564	\$1,243,192
Satellite Dishes		\$47,938	\$56,823	\$8,885
VCRs, Video Cameras, and DVD Players		\$237,172	\$281,313	\$44,141
Miscellaneous Video Equipment		\$1,026,604	\$1,216,145	\$189,541
Video Cassettes and DVDs		\$262,042	\$311,123	\$49,081
Video Game Hardware/Accessories		\$1,979,545	\$2,351,476	\$371,931
Video Game Software		\$819,367	\$974,792	\$155,425
Rental/Streaming/Downloaded Video		\$7,745,929	\$9,190,164	\$1,444,235
Installation of Televisions		\$74,810	\$88,548	\$13,738
Audio (3)		\$6,496,009	\$7,704,915	\$1,208,906
Rental and Repair of TV/Radio/Sound Equipment		\$78,114	\$92,512	\$14,398
Pets		\$45,330,200	\$53,733,172	\$8,402,972
Toys/Games/Crafts/Hobbies (4)		\$7,773,702	\$9,226,409	\$1,452,707
Recreational Vehicles and Fees (5)		\$9,290,282	\$10,996,667	\$1,706,385
Sports/Recreation/Exercise Equipment (6)		\$15,434,176	\$18,281,098	\$2,846,922
Photo Equipment and Supplies (7)		\$2,705,732	\$3,211,296	\$505,564
Reading (8)		\$6,387,084	\$7,575,069	\$1,187,985
Catered Affairs (9)		\$1,751,018	\$2,080,511	\$329,493
Food		\$499,175,686	\$592,291,339	\$93,115,653
Food at Home		\$318,995,860	\$378,558,343	\$59,562,483
Bakery and Cereal Products		\$40,787,350	\$48,401,912	\$7,614,562
Meats, Poultry, Fish, and Eggs		\$68,337,481	\$81,114,341	\$12,776,860
Dairy Products		\$30,367,257	\$36,034,660	\$5,667,403
Fruits and Vegetables		\$64,174,244	\$76,169,264	\$11,995,020
Snacks and Other Food at Home (10)		\$115,329,527	\$136,838,166	\$21,508,639
Food Away from Home		\$180,179,826	\$213,732,996	\$33,553,170
Alcoholic Beverages		\$29,366,529	\$34,832,804	\$5,466,275

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	\$2,085,985,444	\$2,467,184,078	\$381,198,634
Value of Retirement Plans	\$7,345,130,934	\$8,689,866,820	\$1,344,735,886
Value of Other Financial Assets	\$440,512,489	\$521,031,037	\$80,518,548
Vehicle Loan Amount excluding Interest	\$158,779,184	\$188,237,582	\$29,458,398
Value of Credit Card Debt	\$128,744,690	\$152,741,090	\$23,996,400
Health			
Nonprescription Drugs	\$7,763,258	\$9,200,992	\$1,437,734
Prescription Drugs	\$16,039,734	\$19,004,251	\$2,964,517
Eyeglasses and Contact Lenses	\$5,326,506	\$6,316,486	\$989,980
Home			
Mortgage Payment and Basics (11)	\$656,390,776	\$776,704,384	\$120,313,608
Maintenance and Remodeling Services	\$225,355,964	\$266,527,036	\$41,171,072
Maintenance and Remodeling Materials (12)	\$39,507,131	\$46,734,336	\$7,227,205
Utilities, Fuel, and Public Services	\$251,725,757	\$298,548,318	\$46,822,561
Household Furnishings and Equipment			
Household Textiles (13)	\$5,757,024	\$6,832,334	\$1,075,310
Furniture	\$44,451,850	\$52,688,212	\$8,236,362
Rugs	\$2,091,651	\$2,478,845	\$387,194
Major Appliances (14)	\$26,156,397	\$30,991,794	\$4,835,397
Housewares (15)	\$4,861,964	\$5,766,092	\$904,128
Small Appliances	\$3,519,568	\$4,181,440	\$661,872
Luggage	\$941,518	\$1,116,626	\$175,108
Telephones and Accessories	\$4,192,904	\$4,975,295	\$782,391
Household Operations			
Child Care	\$26,931,367	\$31,930,895	\$4,999,528
Lawn and Garden (16)	\$31,369,667	\$37,125,053	\$5,755,386
Moving/Storage/Freight Express	\$5,420,509	\$6,437,449	\$1,016,940
Housekeeping Supplies (17)	\$39,589,649	\$46,957,439	\$7,367,790
Insurance			
Owners and Renters Insurance	\$36,491,871	\$43,191,007	\$6,699,136
Vehicle Insurance	\$91,696,848	\$108,800,238	\$17,103,390
Life/Other Insurance	\$30,234,900	\$35,802,816	\$5,567,916
Health Insurance	\$213,995,230	\$253,610,598	\$39,615,368
Personal Care Products (18)	\$24,895,967	\$29,541,575	\$4,645,608
School Books (19)	\$1,845,753	\$2,189,881	\$344,128
Smoking Products	\$16,578,348	\$19,696,054	\$3,117,706
Transportation			
Payments on Vehicles excluding Leases	\$131,447,676	\$155,858,449	\$24,410,773
Gasoline and Motor Oil	\$142,991,598	\$169,652,244	\$26,660,646
Vehicle Maintenance and Repairs	\$65,060,969	\$77,164,249	\$12,103,280
Travel			
Airline Fares	\$31,151,193	\$36,928,966	\$5,777,773
Lodging on Trips	\$45,486,109	\$53,888,105	\$8,401,996
Auto/Truck Rental on Trips	\$5,354,134	\$6,346,358	\$992,224
Food and Drink on Trips	\$34,135,805	\$40,466,020	\$6,330,215

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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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