

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Pleasantville (2B)	45.5%	Population	26,079	26,177
Home Improvement (4B)	15.6%	Households	7,034	7,118
Professional Pride (1B)	15.2%	Families	5,457	5,535
Savvy Suburbanites (1D)	9.8%	Median Age	41.1	41.2
Urban Villages (7B)	6.4%	Median Household Income	\$126,123	\$141,232
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$20,998,853	\$24,013,764	\$3,014,911
Men's		\$3,679,620	\$4,207,875	\$528,255
Women's		\$7,312,708	\$8,362,756	\$1,050,048
Children's		\$2,706,188	\$3,094,653	\$388,465
Footwear		\$4,290,168	\$4,906,149	\$615,981
Watches & Jewelry		\$2,607,078	\$2,981,372	\$374,294
Apparel Products and Services (1)		\$403,091	\$460,959	\$57,868
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,501,536	\$2,860,733	\$359,197
Portable Memory		\$36,153	\$41,344	\$5,191
Computer Software		\$149,398	\$170,854	\$21,456
Computer Accessories		\$238,006	\$272,187	\$34,181
<b>Entertainment &amp; Recreation</b>		\$37,997,928	\$43,453,420	\$5,455,492
Fees and Admissions		\$8,407,288	\$9,614,106	\$1,206,818
Membership Fees for Clubs (2)		\$2,879,187	\$3,292,413	\$413,226
Fees for Participant Sports, excl. Trips		\$1,261,607	\$1,442,690	\$181,083
Tickets to Theatre/Operas/Concerts		\$804,955	\$920,520	\$115,565
Tickets to Movies		\$227,312	\$259,953	\$32,641
Tickets to Parks or Museums		\$374,321	\$428,074	\$53,753
Admission to Sporting Events, excl. Trips		\$606,783	\$693,830	\$87,047
Fees for Recreational Lessons		\$2,247,608	\$2,570,320	\$322,712
Dating Services		\$5,514	\$6,306	\$792
TV/Video/Audio		\$11,152,328	\$12,753,591	\$1,601,263
Cable and Satellite Television Services		\$6,511,341	\$7,446,258	\$934,917
Televisions		\$1,196,255	\$1,367,997	\$171,742
Satellite Dishes		\$11,753	\$13,441	\$1,688
VCRs, Video Cameras, and DVD Players		\$57,557	\$65,825	\$8,268
Miscellaneous Video Equipment		\$101,989	\$116,620	\$14,631
Video Cassettes and DVDs		\$59,465	\$68,006	\$8,541
Video Game Hardware/Accessories		\$324,996	\$371,659	\$46,663
Video Game Software		\$130,013	\$148,676	\$18,663
Rental/Streaming/Downloaded Video		\$1,413,500	\$1,616,465	\$202,965
Installation of Televisions		\$14,956	\$17,101	\$2,145
Audio (3)		\$1,310,133	\$1,498,246	\$188,113
Rental and Repair of TV/Radio/Sound Equipment		\$20,371	\$23,297	\$2,926
Pets		\$9,904,750	\$11,326,973	\$1,422,223
Toys/Games/Crafts/Hobbies (4)		\$1,490,337	\$1,704,306	\$213,969
Recreational Vehicles and Fees (5)		\$2,027,533	\$2,318,615	\$291,082
Sports/Recreation/Exercise Equipment (6)		\$2,535,426	\$2,899,413	\$363,987
Photo Equipment and Supplies (7)		\$604,568	\$691,371	\$86,803
Reading (8)		\$1,553,225	\$1,776,275	\$223,050
Catered Affairs (9)		\$322,471	\$368,769	\$46,298
<b>Food</b>		\$102,334,744	\$117,028,448	\$14,693,704
Food at Home		\$65,698,315	\$75,131,643	\$9,433,328
Bakery and Cereal Products		\$8,460,435	\$9,675,187	\$1,214,752
Meats, Poultry, Fish, and Eggs		\$13,943,901	\$15,946,083	\$2,002,182
Dairy Products		\$6,276,243	\$7,177,412	\$901,169
Fruits and Vegetables		\$13,974,365	\$15,981,016	\$2,006,651
Snacks and Other Food at Home (10)		\$23,043,371	\$26,351,945	\$3,308,574
Food Away from Home		\$36,636,429	\$41,896,804	\$5,260,375
Alcoholic Beverages		\$6,677,661	\$7,636,536	\$958,875

**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	\$594,640,785	\$680,014,337	\$85,373,552
Value of Retirement Plans	\$1,737,657,918	\$1,987,092,227	\$249,434,309
Value of Other Financial Assets	\$105,067,934	\$120,155,375	\$15,087,441
Vehicle Loan Amount excluding Interest	\$26,017,745	\$29,752,732	\$3,734,987
Value of Credit Card Debt	\$26,245,742	\$30,014,026	\$3,768,284
<b>Health</b>			
Nonprescription Drugs	\$1,286,868	\$1,471,599	\$184,731
Prescription Drugs	\$2,681,463	\$3,066,317	\$384,854
Eyeglasses and Contact Lenses	\$1,122,125	\$1,283,222	\$161,097
<b>Home</b>			
Mortgage Payment and Basics (11)	\$153,905,074	\$176,002,948	\$22,097,874
Maintenance and Remodeling Services	\$52,410,684	\$59,935,598	\$7,524,914
Maintenance and Remodeling Materials (12)	\$7,347,559	\$8,402,247	\$1,054,688
Utilities, Fuel, and Public Services	\$50,063,691	\$57,251,717	\$7,188,026
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,172,808	\$1,341,204	\$168,396
Furniture	\$8,688,743	\$9,936,161	\$1,247,418
Rugs	\$531,259	\$607,539	\$76,280
Major Appliances (14)	\$5,379,052	\$6,151,357	\$772,305
Housewares (15)	\$1,051,277	\$1,202,247	\$150,970
Small Appliances	\$748,528	\$856,032	\$107,504
Luggage	\$194,806	\$222,773	\$27,967
Telephones and Accessories	\$676,213	\$773,271	\$97,058
<b>Household Operations</b>			
Child Care	\$5,570,708	\$6,370,445	\$799,737
Lawn and Garden (16)	\$6,850,583	\$7,834,076	\$983,493
Moving/Storage/Freight Express	\$1,280,711	\$1,464,643	\$183,932
Housekeeping Supplies (17)	\$7,704,009	\$8,810,134	\$1,106,125
<b>Insurance</b>			
Owners and Renters Insurance	\$7,073,941	\$8,089,463	\$1,015,522
Vehicle Insurance	\$17,089,091	\$19,542,801	\$2,453,710
Life/Other Insurance	\$6,219,399	\$7,112,119	\$892,720
Health Insurance	\$42,411,130	\$48,500,150	\$6,089,020
Personal Care Products (18)	\$5,088,094	\$5,818,694	\$730,600
School Books (19)	\$368,065	\$420,902	52,837
Smoking Products	\$2,606,551	\$2,980,766	\$374,215
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$22,231,972	\$25,423,437	\$3,191,465
Gasoline and Motor Oil	\$27,348,041	\$31,274,987	\$3,926,946
Vehicle Maintenance and Repairs	\$12,673,555	\$14,493,282	\$1,819,727
<b>Travel</b>			
Airline Fares	\$7,101,431	\$8,121,149	\$1,019,718
Lodging on Trips	\$10,063,138	\$11,507,912	\$1,444,774
Auto/Truck Rental on Trips	\$1,107,802	\$1,266,850	\$159,048
Food and Drink on Trips	\$7,250,186	\$8,291,144	\$1,040,958

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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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