

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	33.7%	Population	80,342	82,755
Urban Edge Families (7C)	21.1%	Households	19,654	20,396
Family Extensions (13B)	19.7%	Families	16,984	17,602
Forging Opportunity (7D)	13.4%	Median Age	31.3	32.2
Urban Villages (7B)	7.1%	Median Household Income	\$82,804	\$94,899
			<b>2024</b>	<b>2029</b>
			<b>Consumer Spending</b>	<b>Forecasted Demand</b>
<b>Apparel and Services</b>			\$43,675,130	\$52,673,281
Men's			\$7,849,943	\$9,468,689
Women's			\$14,567,725	\$17,569,671
Children's			\$6,880,501	\$8,303,339
Footwear			\$9,569,849	\$11,546,762
Watches & Jewelry			\$3,944,202	\$4,744,580
Apparel Products and Services (1)			\$862,911	\$1,040,238
<b>Computer</b>				
Computers and Hardware for Home Use			\$5,145,936	\$6,198,748
Portable Memory			\$68,761	\$82,751
Computer Software			\$286,433	\$344,984
Computer Accessories			\$444,507	\$535,162
<b>Entertainment &amp; Recreation</b>			\$70,996,339	\$85,593,212
Fees and Admissions			\$14,033,994	\$16,903,398
Membership Fees for Clubs (2)			\$4,722,361	\$5,689,762
Fees for Participant Sports, excl. Trips			\$2,192,468	\$2,639,713
Tickets to Theatre/Operas/Concerts			\$1,324,222	\$1,594,869
Tickets to Movies			\$508,175	\$612,576
Tickets to Parks or Museums			\$769,470	\$926,115
Admission to Sporting Events, excl. Trips			\$1,049,775	\$1,264,917
Fees for Recreational Lessons			\$3,454,120	\$4,159,325
Dating Services			\$13,404	\$16,121
TV/Video/Audio			\$22,785,186	\$27,499,311
Cable and Satellite Television Services			\$12,280,620	\$14,821,127
Televisions			\$2,692,000	\$3,246,086
Satellite Dishes			\$23,297	\$28,255
VCRs, Video Cameras, and DVD Players			\$106,985	\$128,890
Miscellaneous Video Equipment			\$546,064	\$671,008
Video Cassettes and DVDs			\$105,658	\$127,251
Video Game Hardware/Accessories			\$847,105	\$1,021,080
Video Game Software			\$329,709	\$397,289
Rental/Streaming/Downloaded Video			\$3,194,530	\$3,852,897
Installation of Televisions			\$20,220	\$24,315
Audio (3)			\$2,608,141	\$3,143,924
Rental and Repair of TV/Radio/Sound Equipment			\$30,857	\$37,190
Pets			\$17,917,669	\$21,602,205
Toys/Games/Crafts/Hobbies (4)			\$3,051,610	\$3,676,124
Recreational Vehicles and Fees (5)			\$3,250,012	\$3,914,108
Sports/Recreation/Exercise Equipment (6)			\$5,649,465	\$6,808,106
Photo Equipment and Supplies (7)			\$1,059,836	\$1,275,925
Reading (8)			\$2,529,725	\$3,047,673
Catered Affairs (9)			\$718,842	\$866,362
<b>Food</b>			\$205,665,456	\$248,010,337
Food at Home			\$131,154,466	\$158,125,966
Bakery and Cereal Products			\$16,465,243	\$19,846,352
Meats, Poultry, Fish, and Eggs			\$28,924,044	\$34,885,602
Dairy Products			\$12,309,636	\$14,837,158
Fruits and Vegetables			\$26,928,083	\$32,454,155
Snacks and Other Food at Home (10)			\$46,527,460	\$56,102,699
Food Away from Home			\$74,510,990	\$89,884,371
Alcoholic Beverages			\$11,708,520	\$14,104,729

**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	\$708,380,891	\$853,619,016	\$145,238,125
Value of Retirement Plans	\$2,444,859,039	\$2,946,352,209	\$501,493,170
Value of Other Financial Assets	\$161,089,683	\$194,234,228	\$33,144,545
Vehicle Loan Amount excluding Interest	\$63,613,190	\$76,800,596	\$13,187,406
Value of Credit Card Debt	\$51,369,375	\$61,906,633	\$10,537,258
<b>Health</b>			
Nonprescription Drugs	\$2,900,024	\$3,499,413	\$599,389
Prescription Drugs	\$5,523,952	\$6,671,860	\$1,147,908
Eyeglasses and Contact Lenses	\$2,020,201	\$2,435,896	\$415,695
<b>Home</b>			
Mortgage Payment and Basics (11)	\$249,283,338	\$300,805,507	\$51,522,169
Maintenance and Remodeling Services	\$82,187,928	\$99,191,028	\$17,003,100
Maintenance and Remodeling Materials (12)	\$13,980,292	\$16,888,929	\$2,908,637
Utilities, Fuel, and Public Services	\$102,514,850	\$123,757,352	\$21,242,502
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,373,875	\$2,864,142	\$490,267
Furniture	\$17,104,747	\$20,622,606	\$3,517,859
Rugs	\$786,498	\$947,293	\$160,795
Major Appliances (14)	\$10,373,060	\$12,522,765	\$2,149,705
Housewares (15)	\$1,978,904	\$2,386,403	\$407,499
Small Appliances	\$1,619,108	\$1,953,538	\$334,430
Luggage	\$371,317	\$447,021	\$75,704
Telephones and Accessories	\$1,604,551	\$1,936,803	\$332,252
<b>Household Operations</b>			
Child Care	\$10,264,469	\$12,352,603	\$2,088,134
Lawn and Garden (16)	\$11,336,098	\$13,676,731	\$2,340,633
Moving/Storage/Freight Express	\$2,283,750	\$2,751,553	\$467,803
Housekeeping Supplies (17)	\$15,920,952	\$19,204,861	\$3,283,909
<b>Insurance</b>			
Owners and Renters Insurance	\$13,476,966	\$16,284,353	\$2,807,387
Vehicle Insurance	\$38,715,830	\$46,738,192	\$8,022,362
Life/Other Insurance	\$10,687,179	\$12,887,485	\$2,200,306
Health Insurance	\$81,368,373	\$98,196,357	\$16,827,984
Personal Care Products (18)	\$10,404,751	\$12,548,173	\$2,143,422
School Books (19)	\$743,805	\$896,731	\$152,926
Smoking Products	\$6,649,293	\$8,028,365	\$1,379,072
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$52,388,396	\$63,235,316	\$10,846,920
Gasoline and Motor Oil	\$62,068,375	\$74,920,536	\$12,852,161
Vehicle Maintenance and Repairs	\$26,401,814	\$31,851,357	\$5,449,543
<b>Travel</b>			
Airline Fares	\$12,362,937	\$14,893,046	\$2,530,109
Lodging on Trips	\$17,026,577	\$20,512,540	\$3,485,963
Auto/Truck Rental on Trips	\$1,998,442	\$2,407,496	\$409,054
Food and Drink on Trips	\$13,067,011	\$15,742,113	\$2,675,102

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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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