

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Urban Villages (7B)	14.0%	Population	319,097	328,216
Urban Edge Families (7C)	8.9%	Households	98,288	101,870
Family Extensions (13B)	5.8%	Families	69,697	72,065
Parks and Rec (5C)	5.3%	Median Age	34.4	35.6
College Towns (14B)	4.8%	Median Household Income	\$88,427	\$101,407
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$236,632,013	\$281,222,133	\$44,590,120
Men's		\$42,595,461	\$50,625,215	\$8,029,754
Women's		\$80,049,985	\$95,143,595	\$15,093,610
Children's		\$34,566,200	\$41,087,025	\$6,520,825
Footwear		\$50,644,809	\$60,192,244	\$9,547,435
Watches & Jewelry		\$24,047,920	\$28,555,672	\$4,507,752
Apparel Products and Services (1)		\$4,727,638	\$5,618,382	\$890,744
Computer				
Computers and Hardware for Home Use		\$28,526,025	\$33,898,835	\$5,372,810
Portable Memory		\$417,439	\$495,868	\$78,429
Computer Software		\$1,665,133	\$1,978,141	\$313,008
Computer Accessories		\$2,543,797	\$3,022,967	\$479,170
Entertainment & Recreation		\$390,475,704	\$463,983,647	\$73,507,943
Fees and Admissions		\$79,147,088	\$94,009,753	\$14,862,665
Membership Fees for Clubs (2)		\$27,227,252	\$32,336,379	\$5,109,127
Fees for Participant Sports, excl. Trips		\$12,188,806	\$14,481,477	\$2,292,671
Tickets to Theatre/Operas/Concerts		\$7,685,926	\$9,129,692	\$1,443,766
Tickets to Movies		\$2,673,396	\$3,177,974	\$504,578
Tickets to Parks or Museums		\$4,027,862	\$4,787,363	\$759,501
Admission to Sporting Events, excl. Trips		\$6,056,775	\$7,192,546	\$1,135,771
Fees for Recreational Lessons		\$19,205,471	\$22,807,380	\$3,601,909
Dating Services		\$81,600	\$96,942	\$15,342
TV/Video/Audio		\$123,731,852	\$147,055,590	\$23,323,738
Cable and Satellite Television Services		\$68,459,342	\$81,361,275	\$12,901,933
Televisions		\$14,387,759	\$17,101,665	\$2,713,906
Satellite Dishes		\$121,030	\$143,830	\$22,800
VCRs, Video Cameras, and DVD Players		\$585,122	\$695,525	\$110,403
Miscellaneous Video Equipment		\$1,670,167	\$1,989,120	\$318,953
Video Cassettes and DVDs		\$617,039	\$733,301	\$116,262
Video Game Hardware/Accessories		\$4,564,089	\$5,424,453	\$860,364
Video Game Software		\$1,914,468	\$2,274,357	\$359,889
Rental/Streaming/Downloaded Video		\$16,856,481	\$20,035,431	\$3,178,950
Installation of Televisions		\$132,786	\$157,576	\$24,790
Audio (3)		\$14,244,301	\$16,925,963	\$2,681,662
Rental and Repair of TV/Radio/Sound Equipment		\$179,270	\$213,093	\$33,823
Pets		\$99,358,066	\$118,060,227	\$18,702,161
Toys/Games/Crafts/Hobbies (4)		\$16,960,779	\$20,156,090	\$3,195,311
Recreational Vehicles and Fees (5)		\$18,012,214	\$21,397,167	\$3,384,953
Sports/Recreation/Exercise Equipment (6)		\$28,440,770	\$33,813,509	\$5,372,739
Photo Equipment and Supplies (7)		\$6,163,985	\$7,322,141	\$1,158,156
Reading (8)		\$14,826,480	\$17,611,665	\$2,785,185
Catered Affairs (9)		\$3,834,471	\$4,557,505	\$723,034
Food		\$1,126,857,922	\$1,339,169,554	\$212,311,632
Food at Home		\$726,042,466	\$862,832,104	\$136,789,638
Bakery and Cereal Products		\$92,164,779	\$109,522,312	\$17,357,533
Meats, Poultry, Fish, and Eggs		\$158,108,977	\$187,903,467	\$29,794,490
Dairy Products		\$68,645,929	\$81,577,898	\$12,931,969
Fruits and Vegetables		\$150,296,488	\$178,603,654	\$28,307,166
Snacks and Other Food at Home (10)		\$256,826,293	\$305,224,772	\$48,398,479
Food Away from Home		\$400,815,456	\$476,337,449	\$75,521,993
Alcoholic Beverages		\$67,642,799	\$80,363,980	\$12,721,181

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	\$4,419,455,811	\$5,244,577,781	\$825,121,970
Value of Retirement Plans	\$14,365,414,488	\$17,055,783,960	\$2,690,369,472
Value of Other Financial Assets	\$892,640,083	\$1,060,485,511	\$167,845,428
Vehicle Loan Amount excluding Interest	\$316,298,971	\$376,008,135	\$59,709,164
Value of Credit Card Debt	\$283,374,997	\$336,733,103	\$53,358,106
Health			
Nonprescription Drugs	\$15,321,921	\$18,217,511	\$2,895,590
Prescription Drugs	\$30,739,320	\$36,543,754	\$5,804,434
Eyeglasses and Contact Lenses	\$11,542,749	\$13,713,716	\$2,170,967
Home			
Mortgage Payment and Basics (11)	\$1,323,407,767	\$1,572,242,795	\$248,835,028
Maintenance and Remodeling Services	\$438,126,845	\$520,460,758	\$82,333,913
Maintenance and Remodeling Materials (12)	\$70,051,100	\$83,277,819	\$13,226,719
Utilities, Fuel, and Public Services	\$551,491,188	\$655,419,291	\$103,928,103
Household Furnishings and Equipment			
Household Textiles (13)	\$13,008,628	\$15,459,389	\$2,450,761
Furniture	\$92,542,755	\$109,968,492	\$17,425,737
Rugs	\$4,647,686	\$5,519,132	\$871,446
Major Appliances (14)	\$54,634,963	\$64,937,533	\$10,302,570
Housewares (15)	\$10,907,706	\$12,963,025	\$2,055,319
Small Appliances	\$8,760,898	\$10,414,534	\$1,653,636
Luggage	\$2,083,609	\$2,475,897	\$392,288
Telephones and Accessories	\$8,900,599	\$10,582,383	\$1,681,784
Household Operations			
Child Care	\$55,661,468	\$66,115,277	\$10,453,809
Lawn and Garden (16)	\$62,014,647	\$73,670,768	\$11,656,121
Moving/Storage/Freight Express	\$13,422,366	\$15,946,197	\$2,523,831
Housekeeping Supplies (17)	\$86,899,478	\$103,289,545	\$16,390,067
Insurance			
Owners and Renters Insurance	\$69,163,074	\$82,204,274	\$13,041,200
Vehicle Insurance	\$203,313,303	\$241,676,155	\$38,362,852
Life/Other Insurance	\$59,293,524	\$70,438,150	\$11,144,626
Health Insurance	\$445,078,995	\$528,945,079	\$83,866,084
Personal Care Products (18)	\$56,987,034	\$67,731,996	\$10,744,962
School Books (19)	\$4,206,967	\$4,997,616	790,649
Smoking Products	\$37,725,484	\$44,862,891	\$7,137,407
Transportation			
Payments on Vehicles excluding Leases	\$268,462,647	\$319,133,665	\$50,671,018
Gasoline and Motor Oil	\$323,518,513	\$384,591,723	\$61,073,210
Vehicle Maintenance and Repairs	\$142,297,789	\$169,142,490	\$26,844,701
Travel			
Airline Fares	\$68,777,864	\$81,711,355	\$12,933,491
Lodging on Trips	\$95,629,493	\$113,598,752	\$17,969,259
Auto/Truck Rental on Trips	\$11,228,245	\$13,338,674	\$2,110,429
Food and Drink on Trips	\$73,118,589	\$86,873,497	\$13,754,908

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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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