

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	24.6%	Population	56,002	57,781
Down the Road (10D)	15.1%	Households	15,855	16,414
Senior Escapes (9D)	13.8%	Families	12,026	12,419
Fresh Ambitions (13D)	12.9%	Median Age	34.0	34.7
Parks and Rec (5C)	7.6%	Median Household Income	\$75,150	\$86,289
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$32,478,602	\$39,531,721	\$7,053,119
Men's		\$5,918,595	\$7,202,760	\$1,284,165
Women's		\$10,980,154	\$13,367,665	\$2,387,511
Children's		\$5,115,853	\$6,223,941	\$1,108,088
Footwear		\$7,069,876	\$8,605,030	\$1,535,154
Watches & Jewelry		\$2,759,620	\$3,360,047	\$600,427
Apparel Products and Services (1)		\$634,503	\$772,277	\$137,774
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,730,499	\$4,542,701	\$812,202
Portable Memory		\$50,772	\$61,841	\$11,069
Computer Software		\$208,359	\$253,686	\$45,327
Computer Accessories		\$324,129	\$394,871	\$70,742
<b>Entertainment &amp; Recreation</b>		\$53,672,606	\$65,345,870	\$11,673,264
Fees and Admissions		\$10,349,385	\$12,602,045	\$2,252,660
Membership Fees for Clubs (2)		\$3,580,546	\$4,358,772	\$778,226
Fees for Participant Sports, excl. Trips		\$1,683,104	\$2,050,389	\$367,285
Tickets to Theatre/Operas/Concerts		\$976,782	\$1,189,781	\$212,999
Tickets to Movies		\$359,894	\$438,276	\$78,382
Tickets to Parks or Museums		\$534,954	\$651,549	\$116,595
Admission to Sporting Events, excl. Trips		\$828,273	\$1,007,460	\$179,187
Fees for Recreational Lessons		\$2,375,261	\$2,892,966	\$517,705
Dating Services		\$10,570	\$12,853	\$2,283
TV/Video/Audio		\$17,750,013	\$21,604,199	\$3,854,186
Cable and Satellite Television Services		\$9,903,747	\$12,055,071	\$2,151,324
Televisions		\$2,048,659	\$2,493,756	\$445,097
Satellite Dishes		\$17,921	\$21,781	\$3,860
VCRs, Video Cameras, and DVD Players		\$75,072	\$91,477	\$16,405
Miscellaneous Video Equipment		\$440,948	\$534,546	\$93,598
Video Cassettes and DVDs		\$79,537	\$96,896	\$17,359
Video Game Hardware/Accessories		\$620,628	\$755,380	\$134,752
Video Game Software		\$249,527	\$303,563	\$54,036
Rental/Streaming/Downloaded Video		\$2,354,794	\$2,866,425	\$511,631
Installation of Televisions		\$16,960	\$20,654	\$3,694
Audio (3)		\$1,918,970	\$2,336,318	\$417,348
Rental and Repair of TV/Radio/Sound Equipment		\$23,251	\$28,332	\$5,081
Pets		\$13,520,238	\$16,462,154	\$2,941,916
Toys/Games/Crafts/Hobbies (4)		\$2,298,027	\$2,797,544	\$499,517
Recreational Vehicles and Fees (5)		\$2,436,820	\$2,967,763	\$530,943
Sports/Recreation/Exercise Equipment (6)		\$4,178,117	\$5,088,348	\$910,231
Photo Equipment and Supplies (7)		\$761,783	\$927,490	\$165,707
Reading (8)		\$1,858,851	\$2,264,440	\$405,589
Catered Affairs (9)		\$519,372	\$631,887	\$112,515
<b>Food</b>		\$154,215,291	\$187,734,597	\$33,519,306
Food at Home		\$99,155,543	\$120,711,334	\$21,555,791
Bakery and Cereal Products		\$12,513,043	\$15,233,198	\$2,720,155
Meats, Poultry, Fish, and Eggs		\$21,846,143	\$26,593,329	\$4,747,186
Dairy Products		\$9,325,073	\$11,353,703	\$2,028,630
Fruits and Vegetables		\$19,941,469	\$24,280,338	\$4,338,869
Snacks and Other Food at Home (10)		\$35,529,814	\$43,250,766	\$7,720,952
Food Away from Home		\$55,059,748	\$67,023,263	\$11,963,515
Alcoholic Beverages		\$8,689,241	\$10,581,946	\$1,892,705

**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	\$547,718,432	\$667,004,545	\$119,286,113
Value of Retirement Plans	\$1,919,169,799	\$2,336,678,800	\$417,509,001
Value of Other Financial Assets	\$121,612,280	\$148,153,967	\$26,541,687
Vehicle Loan Amount excluding Interest	\$48,760,968	\$59,334,662	\$10,573,694
Value of Credit Card Debt	\$38,559,035	\$46,942,219	\$8,383,184
<b>Health</b>			
Nonprescription Drugs	\$2,335,196	\$2,842,956	\$507,760
Prescription Drugs	\$4,786,813	\$5,823,429	\$1,036,616
Eyeglasses and Contact Lenses	\$1,558,851	\$1,897,505	\$338,654
<b>Home</b>			
Mortgage Payment and Basics (11)	\$187,299,378	\$228,067,467	\$40,768,089
Maintenance and Remodeling Services	\$63,137,889	\$76,886,739	\$13,748,850
Maintenance and Remodeling Materials (12)	\$11,118,963	\$13,531,221	\$2,412,258
Utilities, Fuel, and Public Services	\$80,049,932	\$97,419,048	\$17,369,116
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,789,232	\$2,177,696	\$388,464
Furniture	\$12,930,938	\$15,740,830	\$2,809,892
Rugs	\$583,995	\$711,096	\$127,101
Major Appliances (14)	\$8,030,106	\$9,774,469	\$1,744,363
Housewares (15)	\$1,487,051	\$1,810,736	\$323,685
Small Appliances	\$1,170,263	\$1,424,663	\$254,400
Luggage	\$275,821	\$335,895	\$60,074
Telephones and Accessories	\$1,277,909	\$1,555,070	\$277,161
<b>Household Operations</b>			
Child Care	\$7,203,721	\$8,769,815	\$1,566,094
Lawn and Garden (16)	\$8,979,215	\$10,930,928	\$1,951,713
Moving/Storage/Freight Express	\$1,670,916	\$2,035,143	\$364,227
Housekeeping Supplies (17)	\$12,284,406	\$14,955,479	\$2,671,073
<b>Insurance</b>			
Owners and Renters Insurance	\$10,890,132	\$13,251,642	\$2,361,510
Vehicle Insurance	\$29,741,693	\$36,197,429	\$6,455,736
Life/Other Insurance	\$8,350,572	\$10,164,857	\$1,814,285
Health Insurance	\$64,813,766	\$78,894,101	\$14,080,335
Personal Care Products (18)	\$7,735,442	\$9,418,058	\$1,682,616
School Books (19)	\$552,151	\$672,002	119,851
Smoking Products	\$5,723,737	\$6,962,010	\$1,238,273
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$40,465,797	\$49,239,931	\$8,774,134
Gasoline and Motor Oil	\$46,993,586	\$57,196,583	\$10,202,997
Vehicle Maintenance and Repairs	\$20,204,949	\$24,599,359	\$4,394,410
<b>Travel</b>			
Airline Fares	\$8,862,177	\$10,794,686	\$1,932,509
Lodging on Trips	\$12,701,342	\$15,466,086	\$2,764,744
Auto/Truck Rental on Trips	\$1,484,794	\$1,807,680	\$322,886
Food and Drink on Trips	\$9,729,524	\$11,848,092	\$2,118,568

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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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