

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Boomburbs (1C)	30.7%	Population	113,013	116,729
Workday Drive (4A)	17.5%	Households	37,174	38,733
Home Improvement (4B)	10.2%	Families	29,342	30,445
Up and Coming Families (7A)	8.6%	Median Age	38.1	38.7
Savvy Suburbanites (1D)	7.2%	Median Household Income	\$114,114	\$126,847
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$110,402,066	\$131,805,403	\$21,403,337
Men's		\$19,943,107	\$23,816,900	\$3,873,793
Women's		\$36,816,681	\$43,931,886	\$7,115,205
Children's		\$16,921,181	\$20,218,944	\$3,297,763
Footwear		\$23,260,008	\$27,780,061	\$4,520,053
Watches & Jewelry		\$11,254,106	\$13,421,652	\$2,167,546
Apparel Products and Services (1)		\$2,206,983	\$2,635,961	\$428,978
Computer				
Computers and Hardware for Home Use		\$12,915,994	\$15,425,309	\$2,509,315
Portable Memory		\$179,598	\$214,675	\$35,077
Computer Software		\$717,716	\$857,453	\$139,737
Computer Accessories		\$1,126,965	\$1,345,369	\$218,404
Entertainment & Recreation		\$191,547,980	\$228,448,933	\$36,900,953
Fees and Admissions		\$41,630,495	\$49,629,513	\$7,999,018
Membership Fees for Clubs (2)		\$14,470,227	\$17,249,578	\$2,779,351
Fees for Participant Sports, excl. Trips		\$6,601,162	\$7,869,713	\$1,268,551
Tickets to Theatre/Operas/Concerts		\$3,792,129	\$4,521,794	\$729,665
Tickets to Movies		\$1,240,906	\$1,482,115	\$241,209
Tickets to Parks or Museums		\$1,949,773	\$2,326,311	\$376,538
Admission to Sporting Events, excl. Trips		\$3,452,249	\$4,115,672	\$663,423
Fees for Recreational Lessons		\$10,091,491	\$12,025,257	\$1,933,766
Dating Services		\$32,558	\$39,073	\$6,515
TV/Video/Audio		\$57,804,804	\$68,971,200	\$11,166,396
Cable and Satellite Television Services		\$31,828,954	\$37,958,594	\$6,129,640
Televisions		\$6,722,839	\$8,027,360	\$1,304,521
Satellite Dishes		\$52,418	\$62,411	\$9,993
VCRs, Video Cameras, and DVD Players		\$254,861	\$303,839	\$48,978
Miscellaneous Video Equipment		\$976,037	\$1,163,056	\$187,019
Video Cassettes and DVDs		\$275,130	\$328,526	\$53,396
Video Game Hardware/Accessories		\$2,016,794	\$2,411,177	\$394,383
Video Game Software		\$831,066	\$995,284	\$164,218
Rental/Streaming/Downloaded Video		\$7,924,142	\$9,460,003	\$1,535,861
Installation of Televisions		\$77,548	\$92,451	\$14,903
Audio (3)		\$6,759,393	\$8,066,506	\$1,307,113
Rental and Repair of TV/Radio/Sound Equipment		\$85,621	\$101,994	\$16,373
Pets		\$47,477,194	\$56,607,689	\$9,130,495
Toys/Games/Crafts/Hobbies (4)		\$7,976,540	\$9,525,027	\$1,548,487
Recreational Vehicles and Fees (5)		\$9,788,248	\$11,657,767	\$1,869,519
Sports/Recreation/Exercise Equipment (6)		\$15,393,251	\$18,364,517	\$2,971,266
Photo Equipment and Supplies (7)		\$2,895,108	\$3,455,193	\$560,085
Reading (8)		\$6,778,172	\$8,081,209	\$1,303,037
Catered Affairs (9)		\$1,804,167	\$2,156,817	\$352,650
Food		\$519,652,715	\$620,277,373	\$100,624,658
Food at Home		\$331,377,122	\$395,592,911	\$64,215,789
Bakery and Cereal Products		\$42,422,040	\$50,641,578	\$8,219,538
Meats, Poultry, Fish, and Eggs		\$70,863,575	\$84,610,879	\$13,747,304
Dairy Products		\$31,465,347	\$37,562,600	\$6,097,253
Fruits and Vegetables		\$67,549,554	\$80,634,668	\$13,085,114
Snacks and Other Food at Home (10)		\$119,076,606	\$142,143,186	\$23,066,580
Food Away from Home		\$188,275,593	\$224,684,462	\$36,408,869
Alcoholic Beverages		\$31,171,538	\$37,181,944	\$6,010,406

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	\$2,304,088,862	\$2,738,020,579	\$433,931,717
Value of Retirement Plans	\$7,812,111,478	\$9,295,596,113	\$1,483,484,635
Value of Other Financial Assets	\$463,555,424	\$551,399,246	\$87,843,822
Vehicle Loan Amount excluding Interest	\$159,421,808	\$190,253,706	\$30,831,898
Value of Credit Card Debt	\$134,045,476	\$159,988,529	\$25,943,053
Health			
Nonprescription Drugs	\$7,554,483	\$9,015,265	\$1,460,782
Prescription Drugs	\$15,606,611	\$18,612,780	\$3,006,169
Eyeglasses and Contact Lenses	\$5,538,034	\$6,606,418	\$1,068,384
Home			
Mortgage Payment and Basics (11)	\$701,776,063	\$835,095,659	\$133,319,596
Maintenance and Remodeling Services	\$237,826,074	\$282,880,973	\$45,054,899
Maintenance and Remodeling Materials (12)	\$40,038,755	\$47,666,187	\$7,627,432
Utilities, Fuel, and Public Services	\$257,990,411	\$307,773,809	\$49,783,398
Household Furnishings and Equipment			
Household Textiles (13)	\$6,002,493	\$7,165,883	\$1,163,390
Furniture	\$45,858,959	\$54,693,932	\$8,834,973
Rugs	\$2,287,078	\$2,724,859	\$437,781
Major Appliances (14)	\$27,004,913	\$32,186,838	\$5,181,925
Housewares (15)	\$5,067,045	\$6,043,694	\$976,649
Small Appliances	\$3,690,889	\$4,408,945	\$718,056
Luggage	\$984,443	\$1,174,690	\$190,247
Telephones and Accessories	\$4,102,329	\$4,904,919	\$802,590
Household Operations			
Child Care	\$28,977,575	\$34,571,767	\$5,594,192
Lawn and Garden (16)	\$32,597,471	\$38,804,488	\$6,207,017
Moving/Storage/Freight Express	\$5,835,553	\$6,968,114	\$1,132,561
Housekeeping Supplies (17)	\$40,293,290	\$48,094,172	\$7,800,882
Insurance			
Owners and Renters Insurance	\$36,913,417	\$43,952,058	\$7,038,641
Vehicle Insurance	\$92,964,046	\$110,978,618	\$18,014,572
Life/Other Insurance	\$31,225,632	\$37,205,394	\$5,979,762
Health Insurance	\$216,777,285	\$258,468,559	\$41,691,274
Personal Care Products (18)	\$25,808,750	\$30,808,050	\$4,999,300
School Books (19)	\$1,944,513	\$2,321,761	377,248
Smoking Products	\$16,195,335	\$19,368,803	\$3,173,468
Transportation			
Payments on Vehicles excluding Leases	\$132,219,734	\$157,798,399	\$25,578,665
Gasoline and Motor Oil	\$146,377,029	\$174,713,032	\$28,336,003
Vehicle Maintenance and Repairs	\$66,397,747	\$79,231,855	\$12,834,108
Travel			
Airline Fares	\$33,285,969	\$39,695,353	\$6,409,384
Lodging on Trips	\$48,178,405	\$57,422,819	\$9,244,414
Auto/Truck Rental on Trips	\$5,619,402	\$6,701,712	\$1,082,310
Food and Drink on Trips	\$35,771,760	\$42,663,381	\$6,891,621

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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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