

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	16.0%	Population	37,178	38,432
Pleasantville (2B)	16.0%	Households	11,447	11,935
Home Improvement (4B)	13.2%	Families	8,904	9,283
Urban Villages (7B)	12.5%	Median Age	38.2	38.8
Boomburbs (1C)	12.4%	Median Household Income	\$102,711	\$114,505
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$29,468,230	\$35,781,368	\$6,313,138
Men's		\$5,273,190	\$6,401,251	\$1,128,061
Women's		\$10,060,542	\$12,213,595	\$2,153,053
Children's		\$4,360,828	\$5,296,927	\$936,099
Footwear		\$6,295,478	\$7,643,568	\$1,348,090
Watches & Jewelry		\$2,909,828	\$3,536,033	\$626,205
Apparel Products and Services (1)		\$568,365	\$689,994	\$121,629
Computer				
Computers and Hardware for Home Use		\$3,519,945	\$4,274,717	\$754,772
Portable Memory		\$49,419	\$60,070	\$10,651
Computer Software		\$196,104	\$238,369	\$42,265
Computer Accessories		\$314,785	\$382,119	\$67,334
Entertainment & Recreation		\$51,038,782	\$61,938,063	\$10,899,281
Fees and Admissions		\$10,618,783	\$12,889,195	\$2,270,412
Membership Fees for Clubs (2)		\$3,598,936	\$4,369,884	\$770,948
Fees for Participant Sports, excl. Trips		\$1,697,870	\$2,059,664	\$361,794
Tickets to Theatre/Operas/Concerts		\$1,013,924	\$1,230,449	\$216,525
Tickets to Movies		\$340,151	\$412,946	\$72,795
Tickets to Parks or Museums		\$523,871	\$635,788	\$111,917
Admission to Sporting Events, excl. Trips		\$805,556	\$978,841	\$173,285
Fees for Recreational Lessons		\$2,629,795	\$3,191,084	\$561,289
Dating Services		\$8,680	\$10,538	\$1,858
TV/Video/Audio		\$15,734,983	\$19,096,657	\$3,361,674
Cable and Satellite Television Services		\$8,790,444	\$10,662,903	\$1,872,459
Televisions		\$1,806,735	\$2,193,523	\$386,788
Satellite Dishes		\$14,961	\$18,158	\$3,197
VCRs, Video Cameras, and DVD Players		\$73,771	\$89,544	\$15,773
Miscellaneous Video Equipment		\$242,679	\$294,093	\$51,414
Video Cassettes and DVDs		\$77,354	\$93,915	\$16,561
Video Game Hardware/Accessories		\$541,027	\$658,021	\$116,994
Video Game Software		\$214,886	\$261,739	\$46,853
Rental/Streaming/Downloaded Video		\$2,120,192	\$2,575,059	\$454,867
Installation of Televisions		\$19,187	\$23,258	\$4,071
Audio (3)		\$1,810,550	\$2,198,313	\$387,763
Rental and Repair of TV/Radio/Sound Equipment		\$23,197	\$28,131	\$4,934
Pets		\$12,984,791	\$15,751,041	\$2,766,250
Toys/Games/Crafts/Hobbies (4)		\$2,123,967	\$2,579,209	\$455,242
Recreational Vehicles and Fees (5)		\$2,509,073	\$3,043,876	\$534,803
Sports/Recreation/Exercise Equipment (6)		\$3,954,808	\$4,799,528	\$844,720
Photo Equipment and Supplies (7)		\$768,101	\$932,782	\$164,681
Reading (8)		\$1,877,595	\$2,279,570	\$401,975
Catered Affairs (9)		\$466,683	\$566,205	\$99,522
Food		\$141,010,199	\$171,159,106	\$30,148,907
Food at Home		\$90,406,932	\$109,734,007	\$19,327,075
Bakery and Cereal Products		\$11,513,124	\$13,974,043	\$2,460,919
Meats, Poultry, Fish, and Eggs		\$19,526,117	\$23,699,919	\$4,173,802
Dairy Products		\$8,583,594	\$10,417,581	\$1,833,987
Fruits and Vegetables		\$18,621,225	\$22,599,267	\$3,978,042
Snacks and Other Food at Home (10)		\$32,162,872	\$39,043,197	\$6,880,325
Food Away from Home		\$50,603,267	\$61,425,099	\$10,821,832
Alcoholic Beverages		\$8,477,397	\$10,294,693	\$1,817,296

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	\$610,528,447	\$741,135,711	\$130,607,264
Value of Retirement Plans	\$2,021,239,422	\$2,451,837,716	\$430,598,294
Value of Other Financial Assets	\$124,558,435	\$151,039,494	\$26,481,059
Vehicle Loan Amount excluding Interest	\$41,648,103	\$50,563,622	\$8,915,519
Value of Credit Card Debt	\$36,233,637	\$43,967,107	\$7,733,470
Health			
Nonprescription Drugs	\$2,006,012	\$2,434,150	\$428,138
Prescription Drugs	\$4,049,828	\$4,911,841	\$862,013
Eyeglasses and Contact Lenses	\$1,480,753	\$1,796,624	\$315,871
Home			
Mortgage Payment and Basics (11)	\$190,215,460	\$230,591,429	\$40,375,969
Maintenance and Remodeling Services	\$64,173,948	\$77,788,425	\$13,614,477
Maintenance and Remodeling Materials (12)	\$10,383,112	\$12,578,868	\$2,195,756
Utilities, Fuel, and Public Services	\$70,611,121	\$85,680,889	\$15,069,768
Household Furnishings and Equipment			
Household Textiles (13)	\$1,626,788	\$1,974,802	\$348,014
Furniture	\$12,105,667	\$14,694,971	\$2,589,304
Rugs	\$609,728	\$740,003	\$130,275
Major Appliances (14)	\$7,356,709	\$8,919,491	\$1,562,782
Housewares (15)	\$1,394,910	\$1,693,089	\$298,179
Small Appliances	\$1,044,071	\$1,267,446	\$223,375
Luggage	\$268,510	\$325,918	\$57,408
Telephones and Accessories	\$1,079,003	\$1,308,866	\$229,863
Household Operations			
Child Care	\$7,389,797	\$8,972,146	\$1,582,349
Lawn and Garden (16)	\$8,666,023	\$10,509,856	\$1,843,833
Moving/Storage/Freight Express	\$1,630,075	\$1,979,450	\$349,375
Housekeeping Supplies (17)	\$11,013,253	\$13,363,597	\$2,350,344
Insurance			
Owners and Renters Insurance	\$9,776,488	\$11,852,699	\$2,076,211
Vehicle Insurance	\$25,546,623	\$31,008,280	\$5,461,657
Life/Other Insurance	\$8,071,967	\$9,794,127	\$1,722,160
Health Insurance	\$58,575,033	\$71,063,283	\$12,488,250
Personal Care Products (18)	\$7,087,482	\$8,603,471	\$1,515,989
School Books (19)	\$520,374	\$632,078	111,704
Smoking Products	\$4,414,390	\$5,362,184	\$947,794
Transportation			
Payments on Vehicles excluding Leases	\$34,889,398	\$42,343,580	\$7,454,182
Gasoline and Motor Oil	\$40,821,890	\$49,526,336	\$8,704,446
Vehicle Maintenance and Repairs	\$18,267,395	\$22,168,219	\$3,900,824
Travel			
Airline Fares	\$8,981,534	\$10,898,963	\$1,917,429
Lodging on Trips	\$12,743,109	\$15,462,948	\$2,719,839
Auto/Truck Rental on Trips	\$1,461,265	\$1,774,483	\$313,218
Food and Drink on Trips	\$9,539,436	\$11,578,856	\$2,039,420

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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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