

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Generational Ties (G3)	28.5%	Population	318,983	325,569
Neighborhood Spirit (H3)	12.3%	Households	99,099	102,370
Family Extensions (F2)	9.7%	Families	70,170	72,466
Diverse Horizons (C5)	5.9%	Median Age	34.2	35.7
Uptown Lights (F5)	5.4%	Median Household Income	\$91,796	\$102,135
		2025	2030	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$244,571,373	\$276,213,634	\$31,642,261
Men's		\$46,818,920	\$52,862,797	\$6,043,877
Women's		\$81,983,127	\$92,593,469	\$10,610,342
Children's		\$34,351,344	\$38,803,358	\$4,452,014
Footwear		\$55,556,590	\$62,744,729	\$7,188,139
Watches & Jewelry		\$21,063,253	\$23,790,068	\$2,726,815
Apparel Products and Services (1)		\$4,798,139	\$5,419,213	\$621,074
Computer				
Computers and Hardware for Home Use		\$22,747,827	\$25,688,431	\$2,940,604
Portable Memory		\$386,590	\$436,351	\$49,761
Computer Software		\$1,665,051	\$1,879,084	\$214,033
Computer Accessories		\$2,205,798	\$2,492,283	\$286,485
Entertainment & Recreation		\$390,611,157	\$441,125,176	\$50,514,019
Fees and Admissions		\$93,403,976	\$105,495,671	\$12,091,695
Membership Fees for Clubs (2)		\$31,332,908	\$35,382,189	\$4,049,281
Fees for Participant Sports, excl. Trips		\$15,295,539	\$17,277,019	\$1,981,480
Tickets to Theatre/Operas/Concerts		\$11,885,649	\$13,421,703	\$1,536,054
Tickets to Movies		\$3,932,886	\$4,441,743	\$508,857
Tickets to Parks or Museums		\$4,748,564	\$5,367,047	\$618,483
Admission to Sporting Events, excl. Trips		\$7,551,474	\$8,524,814	\$973,340
Fees for Recreational Lessons		\$18,534,865	\$20,943,574	\$2,408,709
Dating Services		\$122,091	\$137,582	\$15,491
TV/Video/Audio		\$114,170,388	\$128,912,827	\$14,742,439
Cable and Satellite Television Services		\$59,593,545	\$67,296,984	\$7,703,439
Televisions		\$11,095,431	\$12,526,920	\$1,431,489
Satellite Dishes		\$178,287	\$201,786	\$23,499
VCRs, Video Cameras, and DVD Players		\$384,109	\$433,807	\$49,698
Miscellaneous Video Equipment		\$2,848,612	\$3,217,771	\$369,159
Video Cassettes and DVDs		\$516,521	\$583,511	\$66,990
Video Game Hardware/Accessories		\$4,707,258	\$5,313,032	\$605,774
Video Game Software		\$2,293,804	\$2,586,392	\$292,588
Rental/Streaming/Downloaded Video		\$18,420,398	\$20,794,303	\$2,373,905
Installation of Televisions		\$160,865	\$181,734	\$20,869
Audio (3)		\$13,790,001	\$15,517,618	\$1,781,617
Rental and Repair of TV/Radio/Sound Equipment		\$181,557	\$204,969	\$23,412
Pets		\$98,847,030	\$111,632,162	\$12,785,132
Toys/Games/Crafts/Hobbies (4)		\$16,466,300	\$18,590,064	\$2,123,764
Recreational Vehicles and Fees (5)		\$17,165,982	\$19,389,142	\$2,223,160
Sports/Recreation/Exercise Equipment (6)		\$24,173,401	\$27,300,774	\$3,127,373
Photo Equipment and Supplies (7)		\$6,782,649	\$7,658,487	\$875,838
Reading (8)		\$13,607,988	\$15,367,751	\$1,759,763
Catered Affairs (9)		\$5,993,443	\$6,778,298	\$784,855
Food		\$1,151,344,216	\$1,300,295,586	\$148,951,370
Food at Home		\$723,500,662	\$817,016,802	\$93,516,140
Bakery and Cereal Products		\$95,058,488	\$107,336,325	\$12,277,837
Meats, Poultry, Fish, and Eggs		\$149,905,424	\$169,282,567	\$19,377,143
Dairy Products		\$72,430,024	\$81,786,000	\$9,355,976
Fruits and Vegetables		\$130,995,411	\$147,959,736	\$16,964,325
Snacks and Other Food at Home (10)		\$275,111,315	\$310,652,174	\$35,540,859
Food Away from Home		\$427,843,554	\$483,278,784	\$55,435,230
Alcoholic Beverages		\$68,828,461	\$77,737,068	\$8,908,607

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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$4,584,200,233	\$5,175,247,034	\$591,046,801
Value of Retirement Plans	\$13,359,182,525	\$15,083,187,171	\$1,724,004,646
Value of Other Financial Assets	\$1,161,372,547	\$1,311,710,388	\$150,337,841
Vehicle Loan Amount excluding Interest	\$316,029,752	\$356,759,803	\$40,730,051
Value of Credit Card Debt	\$293,540,902	\$331,559,084	\$38,018,182
Health			
Nonprescription Drugs	\$17,475,987	\$19,731,357	\$2,255,370
Prescription Drugs	\$29,869,653	\$33,705,008	\$3,835,355
Eyeglasses and Contact Lenses	\$12,001,232	\$13,550,790	\$1,549,558
Home			
Mortgage Payment and Basics (11)	\$1,332,202,887	\$1,505,871,861	\$173,668,974
Maintenance and Remodeling Services	\$423,619,726	\$478,572,233	\$54,952,507
Maintenance and Remodeling Materials (12)	\$66,451,325	\$75,109,477	\$8,658,152
Utilities, Fuel, and Public Services	\$545,424,777	\$615,830,617	\$70,405,840
Household Furnishings and Equipment			
Household Textiles (13)	\$11,476,298	\$12,957,393	\$1,481,095
Furniture	\$83,656,746	\$94,462,325	\$10,805,579
Rugs	\$3,844,001	\$4,340,700	\$496,699
Major Appliances (14)	\$48,643,660	\$54,963,138	\$6,319,478
Housewares (15)	\$9,897,357	\$11,177,618	\$1,280,261
Small Appliances	\$8,428,124	\$9,521,199	\$1,093,075
Luggage	\$2,483,690	\$2,804,895	\$321,205
Telephones and Accessories	\$7,190,774	\$8,123,129	\$932,355
Household Operations			
Child Care	\$59,010,338	\$66,640,233	\$7,629,895
Lawn and Garden (16)	\$58,087,832	\$65,593,058	\$7,505,226
Moving/Storage/Freight Express	\$15,084,259	\$17,035,030	\$1,950,771
Housekeeping Supplies (17)	\$80,629,833	\$91,039,676	\$10,409,843
Insurance			
Owners and Renters Insurance	\$70,106,472	\$79,189,560	\$9,083,088
Vehicle Insurance	\$204,400,495	\$230,776,241	\$26,375,746
Life/Other Insurance	\$63,170,221	\$71,343,490	\$8,173,269
Health Insurance	\$439,300,434	\$496,052,299	\$56,751,865
Personal Care Products (18)	\$58,884,844	\$66,494,845	\$7,610,001
Educational Books/Supplies/Other Expenditures	\$8,747,048	\$9,867,968	\$1,120,920
Smoking Products	\$36,439,849	\$41,108,377	\$4,668,528
Transportation			
Payments on Vehicles excluding Leases	\$268,826,282	\$303,521,150	\$34,694,868
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$339,865,339	\$383,886,803	\$44,021,464
Vehicle Maintenance and Repairs	\$127,752,580	\$144,261,076	\$16,508,496
Travel			
Airline Fares	\$92,660,720	\$104,680,644	\$12,019,924
Lodging on Trips	\$106,943,364	\$120,777,073	\$13,833,709
Auto/Truck Rental on Trips	\$12,134,551	\$13,702,684	\$1,568,133
Food and Drink on Trips	\$83,612,102	\$94,442,730	\$10,830,628

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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.

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