

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
In Style (5B)	12.7%	Population	137,545	141,226
Salt of the Earth (6B)	10.6%	Households	57,604	59,479
Green Acres (6A)	8.7%	Families	34,828	35,777
Old and Newcomers (8F)	7.6%	Median Age	41.2	42.2
Set to Impress (11D)	7.4%	Median Household Income	\$65,806	\$80,114
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$114,466,737	\$139,791,707	\$25,324,970
Men's		\$21,512,034	\$26,279,303	\$4,767,269
Women's		\$38,909,770	\$47,506,184	\$8,596,414
Children's		\$17,562,691	\$21,435,301	\$3,872,610
Footwear		\$23,525,040	\$28,727,202	\$5,202,162
Watches & Jewelry		\$10,594,528	\$12,956,955	\$2,362,427
Apparel Products and Services (1)		\$2,362,674	\$2,886,762	\$524,088
<b>Computer</b>				
Computers and Hardware for Home Use		\$12,773,951	\$15,601,294	\$2,827,343
Portable Memory		\$198,786	\$242,776	\$43,990
Computer Software		\$738,472	\$901,692	\$163,220
Computer Accessories		\$1,129,691	\$1,379,572	\$249,881
<b>Entertainment &amp; Recreation</b>		\$200,815,724	\$245,281,652	\$44,465,928
Fees and Admissions		\$38,528,173	\$47,127,172	\$8,598,999
Membership Fees for Clubs (2)		\$14,581,454	\$17,836,904	\$3,255,450
Fees for Participant Sports, excl. Trips		\$6,345,432	\$7,761,247	\$1,415,815
Tickets to Theatre/Operas/Concerts		\$3,518,375	\$4,303,444	\$785,069
Tickets to Movies		\$1,108,555	\$1,354,470	\$245,915
Tickets to Parks or Museums		\$1,705,782	\$2,084,043	\$378,261
Admission to Sporting Events, excl. Trips		\$4,182,345	\$5,115,240	\$932,895
Fees for Recreational Lessons		\$7,043,238	\$8,619,376	\$1,576,138
Dating Services		\$42,991	\$52,448	\$9,457
TV/Video/Audio		\$67,507,681	\$82,405,895	\$14,898,214
Cable and Satellite Television Services		\$39,503,747	\$48,215,916	\$8,712,169
Televisions		\$7,611,974	\$9,293,680	\$1,681,706
Satellite Dishes		\$65,346	\$79,700	\$14,354
VCRs, Video Cameras, and DVD Players		\$227,938	\$278,113	\$50,175
Miscellaneous Video Equipment		\$954,319	\$1,165,572	\$211,253
Video Cassettes and DVDs		\$275,756	\$336,617	\$60,861
Video Game Hardware/Accessories		\$2,316,381	\$2,826,337	\$509,956
Video Game Software		\$1,035,570	\$1,263,613	\$228,043
Rental/Streaming/Downloaded Video		\$8,422,071	\$10,282,103	\$1,860,032
Installation of Televisions		\$81,727	\$100,175	\$18,448
Audio (3)		\$6,938,928	\$8,473,742	\$1,534,814
Rental and Repair of TV/Radio/Sound Equipment		\$73,925	\$90,326	\$16,401
Pets		\$49,940,146	\$60,980,825	\$11,040,679
Toys/Games/Crafts/Hobbies (4)		\$9,222,852	\$11,259,337	\$2,036,485
Recreational Vehicles and Fees (5)		\$9,696,172	\$11,847,017	\$2,150,845
Sports/Recreation/Exercise Equipment (6)		\$14,409,798	\$17,594,704	\$3,184,906
Photo Equipment and Supplies (7)		\$2,930,149	\$3,581,141	\$650,992
Reading (8)		\$6,676,122	\$8,158,469	\$1,482,347
Catered Affairs (9)		\$1,904,631	\$2,327,091	\$422,460
<b>Food</b>		\$548,628,504	\$669,826,072	\$121,197,568
Food at Home		\$360,089,202	\$439,594,395	\$79,505,193
Bakery and Cereal Products		\$46,587,518	\$56,879,475	\$10,291,957
Meats, Poultry, Fish, and Eggs		\$77,059,223	\$94,060,511	\$17,001,288
Dairy Products		\$34,143,439	\$41,686,088	\$7,542,649
Fruits and Vegetables		\$69,668,004	\$85,068,988	\$15,400,984
Snacks and Other Food at Home (10)		\$132,631,018	\$161,899,334	\$29,268,316
Food Away from Home		\$188,539,302	\$230,231,677	\$41,692,375
Alcoholic Beverages		\$31,141,106	\$38,049,655	\$6,908,549

**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	\$2,309,958,409	\$2,825,632,796	\$515,674,387
Value of Retirement Plans	\$8,168,691,008	\$9,990,865,873	\$1,822,174,865
Value of Other Financial Assets	\$436,246,826	\$533,362,356	\$97,115,530
Vehicle Loan Amount excluding Interest	\$175,769,680	\$214,469,556	\$38,699,876
Value of Credit Card Debt	\$141,152,408	\$172,446,475	\$31,294,067
<b>Health</b>			
Nonprescription Drugs	\$9,308,911	\$11,361,374	\$2,052,463
Prescription Drugs	\$23,605,547	\$28,823,916	\$5,218,369
Eyeglasses and Contact Lenses	\$6,520,406	\$7,964,030	\$1,443,624
<b>Home</b>			
Mortgage Payment and Basics (11)	\$636,493,166	\$778,334,170	\$141,841,004
Maintenance and Remodeling Services	\$224,330,864	\$274,274,966	\$49,944,102
Maintenance and Remodeling Materials (12)	\$44,996,764	\$54,973,569	\$9,976,805
Utilities, Fuel, and Public Services	\$305,168,414	\$372,447,855	\$67,279,441
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$6,384,276	\$7,795,471	\$1,411,195
Furniture	\$49,109,855	\$59,977,329	\$10,867,474
Rugs	\$2,189,818	\$2,676,933	\$487,115
Major Appliances (14)	\$29,452,149	\$35,967,156	\$6,515,007
Housewares (15)	\$5,239,126	\$6,395,058	\$1,155,932
Small Appliances	\$3,836,995	\$4,682,631	\$845,636
Luggage	\$976,135	\$1,192,796	\$216,661
Telephones and Accessories	\$5,298,576	\$6,463,988	\$1,165,412
<b>Household Operations</b>			
Child Care	\$24,944,747	\$30,498,755	\$5,554,008
Lawn and Garden (16)	\$35,630,681	\$43,523,413	\$7,892,732
Moving/Storage/Freight Express	\$5,605,529	\$6,847,759	\$1,242,230
Housekeeping Supplies (17)	\$45,323,415	\$55,327,057	\$10,003,642
<b>Insurance</b>			
Owners and Renters Insurance	\$42,898,048	\$52,389,482	\$9,491,434
Vehicle Insurance	\$106,198,532	\$129,574,586	\$23,376,054
Life/Other Insurance	\$34,048,563	\$41,604,773	\$7,556,210
Health Insurance	\$258,758,781	\$315,930,644	\$57,171,863
Personal Care Products (18)	\$27,204,784	\$33,218,155	\$6,013,371
School Books (19)	\$2,109,658	\$2,575,582	465,924
Smoking Products	\$26,948,993	\$32,835,756	\$5,886,763
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$156,567,890	\$191,074,177	\$34,506,287
Gasoline and Motor Oil	\$168,784,066	\$205,882,271	\$37,098,205
Vehicle Maintenance and Repairs	\$74,459,378	\$90,899,862	\$16,440,484
<b>Travel</b>			
Airline Fares	\$27,992,620	\$34,221,840	\$6,229,220
Lodging on Trips	\$47,151,766	\$57,617,828	\$10,466,062
Auto/Truck Rental on Trips	\$5,606,288	\$6,852,398	\$1,246,110
Food and Drink on Trips	\$35,651,138	\$43,558,728	\$7,907,590

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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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