

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Modest Income Homes (12D)	51.5%	Population	6,690	6,524
Down the Road (10D)	34.5%	Households	2,025	2,027
Rural Bypasses (10E)	14.0%	Families	1,397	1,395
	0.0%	Median Age	33.7	35.0
	0.0%	Median Household Income	\$36,129	\$42,266
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$2,367,720	\$3,009,824	\$642,104
Men's		\$417,480	\$530,657	\$113,177
Women's		\$857,368	\$1,090,010	\$232,642
Children's		\$390,440	\$496,289	\$105,849
Footwear		\$474,191	\$602,638	\$128,447
Watches & Jewelry		\$181,604	\$230,940	\$49,336
Apparel Products and Services (1)		\$46,637	\$59,289	\$12,652
<b>Computer</b>				
Computers and Hardware for Home Use		\$244,883	\$311,251	\$66,368
Portable Memory		\$3,666	\$4,661	\$995
Computer Software		\$14,089	\$17,911	\$3,822
Computer Accessories		\$23,000	\$29,242	\$6,242
<b>Entertainment &amp; Recreation</b>		\$4,156,762	\$5,285,054	\$1,128,292
Fees and Admissions		\$646,975	\$822,342	\$175,367
Membership Fees for Clubs (2)		\$246,113	\$312,891	\$66,778
Fees for Participant Sports, excl. Trips		\$111,166	\$141,292	\$30,126
Tickets to Theatre/Operas/Concerts		\$57,841	\$73,514	\$15,673
Tickets to Movies		\$19,240	\$24,437	\$5,197
Tickets to Parks or Museums		\$30,860	\$39,216	\$8,356
Admission to Sporting Events, excl. Trips		\$73,553	\$93,543	\$19,990
Fees for Recreational Lessons		\$107,267	\$136,260	\$28,993
Dating Services		\$935	\$1,189	\$254
TV/Video/Audio		\$1,542,945	\$1,962,017	\$419,072
Cable and Satellite Television Services		\$967,054	\$1,229,964	\$262,910
Televisions		\$163,324	\$207,642	\$44,318
Satellite Dishes		\$1,868	\$2,376	\$508
VCRs, Video Cameras, and DVD Players		\$5,281	\$6,714	\$1,433
Miscellaneous Video Equipment		\$17,631	\$22,365	\$4,734
Video Cassettes and DVDs		\$5,821	\$7,400	\$1,579
Video Game Hardware/Accessories		\$50,258	\$63,888	\$13,630
Video Game Software		\$20,734	\$26,359	\$5,625
Rental/Streaming/Downloaded Video		\$169,252	\$215,139	\$45,887
Installation of Televisions		\$1,047	\$1,331	\$284
Audio (3)		\$139,081	\$176,813	\$37,732
Rental and Repair of TV/Radio/Sound Equipment		\$1,595	\$2,027	\$432
Pets		\$1,080,289	\$1,373,678	\$293,389
Toys/Games/Crafts/Hobbies (4)		\$200,385	\$254,811	\$54,426
Recreational Vehicles and Fees (5)		\$189,374	\$240,793	\$51,419
Sports/Recreation/Exercise Equipment (6)		\$290,574	\$369,255	\$78,681
Photo Equipment and Supplies (7)		\$50,828	\$64,621	\$13,793
Reading (8)		\$124,314	\$158,039	\$33,725
Catered Affairs (9)		\$31,079	\$39,497	\$8,418
<b>Food</b>		\$11,954,474	\$15,198,586	\$3,244,112
Food at Home		\$8,073,386	\$10,265,204	\$2,191,818
Bakery and Cereal Products		\$1,037,042	\$1,318,642	\$281,600
Meats, Poultry, Fish, and Eggs		\$1,747,605	\$2,221,982	\$474,377
Dairy Products		\$750,243	\$953,900	\$203,657
Fruits and Vegetables		\$1,510,993	\$1,921,090	\$410,097
Snacks and Other Food at Home (10)		\$3,027,503	\$3,849,589	\$822,086
Food Away from Home		\$3,881,088	\$4,933,382	\$1,052,294
Alcoholic Beverages		\$587,872	\$747,350	\$159,478

**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	\$40,941,173	\$52,072,806	\$11,131,633
Value of Retirement Plans	\$149,258,611	\$189,819,570	\$40,560,959
Value of Other Financial Assets	\$8,144,678	\$10,354,923	\$2,210,245
Vehicle Loan Amount excluding Interest	\$3,902,431	\$4,961,036	\$1,058,605
Value of Credit Card Debt	\$2,800,230	\$3,560,167	\$759,937
<b>Health</b>			
Nonprescription Drugs	\$220,695	\$280,624	\$59,929
Prescription Drugs	\$560,389	\$712,809	\$152,420
Eyeglasses and Contact Lenses	\$140,658	\$178,889	\$38,231
<b>Home</b>			
Mortgage Payment and Basics (11)	\$11,691,964	\$14,861,517	\$3,169,553
Maintenance and Remodeling Services	\$4,068,719	\$5,172,084	\$1,103,365
Maintenance and Remodeling Materials (12)	\$926,892	\$1,178,394	\$251,502
Utilities, Fuel, and Public Services	\$7,242,804	\$9,210,493	\$1,967,689
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$140,137	\$178,169	\$38,032
Furniture	\$1,031,292	\$1,311,264	\$279,972
Rugs	\$40,690	\$51,738	\$11,048
Major Appliances (14)	\$664,574	\$844,989	\$180,415
Housewares (15)	\$118,649	\$150,855	\$32,206
Small Appliances	\$83,554	\$106,204	\$22,650
Luggage	\$18,001	\$22,883	\$4,882
Telephones and Accessories	\$145,200	\$184,695	\$39,495
<b>Household Operations</b>			
Child Care	\$433,857	\$551,489	\$117,632
Lawn and Garden (16)	\$761,801	\$968,804	\$207,003
Moving/Storage/Freight Express	\$106,717	\$135,646	\$28,929
Housekeeping Supplies (17)	\$1,049,653	\$1,334,639	\$284,986
<b>Insurance</b>			
Owners and Renters Insurance	\$942,764	\$1,198,815	\$256,051
Vehicle Insurance	\$2,509,015	\$3,190,067	\$681,052
Life/Other Insurance	\$709,900	\$902,733	\$192,833
Health Insurance	\$5,904,888	\$7,509,514	\$1,604,626
Personal Care Products (18)	\$583,575	\$741,876	\$158,301
School Books (19)	\$41,997	\$53,394	\$11,397
Smoking Products	\$800,877	\$1,018,827	\$217,950
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$3,606,552	\$4,585,921	\$979,369
Gasoline and Motor Oil	\$4,210,467	\$5,354,008	\$1,143,541
Vehicle Maintenance and Repairs	\$1,645,319	\$2,091,793	\$446,474
<b>Travel</b>			
Airline Fares	\$472,303	\$600,180	\$127,877
Lodging on Trips	\$940,602	\$1,196,047	\$255,445
Auto/Truck Rental on Trips	\$100,933	\$128,312	\$27,379
Food and Drink on Trips	\$692,257	\$880,108	\$187,851

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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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