

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rural Bypasses (10E)	85.5%	Population	6,390	6,336
Economic BedRock (10C)	11.6%	Households	1,941	1,961
Rural Resort Dwellers (6E)	1.9%	Families	1,441	1,457
Southwestern Families (7F)	1.1%	Median Age	38.9	39.8
	0.0%	Median Household Income	\$51,386	\$58,545
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$2,470,230	\$2,979,135	\$508,905
Men's		\$433,450	\$522,747	\$89,297
Women's		\$924,065	\$1,114,425	\$190,360
Children's		\$413,981	\$499,274	\$85,293
Footwear		\$487,345	\$587,739	\$100,394
Watches & Jewelry		\$165,835	\$200,009	\$34,174
Apparel Products and Services (1)		\$45,555	\$54,941	\$9,386
Computer				
Computers and Hardware for Home Use		\$255,513	\$308,149	\$52,636
Portable Memory		\$3,683	\$4,441	\$758
Computer Software		\$13,082	\$15,777	\$2,695
Computer Accessories		\$23,860	\$28,775	\$4,915
Entertainment & Recreation		\$4,881,209	\$5,886,586	\$1,005,377
Fees and Admissions		\$640,754	\$772,744	\$131,990
Membership Fees for Clubs (2)		\$242,221	\$292,119	\$49,898
Fees for Participant Sports, excl. Trips		\$118,250	\$142,605	\$24,355
Tickets to Theatre/Operas/Concerts		\$59,012	\$71,166	\$12,154
Tickets to Movies		\$18,508	\$22,321	\$3,813
Tickets to Parks or Museums		\$33,224	\$40,067	\$6,843
Admission to Sporting Events, excl. Trips		\$63,673	\$76,796	\$13,123
Fees for Recreational Lessons		\$104,966	\$126,584	\$21,618
Dating Services		\$899	\$1,084	\$185
TV/Video/Audio		\$1,878,687	\$2,265,658	\$386,971
Cable and Satellite Television Services		\$1,265,937	\$1,526,677	\$260,740
Televisions		\$176,072	\$212,345	\$36,273
Satellite Dishes		\$1,821	\$2,197	\$376
VCRs, Video Cameras, and DVD Players		\$6,322	\$7,624	\$1,302
Miscellaneous Video Equipment		\$16,462	\$19,853	\$3,391
Video Cassettes and DVDs		\$6,714	\$8,097	\$1,383
Video Game Hardware/Accessories		\$52,837	\$63,724	\$10,887
Video Game Software		\$20,726	\$24,996	\$4,270
Rental/Streaming/Downloaded Video		\$172,711	\$208,291	\$35,580
Installation of Televisions		\$924	\$1,114	\$190
Audio (3)		\$156,382	\$188,593	\$32,211
Rental and Repair of TV/Radio/Sound Equipment		\$1,779	\$2,145	\$366
Pets		\$1,363,446	\$1,644,260	\$280,814
Toys/Games/Crafts/Hobbies (4)		\$216,041	\$260,549	\$44,508
Recreational Vehicles and Fees (5)		\$219,595	\$264,812	\$45,217
Sports/Recreation/Exercise Equipment (6)		\$350,540	\$422,724	\$72,184
Photo Equipment and Supplies (7)		\$52,460	\$63,266	\$10,806
Reading (8)		\$129,232	\$155,848	\$26,616
Catered Affairs (9)		\$30,454	\$36,726	\$6,272
Food		\$14,273,266	\$17,213,368	\$2,940,102
Food at Home		\$9,703,976	\$11,702,897	\$1,998,921
Bakery and Cereal Products		\$1,251,205	\$1,508,942	\$257,737
Meats, Poultry, Fish, and Eggs		\$2,075,113	\$2,502,575	\$427,462
Dairy Products		\$896,934	\$1,081,684	\$184,750
Fruits and Vegetables		\$1,790,294	\$2,159,074	\$368,780
Snacks and Other Food at Home (10)		\$3,690,429	\$4,450,622	\$760,193
Food Away from Home		\$4,569,290	\$5,510,471	\$941,181
Alcoholic Beverages		\$611,704	\$737,712	\$126,008

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	\$50,855,445	\$61,327,164	\$10,471,719
Value of Retirement Plans	\$178,669,952	\$215,463,795	\$36,793,843
Value of Other Financial Assets	\$8,979,198	\$10,828,434	\$1,849,236
Vehicle Loan Amount excluding Interest	\$4,711,083	\$5,681,407	\$970,324
Value of Credit Card Debt	\$3,131,507	\$3,776,521	\$645,014
Health			
Nonprescription Drugs	\$296,286	\$357,307	\$61,021
Prescription Drugs	\$668,471	\$806,169	\$137,698
Eyeglasses and Contact Lenses	\$172,108	\$207,556	\$35,448
Home			
Mortgage Payment and Basics (11)	\$13,420,212	\$16,183,796	\$2,763,584
Maintenance and Remodeling Services	\$4,627,202	\$5,579,870	\$952,668
Maintenance and Remodeling Materials (12)	\$1,151,013	\$1,388,024	\$237,011
Utilities, Fuel, and Public Services	\$8,974,035	\$10,822,557	\$1,848,522
Household Furnishings and Equipment			
Household Textiles (13)	\$160,430	\$193,478	\$33,048
Furniture	\$1,182,260	\$1,425,795	\$243,535
Rugs	\$46,168	\$55,678	\$9,510
Major Appliances (14)	\$833,753	\$1,005,465	\$171,712
Housewares (15)	\$148,276	\$178,818	\$30,542
Small Appliances	\$91,677	\$110,562	\$18,885
Luggage	\$18,822	\$22,699	\$3,877
Telephones and Accessories	\$216,871	\$261,549	\$44,678
Household Operations			
Child Care	\$453,171	\$546,535	\$93,364
Lawn and Garden (16)	\$981,582	\$1,183,723	\$202,141
Moving/Storage/Freight Express	\$106,152	\$128,014	\$21,862
Housekeeping Supplies (17)	\$1,346,145	\$1,623,415	\$277,270
Insurance			
Owners and Renters Insurance	\$1,197,469	\$1,444,085	\$246,616
Vehicle Insurance	\$3,149,280	\$3,797,976	\$648,696
Life/Other Insurance	\$876,909	\$1,057,526	\$180,617
Health Insurance	\$7,380,549	\$8,900,718	\$1,520,169
Personal Care Products (18)	\$686,938	\$828,439	\$141,501
School Books (19)	\$46,169	\$55,681	\$9,512
Smoking Products	\$1,084,233	\$1,307,586	\$223,353
Transportation			
Payments on Vehicles excluding Leases	\$4,450,201	\$5,366,856	\$916,655
Gasoline and Motor Oil	\$5,525,012	\$6,663,030	\$1,138,018
Vehicle Maintenance and Repairs	\$1,910,517	\$2,304,043	\$393,526
Travel			
Airline Fares	\$479,077	\$577,738	\$98,661
Lodging on Trips	\$1,130,044	\$1,362,790	\$232,746
Auto/Truck Rental on Trips	\$102,700	\$123,854	\$21,154
Food and Drink on Trips	\$786,558	\$948,557	\$161,999

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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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