

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Down the Road (10D)	48.4%	Population	2,147	2,106
Rural Bypasses (10E)	37.1%	Households	700	687
Small Town Sincerity (12C)	11.9%	Families	452	444
Senior Escapes (9D)	2.6%	Median Age	34.9	36.4
	0.0%	Median Household Income	\$37,151	\$41,554
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$951,262	\$1,109,527	\$158,265
Men's		\$167,514	\$195,381	\$27,867
Women's		\$345,537	\$403,027	\$57,490
Children's		\$151,993	\$177,299	\$25,306
Footwear		\$189,734	\$221,295	\$31,561
Watches & Jewelry		\$77,283	\$90,132	\$12,849
Apparel Products and Services (1)		\$19,200	\$22,394	\$3,194
Computer				
Computers and Hardware for Home Use		\$98,139	\$114,463	\$16,324
Portable Memory		\$1,496	\$1,745	\$249
Computer Software		\$5,813	\$6,780	\$967
Computer Accessories		\$9,248	\$10,786	\$1,538
Entertainment & Recreation		\$1,608,150	\$1,875,860	\$267,710
Fees and Admissions		\$269,125	\$313,859	\$44,734
Membership Fees for Clubs (2)		\$102,943	\$120,057	\$17,114
Fees for Participant Sports, excl. Trips		\$46,157	\$53,827	\$7,670
Tickets to Theatre/Operas/Concerts		\$24,218	\$28,242	\$4,024
Tickets to Movies		\$7,867	\$9,175	\$1,308
Tickets to Parks or Museums		\$12,376	\$14,435	\$2,059
Admission to Sporting Events, excl. Trips		\$31,120	\$36,296	\$5,176
Fees for Recreational Lessons		\$44,042	\$51,360	\$7,318
Dating Services		\$401	\$468	\$67
TV/Video/Audio		\$590,425	\$688,754	\$98,329
Cable and Satellite Television Services		\$362,596	\$423,011	\$60,415
Televisions		\$65,235	\$76,090	\$10,855
Satellite Dishes		\$751	\$876	\$125
VCRs, Video Cameras, and DVD Players		\$2,015	\$2,350	\$335
Miscellaneous Video Equipment		\$6,625	\$7,728	\$1,103
Video Cassettes and DVDs		\$2,259	\$2,635	\$376
Video Game Hardware/Accessories		\$19,718	\$23,001	\$3,283
Video Game Software		\$8,194	\$9,559	\$1,365
Rental/Streaming/Downloaded Video		\$67,444	\$78,665	\$11,221
Installation of Televisions		\$474	\$553	\$79
Audio (3)		\$54,463	\$63,528	\$9,065
Rental and Repair of TV/Radio/Sound Equipment		\$651	\$759	\$108
Pets		\$405,102	\$472,580	\$67,478
Toys/Games/Crafts/Hobbies (4)		\$77,616	\$90,540	\$12,924
Recreational Vehicles and Fees (5)		\$72,918	\$85,056	\$12,138
Sports/Recreation/Exercise Equipment (6)		\$110,047	\$128,364	\$18,317
Photo Equipment and Supplies (7)		\$20,318	\$23,699	\$3,381
Reading (8)		\$50,591	\$59,003	\$8,412
Catered Affairs (9)		\$12,009	\$14,007	\$1,998
Food		\$4,595,221	\$5,360,314	\$765,093
Food at Home		\$3,093,890	\$3,609,077	\$515,187
Bakery and Cereal Products		\$397,100	\$463,228	\$66,128
Meats, Poultry, Fish, and Eggs		\$672,641	\$784,637	\$111,996
Dairy Products		\$287,745	\$335,654	\$47,909
Fruits and Vegetables		\$583,604	\$680,762	\$97,158
Snacks and Other Food at Home (10)		\$1,152,799	\$1,344,795	\$191,996
Food Away from Home		\$1,501,331	\$1,751,238	\$249,907
Alcoholic Beverages		\$241,653	\$281,834	\$40,181

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	\$16,346,998	\$19,067,114	\$2,720,116
Value of Retirement Plans	\$59,396,971	\$69,281,148	\$9,884,177
Value of Other Financial Assets	\$3,388,207	\$3,951,370	\$563,163
Vehicle Loan Amount excluding Interest	\$1,472,987	\$1,718,333	\$245,346
Value of Credit Card Debt	\$1,107,493	\$1,291,791	\$184,298
Health			
Nonprescription Drugs	\$82,088	\$95,764	\$13,676
Prescription Drugs	\$216,730	\$252,831	\$36,101
Eyeglasses and Contact Lenses	\$53,044	\$61,881	\$8,837
Home			
Mortgage Payment and Basics (11)	\$4,645,521	\$5,418,261	\$772,740
Maintenance and Remodeling Services	\$1,617,836	\$1,886,915	\$269,079
Maintenance and Remodeling Materials (12)	\$345,503	\$403,057	\$57,554
Utilities, Fuel, and Public Services	\$2,733,940	\$3,189,410	\$455,470
Household Furnishings and Equipment			
Household Textiles (13)	\$54,394	\$63,450	\$9,056
Furniture	\$403,945	\$471,188	\$67,243
Rugs	\$16,227	\$18,927	\$2,700
Major Appliances (14)	\$250,294	\$291,984	\$41,690
Housewares (15)	\$44,733	\$52,184	\$7,451
Small Appliances	\$32,456	\$37,858	\$5,402
Luggage	\$7,416	\$8,649	\$1,233
Telephones and Accessories	\$50,525	\$58,957	\$8,432
Household Operations			
Child Care	\$172,701	\$201,439	\$28,738
Lawn and Garden (16)	\$287,522	\$335,414	\$47,892
Moving/Storage/Freight Express	\$43,857	\$51,147	\$7,290
Housekeeping Supplies (17)	\$394,780	\$460,537	\$65,757
Insurance			
Owners and Renters Insurance	\$356,885	\$416,331	\$59,446
Vehicle Insurance	\$941,919	\$1,098,830	\$156,911
Life/Other Insurance	\$271,036	\$316,174	\$45,138
Health Insurance	\$2,245,196	\$2,619,154	\$373,958
Personal Care Products (18)	\$225,937	\$263,546	\$37,609
School Books (19)	\$16,525	\$19,275	2,750
Smoking Products	\$288,775	\$336,949	\$48,174
Transportation			
Payments on Vehicles excluding Leases	\$1,350,225	\$1,575,202	\$224,977
Gasoline and Motor Oil	\$1,539,220	\$1,795,798	\$256,578
Vehicle Maintenance and Repairs	\$634,436	\$740,055	\$105,619
Travel			
Airline Fares	\$195,669	\$228,181	\$32,512
Lodging on Trips	\$364,658	\$425,363	\$60,705
Auto/Truck Rental on Trips	\$41,551	\$48,461	\$6,910
Food and Drink on Trips	\$273,481	\$318,986	\$45,505

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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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