

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rural Bypasses (10E)	52.4%	Population	10,317	10,243
City Commons (11E)	25.0%	Households	2,419	2,435
Fresh Ambitions (13D)	14.0%	Families	1,946	1,958
Economic BedRock (10C)	8.6%	Median Age	28.8	29.8
	0.0%	Median Household Income	\$37,656	\$43,953
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$2,924,491	\$3,492,201	\$567,710
Men's		\$502,465	\$599,914	\$97,449
Women's		\$1,083,881	\$1,294,418	\$210,537
Children's		\$489,666	\$584,847	\$95,181
Footwear		\$575,155	\$686,814	\$111,659
Watches & Jewelry		\$217,694	\$259,804	\$42,110
Apparel Products and Services (1)		\$55,629	\$66,403	\$10,774
Computer				
Computers and Hardware for Home Use		\$294,218	\$351,319	\$57,101
Portable Memory		\$4,370	\$5,218	\$848
Computer Software		\$16,562	\$19,775	\$3,213
Computer Accessories		\$26,579	\$31,732	\$5,153
Entertainment & Recreation		\$5,041,578	\$6,020,169	\$978,591
Fees and Admissions		\$758,439	\$905,240	\$146,801
Membership Fees for Clubs (2)		\$288,767	\$344,617	\$55,850
Fees for Participant Sports, excl. Trips		\$130,748	\$156,070	\$25,322
Tickets to Theatre/Operas/Concerts		\$68,705	\$82,021	\$13,316
Tickets to Movies		\$22,475	\$26,834	\$4,359
Tickets to Parks or Museums		\$37,441	\$44,703	\$7,262
Admission to Sporting Events, excl. Trips		\$84,775	\$101,129	\$16,354
Fees for Recreational Lessons		\$124,325	\$148,429	\$24,104
Dating Services		\$1,204	\$1,437	\$233
TV/Video/Audio		\$1,923,858	\$2,297,566	\$373,708
Cable and Satellite Television Services		\$1,226,145	\$1,464,474	\$238,329
Televisions		\$200,212	\$239,049	\$38,837
Satellite Dishes		\$2,222	\$2,652	\$430
VCRs, Video Cameras, and DVD Players		\$6,497	\$7,760	\$1,263
Miscellaneous Video Equipment		\$20,269	\$24,194	\$3,925
Video Cassettes and DVDs		\$6,886	\$8,225	\$1,339
Video Game Hardware/Accessories		\$62,768	\$74,963	\$12,195
Video Game Software		\$25,547	\$30,511	\$4,964
Rental/Streaming/Downloaded Video		\$200,286	\$239,121	\$38,835
Installation of Televisions		\$1,251	\$1,493	\$242
Audio (3)		\$169,855	\$202,835	\$32,980
Rental and Repair of TV/Radio/Sound Equipment		\$1,918	\$2,291	\$373
Pets		\$1,320,836	\$1,577,467	\$256,631
Toys/Games/Crafts/Hobbies (4)		\$235,916	\$281,672	\$45,756
Recreational Vehicles and Fees (5)		\$217,616	\$259,783	\$42,167
Sports/Recreation/Exercise Equipment (6)		\$348,366	\$416,056	\$67,690
Photo Equipment and Supplies (7)		\$59,614	\$71,166	\$11,552
Reading (8)		\$142,981	\$170,690	\$27,709
Catered Affairs (9)		\$33,952	\$40,528	\$6,576
Food		\$14,925,383	\$17,826,056	\$2,900,673
Food at Home		\$10,077,272	\$12,035,782	\$1,958,510
Bakery and Cereal Products		\$1,295,823	\$1,547,655	\$251,832
Meats, Poultry, Fish, and Eggs		\$2,186,346	\$2,611,306	\$424,960
Dairy Products		\$924,482	\$1,104,131	\$179,649
Fruits and Vegetables		\$1,877,921	\$2,242,853	\$364,932
Snacks and Other Food at Home (10)		\$3,792,700	\$4,529,837	\$737,137
Food Away from Home		\$4,848,111	\$5,790,274	\$942,163
Alcoholic Beverages		\$710,878	\$848,741	\$137,863

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	\$50,815,151	\$60,667,298	\$9,852,147
Value of Retirement Plans	\$181,202,809	\$216,304,632	\$35,101,823
Value of Other Financial Assets	\$9,559,880	\$11,408,736	\$1,848,856
Vehicle Loan Amount excluding Interest	\$4,840,624	\$5,781,027	\$940,403
Value of Credit Card Debt	\$3,405,688	\$4,066,473	\$660,785
Health			
Nonprescription Drugs	\$282,458	\$337,400	\$54,942
Prescription Drugs	\$684,026	\$816,540	\$132,514
Eyeglasses and Contact Lenses	\$170,850	\$204,017	\$33,167
Home			
Mortgage Payment and Basics (11)	\$13,784,908	\$16,454,514	\$2,669,606
Maintenance and Remodeling Services	\$4,635,237	\$5,532,241	\$897,004
Maintenance and Remodeling Materials (12)	\$1,087,052	\$1,297,711	\$210,659
Utilities, Fuel, and Public Services	\$9,064,773	\$10,825,867	\$1,761,094
Household Furnishings and Equipment			
Household Textiles (13)	\$173,001	\$206,597	\$33,596
Furniture	\$1,273,073	\$1,520,118	\$247,045
Rugs	\$49,417	\$59,000	\$9,583
Major Appliances (14)	\$819,514	\$978,661	\$159,147
Housewares (15)	\$146,540	\$175,021	\$28,481
Small Appliances	\$101,304	\$120,983	\$19,679
Luggage	\$22,140	\$26,435	\$4,295
Telephones and Accessories	\$192,363	\$229,845	\$37,482
Household Operations			
Child Care	\$527,933	\$630,346	\$102,413
Lawn and Garden (16)	\$936,539	\$1,118,350	\$181,811
Moving/Storage/Freight Express	\$125,820	\$150,243	\$24,423
Housekeeping Supplies (17)	\$1,329,870	\$1,588,507	\$258,637
Insurance			
Owners and Renters Insurance	\$1,162,994	\$1,388,642	\$225,648
Vehicle Insurance	\$3,175,380	\$3,792,841	\$617,461
Life/Other Insurance	\$871,276	\$1,040,371	\$169,095
Health Insurance	\$7,300,285	\$8,717,814	\$1,417,529
Personal Care Products (18)	\$724,483	\$865,253	\$140,770
School Books (19)	\$52,502	\$62,700	10,198
Smoking Products	\$1,046,330	\$1,249,961	\$203,631
Transportation			
Payments on Vehicles excluding Leases	\$4,486,117	\$5,357,531	\$871,414
Gasoline and Motor Oil	\$5,357,470	\$6,399,652	\$1,042,182
Vehicle Maintenance and Repairs	\$1,987,826	\$2,373,702	\$385,876
Travel			
Airline Fares	\$550,295	\$656,984	\$106,689
Lodging on Trips	\$1,149,598	\$1,372,724	\$223,126
Auto/Truck Rental on Trips	\$121,014	\$144,457	\$23,443
Food and Drink on Trips	\$837,305	\$999,781	\$162,476

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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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