

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Down the Road (10D)	53.0%	Population	7,436	7,667
The Elders (9C)	24.2%	Households	2,560	2,660
Old and Newcomers (8F)	22.8%	Families	1,529	1,588
	0.0%	Median Age	34.6	36.2
	0.0%	Median Household Income	\$48,560	\$55,719
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$4,143,394	\$5,201,914	\$1,058,520
Men's		\$754,137	\$946,786	\$192,649
Women's		\$1,452,798	\$1,822,233	\$369,435
Children's		\$655,137	\$824,044	\$168,907
Footwear		\$882,205	\$1,108,012	\$225,807
Watches & Jewelry		\$317,262	\$398,129	\$80,867
Apparel Products and Services (1)		\$81,856	\$102,709	\$20,853
Computer				
Computers and Hardware for Home Use		\$463,137	\$581,505	\$118,368
Portable Memory		\$6,990	\$8,770	\$1,780
Computer Software		\$26,285	\$32,998	\$6,713
Computer Accessories		\$40,727	\$51,026	\$10,299
Entertainment & Recreation		\$6,922,207	\$8,678,916	\$1,756,709
Fees and Admissions		\$1,251,957	\$1,570,014	\$318,057
Membership Fees for Clubs (2)		\$454,503	\$569,849	\$115,346
Fees for Participant Sports, excl. Trips		\$219,781	\$275,084	\$55,303
Tickets to Theatre/Operas/Concerts		\$118,619	\$148,639	\$30,020
Tickets to Movies		\$43,133	\$54,208	\$11,075
Tickets to Parks or Museums		\$60,858	\$76,427	\$15,569
Admission to Sporting Events, excl. Trips		\$118,397	\$148,698	\$30,301
Fees for Recreational Lessons		\$235,173	\$295,234	\$60,061
Dating Services		\$1,495	\$1,874	\$379
TV/Video/Audio		\$2,400,419	\$3,009,118	\$608,699
Cable and Satellite Television Services		\$1,384,827	\$1,733,438	\$348,611
Televisions		\$276,126	\$346,449	\$70,323
Satellite Dishes		\$2,423	\$3,042	\$619
VCRs, Video Cameras, and DVD Players		\$9,178	\$11,512	\$2,334
Miscellaneous Video Equipment		\$39,691	\$50,180	\$10,489
Video Cassettes and DVDs		\$10,609	\$13,293	\$2,684
Video Game Hardware/Accessories		\$86,350	\$108,647	\$22,297
Video Game Software		\$37,124	\$46,759	\$9,635
Rental/Streaming/Downloaded Video		\$306,811	\$385,462	\$78,651
Installation of Televisions		\$2,227	\$2,787	\$560
Audio (3)		\$242,091	\$303,845	\$61,754
Rental and Repair of TV/Radio/Sound Equipment		\$2,961	\$3,702	\$741
Pets		\$1,715,660	\$2,150,183	\$434,523
Toys/Games/Crafts/Hobbies (4)		\$312,911	\$392,781	\$79,870
Recreational Vehicles and Fees (5)		\$306,711	\$384,153	\$77,442
Sports/Recreation/Exercise Equipment (6)		\$552,782	\$693,849	\$141,067
Photo Equipment and Supplies (7)		\$91,300	\$114,678	\$23,378
Reading (8)		\$230,770	\$288,991	\$58,221
Catered Affairs (9)		\$59,697	\$75,149	\$15,452
Food		\$19,835,878	\$24,882,494	\$5,046,616
Food at Home		\$12,989,056	\$16,288,395	\$3,299,339
Bakery and Cereal Products		\$1,645,620	\$2,063,421	\$417,801
Meats, Poultry, Fish, and Eggs		\$2,830,831	\$3,550,022	\$719,191
Dairy Products		\$1,226,770	\$1,537,922	\$311,152
Fruits and Vegetables		\$2,501,664	\$3,136,841	\$635,177
Snacks and Other Food at Home (10)		\$4,784,170	\$6,000,189	\$1,216,019
Food Away from Home		\$6,846,822	\$8,594,099	\$1,747,277
Alcoholic Beverages		\$1,090,496	\$1,366,941	\$276,445

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	\$67,272,790	\$84,111,045	\$16,838,255
Value of Retirement Plans	\$243,161,190	\$304,252,253	\$61,091,063
Value of Other Financial Assets	\$14,897,105	\$18,618,223	\$3,721,118
Vehicle Loan Amount excluding Interest	\$6,426,640	\$8,071,636	\$1,644,996
Value of Credit Card Debt	\$4,797,352	\$6,016,554	\$1,219,202
Health			
Nonprescription Drugs	\$344,639	\$431,740	\$87,101
Prescription Drugs	\$766,809	\$960,363	\$193,554
Eyeglasses and Contact Lenses	\$208,846	\$261,827	\$52,981
Home			
Mortgage Payment and Basics (11)	\$21,083,790	\$26,406,736	\$5,322,946
Maintenance and Remodeling Services	\$7,330,450	\$9,173,005	\$1,842,555
Maintenance and Remodeling Materials (12)	\$1,460,711	\$1,831,532	\$370,821
Utilities, Fuel, and Public Services	\$10,789,349	\$13,529,089	\$2,739,740
Household Furnishings and Equipment			
Household Textiles (13)	\$229,838	\$288,416	\$58,578
Furniture	\$1,686,666	\$2,115,833	\$429,167
Rugs	\$70,240	\$88,017	\$17,777
Major Appliances (14)	\$1,036,373	\$1,299,021	\$262,648
Housewares (15)	\$193,758	\$242,916	\$49,158
Small Appliances	\$145,689	\$182,944	\$37,255
Luggage	\$33,932	\$42,559	\$8,627
Telephones and Accessories	\$192,506	\$241,332	\$48,826
Household Operations			
Child Care	\$790,117	\$993,321	\$203,204
Lawn and Garden (16)	\$1,161,453	\$1,454,019	\$292,566
Moving/Storage/Freight Express	\$208,052	\$260,808	\$52,756
Housekeeping Supplies (17)	\$1,665,128	\$2,086,998	\$421,870
Insurance			
Owners and Renters Insurance	\$1,445,283	\$1,810,856	\$365,573
Vehicle Insurance	\$3,971,287	\$4,982,761	\$1,011,474
Life/Other Insurance	\$1,106,278	\$1,386,179	\$279,901
Health Insurance	\$8,929,633	\$11,184,265	\$2,254,632
Personal Care Products (18)	\$1,001,610	\$1,256,473	\$254,863
School Books (19)	\$73,023	\$91,785	18,762
Smoking Products	\$990,180	\$1,242,097	\$251,917
Transportation			
Payments on Vehicles excluding Leases	\$5,502,709	\$6,908,212	\$1,405,503
Gasoline and Motor Oil	\$6,198,302	\$7,777,613	\$1,579,311
Vehicle Maintenance and Repairs	\$2,727,776	\$3,420,836	\$693,060
Travel			
Airline Fares	\$994,238	\$1,246,175	\$251,937
Lodging on Trips	\$1,551,660	\$1,944,409	\$392,749
Auto/Truck Rental on Trips	\$186,676	\$234,217	\$47,541
Food and Drink on Trips	\$1,215,091	\$1,523,283	\$308,192

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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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