

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rooted Rural (10B)	100.0%	Population	982	995
	0.0%	Households	319	329
	0.0%	Families	223	230
	0.0%	Median Age	36.7	37.9
	0.0%	Median Household Income	\$53,475	\$75,633
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$905,384	\$1,178,150	\$272,766
Men's		\$159,114	\$207,051	\$47,937
Women's		\$305,054	\$396,958	\$91,904
Children's		\$158,208	\$205,872	\$47,664
Footwear		\$188,181	\$244,875	\$56,694
Watches & Jewelry		\$77,047	\$100,259	\$23,212
Apparel Products and Services (1)		\$17,780	\$23,137	\$5,357
<b>Computer</b>				
Computers and Hardware for Home Use		\$97,960	\$127,472	\$29,512
Portable Memory		\$1,510	\$1,965	\$455
Computer Software		\$5,889	\$7,663	\$1,774
Computer Accessories		\$8,003	\$10,414	\$2,411
<b>Entertainment &amp; Recreation</b>		\$1,322,290	\$1,720,657	\$398,367
Fees and Admissions		\$255,413	\$332,362	\$76,949
Membership Fees for Clubs (2)		\$96,148	\$125,115	\$28,967
Fees for Participant Sports, excl. Trips		\$41,902	\$54,526	\$12,624
Tickets to Theatre/Operas/Concerts		\$23,329	\$30,358	\$7,029
Tickets to Movies		\$7,814	\$10,168	\$2,354
Tickets to Parks or Museums		\$12,155	\$15,817	\$3,662
Admission to Sporting Events, excl. Trips		\$27,368	\$35,614	\$8,246
Fees for Recreational Lessons		\$46,281	\$60,224	\$13,943
Dating Services		\$415	\$540	\$125
TV/Video/Audio		\$474,058	\$616,878	\$142,820
Cable and Satellite Television Services		\$263,869	\$343,365	\$79,496
Televisions		\$58,700	\$76,385	\$17,685
Satellite Dishes		\$453	\$589	\$136
VCRs, Video Cameras, and DVD Players		\$1,623	\$2,112	\$489
Miscellaneous Video Equipment		\$7,135	\$9,284	\$2,149
Video Cassettes and DVDs		\$1,812	\$2,358	\$546
Video Game Hardware/Accessories		\$19,516	\$25,396	\$5,880
Video Game Software		\$8,607	\$11,200	\$2,593
Rental/Streaming/Downloaded Video		\$62,211	\$80,954	\$18,743
Installation of Televisions		\$566	\$737	\$171
Audio (3)		\$49,074	\$63,859	\$14,785
Rental and Repair of TV/Radio/Sound Equipment		\$490	\$638	\$148
Pets		\$310,829	\$404,473	\$93,644
Toys/Games/Crafts/Hobbies (4)		\$64,703	\$84,196	\$19,493
Recreational Vehicles and Fees (5)		\$53,869	\$70,098	\$16,229
Sports/Recreation/Exercise Equipment (6)		\$89,806	\$116,862	\$27,056
Photo Equipment and Supplies (7)		\$19,554	\$25,445	\$5,891
Reading (8)		\$42,846	\$55,754	\$12,908
Catered Affairs (9)		\$11,211	\$14,590	\$3,379
<b>Food</b>		\$3,996,540	\$5,200,581	\$1,204,041
Food at Home		\$2,629,593	\$3,421,813	\$792,220
Bakery and Cereal Products		\$335,480	\$436,550	\$101,070
Meats, Poultry, Fish, and Eggs		\$588,553	\$765,866	\$177,313
Dairy Products		\$241,710	\$314,530	\$72,820
Fruits and Vegetables		\$507,165	\$659,959	\$152,794
Snacks and Other Food at Home (10)		\$956,686	\$1,244,907	\$288,221
Food Away from Home		\$1,366,947	\$1,778,769	\$411,822
Alcoholic Beverages		\$231,253	\$300,923	\$69,670

**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	\$12,632,645	\$16,438,494	\$3,805,849
Value of Retirement Plans	\$46,177,608	\$60,089,580	\$13,911,972
Value of Other Financial Assets	\$2,549,413	\$3,317,477	\$768,064
Vehicle Loan Amount excluding Interest	\$1,317,684	\$1,714,664	\$396,980
Value of Credit Card Debt	\$1,013,687	\$1,319,082	\$305,395
<b>Health</b>			
Nonprescription Drugs	\$62,173	\$80,904	\$18,731
Prescription Drugs	\$144,203	\$187,647	\$43,444
Eyeglasses and Contact Lenses	\$39,826	\$51,824	\$11,998
<b>Home</b>			
Mortgage Payment and Basics (11)	\$3,864,643	\$5,028,948	\$1,164,305
Maintenance and Remodeling Services	\$1,233,352	\$1,604,925	\$371,573
Maintenance and Remodeling Materials (12)	\$229,479	\$298,615	\$69,136
Utilities, Fuel, and Public Services	\$2,155,836	\$2,805,327	\$649,491
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$47,376	\$61,649	\$14,273
Furniture	\$352,694	\$458,950	\$106,256
Rugs	\$13,854	\$18,028	\$4,174
Major Appliances (14)	\$188,672	\$245,513	\$56,841
Housewares (15)	\$35,069	\$45,635	\$10,566
Small Appliances	\$28,992	\$37,726	\$8,734
Luggage	\$7,663	\$9,972	\$2,309
Telephones and Accessories	\$33,069	\$43,031	\$9,962
<b>Household Operations</b>			
Child Care	\$189,767	\$246,938	\$57,171
Lawn and Garden (16)	\$208,981	\$271,941	\$62,960
Moving/Storage/Freight Express	\$43,978	\$57,228	\$13,250
Housekeeping Supplies (17)	\$316,039	\$411,252	\$95,213
<b>Insurance</b>			
Owners and Renters Insurance	\$261,906	\$340,811	\$78,905
Vehicle Insurance	\$785,152	\$1,021,695	\$236,543
Life/Other Insurance	\$211,322	\$274,987	\$63,665
Health Insurance	\$1,684,572	\$2,192,084	\$507,512
Personal Care Products (18)	\$195,505	\$254,405	\$58,900
School Books (19)	\$15,628	\$20,336	4,708
Smoking Products	\$197,015	\$256,369	\$59,354
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$1,102,399	\$1,434,519	\$332,120
Gasoline and Motor Oil	\$1,194,092	\$1,553,838	\$359,746
Vehicle Maintenance and Repairs	\$510,864	\$664,773	\$153,909
<b>Travel</b>			
Airline Fares	\$194,259	\$252,784	\$58,525
Lodging on Trips	\$307,168	\$399,708	\$92,540
Auto/Truck Rental on Trips	\$38,995	\$50,743	\$11,748
Food and Drink on Trips	\$244,239	\$317,821	\$73,582

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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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