

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Southern Satellites (10A)	56.5%	Population	967	1,063
City Commons (11E)	43.5%	Households	384	419
	0.0%	Families	274	300
	0.0%	Median Age	36.7	36.8
	0.0%	Median Household Income	\$40,423	\$42,255
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$499,824	\$607,468	\$107,644
Men's		\$88,965	\$107,785	\$18,820
Women's		\$180,899	\$219,500	\$38,601
Children's		\$77,144	\$94,688	\$17,544
Footwear		\$107,323	\$130,494	\$23,171
Watches & Jewelry		\$35,649	\$43,064	\$7,415
Apparel Products and Services (1)		\$9,844	\$11,937	\$2,093
<b>Computer</b>				
Computers and Hardware for Home Use		\$53,391	\$64,415	\$11,024
Portable Memory		\$828	\$995	\$167
Computer Software		\$3,215	\$3,897	\$682
Computer Accessories		\$4,866	\$5,817	\$951
<b>Entertainment &amp; Recreation</b>		\$806,824	\$968,889	\$162,065
Fees and Admissions		\$141,844	\$169,908	\$28,064
Membership Fees for Clubs (2)		\$51,866	\$62,230	\$10,364
Fees for Participant Sports, excl. Trips		\$25,648	\$30,411	\$4,763
Tickets to Theatre/Operas/Concerts		\$13,929	\$16,613	\$2,684
Tickets to Movies		\$4,806	\$5,791	\$985
Tickets to Parks or Museums		\$6,505	\$7,808	\$1,303
Admission to Sporting Events, excl. Trips		\$12,460	\$15,134	\$2,674
Fees for Recreational Lessons		\$26,444	\$31,696	\$5,252
Dating Services		\$185	\$226	\$41
TV/Video/Audio		\$291,583	\$351,987	\$60,404
Cable and Satellite Television Services		\$171,594	\$206,137	\$34,543
Televisions		\$32,528	\$39,359	\$6,831
Satellite Dishes		\$331	\$412	\$81
VCRs, Video Cameras, and DVD Players		\$1,071	\$1,285	\$214
Miscellaneous Video Equipment		\$7,578	\$9,710	\$2,132
Video Cassettes and DVDs		\$1,256	\$1,495	\$239
Video Game Hardware/Accessories		\$9,602	\$11,740	\$2,138
Video Game Software		\$4,030	\$4,937	\$907
Rental/Streaming/Downloaded Video		\$34,982	\$42,411	\$7,429
Installation of Televisions		\$265	\$314	\$49
Audio (3)		\$27,990	\$33,765	\$5,775
Rental and Repair of TV/Radio/Sound Equipment		\$357	\$423	\$66
Pets		\$199,719	\$239,098	\$39,379
Toys/Games/Crafts/Hobbies (4)		\$34,792	\$41,973	\$7,181
Recreational Vehicles and Fees (5)		\$33,974	\$40,342	\$6,368
Sports/Recreation/Exercise Equipment (6)		\$60,997	\$72,991	\$11,994
Photo Equipment and Supplies (7)		\$9,793	\$11,780	\$1,987
Reading (8)		\$27,936	\$33,315	\$5,379
Catered Affairs (9)		\$6,186	\$7,495	\$1,309
<b>Food</b>		\$2,372,150	\$2,864,090	\$491,940
Food at Home		\$1,558,821	\$1,880,293	\$321,472
Bakery and Cereal Products		\$195,582	\$235,662	\$40,080
Meats, Poultry, Fish, and Eggs		\$348,428	\$421,348	\$72,920
Dairy Products		\$147,028	\$176,828	\$29,800
Fruits and Vegetables		\$299,918	\$361,221	\$61,303
Snacks and Other Food at Home (10)		\$567,865	\$685,232	\$117,367
Food Away from Home		\$813,329	\$983,798	\$170,469
Alcoholic Beverages		\$131,466	\$157,959	\$26,493

**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	\$7,893,121	\$9,350,168	\$1,457,047
Value of Retirement Plans	\$27,727,410	\$32,927,732	\$5,200,322
Value of Other Financial Assets	\$1,807,595	\$2,141,013	\$333,418
Vehicle Loan Amount excluding Interest	\$744,860	\$904,666	\$159,806
Value of Credit Card Debt	\$562,198	\$676,960	\$114,762
<b>Health</b>			
Nonprescription Drugs	\$41,028	\$49,167	\$8,139
Prescription Drugs	\$87,326	\$105,030	\$17,704
Eyeglasses and Contact Lenses	\$23,743	\$28,499	\$4,756
<b>Home</b>			
Mortgage Payment and Basics (11)	\$2,459,943	\$2,936,971	\$477,028
Maintenance and Remodeling Services	\$876,785	\$1,042,802	\$166,017
Maintenance and Remodeling Materials (12)	\$157,737	\$188,684	\$30,947
Utilities, Fuel, and Public Services	\$1,293,974	\$1,564,944	\$270,970
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$27,739	\$33,624	\$5,885
Furniture	\$194,960	\$235,288	\$40,328
Rugs	\$8,026	\$9,591	\$1,565
Major Appliances (14)	\$121,757	\$146,439	\$24,682
Housewares (15)	\$22,705	\$27,238	\$4,533
Small Appliances	\$17,484	\$21,209	\$3,725
Luggage	\$3,955	\$4,757	\$802
Telephones and Accessories	\$22,806	\$27,473	\$4,667
<b>Household Operations</b>			
Child Care	\$83,719	\$101,373	\$17,654
Lawn and Garden (16)	\$136,978	\$163,646	\$26,668
Moving/Storage/Freight Express	\$26,146	\$31,436	\$5,290
Housekeeping Supplies (17)	\$201,015	\$241,779	\$40,764
<b>Insurance</b>			
Owners and Renters Insurance	\$170,082	\$204,537	\$34,455
Vehicle Insurance	\$478,077	\$578,963	\$100,886
Life/Other Insurance	\$127,621	\$152,939	\$25,318
Health Insurance	\$1,074,917	\$1,290,780	\$215,863
Personal Care Products (18)	\$119,553	\$144,208	\$24,655
School Books (19)	\$8,127	\$9,874	1,747
Smoking Products	\$114,926	\$139,590	\$24,664
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$625,047	\$757,348	\$132,301
Gasoline and Motor Oil	\$725,703	\$878,373	\$152,670
Vehicle Maintenance and Repairs	\$320,231	\$385,391	\$65,160
<b>Travel</b>			
Airline Fares	\$119,738	\$143,168	\$23,430
Lodging on Trips	\$179,025	\$214,197	\$35,172
Auto/Truck Rental on Trips	\$21,167	\$25,465	\$4,298
Food and Drink on Trips	\$141,174	\$169,175	\$28,001

**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.

- 
- (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.

**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.