

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rural Bypasses (10E)	47.2%	Population	158,711	154,839
Southwestern Families (7F)	26.3%	Households	48,768	48,730
Economic BedRock (10C)	9.2%	Families	34,880	34,714
Down the Road (10D)	6.8%	Median Age	36.3	37.4
City Commons (11E)	2.8%	Median Household Income	\$34,240	\$40,519
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$56,992,670	\$67,963,997	\$10,971,327
Men's		\$10,085,168	\$12,027,469	\$1,942,301
Women's		\$20,732,033	\$24,720,334	\$3,988,301
Children's		\$9,679,858	\$11,543,737	\$1,863,879
Footwear		\$11,787,522	\$14,059,241	\$2,271,719
Watches & Jewelry		\$3,636,949	\$4,335,827	\$698,878
Apparel Products and Services (1)		\$1,071,140	\$1,277,390	\$206,250
Computer				
Computers and Hardware for Home Use		\$5,778,191	\$6,890,638	\$1,112,447
Portable Memory		\$79,234	\$94,473	\$15,239
Computer Software		\$307,035	\$366,167	\$59,132
Computer Accessories		\$502,670	\$599,355	\$96,685
Entertainment & Recreation		\$103,565,455	\$123,487,200	\$19,921,745
Fees and Admissions		\$14,330,646	\$17,088,717	\$2,758,071
Membership Fees for Clubs (2)		\$5,408,843	\$6,449,558	\$1,040,715
Fees for Participant Sports, excl. Trips		\$2,522,686	\$3,007,964	\$485,278
Tickets to Theatre/Operas/Concerts		\$1,302,885	\$1,553,614	\$250,729
Tickets to Movies		\$455,980	\$543,919	\$87,939
Tickets to Parks or Museums		\$732,723	\$873,734	\$141,011
Admission to Sporting Events, excl. Trips		\$1,415,077	\$1,687,075	\$271,998
Fees for Recreational Lessons		\$2,472,738	\$2,949,355	\$476,617
Dating Services		\$19,714	\$23,498	\$3,784
TV/Video/Audio		\$40,193,259	\$47,924,259	\$7,731,000
Cable and Satellite Television Services		\$25,873,777	\$30,846,634	\$4,972,857
Televisions		\$3,913,253	\$4,666,166	\$752,913
Satellite Dishes		\$46,530	\$55,499	\$8,969
VCRs, Video Cameras, and DVD Players		\$133,064	\$158,660	\$25,596
Miscellaneous Video Equipment		\$973,727	\$1,163,315	\$189,588
Video Cassettes and DVDs		\$137,054	\$163,411	\$26,357
Video Game Hardware/Accessories		\$1,188,925	\$1,417,672	\$228,747
Video Game Software		\$470,962	\$561,583	\$90,621
Rental/Streaming/Downloaded Video		\$3,996,404	\$4,766,127	\$769,723
Installation of Televisions		\$19,556	\$23,311	\$3,755
Audio (3)		\$3,402,971	\$4,057,722	\$654,751
Rental and Repair of TV/Radio/Sound Equipment		\$37,037	\$44,159	\$7,122
Pets		\$28,036,570	\$33,427,926	\$5,391,356
Toys/Games/Crafts/Hobbies (4)		\$4,461,221	\$5,318,815	\$857,594
Recreational Vehicles and Fees (5)		\$4,369,570	\$5,209,587	\$840,017
Sports/Recreation/Exercise Equipment (6)		\$7,573,495	\$9,031,738	\$1,458,243
Photo Equipment and Supplies (7)		\$1,119,486	\$1,334,795	\$215,309
Reading (8)		\$2,771,612	\$3,304,940	\$533,328
Catered Affairs (9)		\$709,596	\$846,422	\$136,826
Food		\$309,219,115	\$368,710,070	\$59,490,955
Food at Home		\$206,479,505	\$246,190,723	\$39,711,218
Bakery and Cereal Products		\$26,215,857	\$31,256,235	\$5,040,378
Meats, Poultry, Fish, and Eggs		\$45,185,463	\$53,878,924	\$8,693,461
Dairy Products		\$18,926,442	\$22,566,519	\$3,640,077
Fruits and Vegetables		\$38,144,470	\$45,480,817	\$7,336,347
Snacks and Other Food at Home (10)		\$78,007,273	\$93,008,227	\$15,000,954
Food Away from Home		\$102,739,610	\$122,519,347	\$19,779,737
Alcoholic Beverages		\$13,607,115	\$16,225,341	\$2,618,226

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	\$1,010,668,423	\$1,204,786,381	\$194,117,958
Value of Retirement Plans	\$3,603,246,987	\$4,295,569,779	\$692,322,792
Value of Other Financial Assets	\$191,907,445	\$228,823,313	\$36,915,868
Vehicle Loan Amount excluding Interest	\$105,662,255	\$126,007,325	\$20,345,070
Value of Credit Card Debt	\$67,994,134	\$81,075,270	\$13,081,136
Health			
Nonprescription Drugs	\$6,089,693	\$7,260,433	\$1,170,740
Prescription Drugs	\$13,564,152	\$16,169,947	\$2,605,795
Eyeglasses and Contact Lenses	\$3,467,756	\$4,134,192	\$666,436
Home			
Mortgage Payment and Basics (11)	\$296,266,513	\$353,311,359	\$57,044,846
Maintenance and Remodeling Services	\$101,380,875	\$120,906,477	\$19,525,602
Maintenance and Remodeling Materials (12)	\$24,195,749	\$28,852,279	\$4,656,530
Utilities, Fuel, and Public Services	\$190,337,627	\$226,942,972	\$36,605,345
Household Furnishings and Equipment			
Household Textiles (13)	\$3,563,961	\$4,249,863	\$685,902
Furniture	\$25,410,568	\$30,297,600	\$4,887,032
Rugs	\$960,845	\$1,145,551	\$184,706
Major Appliances (14)	\$17,641,868	\$21,035,678	\$3,393,810
Housewares (15)	\$3,099,232	\$3,695,294	\$596,062
Small Appliances	\$2,088,599	\$2,490,816	\$402,217
Luggage	\$418,339	\$498,819	\$80,480
Telephones and Accessories	\$4,347,942	\$5,183,411	\$835,469
Household Operations			
Child Care	\$10,020,263	\$11,948,120	\$1,927,857
Lawn and Garden (16)	\$20,088,927	\$23,951,358	\$3,862,431
Moving/Storage/Freight Express	\$2,428,799	\$2,896,557	\$467,758
Housekeeping Supplies (17)	\$28,233,522	\$33,662,964	\$5,429,442
Insurance			
Owners and Renters Insurance	\$25,619,257	\$30,548,433	\$4,929,176
Vehicle Insurance	\$68,416,500	\$81,580,946	\$13,164,446
Life/Other Insurance	\$18,129,130	\$21,614,661	\$3,485,531
Health Insurance	\$153,459,212	\$182,965,766	\$29,506,554
Personal Care Products (18)	\$15,034,554	\$17,927,663	\$2,893,109
School Books (19)	\$1,018,760	\$1,214,730	195,970
Smoking Products	\$21,414,745	\$25,526,722	\$4,111,977
Transportation			
Payments on Vehicles excluding Leases	\$95,007,725	\$113,283,584	\$18,275,859
Gasoline and Motor Oil	\$115,761,912	\$138,024,125	\$22,262,213
Vehicle Maintenance and Repairs	\$41,039,262	\$48,935,496	\$7,896,234
Travel			
Airline Fares	\$11,102,093	\$13,241,274	\$2,139,181
Lodging on Trips	\$23,391,126	\$27,888,363	\$4,497,237
Auto/Truck Rental on Trips	\$2,276,590	\$2,714,589	\$437,999
Food and Drink on Trips	\$16,715,647	\$19,930,840	\$3,215,193

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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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