

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Forging Opportunity (7D)	84.4%	Population	1,054	1,019
Down the Road (10D)	15.6%	Households	302	296
	0.0%	Families	236	229
	0.0%	Median Age	29.5	30.6
	0.0%	Median Household Income	\$35,000	\$44,701
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$401,908	\$472,192	\$70,284
Men's		\$74,249	\$87,234	\$12,985
Women's		\$133,136	\$156,417	\$23,281
Children's		\$70,396	\$82,707	\$12,311
Footwear		\$96,133	\$112,946	\$16,813
Watches & Jewelry		\$20,013	\$23,511	\$3,498
Apparel Products and Services (1)		\$7,981	\$9,376	\$1,395
Computer				
Computers and Hardware for Home Use		\$39,163	\$46,010	\$6,847
Portable Memory		\$460	\$540	\$80
Computer Software		\$2,312	\$2,717	\$405
Computer Accessories		\$2,830	\$3,325	\$495
Entertainment & Recreation		\$592,810	\$696,465	\$103,655
Fees and Admissions		\$91,528	\$107,527	\$15,999
Membership Fees for Clubs (2)		\$34,403	\$40,417	\$6,014
Fees for Participant Sports, excl. Trips		\$13,816	\$16,230	\$2,414
Tickets to Theatre/Operas/Concerts		\$8,046	\$9,452	\$1,406
Tickets to Movies		\$3,832	\$4,501	\$669
Tickets to Parks or Museums		\$4,376	\$5,141	\$765
Admission to Sporting Events, excl. Trips		\$8,315	\$9,768	\$1,453
Fees for Recreational Lessons		\$18,639	\$21,897	\$3,258
Dating Services		\$101	\$119	\$18
TV/Video/Audio		\$237,050	\$278,509	\$41,459
Cable and Satellite Television Services		\$129,013	\$151,577	\$22,564
Televisions		\$24,818	\$29,158	\$4,340
Satellite Dishes		\$433	\$509	\$76
VCRs, Video Cameras, and DVD Players		\$732	\$860	\$128
Miscellaneous Video Equipment		\$20,208	\$23,746	\$3,538
Video Cassettes and DVDs		\$700	\$822	\$122
Video Game Hardware/Accessories		\$7,674	\$9,016	\$1,342
Video Game Software		\$3,144	\$3,694	\$550
Rental/Streaming/Downloaded Video		\$29,226	\$34,337	\$5,111
Installation of Televisions		\$83	\$98	\$15
Audio (3)		\$20,830	\$24,473	\$3,643
Rental and Repair of TV/Radio/Sound Equipment		\$187	\$220	\$33
Pets		\$145,675	\$171,148	\$25,473
Toys/Games/Crafts/Hobbies (4)		\$22,787	\$26,770	\$3,983
Recreational Vehicles and Fees (5)		\$20,025	\$23,524	\$3,499
Sports/Recreation/Exercise Equipment (6)		\$46,876	\$55,072	\$8,196
Photo Equipment and Supplies (7)		\$6,342	\$7,451	\$1,109
Reading (8)		\$16,809	\$19,747	\$2,938
Catered Affairs (9)		\$5,717	\$6,717	\$1,000
Food		\$1,875,393	\$2,203,356	\$327,963
Food at Home		\$1,177,700	\$1,383,641	\$205,941
Bakery and Cereal Products		\$140,308	\$164,841	\$24,533
Meats, Poultry, Fish, and Eggs		\$279,638	\$328,544	\$48,906
Dairy Products		\$106,043	\$124,585	\$18,542
Fruits and Vegetables		\$218,077	\$256,209	\$38,132
Snacks and Other Food at Home (10)		\$433,634	\$509,462	\$75,828
Food Away from Home		\$697,694	\$819,715	\$122,021
Alcoholic Beverages		\$86,616	\$101,760	\$15,144

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	\$4,137,344	\$4,860,543	\$723,199
Value of Retirement Plans	\$16,051,152	\$18,856,841	\$2,805,689
Value of Other Financial Assets	\$1,096,269	\$1,287,922	\$191,653
Vehicle Loan Amount excluding Interest	\$722,417	\$848,777	\$126,360
Value of Credit Card Debt	\$410,611	\$482,408	\$71,797
Health			
Nonprescription Drugs	\$30,774	\$36,155	\$5,381
Prescription Drugs	\$63,644	\$74,773	\$11,129
Eyeglasses and Contact Lenses	\$16,478	\$19,359	\$2,881
Home			
Mortgage Payment and Basics (11)	\$1,943,437	\$2,283,272	\$339,835
Maintenance and Remodeling Services	\$680,002	\$798,917	\$118,915
Maintenance and Remodeling Materials (12)	\$140,103	\$164,602	\$24,499
Utilities, Fuel, and Public Services	\$1,087,746	\$1,277,991	\$190,245
Household Furnishings and Equipment			
Household Textiles (13)	\$23,599	\$27,726	\$4,127
Furniture	\$146,296	\$171,876	\$25,580
Rugs	\$4,782	\$5,617	\$835
Major Appliances (14)	\$101,308	\$119,025	\$17,717
Housewares (15)	\$16,940	\$19,903	\$2,963
Small Appliances	\$15,031	\$17,660	\$2,629
Luggage	\$2,539	\$2,983	\$444
Telephones and Accessories	\$20,204	\$23,738	\$3,534
Household Operations			
Child Care	\$59,792	\$70,244	\$10,452
Lawn and Garden (16)	\$101,973	\$119,805	\$17,832
Moving/Storage/Freight Express	\$17,615	\$20,695	\$3,080
Housekeeping Supplies (17)	\$154,753	\$181,816	\$27,063
Insurance			
Owners and Renters Insurance	\$152,997	\$179,758	\$26,761
Vehicle Insurance	\$424,710	\$498,995	\$74,285
Life/Other Insurance	\$93,628	\$109,999	\$16,371
Health Insurance	\$822,228	\$966,024	\$143,796
Personal Care Products (18)	\$94,495	\$111,020	\$16,525
School Books (19)	\$6,179	\$7,259	1,080
Smoking Products	\$87,553	\$102,863	\$15,310
Transportation			
Payments on Vehicles excluding Leases	\$553,543	\$650,353	\$96,810
Gasoline and Motor Oil	\$637,158	\$748,593	\$111,435
Vehicle Maintenance and Repairs	\$247,109	\$290,319	\$43,210
Travel			
Airline Fares	\$82,341	\$96,737	\$14,396
Lodging on Trips	\$119,531	\$140,429	\$20,898
Auto/Truck Rental on Trips	\$14,094	\$16,558	\$2,464
Food and Drink on Trips	\$94,320	\$110,810	\$16,490

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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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