

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Exurbanites (1E)	11.5%	Population	109,880	112,958
Young and Restless (11B)	10.3%	Households	39,144	41,139
Bright Young Professionals (8C)	9.2%	Families	26,169	27,305
Urban Edge Families (7C)	5.5%	Median Age	37.5	38.8
Urban Villages (7B)	5.2%	Median Household Income	\$92,126	\$103,533
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$103,383,502	\$124,278,272	\$20,894,770
Men's		\$18,796,469	\$22,599,760	\$3,803,291
Women's		\$34,747,111	\$41,738,789	\$6,991,678
Children's		\$15,095,767	\$18,168,185	\$3,072,418
Footwear		\$21,965,474	\$26,412,093	\$4,446,619
Watches & Jewelry		\$10,706,841	\$12,865,677	\$2,158,836
Apparel Products and Services (1)		\$2,071,840	\$2,493,768	\$421,928
Computer				
Computers and Hardware for Home Use		\$12,400,378	\$14,909,532	\$2,509,154
Portable Memory		\$187,079	\$224,934	\$37,855
Computer Software		\$731,673	\$881,230	\$149,557
Computer Accessories		\$1,095,520	\$1,316,982	\$221,462
Entertainment & Recreation		\$173,445,877	\$208,017,756	\$34,571,879
Fees and Admissions		\$36,133,858	\$43,312,746	\$7,178,888
Membership Fees for Clubs (2)		\$12,639,002	\$15,158,572	\$2,519,570
Fees for Participant Sports, excl. Trips		\$5,625,347	\$6,733,887	\$1,108,540
Tickets to Theatre/Operas/Concerts		\$3,484,734	\$4,177,081	\$692,347
Tickets to Movies		\$1,160,862	\$1,395,636	\$234,774
Tickets to Parks or Museums		\$1,731,621	\$2,079,512	\$347,891
Admission to Sporting Events, excl. Trips		\$2,934,029	\$3,516,645	\$582,616
Fees for Recreational Lessons		\$8,521,570	\$10,207,110	\$1,685,540
Dating Services		\$36,691	\$44,301	\$7,610
TV/Video/Audio		\$54,451,014	\$65,348,586	\$10,897,572
Cable and Satellite Television Services		\$30,205,612	\$36,204,899	\$5,999,287
Televisions		\$6,360,043	\$7,643,058	\$1,283,015
Satellite Dishes		\$49,186	\$58,906	\$9,720
VCRs, Video Cameras, and DVD Players		\$239,814	\$287,775	\$47,961
Miscellaneous Video Equipment		\$736,767	\$886,859	\$150,092
Video Cassettes and DVDs		\$269,457	\$323,556	\$54,099
Video Game Hardware/Accessories		\$1,983,131	\$2,389,990	\$406,859
Video Game Software		\$870,936	\$1,050,690	\$179,754
Rental/Streaming/Downloaded Video		\$7,352,123	\$8,837,705	\$1,485,582
Installation of Televisions		\$68,541	\$81,797	\$13,256
Audio (3)		\$6,239,600	\$7,492,418	\$1,252,818
Rental and Repair of TV/Radio/Sound Equipment		\$75,805	\$90,933	\$15,128
Pets		\$43,470,419	\$52,093,025	\$8,622,606
Toys/Games/Crafts/Hobbies (4)		\$7,552,889	\$9,077,135	\$1,524,246
Recreational Vehicles and Fees (5)		\$8,095,533	\$9,690,454	\$1,594,921
Sports/Recreation/Exercise Equipment (6)		\$12,731,989	\$15,281,326	\$2,549,337
Photo Equipment and Supplies (7)		\$2,765,142	\$3,322,835	\$557,693
Reading (8)		\$6,536,975	\$7,835,799	\$1,298,824
Catered Affairs (9)		\$1,708,057	\$2,055,849	\$347,792
Food		\$490,639,336	\$589,278,573	\$98,639,237
Food at Home		\$316,469,220	\$380,048,147	\$63,578,927
Bakery and Cereal Products		\$40,431,686	\$48,541,096	\$8,109,410
Meats, Poultry, Fish, and Eggs		\$68,394,755	\$82,158,411	\$13,763,656
Dairy Products		\$30,029,967	\$36,055,246	\$6,025,279
Fruits and Vegetables		\$64,980,092	\$78,025,867	\$13,045,775
Snacks and Other Food at Home (10)		\$112,632,721	\$135,267,527	\$22,634,806
Food Away from Home		\$174,170,116	\$209,230,426	\$35,060,310
Alcoholic Beverages		\$29,637,050	\$35,595,099	\$5,958,049

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	\$2,032,107,368	\$2,421,155,552	\$389,048,184
Value of Retirement Plans	\$6,677,619,244	\$7,966,398,864	\$1,288,779,620
Value of Other Financial Assets	\$390,715,170	\$466,576,502	\$75,861,332
Vehicle Loan Amount excluding Interest	\$139,278,168	\$167,333,743	\$28,055,575
Value of Credit Card Debt	\$125,235,030	\$150,343,501	\$25,108,471
Health			
Nonprescription Drugs	\$6,880,393	\$8,258,369	\$1,377,976
Prescription Drugs	\$14,223,555	\$17,041,080	\$2,817,525
Eyeglasses and Contact Lenses	\$5,184,845	\$6,215,053	\$1,030,208
Home			
Mortgage Payment and Basics (11)	\$581,324,445	\$693,922,176	\$112,597,731
Maintenance and Remodeling Services	\$195,272,185	\$232,832,575	\$37,560,390
Maintenance and Remodeling Materials (12)	\$31,667,795	\$37,817,793	\$6,149,998
Utilities, Fuel, and Public Services	\$241,641,177	\$289,775,944	\$48,134,767
Household Furnishings and Equipment			
Household Textiles (13)	\$5,704,424	\$6,853,155	\$1,148,731
Furniture	\$41,051,207	\$49,251,923	\$8,200,716
Rugs	\$2,070,118	\$2,477,023	\$406,905
Major Appliances (14)	\$23,949,421	\$28,669,524	\$4,720,103
Housewares (15)	\$4,724,428	\$5,668,523	\$944,095
Small Appliances	\$3,697,511	\$4,447,920	\$750,409
Luggage	\$922,181	\$1,107,166	\$184,985
Telephones and Accessories	\$3,974,429	\$4,779,370	\$804,941
Household Operations			
Child Care	\$24,779,593	\$29,756,259	\$4,976,666
Lawn and Garden (16)	\$27,856,550	\$33,280,938	\$5,424,388
Moving/Storage/Freight Express	\$5,866,750	\$7,049,533	\$1,182,783
Housekeeping Supplies (17)	\$38,022,898	\$45,651,778	\$7,628,880
Insurance			
Owners and Renters Insurance	\$31,010,415	\$37,068,107	\$6,057,692
Vehicle Insurance	\$88,153,172	\$105,887,000	\$17,733,828
Life/Other Insurance	\$27,120,945	\$32,460,375	\$5,339,430
Health Insurance	\$198,398,091	\$237,753,537	\$39,355,446
Personal Care Products (18)	\$24,690,267	\$29,667,851	\$4,977,584
School Books (19)	\$1,850,015	\$2,219,715	369,700
Smoking Products	\$16,709,356	\$20,117,049	\$3,407,693
Transportation			
Payments on Vehicles excluding Leases	\$118,438,364	\$142,220,561	\$23,782,197
Gasoline and Motor Oil	\$137,849,093	\$165,487,041	\$27,637,948
Vehicle Maintenance and Repairs	\$62,167,831	\$74,587,624	\$12,419,793
Travel			
Airline Fares	\$30,013,173	\$36,013,158	\$5,999,985
Lodging on Trips	\$42,543,179	\$50,982,647	\$8,439,468
Auto/Truck Rental on Trips	\$5,034,937	\$6,043,031	\$1,008,094
Food and Drink on Trips	\$32,428,693	\$38,914,851	\$6,486,158

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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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