

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Down the Road (10D)	43.2%	Population	14,447	14,393
Southwestern Families (7F)	19.6%	Households	3,533	3,561
City Commons (11E)	14.4%	Families	2,790	2,813
Forging Opportunity (7D)	13.0%	Median Age	29.8	30.5
Rural Bypasses (10E)	6.0%	Median Household Income	\$43,045	\$53,647
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$5,374,341	\$6,483,370	\$1,109,029
Men's		\$966,038	\$1,165,354	\$199,316
Women's		\$1,859,663	\$2,243,519	\$383,856
Children's		\$910,476	\$1,098,329	\$187,853
Footwear		\$1,179,102	\$1,422,250	\$243,148
Watches & Jewelry		\$351,341	\$423,968	\$72,627
Apparel Products and Services (1)		\$107,721	\$129,949	\$22,228
<b>Computer</b>				
Computers and Hardware for Home Use		\$531,396	\$641,095	\$109,699
Portable Memory		\$7,036	\$8,489	\$1,453
Computer Software		\$31,813	\$38,379	\$6,566
Computer Accessories		\$42,933	\$51,803	\$8,870
<b>Entertainment &amp; Recreation</b>		\$8,356,915	\$10,082,508	\$1,725,593
Fees and Admissions		\$1,355,948	\$1,636,040	\$280,092
Membership Fees for Clubs (2)		\$518,494	\$625,587	\$107,093
Fees for Participant Sports, excl. Trips		\$215,254	\$259,747	\$44,493
Tickets to Theatre/Operas/Concerts		\$119,150	\$143,764	\$24,614
Tickets to Movies		\$46,837	\$56,499	\$9,662
Tickets to Parks or Museums		\$63,789	\$76,969	\$13,180
Admission to Sporting Events, excl. Trips		\$145,673	\$175,783	\$30,110
Fees for Recreational Lessons		\$244,886	\$295,441	\$50,555
Dating Services		\$1,865	\$2,250	\$385
TV/Video/Audio		\$3,214,734	\$3,878,196	\$663,462
Cable and Satellite Television Services		\$1,845,111	\$2,226,065	\$380,954
Televisions		\$348,348	\$420,263	\$71,915
Satellite Dishes		\$5,291	\$6,381	\$1,090
VCRs, Video Cameras, and DVD Players		\$10,173	\$12,274	\$2,101
Miscellaneous Video Equipment		\$164,847	\$198,659	\$33,812
Video Cassettes and DVDs		\$10,390	\$12,537	\$2,147
Video Game Hardware/Accessories		\$106,169	\$128,086	\$21,917
Video Game Software		\$43,839	\$52,888	\$9,049
Rental/Streaming/Downloaded Video		\$386,107	\$465,787	\$79,680
Installation of Televisions		\$1,857	\$2,242	\$385
Audio (3)		\$289,712	\$349,525	\$59,813
Rental and Repair of TV/Radio/Sound Equipment		\$2,890	\$3,487	\$597
Pets		\$2,066,260	\$2,492,991	\$426,731
Toys/Games/Crafts/Hobbies (4)		\$360,300	\$434,760	\$74,460
Recreational Vehicles and Fees (5)		\$330,711	\$399,092	\$68,381
Sports/Recreation/Exercise Equipment (6)		\$614,406	\$741,262	\$126,856
Photo Equipment and Supplies (7)		\$97,642	\$117,816	\$20,174
Reading (8)		\$245,220	\$295,866	\$50,646
Catered Affairs (9)		\$71,695	\$86,485	\$14,790
<b>Food</b>		\$25,146,286	\$30,336,309	\$5,190,023
Food at Home		\$16,272,194	\$19,631,433	\$3,359,239
Bakery and Cereal Products		\$2,008,265	\$2,422,970	\$414,705
Meats, Poultry, Fish, and Eggs		\$3,713,398	\$4,479,698	\$766,300
Dairy Products		\$1,481,613	\$1,787,526	\$305,913
Fruits and Vegetables		\$3,027,115	\$3,652,067	\$624,952
Snacks and Other Food at Home (10)		\$6,041,803	\$7,289,171	\$1,247,368
Food Away from Home		\$8,874,092	\$10,704,876	\$1,830,784
Alcoholic Beverages		\$1,242,656	\$1,499,249	\$256,593

**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	\$73,441,074	\$88,627,796	\$15,186,722
Value of Retirement Plans	\$272,896,894	\$329,315,913	\$56,419,019
Value of Other Financial Assets	\$16,611,103	\$20,042,656	\$3,431,553
Vehicle Loan Amount excluding Interest	\$9,129,240	\$11,012,619	\$1,883,379
Value of Credit Card Debt	\$5,828,359	\$7,031,805	\$1,203,446
<b>Health</b>			
Nonprescription Drugs	\$427,106	\$515,291	\$88,185
Prescription Drugs	\$1,022,494	\$1,233,737	\$211,243
Eyeglasses and Contact Lenses	\$252,796	\$305,022	\$52,226
<b>Home</b>			
Mortgage Payment and Basics (11)	\$26,119,985	\$31,511,675	\$5,391,690
Maintenance and Remodeling Services	\$9,104,566	\$10,983,821	\$1,879,255
Maintenance and Remodeling Materials (12)	\$1,921,966	\$2,318,825	\$396,859
Utilities, Fuel, and Public Services	\$14,858,993	\$17,925,884	\$3,066,891
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$308,371	\$371,991	\$63,620
Furniture	\$2,106,458	\$2,541,432	\$434,974
Rugs	\$76,741	\$92,604	\$15,863
Major Appliances (14)	\$1,376,004	\$1,660,048	\$284,044
Housewares (15)	\$231,515	\$279,312	\$47,797
Small Appliances	\$189,156	\$228,173	\$39,017
Luggage	\$37,992	\$45,841	\$7,849
Telephones and Accessories	\$264,718	\$319,344	\$54,626
<b>Household Operations</b>			
Child Care	\$894,914	\$1,079,826	\$184,912
Lawn and Garden (16)	\$1,480,954	\$1,786,821	\$305,867
Moving/Storage/Freight Express	\$236,101	\$284,827	\$48,726
Housekeeping Supplies (17)	\$2,097,298	\$2,530,221	\$432,923
<b>Insurance</b>			
Owners and Renters Insurance	\$2,047,892	\$2,470,536	\$422,644
Vehicle Insurance	\$5,462,252	\$6,589,200	\$1,126,948
Life/Other Insurance	\$1,368,432	\$1,651,065	\$282,633
Health Insurance	\$11,656,065	\$14,062,678	\$2,406,613
Personal Care Products (18)	\$1,246,536	\$1,503,778	\$257,242
School Books (19)	\$88,083	\$106,273	18,190
Smoking Products	\$1,366,270	\$1,648,540	\$282,270
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$7,520,731	\$9,073,149	\$1,552,418
Gasoline and Motor Oil	\$8,504,355	\$10,259,601	\$1,755,246
Vehicle Maintenance and Repairs	\$3,375,972	\$4,072,887	\$696,915
<b>Travel</b>			
Airline Fares	\$1,085,123	\$1,309,088	\$223,965
Lodging on Trips	\$1,802,958	\$2,175,459	\$372,501
Auto/Truck Rental on Trips	\$211,555	\$255,254	\$43,699
Food and Drink on Trips	\$1,379,846	\$1,664,855	\$285,009

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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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