

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Hometown Heritage (8G)	94.9%	Population	796	771
Senior Escapes (9D)	4.2%	Households	355	352
Down the Road (10D)	0.8%	Families	267	265
	0.0%	Median Age	27.6	28.6
	0.0%	Median Household Income	\$52,764	\$65,566
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$561,247	\$658,371	\$97,124
Men's		\$96,945	\$113,725	\$16,780
Women's		\$205,037	\$240,518	\$35,481
Children's		\$90,030	\$105,604	\$15,574
Footwear		\$109,603	\$128,574	\$18,971
Watches & Jewelry		\$48,161	\$56,494	\$8,333
Apparel Products and Services (1)		\$11,472	\$13,457	\$1,985
<b>Computer</b>				
Computers and Hardware for Home Use		\$55,371	\$64,957	\$9,586
Portable Memory		\$818	\$959	\$141
Computer Software		\$3,294	\$3,865	\$571
Computer Accessories		\$4,913	\$5,764	\$851
<b>Entertainment &amp; Recreation</b>		\$868,962	\$1,019,416	\$150,454
Fees and Admissions		\$157,080	\$184,279	\$27,199
Membership Fees for Clubs (2)		\$61,068	\$71,640	\$10,572
Fees for Participant Sports, excl. Trips		\$25,767	\$30,231	\$4,464
Tickets to Theatre/Operas/Concerts		\$13,733	\$16,112	\$2,379
Tickets to Movies		\$4,504	\$5,284	\$780
Tickets to Parks or Museums		\$7,179	\$8,421	\$1,242
Admission to Sporting Events, excl. Trips		\$19,781	\$23,202	\$3,421
Fees for Recreational Lessons		\$24,791	\$29,086	\$4,295
Dating Services		\$258	\$303	\$45
TV/Video/Audio		\$323,743	\$379,781	\$56,038
Cable and Satellite Television Services		\$192,801	\$226,177	\$33,376
Televisions		\$38,046	\$44,630	\$6,584
Satellite Dishes		\$466	\$547	\$81
VCRs, Video Cameras, and DVD Players		\$1,058	\$1,241	\$183
Miscellaneous Video Equipment		\$4,314	\$5,060	\$746
Video Cassettes and DVDs		\$1,119	\$1,313	\$194
Video Game Hardware/Accessories		\$11,703	\$13,728	\$2,025
Video Game Software		\$4,814	\$5,646	\$832
Rental/Streaming/Downloaded Video		\$38,463	\$45,120	\$6,657
Installation of Televisions		\$290	\$340	\$50
Audio (3)		\$30,307	\$35,553	\$5,246
Rental and Repair of TV/Radio/Sound Equipment		\$363	\$426	\$63
Pets		\$207,527	\$243,466	\$35,939
Toys/Games/Crafts/Hobbies (4)		\$42,189	\$49,491	\$7,302
Recreational Vehicles and Fees (5)		\$37,288	\$43,747	\$6,459
Sports/Recreation/Exercise Equipment (6)		\$56,570	\$66,370	\$9,800
Photo Equipment and Supplies (7)		\$11,439	\$13,419	\$1,980
Reading (8)		\$26,838	\$31,488	\$4,650
Catered Affairs (9)		\$6,287	\$7,376	\$1,089
<b>Food</b>		\$2,526,524	\$2,963,892	\$437,368
Food at Home		\$1,688,195	\$1,980,433	\$292,238
Bakery and Cereal Products		\$216,747	\$254,267	\$37,520
Meats, Poultry, Fish, and Eggs		\$369,955	\$433,994	\$64,039
Dairy Products		\$153,754	\$180,375	\$26,621
Fruits and Vegetables		\$318,790	\$373,980	\$55,190
Snacks and Other Food at Home (10)		\$628,949	\$737,817	\$108,868
Food Away from Home		\$838,329	\$983,460	\$145,131
Alcoholic Beverages		\$138,533	\$162,519	\$23,986

**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	\$9,063,122	\$10,632,754	\$1,569,632
Value of Retirement Plans	\$33,178,955	\$38,924,249	\$5,745,294
Value of Other Financial Assets	\$1,906,167	\$2,236,385	\$330,218
Vehicle Loan Amount excluding Interest	\$814,348	\$955,286	\$140,938
Value of Credit Card Debt	\$622,123	\$729,822	\$107,699
<b>Health</b>			
Nonprescription Drugs	\$43,258	\$50,748	\$7,490
Prescription Drugs	\$123,603	\$144,989	\$21,386
Eyeglasses and Contact Lenses	\$27,962	\$32,803	\$4,841
<b>Home</b>			
Mortgage Payment and Basics (11)	\$2,565,615	\$3,009,991	\$444,376
Maintenance and Remodeling Services	\$850,697	\$998,096	\$147,399
Maintenance and Remodeling Materials (12)	\$180,462	\$211,710	\$31,248
Utilities, Fuel, and Public Services	\$1,495,087	\$1,753,836	\$258,749
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$30,528	\$35,811	\$5,283
Furniture	\$230,432	\$270,313	\$39,881
Rugs	\$9,063	\$10,632	\$1,569
Major Appliances (14)	\$134,139	\$157,362	\$23,223
Housewares (15)	\$23,361	\$27,407	\$4,046
Small Appliances	\$17,914	\$21,015	\$3,101
Luggage	\$4,372	\$5,128	\$756
Telephones and Accessories	\$25,158	\$29,514	\$4,356
<b>Household Operations</b>			
Child Care	\$101,785	\$119,400	\$17,615
Lawn and Garden (16)	\$150,588	\$176,664	\$26,076
Moving/Storage/Freight Express	\$23,878	\$28,014	\$4,136
Housekeeping Supplies (17)	\$210,161	\$246,549	\$36,388
<b>Insurance</b>			
Owners and Renters Insurance	\$194,718	\$228,426	\$33,708
Vehicle Insurance	\$512,419	\$601,112	\$88,693
Life/Other Insurance	\$146,493	\$171,854	\$25,361
Health Insurance	\$1,201,183	\$1,409,135	\$207,952
Personal Care Products (18)	\$124,521	\$146,080	\$21,559
School Books (19)	\$9,647	\$11,315	1,668
Smoking Products	\$155,710	\$182,644	\$26,934
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$741,076	\$869,320	\$128,244
Gasoline and Motor Oil	\$817,898	\$959,451	\$141,553
Vehicle Maintenance and Repairs	\$342,438	\$401,724	\$59,286
<b>Travel</b>			
Airline Fares	\$107,344	\$125,944	\$18,600
Lodging on Trips	\$197,046	\$231,165	\$34,119
Auto/Truck Rental on Trips	\$24,480	\$28,718	\$4,238
Food and Drink on Trips	\$150,011	\$175,987	\$25,976

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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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