

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Top Tier (1A)	46.0%	Population	19,437	19,281
Professional Pride (1B)	26.4%	Households	7,287	7,437
Exurbanites (1E)	20.5%	Families	5,608	5,705
Urban Chic (2A)	7.0%	Median Age	43.5	44.7
Golden Years (9B)	0.1%	Median Household Income	\$175,052	\$192,260
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		193	\$4,594.84	\$33,482,603
Men's		192	\$847.13	\$6,173,026
Women's		190	\$1,516.08	\$11,047,643
Children's		182	\$669.41	\$4,877,962
Footwear		188	\$938.42	\$6,838,239
Watches & Jewelry		233	\$529.63	\$3,859,402
Apparel Products and Services (1)		194	\$94.19	\$686,332
Computer				
Computers and Hardware for Home Use		193	\$523.43	\$3,814,265
Portable Memory		187	\$7.63	\$55,598
Computer Software		181	\$28.21	\$205,542
Computer Accessories		189	\$44.98	\$327,791
Entertainment & Recreation		204	\$8,336.92	\$60,751,122
Fees and Admissions		236	\$1,949.10	\$14,203,106
Membership Fees for Clubs (2)		235	\$709.86	\$5,172,722
Fees for Participant Sports, excl. Trips		233	\$310.03	\$2,259,199
Tickets to Theatre/Operas/Concerts		230	\$174.98	\$1,275,075
Tickets to Movies		196	\$48.23	\$351,450
Tickets to Parks or Museums		204	\$76.55	\$557,839
Admission to Sporting Events, excl. Trips		226	\$179.06	\$1,304,782
Fees for Recreational Lessons		260	\$449.13	\$3,272,791
Dating Services		161	\$1.27	\$9,248
TV/Video/Audio		184	\$2,442.63	\$17,799,469
Cable and Satellite Television Services		185	\$1,399.05	\$10,194,865
Televisions		183	\$278.80	\$2,031,649
Satellite Dishes		157	\$1.96	\$14,301
VCRs, Video Cameras, and DVD Players		185	\$9.19	\$66,983
Miscellaneous Video Equipment		160	\$36.32	\$264,637
Video Cassettes and DVDs		188	\$10.82	\$78,813
Video Game Hardware/Accessories		162	\$75.17	\$547,765
Video Game Software		162	\$32.76	\$238,723
Rental/Streaming/Downloaded Video		179	\$309.30	\$2,253,841
Installation of Televisions		268	\$4.56	\$33,194
Audio (3)		197	\$281.18	\$2,048,984
Rental and Repair of TV/Radio/Sound Equipment		222	\$3.53	\$25,715
Pets		202	\$2,046.73	\$14,914,525
Toys/Games/Crafts/Hobbies (4)		184	\$334.83	\$2,439,931
Recreational Vehicles and Fees (5)		225	\$444.99	\$3,242,631
Sports/Recreation/Exercise Equipment (6)		204	\$621.60	\$4,529,566
Photo Equipment and Supplies (7)		208	\$127.08	\$926,055
Reading (8)		212	\$296.27	\$2,158,932
Catered Affairs (9)		186	\$73.68	\$536,909
Food		194	\$21,697.43	\$158,109,202
Food at Home		190	\$13,887.44	\$101,197,780
Bakery and Cereal Products		193	\$1,810.17	\$13,190,687
Meats, Poultry, Fish, and Eggs		186	\$2,926.65	\$21,326,487
Dairy Products		192	\$1,330.95	\$9,698,655
Fruits and Vegetables		195	\$2,818.32	\$20,537,068
Snacks and Other Food at Home (10)		188	\$5,001.36	\$36,444,883
Food Away from Home		201	\$7,809.99	\$56,911,423
Alcoholic Beverages		205	\$1,336.86	\$9,741,728

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	258	\$119,729.63	\$872,469,809
Value of Retirement Plans	244	\$395,978.87	\$2,885,498,056
Value of Other Financial Assets	231	\$20,958.76	\$152,726,454
Vehicle Loan Amount excluding Interest	182	\$6,420.72	\$46,787,786
Value of Credit Card Debt	198	\$5,727.98	\$41,739,811
Health			
Nonprescription Drugs	183	\$324.65	\$2,365,760
Prescription Drugs	176	\$728.88	\$5,311,316
Eyeglasses and Contact Lenses	199	\$251.91	\$1,835,642
Home			
Mortgage Payment and Basics (11)	235	\$31,750.15	\$231,363,326
Maintenance and Remodeling Services	237	\$11,045.82	\$80,490,893
Maintenance and Remodeling Materials (12)	210	\$1,821.10	\$13,270,379
Utilities, Fuel, and Public Services	184	\$10,980.20	\$80,012,694
Household Furnishings and Equipment			
Household Textiles (13)	190	\$250.04	\$1,822,021
Furniture	199	\$1,973.06	\$14,377,707
Rugs	232	\$105.75	\$770,578
Major Appliances (14)	200	\$1,175.01	\$8,562,316
Housewares (15)	193	\$206.93	\$1,507,932
Small Appliances	174	\$140.38	\$1,022,920
Luggage	211	\$43.61	\$317,757
Telephones and Accessories	178	\$179.81	\$1,310,288
Household Operations			
Child Care	224	\$1,241.08	\$9,043,777
Lawn and Garden (16)	218	\$1,524.70	\$11,110,509
Moving/Storage/Freight Express	197	\$239.13	\$1,742,542
Housekeeping Supplies (17)	188	\$1,704.00	\$12,417,058
Insurance			
Owners and Renters Insurance	201	\$1,661.70	\$12,108,820
Vehicle Insurance	177	\$3,756.22	\$27,371,603
Life/Other Insurance	220	\$1,488.60	\$10,847,409
Health Insurance	191	\$9,555.19	\$69,628,686
Personal Care Products (18)	190	\$1,063.99	\$7,753,262
School Books (19)	202	\$86.17	\$627,886
Smoking Products	139	\$647.51	\$4,718,382
Transportation			
Payments on Vehicles excluding Leases	180	\$5,486.10	\$39,977,191
Gasoline and Motor Oil	175	\$5,833.48	\$42,508,534
Vehicle Maintenance and Repairs	186	\$2,755.35	\$20,078,213
Travel			
Airline Fares	224	\$1,419.27	\$10,342,214
Lodging on Trips	221	\$2,171.68	\$15,825,066
Auto/Truck Rental on Trips	211	\$245.49	\$1,788,915
Food and Drink on Trips	210	\$1,558.73	\$11,358,434

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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** 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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