

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
			2023	2028
		Consumer Spending	Forecasted Demand	Projected
<b>Apparel and Services</b>				
Bright Young Professionals (8C)	13.6%	Population	81,511	87,799
Golden Years (9B)	11.0%	Households	31,508	34,208
Enterprising Professionals (2D)	9.4%	Families	18,511	20,095
Metro Fusion (11C)	7.7%	Median Age	37.7	38.2
Home Improvement (4B)	7.6%	Median Household Income	\$83,149	\$92,353
<b>Computer</b>				
Computers and Hardware for Home Use		\$76,139,927	\$92,302,586	\$16,162,659
Portable Memory		\$14,299,559	\$17,325,818	\$3,026,259
Computer Software		\$25,756,909	\$31,236,023	\$5,479,114
Computer Accessories		\$11,602,206	\$14,055,982	\$2,453,776
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		\$9,246,279	\$11,207,978	\$1,961,699
Membership Fees for Clubs (2)		\$158,566	\$192,564	\$33,998
Fees for Participant Sports, excl. Trips		\$531,127	\$644,795	\$113,668
Tickets to Theatre/Operas/Concerts		\$1,025,599	\$1,242,757	\$217,158
Tickets to Movies		\$975,692	\$1,181,755	\$206,063
Tickets to Parks or Museums		\$1,936,261	\$2,347,161	\$410,900
Admission to Sporting Events, excl. Trips		\$5,124,461	\$6,226,646	\$1,102,185
Fees for Recreational Lessons		\$38,678	\$46,957	\$8,279
Dating Services		\$44,868,731	\$54,464,782	\$9,596,051
<b>TV/Video/Audio</b>				
Cable and Satellite Television Services		\$27,333,654	\$33,216,481	\$5,882,827
Televisions		\$5,051,336	\$6,124,075	\$1,072,739
Satellite Dishes		\$57,244	\$69,176	\$11,932
VCRs, Video Cameras, and DVD Players		\$172,151	\$208,736	\$36,585
Miscellaneous Video Equipment		\$472,634	\$575,741	\$103,107
Video Cassettes and DVDs		\$242,625	\$294,276	\$51,651
Video Game Hardware/Accessories		\$1,465,126	\$1,772,271	\$307,145
Video Game Software		\$729,725	\$884,130	\$154,405
Rental/Streaming/Downloaded Video		\$4,453,143	\$5,392,313	\$939,170
Installation of Televisions		\$57,401	\$69,935	\$12,534
Audio (3)		\$4,743,341	\$5,748,296	\$1,004,955
Rental and Repair of TV/Radio/Sound Equipment		\$90,351	\$109,352	\$19,001
<b>Pets</b>				
Toys/Games/Crafts/Hobbies (4)		\$29,046,732	\$35,267,826	\$6,221,094
Recreational Vehicles and Fees (5)		\$5,473,455	\$6,639,973	\$1,166,518
Sports/Recreation/Exercise Equipment (6)		\$4,518,900	\$5,484,293	\$965,393
Photo Equipment and Supplies (7)		\$10,007,801	\$12,115,397	\$2,107,596
Reading (8)		\$1,656,658	\$2,010,190	\$353,532
Catered Affairs (9)		\$4,346,292	\$5,281,166	\$934,874
<b>Food</b>				
Food at Home		\$358,797,154	\$435,280,995	\$76,483,841
Bakery and Cereal Products		\$229,357,553	\$278,435,729	\$49,078,176
Meats, Poultry, Fish, and Eggs		\$29,495,593	\$35,821,439	\$6,325,846
Dairy Products		\$49,516,482	\$60,115,083	\$10,598,601
Fruits and Vegetables		\$22,109,836	\$26,850,440	\$4,740,604
Snacks and Other Food at Home (10)		\$45,507,135	\$55,269,636	\$9,762,501
Food Away from Home		\$82,728,507	\$100,379,131	\$17,650,624
Alcoholic Beverages		\$129,439,602	\$156,845,266	\$27,405,664
		\$23,280,934	\$28,228,502	\$4,947,568

**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 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,298,974,511	\$1,581,051,795	\$282,077,284
Value of Retirement Plans	\$4,568,592,350	\$5,554,220,746	\$985,628,396
Value of Other Financial Assets	\$276,136,890	\$336,514,198	\$60,377,308
Vehicle Loan Amount excluding Interest	\$124,352,864	\$150,462,579	\$26,109,715
Value of Credit Card Debt	\$105,717,257	\$128,497,070	\$22,779,813
<b>Health</b>			
Nonprescription Drugs	\$5,524,739	\$6,697,577	\$1,172,838
Prescription Drugs	\$11,377,843	\$13,816,176	\$2,438,333
Eyeglasses and Contact Lenses	\$3,603,458	\$4,376,933	\$773,475
<b>Home</b>			
Mortgage Payment and Basics (11)	\$418,623,268	\$508,728,955	\$90,105,687
Maintenance and Remodeling Services	\$121,240,515	\$147,222,597	\$25,982,082
Maintenance and Remodeling Materials (12)	\$23,298,916	\$28,287,908	\$4,988,992
Utilities, Fuel, and Public Services	\$190,533,327	\$231,319,696	\$40,786,369
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$4,231,574	\$5,135,540	\$903,966
Furniture	\$28,403,714	\$34,424,665	\$6,020,951
Rugs	\$1,372,975	\$1,666,964	\$293,989
Major Appliances (14)	\$17,005,927	\$20,641,966	\$3,636,039
Housewares (15)	\$3,745,427	\$4,539,125	\$793,698
Small Appliances	\$2,545,681	\$3,089,218	\$543,537
Luggage	\$514,098	\$622,517	\$108,419
Telephones and Accessories	\$3,636,896	\$4,422,247	\$785,351
<b>Household Operations</b>			
Child Care	\$18,457,724	\$22,347,324	\$3,889,600
Lawn and Garden (16)	\$20,776,674	\$25,252,381	\$4,475,707
Moving/Storage/Freight Express	\$3,223,769	\$3,911,085	\$687,316
Housekeeping Supplies (17)	\$31,038,096	\$37,647,021	\$6,608,925
<b>Insurance</b>			
Owners and Renters Insurance	\$24,115,518	\$29,273,613	\$5,158,095
Vehicle Insurance	\$73,636,109	\$89,288,578	\$15,652,469
Life/Other Insurance	\$22,046,958	\$26,763,013	\$4,716,055
Health Insurance	\$159,472,687	\$193,609,767	\$34,137,080
Personal Care Products (18)	\$19,068,581	\$23,128,316	\$4,059,735
School Books and Supplies (19)	\$4,709,282	\$5,701,952	\$992,670
Smoking Products	\$13,782,275	\$16,742,871	\$2,960,596
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$101,254,904	\$122,615,852	\$21,360,948
Gasoline and Motor Oil	\$84,305,455	\$102,263,038	\$17,957,583
Vehicle Maintenance and Repairs	\$44,181,735	\$53,610,712	\$9,428,977
<b>Travel</b>			
Airline Fares	\$16,437,390	\$19,937,551	\$3,500,161
Lodging on Trips	\$24,262,395	\$29,420,083	\$5,157,688
Auto/Truck Rental on Trips	\$2,785,359	\$3,374,106	\$588,747
Food and Drink on Trips	\$19,189,636	\$23,274,724	\$4,085,088

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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 and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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