

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Forging Opportunity (7D)	100.0%	Population	417	406
	0.0%	Households	99	99
	0.0%	Families	69	69
	0.0%	Median Age	34.0	34.0
	0.0%	Median Household Income	\$45,233	\$53,011
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$189,837	\$224,018	\$34,181
Men's		\$34,205	\$40,364	\$6,159
Women's		\$66,165	\$78,078	\$11,913
Children's		\$32,521	\$38,376	\$5,855
Footwear		\$39,467	\$46,573	\$7,106
Watches & Jewelry		\$13,775	\$16,255	\$2,480
Apparel Products and Services (1)		\$3,704	\$4,371	\$667
Computer				
Computers and Hardware for Home Use		\$20,440	\$24,120	\$3,680
Portable Memory		\$290	\$342	\$52
Computer Software		\$1,186	\$1,400	\$214
Computer Accessories		\$1,775	\$2,095	\$320
Entertainment & Recreation		\$336,167	\$396,696	\$60,529
Fees and Admissions		\$54,220	\$63,982	\$9,762
Membership Fees for Clubs (2)		\$20,014	\$23,618	\$3,604
Fees for Participant Sports, excl. Trips		\$9,509	\$11,221	\$1,712
Tickets to Theatre/Operas/Concerts		\$4,863	\$5,739	\$876
Tickets to Movies		\$1,666	\$1,966	\$300
Tickets to Parks or Museums		\$2,753	\$3,249	\$496
Admission to Sporting Events, excl. Trips		\$5,588	\$6,594	\$1,006
Fees for Recreational Lessons		\$9,754	\$11,510	\$1,756
Dating Services		\$72	\$85	\$13
TV/Video/Audio		\$119,633	\$141,173	\$21,540
Cable and Satellite Television Services		\$72,296	\$85,313	\$13,017
Televisions		\$12,987	\$15,325	\$2,338
Satellite Dishes		\$154	\$182	\$28
VCRs, Video Cameras, and DVD Players		\$426	\$502	\$76
Miscellaneous Video Equipment		\$2,010	\$2,372	\$362
Video Cassettes and DVDs		\$462	\$545	\$83
Video Game Hardware/Accessories		\$3,867	\$4,563	\$696
Video Game Software		\$1,603	\$1,892	\$289
Rental/Streaming/Downloaded Video		\$14,363	\$16,949	\$2,586
Installation of Televisions		\$91	\$107	\$16
Audio (3)		\$11,257	\$13,284	\$2,027
Rental and Repair of TV/Radio/Sound Equipment		\$118	\$139	\$21
Pets		\$88,135	\$104,004	\$15,869
Toys/Games/Crafts/Hobbies (4)		\$15,296	\$18,050	\$2,754
Recreational Vehicles and Fees (5)		\$15,740	\$18,574	\$2,834
Sports/Recreation/Exercise Equipment (6)		\$26,544	\$31,323	\$4,779
Photo Equipment and Supplies (7)		\$3,994	\$4,713	\$719
Reading (8)		\$9,889	\$11,670	\$1,781
Catered Affairs (9)		\$2,717	\$3,206	\$489
Food		\$953,267	\$1,124,909	\$171,642
Food at Home		\$628,810	\$742,031	\$113,221
Bakery and Cereal Products		\$79,441	\$93,745	\$14,304
Meats, Poultry, Fish, and Eggs		\$137,120	\$161,810	\$24,690
Dairy Products		\$58,947	\$69,561	\$10,614
Fruits and Vegetables		\$116,880	\$137,925	\$21,045
Snacks and Other Food at Home (10)		\$236,422	\$278,991	\$42,569
Food Away from Home		\$324,457	\$382,878	\$58,421
Alcoholic Beverages		\$47,554	\$56,117	\$8,563

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	\$3,353,963	\$3,957,865	\$603,902
Value of Retirement Plans	\$12,132,848	\$14,317,443	\$2,184,595
Value of Other Financial Assets	\$680,367	\$802,871	\$122,504
Vehicle Loan Amount excluding Interest	\$344,435	\$406,453	\$62,018
Value of Credit Card Debt	\$228,597	\$269,758	\$41,161
Health			
Nonprescription Drugs	\$17,343	\$20,465	\$3,122
Prescription Drugs	\$39,757	\$46,915	\$7,158
Eyeglasses and Contact Lenses	\$10,569	\$12,472	\$1,903
Home			
Mortgage Payment and Basics (11)	\$1,034,574	\$1,220,855	\$186,281
Maintenance and Remodeling Services	\$366,288	\$432,240	\$65,952
Maintenance and Remodeling Materials (12)	\$82,448	\$97,293	\$14,845
Utilities, Fuel, and Public Services	\$563,351	\$664,786	\$101,435
Household Furnishings and Equipment			
Household Textiles (13)	\$10,840	\$12,792	\$1,952
Furniture	\$82,158	\$96,951	\$14,793
Rugs	\$3,432	\$4,050	\$618
Major Appliances (14)	\$54,754	\$64,613	\$9,859
Housewares (15)	\$9,319	\$10,997	\$1,678
Small Appliances	\$6,584	\$7,769	\$1,185
Luggage	\$1,558	\$1,838	\$280
Telephones and Accessories	\$10,197	\$12,033	\$1,836
Household Operations			
Child Care	\$38,426	\$45,344	\$6,918
Lawn and Garden (16)	\$62,914	\$74,242	\$11,328
Moving/Storage/Freight Express	\$8,712	\$10,281	\$1,569
Housekeeping Supplies (17)	\$81,669	\$96,374	\$14,705
Insurance			
Owners and Renters Insurance	\$79,586	\$93,916	\$14,330
Vehicle Insurance	\$201,818	\$238,156	\$36,338
Life/Other Insurance	\$56,475	\$66,643	\$10,168
Health Insurance	\$463,543	\$547,007	\$83,464
Personal Care Products (18)	\$46,250	\$54,578	\$8,328
School Books (19)	\$3,467	\$4,093	626
Smoking Products	\$56,185	\$66,301	\$10,116
Transportation			
Payments on Vehicles excluding Leases	\$295,043	\$348,167	\$53,124
Gasoline and Motor Oil	\$331,847	\$391,598	\$59,751
Vehicle Maintenance and Repairs	\$131,578	\$155,269	\$23,691
Travel			
Airline Fares	\$41,957	\$49,512	\$7,555
Lodging on Trips	\$77,829	\$91,843	\$14,014
Auto/Truck Rental on Trips	\$8,359	\$9,864	\$1,505
Food and Drink on Trips	\$56,936	\$67,188	\$10,252

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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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