

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Down the Road (10D)	38.3%	Population	6,658	7,442
Southern Satellites (10A)	31.3%	Households	2,637	2,942
Small Town Simplicity (12C)	30.5%	Families	1,793	1,994
Top Tier (1A)	0.0%	Median Age	39.1	39.4
Professional Pride (1B)	0.0%	Median Household Income	\$29,156	\$34,795
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$3,091,773	\$4,042,407	\$950,634
Men's		\$589,929	\$771,498	\$181,569
Women's		\$1,012,866	\$1,323,981	\$311,115
Children's		\$494,679	\$646,787	\$152,108
Footwear		\$702,513	\$918,784	\$216,271
Watches & Jewelry		\$204,572	\$267,397	\$62,825
Apparel Products and Services (1)		\$87,213	\$113,960	\$26,747
Computer				
Computers and Hardware for Home Use		\$218,239	\$285,218	\$66,979
Portable Memory		\$6,108	\$7,981	\$1,873
Computer Software		\$12,850	\$16,800	\$3,950
Computer Accessories		\$25,936	\$33,889	\$7,953
Entertainment & Recreation		\$4,799,518	\$6,279,586	\$1,480,068
Fees and Admissions		\$855,650	\$1,117,726	\$262,076
Membership Fees for Clubs (2)		\$281,576	\$367,901	\$86,325
Fees for Participant Sports, excl. Trips		\$141,250	\$184,400	\$43,150
Tickets to Theatre/Operas/Concerts		\$81,233	\$106,168	\$24,935
Tickets to Movies		\$69,472	\$90,706	\$21,234
Tickets to Parks or Museums		\$41,774	\$54,584	\$12,810
Admission to Sporting Events, excl. Trips		\$81,774	\$106,904	\$25,130
Fees for Recreational Lessons		\$157,671	\$205,884	\$48,213
Dating Services		\$901	\$1,179	\$278
TV/Video/Audio		\$1,950,265	\$2,552,391	\$602,126
Cable and Satellite Television Services		\$1,435,789	\$1,879,715	\$443,926
Televisions		\$168,403	\$220,234	\$51,831
Satellite Dishes		\$2,360	\$3,086	\$726
VCRs, Video Cameras, and DVD Players		\$8,784	\$11,477	\$2,693
Miscellaneous Video Equipment		\$39,394	\$51,481	\$12,087
Video Cassettes and DVDs		\$18,370	\$24,020	\$5,650
Video Game Hardware/Accessories		\$42,277	\$55,314	\$13,037
Video Game Software		\$21,835	\$28,557	\$6,722
Rental/Streaming/Downloaded Video		\$65,188	\$85,204	\$20,016
Installation of Televisions		\$1,607	\$2,098	\$491
Audio (3)		\$141,273	\$184,674	\$43,401
Rental and Repair of TV/Radio/Sound Equipment		\$4,986	6,532	\$1,546
Pets		\$1,087,441	\$1,424,267	\$336,826
Toys/Games/Crafts/Hobbies (4)		\$169,653	\$221,869	\$52,216
Recreational Vehicles and Fees (5)		\$202,990	\$266,048	\$63,058
Sports/Recreation/Exercise Equipment (6)		\$293,844	\$383,842	\$89,998
Photo Equipment and Supplies (7)		\$69,632	\$91,027	\$21,395
Reading (8)		\$143,923	\$188,280	\$44,357
Catered Affairs (9)		\$26,119	34,136	\$8,017
Food		\$13,177,437	\$17,234,282	\$4,056,845
Food at Home		\$7,857,962	\$10,279,634	\$2,421,672
Bakery and Cereal Products		\$1,030,136	\$1,347,670	\$317,534
Meats, Poultry, Fish, and Eggs		\$1,751,950	\$2,291,740	\$539,790
Dairy Products		\$803,777	\$1,051,779	\$248,002
Fruits and Vegetables		\$1,477,964	\$1,932,676	\$454,712
Snacks and Other Food at Home (10)		\$2,794,135	\$3,655,769	\$861,634
Food Away from Home		\$5,319,475	\$6,954,648	\$1,635,173
Alcoholic Beverages		\$730,075	\$954,019	\$223,944

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$25,613,268	\$33,491,771	\$7,878,503
Value of Retirement Plans	\$119,919,177	\$156,804,487	\$36,885,310
Value of Other Financial Assets	\$6,894,293	\$9,024,450	\$2,130,157
Vehicle Loan Amount excluding Interest	\$4,877,567	\$6,379,712	\$1,502,145
Value of Credit Card Debt	\$3,494,977	\$4,570,405	\$1,075,428
Health			
Nonprescription Drugs	\$234,013	\$306,157	\$72,144
Prescription Drugs	\$624,341	\$817,489	\$193,148
Eyeglasses and Contact Lenses	\$131,541	\$172,211	\$40,670
Home			
Mortgage Payment and Basics (11)	\$13,446,743	\$17,572,045	\$4,125,302
Maintenance and Remodeling Services	\$2,932,808	\$3,831,282	\$898,474
Maintenance and Remodeling Materials (12)	\$751,869	\$983,577	\$231,708
Utilities, Fuel, and Public Services	\$7,758,365	\$10,152,452	\$2,394,087
Household Furnishings and Equipment			
Household Textiles (13)	\$145,440	\$190,198	\$44,758
Furniture	\$856,859	\$1,120,056	\$263,197
Rugs	\$38,405	\$50,285	\$11,880
Major Appliances (14)	\$556,656	\$727,899	\$171,243
Housewares (15)	\$156,167	\$204,212	\$48,045
Small Appliances	\$71,546	\$93,605	\$22,059
Luggage	\$17,780	\$23,223	\$5,443
Telephones and Accessories	\$109,969	\$143,599	\$33,630
Household Operations			
Child Care	\$644,678	\$842,756	\$198,078
Lawn and Garden (16)	\$711,416	\$930,699	\$219,283
Moving/Storage/Freight Express	\$89,061	\$116,304	\$27,243
Housekeeping Supplies (17)	\$1,181,354	\$1,545,294	\$363,940
Insurance			
Owners and Renters Insurance	\$961,814	\$1,258,285	\$296,471
Vehicle Insurance	\$2,477,693	\$3,241,518	\$763,825
Life/Other Insurance	\$690,801	\$904,191	\$213,390
Health Insurance	\$6,033,530	\$7,895,456	\$1,861,926
Personal Care Products (18)	\$733,601	\$958,880	\$225,279
School Books and Supplies (19)	\$224,361	\$293,375	\$69,014
Smoking Products	\$748,016	\$980,788	\$232,772
Transportation			
Payments on Vehicles excluding Leases	\$4,264,905	\$5,580,928	\$1,316,023
Gasoline and Motor Oil	\$3,717,598	\$4,863,983	\$1,146,385
Vehicle Maintenance and Repairs	\$1,711,242	\$2,238,537	\$527,295
Travel			
Airline Fares	\$653,737	\$853,967	\$200,230
Lodging on Trips	\$832,496	\$1,088,572	\$256,076
Auto/Truck Rental on Trips	\$30,155	\$39,398	\$9,243
Food and Drink on Trips	\$718,579	\$939,335	\$220,756

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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 civic 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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