

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Parks and Rec (5C)	47.5%	Population	28,085	29,211
Middleburg (4C)	14.8%	Households	11,203	11,966
Front Porches (8E)	10.7%	Families	7,283	7,753
Workday Drive (4A)	10.5%	Median Age	41.9	43.1
Green Acres (6A)	10.2%	Median Household Income	\$87,170	\$101,062
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$26,814,059	\$32,582,023	\$5,767,964
Men's		\$5,088,109	\$6,188,529	\$1,100,420
Women's		\$8,911,389	\$10,827,688	\$1,916,299
Children's		\$4,207,662	\$5,100,629	\$892,967
Footwear		\$5,529,125	\$6,713,277	\$1,184,152
Watches & Jewelry		\$2,516,362	\$3,068,980	\$552,618
Apparel Products and Services (1)		\$561,412	\$682,921	\$121,509
Computer				
Computers and Hardware for Home Use		\$2,989,155	\$3,632,024	\$642,869
Portable Memory		\$45,146	\$54,816	\$9,670
Computer Software		\$168,227	\$204,109	\$35,882
Computer Accessories		\$261,437	\$317,235	\$55,798
Entertainment & Recreation		\$46,900,524	\$57,032,496	\$10,131,972
Fees and Admissions		\$9,486,583	\$11,567,037	\$2,080,454
Membership Fees for Clubs (2)		\$3,585,551	\$4,373,879	\$788,328
Fees for Participant Sports, excl. Trips		\$1,572,225	\$1,917,314	\$345,089
Tickets to Theatre/Operas/Concerts		\$844,805	\$1,030,147	\$185,342
Tickets to Movies		\$267,715	\$325,078	\$57,363
Tickets to Parks or Museums		\$415,015	\$504,818	\$89,803
Admission to Sporting Events, excl. Trips		\$1,041,851	\$1,269,885	\$228,034
Fees for Recreational Lessons		\$1,750,246	\$2,134,736	\$384,490
Dating Services		\$9,175	\$11,179	\$2,004
TV/Video/Audio		\$15,327,226	\$18,618,609	\$3,291,383
Cable and Satellite Television Services		\$8,736,318	\$10,616,434	\$1,880,116
Televisions		\$1,773,326	\$2,154,273	\$380,947
Satellite Dishes		\$14,243	\$17,242	\$2,999
VCRs, Video Cameras, and DVD Players		\$51,994	\$63,069	\$11,075
Miscellaneous Video Equipment		\$261,760	\$318,278	\$56,518
Video Cassettes and DVDs		\$61,338	\$74,452	\$13,114
Video Game Hardware/Accessories		\$537,172	\$650,601	\$113,429
Video Game Software		\$235,622	\$285,327	\$49,705
Rental/Streaming/Downloaded Video		\$2,019,466	\$2,450,300	\$430,834
Installation of Televisions		\$21,307	\$26,131	\$4,824
Audio (3)		\$1,597,519	\$1,941,606	\$344,087
Rental and Repair of TV/Radio/Sound Equipment		\$17,161	\$20,896	\$3,735
Pets		\$11,522,928	\$14,009,614	\$2,486,686
Toys/Games/Crafts/Hobbies (4)		\$2,147,404	\$2,605,226	\$457,822
Recreational Vehicles and Fees (5)		\$2,292,408	\$2,789,821	\$497,413
Sports/Recreation/Exercise Equipment (6)		\$3,413,805	\$4,145,181	\$731,376
Photo Equipment and Supplies (7)		\$700,350	\$852,593	\$152,243
Reading (8)		\$1,532,653	\$1,864,749	\$332,096
Catered Affairs (9)		\$477,166	\$579,666	\$102,500
Food		\$125,729,467	\$152,786,445	\$27,056,978
Food at Home		\$81,851,264	\$99,440,682	\$17,589,418
Bakery and Cereal Products		\$10,586,323	\$12,865,330	\$2,279,007
Meats, Poultry, Fish, and Eggs		\$17,459,966	\$21,202,734	\$3,742,768
Dairy Products		\$7,750,601	\$9,416,495	\$1,665,894
Fruits and Vegetables		\$15,895,687	\$19,319,154	\$3,423,467
Snacks and Other Food at Home (10)		\$30,158,688	\$36,636,970	\$6,478,282
Food Away from Home		\$43,878,203	\$53,345,763	\$9,467,560
Alcoholic Beverages		\$7,298,127	\$8,881,474	\$1,583,347

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	\$533,652,034	\$652,988,726	\$119,336,692
Value of Retirement Plans	\$1,957,925,259	\$2,392,083,224	\$434,157,965
Value of Other Financial Assets	\$106,424,701	\$129,738,137	\$23,313,436
Vehicle Loan Amount excluding Interest	\$40,950,856	\$49,708,956	\$8,758,100
Value of Credit Card Debt	\$33,273,228	\$40,481,070	\$7,207,842
Health			
Nonprescription Drugs	\$2,099,704	\$2,551,193	\$451,489
Prescription Drugs	\$5,478,957	\$6,660,361	\$1,181,404
Eyeglasses and Contact Lenses	\$1,500,961	\$1,824,985	\$324,024
Home			
Mortgage Payment and Basics (11)	\$156,448,187	\$190,830,232	\$34,382,045
Maintenance and Remodeling Services	\$54,288,983	\$66,199,645	\$11,910,662
Maintenance and Remodeling Materials (12)	\$10,907,747	\$13,283,628	\$2,375,881
Utilities, Fuel, and Public Services	\$69,178,336	\$84,019,890	\$14,841,554
Household Furnishings and Equipment			
Household Textiles (13)	\$1,475,193	\$1,792,448	\$317,255
Furniture	\$11,580,820	\$14,085,798	\$2,504,978
Rugs	\$513,956	\$626,900	\$112,944
Major Appliances (14)	\$6,819,440	\$8,298,240	\$1,478,800
Housewares (15)	\$1,193,542	\$1,450,047	\$256,505
Small Appliances	\$864,142	\$1,048,249	\$184,107
Luggage	\$232,553	\$283,177	\$50,624
Telephones and Accessories	\$1,172,753	\$1,425,019	\$252,266
Household Operations			
Child Care	\$6,301,025	\$7,672,333	\$1,371,308
Lawn and Garden (16)	\$8,268,415	\$10,069,838	\$1,801,423
Moving/Storage/Freight Express	\$1,272,179	\$1,547,613	\$275,434
Housekeeping Supplies (17)	\$10,229,409	\$12,430,110	\$2,200,701
Insurance			
Owners and Renters Insurance	\$10,178,500	\$12,389,490	\$2,210,990
Vehicle Insurance	\$23,934,495	\$29,049,323	\$5,114,828
Life/Other Insurance	\$8,002,555	\$9,748,499	\$1,745,944
Health Insurance	\$59,306,772	\$72,093,181	\$12,786,409
Personal Care Products (18)	\$6,249,849	\$7,594,184	\$1,344,335
School Books (19)	\$480,390	\$583,628	\$103,238
Smoking Products	\$5,643,694	\$6,830,943	\$1,187,249
Transportation			
Payments on Vehicles excluding Leases	\$36,461,149	\$44,273,939	\$7,812,790
Gasoline and Motor Oil	\$37,766,860	\$45,816,095	\$8,049,235
Vehicle Maintenance and Repairs	\$17,110,552	\$20,780,916	\$3,670,364
Travel			
Airline Fares	\$6,733,161	\$8,197,759	\$1,464,598
Lodging on Trips	\$11,125,420	\$13,551,266	\$2,425,846
Auto/Truck Rental on Trips	\$1,344,889	\$1,637,955	\$293,066
Food and Drink on Trips	\$8,409,761	\$10,232,481	\$1,822,720

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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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