

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Southwestern Families (7F)	80.6%	Population	15,884	16,301
Forging Opportunity (7D)	19.4%	Households	4,868	5,082
	0.0%	Families	3,889	4,057
	0.0%	Median Age	31.9	34.2
	0.0%	Median Household Income	\$36,832	\$39,956
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$5,533,977	\$6,592,715	\$1,058,738
Men's		\$1,109,679	\$1,321,379	\$211,700
Women's		\$1,800,432	\$2,145,293	\$344,861
Children's		\$863,418	\$1,029,391	\$165,973
Footwear		\$1,343,267	\$1,599,751	\$256,484
Watches & Jewelry		\$316,136	\$376,666	\$60,530
Apparel Products and Services (1)		\$101,045	\$120,237	\$19,192
<b>Computer</b>				
Computers and Hardware for Home Use		\$609,516	\$726,477	\$116,961
Portable Memory		\$9,658	\$11,521	\$1,863
Computer Software		\$28,784	\$34,300	\$5,516
Computer Accessories		\$55,729	\$66,406	\$10,677
<b>Entertainment &amp; Recreation</b>		\$8,642,101	\$10,298,222	\$1,656,121
Fees and Admissions		\$1,400,533	\$1,671,109	\$270,576
Membership Fees for Clubs (2)		\$564,172	\$672,807	\$108,635
Fees for Participant Sports, excl. Trips		\$232,297	\$276,990	\$44,693
Tickets to Theatre/Operas/Concerts		\$99,295	\$118,430	\$19,135
Tickets to Movies		\$76,136	\$90,830	\$14,694
Tickets to Parks or Museums		\$58,109	\$69,424	\$11,315
Admission to Sporting Events, excl. Trips		\$88,915	\$106,190	\$17,275
Fees for Recreational Lessons		\$279,565	\$334,002	\$54,437
Dating Services		\$2,045	\$2,437	\$392
TV/Video/Audio		\$3,545,058	\$4,220,646	\$675,588
Cable and Satellite Television Services		\$2,308,520	\$2,746,632	\$438,112
Televisions		\$390,487	\$465,232	\$74,745
Satellite Dishes		\$6,499	\$7,730	\$1,231
VCRs, Video Cameras, and DVD Players		\$11,341	\$13,537	\$2,196
Miscellaneous Video Equipment		\$27,052	\$32,221	\$5,169
Video Cassettes and DVDs		\$16,454	\$19,628	\$3,174
Video Game Hardware/Accessories		\$97,868	\$116,718	\$18,850
Video Game Software		\$45,082	\$53,749	\$8,667
Rental/Streaming/Downloaded Video		\$337,100	\$401,893	\$64,793
Installation of Televisions		\$3,579	\$4,264	\$685
Audio (3)		\$293,909	\$350,523	\$56,614
Rental and Repair of TV/Radio/Sound Equipment		\$7,167	\$8,518	\$1,351
Pets		\$1,987,943	\$2,368,162	\$380,219
Toys/Games/Crafts/Hobbies (4)		\$356,304	\$424,949	\$68,645
Recreational Vehicles and Fees (5)		\$240,728	\$287,425	\$46,697
Sports/Recreation/Exercise Equipment (6)		\$689,886	\$823,127	\$133,241
Photo Equipment and Supplies (7)		\$93,029	\$111,034	\$18,005
Reading (8)		\$248,013	\$295,544	\$47,531
Catered Affairs (9)		\$80,608	\$96,225	\$15,617
<b>Food</b>		\$27,053,381	\$32,217,462	\$5,164,081
Food at Home		\$16,976,811	\$20,213,421	\$3,236,610
Bakery and Cereal Products		\$2,084,441	\$2,482,221	\$397,780
Meats, Poultry, Fish, and Eggs		\$3,900,253	\$4,642,109	\$741,856
Dairy Products		\$1,584,354	\$1,886,474	\$302,120
Fruits and Vegetables		\$3,266,209	\$3,888,750	\$622,541
Snacks and Other Food at Home (10)		\$6,141,554	\$7,313,868	\$1,172,314
Food Away from Home		\$10,076,570	\$12,004,042	\$1,927,472
Alcoholic Beverages		\$1,419,449	\$1,690,522	\$271,073

**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	\$58,649,561	\$69,931,489	\$11,281,928
Value of Retirement Plans	\$232,794,526	\$277,563,640	\$44,769,114
Value of Other Financial Assets	\$13,976,151	\$16,666,022	\$2,689,871
Vehicle Loan Amount excluding Interest	\$11,748,417	\$13,988,603	\$2,240,186
Value of Credit Card Debt	\$7,196,026	\$8,571,564	\$1,375,538
<b>Health</b>			
Nonprescription Drugs	\$450,676	\$536,548	\$85,872
Prescription Drugs	\$980,147	\$1,166,218	\$186,071
Eyeglasses and Contact Lenses	\$236,072	\$281,384	\$45,312
<b>Home</b>			
Mortgage Payment and Basics (11)	\$29,773,964	\$35,499,349	\$5,725,385
Maintenance and Remodeling Services	\$8,699,469	\$10,367,826	\$1,668,357
Maintenance and Remodeling Materials (12)	\$1,979,682	\$2,359,767	\$380,085
Utilities, Fuel, and Public Services	\$16,431,010	\$19,561,965	\$3,130,955
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$296,564	\$353,320	\$56,756
Furniture	\$1,953,180	\$2,327,105	\$373,925
Rugs	\$72,687	\$86,653	\$13,966
Major Appliances (14)	\$1,403,341	\$1,671,961	\$268,620
Housewares (15)	\$261,858	\$311,942	\$50,084
Small Appliances	\$194,303	\$231,482	\$37,179
Luggage	\$34,409	\$41,001	\$6,592
Telephones and Accessories	\$265,333	\$316,211	\$50,878
<b>Household Operations</b>			
Child Care	\$984,331	\$1,174,604	\$190,273
Lawn and Garden (16)	\$1,567,518	\$1,866,950	\$299,432
Moving/Storage/Freight Express	\$235,917	\$280,953	\$45,036
Housekeeping Supplies (17)	\$2,426,622	\$2,888,869	\$462,247
<b>Insurance</b>			
Owners and Renters Insurance	\$2,121,178	\$2,525,428	\$404,250
Vehicle Insurance	\$6,706,463	\$7,984,746	\$1,278,283
Life/Other Insurance	\$1,583,580	\$1,885,944	\$302,364
Health Insurance	\$12,765,200	\$15,195,151	\$2,429,951
Personal Care Products (18)	\$1,442,230	\$1,717,721	\$275,491
School Books and Supplies (19)	\$339,369	\$404,299	\$64,930
Smoking Products	\$1,170,383	\$1,392,798	\$222,415
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$8,955,513	\$10,664,918	\$1,709,405
Gasoline and Motor Oil	\$7,477,688	\$8,905,183	\$1,427,495
Vehicle Maintenance and Repairs	\$3,438,515	\$4,096,931	\$658,416
<b>Travel</b>			
Airline Fares	\$1,051,057	\$1,252,600	\$201,543
Lodging on Trips	\$1,560,892	\$1,860,256	\$299,364
Auto/Truck Rental on Trips	\$164,392	\$195,969	\$31,577
Food and Drink on Trips	\$1,248,963	\$1,488,317	\$239,354

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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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