

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Prairie Living (6D)	83.5%	Population	12,126	12,263
Heartland Communities (6F)	16.3%	Households	4,547	4,606
Middleburg (4C)	0.2%	Families	3,153	3,172
	0.0%	Median Age	37.5	37.9
	0.0%	Median Household Income	\$72,763	\$78,707
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$8,259,363	\$9,400,722	\$1,141,359
Men's		\$1,563,537	\$1,779,720	\$216,183
Women's		\$2,722,968	\$3,099,665	\$376,697
Children's		\$1,331,511	\$1,514,792	\$183,281
Footwear		\$1,731,176	\$1,969,969	\$238,793
Watches & Jewelry		\$737,184	\$839,655	\$102,471
Apparel Products and Services (1)		\$172,987	\$196,920	\$23,933
Computer				
Computers and Hardware for Home Use		\$908,031	\$1,033,394	\$125,363
Portable Memory		\$14,470	\$16,462	\$1,992
Computer Software		\$52,411	\$59,644	\$7,233
Computer Accessories		\$89,703	\$102,044	\$12,341
Entertainment & Recreation		\$15,371,462	\$17,492,235	\$2,120,773
Fees and Admissions		\$2,913,432	\$3,316,529	\$403,097
Membership Fees for Clubs (2)		\$1,107,056	\$1,260,333	\$153,277
Fees for Participant Sports, excl. Trips		\$492,761	\$560,857	\$68,096
Tickets to Theatre/Operas/Concerts		\$252,322	\$287,277	\$34,955
Tickets to Movies		\$79,749	\$90,742	\$10,993
Tickets to Parks or Museums		\$127,332	\$144,915	\$17,583
Admission to Sporting Events, excl. Trips		\$334,655	\$380,935	\$46,280
Fees for Recreational Lessons		\$517,287	\$588,882	\$71,595
Dating Services		\$2,270	\$2,588	\$318
TV/Video/Audio		\$4,950,080	\$5,634,034	\$683,954
Cable and Satellite Television Services		\$2,901,078	\$3,302,404	\$401,326
Televisions		\$549,825	\$625,830	\$76,005
Satellite Dishes		\$4,383	\$4,991	\$608
VCRs, Video Cameras, and DVD Players		\$16,599	\$18,882	\$2,283
Miscellaneous Video Equipment		\$74,328	\$84,534	\$10,206
Video Cassettes and DVDs		\$19,541	\$22,235	\$2,694
Video Game Hardware/Accessories		\$161,643	\$183,926	\$22,283
Video Game Software		\$69,400	\$78,963	\$9,563
Rental/Streaming/Downloaded Video		\$647,161	\$736,157	\$88,996
Installation of Televisions		\$6,137	\$6,988	\$851
Audio (3)		\$494,756	\$563,167	\$68,411
Rental and Repair of TV/Radio/Sound Equipment		\$5,230	\$5,956	\$726
Pets		\$3,890,543	\$4,426,517	\$535,974
Toys/Games/Crafts/Hobbies (4)		\$749,328	\$852,337	\$103,009
Recreational Vehicles and Fees (5)		\$855,287	\$972,910	\$117,623
Sports/Recreation/Exercise Equipment (6)		\$1,134,589	\$1,290,588	\$155,999
Photo Equipment and Supplies (7)		\$218,841	\$249,045	\$30,204
Reading (8)		\$489,243	\$556,899	\$67,656
Catered Affairs (9)		\$170,119	\$193,375	\$23,256
Food		\$39,529,313	\$44,990,299	\$5,460,986
Food at Home		\$25,996,743	\$29,588,320	\$3,591,577
Bakery and Cereal Products		\$3,367,642	\$3,833,102	\$465,460
Meats, Poultry, Fish, and Eggs		\$5,521,098	\$6,283,903	\$762,805
Dairy Products		\$2,502,478	\$2,848,087	\$345,609
Fruits and Vegetables		\$4,992,663	\$5,682,736	\$690,073
Snacks and Other Food at Home (10)		\$9,612,863	\$10,940,492	\$1,327,629
Food Away from Home		\$13,532,570	\$15,401,980	\$1,869,410
Alcoholic Beverages		\$2,222,591	\$2,530,094	\$307,503

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	\$165,247,379	\$188,249,329	\$23,001,950
Value of Retirement Plans	\$631,972,755	\$719,496,250	\$87,523,495
Value of Other Financial Assets	\$35,013,056	\$39,846,389	\$4,833,333
Vehicle Loan Amount excluding Interest	\$13,524,473	\$15,386,622	\$1,862,149
Value of Credit Card Debt	\$10,457,442	\$11,902,893	\$1,445,451
Health			
Nonprescription Drugs	\$685,857	\$780,612	\$94,755
Prescription Drugs	\$1,895,909	\$2,157,682	\$261,773
Eyeglasses and Contact Lenses	\$515,757	\$586,852	\$71,095
Home			
Mortgage Payment and Basics (11)	\$50,602,888	\$57,598,769	\$6,995,881
Maintenance and Remodeling Services	\$18,631,749	\$21,202,820	\$2,571,071
Maintenance and Remodeling Materials (12)	\$3,918,133	\$4,457,406	\$539,273
Utilities, Fuel, and Public Services	\$22,724,805	\$25,861,759	\$3,136,954
Household Furnishings and Equipment			
Household Textiles (13)	\$463,886	\$527,934	\$64,048
Furniture	\$3,721,403	\$4,235,166	\$513,763
Rugs	\$156,959	\$178,732	\$21,773
Major Appliances (14)	\$2,242,666	\$2,552,429	\$309,763
Housewares (15)	\$381,268	\$433,880	\$52,612
Small Appliances	\$272,210	\$309,766	\$37,556
Luggage	\$68,945	\$78,488	\$9,543
Telephones and Accessories	\$366,384	\$416,928	\$50,544
Household Operations			
Child Care	\$1,928,294	\$2,194,406	\$266,112
Lawn and Garden (16)	\$2,841,854	\$3,234,142	\$392,288
Moving/Storage/Freight Express	\$369,876	\$421,062	\$51,186
Housekeeping Supplies (17)	\$3,261,527	\$3,712,391	\$450,864
Insurance			
Owners and Renters Insurance	\$3,433,506	\$3,907,114	\$473,608
Vehicle Insurance	\$7,634,997	\$8,688,929	\$1,053,932
Life/Other Insurance	\$2,636,800	\$3,001,285	\$364,485
Health Insurance	\$19,864,909	\$22,607,217	\$2,742,308
Personal Care Products (18)	\$1,940,024	\$2,208,182	\$268,158
School Books (19)	\$145,322	\$165,390	20,068
Smoking Products	\$1,898,181	\$2,160,023	\$261,842
Transportation			
Payments on Vehicles excluding Leases	\$12,191,871	\$13,870,966	\$1,679,095
Gasoline and Motor Oil	\$12,629,249	\$14,369,574	\$1,740,325
Vehicle Maintenance and Repairs	\$5,570,937	\$6,339,413	\$768,476
Travel			
Airline Fares	\$2,089,082	\$2,377,568	\$288,486
Lodging on Trips	\$3,613,214	\$4,112,310	\$499,096
Auto/Truck Rental on Trips	\$411,954	\$468,941	\$56,987
Food and Drink on Trips	\$2,725,263	\$3,101,413	\$376,150

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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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