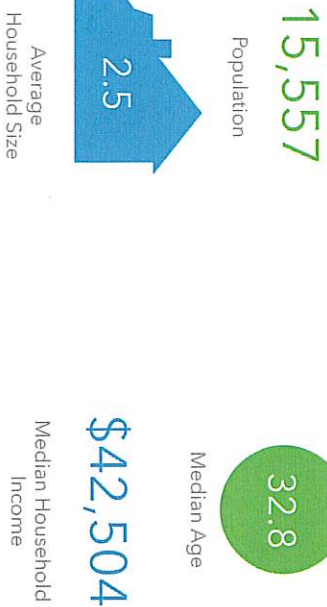


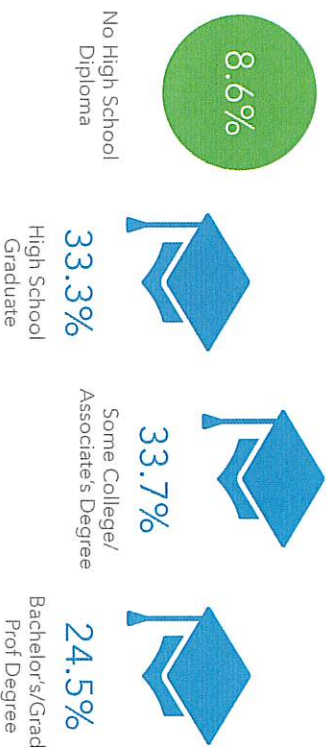
Key Facts

Search result - 5 minutes
Search result - 5 minutes

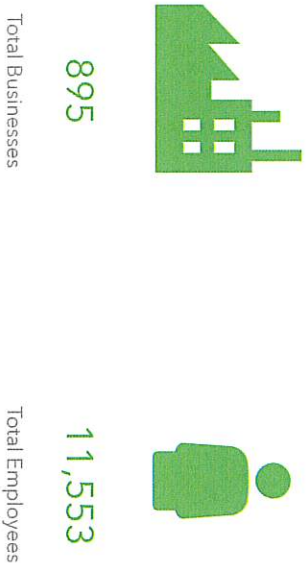
KEY FACTS



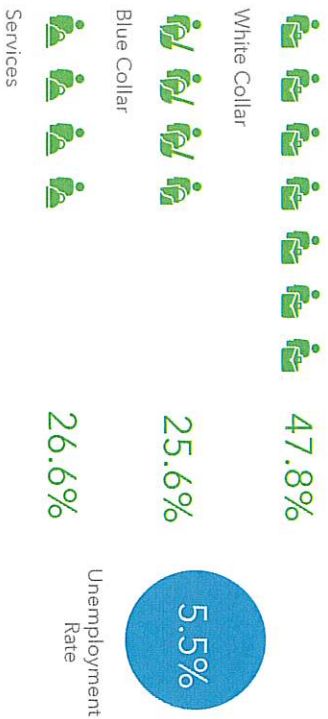
EDUCATION



BUSINESS



EMPLOYMENT



INCOME



Households by income

The largest group: <\$15,000 (20.3%)

The smallest group: \$150,000 - \$199,999 (3.6%)

Indicator	Value	Difference
<\$15,000	20.3%	+7.6%
\$15,000 - \$24,999	13.9%	+3.1%
\$25,000 - \$34,999	8.3%	+2.1%
\$35,000 - \$49,999	13.0%	+2.4%
\$50,000 - \$74,999	15.1%	+1.1%
\$75,000 - \$99,999	10.0%	-3.0%
\$100,000 - \$149,999	11.4%	-7.1%
\$150,000 - \$199,999	3.6%	-2.9%
\$200,000+	4.4%	-3.2%

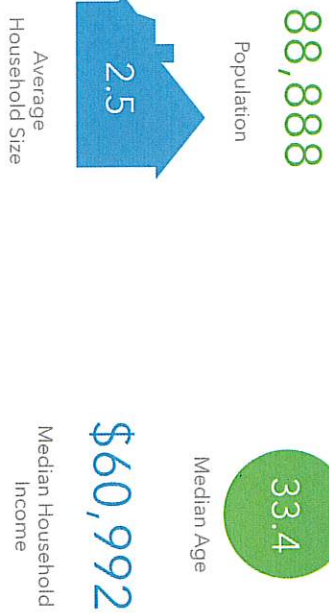
Bars show deviation from

05031 (Craighead County)

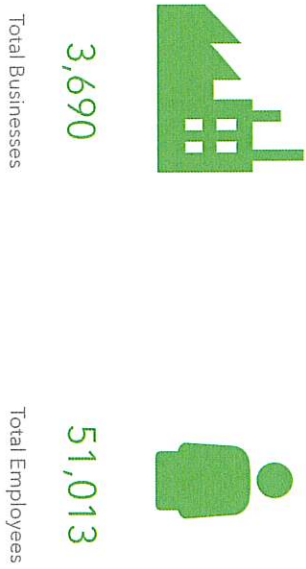
Key Facts

Search result - 15 minutes
Search result - 15 minutes

KEY FACTS



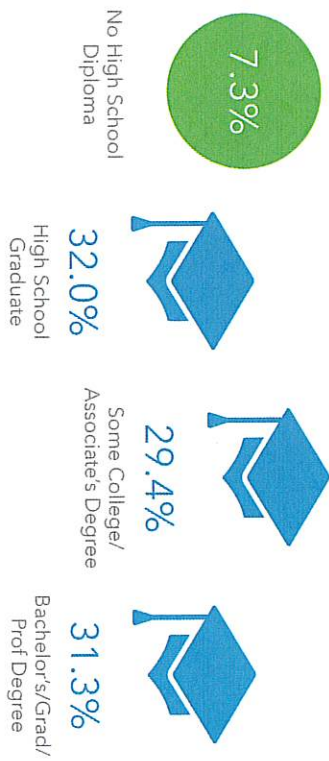
BUSINESS



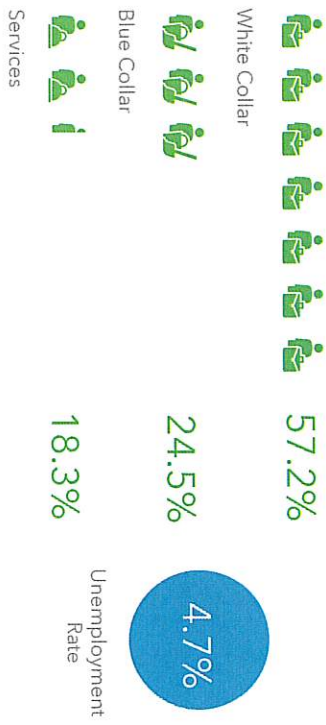
INCOME



EDUCATION



EMPLOYMENT



Households by income

The largest group: \$100,000 - \$149,999 (17.5%)
The smallest group: \$150,000 - \$199,999 (5.3%)

Indicator	Value	Difference
<\$15,000	14.3%	+1.6%
\$15,000 - \$24,999	10.8%	0
\$25,000 - \$34,999	6.6%	+0.4%
\$35,000 - \$49,999	10.8%	+0.2%
\$50,000 - \$74,999	14.1%	+0.1%
\$75,000 - \$99,999	12.8%	-0.2%
\$100,000 - \$149,999	17.5%	-1.0%
\$150,000 - \$199,999	5.3%	-1.2%
\$200,000+	7.8%	+0.2%

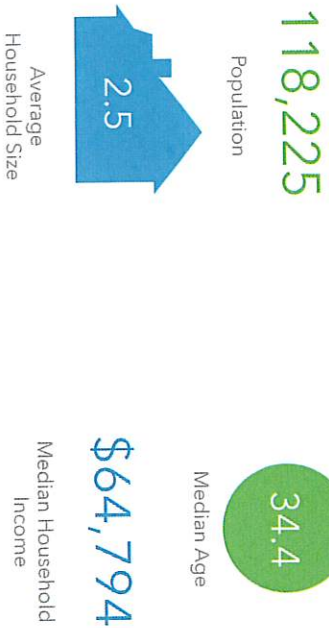
Bars show deviation from

05031 (Craighead County)

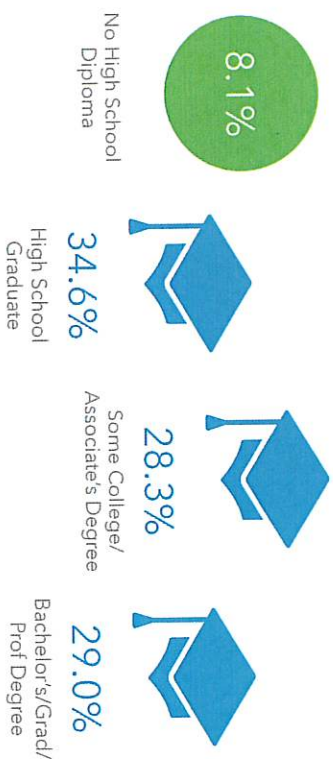
Key Facts

Search result - 25 minutes
Search result - 25 minutes

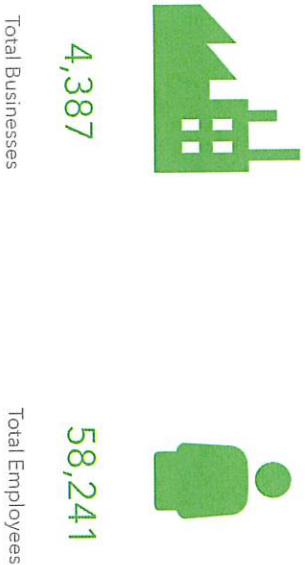
KEY FACTS



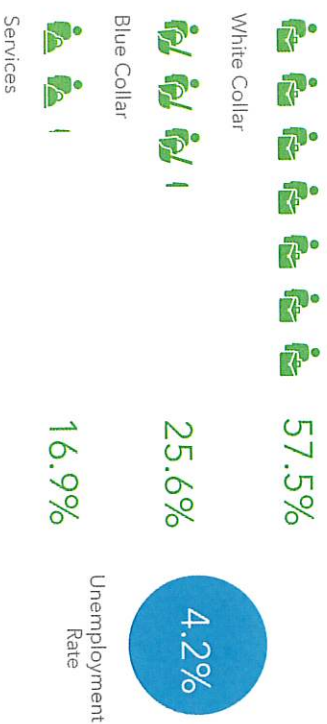
EDUCATION



BUSINESS



EMPLOYMENT



INCOME



Households by income

The largest group: \$100,000 - \$149,999 (18.4%)
The smallest group: \$25,000 - \$34,999 (6.2%)

Indicator	Value	Difference
<\$15,000	12.8%	+0.1%
\$15,000 - \$24,999	10.7%	-0.1%
\$25,000 - \$34,999	6.2%	0
\$35,000 - \$49,999	10.6%	0
\$50,000 - \$74,999	14.5%	+0.5%
\$75,000 - \$99,999	13.2%	+0.2%
\$100,000 - \$149,999	18.4%	-0.1%
\$150,000 - \$199,999	6.3%	-0.2%
\$200,000+	7.3%	-0.3%

Bars show deviation from

05031 (Craighead County)

Search result
 Drive time: 5, 15, 25 minute radii

Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

	5 minutes	15 minutes	25 minutes
Census 2020 Summary			
Population	16,259	87,151	113,395
Households	6,077	33,885	43,935
Average Household Size	2.40	2.46	2.49
2024 Summary			
Population	16,696	91,280	118,781
Households	6,340	35,849	46,461
Families	3,395	22,271	29,720
Average Household Size	2.41	2.46	2.49
Owner Occupied Housing Units	2,010	19,168	26,900
Renter Occupied Housing Units	4,330	16,681	19,561
Median Age	29.7	33.5	34.4
Median Household Income	\$35,438	\$62,235	\$65,109
Average Household Income	\$56,236	\$89,140	\$89,081
2029 Summary			
Population	17,244	95,497	124,289
Households	6,582	37,666	48,823
Families	3,488	23,216	30,981
Average Household Size	2.41	2.45	2.48
Owner Occupied Housing Units	2,106	20,412	28,577
Renter Occupied Housing Units	4,476	17,254	20,246
Median Age	31.1	35.0	35.9
Median Household Income	\$39,965	\$75,257	\$77,612
Average Household Income	\$64,984	\$102,920	\$102,931
Trends: 2024-2029 Annual Rate			
Population	0.65%	0.91%	0.91%
Households	0.75%	0.99%	1.00%
Families	0.54%	0.83%	0.83%
Owner Households	0.94%	1.27%	1.22%
Median Household Income	2.43%	3.87%	3.58%

Demographic and Income Comparison Profile

 Search result
 Drive time: 5, 15, 25 minute radii

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

2024 Households by Income	5 minutes		15 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,658	26.2%	5,053	14.1%	5,900	12.7%
\$15,000 - \$24,999	1,007	15.9%	3,810	10.6%	4,930	10.6%
\$25,000 - \$34,999	470	7.4%	2,351	6.6%	2,865	6.2%
\$35,000 - \$49,999	856	13.5%	3,849	10.7%	4,951	10.7%
\$50,000 - \$74,999	897	14.1%	4,988	13.9%	6,721	14.5%
\$75,000 - \$99,999	572	9.0%	4,569	12.7%	6,203	13.4%
\$100,000 - \$149,999	498	7.9%	6,358	17.7%	8,572	18.4%
\$150,000 - \$199,999	175	2.8%	1,980	5.5%	2,939	6.3%
\$200,000+	206	3.2%	2,892	8.1%	3,380	7.3%
Median Household Income	\$35,438		\$62,235		\$65,109	
Average Household Income	\$56,236		\$89,140		\$89,081	
Per Capita Income	\$22,017		\$35,127		\$34,919	
2029 Households by Income	Number	Percent	Number	Percent	Number	Percent
<\$15,000	1,653	25.1%	4,919	13.1%	5,701	11.7%
\$15,000 - \$24,999	882	13.4%	3,272	8.7%	4,166	8.5%
\$25,000 - \$34,999	402	6.1%	1,891	5.0%	2,282	4.7%
\$35,000 - \$49,999	879	13.4%	3,675	9.8%	4,661	9.5%
\$50,000 - \$74,999	947	14.4%	5,007	13.3%	6,682	13.7%
\$75,000 - \$99,999	683	10.4%	5,007	13.3%	6,761	13.8%
\$100,000 - \$149,999	660	10.0%	7,775	20.6%	10,585	21.7%
\$150,000 - \$199,999	215	3.3%	2,366	6.3%	3,573	7.3%
\$200,000+	264	4.0%	3,754	10.0%	4,411	9.0%
Median Household Income	\$39,965		\$75,257		\$77,612	
Average Household Income	\$64,984		\$102,920		\$102,931	
Per Capita Income	\$25,528		\$40,704		\$40,502	

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

Search result
 Drive time: 5, 15, 25 minute radii

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

	5 minutes		15 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
2020 Population by Age						
Age 0 - 4	1,189	7.3%	5,822	6.7%	7,529	6.6%
Age 5 - 9	1,090	6.7%	5,969	6.8%	7,813	6.9%
Age 10 - 14	1,106	6.8%	6,186	7.1%	8,126	7.2%
Age 15 - 19	1,662	10.2%	6,977	8.0%	8,672	7.6%
Age 20 - 24	2,120	13.0%	8,673	10.0%	10,324	9.1%
Age 25 - 34	2,467	15.2%	12,847	14.7%	16,348	14.4%
Age 35 - 44	1,867	11.5%	10,868	12.5%	14,298	12.6%
Age 45 - 54	1,450	8.9%	9,143	10.5%	12,447	11.0%
Age 55 - 64	1,447	8.9%	8,797	10.1%	12,006	10.6%
Age 65 - 74	1,083	6.7%	6,881	7.9%	9,275	8.2%
Age 75 - 84	496	3.1%	3,556	4.1%	4,820	4.3%
Age 85+	282	1.7%	1,429	1.6%	1,736	1.5%
2024 Population by Age						
Age 0 - 4	1,243	7.4%	6,082	6.7%	7,857	6.6%
Age 5 - 9	1,100	6.6%	6,051	6.6%	7,947	6.7%
Age 10 - 14	1,026	6.1%	6,065	6.6%	8,046	6.8%
Age 15 - 19	1,613	9.7%	7,024	7.7%	8,842	7.4%
Age 20 - 24	2,028	12.1%	8,387	9.2%	9,929	8.4%
Age 25 - 34	2,661	15.9%	14,030	15.4%	17,770	15.0%
Age 35 - 44	1,992	11.9%	12,012	13.2%	15,750	13.3%
Age 45 - 54	1,593	9.5%	9,897	10.8%	13,329	11.2%
Age 55 - 64	1,436	8.6%	8,710	9.5%	11,898	10.0%
Age 65 - 74	1,170	7.0%	7,349	8.1%	9,895	8.3%
Age 75 - 84	562	3.4%	4,163	4.6%	5,640	4.7%
Age 85+	271	1.6%	1,510	1.7%	1,877	1.6%
2029 Population by Age						
Age 0 - 4	1,253	7.3%	6,274	6.6%	8,122	6.5%
Age 5 - 9	1,076	6.2%	5,847	6.1%	7,678	6.2%
Age 10 - 14	1,036	6.0%	6,037	6.3%	8,011	6.4%
Age 15 - 19	1,627	9.4%	7,042	7.4%	8,851	7.1%
Age 20 - 24	2,079	12.1%	8,546	8.9%	10,147	8.2%
Age 25 - 34	2,520	14.6%	14,051	14.7%	17,797	14.3%
Age 35 - 44	2,169	12.6%	13,020	13.6%	17,129	13.8%
Age 45 - 54	1,751	10.2%	10,868	11.4%	14,462	11.6%
Age 55 - 64	1,358	7.9%	8,783	9.2%	12,031	9.7%
Age 65 - 74	1,312	7.6%	8,096	8.5%	10,927	8.8%
Age 75 - 84	759	4.4%	5,100	5.3%	6,815	5.5%
Age 85+	304	1.8%	1,834	1.9%	2,318	1.9%

Demographic and Income Comparison Profile

Search result
 Drive time: 5, 15, 25 minute radii

Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

2020 Race and Ethnicity	5 minutes		15 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,282	50.9%	58,730	67.4%	82,388	72.7%
Black Alone	5,371	33.0%	17,917	20.6%	18,694	16.5%
American Indian Alone	81	0.5%	276	0.3%	365	0.3%
Asian Alone	342	2.1%	1,638	1.9%	1,723	1.5%
Pacific Islander Alone	9	0.1%	56	0.1%	63	0.1%
Some Other Race Alone	900	5.5%	3,075	3.5%	3,405	3.0%
Two or More Races	1,274	7.8%	5,459	6.3%	6,758	6.0%
Hispanic Origin (Any Race)	1,690	10.4%	5,948	6.8%	6,654	5.9%

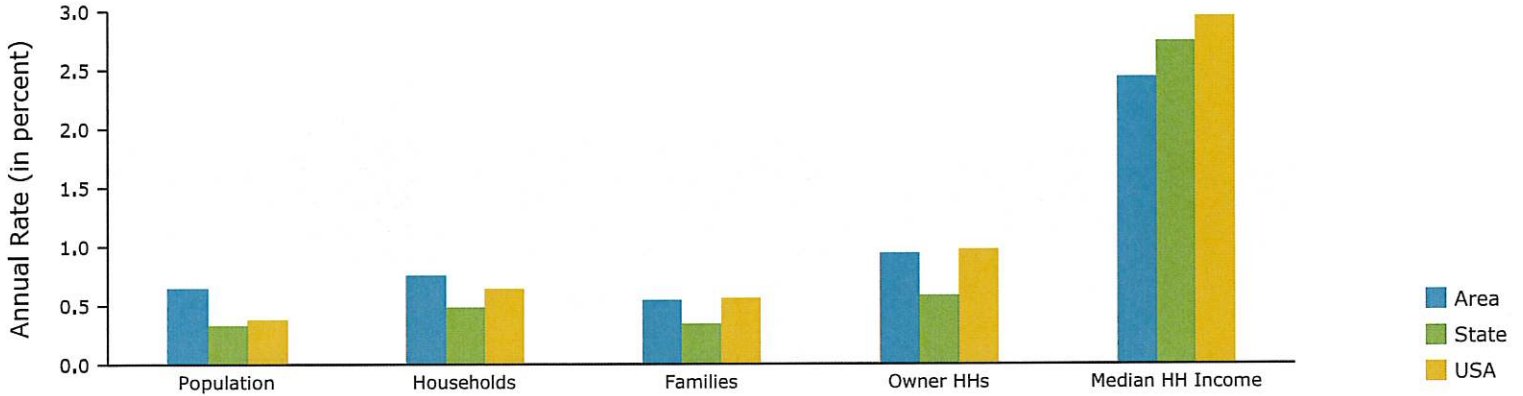
2024 Race and Ethnicity	5 minutes		15 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,943	47.6%	59,624	65.3%	84,173	70.9%
Black Alone	5,968	35.7%	20,058	22.0%	20,962	17.6%
American Indian Alone	81	0.5%	289	0.3%	386	0.3%
Asian Alone	354	2.1%	1,738	1.9%	1,826	1.5%
Pacific Islander Alone	15	0.1%	91	0.1%	100	0.1%
Some Other Race Alone	986	5.9%	3,450	3.8%	3,828	3.2%
Two or More Races	1,349	8.1%	6,030	6.6%	7,506	6.3%
Hispanic Origin (Any Race)	1,839	11.0%	6,670	7.3%	7,497	6.3%

2029 Race and Ethnicity	5 minutes		15 minutes		25 minutes	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,721	44.8%	60,490	63.3%	85,914	69.1%
Black Alone	6,544	37.9%	22,192	23.2%	23,245	18.7%
American Indian Alone	80	0.5%	291	0.3%	393	0.3%
Asian Alone	372	2.2%	1,935	2.0%	2,032	1.6%
Pacific Islander Alone	15	0.1%	101	0.1%	112	0.1%
Some Other Race Alone	1,073	6.2%	3,827	4.0%	4,254	3.4%
Two or More Races	1,440	8.4%	6,661	7.0%	8,340	6.7%
Hispanic Origin (Any Race)	1,990	11.5%	7,360	7.7%	8,309	6.7%

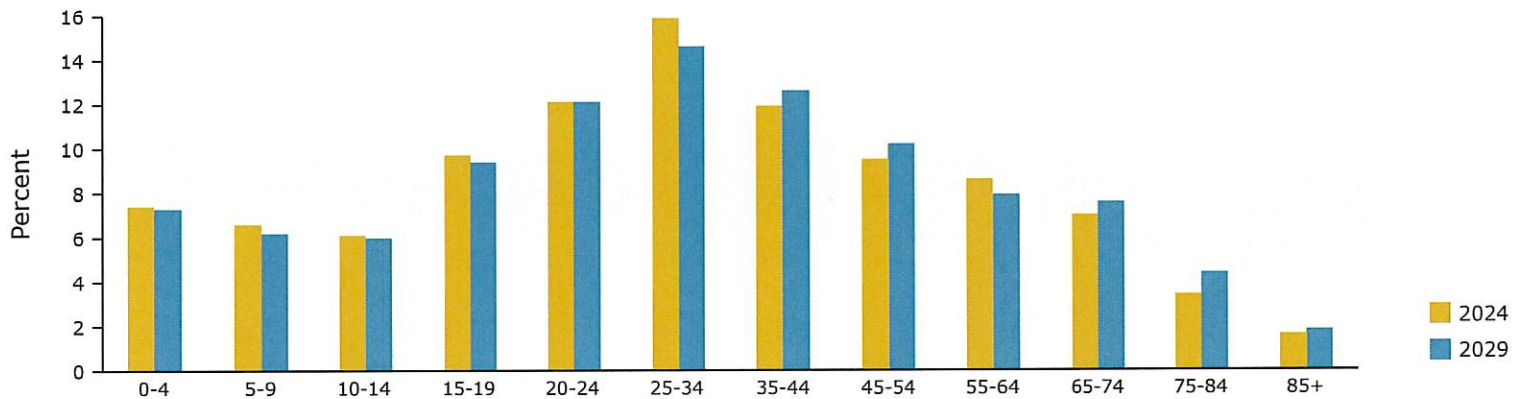
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

5 minutes

Trends 2024-2029

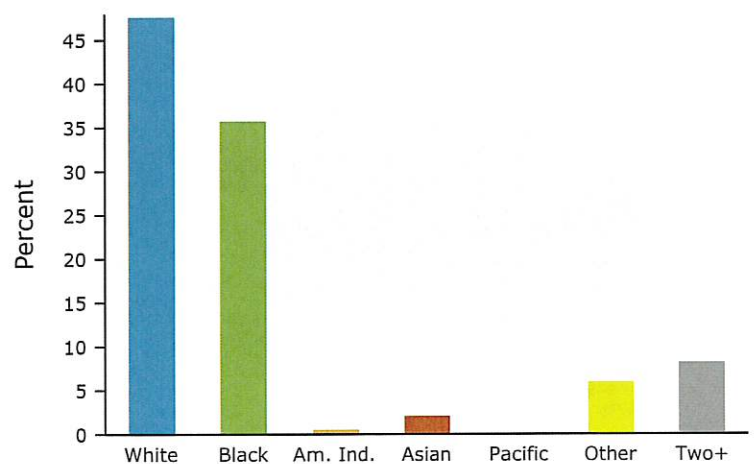
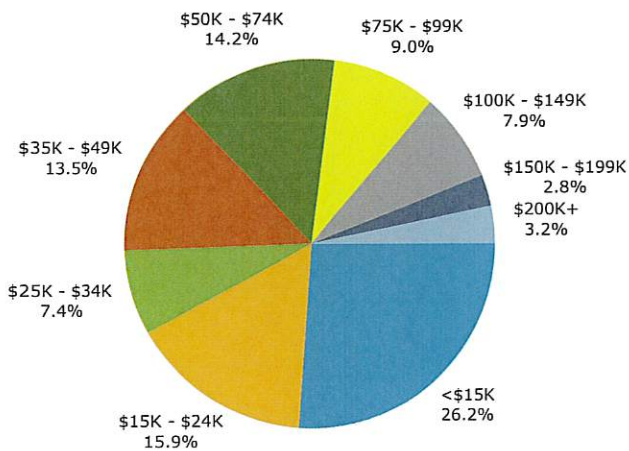


Population by Age



2024 Household Income

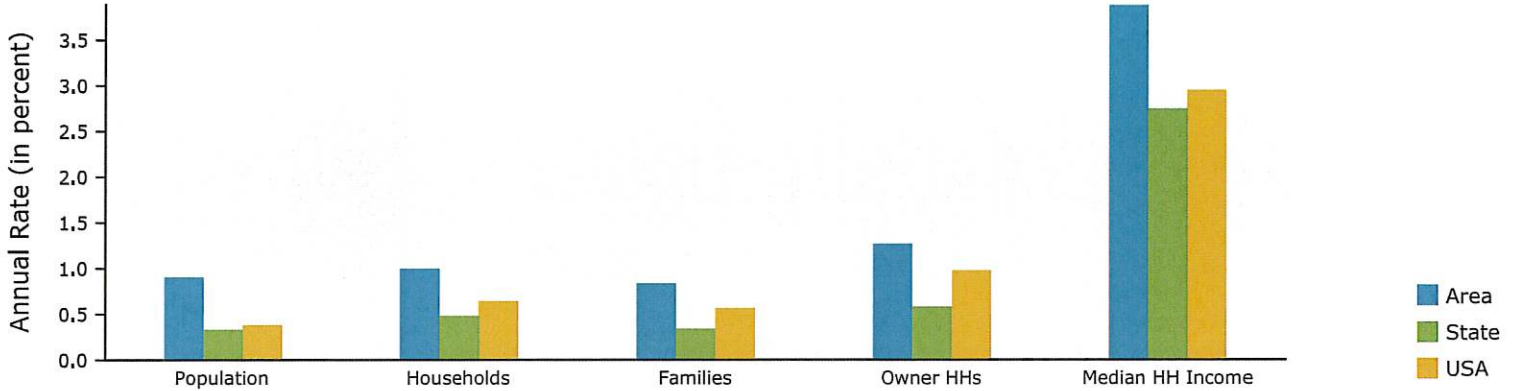
2024 Population by Race



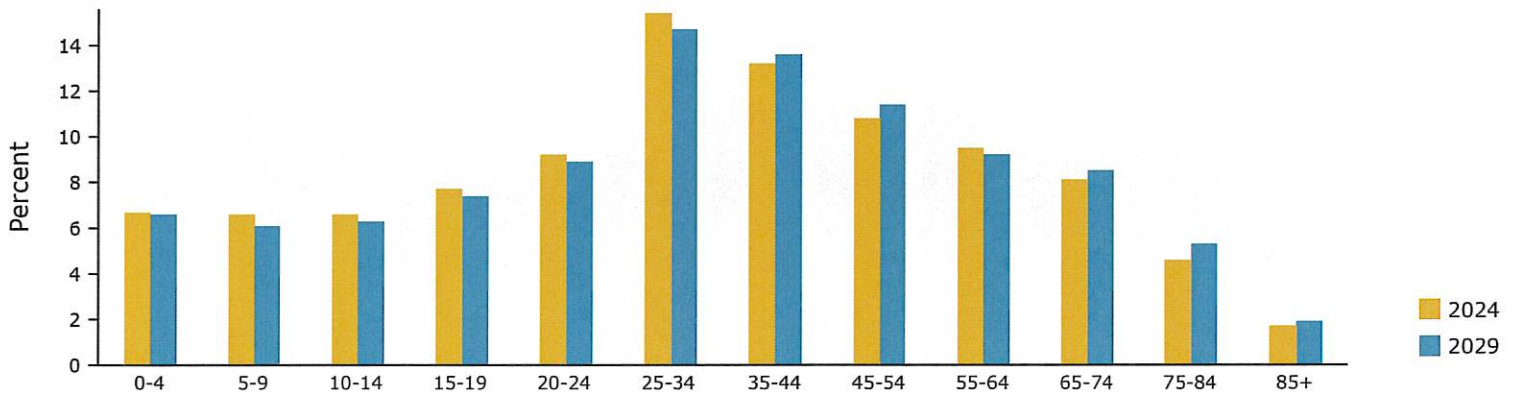
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

15 minutes

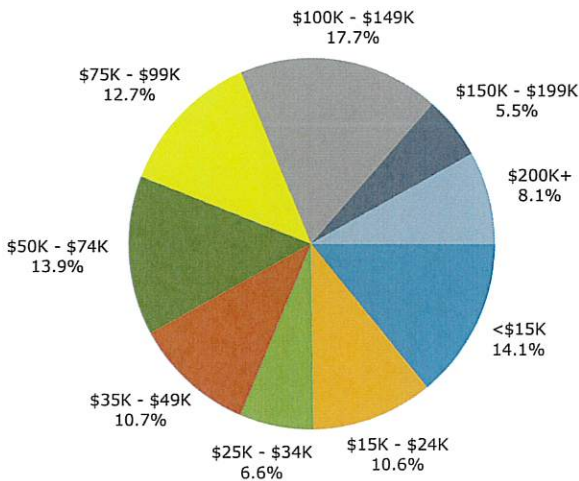
Trends 2024-2029



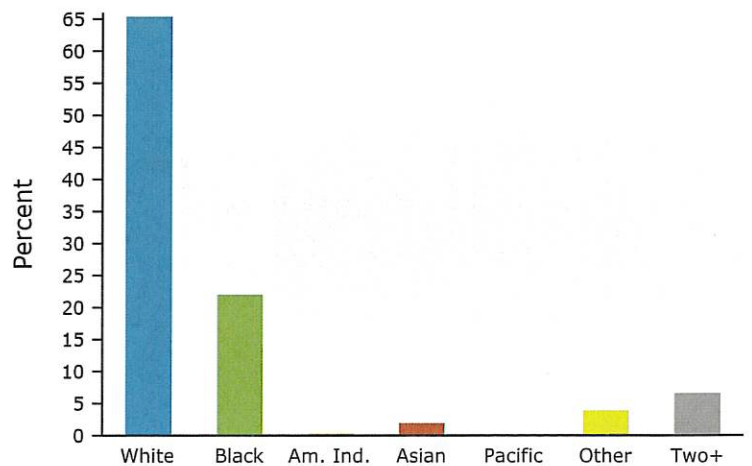
Population by Age



2024 Household Income



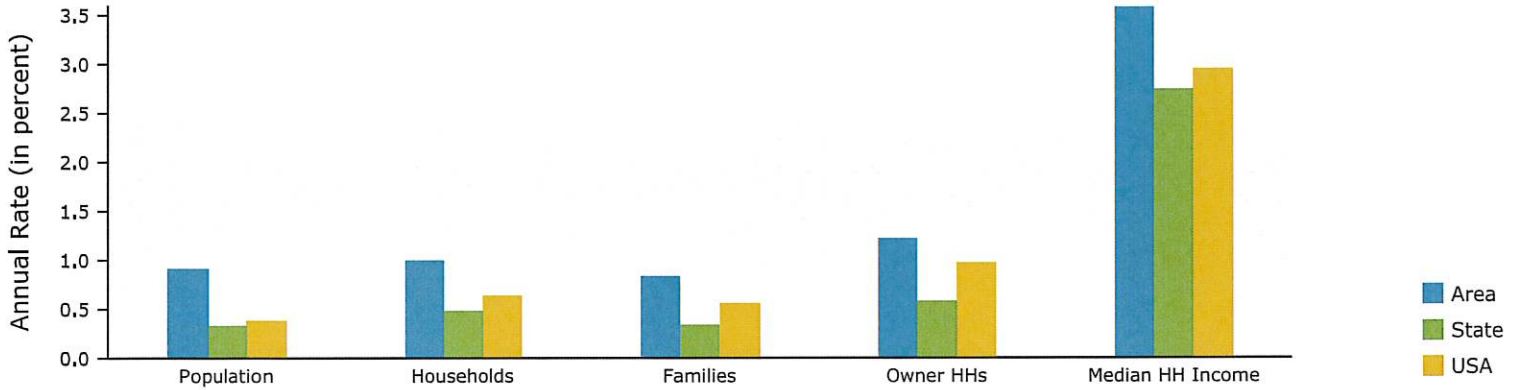
2024 Population by Race



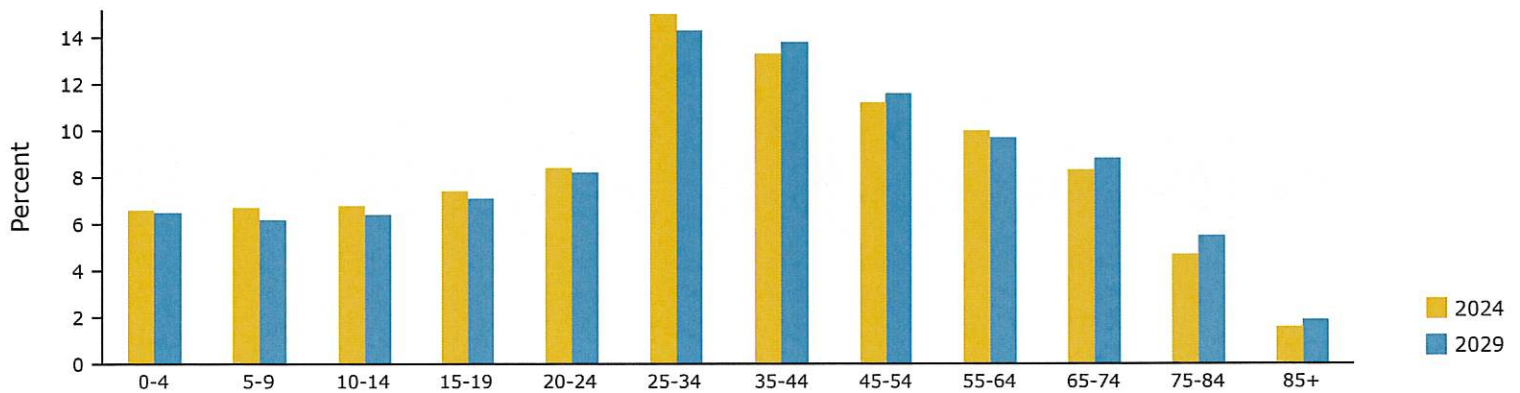
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 in 2020 geographies.

25 minutes

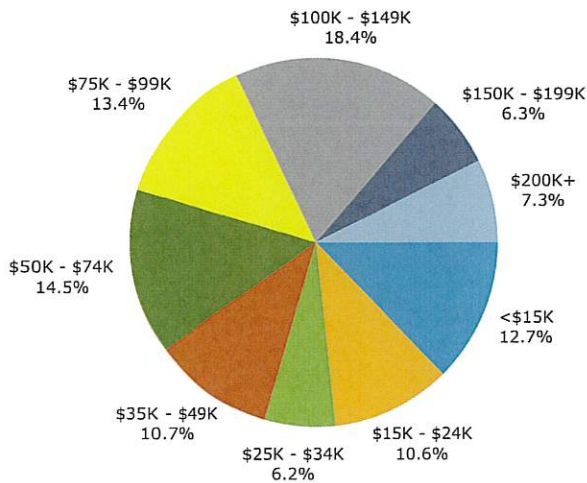
Trends 2024-2029



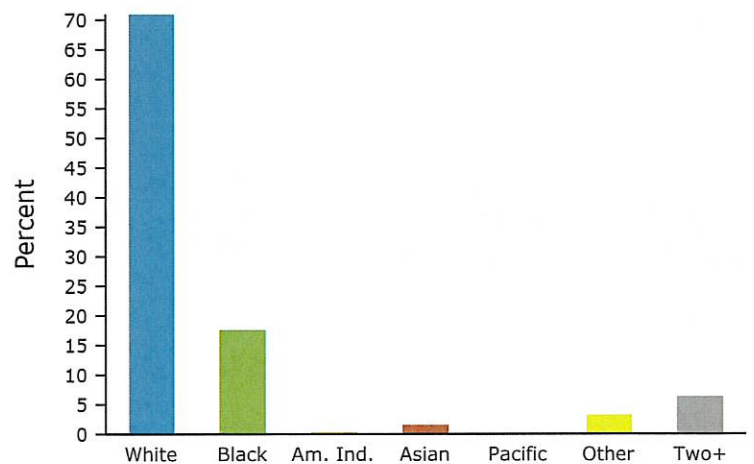
Population by Age



2024 Household Income



2024 Population by Race



Detailed Age Profile

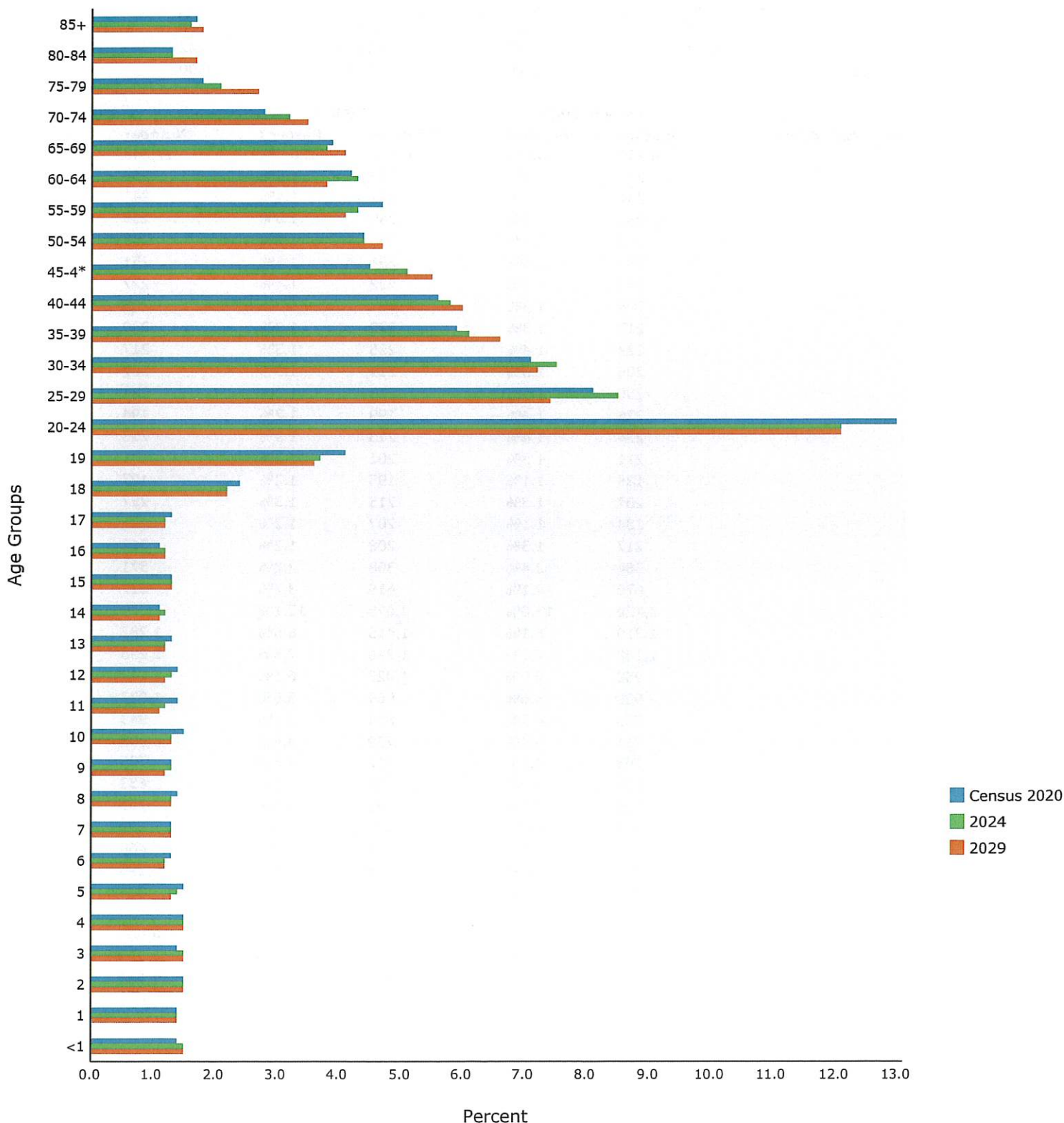
 Search result
 Drive time: 5 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	16,259	16,696	17,244	548	0.65%
Households	6,077	6,340	6,582	242	0.75%
Average Household Size	2.40	2.41	2.41	0.00	0.00%

Total Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	16,259	100.0%	16,694	100.0%	17,245	100.0%
<1	234	1.4%	246	1.5%	253	1.5%
1	231	1.4%	241	1.4%	241	1.4%
2	238	1.5%	249	1.5%	253	1.5%
3	235	1.4%	255	1.5%	255	1.5%
4	251	1.5%	251	1.5%	251	1.5%
5	240	1.5%	232	1.4%	227	1.3%
6	204	1.3%	207	1.2%	205	1.2%
7	217	1.3%	222	1.3%	220	1.3%
8	223	1.4%	225	1.3%	217	1.3%
9	206	1.3%	214	1.3%	207	1.2%
10	250	1.5%	218	1.3%	231	1.3%
11	226	1.4%	199	1.2%	194	1.1%
12	234	1.4%	213	1.3%	213	1.2%
13	211	1.3%	201	1.2%	201	1.2%
14	185	1.1%	195	1.2%	197	1.1%
15	207	1.3%	215	1.3%	217	1.3%
16	184	1.1%	207	1.2%	211	1.2%
17	217	1.3%	208	1.2%	212	1.2%
18	384	2.4%	368	2.2%	371	2.2%
19	670	4.1%	615	3.7%	617	3.6%
20 - 24	2,120	13.0%	2,028	12.1%	2,079	12.1%
25 - 29	1,319	8.1%	1,415	8.5%	1,282	7.4%
30 - 34	1,148	7.1%	1,246	7.5%	1,238	7.2%
35 - 39	958	5.9%	1,023	6.1%	1,142	6.6%
40 - 44	909	5.6%	969	5.8%	1,027	6.0%
45 - 49	739	4.5%	854	5.1%	943	5.5%
50 - 54	711	4.4%	739	4.4%	808	4.7%
55 - 59	768	4.7%	712	4.3%	705	4.1%
60 - 64	679	4.2%	724	4.3%	653	3.8%
65 - 69	629	3.9%	641	3.8%	703	4.1%
70 - 74	454	2.8%	529	3.2%	609	3.5%
75 - 79	287	1.8%	344	2.1%	460	2.7%
80 - 84	209	1.3%	218	1.3%	299	1.7%
85+	282	1.7%	271	1.6%	304	1.8%
<18	3,993	24.6%	3,999	24.0%	4,005	23.2%
18+	12,266	75.4%	12,697	76.0%	13,239	76.8%
21+	10,503	64.6%	11,058	66.2%	11,588	67.2%
Median Age	28.6		29.7		31.1	

Total Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

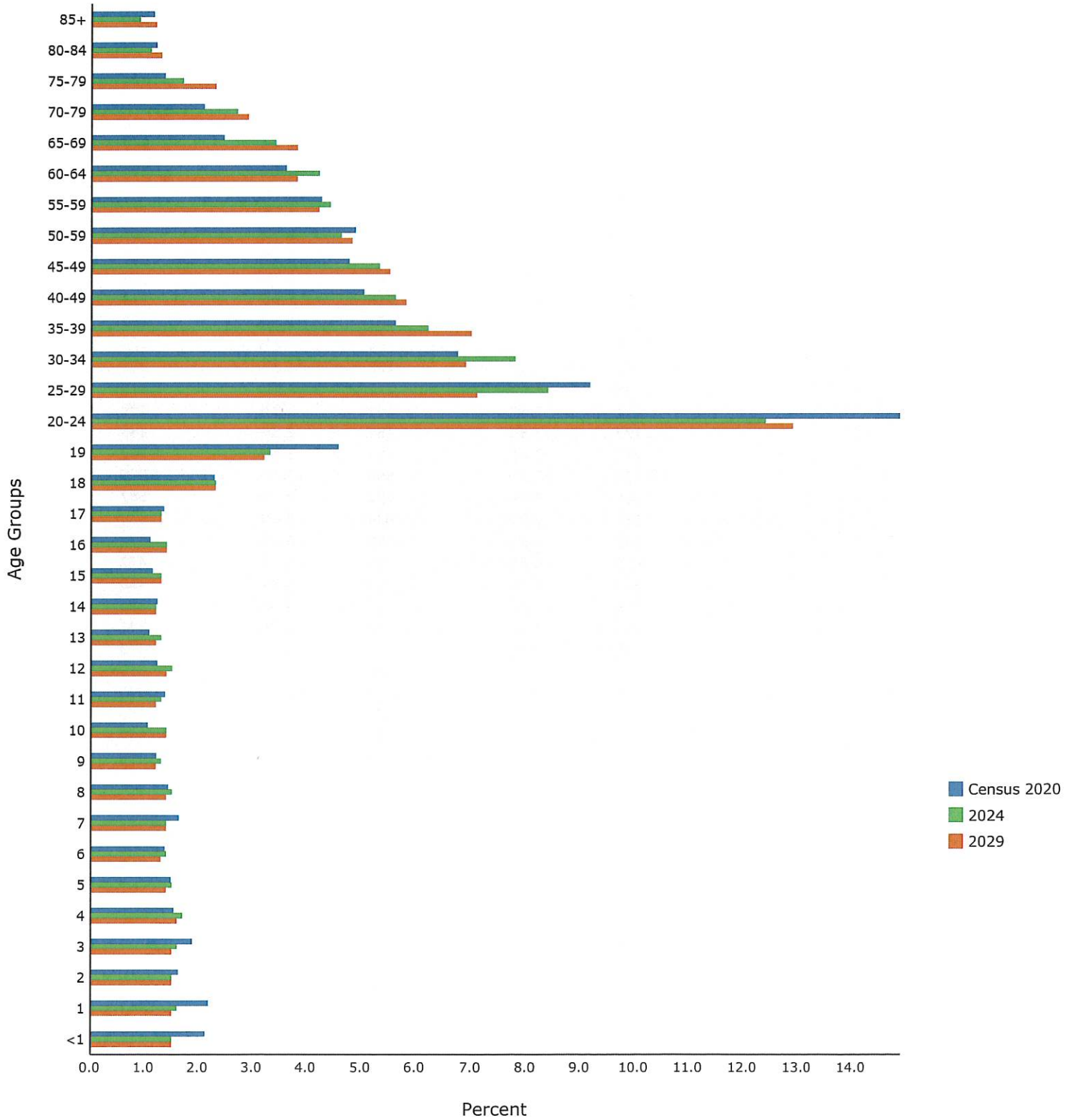
Detailed Age Profile

 Search result
 Drive time: 5 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Male Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	7,678	100.0%	7,993	100.0%	8,210	100.0%
<1	124	1.6%	122	1.5%	126	1.5%
1	121	1.6%	126	1.6%	127	1.5%
2	113	1.5%	120	1.5%	122	1.5%
3	103	1.3%	125	1.6%	125	1.5%
4	137	1.8%	137	1.7%	135	1.6%
5	126	1.6%	120	1.5%	117	1.4%
6	99	1.3%	108	1.4%	108	1.3%
7	123	1.6%	115	1.4%	113	1.4%
8	114	1.5%	118	1.5%	115	1.4%
9	93	1.2%	102	1.3%	101	1.2%
10	127	1.7%	112	1.4%	117	1.4%
11	114	1.5%	103	1.3%	100	1.2%
12	125	1.6%	116	1.5%	115	1.4%
13	110	1.4%	101	1.3%	102	1.2%
14	92	1.2%	98	1.2%	100	1.2%
15	93	1.2%	105	1.3%	105	1.3%
16	86	1.1%	112	1.4%	113	1.4%
17	111	1.4%	107	1.3%	109	1.3%
18	173	2.3%	182	2.3%	185	2.3%
19	279	3.6%	263	3.3%	263	3.2%
20 - 24	1,056	13.8%	990	12.4%	1,059	12.9%
25 - 29	660	8.6%	669	8.4%	587	7.1%
30 - 34	536	7.0%	624	7.8%	569	6.9%
35 - 39	442	5.8%	496	6.2%	572	7.0%
40 - 44	428	5.6%	451	5.6%	477	5.8%
45 - 49	363	4.7%	424	5.3%	450	5.5%
50 - 54	358	4.7%	371	4.6%	396	4.8%
55 - 59	363	4.7%	352	4.4%	341	4.2%
60 - 64	285	3.7%	339	4.2%	313	3.8%
65 - 69	271	3.5%	268	3.4%	310	3.8%
70 - 74	176	2.3%	217	2.7%	240	2.9%
75 - 79	133	1.7%	138	1.7%	188	2.3%
80 - 84	74	1.0%	88	1.1%	110	1.3%
85+	70	0.9%	74	0.9%	100	1.2%
<18	2,010	26.2%	2,047	25.6%	2,051	25.0%
18+	5,668	73.8%	5,947	74.4%	6,161	75.0%
21+	4,850	63.2%	5,171	64.7%	5,367	65.3%
Median Age	27.4		28.8		29.7	

Male Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

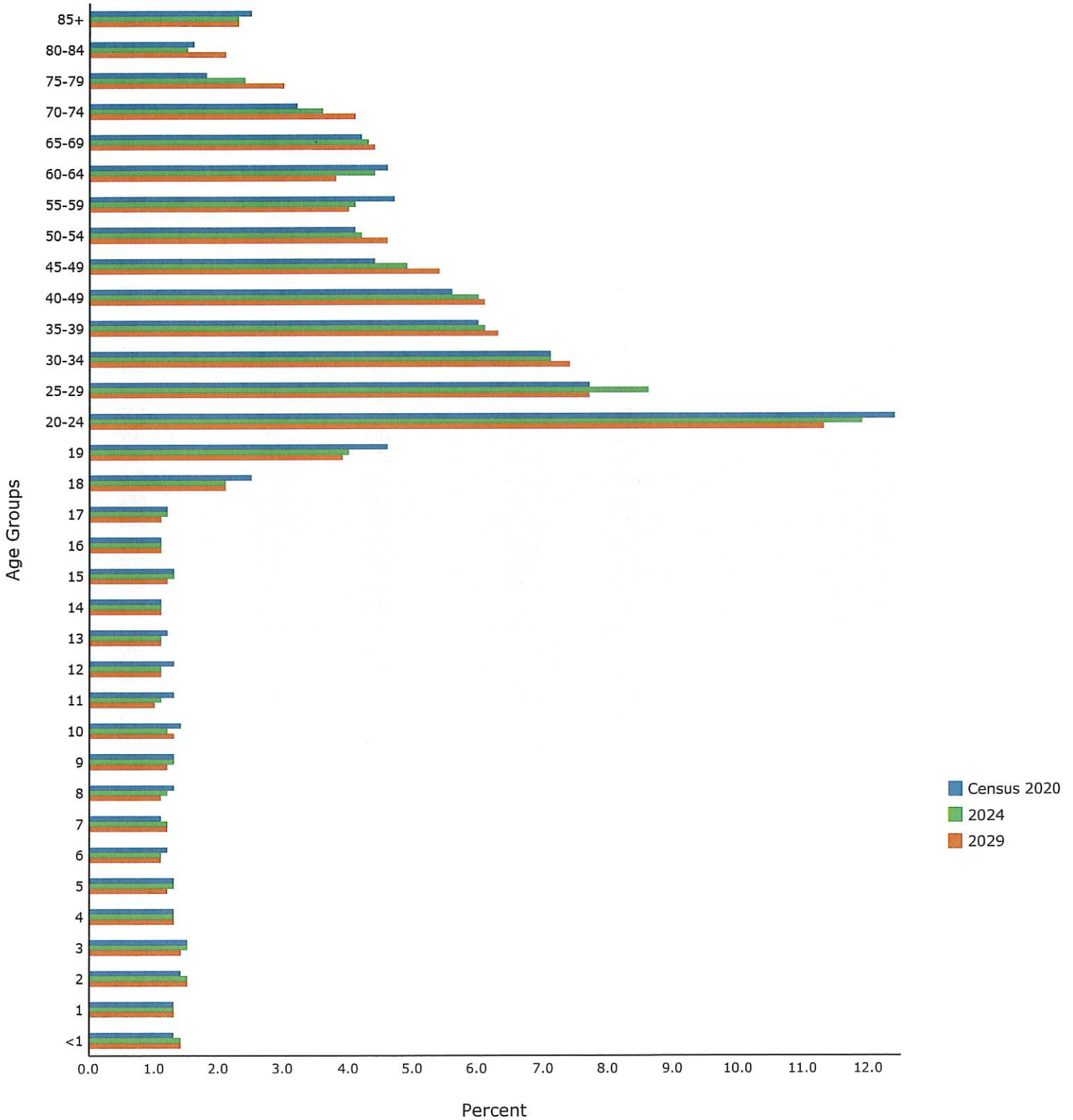
Detailed Age Profile

 Search result
 Drive time: 5 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Female Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	8,581	100.0%	8,702	100.0%	9,031	100.0%
<1	110	1.3%	124	1.4%	127	1.4%
1	110	1.3%	115	1.3%	114	1.3%
2	124	1.4%	129	1.5%	131	1.5%
3	132	1.5%	129	1.5%	130	1.4%
4	114	1.3%	115	1.3%	115	1.3%
5	114	1.3%	112	1.3%	110	1.2%
6	105	1.2%	98	1.1%	97	1.1%
7	95	1.1%	107	1.2%	107	1.2%
8	109	1.3%	107	1.2%	102	1.1%
9	112	1.3%	112	1.3%	106	1.2%
10	124	1.4%	106	1.2%	114	1.3%
11	111	1.3%	97	1.1%	94	1.0%
12	109	1.3%	97	1.1%	98	1.1%
13	102	1.2%	99	1.1%	99	1.1%
14	93	1.1%	98	1.1%	97	1.1%
15	114	1.3%	110	1.3%	111	1.2%
16	98	1.1%	95	1.1%	98	1.1%
17	106	1.2%	101	1.2%	103	1.1%
18	211	2.5%	187	2.1%	186	2.1%
19	391	4.6%	352	4.0%	353	3.9%
20 - 24	1,064	12.4%	1,038	11.9%	1,020	11.3%
25 - 29	660	7.7%	745	8.6%	696	7.7%
30 - 34	612	7.1%	622	7.1%	669	7.4%
35 - 39	516	6.0%	527	6.1%	570	6.3%
40 - 44	480	5.6%	518	6.0%	549	6.1%
45 - 49	376	4.4%	430	4.9%	492	5.4%
50 - 54	353	4.1%	368	4.2%	412	4.6%
55 - 59	405	4.7%	360	4.1%	364	4.0%
60 - 64	394	4.6%	385	4.4%	340	3.8%
65 - 69	358	4.2%	373	4.3%	393	4.4%
70 - 74	278	3.2%	312	3.6%	369	4.1%
75 - 79	154	1.8%	207	2.4%	271	3.0%
80 - 84	135	1.6%	130	1.5%	189	2.1%
85+	212	2.5%	197	2.3%	205	2.3%
<18	1,983	23.1%	1,952	22.4%	1,953	21.6%
18+	6,598	76.9%	6,750	77.6%	7,078	78.4%
21+	5,653	65.9%	5,887	67.7%	6,221	68.9%
Median Age	29.9		30.6		32.3	

Female Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

Detailed Age Profile

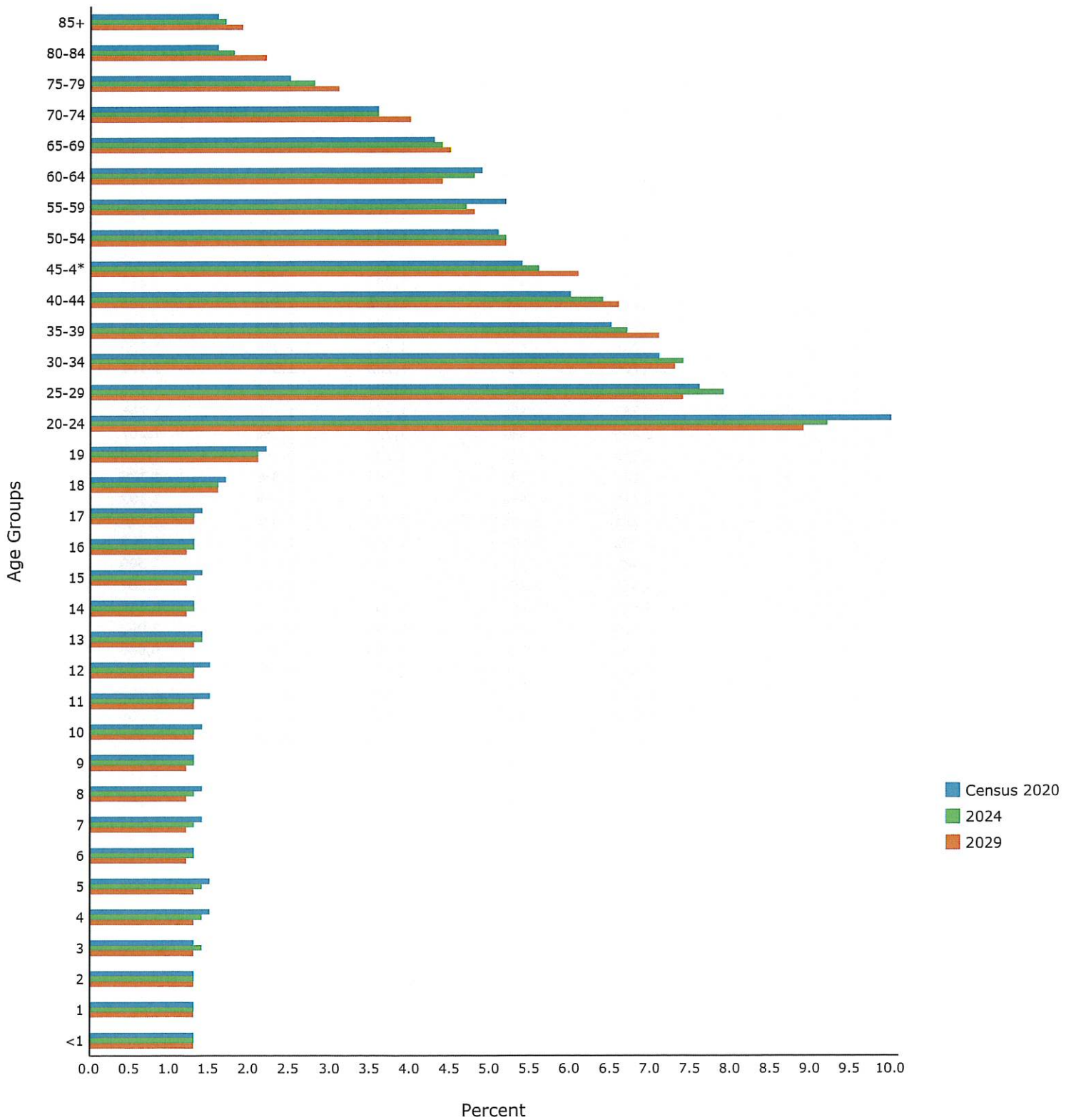
 Search result
 Drive time: 15 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	87,151	91,280	95,497	4,217	0.91%
Households	33,885	35,849	37,666	1,817	0.99%
Average Household Size	2.46	2.46	2.45	-0.01	-0.08%

Total Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	87,151	100.0%	91,280	100.0%	95,497	100.0%
<1	1,098	1.3%	1,184	1.3%	1,276	1.3%
1	1,137	1.3%	1,201	1.3%	1,249	1.3%
2	1,164	1.3%	1,219	1.3%	1,255	1.3%
3	1,158	1.3%	1,235	1.4%	1,249	1.3%
4	1,265	1.5%	1,243	1.4%	1,244	1.3%
5	1,287	1.5%	1,247	1.4%	1,213	1.3%
6	1,126	1.3%	1,202	1.3%	1,161	1.2%
7	1,188	1.4%	1,186	1.3%	1,142	1.2%
8	1,203	1.4%	1,212	1.3%	1,160	1.2%
9	1,165	1.3%	1,203	1.3%	1,171	1.2%
10	1,251	1.4%	1,208	1.3%	1,205	1.3%
11	1,283	1.5%	1,214	1.3%	1,206	1.3%
12	1,295	1.5%	1,220	1.3%	1,207	1.3%
13	1,215	1.4%	1,236	1.4%	1,230	1.3%
14	1,142	1.3%	1,187	1.3%	1,189	1.2%
15	1,211	1.4%	1,205	1.3%	1,192	1.2%
16	1,121	1.3%	1,171	1.3%	1,163	1.2%
17	1,202	1.4%	1,201	1.3%	1,205	1.3%
18	1,487	1.7%	1,487	1.6%	1,500	1.6%
19	1,956	2.2%	1,961	2.1%	1,982	2.1%
20 - 24	8,673	10.0%	8,387	9.2%	8,546	8.9%
25 - 29	6,659	7.6%	7,231	7.9%	7,063	7.4%
30 - 34	6,188	7.1%	6,799	7.4%	6,988	7.3%
35 - 39	5,640	6.5%	6,131	6.7%	6,738	7.1%
40 - 44	5,228	6.0%	5,881	6.4%	6,282	6.6%
45 - 49	4,718	5.4%	5,113	5.6%	5,869	6.1%
50 - 54	4,425	5.1%	4,784	5.2%	4,999	5.2%
55 - 59	4,515	5.2%	4,321	4.7%	4,600	4.8%
60 - 64	4,282	4.9%	4,389	4.8%	4,183	4.4%
65 - 69	3,774	4.3%	4,019	4.4%	4,285	4.5%
70 - 74	3,107	3.6%	3,330	3.6%	3,811	4.0%
75 - 79	2,151	2.5%	2,537	2.8%	2,975	3.1%
80 - 84	1,405	1.6%	1,626	1.8%	2,125	2.2%
85+	1,429	1.6%	1,510	1.7%	1,834	1.9%
<18	21,511	24.7%	21,775	23.9%	21,718	22.7%
18+	65,640	75.3%	69,505	76.1%	73,779	77.3%
21+	60,050	68.9%	63,967	70.1%	68,192	71.4%
Median Age	32.7		33.5		35.0	

Total Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

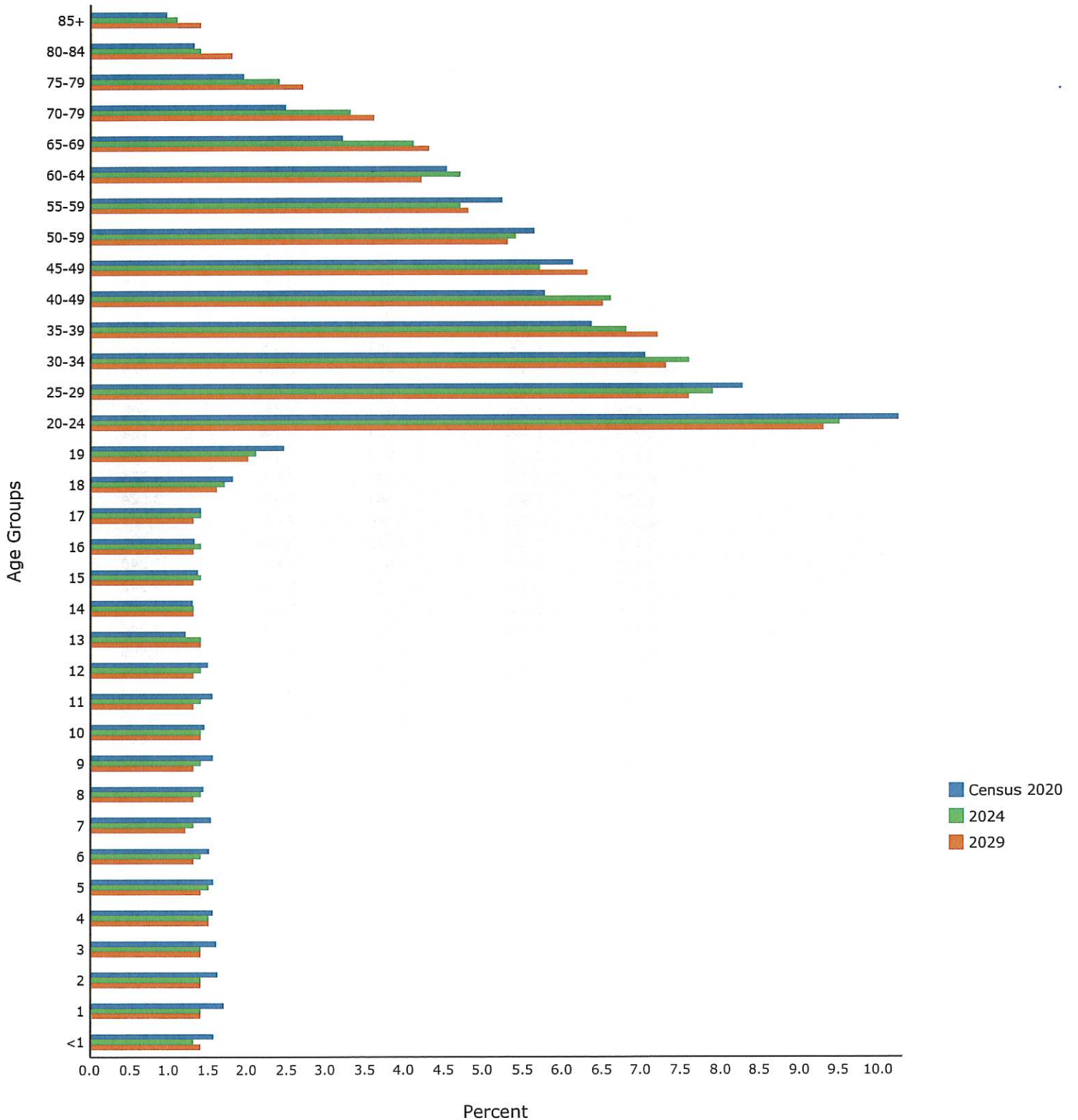
Detailed Age Profile

 Search result
 Drive time: 15 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Male Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	41,966	100.0%	44,657	100.0%	46,542	100.0%
<1	565	1.3%	598	1.3%	649	1.4%
1	593	1.4%	638	1.4%	666	1.4%
2	601	1.4%	620	1.4%	642	1.4%
3	571	1.4%	628	1.4%	635	1.4%
4	693	1.7%	681	1.5%	680	1.5%
5	652	1.6%	652	1.5%	630	1.4%
6	541	1.3%	623	1.4%	601	1.3%
7	600	1.4%	601	1.3%	577	1.2%
8	622	1.5%	636	1.4%	613	1.3%
9	593	1.4%	629	1.4%	622	1.3%
10	655	1.6%	626	1.4%	633	1.4%
11	653	1.6%	615	1.4%	624	1.3%
12	669	1.6%	620	1.4%	624	1.3%
13	618	1.5%	615	1.4%	629	1.4%
14	580	1.4%	584	1.3%	597	1.3%
15	630	1.5%	633	1.4%	614	1.3%
16	569	1.4%	615	1.4%	593	1.3%
17	634	1.5%	624	1.4%	606	1.3%
18	731	1.7%	744	1.7%	738	1.6%
19	907	2.2%	937	2.1%	931	2.0%
20 - 24	4,276	10.2%	4,231	9.5%	4,334	9.3%
25 - 29	3,298	7.9%	3,542	7.9%	3,524	7.6%
30 - 34	2,949	7.0%	3,396	7.6%	3,379	7.3%
35 - 39	2,771	6.6%	3,021	6.8%	3,331	7.2%
40 - 44	2,513	6.0%	2,952	6.6%	3,040	6.5%
45 - 49	2,310	5.5%	2,541	5.7%	2,942	6.3%
50 - 54	2,119	5.0%	2,395	5.4%	2,460	5.3%
55 - 59	2,170	5.2%	2,094	4.7%	2,244	4.8%
60 - 64	1,894	4.5%	2,090	4.7%	1,968	4.2%
65 - 69	1,734	4.1%	1,815	4.1%	2,016	4.3%
70 - 74	1,340	3.2%	1,472	3.3%	1,653	3.6%
75 - 79	903	2.2%	1,064	2.4%	1,265	2.7%
80 - 84	543	1.3%	636	1.4%	850	1.8%
85+	469	1.1%	489	1.1%	632	1.4%
<18	11,039	26.3%	11,239	25.2%	11,234	24.1%
18+	30,926	73.7%	33,419	74.8%	35,307	75.9%
21+	28,204	67.2%	30,702	68.7%	32,597	70.0%
Median Age	31.2		32.4		33.7	

Male Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

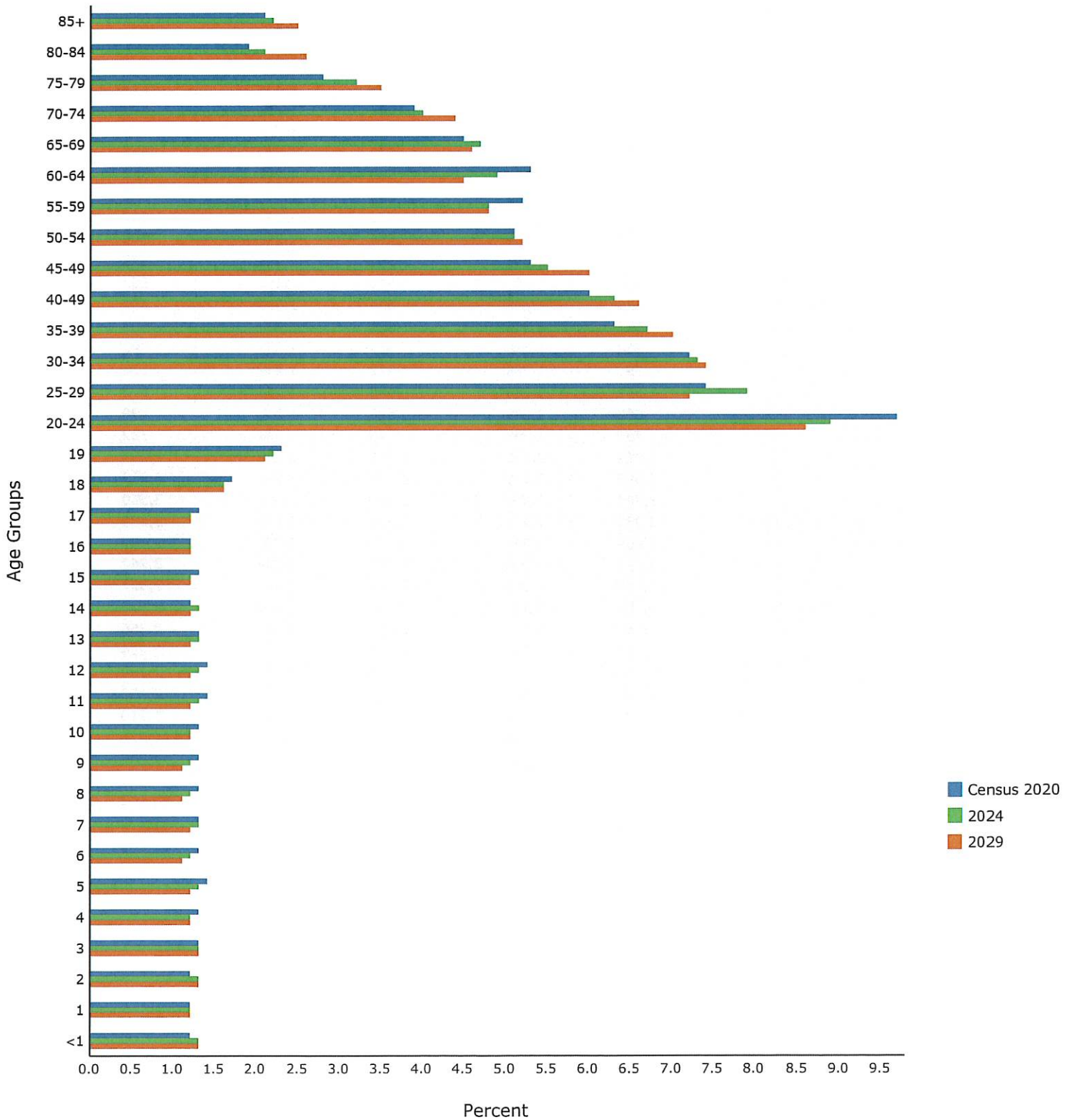
Detailed Age Profile

Search result
 Drive time: 15 minute radius

Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Female Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	45,185	100.0%	46,624	100.0%	48,956	100.0%
<1	533	1.2%	586	1.3%	627	1.3%
1	544	1.2%	563	1.2%	583	1.2%
2	563	1.2%	599	1.3%	613	1.3%
3	587	1.3%	607	1.3%	614	1.3%
4	572	1.3%	561	1.2%	564	1.2%
5	636	1.4%	595	1.3%	582	1.2%
6	585	1.3%	580	1.2%	560	1.1%
7	588	1.3%	585	1.3%	566	1.2%
8	581	1.3%	576	1.2%	547	1.1%
9	572	1.3%	574	1.2%	549	1.1%
10	596	1.3%	582	1.2%	573	1.2%
11	630	1.4%	599	1.3%	582	1.2%
12	626	1.4%	600	1.3%	584	1.2%
13	597	1.3%	621	1.3%	600	1.2%
14	562	1.2%	604	1.3%	592	1.2%
15	581	1.3%	572	1.2%	578	1.2%
16	552	1.2%	555	1.2%	570	1.2%
17	568	1.3%	578	1.2%	599	1.2%
18	757	1.7%	743	1.6%	762	1.6%
19	1,049	2.3%	1,023	2.2%	1,051	2.1%
20 - 24	4,397	9.7%	4,156	8.9%	4,213	8.6%
25 - 29	3,361	7.4%	3,688	7.9%	3,539	7.2%
30 - 34	3,239	7.2%	3,403	7.3%	3,609	7.4%
35 - 39	2,869	6.3%	3,110	6.7%	3,407	7.0%
40 - 44	2,715	6.0%	2,929	6.3%	3,242	6.6%
45 - 49	2,408	5.3%	2,571	5.5%	2,927	6.0%
50 - 54	2,306	5.1%	2,390	5.1%	2,539	5.2%
55 - 59	2,345	5.2%	2,227	4.8%	2,356	4.8%
60 - 64	2,388	5.3%	2,299	4.9%	2,214	4.5%
65 - 69	2,040	4.5%	2,204	4.7%	2,269	4.6%
70 - 74	1,767	3.9%	1,859	4.0%	2,158	4.4%
75 - 79	1,249	2.8%	1,473	3.2%	1,710	3.5%
80 - 84	863	1.9%	991	2.1%	1,275	2.6%
85+	960	2.1%	1,021	2.2%	1,202	2.5%
<18	10,473	23.2%	10,537	22.6%	10,484	21.4%
18+	34,713	76.8%	36,086	77.4%	38,472	78.6%
21+	31,846	70.5%	33,265	71.3%	35,595	72.7%
Median Age	33.9		34.7		36.2	

Female Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

Detailed Age Profile

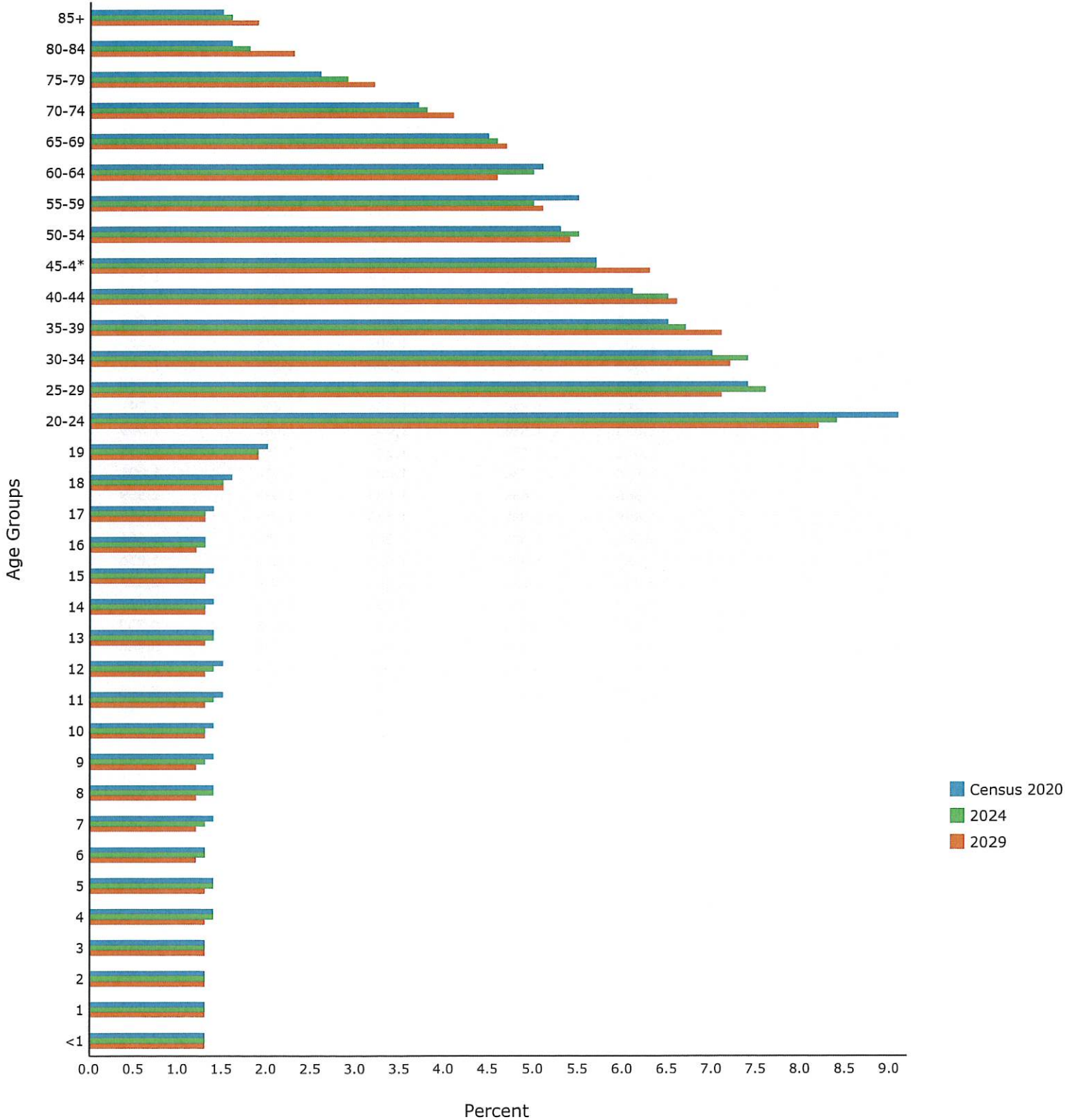
 Search result
 Drive time: 25 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Summary	Census 2020	2024	2029	2024-2029 Change	2024-2029 Annual Rate
Population	113,395	118,781	124,289	5,508	0.91%
Households	43,935	46,461	48,823	2,362	1.00%
Average Household Size	2.49	2.49	2.48	-0.01	-0.08%

Total Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	113,395	100.0%	118,781	100.0%	124,287	100.0%
<1	1,424	1.3%	1,532	1.3%	1,652	1.3%
1	1,460	1.3%	1,553	1.3%	1,623	1.3%
2	1,518	1.3%	1,569	1.3%	1,618	1.3%
3	1,513	1.3%	1,596	1.3%	1,617	1.3%
4	1,614	1.4%	1,608	1.4%	1,612	1.3%
5	1,643	1.4%	1,609	1.4%	1,575	1.3%
6	1,486	1.3%	1,581	1.3%	1,528	1.2%
7	1,567	1.4%	1,562	1.3%	1,505	1.2%
8	1,584	1.4%	1,605	1.4%	1,529	1.2%
9	1,533	1.4%	1,590	1.3%	1,540	1.2%
10	1,628	1.4%	1,596	1.3%	1,595	1.3%
11	1,657	1.5%	1,604	1.4%	1,591	1.3%
12	1,673	1.5%	1,605	1.4%	1,589	1.3%
13	1,635	1.4%	1,640	1.4%	1,635	1.3%
14	1,534	1.4%	1,600	1.3%	1,601	1.3%
15	1,586	1.4%	1,583	1.3%	1,559	1.3%
16	1,498	1.3%	1,553	1.3%	1,548	1.2%
17	1,561	1.4%	1,567	1.3%	1,561	1.3%
18	1,783	1.6%	1,839	1.5%	1,856	1.5%
19	2,244	2.0%	2,301	1.9%	2,327	1.9%
20 - 24	10,324	9.1%	9,929	8.4%	10,147	8.2%
25 - 29	8,420	7.4%	8,970	7.6%	8,833	7.1%
30 - 34	7,928	7.0%	8,800	7.4%	8,964	7.2%
35 - 39	7,396	6.5%	7,995	6.7%	8,884	7.1%
40 - 44	6,902	6.1%	7,755	6.5%	8,245	6.6%
45 - 49	6,411	5.7%	6,787	5.7%	7,769	6.3%
50 - 54	6,036	5.3%	6,542	5.5%	6,693	5.4%
55 - 59	6,190	5.5%	5,907	5.0%	6,315	5.1%
60 - 64	5,816	5.1%	5,991	5.0%	5,716	4.6%
65 - 69	5,084	4.5%	5,413	4.6%	5,807	4.7%
70 - 74	4,191	3.7%	4,482	3.8%	5,120	4.1%
75 - 79	2,973	2.6%	3,445	2.9%	3,992	3.2%
80 - 84	1,847	1.6%	2,195	1.8%	2,823	2.3%
85+	1,736	1.5%	1,877	1.6%	2,318	1.9%
<18	28,113	24.8%	28,553	24.0%	28,479	22.9%
18+	85,282	75.2%	90,228	76.0%	95,810	77.1%
21+	78,796	69.5%	83,668	70.4%	89,181	71.8%
Median Age	33.7		34.4		35.9	

Total Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

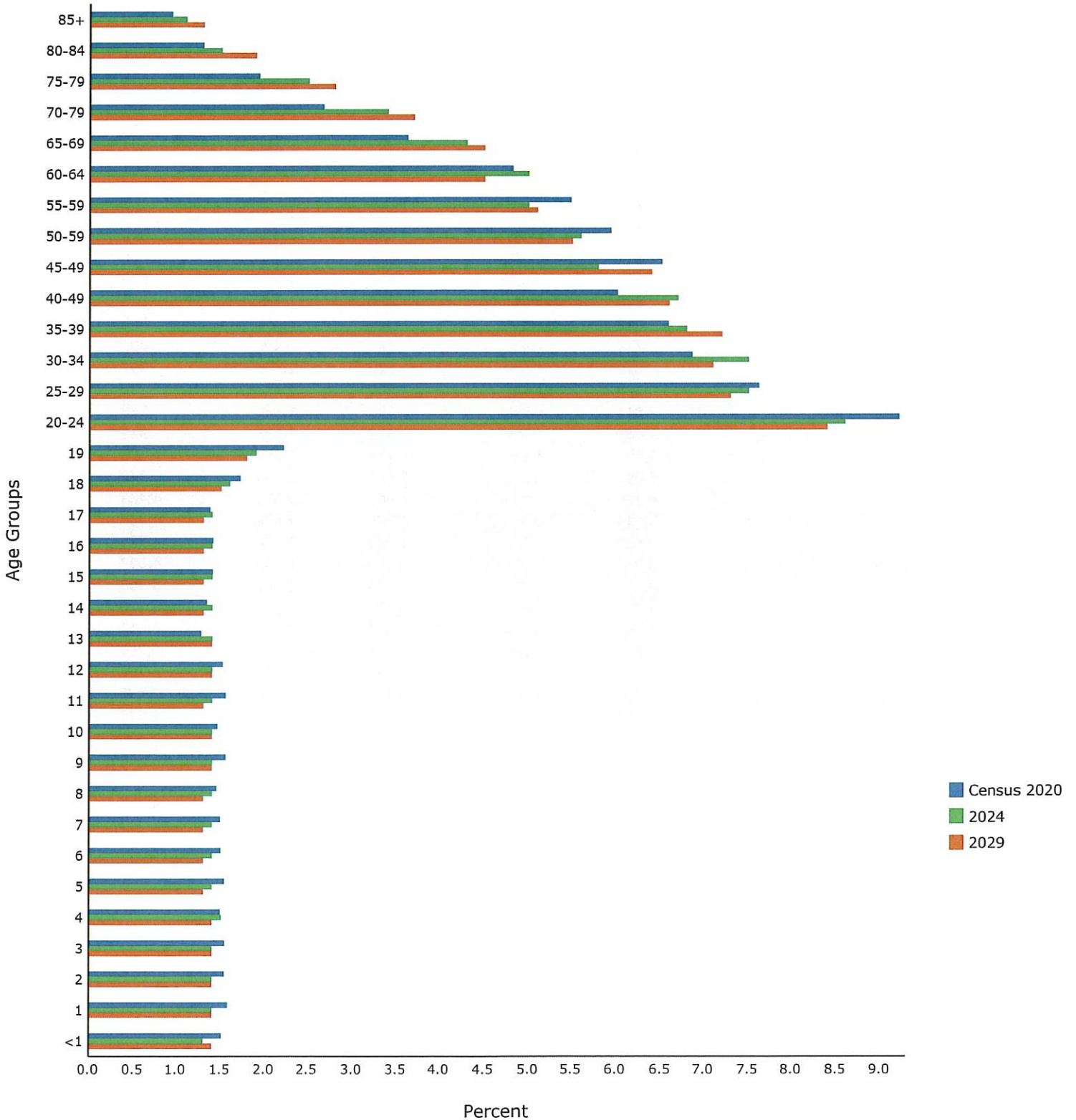
Detailed Age Profile

 Search result
 Drive time: 25 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Male Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	54,955	100.0%	58,504	100.0%	60,980	100.0%
<1	741	1.3%	776	1.3%	847	1.4%
1	752	1.4%	823	1.4%	863	1.4%
2	791	1.4%	807	1.4%	834	1.4%
3	775	1.4%	820	1.4%	829	1.4%
4	867	1.6%	882	1.5%	883	1.4%
5	853	1.6%	847	1.4%	823	1.3%
6	730	1.3%	829	1.4%	801	1.3%
7	776	1.4%	797	1.4%	765	1.3%
8	818	1.5%	836	1.4%	803	1.3%
9	773	1.4%	839	1.4%	824	1.4%
10	841	1.5%	823	1.4%	836	1.4%
11	846	1.5%	806	1.4%	820	1.3%
12	866	1.6%	815	1.4%	828	1.4%
13	819	1.5%	823	1.4%	846	1.4%
14	773	1.4%	790	1.4%	803	1.3%
15	829	1.5%	820	1.4%	797	1.3%
16	768	1.4%	809	1.4%	789	1.3%
17	811	1.5%	799	1.4%	778	1.3%
18	889	1.6%	926	1.6%	919	1.5%
19	1,071	1.9%	1,117	1.9%	1,107	1.8%
20 - 24	5,093	9.3%	5,051	8.6%	5,140	8.4%
25 - 29	4,170	7.6%	4,407	7.5%	4,439	7.3%
30 - 34	3,811	6.9%	4,398	7.5%	4,345	7.1%
35 - 39	3,622	6.6%	3,958	6.8%	4,383	7.2%
40 - 44	3,361	6.1%	3,920	6.7%	4,037	6.6%
45 - 49	3,149	5.7%	3,404	5.8%	3,908	6.4%
50 - 54	2,922	5.3%	3,296	5.6%	3,330	5.5%
55 - 59	3,015	5.5%	2,904	5.0%	3,112	5.1%
60 - 64	2,653	4.8%	2,915	5.0%	2,753	4.5%
65 - 69	2,361	4.3%	2,487	4.3%	2,766	4.5%
70 - 74	1,833	3.3%	2,014	3.4%	2,272	3.7%
75 - 79	1,259	2.3%	1,470	2.5%	1,732	2.8%
80 - 84	748	1.4%	881	1.5%	1,159	1.9%
85+	566	1.0%	615	1.1%	809	1.3%
<18	14,430	26.3%	14,741	25.2%	14,768	24.2%
18+	40,524	73.7%	43,762	74.8%	46,213	75.8%
21+	37,340	67.9%	40,512	69.2%	42,975	70.5%
Median Age	32.4		33.4		34.7	

Male Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

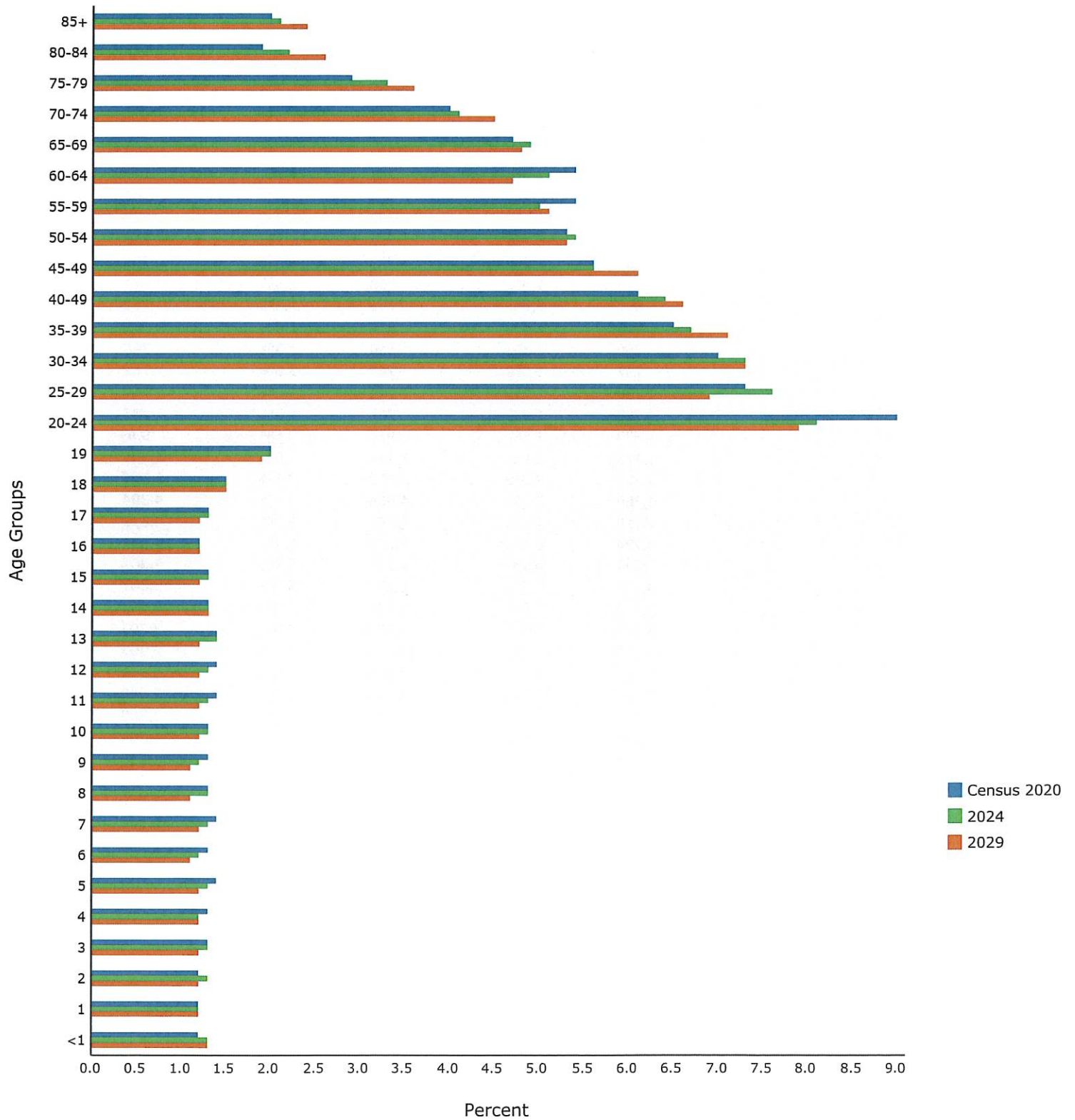
Detailed Age Profile

 Search result
 Drive time: 25 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Female Population by Detailed Age	Census 2020		2024		2029	
	Number	Percent	Number	Percent	Number	Percent
Total	58,440	100.0%	60,278	100.0%	63,311	100.0%
<1	683	1.2%	756	1.3%	806	1.3%
1	708	1.2%	730	1.2%	760	1.2%
2	727	1.2%	762	1.3%	784	1.2%
3	738	1.3%	775	1.3%	788	1.2%
4	747	1.3%	726	1.2%	730	1.2%
5	790	1.4%	762	1.3%	752	1.2%
6	756	1.3%	752	1.2%	727	1.1%
7	791	1.4%	765	1.3%	740	1.2%
8	766	1.3%	769	1.3%	726	1.1%
9	760	1.3%	752	1.2%	716	1.1%
10	787	1.3%	773	1.3%	759	1.2%
11	810	1.4%	798	1.3%	771	1.2%
12	807	1.4%	791	1.3%	762	1.2%
13	816	1.4%	817	1.4%	789	1.2%
14	760	1.3%	810	1.3%	798	1.3%
15	757	1.3%	763	1.3%	762	1.2%
16	730	1.2%	744	1.2%	760	1.2%
17	750	1.3%	767	1.3%	783	1.2%
18	893	1.5%	912	1.5%	936	1.5%
19	1,173	2.0%	1,184	2.0%	1,221	1.9%
20 - 24	5,231	9.0%	4,879	8.1%	5,007	7.9%
25 - 29	4,250	7.3%	4,564	7.6%	4,394	6.9%
30 - 34	4,118	7.0%	4,402	7.3%	4,619	7.3%
35 - 39	3,774	6.5%	4,037	6.7%	4,501	7.1%
40 - 44	3,541	6.1%	3,834	6.4%	4,207	6.6%
45 - 49	3,262	5.6%	3,383	5.6%	3,861	6.1%
50 - 54	3,114	5.3%	3,246	5.4%	3,363	5.3%
55 - 59	3,175	5.4%	3,004	5.0%	3,203	5.1%
60 - 64	3,163	5.4%	3,075	5.1%	2,963	4.7%
65 - 69	2,723	4.7%	2,926	4.9%	3,041	4.8%
70 - 74	2,358	4.0%	2,468	4.1%	2,848	4.5%
75 - 79	1,714	2.9%	1,975	3.3%	2,260	3.6%
80 - 84	1,099	1.9%	1,314	2.2%	1,664	2.6%
85+	1,170	2.0%	1,263	2.1%	1,510	2.4%
<18	13,682	23.4%	13,811	22.9%	13,712	21.7%
18+	44,758	76.6%	46,466	77.1%	49,596	78.3%
21+	41,456	70.9%	43,157	71.6%	46,204	73.0%
Median Age	34.8		35.5		37.0	

Female Population by Detailed Age



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census data.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Set to Impress (11D)	36.7%	Population	16,696	17,244
College Towns (14B)	18.0%	Households	6,340	6,582
City Commons (11E)	15.3%	Families	3,395	3,488
Hometown Heritage (8G)	10.9%	Median Age	29.7	31.1
Retirement Communities (9E)	5.4%	Median Household Income	\$35,438	\$39,965
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$8,621,190	\$10,360,745	\$1,739,555
Men's		\$1,532,968	\$1,839,373	\$306,405
Women's		\$2,992,274	\$3,600,013	\$607,739
Children's		\$1,408,114	\$1,694,295	\$286,181
Footwear		\$1,785,029	\$2,143,442	\$358,413
Watches & Jewelry		\$730,931	\$877,301	\$146,370
Apparel Products and Services (1)		\$171,873	\$206,321	\$34,448
Computer				
Computers and Hardware for Home Use		\$931,655	\$1,117,369	\$185,714
Portable Memory		\$14,966	\$17,956	\$2,990
Computer Software		\$58,808	\$70,608	\$11,800
Computer Accessories		\$78,140	\$93,717	\$15,577
Entertainment & Recreation		\$12,840,391	\$15,393,151	\$2,552,760
Fees and Admissions		\$2,408,471	\$2,886,158	\$477,687
Membership Fees for Clubs (2)		\$909,698	\$1,089,979	\$180,281
Fees for Participant Sports, excl. Trips		\$372,574	\$446,285	\$73,711
Tickets to Theatre/Operas/Concerts		\$224,747	\$269,316	\$44,569
Tickets to Movies		\$82,814	\$99,210	\$16,396
Tickets to Parks or Museums		\$111,729	\$133,917	\$22,188
Admission to Sporting Events, excl. Trips		\$275,402	\$330,374	\$54,972
Fees for Recreational Lessons		\$427,890	\$512,723	\$84,833
Dating Services		\$3,616	\$4,355	\$739
TV/Video/Audio		\$4,600,703	\$5,520,715	\$920,012
Cable and Satellite Television Services		\$2,532,736	\$3,039,335	\$506,599
Televisions		\$554,673	\$665,997	\$111,324
Satellite Dishes		\$5,903	\$7,104	\$1,201
VCRs, Video Cameras, and DVD Players		\$16,585	\$19,901	\$3,316
Miscellaneous Video Equipment		\$67,756	\$81,176	\$13,420
Video Cassettes and DVDs		\$19,415	\$23,274	\$3,859
Video Game Hardware/Accessories		\$197,638	\$237,356	\$39,718
Video Game Software		\$90,876	\$109,066	\$18,190
Rental/Streaming/Downloaded Video		\$624,107	\$748,579	\$124,472
Installation of Televisions		\$4,568	\$5,480	\$912
Audio (3)		\$481,717	\$577,771	\$96,054
Rental and Repair of TV/Radio/Sound Equipment		\$4,728	\$5,676	\$948
Pets		\$3,033,696	\$3,634,614	\$600,918
Toys/Games/Crafts/Hobbies (4)		\$639,070	\$766,991	\$127,921
Recreational Vehicles and Fees (5)		\$516,696	\$618,441	\$101,745
Sports/Recreation/Exercise Equipment (6)		\$895,605	\$1,072,508	\$176,903
Photo Equipment and Supplies (7)		\$191,126	\$228,953	\$37,827
Reading (8)		\$435,046	\$521,220	\$86,174
Catered Affairs (9)		\$119,977	\$143,553	\$23,576
Food		\$38,269,692	\$45,926,268	\$7,656,576
Food at Home		\$25,172,244	\$30,214,718	\$5,042,474
Bakery and Cereal Products		\$3,211,055	\$3,854,221	\$643,166
Meats, Poultry, Fish, and Eggs		\$5,550,291	\$6,664,857	\$1,114,566
Dairy Products		\$2,332,351	\$2,798,476	\$466,125
Fruits and Vegetables		\$4,843,583	\$5,812,941	\$969,358
Snacks and Other Food at Home (10)		\$9,234,964	\$11,084,223	\$1,849,259
Food Away from Home		\$13,097,448	\$15,711,550	\$2,614,102
Alcoholic Beverages		\$2,182,728	\$2,618,618	\$435,890

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	\$119,489,559	\$142,983,696	\$23,494,137
Value of Retirement Plans	\$430,032,125	\$514,668,925	\$84,636,800
Value of Other Financial Assets	\$24,267,111	\$29,049,598	\$4,782,487
Vehicle Loan Amount excluding Interest	\$11,798,156	\$14,152,070	\$2,353,914
Value of Credit Card Debt	\$9,384,408	\$11,255,827	\$1,871,419
Health			
Nonprescription Drugs	\$594,371	\$712,547	\$118,176
Prescription Drugs	\$1,501,886	\$1,800,767	\$298,881
Eyeglasses and Contact Lenses	\$407,276	\$488,066	\$80,790
Home			
Mortgage Payment and Basics (11)	\$34,050,100	\$40,749,599	\$6,699,499
Maintenance and Remodeling Services	\$11,276,414	\$13,482,291	\$2,205,877
Maintenance and Remodeling Materials (12)	\$2,258,904	\$2,700,875	\$441,971
Utilities, Fuel, and Public Services	\$20,651,642	\$24,786,503	\$4,134,861
Household Furnishings and Equipment			
Household Textiles (13)	\$456,991	\$548,607	\$91,616
Furniture	\$3,260,330	\$3,912,482	\$652,152
Rugs	\$134,304	\$160,978	\$26,674
Major Appliances (14)	\$1,794,937	\$2,152,198	\$357,261
Housewares (15)	\$347,058	\$416,012	\$68,954
Small Appliances	\$291,398	\$349,804	\$58,406
Luggage	\$66,946	\$80,342	\$13,396
Telephones and Accessories	\$348,472	\$417,633	\$69,161
Household Operations			
Child Care	\$1,613,922	\$1,936,268	\$322,346
Lawn and Garden (16)	\$1,939,509	\$2,322,727	\$383,218
Moving/Storage/Freight Express	\$418,896	\$502,744	\$83,848
Housekeeping Supplies (17)	\$3,045,743	\$3,653,844	\$608,101
Insurance			
Owners and Renters Insurance	\$2,433,313	\$2,914,870	\$481,557
Vehicle Insurance	\$7,483,756	\$8,980,814	\$1,497,058
Life/Other Insurance	\$1,985,272	\$2,378,675	\$393,403
Health Insurance	\$16,250,155	\$19,484,506	\$3,234,351
Personal Care Products (18)	\$1,925,096	\$2,309,395	\$384,299
School Books (19)	\$159,638	\$191,562	\$31,924
Smoking Products	\$2,061,069	\$2,477,715	\$416,646
Transportation			
Payments on Vehicles excluding Leases	\$10,387,806	\$12,460,277	\$2,072,471
Gasoline and Motor Oil	\$11,482,862	\$13,778,891	\$2,296,029
Vehicle Maintenance and Repairs	\$5,085,638	\$6,098,811	\$1,013,173
Travel			
Airline Fares	\$1,800,016	\$2,156,823	\$356,807
Lodging on Trips	\$2,808,843	\$3,366,184	\$557,341
Auto/Truck Rental on Trips	\$377,316	\$452,432	\$75,116
Food and Drink on Trips	\$2,274,709	\$2,726,834	\$452,125

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.

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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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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029	
Set to Impress (11D)	12.0%	Population	91,280	95,497	
Workday Drive (4A)	11.2%	Households	35,849	37,666	
Middleburg (4C)	7.7%	Families	22,271	23,216	
Bright Young Professionals (8C)	7.7%	Median Age	33.5	35.0	
Southern Satellites (10A)	7.5%	Median Household Income	\$62,235	\$75,257	
			2024	2029	
		Consumer Spending		Forecasted Demand	
				Projected Spending Growth	
Apparel and Services			\$71,258,021	\$86,442,979	\$15,184,958
Men's			\$13,044,216	\$15,821,468	\$2,777,252
Women's			\$24,134,314	\$29,281,085	\$5,146,771
Children's			\$11,614,878	\$14,100,026	\$2,485,148
Footwear			\$14,834,053	\$17,990,403	\$3,156,350
Watches & Jewelry			\$6,191,331	\$7,504,617	\$1,313,286
Apparel Products and Services (1)			\$1,439,228	\$1,745,380	\$306,152
Computer					
Computers and Hardware for Home Use			\$7,892,935	\$9,571,184	\$1,678,249
Portable Memory			\$120,173	\$145,539	\$25,366
Computer Software			\$463,048	\$561,014	\$97,966
Computer Accessories			\$662,882	\$803,449	\$140,567
Entertainment & Recreation			\$116,100,835	\$140,860,186	\$24,759,351
Fees and Admissions			\$22,596,248	\$27,419,919	\$4,823,671
Membership Fees for Clubs (2)			\$8,418,899	\$10,212,927	\$1,794,028
Fees for Participant Sports, excl. Trips			\$3,664,595	\$4,449,014	\$784,419
Tickets to Theatre/Operas/Concerts			\$2,047,154	\$2,482,900	\$435,746
Tickets to Movies			\$714,552	\$866,690	\$152,138
Tickets to Parks or Museums			\$1,048,949	\$1,273,646	\$224,697
Admission to Sporting Events, excl. Trips			\$2,430,732	\$2,948,451	\$517,719
Fees for Recreational Lessons			\$4,245,044	\$5,154,386	\$909,342
Dating Services			\$26,322	\$31,906	\$5,584
TV/Video/Audio			\$39,377,893	\$47,765,093	\$8,387,200
Cable and Satellite Television Services			\$21,912,814	\$26,578,833	\$4,666,019
Televisions			\$4,658,155	\$5,650,785	\$992,630
Satellite Dishes			\$43,112	\$52,318	\$9,206
VCRs, Video Cameras, and DVD Players			\$141,061	\$171,153	\$30,092
Miscellaneous Video Equipment			\$688,404	\$837,424	\$149,020
Video Cassettes and DVDs			\$161,266	\$195,521	\$34,255
Video Game Hardware/Accessories			\$1,534,701	\$1,860,576	\$325,875
Video Game Software			\$681,542	\$825,545	\$144,003
Rental/Streaming/Downloaded Video			\$5,316,344	\$6,449,130	\$1,132,786
Installation of Televisions			\$45,257	\$54,919	\$9,662
Audio (3)			\$4,152,852	\$5,037,465	\$884,613
Rental and Repair of TV/Radio/Sound Equipment			\$42,385	\$51,424	\$9,039
Pets			\$28,083,214	\$34,071,160	\$5,987,946
Toys/Games/Crafts/Hobbies (4)			\$5,436,098	\$6,592,254	\$1,156,156
Recreational Vehicles and Fees (5)			\$5,251,798	\$6,374,949	\$1,123,151
Sports/Recreation/Exercise Equipment (6)			\$8,759,886	\$10,642,143	\$1,882,257
Photo Equipment and Supplies (7)			\$1,691,994	\$2,051,025	\$359,031
Reading (8)			\$3,791,182	\$4,594,377	\$803,195
Catered Affairs (9)			\$1,112,522	\$1,349,266	\$236,744
Food			\$327,010,436	\$396,661,522	\$69,651,086
Food at Home			\$212,794,383	\$258,090,639	\$45,296,256
Bakery and Cereal Products			\$27,217,403	\$33,009,885	\$5,792,482
Meats, Poultry, Fish, and Eggs			\$46,228,057	\$56,064,793	\$9,836,736
Dairy Products			\$19,919,128	\$24,157,500	\$4,238,372
Fruits and Vegetables			\$41,052,025	\$49,783,770	\$8,731,745
Snacks and Other Food at Home (10)			\$78,377,772	\$95,074,690	\$16,696,918
Food Away from Home			\$114,216,052	\$138,570,883	\$24,354,831
Alcoholic Beverages			\$18,577,401	\$22,523,741	\$3,946,340

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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	\$1,188,234,315	\$1,440,955,276	\$252,720,961
Value of Retirement Plans	\$4,338,458,309	\$5,264,671,623	\$926,213,314
Value of Other Financial Assets	\$243,449,128	\$295,506,496	\$52,057,368
Vehicle Loan Amount excluding Interest	\$107,428,665	\$130,435,458	\$23,006,793
Value of Credit Card Debt	\$82,687,346	\$100,304,207	\$17,616,861
Health			
Nonprescription Drugs	\$5,322,259	\$6,458,809	\$1,136,550
Prescription Drugs	\$13,028,032	\$15,798,908	\$2,770,876
Eyeglasses and Contact Lenses	\$3,608,554	\$4,375,489	\$766,935
Home			
Mortgage Payment and Basics (11)	\$356,209,607	\$432,600,565	\$76,390,958
Maintenance and Remodeling Services	\$121,682,986	\$147,762,539	\$26,079,553
Maintenance and Remodeling Materials (12)	\$24,407,252	\$29,655,620	\$5,248,368
Utilities, Fuel, and Public Services	\$177,820,751	\$215,721,459	\$37,900,708
Household Furnishings and Equipment			
Household Textiles (13)	\$3,847,144	\$4,666,302	\$819,158
Furniture	\$29,088,932	\$35,300,521	\$6,211,589
Rugs	\$1,231,513	\$1,494,051	\$262,538
Major Appliances (14)	\$16,749,546	\$20,335,236	\$3,585,690
Housewares (15)	\$3,055,585	\$3,706,845	\$651,260
Small Appliances	\$2,357,901	\$2,858,319	\$500,418
Luggage	\$590,873	\$716,911	\$126,038
Telephones and Accessories	\$3,052,972	\$3,705,075	\$652,103
Household Operations			
Child Care	\$15,335,958	\$18,623,978	\$3,288,020
Lawn and Garden (16)	\$19,242,167	\$23,357,975	\$4,115,808
Moving/Storage/Freight Express	\$3,397,278	\$4,116,798	\$719,520
Housekeeping Supplies (17)	\$26,320,004	\$31,929,915	\$5,609,911
Insurance			
Owners and Renters Insurance	\$23,999,135	\$29,144,962	\$5,145,827
Vehicle Insurance	\$63,819,306	\$77,425,067	\$13,605,761
Life/Other Insurance	\$18,901,160	\$22,938,798	\$4,037,638
Health Insurance	\$145,761,063	\$176,841,803	\$31,080,740
Personal Care Products (18)	\$16,309,582	\$19,780,041	\$3,470,459
School Books (19)	\$1,312,028	\$1,590,845	278,817
Smoking Products	\$15,800,145	\$19,161,392	\$3,361,247
Transportation			
Payments on Vehicles excluding Leases	\$92,916,216	\$112,779,589	\$19,863,373
Gasoline and Motor Oil	\$99,558,081	\$120,802,975	\$21,244,894
Vehicle Maintenance and Repairs	\$43,943,745	\$53,306,109	\$9,362,364
Travel			
Airline Fares	\$16,686,574	\$20,244,736	\$3,558,162
Lodging on Trips	\$26,700,892	\$32,405,828	\$5,704,936
Auto/Truck Rental on Trips	\$3,344,750	\$4,057,704	\$712,954
Food and Drink on Trips	\$20,695,783	\$25,107,768	\$4,411,985

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Heartland Communities (6F)	11.8%	Population	118,781	124,289
Southern Satellites (10A)	9.6%	Households	46,461	48,823
Set to Impress (11D)	9.2%	Families	29,720	30,981
Workday Drive (4A)	8.7%	Median Age	34.4	35.9
Middleburg (4C)	7.6%	Median Household Income	\$65,109	\$77,612
		2024	2029	Projected
Apparel and Services		Consumer Spending	Forecasted Demand	Spending Growth
Men's		\$90,751,812	\$110,216,033	\$19,464,221
Women's		\$16,664,849	\$20,234,431	\$3,569,582
Children's		\$30,663,050	\$37,239,108	\$6,576,058
Footwear		\$14,866,786	\$18,073,602	\$3,206,816
Watches & Jewelry		\$18,940,004	\$23,002,140	\$4,062,136
Apparel Products and Services (1)		\$7,784,994	\$9,442,951	\$1,657,957
		\$1,832,130	\$2,223,801	\$391,671
Computer				
Computers and Hardware for Home Use		\$10,019,673	\$12,166,225	\$2,146,552
Portable Memory		\$151,727	\$183,839	\$32,112
Computer Software		\$583,748	\$707,994	\$124,246
Computer Accessories		\$857,337	\$1,039,589	\$182,252
Entertainment & Recreation		\$151,385,939	\$183,779,414	\$32,393,475
Fees and Admissions		\$29,040,756	\$35,279,571	\$6,238,815
Membership Fees for Clubs (2)		\$10,824,577	\$13,142,338	\$2,317,761
Fees for Participant Sports, excl. Trips		\$4,761,017	\$5,785,552	\$1,024,535
Tickets to Theatre/Operas/Concerts		\$2,608,057	\$3,166,804	\$558,747
Tickets to Movies		\$901,207	\$1,095,270	\$194,063
Tickets to Parks or Museums		\$1,348,933	\$1,640,544	\$291,611
Admission to Sporting Events, excl. Trips		\$3,130,169	\$3,797,999	\$667,830
Fees for Recreational Lessons		\$5,434,476	\$6,611,852	\$1,177,376
Dating Services		\$32,320	\$39,212	\$6,892
TV/Video/Audio		\$51,130,056	\$62,055,576	\$10,925,520
Cable and Satellite Television Services		\$28,792,148	\$34,923,384	\$6,131,236
Televisions		\$5,967,767	\$7,247,506	\$1,279,739
Satellite Dishes		\$54,577	\$66,233	\$11,656
VCRs, Video Cameras, and DVD Players		\$180,951	\$219,723	\$38,772
Miscellaneous Video Equipment		\$916,325	\$1,120,367	\$204,042
Video Cassettes and DVDs		\$206,029	\$249,912	\$43,883
Video Game Hardware/Accessories		\$1,920,288	\$2,331,192	\$410,904
Video Game Software		\$843,494	\$1,022,966	\$179,472
Rental/Streaming/Downloaded Video		\$6,818,467	\$8,280,269	\$1,461,802
Installation of Televisions		\$57,875	\$70,271	\$12,396
Audio (3)		\$5,317,625	\$6,457,576	\$1,139,951
Rental and Repair of TV/Radio/Sound Equipment		\$54,510	\$66,177	\$11,667
Pets		\$37,048,671	\$44,957,168	\$7,908,497
Toys/Games/Crafts/Hobbies (4)		\$7,085,552	\$8,594,129	\$1,508,577
Recreational Vehicles and Fees (5)		\$7,085,844	\$8,599,857	\$1,514,013
Sports/Recreation/Exercise Equipment (6)		\$11,487,528	\$13,974,725	\$2,487,197
Photo Equipment and Supplies (7)		\$2,168,054	\$2,629,906	\$461,852
Reading (8)		\$4,870,510	\$5,906,288	\$1,035,778
Catered Affairs (9)		\$1,468,969	\$1,782,194	\$313,225
Food		\$421,386,365	\$511,566,560	\$90,180,195
Food at Home		\$274,505,270	\$333,156,794	\$58,651,524
Bakery and Cereal Products		\$35,126,634	\$42,626,189	\$7,499,555
Meats, Poultry, Fish, and Eggs		\$59,512,894	\$72,234,852	\$12,721,958
Dairy Products		\$25,774,130	\$31,275,802	\$5,501,672
Fruits and Vegetables		\$52,793,600	\$64,070,296	\$11,276,696
Snacks and Other Food at Home (10)		\$101,298,012	\$122,949,655	\$21,651,643
Food Away from Home		\$146,881,094	\$178,409,766	\$31,528,672
Alcoholic Beverages		\$23,637,493	\$28,685,337	\$5,047,844

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.

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	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,554,421,949	\$1,885,181,141	\$330,759,192
Value of Retirement Plans	\$5,724,050,099	\$6,946,763,131	\$1,222,713,032
Value of Other Financial Assets	\$320,658,777	\$389,382,710	\$68,723,933
Vehicle Loan Amount excluding Interest	\$141,080,732	\$171,511,215	\$30,430,483
Value of Credit Card Debt	\$106,778,136	\$129,635,023	\$22,856,887
Health			
Nonprescription Drugs	\$6,985,092	\$8,481,001	\$1,495,909
Prescription Drugs	\$17,183,098	\$20,824,996	\$3,641,898
Eyeglasses and Contact Lenses	\$4,742,252	\$5,749,039	\$1,006,787
Home			
Mortgage Payment and Basics (11)	\$471,896,035	\$573,630,463	\$101,734,428
Maintenance and Remodeling Services	\$163,519,941	\$198,694,079	\$35,174,138
Maintenance and Remodeling Materials (12)	\$33,235,961	\$40,376,397	\$7,140,436
Utilities, Fuel, and Public Services	\$232,198,831	\$281,811,485	\$49,612,654
Household Furnishings and Equipment			
Household Textiles (13)	\$4,940,940	\$5,998,115	\$1,057,175
Furniture	\$37,707,126	\$45,793,640	\$8,086,514
Rugs	\$1,587,038	\$1,926,176	\$339,138
Major Appliances (14)	\$22,101,251	\$26,844,926	\$4,743,675
Housewares (15)	\$3,965,489	\$4,813,835	\$848,346
Small Appliances	\$3,007,717	\$3,649,725	\$642,008
Luggage	\$753,564	\$915,511	\$161,947
Telephones and Accessories	\$3,965,228	\$4,811,097	\$845,869
Household Operations			
Child Care	\$19,722,896	\$23,983,526	\$4,260,630
Lawn and Garden (16)	\$25,783,421	\$31,301,920	\$5,518,499
Moving/Storage/Freight Express	\$4,268,433	\$5,178,450	\$910,017
Housekeeping Supplies (17)	\$34,153,626	\$41,456,879	\$7,303,253
Insurance			
Owners and Renters Insurance	\$32,089,390	\$38,981,189	\$6,891,799
Vehicle Insurance	\$82,809,591	\$100,558,081	\$17,748,490
Life/Other Insurance	\$24,905,840	\$30,236,046	\$5,330,206
Health Insurance	\$191,953,394	\$232,927,168	\$40,973,774
Personal Care Products (18)	\$20,909,403	\$25,381,098	\$4,471,695
School Books (19)	\$1,657,292	\$2,011,443	354,151
Smoking Products	\$20,510,055	\$24,858,113	\$4,348,058
Transportation			
Payments on Vehicles excluding Leases	\$122,039,488	\$148,217,412	\$26,177,924
Gasoline and Motor Oil	\$130,572,801	\$158,516,349	\$27,943,548
Vehicle Maintenance and Repairs	\$57,015,777	\$69,208,157	\$12,192,380
Travel			
Airline Fares	\$21,444,847	\$26,055,271	\$4,610,424
Lodging on Trips	\$34,957,711	\$42,450,829	\$7,493,118
Auto/Truck Rental on Trips	\$4,274,030	\$5,190,473	\$916,443
Food and Drink on Trips	\$26,864,895	\$32,616,868	\$5,751,973

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- (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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Retail Goods and Services Expenditures

 Search result
 Drive time: 5 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Set to Impress (11D)	36.7%	Population	16,696	17,244
College Towns (14B)	18.0%	Households	6,340	6,582
City Commons (11E)	15.3%	Families	3,395	3,488
Hometown Heritage (8G)	10.9%	Median Age	29.7	31.1
Retirement Communities (9E)	5.4%	Median Household Income	\$35,438	\$39,965
		Spending Potential	Average Amount	Total
		Index	Spent	
Apparel and Services			\$1,359.81	\$8,621,190
Men's			\$241.79	\$1,532,968
Women's			\$471.97	\$2,992,274
Children's			\$222.10	\$1,408,114
Footwear			\$281.55	\$1,785,029
Watches & Jewelry			\$115.29	\$730,931
Apparel Products and Services (1)			\$27.11	\$171,873
Computer				
Computers and Hardware for Home Use			\$146.95	\$931,655
Portable Memory			\$2.36	\$14,966
Computer Software			\$9.28	\$58,808
Computer Accessories			\$12.32	\$78,140
Entertainment & Recreation			\$2,025.30	\$12,840,391
Fees and Admissions			\$379.89	\$2,408,471
Membership Fees for Clubs (2)			\$143.49	\$909,698
Fees for Participant Sports, excl. Trips			\$58.77	\$372,574
Tickets to Theatre/Operas/Concerts			\$35.45	\$224,747
Tickets to Movies			\$13.06	\$82,814
Tickets to Parks or Museums			\$17.62	\$111,729
Admission to Sporting Events, excl. Trips			\$43.44	\$275,402
Fees for Recreational Lessons			\$67.49	\$427,890
Dating Services			\$0.57	\$3,616
TV/Video/Audio			\$725.66	\$4,600,703
Cable and Satellite Television Services			\$399.49	\$2,532,736
Televisions			\$87.49	\$554,673
Satellite Dishes			\$0.93	\$5,903
VCRs, Video Cameras, and DVD Players			\$2.62	\$16,585
Miscellaneous Video Equipment			\$10.69	\$67,756
Video Cassettes and DVDs			\$3.06	\$19,415
Video Game Hardware/Accessories			\$31.17	\$197,638
Video Game Software			\$14.33	\$90,876
Rental/Streaming/Downloaded Video			\$98.44	\$624,107
Installation of Televisions			\$0.72	\$4,568
Audio (3)			\$75.98	\$481,717
Rental and Repair of TV/Radio/Sound Equipment			\$0.75	\$4,728
Pets			\$478.50	\$3,033,696
Toys/Games/Crafts/Hobbies (4)			\$100.80	\$639,070
Recreational Vehicles and Fees (5)			\$81.50	\$516,696
Sports/Recreation/Exercise Equipment (6)			\$141.26	\$895,605
Photo Equipment and Supplies (7)			\$30.15	\$191,126
Reading (8)			\$68.62	\$435,046
Catered Affairs (9)			\$18.92	\$119,977
Food			\$6,036.23	\$38,269,692
Food at Home			\$3,970.39	\$25,172,244
Bakery and Cereal Products			\$506.48	\$3,211,055
Meats, Poultry, Fish, and Eggs			\$875.44	\$5,550,291
Dairy Products			\$367.88	\$2,332,351
Fruits and Vegetables			\$763.97	\$4,843,583
Snacks and Other Food at Home (10)			\$1,456.62	\$9,234,964
Food Away from Home			\$2,065.84	\$13,097,448
Alcoholic Beverages			\$344.28	\$2,182,728

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	41	\$18,846.93	\$119,489,559
Value of Retirement Plans	42	\$67,828.41	\$430,032,125
Value of Other Financial Assets	42	\$3,827.62	\$24,267,111
Vehicle Loan Amount excluding Interest	53	\$1,860.91	\$11,798,156
Value of Credit Card Debt	51	\$1,480.19	\$9,384,408
Health			
Nonprescription Drugs	53	\$93.75	\$594,371
Prescription Drugs	57	\$236.89	\$1,501,886
Eyeglasses and Contact Lenses	51	\$64.24	\$407,276
Home			
Mortgage Payment and Basics (11)	40	\$5,370.68	\$34,050,100
Maintenance and Remodeling Services	38	\$1,778.61	\$11,276,414
Maintenance and Remodeling Materials (12)	41	\$356.29	\$2,258,904
Utilities, Fuel, and Public Services	55	\$3,257.36	\$20,651,642
Household Furnishings and Equipment			
Household Textiles (13)	55	\$72.08	\$456,991
Furniture	52	\$514.25	\$3,260,330
Rugs	46	\$21.18	\$134,304
Major Appliances (14)	48	\$283.11	\$1,794,937
Housewares (15)	51	\$54.74	\$347,058
Small Appliances	57	\$45.96	\$291,398
Luggage	51	\$10.56	\$66,946
Telephones and Accessories	54	\$54.96	\$348,472
Household Operations			
Child Care	46	\$254.56	\$1,613,922
Lawn and Garden (16)	44	\$305.92	\$1,939,509
Moving/Storage/Freight Express	54	\$66.07	\$418,896
Housekeeping Supplies (17)	53	\$480.40	\$3,045,743
Insurance			
Owners and Renters Insurance	46	\$383.80	\$2,433,313
Vehicle Insurance	56	\$1,180.40	\$7,483,756
Life/Other Insurance	46	\$313.13	\$1,985,272
Health Insurance	51	\$2,563.12	\$16,250,155
Personal Care Products (18)	54	\$303.64	\$1,925,096
School Books (19)	59	\$25.18	\$159,638
Smoking Products	70	\$325.09	\$2,061,069
Transportation			
Payments on Vehicles excluding Leases	54	\$1,638.46	\$10,387,806
Gasoline and Motor Oil	54	\$1,811.18	\$11,482,862
Vehicle Maintenance and Repairs	54	\$802.15	\$5,085,638
Travel			
Airline Fares	45	\$283.91	\$1,800,016
Lodging on Trips	45	\$443.04	\$2,808,843
Auto/Truck Rental on Trips	51	\$59.51	\$377,316
Food and Drink on Trips	48	\$358.79	\$2,274,709

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Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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** 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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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Set to Impress (11D)	12.0%	Population	91,280	95,497
Workday Drive (4A)	11.2%	Households	35,849	37,666
Middleburg (4C)	7.7%	Families	22,271	23,216
Bright Young Professionals (8C)	7.7%	Median Age	33.5	35.0
Southern Satellites (10A)	7.5%	Median Household Income	\$62,235	\$75,257
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
Men's		83	\$1,987.73	\$71,258,021
Women's		83	\$363.87	\$13,044,216
Children's		84	\$673.22	\$24,134,314
Footwear		88	\$323.99	\$11,614,878
Watches & Jewelry		83	\$413.79	\$14,834,053
Apparel Products and Services (1)		76	\$172.71	\$6,191,331
		82	\$40.15	\$1,439,228
Computer				
Computers and Hardware for Home Use		81	\$220.17	\$7,892,935
Portable Memory		82	\$3.35	\$120,173
Computer Software		83	\$12.92	\$463,048
Computer Accessories		78	\$18.49	\$662,882
		79	\$3,238.61	\$116,100,835
Entertainment & Recreation				
Fees and Admissions		76	\$630.32	\$22,596,248
Membership Fees for Clubs (2)		78	\$234.84	\$8,418,899
Fees for Participant Sports, excl. Trips		77	\$102.22	\$3,664,595
Tickets to Theatre/Operas/Concerts		75	\$57.10	\$2,047,154
Tickets to Movies		81	\$19.93	\$714,552
Tickets to Parks or Museums		78	\$29.26	\$1,048,949
Admission to Sporting Events, excl. Trips		86	\$67.80	\$2,430,732
Fees for Recreational Lessons		69	\$118.41	\$4,245,044
Dating Services		92	\$0.73	\$26,322
		83	\$1,098.44	\$39,377,893
TV/Video/Audio		81	\$611.25	\$21,912,814
Cable and Satellite Television Services		85	\$129.94	\$4,658,155
Televisions		96	\$1.20	\$43,112
Satellite Dishes		79	\$3.93	\$141,061
VCRs, Video Cameras, and DVD Players		85	\$19.20	\$688,404
Miscellaneous Video Equipment		78	\$4.50	\$161,266
Video Cassettes and DVDs		92	\$42.81	\$1,534,701
Video Game Hardware/Accessories		94	\$19.01	\$681,542
Video Game Software		86	\$148.30	\$5,316,344
Rental/Streaming/Downloaded Video		74	\$1.26	\$45,257
Installation of Televisions		81	\$115.84	\$4,152,852
Audio (3)		74	\$1.18	\$42,385
Rental and Repair of TV/Radio/Sound Equipment		77	\$783.38	\$28,083,214
Pets		83	\$151.64	\$5,436,098
Toys/Games/Crafts/Hobbies (4)		74	\$146.50	\$5,251,798
Recreational Vehicles and Fees (5)		80	\$244.36	\$8,759,886
Sports/Recreation/Exercise Equipment (6)		77	\$47.20	\$1,691,994
Photo Equipment and Supplies (7)		76	\$105.75	\$3,791,182
Reading (8)		78	\$31.03	\$1,112,522
Catered Affairs (9)		81	\$9,121.88	\$327,010,436
Food				
Food at Home		81	\$5,935.85	\$212,794,383
Bakery and Cereal Products		81	\$759.22	\$27,217,403
Meats, Poultry, Fish, and Eggs		82	\$1,289.52	\$46,228,057
Dairy Products		80	\$555.64	\$19,919,128
Fruits and Vegetables		79	\$1,145.14	\$41,052,025
Snacks and Other Food at Home (10)		82	\$2,186.33	\$78,377,772
Food Away from Home		82	\$3,186.03	\$114,216,052
Alcoholic Beverages		79	\$518.21	\$18,577,401

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$33,145.54	\$1,188,234,315
Value of Retirement Plans	75	\$121,020.34	\$4,338,458,309
Value of Other Financial Assets	75	\$6,790.96	\$243,449,128
Vehicle Loan Amount excluding Interest	85	\$2,996.70	\$107,428,665
Value of Credit Card Debt	80	\$2,306.55	\$82,687,346
Health			
Nonprescription Drugs	84	\$148.46	\$5,322,259
Prescription Drugs	88	\$363.41	\$13,028,032
Eyeglasses and Contact Lenses	80	\$100.66	\$3,608,554
Home			
Mortgage Payment and Basics (11)	73	\$9,936.39	\$356,209,607
Maintenance and Remodeling Services	73	\$3,394.32	\$121,682,986
Maintenance and Remodeling Materials (12)	79	\$680.83	\$24,407,252
Utilities, Fuel, and Public Services	83	\$4,960.27	\$177,820,751
Household Furnishings and Equipment			
Household Textiles (13)	81	\$107.32	\$3,847,144
Furniture	82	\$811.43	\$29,088,932
Rugs	75	\$34.35	\$1,231,513
Major Appliances (14)	79	\$467.22	\$16,749,546
Housewares (15)	80	\$85.23	\$3,055,585
Small Appliances	82	\$65.77	\$2,357,901
Luggage	80	\$16.48	\$590,873
Telephones and Accessories	84	\$85.16	\$3,052,972
Household Operations			
Child Care	77	\$427.79	\$15,335,958
Lawn and Garden (16)	77	\$536.76	\$19,242,167
Moving/Storage/Freight Express	78	\$94.77	\$3,397,278
Housekeeping Supplies (17)	81	\$734.19	\$26,320,004
Insurance			
Owners and Renters Insurance	81	\$669.45	\$23,999,135
Vehicle Insurance	84	\$1,780.23	\$63,819,306
Life/Other Insurance	78	\$527.24	\$18,901,160
Health Insurance	81	\$4,065.97	\$145,761,063
Personal Care Products (18)	81	\$454.95	\$16,309,582
School Books (19)	86	\$36.60	\$1,312,028
Smoking Products	94	\$440.74	\$15,800,145
Transportation			
Payments on Vehicles excluding Leases	85	\$2,591.88	\$92,916,216
Gasoline and Motor Oil	83	\$2,777.15	\$99,558,081
Vehicle Maintenance and Repairs	83	\$1,225.80	\$43,943,745
Travel			
Airline Fares	73	\$465.47	\$16,686,574
Lodging on Trips	76	\$744.82	\$26,700,892
Auto/Truck Rental on Trips	80	\$93.30	\$3,344,750
Food and Drink on Trips	78	\$577.30	\$20,695,783

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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** 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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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Heartland Communities (6F)	11.8%	Population	118,781	124,289
Southern Satellites (10A)	9.6%	Households	46,461	48,823
Set to Impress (11D)	9.2%	Families	29,720	30,981
Workday Drive (4A)	8.7%	Median Age	34.4	35.9
Middleburg (4C)	7.6%	Median Household Income	\$65,109	\$77,612
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		82	\$1,953.29	\$90,751,812
Men's		81	\$358.68	\$16,664,849
Women's		83	\$659.97	\$30,663,050
Children's		87	\$319.98	\$14,866,786
Footwear		82	\$407.65	\$18,940,004
Watches & Jewelry		74	\$167.56	\$7,784,994
Apparel Products and Services (1)		81	\$39.43	\$1,832,130
Computer				
Computers and Hardware for Home Use		80	\$215.66	\$10,019,673
Portable Memory		80	\$3.27	\$151,727
Computer Software		80	\$12.56	\$583,748
Computer Accessories		78	\$18.45	\$857,337
Entertainment & Recreation		80	\$3,258.34	\$151,385,939
Fees and Admissions		76	\$625.06	\$29,040,756
Membership Fees for Clubs (2)		77	\$232.98	\$10,824,577
Fees for Participant Sports, excl. Trips		77	\$102.47	\$4,761,017
Tickets to Theatre/Operas/Concerts		74	\$56.13	\$2,608,057
Tickets to Movies		79	\$19.40	\$901,207
Tickets to Parks or Museums		77	\$29.03	\$1,348,933
Admission to Sporting Events, excl. Trips		85	\$67.37	\$3,130,169
Fees for Recreational Lessons		68	\$116.97	\$5,434,476
Dating Services		89	\$0.70	\$32,320
TV/Video/Audio		83	\$1,100.49	\$51,130,056
Cable and Satellite Television Services		82	\$619.71	\$28,792,148
Televisions		84	\$128.45	\$5,967,767
Satellite Dishes		94	\$1.17	\$54,577
VCRs, Video Cameras, and DVD Players		78	\$3.89	\$180,951
Miscellaneous Video Equipment		87	\$19.72	\$916,325
Video Cassettes and DVDs		77	\$4.43	\$206,029
Video Game Hardware/Accessories		89	\$41.33	\$1,920,288
Video Game Software		90	\$18.15	\$843,494
Rental/Streaming/Downloaded Video		85	\$146.76	\$6,818,467
Installation of Televisions		74	\$1.25	\$57,875
Audio (3)		80	\$114.45	\$5,317,625
Rental and Repair of TV/Radio/Sound Equipment		74	\$1.17	\$54,510
Pets		79	\$797.41	\$37,048,671
Toys/Games/Crafts/Hobbies (4)		84	\$152.51	\$7,085,552
Recreational Vehicles and Fees (5)		77	\$152.51	\$7,085,844
Sports/Recreation/Exercise Equipment (6)		81	\$247.25	\$11,487,528
Photo Equipment and Supplies (7)		76	\$46.66	\$2,168,054
Reading (8)		75	\$104.83	\$4,870,510
Catered Affairs (9)		80	\$31.62	\$1,468,969
Food		81	\$9,069.68	\$421,386,365
Food at Home		81	\$5,908.29	\$274,505,270
Bakery and Cereal Products		81	\$756.05	\$35,126,634
Meats, Poultry, Fish, and Eggs		81	\$1,280.92	\$59,512,894
Dairy Products		80	\$554.75	\$25,774,130
Fruits and Vegetables		79	\$1,136.30	\$52,793,600
Snacks and Other Food at Home (10)		82	\$2,180.28	\$101,298,012
Food Away from Home		81	\$3,161.38	\$146,881,094
Alcoholic Beverages		78	\$508.76	\$23,637,493

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$33,456.49	\$1,554,421,949
Value of Retirement Plans	76	\$123,201.18	\$5,724,050,099
Value of Other Financial Assets	76	\$6,901.68	\$320,658,777
Vehicle Loan Amount excluding Interest	86	\$3,036.54	\$141,080,732
Value of Credit Card Debt	79	\$2,298.23	\$106,778,136
Health			
Nonprescription Drugs	85	\$150.34	\$6,985,092
Prescription Drugs	89	\$369.84	\$17,183,098
Eyeglasses and Contact Lenses	81	\$102.07	\$4,742,252
Home			
Mortgage Payment and Basics (11)	75	\$10,156.82	\$471,896,035
Maintenance and Remodeling Services	75	\$3,519.51	\$163,519,941
Maintenance and Remodeling Materials (12)	83	\$715.35	\$33,235,961
Utilities, Fuel, and Public Services	84	\$4,997.71	\$232,198,831
Household Furnishings and Equipment			
Household Textiles (13)	81	\$106.35	\$4,940,940
Furniture	82	\$811.59	\$37,707,126
Rugs	75	\$34.16	\$1,587,038
Major Appliances (14)	81	\$475.69	\$22,101,251
Housewares (15)	80	\$85.35	\$3,965,489
Small Appliances	80	\$64.74	\$3,007,717
Luggage	78	\$16.22	\$753,564
Telephones and Accessories	84	\$85.35	\$3,965,228
Household Operations			
Child Care	77	\$424.50	\$19,722,896
Lawn and Garden (16)	79	\$554.95	\$25,783,421
Moving/Storage/Freight Express	76	\$91.87	\$4,268,433
Housekeeping Supplies (17)	81	\$735.10	\$34,153,626
Insurance			
Owners and Renters Insurance	84	\$690.67	\$32,089,390
Vehicle Insurance	84	\$1,782.35	\$82,809,591
Life/Other Insurance	79	\$536.06	\$24,905,840
Health Insurance	83	\$4,131.50	\$191,953,394
Personal Care Products (18)	80	\$450.04	\$20,909,403
School Books (19)	84	\$35.67	\$1,657,292
Smoking Products	95	\$441.45	\$20,510,055
Transportation			
Payments on Vehicles excluding Leases	86	\$2,626.71	\$122,039,488
Gasoline and Motor Oil	84	\$2,810.37	\$130,572,801
Vehicle Maintenance and Repairs	83	\$1,227.17	\$57,015,777
Travel			
Airline Fares	73	\$461.57	\$21,444,847
Lodging on Trips	77	\$752.41	\$34,957,711
Auto/Truck Rental on Trips	79	\$91.99	\$4,274,030
Food and Drink on Trips	78	\$578.22	\$26,864,895

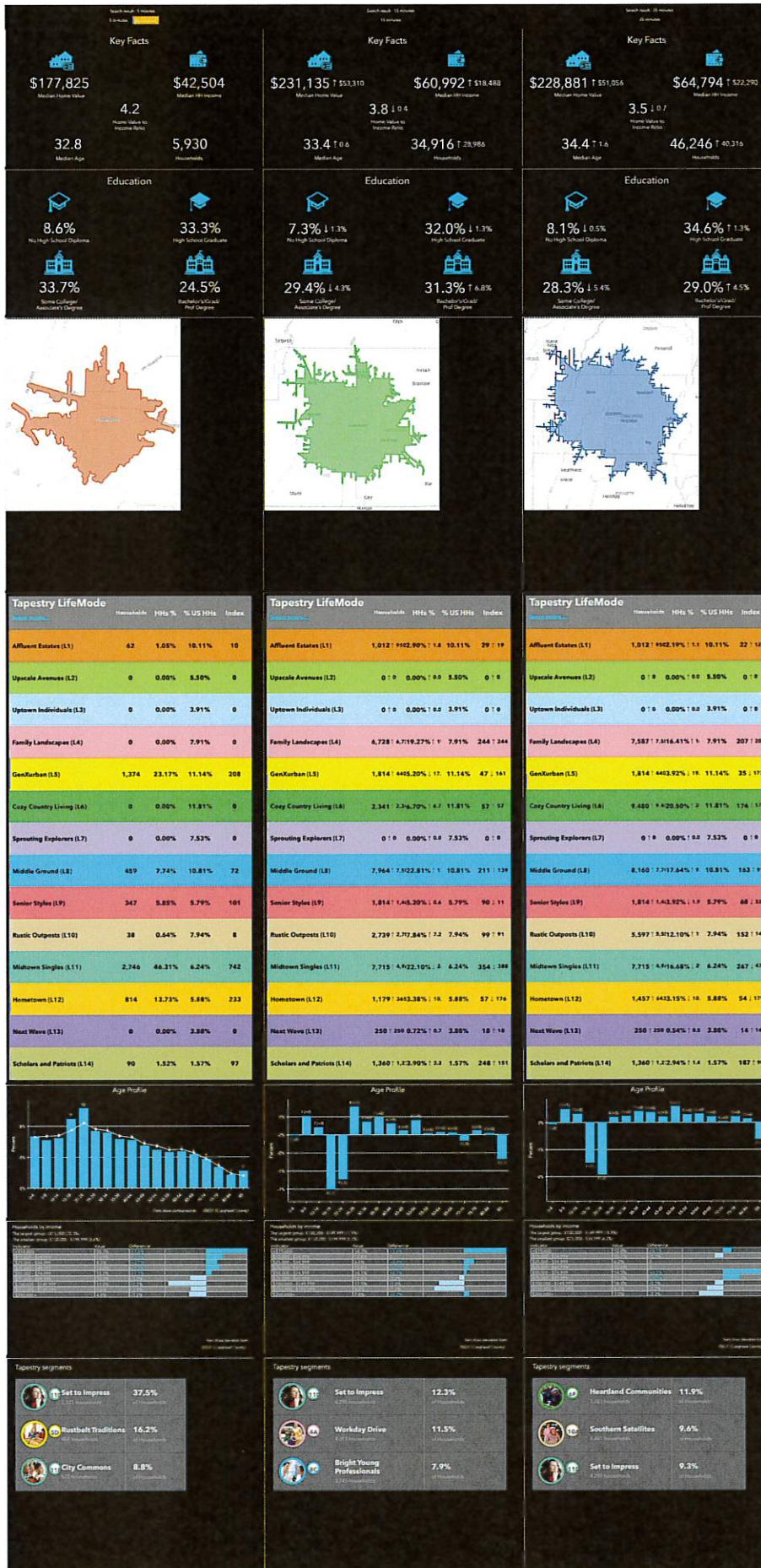
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- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, 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** 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.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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.

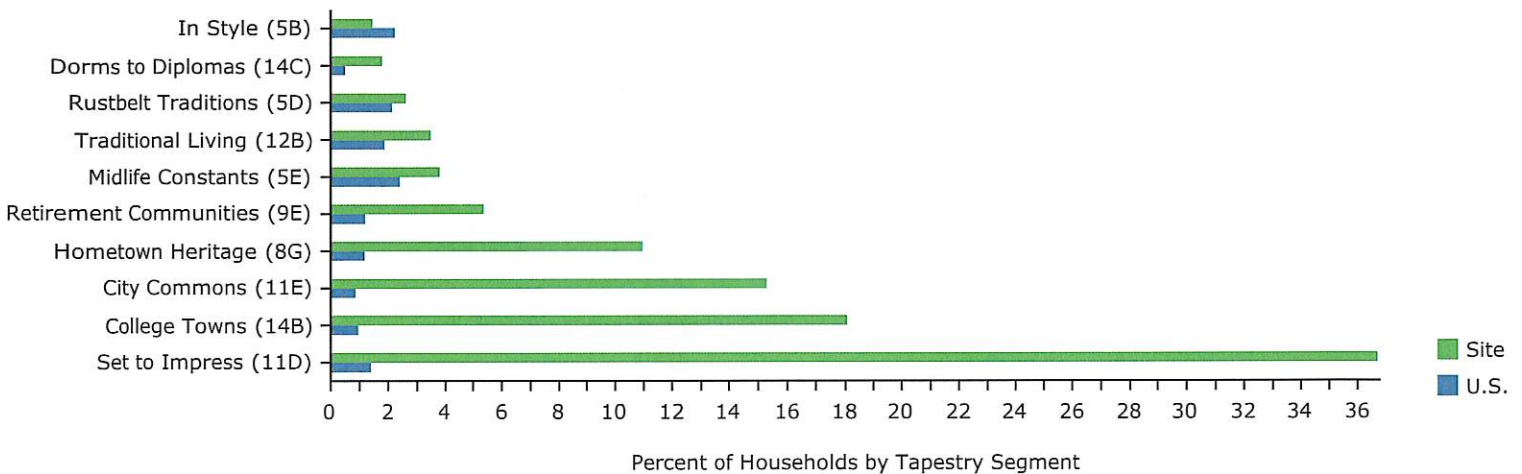
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2021 and 2022 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Set to Impress (11D)	36.7%	36.7%	1.4%	1.4%	2651
2	College Towns (14B)	18.0%	54.7%	0.9%	2.3%	1,927
3	City Commons (11E)	15.3%	70.0%	0.9%	3.2%	1,758
4	Hometown Heritage (8G)	10.9%	80.9%	1.2%	4.4%	939
5	Retirement Communities (9E)	5.4%	86.3%	1.2%	5.5%	452
	Subtotal	86.3%		5.6%		
6	Midlife Constants (5E)	3.8%	90.0%	2.4%	7.9%	156
7	Traditional Living (12B)	3.5%	93.5%	1.9%	9.8%	185
8	Rustbelt Traditions (5D)	2.6%	96.1%	2.1%	11.9%	123
9	Dorms to Diplomas (14C)	1.8%	97.9%	0.5%	12.4%	363
10	In Style (5B)	1.4%	99.3%	2.2%	14.7%	64
	Subtotal	13.1%		9.1%		
11	Small Town Sincerity (12C)	0.6%	99.9%	1.8%	16.4%	31
12	Southern Satellites (10A)	0.1%	100.0%	3.1%	19.6%	5
	Subtotal	0.7%		4.9%		
	Total	100.0%		19.6%		511

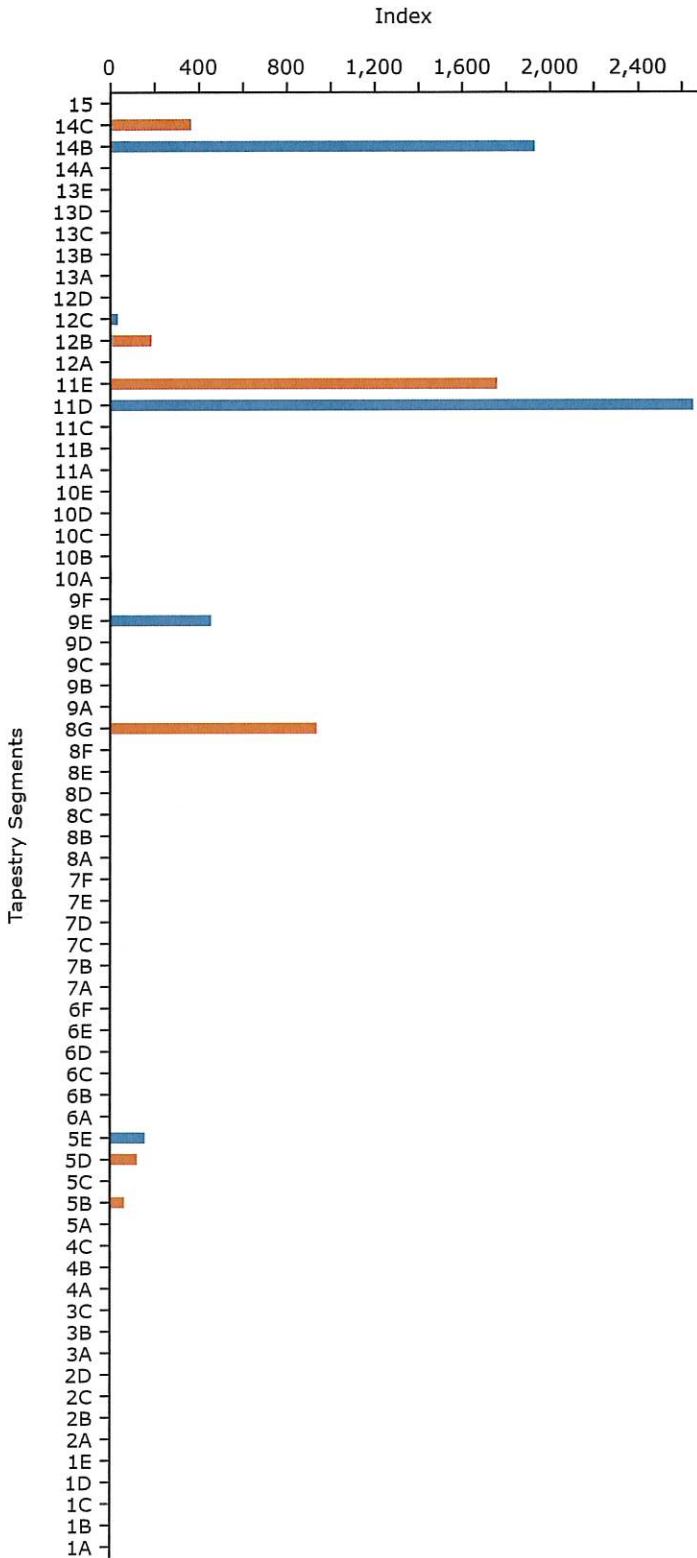
Top Ten Tapestry Segments Site vs. U.S.



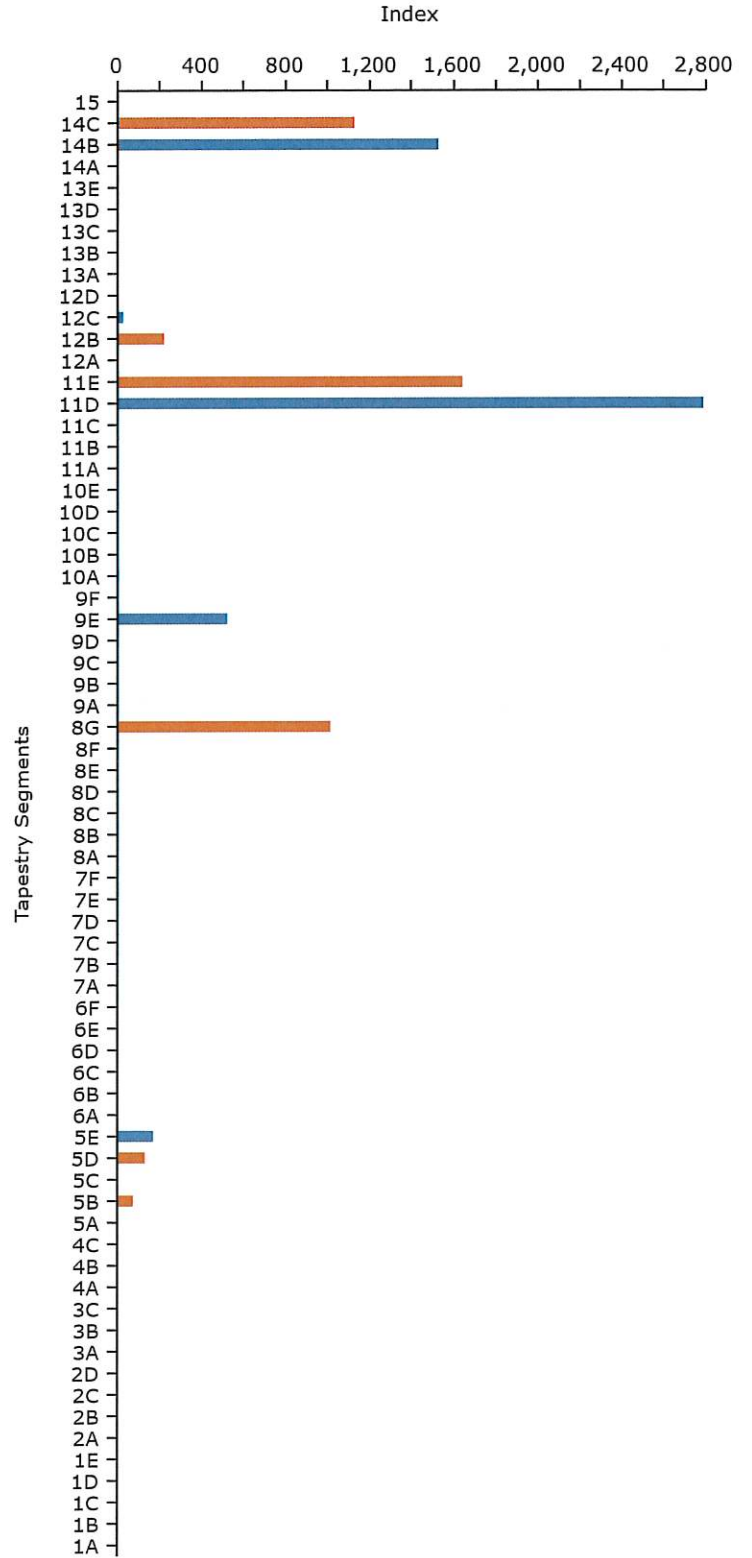
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

 Search result
 Drive time: 5 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,340	100.0%		12,697	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	496	7.8%	70	1,024	8.1%	76
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	91	1.4%	64	207	1.6%	78
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	166	2.6%	123	329	2.6%	130
Midlife Constants (5E)	239	3.8%	156	488	3.8%	168
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,340	100.0%		12,697	100.0%	
8. Middle Ground	693	10.9%	101	1,395	11.0%	109
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	693	10.9%	939	1,395	11.0%	1,011
9. Senior Styles	340	5.4%	93	685	5.4%	106
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	340	5.4%	452	685	5.4%	522
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	9	0.1%	2	23	0.2%	2
Southern Satellites (10A)	9	0.1%	5	23	0.2%	6
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	3,293	51.9%	832	5,760	45.4%	818
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,325	36.7%	2,651	4,171	32.9%	2,785
City Commons (11E)	968	15.3%	1,758	1,589	12.5%	1,636
12. Hometown	254	4.0%	68	526	4.1%	76
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	219	3.5%	185	476	3.7%	219
Small Town Sincerity (12C)	35	0.6%	31	50	0.4%	25
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	1,255	19.8%	1,261	3,284	25.9%	1,170
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,143	18.0%	1,927	1,897	14.9%	1,521
Dorms to Diplomas (14C)	112	1.8%	363	1,387	10.9%	1,124
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

Search result
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,340	100.0%		12,697	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	166	2.6%	16	329	2.6%	15
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	166	2.6%	123	329	2.6%	130
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	5,891	92.9%	516	11,807	93.0%	557
In Style (5B)	91	1.4%	64	207	1.6%	78
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	693	10.9%	939	1,395	11.0%	1,011
Retirement Communities (9E)	340	5.4%	452	685	5.4%	522
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	2,325	36.7%	2,651	4,171	32.9%	2,785
City Commons (11E)	968	15.3%	1,758	1,589	12.5%	1,636
Traditional Living (12B)	219	3.5%	185	476	3.7%	219
College Towns (14B)	1,143	18.0%	1,927	1,897	14.9%	1,521
Dorms to Diplomas (14C)	112	1.8%	363	1,387	10.9%	1,124

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	6,340	100.0%		12,697	100.0%	
4. Suburban Periphery	239	3.8%	12	488	3.8%	11
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	239	3.8%	156	488	3.8%	168
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	35	0.6%	6	50	0.4%	4
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	35	0.6%	31	50	0.4%	25
6. Rural	9	0.1%	1	23	0.2%	1
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	9	0.1%	5	23	0.2%	6
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

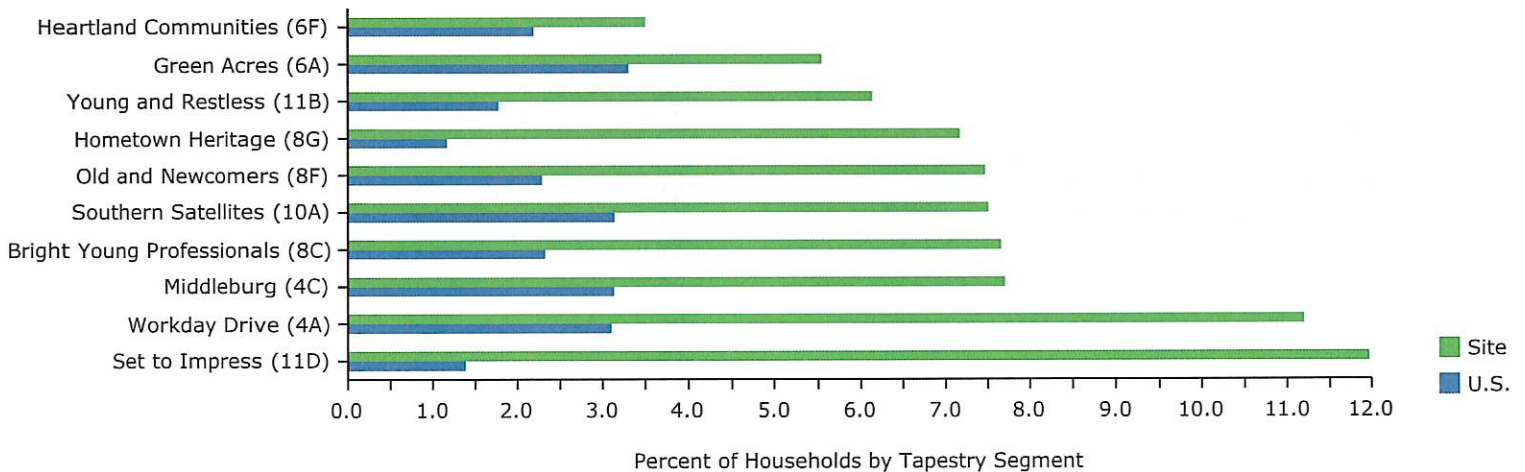
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Source: Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Set to Impress (11D)	12.0%	12.0%	1.4%	1.4%	865
2	Workday Drive (4A)	11.2%	23.2%	3.1%	4.5%	361
3	Middleburg (4C)	7.7%	30.9%	3.1%	7.6%	246
4	Bright Young Professionals (8C)	7.7%	38.5%	2.3%	9.9%	330
5	Southern Satellites (10A)	7.5%	46.0%	3.1%	13.1%	239
	Subtotal	46.1%		13.0%		
6	Old and Newcomers (8F)	7.5%	53.5%	2.3%	15.3%	328
7	Hometown Heritage (8G)	7.2%	60.6%	1.2%	16.5%	616
8	Young and Restless (11B)	6.1%	66.8%	1.8%	18.3%	346
9	Green Acres (6A)	5.5%	72.3%	3.3%	21.6%	168
10	Heartland Communities (6F)	3.5%	75.8%	2.2%	23.8%	160
	Subtotal	29.8%		10.8%		
11	City Commons (11E)	3.4%	79.2%	0.9%	24.6%	394
12	Retirement Communities (9E)	3.3%	82.5%	1.2%	25.8%	274
13	College Towns (14B)	3.2%	85.7%	0.9%	26.8%	341
14	Rustbelt Traditions (5D)	2.7%	88.4%	2.1%	28.9%	129
15	Savvy Suburbanites (1D)	1.8%	90.2%	3.0%	31.9%	62
	Subtotal	14.4%		8.1%		
16	Golden Years (9B)	1.8%	92.1%	1.3%	33.2%	138
17	Traditional Living (12B)	1.8%	93.8%	1.9%	35.0%	96
18	Small Town Sincerity (12C)	1.5%	95.3%	1.8%	36.8%	84
19	In Style (5B)	1.4%	96.7%	2.2%	39.0%	62
20	Exurbanites (1E)	1.0%	97.7%	1.9%	41.0%	51
	Subtotal	7.5%		9.1%		
	Total	97.7%		41.0%		239

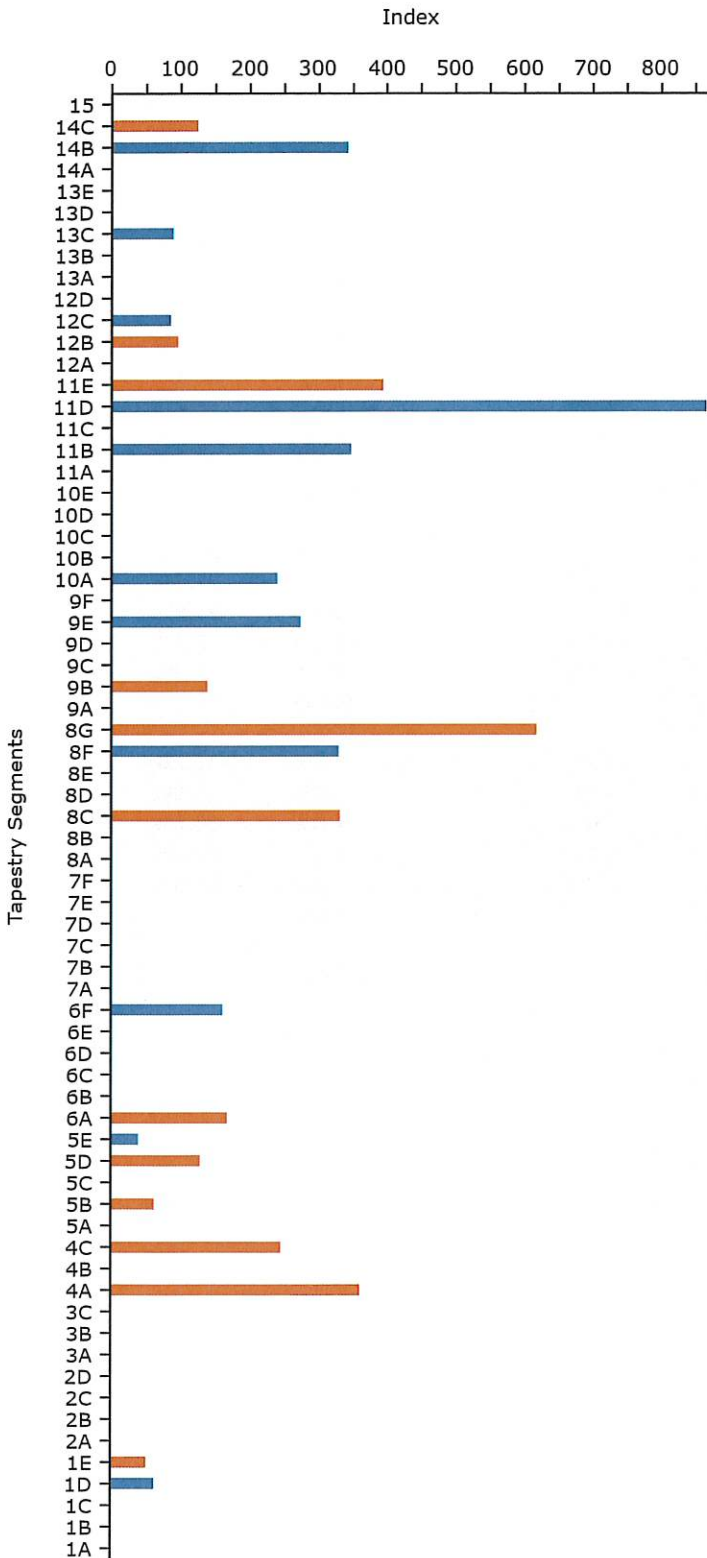
Top Ten Tapestry Segments Site vs. U.S.



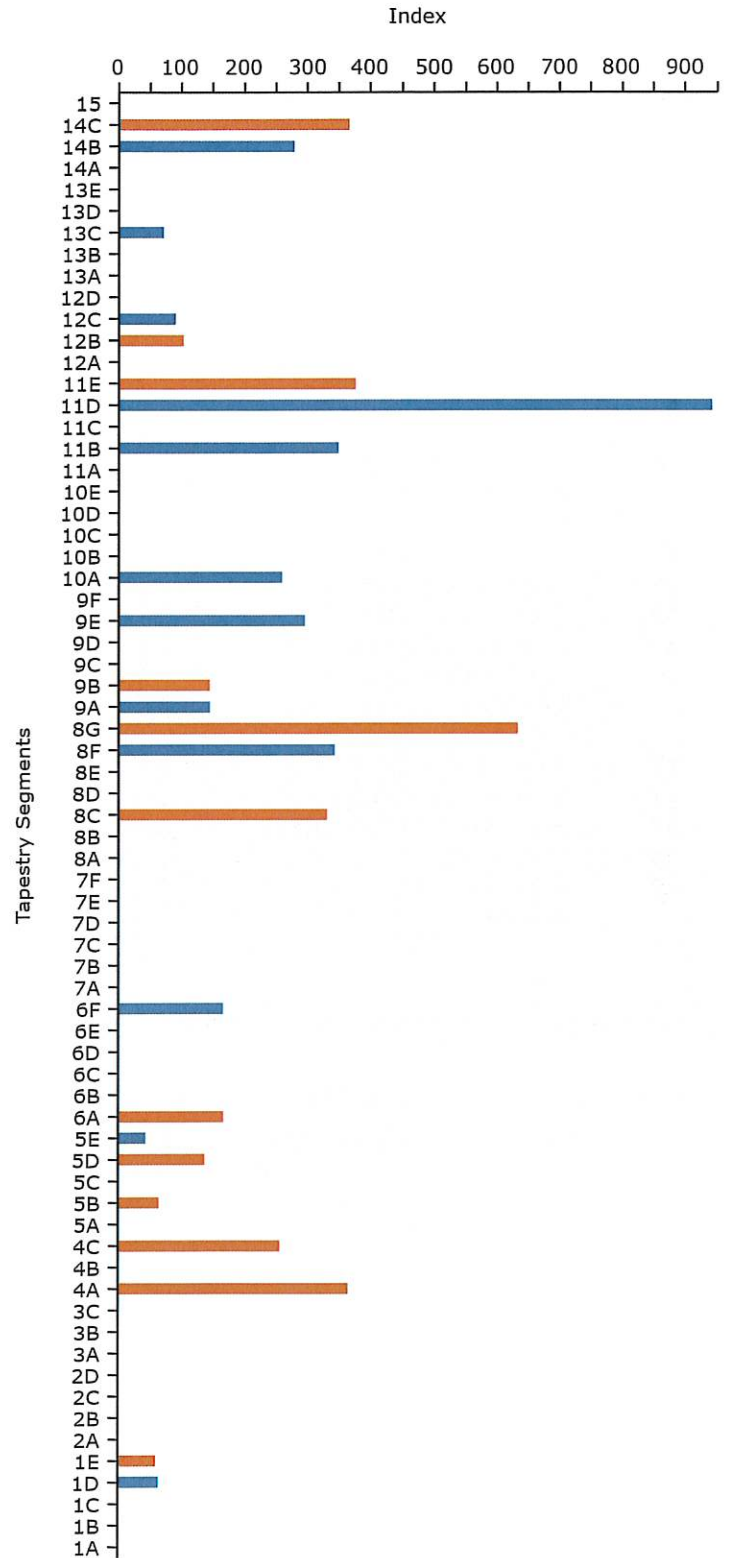
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Search result
 Drive time: 15 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	35,849	100.0%		69,505	100.0%	
1. Affluent Estates	1,012	2.8%	28	2,186	3.1%	29
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	658	1.8%	62	1,394	2.0%	63
Exurbanites (1E)	354	1.0%	51	792	1.1%	59
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	6,770	18.9%	239	13,986	20.1%	244
Workday Drive (4A)	4,011	11.2%	361	8,412	12.1%	364
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	2,759	7.7%	246	5,574	8.0%	256
5. GenXurban	1,814	5.1%	45	3,511	5.1%	47
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	493	1.4%	62	924	1.3%	64
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	981	2.7%	129	1,903	2.7%	137
Midlife Constants (5E)	340	0.9%	39	684	1.0%	43
6. Cozy Country Living	3,253	9.1%	77	6,279	9.0%	79
Green Acres (6A)	1,985	5.5%	168	3,918	5.6%	167
Salt of the Earth (6B)	14	0.0%	1	28	0.0%	1
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,254	3.5%	160	2,333	3.4%	166
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

Search result
Drive time: 15 minute radius

Prepared by Esri
Latitude: 35.84043
Longitude: -90.70512

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	35,849	100.0%		69,505	100.0%	
8. Middle Ground	7,991	22.3%	206	14,380	20.7%	204
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,745	7.7%	330	4,885	7.0%	330
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,677	7.5%	328	4,719	6.8%	342
Hometown Heritage (8G)	2,569	7.2%	616	4,776	6.9%	632
9. Senior Styles	1,814	5.1%	87	3,314	4.8%	93
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	648	1.8%	138	1,194	1.7%	144
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,166	3.3%	274	2,120	3.1%	295
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	2,691	7.5%	95	5,659	8.1%	104
Southern Satellites (10A)	2,689	7.5%	239	5,650	8.1%	259
Rooted Rural (10B)	2	0.0%	0	9	0.0%	1
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	7,715	21.5%	345	13,204	19.0%	343
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,198	6.1%	346	3,497	5.0%	348
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	4,290	12.0%	865	7,712	11.1%	941
City Commons (11E)	1,227	3.4%	394	1,995	2.9%	375
12. Hometown	1,179	3.3%	56	2,221	3.2%	58
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	643	1.8%	96	1,225	1.8%	103
Small Town Sincerity (12C)	536	1.5%	84	996	1.4%	89
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	250	0.7%	18	402	0.6%	13
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	250	0.7%	88	402	0.6%	70
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	1,360	3.8%	242	4,363	6.3%	284
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,143	3.2%	341	1,897	2.7%	278
Dorms to Diplomas (14C)	217	0.6%	124	2,466	3.5%	365
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	35,849	100.0%		69,505	100.0%	
1. Principal Urban Center	250	0.7%	10	402	0.6%	9
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	250	0.7%	88	402	0.6%	70
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	3,726	10.4%	63	6,788	9.8%	56
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	981	2.7%	129	1,903	2.7%	137
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,745	7.7%	330	4,885	7.0%	330
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	16,623	46.4%	258	31,331	45.1%	270
In Style (5B)	493	1.4%	62	924	1.3%	64
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,677	7.5%	328	4,719	6.8%	342
Hometown Heritage (8G)	2,569	7.2%	616	4,776	6.9%	632
Retirement Communities (9E)	1,166	3.3%	274	2,120	3.1%	295
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,198	6.1%	346	3,497	5.0%	348
Set to Impress (11D)	4,290	12.0%	865	7,712	11.1%	941
City Commons (11E)	1,227	3.4%	394	1,995	2.9%	375
Traditional Living (12B)	643	1.8%	96	1,225	1.8%	103
College Towns (14B)	1,143	3.2%	341	1,897	2.7%	278
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Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	35,849	100.0%		69,505	100.0%	
4. Suburban Periphery	6,011	16.8%	52	12,476	17.9%	53
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	658	1.8%	62	1,394	2.0%	63
Exurbanites (1E)	354	1.0%	51	792	1.1%	59
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	4,011	11.2%	361	8,412	12.1%	364
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	340	0.9%	39	684	1.0%	43
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	648	1.8%	138	1,194	1.7%	144
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	4,549	12.7%	135	8,903	12.8%	141
Middleburg (4C)	2,759	7.7%	246	5,574	8.0%	256
Heartland Communities (6F)	1,254	3.5%	160	2,333	3.4%	166
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	536	1.5%	84	996	1.4%	89
6. Rural	4,690	13.1%	80	9,605	13.8%	85
Green Acres (6A)	1,985	5.5%	168	3,918	5.6%	167
Salt of the Earth (6B)	14	0.0%	1	28	0.0%	1
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	2,689	7.5%	239	5,650	8.1%	259
Rooted Rural (10B)	2	0.0%	0	9	0.0%	1
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

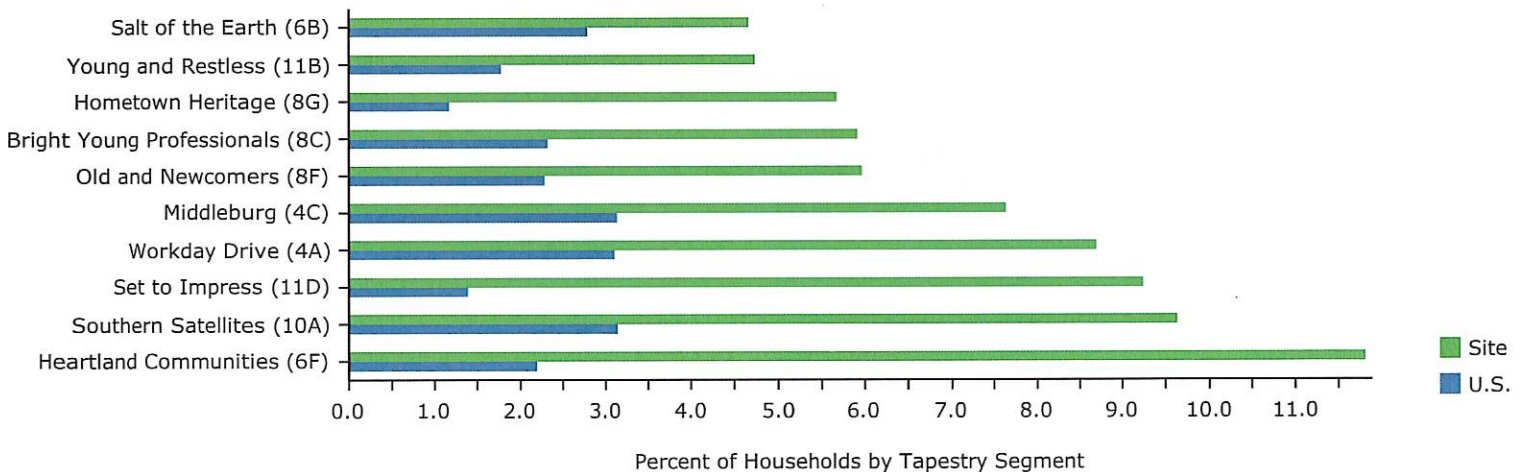
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Source: Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Heartland Communities (6F)	11.8%	11.8%	2.2%	2.2%	540
2	Southern Satellites (10A)	9.6%	21.4%	3.1%	5.3%	307
3	Set to Impress (11D)	9.2%	30.7%	1.4%	6.7%	667
4	Workday Drive (4A)	8.7%	39.4%	3.1%	9.8%	281
5	Middleburg (4C)	7.6%	47.0%	3.1%	12.9%	244
	Subtotal	46.9%		12.9%		
6	Old and Newcomers (8F)	6.0%	53.0%	2.3%	15.2%	262
7	Bright Young Professionals (8C)	5.9%	58.9%	2.3%	17.5%	255
8	Hometown Heritage (8G)	5.7%	64.5%	1.2%	18.7%	487
9	Young and Restless (11B)	4.7%	69.3%	1.8%	20.5%	267
10	Salt of the Earth (6B)	4.7%	73.9%	2.8%	23.3%	167
	Subtotal	27.0%		10.4%		
11	Green Acres (6A)	4.4%	78.3%	3.3%	26.6%	133
12	City Commons (11E)	2.6%	81.0%	0.9%	27.4%	304
13	Retirement Communities (9E)	2.5%	83.5%	1.2%	28.6%	212
14	College Towns (14B)	2.5%	85.9%	0.9%	29.5%	263
15	Rooted Rural (10B)	2.4%	88.3%	1.8%	31.4%	130
	Subtotal	14.4%		8.1%		
16	Rustbelt Traditions (5D)	2.1%	90.4%	2.1%	33.5%	99
17	Traditional Living (12B)	1.9%	92.3%	1.9%	35.4%	102
18	Savvy Suburbanites (1D)	1.4%	93.8%	3.0%	38.3%	48
19	Golden Years (9B)	1.4%	95.2%	1.3%	39.7%	106
20	Small Town Sincerity (12C)	1.2%	96.3%	1.8%	41.4%	65
	Subtotal	8.0%		10.1%		
	Total	96.3%		41.4%		232

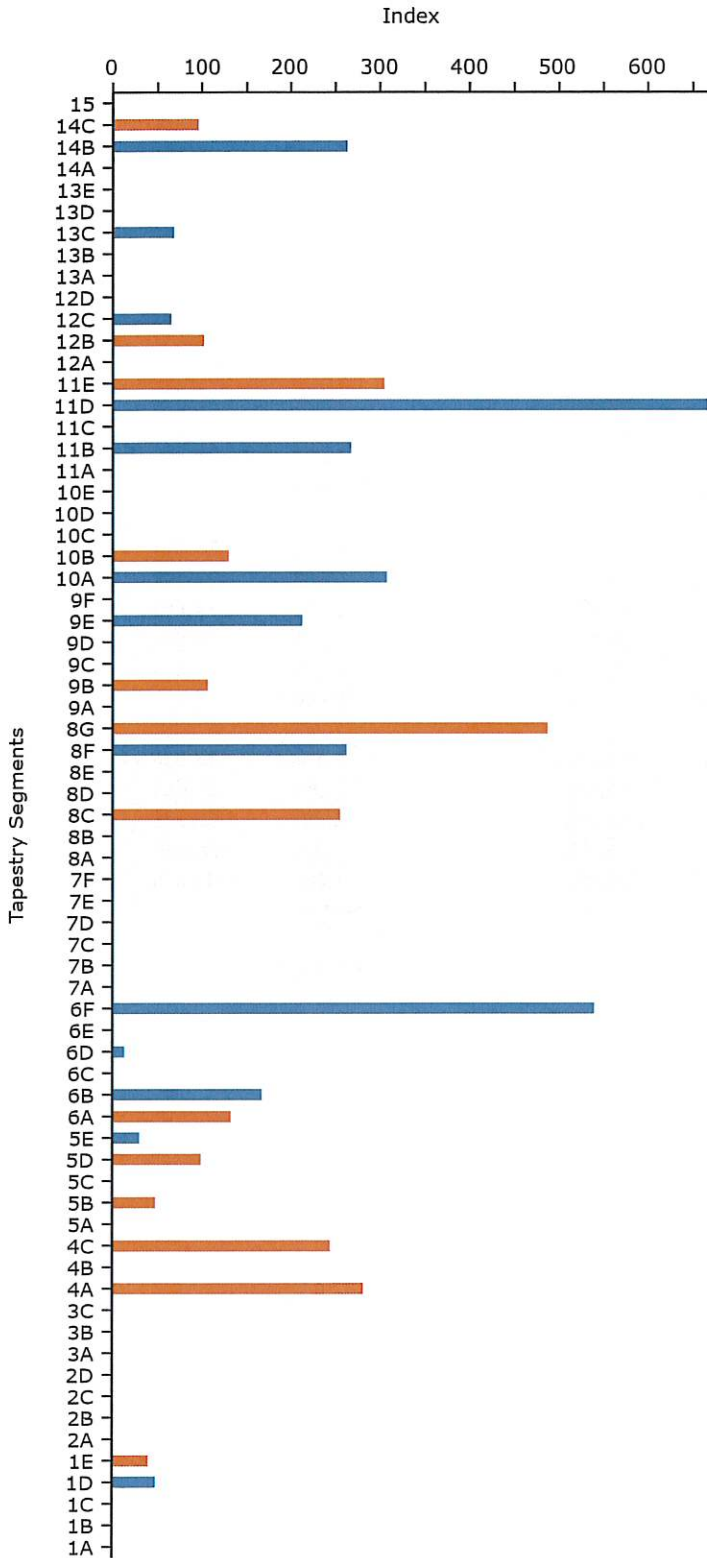
Top Ten Tapestry Segments Site vs. U.S.



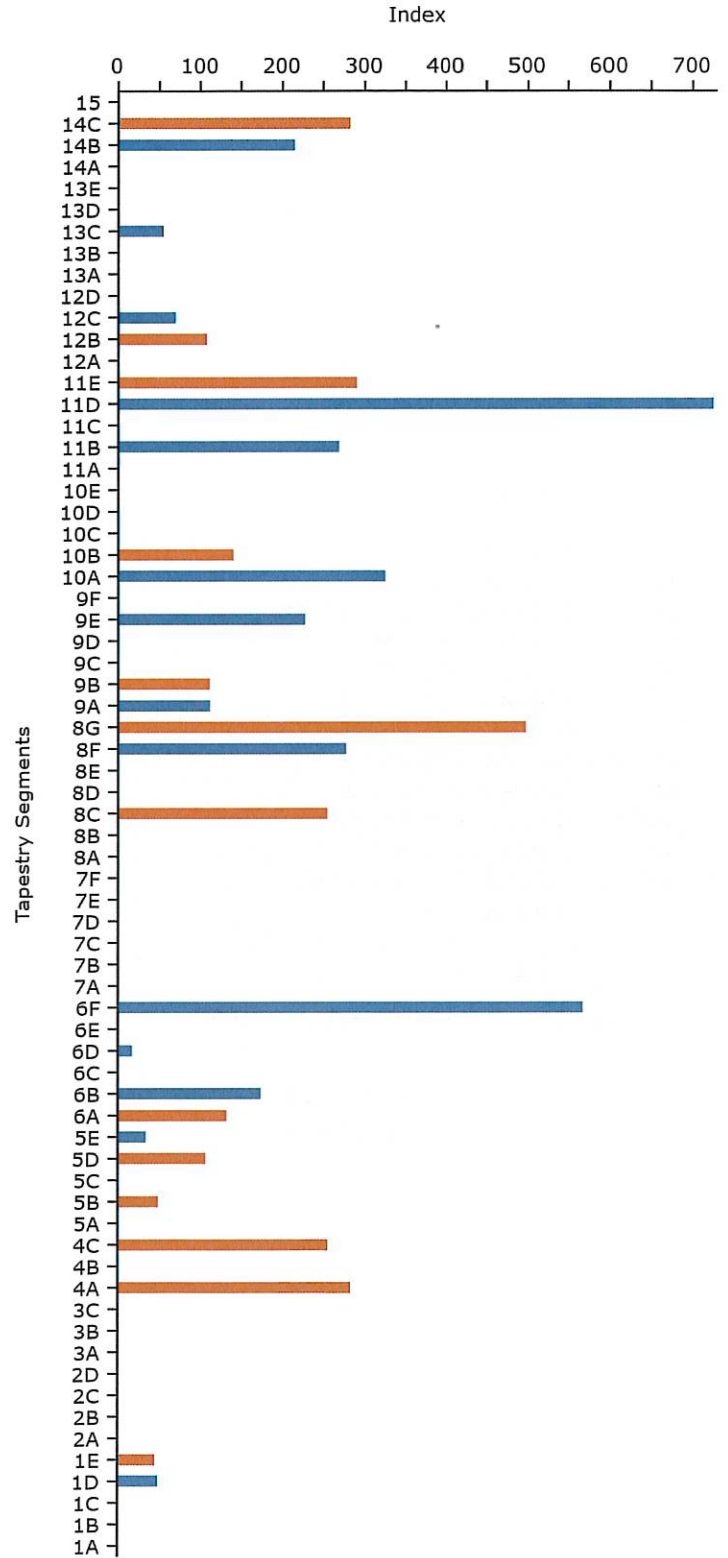
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

Tapestry Segmentation Area Profile

 Search result
 Drive time: 25 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	46,461	100.0%		90,229	100.0%	
1. Affluent Estates	1,012	2.2%	22	2,186	2.4%	22
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	658	1.4%	48	1,394	1.5%	48
Exurbanites (1E)	354	0.8%	40	792	0.9%	45
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	7,587	16.3%	206	15,694	17.4%	211
Workday Drive (4A)	4,039	8.7%	281	8,465	9.4%	282
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	3,548	7.6%	244	7,229	8.0%	255
5. GenXurban	1,814	3.9%	35	3,511	3.9%	36
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	493	1.1%	48	924	1.0%	49
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	981	2.1%	99	1,903	2.1%	106
Midlife Constants (5E)	340	0.7%	30	684	0.8%	33
6. Cozy Country Living	9,749	21.0%	178	18,766	20.8%	181
Green Acres (6A)	2,037	4.4%	133	4,009	4.4%	132
Salt of the Earth (6B)	2,163	4.7%	167	4,268	4.7%	173
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	60	0.1%	13	140	0.2%	17
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	5,489	11.8%	540	10,349	11.5%	567
7. Sprouting Explorers	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Segmentation Area Profile

Search result
Drive time: 25 minute radius

Prepared by Esri
Latitude: 35.84043
Longitude: -90.70512

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	46,461	100.0%		90,229	100.0%	
8. Middle Ground	8,147	17.5%	162	14,720	16.3%	161
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,745	5.9%	255	4,885	5.4%	254
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,770	6.0%	262	4,969	5.5%	277
Hometown Heritage (8G)	2,632	5.7%	487	4,866	5.4%	496
9. Senior Styles	1,814	3.9%	67	3,314	3.7%	72
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	648	1.4%	106	1,194	1.3%	111
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,166	2.5%	212	2,120	2.3%	227
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	5,592	12.0%	152	11,411	12.6%	161
Southern Satellites (10A)	4,474	9.6%	307	9,156	10.1%	324
Rooted Rural (10B)	1,118	2.4%	130	2,255	2.5%	140
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	7,715	16.6%	266	13,204	14.6%	264
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,198	4.7%	267	3,497	3.9%	268
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	4,290	9.2%	667	7,712	8.5%	725
City Commons (11E)	1,227	2.6%	304	1,995	2.2%	289
12. Hometown	1,421	3.1%	52	2,658	2.9%	54
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	885	1.9%	102	1,662	1.8%	107
Small Town Sincerity (12C)	536	1.2%	65	996	1.1%	69
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	250	0.5%	14	402	0.4%	10
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	250	0.5%	68	402	0.4%	54
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	1,360	2.9%	186	4,363	4.8%	219
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,143	2.5%	263	1,897	2.1%	214
Dorms to Diplomas (14C)	217	0.5%	96	2,466	2.7%	281
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

Tapestry Segmentation Area Profile

 Search result
 Drive time: 25 minute radius

 Prepared by Esri
 Latitude: 35.84043
 Longitude: -90.70512

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	46,461	100.0%		90,229	100.0%	
1. Principal Urban Center	250	0.5%	7	402	0.4%	7
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	250	0.5%	68	402	0.4%	54
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	3,726	8.0%	48	6,788	7.5%	43
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	981	2.1%	99	1,903	2.1%	106
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,745	5.9%	255	4,885	5.4%	254
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	17,021	36.6%	203	32,108	35.6%	213
In Style (5B)	493	1.1%	48	924	1.0%	49
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,770	6.0%	262	4,969	5.5%	277
Hometown Heritage (8G)	2,632	5.7%	487	4,866	5.4%	496
Retirement Communities (9E)	1,166	2.5%	212	2,120	2.3%	227
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,198	4.7%	267	3,497	3.9%	268
Set to Impress (11D)	4,290	9.2%	667	7,712	8.5%	725
City Commons (11E)	1,227	2.6%	304	1,995	2.2%	289
Traditional Living (12B)	885	1.9%	102	1,662	1.8%	107
College Towns (14B)	1,143	2.5%	263	1,897	2.1%	214
Dorms to Diplomas (14C)	217	0.5%	96	2,466	2.7%	281

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Source: Esri

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	46,461	100.0%		90,229	100.0%	
4. Suburban Periphery	6,039	13.0%	40	12,529	13.9%	41
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	658	1.4%	48	1,394	1.5%	48
Exurbanites (1E)	354	0.8%	40	792	0.9%	45
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	4,039	8.7%	281	8,465	9.4%	282
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	340	0.7%	30	684	0.8%	33
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	648	1.4%	106	1,194	1.3%	111
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	9,573	20.6%	219	18,574	20.6%	227
Middleburg (4C)	3,548	7.6%	244	7,229	8.0%	255
Heartland Communities (6F)	5,489	11.8%	540	10,349	11.5%	567
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	536	1.2%	65	996	1.1%	69
6. Rural	9,852	21.2%	129	19,828	22.0%	136
Green Acres (6A)	2,037	4.4%	133	4,009	4.4%	132
Salt of the Earth (6B)	2,163	4.7%	167	4,268	4.7%	173
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	60	0.1%	13	140	0.2%	17
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	4,474	9.6%	307	9,156	10.1%	324
Rooted Rural (10B)	1,118	2.4%	130	2,255	2.5%	140
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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