

3007 N Navarro St, Victoria, Texas, 77901 Ring band: 0 - 1 mile radius Prepared by Esri

Latitude: 28.82273 Longitude: -97.00178

				Longitude: 97.00170
Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rustbelt Traditions (5D)	23.5%	Population	7,972	7,873
Metro Fusion (11C)	17.6%	Households	3,157	3,166
Hometown Heritage (8G)	14.6%	Families	1,863	1,849
Traditional Living (12B)	11.1%	Median Age	35.3	36.2
Old and Newcomers (8F)	7.5%	Median Household Income	\$59,220	\$66,473
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,135,820	\$5,900,475	\$764,655
Men's		\$967,375	\$1,111,415	\$144,040
Women's		\$1,688,341	\$1,939,695	\$251,354
Children's		\$844,649	\$970,425	\$125,776
Footwear		\$1,100,567	\$1,264,359	\$163,792
Watches & Jewelry		\$428,063	\$491,843	\$63,780
Apparel Products and Services (1)		\$106,825	\$122,739	\$15,914
		\$100,825	\$122,739	\$13,914
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Computers and Hardware for Hom	e use	\$546,113	\$627,396	\$81,283
Portable Memory		\$8,059	\$9,259	\$1,200
Computer Software		\$33,091	\$38,015	\$4,924
Computer Accessories		\$45,579	\$52,365	\$6,786
Entertainment & Recreation		\$8,094,456	\$9,300,252	\$1,205,796
Fees and Admissions		\$1,519,621	\$1,746,055	\$226,434
Membership Fees for Clubs (2)		\$580,229	\$666,730	\$86,501
Fees for Participant Sports, excl		\$238,129	\$273,624	\$35,495
Tickets to Theatre/Operas/Conc	erts	\$136,247	\$156,536	\$20,289
Tickets to Movies		\$49,692	\$57,084	\$7,392
Tickets to Parks or Museums		\$67,794	\$77,887	\$10,093
Admission to Sporting Events, e	xcl. Trips	\$166,293	\$191,115	\$24,822
Fees for Recreational Lessons		\$279,458	\$321,036	\$41,578
Dating Services		\$1,779	\$2,044	\$265
TV/Video/Audio		\$2,872,084	\$3,299,859	\$427,775
Cable and Satellite Television Se	ervices	\$1,607,248	\$1,846,703	\$239,455
Televisions		\$326,393	\$375,003	\$48,610
Satellite Dishes		\$3,911	\$4,494	\$583
VCRs, Video Cameras, and DVD	Players	\$9,600	\$11,029	\$1,429
Miscellaneous Video Equipment		\$89,925	\$103,272	\$13,347
Video Cassettes and DVDs		\$11,210	\$12,877	\$1,667
Video Game Hardware/Accessor	ies	\$106,245	\$122,067	\$15,822
Video Game Software		\$47,592	\$54,673	\$7,081
Rental/Streaming/Downloaded \	/ideo	\$379,175	\$435,657	\$56,482
Installation of Televisions		\$2,884	\$3,314	\$430
Audio (3)		\$284,856	\$327,270	\$42,414
Rental and Repair of TV/Radio/S	Sound Equipment	\$3,046	\$3,500	\$454
Pets		\$1,977,443	\$2,272,052	\$294,609
Toys/Games/Crafts/Hobbies (4)		\$375,135	\$431,028	\$55,893
Recreational Vehicles and Fees (5)	1	\$337,065	\$387,322	\$50,257
Sports/Recreation/Exercise Equipn	nent (6)	\$551,008	\$633,035	\$82,027
Photo Equipment and Supplies (7)		\$117,933	\$135,500	\$17,567
Reading (8)		\$260,255	\$299,002	\$38,747
Catered Affairs (9)		\$83,912	\$96,401	\$12,489
Food		\$23,554,831	\$27,061,657	\$3,506,826
Food at Home		\$15,305,621	\$17,584,411	\$2,278,790
Bakery and Cereal Products		\$1,939,473	\$2,228,256	\$288,783
Meats, Poultry, Fish, and Eggs		\$3,388,578	\$3,893,006	\$504,428
Dairy Products		\$1,421,630	\$1,633,287	\$211,657
Fruits and Vegetables		\$2,950,597	\$3,389,812	\$439,215
Snacks and Other Food at Home	e (10)	\$5,605,343	\$6,440,050	\$834,707
Food Away from Home	. ,	\$8,249,210	\$9,477,246	\$1,228,036
Alcoholic Beverages		\$1,292,895	\$1,485,439	\$192,544
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	2024	2029	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$76,968,094	\$88,444,995	\$11,476,901
Value of Retirement Plans	\$288,848,818	\$331,937,252	\$43,088,434
Value of Other Financial Assets	\$16,651,856	\$19,135,909	\$2,484,053
Vehicle Loan Amount excluding Interest	\$7,506,065	\$8,623,893	\$1,117,828
Value of Credit Card Debt	\$5,901,218	\$6,780,168	\$878,950
Health			
Nonprescription Drugs	\$368,895	\$423,855	\$54,960
Prescription Drugs	\$972,055	\$1,117,161	\$145,106
Eyeglasses and Contact Lenses	\$258,700	\$297,260	\$38,560
Home			
Mortgage Payment and Basics (11)	\$24,971,064	\$28,693,579	\$3,722,515
Maintenance and Remodeling Services	\$8,328,155	\$9,569,584	\$1,241,429
Maintenance and Remodeling Materials (12)	\$1,748,252	\$2,009,140	\$260,888
Utilities, Fuel, and Public Services	\$13,075,212	\$15,023,098	\$1,947,886
Household Furnishings and Equipment			
Household Textiles (13)	\$284,087	\$326,376	\$42,289
Furniture	\$1,999,931	\$2,297,935	\$298,004
Rugs	\$85,284	\$97,990	\$12,706
Major Appliances (14)	\$1,209,616	\$1,389,852	\$180,236
Housewares (15)	\$215,545	\$247,638	\$32,093
Small Appliances	\$176,419	\$202,667	\$26,248
Luggage	\$39,045	\$44,859	\$5,814
Telephones and Accessories	\$236,959	\$272,264	\$35,305
Household Operations			
Child Care	\$1,033,996	\$1,188,058	\$154,062
Lawn and Garden (16)	\$1,317,634	\$1,514,058	\$196,424
Moving/Storage/Freight Express	\$238,325	\$273,769	\$35,444
Housekeeping Supplies (17)	\$1,896,664	\$2,179,085	\$282,421
Insurance			
Owners and Renters Insurance	\$1,752,062	\$2,013,326	\$261,264
Vehicle Insurance	\$4,665,048	\$5,359,568	\$694,520
Life/Other Insurance	\$1,302,406	\$1,496,550	\$194,144
Health Insurance	\$10,487,332	\$12,050,302	\$1,562,970
Personal Care Products (18)	\$1,181,676	\$1,357,620	\$175,944
School Books (19)	\$89,319	\$102,619	13,300
Smoking Products	\$1,163,710	\$1,337,160	\$173,450
Transportation			
Payments on Vehicles excluding Leases	\$6,658,442	\$7,650,726	\$992,284
Gasoline and Motor Oil	\$7,248,302	\$8,327,891	\$1,079,589
Vehicle Maintenance and Repairs	\$3,129,798	\$3,595,971	\$466,173
Travel			
Airline Fares	\$1,141,415	\$1,311,273	\$169,858
Lodging on Trips	\$1,794,254	\$2,061,599	\$267,345
Auto/Truck Rental on Trips	\$226,071	\$259,750	\$33,679
Food and Drink on Trips	\$1,400,549	\$1,609,163	\$208,614



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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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Top Tapestry Segments Percent Demographic Summary 2024 2029 Set to Impress (110) 15,1% Households 7,686 7,7758 Bright Young Protessionals (8C) 14,7% Families 4,714 4,719 Rutstheit Traditions (5D) 13.8% Median Age 34.8 36.0 Hometown Herdage (8G) 10.3% Median Age 34.8 36.0 Apparel and Services \$12,947,095 \$14,852,221 \$19,797,128 Worms \$4,30,163 \$24,952,094 \$328,781 Forouters \$2,128,133 \$24,954,039 \$426,242 Watches & Leweiry \$2,128,133 \$24,954,039 \$420,432 Watches & Leweiry \$2,128,133 \$24,954,039 \$420,432 Watches & Leweiry \$2,128,133 \$24,954,039 \$420,432 Computer Software \$2,128,133 \$24,954,039 \$420,432 Computer Software \$11,369,922 \$1,181,943 \$420,432 Computer Software \$113,850 \$131,186 \$17,745 Computer Software<					Longitude97.00170
Set to Impress (11b) 15.1% Households 7,686 7,758 Bright Young Professionals (C) 13.8% Median Age 3.4.8 35.0 Hometown Heritage (35) 10.3% Median Household Income \$55,151 \$84,452 Z024 2029 Projected Consumer Spending Forecated Demand Spending Growth Aparel and Services \$12,847,095 \$14,825,223 \$1,978,128 Men's \$2,721,523 \$2,731,563 \$662,405 Children's \$2,223,577 \$3,149,809 \$420,433 Watches & Jewelry \$1,056,552 \$1,328,781 \$662,405 Computer sont Hardware for Home Use \$1,359,327 \$3,149,809 \$420,432 Computer Sontware \$13,359 \$23,463 \$3,128 Computer Sontware \$13,359 \$23,463 \$3,128 Computer Sontware \$13,359 \$23,463 \$3,128 Computer Sontware \$13,849 \$34,902 \$31,28 Computer Sontware \$20,333 \$22,463 \$3,22,250 Tackets to Mo	Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Binght Young Protessionals (8C) 14.7% Families 4,74 4,729 Rusbelt Tradition (5D) 1.3.% Median Auceahol Income 35.61 35.60 Hometown Heritage (8G) 10.3% Median Auceahol Income 555.61 35.20 Apparel and Services 51.2,427,055 \$14,825.223 \$1,97,97,128 Meris \$4,2,67,761 \$2,237,73 \$1,4345,503 \$562,020 Ohldrein's \$4,2,40,735 \$1,24,825,223 \$1,3149,809 \$420,423 Warches & Jeweiry \$4,240,553 \$1,148,909 \$420,423 Watches & Jeweiry \$1,256,553 \$1,134,809 \$420,432 Computer Sonthume \$1,369,922 \$1,580,774 \$210,955 Computer Sonthume for Home Use \$1,369,924 \$1,340,93 \$12,068 Computer Sonthume for Home Use \$1,369,924 \$3,370 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453 \$32,453	Front Porches (8E)	17.0%	Population	20,096	20,026
Resident Traditions (5D) 13.8% Median Age 3.8.3 3.6.0 Hometown Heritage (8G) 10.3% Median Household Income \$\$5.16.1 \$\$64,452 2024 2023 Perojected Men's \$\$12,847,095 \$\$14,852,223 \$\$13,3799 Wornen's \$\$2,737,51 \$\$14,825,223 \$\$13,837,999 Wornen's \$\$2,728,133 \$\$2,456,014 \$\$328,781 Footwear \$\$2,728,133 \$\$2,456,014 \$\$328,781 Footwear \$\$2,729,377 \$\$3,149,09 \$\$420,432 Watches & Levelry \$\$1,565,532 \$\$1,360,774 \$\$216,852 Computers and Hardware for Home Use \$\$1,369,522 \$\$1,360,774 \$\$21,645 Computer Software \$\$13,165 \$\$17,456 \$\$17,456 Computer Software \$\$13,165 \$\$17,456 \$\$13,906,01 Computer Software \$\$17,957,913 \$\$23,128 \$\$31,208 Computer Software \$\$17,957,913 \$\$23,21,914 \$\$33,208 Computer Software \$\$17,957,913 \$\$23,2270 \$\$17,456	Set to Impress (11D)	15.1%	Households	7,686	7,758
Rusbelt Traditions (5D) 13.8% Median Age 34.8 35.0 Value More Note (3G) 10.3% Median HouseNote Income \$55.161 \$645,52 Consumer Spending Forecasted Demand Spending Growth Apparel and Services \$12,847,005 \$131,855,223 \$1,978,128 Men's \$2,2367,761 \$2,721,550 \$363,799 Wormen's \$4,301,634 \$4,964,039 \$662,405 Children's \$2,228,371 \$3,149,809 \$420,432 Footwear \$2,273,77 \$3,149,809 \$420,432 Apparel Products and Services (1) \$263,657 \$390,4162 \$40,805 Computers and Hardware for Home Use \$1,369,922 \$1,869,774 \$210,852 Computer Software \$81,894 \$94,4502 \$12,065 Computer Accessories \$113,550 \$133,105 \$1,765 Enteratamment & Recrestion \$27,91,95,013 \$23,239,104 \$23,239,104 \$210,488 Menis Noiss \$120,488 \$138,968 \$18,480 \$34,18 \$35,329,103 \$23,259 <	Bright Young Professionals (8C)	14.7%	Families	4,714	4,719
Hometown Hentage (8G) 10.3% Median Household Income \$55,161 \$56,161 \$56,161 Consumer Spending Forecasted Demand Spending Growth Men's \$2,367,761 \$2,77,81,283 \$51,4825,233 \$51,791,128 Men's \$2,367,761 \$2,729,377 \$3,149,809 \$642,045 Children's \$2,229,377 \$3,149,809 \$642,0432 Watches & Jeweley \$1,356,552 \$3304,209 \$642,0432 Apparel Poducts and Services (1) \$263,657 \$334,413 \$53,328 Computer Software for Home Use \$1,369,922 \$1,580,774 \$221,683 Computer Software (1) \$21,350 \$331,106 \$17,469 Computer Accessories \$1313,650 \$131,106 \$17,469 Computer Accessories \$313,079,974 \$43,272,033 \$581,959 Petrable Memory \$21,369,774 \$32,720,33 \$581,959 Computer Software (1) \$3,790,974 \$43,720,33 \$581,959 Petrable Memory \$33,790,974 \$43,272,033 \$581,259 Tockets to	5 5 ()	13.8%	Median Age		
2024 2029 Projected Consumer Spending Spending Growth Spending Growth Men's \$2,247,005 \$12,487,005 \$12,482,223 \$1,978,128 Wornen's \$2,273,15,505 \$13,33,799 \$2,731,550 \$13,33,799 Wornen's \$2,229,377 \$2,149,809 \$420,422 Footwar \$2,229,377 \$3,149,809 \$420,422 Potwar \$2,229,377 \$3,149,809 \$420,422 Apparel And/ware for Home Use \$1,369,922 \$1,589,774 \$210,852 Computer and Hardware for Home Use \$1,369,922 \$1,389,416 \$120,852 Computer Software \$81,894 \$94,502 \$12,085 Computer Software \$81,394 \$243,333 \$3,088,091 Computer Software \$81,394 \$30,195,013 \$22,393,104 \$3,098,091 Computer Software \$340,787 \$393,037 \$52,250 Tickets to Theatright Spectry (Struct Intips \$607,241 \$700,368 \$93,127 Tickets to Nates on Vuseums \$170,165 \$1318,608 \$18,	· · · ·		5	\$56,161	
Consumer Spending Forecasted Demand Spending Growth Meris \$12,247/09 \$14,225,223 \$1,978,128 Meris \$2,267,761 \$2,733,560 \$363,799 Women's \$4,301,634 \$4,964,013 \$562,405 Children's \$2,229,377 \$3,149,809 \$422,432 Watches & Lewelry \$1,056,532 \$32,148,738 \$162,009 Apparel Products and Services (1) \$262,657 \$304,162 \$440,955 Computer Computer Software for Home Use \$1,369,922 \$1,580,774 \$212,682 Computer Software \$81,894 \$94,502 \$12,608 \$12,608 Computer Accessories \$113,650 \$133,106 \$17,455 Entertainment & Recreation \$20,937 \$52,233,108 \$33,720,37 Fees for Participant Sports, exct. Trips \$407,974 \$339,037 \$52,252,55 Tickets to Theatro Parts, exct. Trips \$417,955 \$434,037 \$32,250 Tickets to Parts, exct. Trips \$417,955 \$434,037 \$32,250 Tickets to Parks or Museums					
Apparel and Services \$1,2,447,095 \$1,4,425,223 \$1,97,128 Menis \$2,367,761 \$2,731,560 \$363,799 Wornen's \$4,301,634 \$4,964,039 \$662,405 Children's \$2,128,133 \$2,456,514 \$323,787 Footwear \$2,729,377 \$33,149,609 \$420,432 Watches & Iswelry \$1,056,532 \$1,218,738 \$162,705 Apparel Products and Services (1) \$20,335 \$23,463 \$3,128 Computers and Hardware for Home Use \$1,369,922 \$1,580,774 \$21,0852 Computer Software \$811,864 \$94,590 \$1,2608 Computer Accessories \$113,650 \$131,106 \$17,450 Freet and Admissions \$3,709,074 \$4,372,033 \$881,059 Menbership Fose for Clubs (2) \$1,446,501 \$1,668,094 \$22,159 Tickets to Theatr/Operas/Concets \$340,787 \$33,3037 \$52,250 Tickets to Movies \$120,448 \$138,968 \$18,480 Tickets to Movies \$4,240,777 \$4,33,700 \$22,526 <th></th> <th></th> <th></th> <th></th> <th>-</th>					-
Men's \$2,367,761 \$2,731,560 \$363,799 Women's \$4,301,634 \$4,966,4039 \$562,405 Children's \$2,723,377 \$3,1449,809 \$420,432 Watches & Jewelry \$1,056,532 \$1,218,738 \$162,206 Apparel Products and Services (1) \$263,657 \$304,162 \$40,005 Computer Computer Accessories \$1,369,022 \$1,580,774 \$2210,852 Portable Memory \$20,335 \$23,463 \$3,128 Computer Accessories \$113,650 \$131,106 \$17,456 Entretrainment & Recreation \$20,195,013 \$23,293,104 \$33,098,004 Fees and Admissions \$3,790,974 \$4,372,033 \$\$811,993 Membership Fees for Clubs (2) \$1,446,501 \$1,66,094 \$221,933 Tickets to Movies \$100,478 \$133,010 \$127,935 Tickets to Movies \$100,488 \$138,968 \$18,840 Tickets to Parks or Museums \$170,155 \$136,635 \$24,51,935 Tickets to Parks or Museums \$170,155 \$136,635	Apparel and Services		· · · · · · · · · · · · · · · · · · ·		
Wornen's \$4,301,634 \$4,964,039 \$662,405 Children's \$2,128,133 \$2,456,514 \$328,781 Pootwear \$2,729,377 \$3,149,809 \$420,432 Watches & Lewelry \$1,056,552 \$1,218,738 \$162,206 Apparel Products and Services (1) \$263,657 \$304,162 \$40,505 Computers and Hardware for Home Use \$1,309,922 \$1,580,774 \$21,0852 Portable Memory \$20,335 \$23,463 \$3,128 Computer Accessories \$113,603 \$31,110 \$17,456 Entertainment & Recreation \$20,195,013 \$23,292,104 \$3,3098,091 Fees and Admissions \$3,709,074 \$4,372,033 \$581,059 Membership Fees for Clubs (2) \$1,446,501 \$1,66,094 \$221,593 Tickets to Theatr-(Operas/Concerts \$120,488 \$138,966 \$184,800 Tickets to Theatr-(Operas/Concerts \$24,073 \$393,037 \$522,526 Admission to Sporting Events, excl. Trips \$417,755 \$481,855 \$63,900 Feees for Recreational Lessons \$683,167<			. , , ,		
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Rental and Repair of TV/Radio/Sound Equipment \$7,297 \$8,416 \$1,119 Pets \$4,882,618 \$5,631,028 \$748,410 Toys/Games/Crafts/Hobbies (4) \$932,210 \$1,075,325 \$143,115 Recreational Vehicles and Fees (5) \$849,627 \$979,558 \$121,057 Sports/Recreation/Exercise Equipment (6) \$1,415,155 \$1,632,212 \$217,057 Photo Equipment and Supplies (7) \$286,399 \$330,297 \$43,898 Catered Affairs (9) \$191,665 \$220,941 \$29,276 Food \$58,773,055 \$67,811,052 \$9,037,997 Food at Home \$38,253,210 \$44,136,106 \$5,882,896 Bakery and Cereal Products \$4,846,588 \$5,591,655 \$748,406 Meats, Poultry, Fish, and Eggs \$8,482,639 \$9,788,781 \$130,6142 Dairy Products \$3,542,798 \$40,87,283 \$544,485 Fruits and Vegetables \$7,316,414 \$8,441,499 \$1,125,085 Snacks and Other Food at Home (10) \$14,064,772 \$16,226,888 \$2,162,116 Fruits and Vegetables <td>Installation of Televisions</td> <td></td> <td></td> <td></td> <td></td>	Installation of Televisions				
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Sports/Recreation/Exercise Equipment (6) \$1,415,155 \$1,632,212 \$217,057 Photo Equipment and Supplies (7) \$286,399 \$330,297 \$43,898 Reading (8) \$645,160 \$744,046 \$98,886 Catered Affairs (9) \$191,665 \$220,941 \$29,276 Food \$58,773,055 \$67,811,052 \$9,037,997 Food at Home \$38,253,210 \$44,136,106 \$5,882,896 Bakery and Cereal Products \$44,846,588 \$5,591,655 \$745,067 Meats, Poultry, Fish, and Eggs \$8,482,639 \$9,788,781 \$1,306,142 Dairy Products \$3,542,798 \$44,087,283 \$544,485 Fruits and Vegetables \$7,316,414 \$8,441,499 \$1,125,085 Snacks and Other Food at Home (10) \$14,064,772 \$16,226,888 \$2,162,116 Food Away from Home \$20,519,844 \$23,674,945 \$3,155,101			\$932,210	\$1,075,325	\$143,115
Photo Equipment and Supplies (7)\$286,399\$330,297\$43,898Reading (8)\$645,160\$744,046\$98,886Catered Affairs (9)\$191,665\$220,941\$29,276Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101			\$849,627		
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Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	Reading (8)		\$645,160		\$98,886
Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	Catered Affairs (9)		\$191,665	\$220,941	\$29,276
Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101					
Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101			\$38,253,210		
Dairy Products \$3,542,798 \$4,087,283 \$544,485 Fruits and Vegetables \$7,316,414 \$8,441,499 \$1,125,085 Snacks and Other Food at Home (10) \$14,064,772 \$16,226,888 \$2,162,116 Food Away from Home \$20,519,844 \$23,674,945 \$3,155,101	Bakery and Cereal Products				
Fruits and Vegetables \$7,316,414 \$8,441,499 \$1,125,085 Snacks and Other Food at Home (10) \$14,064,772 \$16,226,888 \$2,162,116 Food Away from Home \$20,519,844 \$23,674,945 \$3,155,101	Meats, Poultry, Fish, and Eggs		\$8,482,639	\$9,788,781	\$1,306,142
Snacks and Other Food at Home (10) \$14,064,772 \$16,226,888 \$2,162,116 Food Away from Home \$20,519,844 \$23,674,945 \$3,155,101	Dairy Products		\$3,542,798	\$4,087,283	\$544,485
Food Away from Home \$20,519,844 \$23,674,945 \$3,155,101	Fruits and Vegetables		\$7,316,414	\$8,441,499	\$1,125,085
	Snacks and Other Food at Home	(10)	\$14,064,772	\$16,226,888	\$2,162,116
Alcoholic Beverages \$3,264,160 \$3,765,975 \$501,815	Food Away from Home		\$20,519,844	\$23,674,945	\$3,155,101
	Alcoholic Beverages		\$3,264,160	\$3,765,975	\$501,815



3007 N Navarro St, Victoria, Texas, 77901 Ring band: 1 - 2 mile radius Prepared by Esri

Latitude: 28.82273 Longitude: -97.00178

	2024	2029	Projected
	2024 Consumer Spending	Forecasted Demand	Spending Growth
Financial	consumer spending	Torecasted Demand	Spending Growth
Value of Stocks/Bonds/Mutual Funds	\$196,566,777	\$226,614,620	\$30,047,843
Value of Retirement Plans	\$727,222,434	\$838,378,401	\$111,155,967
Value of Other Financial Assets	\$41,520,876	\$47,866,795	\$6,345,919
Vehicle Loan Amount excluding Interest	\$19,425,356	\$22,419,296	\$2,993,940
Value of Credit Card Debt			
Health	\$14,673,690	\$16,928,751	\$2,255,061
	\$952,529	\$1,098,801	¢146 272
Nonprescription Drugs			\$146,272
Prescription Drugs Eveglasses and Contact Lenses	\$2,394,299	\$2,760,079	\$365,780
Home	\$631,770	\$728,439	\$96,669
	#62 140 EE9	#71 660 E6E	¢0 522 007
Mortgage Payment and Basics (11)	\$62,140,558	\$71,662,565	\$9,522,007
Maintenance and Remodeling Services	\$20,896,429	\$24,093,885	\$3,197,456
Maintenance and Remodeling Materials (12)	\$4,258,332	\$4,907,930	\$649,598
Utilities, Fuel, and Public Services	\$32,682,389	\$37,705,789	\$5,023,400
Household Furnishings and Equipment	+704 440		±100.220
Household Textiles (13)	\$704,448	\$812,787	\$108,339
Furniture	\$5,094,211	\$5,877,485	\$783,274
Rugs	\$207,838	\$239,670	\$31,832
Major Appliances (14)	\$3,006,796	\$3,468,077	\$461,281
Housewares (15)	\$536,830	\$619,234	\$82,404
Small Appliances	\$431,387	\$497,749	\$66,362
Luggage	\$101,192	\$116,791	\$15,599
Telephones and Accessories	\$565,032	\$651,563	\$86,531
Household Operations			
Child Care	\$2,573,711	\$2,969,803	\$396,092
Lawn and Garden (16)	\$3,350,106	\$3,863,459	\$513,353
Moving/Storage/Freight Express	\$604,519	\$697,630	\$93,111
Housekeeping Supplies (17)	\$4,758,152	\$5,489,334	\$731,182
Insurance			
Owners and Renters Insurance	\$4,380,234	\$5,051,468	\$671,234
Vehicle Insurance	\$11,749,990	\$13,558,687	\$1,808,697
Life/Other Insurance	\$3,294,208	\$3,799,085	\$504,877
Health Insurance	\$26,346,347	\$30,387,718	\$4,041,371
Personal Care Products (18)	\$2,934,129	\$3,384,970	\$450,841
School Books (19)	\$223,466	\$257,816	34,350
Smoking Products	\$2,932,679	\$3,383,149	\$450,470
Transportation			
Payments on Vehicles excluding Leases	\$16,761,705	\$19,337,773	\$2,576,068
Gasoline and Motor Oil	\$18,130,255	\$20,918,697	\$2,788,442
Vehicle Maintenance and Repairs	\$7,825,679	\$9,026,916	\$1,201,237
Travel			
Airline Fares	\$2,827,847	\$3,262,396	\$434,549
Lodging on Trips	\$4,530,507	\$5,225,941	\$695,434
Auto/Truck Rental on Trips	\$567,169	\$654,199	\$87,030
Food and Drink on Trips	\$3,539,825	\$4,083,539	\$543,714



3007 N Navarro St, Victoria, Texas, 77901 Ring band: 1 - 2 mile radius

(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.



3007 N Navarro St, Victoria, Texas, 77901 Ring band: 2 - 3 mile radius Prepared by Esri

Latitude: 28.82273 Longitude: -97.00178

Ton Tonochus Coordinate	Devecut	Domographic Commence		
Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Middleburg (4C)	11.7%	Population	26,001	25,925
Workday Drive (4A)	11.7%	Households	10,008	10,124
Hometown Heritage (8G)	11.0%	Families	6,567	6,593
Green Acres (6A)	9.5%	Median Age	37.1	38.3
Southwestern Families (7F)	7.6%	Median Household Income	\$76,302	\$81,878
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$20,507,501	\$23,397,373	\$2,889,872
Men's		\$3,839,507	\$4,380,135	\$540,628
Women's		\$6,836,570	\$7,800,353	\$963,783
Children's		\$3,326,580	\$3,795,411	\$468,831
Footwear		\$4,362,056	\$4,977,548	\$615,492
Watches & Jewelry		\$1,720,331	\$1,962,070	\$241,739
Apparel Products and Services (1)		\$422,457	\$481,856	\$59,399
Computer				
Computers and Hardware for Hom	e Use	\$2,230,233	\$2,544,921	\$314,688
Portable Memory		\$32,384	\$36,958	\$4,574
Computer Software		\$128,266	\$146,377	\$18,111
Computer Accessories		\$185,442	\$211,554	\$26,112
Entertainment & Recreation		\$34,145,122	\$38,946,590	\$4,801,468
Fees and Admissions		\$6,538,561	\$7,457,265	\$918,704
Membership Fees for Clubs (2)		\$2,474,703	\$2,821,822	\$347,119
Fees for Participant Sports, excl	. Trips	\$1,066,463	\$1,216,252	\$149,789
Tickets to Theatre/Operas/Conc	erts	\$584,480	\$666,786	\$82,306
Tickets to Movies		\$201,102	\$229,516	\$28,414
Tickets to Parks or Museums		\$292,401	\$333,613	\$41,212
Admission to Sporting Events, e	xcl. Trips	\$700,211	\$798,060	\$97,849
Fees for Recreational Lessons		\$1,212,222	\$1,383,247	\$171,025
Dating Services		\$6,978	\$7,970	\$992
TV/Video/Audio		\$11,749,032	\$13,402,579	\$1,653,547
Cable and Satellite Television Se	ervices	\$6,619,456	\$7,549,863	\$930,407
Televisions		\$1,337,276	\$1,525,607	\$188,331
Satellite Dishes		\$13,779	\$15,713	\$1,934
VCRs, Video Cameras, and DVD	Players	\$39,725	\$45,328	\$5,603
Miscellaneous Video Equipment		\$356,158	\$406,891	\$50,733
Video Cassettes and DVDs		\$44,464	\$50,742	\$6,278
Video Game Hardware/Accessor	ies	\$415,121	\$473,638	\$58,517
Video Game Software		\$180,636	\$206,167	\$25,531
Rental/Streaming/Downloaded	/ideo	\$1,534,059	\$1,750,067	\$216,008
Installation of Televisions		\$13,399	\$15,276	\$1,877
Audio (3)		\$1,182,758	\$1,349,366	\$166,608
Rental and Repair of TV/Radio/S	Sound Equipment	\$12,202	\$13,918	\$1,716
Pets		\$8,397,102	\$9,577,167	\$1,180,065
Toys/Games/Crafts/Hobbies (4)		\$1,523,218	\$1,737,272	\$214,054
Recreational Vehicles and Fees (5)		\$1,525,582	\$1,739,224	\$213,642
Sports/Recreation/Exercise Equipr	nent (6)	\$2,504,014	\$2,856,880	\$352,866
Photo Equipment and Supplies (7)		\$483,959	\$552,048	\$68,089
Reading (8)		\$1,087,013	\$1,240,146	\$153,133
Catered Affairs (9)		\$336,639	\$384,011	\$47,372
Food		\$95,855,469	\$109,361,958	\$13,506,489
Food at Home		\$61,992,809	\$70,726,243	\$8,733,434
Bakery and Cereal Products		\$7,869,705	\$8,977,832	\$1,108,127
Meats, Poultry, Fish, and Eggs		\$13,573,404	\$15,487,033	\$1,913,629
Dairy Products		\$5,785,734	\$6,600,642	\$814,908
Fruits and Vegetables		\$11,896,269	\$13,573,009	\$1,676,740
Snacks and Other Food at Home	e (10)	\$22,867,697	\$26,087,727	\$3,220,030
Food Away from Home		\$33,862,660	\$38,635,716	\$4,773,056
Alcoholic Beverages		\$5,317,675	\$6,066,538	\$748,863
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3007 N Navarro St, Victoria, Texas, 77901 Ring band: 2 - 3 mile radius Prepared by Esri

Latitude: 28.82273 Longitude: -97.00178

	2024	2029	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$356,883,642	\$406,906,649	\$50,023,007
Value of Retirement Plans	\$1,312,401,821	\$1,496,137,178	\$183,735,357
Value of Other Financial Assets	\$73,744,043	\$84,075,366	\$10,331,323
Vehicle Loan Amount excluding Interest	\$32,395,952	\$36,958,676	\$4,562,724
Value of Credit Card Debt	\$24,284,642	\$27,701,924	\$3,417,282
Health			
Nonprescription Drugs	\$1,589,570	\$1,813,071	\$223,501
Prescription Drugs	\$3,942,471	\$4,493,255	\$550,784
Eyeglasses and Contact Lenses	\$1,066,011	\$1,215,547	\$149,536
Home			
Mortgage Payment and Basics (11)	\$111,630,679	\$127,295,532	\$15,664,853
Maintenance and Remodeling Services	\$38,410,833	\$43,799,385	\$5,388,552
Maintenance and Remodeling Materials (12)	\$7,790,072	\$8,879,093	\$1,089,021
Utilities, Fuel, and Public Services	\$53,423,561	\$60,936,997	\$7,513,436
Household Furnishings and Equipment			
Household Textiles (13)	\$1,139,507	\$1,300,184	\$160,677
Furniture	\$8,484,386	\$9,677,326	\$1,192,940
Rugs	\$356,449	\$406,527	\$50,078
Major Appliances (14)	\$5,142,404	\$5,864,828	\$722,424
Housewares (15)	\$898,275	\$1,024,831	\$126,556
Small Appliances	\$684,693	\$781,400	\$96,707
Luggage	\$167,294	\$190,878	\$23,584
Telephones and Accessories	\$932,344	\$1,063,483	\$131,139
Household Operations			
Child Care	\$4,373,264	\$4,988,405	\$615,141
Lawn and Garden (16)	\$5,928,235	\$6,759,576	\$831,341
Moving/Storage/Freight Express	\$965,344	\$1,101,916	\$136,572
Housekeeping Supplies (17)	\$7,808,854	\$8,908,382	\$1,099,528
Insurance			
Owners and Renters Insurance	\$7,639,994	\$8,711,327	\$1,071,333
Vehicle Insurance	\$19,104,568	\$21,797,350	\$2,692,782
Life/Other Insurance	\$5,697,983	\$6,497,386	\$799,403
Health Insurance	\$44,152,152	\$50,353,126	\$6,200,974
Personal Care Products (18)	\$4,782,774	\$5,456,602	\$673,828
School Books (19)	\$360,991	\$411,846	50,855
Smoking Products	\$4,484,070	\$5,113,817	\$629,747
Transportation			
Payments on Vehicles excluding Leases	\$27,884,312	\$31,802,257	\$3,917,945
Gasoline and Motor Oil	\$29,764,489	\$33,953,064	\$4,188,575
Vehicle Maintenance and Repairs	\$12,926,548	\$14,745,408	\$1,818,860
Travel			
Airline Fares	\$4,841,540	\$5,524,419	\$682,879
Lodging on Trips	\$7,852,140	\$8,955,418	\$1,103,278
Auto/Truck Rental on Trips	\$952,147	\$1,086,028	\$133,881
Food and Drink on Trips	\$5,988,213	\$6,830,610	\$842,397



3007 N Navarro St, Victoria, Texas, 77901 Ring band: 2 - 3 mile radius

(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.