

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Silver & Gold (9A)	74.4%	Population	5,015	5,199
Golden Years (9B)	19.8%	Households	2,714	2,800
Old and Newcomers (8F)	5.9%	Families	1,535	1,552
	0.0%	Median Age	68.4	69.9
	0.0%	Median Household Income	\$123,241	\$145,980
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$10,059,415	\$11,835,702	\$1,776,287
Men's		\$1,914,666	\$2,252,863	\$338,197
Women's		\$3,663,503	\$4,311,727	\$648,224
Children's		\$1,278,605	\$1,503,452	\$224,847
Footwear		\$2,101,461	\$2,472,513	\$371,052
Watches & Jewelry		\$892,770	\$1,049,924	\$157,154
Apparel Products and Services (1)		\$208,409	\$245,222	\$36,813
Computer				
Computers and Hardware for Home Use		\$1,220,401	\$1,436,145	\$215,744
Portable Memory		\$19,467	\$22,905	\$3,438
Computer Software		\$69,414	\$81,667	\$12,253
Computer Accessories		\$117,285	\$138,058	\$20,773
Entertainment & Recreation		\$19,826,150	\$23,339,408	\$3,513,258
Fees and Admissions		\$3,886,331	\$4,574,705	\$688,374
Membership Fees for Clubs (2)		\$1,434,616	\$1,688,665	\$254,049
Fees for Participant Sports, excl. Trips		\$721,903	\$850,231	\$128,328
Tickets to Theatre/Operas/Concerts		\$404,298	\$476,023	\$71,725
Tickets to Movies		\$114,987	\$135,344	\$20,357
Tickets to Parks or Museums		\$165,415	\$194,711	\$29,296
Admission to Sporting Events, excl. Trips		\$304,461	\$358,066	\$53,605
Fees for Recreational Lessons		\$737,193	\$867,597	\$130,404
Dating Services		\$3,457	\$4,066	\$609
TV/Video/Audio		\$6,369,849	\$7,498,236	\$1,128,387
Cable and Satellite Television Services		\$3,904,054	\$4,596,667	\$692,613
Televisions		\$702,761	\$827,198	\$124,437
Satellite Dishes		\$4,450	\$5,234	\$784
VCRs, Video Cameras, and DVD Players		\$21,775	\$25,628	\$3,853
Miscellaneous Video Equipment		\$58,683	\$69,005	\$10,322
Video Cassettes and DVDs		\$28,488	\$33,528	\$5,040
Video Game Hardware/Accessories		\$169,693	\$199,519	\$29,826
Video Game Software		\$72,241	\$84,883	\$12,642
Rental/Streaming/Downloaded Video		\$732,643	\$862,073	\$129,430
Installation of Televisions		\$9,472	\$11,152	\$1,680
Audio (3)		\$657,006	\$773,239	\$116,233
Rental and Repair of TV/Radio/Sound Equipment		\$8,584	\$10,111	\$1,527
Pets		\$5,051,620	\$5,947,297	\$895,677
Toys/Games/Crafts/Hobbies (4)		\$787,958	\$927,125	\$139,167
Recreational Vehicles and Fees (5)		\$993,686	\$1,170,048	\$176,362
Sports/Recreation/Exercise Equipment (6)		\$1,585,658	\$1,867,341	\$281,683
Photo Equipment and Supplies (7)		\$257,757	\$303,199	\$45,442
Reading (8)		\$742,147	\$873,718	\$131,571
Catered Affairs (9)		\$151,145	\$177,738	\$26,593
Food		\$51,237,633	\$60,301,391	\$9,063,758
Food at Home		\$33,551,857	\$39,487,278	\$5,935,421
Bakery and Cereal Products		\$4,296,359	\$5,056,223	\$759,864
Meats, Poultry, Fish, and Eggs		\$7,223,478	\$8,501,616	\$1,278,138
Dairy Products		\$3,284,757	\$3,866,161	\$581,404
Fruits and Vegetables		\$6,580,463	\$7,744,193	\$1,163,730
Snacks and Other Food at Home (10)		\$12,166,799	\$14,319,085	\$2,152,286
Food Away from Home		\$17,685,776	\$20,814,113	\$3,128,337
Alcoholic Beverages		\$3,141,749	\$3,697,824	\$556,075

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	\$257,220,781	\$302,873,770	\$45,652,989
Value of Retirement Plans	\$884,256,222	\$1,041,295,360	\$157,039,138
Value of Other Financial Assets	\$50,635,909	\$59,642,956	\$9,007,047
Vehicle Loan Amount excluding Interest	\$15,725,137	\$18,510,189	\$2,785,052
Value of Credit Card Debt	\$13,119,031	\$15,439,096	\$2,320,065
Health			
Nonprescription Drugs	\$974,261	\$1,147,311	\$173,050
Prescription Drugs	\$2,033,934	\$2,394,328	\$360,394
Eyeglasses and Contact Lenses	\$596,374	\$701,855	\$105,481
Home			
Mortgage Payment and Basics (11)	\$66,947,070	\$78,836,390	\$11,889,320
Maintenance and Remodeling Services	\$25,586,036	\$30,137,691	\$4,551,655
Maintenance and Remodeling Materials (12)	\$4,206,548	\$4,953,363	\$746,815
Utilities, Fuel, and Public Services	\$27,502,817	\$32,372,281	\$4,869,464
Household Furnishings and Equipment			
Household Textiles (13)	\$579,036	\$681,378	\$102,342
Furniture	\$4,537,179	\$5,340,716	\$803,537
Rugs	\$214,417	\$252,386	\$37,969
Major Appliances (14)	\$2,870,544	\$3,379,701	\$509,157
Housewares (15)	\$530,088	\$624,053	\$93,965
Small Appliances	\$340,891	\$401,049	\$60,158
Luggage	\$99,904	\$117,603	\$17,699
Telephones and Accessories	\$543,424	\$639,993	\$96,569
Household Operations			
Child Care	\$2,056,818	\$2,419,403	\$362,585
Lawn and Garden (16)	\$3,682,861	\$4,336,997	\$654,136
Moving/Storage/Freight Express	\$567,429	\$667,592	\$100,163
Housekeeping Supplies (17)	\$4,517,058	\$5,317,881	\$800,823
Insurance			
Owners and Renters Insurance	\$4,124,655	\$4,857,110	\$732,455
Vehicle Insurance	\$9,768,741	\$11,498,531	\$1,729,790
Life/Other Insurance	\$3,401,685	\$4,005,229	\$603,544
Health Insurance	\$25,531,424	\$30,061,091	\$4,529,667
Personal Care Products (18)	\$2,594,205	\$3,053,272	\$459,067
School Books (19)	\$179,839	\$211,572	\$31,733
Smoking Products	\$1,964,308	\$2,310,623	\$346,315
Transportation			
Payments on Vehicles excluding Leases	\$13,340,728	\$15,700,956	\$2,360,228
Gasoline and Motor Oil	\$14,865,268	\$17,496,415	\$2,631,147
Vehicle Maintenance and Repairs	\$7,101,551	\$8,359,388	\$1,257,837
Travel			
Airline Fares	\$3,175,717	\$3,738,932	\$563,215
Lodging on Trips	\$4,878,650	\$5,743,922	\$865,272
Auto/Truck Rental on Trips	\$538,068	\$633,263	\$95,195
Food and Drink on Trips	\$3,647,154	\$4,293,495	\$646,341

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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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