

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Golden Years (9B)	27.7%	Population	52,779	54,693
Old and Newcomers (8F)	21.2%	Households	25,272	26,301
Silver & Gold (9A)	18.9%	Families	13,651	14,262
The Elders (9C)	14.9%	Median Age	57.3	58.2
Retirement Communities (9E)	10.3%	Median Household Income	\$81,877	\$97,582
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$63,325,701	\$76,402,798	\$13,077,097
Men's		\$11,898,496	\$14,348,299	\$2,449,803
Women's		\$22,129,687	\$26,676,172	\$4,546,485
Children's		\$8,530,200	\$10,301,046	\$1,770,846
Footwear		\$13,283,702	\$16,023,410	\$2,739,708
Watches & Jewelry		\$6,165,862	\$7,464,459	\$1,298,597
Apparel Products and Services (1)		\$1,317,754	\$1,589,412	\$271,658
<b>Computer</b>				
Computers and Hardware for Home Use		\$7,595,026	\$9,162,237	\$1,567,211
Portable Memory		\$120,984	\$145,854	\$24,870
Computer Software		\$450,417	\$543,430	\$93,013
Computer Accessories		\$709,692	\$855,394	\$145,702
<b>Entertainment &amp; Recreation</b>		\$115,069,726	\$138,741,623	\$23,671,897
Fees and Admissions		\$23,122,422	\$27,925,260	\$4,802,838
Membership Fees for Clubs (2)		\$8,436,777	\$10,183,885	\$1,747,108
Fees for Participant Sports, excl. Trips		\$3,963,895	\$4,777,510	\$813,615
Tickets to Theatre/Operas/Concerts		\$2,324,971	\$2,804,830	\$479,859
Tickets to Movies		\$706,806	\$852,155	\$145,349
Tickets to Parks or Museums		\$1,019,752	\$1,231,185	\$211,433
Admission to Sporting Events, excl. Trips		\$1,892,792	\$2,287,230	\$394,438
Fees for Recreational Lessons		\$4,753,255	\$5,759,349	\$1,006,094
Dating Services		\$24,174	\$29,116	\$4,942
TV/Video/Audio		\$37,082,583	\$44,661,610	\$7,579,027
Cable and Satellite Television Services		\$21,929,731	\$26,389,008	\$4,459,277
Televisions		\$4,182,210	\$5,038,054	\$855,844
Satellite Dishes		\$29,026	\$35,042	\$6,016
VCRs, Video Cameras, and DVD Players		\$138,634	\$167,286	\$28,652
Miscellaneous Video Equipment		\$403,244	\$488,245	\$85,001
Video Cassettes and DVDs		\$174,453	\$210,368	\$35,915
Video Game Hardware/Accessories		\$1,137,826	\$1,372,554	\$234,728
Video Game Software		\$510,478	\$616,009	\$105,531
Rental/Streaming/Downloaded Video		\$4,529,005	\$5,462,174	\$933,169
Installation of Televisions		\$51,356	\$61,973	\$10,617
Audio (3)		\$3,946,336	\$4,760,275	\$813,939
Rental and Repair of TV/Radio/Sound Equipment		\$50,285	\$60,621	\$10,336
Pets		\$28,907,850	\$34,855,570	\$5,947,720
Toys/Games/Crafts/Hobbies (4)		\$4,838,429	\$5,832,687	\$994,258
Recreational Vehicles and Fees (5)		\$5,475,038	\$6,605,613	\$1,130,575
Sports/Recreation/Exercise Equipment (6)		\$8,599,729	\$10,362,451	\$1,762,722
Photo Equipment and Supplies (7)		\$1,673,929	\$2,022,771	\$348,842
Reading (8)		\$4,345,309	\$5,238,835	\$893,526
Catered Affairs (9)		\$1,024,437	\$1,236,827	\$212,390
<b>Food</b>		\$311,738,800	\$375,916,443	\$64,177,643
Food at Home		\$203,607,176	\$245,449,602	\$41,842,426
Bakery and Cereal Products		\$26,123,513	\$31,494,682	\$5,371,169
Meats, Poultry, Fish, and Eggs		\$43,844,030	\$52,842,667	\$8,998,637
Dairy Products		\$19,662,425	\$23,697,225	\$4,034,800
Fruits and Vegetables		\$40,740,851	\$49,136,684	\$8,395,833
Snacks and Other Food at Home (10)		\$73,236,356	\$88,278,344	\$15,041,988
Food Away from Home		\$108,131,624	\$130,466,841	\$22,335,217
Alcoholic Beverages		\$18,987,783	\$22,906,732	\$3,918,949

**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
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,400,559,046	\$1,691,261,916	\$290,702,870
Value of Retirement Plans	\$4,730,962,672	\$5,707,429,781	\$976,467,109
Value of Other Financial Assets	\$275,252,547	\$331,781,383	\$56,528,836
Vehicle Loan Amount excluding Interest	\$90,239,854	\$108,770,183	\$18,530,329
Value of Credit Card Debt	\$79,853,107	\$96,316,029	\$16,462,922
<b>Health</b>			
Nonprescription Drugs	\$5,217,245	\$6,273,391	\$1,056,146
Prescription Drugs	\$11,180,529	\$13,444,393	\$2,263,864
Eyeglasses and Contact Lenses	\$3,504,705	\$4,225,590	\$720,885
<b>Home</b>			
Mortgage Payment and Basics (11)	\$373,732,047	\$451,207,783	\$77,475,736
Maintenance and Remodeling Services	\$135,078,104	\$162,907,936	\$27,829,832
Maintenance and Remodeling Materials (12)	\$22,367,500	\$26,956,509	\$4,589,009
Utilities, Fuel, and Public Services	\$160,884,088	\$193,825,907	\$32,941,819
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,585,774	\$4,324,944	\$739,170
Furniture	\$26,643,491	\$32,129,761	\$5,486,270
Rugs	\$1,295,280	\$1,564,849	\$269,569
Major Appliances (14)	\$16,119,558	\$19,427,952	\$3,308,394
Housewares (15)	\$3,092,301	\$3,726,703	\$634,402
Small Appliances	\$2,217,619	\$2,674,483	\$456,864
Luggage	\$587,994	\$709,375	\$121,381
Telephones and Accessories	\$2,995,556	\$3,604,472	\$608,916
<b>Household Operations</b>			
Child Care	\$13,741,413	\$16,642,699	\$2,901,286
Lawn and Garden (16)	\$19,762,589	\$23,816,692	\$4,054,103
Moving/Storage/Freight Express	\$3,611,459	\$4,360,140	\$748,681
Housekeeping Supplies (17)	\$25,992,096	\$31,298,154	\$5,306,058
<b>Insurance</b>			
Owners and Renters Insurance	\$22,233,829	\$26,778,871	\$4,545,042
Vehicle Insurance	\$57,668,932	\$69,458,477	\$11,789,545
Life/Other Insurance	\$18,876,561	\$22,754,941	\$3,878,380
Health Insurance	\$142,171,137	\$171,158,911	\$28,987,774
Personal Care Products (18)	\$15,740,533	\$18,974,683	\$3,234,150
School Books (19)	\$1,112,207	\$1,342,763	230,556
Smoking Products	\$11,840,358	\$14,240,321	\$2,399,963
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$77,534,205	\$93,434,989	\$15,900,784
Gasoline and Motor Oil	\$87,875,690	\$105,885,667	\$18,009,977
Vehicle Maintenance and Repairs	\$41,244,834	\$49,682,495	\$8,437,661
<b>Travel</b>			
Airline Fares	\$18,857,073	\$22,763,765	\$3,906,692
Lodging on Trips	\$27,927,424	\$33,702,308	\$5,774,884
Auto/Truck Rental on Trips	\$3,213,199	\$3,877,767	\$664,568
Food and Drink on Trips	\$21,218,949	\$25,594,088	\$4,375,139

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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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