

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Silver & Gold (9A)	17.7%	Population	46,301	47,720
Retirement Communities (9E)	16.9%	Households	25,001	25,968
Old and Newcomers (8F)	11.1%	Families	10,009	10,385
Golden Years (9B)	10.0%	Median Age	58.7	60.1
The Great Outdoors (6C)	8.6%	Median Household Income	\$75,184	\$87,742
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$61,610,135	\$73,711,049	\$12,100,914
Men's		\$11,645,479	\$13,931,859	\$2,286,380
Women's		\$21,487,891	\$25,708,056	\$4,220,165
Children's		\$8,339,785	\$9,979,978	\$1,640,193
Footwear		\$12,878,078	\$15,407,105	\$2,529,027
Watches & Jewelry		\$5,974,729	\$7,147,532	\$1,172,803
Apparel Products and Services (1)		\$1,284,173	\$1,536,519	\$252,346
Computer				
Computers and Hardware for Home Use		\$7,256,923	\$8,678,375	\$1,421,452
Portable Memory		\$117,377	\$140,391	\$23,014
Computer Software		\$431,308	\$516,051	\$84,743
Computer Accessories		\$677,164	\$809,991	\$132,827
Entertainment & Recreation		\$110,138,723	\$131,685,471	\$21,546,748
Fees and Admissions		\$22,037,175	\$26,341,296	\$4,304,121
Membership Fees for Clubs (2)		\$8,131,265	\$9,720,892	\$1,589,627
Fees for Participant Sports, excl. Trips		\$3,745,750	\$4,476,095	\$730,345
Tickets to Theatre/Operas/Concerts		\$2,216,976	\$2,649,667	\$432,691
Tickets to Movies		\$661,877	\$791,245	\$129,368
Tickets to Parks or Museums		\$943,588	\$1,127,745	\$184,157
Admission to Sporting Events, excl. Trips		\$1,894,448	\$2,265,228	\$370,780
Fees for Recreational Lessons		\$4,419,732	\$5,282,240	\$862,508
Dating Services		\$23,540	\$28,184	\$4,644
TV/Video/Audio		\$35,981,651	\$43,039,006	\$7,057,355
Cable and Satellite Television Services		\$21,470,287	\$25,684,776	\$4,214,489
Televisions		\$4,026,053	\$4,815,475	\$789,422
Satellite Dishes		\$28,590	\$34,229	\$5,639
VCRs, Video Cameras, and DVD Players		\$128,690	\$153,898	\$25,208
Miscellaneous Video Equipment		\$359,740	\$429,812	\$70,072
Video Cassettes and DVDs		\$168,041	\$201,005	\$32,964
Video Game Hardware/Accessories		\$1,109,717	\$1,327,845	\$218,128
Video Game Software		\$507,526	\$607,400	\$99,874
Rental/Streaming/Downloaded Video		\$4,304,251	\$5,146,551	\$842,300
Installation of Televisions		\$50,946	\$60,854	\$9,908
Audio (3)		\$3,781,173	\$4,521,370	\$740,197
Rental and Repair of TV/Radio/Sound Equipment		\$46,637	\$55,792	\$9,155
Pets		\$27,552,364	\$32,936,804	\$5,384,440
Toys/Games/Crafts/Hobbies (4)		\$4,679,969	\$5,598,392	\$918,423
Recreational Vehicles and Fees (5)		\$5,183,168	\$6,195,970	\$1,012,802
Sports/Recreation/Exercise Equipment (6)		\$7,986,250	\$9,541,441	\$1,555,191
Photo Equipment and Supplies (7)		\$1,603,162	\$1,916,925	\$313,763
Reading (8)		\$4,155,085	\$4,967,785	\$812,700
Catered Affairs (9)		\$959,898	\$1,147,851	\$187,953
Food		\$301,687,073	\$360,864,167	\$59,177,094
Food at Home		\$198,038,418	\$236,910,334	\$38,871,916
Bakery and Cereal Products		\$25,493,555	\$30,497,850	\$5,004,295
Meats, Poultry, Fish, and Eggs		\$42,639,924	\$51,014,083	\$8,374,159
Dairy Products		\$19,095,051	\$22,842,047	\$3,746,996
Fruits and Vegetables		\$39,492,672	\$47,244,458	\$7,751,786
Snacks and Other Food at Home (10)		\$71,317,216	\$85,311,896	\$13,994,680
Food Away from Home		\$103,648,655	\$123,953,833	\$20,305,178
Alcoholic Beverages		\$18,354,545	\$21,951,959	\$3,597,414

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	\$1,359,315,473	\$1,624,089,482	\$264,774,009
Value of Retirement Plans	\$4,570,960,063	\$5,461,239,794	\$890,279,731
Value of Other Financial Assets	\$259,956,927	\$310,595,502	\$50,638,575
Vehicle Loan Amount excluding Interest	\$85,622,685	\$102,359,963	\$16,737,278
Value of Credit Card Debt	\$77,353,254	\$92,514,717	\$15,161,463
Health			
Nonprescription Drugs	\$5,048,398	\$6,035,686	\$987,288
Prescription Drugs	\$11,111,754	\$13,289,947	\$2,178,193
Eyeglasses and Contact Lenses	\$3,420,538	\$4,090,615	\$670,077
Home			
Mortgage Payment and Basics (11)	\$351,934,616	\$420,514,227	\$68,579,611
Maintenance and Remodeling Services	\$126,497,660	\$151,111,922	\$24,614,262
Maintenance and Remodeling Materials (12)	\$21,174,809	\$25,299,247	\$4,124,438
Utilities, Fuel, and Public Services	\$156,359,719	\$187,025,819	\$30,666,100
Household Furnishings and Equipment			
Household Textiles (13)	\$3,470,464	\$4,151,515	\$681,051
Furniture	\$25,427,643	\$30,400,638	\$4,972,995
Rugs	\$1,243,745	\$1,487,129	\$243,384
Major Appliances (14)	\$15,439,882	\$18,459,579	\$3,019,697
Housewares (15)	\$2,955,210	\$3,533,798	\$578,588
Small Appliances	\$2,132,503	\$2,551,646	\$419,143
Luggage	\$564,394	\$674,789	\$110,395
Telephones and Accessories	\$2,835,472	\$3,389,542	\$554,070
Household Operations			
Child Care	\$12,880,189	\$15,395,690	\$2,515,501
Lawn and Garden (16)	\$18,951,583	\$22,650,144	\$3,698,561
Moving/Storage/Freight Express	\$3,534,956	\$4,228,794	\$693,838
Housekeeping Supplies (17)	\$25,135,344	\$30,062,980	\$4,927,636
Insurance			
Owners and Renters Insurance	\$21,264,195	\$25,415,333	\$4,151,138
Vehicle Insurance	\$55,523,112	\$66,413,040	\$10,889,928
Life/Other Insurance	\$18,213,444	\$21,772,889	\$3,559,445
Health Insurance	\$137,834,222	\$164,823,269	\$26,989,047
Personal Care Products (18)	\$15,150,362	\$18,121,021	\$2,970,659
School Books (19)	\$1,085,261	\$1,297,690	212,429
Smoking Products	\$12,132,444	\$14,529,067	\$2,396,623
Transportation			
Payments on Vehicles excluding Leases	\$74,787,339	\$89,429,764	\$14,642,425
Gasoline and Motor Oil	\$84,285,593	\$100,805,272	\$16,519,679
Vehicle Maintenance and Repairs	\$39,753,734	\$47,539,720	\$7,785,986
Travel			
Airline Fares	\$17,684,968	\$21,140,676	\$3,455,708
Lodging on Trips	\$26,505,057	\$31,680,618	\$5,175,561
Auto/Truck Rental on Trips	\$3,096,053	\$3,701,791	\$605,738
Food and Drink on Trips	\$20,241,592	\$24,200,018	\$3,958,426

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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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