

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Silver & Gold (9A)	51.9%	Population	17,445	17,725
The Elders (9C)	22.8%	Households	9,166	9,353
In Style (5B)	8.3%	Families	5,045	5,138
Golden Years (9B)	7.3%	Median Age	67.4	68.5
Senior Escapes (9D)	5.5%	Median Household Income	\$108,121	\$126,156
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$28,689,040	\$33,664,288	\$4,975,248
Men's		\$5,442,944	\$6,386,701	\$943,757
Women's		\$10,508,001	\$12,328,896	\$1,820,895
Children's		\$3,590,578	\$4,214,991	\$624,413
Footwear		\$6,000,081	\$7,040,593	\$1,040,512
Watches & Jewelry		\$2,553,073	\$2,995,800	\$442,727
Apparel Products and Services (1)		\$594,363	\$697,307	\$102,944
Computer				
Computers and Hardware for Home Use		\$3,496,866	\$4,102,941	\$606,075
Portable Memory		\$55,319	\$64,898	\$9,579
Computer Software		\$198,209	\$232,546	\$34,337
Computer Accessories		\$338,786	\$397,425	\$58,639
Entertainment & Recreation		\$57,003,447	\$66,887,203	\$9,883,756
Fees and Admissions		\$11,204,218	\$13,147,862	\$1,943,644
Membership Fees for Clubs (2)		\$4,098,704	\$4,809,178	\$710,474
Fees for Participant Sports, excl. Trips		\$2,100,818	\$2,464,827	\$364,009
Tickets to Theatre/Operas/Concerts		\$1,168,575	\$1,371,195	\$202,620
Tickets to Movies		\$331,498	\$388,927	\$57,429
Tickets to Parks or Museums		\$481,138	\$564,604	\$83,466
Admission to Sporting Events, excl. Trips		\$846,376	\$993,524	\$147,148
Fees for Recreational Lessons		\$2,167,358	\$2,544,171	\$376,813
Dating Services		\$9,750	\$11,435	\$1,685
TV/Video/Audio		\$18,247,843	\$21,408,958	\$3,161,115
Cable and Satellite Television Services		\$11,223,501	\$13,166,476	\$1,942,975
Televisions		\$2,010,858	\$2,359,276	\$348,418
Satellite Dishes		\$12,632	\$14,824	\$2,192
VCRs, Video Cameras, and DVD Players		\$64,255	\$75,375	\$11,120
Miscellaneous Video Equipment		\$164,415	\$193,049	\$28,634
Video Cassettes and DVDs		\$82,662	\$96,993	\$14,331
Video Game Hardware/Accessories		\$473,336	\$555,486	\$82,150
Video Game Software		\$196,423	\$230,514	\$34,091
Rental/Streaming/Downloaded Video		\$2,088,004	\$2,450,158	\$362,154
Installation of Televisions		\$26,988	\$31,673	\$4,685
Audio (3)		\$1,879,221	\$2,205,167	\$325,946
Rental and Repair of TV/Radio/Sound Equipment		\$25,548	\$29,967	\$4,419
Pets		\$14,573,909	\$17,101,397	\$2,527,488
Toys/Games/Crafts/Hobbies (4)		\$2,231,535	\$2,618,626	\$387,091
Recreational Vehicles and Fees (5)		\$2,864,783	\$3,362,146	\$497,363
Sports/Recreation/Exercise Equipment (6)		\$4,576,316	\$5,370,632	\$794,316
Photo Equipment and Supplies (7)		\$732,186	\$859,283	\$127,097
Reading (8)		\$2,148,600	\$2,520,635	\$372,035
Catered Affairs (9)		\$424,058	\$497,663	\$73,605
Food		\$147,174,010	\$172,684,864	\$25,510,854
Food at Home		\$96,337,178	\$113,033,058	\$16,695,880
Bakery and Cereal Products		\$12,320,522	\$14,455,980	\$2,135,458
Meats, Poultry, Fish, and Eggs		\$20,749,542	\$24,344,759	\$3,595,217
Dairy Products		\$9,438,510	\$11,074,038	\$1,635,528
Fruits and Vegetables		\$18,971,976	\$22,259,800	\$3,287,824
Snacks and Other Food at Home (10)		\$34,856,629	\$40,898,481	\$6,041,852
Food Away from Home		\$50,836,832	\$59,651,806	\$8,814,974
Alcoholic Beverages		\$9,040,070	\$10,606,244	\$1,566,174

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	\$744,236,044	\$873,398,763	\$129,162,719
Value of Retirement Plans	\$2,548,000,265	\$2,990,392,006	\$442,391,741
Value of Other Financial Assets	\$148,727,887	\$174,475,144	\$25,747,257
Vehicle Loan Amount excluding Interest	\$44,780,250	\$52,552,081	\$7,771,831
Value of Credit Card Debt	\$37,596,224	\$44,117,980	\$6,521,756
Health			
Nonprescription Drugs	\$2,791,645	\$3,275,031	\$483,386
Prescription Drugs	\$5,745,317	\$6,740,681	\$995,364
Eyeglasses and Contact Lenses	\$1,695,280	\$1,989,393	\$294,113
Home			
Mortgage Payment and Basics (11)	\$195,687,049	\$229,659,771	\$33,972,722
Maintenance and Remodeling Services	\$74,658,592	\$87,615,739	\$12,957,147
Maintenance and Remodeling Materials (12)	\$12,089,094	\$14,189,450	\$2,100,356
Utilities, Fuel, and Public Services	\$78,724,361	\$92,372,477	\$13,648,116
Household Furnishings and Equipment			
Household Textiles (13)	\$1,657,992	\$1,945,513	\$287,521
Furniture	\$13,014,547	\$15,271,359	\$2,256,812
Rugs	\$622,819	\$730,892	\$108,073
Major Appliances (14)	\$8,279,685	\$9,716,562	\$1,436,877
Housewares (15)	\$1,533,149	\$1,798,753	\$265,604
Small Appliances	\$977,700	\$1,147,054	\$169,354
Luggage	\$286,920	\$336,689	\$49,769
Telephones and Accessories	\$1,558,898	\$1,828,622	\$269,724
Household Operations			
Child Care	\$5,897,793	\$6,923,418	\$1,025,625
Lawn and Garden (16)	\$10,627,433	\$12,471,014	\$1,843,581
Moving/Storage/Freight Express	\$1,635,426	\$1,919,205	\$283,779
Housekeeping Supplies (17)	\$12,989,236	\$15,238,834	\$2,249,598
Insurance			
Owners and Renters Insurance	\$11,877,074	\$13,937,022	\$2,059,948
Vehicle Insurance	\$28,000,065	\$32,851,486	\$4,851,421
Life/Other Insurance	\$9,767,341	\$11,461,162	\$1,693,821
Health Insurance	\$73,283,882	\$85,979,249	\$12,695,367
Personal Care Products (18)	\$7,461,001	\$8,753,537	\$1,292,536
School Books (19)	\$508,838	\$597,235	\$88,397
Smoking Products	\$5,476,580	\$6,426,547	\$949,967
Transportation			
Payments on Vehicles excluding Leases	\$37,863,784	\$44,436,607	\$6,572,823
Gasoline and Motor Oil	\$42,616,322	\$50,008,283	\$7,391,961
Vehicle Maintenance and Repairs	\$20,384,194	\$23,917,928	\$3,533,734
Travel			
Airline Fares	\$9,244,444	\$10,846,722	\$1,602,278
Lodging on Trips	\$14,081,794	\$16,524,534	\$2,442,740
Auto/Truck Rental on Trips	\$1,537,669	\$1,804,453	\$266,784
Food and Drink on Trips	\$10,488,887	\$12,307,698	\$1,818,811

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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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