

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Silver and Gold (J4)	63.7%	Population	17,265	17,550
The Elders (J2)	19.6%	Households	9,229	9,482
Burbs and Beyond (K8)	6.7%	Families	5,037	5,201
Senior Escapes (J1)	6.4%	Median Age	66.7	67.9
Uptown Lights (F5)	3.5%	Median Household Income	\$113,683	\$129,135
		2025	2030	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$30,730,335	\$34,164,751	\$3,434,416
Men's		\$6,015,565	\$6,689,034	\$673,469
Women's		\$11,779,781	\$13,099,947	\$1,320,166
Children's		\$3,289,507	\$3,651,960	\$362,453
Footwear		\$6,742,467	\$7,495,839	\$753,372
Watches & Jewelry		\$2,360,372	\$2,624,616	\$264,244
Apparel Products and Services (1)		\$542,643	\$603,355	\$60,712
Computer				
Computers and Hardware for Home Use		\$2,947,262	\$3,277,952	\$330,690
Portable Memory		\$52,078	\$57,957	\$5,879
Computer Software		\$210,344	\$233,981	\$23,637
Computer Accessories		\$268,738	\$298,995	\$30,257
Entertainment & Recreation		\$55,346,646	\$61,556,463	\$6,209,817
Fees and Admissions		\$13,121,700	\$14,597,469	\$1,475,769
Membership Fees for Clubs (2)		\$4,574,594	\$5,090,110	\$515,516
Fees for Participant Sports, excl. Trips		\$2,619,991	\$2,916,245	\$296,254
Tickets to Theatre/Operas/Concerts		\$1,553,548	\$1,728,077	\$174,529
Tickets to Movies		\$458,123	\$509,607	\$51,484
Tickets to Parks or Museums		\$582,276	\$647,299	\$65,023
Admission to Sporting Events, excl. Trips		\$1,216,590	\$1,353,328	\$136,738
Fees for Recreational Lessons		\$2,106,126	\$2,341,182	\$235,056
Dating Services		\$10,452	\$11,621	\$1,169
TV/Video/Audio		\$16,935,713	\$18,842,711	\$1,906,998
Cable and Satellite Television Services		\$9,867,409	\$10,981,805	\$1,114,396
Televisions		\$1,599,823	\$1,779,650	\$179,827
Satellite Dishes		\$19,582	\$21,779	\$2,197
VCRs, Video Cameras, and DVD Players		\$57,663	\$64,136	\$6,473
Miscellaneous Video Equipment		\$536,064	\$596,891	\$60,827
Video Cassettes and DVDs		\$57,434	\$63,799	\$6,365
Video Game Hardware/Accessories		\$441,637	\$490,732	\$49,095
Video Game Software		\$217,879	\$242,112	\$24,233
Rental/Streaming/Downloaded Video		\$2,304,412	\$2,562,657	\$258,245
Installation of Televisions		\$28,729	\$31,952	\$3,223
Audio (3)		\$1,773,737	\$1,972,312	\$198,575
Rental and Repair of TV/Radio/Sound Equipment		\$31,344	\$34,886	\$3,542
Pets		\$14,069,667	\$15,641,889	\$1,572,222
Toys/Games/Crafts/Hobbies (4)		\$2,073,728	\$2,305,344	\$231,616
Recreational Vehicles and Fees (5)		\$2,680,975	\$2,981,862	\$300,887
Sports/Recreation/Exercise Equipment (6)		\$3,287,495	\$3,653,642	\$366,147
Photo Equipment and Supplies (7)		\$771,410	\$857,573	\$86,163
Reading (8)		\$1,910,165	\$2,125,452	\$215,287
Catered Affairs (9)		\$495,793	\$550,521	\$54,728
Food		\$145,725,793	\$162,033,887	\$16,308,094
Food at Home		\$94,297,789	\$104,855,031	\$10,557,242
Bakery and Cereal Products		\$12,551,256	\$13,956,467	\$1,405,211
Meats, Poultry, Fish, and Eggs		\$19,358,045	\$21,524,281	\$2,166,236
Dairy Products		\$9,880,200	\$10,987,383	\$1,107,183
Fruits and Vegetables		\$16,295,253	\$18,119,896	\$1,824,643
Snacks and Other Food at Home (10)		\$36,213,035	\$40,267,004	\$4,053,969
Food Away from Home		\$51,428,004	\$57,178,856	\$5,750,852
Alcoholic Beverages		\$9,406,084	\$10,459,515	\$1,053,431

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 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$898,281,050	\$999,646,402	\$101,365,352
Value of Retirement Plans	\$2,427,998,274	\$2,701,375,955	\$273,377,681
Value of Other Financial Assets	\$225,578,162	\$251,196,990	\$25,618,828
Vehicle Loan Amount excluding Interest	\$43,741,770	\$48,633,783	\$4,892,013
Value of Credit Card Debt	\$40,306,042	\$44,826,086	\$4,520,044
Health			
Nonprescription Drugs	\$3,182,630	\$3,542,256	\$359,626
Prescription Drugs	\$5,635,720	\$6,272,509	\$636,789
Eyeglasses and Contact Lenses	\$1,745,522	\$1,941,508	\$195,986
Home			
Mortgage Payment and Basics (11)	\$197,546,280	\$219,730,160	\$22,183,880
Maintenance and Remodeling Services	\$73,837,650	\$82,147,571	\$8,309,921
Maintenance and Remodeling Materials (12)	\$11,061,797	\$12,297,516	\$1,235,719
Utilities, Fuel, and Public Services	\$77,477,630	\$86,176,181	\$8,698,551
Household Furnishings and Equipment			
Household Textiles (13)	\$1,446,613	\$1,608,749	\$162,136
Furniture	\$11,787,055	\$13,111,666	\$1,324,611
Rugs	\$549,840	\$611,616	\$61,776
Major Appliances (14)	\$6,990,453	\$7,775,243	\$784,790
Housewares (15)	\$1,366,244	\$1,519,505	\$153,261
Small Appliances	\$921,452	\$1,024,538	\$103,086
Luggage	\$334,856	\$372,357	\$37,501
Telephones and Accessories	\$1,043,440	\$1,160,447	\$117,007
Household Operations			
Child Care	\$6,059,727	\$6,732,015	\$672,288
Lawn and Garden (16)	\$10,793,811	\$12,005,926	\$1,212,115
Moving/Storage/Freight Express	\$1,685,573	\$1,875,166	\$189,593
Housekeeping Supplies (17)	\$11,575,910	\$12,876,043	\$1,300,133
Insurance			
Owners and Renters Insurance	\$12,239,212	\$13,618,434	\$1,379,222
Vehicle Insurance	\$28,505,906	\$31,708,000	\$3,202,094
Life/Other Insurance	\$10,138,968	\$11,281,230	\$1,142,262
Health Insurance	\$72,708,895	\$80,905,398	\$8,196,503
Personal Care Products (18)	\$7,860,567	\$8,743,663	\$883,096
Educational Books/Supplies/Other Expenditures	\$1,042,777	\$1,159,272	\$116,495
Smoking Products	\$5,304,444	\$5,896,176	\$591,732
Transportation			
Payments on Vehicles excluding Leases	\$36,872,117	\$40,993,119	\$4,121,002
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$43,900,406	\$48,806,114	\$4,905,708
Vehicle Maintenance and Repairs	\$18,569,930	\$20,652,594	\$2,082,664
Travel			
Airline Fares	\$12,429,118	\$13,825,926	\$1,396,808
Lodging on Trips	\$16,112,453	\$17,920,263	\$1,807,810
Auto/Truck Rental on Trips	\$1,700,777	\$1,891,994	\$191,217
Food and Drink on Trips	\$12,193,722	\$13,562,499	\$1,368,777

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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.

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