

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Senior Escapes (9D)	50.6%	Population	1,701	2,361
Down the Road (10D)	26.1%	Households	664	993
Silver & Gold (9A)	23.2%	Families	428	628
The Great Outdoors (6C)	0.2%	Median Age	54.7	55.4
	0.0%	Median Household Income	\$65,233	\$75,052
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$927,814	\$1,750,123	\$822,309
Men's		\$170,206	\$320,063	\$149,857
Women's		\$337,931	\$638,450	\$300,519
Children's		\$134,965	\$255,998	\$121,033
Footwear		\$197,105	\$373,887	\$176,782
Watches & Jewelry		\$69,074	\$127,137	\$58,063
Apparel Products and Services (1)		\$18,534	\$34,588	\$16,054
Computer				
Computers and Hardware for Home Use		\$107,257	\$202,677	\$95,420
Portable Memory		\$1,774	\$3,430	\$1,656
Computer Software		\$6,532	\$12,580	\$6,048
Computer Accessories		\$11,126	\$21,676	\$10,550
Entertainment & Recreation		\$1,872,912	\$3,609,195	\$1,736,283
Fees and Admissions		\$305,896	\$571,792	\$265,896
Membership Fees for Clubs (2)		\$113,667	\$212,169	\$98,502
Fees for Participant Sports, excl. Trips		\$56,274	\$104,439	\$48,165
Tickets to Theatre/Operas/Concerts		\$30,154	\$56,468	\$26,314
Tickets to Movies		\$9,094	\$16,812	\$7,718
Tickets to Parks or Museums		\$13,659	\$25,311	\$11,652
Admission to Sporting Events, excl. Trips		\$26,635	\$50,033	\$23,398
Fees for Recreational Lessons		\$56,106	\$106,012	\$49,906
Dating Services		\$307	\$548	\$241
TV/Video/Audio		\$635,974	\$1,220,457	\$584,483
Cable and Satellite Television Services		\$401,107	\$774,918	\$373,811
Televisions		\$64,403	\$120,612	\$56,209
Satellite Dishes		\$622	\$1,196	\$574
VCRs, Video Cameras, and DVD Players		\$2,246	\$4,284	\$2,038
Miscellaneous Video Equipment		\$6,161	\$10,565	\$4,404
Video Cassettes and DVDs		\$2,967	\$5,894	\$2,927
Video Game Hardware/Accessories		\$16,839	\$31,661	\$14,822
Video Game Software		\$7,187	\$13,628	\$6,441
Rental/Streaming/Downloaded Video		\$71,618	\$136,655	\$65,037
Installation of Televisions		\$559	\$994	\$435
Audio (3)		\$61,520	\$118,640	\$57,120
Rental and Repair of TV/Radio/Sound Equipment		\$744	\$1,411	\$667
Pets		\$490,878	\$952,840	\$461,962
Toys/Games/Crafts/Hobbies (4)		\$83,382	\$163,872	\$80,490
Recreational Vehicles and Fees (5)		\$102,612	\$206,493	\$103,881
Sports/Recreation/Exercise Equipment (6)		\$149,071	\$288,896	\$139,825
Photo Equipment and Supplies (7)		\$22,967	\$44,597	\$21,630
Reading (8)		\$65,922	\$127,740	\$61,818
Catered Affairs (9)		\$16,211	\$32,508	\$16,297
Food		\$4,872,903	\$9,269,472	\$4,396,569
Food at Home		\$3,257,376	\$6,222,685	\$2,965,309
Bakery and Cereal Products		\$416,576	\$797,485	\$380,909
Meats, Poultry, Fish, and Eggs		\$697,104	\$1,325,381	\$628,277
Dairy Products		\$321,978	\$620,806	\$298,828
Fruits and Vegetables		\$622,164	\$1,188,310	\$566,146
Snacks and Other Food at Home (10)		\$1,199,553	\$2,290,703	\$1,091,150
Food Away from Home		\$1,615,528	\$3,046,787	\$1,431,259
Alcoholic Beverages		\$263,753	\$496,389	\$232,636

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	\$21,441,337	\$41,265,147	\$19,823,810
Value of Retirement Plans	\$74,061,917	\$142,617,876	\$68,555,959
Value of Other Financial Assets	\$4,240,123	\$7,945,557	\$3,705,434
Vehicle Loan Amount excluding Interest	\$1,637,705	\$3,141,876	\$1,504,171
Value of Credit Card Debt	\$1,230,160	\$2,365,681	\$1,135,521
Health			
Nonprescription Drugs	\$94,030	\$179,603	\$85,573
Prescription Drugs	\$217,341	\$422,807	\$205,466
Eyeglasses and Contact Lenses	\$62,297	\$123,496	\$61,199
Home			
Mortgage Payment and Basics (11)	\$5,933,529	\$11,380,827	\$5,447,298
Maintenance and Remodeling Services	\$2,380,614	\$4,673,193	\$2,292,579
Maintenance and Remodeling Materials (12)	\$460,849	\$913,885	\$453,036
Utilities, Fuel, and Public Services	\$2,846,153	\$5,469,585	\$2,623,432
Household Furnishings and Equipment			
Household Textiles (13)	\$56,023	\$107,269	\$51,246
Furniture	\$423,349	\$802,863	\$379,514
Rugs	\$18,130	\$34,077	\$15,947
Major Appliances (14)	\$293,469	\$571,010	\$277,541
Housewares (15)	\$49,454	\$93,925	\$44,471
Small Appliances	\$34,933	\$67,550	\$32,617
Luggage	\$7,932	\$14,712	\$6,780
Telephones and Accessories	\$46,061	\$83,171	\$37,110
Household Operations			
Child Care	\$172,051	\$319,852	\$147,801
Lawn and Garden (16)	\$363,032	\$707,784	\$344,752
Moving/Storage/Freight Express	\$53,747	\$105,773	\$52,026
Housekeeping Supplies (17)	\$432,675	\$824,052	\$391,377
Insurance			
Owners and Renters Insurance	\$418,085	\$804,346	\$386,261
Vehicle Insurance	\$988,990	\$1,879,850	\$890,860
Life/Other Insurance	\$311,330	\$595,306	\$283,976
Health Insurance	\$2,540,832	\$4,893,713	\$2,352,881
Personal Care Products (18)	\$240,640	\$455,673	\$215,033
School Books (19)	\$15,438	\$28,593	13,155
Smoking Products	\$256,221	\$501,418	\$245,197
Transportation			
Payments on Vehicles excluding Leases	\$1,418,844	\$2,739,256	\$1,320,412
Gasoline and Motor Oil	\$1,615,896	\$3,124,086	\$1,508,190
Vehicle Maintenance and Repairs	\$712,966	\$1,379,039	\$666,073
Travel			
Airline Fares	\$258,374	\$491,420	\$233,046
Lodging on Trips	\$434,189	\$831,826	\$397,637
Auto/Truck Rental on Trips	\$46,188	\$87,881	\$41,693
Food and Drink on Trips	\$327,413	\$630,381	\$302,968

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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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