

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Senior Escapes (9D)	100.0%	Population	202	199
	0.0%	Households	64	64
	0.0%	Families	32	32
	0.0%	Median Age	68.3	70.8
	0.0%	Median Household Income	\$51,122	\$60,464
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$81,719	\$94,161	\$12,442
Men's		\$15,264	\$17,588	\$2,324
Women's		\$30,172	\$34,766	\$4,594
Children's		\$10,826	\$12,474	\$1,648
Footwear		\$17,545	\$20,216	\$2,671
Watches & Jewelry		\$6,248	\$7,199	\$951
Apparel Products and Services (1)		\$1,665	\$1,919	\$254
Computer				
Computers and Hardware for Home Use		\$9,636	\$11,103	\$1,467
Portable Memory		\$157	\$181	\$24
Computer Software		\$545	\$628	\$83
Computer Accessories		\$979	\$1,128	\$149
Entertainment & Recreation		\$154,889	\$178,472	\$23,583
Fees and Admissions		\$27,920	\$32,171	\$4,251
Membership Fees for Clubs (2)		\$10,024	\$11,551	\$1,527
Fees for Participant Sports, excl. Trips		\$5,653	\$6,513	\$860
Tickets to Theatre/Operas/Concerts		\$2,876	\$3,314	\$438
Tickets to Movies		\$884	\$1,019	\$135
Tickets to Parks or Museums		\$1,248	\$1,438	\$190
Admission to Sporting Events, excl. Trips		\$2,037	\$2,347	\$310
Fees for Recreational Lessons		\$5,169	\$5,956	\$787
Dating Services		\$29	\$33	\$4
TV/Video/Audio		\$52,593	\$60,600	\$8,007
Cable and Satellite Television Services		\$32,879	\$37,884	\$5,005
Televisions		\$5,657	\$6,518	\$861
Satellite Dishes		\$37	\$43	\$6
VCRs, Video Cameras, and DVD Players		\$207	\$238	\$31
Miscellaneous Video Equipment		\$401	\$462	\$61
Video Cassettes and DVDs		\$264	\$305	\$41
Video Game Hardware/Accessories		\$1,426	\$1,643	\$217
Video Game Software		\$578	\$667	\$89
Rental/Streaming/Downloaded Video		\$5,942	\$6,847	\$905
Installation of Televisions		\$58	\$67	\$9
Audio (3)		\$5,066	\$5,837	\$771
Rental and Repair of TV/Radio/Sound Equipment		\$79	\$90	\$11
Pets		\$39,812	\$45,874	\$6,062
Toys/Games/Crafts/Hobbies (4)		\$6,256	\$7,208	\$952
Recreational Vehicles and Fees (5)		\$7,380	\$8,503	\$1,123
Sports/Recreation/Exercise Equipment (6)		\$12,247	\$14,112	\$1,865
Photo Equipment and Supplies (7)		\$1,826	\$2,104	\$278
Reading (8)		\$5,789	\$6,670	\$881
Catered Affairs (9)		\$1,066	\$1,228	\$162
Food		\$425,773	\$490,599	\$64,826
Food at Home		\$282,846	\$325,910	\$43,064
Bakery and Cereal Products		\$35,911	\$41,379	\$5,468
Meats, Poultry, Fish, and Eggs		\$61,278	\$70,608	\$9,330
Dairy Products		\$27,672	\$31,885	\$4,213
Fruits and Vegetables		\$55,398	\$63,833	\$8,435
Snacks and Other Food at Home (10)		\$102,586	\$118,205	\$15,619
Food Away from Home		\$142,927	\$164,688	\$21,761
Alcoholic Beverages		\$24,949	\$28,748	\$3,799

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	\$1,755,337	\$2,022,595	\$267,258
Value of Retirement Plans	\$6,018,408	\$6,934,737	\$916,329
Value of Other Financial Assets	\$404,270	\$465,822	\$61,552
Vehicle Loan Amount excluding Interest	\$124,498	\$143,454	\$18,956
Value of Credit Card Debt	\$104,169	\$120,029	\$15,860
Health			
Nonprescription Drugs	\$8,103	\$9,337	\$1,234
Prescription Drugs	\$16,458	\$18,964	\$2,506
Eyeglasses and Contact Lenses	\$4,574	\$5,271	\$697
Home			
Mortgage Payment and Basics (11)	\$507,682	\$584,979	\$77,297
Maintenance and Remodeling Services	\$189,057	\$217,842	\$28,785
Maintenance and Remodeling Materials (12)	\$32,027	\$36,904	\$4,877
Utilities, Fuel, and Public Services	\$227,869	\$262,563	\$34,694
Household Furnishings and Equipment			
Household Textiles (13)	\$4,731	\$5,452	\$721
Furniture	\$35,102	\$40,446	\$5,344
Rugs	\$1,620	\$1,866	\$246
Major Appliances (14)	\$23,057	\$26,567	\$3,510
Housewares (15)	\$4,417	\$5,090	\$673
Small Appliances	\$2,950	\$3,399	\$449
Luggage	\$740	\$852	\$112
Telephones and Accessories	\$4,252	\$4,899	\$647
Household Operations			
Child Care	\$14,309	\$16,488	\$2,179
Lawn and Garden (16)	\$28,036	\$32,304	\$4,268
Moving/Storage/Freight Express	\$4,925	\$5,675	\$750
Housekeeping Supplies (17)	\$37,920	\$43,693	\$5,773
Insurance			
Owners and Renters Insurance	\$32,416	\$37,351	\$4,935
Vehicle Insurance	\$82,889	\$95,509	\$12,620
Life/Other Insurance	\$25,148	\$28,976	\$3,828
Health Insurance	\$207,097	\$238,629	\$31,532
Personal Care Products (18)	\$21,734	\$25,044	\$3,310
School Books (19)	\$1,335	\$1,538	203
Smoking Products	\$18,954	\$21,839	\$2,885
Transportation			
Payments on Vehicles excluding Leases	\$107,487	\$123,852	\$16,365
Gasoline and Motor Oil	\$126,593	\$145,867	\$19,274
Vehicle Maintenance and Repairs	\$59,939	\$69,065	\$9,126
Travel			
Airline Fares	\$24,152	\$27,829	\$3,677
Lodging on Trips	\$35,804	\$41,255	\$5,451
Auto/Truck Rental on Trips	\$3,950	\$4,552	\$602
Food and Drink on Trips	\$27,701	\$31,919	\$4,218

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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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