

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Senior Escapes (9D)	30.7%	Population	8,430	8,274
Down the Road (10D)	29.7%	Households	3,037	3,064
The Great Outdoors (6C)	20.2%	Families	1,927	1,943
Urban Edge Families (7C)	16.5%	Median Age	39.9	40.7
Silver & Gold (9A)	1.8%	Median Household Income	\$53,782	\$62,315
			2024	2029
		Consumer Spending		Forecasted Demand
Apparel and Services			\$4,358,447	\$5,164,650
Men's			\$798,123	\$945,599
Women's			\$1,530,124	\$1,813,076
Children's			\$690,760	\$819,178
Footwear			\$940,346	\$1,113,847
Watches & Jewelry			\$312,878	\$370,799
Apparel Products and Services (1)			\$86,217	\$102,150
Computer				
Computers and Hardware for Home Use			\$484,448	\$573,885
Portable Memory			\$7,028	\$8,324
Computer Software			\$27,196	\$32,228
Computer Accessories			\$44,099	\$52,218
Entertainment & Recreation			\$7,607,751	\$9,016,770
Fees and Admissions			\$1,326,937	\$1,571,430
Membership Fees for Clubs (2)			\$479,009	\$567,388
Fees for Participant Sports, excl. Trips			\$240,624	\$284,889
Tickets to Theatre/Operas/Concerts			\$125,528	\$148,587
Tickets to Movies			\$44,554	\$52,718
Tickets to Parks or Museums			\$63,863	\$75,671
Admission to Sporting Events, excl. Trips			\$117,316	\$139,148
Fees for Recreational Lessons			\$254,629	\$301,350
Dating Services			\$1,414	\$1,678
TV/Video/Audio			\$2,652,755	\$3,144,703
Cable and Satellite Television Services			\$1,576,112	\$1,868,805
Televisions			\$292,783	\$347,014
Satellite Dishes			\$2,704	\$3,214
VCRs, Video Cameras, and DVD Players			\$9,964	\$11,805
Miscellaneous Video Equipment			\$54,020	\$63,878
Video Cassettes and DVDs			\$11,432	\$13,539
Video Game Hardware/Accessories			\$85,324	\$101,147
Video Game Software			\$34,648	\$41,083
Rental/Streaming/Downloaded Video			\$321,836	\$381,466
Installation of Televisions			\$2,303	\$2,726
Audio (3)			\$258,360	\$306,157
Rental and Repair of TV/Radio/Sound Equipment			\$3,270	\$3,868
Pets			\$1,929,975	\$2,288,272
Toys/Games/Crafts/Hobbies (4)			\$331,387	\$392,943
Recreational Vehicles and Fees (5)			\$350,300	\$415,269
Sports/Recreation/Exercise Equipment (6)			\$609,937	\$722,800
Photo Equipment and Supplies (7)			\$92,904	\$110,076
Reading (8)			\$250,965	\$297,117
Catered Affairs (9)			\$62,590	\$74,161
Food			\$21,541,981	\$25,531,779
Food at Home			\$14,132,375	\$16,750,969
Bakery and Cereal Products			\$1,784,468	\$2,115,134
Meats, Poultry, Fish, and Eggs			\$3,096,913	\$3,670,501
Dairy Products			\$1,343,295	\$1,591,987
Fruits and Vegetables			\$2,710,922	\$3,212,173
Snacks and Other Food at Home (10)			\$5,196,777	\$6,161,174
Food Away from Home			\$7,409,606	\$8,780,810
Alcoholic Beverages			\$1,151,378	\$1,363,695

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	\$74,612,395	\$88,454,964	\$13,842,569
Value of Retirement Plans	\$271,216,234	\$321,504,614	\$50,288,380
Value of Other Financial Assets	\$16,909,063	\$20,022,967	\$3,113,904
Vehicle Loan Amount excluding Interest	\$7,149,010	\$8,480,727	\$1,331,717
Value of Credit Card Debt	\$5,196,026	\$6,158,001	\$961,975
Health			
Nonprescription Drugs	\$386,946	\$458,694	\$71,748
Prescription Drugs	\$842,829	\$999,637	\$156,808
Eyeglasses and Contact Lenses	\$230,110	\$272,841	\$42,731
Home			
Mortgage Payment and Basics (11)	\$24,423,499	\$28,933,880	\$4,510,381
Maintenance and Remodeling Services	\$8,704,559	\$10,311,606	\$1,607,047
Maintenance and Remodeling Materials (12)	\$1,715,567	\$2,035,187	\$319,620
Utilities, Fuel, and Public Services	\$12,008,173	\$14,241,118	\$2,232,945
Household Furnishings and Equipment			
Household Textiles (13)	\$247,607	\$293,425	\$45,818
Furniture	\$1,814,307	\$2,150,850	\$336,543
Rugs	\$75,710	\$89,761	\$14,051
Major Appliances (14)	\$1,184,211	\$1,404,217	\$220,006
Housewares (15)	\$213,124	\$252,571	\$39,447
Small Appliances	\$155,202	\$183,862	\$28,660
Luggage	\$35,532	\$42,110	\$6,578
Telephones and Accessories	\$212,617	\$252,224	\$39,607
Household Operations			
Child Care	\$821,347	\$974,008	\$152,661
Lawn and Garden (16)	\$1,350,290	\$1,601,324	\$251,034
Moving/Storage/Freight Express	\$220,762	\$261,360	\$40,598
Housekeeping Supplies (17)	\$1,844,530	\$2,186,220	\$341,690
Insurance			
Owners and Renters Insurance	\$1,676,479	\$1,988,506	\$312,027
Vehicle Insurance	\$4,392,018	\$5,207,493	\$815,475
Life/Other Insurance	\$1,239,152	\$1,469,143	\$229,991
Health Insurance	\$10,082,965	\$11,955,616	\$1,872,651
Personal Care Products (18)	\$1,080,003	\$1,279,595	\$199,592
School Books (19)	\$73,620	\$87,314	13,694
Smoking Products	\$1,066,392	\$1,266,480	\$200,088
Transportation			
Payments on Vehicles excluding Leases	\$6,070,237	\$7,201,806	\$1,131,569
Gasoline and Motor Oil	\$6,939,697	\$8,231,889	\$1,292,192
Vehicle Maintenance and Repairs	\$2,991,121	\$3,544,929	\$553,808
Travel			
Airline Fares	\$1,084,974	\$1,284,229	\$199,255
Lodging on Trips	\$1,719,627	\$2,038,664	\$319,037
Auto/Truck Rental on Trips	\$194,482	\$230,432	\$35,950
Food and Drink on Trips	\$1,319,840	\$1,563,906	\$244,066

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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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