

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rural Resort Dwellers (6E)	100.0%	Population	126	125
	0.0%	Households	37	37
	0.0%	Families	21	22
	0.0%	Median Age	58.1	60.0
	0.0%	Median Household Income	\$57,217	\$69,186
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$71,565	\$88,083	\$16,518
Men's		\$13,367	\$16,452	\$3,085
Women's		\$26,423	\$32,522	\$6,099
Children's		\$9,481	\$11,669	\$2,188
Footwear		\$15,365	\$18,911	\$3,546
Watches & Jewelry		\$5,471	\$6,734	\$1,263
Apparel Products and Services (1)		\$1,458	\$1,795	\$337
Computer				
Computers and Hardware for Home Use		\$8,439	\$10,386	\$1,947
Portable Memory		\$138	\$169	\$31
Computer Software		\$478	\$588	\$110
Computer Accessories		\$858	\$1,056	\$198
Entertainment & Recreation		\$135,643	\$166,951	\$31,308
Fees and Admissions		\$24,451	\$30,094	\$5,643
Membership Fees for Clubs (2)		\$8,779	\$10,805	\$2,026
Fees for Participant Sports, excl. Trips		\$4,950	\$6,093	\$1,143
Tickets to Theatre/Operas/Concerts		\$2,519	\$3,100	\$581
Tickets to Movies		\$774	\$953	\$179
Tickets to Parks or Museums		\$1,093	\$1,345	\$252
Admission to Sporting Events, excl. Trips		\$1,784	\$2,196	\$412
Fees for Recreational Lessons		\$4,527	\$5,572	\$1,045
Dating Services		\$25	\$31	\$6
TV/Video/Audio		\$46,058	\$56,688	\$10,630
Cable and Satellite Television Services		\$28,793	\$35,439	\$6,646
Televisions		\$4,954	\$6,097	\$1,143
Satellite Dishes		\$33	\$40	\$7
VCRs, Video Cameras, and DVD Players		\$181	\$223	\$42
Miscellaneous Video Equipment		\$351	\$432	\$81
Video Cassettes and DVDs		\$232	\$285	\$53
Video Game Hardware/Accessories		\$1,248	\$1,537	\$289
Video Game Software		\$507	\$624	\$117
Rental/Streaming/Downloaded Video		\$5,204	\$6,405	\$1,201
Installation of Televisions		\$51	\$62	\$11
Audio (3)		\$4,436	\$5,460	\$1,024
Rental and Repair of TV/Radio/Sound Equipment		\$68	\$85	\$17
Pets		\$34,865	\$42,912	\$8,047
Toys/Games/Crafts/Hobbies (4)		\$5,479	\$6,743	\$1,264
Recreational Vehicles and Fees (5)		\$6,463	\$7,954	\$1,491
Sports/Recreation/Exercise Equipment (6)		\$10,726	\$13,201	\$2,475
Photo Equipment and Supplies (7)		\$1,599	\$1,969	\$370
Reading (8)		\$5,070	\$6,240	\$1,170
Catered Affairs (9)		\$933	\$1,149	\$216
Food		\$372,868	\$458,929	\$86,061
Food at Home		\$247,700	\$304,872	\$57,172
Bakery and Cereal Products		\$31,449	\$38,708	\$7,259
Meats, Poultry, Fish, and Eggs		\$53,664	\$66,050	\$12,386
Dairy Products		\$24,234	\$29,827	\$5,593
Fruits and Vegetables		\$48,515	\$59,712	\$11,197
Snacks and Other Food at Home (10)		\$89,839	\$110,575	\$20,736
Food Away from Home		\$125,167	\$154,057	\$28,890
Alcoholic Beverages		\$21,849	\$26,892	\$5,043

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	\$1,537,225	\$1,892,028	\$354,803
Value of Retirement Plans	\$5,270,581	\$6,487,073	\$1,216,492
Value of Other Financial Assets	\$354,037	\$435,751	\$81,714
Vehicle Loan Amount excluding Interest	\$109,028	\$134,193	\$25,165
Value of Credit Card Debt	\$91,225	\$112,280	\$21,055
Health			
Nonprescription Drugs	\$7,096	\$8,734	\$1,638
Prescription Drugs	\$14,413	\$17,739	\$3,326
Eyeglasses and Contact Lenses	\$4,006	\$4,930	\$924
Home			
Mortgage Payment and Basics (11)	\$444,599	\$547,216	\$102,617
Maintenance and Remodeling Services	\$165,565	\$203,779	\$38,214
Maintenance and Remodeling Materials (12)	\$28,048	\$34,521	\$6,473
Utilities, Fuel, and Public Services	\$199,555	\$245,614	\$46,059
Household Furnishings and Equipment			
Household Textiles (13)	\$4,143	\$5,100	\$957
Furniture	\$30,740	\$37,835	\$7,095
Rugs	\$1,418	\$1,746	\$328
Major Appliances (14)	\$20,192	\$24,852	\$4,660
Housewares (15)	\$3,868	\$4,761	\$893
Small Appliances	\$2,584	\$3,180	\$596
Luggage	\$648	\$797	\$149
Telephones and Accessories	\$3,724	\$4,583	\$859
Household Operations			
Child Care	\$12,531	\$15,424	\$2,893
Lawn and Garden (16)	\$24,552	\$30,219	\$5,667
Moving/Storage/Freight Express	\$4,313	\$5,309	\$996
Housekeeping Supplies (17)	\$33,208	\$40,873	\$7,665
Insurance			
Owners and Renters Insurance	\$28,388	\$34,940	\$6,552
Vehicle Insurance	\$72,589	\$89,343	\$16,754
Life/Other Insurance	\$22,023	\$27,106	\$5,083
Health Insurance	\$181,364	\$223,225	\$41,861
Personal Care Products (18)	\$19,034	\$23,427	\$4,393
School Books (19)	\$1,168	\$1,439	271
Smoking Products	\$16,599	\$20,430	\$3,831
Transportation			
Payments on Vehicles excluding Leases	\$94,131	\$115,857	\$21,726
Gasoline and Motor Oil	\$110,863	\$136,451	\$25,588
Vehicle Maintenance and Repairs	\$52,491	\$64,607	\$12,116
Travel			
Airline Fares	\$21,151	\$26,032	\$4,881
Lodging on Trips	\$31,355	\$38,592	\$7,237
Auto/Truck Rental on Trips	\$3,459	\$4,258	\$799
Food and Drink on Trips	\$24,259	\$29,858	\$5,599

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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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