Trade Area Summary

Attribute Summary for Lady Lake, FL 32159

Median Household Income	Median Age	Total Population	1st Dominant Segment
$63,022	**69.9**	**31,048**	**The Elders**
Source: 2025/2029 Income (Esri)	**Source:** 2025/2029 Age: 5 Year Increments (Esri)	**Source:** 2025 Age: 1 Year Increments (Esri)	**Source:** 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	The Elders	Senior Escapes	Scenic Byways	Silver and Gold	Moderate Metros
% of Households	10,817 (63.7%)	1,724 (10.2%)	1,102 (6.5%)	942 (5.6%)	774 (4.6%)
Life Stage Group	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Mature and Retired Living	Contemporary Households
Life Mode Group	Mature Reflections	Mature Reflections	Countryscapes	Mature Reflections	Metro Vibes
Urbanicity Group(s)	Suburb	Suburb	Suburb Metro Landscape Rural Countryside	Suburb	Urban Core Suburb
Residence Type	Single Family, Multi-Units (Seasonal)	Single Family, Mobile Homes (Seasonal)	Single Family, Mobile Homes	Single Family (Seasonal)	Single Family, Multi-Units
Household Type	Married Couples w/No Kids, Singles Living Alone	Singles Living Alone, Married Couples w/No Kids	Married Couples, Singles Living Alone	Married Couples w/No Kids	Married Couples, Singles Living Alone
Average Household Size	1.67	1.98	2.42	2.01	2.32
Median Age	74.1	61.5	43.7	64.4	38.1
Diversity Index	30.1	56	58.3	34	68.1
Median Household Income	$69,169	$50,282	$48,428	$102,652	$70,055
Median Net Worth	$530,281	$208,760	$138,719	$811,588	$122,944
Homeownership	86%	79%	79%	87%	54%
Rent Burdened Households	55%	42%	28%	36%	38%
Labor Force Participation Rate	21%	39%	46%	41%	67%
Unemployment Rate	5%	6%	6%	3%	4%
% with Bachelor's Degree or Higher	42%	21%	13%	53%	32%
Lifestyle Patterns	Many carry premium credit cards but pay cash for vehicle purchases. Residents tend to use coupons from newspapers and magazines. Retirees in this segment tend to have a variety of assets, and some own multiple properties. They often pay for services to manage their finances, homes, and gardens.	Consumers tend to shop at department stores. Residents schedule regular medical appointments and commonly use prescription drugs. Health and dietary considerations guide their food purchases.	Consumers tend to shop in person at nearby convenience, discount, and hardware stores, but they often travel farther for food and supplies. Residents tend to purchase pickup trucks and favor American brands for both their work needs and leisure activities, such as fishing and hunting.	Consumers tend to use reward memberships when shopping. They often pay for services to manage their finances, homes, and legal matters. They are well-insured and often drive high-end vehicles.	These residents tend to shop online instead of in person. Credit unions are often used for financial services and products. Clothing, groceries, and electronics are typical purchases. Residents look for deals at discount stores and focus on essential items.