



Retail Demand Outlook

Myra Rd Business District
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 46.05303
Longitude: -118.37406

Top Tapestry Segments	Percen	Demographic Summary	2021	2026
Midlife Constants (5E)	11.0%	Population	45,468	46,808
Old and Newcomers (8F)	10.7%	Households	17,870	18,424
Retirement Communities (9E)	7.8%	Families	10,919	11,227
Comfortable Empty Nesters (5A)	7.0%	Median Age	37.5	38.7
Front Porches (8E)	7.0%	Median Household	\$54,532	\$62,103
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$30,164,747	\$35,811,238	\$5,646,491
Men's		\$5,782,024	\$6,863,695	\$1,081,671
Women's		\$10,575,393	\$12,555,794	\$1,980,401
Children's		\$4,291,981	\$5,095,927	\$803,946
Footwear		\$7,225,388	\$8,577,173	\$1,351,785
Watches & Jewelry		\$1,790,448	\$2,125,716	\$335,268
Apparel Products and Services (1)		\$746,316	\$886,062	\$139,746
Computer				
Computers and Hardware for Home Use		\$2,357,010	\$2,797,865	\$440,855
Portable Memory		\$62,899	\$74,710	\$11,811
Computer Software		\$141,360	\$167,791	\$26,431
Computer Accessories		\$263,938	\$313,440	\$49,502
Entertainment & Recreation		\$45,896,270	\$54,490,834	\$8,594,564
Fees and Admissions		\$10,231,550	\$12,150,106	\$1,918,556
Membership Fees for Clubs (2)		\$3,481,249	\$4,133,492	\$652,243
Fees for Participant Sports, excl. Trips		\$1,595,510	\$1,894,964	\$299,454
Tickets to Theatre/Operas/Concerts		\$1,149,417	\$1,365,027	\$215,610
Tickets to Movies		\$782,964	\$929,569	\$146,605
Tickets to Parks or Museums		\$464,379	\$551,372	\$86,993
Admission to Sporting Events, excl. Trips		\$883,430	\$1,049,289	\$165,859
Fees for Recreational Lessons		\$1,857,284	\$2,205,848	\$348,564
Dating Services		\$17,316	\$20,545	\$3,229
TV/Video/Audio		\$16,968,015	\$20,143,423	\$3,175,408
Cable and Satellite Television Services		\$11,668,299	\$13,851,793	\$2,183,494
Televisions		\$1,604,779	\$1,905,155	\$300,376
Satellite Dishes		\$22,772	\$27,037	\$4,265
VCRs, Video Cameras, and DVD Players		\$71,358	\$84,755	\$13,397
Miscellaneous Video Equipment		\$223,439	\$265,113	\$41,674
Video Cassettes and DVDs		\$114,502	\$135,953	\$21,451
Video Game Hardware/Accessories		\$425,999	\$505,644	\$79,645
Video Game Software		\$242,964	\$288,336	\$45,372
Rental/Streaming/Downloaded Video		\$1,032,461	\$1,225,725	\$193,264
Installation of Televisions		\$9,954	\$11,814	\$1,860
Audio (3)		\$1,509,112	\$1,791,870	\$282,758
Rental and Repair of TV/Radio/Sound Equipment		\$42,377	\$50,229	\$7,852
Pets		\$10,354,851	\$12,292,335	\$1,937,484
Toys/Games/Crafts/Hobbies (4)		\$1,669,857	\$1,983,011	\$313,154
Recreational Vehicles and Fees (5)		\$1,517,885	\$1,803,422	\$285,537
Sports/Recreation/Exercise Equipment (6)		\$2,557,474	\$3,035,851	\$478,377
Photo Equipment and Supplies (7)		\$650,865	\$772,772	\$121,907
Reading (8)		\$1,529,366	\$1,815,623	\$286,257
Catered Affairs (9)		\$420,385	\$499,010	\$78,625
Food		\$131,495,550	\$156,101,885	\$24,606,335
Food at Home		\$77,842,590	\$92,410,952	\$14,568,362
Bakery and Cereal Products		\$10,000,329	\$11,871,916	\$1,871,587
Meats, Poultry, Fish, and Eggs		\$16,796,588	\$19,939,766	\$3,143,178
Dairy Products		\$7,826,375	\$9,291,103	\$1,464,728
Fruits and Vegetables		\$15,065,302	\$17,884,440	\$2,819,138
Snacks and Other Food at Home (10)		\$28,153,994	\$33,423,726	\$5,269,732
Food Away from Home		\$53,652,960	\$63,690,933	\$10,037,973
Alcoholic Beverages		\$8,844,463	\$10,502,221	\$1,657,758

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$385,709,702	\$458,180,640	\$72,470,938
Value of Retirement Plans	\$1,404,092,967	\$1,668,440,276	\$264,347,309
Value of Other Financial Assets	\$123,735,550	\$147,036,460	\$23,300,910
Vehicle Loan Amount excluding Interest	\$40,917,013	\$48,567,503	\$7,650,490
Value of Credit Card Debt	\$39,458,879	\$46,854,709	\$7,395,830
Health			
Nonprescription Drugs	\$2,261,715	\$2,684,933	\$423,218
Prescription Drugs	\$4,937,009	\$5,861,771	\$924,762
Eyeglasses and Contact Lenses	\$1,386,319	\$1,646,236	\$259,917
Home			
Mortgage Payment and Basics (11)	\$143,737,398	\$170,761,849	\$27,024,451
Maintenance and Remodeling Services	\$38,971,224	\$46,285,369	\$7,314,145
Maintenance and Remodeling Materials (12)	\$8,276,583	\$9,830,471	\$1,553,888
Utilities, Fuel, and Public Services	\$71,521,729	\$84,908,046	\$13,386,317
Household Furnishings and Equipment			
Household Textiles (13)	\$1,440,982	\$1,710,661	\$269,679
Furniture	\$9,035,448	\$10,727,052	\$1,691,604
Rugs	\$437,986	\$520,205	\$82,219
Major Appliances (14)	\$5,253,672	\$6,239,287	\$985,615
Housewares (15)	\$1,249,994	\$1,484,134	\$234,140
Small Appliances	\$759,930	\$902,211	\$142,281
Luggage	\$235,719	\$279,846	\$44,127
Telephones and Accessories	\$1,457,230	\$1,731,713	\$274,483
Household Operations			
Child Care	\$7,066,522	\$8,389,519	\$1,322,997
Lawn and Garden (16)	\$6,994,645	\$8,306,479	\$1,311,834
Moving/Storage/Freight Express	\$1,021,245	\$1,212,027	\$190,782
Housekeeping Supplies (17)	\$11,112,276	\$13,192,502	\$2,080,226
Insurance			
Owners and Renters Insurance	\$8,742,308	\$10,383,211	\$1,640,903
Vehicle Insurance	\$26,694,361	\$31,684,340	\$4,989,979
Life/Other Insurance	\$8,419,826	\$10,000,941	\$1,581,115
Health Insurance	\$59,394,511	\$70,520,872	\$11,126,361
Personal Care Products (18)	\$7,118,142	\$8,450,353	\$1,332,211
School Books and Supplies (19)	\$1,846,740	\$2,191,981	\$345,241
Smoking Products	\$5,805,016	\$6,888,912	\$1,083,896
Transportation			
Payments on Vehicles excluding Leases	\$36,592,950	\$43,442,319	\$6,849,369
Gasoline and Motor Oil	\$34,082,177	\$40,454,542	\$6,372,365
Vehicle Maintenance and Repairs	\$16,016,456	\$19,015,727	\$2,999,271
Travel			
Airline Fares	\$8,719,760	\$10,352,820	\$1,633,060
Lodging on Trips	\$9,821,651	\$11,663,487	\$1,841,836
Auto/Truck Rental on Trips	\$761,656	\$904,372	\$142,716
Food and Drink on Trips	\$8,346,479	\$9,909,962	\$1,563,483

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- (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 and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Top Tapestry Segments	Percen	Demographic Summary	2021	2026	
Old and Newcomers (8F)	9.5%	Population	70,345	72,045	
Midlife Constants (5E)	7.5%	Households	26,236	26,935	
Exurbanites (1E)	7.0%	Families	16,903	17,294	
The Great Outdoors (6C)	6.1%	Median Age	38.0	39.0	
Retirement Communities (9E)	5.3%	Median Household	\$56,918	\$64,705	
			2021	2026	
			Consumer Spending	Forecasted Demand	
Apparel and Services				Projected Spending Growth	
Men's			\$45,956,677	\$54,226,113	\$8,269,436
Women's			\$8,717,998	\$10,288,454	\$1,570,456
Children's			\$16,202,562	\$19,120,154	\$2,917,592
Footwear			\$6,622,509	\$7,811,014	\$1,188,505
Watches & Jewelry			\$10,875,624	\$12,832,027	\$1,956,403
Apparel Products and Services (1)			\$2,816,865	\$3,322,428	\$505,563
			\$1,105,251	\$1,305,394	\$200,143
Computer					
Computers and Hardware for Home Use			\$3,603,256	\$4,252,147	\$648,891
Portable Memory			\$97,003	\$114,483	\$17,480
Computer Software			\$208,782	\$246,475	\$37,693
Computer Accessories			\$401,981	\$474,517	\$72,536
Entertainment & Recreation			\$71,974,977	\$84,902,253	\$12,927,276
Fees and Admissions			\$15,438,325	\$18,238,060	\$2,799,735
Membership Fees for Clubs (2)			\$5,250,600	\$6,202,123	\$951,523
Fees for Participant Sports, excl. Trips			\$2,409,279	\$2,846,682	\$437,403
Tickets to Theatre/Operas/Concerts			\$1,702,863	\$2,012,369	\$309,506
Tickets to Movies			\$1,176,425	\$1,388,572	\$212,147
Tickets to Parks or Museums			\$722,762	\$852,752	\$129,990
Admission to Sporting Events, excl. Trips			\$1,353,555	\$1,599,216	\$245,661
Fees for Recreational Lessons			\$2,799,008	\$3,308,197	\$509,189
Dating Services			\$23,833	\$28,149	\$4,316
TV/Video/Audio			\$26,452,706	\$31,193,558	\$4,740,852
Cable and Satellite Television Services			\$18,350,720	\$21,636,241	\$3,285,521
Televisions			\$2,439,644	\$2,878,124	\$438,480
Satellite Dishes			\$35,154	\$41,476	\$6,322
VCRs, Video Cameras, and DVD Players			\$108,819	\$128,425	\$19,606
Miscellaneous Video Equipment			\$347,684	\$410,013	\$62,329
Video Cassettes and DVDs			\$174,244	\$205,531	\$31,287
Video Game Hardware/Accessories			\$658,797	\$776,546	\$117,749
Video Game Software			\$364,160	\$429,385	\$65,225
Rental/Streaming/Downloaded Video			\$1,578,530	\$1,861,887	\$283,357
Installation of Televisions			\$15,005	\$17,732	\$2,727
Audio (3)			\$2,313,010	\$2,729,498	\$416,488
Rental and Repair of TV/Radio/Sound Equipment			\$66,939	\$78,700	\$11,761
Pets			\$16,928,703	\$19,952,164	\$3,023,461
Toys/Games/Crafts/Hobbies (4)			\$2,591,250	\$3,056,771	\$465,521
Recreational Vehicles and Fees (5)			\$2,493,834	\$2,942,773	\$448,939
Sports/Recreation/Exercise Equipment (6)			\$4,120,713	\$4,857,077	\$736,364
Photo Equipment and Supplies (7)			\$983,740	\$1,161,261	\$177,521
Reading (8)			\$2,345,863	\$2,768,663	\$422,800
Catered Affairs (9)			\$625,177	\$738,222	\$113,045
Food			\$203,246,593	\$239,728,765	\$36,482,172
Food at Home			\$120,985,452	\$142,687,182	\$21,701,730
Bakery and Cereal Products			\$15,534,504	\$18,321,356	\$2,786,852
Meats, Poultry, Fish, and Eggs			\$26,094,417	\$30,773,263	\$4,678,846
Dairy Products			\$12,221,495	\$14,414,048	\$2,192,553
Fruits and Vegetables			\$23,236,471	\$27,410,309	\$4,173,838
Snacks and Other Food at Home (10)			\$43,898,565	\$51,768,207	\$7,869,642
Food Away from Home			\$82,261,141	\$97,041,583	\$14,780,442
Alcoholic Beverages			\$13,433,332	\$15,860,736	\$2,427,404

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$588,349,613	\$695,353,267	\$107,003,654
Value of Retirement Plans	\$2,168,881,564	\$2,563,435,584	\$394,554,020
Value of Other Financial Assets	\$191,683,482	\$226,533,776	\$34,850,294
Vehicle Loan Amount excluding Interest	\$63,958,848	\$75,401,529	\$11,442,681
Value of Credit Card Debt	\$60,744,983	\$71,688,613	\$10,943,630
Health			
Nonprescription Drugs	\$3,695,492	\$4,354,120	\$658,628
Prescription Drugs	\$8,000,179	\$9,428,151	\$1,427,972
Eyeglasses and Contact Lenses	\$2,203,638	\$2,599,213	\$395,575
Home			
Mortgage Payment and Basics (11)	\$225,464,932	\$266,289,663	\$40,824,731
Maintenance and Remodeling Services	\$62,436,688	\$73,707,764	\$11,271,076
Maintenance and Remodeling Materials (12)	\$13,975,822	\$16,473,794	\$2,497,972
Utilities, Fuel, and Public Services	\$111,946,773	\$131,997,642	\$20,050,869
Household Furnishings and Equipment			
Household Textiles (13)	\$2,198,721	\$2,594,375	\$395,654
Furniture	\$13,910,590	\$16,412,408	\$2,501,818
Rugs	\$673,395	\$795,265	\$121,870
Major Appliances (14)	\$8,270,530	\$9,758,945	\$1,488,415
Housewares (15)	\$1,956,484	\$2,308,119	\$351,635
Small Appliances	\$1,172,124	\$1,382,564	\$210,440
Luggage	\$354,556	\$418,524	\$63,968
Telephones and Accessories	\$2,186,340	\$2,582,612	\$396,272
Household Operations			
Child Care	\$10,722,581	\$12,659,804	\$1,937,223
Lawn and Garden (16)	\$11,419,702	\$13,469,336	\$2,049,634
Moving/Storage/Freight Express	\$1,565,719	\$1,846,418	\$280,699
Housekeeping Supplies (17)	\$17,532,346	\$20,673,362	\$3,141,016
Insurance			
Owners and Renters Insurance	\$14,240,137	\$16,791,692	\$2,551,555
Vehicle Insurance	\$41,590,519	\$49,029,953	\$7,439,434
Life/Other Insurance	\$13,247,392	\$15,635,614	\$2,388,222
Health Insurance	\$93,572,764	\$110,363,479	\$16,790,715
Personal Care Products (18)	\$11,002,251	\$12,977,106	\$1,974,855
School Books and Supplies (19)	\$2,844,225	\$3,354,511	\$510,286
Smoking Products	\$9,205,150	\$10,838,954	\$1,633,804
Transportation			
Payments on Vehicles excluding Leases	\$58,316,967	\$68,740,721	\$10,423,754
Gasoline and Motor Oil	\$53,714,655	\$63,313,724	\$9,599,069
Vehicle Maintenance and Repairs	\$25,127,447	\$29,632,160	\$4,504,713
Travel			
Airline Fares	\$13,213,605	\$15,605,335	\$2,391,730
Lodging on Trips	\$15,247,315	\$18,002,632	\$2,755,317
Auto/Truck Rental on Trips	\$1,157,594	\$1,367,060	\$209,466
Food and Drink on Trips	\$12,869,586	\$15,191,607	\$2,322,021

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- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
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January 07, 2022



Retail Demand Outlook

Myra Rd Business District
Drive Time: 45 minute radius

Prepared by Esri
Latitude: 46.05303
Longitude: -118.37406

Top Tapestry Segments	Percen	Demographic Summary	2021	2026
Midlife Constants (5E)	11.0%	Population	76,688	78,429
Old and Newcomers (8F)	8.6%	Households	28,791	29,510
The Great Outdoors (6C)	6.5%	Families	18,593	18,991
Exurbanites (1E)	6.4%	Median Age	38.7	39.6
Rooted Rural (10B)	5.1%	Median Household	\$57,088	\$64,760
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$50,674,072	\$59,536,796	\$8,862,724
Men's		\$9,587,887	\$11,266,633	\$1,678,746
Women's		\$17,908,148	\$21,041,807	\$3,133,659
Children's		\$7,290,126	\$8,562,497	\$1,272,371
Footwear		\$11,975,704	\$14,069,675	\$2,093,971
Watches & Jewelry		\$3,119,230	\$3,663,515	\$544,285
Apparel Products and Services (1)		\$1,218,506	\$1,432,760	\$214,254
Computer				
Computers and Hardware for Home Use		\$3,968,568	\$4,663,209	\$694,641
Portable Memory		\$107,543	\$126,365	\$18,822
Computer Software		\$229,577	\$269,848	\$40,271
Computer Accessories		\$443,692	\$521,494	\$77,802
Entertainment & Recreation		\$79,764,275	\$93,690,058	\$13,925,783
Fees and Admissions		\$17,006,692	\$20,001,975	\$2,995,283
Membership Fees for Clubs (2)		\$5,787,126	\$6,805,766	\$1,018,640
Fees for Participant Sports, excl. Trips		\$2,654,681	\$3,122,613	\$467,932
Tickets to Theatre/Operas/Concerts		\$1,877,416	\$2,208,670	\$331,254
Tickets to Movies		\$1,288,435	\$1,514,297	\$225,862
Tickets to Parks or Museums		\$798,058	\$937,534	\$139,476
Admission to Sporting Events, excl. Trips		\$1,494,911	\$1,758,377	\$263,466
Fees for Recreational Lessons		\$3,079,943	\$3,624,001	\$544,058
Dating Services		\$26,123	\$30,717	\$4,594
TV/Video/Audio		\$29,291,717	\$34,394,936	\$5,103,219
Cable and Satellite Television Services		\$20,376,367	\$23,922,489	\$3,546,122
Televisions		\$2,681,661	\$3,150,221	\$468,560
Satellite Dishes		\$38,766	\$45,547	\$6,781
VCRs, Video Cameras, and DVD Players		\$120,101	\$141,132	\$21,031
Miscellaneous Video Equipment		\$385,204	\$452,357	\$67,153
Video Cassettes and DVDs		\$191,205	\$224,600	\$33,395
Video Game Hardware/Accessories		\$725,831	\$852,116	\$126,285
Video Game Software		\$399,451	\$469,067	\$69,616
Rental/Streaming/Downloaded Video		\$1,735,240	\$2,038,197	\$302,957
Installation of Televisions		\$16,342	\$19,227	\$2,885
Audio (3)		\$2,547,783	\$2,993,602	\$445,819
Rental and Repair of TV/Radio/Sound Equipment		\$73,767	\$86,382	\$12,615
Pets		\$18,884,662	\$22,165,215	\$3,280,553
Toys/Games/Crafts/Hobbies (4)		\$2,863,615	\$3,363,846	\$500,231
Recreational Vehicles and Fees (5)		\$2,790,039	\$3,278,051	\$488,012
Sports/Recreation/Exercise Equipment (6)		\$4,567,015	\$5,361,091	\$794,076
Photo Equipment and Supplies (7)		\$1,082,356	\$1,272,193	\$189,837
Reading (8)		\$2,596,585	\$3,051,392	\$454,807
Catered Affairs (9)		\$687,326	\$808,101	\$120,775
Food		\$224,546,262	\$263,727,128	\$39,180,866
Food at Home		\$133,834,478	\$157,172,648	\$23,338,170
Bakery and Cereal Products		\$17,190,298	\$20,188,170	\$2,997,872
Meats, Poultry, Fish, and Eggs		\$28,871,103	\$33,903,667	\$5,032,564
Dairy Products		\$13,533,765	\$15,894,304	\$2,360,539
Fruits and Vegetables		\$25,674,850	\$30,157,664	\$4,482,814
Snacks and Other Food at Home (10)		\$48,564,463	\$57,028,843	\$8,464,380
Food Away from Home		\$90,711,784	\$106,554,480	\$15,842,696
Alcoholic Beverages		\$14,840,546	\$17,445,358	\$2,604,812

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$650,829,723	\$765,701,070	\$114,871,347
Value of Retirement Plans	\$2,407,968,332	\$2,833,032,215	\$425,063,883
Value of Other Financial Assets	\$214,117,373	\$251,883,060	\$37,765,687
Vehicle Loan Amount excluding Interest	\$70,622,185	\$82,909,350	\$12,287,165
Value of Credit Card Debt	\$67,201,324	\$78,963,798	\$11,762,474
Health			
Nonprescription Drugs	\$4,121,740	\$4,836,418	\$714,678
Prescription Drugs	\$8,929,622	\$10,479,365	\$1,549,743
Eyeglasses and Contact Lenses	\$2,448,031	\$2,875,275	\$427,244
Home			
Mortgage Payment and Basics (11)	\$250,435,065	\$294,451,478	\$44,016,413
Maintenance and Remodeling Services	\$69,470,422	\$81,648,839	\$12,178,417
Maintenance and Remodeling Materials (12)	\$15,644,275	\$18,362,328	\$2,718,053
Utilities, Fuel, and Public Services	\$123,977,671	\$145,564,505	\$21,586,834
Household Furnishings and Equipment			
Household Textiles (13)	\$2,423,341	\$2,847,155	\$423,814
Furniture	\$15,352,158	\$18,035,786	\$2,683,628
Rugs	\$746,365	\$877,484	\$131,119
Major Appliances (14)	\$9,167,968	\$10,770,705	\$1,602,737
Housewares (15)	\$2,165,833	\$2,544,287	\$378,454
Small Appliances	\$1,294,768	\$1,520,731	\$225,963
Luggage	\$389,715	\$458,036	\$68,321
Telephones and Accessories	\$2,411,953	\$2,836,637	\$424,684
Household Operations			
Child Care	\$11,792,239	\$13,862,761	\$2,070,522
Lawn and Garden (16)	\$12,758,605	\$14,983,729	\$2,225,124
Moving/Storage/Freight Express	\$1,717,171	\$2,016,579	\$299,408
Housekeeping Supplies (17)	\$19,431,128	\$22,816,155	\$3,385,027
Insurance			
Owners and Renters Insurance	\$15,890,348	\$18,657,242	\$2,766,894
Vehicle Insurance	\$45,916,537	\$53,903,337	\$7,986,800
Life/Other Insurance	\$14,728,914	\$17,307,364	\$2,578,450
Health Insurance	\$103,929,544	\$122,053,894	\$18,124,350
Personal Care Products (18)	\$12,152,825	\$14,273,610	\$2,120,785
School Books and Supplies (19)	\$3,134,081	\$3,680,835	\$546,754
Smoking Products	\$10,205,971	\$11,968,552	\$1,762,581
Transportation			
Payments on Vehicles excluding Leases	\$64,598,987	\$75,827,474	\$11,228,487
Gasoline and Motor Oil	\$59,434,792	\$69,762,491	\$10,327,699
Vehicle Maintenance and Repairs	\$27,823,491	\$32,672,849	\$4,849,358
Travel			
Airline Fares	\$14,554,241	\$17,113,151	\$2,558,910
Lodging on Trips	\$16,891,632	\$19,856,239	\$2,964,607
Auto/Truck Rental on Trips	\$1,276,109	\$1,500,374	\$224,265
Food and Drink on Trips	\$14,227,270	\$16,721,062	\$2,493,792

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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.
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