



Retail Demand Outlook

Downtown College Place (College Avenue)
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 46.04549
Longitude: -118.38901

Top Tapestry Segments	Percen	Demographic Summary	2021	2026
Midlife Constants (5E)	13.5%	Population	37,312	38,525
Old and Newcomers (8F)	13.1%	Households	14,539	15,036
Retirement Communities (9E)	9.6%	Families	8,753	9,033
Set to Impress (11D)	8.5%	Median Age	37.5	38.8
College Towns (14B)	7.4%	Median Household	\$53,187	\$60,316
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$24,141,699	\$28,778,596	\$4,636,897
Men's		\$4,619,736	\$5,506,997	\$887,261
Women's		\$8,463,438	\$10,089,305	\$1,625,867
Children's		\$3,429,991	\$4,089,295	\$659,304
Footwear		\$5,781,396	\$6,891,890	\$1,110,494
Watches & Jewelry		\$1,451,829	\$1,729,777	\$277,948
Apparel Products and Services (1)		\$592,357	\$706,338	\$113,981
Computer				
Computers and Hardware for Home Use		\$1,879,196	\$2,240,148	\$360,952
Portable Memory		\$50,810	\$60,594	\$9,784
Computer Software		\$112,779	\$134,470	\$21,691
Computer Accessories		\$210,265	\$250,765	\$40,500
Entertainment & Recreation		\$36,904,363	\$43,983,672	\$7,079,309
Fees and Admissions		\$7,979,942	\$9,520,261	\$1,540,319
Membership Fees for Clubs (2)		\$2,724,332	\$3,249,389	\$525,057
Fees for Participant Sports, excl. Trips		\$1,240,399	\$1,480,160	\$239,761
Tickets to Theatre/Operas/Concerts		\$899,425	\$1,073,083	\$173,658
Tickets to Movies		\$618,677	\$737,898	\$119,221
Tickets to Parks or Museums		\$369,623	\$440,697	\$71,074
Admission to Sporting Events, excl. Trips		\$687,502	\$820,232	\$132,730
Fees for Recreational Lessons		\$1,426,138	\$1,702,299	\$276,161
Dating Services		\$13,846	\$16,503	\$2,657
TV/Video/Audio		\$13,746,217	\$16,379,448	\$2,633,231
Cable and Satellite Television Services		\$9,493,149	\$11,309,732	\$1,816,583
Televisions		\$1,283,256	\$1,529,740	\$246,484
Satellite Dishes		\$18,221	\$21,721	\$3,500
VCRs, Video Cameras, and DVD Players		\$57,341	\$68,389	\$11,048
Miscellaneous Video Equipment		\$176,499	\$210,275	\$33,776
Video Cassettes and DVDs		\$92,256	\$109,998	\$17,742
Video Game Hardware/Accessories		\$348,363	\$415,061	\$66,698
Video Game Software		\$197,103	\$234,864	\$37,761
Rental/Streaming/Downloaded Video		\$829,585	\$988,974	\$159,389
Installation of Televisions		\$7,697	\$9,183	\$1,486
Audio (3)		\$1,206,029	\$1,437,913	\$231,884
Rental and Repair of TV/Radio/Sound Equipment		\$36,718	\$43,597	\$6,879
Pets		\$8,470,675	\$10,088,781	\$1,618,106
Toys/Games/Crafts/Hobbies (4)		\$1,342,788	\$1,601,090	\$258,302
Recreational Vehicles and Fees (5)		\$1,216,754	\$1,450,682	\$233,928
Sports/Recreation/Exercise Equipment (6)		\$2,075,934	\$2,473,056	\$397,122
Photo Equipment and Supplies (7)		\$517,208	\$616,740	\$99,532
Reading (8)		\$1,224,467	\$1,459,669	\$235,202
Catered Affairs (9)		\$333,583	\$397,763	\$64,180
Food		\$105,856,735	\$126,162,281	\$20,305,546
Food at Home		\$62,822,796	\$74,869,974	\$12,047,178
Bakery and Cereal Products		\$8,069,822	\$9,617,165	\$1,547,343
Meats, Poultry, Fish, and Eggs		\$13,571,620	\$16,173,237	\$2,601,617
Dairy Products		\$6,313,976	\$7,524,954	\$1,210,978
Fruits and Vegetables		\$12,104,985	\$14,428,114	\$2,323,129
Snacks and Other Food at Home (10)		\$22,762,394	\$27,126,504	\$4,364,110
Food Away from Home		\$43,033,939	\$51,292,307	\$8,258,368
Alcoholic Beverages		\$7,016,865	\$8,368,063	\$1,351,198

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$303,166,701	\$361,683,854	\$58,517,153
Value of Retirement Plans	\$1,096,753,582	\$1,308,957,948	\$212,204,366
Value of Other Financial Assets	\$99,029,458	\$118,153,306	\$19,123,848
Vehicle Loan Amount excluding Interest	\$32,982,917	\$39,298,245	\$6,315,328
Value of Credit Card Debt	\$31,458,275	\$37,509,977	\$6,051,702
Health			
Nonprescription Drugs	\$1,865,753	\$2,221,938	\$356,185
Prescription Drugs	\$4,073,927	\$4,851,918	\$777,991
Eyeglasses and Contact Lenses	\$1,118,666	\$1,333,354	\$214,688
Home			
Mortgage Payment and Basics (11)	\$112,257,130	\$133,947,274	\$21,690,144
Maintenance and Remodeling Services	\$30,710,957	\$36,621,809	\$5,910,852
Maintenance and Remodeling Materials (12)	\$6,710,689	\$7,996,110	\$1,285,421
Utilities, Fuel, and Public Services	\$57,915,126	\$69,011,226	\$11,096,100
Household Furnishings and Equipment			
Household Textiles (13)	\$1,152,479	\$1,373,787	\$221,308
Furniture	\$7,209,557	\$8,593,928	\$1,384,371
Rugs	\$347,010	\$413,832	\$66,822
Major Appliances (14)	\$4,182,930	\$4,987,160	\$804,230
Housewares (15)	\$1,003,891	\$1,196,634	\$192,743
Small Appliances	\$613,787	\$731,621	\$117,834
Luggage	\$187,031	\$223,009	\$35,978
Telephones and Accessories	\$1,159,054	\$1,383,451	\$224,397
Household Operations			
Child Care	\$5,495,369	\$6,554,611	\$1,059,242
Lawn and Garden (16)	\$5,625,490	\$6,703,958	\$1,078,468
Moving/Storage/Freight Express	\$825,834	\$984,184	\$158,350
Housekeeping Supplies (17)	\$8,986,382	\$10,708,488	\$1,722,106
Insurance			
Owners and Renters Insurance	\$7,064,499	\$8,419,071	\$1,354,572
Vehicle Insurance	\$21,595,347	\$25,728,990	\$4,133,643
Life/Other Insurance	\$6,723,264	\$8,015,892	\$1,292,628
Health Insurance	\$47,960,225	\$57,155,630	\$9,195,405
Personal Care Products (18)	\$5,735,365	\$6,835,620	\$1,100,255
School Books and Supplies (19)	\$1,487,613	\$1,772,711	\$285,098
Smoking Products	\$4,859,775	\$5,784,384	\$924,609
Transportation			
Payments on Vehicles excluding Leases	\$29,564,309	\$35,224,811	\$5,660,502
Gasoline and Motor Oil	\$27,653,779	\$32,945,191	\$5,291,412
Vehicle Maintenance and Repairs	\$12,946,413	\$15,429,031	\$2,482,618
Travel			
Airline Fares	\$6,845,872	\$8,164,882	\$1,319,010
Lodging on Trips	\$7,748,912	\$9,240,552	\$1,491,640
Auto/Truck Rental on Trips	\$598,992	\$714,431	\$115,439
Food and Drink on Trips	\$6,611,933	\$7,883,534	\$1,271,601

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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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January 07, 2022



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Top Tapestry Segments	Percen	Demographic Summary	2021	2026
Old and Newcomers (8F)	9.6%	Population	69,886	71,576
Midlife Constants (5E)	7.6%	Households	26,049	26,743
Exurbanites (1E)	7.1%	Families	16,770	17,158
The Great Outdoors (6C)	5.5%	Median Age	38.0	39.0
Retirement Communities (9E)	5.4%	Median Household	\$56,879	\$64,627
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$45,631,776	\$53,826,646	\$8,194,870
Men's		\$8,655,850	\$10,212,101	\$1,556,251
Women's		\$16,084,184	\$18,974,766	\$2,890,582
Children's		\$6,579,475	\$7,757,953	\$1,178,478
Footwear		\$10,798,839	\$12,737,613	\$1,938,774
Watches & Jewelry		\$2,798,772	\$3,300,061	\$501,289
Apparel Products and Services (1)		\$1,096,587	\$1,294,783	\$198,196
Computer				
Computers and Hardware for Home Use		\$3,574,237	\$4,216,682	\$642,445
Portable Memory		\$96,108	\$113,393	\$17,285
Computer Software		\$206,930	\$244,219	\$37,289
Computer Accessories		\$399,128	\$471,008	\$71,880
Entertainment & Recreation		\$71,452,392	\$84,260,327	\$12,807,935
Fees and Admissions		\$15,312,845	\$18,084,707	\$2,771,862
Membership Fees for Clubs (2)		\$5,209,530	\$6,151,847	\$942,317
Fees for Participant Sports, excl. Trips		\$2,389,541	\$2,822,562	\$433,021
Tickets to Theatre/Operas/Concerts		\$1,689,252	\$1,995,711	\$306,459
Tickets to Movies		\$1,167,208	\$1,377,302	\$210,094
Tickets to Parks or Museums		\$716,766	\$845,435	\$128,669
Admission to Sporting Events, excl. Trips		\$1,343,345	\$1,586,699	\$243,354
Fees for Recreational Lessons		\$2,773,519	\$3,277,184	\$503,665
Dating Services		\$23,685	\$27,967	\$4,282
TV/Video/Audio		\$26,269,701	\$30,968,131	\$4,698,430
Cable and Satellite Television Services		\$18,223,134	\$21,479,041	\$3,255,907
Televisions		\$2,423,647	\$2,858,390	\$434,743
Satellite Dishes		\$34,963	\$41,238	\$6,275
VCRs, Video Cameras, and DVD Players		\$108,095	\$127,534	\$19,439
Miscellaneous Video Equipment		\$345,558	\$407,377	\$61,819
Video Cassettes and DVDs		\$173,083	\$204,100	\$31,017
Video Game Hardware/Accessories		\$655,010	\$771,849	\$116,839
Video Game Software		\$361,952	\$426,654	\$64,702
Rental/Streaming/Downloaded Video		\$1,567,539	\$1,848,372	\$280,833
Installation of Televisions		\$14,826	\$17,517	\$2,691
Audio (3)		\$2,295,254	\$2,707,738	\$412,484
Rental and Repair of TV/Radio/Sound Equipment		\$66,640	\$78,321	\$11,681
Pets		\$16,808,858	\$19,804,814	\$2,995,956
Toys/Games/Crafts/Hobbies (4)		\$2,573,884	\$3,035,375	\$461,491
Recreational Vehicles and Fees (5)		\$2,476,891	\$2,921,891	\$445,000
Sports/Recreation/Exercise Equipment (6)		\$4,090,770	\$4,820,328	\$729,558
Photo Equipment and Supplies (7)		\$976,795	\$1,152,729	\$175,934
Reading (8)		\$2,327,898	\$2,746,649	\$418,751
Catered Affairs (9)		\$620,046	\$731,953	\$111,907
Food		\$201,753,556	\$237,895,951	\$36,142,395
Food at Home		\$120,104,470	\$141,605,153	\$21,500,683
Bakery and Cereal Products		\$15,421,393	\$18,182,396	\$2,761,003
Meats, Poultry, Fish, and Eggs		\$25,909,597	\$30,545,991	\$4,636,394
Dairy Products		\$12,129,553	\$14,301,308	\$2,171,755
Fruits and Vegetables		\$23,059,667	\$27,193,592	\$4,133,925
Snacks and Other Food at Home (10)		\$43,584,260	\$51,381,866	\$7,797,606
Food Away from Home		\$81,649,086	\$96,290,798	\$14,641,712
Alcoholic Beverages		\$13,327,624	\$15,731,335	\$2,403,711

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$583,451,350	\$689,370,493	\$105,919,143
Value of Retirement Plans	\$2,151,403,754	\$2,542,042,919	\$390,639,165
Value of Other Financial Assets	\$190,138,401	\$224,642,068	\$34,503,667
Vehicle Loan Amount excluding Interest	\$63,536,045	\$74,879,751	\$11,343,706
Value of Credit Card Debt	\$60,282,202	\$71,121,250	\$10,839,048
Health			
Nonprescription Drugs	\$3,671,539	\$4,324,536	\$652,997
Prescription Drugs	\$7,949,897	\$9,365,851	\$1,415,954
Eyeglasses and Contact Lenses	\$2,188,813	\$2,580,938	\$392,125
Home			
Mortgage Payment and Basics (11)	\$223,530,952	\$263,929,625	\$40,398,673
Maintenance and Remodeling Services	\$61,880,402	\$73,029,647	\$11,149,245
Maintenance and Remodeling Materials (12)	\$13,862,757	\$16,335,386	\$2,472,629
Utilities, Fuel, and Public Services	\$111,149,315	\$131,016,673	\$19,867,358
Household Furnishings and Equipment			
Household Textiles (13)	\$2,182,406	\$2,574,351	\$391,945
Furniture	\$13,813,945	\$16,293,404	\$2,479,459
Rugs	\$668,171	\$788,859	\$120,688
Major Appliances (14)	\$8,206,319	\$9,680,231	\$1,473,912
Housewares (15)	\$1,942,371	\$2,290,778	\$348,407
Small Appliances	\$1,162,902	\$1,371,279	\$208,377
Luggage	\$351,947	\$415,322	\$63,375
Telephones and Accessories	\$2,172,799	\$2,565,859	\$393,060
Household Operations			
Child Care	\$10,644,913	\$12,564,545	\$1,919,632
Lawn and Garden (16)	\$11,333,374	\$13,363,357	\$2,029,983
Moving/Storage/Freight Express	\$1,551,783	\$1,829,452	\$277,669
Housekeeping Supplies (17)	\$17,411,411	\$20,524,464	\$3,113,053
Insurance			
Owners and Renters Insurance	\$14,140,113	\$16,668,470	\$2,528,357
Vehicle Insurance	\$41,298,446	\$48,670,553	\$7,372,107
Life/Other Insurance	\$13,148,981	\$15,514,668	\$2,365,687
Health Insurance	\$92,906,480	\$109,543,625	\$16,637,145
Personal Care Products (18)	\$10,925,006	\$12,882,109	\$1,957,103
School Books and Supplies (19)	\$2,823,322	\$3,328,868	\$505,546
Smoking Products	\$9,149,371	\$10,769,667	\$1,620,296
Transportation			
Payments on Vehicles excluding Leases	\$57,923,241	\$68,255,220	\$10,331,979
Gasoline and Motor Oil	\$53,315,969	\$62,824,548	\$9,508,579
Vehicle Maintenance and Repairs	\$24,944,173	\$29,406,946	\$4,462,773
Travel			
Airline Fares	\$13,098,602	\$15,465,173	\$2,366,571
Lodging on Trips	\$15,127,159	\$17,855,494	\$2,728,335
Auto/Truck Rental on Trips	\$1,147,207	\$1,354,406	\$207,199
Food and Drink on Trips	\$12,766,443	\$15,065,428	\$2,298,985

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- (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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January 07, 2022



Retail Demand Outlook

Downtown College Place (College Avenue)
Drive Time: 45 minute radius

Prepared by Esri
Latitude: 46.04549
Longitude: -118.38901

Top Tapestry Segments	Percen	Demographic Summary	2021	2026
Midlife Constants (5E)	10.7%	Population	77,678	79,419
Old and Newcomers (8F)	8.7%	Households	29,167	29,885
The Great Outdoors (6C)	6.8%	Families	18,824	19,220
Exurbanites (1E)	6.3%	Median Age	38.7	39.5
Rustbelt Traditions (5D)	5.2%	Median Household	\$57,145	\$64,849
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$51,326,267	\$60,257,078	\$8,930,811
Men's		\$9,709,218	\$11,400,555	\$1,691,337
Women's		\$18,141,244	\$21,299,323	\$3,158,079
Children's		\$7,384,804	\$8,667,106	\$1,282,302
Footwear		\$12,129,043	\$14,239,003	\$2,109,960
Watches & Jewelry		\$3,159,680	\$3,708,183	\$548,503
Apparel Products and Services (1)		\$1,233,765	\$1,449,601	\$215,836
Computer				
Computers and Hardware for Home Use		\$4,018,873	\$4,718,738	\$699,865
Portable Memory		\$109,033	\$128,016	\$18,983
Computer Software		\$232,590	\$273,180	\$40,590
Computer Accessories		\$449,872	\$528,337	\$78,465
Entertainment & Recreation		\$80,817,556	\$94,854,181	\$14,036,625
Fees and Admissions		\$17,234,605	\$20,254,176	\$3,019,571
Membership Fees for Clubs (2)		\$5,864,390	\$6,891,235	\$1,026,845
Fees for Participant Sports, excl. Trips		\$2,691,122	\$3,162,978	\$471,856
Tickets to Theatre/Operas/Concerts		\$1,902,623	\$2,236,568	\$333,945
Tickets to Movies		\$1,305,236	\$1,532,867	\$227,631
Tickets to Parks or Museums		\$808,483	\$949,058	\$140,575
Admission to Sporting Events, excl. Trips		\$1,515,440	\$1,781,113	\$265,673
Fees for Recreational Lessons		\$3,120,862	\$3,669,279	\$548,417
Dating Services		\$26,450	\$31,078	\$4,628
TV/Video/Audio		\$29,669,711	\$34,812,347	\$5,142,636
Cable and Satellite Television Services		\$20,635,369	\$24,208,308	\$3,572,939
Televisions		\$2,717,177	\$3,189,495	\$472,318
Satellite Dishes		\$39,349	\$46,194	\$6,845
VCRs, Video Cameras, and DVD Players		\$121,793	\$143,007	\$21,214
Miscellaneous Video Equipment		\$390,017	\$457,662	\$67,645
Video Cassettes and DVDs		\$193,796	\$227,467	\$33,671
Video Game Hardware/Accessories		\$735,659	\$862,986	\$127,327
Video Game Software		\$404,822	\$475,007	\$70,185
Rental/Streaming/Downloaded Video		\$1,759,278	\$2,064,815	\$305,537
Installation of Televisions		\$16,540	\$19,445	\$2,905
Audio (3)		\$2,581,352	\$3,030,712	\$449,360
Rental and Repair of TV/Radio/Sound Equipment		\$74,558	\$87,249	\$12,691
Pets		\$19,134,355	\$22,441,066	\$3,306,711
Toys/Games/Crafts/Hobbies (4)		\$2,903,194	\$3,407,661	\$504,467
Recreational Vehicles and Fees (5)		\$2,828,075	\$3,320,136	\$492,061
Sports/Recreation/Exercise Equipment (6)		\$4,628,627	\$5,429,205	\$800,578
Photo Equipment and Supplies (7)		\$1,097,524	\$1,288,999	\$191,475
Reading (8)		\$2,631,346	\$3,089,826	\$458,480
Catered Affairs (9)		\$695,912	\$817,572	\$121,660
Food		\$227,398,937	\$266,875,644	\$39,476,707
Food at Home		\$135,535,329	\$159,049,699	\$23,514,370
Bakery and Cereal Products		\$17,407,747	\$20,428,102	\$3,020,355
Meats, Poultry, Fish, and Eggs		\$29,235,616	\$34,305,871	\$5,070,255
Dairy Products		\$13,706,956	\$16,085,467	\$2,378,511
Fruits and Vegetables		\$25,999,361	\$30,515,756	\$4,516,395
Snacks and Other Food at Home (10)		\$49,185,649	\$57,714,503	\$8,528,854
Food Away from Home		\$91,863,607	\$107,825,945	\$15,962,338
Alcoholic Beverages		\$15,036,563	\$17,662,101	\$2,625,538

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$659,921,681	\$775,776,942	\$115,855,261
Value of Retirement Plans	\$2,442,023,018	\$2,870,786,810	\$428,763,792
Value of Other Financial Assets	\$217,085,157	\$255,169,957	\$38,084,800
Vehicle Loan Amount excluding Interest	\$71,547,032	\$83,931,323	\$12,384,291
Value of Credit Card Debt	\$68,094,129	\$79,951,142	\$11,857,013
Health			
Nonprescription Drugs	\$4,174,483	\$4,894,582	\$720,099
Prescription Drugs	\$9,045,051	\$10,606,761	\$1,561,710
Eyeglasses and Contact Lenses	\$2,481,132	\$2,911,884	\$430,752
Home			
Mortgage Payment and Basics (11)	\$253,909,222	\$298,301,345	\$44,392,123
Maintenance and Remodeling Services	\$70,400,043	\$82,677,020	\$12,276,977
Maintenance and Remodeling Materials (12)	\$15,855,889	\$18,596,344	\$2,740,455
Utilities, Fuel, and Public Services	\$125,573,302	\$147,326,490	\$21,753,188
Household Furnishings and Equipment			
Household Textiles (13)	\$2,454,297	\$2,881,335	\$427,038
Furniture	\$15,550,360	\$18,254,684	\$2,704,324
Rugs	\$756,113	\$888,259	\$132,146
Major Appliances (14)	\$9,288,626	\$10,904,089	\$1,615,463
Housewares (15)	\$2,194,467	\$2,575,929	\$381,462
Small Appliances	\$1,311,801	\$1,539,555	\$227,754
Luggage	\$394,716	\$463,561	\$68,845
Telephones and Accessories	\$2,444,745	\$2,872,933	\$428,188
Household Operations			
Child Care	\$11,955,645	\$14,043,810	\$2,088,165
Lawn and Garden (16)	\$12,926,239	\$15,168,922	\$2,242,683
Moving/Storage/Freight Express	\$1,738,453	\$2,040,041	\$301,588
Housekeeping Supplies (17)	\$19,680,453	\$23,091,369	\$3,410,916
Insurance			
Owners and Renters Insurance	\$16,105,837	\$18,895,643	\$2,789,806
Vehicle Insurance	\$46,493,006	\$54,539,263	\$8,046,257
Life/Other Insurance	\$14,924,627	\$17,523,790	\$2,599,163
Health Insurance	\$105,292,043	\$123,559,316	\$18,267,273
Personal Care Products (18)	\$12,309,832	\$14,447,010	\$2,137,178
School Books and Supplies (19)	\$3,173,558	\$3,724,391	\$550,833
Smoking Products	\$10,334,554	\$12,110,350	\$1,775,796
Transportation			
Payments on Vehicles excluding Leases	\$65,442,224	\$76,759,036	\$11,316,812
Gasoline and Motor Oil	\$60,185,801	\$70,591,164	\$10,405,363
Vehicle Maintenance and Repairs	\$28,188,777	\$33,076,415	\$4,887,638
Travel			
Airline Fares	\$14,745,687	\$17,324,835	\$2,579,148
Lodging on Trips	\$17,116,357	\$20,104,770	\$2,988,413
Auto/Truck Rental on Trips	\$1,292,853	\$1,518,883	\$226,030
Food and Drink on Trips	\$14,414,684	\$16,928,244	\$2,513,560

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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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