



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	2023	2028
Midlife Constants (5E)	14.4%	Population	37,871	38,316
Old and Newcomers (8F)	12.9%	Households	14,811	15,126
Retirement Communities (9E)	9.7%	Families	8,929	9,152
Set to Impress (11D)	9.5%	Median Age	38.6	39.9
College Towns (14B)	6.1%	Median Household	\$56,632	\$66,288
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$25,365,828	\$30,456,199	\$5,090,371
Men's		\$4,724,128	\$5,671,859	\$947,731
Women's		\$8,694,282	\$10,438,887	\$1,744,605
Children's		\$3,755,071	\$4,508,423	\$753,352
Footwear		\$5,779,168	\$6,939,527	\$1,160,359
Watches & Jewelry		\$1,890,472	\$2,269,684	\$379,212
Apparel Products and Services (1)		\$522,707	\$627,819	\$105,112
Computer				
Computers and Hardware for Home Use		\$2,955,426	\$3,548,011	\$592,585
Portable Memory		\$54,389	\$65,319	\$10,930
Computer Software		\$172,096	\$206,638	\$34,542
Computer Accessories		\$292,947	\$351,720	\$58,773
Entertainment & Recreation		\$43,808,930	\$52,603,020	\$8,794,090
Fees and Admissions		\$7,818,047	\$9,390,293	\$1,572,246
Membership Fees for Clubs (2)		\$3,096,682	\$3,719,191	\$622,509
Fees for Participant Sports, excl. Trips		\$1,317,790	\$1,583,056	\$265,266
Tickets to Theatre/Operas/Concerts		\$622,318	\$747,457	\$125,139
Tickets to Movies		\$312,660	\$375,255	\$62,595
Tickets to Parks or Museums		\$310,877	\$373,211	\$62,334
Admission to Sporting Events, excl. Trips		\$660,541	\$793,083	\$132,542
Fees for Recreational Lessons		\$1,484,517	\$1,783,837	\$299,320
Dating Services		\$12,661	\$15,203	\$2,542
TV/Video/Audio		\$16,172,130	\$19,416,384	\$3,244,254
Cable and Satellite Television Services		\$10,346,630	\$12,425,238	\$2,078,608
Televisions		\$1,714,707	\$2,058,077	\$343,370
Satellite Dishes		\$19,449	\$23,326	\$3,877
VCRs, Video Cameras, and DVD Players		\$56,474	\$67,756	\$11,282
Miscellaneous Video Equipment		\$149,914	\$179,913	\$29,999
Video Cassettes and DVDs		\$79,394	\$95,248	\$15,854
Video Game Hardware/Accessories		\$488,548	\$586,126	\$97,578
Video Game Software		\$239,185	\$286,900	\$47,715
Rental/Streaming/Downloaded Video		\$1,459,501	\$1,751,334	\$291,833
Installation of Televisions		\$17,824	\$21,403	\$3,579
Audio (3)		\$1,563,926	\$1,877,223	\$313,297
Rental and Repair of TV/Radio/Sound Equipment		\$36,578	\$43,840	\$7,262
Pets		\$10,731,594	\$12,885,618	\$2,154,024
Toys/Games/Crafts/Hobbies (4)		\$1,863,399	\$2,237,084	\$373,685
Recreational Vehicles and Fees (5)		\$1,688,325	\$2,028,439	\$340,114
Sports/Recreation/Exercise Equipment (6)		\$3,148,004	\$3,778,380	\$630,376
Photo Equipment and Supplies (7)		\$538,648	\$646,772	\$108,124
Reading (8)		\$1,499,301	\$1,800,436	\$301,135
Catered Affairs (9)		\$349,482	\$419,614	\$70,132
Food		\$122,485,266	\$147,070,833	\$24,585,567
Food at Home		\$79,712,441	\$95,718,326	\$16,005,885
Bakery and Cereal Products		\$10,368,105	\$12,450,462	\$2,082,357
Meats, Poultry, Fish, and Eggs		\$17,203,012	\$20,658,203	\$3,455,191
Dairy Products		\$7,725,112	\$9,277,268	\$1,552,156
Fruits and Vegetables		\$15,664,626	\$18,812,654	\$3,148,028
Snacks and Other Food at Home (10)		\$28,751,585	\$34,519,738	\$5,768,153
Food Away from Home		\$42,772,825	\$51,352,507	\$8,579,682
Alcoholic Beverages		\$7,694,430	\$9,241,385	\$1,546,955

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.
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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$446,447,022	\$536,375,555	\$89,928,533
Value of Retirement Plans	\$1,587,671,857	\$1,907,631,612	\$319,959,755
Value of Other Financial Assets	\$97,463,455	\$117,107,618	\$19,644,163
Vehicle Loan Amount excluding Interest	\$42,097,004	\$50,531,058	\$8,434,054
Value of Credit Card Debt	\$36,762,863	\$44,155,770	\$7,392,907
Health			
Nonprescription Drugs	\$2,060,535	\$2,473,356	\$412,821
Prescription Drugs	\$4,563,565	\$5,478,389	\$914,824
Eyeglasses and Contact Lenses	\$1,324,382	\$1,590,129	\$265,747
Home			
Mortgage Payment and Basics (11)	\$140,077,539	\$168,353,924	\$28,276,385
Maintenance and Remodeling Services	\$41,648,614	\$50,058,724	\$8,410,110
Maintenance and Remodeling Materials (12)	\$8,901,344	\$10,690,292	\$1,788,948
Utilities, Fuel, and Public Services	\$68,627,907	\$82,402,396	\$13,774,489
Household Furnishings and Equipment			
Household Textiles (13)	\$1,425,627	\$1,711,692	\$286,065
Furniture	\$9,504,160	\$11,408,801	\$1,904,641
Rugs	\$469,979	\$564,477	\$94,498
Major Appliances (14)	\$6,042,029	\$7,257,625	\$1,215,596
Housewares (15)	\$1,235,145	\$1,483,059	\$247,914
Small Appliances	\$862,106	\$1,034,979	\$172,873
Luggage	\$162,928	\$195,593	\$32,665
Telephones and Accessories	\$1,276,482	\$1,531,787	\$255,305
Household Operations			
Child Care	\$5,465,613	\$6,563,821	\$1,098,208
Lawn and Garden (16)	\$7,622,562	\$9,156,289	\$1,533,727
Moving/Storage/Freight Express	\$1,064,295	\$1,277,664	\$213,369
Housekeeping Supplies (17)	\$10,939,888	\$13,135,954	\$2,196,066
Insurance			
Owners and Renters Insurance	\$9,020,563	\$10,834,638	\$1,814,075
Vehicle Insurance	\$25,523,124	\$30,639,588	\$5,116,464
Life/Other Insurance	\$7,886,413	\$9,472,596	\$1,586,183
Health Insurance	\$58,536,045	\$70,289,573	\$11,753,528
Personal Care Products (18)	\$6,434,782	\$7,725,476	\$1,290,694
School Books and Supplies (19)	\$1,547,811	\$1,857,952	\$310,141
Smoking Products	\$5,581,719	\$6,695,566	\$1,113,847
Transportation			
Payments on Vehicles excluding Leases	\$35,105,050	\$42,140,992	\$7,035,942
Gasoline and Motor Oil	\$29,684,600	\$35,634,709	\$5,950,109
Vehicle Maintenance and Repairs	\$15,541,092	\$18,657,094	\$3,116,002
Travel			
Airline Fares	\$5,194,682	\$6,238,756	\$1,044,074
Lodging on Trips	\$8,068,937	\$9,689,709	\$1,620,772
Auto/Truck Rental on Trips	\$906,264	\$1,088,444	\$182,180
Food and Drink on Trips	\$6,356,295	\$7,632,564	\$1,276,269

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

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December 22, 2023



Retail Demand Outlook

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Top Tapestry Segments	Percen	Demographic Summary	2023	2028	
Old and Newcomers (8F)	9.3%	Population	69,383	69,775	
Midlife Constants (5E)	8.1%	Households	26,312	26,695	
Exurbanites (1E)	6.9%	Families	16,885	17,152	
The Great Outdoors (6C)	5.7%	Median Age	38.8	39.7	
Retirement Communities (9E)	5.5%	Median Household	\$62,282	\$74,309	
			2023	2028	
			Consumer Spending	Forecasted Demand	
				Projected Spending Growth	
Apparel and Services			\$47,038,741	\$56,065,499	\$9,026,758
Men's			\$8,760,228	\$10,441,572	\$1,681,344
Women's			\$16,091,905	\$19,180,984	\$3,089,079
Children's			\$7,101,717	\$8,462,037	\$1,360,320
Footwear			\$10,639,716	\$12,682,818	\$2,043,102
Watches & Jewelry			\$3,493,362	\$4,163,172	\$669,810
Apparel Products and Services (1)			\$951,812	\$1,134,916	\$183,104
Computer					
Computers and Hardware for Home Use			\$5,470,068	\$6,519,521	\$1,049,453
Portable Memory			\$101,137	\$120,552	\$19,415
Computer Software			\$315,940	\$376,559	\$60,619
Computer Accessories			\$547,654	\$652,611	\$104,957
Entertainment & Recreation			\$84,238,019	\$100,325,306	\$16,087,287
Fees and Admissions			\$14,818,011	\$17,666,492	\$2,848,481
Membership Fees for Clubs (2)			\$5,849,628	\$6,973,402	\$1,123,774
Fees for Participant Sports, excl. Trips			\$2,516,619	\$3,000,957	\$484,338
Tickets to Theatre/Operas/Concerts			\$1,158,267	\$1,381,166	\$222,899
Tickets to Movies			\$581,103	\$692,681	\$111,578
Tickets to Parks or Museums			\$590,439	\$703,710	\$113,271
Admission to Sporting Events, excl. Trips			\$1,242,683	\$1,481,109	\$238,426
Fees for Recreational Lessons			\$2,857,786	\$3,407,827	\$550,041
Dating Services			\$21,486	\$25,641	\$4,155
TV/Video/Audio			\$30,446,682	\$36,270,113	\$5,823,431
Cable and Satellite Television Services			\$19,573,486	\$23,316,360	\$3,742,874
Televisions			\$3,220,955	\$3,836,878	\$615,923
Satellite Dishes			\$36,639	\$43,618	\$6,979
VCRs, Video Cameras, and DVD Players			\$105,585	\$125,779	\$20,194
Miscellaneous Video Equipment			\$274,328	\$327,076	\$52,748
Video Cassettes and DVDs			\$148,108	\$176,434	\$28,326
Video Game Hardware/Accessories			\$891,435	\$1,061,933	\$170,498
Video Game Software			\$432,625	\$515,396	\$82,771
Rental/Streaming/Downloaded Video			\$2,735,608	\$3,258,709	\$523,101
Installation of Televisions			\$34,227	\$40,776	\$6,549
Audio (3)			\$2,927,592	\$3,488,512	\$560,920
Rental and Repair of TV/Radio/Sound Equipment			\$66,093	\$78,643	\$12,550
Pets			\$21,441,090	\$25,507,168	\$4,066,078
Toys/Games/Crafts/Hobbies (4)			\$3,540,200	\$4,216,983	\$676,783
Recreational Vehicles and Fees (5)			\$3,408,282	\$4,056,302	\$648,020
Sports/Recreation/Exercise Equipment (6)			\$6,118,189	\$7,286,442	\$1,168,253
Photo Equipment and Supplies (7)			\$1,009,125	\$1,202,720	\$193,595
Reading (8)			\$2,805,742	\$3,343,547	\$537,805
Catered Affairs (9)			\$650,698	\$775,540	\$124,842
Food			\$229,511,488	\$273,490,371	\$43,978,883
Food at Home			\$149,466,208	\$178,100,576	\$28,634,368
Bakery and Cereal Products			\$19,404,247	\$23,122,298	\$3,718,051
Meats, Poultry, Fish, and Eggs			\$32,221,742	\$38,396,331	\$6,174,589
Dairy Products			\$14,557,897	\$17,345,536	\$2,787,639
Fruits and Vegetables			\$29,216,057	\$34,821,281	\$5,605,224
Snacks and Other Food at Home (10)			\$54,066,265	\$64,415,130	\$10,348,865
Food Away from Home			\$80,045,280	\$95,389,795	\$15,344,515
Alcoholic Beverages			\$14,390,938	\$17,155,490	\$2,764,552

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$839,760,864	\$1,001,269,879	\$161,509,015
Value of Retirement Plans	\$3,060,727,015	\$3,648,308,766	\$587,581,751
Value of Other Financial Assets	\$185,699,837	\$221,303,346	\$35,603,509
Vehicle Loan Amount excluding Interest	\$81,067,787	\$96,547,189	\$15,479,402
Value of Credit Card Debt	\$69,176,155	\$82,448,305	\$13,272,150
Health			
Nonprescription Drugs	\$3,948,326	\$4,700,982	\$752,656
Prescription Drugs	\$8,725,214	\$10,388,001	\$1,662,787
Eyeglasses and Contact Lenses	\$2,529,791	\$3,012,669	\$482,878
Home			
Mortgage Payment and Basics (11)	\$273,810,348	\$326,410,796	\$52,600,448
Maintenance and Remodeling Services	\$82,388,282	\$98,183,187	\$15,794,905
Maintenance and Remodeling Materials (12)	\$18,034,590	\$21,464,482	\$3,429,892
Utilities, Fuel, and Public Services	\$129,969,111	\$154,828,600	\$24,859,489
Household Furnishings and Equipment			
Household Textiles (13)	\$2,655,547	\$3,164,852	\$509,305
Furniture	\$18,037,758	\$21,488,010	\$3,450,252
Rugs	\$897,816	\$1,069,684	\$171,868
Major Appliances (14)	\$11,721,871	\$13,964,639	\$2,242,768
Housewares (15)	\$2,328,588	\$2,774,971	\$446,383
Small Appliances	\$1,598,146	\$1,904,324	\$306,178
Luggage	\$303,632	\$361,903	\$58,271
Telephones and Accessories	\$2,385,886	\$2,841,834	\$455,948
Household Operations			
Child Care	\$10,473,054	\$12,482,523	\$2,009,469
Lawn and Garden (16)	\$15,212,705	\$18,110,743	\$2,898,038
Moving/Storage/Freight Express	\$1,990,062	\$2,371,492	\$381,430
Housekeeping Supplies (17)	\$20,712,185	\$24,675,728	\$3,963,543
Insurance			
Owners and Renters Insurance	\$17,675,264	\$21,051,181	\$3,375,917
Vehicle Insurance	\$48,217,238	\$57,439,138	\$9,221,900
Life/Other Insurance	\$15,245,876	\$18,163,222	\$2,917,346
Health Insurance	\$111,940,846	\$133,332,797	\$21,391,951
Personal Care Products (18)	\$11,991,738	\$14,290,809	\$2,299,071
School Books and Supplies (19)	\$2,909,777	\$3,466,681	\$556,904
Smoking Products	\$10,389,818	\$12,365,718	\$1,975,900
Transportation			
Payments on Vehicles excluding Leases	\$67,729,400	\$80,654,928	\$12,925,528
Gasoline and Motor Oil	\$56,713,903	\$67,539,098	\$10,825,195
Vehicle Maintenance and Repairs	\$29,498,674	\$35,137,310	\$5,638,636
Travel			
Airline Fares	\$9,808,257	\$11,691,016	\$1,882,759
Lodging on Trips	\$15,507,046	\$18,475,571	\$2,968,525
Auto/Truck Rental on Trips	\$1,685,228	\$2,009,410	\$324,182
Food and Drink on Trips	\$12,113,726	\$14,433,024	\$2,319,298

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- (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.
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- (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.
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December 22, 2023



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	2023	2028
Midlife Constants (5E)	11.4%	Population	76,754	77,098
Old and Newcomers (8F)	8.5%	Households	29,380	29,762
The Great Outdoors (6C)	6.8%	Families	18,893	19,160
Exurbanites (1E)	6.1%	Median Age	39.5	40.4
Rooted Rural (10B)	5.1%	Median Household	\$63,104	\$75,260
		2023	2028	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$53,057,656	\$62,995,348	\$9,937,692
Men's		\$9,876,460	\$11,726,844	\$1,850,384
Women's		\$18,175,646	\$21,580,690	\$3,405,044
Children's		\$8,002,874	\$9,499,066	\$1,496,192
Footwear		\$11,980,805	\$14,226,448	\$2,245,643
Watches & Jewelry		\$3,946,310	\$4,684,821	\$738,511
Apparel Products and Services (1)		\$1,075,562	\$1,277,478	\$201,916
Computer				
Computers and Hardware for Home Use		\$6,160,588	\$7,314,488	\$1,153,900
Portable Memory		\$114,691	\$136,166	\$21,475
Computer Software		\$355,862	\$422,532	\$66,670
Computer Accessories		\$619,351	\$735,203	\$115,852
Entertainment & Recreation		\$95,742,851	\$113,585,548	\$17,842,697
Fees and Admissions		\$16,750,903	\$19,892,973	\$3,142,070
Membership Fees for Clubs (2)		\$6,618,088	\$7,858,593	\$1,240,505
Fees for Participant Sports, excl. Trips		\$2,849,050	\$3,384,056	\$535,006
Tickets to Theatre/Operas/Concerts		\$1,311,406	\$1,557,617	\$246,211
Tickets to Movies		\$651,371	\$773,499	\$122,128
Tickets to Parks or Museums		\$667,209	\$792,105	\$124,896
Admission to Sporting Events, excl. Trips		\$1,409,023	\$1,672,703	\$263,680
Fees for Recreational Lessons		\$3,220,831	\$3,825,955	\$605,124
Dating Services		\$23,925	\$28,444	\$4,519
TV/Video/Audio		\$34,552,807	\$41,001,693	\$6,448,886
Cable and Satellite Television Services		\$22,287,471	\$26,445,535	\$4,158,064
Televisions		\$3,639,579	\$4,318,918	\$679,339
Satellite Dishes		\$41,366	\$49,056	\$7,690
VCRs, Video Cameras, and DVD Players		\$119,100	\$141,337	\$22,237
Miscellaneous Video Equipment		\$306,868	\$364,472	\$57,604
Video Cassettes and DVDs		\$166,613	\$197,726	\$31,113
Video Game Hardware/Accessories		\$1,002,293	\$1,189,438	\$187,145
Video Game Software		\$484,819	\$575,404	\$90,585
Rental/Streaming/Downloaded Video		\$3,083,775	\$3,659,359	\$575,584
Installation of Televisions		\$38,495	\$45,688	\$7,193
Audio (3)		\$3,307,939	\$3,926,460	\$618,521
Rental and Repair of TV/Radio/Sound Equipment		\$74,487	\$88,301	\$13,814
Pets		\$24,537,283	\$29,078,772	\$4,541,489
Toys/Games/Crafts/Hobbies (4)		\$4,009,901	\$4,757,972	\$748,071
Recreational Vehicles and Fees (5)		\$3,922,428	\$4,649,716	\$727,288
Sports/Recreation/Exercise Equipment (6)		\$6,918,244	\$8,207,817	\$1,289,573
Photo Equipment and Supplies (7)		\$1,140,066	\$1,353,510	\$213,444
Reading (8)		\$3,182,653	\$3,778,022	\$595,369
Catered Affairs (9)		\$728,567	\$865,072	\$136,505
Food		\$259,679,814	\$308,243,035	\$48,563,221
Food at Home		\$169,293,396	\$200,944,963	\$31,651,567
Bakery and Cereal Products		\$21,985,850	\$26,096,851	\$4,111,001
Meats, Poultry, Fish, and Eggs		\$36,481,221	\$43,303,906	\$6,822,685
Dairy Products		\$16,511,811	\$19,597,364	\$3,085,553
Fruits and Vegetables		\$33,068,660	\$39,260,287	\$6,191,627
Snacks and Other Food at Home (10)		\$61,245,853	\$72,686,556	\$11,440,703
Food Away from Home		\$90,386,418	\$107,298,071	\$16,911,653
Alcoholic Beverages		\$16,311,003	\$19,368,296	\$3,057,293

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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$954,383,489	\$1,133,457,794	\$179,074,305
Value of Retirement Plans	\$3,490,474,467	\$4,143,939,979	\$653,465,512
Value of Other Financial Assets	\$211,913,569	\$251,554,649	\$39,641,080
Vehicle Loan Amount excluding Interest	\$91,907,476	\$109,032,756	\$17,125,280
Value of Credit Card Debt	\$78,460,828	\$93,147,315	\$14,686,487
Health			
Nonprescription Drugs	\$4,498,169	\$5,334,840	\$836,671
Prescription Drugs	\$9,966,640	\$11,819,581	\$1,852,941
Eyeglasses and Contact Lenses	\$2,880,266	\$3,416,648	\$536,382
Home			
Mortgage Payment and Basics (11)	\$312,141,359	\$370,619,520	\$58,478,161
Maintenance and Remodeling Services	\$94,295,154	\$111,924,020	\$17,628,866
Maintenance and Remodeling Materials (12)	\$20,714,828	\$24,556,730	\$3,841,902
Utilities, Fuel, and Public Services	\$147,530,273	\$175,065,274	\$27,535,001
Household Furnishings and Equipment			
Household Textiles (13)	\$2,999,052	\$3,560,445	\$561,393
Furniture	\$20,408,771	\$24,218,786	\$3,810,015
Rugs	\$1,021,005	\$1,211,725	\$190,720
Major Appliances (14)	\$13,360,843	\$15,854,574	\$2,493,731
Housewares (15)	\$2,634,818	\$3,127,759	\$492,941
Small Appliances	\$1,804,170	\$2,141,594	\$337,424
Luggage	\$342,228	\$406,345	\$64,117
Telephones and Accessories	\$2,691,167	\$3,193,228	\$502,061
Household Operations			
Child Care	\$11,821,722	\$14,035,008	\$2,213,286
Lawn and Garden (16)	\$17,416,762	\$20,653,802	\$3,237,040
Moving/Storage/Freight Express	\$2,249,629	\$2,670,559	\$420,930
Housekeeping Supplies (17)	\$23,508,030	\$27,897,788	\$4,389,758
Insurance			
Owners and Renters Insurance	\$20,220,394	\$23,986,702	\$3,766,308
Vehicle Insurance	\$54,562,792	\$64,748,278	\$10,185,486
Life/Other Insurance	\$17,383,938	\$20,628,588	\$3,244,650
Health Insurance	\$127,496,781	\$151,267,328	\$23,770,547
Personal Care Products (18)	\$13,548,673	\$16,083,946	\$2,535,273
School Books and Supplies (19)	\$3,286,673	\$3,900,694	\$614,021
Smoking Products	\$11,786,722	\$13,974,302	\$2,187,580
Transportation			
Payments on Vehicles excluding Leases	\$76,914,183	\$91,236,757	\$14,322,574
Gasoline and Motor Oil	\$64,336,188	\$76,321,352	\$11,985,164
Vehicle Maintenance and Repairs	\$33,457,033	\$39,697,889	\$6,240,856
Travel			
Airline Fares	\$11,085,924	\$13,162,960	\$2,077,036
Lodging on Trips	\$17,606,518	\$20,895,156	\$3,288,638
Auto/Truck Rental on Trips	\$1,906,942	\$2,264,827	\$357,885
Food and Drink on Trips	\$13,731,901	\$16,297,555	\$2,565,654

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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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