



# Retail Demand Outlook

Myra Rd Business District: Home Depot Area  
 Drive time: 10 minute radius

Prepared by Esri  
 Latitude: 46.05303  
 Longitude: -118.37406

Top Tapestry Segments	Percen	Demographic Summary	2023	2028
Midlife Constants (5E)	11.8%	Population	45,664	46,120
Old and Newcomers (8F)	10.7%	Households	17,961	18,310
Retirement Communities (9E)	8.0%	Families	10,960	11,213
Set to Impress (11D)	7.8%	Median Age	38.5	39.6
Front Porches (8E)	6.9%	Median Household	\$59,154	\$70,310
		<b>2023</b>	<b>2028</b>	<b>Projected</b>
		<b>Consumer Spending</b>	<b>Forecasted Demand</b>	<b>Spending Growth</b>
<b>Apparel and Services</b>		\$31,669,473	\$38,025,780	\$6,356,307
Men's		\$5,900,641	\$7,084,437	\$1,183,796
Women's		\$10,840,476	\$13,016,304	\$2,175,828
Children's		\$4,698,600	\$5,641,424	\$942,824
Footwear		\$7,216,921	\$8,665,788	\$1,448,867
Watches & Jewelry		\$2,361,784	\$2,835,867	\$474,083
Apparel Products and Services (1)		\$651,052	\$781,960	\$130,908
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,703,942	\$4,446,365	\$742,423
Portable Memory		\$67,909	\$81,555	\$13,646
Computer Software		\$215,411	\$258,613	\$43,202
Computer Accessories		\$365,371	\$438,680	\$73,309
<b>Entertainment &amp; Recreation</b>		\$54,369,605	\$65,295,220	\$10,925,615
Fees and Admissions		\$10,005,502	\$12,013,579	\$2,008,077
Membership Fees for Clubs (2)		\$3,944,655	\$4,736,422	\$791,767
Fees for Participant Sports, excl. Trips		\$1,692,211	\$2,031,998	\$339,787
Tickets to Theatre/Operas/Concerts		\$790,611	\$949,371	\$158,760
Tickets to Movies		\$395,489	\$474,579	\$79,090
Tickets to Parks or Museums		\$391,869	\$470,412	\$78,543
Admission to Sporting Events, excl. Trips		\$840,675	\$1,009,217	\$168,542
Fees for Recreational Lessons		\$1,934,105	\$2,322,507	\$388,402
Dating Services		\$15,887	\$19,072	\$3,185
TV/Video/Audio		\$19,913,838	\$23,915,854	\$4,002,016
Cable and Satellite Television Services		\$12,667,961	\$15,219,011	\$2,551,050
Televisions		\$2,122,855	\$2,548,458	\$425,603
Satellite Dishes		\$23,759	\$28,511	\$4,752
VCRs, Video Cameras, and DVD Players		\$70,057	\$84,065	\$14,008
Miscellaneous Video Equipment		\$192,881	\$231,422	\$38,541
Video Cassettes and DVDs		\$98,958	\$118,732	\$19,774
Video Game Hardware/Accessories		\$602,077	\$722,497	\$120,420
Video Game Software		\$295,862	\$354,949	\$59,087
Rental/Streaming/Downloaded Video		\$1,816,406	\$2,179,828	\$363,422
Installation of Televisions		\$22,883	\$27,467	\$4,584
Audio (3)		\$1,957,420	\$2,349,642	\$392,222
Rental and Repair of TV/Radio/Sound Equipment		\$42,719	\$51,272	\$8,553
Pets		\$13,110,034	\$15,748,673	\$2,638,639
Toys/Games/Crafts/Hobbies (4)		\$2,316,349	\$2,781,175	\$464,826
Recreational Vehicles and Fees (5)		\$2,076,263	\$2,495,406	\$419,143
Sports/Recreation/Exercise Equipment (6)		\$3,951,626	\$4,743,180	\$791,554
Photo Equipment and Supplies (7)		\$679,446	\$815,724	\$136,278
Reading (8)		\$1,872,100	\$2,248,135	\$376,035
Catered Affairs (9)		\$444,447	\$533,496	\$89,049
<b>Food</b>		\$152,034,765	\$182,577,327	\$30,542,562
Food at Home		\$98,725,871	\$118,570,266	\$19,844,395
Bakery and Cereal Products		\$12,837,146	\$15,418,273	\$2,581,127
Meats, Poultry, Fish, and Eggs		\$21,298,395	\$25,580,682	\$4,282,287
Dairy Products		\$9,563,897	\$11,487,391	\$1,923,494
Fruits and Vegetables		\$19,465,083	\$23,378,939	\$3,913,856
Snacks and Other Food at Home (10)		\$35,561,351	\$42,704,981	\$7,143,630
Food Away from Home		\$53,308,894	\$64,007,061	\$10,698,167
Alcoholic Beverages		\$9,673,485	\$11,617,024	\$1,943,539

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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$569,065,604	\$683,516,704	\$114,451,100
Value of Retirement Plans	\$2,019,836,292	\$2,426,402,783	\$406,566,491
Value of Other Financial Assets	\$121,902,855	\$146,461,878	\$24,559,023
Vehicle Loan Amount excluding Interest	\$51,971,318	\$62,402,034	\$10,430,716
Value of Credit Card Debt	\$45,959,912	\$55,203,199	\$9,243,287
<b>Health</b>			
Nonprescription Drugs	\$2,510,886	\$3,015,567	\$504,681
Prescription Drugs	\$5,532,480	\$6,645,752	\$1,113,272
Eyeglasses and Contact Lenses	\$1,634,673	\$1,963,271	\$328,598
<b>Home</b>			
Mortgage Payment and Basics (11)	\$178,235,281	\$214,156,070	\$35,920,789
Maintenance and Remodeling Services	\$52,539,835	\$63,139,120	\$10,599,285
Maintenance and Remodeling Materials (12)	\$10,875,695	\$13,069,440	\$2,193,745
Utilities, Fuel, and Public Services	\$84,530,185	\$101,527,503	\$16,997,318
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,777,290	\$2,134,054	\$356,764
Furniture	\$11,840,864	\$14,215,778	\$2,374,914
Rugs	\$588,155	\$706,464	\$118,309
Major Appliances (14)	\$7,493,009	\$9,002,121	\$1,509,112
Housewares (15)	\$1,544,800	\$1,854,845	\$310,045
Small Appliances	\$1,066,214	\$1,280,175	\$213,961
Luggage	\$204,279	\$245,230	\$40,951
Telephones and Accessories	\$1,581,384	\$1,898,278	\$316,894
<b>Household Operations</b>			
Child Care	\$7,023,480	\$8,431,562	\$1,408,082
Lawn and Garden (16)	\$9,452,687	\$11,357,591	\$1,904,904
Moving/Storage/Freight Express	\$1,323,964	\$1,589,434	\$265,470
Housekeeping Supplies (17)	\$13,521,554	\$16,239,735	\$2,718,181
<b>Insurance</b>			
Owners and Renters Insurance	\$11,144,844	\$13,390,381	\$2,245,537
Vehicle Insurance	\$31,453,235	\$37,769,698	\$6,316,463
Life/Other Insurance	\$9,840,724	\$11,821,791	\$1,981,067
Health Insurance	\$72,179,035	\$86,698,557	\$14,519,522
Personal Care Products (18)	\$8,009,580	\$9,617,018	\$1,607,438
School Books and Supplies (19)	\$1,922,732	\$2,308,324	\$385,592
Smoking Products	\$6,647,732	\$7,982,109	\$1,334,377
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$43,312,581	\$52,010,327	\$8,697,746
Gasoline and Motor Oil	\$36,398,638	\$43,711,918	\$7,313,280
Vehicle Maintenance and Repairs	\$19,193,420	\$23,047,341	\$3,853,921
<b>Travel</b>			
Airline Fares	\$6,571,426	\$7,890,488	\$1,319,062
Lodging on Trips	\$10,137,885	\$12,174,581	\$2,036,696
Auto/Truck Rental on Trips	\$1,142,183	\$1,371,528	\$229,345
Food and Drink on Trips	\$7,970,788	\$9,571,226	\$1,600,438

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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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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	69,742	70,134
Midlife Constants (5E)	8.0%	Households	26,467	26,851
Exurbanites (1E)	6.8%	Families	16,996	17,265
The Great Outdoors (6C)	6.2%	Median Age	38.9	39.8
Retirement Communities (9E)	5.5%	Median Household	\$62,376	\$74,474
			<b>2023</b>	<b>2028</b>
			<b>Consumer Spending</b>	<b>Forecasted Demand</b>
<b>Apparel and Services</b>			\$47,359,811	\$56,465,301
Men's			\$8,821,307	\$10,517,560
Women's			\$16,207,276	\$19,324,308
Children's			\$7,145,524	\$8,516,868
Footwear			\$10,710,823	\$12,771,468
Watches & Jewelry			\$3,516,450	\$4,191,949
Apparel Products and Services (1)			\$958,431	\$1,143,148
<b>Computer</b>				
Computers and Hardware for Home Use			\$5,511,463	\$6,570,847
Portable Memory			\$101,965	\$121,575
Computer Software			\$318,298	\$379,485
Computer Accessories			\$551,554	\$657,458
<b>Entertainment &amp; Recreation</b>			\$84,812,911	\$101,041,084
Fees and Admissions			\$14,930,175	\$17,805,432
Membership Fees for Clubs (2)			\$5,891,250	\$7,025,088
Fees for Participant Sports, excl. Trips			\$2,536,694	\$3,025,765
Tickets to Theatre/Operas/Concerts			\$1,167,069	\$1,392,064
Tickets to Movies			\$585,567	\$698,214
Tickets to Parks or Museums			\$594,576	\$708,858
Admission to Sporting Events, excl. Trips			\$1,250,314	\$1,490,647
Fees for Recreational Lessons			\$2,883,087	\$3,438,990
Dating Services			\$21,619	\$25,807
TV/Video/Audio			\$30,650,251	\$36,523,770
Cable and Satellite Television Services			\$19,703,386	\$23,478,239
Televisions			\$3,241,993	\$3,863,140
Satellite Dishes			\$36,877	\$43,915
VCRs, Video Cameras, and DVD Players			\$106,399	\$126,789
Miscellaneous Video Equipment			\$276,166	\$329,363
Video Cassettes and DVDs			\$149,148	\$177,726
Video Game Hardware/Accessories			\$896,850	\$1,068,718
Video Game Software			\$435,343	\$518,797
Rental/Streaming/Downloaded Video			\$2,754,495	\$3,282,217
Installation of Televisions			\$34,467	\$41,075
Audio (3)			\$2,948,679	\$3,514,702
Rental and Repair of TV/Radio/Sound Equipment			\$66,447	\$79,088
Pets			\$21,575,905	\$25,675,831
Toys/Games/Crafts/Hobbies (4)			\$3,563,744	\$4,246,335
Recreational Vehicles and Fees (5)			\$3,431,627	\$4,085,352
Sports/Recreation/Exercise Equipment (6)			\$6,161,483	\$7,340,241
Photo Equipment and Supplies (7)			\$1,016,763	\$1,212,182
Reading (8)			\$2,827,255	\$3,370,195
Catered Affairs (9)			\$655,708	\$781,747
<b>Food</b>			\$231,149,255	\$275,525,541
Food at Home			\$150,532,000	\$179,425,045
Bakery and Cereal Products			\$19,540,736	\$23,291,992
Meats, Poultry, Fish, and Eggs			\$32,450,272	\$38,680,427
Dairy Products			\$14,664,195	\$17,477,499
Fruits and Vegetables			\$29,433,514	\$35,091,033
Snacks and Other Food at Home (10)			\$54,443,284	\$64,884,093
Food Away from Home			\$80,617,254	\$96,100,496
Alcoholic Beverages			\$14,502,200	\$17,293,234

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<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$846,498,856	\$1,009,593,499	\$163,094,643
Value of Retirement Plans	\$3,084,158,846	\$3,677,301,751	\$593,142,905
Value of Other Financial Assets	\$187,378,856	\$223,370,478	\$35,991,622
Vehicle Loan Amount excluding Interest	\$81,608,815	\$97,221,221	\$15,612,406
Value of Credit Card Debt	\$69,680,241	\$83,073,949	\$13,393,708
<b>Health</b>			
Nonprescription Drugs	\$3,972,979	\$4,731,797	\$758,818
Prescription Drugs	\$8,777,539	\$10,453,505	\$1,675,966
Eyeglasses and Contact Lenses	\$2,546,387	\$3,033,362	\$486,975
<b>Home</b>			
Mortgage Payment and Basics (11)	\$276,043,150	\$329,168,270	\$53,125,120
Maintenance and Remodeling Services	\$83,074,894	\$99,030,207	\$15,955,313
Maintenance and Remodeling Materials (12)	\$18,160,227	\$21,620,656	\$3,460,429
Utilities, Fuel, and Public Services	\$130,857,488	\$155,934,353	\$25,076,865
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,674,549	\$3,188,457	\$513,908
Furniture	\$18,157,356	\$21,637,107	\$3,479,751
Rugs	\$904,038	\$1,077,424	\$173,386
Major Appliances (14)	\$11,808,630	\$14,072,225	\$2,263,595
Housewares (15)	\$2,345,755	\$2,796,270	\$450,515
Small Appliances	\$1,610,183	\$1,919,258	\$309,075
Luggage	\$305,835	\$364,639	\$58,804
Telephones and Accessories	\$2,403,619	\$2,863,821	\$460,202
<b>Household Operations</b>			
Child Care	\$10,545,748	\$12,572,967	\$2,027,219
Lawn and Garden (16)	\$15,316,723	\$18,240,193	\$2,923,470
Moving/Storage/Freight Express	\$2,007,235	\$2,392,666	\$385,431
Housekeeping Supplies (17)	\$20,855,348	\$24,853,835	\$3,998,487
<b>Insurance</b>			
Owners and Renters Insurance	\$17,794,741	\$21,199,868	\$3,405,127
Vehicle Insurance	\$48,546,931	\$57,849,586	\$9,302,655
Life/Other Insurance	\$15,352,632	\$18,295,843	\$2,943,211
Health Insurance	\$112,690,190	\$134,266,119	\$21,575,929
Personal Care Products (18)	\$12,077,337	\$14,397,195	\$2,319,858
School Books and Supplies (19)	\$2,930,441	\$3,492,362	\$561,921
Smoking Products	\$10,448,056	\$12,438,918	\$1,990,862
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$68,170,900	\$81,205,606	\$13,034,706
Gasoline and Motor Oil	\$57,105,728	\$68,026,967	\$10,921,239
Vehicle Maintenance and Repairs	\$29,704,907	\$35,393,789	\$5,688,882
<b>Travel</b>			
Airline Fares	\$9,887,233	\$11,788,657	\$1,901,424
Lodging on Trips	\$15,619,316	\$18,614,914	\$2,995,598
Auto/Truck Rental on Trips	\$1,698,305	\$2,025,591	\$327,286
Food and Drink on Trips	\$12,202,285	\$14,542,927	\$2,340,642

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December 22, 2023



# Retail Demand Outlook

Myra Rd Business District: Home Depot Area  
 Drive time: 45 minute radius

Prepared by Esri  
 Latitude: 46.05303  
 Longitude: -118.37406

Top Tapestry Segments	Percen	Demographic Summary	2023	2028
Midlife Constants (5E)	11.7%	Population	75,816	76,181
Old and Newcomers (8F)	8.5%	Households	29,004	29,395
The Great Outdoors (6C)	6.4%	Families	18,663	18,937
Exurbanites (1E)	6.2%	Median Age	39.5	40.4
Rooted Rural (10B)	5.1%	Median Household	\$63,132	\$75,283
		<b>2023</b>	<b>2028</b>	<b>Projected</b>
		<b>Consumer Spending</b>	<b>Forecasted Demand</b>	<b>Spending Growth</b>
<b>Apparel and Services</b>		\$52,477,818	\$62,355,050	\$9,877,232
Men's		\$9,768,911	\$11,608,072	\$1,839,161
Women's		\$17,973,186	\$21,356,921	\$3,383,735
Children's		\$7,916,249	\$9,403,465	\$1,487,216
Footwear		\$11,851,391	\$14,083,619	\$2,232,228
Watches & Jewelry		\$3,904,262	\$4,638,458	\$734,196
Apparel Products and Services (1)		\$1,063,820	\$1,264,514	\$200,694
<b>Computer</b>				
Computers and Hardware for Home Use		\$6,092,371	\$7,239,043	\$1,146,672
Portable Memory		\$113,276	\$134,595	\$21,319
Computer Software		\$351,923	\$418,172	\$66,249
Computer Accessories		\$612,331	\$727,434	\$115,103
<b>Entertainment &amp; Recreation</b>		\$94,650,140	\$112,375,486	\$17,725,346
Fees and Admissions		\$16,555,365	\$19,676,346	\$3,120,981
Membership Fees for Clubs (2)		\$6,541,247	\$7,773,533	\$1,232,286
Fees for Participant Sports, excl. Trips		\$2,815,216	\$3,346,527	\$531,311
Tickets to Theatre/Operas/Concerts		\$1,295,966	\$1,540,513	\$244,547
Tickets to Movies		\$644,092	\$765,450	\$121,358
Tickets to Parks or Museums		\$659,704	\$783,813	\$124,109
Admission to Sporting Events, excl. Trips		\$1,392,505	\$1,654,439	\$261,934
Fees for Recreational Lessons		\$3,182,954	\$3,783,896	\$600,942
Dating Services		\$23,682	\$28,177	\$4,495
TV/Video/Audio		\$34,169,048	\$40,577,556	\$6,408,508
Cable and Satellite Television Services		\$22,041,610	\$26,173,861	\$4,132,251
Televisions		\$3,599,814	\$4,275,009	\$675,195
Satellite Dishes		\$40,899	\$48,540	\$7,641
VCRs, Video Cameras, and DVD Players		\$117,743	\$139,835	\$22,092
Miscellaneous Video Equipment		\$303,436	\$360,680	\$57,244
Video Cassettes and DVDs		\$164,714	\$195,623	\$30,909
Video Game Hardware/Accessories		\$991,307	\$1,177,314	\$186,007
Video Game Software		\$479,691	\$569,752	\$90,061
Rental/Streaming/Downloaded Video		\$3,047,983	\$3,619,725	\$571,742
Installation of Televisions		\$38,053	\$45,198	\$7,145
Audio (3)		\$3,269,990	\$3,884,462	\$614,472
Rental and Repair of TV/Radio/Sound Equipment		\$73,808	\$87,557	\$13,749
Pets		\$24,254,893	\$28,765,522	\$4,510,629
Toys/Games/Crafts/Hobbies (4)		\$3,963,887	\$4,707,030	\$743,143
Recreational Vehicles and Fees (5)		\$3,874,375	\$4,596,318	\$721,943
Sports/Recreation/Exercise Equipment (6)		\$6,838,933	\$8,119,952	\$1,281,019
Photo Equipment and Supplies (7)		\$1,126,755	\$1,338,756	\$212,001
Reading (8)		\$3,146,331	\$3,737,800	\$591,469
Catered Affairs (9)		\$720,553	\$856,207	\$135,654
<b>Food</b>		\$256,822,785	\$305,085,346	\$48,262,561
Food at Home		\$167,433,728	\$198,889,587	\$31,455,859
Bakery and Cereal Products		\$21,744,834	\$25,830,520	\$4,085,686
Meats, Poultry, Fish, and Eggs		\$36,086,191	\$42,867,588	\$6,781,397
Dairy Products		\$16,328,209	\$19,394,247	\$3,066,038
Fruits and Vegetables		\$32,705,620	\$38,858,988	\$6,153,368
Snacks and Other Food at Home (10)		\$60,568,875	\$71,938,245	\$11,369,370
Food Away from Home		\$89,389,057	\$106,195,760	\$16,806,703
Alcoholic Beverages		\$16,121,974	\$19,158,905	\$3,036,931

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	2023 Consumer Spending	2028 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$943,297,827	\$1,121,176,456	\$177,878,629
Value of Retirement Plans	\$3,448,252,649	\$4,097,100,700	\$648,848,051
Value of Other Financial Assets	\$209,378,063	\$248,737,400	\$39,359,337
Vehicle Loan Amount excluding Interest	\$90,861,652	\$107,875,243	\$17,013,591
Value of Credit Card Debt	\$77,564,764	\$92,155,484	\$14,590,720
<b>Health</b>			
Nonprescription Drugs	\$4,448,478	\$5,279,941	\$831,463
Prescription Drugs	\$9,855,019	\$11,696,211	\$1,841,192
Eyeglasses and Contact Lenses	\$2,847,168	\$3,380,010	\$532,842
<b>Home</b>			
Mortgage Payment and Basics (11)	\$308,346,607	\$366,406,211	\$58,059,604
Maintenance and Remodeling Services	\$93,122,564	\$110,620,272	\$17,497,708
Maintenance and Remodeling Materials (12)	\$20,465,657	\$24,280,181	\$3,814,524
Utilities, Fuel, and Public Services	\$145,888,563	\$173,250,163	\$27,361,600
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$2,965,900	\$3,523,803	\$557,903
Furniture	\$20,181,762	\$23,967,851	\$3,786,089
Rugs	\$1,009,745	\$1,199,279	\$189,534
Major Appliances (14)	\$13,204,930	\$15,681,771	\$2,476,841
Housewares (15)	\$2,604,771	\$3,094,491	\$489,720
Small Appliances	\$1,784,363	\$2,119,700	\$335,337
Luggage	\$338,519	\$402,250	\$63,731
Telephones and Accessories	\$2,661,074	\$3,159,919	\$498,845
<b>Household Operations</b>			
Child Care	\$11,683,879	\$13,882,376	\$2,198,497
Lawn and Garden (16)	\$17,214,653	\$20,429,675	\$3,215,022
Moving/Storage/Freight Express	\$2,223,394	\$2,641,451	\$418,057
Housekeeping Supplies (17)	\$23,246,653	\$27,608,797	\$4,362,144
<b>Insurance</b>			
Owners and Renters Insurance	\$19,980,151	\$23,720,432	\$3,740,281
Vehicle Insurance	\$53,968,766	\$64,092,066	\$10,123,300
Life/Other Insurance	\$17,182,332	\$20,405,304	\$3,222,972
Health Insurance	\$126,045,061	\$149,660,911	\$23,615,850
Personal Care Products (18)	\$13,399,225	\$15,918,806	\$2,519,581
School Books and Supplies (19)	\$3,250,294	\$3,860,470	\$610,176
Smoking Products	\$11,662,141	\$13,836,963	\$2,174,822
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$76,038,774	\$90,268,040	\$14,229,266
Gasoline and Motor Oil	\$63,635,723	\$75,547,372	\$11,911,649
Vehicle Maintenance and Repairs	\$33,076,251	\$39,276,429	\$6,200,178
<b>Travel</b>			
Airline Fares	\$10,957,796	\$13,020,942	\$2,063,146
Lodging on Trips	\$17,405,082	\$20,672,126	\$3,267,044
Auto/Truck Rental on Trips	\$1,884,262	\$2,239,689	\$355,427
Food and Drink on Trips	\$13,574,351	\$16,123,060	\$2,548,709

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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.
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