

# Retail Demand Outlook

IL-47 & Main St, Huntley, Illinois, 60142 3  
 IL-47 & Main St, Huntley, Illinois, 60142  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 42.16835  
 Longitude: -88.42816

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Silver & Gold (9A)	34.9%	Population	4,707	4,678
Parks and Rec (5C)	25.4%	Households	1,832	1,826
Up and Coming Families (7A)	25.2%	Families	1,213	1,202
Boomburbs (1C)	14.5%	Median Age	45.3	44.7
	0.0%	Median Household Income	\$84,231	\$98,859
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$4,748,830	\$5,472,766	\$723,936
Men's		\$949,069	\$1,094,564	\$145,495
Women's		\$1,672,569	\$1,928,572	\$256,003
Children's		\$676,028	\$777,241	\$101,213
Footwear		\$1,085,009	\$1,249,873	\$164,864
Watches & Jewelry		\$278,436	\$321,035	\$42,599
Apparel Products and Services (1)		\$124,170	\$143,417	\$19,247
<b>Computer</b>				
Computers and Hardware for Home Use		\$395,528	\$456,029	\$60,501
Portable Memory		\$9,682	\$11,160	\$1,478
Computer Software		\$20,902	\$24,084	\$3,182
Computer Accessories		\$43,528	\$50,196	\$6,668
<b>Entertainment &amp; Recreation</b>		\$7,373,668	\$8,502,039	\$1,128,371
Fees and Admissions		\$1,801,554	\$2,076,206	\$274,652
Membership Fees for Clubs (2)		\$594,002	\$684,913	\$90,911
Fees for Participant Sports, excl. Trips		\$309,294	\$356,832	\$47,538
Tickets to Theatre/Operas/Concerts		\$189,074	\$218,041	\$28,967
Tickets to Movies		\$134,110	\$154,398	\$20,288
Tickets to Parks or Museums		\$80,895	\$93,177	\$12,282
Admission to Sporting Events, excl. Trips		\$153,585	\$176,971	\$23,386
Fees for Recreational Lessons		\$338,509	\$389,472	\$50,963
Dating Services		\$2,085	\$2,401	\$316
TV/Video/Audio		\$2,636,996	\$3,041,194	\$404,198
Cable and Satellite Television Services		\$1,802,882	\$2,080,565	\$277,683
Televisions		\$258,164	\$297,364	\$39,200
Satellite Dishes		\$3,463	\$3,986	\$523
VCRs, Video Cameras, and DVD Players		\$10,601	\$12,207	\$1,606
Miscellaneous Video Equipment		\$38,757	\$44,701	\$5,944
Video Cassettes and DVDs		\$17,462	\$20,100	\$2,638
Video Game Hardware/Accessories		\$58,485	\$67,290	\$8,805
Video Game Software		\$33,258	\$38,266	\$5,008
Rental/Streaming/Downloaded Video		\$158,235	\$182,144	\$23,909
Installation of Televisions		\$2,089	\$2,413	\$324
Audio (3)		\$249,085	\$286,952	\$37,867
Rental and Repair of TV/Radio/Sound Equipment		\$4,515	\$5,207	\$692
Pets		\$1,611,289	\$1,859,252	\$247,963
Toys/Games/Crafts/Hobbies (4)		\$258,084	\$297,070	\$38,986
Recreational Vehicles and Fees (5)		\$244,002	\$281,276	\$37,274
Sports/Recreation/Exercise Equipment (6)		\$417,406	\$480,798	\$63,392
Photo Equipment and Supplies (7)		\$102,542	\$118,029	\$15,487
Reading (8)		\$241,648	\$278,921	\$37,273
Catered Affairs (9)		\$60,554	\$69,758	\$9,204
<b>Food</b>		\$20,721,969	\$23,889,041	\$3,167,072
Food at Home		\$12,196,123	\$14,062,724	\$1,866,601
Bakery and Cereal Products		\$1,562,947	\$1,802,010	\$239,063
Meats, Poultry, Fish, and Eggs		\$2,603,922	\$3,002,623	\$398,701
Dairy Products		\$1,230,535	\$1,418,985	\$188,450
Fruits and Vegetables		\$2,397,187	\$2,764,393	\$367,206
Snacks and Other Food at Home (10)		\$4,401,533	\$5,074,714	\$673,181
Food Away from Home		\$8,525,845	\$9,826,317	\$1,300,472
Alcoholic Beverages		\$1,422,335	\$1,640,846	\$218,511

**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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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$68,003,255	\$78,534,829	\$10,531,574
Value of Retirement Plans	\$244,709,821	\$282,401,123	\$37,691,302
Value of Other Financial Assets	\$23,331,042	\$27,047,439	\$3,716,397
Vehicle Loan Amount excluding Interest	\$6,658,097	\$7,671,682	\$1,013,585
Value of Credit Card Debt	\$6,216,362	\$7,165,511	\$949,149
<b>Health</b>			
Nonprescription Drugs	\$339,801	\$392,177	\$52,376
Prescription Drugs	\$756,541	\$873,601	\$117,060
Eyeglasses and Contact Lenses	\$220,534	\$254,349	\$33,815
<b>Home</b>			
Mortgage Payment and Basics (11)	\$26,330,472	\$30,342,033	\$4,011,561
Maintenance and Remodeling Services	\$7,402,490	\$8,543,951	\$1,141,461
Maintenance and Remodeling Materials (12)	\$1,468,562	\$1,693,522	\$224,960
Utilities, Fuel, and Public Services	\$11,177,778	\$12,888,309	\$1,710,531
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$230,309	\$265,439	\$35,130
Furniture	\$1,473,953	\$1,698,522	\$224,569
Rugs	\$75,228	\$86,782	\$11,554
Major Appliances (14)	\$920,502	\$1,061,428	\$140,926
Housewares (15)	\$207,551	\$239,447	\$31,896
Small Appliances	\$115,707	\$133,365	\$17,658
Luggage	\$40,553	\$46,756	\$6,203
Telephones and Accessories	\$219,612	\$253,110	\$33,498
<b>Household Operations</b>			
Child Care	\$1,201,695	\$1,380,934	\$179,239
Lawn and Garden (16)	\$1,238,828	\$1,430,490	\$191,662
Moving/Storage/Freight Express	\$158,966	\$183,250	\$24,284
Housekeeping Supplies (17)	\$1,812,258	\$2,090,646	\$278,388
<b>Insurance</b>			
Owners and Renters Insurance	\$1,499,826	\$1,730,273	\$230,447
Vehicle Insurance	\$4,237,018	\$4,883,733	\$646,715
Life/Other Insurance	\$1,405,960	\$1,621,689	\$215,729
Health Insurance	\$9,625,289	\$11,106,314	\$1,481,025
Personal Care Products (18)	\$1,135,113	\$1,308,709	\$173,596
School Books and Supplies (19)	\$287,790	\$331,545	\$43,755
Smoking Products	\$717,553	\$827,094	\$109,541
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$6,068,630	\$6,992,194	\$923,564
Gasoline and Motor Oil	\$5,324,298	\$6,136,157	\$811,859
Vehicle Maintenance and Repairs	\$2,568,193	\$2,961,427	\$393,234
<b>Travel</b>			
Airline Fares	\$1,544,998	\$1,781,988	\$236,990
Lodging on Trips	\$1,728,675	\$1,994,230	\$265,555
Auto/Truck Rental on Trips	\$135,965	\$156,839	\$20,874
Food and Drink on Trips	\$1,432,695	\$1,652,538	\$219,843

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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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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	40.2%	Population	39,953	40,329
Silver & Gold (9A)	23.1%	Households	14,891	15,067
The Elders (9C)	22.8%	Families	10,969	11,109
Up and Coming Families (7A)	7.1%	Median Age	43.3	43.5
Workday Drive (4A)	3.5%	Median Household Income	\$95,211	\$110,315
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$40,270,314	\$48,035,439	\$7,765,125
Men's		\$8,382,280	\$9,991,415	\$1,609,135
Women's		\$14,307,869	\$17,063,373	\$2,755,504
Children's		\$5,542,734	\$6,623,547	\$1,080,813
Footwear		\$8,847,756	\$10,553,060	\$1,705,304
Watches & Jewelry		\$2,421,339	\$2,889,738	\$468,399
Apparel Products and Services (1)		\$1,087,080	\$1,295,052	\$207,972
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,479,912	\$4,150,089	\$670,177
Portable Memory		\$83,613	\$99,729	\$16,116
Computer Software		\$178,102	\$212,209	\$34,107
Computer Accessories		\$378,977	\$451,412	\$72,435
<b>Entertainment &amp; Recreation</b>		\$63,435,335	\$75,638,845	\$12,203,510
Fees and Admissions		\$15,590,356	\$18,601,932	\$3,011,576
Membership Fees for Clubs (2)		\$5,113,893	\$6,100,955	\$987,062
Fees for Participant Sports, excl. Trips		\$2,858,005	\$3,405,898	\$547,893
Tickets to Theatre/Operas/Concerts		\$1,589,195	\$1,894,093	\$304,898
Tickets to Movies		\$1,163,978	\$1,388,843	\$224,865
Tickets to Parks or Museums		\$716,125	\$854,222	\$138,097
Admission to Sporting Events, excl. Trips		\$1,326,655	\$1,584,308	\$257,653
Fees for Recreational Lessons		\$2,806,875	\$3,355,001	\$548,126
Dating Services		\$15,630	\$18,611	\$2,981
TV/Video/Audio		\$22,645,760	\$26,979,731	\$4,333,971
Cable and Satellite Television Services		\$15,521,676	\$18,481,229	\$2,959,553
Televisions		\$2,223,643	\$2,651,979	\$428,336
Satellite Dishes		\$30,465	\$36,368	\$5,903
VCRs, Video Cameras, and DVD Players		\$89,652	\$106,939	\$17,287
Miscellaneous Video Equipment		\$302,804	\$360,876	\$58,072
Video Cassettes and DVDs		\$146,894	\$175,113	\$28,219
Video Game Hardware/Accessories		\$481,767	\$575,171	\$93,404
Video Game Software		\$272,937	\$325,443	\$52,506
Rental/Streaming/Downloaded Video		\$1,344,244	\$1,603,834	\$259,590
Installation of Televisions		\$20,590	\$24,479	\$3,889
Audio (3)		\$2,173,041	\$2,593,001	\$419,960
Rental and Repair of TV/Radio/Sound Equipment		\$38,048	\$45,300	\$7,252
Pets		\$13,905,968	\$16,580,394	\$2,674,426
Toys/Games/Crafts/Hobbies (4)		\$2,168,779	\$2,587,708	\$418,929
Recreational Vehicles and Fees (5)		\$2,033,064	\$2,428,436	\$395,372
Sports/Recreation/Exercise Equipment (6)		\$3,586,858	\$4,284,472	\$697,614
Photo Equipment and Supplies (7)		\$898,290	\$1,072,276	\$173,986
Reading (8)		\$2,111,849	\$2,513,728	\$401,879
Catered Affairs (9)		\$497,711	\$594,093	\$96,382
<b>Food</b>		\$178,118,387	\$212,340,863	\$34,222,476
Food at Home		\$104,543,640	\$124,592,438	\$20,048,798
Bakery and Cereal Products		\$13,286,647	\$15,834,142	\$2,547,495
Meats, Poultry, Fish, and Eggs		\$22,269,469	\$26,539,534	\$4,270,065
Dairy Products		\$10,536,254	\$12,556,173	\$2,019,919
Fruits and Vegetables		\$20,616,863	\$24,567,173	\$3,950,310
Snacks and Other Food at Home (10)		\$37,834,409	\$45,095,416	\$7,261,007
Food Away from Home		\$73,574,746	\$87,748,425	\$14,173,679
Alcoholic Beverages		\$12,394,032	\$14,775,662	\$2,381,630

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$633,294,736	\$754,992,079	\$121,697,343
Value of Retirement Plans	\$2,129,995,806	\$2,540,048,007	\$410,052,201
Value of Other Financial Assets	\$215,559,310	\$256,515,578	\$40,956,268
Vehicle Loan Amount excluding Interest	\$56,652,549	\$67,607,805	\$10,955,256
Value of Credit Card Debt	\$52,363,141	\$62,435,909	\$10,072,768
<b>Health</b>			
Nonprescription Drugs	\$2,953,679	\$3,518,717	\$565,038
Prescription Drugs	\$6,649,136	\$7,914,244	\$1,265,108
Eyeglasses and Contact Lenses	\$1,873,322	\$2,233,287	\$359,965
<b>Home</b>			
Mortgage Payment and Basics (11)	\$226,757,666	\$270,637,679	\$43,880,013
Maintenance and Remodeling Services	\$66,117,249	\$78,840,113	\$12,722,864
Maintenance and Remodeling Materials (12)	\$12,846,638	\$15,331,381	\$2,484,743
Utilities, Fuel, and Public Services	\$95,102,183	\$113,326,204	\$18,224,021
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,971,876	\$2,351,541	\$379,665
Furniture	\$12,422,886	\$14,818,374	\$2,395,488
Rugs	\$657,658	\$784,397	\$126,739
Major Appliances (14)	\$7,937,529	\$9,465,825	\$1,528,296
Housewares (15)	\$1,834,173	\$2,185,583	\$351,410
Small Appliances	\$999,455	\$1,191,535	\$192,080
Luggage	\$358,254	\$427,107	\$68,853
Telephones and Accessories	\$1,876,793	\$2,233,616	\$356,823
<b>Household Operations</b>			
Child Care	\$10,136,424	\$12,124,904	\$1,988,480
Lawn and Garden (16)	\$10,861,331	\$12,948,083	\$2,086,752
Moving/Storage/Freight Express	\$1,425,350	\$1,700,434	\$275,084
Housekeeping Supplies (17)	\$15,785,699	\$18,808,922	\$3,023,223
<b>Insurance</b>			
Owners and Renters Insurance	\$13,127,547	\$15,649,351	\$2,521,804
Vehicle Insurance	\$36,104,531	\$43,038,640	\$6,934,109
Life/Other Insurance	\$12,133,305	\$14,470,791	\$2,337,486
Health Insurance	\$83,992,654	\$100,044,196	\$16,051,542
Personal Care Products (18)	\$9,898,649	\$11,798,331	\$1,899,682
School Books and Supplies (19)	\$2,476,282	\$2,954,728	\$478,446
Smoking Products	\$5,624,039	\$6,701,104	\$1,077,065
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$51,453,457	\$61,411,939	\$9,958,482
Gasoline and Motor Oil	\$45,323,069	\$54,051,142	\$8,728,073
Vehicle Maintenance and Repairs	\$22,046,575	\$26,278,798	\$4,232,223
<b>Travel</b>			
Airline Fares	\$13,661,455	\$16,293,448	\$2,631,993
Lodging on Trips	\$15,057,874	\$17,961,710	\$2,903,836
Auto/Truck Rental on Trips	\$1,212,898	\$1,446,452	\$233,554
Food and Drink on Trips	\$12,486,408	\$14,890,572	\$2,404,164

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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.
- (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.
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# Retail Demand Outlook

IL-47 & Main St, Huntley, Illinois, 60142 3  
 IL-47 & Main St, Huntley, Illinois, 60142  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 42.16835  
 Longitude: -88.42816

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	33.0%	Population	78,240	79,026
Workday Drive (4A)	23.0%	Households	28,064	28,534
Silver & Gold (9A)	13.1%	Families	21,680	22,037
The Elders (9C)	12.7%	Median Age	40.6	40.7
Professional Pride (1B)	7.4%	Median Household Income	\$106,394	\$120,122
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$84,450,471	\$99,238,603	\$14,788,132
Men's		\$17,004,227	\$19,975,445	\$2,971,218
Women's		\$29,775,605	\$34,981,518	\$5,205,913
Children's		\$12,321,037	\$14,499,662	\$2,178,625
Footwear		\$18,785,437	\$22,069,817	\$3,284,380
Watches & Jewelry		\$5,111,841	\$6,009,487	\$897,646
Apparel Products and Services (1)		\$2,166,242	\$2,542,712	\$376,470
<b>Computer</b>				
Computers and Hardware for Home Use		\$7,104,907	\$8,350,053	\$1,245,146
Portable Memory		\$173,742	\$204,165	\$30,423
Computer Software		\$367,814	\$431,888	\$64,074
Computer Accessories		\$770,606	\$904,456	\$133,850
<b>Entertainment &amp; Recreation</b>		\$131,377,647	\$154,335,645	\$22,957,998
Fees and Admissions		\$32,956,687	\$38,742,485	\$5,785,798
Membership Fees for Clubs (2)		\$10,784,813	\$12,674,359	\$1,889,546
Fees for Participant Sports, excl. Trips		\$5,750,412	\$6,755,044	\$1,004,632
Tickets to Theatre/Operas/Concerts		\$3,337,216	\$3,918,480	\$581,264
Tickets to Movies		\$2,421,679	\$2,847,783	\$426,104
Tickets to Parks or Museums		\$1,488,147	\$1,749,412	\$261,265
Admission to Sporting Events, excl. Trips		\$2,892,290	\$3,401,776	\$509,486
Fees for Recreational Lessons		\$6,248,086	\$7,355,712	\$1,107,626
Dating Services		\$34,045	\$39,920	\$5,875
TV/Video/Audio		\$45,997,398	\$53,997,206	\$7,999,808
Cable and Satellite Television Services		\$31,057,224	\$36,437,704	\$5,380,480
Televisions		\$4,636,138	\$5,448,077	\$811,939
Satellite Dishes		\$65,846	\$77,418	\$11,572
VCRs, Video Cameras, and DVD Players		\$191,856	\$225,418	\$33,562
Miscellaneous Video Equipment		\$618,085	\$725,484	\$107,399
Video Cassettes and DVDs		\$304,934	\$358,232	\$53,298
Video Game Hardware/Accessories		\$1,039,760	\$1,222,609	\$182,849
Video Game Software		\$579,214	\$680,401	\$101,187
Rental/Streaming/Downloaded Video		\$2,842,670	\$3,341,299	\$498,629
Installation of Televisions		\$37,988	\$44,558	\$6,570
Audio (3)		\$4,545,180	\$5,343,935	\$798,755
Rental and Repair of TV/Radio/Sound Equipment		\$78,504	\$92,071	\$13,567
Pets		\$28,514,342	\$33,490,401	\$4,976,059
Toys/Games/Crafts/Hobbies (4)		\$4,623,129	\$5,434,220	\$811,091
Recreational Vehicles and Fees (5)		\$4,536,998	\$5,334,262	\$797,264
Sports/Recreation/Exercise Equipment (6)		\$7,551,691	\$8,885,635	\$1,333,944
Photo Equipment and Supplies (7)		\$1,925,205	\$2,264,184	\$338,979
Reading (8)		\$4,202,578	\$4,929,681	\$727,103
Catered Affairs (9)		\$1,076,860	\$1,266,063	\$189,203
<b>Food</b>		\$366,568,622	\$430,585,974	\$64,017,352
Food at Home		\$213,912,913	\$251,197,823	\$37,284,910
Bakery and Cereal Products		\$27,267,775	\$32,018,853	\$4,751,078
Meats, Poultry, Fish, and Eggs		\$45,631,557	\$53,582,266	\$7,950,709
Dairy Products		\$21,517,476	\$25,266,904	\$3,749,428
Fruits and Vegetables		\$41,957,065	\$49,266,577	\$7,309,512
Snacks and Other Food at Home (10)		\$77,539,041	\$91,063,224	\$13,524,183
Food Away from Home		\$152,655,709	\$179,388,151	\$26,732,442
Alcoholic Beverages		\$25,637,119	\$30,110,823	\$4,473,704

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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,290,199,226	\$1,515,541,484	\$225,342,258
Value of Retirement Plans	\$4,514,461,692	\$5,302,145,362	\$787,683,670
Value of Other Financial Assets	\$398,432,895	\$467,020,170	\$68,587,275
Vehicle Loan Amount excluding Interest	\$118,181,102	\$138,924,893	\$20,743,791
Value of Credit Card Debt	\$110,382,392	\$129,641,256	\$19,258,864
<b>Health</b>			
Nonprescription Drugs	\$5,935,397	\$6,966,198	\$1,030,801
Prescription Drugs	\$13,091,724	\$15,354,546	\$2,262,822
Eyeglasses and Contact Lenses	\$3,887,244	\$4,564,928	\$677,684
<b>Home</b>			
Mortgage Payment and Basics (11)	\$483,288,308	\$568,228,879	\$84,940,571
Maintenance and Remodeling Services	\$134,551,505	\$158,095,120	\$23,543,615
Maintenance and Remodeling Materials (12)	\$26,821,763	\$31,530,506	\$4,708,743
Utilities, Fuel, and Public Services	\$194,137,685	\$227,940,302	\$33,802,617
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$4,091,947	\$4,808,061	\$716,114
Furniture	\$26,114,573	\$30,685,710	\$4,571,137
Rugs	\$1,368,702	\$1,608,256	\$239,554
Major Appliances (14)	\$16,482,389	\$19,364,038	\$2,881,649
Housewares (15)	\$3,703,705	\$4,349,094	\$645,389
Small Appliances	\$2,056,077	\$2,415,255	\$359,178
Luggage	\$726,854	\$854,000	\$127,146
Telephones and Accessories	\$3,975,728	\$4,663,269	\$687,541
<b>Household Operations</b>			
Child Care	\$23,079,027	\$27,183,482	\$4,104,455
Lawn and Garden (16)	\$21,884,926	\$25,703,445	\$3,818,519
Moving/Storage/Freight Express	\$2,865,108	\$3,368,721	\$503,613
Housekeeping Supplies (17)	\$31,802,409	\$37,340,482	\$5,538,073
<b>Insurance</b>			
Owners and Renters Insurance	\$26,845,841	\$31,530,667	\$4,684,826
Vehicle Insurance	\$73,715,457	\$86,586,096	\$12,870,639
Life/Other Insurance	\$25,553,221	\$30,019,060	\$4,465,839
Health Insurance	\$169,074,668	\$198,442,098	\$29,367,430
Personal Care Products (18)	\$20,159,257	\$23,679,197	\$3,519,940
School Books and Supplies (19)	\$5,199,905	\$6,112,836	\$912,931
Smoking Products	\$11,751,001	\$13,786,158	\$2,035,157
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$107,704,924	\$126,628,653	\$18,923,729
Gasoline and Motor Oil	\$93,615,567	\$109,993,157	\$16,377,590
Vehicle Maintenance and Repairs	\$44,991,619	\$52,838,465	\$7,846,846
<b>Travel</b>			
Airline Fares	\$27,972,045	\$32,874,890	\$4,902,845
Lodging on Trips	\$31,271,123	\$36,746,804	\$5,475,681
Auto/Truck Rental on Trips	\$2,474,434	\$2,907,888	\$433,454
Food and Drink on Trips	\$25,728,487	\$30,229,122	\$4,500,635

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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.
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