



# Retail Demand Outlook

10865 N US Highway 301, Oxford, Florida, 34484  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 28.91446  
 Longitude: -82.03627

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	65.9%	Population	23,988	28,642
Down the Road (10D)	8.0%	Households	11,694	14,018
Southern Satellites (10A)	8.0%	Families	8,313	9,816
Traditional Living (12B)	7.8%	Median Age	65.5	66.0
Senior Escapes (9D)	5.9%	Median Household Income	\$61,193	\$66,905
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$21,229,544	\$28,435,641	\$7,206,097
Men's		\$4,600,557	\$6,136,221	\$1,535,664
Women's		\$7,753,368	\$10,375,765	\$2,622,397
Children's		\$2,426,995	\$3,279,088	\$852,093
Footwear		\$4,708,766	\$6,320,307	\$1,611,541
Watches & Jewelry		\$1,258,331	\$1,686,077	\$427,746
Apparel Products and Services (1)		\$632,439	\$841,463	\$209,024
<b>Computer</b>				
Computers and Hardware for Home Use		\$1,818,611	\$2,426,658	\$608,047
Portable Memory		\$44,266	\$59,290	\$15,024
Computer Software		\$98,013	\$130,871	\$32,858
Computer Accessories		\$215,342	\$287,255	\$71,913
<b>Entertainment &amp; Recreation</b>		\$34,682,237	\$46,400,329	\$11,718,092
Fees and Admissions		\$7,592,723	\$10,134,316	\$2,541,593
Membership Fees for Clubs (2)		\$2,568,857	\$3,429,022	\$860,165
Fees for Participant Sports, excl. Trips		\$1,528,177	\$2,030,398	\$502,221
Tickets to Theatre/Operas/Concerts		\$850,794	\$1,134,490	\$283,696
Tickets to Movies		\$557,521	\$745,321	\$187,800
Tickets to Parks or Museums		\$357,561	\$477,806	\$120,245
Admission to Sporting Events, excl. Trips		\$615,460	\$823,923	\$208,463
Fees for Recreational Lessons		\$1,104,902	\$1,480,672	\$375,770
Dating Services		\$9,451	\$12,683	\$3,232
TV/Video/Audio		\$13,360,289	\$17,866,778	\$4,506,489
Cable and Satellite Television Services		\$9,680,401	\$12,931,989	\$3,251,588
Televisions		\$1,169,303	\$1,566,321	\$397,018
Satellite Dishes		\$14,606	\$19,629	\$5,023
VCRs, Video Cameras, and DVD Players		\$47,441	\$63,776	\$16,335
Miscellaneous Video Equipment		\$168,219	\$224,819	\$56,600
Video Cassettes and DVDs		\$78,727	\$105,596	\$26,869
Video Game Hardware/Accessories		\$244,115	\$329,690	\$85,575
Video Game Software		\$148,400	\$199,807	\$51,407
Rental/Streaming/Downloaded Video		\$680,599	\$914,286	\$233,687
Installation of Televisions		\$12,410	\$16,347	\$3,937
Audio (3)		\$1,087,406	\$1,455,822	\$368,416
Rental and Repair of TV/Radio/Sound Equipment		\$28,660	\$38,696	\$10,036
Pets		\$7,986,252	\$10,696,635	\$2,710,383
Toys/Games/Crafts/Hobbies (4)		\$1,100,765	\$1,479,620	\$378,855
Recreational Vehicles and Fees (5)		\$999,323	\$1,345,159	\$345,836
Sports/Recreation/Exercise Equipment (6)		\$1,700,914	\$2,286,707	\$585,793
Photo Equipment and Supplies (7)		\$426,898	\$572,530	\$145,632
Reading (8)		\$1,273,456	\$1,694,831	\$421,375
Catered Affairs (9)		\$243,467	\$326,220	\$82,753
<b>Food</b>		\$98,772,259	\$132,112,941	\$33,340,682
Food at Home		\$59,550,808	\$79,628,688	\$20,077,880
Bakery and Cereal Products		\$7,567,437	\$10,120,052	\$2,552,615
Meats, Poultry, Fish, and Eggs		\$12,802,968	\$17,124,566	\$4,321,598
Dairy Products		\$5,986,238	\$8,000,253	\$2,014,015
Fruits and Vegetables		\$11,740,381	\$15,681,114	\$3,940,733
Snacks and Other Food at Home (10)		\$21,453,783	\$28,702,703	\$7,248,920
Food Away from Home		\$39,221,450	\$52,484,253	\$13,262,803
Alcoholic Beverages		\$6,839,477	\$9,132,040	\$2,292,563

**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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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$343,145,649	\$456,255,467	\$113,109,818
Value of Retirement Plans	\$1,125,998,136	\$1,502,053,600	\$376,055,464
Value of Other Financial Assets	\$140,954,906	\$186,784,225	\$45,829,319
Vehicle Loan Amount excluding Interest	\$29,633,660	\$39,805,756	\$10,172,096
Value of Credit Card Debt	\$28,519,206	\$38,191,886	\$9,672,680
<b>Health</b>			
Nonprescription Drugs	\$1,808,735	\$2,419,939	\$611,204
Prescription Drugs	\$4,325,435	\$5,778,380	\$1,452,945
Eyeglasses and Contact Lenses	\$1,045,054	\$1,398,568	\$353,514
<b>Home</b>			
Mortgage Payment and Basics (11)	\$109,926,326	\$147,040,531	\$37,114,205
Maintenance and Remodeling Services	\$35,059,401	\$46,670,546	\$11,611,145
Maintenance and Remodeling Materials (12)	\$6,684,148	\$8,956,559	\$2,272,411
Utilities, Fuel, and Public Services	\$55,339,166	\$74,060,741	\$18,721,575
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,049,251	\$1,403,219	\$353,968
Furniture	\$6,481,351	\$8,679,781	\$2,198,430
Rugs	\$348,235	\$464,942	\$116,707
Major Appliances (14)	\$4,244,255	\$5,675,258	\$1,431,003
Housewares (15)	\$1,037,539	\$1,383,833	\$346,294
Small Appliances	\$552,979	\$740,151	\$187,172
Luggage	\$190,643	\$254,262	\$63,619
Telephones and Accessories	\$1,113,849	\$1,486,580	\$372,731
<b>Household Operations</b>			
Child Care	\$3,781,759	\$5,105,042	\$1,323,283
Lawn and Garden (16)	\$6,176,056	\$8,242,916	\$2,066,860
Moving/Storage/Freight Express	\$753,797	\$1,007,852	\$254,055
Housekeeping Supplies (17)	\$9,175,773	\$12,255,230	\$3,079,457
<b>Insurance</b>			
Owners and Renters Insurance	\$7,467,707	\$9,990,128	\$2,522,421
Vehicle Insurance	\$20,273,175	\$27,140,927	\$6,867,752
Life/Other Insurance	\$6,569,313	\$8,787,364	\$2,218,051
Health Insurance	\$50,050,400	\$66,821,964	\$16,771,564
Personal Care Products (18)	\$5,533,600	\$7,395,204	\$1,861,604
School Books and Supplies (19)	\$1,272,308	\$1,705,256	\$432,948
Smoking Products	\$3,736,000	\$5,042,608	\$1,306,608
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$26,566,359	\$35,687,867	\$9,121,508
Gasoline and Motor Oil	\$24,961,516	\$33,470,816	\$8,509,300
Vehicle Maintenance and Repairs	\$12,422,247	\$16,617,892	\$4,195,645
<b>Travel</b>			
Airline Fares	\$6,994,073	\$9,315,276	\$2,321,203
Lodging on Trips	\$7,830,457	\$10,451,720	\$2,621,263
Auto/Truck Rental on Trips	\$630,235	\$839,358	\$209,123
Food and Drink on Trips	\$6,600,169	\$8,807,731	\$2,207,562

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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	2021	2026
The Elders (9C)	57.9%	Population	194,794	224,386
Traditional Living (12B)	12.1%	Households	93,372	107,575
Down the Road (10D)	9.4%	Families	63,599	72,690
Senior Escapes (9D)	7.5%	Median Age	63.8	64.7
Southern Satellites (10A)	3.8%	Median Household Income	\$57,132	\$62,638
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$157,822,883	\$206,866,527	\$49,043,644
Men's		\$33,578,084	\$43,823,184	\$10,245,100
Women's		\$57,500,524	\$75,279,732	\$17,779,208
Children's		\$18,646,488	\$24,649,165	\$6,002,677
Footwear		\$35,288,123	\$46,381,400	\$11,093,277
Watches & Jewelry		\$9,403,938	\$12,322,592	\$2,918,654
Apparel Products and Services (1)		\$4,568,832	\$5,948,106	\$1,379,274
<b>Computer</b>				
Computers and Hardware for Home Use		\$13,383,735	\$17,459,838	\$4,076,103
Portable Memory		\$333,338	\$436,879	\$103,541
Computer Software		\$730,282	\$954,879	\$224,597
Computer Accessories		\$1,581,121	\$2,065,628	\$484,507
<b>Entertainment &amp; Recreation</b>		\$257,899,218	\$337,309,934	\$79,410,716
Fees and Admissions		\$55,937,668	\$73,076,537	\$17,138,869
Membership Fees for Clubs (2)		\$18,888,448	\$24,672,859	\$5,784,411
Fees for Participant Sports, excl. Trips		\$11,003,099	\$14,304,973	\$3,301,874
Tickets to Theatre/Operas/Concerts		\$6,264,584	\$8,186,204	\$1,921,620
Tickets to Movies		\$4,121,085	\$5,392,489	\$1,271,404
Tickets to Parks or Museums		\$2,642,670	\$3,450,512	\$807,842
Admission to Sporting Events, excl. Trips		\$4,575,431	\$5,999,754	\$1,424,323
Fees for Recreational Lessons		\$8,371,974	\$10,976,824	\$2,604,850
Dating Services		\$70,377	\$92,923	\$22,546
TV/Video/Audio		\$98,594,997	\$128,940,029	\$30,345,032
Cable and Satellite Television Services		\$71,107,519	\$92,843,759	\$21,736,240
Televisions		\$8,647,351	\$11,345,695	\$2,698,344
Satellite Dishes		\$109,796	\$144,682	\$34,886
VCRs, Video Cameras, and DVD Players		\$358,926	\$473,298	\$114,372
Miscellaneous Video Equipment		\$1,249,563	\$1,632,064	\$382,501
Video Cassettes and DVDs		\$589,614	\$774,851	\$185,237
Video Game Hardware/Accessories		\$1,893,050	\$2,506,620	\$613,570
Video Game Software		\$1,128,704	\$1,490,718	\$362,014
Rental/Streaming/Downloaded Video		\$5,131,999	\$6,754,066	\$1,622,067
Installation of Televisions		\$86,628	\$111,319	\$24,691
Audio (3)		\$8,078,164	\$10,581,047	\$2,502,883
Rental and Repair of TV/Radio/Sound Equipment		\$213,684	\$281,911	\$68,227
Pets		\$60,031,838	\$78,469,833	\$18,437,995
Toys/Games/Crafts/Hobbies (4)		\$8,353,113	\$10,999,754	\$2,646,641
Recreational Vehicles and Fees (5)		\$7,680,774	\$10,094,159	\$2,413,385
Sports/Recreation/Exercise Equipment (6)		\$12,930,738	\$16,959,676	\$4,028,938
Photo Equipment and Supplies (7)		\$3,208,433	\$4,218,501	\$1,010,068
Reading (8)		\$9,331,511	\$12,152,401	\$2,820,890
Catered Affairs (9)		\$1,844,064	\$2,417,244	\$573,180
<b>Food</b>		\$731,343,243	\$956,392,689	\$225,049,446
Food at Home		\$440,953,267	\$576,380,676	\$135,427,409
Bakery and Cereal Products		\$56,086,579	\$73,316,688	\$17,230,109
Meats, Poultry, Fish, and Eggs		\$94,792,303	\$123,963,395	\$29,171,092
Dairy Products		\$44,447,332	\$58,053,611	\$13,606,279
Fruits and Vegetables		\$86,621,836	\$113,102,519	\$26,480,683
Snacks and Other Food at Home (10)		\$159,005,217	\$207,944,464	\$48,939,247
Food Away from Home		\$290,389,976	\$380,012,013	\$89,622,037
Alcoholic Beverages		\$50,342,007	\$65,771,018	\$15,429,011

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$2,475,786,244	\$3,221,390,647	\$745,604,403
Value of Retirement Plans	\$8,270,483,796	\$10,799,175,019	\$2,528,691,223
Value of Other Financial Assets	\$1,008,771,104	\$1,308,611,083	\$299,839,979
Vehicle Loan Amount excluding Interest	\$220,580,299	\$289,614,896	\$69,034,597
Value of Credit Card Debt	\$212,527,117	\$278,464,061	\$65,936,944
<b>Health</b>			
Nonprescription Drugs	\$13,453,951	\$17,572,259	\$4,118,308
Prescription Drugs	\$31,765,455	\$41,456,579	\$9,691,124
Eyeglasses and Contact Lenses	\$7,815,048	\$10,230,736	\$2,415,688
<b>Home</b>			
Mortgage Payment and Basics (11)	\$816,766,947	\$1,068,341,212	\$251,574,265
Maintenance and Remodeling Services	\$254,998,744	\$331,289,231	\$76,290,487
Maintenance and Remodeling Materials (12)	\$50,163,164	\$65,504,398	\$15,341,234
Utilities, Fuel, and Public Services	\$409,288,968	\$535,558,293	\$126,269,325
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$7,745,009	\$10,131,276	\$2,386,267
Furniture	\$48,009,813	\$62,883,561	\$14,873,748
Rugs	\$2,540,957	\$3,317,005	\$776,048
Major Appliances (14)	\$31,198,927	\$40,763,137	\$9,564,210
Housewares (15)	\$7,623,144	\$9,937,897	\$2,314,753
Small Appliances	\$4,119,366	\$5,394,614	\$1,275,248
Luggage	\$1,387,891	\$1,810,557	\$422,666
Telephones and Accessories	\$8,283,572	\$10,847,506	\$2,563,934
<b>Household Operations</b>			
Child Care	\$29,221,309	\$38,642,716	\$9,421,407
Lawn and Garden (16)	\$45,302,093	\$59,013,447	\$13,711,354
Moving/Storage/Freight Express	\$5,544,082	\$7,235,615	\$1,691,533
Housekeeping Supplies (17)	\$67,487,022	\$88,086,475	\$20,599,453
<b>Insurance</b>			
Owners and Renters Insurance	\$55,014,436	\$71,895,848	\$16,881,412
Vehicle Insurance	\$149,653,477	\$195,776,185	\$46,122,708
Life/Other Insurance	\$48,374,156	\$63,256,300	\$14,882,144
Health Insurance	\$367,229,321	\$479,292,176	\$112,062,855
Personal Care Products (18)	\$40,822,732	\$53,366,692	\$12,543,960
School Books and Supplies (19)	\$9,489,161	\$12,432,194	\$2,943,033
Smoking Products	\$28,498,369	\$37,592,752	\$9,094,383
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$198,245,099	\$260,136,410	\$61,891,311
Gasoline and Motor Oil	\$186,077,745	\$243,761,549	\$57,683,804
Vehicle Maintenance and Repairs	\$92,107,606	\$120,468,030	\$28,360,424
<b>Travel</b>			
Airline Fares	\$51,079,726	\$66,533,007	\$15,453,281
Lodging on Trips	\$57,516,305	\$75,062,860	\$17,546,555
Auto/Truck Rental on Trips	\$4,585,144	\$5,967,488	\$1,382,344
Food and Drink on Trips	\$48,449,272	\$63,212,681	\$14,763,409

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- (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.
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# Retail Demand Outlook

10865 N US Highway 301, Oxford, Florida, 34484  
 Drive Time: 30 minute radius

Prepared by Esri  
 Latitude: 28.91446  
 Longitude: -82.03627

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	38.0%	Population	377,728	420,593
Senior Escapes (9D)	15.1%	Households	166,309	185,853
Traditional Living (12B)	8.3%	Families	112,696	125,232
Down the Road (10D)	7.7%	Median Age	57.7	59.0
Middleburg (4C)	4.5%	Median Household Income	\$54,342	\$59,459
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$270,204,936	\$343,375,374	\$73,170,438
Men's		\$55,535,431	\$70,492,018	\$14,956,587
Women's		\$98,033,130	\$124,517,410	\$26,484,280
Children's		\$33,829,029	\$43,095,831	\$9,266,802
Footwear		\$61,173,623	\$77,818,242	\$16,644,619
Watches & Jewelry		\$16,231,750	\$20,616,946	\$4,385,196
Apparel Products and Services (1)		\$7,434,429	\$9,428,024	\$1,993,595
<b>Computer</b>				
Computers and Hardware for Home Use		\$22,446,238	\$28,469,192	\$6,022,954
Portable Memory		\$570,267	\$724,638	\$154,371
Computer Software		\$1,230,629	\$1,562,384	\$331,755
Computer Accessories		\$2,613,123	\$3,318,982	\$705,859
<b>Entertainment &amp; Recreation</b>		\$438,678,513	\$556,932,056	\$118,253,543
Fees and Admissions		\$93,883,589	\$119,178,630	\$25,295,041
Membership Fees for Clubs (2)		\$31,718,889	\$40,259,482	\$8,540,593
Fees for Participant Sports, excl. Trips		\$17,612,113	\$22,334,794	\$4,722,681
Tickets to Theatre/Operas/Concerts		\$10,372,038	\$13,174,466	\$2,802,428
Tickets to Movies		\$6,993,669	\$8,882,523	\$1,888,854
Tickets to Parks or Museums		\$4,491,904	\$5,698,288	\$1,206,384
Admission to Sporting Events, excl. Trips		\$7,794,734	\$9,910,503	\$2,115,769
Fees for Recreational Lessons		\$14,778,752	\$18,763,711	\$3,984,959
Dating Services		\$121,491	\$154,863	\$33,372
TV/Video/Audio		\$166,472,985	\$211,391,838	\$44,918,853
Cable and Satellite Television Services		\$119,171,596	\$151,231,678	\$32,060,082
Televisions		\$14,727,955	\$18,730,882	\$4,002,927
Satellite Dishes		\$190,337	\$242,432	\$52,095
VCRs, Video Cameras, and DVD Players		\$619,511	\$789,650	\$170,139
Miscellaneous Video Equipment		\$2,112,728	\$2,680,838	\$568,110
Video Cassettes and DVDs		\$1,010,606	\$1,286,075	\$275,469
Video Game Hardware/Accessories		\$3,380,870	\$4,312,307	\$931,437
Video Game Software		\$1,973,110	\$2,515,478	\$542,368
Rental/Streaming/Downloaded Video		\$8,907,256	\$11,338,301	\$2,431,045
Installation of Televisions		\$132,312	\$166,819	\$34,507
Audio (3)		\$13,862,832	\$17,608,775	\$3,745,943
Rental and Repair of TV/Radio/Sound Equipment		\$383,871	\$488,603	\$104,732
Pets		\$103,135,565	\$130,842,358	\$27,706,793
Toys/Games/Crafts/Hobbies (4)		\$14,522,207	\$18,491,069	\$3,968,862
Recreational Vehicles and Fees (5)		\$13,701,070	\$17,412,623	\$3,711,553
Sports/Recreation/Exercise Equipment (6)		\$22,969,503	\$29,160,378	\$6,190,875
Photo Equipment and Supplies (7)		\$5,525,738	\$7,032,187	\$1,506,449
Reading (8)		\$15,259,249	\$19,349,996	\$4,090,747
Catered Affairs (9)		\$3,232,757	\$4,103,585	\$870,828
<b>Food</b>		\$1,242,959,642	\$1,577,941,046	\$334,981,404
Food at Home		\$748,083,661	\$949,500,732	\$201,417,071
Bakery and Cereal Products		\$95,336,998	\$121,001,519	\$25,664,521
Meats, Poultry, Fish, and Eggs		\$160,671,377	\$203,993,461	\$43,322,084
Dairy Products		\$75,339,591	\$95,584,008	\$20,244,417
Fruits and Vegetables		\$145,930,167	\$185,153,933	\$39,223,766
Snacks and Other Food at Home (10)		\$270,805,528	\$343,767,813	\$72,962,285
Food Away from Home		\$494,875,982	\$628,440,314	\$133,564,332
Alcoholic Beverages		\$84,256,802	\$106,967,258	\$22,710,456

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$4,022,082,395	\$5,099,481,628	\$1,077,399,233
Value of Retirement Plans	\$13,760,171,725	\$17,469,380,099	\$3,709,208,374
Value of Other Financial Assets	\$1,569,285,522	\$1,989,094,275	\$419,808,753
Vehicle Loan Amount excluding Interest	\$382,777,520	\$486,696,787	\$103,919,267
Value of Credit Card Debt	\$363,796,840	\$462,234,220	\$98,437,380
<b>Health</b>			
Nonprescription Drugs	\$22,956,610	\$29,117,181	\$6,160,571
Prescription Drugs	\$53,042,243	\$67,303,879	\$14,261,636
Eyeglasses and Contact Lenses	\$13,291,853	\$16,883,540	\$3,591,687
<b>Home</b>			
Mortgage Payment and Basics (11)	\$1,390,380,944	\$1,765,623,457	\$375,242,513
Maintenance and Remodeling Services	\$422,380,037	\$534,772,013	\$112,391,976
Maintenance and Remodeling Materials (12)	\$87,803,022	\$111,284,117	\$23,481,095
Utilities, Fuel, and Public Services	\$695,281,036	\$882,995,186	\$187,714,150
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$13,178,127	\$16,731,193	\$3,553,066
Furniture	\$82,404,880	\$104,673,127	\$22,268,247
Rugs	\$4,254,510	\$5,399,229	\$1,144,719
Major Appliances (14)	\$52,849,638	\$67,079,775	\$14,230,137
Housewares (15)	\$12,698,345	\$16,103,852	\$3,405,507
Small Appliances	\$7,038,783	\$8,940,453	\$1,901,670
Luggage	\$2,301,299	\$2,920,254	\$618,955
Telephones and Accessories	\$13,615,954	\$17,322,448	\$3,706,494
<b>Household Operations</b>			
Child Care	\$52,968,699	\$67,490,396	\$14,521,697
Lawn and Garden (16)	\$75,767,828	\$96,044,431	\$20,276,603
Moving/Storage/Freight Express	\$9,554,067	\$12,107,471	\$2,553,404
Housekeeping Supplies (17)	\$113,092,192	\$143,494,701	\$30,402,509
<b>Insurance</b>			
Owners and Renters Insurance	\$92,866,490	\$117,901,180	\$25,034,690
Vehicle Insurance	\$255,650,648	\$324,569,688	\$68,919,040
Life/Other Insurance	\$82,107,962	\$104,249,982	\$22,142,020
Health Insurance	\$612,134,910	\$776,813,225	\$164,678,315
Personal Care Products (18)	\$68,580,931	\$87,083,772	\$18,502,841
School Books and Supplies (19)	\$16,478,633	\$20,924,177	\$4,445,544
Smoking Products	\$51,237,967	\$65,206,927	\$13,968,960
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$346,002,156	\$439,719,381	\$93,717,225
Gasoline and Motor Oil	\$322,288,256	\$409,275,900	\$86,987,644
Vehicle Maintenance and Repairs	\$156,563,583	\$198,776,377	\$42,212,794
<b>Travel</b>			
Airline Fares	\$84,661,951	\$107,333,505	\$22,671,554
Lodging on Trips	\$96,354,414	\$122,257,185	\$25,902,771
Auto/Truck Rental on Trips	\$7,626,376	\$9,663,178	\$2,036,802
Food and Drink on Trips	\$81,223,956	\$103,035,676	\$21,811,720

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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.
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