



Retail Demand Outlook

S US Hwy 441, Belleview, FL 34420
 12709-12799 US-441 N, Belleview, Florida, 34420
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 29.03767
 Longitude: -82.02707

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	32.5%	Population	44,922	47,357
Down the Road (10D)	17.8%	Households	18,836	19,808
Senior Escapes (9D)	16.6%	Families	13,002	13,626
Heartland Communities (6F)	11.2%	Median Age	54.9	56.6
Southern Satellites (10A)	10.3%	Median Household Income	\$51,204	\$55,351
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$27,023,514	\$32,171,396	\$5,147,882
Men's		\$5,495,079	\$6,537,123	\$1,042,044
Women's		\$9,766,731	\$11,626,294	\$1,859,563
Children's		\$3,520,004	\$4,195,724	\$675,720
Footwear		\$6,102,810	\$7,266,471	\$1,163,661
Watches & Jewelry		\$1,628,836	\$1,939,801	\$310,965
Apparel Products and Services (1)		\$716,420	\$851,930	\$135,510
Computer				
Computers and Hardware for Home Use		\$2,236,089	\$2,660,729	\$424,640
Portable Memory		\$56,688	\$67,499	\$10,811
Computer Software		\$120,034	\$142,791	\$22,757
Computer Accessories		\$257,900	\$306,804	\$48,904
Entertainment & Recreation		\$44,254,623	\$52,689,883	\$8,435,260
Fees and Admissions		\$9,073,070	\$10,795,726	\$1,722,656
Membership Fees for Clubs (2)		\$3,067,663	\$3,650,533	\$582,870
Fees for Participant Sports, excl. Trips		\$1,694,053	\$2,013,926	\$319,873
Tickets to Theatre/Operas/Concerts		\$981,352	\$1,167,302	\$185,950
Tickets to Movies		\$691,224	\$822,404	\$131,180
Tickets to Parks or Museums		\$448,294	\$533,510	\$85,216
Admission to Sporting Events, excl. Trips		\$753,664	\$897,439	\$143,775
Fees for Recreational Lessons		\$1,425,308	\$1,696,908	\$271,600
Dating Services		\$11,511	\$13,703	\$2,192
TV/Video/Audio		\$16,821,977	\$20,025,008	\$3,203,031
Cable and Satellite Television Services		\$12,068,492	\$14,365,543	\$2,297,051
Televisions		\$1,476,273	\$1,757,276	\$281,003
Satellite Dishes		\$19,157	\$22,824	\$3,667
VCRs, Video Cameras, and DVD Players		\$62,070	\$73,928	\$11,858
Miscellaneous Video Equipment		\$214,573	\$255,504	\$40,931
Video Cassettes and DVDs		\$101,631	\$120,975	\$19,344
Video Game Hardware/Accessories		\$352,742	\$420,428	\$67,686
Video Game Software		\$200,953	\$239,317	\$38,364
Rental/Streaming/Downloaded Video		\$900,125	\$1,071,859	\$171,734
Installation of Televisions		\$12,297	\$14,587	\$2,290
Audio (3)		\$1,373,446	\$1,634,847	\$261,401
Rental and Repair of TV/Radio/Sound Equipment		\$40,220	\$47,921	\$7,701
Pets		\$10,760,790	\$12,818,668	\$2,057,878
Toys/Games/Crafts/Hobbies (4)		\$1,480,573	\$1,763,588	\$283,015
Recreational Vehicles and Fees (5)		\$1,408,902	\$1,679,869	\$270,967
Sports/Recreation/Exercise Equipment (6)		\$2,375,881	\$2,830,672	\$454,791
Photo Equipment and Supplies (7)		\$542,163	\$645,465	\$103,302
Reading (8)		\$1,483,985	\$1,765,085	\$281,100
Catered Affairs (9)		\$309,438	\$368,365	\$58,927
Food		\$125,330,902	\$149,184,925	\$23,854,023
Food at Home		\$75,599,716	\$89,987,490	\$14,387,774
Bakery and Cereal Products		\$9,632,259	\$11,465,834	\$1,833,575
Meats, Poultry, Fish, and Eggs		\$16,258,915	\$19,354,786	\$3,095,871
Dairy Products		\$7,606,294	\$9,053,555	\$1,447,261
Fruits and Vegetables		\$14,624,917	\$17,404,024	\$2,779,107
Snacks and Other Food at Home (10)		\$27,477,330	\$32,709,291	\$5,231,961
Food Away from Home		\$49,731,186	\$59,197,435	\$9,466,249
Alcoholic Beverages		\$8,261,828	\$9,831,407	\$1,569,579

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$381,701,111	\$453,956,894	\$72,255,783
Value of Retirement Plans	\$1,322,268,730	\$1,573,670,183	\$251,401,453
Value of Other Financial Assets	\$149,058,108	\$177,174,902	\$28,116,794
Vehicle Loan Amount excluding Interest	\$39,683,294	\$47,272,897	\$7,589,603
Value of Credit Card Debt	\$36,218,625	\$43,122,024	\$6,903,399
Health			
Nonprescription Drugs	\$2,372,936	\$2,826,065	\$453,129
Prescription Drugs	\$5,432,781	\$6,468,361	\$1,035,580
Eyeglasses and Contact Lenses	\$1,338,748	\$1,594,133	\$255,385
Home			
Mortgage Payment and Basics (11)	\$137,098,523	\$163,231,290	\$26,132,767
Maintenance and Remodeling Services	\$41,707,771	\$49,628,682	\$7,920,911
Maintenance and Remodeling Materials (12)	\$9,085,640	\$10,822,986	\$1,737,346
Utilities, Fuel, and Public Services	\$70,681,151	\$84,149,716	\$13,468,565
Household Furnishings and Equipment			
Household Textiles (13)	\$1,312,544	\$1,562,312	\$249,768
Furniture	\$8,280,160	\$9,858,724	\$1,578,564
Rugs	\$420,457	\$500,484	\$80,027
Major Appliances (14)	\$5,319,365	\$6,332,588	\$1,013,223
Housewares (15)	\$1,276,342	\$1,518,727	\$242,385
Small Appliances	\$705,339	\$839,584	\$134,245
Luggage	\$227,822	\$271,011	\$43,189
Telephones and Accessories	\$1,313,570	\$1,562,269	\$248,699
Household Operations			
Child Care	\$5,309,077	\$6,328,485	\$1,019,408
Lawn and Garden (16)	\$7,687,799	\$9,153,697	\$1,465,898
Moving/Storage/Freight Express	\$961,200	\$1,143,715	\$182,515
Housekeeping Supplies (17)	\$11,489,251	\$13,675,421	\$2,186,170
Insurance			
Owners and Renters Insurance	\$9,486,636	\$11,298,090	\$1,811,454
Vehicle Insurance	\$26,182,771	\$31,171,819	\$4,989,048
Life/Other Insurance	\$8,191,711	\$9,754,684	\$1,562,973
Health Insurance	\$61,556,236	\$73,269,946	\$11,713,710
Personal Care Products (18)	\$6,897,054	\$8,208,840	\$1,311,786
School Books and Supplies (19)	\$1,672,719	\$1,991,552	\$318,833
Smoking Products	\$5,408,991	\$6,446,099	\$1,037,108
Transportation			
Payments on Vehicles excluding Leases	\$35,994,715	\$42,883,771	\$6,889,056
Gasoline and Motor Oil	\$33,146,293	\$39,471,709	\$6,325,416
Vehicle Maintenance and Repairs	\$15,828,669	\$18,842,467	\$3,013,798
Travel			
Airline Fares	\$8,177,165	\$9,725,885	\$1,548,720
Lodging on Trips	\$9,472,472	\$11,274,256	\$1,801,784
Auto/Truck Rental on Trips	\$744,115	\$885,021	\$140,906
Food and Drink on Trips	\$8,002,429	\$9,522,977	\$1,520,548

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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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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	37.7%	Population	214,258	230,353
Senior Escapes (9D)	11.6%	Households	93,738	100,978
Down the Road (10D)	8.2%	Families	63,679	68,285
Middleburg (4C)	7.3%	Median Age	57.7	59.6
Southern Satellites (10A)	4.5%	Median Household Income	\$53,018	\$57,411
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$146,109,195	\$177,720,326	\$31,611,131
Men's		\$30,080,220	\$36,614,420	\$6,534,200
Women's		\$52,945,493	\$64,404,876	\$11,459,383
Children's		\$18,409,950	\$22,368,021	\$3,958,071
Footwear		\$32,981,383	\$40,106,467	\$7,125,084
Watches & Jewelry		\$8,759,425	\$10,653,090	\$1,893,665
Apparel Products and Services (1)		\$4,018,660	\$4,893,530	\$874,870
Computer				
Computers and Hardware for Home Use		\$12,207,636	\$14,854,097	\$2,646,461
Portable Memory		\$309,129	\$376,030	\$66,901
Computer Software		\$665,518	\$809,545	\$144,027
Computer Accessories		\$1,408,786	\$1,714,721	\$305,935
Entertainment & Recreation		\$237,258,513	\$288,630,661	\$51,372,148
Fees and Admissions		\$51,146,840	\$62,233,256	\$11,086,416
Membership Fees for Clubs (2)		\$17,285,181	\$21,032,519	\$3,747,338
Fees for Participant Sports, excl. Trips		\$9,552,163	\$11,636,130	\$2,083,967
Tickets to Theatre/Operas/Concerts		\$5,611,742	\$6,829,562	\$1,217,820
Tickets to Movies		\$3,810,966	\$4,635,652	\$824,686
Tickets to Parks or Museums		\$2,449,937	\$2,980,452	\$530,515
Admission to Sporting Events, excl. Trips		\$4,245,371	\$5,164,592	\$919,221
Fees for Recreational Lessons		\$8,126,348	\$9,875,152	\$1,748,804
Dating Services		\$65,133	\$79,198	\$14,065
TV/Video/Audio		\$89,747,589	\$109,205,233	\$19,457,644
Cable and Satellite Television Services		\$64,195,769	\$78,128,709	\$13,932,940
Televisions		\$7,957,831	\$9,681,007	\$1,723,176
Satellite Dishes		\$103,389	\$125,739	\$22,350
VCRs, Video Cameras, and DVD Players		\$331,644	\$403,326	\$71,682
Miscellaneous Video Equipment		\$1,141,181	\$1,388,364	\$247,183
Video Cassettes and DVDs		\$544,101	\$661,730	\$117,629
Video Game Hardware/Accessories		\$1,805,920	\$2,194,604	\$388,684
Video Game Software		\$1,054,962	\$1,282,528	\$227,566
Rental/Streaming/Downloaded Video		\$4,812,100	\$5,851,398	\$1,039,298
Installation of Televisions		\$72,305	\$88,140	\$15,835
Audio (3)		\$7,523,798	\$9,150,968	\$1,627,170
Rental and Repair of TV/Radio/Sound Equipment		\$204,588	\$248,720	\$44,132
Pets		\$55,686,492	\$67,729,896	\$12,043,404
Toys/Games/Crafts/Hobbies (4)		\$7,829,299	\$9,519,819	\$1,690,520
Recreational Vehicles and Fees (5)		\$7,415,545	\$9,012,720	\$1,597,175
Sports/Recreation/Exercise Equipment (6)		\$12,471,015	\$15,157,947	\$2,686,932
Photo Equipment and Supplies (7)		\$2,989,665	\$3,635,644	\$645,979
Reading (8)		\$8,227,599	\$10,015,938	\$1,788,339
Catered Affairs (9)		\$1,757,479	\$2,136,014	\$378,535
Food		\$672,450,260	\$818,058,466	\$145,608,206
Food at Home		\$404,125,416	\$491,647,830	\$87,522,414
Bakery and Cereal Products		\$51,529,438	\$62,686,289	\$11,156,851
Meats, Poultry, Fish, and Eggs		\$86,727,665	\$105,516,679	\$18,789,014
Dairy Products		\$40,704,160	\$49,517,320	\$8,813,160
Fruits and Vegetables		\$78,892,666	\$95,989,674	\$17,097,008
Snacks and Other Food at Home (10)		\$146,271,487	\$177,937,869	\$31,666,382
Food Away from Home		\$268,324,844	\$326,410,635	\$58,085,791
Alcoholic Beverages		\$45,568,705	\$55,452,334	\$9,883,629

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,190,366,360	\$2,667,253,583	\$476,887,223
Value of Retirement Plans	\$7,477,673,311	\$9,100,981,029	\$1,623,307,718
Value of Other Financial Assets	\$837,594,731	\$1,021,091,622	\$183,496,891
Vehicle Loan Amount excluding Interest	\$207,498,969	\$252,391,785	\$44,892,816
Value of Credit Card Debt	\$196,648,795	\$239,199,365	\$42,550,570
Health			
Nonprescription Drugs	\$12,361,851	\$15,038,392	\$2,676,541
Prescription Drugs	\$28,515,558	\$34,709,644	\$6,194,086
Eyeglasses and Contact Lenses	\$7,157,687	\$8,707,222	\$1,549,535
Home			
Mortgage Payment and Basics (11)	\$757,388,293	\$921,412,995	\$164,024,702
Maintenance and Remodeling Services	\$230,967,801	\$281,156,692	\$50,188,891
Maintenance and Remodeling Materials (12)	\$47,762,143	\$58,075,135	\$10,312,992
Utilities, Fuel, and Public Services	\$375,449,206	\$456,801,396	\$81,352,190
Household Furnishings and Equipment			
Household Textiles (13)	\$7,154,604	\$8,703,671	\$1,549,067
Furniture	\$44,799,797	\$54,492,605	\$9,692,808
Rugs	\$2,321,077	\$2,824,952	\$503,875
Major Appliances (14)	\$28,758,285	\$34,994,083	\$6,235,798
Housewares (15)	\$6,869,801	\$8,360,360	\$1,490,559
Small Appliances	\$3,800,874	\$4,623,139	\$822,265
Luggage	\$1,250,494	\$1,522,058	\$271,564
Telephones and Accessories	\$7,255,377	\$8,829,965	\$1,574,588
Household Operations			
Child Care	\$29,059,046	\$35,305,084	\$6,246,038
Lawn and Garden (16)	\$41,120,953	\$50,051,875	\$8,930,922
Moving/Storage/Freight Express	\$5,209,666	\$6,335,519	\$1,125,853
Housekeeping Supplies (17)	\$61,026,942	\$74,268,793	\$13,241,851
Insurance			
Owners and Renters Insurance	\$50,259,073	\$61,168,532	\$10,909,459
Vehicle Insurance	\$138,593,822	\$168,606,044	\$30,012,222
Life/Other Insurance	\$44,639,334	\$54,317,419	\$9,678,085
Health Insurance	\$330,484,130	\$402,262,081	\$71,777,951
Personal Care Products (18)	\$37,032,806	\$45,063,473	\$8,030,667
School Books and Supplies (19)	\$8,947,160	\$10,879,330	\$1,932,170
Smoking Products	\$27,354,873	\$33,244,177	\$5,889,304
Transportation			
Payments on Vehicles excluding Leases	\$187,860,138	\$228,473,996	\$40,613,858
Gasoline and Motor Oil	\$174,550,874	\$212,285,232	\$37,734,358
Vehicle Maintenance and Repairs	\$84,530,329	\$102,837,086	\$18,306,757
Travel			
Airline Fares	\$46,105,064	\$56,113,619	\$10,008,555
Lodging on Trips	\$52,399,440	\$63,768,832	\$11,369,392
Auto/Truck Rental on Trips	\$4,161,832	\$5,065,061	\$903,229
Food and Drink on Trips	\$44,165,875	\$53,745,523	\$9,579,648

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Retail Demand Outlook

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	33.1%	Population	441,331	487,839
Senior Escapes (9D)	13.9%	Households	193,343	214,119
Traditional Living (12B)	8.0%	Families	129,078	142,292
Down the Road (10D)	7.1%	Median Age	55.7	56.8
Middleburg (4C)	5.3%	Median Household Income	\$52,817	\$57,517
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$305,872,026	\$385,413,592	\$79,541,566
Men's		\$62,213,794	\$78,357,389	\$16,143,595
Women's		\$110,472,714	\$139,182,893	\$28,710,179
Children's		\$39,079,980	\$49,281,119	\$10,201,139
Footwear		\$69,831,543	\$88,027,453	\$18,195,910
Watches & Jewelry		\$18,327,043	\$23,086,463	\$4,759,420
Apparel Products and Services (1)		\$8,285,985	\$10,434,490	\$2,148,505
Computer				
Computers and Hardware for Home Use		\$25,127,029	\$31,624,684	\$6,497,655
Portable Memory		\$644,454	\$812,181	\$167,727
Computer Software		\$1,393,743	\$1,754,968	\$361,225
Computer Accessories		\$2,928,685	\$3,690,900	\$762,215
Entertainment & Recreation		\$491,824,059	\$619,503,783	\$127,679,724
Fees and Admissions		\$105,301,815	\$132,688,876	\$27,387,061
Membership Fees for Clubs (2)		\$35,605,124	\$44,860,121	\$9,254,997
Fees for Participant Sports, excl. Trips		\$19,390,671	\$24,432,773	\$5,042,102
Tickets to Theatre/Operas/Concerts		\$11,652,381	\$14,693,427	\$3,041,046
Tickets to Movies		\$7,897,135	\$9,946,169	\$2,049,034
Tickets to Parks or Museums		\$5,016,036	\$6,314,242	\$1,298,206
Admission to Sporting Events, excl. Trips		\$8,790,624	\$11,091,768	\$2,301,144
Fees for Recreational Lessons		\$16,806,398	\$21,169,400	\$4,363,002
Dating Services		\$143,446	\$180,976	\$37,530
TV/Video/Audio		\$186,530,437	\$234,969,574	\$48,439,137
Cable and Satellite Television Services		\$132,843,134	\$167,296,598	\$34,453,464
Televisions		\$16,676,110	\$21,023,485	\$4,347,375
Satellite Dishes		\$218,840	\$276,104	\$57,264
VCRs, Video Cameras, and DVD Players		\$708,719	\$894,882	\$186,163
Miscellaneous Video Equipment		\$2,362,700	\$2,975,715	\$613,015
Video Cassettes and DVDs		\$1,149,293	\$1,448,999	\$299,706
Video Game Hardware/Accessories		\$3,927,474	\$4,955,459	\$1,027,985
Video Game Software		\$2,281,586	\$2,878,157	\$596,571
Rental/Streaming/Downloaded Video		\$10,173,388	\$12,827,319	\$2,653,931
Installation of Televisions		\$141,519	\$177,577	\$36,058
Audio (3)		\$15,612,432	\$19,666,955	\$4,054,523
Rental and Repair of TV/Radio/Sound Equipment		\$435,243	\$548,324	\$113,081
Pets		\$115,121,830	\$144,917,779	\$29,795,949
Toys/Games/Crafts/Hobbies (4)		\$16,578,959	\$20,913,676	\$4,334,717
Recreational Vehicles and Fees (5)		\$15,428,535	\$19,454,032	\$4,025,497
Sports/Recreation/Exercise Equipment (6)		\$25,916,440	\$32,617,333	\$6,700,893
Photo Equipment and Supplies (7)		\$6,304,343	\$7,951,881	\$1,647,538
Reading (8)		\$16,979,017	\$21,380,197	\$4,401,180
Catered Affairs (9)		\$3,691,245	\$4,646,275	\$955,030
Food		\$1,396,696,346	\$1,758,766,199	\$362,069,853
Food at Home		\$839,210,768	\$1,056,637,282	\$217,426,514
Bakery and Cereal Products		\$106,995,352	\$134,713,512	\$27,718,160
Meats, Poultry, Fish, and Eggs		\$180,387,634	\$227,180,064	\$46,792,430
Dairy Products		\$84,399,529	\$106,239,351	\$21,839,822
Fruits and Vegetables		\$163,361,948	\$205,655,476	\$42,293,528
Snacks and Other Food at Home (10)		\$304,066,306	\$382,848,878	\$78,782,572
Food Away from Home		\$557,485,578	\$702,128,917	\$144,643,339
Alcoholic Beverages		\$94,468,626	\$119,026,487	\$24,557,861

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$4,449,828,543	\$5,606,521,273	\$1,156,692,730
Value of Retirement Plans	\$15,326,117,633	\$19,327,605,932	\$4,001,488,299
Value of Other Financial Assets	\$1,712,447,730	\$2,158,245,252	\$445,797,522
Vehicle Loan Amount excluding Interest	\$432,574,345	\$545,139,778	\$112,565,433
Value of Credit Card Debt	\$410,080,631	\$516,802,041	\$106,721,410
Health			
Nonprescription Drugs	\$25,610,334	\$32,230,165	\$6,619,831
Prescription Drugs	\$58,862,960	\$74,135,663	\$15,272,703
Eyeglasses and Contact Lenses	\$14,908,270	\$18,788,010	\$3,879,740
Home			
Mortgage Payment and Basics (11)	\$1,550,836,411	\$1,955,383,651	\$404,547,240
Maintenance and Remodeling Services	\$463,762,015	\$583,548,257	\$119,786,242
Maintenance and Remodeling Materials (12)	\$96,997,727	\$122,046,713	\$25,048,986
Utilities, Fuel, and Public Services	\$780,001,602	\$982,542,061	\$202,540,459
Household Furnishings and Equipment			
Household Textiles (13)	\$14,850,663	\$18,701,556	\$3,850,893
Furniture	\$92,945,009	\$117,091,380	\$24,146,371
Rugs	\$4,753,306	\$5,988,959	\$1,235,653
Major Appliances (14)	\$58,869,485	\$74,161,137	\$15,291,652
Housewares (15)	\$14,146,742	\$17,807,862	\$3,661,120
Small Appliances	\$7,942,256	\$10,003,121	\$2,060,865
Luggage	\$2,573,324	\$3,240,453	\$667,129
Telephones and Accessories	\$15,327,331	\$19,346,255	\$4,018,924
Household Operations			
Child Care	\$61,276,257	\$77,325,479	\$16,049,222
Lawn and Garden (16)	\$83,556,610	\$105,209,800	\$21,653,190
Moving/Storage/Freight Express	\$10,742,024	\$13,498,005	\$2,755,981
Housekeeping Supplies (17)	\$126,124,079	\$158,804,689	\$32,680,610
Insurance			
Owners and Renters Insurance	\$103,034,458	\$129,854,966	\$26,820,508
Vehicle Insurance	\$287,102,327	\$361,472,953	\$74,370,626
Life/Other Insurance	\$91,765,519	\$115,653,153	\$23,887,634
Health Insurance	\$681,333,437	\$858,245,289	\$176,911,852
Personal Care Products (18)	\$76,953,168	\$96,934,767	\$19,981,599
School Books and Supplies (19)	\$18,657,648	\$23,485,628	\$4,827,980
Smoking Products	\$58,503,645	\$73,704,294	\$15,200,649
Transportation			
Payments on Vehicles excluding Leases	\$389,837,270	\$491,164,477	\$101,327,207
Gasoline and Motor Oil	\$362,523,089	\$456,458,799	\$93,935,710
Vehicle Maintenance and Repairs	\$175,408,354	\$220,908,285	\$45,499,931
Travel			
Airline Fares	\$94,263,855	\$118,670,199	\$24,406,344
Lodging on Trips	\$107,341,578	\$135,234,166	\$27,892,588
Auto/Truck Rental on Trips	\$8,479,362	\$10,668,366	\$2,189,004
Food and Drink on Trips	\$90,632,015	\$114,131,620	\$23,499,605

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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.
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