



Retail Demand Outlook

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Senior Escapes (9D)	21.5%	Population	35,300	40,398
Traditional Living (12B)	21.1%	Households	15,859	18,253
The Elders (9C)	18.1%	Families	9,682	11,158
Down the Road (10D)	11.1%	Median Age	44.5	44.9
Small Town Simplicity (12C)	8.5%	Median Household Income	\$46,563	\$52,880
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$23,287,823	\$30,966,141	\$7,678,318
Men's		\$4,568,525	\$6,070,442	\$1,501,917
Women's		\$8,325,675	\$11,067,275	\$2,741,600
Children's		\$3,135,270	\$4,183,914	\$1,048,644
Footwear		\$5,457,419	\$7,257,090	\$1,799,671
Watches & Jewelry		\$1,392,812	\$1,848,116	\$455,304
Apparel Products and Services (1)		\$595,191	\$788,675	\$193,484
Computer				
Computers and Hardware for Home Use		\$1,835,943	\$2,439,138	\$603,195
Portable Memory		\$48,305	\$64,217	\$15,912
Computer Software		\$104,226	\$138,401	\$34,175
Computer Accessories		\$216,829	\$288,200	\$71,371
Entertainment & Recreation		\$36,735,836	\$48,809,217	\$12,073,381
Fees and Admissions		\$7,593,102	\$10,101,699	\$2,508,597
Membership Fees for Clubs (2)		\$2,565,517	\$3,410,251	\$844,734
Fees for Participant Sports, excl. Trips		\$1,344,265	\$1,787,978	\$443,713
Tickets to Theatre/Operas/Concerts		\$843,980	\$1,121,105	\$277,125
Tickets to Movies		\$586,593	\$781,868	\$195,275
Tickets to Parks or Museums		\$365,624	\$486,846	\$121,222
Admission to Sporting Events, excl. Trips		\$644,254	\$857,586	\$213,332
Fees for Recreational Lessons		\$1,231,240	\$1,640,682	\$409,442
Dating Services		\$11,629	\$15,382	\$3,753
TV/Video/Audio		\$14,062,592	\$18,675,306	\$4,612,714
Cable and Satellite Television Services		\$9,909,943	\$13,148,320	\$3,238,377
Televisions		\$1,282,331	\$1,706,661	\$424,330
Satellite Dishes		\$16,935	\$22,553	\$5,618
VCRs, Video Cameras, and DVD Players		\$56,464	\$75,194	\$18,730
Miscellaneous Video Equipment		\$174,168	\$231,159	\$56,991
Video Cassettes and DVDs		\$89,920	\$119,795	\$29,875
Video Game Hardware/Accessories		\$328,108	\$436,465	\$108,357
Video Game Software		\$187,896	\$250,027	\$62,131
Rental/Streaming/Downloaded Video		\$798,776	\$1,064,293	\$265,517
Installation of Televisions		\$8,821	\$11,669	\$2,848
Audio (3)		\$1,172,394	\$1,560,423	\$388,029
Rental and Repair of TV/Radio/Sound Equipment		\$36,835	\$48,746	\$11,911
Pets		\$8,645,992	\$11,474,645	\$2,828,653
Toys/Games/Crafts/Hobbies (4)		\$1,304,839	\$1,738,094	\$433,255
Recreational Vehicles and Fees (5)		\$1,170,384	\$1,557,089	\$386,705
Sports/Recreation/Exercise Equipment (6)		\$1,980,641	\$2,637,022	\$656,381
Photo Equipment and Supplies (7)		\$484,121	\$644,594	\$160,473
Reading (8)		\$1,218,207	\$1,614,776	\$396,569
Catered Affairs (9)		\$278,193	\$368,937	\$90,744
Food		\$104,857,057	\$139,364,362	\$34,507,305
Food at Home		\$62,988,414	\$83,677,402	\$20,688,988
Bakery and Cereal Products		\$8,026,359	\$10,661,179	\$2,634,820
Meats, Poultry, Fish, and Eggs		\$13,591,431	\$18,053,939	\$4,462,508
Dairy Products		\$6,287,631	\$8,350,618	\$2,062,987
Fruits and Vegetables		\$12,130,103	\$16,113,798	\$3,983,695
Snacks and Other Food at Home (10)		\$22,952,890	\$30,497,867	\$7,544,977
Food Away from Home		\$41,868,643	\$55,686,961	\$13,818,318
Alcoholic Beverages		\$6,939,103	\$9,220,611	\$2,281,508

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$306,753,507	\$407,171,991	\$100,418,484
Value of Retirement Plans	\$1,086,725,445	\$1,444,879,756	\$358,154,311
Value of Other Financial Assets	\$118,839,842	\$157,098,520	\$38,258,678
Vehicle Loan Amount excluding Interest	\$33,449,019	\$44,556,937	\$11,107,918
Value of Credit Card Debt	\$30,957,718	\$41,164,950	\$10,207,232
Health			
Nonprescription Drugs	\$1,917,129	\$2,543,584	\$626,455
Prescription Drugs	\$4,369,723	\$5,795,086	\$1,425,363
Eyeglasses and Contact Lenses	\$1,120,013	\$1,487,917	\$367,904
Home			
Mortgage Payment and Basics (11)	\$112,149,031	\$149,463,842	\$37,314,811
Maintenance and Remodeling Services	\$31,872,270	\$42,334,600	\$10,462,330
Maintenance and Remodeling Materials (12)	\$7,101,069	\$9,452,899	\$2,351,830
Utilities, Fuel, and Public Services	\$59,054,759	\$78,468,060	\$19,413,301
Household Furnishings and Equipment			
Household Textiles (13)	\$1,110,345	\$1,475,260	\$364,915
Furniture	\$6,977,156	\$9,281,428	\$2,304,272
Rugs	\$342,480	\$454,993	\$112,513
Major Appliances (14)	\$4,310,778	\$5,738,247	\$1,427,469
Housewares (15)	\$1,031,321	\$1,369,924	\$338,603
Small Appliances	\$603,953	\$802,794	\$198,841
Luggage	\$187,429	\$249,287	\$61,858
Telephones and Accessories	\$1,152,896	\$1,533,556	\$380,660
Household Operations			
Child Care	\$4,766,625	\$6,365,197	\$1,598,572
Lawn and Garden (16)	\$5,961,154	\$7,916,818	\$1,955,664
Moving/Storage/Freight Express	\$803,296	\$1,067,816	\$264,520
Housekeeping Supplies (17)	\$9,351,251	\$12,420,596	\$3,069,345
Insurance			
Owners and Renters Insurance	\$7,575,767	\$10,076,026	\$2,500,259
Vehicle Insurance	\$21,710,334	\$28,868,239	\$7,157,905
Life/Other Insurance	\$6,714,149	\$8,923,078	\$2,208,929
Health Insurance	\$50,050,249	\$66,452,993	\$16,402,744
Personal Care Products (18)	\$5,758,082	\$7,651,384	\$1,893,302
School Books and Supplies (19)	\$1,423,944	\$1,893,751	\$469,807
Smoking Products	\$4,865,823	\$6,456,105	\$1,590,282
Transportation			
Payments on Vehicles excluding Leases	\$29,896,099	\$39,820,011	\$9,923,912
Gasoline and Motor Oil	\$27,733,577	\$36,889,426	\$9,155,849
Vehicle Maintenance and Repairs	\$13,205,363	\$17,552,864	\$4,347,501
Travel			
Airline Fares	\$6,689,685	\$8,888,444	\$2,198,759
Lodging on Trips	\$7,710,926	\$10,249,850	\$2,538,924
Auto/Truck Rental on Trips	\$601,325	\$799,076	\$197,751
Food and Drink on Trips	\$6,550,284	\$8,704,975	\$2,154,691

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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)	44.6%	Population	157,354	183,666
Traditional Living (12B)	17.0%	Households	71,202	83,433
Senior Escapes (9D)	12.6%	Families	47,379	55,192
Down the Road (10D)	7.7%	Median Age	58.5	59.1
Small Town Simplicity (12C)	2.5%	Median Household Income	\$56,363	\$62,595
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$122,865,825	\$164,396,692	\$41,530,867
Men's		\$25,424,398	\$33,881,356	\$8,456,958
Women's		\$44,548,962	\$59,525,994	\$14,977,032
Children's		\$15,142,224	\$20,441,485	\$5,299,261
Footwear		\$27,930,717	\$37,462,401	\$9,531,684
Watches & Jewelry		\$7,330,844	\$9,800,415	\$2,469,571
Apparel Products and Services (1)		\$3,422,763	\$4,545,937	\$1,123,174
Computer				
Computers and Hardware for Home Use		\$10,185,599	\$13,562,480	\$3,376,881
Portable Memory		\$259,649	\$347,186	\$87,537
Computer Software		\$566,222	\$755,090	\$188,868
Computer Accessories		\$1,203,273	\$1,604,961	\$401,688
Entertainment & Recreation		\$198,433,670	\$264,910,968	\$66,477,298
Fees and Admissions		\$42,669,181	\$56,901,823	\$14,232,642
Membership Fees for Clubs (2)		\$14,404,125	\$19,203,250	\$4,799,125
Fees for Participant Sports, excl. Trips		\$8,106,489	\$10,761,808	\$2,655,319
Tickets to Theatre/Operas/Concerts		\$4,773,245	\$6,364,765	\$1,591,520
Tickets to Movies		\$3,178,204	\$4,247,714	\$1,069,510
Tickets to Parks or Museums		\$2,019,088	\$2,692,011	\$672,923
Admission to Sporting Events, excl. Trips		\$3,532,811	\$4,729,921	\$1,197,110
Fees for Recreational Lessons		\$6,598,174	\$8,825,631	\$2,227,457
Dating Services		\$57,044	\$76,724	\$19,680
TV/Video/Audio		\$75,671,992	\$101,023,741	\$25,351,749
Cable and Satellite Television Services		\$54,117,364	\$72,121,995	\$18,004,631
Televisions		\$6,723,746	\$9,010,842	\$2,287,096
Satellite Dishes		\$86,956	\$117,003	\$30,047
VCRs, Video Cameras, and DVD Players		\$285,626	\$384,553	\$98,927
Miscellaneous Video Equipment		\$954,492	\$1,272,361	\$317,869
Video Cassettes and DVDs		\$463,594	\$622,222	\$158,628
Video Game Hardware/Accessories		\$1,554,182	\$2,099,078	\$544,896
Video Game Software		\$914,078	\$1,231,923	\$317,845
Rental/Streaming/Downloaded Video		\$4,070,517	\$5,469,987	\$1,399,470
Installation of Televisions		\$60,830	\$79,610	\$18,780
Audio (3)		\$6,269,374	\$8,383,581	\$2,114,207
Rental and Repair of TV/Radio/Sound Equipment		\$171,235	\$230,586	\$59,351
Pets		\$46,192,275	\$61,620,265	\$15,427,990
Toys/Games/Crafts/Hobbies (4)		\$6,628,330	\$8,912,280	\$2,283,950
Recreational Vehicles and Fees (5)		\$6,060,620	\$8,128,335	\$2,067,715
Sports/Recreation/Exercise Equipment (6)		\$10,212,619	\$13,669,211	\$3,456,592
Photo Equipment and Supplies (7)		\$2,528,721	\$3,394,027	\$865,306
Reading (8)		\$7,016,619	\$9,320,464	\$2,303,845
Catered Affairs (9)		\$1,464,604	\$1,955,827	\$491,223
Food		\$563,283,871	\$751,949,615	\$188,665,744
Food at Home		\$339,100,163	\$452,419,516	\$113,319,353
Bakery and Cereal Products		\$43,157,526	\$57,580,698	\$14,423,172
Meats, Poultry, Fish, and Eggs		\$72,919,641	\$97,342,221	\$24,422,580
Dairy Products		\$34,128,726	\$45,488,643	\$11,359,917
Fruits and Vegetables		\$66,269,211	\$88,312,888	\$22,043,677
Snacks and Other Food at Home (10)		\$122,625,059	\$163,695,066	\$41,070,007
Food Away from Home		\$224,183,708	\$299,530,098	\$75,346,390
Alcoholic Beverages		\$38,469,467	\$51,294,738	\$12,825,271

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,834,383,122	\$2,435,894,088	\$601,510,966
Value of Retirement Plans	\$6,248,393,904	\$8,328,355,093	\$2,079,961,189
Value of Other Financial Assets	\$734,989,970	\$972,126,495	\$237,136,525
Vehicle Loan Amount excluding Interest	\$172,400,668	\$231,249,711	\$58,849,043
Value of Credit Card Debt	\$165,172,325	\$220,884,184	\$55,711,859
Health			
Nonprescription Drugs	\$10,322,761	\$13,757,332	\$3,434,571
Prescription Drugs	\$24,029,083	\$32,011,945	\$7,982,862
Eyeglasses and Contact Lenses	\$6,030,090	\$8,056,994	\$2,026,904
Home			
Mortgage Payment and Basics (11)	\$624,883,112	\$834,694,309	\$209,811,197
Maintenance and Remodeling Services	\$189,173,467	\$250,781,409	\$61,607,942
Maintenance and Remodeling Materials (12)	\$38,555,100	\$51,393,477	\$12,838,377
Utilities, Fuel, and Public Services	\$315,189,103	\$421,063,507	\$105,874,404
Household Furnishings and Equipment			
Household Textiles (13)	\$5,972,375	\$7,974,192	\$2,001,817
Furniture	\$37,153,380	\$49,690,121	\$12,536,741
Rugs	\$1,920,712	\$2,560,013	\$639,301
Major Appliances (14)	\$23,754,602	\$31,699,650	\$7,945,048
Housewares (15)	\$5,767,778	\$7,675,076	\$1,907,298
Small Appliances	\$3,204,856	\$4,282,996	\$1,078,140
Luggage	\$1,048,628	\$1,397,138	\$348,510
Telephones and Accessories	\$6,342,100	\$8,481,173	\$2,139,073
Household Operations			
Child Care	\$23,722,281	\$32,026,318	\$8,304,037
Lawn and Garden (16)	\$33,974,883	\$45,176,318	\$11,201,435
Moving/Storage/Freight Express	\$4,296,260	\$5,720,276	\$1,424,016
Housekeeping Supplies (17)	\$51,314,223	\$68,376,318	\$17,062,095
Insurance			
Owners and Renters Insurance	\$41,755,149	\$55,734,404	\$13,979,255
Vehicle Insurance	\$115,296,986	\$154,026,697	\$38,729,711
Life/Other Insurance	\$36,915,802	\$49,285,856	\$12,370,054
Health Insurance	\$278,127,326	\$370,560,165	\$92,432,839
Personal Care Products (18)	\$31,255,124	\$41,715,746	\$10,460,622
School Books and Supplies (19)	\$7,421,249	\$9,924,213	\$2,502,964
Smoking Products	\$23,104,415	\$31,083,027	\$7,978,612
Transportation			
Payments on Vehicles excluding Leases	\$154,696,162	\$207,362,693	\$52,666,531
Gasoline and Motor Oil	\$144,832,349	\$193,713,357	\$48,881,008
Vehicle Maintenance and Repairs	\$70,975,955	\$94,757,507	\$23,781,552
Travel			
Airline Fares	\$38,516,247	\$51,191,887	\$12,675,640
Lodging on Trips	\$43,578,481	\$58,054,484	\$14,476,003
Auto/Truck Rental on Trips	\$3,454,043	\$4,586,976	\$1,132,933
Food and Drink on Trips	\$36,785,995	\$48,986,728	\$12,200,733

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- (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.
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Retail Demand Outlook

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.81432
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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	43.7%	Population	336,588	381,310
Senior Escapes (9D)	15.6%	Households	152,213	172,675
Traditional Living (12B)	8.2%	Families	101,744	114,797
Down the Road (10D)	5.5%	Median Age	60.1	60.9
Middleburg (4C)	2.8%	Median Household Income	\$54,173	\$59,348
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$243,935,294	\$314,926,492	\$70,991,198
Men's		\$50,731,470	\$65,317,973	\$14,586,503
Women's		\$88,700,841	\$114,411,624	\$25,710,783
Children's		\$29,828,785	\$38,743,897	\$8,915,112
Footwear		\$54,980,058	\$71,088,896	\$16,108,838
Watches & Jewelry		\$14,657,191	\$18,919,483	\$4,262,292
Apparel Products and Services (1)		\$6,843,800	\$8,792,916	\$1,949,116
Computer				
Computers and Hardware for Home Use		\$20,444,907	\$26,314,199	\$5,869,292
Portable Memory		\$515,818	\$665,823	\$150,005
Computer Software		\$1,118,332	\$1,440,648	\$322,316
Computer Accessories		\$2,385,358	\$3,073,553	\$688,195
Entertainment & Recreation		\$397,630,511	\$512,692,581	\$115,062,070
Fees and Admissions		\$85,088,601	\$109,616,851	\$24,528,250
Membership Fees for Clubs (2)		\$28,752,565	\$37,038,708	\$8,286,143
Fees for Participant Sports, excl. Trips		\$16,239,256	\$20,857,248	\$4,617,992
Tickets to Theatre/Operas/Concerts		\$9,439,038	\$12,158,578	\$2,719,540
Tickets to Movies		\$6,321,659	\$8,152,569	\$1,830,910
Tickets to Parks or Museums		\$4,070,445	\$5,241,674	\$1,171,229
Admission to Sporting Events, excl. Trips		\$7,000,133	\$9,044,289	\$2,044,156
Fees for Recreational Lessons		\$13,157,246	\$16,983,428	\$3,826,182
Dating Services		\$108,260	\$140,356	\$32,096
TV/Video/Audio		\$151,372,935	\$195,140,955	\$43,768,020
Cable and Satellite Television Services		\$108,789,731	\$140,089,516	\$31,299,785
Televisions		\$13,292,702	\$17,177,539	\$3,884,837
Satellite Dishes		\$169,604	\$220,018	\$50,414
VCRs, Video Cameras, and DVD Players		\$554,626	\$719,190	\$164,564
Miscellaneous Video Equipment		\$1,923,492	\$2,478,509	\$555,017
Video Cassettes and DVDs		\$910,323	\$1,177,297	\$266,974
Video Game Hardware/Accessories		\$3,006,423	\$3,908,878	\$902,455
Video Game Software		\$1,764,124	\$2,289,023	\$524,899
Rental/Streaming/Downloaded Video		\$7,983,229	\$10,336,664	\$2,353,435
Installation of Televisions		\$125,122	\$159,194	\$34,072
Audio (3)		\$12,509,015	\$16,139,058	\$3,630,043
Rental and Repair of TV/Radio/Sound Equipment		\$344,545	\$446,069	\$101,524
Pets		\$93,530,878	\$120,579,213	\$27,048,335
Toys/Games/Crafts/Hobbies (4)		\$12,993,934	\$16,835,319	\$3,841,385
Recreational Vehicles and Fees (5)		\$12,202,864	\$15,789,308	\$3,586,444
Sports/Recreation/Exercise Equipment (6)		\$20,583,408	\$26,582,940	\$5,999,532
Photo Equipment and Supplies (7)		\$4,951,474	\$6,406,958	\$1,455,484
Reading (8)		\$14,024,066	\$18,024,429	\$4,000,363
Catered Affairs (9)		\$2,904,187	\$3,744,667	\$840,480
Food		\$1,127,677,369	\$1,453,567,557	\$325,890,188
Food at Home		\$679,794,886	\$875,949,558	\$196,154,672
Bakery and Cereal Products		\$86,579,520	\$111,562,676	\$24,983,156
Meats, Poultry, Fish, and Eggs		\$145,984,586	\$188,184,299	\$42,199,713
Dairy Products		\$68,548,565	\$88,279,101	\$19,730,536
Fruits and Vegetables		\$132,924,869	\$171,140,489	\$38,215,620
Snacks and Other Food at Home (10)		\$245,757,346	\$316,782,992	\$71,025,646
Food Away from Home		\$447,882,483	\$577,617,999	\$129,735,516
Alcoholic Beverages		\$76,656,440	\$98,743,838	\$22,087,398

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$3,683,308,851	\$4,732,875,988	\$1,049,567,137
Value of Retirement Plans	\$12,489,905,524	\$16,088,587,494	\$3,598,681,970
Value of Other Financial Assets	\$1,471,206,341	\$1,886,028,838	\$414,822,497
Vehicle Loan Amount excluding Interest	\$343,904,436	\$444,739,022	\$100,834,586
Value of Credit Card Debt	\$328,423,032	\$423,874,009	\$95,450,977
Health			
Nonprescription Drugs	\$20,889,925	\$26,909,361	\$6,019,436
Prescription Drugs	\$48,503,834	\$62,455,844	\$13,952,010
Eyeglasses and Contact Lenses	\$12,051,557	\$15,549,701	\$3,498,144
Home			
Mortgage Payment and Basics (11)	\$1,253,300,844	\$1,616,369,178	\$363,068,334
Maintenance and Remodeling Services	\$386,715,528	\$496,374,388	\$109,658,860
Maintenance and Remodeling Materials (12)	\$79,265,986	\$102,077,446	\$22,811,460
Utilities, Fuel, and Public Services	\$630,872,246	\$813,613,501	\$182,741,255
Household Furnishings and Equipment			
Household Textiles (13)	\$11,932,407	\$15,383,211	\$3,450,804
Furniture	\$74,294,102	\$95,887,638	\$21,593,536
Rugs	\$3,857,797	\$4,968,925	\$1,111,128
Major Appliances (14)	\$47,884,147	\$61,707,387	\$13,823,240
Housewares (15)	\$11,611,024	\$14,938,318	\$3,327,294
Small Appliances	\$6,374,169	\$8,222,295	\$1,848,126
Luggage	\$2,098,021	\$2,700,555	\$602,534
Telephones and Accessories	\$12,429,255	\$16,036,727	\$3,607,472
Household Operations			
Child Care	\$46,420,248	\$60,328,972	\$13,908,724
Lawn and Garden (16)	\$69,175,075	\$88,979,732	\$19,804,657
Moving/Storage/Freight Express	\$8,667,338	\$11,148,178	\$2,480,840
Housekeeping Supplies (17)	\$103,246,991	\$132,947,392	\$29,700,401
Insurance			
Owners and Renters Insurance	\$84,321,987	\$108,712,299	\$24,390,312
Vehicle Insurance	\$231,648,973	\$298,711,983	\$67,063,010
Life/Other Insurance	\$74,257,470	\$95,747,011	\$21,489,541
Health Insurance	\$558,860,737	\$719,617,267	\$160,756,530
Personal Care Products (18)	\$62,416,614	\$80,452,035	\$18,035,421
School Books and Supplies (19)	\$14,845,397	\$19,157,123	\$4,311,726
Smoking Products	\$45,857,228	\$59,398,289	\$13,541,061
Transportation			
Payments on Vehicles excluding Leases	\$310,770,461	\$401,701,795	\$90,931,334
Gasoline and Motor Oil	\$290,918,998	\$375,427,863	\$84,508,865
Vehicle Maintenance and Repairs	\$142,164,984	\$183,265,345	\$41,100,361
Travel			
Airline Fares	\$77,353,947	\$99,428,230	\$22,074,283
Lodging on Trips	\$87,589,797	\$112,779,517	\$25,189,720
Auto/Truck Rental on Trips	\$6,968,083	\$8,950,739	\$1,982,656
Food and Drink on Trips	\$73,919,946	\$95,143,722	\$21,223,776

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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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