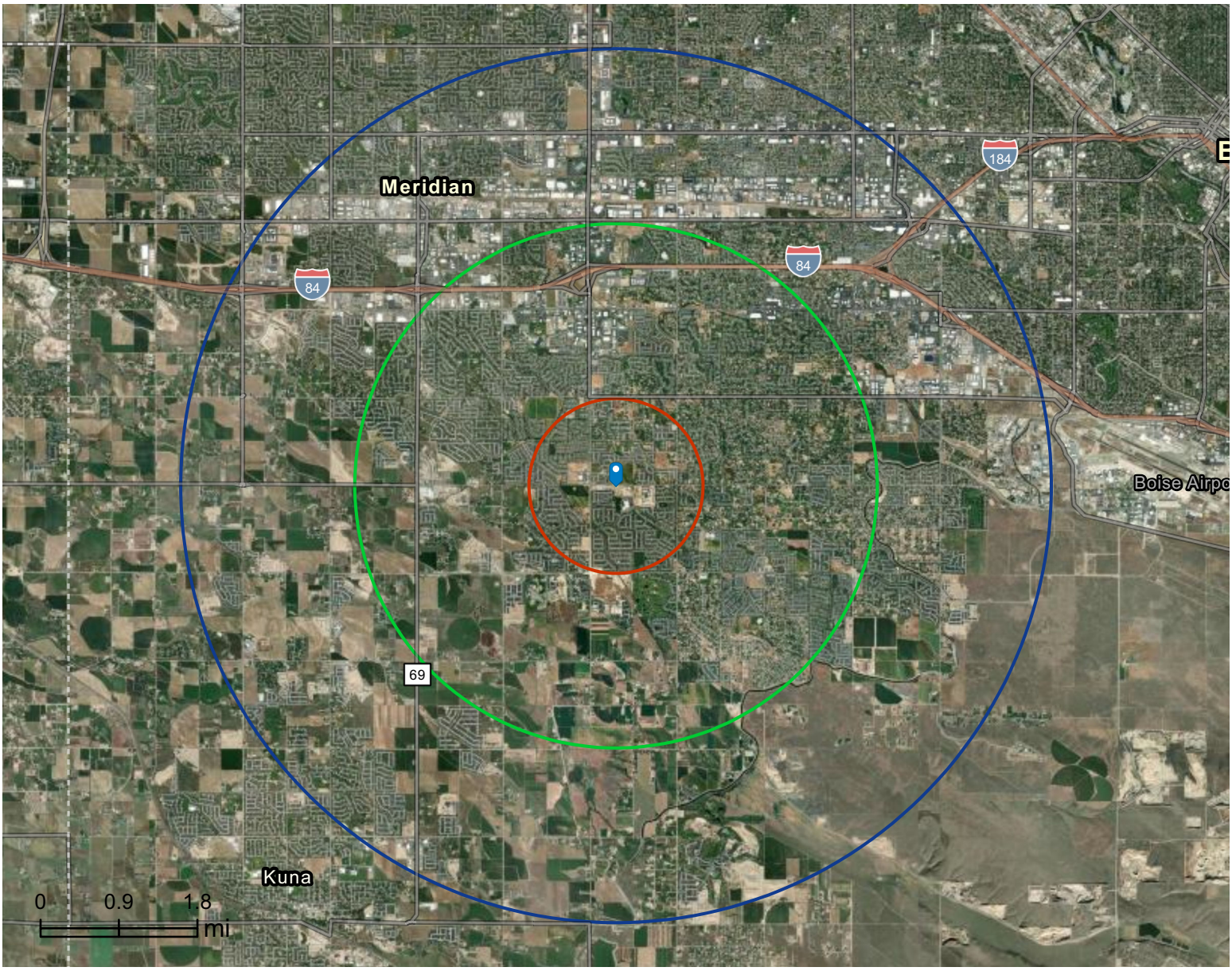
Site Map

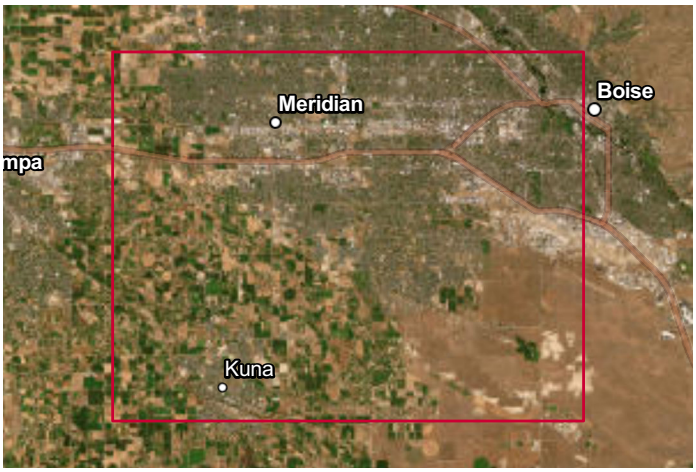
4836 S Tavistock Ave, Meridian, Idaho, 83642

Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.56089
Longitude: -116.34836







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Retail Demand Outlook

4836 S Tavistock Ave, Meridian, Idaho, 83642

Ring: 1 mile radius

Top Tapestry Segments	Percent
Boomburbs (H2)	68.1%
Professional Pride (L2)	22.4%
Savvy Suburbanites (L1)	5.2%
Flourishing Families (H1)	4.4%
	0.0%

Demographic Summary	2025	2030
Population	12,706	13,449
Households	4,115	4,386
Families	3,475	3,695
Median Age	36.6	36.6
Median Household Income	$128,866	$143,635

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	$15,162,712	$18,356,155	$3,193,443
Men's	$2,860,344	$3,462,208	$601,864
Women's	$4,954,657	$5,997,317	$1,042,660
Children's	$2,456,849	$2,975,567	$518,718
Footwear	$3,417,604	$4,137,678	$720,074
Watches & Jewelry	$1,203,948	$1,457,371	$253,423
Apparel Products and Services (1)	$269,311	$326,014	$56,703
Computer			
Computers and Hardware for Home Use	$1,380,451	$1,671,026	$290,575
Portable Memory	$21,073	$25,508	$4,435
Computer Software	$96,064	$116,285	$20,221
Computer Accessories	$112,256	$135,889	$23,633
Education			
Educational Books/Supplies/Other Expenditures	$578,531	$700,310	$121,779
Other School Supplies	$554,795	$671,587	$116,792

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$24,995,130	$30,253,978	$5,258,848
Fees and Admissions	$6,361,382	$7,701,149	$1,339,767
Membership Fees for Clubs (2)	$1,952,778	$2,363,644	$410,866
Fees for Participant Sports, excl. Trips	$1,218,976	$1,475,684	$256,708
Tickets to Theatre/Operas/Concerts	$690,885	$836,208	$145,323
Tickets to Movies	$251,035	$303,948	$52,913
Tickets to Parks or Museums	$304,033	$368,199	$64,166
Admission to Sporting Events, excl. Trips	$651,791	$788,960	$137,169
Fees for Recreational Lessons	$1,287,652	$1,559,388	$271,736
Dating Services	$4,233	$5,118	$885
TV/Video/Audio	$7,060,719	$8,545,284	$1,484,565
Cable and Satellite Television Services	$3,406,460	$4,121,567	$715,107
Televisions	$762,188	$922,627	$160,439
Satellite Dishes	$8,667	$10,501	$1,834
VCRs, Video Cameras, and DVD Players	$26,841	$32,501	$5,660
Miscellaneous Video Equipment	$299,139	$362,282	$63,143
Video Cassettes and DVDs	$23,220	$28,107	$4,887
Video Game Hardware/Accessories	$284,449	$344,363	$59,914
Video Game Software	$122,682	$148,470	$25,788
Rental/Streaming/Downloaded Video	$1,247,984	$1,510,762	$262,778
Installation of Televisions	$8,562	$10,361	$1,799
Audio (3)	$858,014	$1,038,599	$180,585
Rental of TV/VCR/Radio/Sound Equipment	$815	$983	$168
Repair of TV/Radio/Sound Equipment	$11,697	$14,162	$2,465
Pets	$5,995,589	$7,255,876	$1,260,287
Toys/Games/Crafts/Hobbies (4)	$1,090,979	$1,320,457	$229,478
Recreational Vehicles and Fees (5)	$1,408,622	$1,705,576	$296,954
Sports/Recreation/Exercise Equipment (6)	$1,722,575	$2,085,576	$363,001
Photo Equipment and Supplies (7)	$403,616	$488,462	$84,846
Reading (8)	$672,585	$813,846	$141,261
Live Entertainment-for Catered Affairs	$105,870	$128,045	$22,175
Rental of Party Supplies for Catered Affairs	$173,195	$209,707	$36,512

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	$67,589,905	$81,815,024	$14,225,119
Food at Home	$42,142,782	$51,007,619	$8,864,837
Bakery and Cereal Products	$5,601,413	$6,779,320	$1,177,907
Meats, Poultry, Fish, and Eggs	$8,590,080	$10,397,237	$1,807,157
Dairy Products	$4,272,736	$5,171,396	$898,660
Fruits and Vegetables	$7,212,718	$8,730,251	$1,517,533
Snacks and Other Food at Home (9)	$16,465,835	$19,929,415	$3,463,580
Food Away from Home	$25,447,123	$30,807,405	$5,360,282
Alcoholic Beverages	$4,000,499	$4,841,939	$841,440
Financial			
Value of Stocks/Bonds/Mutual Funds	$259,568,380	$313,991,070	$54,422,690
Value of Retirement Plans	$904,277,523	$1,094,043,627	$189,766,104
Value of Other Financial Assets	$85,350,890	$103,300,365	$17,949,475
Vehicle Loan Amount excluding Interest	$23,905,040	$28,942,947	$5,037,907
Value of Credit Card Debt	$18,652,054	$22,576,583	$3,924,529
Health			
Nonprescription Drugs	$1,165,621	$1,410,626	$245,005
Prescription Drugs	$2,138,313	$2,586,196	$447,883
Eyeglasses and Contact Lenses	$749,820	$907,319	$157,499
Personal Care Products (10)	$3,564,687	$4,315,076	$750,389
Smoking Products	$2,153,053	$2,604,985	$451,932
Home			
Mortgage Payment and Basics (11)	$93,372,429	$113,036,253	$19,663,824
Maintenance and Remodeling Services	$30,234,242	$36,592,003	$6,357,761
Maintenance and Remodeling Materials (12)	$5,666,781	$6,859,893	$1,193,112
Utilities, Fuel, and Public Services	$34,041,301	$41,199,800	$7,158,499

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Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$691,826	$837,414	$145,588
Furniture	$5,634,478	$6,820,505	$1,186,027
Rugs	$240,100	$290,594	$50,494
Major Appliances (14)	$3,252,786	$3,937,519	$684,733
Housewares (15)	$554,158	$670,729	$116,571
Small Appliances	$8,160,338	$9,876,638	$93,248
Luggage	$151,363	$183,213	$31,850
Telephones and Accessories	$414,560	$501,396	$86,836
Household Operations			
Child Care	$4,235,954	$5,128,550	$892,596
Lawn/Garden (16)	$3,949,058	$4,778,349	$829,291
Moving/Storage/Freight Express	$669,209	$810,060	$140,851
Housekeeping Supplies (17)	$4,921,552	$5,956,573	$1,035,021
Insurance			
Owners and Renters Insurance	$5,533,947	$6,697,897	$1,163,950
Vehicle Insurance	$13,178,580	$15,952,726	$2,774,146
Life/Other Insurance	$4,366,908	$5,285,668	$918,760
Health Insurance	$28,836,731	$34,897,899	$6,061,168
Transportation			
Payments on Vehicles excluding Leases	$19,605,691	$23,734,125	$4,128,434
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$20,943,573	$25,353,307	$4,409,734
Vehicle Maintenance and Repairs	$8,061,112	$9,757,040	$1,695,928
Travel			
Airline Fares	$5,379,148	$6,512,157	$1,133,009
Lodging on Trips	$6,844,766	$8,284,605	$1,439,839
Auto/Truck Rental on Trips	$795,762	$963,352	$167,590
Food and Drink on Trips	$5,302,120	$6,418,223	$1,116,103

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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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 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) 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.

(10) 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.

(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.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Demand Outlook

4836 S Tavistock Ave, Meridian, Idaho, 83642

Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Savvy Suburbanites (L1)	27.7%	Population	72,654	77,861
Boomburbs (H2)	22.9%	Households	25,982	28,362
Flourishing Families (H1)	17.2%	Families	19,720	21,411
Professional Pride (L2)	12.0%	Median Age	38.5	39.2
Room to Roam (K7)	5.1%	Median Household Income	$114,651	$129,140

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	$80,709,604	$98,449,538	$17,739,934
Men's	$15,715,446	$19,165,394	$3,449,948
Women's	$27,328,636	$33,326,214	$5,997,578
Children's	$11,791,239	$14,393,456	$2,602,217
Footwear	$17,727,731	$21,633,680	$3,905,949
Watches & Jewelry	$6,658,522	$8,116,376	$1,457,854
Apparel Products and Services (1)	$1,488,030	$1,814,419	$326,389
Computer			
Computers and Hardware for Home Use	$7,485,889	$9,133,518	$1,647,629
Portable Memory	$115,211	$140,807	$25,596
Computer Software	$512,990	$627,411	$114,421
Computer Accessories	$609,279	$743,509	$134,230
Education			
Educational Books/Supplies/Other Expenditures	$3,127,560	$3,819,041	$691,481
Other School Supplies	$2,984,272	$3,639,090	$654,818

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$136,789,504	$166,584,470	$29,794,966
Fees and Admissions	$33,822,922	$41,162,336	$7,339,414
Membership Fees for Clubs (2)	$10,958,583	$13,334,690	$2,376,107
Fees for Participant Sports, excl. Trips	$6,358,326	$7,737,687	$1,379,361
Tickets to Theatre/Operas/Concerts	$3,847,169	$4,681,493	$834,324
Tickets to Movies	$1,272,515	$1,553,001	$280,486
Tickets to Parks or Museums	$1,480,828	$1,803,584	$322,756
Admission to Sporting Events, excl. Trips	$3,477,119	$4,234,694	$757,575
Fees for Recreational Lessons	$6,399,806	$7,782,013	$1,382,207
Dating Services	$28,576	$35,174	$6,598
TV/Video/Audio	$39,276,062	$47,867,780	$8,591,718
Cable and Satellite Television Services	$20,137,670	$24,504,699	$4,367,029
Televisions	$4,017,795	$4,901,373	$883,578
Satellite Dishes	$39,147	$47,912	$8,765
VCRs, Video Cameras, and DVD Players	$134,481	$164,173	$29,692
Miscellaneous Video Equipment	$1,356,946	$1,661,080	$304,134
Video Cassettes and DVDs	$128,669	$157,275	$28,606
Video Game Hardware/Accessories	$1,480,181	$1,810,977	$330,796
Video Game Software	$688,157	$843,175	$155,018
Rental/Streaming/Downloaded Video	$6,525,479	$7,967,561	$1,442,082
Installation of Televisions	$51,977	$63,118	$11,141
Audio (3)	$4,648,011	$5,663,775	$1,015,764
Rental of TV/VCR/Radio/Sound Equipment	$7,132	$8,728	$1,596
Repair of TV/Radio/Sound Equipment	$60,416	$73,935	$13,519
Pets	$33,906,377	$41,282,279	$7,375,902
Toys/Games/Crafts/Hobbies (4)	$5,912,188	$7,206,436	$1,294,248
Recreational Vehicles and Fees (5)	$7,187,405	$8,743,620	$1,556,215
Sports/Recreation/Exercise Equipment (6)	$8,860,448	$10,799,607	$1,939,159
Photo Equipment and Supplies (7)	$2,288,670	$2,787,990	$499,320
Reading (8)	$3,969,993	$4,830,220	$860,227
Live Entertainment-for Catered Affairs	$667,844	$810,287	$142,443
Rental of Party Supplies for Catered Affairs	$897,596	$1,093,915	$196,319

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	$368,698,492	$449,564,858	$80,866,366
Food at Home	$233,537,093	$284,728,504	$51,191,411
Bakery and Cereal Products	$31,376,719	$38,240,875	$6,864,156
Meats, Poultry, Fish, and Eggs	$47,432,360	$57,837,678	$10,405,318
Dairy Products	$23,733,476	$28,930,643	$5,197,167
Fruits and Vegetables	$39,999,183	$48,756,180	$8,756,997
Snacks and Other Food at Home (9)	$90,995,355	$110,963,128	$19,967,773
Food Away from Home	$135,161,399	$164,836,354	$29,674,955
Alcoholic Beverages	$22,585,223	$27,504,294	$4,919,071
Financial			
Value of Stocks/Bonds/Mutual Funds	$1,635,048,540	$1,982,407,804	$347,359,264
Value of Retirement Plans	$5,459,354,876	$6,623,948,442	$1,164,593,566
Value of Other Financial Assets	$477,379,144	$580,154,938	$102,775,794
Vehicle Loan Amount excluding Interest	$121,366,587	$148,084,342	$26,717,755
Value of Credit Card Debt	$101,467,593	$123,622,207	$22,154,614
Health			
Nonprescription Drugs	$6,489,163	$7,906,346	$1,417,183
Prescription Drugs	$13,293,483	$16,173,109	$2,879,626
Eyeglasses and Contact Lenses	$4,317,744	$5,253,035	$935,291
Personal Care Products (10)	$19,126,629	$23,343,780	$4,217,151
Smoking Products	$12,613,090	$15,425,133	$2,812,043
Home			
Mortgage Payment and Basics (11)	$494,792,296	$601,007,032	$106,214,736
Maintenance and Remodeling Services	$167,281,130	$203,031,488	$35,750,358
Maintenance and Remodeling Materials (12)	$29,494,016	$35,831,025	$6,337,009
Utilities, Fuel, and Public Services	$188,052,333	$229,154,942	$41,102,609

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$3,773,468	$4,601,906	$828,438
Furniture	$30,219,806	$36,828,837	$6,609,031
Rugs	$1,346,366	$1,638,205	$291,839
Major Appliances (14)	$17,376,569	$21,147,093	$3,770,524
Housewares (15)	$3,058,489	$3,728,786	$670,297
Small Appliances	$45,174,945	$55,021,976	$519,093
Luggage	$834,008	$1,016,077	$182,069
Telephones and Accessories	$2,630,969	$3,202,778	$571,809
Household Operations			
Child Care	$21,846,725	$26,597,016	$4,750,291
Lawn/Garden (16)	$22,992,645	$27,924,825	$4,932,180
Moving/Storage/Freight Express	$3,731,847	$4,556,895	$825,048
Housekeeping Supplies (17)	$27,362,007	$33,351,920	$5,989,913
Insurance			
Owners and Renters Insurance	$29,870,082	$36,325,961	$6,455,879
Vehicle Insurance	$69,905,458	$85,300,518	$15,395,060
Life/Other Insurance	$23,919,349	$29,091,040	$5,171,691
Health Insurance	$161,802,894	$196,973,643	$35,170,749
Transportation			
Payments on Vehicles excluding Leases	$101,984,668	$124,360,874	$22,376,206
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$110,739,410	$135,095,922	$24,356,512
Vehicle Maintenance and Repairs	$43,767,083	$53,356,622	$9,589,539
Travel			
Airline Fares	$29,056,924	$35,360,097	$6,303,173
Lodging on Trips	$38,288,864	$46,548,659	$8,259,795
Auto/Truck Rental on Trips	$4,219,364	$5,139,961	$920,597
Food and Drink on Trips	$28,822,028	$35,085,023	$6,262,995

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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 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) 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.

(10) 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.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

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Retail Demand Outlook

4836 S Tavistock Ave, Meridian, Idaho, 83642

Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	16.4%	Population	160,026	176,936
Savvy Suburbanites (L1)	15.5%	Households	59,670	66,982
Flourishing Families (H1)	15.0%	Families	41,976	47,066
Dreambelt (K5)	12.2%	Median Age	37.2	38.4
Moderate Metros (C6)	9.6%	Median Household Income	$99,191	$111,345

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services	$163,108,045	$205,803,041	$42,694,996
Men's	$31,817,529	$40,149,862	$8,332,333
Women's	$55,464,992	$69,971,945	$14,506,953
Children's	$23,437,010	$29,575,903	$6,138,893
Footwear	$36,135,017	$45,581,765	$9,446,748
Watches & Jewelry	$13,282,418	$16,772,138	$3,489,720
Apparel Products and Services (1)	$2,971,080	$3,751,428	$780,348
Computer			
Computers and Hardware for Home Use	$15,226,206	$19,210,634	$3,984,428
Portable Memory	$242,111	$305,180	$63,069
Computer Software	$1,083,870	$1,366,482	$282,612
Computer Accessories	$1,259,061	$1,587,238	$328,177
Education			
Educational Books/Supplies/Other Expenditures	$6,352,324	$8,019,406	$1,667,082
Other School Supplies	$5,955,378	$7,515,077	$1,559,699

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$272,679,813	$344,167,728	$71,487,915
Fees and Admissions	$65,730,977	$83,055,588	$17,324,611
Membership Fees for Clubs (2)	$21,398,966	$27,040,403	$5,641,437
Fees for Participant Sports, excl. Trips	$12,246,874	$15,470,861	$3,223,987
Tickets to Theatre/Operas/Concerts	$7,641,135	$9,654,695	$2,013,560
Tickets to Movies	$2,578,832	$3,255,330	$676,498
Tickets to Parks or Museums	$2,921,117	$3,687,213	$766,096
Admission to Sporting Events, excl. Trips	$6,680,702	$8,438,967	$1,758,265
Fees for Recreational Lessons	$12,194,690	$15,421,858	$3,227,168
Dating Services	$68,662	$86,260	$17,598
TV/Video/Audio	$79,978,799	$100,860,601	$20,881,802
Cable and Satellite Television Services	$40,992,500	$51,675,564	$10,683,064
Televisions	$8,146,187	$10,275,525	$2,129,338
Satellite Dishes	$82,339	$103,551	$21,212
VCRs, Video Cameras, and DVD Players	$274,234	$345,531	$71,297
Miscellaneous Video Equipment	$2,745,309	$3,462,835	$717,526
Video Cassettes and DVDs	$277,519	$349,331	$71,812
Video Game Hardware/Accessories	$3,112,231	$3,924,409	$812,178
Video Game Software	$1,501,971	$1,894,759	$392,788
Rental/Streaming/Downloaded Video	$13,279,655	$16,752,774	$3,473,119
Installation of Televisions	$102,286	$129,119	$26,833
Audio (3)	$9,321,693	$11,767,369	$2,445,676
Rental of TV/VCR/Radio/Sound Equipment	$16,381	$20,556	$4,175
Repair of TV/Radio/Sound Equipment	$126,493	$159,279	$32,786
Pets	$68,189,250	$86,030,005	$17,840,755
Toys/Games/Crafts/Hobbies (4)	$11,940,203	$15,068,241	$3,128,038
Recreational Vehicles and Fees (5)	$13,591,243	$17,169,784	$3,578,541
Sports/Recreation/Exercise Equipment (6)	$17,475,579	$22,065,166	$4,589,587
Photo Equipment and Supplies (7)	$4,571,842	$5,774,937	$1,203,095
Reading (8)	$8,097,882	$10,220,479	$2,122,597
Live Entertainment-for Catered Affairs	$1,335,205	$1,688,289	$353,084
Rental of Party Supplies for Catered Affairs	$1,768,833	$2,234,638	$465,805

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Food	$750,127,134	$946,173,975	$196,046,841
Food at Home	$477,525,051	$602,202,282	$124,677,231
Bakery and Cereal Products	$63,881,443	$80,578,253	$16,696,810
Meats, Poultry, Fish, and Eggs	$97,466,870	$122,885,833	$25,418,963
Dairy Products	$48,489,261	$61,151,400	$12,662,139
Fruits and Vegetables	$81,663,038	$102,996,586	$21,333,548
Snacks and Other Food at Home (9)	$186,024,439	$234,590,210	$48,565,771
Food Away from Home	$272,602,083	$343,971,693	$71,369,610
Alcoholic Beverages	$45,034,097	$56,859,458	$11,825,361
Financial			
Value of Stocks/Bonds/Mutual Funds	$3,161,748,984	$3,997,592,306	$835,843,322
Value of Retirement Plans	$10,383,808,502	$13,128,285,199	$2,744,476,697
Value of Other Financial Assets	$918,967,542	$1,160,272,515	$241,304,973
Vehicle Loan Amount excluding Interest	$242,727,952	$306,209,587	$63,481,635
Value of Credit Card Debt	$203,616,844	$256,912,553	$53,295,709
Health			
Nonprescription Drugs	$13,147,825	$16,578,598	$3,430,773
Prescription Drugs	$26,639,583	$33,596,598	$6,957,015
Eyeglasses and Contact Lenses	$8,593,906	$10,847,948	$2,254,042
Personal Care Products (10)	$39,201,201	$49,438,990	$10,237,789
Smoking Products	$27,387,065	$34,460,850	$7,073,785
Home			
Mortgage Payment and Basics (11)	$941,070,690	$1,188,839,700	$247,769,010
Maintenance and Remodeling Services	$319,503,464	$403,610,559	$84,107,095
Maintenance and Remodeling Materials (12)	$55,546,843	$70,153,177	$14,606,334
Utilities, Fuel, and Public Services	$383,171,492	$483,170,499	$99,999,007

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$7,685,944	$9,695,659	$2,009,715
Furniture	$60,256,098	$76,039,703	$15,783,605
Rugs	$2,667,585	$3,368,311	$700,726
Major Appliances (14)	$34,255,359	$43,226,948	$8,971,589
Housewares (15)	$6,267,242	$7,903,304	$1,636,062
Small Appliances	$90,359,189	$114,033,058	$1,275,252
Luggage	$1,668,069	$2,105,972	$437,903
Telephones and Accessories	$5,212,712	$6,578,140	$1,365,428
Household Operations			
Child Care	$42,372,506	$53,554,538	$11,182,032
Lawn/Garden (16)	$44,734,187	$56,481,114	$11,746,927
Moving/Storage/Freight Express	$7,965,601	$10,043,451	$2,077,850
Housekeeping Supplies (17)	$55,790,369	$70,360,785	$14,570,416
Insurance			
Owners and Renters Insurance	$57,842,134	$72,993,881	$15,151,747
Vehicle Insurance	$143,589,996	$181,017,478	$37,427,482
Life/Other Insurance	$46,601,478	$58,841,683	$12,240,205
Health Insurance	$324,240,245	$408,990,834	$84,750,589
Transportation			
Payments on Vehicles excluding Leases	$204,568,206	$258,046,778	$53,478,572
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$227,005,588	$286,106,925	$59,101,337
Vehicle Maintenance and Repairs	$89,178,512	$112,467,307	$23,288,795
Travel			
Airline Fares	$57,151,622	$72,199,301	$15,047,679
Lodging on Trips	$74,454,966	$94,064,267	$19,609,301
Auto/Truck Rental on Trips	$8,347,979	$10,542,037	$2,194,058
Food and Drink on Trips	$56,732,959	$71,631,611	$14,898,652

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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 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) 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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