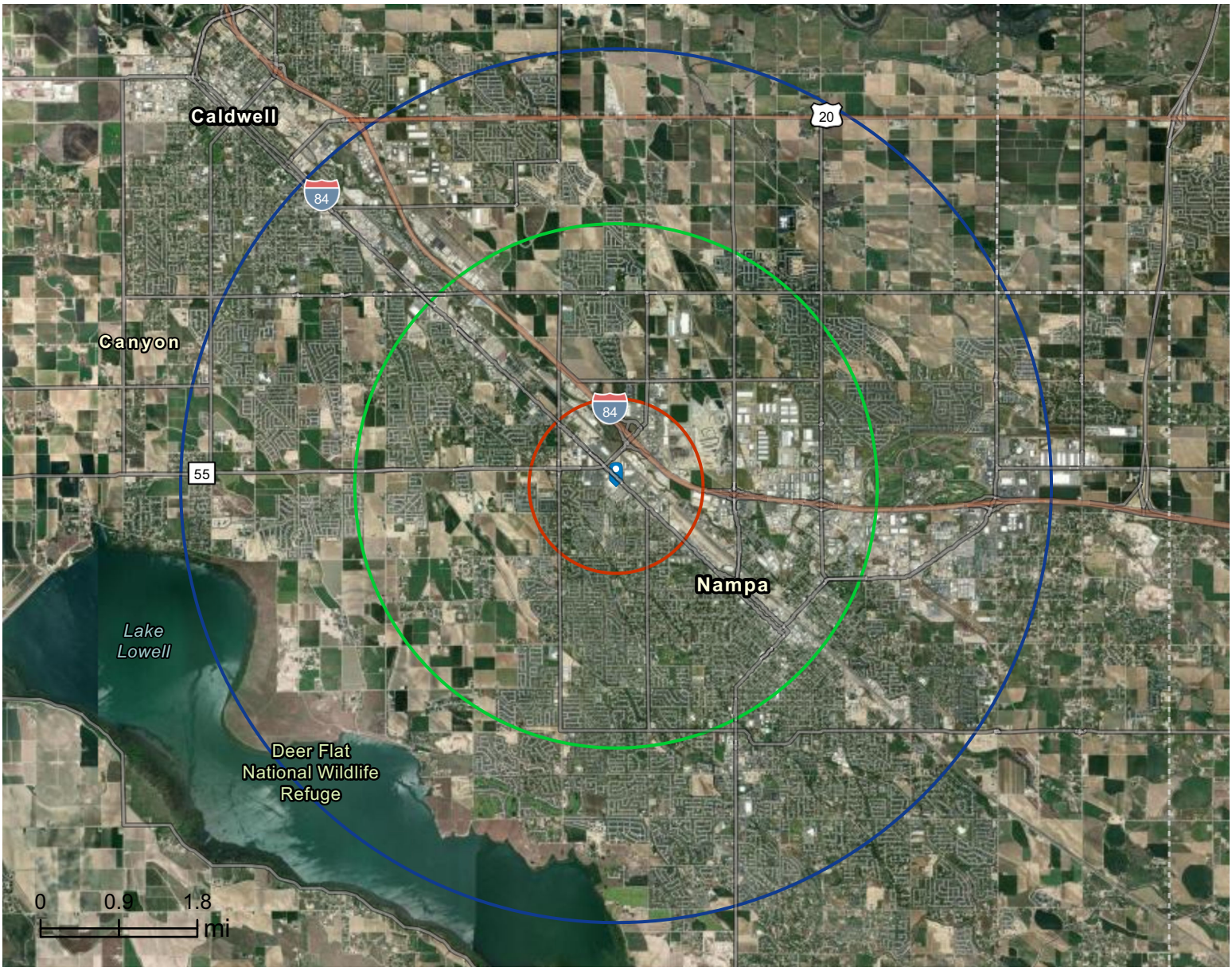
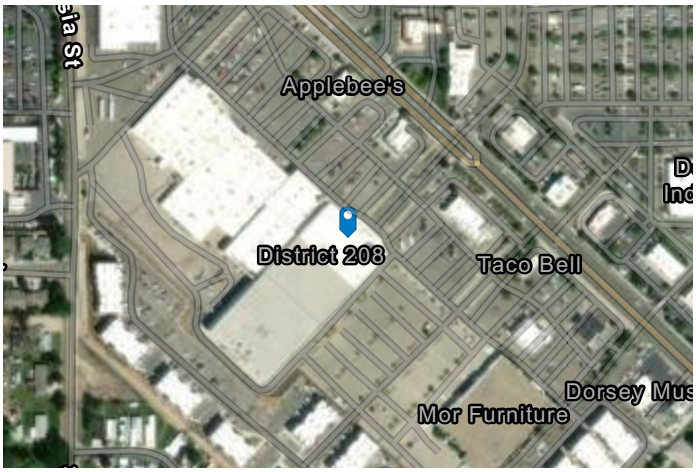
Site Map

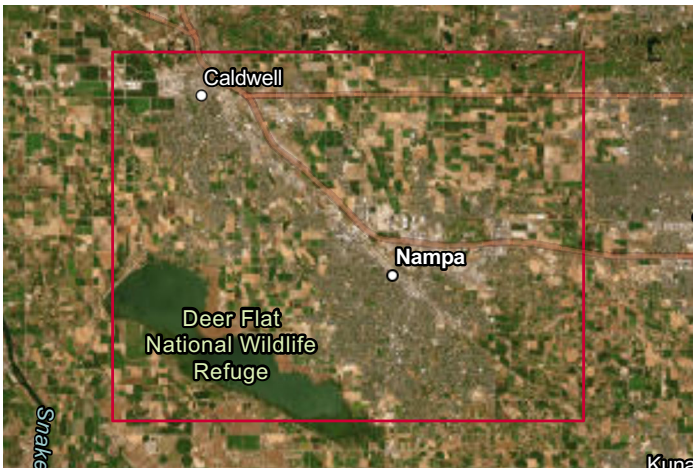
U S Factory Outlet

Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.60205
Longitude: -116.60024







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Retail Demand Outlook

U S Factory Outlet

Ring: 1 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Mobile Meadows (E4)	31.6%	Population	10,816	11,952
Diverse Horizons (C5)	20.8%	Households	4,506	5,034
Senior Escapes (J1)	17.0%	Families	2,885	3,210
The Elders (J2)	12.6%	Median Age	38.3	40.0
Flourishing Families (H1)	9.2%	Median Household Income	$73,696	$81,007

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$8,519,939	$10,669,976	$2,150,037
Men's	$1,690,981	$2,117,330	$426,349
Women's	$2,912,346	$3,645,813	$733,467
Children's	$1,112,588	$1,393,796	$281,208
Footwear	$1,974,948	$2,475,370	$500,422
Watches & Jewelry	$548,398	$686,126	$137,728
Apparel Products and Services (1)	$280,678	$351,541	$70,863
Computer			
Computers and Hardware for Home Use	$723,045	$904,226	$181,181
Portable Memory	$14,215	$17,753	$3,538
Computer Software	$61,489	$76,893	$15,404
Computer Accessories	$69,703	$87,051	$17,348
Education			
Educational Books/Supplies/Other Expenditures	$150,824	$188,954	$38,130
Other School Supplies	$291,186	$364,883	$73,697

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 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$14,043,741	$17,582,802	$3,539,061
Fees and Admissions	$3,347,770	$4,184,200	$836,430
Membership Fees for Clubs (2)	$1,126,315	$1,407,534	$281,219
Fees for Participant Sports, excl. Trips	$677,058	$845,702	$168,644
Tickets to Theatre/Operas/Concerts	$421,947	$527,478	$105,531
Tickets to Movies	$128,929	$160,957	$32,028
Tickets to Parks or Museums	$146,734	$183,417	$36,683
Admission to Sporting Events, excl. Trips	$383,141	$479,704	$96,563
Fees for Recreational Lessons	$459,184	$573,833	$114,649
Dating Services	$4,463	$5,575	$1,112
TV/Video/Audio	$4,132,288	$5,176,654	$1,044,366
Cable and Satellite Television Services	$2,118,010	$2,655,246	$537,236
Televisions	$379,824	$475,359	$95,535
Satellite Dishes	$3,453	$4,302	$849
VCRs, Video Cameras, and DVD Players	$12,005	$15,071	$3,066
Miscellaneous Video Equipment	$141,121	$175,891	$34,770
Video Cassettes and DVDs	$12,520	$15,668	$3,148
Video Game Hardware/Accessories	$136,682	$171,352	$34,670
Video Game Software	$68,984	$86,299	$17,315
Rental/Streaming/Downloaded Video	$760,389	$952,429	$192,040
Installation of Televisions	$5,550	$6,942	$1,392
Audio (3)	$481,594	$602,844	$121,250
Repair of TV/Radio/Sound Equipment	$12,157	$15,252	$3,095
Pets	$3,748,840	$4,698,041	$949,201
Toys/Games/Crafts/Hobbies (4)	$624,392	$781,827	$157,435
Recreational Vehicles and Fees (5)	$489,145	$613,625	$124,480
Sports/Recreation/Exercise Equipment (6)	$879,023	$1,100,434	$221,411
Photo Equipment and Supplies (7)	$207,458	$259,548	$52,090
Reading (8)	$431,925	$539,754	$107,829
Catered Affairs	$184,821	$231,147	$46,326

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	$41,317,065	$51,769,048	$10,451,983
Food at Home	$26,507,361	$33,217,250	$6,709,889
Bakery and Cereal Products	$3,484,735	$4,368,016	$883,281
Meats, Poultry, Fish, and Eggs	$5,691,643	$7,132,458	$1,440,815
Dairy Products	$2,715,479	$3,402,098	$686,619
Fruits and Vegetables	$4,287,398	$5,368,494	$1,081,096
Snacks and Other Food at Home (9)	$7,279,672	$9,123,818	$1,844,146
Food Away from Home	$14,809,704	$18,551,797	$3,742,093
Alcoholic Beverages	$2,287,368	$2,861,591	$574,223
Financial			
Value of Stocks/Bonds/Mutual Funds	$184,066,900	$229,750,233	$45,683,333
Value of Retirement Plans	$497,952,356	$622,786,856	$124,834,500
Value of Other Financial Assets	$55,460,483	$69,365,597	$13,905,114
Vehicle Loan Amount excluding Interest	$13,593,198	$17,069,730	$3,476,532
Value of Credit Card Debt	$11,285,102	$14,129,026	$2,843,924
Health			
Nonprescription Drugs	$736,438	$923,801	$187,363
Prescription Drugs	$1,530,458	$1,921,865	$391,407
Eyeglasses and Contact Lenses	$447,232	$560,018	$112,786
Personal Care Products (10)	$2,276,273	$2,849,561	$573,288
Smoking Products	$1,515,362	$1,908,202	$392,840
Home			
Mortgage Payment and Basics (11)	$44,915,177	$56,230,184	$11,315,007
Maintenance and Remodeling Services	$15,490,976	$19,402,095	$3,911,119
Maintenance and Remodeling Materials (12)	$2,382,913	$2,994,749	$611,836
Utilities, Fuel, and Public Services	$20,918,739	$26,233,897	$5,315,158

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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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$359,285	$449,573	$90,288
Furniture	$2,853,278	$3,571,358	$718,080
Rugs	$123,558	$154,586	$31,028
Major Appliances (14)	$1,693,483	$2,123,908	$430,425
Housewares (15)	$371,786	$467,061	$95,275
Small Appliances	$4,577,224	$5,732,634	$63,676
Luggage	$79,961	$99,957	$19,996
Telephones and Accessories	$208,410	$260,901	$52,491
Household Operations			
Child Care	$1,797,457	$2,250,130	$452,673
Lawn/Garden (16)	$2,344,191	$2,941,155	$596,964
Moving/Storage/Freight Express	$350,988	$438,268	$87,280
Housekeeping Supplies (17)	$3,162,120	$3,965,876	$803,756
Insurance			
Owners and Renters Insurance	$3,229,352	$4,057,675	$828,323
Vehicle Insurance	$8,810,507	$11,050,734	$2,240,227
Life/Other Insurance	$2,410,522	$3,022,928	$612,406
Health Insurance	$17,918,743	$22,466,155	$4,547,412
Transportation			
Payments on Vehicles excluding Leases	$11,033,445	$13,847,021	$2,813,576
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$11,300,314	$14,176,662	$2,876,348
Vehicle Maintenance and Repairs	$4,202,659	$5,263,992	$1,061,333
Travel			
Airline Fares	$2,919,561	$3,647,353	$727,792
Lodging on Trips	$3,633,395	$4,548,435	$915,040
Food and Drink on Trips	$2,866,485	$3,586,644	$720,159

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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 2026 and 2031; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Demand Outlook

U S Factory Outlet

Ring: 3 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	20.9%	Population	77,063	86,233
Mobile Meadows (E4)	11.4%	Households	27,222	30,861
Up and Coming Families (G2)	11.3%	Families	19,417	22,020
Dreambelt (K5)	10.5%	Median Age	34.8	36.2
Moderate Metros (C6)	10.2%	Median Household Income	$83,007	$93,867

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$58,549,965	$75,469,395	$16,919,430
Men's	$11,400,449	$14,692,082	$3,291,633
Women's	$19,763,421	$25,473,792	$5,710,371
Children's	$8,181,944	$10,546,444	$2,364,500
Footwear	$13,332,151	$17,189,425	$3,857,274
Watches & Jewelry	$3,931,709	$5,066,028	$1,134,319
Apparel Products and Services (1)	$1,940,291	$2,501,625	$561,334
Computer			
Computers and Hardware for Home Use	$5,009,321	$6,450,833	$1,441,512
Portable Memory	$95,751	$123,242	$27,491
Computer Software	$426,932	$549,620	$122,688
Computer Accessories	$456,288	$587,157	$130,869
Education			
Educational Books/Supplies/Other Expenditures	$1,113,768	$1,435,402	$321,634
Other School Supplies	$2,060,754	$2,657,209	$596,455

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 2026 and 2031; Consumer Spending data are derived from the 2023 and 2024 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$98,133,075	$126,512,537	$28,379,462
Fees and Admissions	$24,011,343	$30,941,271	$6,929,928
Membership Fees for Clubs (2)	$7,968,759	$10,268,475	$2,299,716
Fees for Participant Sports, excl. Trips	$4,770,348	$6,145,565	$1,375,217
Tickets to Theatre/Operas/Concerts	$3,004,470	$3,870,856	$866,386
Tickets to Movies	$903,968	$1,162,946	$258,978
Tickets to Parks or Museums	$1,027,386	$1,323,682	$296,296
Admission to Sporting Events, excl. Trips	$2,780,476	$3,586,297	$805,821
Fees for Recreational Lessons	$3,525,355	$4,544,142	$1,018,787
Dating Services	$30,581	$39,308	$8,727
TV/Video/Audio	$27,603,208	$35,583,196	$7,979,988
Cable and Satellite Television Services	$13,599,450	$17,545,810	$3,946,360
Televisions	$2,625,539	$3,380,768	$755,229
Satellite Dishes	$21,115	$27,110	$5,995
VCRs, Video Cameras, and DVD Players	$80,852	$104,311	$23,459
Miscellaneous Video Equipment	$796,817	$1,023,442	$226,625
Video Cassettes and DVDs	$81,710	$105,193	$23,483
Video Game Hardware/Accessories	$977,064	$1,258,240	$281,176
Video Game Software	$494,178	$635,853	$141,675
Rental/Streaming/Downloaded Video	$5,364,401	$6,911,624	$1,547,223
Installation of Televisions	$37,881	$48,792	$10,911
Audio (3)	$3,443,546	$4,438,080	$994,534
Repair of TV/Radio/Sound Equipment	$80,655	$103,972	$23,317
Pets	$25,750,909	$33,211,722	$7,460,813
Toys/Games/Crafts/Hobbies (4)	$4,539,850	$5,850,383	$1,310,533
Recreational Vehicles and Fees (5)	$3,879,959	$5,012,424	$1,132,465
Sports/Recreation/Exercise Equipment (6)	$6,524,563	$8,411,223	$1,886,660
Photo Equipment and Supplies (7)	$1,540,967	$1,985,521	$444,554
Reading (8)	$2,924,883	$3,767,601	$842,718
Catered Affairs	$1,378,959	$1,777,462	$398,503

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	$280,586,098	$361,748,277	$81,162,179
Food at Home	$178,083,984	$229,610,555	$51,526,571
Bakery and Cereal Products	$23,613,856	$30,453,549	$6,839,693
Meats, Poultry, Fish, and Eggs	$38,095,904	$49,115,316	$11,019,412
Dairy Products	$18,157,389	$23,409,582	$5,252,193
Fruits and Vegetables	$28,510,794	$36,746,425	$8,235,631
Snacks and Other Food at Home (9)	$49,451,332	$63,766,453	$14,315,121
Food Away from Home	$102,502,113	$132,137,722	$29,635,609
Alcoholic Beverages	$15,895,879	$20,487,041	$4,591,162
Financial			
Value of Stocks/Bonds/Mutual Funds	$1,222,921,866	$1,576,174,187	$353,252,321
Value of Retirement Plans	$3,639,775,673	$4,695,898,894	$1,056,123,221
Value of Other Financial Assets	$346,236,791	$446,368,818	$100,132,027
Vehicle Loan Amount excluding Interest	$96,856,525	$124,981,703	$28,125,178
Value of Credit Card Debt	$77,530,496	$99,936,131	$22,405,635
Health			
Nonprescription Drugs	$4,689,790	$6,052,191	$1,362,401
Prescription Drugs	$10,237,528	$13,221,733	$2,984,205
Eyeglasses and Contact Lenses	$3,141,726	$4,051,246	$909,520
Personal Care Products (10)	$15,363,074	$19,791,810	$4,428,736
Smoking Products	$9,618,743	$12,427,514	$2,808,771
Home			
Mortgage Payment and Basics (11)	$326,231,870	$420,867,844	$94,635,974
Maintenance and Remodeling Services	$109,141,799	$140,867,417	$31,725,618
Maintenance and Remodeling Materials (12)	$16,815,098	$21,738,946	$4,923,848
Utilities, Fuel, and Public Services	$140,694,968	$181,458,035	$40,763,067

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$2,446,875	$3,151,933	$705,058
Furniture	$19,525,854	$25,160,141	$5,634,287
Rugs	$890,625	$1,147,721	$257,096
Major Appliances (14)	$11,611,781	$14,985,241	$3,373,460
Housewares (15)	$2,411,027	$3,113,610	$702,583
Small Appliances	$31,326,256	$40,396,928	$484,685
Luggage	$564,531	$727,072	$162,541
Telephones and Accessories	$1,483,061	$1,913,008	$429,947
Household Operations			
Child Care	$14,240,030	$18,358,872	$4,118,842
Lawn/Garden (16)	$15,983,698	$20,645,483	$4,661,785
Moving/Storage/Freight Express	$2,191,808	$2,818,292	$626,484
Housekeeping Supplies (17)	$21,287,093	$27,461,309	$6,174,216
Insurance			
Owners and Renters Insurance	$22,538,659	$29,122,733	$6,584,074
Vehicle Insurance	$58,870,618	$75,913,842	$17,043,224
Life/Other Insurance	$17,038,010	$21,996,315	$4,958,305
Health Insurance	$120,198,486	$155,068,272	$34,869,786
Transportation			
Payments on Vehicles excluding Leases	$78,094,950	$100,762,538	$22,667,588
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$76,034,073	$98,065,022	$22,030,949
Vehicle Maintenance and Repairs	$28,428,801	$36,642,794	$8,213,993
Travel			
Airline Fares	$20,247,803	$26,082,361	$5,834,558
Lodging on Trips	$26,217,852	$33,818,519	$7,600,667
Food and Drink on Trips	$20,000,130	$25,783,497	$5,783,367

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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.

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(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 2026 and 2031; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Demand Outlook

U S Factory Outlet

Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	17.8%	Population	174,434	196,756
Boomburbs (H2)	15.4%	Households	60,533	69,133
Savvy Suburbanites (L1)	9.2%	Families	43,667	49,836
Up and Coming Families (G2)	8.6%	Median Age	34.4	35.8
Mobile Meadows (E4)	8.2%	Median Household Income	$86,821	$100,084

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$133,834,338	$173,545,480	$39,711,142
Men's	$26,015,103	$33,720,195	$7,705,092
Women's	$44,959,715	$58,299,137	$13,339,422
Children's	$18,959,831	$24,606,125	$5,646,294
Footwear	$30,480,640	$39,514,871	$9,034,231
Watches & Jewelry	$8,991,830	$11,664,537	$2,672,707
Apparel Products and Services (1)	$4,427,219	$5,740,616	$1,313,397
Computer			
Computers and Hardware for Home Use	$11,390,884	$14,764,060	$3,373,176
Portable Memory	$216,694	$280,778	$64,084
Computer Software	$966,884	$1,253,370	$286,486
Computer Accessories	$1,029,654	$1,334,145	$304,491
Education			
Educational Books/Supplies/Other Expenditures	$2,560,187	$3,321,288	$761,101
Other School Supplies	$4,735,348	$6,139,065	$1,403,717

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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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Entertainment & Recreation	$224,373,840	$290,952,451	$66,578,611
Fees and Admissions	$54,820,324	$71,155,376	$16,335,052
Membership Fees for Clubs (2)	$18,147,321	$23,541,150	$5,393,829
Fees for Participant Sports, excl. Trips	$10,851,485	$14,088,696	$3,237,211
Tickets to Theatre/Operas/Concerts	$6,849,502	$8,885,865	$2,036,363
Tickets to Movies	$2,060,209	$2,672,035	$611,826
Tickets to Parks or Museums	$2,359,071	$3,064,577	$705,506
Admission to Sporting Events, excl. Trips	$6,365,783	$8,263,218	$1,897,435
Fees for Recreational Lessons	$8,118,715	$10,551,514	$2,432,799
Dating Services	$68,238	$88,320	$20,082
TV/Video/Audio	$62,865,050	$81,445,240	$18,580,190
Cable and Satellite Television Services	$30,867,049	$39,977,193	$9,110,144
Televisions	$5,994,878	$7,767,602	$1,772,724
Satellite Dishes	$47,480	$61,581	$14,101
VCRs, Video Cameras, and DVD Players	$186,200	$241,342	$55,142
Miscellaneous Video Equipment	$1,770,959	$2,290,887	$519,928
Video Cassettes and DVDs	$185,011	$239,741	$54,730
Video Game Hardware/Accessories	$2,248,188	$2,910,963	$662,775
Video Game Software	$1,129,672	$1,463,218	$333,546
Rental/Streaming/Downloaded Video	$12,295,336	$15,937,261	$3,641,925
Installation of Televisions	$86,419	$112,075	$25,656
Audio (3)	$7,871,794	$10,207,635	$2,335,841
Repair of TV/Radio/Sound Equipment	$182,064	$235,742	$53,678
Pets	$58,877,140	$76,318,747	$17,441,607
Toys/Games/Crafts/Hobbies (4)	$10,434,568	$13,530,363	$3,095,795
Recreational Vehicles and Fees (5)	$9,014,307	$11,710,968	$2,696,661
Sports/Recreation/Exercise Equipment (6)	$15,108,798	$19,605,004	$4,496,206
Photo Equipment and Supplies (7)	$3,537,094	$4,588,184	$1,051,090
Reading (8)	$6,601,225	$8,556,319	$1,955,094
Catered Affairs	$3,157,022	$4,096,120	$939,098

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	$640,773,836	$830,638,212	$189,864,376
Food at Home	$406,195,399	$526,451,252	$120,255,853
Bakery and Cereal Products	$53,910,622	$69,881,098	$15,970,476
Meats, Poultry, Fish, and Eggs	$86,859,199	$112,562,992	$25,703,793
Dairy Products	$41,377,699	$53,628,066	$12,250,367
Fruits and Vegetables	$64,792,168	$83,979,364	$19,187,196
Snacks and Other Food at Home (9)	$112,999,417	$146,466,865	$33,467,448
Food Away from Home	$234,578,436	$304,186,960	$69,608,524
Alcoholic Beverages	$36,131,168	$46,849,973	$10,718,805
Financial			
Value of Stocks/Bonds/Mutual Funds	$2,744,134,072	$3,559,930,590	$815,796,518
Value of Retirement Plans	$8,307,564,864	$10,777,930,606	$2,470,365,742
Value of Other Financial Assets	$778,454,705	$1,008,763,681	$230,308,976
Vehicle Loan Amount excluding Interest	$224,500,192	$291,218,700	$66,718,508
Value of Credit Card Debt	$176,785,933	$229,228,829	$52,442,896
Health			
Nonprescription Drugs	$10,653,054	$13,801,494	$3,148,440
Prescription Drugs	$23,528,910	$30,481,930	$6,953,020
Eyeglasses and Contact Lenses	$7,173,390	$9,299,338	$2,125,948
Personal Care Products (10)	$35,068,749	$45,456,004	$10,387,255
Smoking Products	$22,218,829	$28,739,034	$6,520,205
Home			
Mortgage Payment and Basics (11)	$748,101,413	$971,239,176	$223,137,763
Maintenance and Remodeling Services	$249,210,936	$323,463,157	$74,252,221
Maintenance and Remodeling Materials (12)	$38,985,322	$50,586,690	$11,601,368
Utilities, Fuel, and Public Services	$322,017,124	$417,254,441	$95,237,317

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$5,575,206	$7,225,907	$1,650,701
Furniture	$44,497,119	$57,683,642	$13,186,523
Rugs	$2,037,126	$2,641,547	$604,421
Major Appliances (14)	$26,590,097	$34,479,674	$7,889,577
Housewares (15)	$5,572,864	$7,222,482	$1,649,618
Small Appliances	$71,489,901	$92,711,826	$1,134,832
Luggage	$1,287,689	$1,670,646	$382,957
Telephones and Accessories	$3,389,204	$4,397,551	$1,008,347
Household Operations			
Child Care	$32,895,954	$42,732,999	$9,837,045
Lawn/Garden (16)	$36,583,634	$47,433,466	$10,849,832
Moving/Storage/Freight Express	$4,913,191	$6,361,202	$1,448,011
Housekeeping Supplies (17)	$48,733,904	$63,157,158	$14,423,254
Insurance			
Owners and Renters Insurance	$51,999,907	$67,447,580	$15,447,673
Vehicle Insurance	$134,810,832	$174,700,198	$39,889,366
Life/Other Insurance	$39,197,674	$50,871,272	$11,673,598
Health Insurance	$274,442,432	$355,713,234	$81,270,802
Transportation			
Payments on Vehicles excluding Leases	$180,506,218	$234,113,529	$53,607,311
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$174,429,030	$226,041,759	$51,612,729
Vehicle Maintenance and Repairs	$64,863,917	$84,064,887	$19,200,970
Travel			
Airline Fares	$45,884,961	$59,532,035	$13,647,074
Lodging on Trips	$59,998,992	$77,856,987	$17,857,995
Food and Drink on Trips	$45,615,844	$59,176,362	$13,560,518

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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.

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