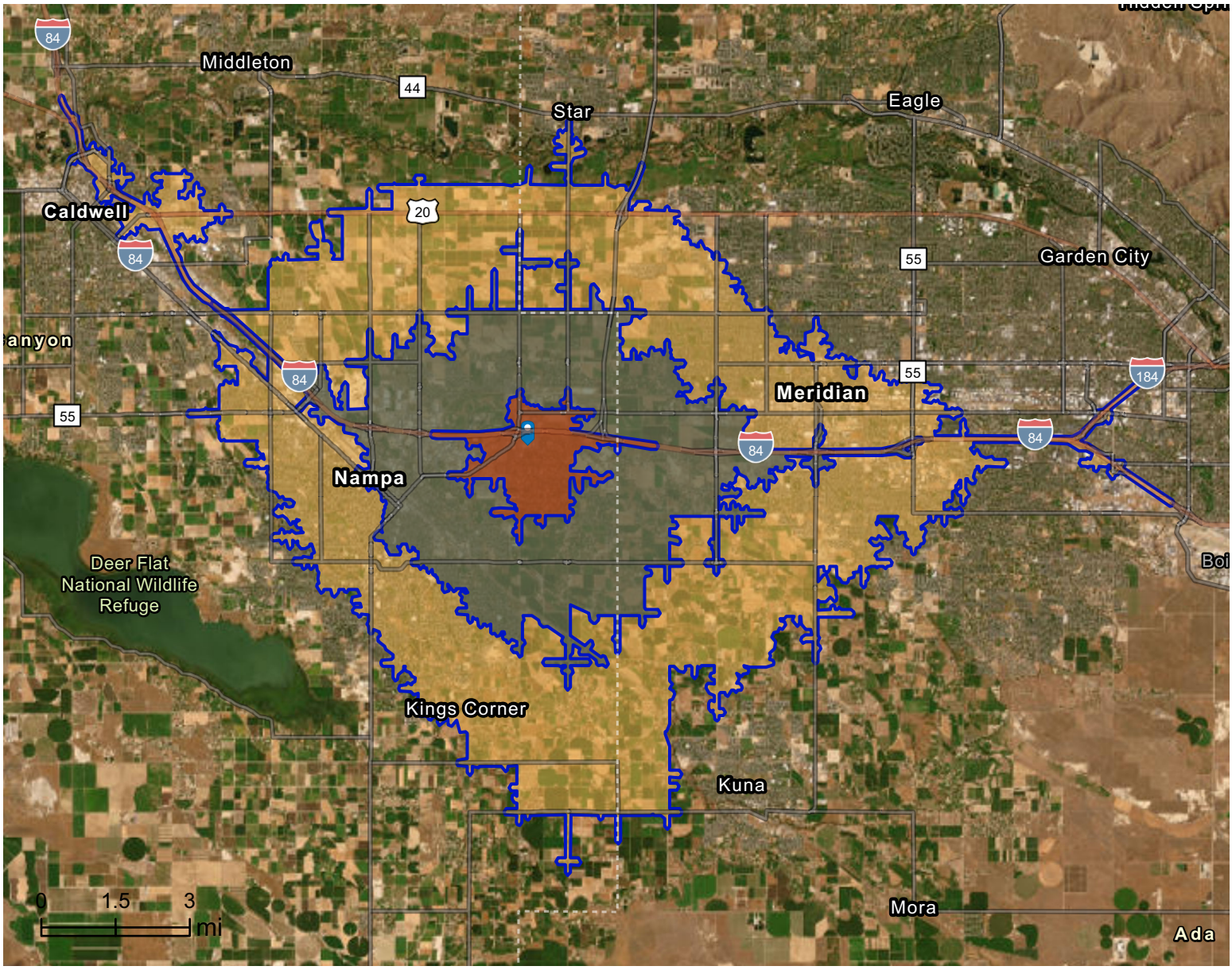
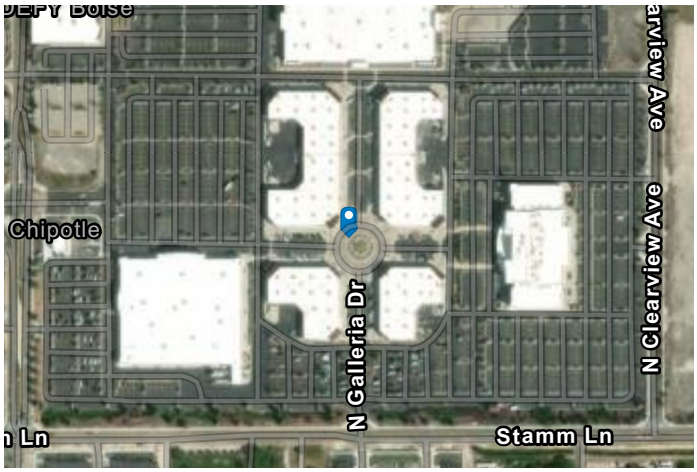
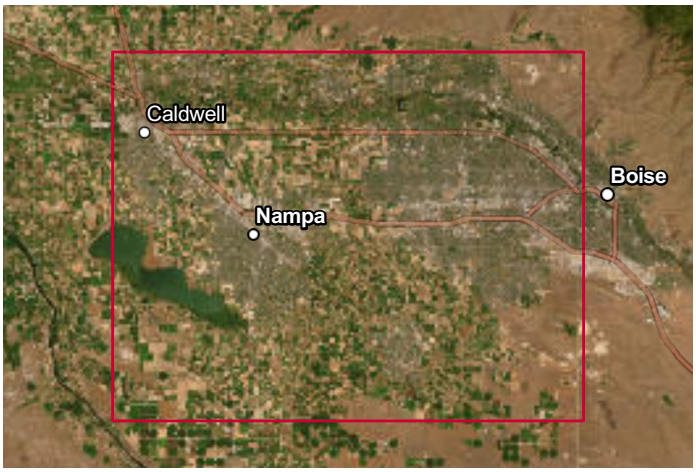
Site Map

N Galleria Dr
N Galleria Dr, Nampa, Idaho, 83687
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 43.59566
Longitude: -116.50974







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Retail Demand Outlook

N Galleria Dr
N Galleria Dr, Nampa, Idaho, 83687
Drive time: 5 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Mobile Meadows (E4)	50.1%	Population	4,632	5,072
Southern Satellites (I6)	21.9%	Households	1,688	1,880
Room to Roam (K7)	20.9%	Families	1,178	1,305
Family Bonds (E6)	4.7%	Median Age	36.9	38.5
Moderate Metros (C6)	1.5%	Median Household Income	$82,606	$97,073

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$3,508,481	$4,440,636	$932,155
Men's	$693,898	$878,228	$184,330
Women's	$1,169,141	$1,479,543	$310,402
Children's	$488,511	$618,573	$130,062
Footwear	$826,007	$1,045,701	$219,694
Watches & Jewelry	$218,771	$276,745	$57,974
Apparel Products and Services (1)	$112,153	$141,846	$29,693
Computer			
Computers and Hardware for Home Use	$284,726	$360,271	$75,545
Portable Memory	$5,423	$6,860	$1,437
Computer Software	$23,307	$29,498	$6,191
Computer Accessories	$25,948	$32,841	$6,893
Education			
Educational Books/Supplies/Other Expenditures	$64,036	$81,046	$17,010
Other School Supplies	$124,481	$157,492	$33,011

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	$5,800,652	$7,337,703	$1,537,051
Fees and Admissions	$1,299,668	$1,643,814	$344,146
Membership Fees for Clubs (2)	$437,708	$553,330	$115,622
Fees for Participant Sports, excl. Trips	$253,754	$321,101	$67,347
Tickets to Theatre/Operas/Concerts	$163,826	$207,169	$43,343
Tickets to Movies	$49,923	$63,213	$13,290
Tickets to Parks or Museums	$56,759	$71,879	$15,120
Admission to Sporting Events, excl. Trips	$156,646	$198,106	$41,460
Fees for Recreational Lessons	$179,479	$227,026	$47,547
Dating Services	$1,573	$1,991	$418
TV/Video/Audio	$1,717,367	$2,172,873	$455,506
Cable and Satellite Television Services	$882,975	$1,116,666	$233,691
Televisions	$155,848	$197,318	$41,470
Satellite Dishes	$1,269	$1,611	$342
VCRs, Video Cameras, and DVD Players	$5,261	$6,663	$1,402
Miscellaneous Video Equipment	$53,669	$68,096	$14,427
Video Cassettes and DVDs	$4,937	$6,253	$1,316
Video Game Hardware/Accessories	$60,205	$76,219	$16,014
Video Game Software	$27,760	$35,133	$7,373
Rental/Streaming/Downloaded Video	$320,164	$405,261	$85,097
Installation of Televisions	$2,190	$2,773	$583
Audio (3)	$197,989	$250,424	$52,435
Repair of TV/Radio/Sound Equipment	$5,100	$6,456	$1,356
Pets	$1,588,025	$2,008,878	$420,853
Toys/Games/Crafts/Hobbies (4)	$266,785	$337,579	$70,794
Recreational Vehicles and Fees (5)	$222,050	$280,622	$58,572
Sports/Recreation/Exercise Equipment (6)	$385,045	$487,206	$102,161
Photo Equipment and Supplies (7)	$84,462	$106,795	$22,333
Reading (8)	$162,016	$204,798	$42,782
Catered Affairs	$73,082	$92,303	$19,221

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
Food	$17,288,302	$21,880,779	$4,592,477
Food at Home	$11,090,740	$14,036,654	$2,945,914
Bakery and Cereal Products	$1,463,319	$1,851,738	$388,419
Meats, Poultry, Fish, and Eggs	$2,382,444	$3,015,413	$632,969
Dairy Products	$1,127,670	$1,427,160	$299,490
Fruits and Vegetables	$1,739,444	$2,201,539	$462,095
Snacks and Other Food at Home (9)	$3,083,894	$3,902,876	$818,982
Food Away from Home	$6,197,562	$7,844,126	$1,646,564
Alcoholic Beverages	$912,726	$1,154,292	$241,566
Financial			
Value of Stocks/Bonds/Mutual Funds	$64,761,422	$81,814,406	$17,052,984
Value of Retirement Plans	$205,052,871	$258,912,096	$53,859,225
Value of Other Financial Assets	$20,408,446	$25,814,538	$5,406,092
Vehicle Loan Amount excluding Interest	$6,108,237	$7,733,193	$1,624,956
Value of Credit Card Debt	$4,628,352	$5,856,946	$1,228,594
Health			
Nonprescription Drugs	$306,941	$388,440	$81,499
Prescription Drugs	$692,647	$875,863	$183,216
Eyeglasses and Contact Lenses	$187,605	$237,188	$49,583
Personal Care Products (10)	$938,353	$1,188,088	$249,735
Smoking Products	$727,615	$921,205	$193,590
Home			
Mortgage Payment and Basics (11)	$18,842,736	$23,828,620	$4,985,884
Maintenance and Remodeling Services	$6,417,744	$8,114,448	$1,696,704
Maintenance and Remodeling Materials (12)	$1,125,624	$1,423,459	$297,835
Utilities, Fuel, and Public Services	$9,031,840	$11,430,272	$2,398,432

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
Household Furnishings and Equipment			
Household Textiles (13)	$144,459	$182,814	$38,355
Furniture	$1,153,577	$1,459,992	$306,415
Rugs	$50,563	$63,941	$13,378
Major Appliances (14)	$740,321	$936,779	$196,458
Housewares (15)	$168,464	$213,370	$44,906
Small Appliances	$1,886,783	$2,387,280	$26,839
Luggage	$30,764	$38,929	$8,165
Telephones and Accessories	$88,405	$111,758	$23,353
Household Operations			
Child Care	$751,319	$950,648	$199,329
Lawn/Garden (16)	$1,014,889	$1,282,803	$267,914
Moving/Storage/Freight Express	$125,656	$159,167	$33,511
Housekeeping Supplies (17)	$1,362,077	$1,723,620	$361,543
Insurance			
Owners and Renters Insurance	$1,467,898	$1,856,538	$388,640
Vehicle Insurance	$3,780,801	$4,787,000	$1,006,199
Life/Other Insurance	$1,025,303	$1,296,715	$271,412
Health Insurance	$7,586,318	$9,597,430	$2,011,112
Transportation			
Payments on Vehicles excluding Leases	$4,935,342	$6,247,136	$1,311,794
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$4,960,705	$6,280,671	$1,319,966
Vehicle Maintenance and Repairs	$1,748,696	$2,213,185	$464,489
Travel			
Airline Fares	$1,087,602	$1,375,430	$287,828
Lodging on Trips	$1,482,031	$1,873,233	$391,202
Food and Drink on Trips	$1,145,914	$1,449,289	$303,375

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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(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

N Galleria Dr
N Galleria Dr, Nampa, Idaho, 83687
Drive time: 10 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	21.5%	Population	56,233	63,048
Dreambelt (K5)	16.4%	Households	20,574	23,391
Boomburbs (H2)	9.1%	Families	14,239	16,197
Mobile Meadows (E4)	8.2%	Median Age	34.9	36.7
Modern Minds (D3)	7.9%	Median Household Income	$85,719	$100,242

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$45,674,747	$59,911,070	$14,236,323
Men's	$8,914,612	$11,684,286	$2,769,674
Women's	$15,318,175	$20,107,760	$4,789,585
Children's	$6,426,717	$8,432,960	$2,006,243
Footwear	$10,422,812	$13,655,785	$3,232,973
Watches & Jewelry	$3,070,967	$4,034,124	$963,157
Apparel Products and Services (1)	$1,521,464	$1,996,154	$474,690
Computer			
Computers and Hardware for Home Use	$3,921,379	$5,143,914	$1,222,535
Portable Memory	$74,219	$97,426	$23,207
Computer Software	$337,851	$442,625	$104,774
Computer Accessories	$357,286	$468,064	$110,778
Education			
Educational Books/Supplies/Other Expenditures	$873,050	$1,145,664	$272,614
Other School Supplies	$1,614,212	$2,118,870	$504,658

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	$76,589,684	$100,593,463	$24,003,779
Fees and Admissions	$18,751,358	$24,662,621	$5,911,263
Membership Fees for Clubs (2)	$6,218,206	$8,180,509	$1,962,303
Fees for Participant Sports, excl. Trips	$3,691,283	$4,857,149	$1,165,866
Tickets to Theatre/Operas/Concerts	$2,370,725	$3,112,872	$742,147
Tickets to Movies	$706,004	$926,026	$220,022
Tickets to Parks or Museums	$806,035	$1,058,042	$252,007
Admission to Sporting Events, excl. Trips	$2,148,776	$2,828,429	$679,653
Fees for Recreational Lessons	$2,786,259	$3,668,149	$881,890
Dating Services	$24,071	$31,446	$7,375
TV/Video/Audio	$21,422,445	$28,095,189	$6,672,744
Cable and Satellite Television Services	$10,506,946	$13,781,226	$3,274,280
Televisions	$2,028,878	$2,660,824	$631,946
Satellite Dishes	$16,178	$21,153	$4,975
VCRs, Video Cameras, and DVD Players	$62,887	$82,398	$19,511
Miscellaneous Video Equipment	$608,983	$796,828	$187,845
Video Cassettes and DVDs	$65,104	$84,985	$19,881
Video Game Hardware/Accessories	$770,298	$1,007,740	$237,442
Video Game Software	$393,986	$515,350	$121,364
Rental/Streaming/Downloaded Video	$4,170,338	$5,470,545	$1,300,207
Installation of Televisions	$28,933	$38,013	$9,080
Audio (3)	$2,707,254	$3,554,122	$846,868
Repair of TV/Radio/Sound Equipment	$62,659	$82,003	$19,344
Pets	$20,100,985	$26,385,442	$6,284,457
Toys/Games/Crafts/Hobbies (4)	$3,550,652	$4,662,398	$1,111,746
Recreational Vehicles and Fees (5)	$3,050,615	$4,024,259	$973,644
Sports/Recreation/Exercise Equipment (6)	$5,107,032	$6,715,539	$1,608,507
Photo Equipment and Supplies (7)	$1,219,928	$1,602,050	$382,122
Reading (8)	$2,299,871	$3,019,091	$719,220
Catered Affairs	$1,086,217	$1,428,847	$342,630

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
Food	$218,604,986	$286,677,847	$68,072,861
Food at Home	$138,771,394	$181,933,064	$43,161,670
Bakery and Cereal Products	$18,424,033	$24,161,404	$5,737,371
Meats, Poultry, Fish, and Eggs	$29,655,048	$38,870,220	$9,215,172
Dairy Products	$14,145,298	$18,546,101	$4,400,803
Fruits and Vegetables	$22,208,619	$29,112,552	$6,903,933
Snacks and Other Food at Home (9)	$38,578,820	$50,591,851	$12,013,031
Food Away from Home	$79,833,592	$104,744,783	$24,911,191
Alcoholic Beverages	$12,435,079	$16,334,712	$3,899,633
Financial			
Value of Stocks/Bonds/Mutual Funds	$949,435,047	$1,250,429,348	$300,994,301
Value of Retirement Plans	$2,838,239,927	$3,743,099,071	$904,859,144
Value of Other Financial Assets	$262,574,374	$345,251,677	$82,677,303
Vehicle Loan Amount excluding Interest	$74,899,103	$98,286,634	$23,387,531
Value of Credit Card Debt	$60,328,024	$79,182,936	$18,854,912
Health			
Nonprescription Drugs	$3,602,320	$4,724,428	$1,122,108
Prescription Drugs	$7,918,562	$10,398,183	$2,479,621
Eyeglasses and Contact Lenses	$2,455,206	$3,226,020	$770,814
Personal Care Products (10)	$11,899,262	$15,601,198	$3,701,936
Smoking Products	$7,532,065	$9,845,105	$2,313,040
Home			
Mortgage Payment and Basics (11)	$253,362,167	$333,596,214	$80,234,047
Maintenance and Remodeling Services	$84,754,991	$111,593,653	$26,838,662
Maintenance and Remodeling Materials (12)	$13,107,337	$17,241,818	$4,134,481
Utilities, Fuel, and Public Services	$109,037,034	$142,977,330	$33,940,296

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$1,908,705	$2,502,893	$594,188
Furniture	$15,175,843	$19,916,502	$4,740,659
Rugs	$693,962	$912,363	$218,401
Major Appliances (14)	$8,990,668	$11,809,341	$2,818,673
Housewares (15)	$1,890,858	$2,476,935	$586,077
Small Appliances	$24,393,354	$32,032,295	$408,069
Luggage	$443,869	$582,559	$138,690
Telephones and Accessories	$1,163,056	$1,529,051	$365,995
Household Operations			
Child Care	$11,292,365	$14,854,057	$3,561,692
Lawn/Garden (16)	$12,398,699	$16,308,310	$3,909,611
Moving/Storage/Freight Express	$1,716,172	$2,243,503	$527,331
Housekeeping Supplies (17)	$16,558,563	$21,718,160	$5,159,597
Insurance			
Owners and Renters Insurance	$17,373,454	$22,845,648	$5,472,194
Vehicle Insurance	$45,447,763	$59,559,722	$14,111,959
Life/Other Insurance	$13,236,310	$17,408,861	$4,172,551
Health Insurance	$92,813,862	$121,840,873	$29,027,011
Transportation			
Payments on Vehicles excluding Leases	$60,689,613	$79,648,902	$18,959,289
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$59,036,709	$77,363,813	$18,327,104
Vehicle Maintenance and Repairs	$22,147,858	$29,044,473	$6,896,615
Travel			
Airline Fares	$15,887,453	$20,870,904	$4,983,451
Lodging on Trips	$20,542,020	$27,025,300	$6,483,280
Food and Drink on Trips	$15,611,364	$20,514,294	$4,902,930

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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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(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.

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Retail Demand Outlook

N Galleria Dr
N Galleria Dr, Nampa, Idaho, 83687
Drive time: 15 minute radius

Top Tapestry Segments	Percent	Demographic Summary	2026	2031
Flourishing Families (H1)	17.7%	Population	214,921	239,349
Boomburbs (H2)	13.5%	Households	78,803	88,978
Dreambelt (K5)	11.1%	Families	56,001	63,196
Moderate Metros (C6)	9.3%	Median Age	35.8	37.1
Savvy Suburbanites (L1)	8.2%	Median Household Income	$92,940	$105,568

	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Apparel and Services	$195,025,033	$252,321,365	$57,296,332
Men's	$37,897,563	$49,008,559	$11,110,996
Women's	$65,658,204	$84,973,673	$19,315,469
Children's	$27,483,328	$35,572,386	$8,089,058
Footwear	$44,207,068	$57,164,791	$12,957,723
Watches & Jewelry	$13,258,162	$17,164,249	$3,906,087
Apparel Products and Services (1)	$6,520,708	$8,437,708	$1,917,000
Computer			
Computers and Hardware for Home Use	$16,795,981	$21,724,440	$4,928,459
Portable Memory	$318,777	$412,266	$93,489
Computer Software	$1,432,363	$1,851,597	$419,234
Computer Accessories	$1,517,668	$1,961,314	$443,646
Education			
Educational Books/Supplies/Other Expenditures	$3,745,354	$4,847,115	$1,101,761
Other School Supplies	$6,918,639	$8,951,578	$2,032,939

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	$328,867,047	$425,670,910	$96,803,863
Fees and Admissions	$81,143,149	$105,106,904	$23,963,755
Membership Fees for Clubs (2)	$26,992,787	$34,958,995	$7,966,208
Fees for Participant Sports, excl. Trips	$15,992,960	$20,722,831	$4,729,871
Tickets to Theatre/Operas/Concerts	$10,151,569	$13,138,708	$2,987,139
Tickets to Movies	$3,021,492	$3,908,227	$886,735
Tickets to Parks or Museums	$3,452,819	$4,469,895	$1,017,076
Admission to Sporting Events, excl. Trips	$9,323,196	$12,082,618	$2,759,422
Fees for Recreational Lessons	$12,107,531	$15,695,583	$3,588,052
Dating Services	$100,795	$130,047	$29,252
TV/Video/Audio	$91,353,369	$118,158,150	$26,804,781
Cable and Satellite Television Services	$44,685,380	$57,806,844	$13,121,464
Televisions	$8,704,415	$11,256,700	$2,552,285
Satellite Dishes	$69,255	$89,434	$20,179
VCRs, Video Cameras, and DVD Players	$266,843	$345,184	$78,341
Miscellaneous Video Equipment	$2,573,108	$3,319,437	$746,329
Video Cassettes and DVDs	$271,467	$350,330	$78,863
Video Game Hardware/Accessories	$3,263,839	$4,215,399	$951,560
Video Game Software	$1,666,693	$2,152,323	$485,630
Rental/Streaming/Downloaded Video	$17,861,468	$23,106,233	$5,244,765
Installation of Televisions	$125,209	$162,125	$36,916
Audio (3)	$11,600,677	$15,011,634	$3,410,957
Repair of TV/Radio/Sound Equipment	$265,015	$342,505	$77,490
Pets	$85,922,703	$111,184,482	$25,261,779
Toys/Games/Crafts/Hobbies (4)	$15,231,705	$19,714,135	$4,482,430
Recreational Vehicles and Fees (5)	$13,346,042	$17,312,642	$3,966,600
Sports/Recreation/Exercise Equipment (6)	$22,116,865	$28,637,512	$6,520,647
Photo Equipment and Supplies (7)	$5,242,137	$6,783,965	$1,541,828
Reading (8)	$9,868,797	$12,766,376	$2,897,579
Catered Affairs	$4,708,734	$6,097,733	$1,388,999

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Food	$931,578,259	$1,205,170,744	$273,592,485
Food at Home	$590,067,005	$763,222,094	$173,155,089
Bakery and Cereal Products	$78,444,629	$101,483,837	$23,039,208
Meats, Poultry, Fish, and Eggs	$125,927,488	$162,867,174	$36,939,686
Dairy Products	$60,162,941	$77,814,688	$17,651,747
Fruits and Vegetables	$94,417,282	$122,109,307	$27,692,025
Snacks and Other Food at Home (9)	$164,257,608	$212,484,294	$48,226,686
Food Away from Home	$341,511,254	$441,948,650	$100,437,396
Alcoholic Beverages	$53,506,767	$69,251,392	$15,744,625
Financial			
Value of Stocks/Bonds/Mutual Funds	$4,143,480,188	$5,367,535,143	$1,224,054,955
Value of Retirement Plans	$12,407,046,228	$16,083,556,617	$3,676,510,389
Value of Other Financial Assets	$1,131,089,495	$1,464,656,754	$333,567,259
Vehicle Loan Amount excluding Interest	$320,855,708	$415,473,388	$94,617,680
Value of Credit Card Debt	$257,480,455	$333,205,697	$75,725,242
Health			
Nonprescription Drugs	$15,318,590	$19,820,176	$4,501,586
Prescription Drugs	$33,818,409	$43,783,323	$9,964,914
Eyeglasses and Contact Lenses	$10,538,332	$13,640,433	$3,102,101
Personal Care Products (10)	$50,824,760	$65,741,590	$14,916,830
Smoking Products	$31,446,632	$40,626,106	$9,179,474
Home			
Mortgage Payment and Basics (11)	$1,096,009,987	$1,420,973,574	$324,963,587
Maintenance and Remodeling Services	$366,790,579	$475,556,718	$108,766,139
Maintenance and Remodeling Materials (12)	$56,207,399	$72,848,204	$16,640,805
Utilities, Fuel, and Public Services	$464,128,030	$600,478,803	$136,350,773

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	2026 Consumer Spending	2031 Forecasted Demand	Projected Spending Growth
Household Furnishings and Equipment			
Household Textiles (13)	$8,152,712	$10,544,177	$2,391,465
Furniture	$65,014,079	$84,128,394	$19,114,315
Rugs	$2,992,241	$3,874,837	$882,596
Major Appliances (14)	$38,404,344	$49,736,082	$11,331,738
Housewares (15)	$7,971,248	$10,313,819	$2,342,571
Small Appliances	$104,558,291	$135,348,674	$1,635,766
Luggage	$1,908,172	$2,469,090	$560,918
Telephones and Accessories	$4,996,380	$6,470,880	$1,474,500
Household Operations			
Child Care	$48,761,936	$63,191,034	$14,429,098
Lawn/Garden (16)	$53,340,358	$69,105,934	$15,765,576
Moving/Storage/Freight Express	$7,238,848	$9,343,481	$2,104,633
Housekeeping Supplies (17)	$70,513,812	$91,237,265	$20,723,453
Insurance			
Owners and Renters Insurance	$74,615,242	$96,711,272	$22,096,030
Vehicle Insurance	$193,120,962	$249,825,508	$56,704,546
Life/Other Insurance	$57,177,911	$74,097,687	$16,919,776
Health Insurance	$396,951,739	$513,817,603	$116,865,864
Transportation			
Payments on Vehicles excluding Leases	$259,316,041	$335,711,201	$76,395,160
Gasoline, Diesel Fuel, & Electric Vehicle Charging	$250,230,486	$323,660,212	$73,429,726
Vehicle Maintenance and Repairs	$94,376,884	$122,071,802	$27,694,918
Travel			
Airline Fares	$68,424,368	$88,567,313	$20,142,945
Lodging on Trips	$88,844,437	$115,099,973	$26,255,536
Food and Drink on Trips	$67,182,456	$86,979,778	$19,797,322

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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.

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