

## Retail Demand Outlook

4580 Fort Campbell Blvd, Hopkinsville, KY, 42240, USA  
 Ring: 5 mile radius

Latitude: 36.8202  
 Longitude: -87.4694

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Midlife Constants (5E)	21.7%	Population	32,841	32,381
Hometown Heritage (8G)	15.9%	Households	13,855	13,872
Comfortable Empty Nesters (5A)	10.6%	Families	8,260	8,209
Middleburg (4C)	7.5%	Median Age	38.7	39.5
Retirement Communities (9E)	7.1%	Median Household Income	\$51,607	\$57,143
		2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$22,222,111	\$25,598,059	\$3,375,948
Men's		\$4,040,482	\$4,654,982	\$614,500
Women's		\$7,692,775	\$8,860,366	\$1,167,591
Children's		\$3,581,231	\$4,124,699	\$543,468
Footwear		\$4,541,302	\$5,231,534	\$690,232
Watches & Jewelry		\$1,911,598	\$2,202,649	\$291,051
Apparel Products and Services (1)		\$454,724	\$523,828	\$69,104
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,366,837	\$2,727,048	\$360,211
Portable Memory		\$36,332	\$41,861	\$5,529
Computer Software		\$141,788	\$163,360	\$21,572
Computer Accessories		\$214,076	\$246,567	\$32,491
<b>Entertainment &amp; Recreation</b>		\$37,372,933	\$43,047,047	\$5,674,114
Fees and Admissions		\$6,776,110	\$7,808,085	\$1,031,975
Membership Fees for Clubs (2)		\$2,582,988	\$2,976,183	\$393,195
Fees for Participant Sports, excl. Trips		\$1,115,720	\$1,285,574	\$169,854
Tickets to Theatre/Operas/Concerts		\$606,899	\$699,438	\$92,539
Tickets to Movies		\$200,895	\$231,520	\$30,625
Tickets to Parks or Museums		\$307,270	\$354,049	\$46,779
Admission to Sporting Events, excl. Trips		\$784,104	\$903,215	\$119,111
Fees for Recreational Lessons		\$1,169,582	\$1,348,137	\$178,555
Dating Services		\$8,653	\$9,968	\$1,315
TV/Video/Audio		\$13,112,198	\$15,101,081	\$1,988,883
Cable and Satellite Television Services		\$7,720,062	\$8,889,482	\$1,169,420
Televisions		\$1,487,526	\$1,713,366	\$225,840
Satellite Dishes		\$15,931	\$18,340	\$2,409
VCRs, Video Cameras, and DVD Players		\$44,327	\$51,057	\$6,730
Miscellaneous Video Equipment		\$185,200	\$213,464	\$28,264
Video Cassettes and DVDs		\$51,008	\$58,761	\$7,753
Video Game Hardware/Accessories		\$463,424	\$533,812	\$70,388
Video Game Software		\$201,255	\$231,862	\$30,607
Rental/Streaming/Downloaded Video		\$1,634,265	\$1,882,665	\$248,400
Installation of Televisions		\$13,094	\$15,098	\$2,004
Audio (3)		\$1,282,295	\$1,477,263	\$194,968
Rental and Repair of TV/Radio/Sound Equipment		\$13,810	\$15,912	\$2,102
Pets		\$9,287,568	\$10,696,658	\$1,409,090
Toys/Games/Crafts/Hobbies (4)		\$1,794,277	\$2,066,170	\$271,893
Recreational Vehicles and Fees (5)		\$1,734,508	\$1,997,241	\$262,733
Sports/Recreation/Exercise Equipment (6)		\$2,616,525	\$3,013,792	\$397,267
Photo Equipment and Supplies (7)		\$516,612	\$595,312	\$78,700
Reading (8)		\$1,197,091	\$1,379,232	\$182,141
Catered Affairs (9)		\$338,044	\$389,475	\$51,431
<b>Food</b>		\$104,586,713	\$120,469,024	\$15,882,311
Food at Home		\$69,290,621	\$79,807,410	\$10,516,789
Bakery and Cereal Products		\$8,897,806	\$10,248,278	\$1,350,472
Meats, Poultry, Fish, and Eggs		\$15,023,300	\$17,303,398	\$2,280,098
Dairy Products		\$6,489,425	\$7,474,429	\$985,004
Fruits and Vegetables		\$13,199,409	\$15,204,277	\$2,004,868
Snacks and Other Food at Home (10)		\$25,680,681	\$29,577,028	\$3,896,347
Food Away from Home		\$35,296,092	\$40,661,614	\$5,365,522
Alcoholic Beverages		\$5,747,410	\$6,622,106	\$874,696

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	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$388,410,700	\$447,503,086	\$59,092,386
Value of Retirement Plans	\$1,420,137,072	\$1,635,997,223	\$215,860,151
Value of Other Financial Assets	\$79,233,238	\$91,277,581	\$12,044,343
Vehicle Loan Amount excluding Interest	\$34,064,207	\$39,229,976	\$5,165,769
Value of Credit Card Debt	\$26,286,400	\$30,282,602	\$3,996,202
<b>Health</b>			
Nonprescription Drugs	\$1,781,080	\$2,051,167	\$270,087
Prescription Drugs	\$4,751,723	\$5,470,933	\$719,210
Eyeglasses and Contact Lenses	\$1,222,301	\$1,407,660	\$185,359
<b>Home</b>			
Mortgage Payment and Basics (11)	\$112,702,567	\$129,835,475	\$17,132,908
Maintenance and Remodeling Services	\$39,139,869	\$45,085,167	\$5,945,298
Maintenance and Remodeling Materials (12)	\$8,264,902	\$9,516,804	\$1,251,902
Utilities, Fuel, and Public Services	\$60,161,131	\$69,277,783	\$9,116,652
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,232,421	\$1,419,547	\$187,126
Furniture	\$9,293,215	\$10,703,845	\$1,410,630
Rugs	\$390,638	\$450,043	\$59,405
Major Appliances (14)	\$5,600,382	\$6,449,443	\$849,061
Housewares (15)	\$990,276	\$1,140,579	\$150,303
Small Appliances	\$744,335	\$857,414	\$113,079
Luggage	\$178,643	\$205,842	\$27,199
Telephones and Accessories	\$1,027,824	\$1,183,621	\$155,797
<b>Household Operations</b>			
Child Care	\$4,476,021	\$5,157,634	\$681,613
Lawn and Garden (16)	\$6,527,896	\$7,517,361	\$989,465
Moving/Storage/Freight Express	\$1,026,279	\$1,182,774	\$156,495
Housekeeping Supplies (17)	\$8,670,798	\$9,986,170	\$1,315,372
<b>Insurance</b>			
Owners and Renters Insurance	\$8,144,071	\$9,378,669	\$1,234,598
Vehicle Insurance	\$20,838,004	\$23,998,108	\$3,160,104
Life/Other Insurance	\$6,232,692	\$7,178,239	\$945,547
Health Insurance	\$49,817,060	\$57,368,877	\$7,551,817
Personal Care Products (18)	\$5,169,089	\$5,954,372	\$785,283
School Books (19)	\$396,952	\$457,272	\$60,320
Smoking Products	\$5,811,964	\$6,689,927	\$877,963
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$30,654,692	\$35,300,003	\$4,645,311
Gasoline and Motor Oil	\$33,473,208	\$38,542,274	\$5,069,066
Vehicle Maintenance and Repairs	\$14,331,653	\$16,506,137	\$2,174,484
<b>Travel</b>			
Airline Fares	\$4,893,422	\$5,639,180	\$745,758
Lodging on Trips	\$8,525,050	\$9,819,837	\$1,294,787
Auto/Truck Rental on Trips	\$1,018,621	\$1,173,626	\$155,005
Food and Drink on Trips	\$6,498,262	\$7,485,728	\$987,466

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books** includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Midlife Constants (5E)	17.1%	Population	43,205	42,676
Hometown Heritage (8G)	12.7%	Households	17,603	17,642
Southern Satellites (10A)	12.0%	Families	10,989	10,940
Middleburg (4C)	8.9%	Median Age	38.4	39.2
Comfortable Empty Nesters (5A)	8.3%	Median Household Income	\$56,952	\$64,531
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$30,378,227	\$35,061,207	\$4,682,980
Men's		\$5,545,473	\$6,401,037	\$855,564
Women's		\$10,475,503	\$12,089,862	\$1,614,359
Children's		\$4,906,643	\$5,662,515	\$755,872
Footwear		\$6,244,157	\$7,206,901	\$962,744
Watches & Jewelry		\$2,586,294	\$2,985,158	\$398,864
Apparel Products and Services (1)		\$620,156	\$715,734	\$95,578
<b>Computer</b>				
Computers and Hardware for Home Use		\$3,242,152	\$3,742,452	\$500,300
Portable Memory		\$50,200	\$57,935	\$7,735
Computer Software		\$193,900	\$223,797	\$29,897
Computer Accessories		\$299,585	\$345,676	\$46,091
<b>Entertainment &amp; Recreation</b>		\$52,303,018	\$60,365,177	\$8,062,159
Fees and Admissions		\$9,363,341	\$10,808,045	\$1,444,704
Membership Fees for Clubs (2)		\$3,564,746	\$4,114,494	\$549,748
Fees for Participant Sports, excl. Trips		\$1,555,902	\$1,795,983	\$240,081
Tickets to Theatre/Operas/Concerts		\$833,591	\$962,312	\$128,721
Tickets to Movies		\$273,658	\$315,899	\$42,241
Tickets to Parks or Museums		\$426,670	\$492,587	\$65,917
Admission to Sporting Events, excl. Trips		\$1,081,289	\$1,247,715	\$166,426
Fees for Recreational Lessons		\$1,616,012	\$1,865,809	\$249,797
Dating Services		\$11,472	\$13,247	\$1,775
TV/Video/Audio		\$18,168,516	\$20,968,877	\$2,800,361
Cable and Satellite Television Services		\$10,763,214	\$12,421,410	\$1,658,196
Televisions		\$2,039,257	\$2,353,655	\$314,398
Satellite Dishes		\$21,097	\$24,341	\$3,244
VCRs, Video Cameras, and DVD Players		\$61,116	\$70,536	\$9,420
Miscellaneous Video Equipment		\$259,707	\$300,073	\$40,366
Video Cassettes and DVDs		\$70,384	\$81,234	\$10,850
Video Game Hardware/Accessories		\$623,063	\$719,035	\$95,972
Video Game Software		\$269,815	\$311,385	\$41,570
Rental/Streaming/Downloaded Video		\$2,257,297	\$2,605,317	\$348,020
Installation of Televisions		\$17,980	\$20,759	\$2,779
Audio (3)		\$1,766,634	\$2,039,252	\$272,618
Rental and Repair of TV/Radio/Sound Equipment		\$18,952	\$21,880	\$2,928
Pets		\$13,134,489	\$15,159,153	\$2,024,664
Toys/Games/Crafts/Hobbies (4)		\$2,520,910	\$2,908,508	\$387,598
Recreational Vehicles and Fees (5)		\$2,536,372	\$2,926,481	\$390,109
Sports/Recreation/Exercise Equipment (6)		\$3,710,360	\$4,282,610	\$572,250
Photo Equipment and Supplies (7)		\$716,402	\$826,965	\$110,563
Reading (8)		\$1,662,490	\$1,918,887	\$256,397
Catered Affairs (9)		\$490,137	\$565,651	\$75,514
<b>Food</b>		\$144,454,848	\$166,734,271	\$22,279,423
Food at Home		\$95,715,344	\$110,471,182	\$14,755,838
Bakery and Cereal Products		\$12,298,660	\$14,194,503	\$1,895,843
Meats, Poultry, Fish, and Eggs		\$20,705,795	\$23,898,062	\$3,192,267
Dairy Products		\$9,009,401	\$10,398,128	\$1,388,727
Fruits and Vegetables		\$18,206,913	\$21,014,643	\$2,807,730
Snacks and Other Food at Home (10)		\$35,494,576	\$40,965,846	\$5,471,270
Food Away from Home		\$48,739,504	\$56,263,089	\$7,523,585
Alcoholic Beverages		\$7,876,431	\$9,091,914	\$1,215,483

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<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$545,925,817	\$630,254,447	\$84,328,630
Value of Retirement Plans	\$2,005,188,146	\$2,314,541,062	\$309,352,916
Value of Other Financial Assets	\$111,522,013	\$128,725,797	\$17,203,784
Vehicle Loan Amount excluding Interest	\$47,986,795	\$55,388,649	\$7,401,854
Value of Credit Card Debt	\$36,374,941	\$41,986,269	\$5,611,328
<b>Health</b>			
Nonprescription Drugs	\$2,489,143	\$2,873,010	\$383,867
Prescription Drugs	\$6,621,227	\$7,639,332	\$1,018,105
Eyeglasses and Contact Lenses	\$1,720,245	\$1,985,002	\$264,757
<b>Home</b>			
Mortgage Payment and Basics (11)	\$159,319,202	\$183,906,313	\$24,587,111
Maintenance and Remodeling Services	\$56,498,505	\$65,213,665	\$8,715,160
Maintenance and Remodeling Materials (12)	\$11,984,539	\$13,830,335	\$1,845,796
Utilities, Fuel, and Public Services	\$83,642,477	\$96,527,859	\$12,885,382
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,695,068	\$1,956,321	\$261,253
Furniture	\$12,917,645	\$14,908,681	\$1,991,036
Rugs	\$540,041	\$623,384	\$83,343
Major Appliances (14)	\$7,857,066	\$9,068,127	\$1,211,061
Housewares (15)	\$1,375,787	\$1,587,964	\$212,177
Small Appliances	\$1,023,421	\$1,181,245	\$157,824
Luggage	\$245,160	\$283,032	\$37,872
Telephones and Accessories	\$1,410,362	\$1,627,816	\$217,454
<b>Household Operations</b>			
Child Care	\$6,182,326	\$7,136,421	\$954,095
Lawn and Garden (16)	\$9,337,129	\$10,776,328	\$1,439,199
Moving/Storage/Freight Express	\$1,394,871	\$1,610,460	\$215,589
Housekeeping Supplies (17)	\$12,005,968	\$13,856,860	\$1,850,892
<b>Insurance</b>			
Owners and Renters Insurance	\$11,552,428	\$13,333,760	\$1,781,332
Vehicle Insurance	\$28,873,967	\$33,326,397	\$4,452,430
Life/Other Insurance	\$8,770,006	\$10,121,508	\$1,351,502
Health Insurance	\$69,836,317	\$80,596,100	\$10,759,783
Personal Care Products (18)	\$7,100,889	\$8,195,998	\$1,095,109
School Books (19)	\$541,746	\$625,283	\$83,537
Smoking Products	\$7,982,148	\$9,209,753	\$1,227,605
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$42,966,928	\$49,586,211	\$6,619,283
Gasoline and Motor Oil	\$46,790,128	\$53,998,191	\$7,208,063
Vehicle Maintenance and Repairs	\$19,905,249	\$22,972,441	\$3,067,192
<b>Travel</b>			
Airline Fares	\$6,809,724	\$7,861,398	\$1,051,674
Lodging on Trips	\$11,979,550	\$13,826,826	\$1,847,276
Auto/Truck Rental on Trips	\$1,401,589	\$1,617,829	\$216,240
Food and Drink on Trips	\$9,087,273	\$10,488,282	\$1,401,009

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- (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.
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## Retail Demand Outlook

4580 Fort Campbell Blvd, Hopkinsville, KY, 42240, USA  
 Ring: 15 mile radius

Latitude: 36.8202  
 Longitude: -87.4694

Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Up and Coming Families (7A)	15.0%	Population	107,166	110,042
Military Proximity (14A)	12.5%	Households	37,800	39,245
Southern Satellites (10A)	9.6%	Families	26,229	27,149
Bright Young Professionals (8C)	9.4%	Median Age	29.1	29.9
Midlife Constants (5E)	8.0%	Median Household Income	\$61,840	\$71,054
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$66,584,844	\$79,092,025	\$12,507,181
Men's		\$11,999,861	\$14,249,801	\$2,249,940
Women's		\$22,344,884	\$26,522,275	\$4,177,391
Children's		\$11,393,899	\$13,561,687	\$2,167,788
Footwear		\$14,052,875	\$16,713,337	\$2,660,462
Watches & Jewelry		\$5,474,742	\$6,480,908	\$1,006,166
Apparel Products and Services (1)		\$1,318,584	\$1,564,016	\$245,432
<b>Computer</b>				
Computers and Hardware for Home Use		\$7,369,896	\$8,761,466	\$1,391,570
Portable Memory		\$108,743	\$128,773	\$20,030
Computer Software		\$432,159	\$512,839	\$80,680
Computer Accessories		\$632,290	\$748,895	\$116,605
<b>Entertainment &amp; Recreation</b>		\$109,524,671	\$129,874,194	\$20,349,523
Fees and Admissions		\$20,220,537	\$24,016,442	\$3,795,905
Membership Fees for Clubs (2)		\$7,449,759	\$8,836,240	\$1,386,481
Fees for Participant Sports, excl. Trips		\$3,321,136	\$3,943,841	\$622,705
Tickets to Theatre/Operas/Concerts		\$1,794,301	\$2,130,437	\$336,136
Tickets to Movies		\$663,748	\$791,438	\$127,690
Tickets to Parks or Museums		\$1,005,258	\$1,197,095	\$191,837
Admission to Sporting Events, excl. Trips		\$2,134,485	\$2,525,185	\$390,700
Fees for Recreational Lessons		\$3,828,510	\$4,564,573	\$736,063
Dating Services		\$23,341	\$27,633	\$4,292
TV/Video/Audio		\$37,513,038	\$44,467,200	\$6,954,162
Cable and Satellite Television Services		\$20,957,225	\$24,782,534	\$3,825,309
Televisions		\$4,412,543	\$5,240,583	\$828,040
Satellite Dishes		\$39,875	\$47,096	\$7,221
VCRs, Video Cameras, and DVD Players		\$137,714	\$163,481	\$25,767
Miscellaneous Video Equipment		\$717,837	\$868,125	\$150,288
Video Cassettes and DVDs		\$148,159	\$175,562	\$27,403
Video Game Hardware/Accessories		\$1,450,997	\$1,725,438	\$274,441
Video Game Software		\$625,820	\$743,607	\$117,787
Rental/Streaming/Downloaded Video		\$5,049,263	\$6,000,732	\$951,469
Installation of Televisions		\$35,630	\$42,188	\$6,558
Audio (3)		\$3,899,082	\$4,631,797	\$732,715
Rental and Repair of TV/Radio/Sound Equipment		\$38,894	\$46,057	\$7,163
Pets		\$26,831,094	\$31,774,791	\$4,943,697
Toys/Games/Crafts/Hobbies (4)		\$5,250,554	\$6,215,826	\$965,272
Recreational Vehicles and Fees (5)		\$5,080,651	\$6,011,298	\$930,647
Sports/Recreation/Exercise Equipment (6)		\$8,534,164	\$10,166,115	\$1,631,951
Photo Equipment and Supplies (7)		\$1,555,706	\$1,844,115	\$288,409
Reading (8)		\$3,481,694	\$4,124,684	\$642,990
Catered Affairs (9)		\$1,057,232	\$1,253,724	\$196,492
<b>Food</b>		\$310,135,685	\$368,034,856	\$57,899,171
Food at Home		\$201,938,982	\$239,443,720	\$37,504,738
Bakery and Cereal Products		\$25,662,107	\$30,413,303	\$4,751,196
Meats, Poultry, Fish, and Eggs		\$44,157,859	\$52,387,619	\$8,229,760
Dairy Products		\$18,898,068	\$22,399,279	\$3,501,211
Fruits and Vegetables		\$38,682,635	\$45,873,117	\$7,190,482
Snacks and Other Food at Home (10)		\$74,538,313	\$88,370,403	\$13,832,090
Food Away from Home		\$108,196,703	\$128,591,136	\$20,394,433
Alcoholic Beverages		\$16,829,300	\$19,965,694	\$3,136,394

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	2024 Consumer Spending	2029 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,021,790,599	\$1,206,825,562	\$185,034,963
Value of Retirement Plans	\$3,845,653,719	\$4,547,578,571	\$701,924,852
Value of Other Financial Assets	\$218,121,743	\$258,417,039	\$40,295,296
Vehicle Loan Amount excluding Interest	\$108,812,089	\$129,487,937	\$20,675,848
Value of Credit Card Debt	\$76,986,574	\$91,340,920	\$14,354,346
<b>Health</b>			
Nonprescription Drugs	\$5,158,379	\$6,117,857	\$959,478
Prescription Drugs	\$12,164,769	\$14,345,915	\$2,181,146
Eyeglasses and Contact Lenses	\$3,388,531	\$4,004,251	\$615,720
<b>Home</b>			
Mortgage Payment and Basics (11)	\$333,069,146	\$395,644,125	\$62,574,979
Maintenance and Remodeling Services	\$114,942,158	\$136,409,199	\$21,467,041
Maintenance and Remodeling Materials (12)	\$23,684,069	\$28,048,617	\$4,364,548
Utilities, Fuel, and Public Services	\$171,864,428	\$203,651,157	\$31,786,729
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,623,243	\$4,299,351	\$676,108
Furniture	\$27,455,150	\$32,579,446	\$5,124,296
Rugs	\$1,097,007	\$1,298,483	\$201,476
Major Appliances (14)	\$16,111,419	\$19,101,355	\$2,989,936
Housewares (15)	\$2,907,453	\$3,448,854	\$541,401
Small Appliances	\$2,254,399	\$2,676,269	\$421,870
Luggage	\$543,722	\$646,244	\$102,522
Telephones and Accessories	\$2,773,531	\$3,280,553	\$507,022
<b>Household Operations</b>			
Child Care	\$14,417,716	\$17,154,119	\$2,736,403
Lawn and Garden (16)	\$18,429,890	\$21,821,605	\$3,391,715
Moving/Storage/Freight Express	\$3,053,903	\$3,625,150	\$571,247
Housekeeping Supplies (17)	\$25,094,510	\$29,753,572	\$4,659,062
<b>Insurance</b>			
Owners and Renters Insurance	\$23,068,385	\$27,345,799	\$4,277,414
Vehicle Insurance	\$62,496,965	\$74,219,106	\$11,722,141
Life/Other Insurance	\$17,648,098	\$20,904,621	\$3,256,523
Health Insurance	\$139,557,745	\$165,218,066	\$25,660,321
Personal Care Products (18)	\$15,358,007	\$18,227,219	\$2,869,212
School Books (19)	\$1,202,001	\$1,426,771	\$224,770
Smoking Products	\$15,331,651	\$18,093,364	\$2,761,713
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$91,634,402	\$108,743,398	\$17,108,996
Gasoline and Motor Oil	\$99,417,315	\$117,908,581	\$18,491,266
Vehicle Maintenance and Repairs	\$41,975,527	\$49,785,564	\$7,810,037
<b>Travel</b>			
Airline Fares	\$15,400,477	\$18,319,001	\$2,918,524
Lodging on Trips	\$25,098,356	\$29,758,581	\$4,660,225
Auto/Truck Rental on Trips	\$3,030,693	\$3,598,384	\$567,691
Food and Drink on Trips	\$19,441,106	\$23,065,719	\$3,624,613

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
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