

Retail Demand Outlook

6458 Highway 3, Benton, LA
 6458 Highway 3, Benton, Louisiana, 71006
 Drive time: 5 minute radius

Prepared by Esri
 Latitude: 32.68734
 Longitude: -93.74431

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Rural Versatility (E5)	43.4%	Population	2,634	2,754
Middle Ground (K2)	33.0%	Households	970	1,007
Flourishing Families (H1)	15.7%	Families	678	699
Savvy Suburbanites (L1)	7.2%	Median Age	38.6	39.9
Room to Roam (K7)	0.7%	Median Household Income	\$76,636	\$81,977
		2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$2,079,520	\$2,338,943	\$259,423
Men's		\$416,159	\$468,328	\$52,169
Women's		\$713,583	\$802,184	\$88,601
Children's		\$290,787	\$326,972	\$36,185
Footwear		\$459,348	\$516,333	\$56,985
Watches & Jewelry		\$160,969	\$181,529	\$20,560
Apparel Products and Services (1)		\$38,674	\$43,598	\$4,924
Computer				
Computers and Hardware for Home Use		\$189,412	\$213,208	\$23,796
Portable Memory		\$3,136	\$3,526	\$390
Computer Software		\$13,725	\$15,452	\$1,727
Computer Accessories		\$16,300	\$18,348	\$2,048
Entertainment & Recreation		\$3,612,758	\$4,064,592	\$451,834
Fees and Admissions		\$749,284	\$844,902	\$95,618
Membership Fees for Clubs (2)		\$252,762	\$285,110	\$32,348
Fees for Participant Sports, excl. Trips		\$142,853	\$160,986	\$18,133
Tickets to Theatre/Operas/Concerts		\$86,159	\$97,192	\$11,033
Tickets to Movies		\$28,852	\$32,532	\$3,680
Tickets to Parks or Museums		\$32,813	\$36,890	\$4,077
Admission to Sporting Events, excl. Trips		\$85,867	\$96,832	\$10,965
Fees for Recreational Lessons		\$119,120	\$134,396	\$15,276
Dating Services		\$857	\$963	\$106
TV/Video/Audio		\$1,120,265	\$1,259,099	\$138,834
Cable and Satellite Television Services		\$621,242	\$697,636	\$76,394
Televisions		\$103,727	\$116,682	\$12,955
Satellite Dishes		\$1,156	\$1,298	\$142
VCRs, Video Cameras, and DVD Players		\$4,188	\$4,690	\$502
Miscellaneous Video Equipment		\$29,115	\$32,640	\$3,525
Video Cassettes and DVDs		\$4,056	\$4,553	\$497
Video Game Hardware/Accessories		\$42,330	\$47,638	\$5,308
Video Game Software		\$19,088	\$21,501	\$2,413
Rental/Streaming/Downloaded Video		\$173,395	\$195,188	\$21,793
Installation of Televisions		\$1,080	\$1,214	\$134
Audio (3)		\$118,739	\$133,649	\$14,910
Rental and Repair of TV/Radio/Sound Equipment		\$2,148	\$2,410	\$262
Pets		\$981,695	\$1,103,329	\$121,634
Toys/Games/Crafts/Hobbies (4)		\$162,502	\$182,843	\$20,341
Recreational Vehicles and Fees (5)		\$169,811	\$191,191	\$21,380
Sports/Recreation/Exercise Equipment (6)		\$236,003	\$265,369	\$29,366
Photo Equipment and Supplies (7)		\$57,189	\$64,556	\$7,367
Reading (8)		\$100,332	\$112,987	\$12,655
Catered Affairs (9)		\$35,678	\$40,316	\$4,638
Food		\$10,090,461	\$11,340,843	\$1,250,382
Food at Home		\$6,610,724	\$7,428,676	\$817,952
Bakery and Cereal Products		\$878,816	\$987,843	\$109,027
Meats, Poultry, Fish, and Eggs		\$1,355,775	\$1,523,126	\$167,351
Dairy Products		\$673,884	\$757,253	\$83,369
Fruits and Vegetables		\$1,082,065	\$1,216,607	\$134,542
Snacks and Other Food at Home (10)		\$2,620,184	\$2,943,848	\$323,664
Food Away from Home		\$3,479,737	\$3,912,167	\$432,430
Alcoholic Beverages		\$553,627	\$623,423	\$69,796

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$37,742,281	\$42,505,478	\$4,763,197
Value of Retirement Plans	\$134,863,017	\$152,052,434	\$17,189,417
Value of Other Financial Assets	\$12,056,830	\$13,576,593	\$1,519,763
Vehicle Loan Amount excluding Interest	\$3,248,939	\$3,651,153	\$402,214
Value of Credit Card Debt	\$2,625,672	\$2,954,844	\$329,172
Health			
Nonprescription Drugs	\$190,324	\$213,665	\$23,341
Prescription Drugs	\$457,235	\$515,058	\$57,823
Eyeglasses and Contact Lenses	\$119,083	\$134,096	\$15,013
Home			
Mortgage Payment and Basics (11)	\$11,400,055	\$12,839,795	\$1,439,740
Maintenance and Remodeling Services	\$4,029,002	\$4,534,103	\$505,101
Maintenance and Remodeling Materials (12)	\$802,314	\$902,047	\$99,733
Utilities, Fuel, and Public Services	\$5,531,605	\$6,212,588	\$680,983
Household Furnishings and Equipment			
Household Textiles (13)	\$101,514	\$114,170	\$12,656
Furniture	\$774,720	\$871,522	\$96,802
Rugs	\$32,926	\$37,094	\$4,168
Major Appliances (14)	\$458,834	\$515,765	\$56,931
Housewares (15)	\$84,908	\$95,368	\$10,460
Small Appliances	\$64,816	\$72,850	\$8,034
Luggage	\$20,155	\$22,689	\$2,534
Telephones and Accessories	\$82,698	\$93,222	\$10,524
Household Operations			
Child Care	\$480,088	\$541,335	\$61,247
Lawn and Garden (16)	\$639,241	\$718,186	\$78,945
Moving/Storage/Freight Express	\$93,808	\$105,494	\$11,686
Housekeeping Supplies (17)	\$798,912	\$897,332	\$98,420
Insurance			
Owners and Renters Insurance	\$843,698	\$948,040	\$104,342
Vehicle Insurance	\$2,009,456	\$2,255,550	\$246,094
Life/Other Insurance	\$617,473	\$694,475	\$77,002
Health Insurance	\$4,651,478	\$5,227,271	\$575,793
Personal Care Products (18)	\$522,054	\$586,835	\$64,781
Educational Books/Supplies/Other Expenditures	\$80,000	\$90,073	\$10,073
Smoking Products	\$504,874	\$565,704	\$60,830
Transportation			
Payments on Vehicles excluding Leases	\$2,873,208	\$3,227,592	\$354,384
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$3,283,470	\$3,684,516	\$401,046
Vehicle Maintenance and Repairs	\$1,220,273	\$1,371,394	\$151,121
Travel			
Airline Fares	\$626,764	\$706,315	\$79,551
Lodging on Trips	\$926,848	\$1,043,362	\$116,514
Auto/Truck Rental on Trips	\$98,018	\$110,405	\$12,387
Food and Drink on Trips	\$697,983	\$785,831	\$87,848

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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.

- (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.

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Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	61.7%	Population	12,685	13,320
Flourishing Families (H1)	12.1%	Households	4,314	4,525
Rural Versatility (E5)	9.8%	Families	3,244	3,376
Middle Ground (K2)	7.4%	Median Age	36.2	36.6
Savvy Suburbanites (L1)	4.8%	Median Household Income	\$100,940	\$112,645
		2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$11,699,749	\$13,721,170	\$2,021,421
Men's		\$2,241,606	\$2,628,456	\$386,850
Women's		\$3,861,634	\$4,526,889	\$665,255
Children's		\$1,832,679	\$2,150,972	\$318,293
Footwear		\$2,644,453	\$3,101,626	\$457,173
Watches & Jewelry		\$912,252	\$1,070,276	\$158,024
Apparel Products and Services (1)		\$207,125	\$242,950	\$35,825
Computer				
Computers and Hardware for Home Use		\$1,068,076	\$1,252,733	\$184,657
Portable Memory		\$16,786	\$19,679	\$2,893
Computer Software		\$76,495	\$89,730	\$13,235
Computer Accessories		\$88,351	\$103,613	\$15,262
Entertainment & Recreation		\$19,539,722	\$22,911,481	\$3,371,759
Fees and Admissions		\$4,694,035	\$5,509,701	\$815,666
Membership Fees for Clubs (2)		\$1,460,510	\$1,713,602	\$253,092
Fees for Participant Sports, excl. Trips		\$905,475	\$1,062,770	\$157,295
Tickets to Theatre/Operas/Concerts		\$518,735	\$608,763	\$90,028
Tickets to Movies		\$188,091	\$220,854	\$32,763
Tickets to Parks or Museums		\$222,212	\$260,850	\$38,638
Admission to Sporting Events, excl. Trips		\$498,096	\$584,482	\$86,386
Fees for Recreational Lessons		\$897,031	\$1,053,831	\$156,800
Dating Services		\$3,886	\$4,548	\$662
TV/Video/Audio		\$5,709,645	\$6,691,496	\$981,851
Cable and Satellite Television Services		\$2,854,195	\$3,341,933	\$487,738
Televisions		\$595,674	\$698,693	\$103,019
Satellite Dishes		\$6,688	\$7,847	\$1,159
VCRs, Video Cameras, and DVD Players		\$21,519	\$25,209	\$3,690
Miscellaneous Video Equipment		\$224,005	\$263,034	\$39,029
Video Cassettes and DVDs		\$19,314	\$22,621	\$3,307
Video Game Hardware/Accessories		\$227,623	\$266,972	\$39,349
Video Game Software		\$100,371	\$117,711	\$17,340
Rental/Streaming/Downloaded Video		\$979,459	\$1,148,997	\$169,538
Installation of Televisions		\$6,261	\$7,338	\$1,077
Audio (3)		\$664,068	\$778,879	\$114,811
Rental and Repair of TV/Radio/Sound Equipment		\$10,469	\$12,261	\$1,792
Pets		\$4,846,469	\$5,678,637	\$832,168
Toys/Games/Crafts/Hobbies (4)		\$868,780	\$1,018,733	\$149,953
Recreational Vehicles and Fees (5)		\$1,042,391	\$1,223,246	\$180,855
Sports/Recreation/Exercise Equipment (6)		\$1,325,777	\$1,554,991	\$229,214
Photo Equipment and Supplies (7)		\$312,930	\$367,160	\$54,230
Reading (8)		\$529,700	\$621,013	\$91,313
Catered Affairs (9)		\$209,995	\$246,505	\$36,510
Food		\$53,377,536	\$62,569,593	\$9,192,057
Food at Home		\$33,787,157	\$39,596,035	\$5,808,878
Bakery and Cereal Products		\$4,484,592	\$5,255,677	\$771,085
Meats, Poultry, Fish, and Eggs		\$6,908,575	\$8,095,930	\$1,187,355
Dairy Products		\$3,433,605	\$4,023,849	\$590,244
Fruits and Vegetables		\$5,695,215	\$6,675,943	\$980,728
Snacks and Other Food at Home (10)		\$13,265,169	\$15,544,636	\$2,279,467
Food Away from Home		\$19,590,379	\$22,973,559	\$3,383,180
Alcoholic Beverages		\$3,064,176	\$3,593,323	\$529,147

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$198,576,170	\$232,716,189	\$34,140,019
Value of Retirement Plans	\$698,576,379	\$818,980,606	\$120,404,227
Value of Other Financial Assets	\$65,554,766	\$76,871,057	\$11,316,291
Vehicle Loan Amount excluding Interest	\$18,583,825	\$21,796,590	\$3,212,765
Value of Credit Card Debt	\$14,548,627	\$17,061,813	\$2,513,186
Health			
Nonprescription Drugs	\$951,824	\$1,115,078	\$163,254
Prescription Drugs	\$1,890,728	\$2,214,158	\$323,430
Eyeglasses and Contact Lenses	\$601,788	\$705,446	\$103,658
Home			
Mortgage Payment and Basics (11)	\$69,335,757	\$81,360,345	\$12,024,588
Maintenance and Remodeling Services	\$23,023,330	\$27,001,389	\$3,978,059
Maintenance and Remodeling Materials (12)	\$4,397,313	\$5,156,555	\$759,242
Utilities, Fuel, and Public Services	\$27,700,416	\$32,457,101	\$4,756,685
Household Furnishings and Equipment			
Household Textiles (13)	\$545,342	\$639,392	\$94,050
Furniture	\$4,362,569	\$5,116,272	\$753,703
Rugs	\$183,954	\$215,758	\$31,804
Major Appliances (14)	\$2,527,890	\$2,964,031	\$436,141
Housewares (15)	\$443,256	\$519,471	\$76,215
Small Appliances	\$350,973	\$411,518	\$60,545
Luggage	\$115,498	\$135,465	\$19,967
Telephones and Accessories	\$354,039	\$414,659	\$60,620
Household Operations			
Child Care	\$3,106,290	\$3,646,862	\$540,572
Lawn and Garden (16)	\$3,162,538	\$3,704,733	\$542,195
Moving/Storage/Freight Express	\$520,449	\$610,239	\$89,790
Housekeeping Supplies (17)	\$3,984,351	\$4,668,338	\$683,987
Insurance			
Owners and Renters Insurance	\$4,409,984	\$5,169,033	\$759,049
Vehicle Insurance	\$10,593,779	\$12,416,049	\$1,822,270
Life/Other Insurance	\$3,374,178	\$3,956,150	\$581,972
Health Insurance	\$23,346,476	\$27,357,307	\$4,010,831
Personal Care Products (18)	\$2,819,771	\$3,305,980	\$486,209
Educational Books/Supplies/Other Expenditures	\$448,568	\$526,150	\$77,582
Smoking Products	\$1,989,038	\$2,325,712	\$336,674
Transportation			
Payments on Vehicles excluding Leases	\$15,547,414	\$18,227,997	\$2,680,583
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$16,895,547	\$19,798,405	\$2,902,858
Vehicle Maintenance and Repairs	\$6,442,289	\$7,551,794	\$1,109,505
Travel			
Airline Fares	\$3,938,337	\$4,621,971	\$683,634
Lodging on Trips	\$5,188,366	\$6,084,417	\$896,051
Auto/Truck Rental on Trips	\$597,608	\$701,267	\$103,659
Food and Drink on Trips	\$4,021,999	\$4,717,776	\$695,777

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Flourishing Families (H1)	16.0%	Households	13,113	13,589
Room to Roam (K7)	14.2%	Families	9,384	9,645
Savvy Suburbanites (L1)	8.7%	Median Age	38.8	39.8
Moderate Metros (C6)	8.0%	Median Household Income	\$91,664	\$99,726
		2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$33,416,405	\$38,246,428	\$4,830,023
Men's		\$6,548,530	\$7,491,794	\$943,264
Women's		\$11,307,418	\$12,935,271	\$1,627,853
Children's		\$4,842,107	\$5,550,622	\$708,515
Footwear		\$7,386,992	\$8,457,607	\$1,070,615
Watches & Jewelry		\$2,713,473	\$3,104,457	\$390,984
Apparel Products and Services (1)		\$617,885	\$706,677	\$88,792
Computer				
Computers and Hardware for Home Use		\$3,087,584	\$3,533,529	\$445,945
Portable Memory		\$49,167	\$56,238	\$7,071
Computer Software		\$220,375	\$252,171	\$31,796
Computer Accessories		\$257,366	\$294,440	\$37,074
Entertainment & Recreation		\$56,629,890	\$64,796,542	\$8,166,652
Fees and Admissions		\$13,423,662	\$15,372,374	\$1,948,712
Membership Fees for Clubs (2)		\$4,370,043	\$4,999,818	\$629,775
Fees for Participant Sports, excl. Trips		\$2,542,306	\$2,912,432	\$370,126
Tickets to Theatre/Operas/Concerts		\$1,534,991	\$1,756,670	\$221,679
Tickets to Movies		\$519,755	\$595,513	\$75,758
Tickets to Parks or Museums		\$589,975	\$676,412	\$86,437
Admission to Sporting Events, excl. Trips		\$1,426,571	\$1,633,405	\$206,834
Fees for Recreational Lessons		\$2,426,735	\$2,782,965	\$356,230
Dating Services		\$13,287	\$15,157	\$1,870
TV/Video/Audio		\$16,697,867	\$19,097,062	\$2,399,195
Cable and Satellite Television Services		\$8,697,156	\$9,936,366	\$1,239,210
Televisions		\$1,679,872	\$1,923,260	\$243,388
Satellite Dishes		\$16,983	\$19,469	\$2,486
VCRs, Video Cameras, and DVD Players		\$58,014	\$66,411	\$8,397
Miscellaneous Video Equipment		\$544,011	\$624,873	\$80,862
Video Cassettes and DVDs		\$56,714	\$64,829	\$8,115
Video Game Hardware/Accessories		\$638,184	\$730,514	\$92,330
Video Game Software		\$295,915	\$338,456	\$42,541
Rental/Streaming/Downloaded Video		\$2,749,406	\$3,147,953	\$398,547
Installation of Televisions		\$19,633	\$22,447	\$2,814
Audio (3)		\$1,912,131	\$2,188,341	\$276,210
Rental and Repair of TV/Radio/Sound Equipment		\$29,847	\$34,142	\$4,295
Pets		\$14,275,308	\$16,323,980	\$2,048,672
Toys/Games/Crafts/Hobbies (4)		\$2,494,934	\$2,855,009	\$360,075
Recreational Vehicles and Fees (5)		\$2,888,547	\$3,309,137	\$420,590
Sports/Recreation/Exercise Equipment (6)		\$3,656,202	\$4,187,020	\$530,818
Photo Equipment and Supplies (7)		\$939,965	\$1,075,217	\$135,252
Reading (8)		\$1,631,009	\$1,864,407	\$233,398
Catered Affairs (9)		\$622,396	\$712,335	\$89,939
Food		\$154,497,033	\$176,746,314	\$22,249,281
Food at Home		\$98,829,880	\$113,029,401	\$14,199,521
Bakery and Cereal Products		\$13,228,416	\$15,127,617	\$1,899,201
Meats, Poultry, Fish, and Eggs		\$20,153,197	\$23,048,435	\$2,895,238
Dairy Products		\$10,055,484	\$11,499,847	\$1,444,363
Fruits and Vegetables		\$16,735,069	\$19,140,807	\$2,405,738
Snacks and Other Food at Home (10)		\$38,657,715	\$44,212,695	\$5,554,980
Food Away from Home		\$55,667,153	\$63,716,913	\$8,049,760
Alcoholic Beverages		\$9,137,824	\$10,452,893	\$1,315,069

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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.

Retail Demand Outlook

6458 Highway 3, Benton, LA
 6458 Highway 3, Benton, Louisiana, 71006
 Drive time: 15 minute radius

Prepared by Esri
 Latitude: 32.68734
 Longitude: -93.74431

	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$639,037,785	\$730,196,587	\$91,158,802
Value of Retirement Plans	\$2,184,772,327	\$2,497,506,284	\$312,733,957
Value of Other Financial Assets	\$194,262,194	\$222,231,967	\$27,969,773
Vehicle Loan Amount excluding Interest	\$50,872,708	\$58,264,956	\$7,392,248
Value of Credit Card Debt	\$42,072,182	\$48,145,986	\$6,073,804
Health			
Nonprescription Drugs	\$2,770,512	\$3,168,446	\$397,934
Prescription Drugs	\$5,994,492	\$6,844,013	\$849,521
Eyeglasses and Contact Lenses	\$1,811,435	\$2,071,219	\$259,784
Home			
Mortgage Payment and Basics (11)	\$195,987,675	\$224,456,381	\$28,468,706
Maintenance and Remodeling Services	\$66,717,056	\$76,364,091	\$9,647,035
Maintenance and Remodeling Materials (12)	\$12,172,602	\$13,939,197	\$1,766,595
Utilities, Fuel, and Public Services	\$80,206,215	\$91,733,590	\$11,527,375
Household Furnishings and Equipment			
Household Textiles (13)	\$1,580,599	\$1,808,359	\$227,760
Furniture	\$12,473,555	\$14,277,520	\$1,803,965
Rugs	\$544,588	\$623,080	\$78,492
Major Appliances (14)	\$7,159,245	\$8,194,772	\$1,035,527
Housewares (15)	\$1,288,342	\$1,473,644	\$185,302
Small Appliances	\$998,063	\$1,142,085	\$144,022
Luggage	\$337,427	\$386,147	\$48,720
Telephones and Accessories	\$1,149,195	\$1,312,047	\$162,852
Household Operations			
Child Care	\$8,606,035	\$9,861,774	\$1,255,739
Lawn and Garden (16)	\$9,478,497	\$10,836,719	\$1,358,222
Moving/Storage/Freight Express	\$1,538,124	\$1,759,283	\$221,159
Housekeeping Supplies (17)	\$11,635,412	\$13,305,753	\$1,670,341
Insurance			
Owners and Renters Insurance	\$12,531,682	\$14,341,118	\$1,809,436
Vehicle Insurance	\$29,805,732	\$34,108,483	\$4,302,751
Life/Other Insurance	\$9,782,464	\$11,193,822	\$1,411,358
Health Insurance	\$68,585,402	\$78,432,334	\$9,846,932
Personal Care Products (18)	\$8,066,125	\$9,229,961	\$1,163,836
Educational Books/Supplies/Other Expenditures	\$1,289,029	\$1,475,378	\$186,349
Smoking Products	\$5,912,848	\$6,751,387	\$838,539
Transportation			
Payments on Vehicles excluding Leases	\$43,129,229	\$49,376,169	\$6,246,940
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$47,353,203	\$54,187,283	\$6,834,080
Vehicle Maintenance and Repairs	\$18,480,708	\$21,145,223	\$2,664,515
Travel			
Airline Fares	\$11,399,877	\$13,051,533	\$1,651,656
Lodging on Trips	\$15,301,447	\$17,507,449	\$2,206,002
Auto/Truck Rental on Trips	\$1,705,570	\$1,952,841	\$247,271
Food and Drink on Trips	\$11,668,205	\$13,354,345	\$1,686,140

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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.

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