

3007 N Navarro St, Victoria, Texas, 77901 Ring band: 0 - 1 mile radius Prepared by Esri

Latitude: 28.82273 Longitude: -97.00178

				Longitude: 97.00170
Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Rustbelt Traditions (5D)	23.5%	Population	7,972	7,873
Metro Fusion (11C)	17.6%	Households	3,157	3,166
Hometown Heritage (8G)	14.6%	Families	1,863	1,849
Traditional Living (12B)	11.1%	Median Age	35.3	36.2
Old and Newcomers (8F)	7.5%	Median Household Income	\$59,220	\$66,473
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$5,135,820	\$5,900,475	\$764,655
Men's		\$967,375	\$1,111,415	\$144,040
Women's		\$1,688,341	\$1,939,695	\$251,354
Children's		\$844,649	\$970,425	\$125,776
Footwear		\$1,100,567	\$1,264,359	\$163,792
Watches & Jewelry		\$428,063	\$491,843	\$63,780
Apparel Products and Services (1)		\$106,825	\$122,739	\$15,914
		\$100,825	\$122,739	\$13,914
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Computers and Hardware for Hom	e use	\$546,113	\$627,396	\$81,283
Portable Memory		\$8,059	\$9,259	\$1,200
Computer Software		\$33,091	\$38,015	\$4,924
Computer Accessories		\$45,579	\$52,365	\$6,786
Entertainment & Recreation		\$8,094,456	\$9,300,252	\$1,205,796
Fees and Admissions		\$1,519,621	\$1,746,055	\$226,434
Membership Fees for Clubs (2)		\$580,229	\$666,730	\$86,501
Fees for Participant Sports, excl		\$238,129	\$273,624	\$35,495
Tickets to Theatre/Operas/Conc	erts	\$136,247	\$156,536	\$20,289
Tickets to Movies		\$49,692	\$57,084	\$7,392
Tickets to Parks or Museums		\$67,794	\$77,887	\$10,093
Admission to Sporting Events, e	xcl. Trips	\$166,293	\$191,115	\$24,822
Fees for Recreational Lessons		\$279,458	\$321,036	\$41,578
Dating Services		\$1,779	\$2,044	\$265
TV/Video/Audio		\$2,872,084	\$3,299,859	\$427,775
Cable and Satellite Television Se	ervices	\$1,607,248	\$1,846,703	\$239,455
Televisions		\$326,393	\$375,003	\$48,610
Satellite Dishes		\$3,911	\$4,494	\$583
VCRs, Video Cameras, and DVD	Players	\$9,600	\$11,029	\$1,429
Miscellaneous Video Equipment		\$89,925	\$103,272	\$13,347
Video Cassettes and DVDs		\$11,210	\$12,877	\$1,667
Video Game Hardware/Accessor	ies	\$106,245	\$122,067	\$15,822
Video Game Software		\$47,592	\$54,673	\$7,081
Rental/Streaming/Downloaded \	/ideo	\$379,175	\$435,657	\$56,482
Installation of Televisions		\$2,884	\$3,314	\$430
Audio (3)		\$284,856	\$327,270	\$42,414
Rental and Repair of TV/Radio/S	Sound Equipment	\$3,046	\$3,500	\$454
Pets		\$1,977,443	\$2,272,052	\$294,609
Toys/Games/Crafts/Hobbies (4)		\$375,135	\$431,028	\$55,893
Recreational Vehicles and Fees (5)	1	\$337,065	\$387,322	\$50,257
Sports/Recreation/Exercise Equipn	nent (6)	\$551,008	\$633,035	\$82,027
Photo Equipment and Supplies (7)		\$117,933	\$135,500	\$17,567
Reading (8)		\$260,255	\$299,002	\$38,747
Catered Affairs (9)		\$83,912	\$96,401	\$12,489
Food		\$23,554,831	\$27,061,657	\$3,506,826
Food at Home		\$15,305,621	\$17,584,411	\$2,278,790
Bakery and Cereal Products		\$1,939,473	\$2,228,256	\$288,783
Meats, Poultry, Fish, and Eggs		\$3,388,578	\$3,893,006	\$504,428
Dairy Products		\$1,421,630	\$1,633,287	\$211,657
Fruits and Vegetables		\$2,950,597	\$3,389,812	\$439,215
Snacks and Other Food at Home	e (10)	\$5,605,343	\$6,440,050	\$834,707
Food Away from Home	. ,	\$8,249,210	\$9,477,246	\$1,228,036
Alcoholic Beverages		\$1,292,895	\$1,485,439	\$192,544
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	2024	2029	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$76,968,094	\$88,444,995	\$11,476,901
Value of Retirement Plans	\$288,848,818	\$331,937,252	\$43,088,434
Value of Other Financial Assets	\$16,651,856	\$19,135,909	\$2,484,053
Vehicle Loan Amount excluding Interest	\$7,506,065	\$8,623,893	\$1,117,828
Value of Credit Card Debt	\$5,901,218	\$6,780,168	\$878,950
Health			
Nonprescription Drugs	\$368,895	\$423,855	\$54,960
Prescription Drugs	\$972,055	\$1,117,161	\$145,106
Eyeglasses and Contact Lenses	\$258,700	\$297,260	\$38,560
Home			
Mortgage Payment and Basics (11)	\$24,971,064	\$28,693,579	\$3,722,515
Maintenance and Remodeling Services	\$8,328,155	\$9,569,584	\$1,241,429
Maintenance and Remodeling Materials (12)	\$1,748,252	\$2,009,140	\$260,888
Utilities, Fuel, and Public Services	\$13,075,212	\$15,023,098	\$1,947,886
Household Furnishings and Equipment			
Household Textiles (13)	\$284,087	\$326,376	\$42,289
Furniture	\$1,999,931	\$2,297,935	\$298,004
Rugs	\$85,284	\$97,990	\$12,706
Major Appliances (14)	\$1,209,616	\$1,389,852	\$180,236
Housewares (15)	\$215,545	\$247,638	\$32,093
Small Appliances	\$176,419	\$202,667	\$26,248
Luggage	\$39,045	\$44,859	\$5,814
Telephones and Accessories	\$236,959	\$272,264	\$35,305
Household Operations			
Child Care	\$1,033,996	\$1,188,058	\$154,062
Lawn and Garden (16)	\$1,317,634	\$1,514,058	\$196,424
Moving/Storage/Freight Express	\$238,325	\$273,769	\$35,444
Housekeeping Supplies (17)	\$1,896,664	\$2,179,085	\$282,421
Insurance			
Owners and Renters Insurance	\$1,752,062	\$2,013,326	\$261,264
Vehicle Insurance	\$4,665,048	\$5,359,568	\$694,520
Life/Other Insurance	\$1,302,406	\$1,496,550	\$194,144
Health Insurance	\$10,487,332	\$12,050,302	\$1,562,970
Personal Care Products (18)	\$1,181,676	\$1,357,620	\$175,944
School Books (19)	\$89,319	\$102,619	13,300
Smoking Products	\$1,163,710	\$1,337,160	\$173,450
Transportation			
Payments on Vehicles excluding Leases	\$6,658,442	\$7,650,726	\$992,284
Gasoline and Motor Oil	\$7,248,302	\$8,327,891	\$1,079,589
Vehicle Maintenance and Repairs	\$3,129,798	\$3,595,971	\$466,173
Travel			
Airline Fares	\$1,141,415	\$1,311,273	\$169,858
Lodging on Trips	\$1,794,254	\$2,061,599	\$267,345
Auto/Truck Rental on Trips	\$226,071	\$259,750	\$33,679
Food and Drink on Trips	\$1,400,549	\$1,609,163	\$208,614



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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       Set to Impress (110)     15,1%     Households     7,686     7,7758       Bright Young Protessionals (8C)     14,7%     Families     4,714     4,719       Rutstheit Traditions (5D)     13.8%     Median Age     34.8     36.0       Hometown Herdage (8G)     10.3%     Median Age     34.8     36.0       Apparel and Services     \$12,947,095     \$14,852,221     \$19,797,128       Worms     \$4,30,163     \$24,952,094     \$328,781       Forouters     \$2,128,133     \$24,954,039     \$426,242       Watches & Leweiry     \$2,128,133     \$24,954,039     \$420,432       Watches & Leweiry     \$2,128,133     \$24,954,039     \$420,432       Watches & Leweiry     \$2,128,133     \$24,954,039     \$420,432       Computer Software     \$2,128,133     \$24,954,039     \$420,432       Computer Software     \$11,369,922     \$1,181,943     \$420,432       Computer Software     \$113,850     \$131,186     \$17,745       Computer Software<					Longitude97.00170
Set to Impress (11b)     15.1%     Households     7,686     7,758       Bright Young Professionals (C)     13.8%     Median Age     3.4.8     35.0       Hometown Heritage (35)     10.3%     Median Household Income     \$55,151     \$84,452       Z024     2029     Projected     Consumer Spending     Forecated Demand     Spending Growth       Aparel and Services     \$12,847,095     \$14,825,223     \$1,978,128       Men's     \$2,721,523     \$2,731,563     \$662,405       Children's     \$2,223,577     \$3,149,809     \$420,433       Watches & Jewelry     \$1,056,552     \$1,328,781     \$662,405       Computer sont Hardware for Home Use     \$1,359,327     \$3,149,809     \$420,432       Computer Sontware     \$13,359     \$23,463     \$3,128       Computer Sontware     \$13,359     \$23,463     \$3,128       Computer Sontware     \$13,359     \$23,463     \$3,128       Computer Sontware     \$13,849     \$34,902     \$31,28       Computer Sontware     \$20,333     \$22,463     \$3,22,250       Tackets to Mo	Top Tapestry Segments	Percent	Demographic Summary	2024	2029
Binght Young Protessionals (8C)     14.7%     Families     4,74     4,729       Rusbelt Tradition (5D)     1.3.%     Median Auceahol Income     35.61     35.60       Hometown Heritage (8G)     10.3%     Median Auceahol Income     555.61     35.20       Apparel and Services     51.2,427,055     \$14,825.223     \$1,97,97,128       Meris     \$4,2,67,761     \$2,237,73     \$1,4345,503     \$562,020       Ohldrein's     \$4,2,40,735     \$1,24,825,223     \$1,3149,809     \$420,423       Warches & Jeweiry     \$4,240,553     \$1,148,909     \$420,423       Watches & Jeweiry     \$1,256,553     \$1,134,809     \$420,432       Computer Sonthume     \$1,369,922     \$1,580,774     \$210,955       Computer Sonthume for Home Use     \$1,369,924     \$1,340,93     \$12,068       Computer Sonthume for Home Use     \$1,369,924     \$3,370     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453     \$32,453	Front Porches (8E)	17.0%	Population	20,096	20,026
Resident Traditions (5D)     13.8%     Median Age     3.8.3     3.6.0       Hometown Heritage (8G)     10.3%     Median Household Income     \$\$5.16.1     \$\$64,452 <b>2024 2023 Perojected</b> Men's     \$\$12,847,095     \$\$14,852,223     \$\$13,3799       Wornen's     \$\$2,737,51     \$\$14,825,223     \$\$13,837,999       Wornen's     \$\$2,728,133     \$\$2,456,014     \$\$328,781       Footwear     \$\$2,728,133     \$\$2,456,014     \$\$328,781       Footwear     \$\$2,729,377     \$\$3,149,09     \$\$420,432       Watches & Levelry     \$\$1,565,532     \$\$1,360,774     \$\$216,852       Computers and Hardware for Home Use     \$\$1,369,522     \$\$1,360,774     \$\$21,645       Computer Software     \$\$13,165     \$\$17,456     \$\$17,456       Computer Software     \$\$13,165     \$\$17,456     \$\$13,906,01       Computer Software     \$\$17,957,913     \$\$23,128     \$\$31,208       Computer Software     \$\$17,957,913     \$\$23,21,914     \$\$33,208       Computer Software     \$\$17,957,913     \$\$23,2270     \$\$17,456	Set to Impress (11D)	15.1%	Households	7,686	7,758
Rusbelt Traditions (5D)     13.8%     Median Age     34.8     35.0       Value More Note (3G)     10.3%     Median HouseNote Income     \$55.161     \$645,52       Consumer Spending     Forecasted Demand     Spending Growth       Apparel and Services     \$12,847,005     \$131,855,223     \$1,978,128       Men's     \$2,2367,761     \$2,721,550     \$363,799       Wormen's     \$4,301,634     \$4,964,039     \$662,405       Children's     \$2,228,371     \$3,149,809     \$420,432       Footwear     \$2,273,77     \$3,149,809     \$420,432       Apparel Products and Services (1)     \$263,657     \$390,4162     \$40,805       Computers and Hardware for Home Use     \$1,369,922     \$1,869,774     \$210,852       Computer Software     \$81,894     \$94,4502     \$12,065       Computer Accessories     \$113,550     \$133,105     \$1,765       Enteratamment & Recrestion     \$27,91,95,013     \$23,239,104     \$23,239,104     \$210,488       Menis Noiss     \$120,488     \$138,968     \$18,480     \$34,18     \$35,329,103     \$23,259     <	Bright Young Professionals (8C)	14.7%	Families	4,714	4,719
Hometown Hentage (8G)     10.3%     Median Household Income     \$55,161     \$56,161     \$56,161       Consumer Spending     Forecasted Demand     Spending Growth       Men's     \$2,367,761     \$2,77,81,283     \$51,4825,233     \$51,791,128       Men's     \$2,367,761     \$2,729,377     \$3,149,809     \$642,045       Children's     \$2,229,377     \$3,149,809     \$642,0432       Watches & Jeweley     \$1,356,552     \$3304,209     \$642,0432       Apparel Poducts and Services (1)     \$263,657     \$334,413     \$53,328       Computer Software for Home Use     \$1,369,922     \$1,580,774     \$221,683       Computer Software (1)     \$21,350     \$331,106     \$17,469       Computer Accessories     \$1313,650     \$131,106     \$17,469       Computer Accessories     \$313,079,974     \$43,272,033     \$581,959       Petrable Memory     \$21,369,774     \$32,720,33     \$581,959       Computer Software (1)     \$3,790,974     \$43,720,33     \$581,959       Petrable Memory     \$33,790,974     \$43,272,033     \$581,259       Tockets to	5 5 ( )	13.8%	Median Age		
2024     2029     Projected       Consumer Spending     Spending Growth     Spending Growth       Men's     \$2,247,005     \$12,487,005     \$12,482,223     \$1,978,128       Wornen's     \$2,273,15,505     \$13,33,799     \$2,731,550     \$13,33,799       Wornen's     \$2,229,377     \$2,149,809     \$420,422       Footwar     \$2,229,377     \$3,149,809     \$420,422       Potwar     \$2,229,377     \$3,149,809     \$420,422       Apparel And/ware for Home Use     \$1,369,922     \$1,589,774     \$210,852       Computer and Hardware for Home Use     \$1,369,922     \$1,389,416     \$120,852       Computer Software     \$81,894     \$94,502     \$12,085       Computer Software     \$81,394     \$243,333     \$3,088,091       Computer Software     \$81,394     \$30,195,013     \$22,393,104     \$3,098,091       Computer Software     \$340,787     \$393,037     \$52,250       Tickets to Theatright Spectry (Struct Intips     \$607,241     \$700,368     \$93,127       Tickets to Nates on Vuseums     \$170,165     \$1318,608     \$18,	· · · ·		5	\$56,161	
Consumer Spending     Forecasted Demand     Spending Growth       Meris     \$12,247/09     \$14,225,223     \$1,978,128       Meris     \$2,267,761     \$2,733,560     \$363,799       Women's     \$4,301,634     \$4,964,013     \$562,405       Children's     \$2,229,377     \$3,149,809     \$422,432       Watches & Lewelry     \$1,056,532     \$32,148,738     \$162,009       Apparel Products and Services (1)     \$262,657     \$304,162     \$440,955       Computer      Computer Software for Home Use     \$1,369,922     \$1,580,774     \$212,682       Computer Software     \$81,894     \$94,502     \$12,608     \$12,608       Computer Accessories     \$113,650     \$133,106     \$17,455       Entertainment & Recreation     \$20,937     \$52,233,108     \$33,720,37       Fees for Participant Sports, exct. Trips     \$407,974     \$339,037     \$52,252,55       Tickets to Theatro Parts, exct. Trips     \$417,955     \$434,037     \$32,250       Tickets to Parts, exct. Trips     \$417,955     \$434,037     \$32,250       Tickets to Parks or Museums					
Apparel and Services     \$1,2,447,095     \$1,4,425,223     \$1,97,128       Menis     \$2,367,761     \$2,731,560     \$363,799       Wornen's     \$4,301,634     \$4,964,039     \$662,405       Children's     \$2,128,133     \$2,456,514     \$323,787       Footwear     \$2,729,377     \$33,149,609     \$420,432       Watches & Iswelry     \$1,056,532     \$1,218,738     \$162,705       Apparel Products and Services (1)     \$20,335     \$23,463     \$3,128       Computers and Hardware for Home Use     \$1,369,922     \$1,580,774     \$21,0852       Computer Software     \$811,864     \$94,590     \$1,2608       Computer Accessories     \$113,650     \$131,106     \$17,450       Freet and Admissions     \$3,709,074     \$4,372,033     \$881,059       Menbership Fose for Clubs (2)     \$1,446,501     \$1,668,094     \$22,159       Tickets to Theatr/Operas/Concets     \$340,787     \$33,3037     \$52,250       Tickets to Movies     \$120,448     \$138,968     \$18,480       Tickets to Movies     \$4,240,777     \$4,33,700     \$22,526 <th></th> <th></th> <th></th> <th></th> <th>-</th>					-
Men's     \$2,367,761     \$2,731,560     \$363,799       Women's     \$4,301,634     \$4,966,4039     \$562,405       Children's     \$2,723,377     \$3,1449,809     \$420,432       Watches & Jewelry     \$1,056,532     \$1,218,738     \$162,206       Apparel Products and Services (1)     \$263,657     \$304,162     \$40,005       Computer     Computer Accessories     \$1,369,022     \$1,580,774     \$2210,852       Portable Memory     \$20,335     \$23,463     \$3,128       Computer Accessories     \$113,650     \$131,106     \$17,456       Entretrainment & Recreation     \$20,195,013     \$23,293,104     \$33,098,004       Fees and Admissions     \$3,790,974     \$4,372,033     \$\$811,993       Membership Fees for Clubs (2)     \$1,446,501     \$1,66,094     \$221,933       Tickets to Movies     \$100,478     \$133,010     \$127,935       Tickets to Movies     \$100,488     \$138,968     \$18,840       Tickets to Parks or Museums     \$170,155     \$136,635     \$24,51,935       Tickets to Parks or Museums     \$170,155     \$136,635	Apparel and Services		· · · · · · · · · · · · · · · · · · ·		
Wornen's     \$4,301,634     \$4,964,039     \$662,405       Children's     \$2,128,133     \$2,456,514     \$328,781       Pootwear     \$2,729,377     \$3,149,809     \$420,432       Watches & Lewelry     \$1,056,552     \$1,218,738     \$162,206       Apparel Products and Services (1)     \$263,657     \$304,162     \$40,505       Computers and Hardware for Home Use     \$1,309,922     \$1,580,774     \$21,0852       Portable Memory     \$20,335     \$23,463     \$3,128       Computer Accessories     \$113,603     \$31,110     \$17,456       Entertainment & Recreation     \$20,195,013     \$23,292,104     \$3,3098,091       Fees and Admissions     \$3,709,074     \$4,372,033     \$581,059       Membership Fees for Clubs (2)     \$1,446,501     \$1,66,094     \$221,593       Tickets to Theatr-(Operas/Concerts     \$120,488     \$138,966     \$184,800       Tickets to Theatr-(Operas/Concerts     \$24,073     \$393,037     \$522,526       Admission to Sporting Events, excl. Trips     \$417,755     \$481,855     \$63,900       Feees for Recreational Lessons     \$683,167<			. , , ,		
Children's     \$2,128,133     \$2,456,914     \$32,781       Footwar     \$2,729,377     \$3,149,809     \$420,432       Watches & Jewelry     \$1,056,532     \$1,218,738     \$162,206       Apparel Products and Services (1)     \$263,657     \$304,162     \$40,055       Computer     \$1,369,022     \$1,580,774     \$210,852       Computer Accessories     \$113,650     \$13,106     \$17,455       Computer Accessories     \$113,650     \$13,106     \$17,455       Entertainment & Recreation     \$20,195,013     \$23,293,104     \$3,098,091       Fees and Admissions     \$3,709,974     \$4,372,033     \$3,127       Tickets to Thatriopant Sports, excl. Trips     \$100,488     \$138,968     \$22,1593       Tickets to Thatriopant Sports, excl. Trips     \$100,488     \$138,966     \$12,893       Tickets to Parkio previs, excl. Trips     \$171,955     \$421,933     \$124,293       Parking Recreational Lessons     \$653,187     \$784,1355     \$25,210       Tickets to Parking Events, excl. Trips     \$171,455     \$146,4535     \$26,210       Admission to Sporting Events, excl. Trips					
Footwear     \$2,729,377     \$3,149,809     \$420,432       Watches & Joweiry     \$10,56,532     \$12,18,758     \$162,206       Apparel Products and Services (1)     \$263,657     \$304,162     \$40,505       Computers and Hardware for Home Use     \$1,369,922     \$1,580,774     \$210,852       Control Memory     \$20,355     \$\$23,463     \$\$3,128       Computer Software     \$11,365     \$131,3106     \$17,455       Entertainment & Recreation     \$20,195,013     \$422,293,104     \$3,098,091       Fees and Admissions     \$3,790,974     \$4,372,033     \$8581,059       Membership Fees for Clubs (2)     \$1,446,501     \$1,666,094     \$222,193       Tickets to Intert/Operas/Concerts     \$340,776     \$339,307     \$52,250       Tickets to Intert/Operas/Concerts     \$120,488     \$138,968     \$181,465       Admission to Sporting Events, excl. Trips     \$417,955     \$481,855     \$633,007       Tickets to Markor Museums     \$120,488     \$138,968     \$110,46,572       Cable and Stellite Television Services     \$4,649     \$5,371     \$522,520       Tir/Vicide/Vidio					
Watches & Jewelry     \$1,056,532     \$1,218,738     \$1,62,206       Apparel Products and Services (1)     \$263,657     \$304,162     \$40,505       Computers and Hardware for Home Use     \$1,369,922     \$1,1580,774     \$221,0852       Portable Memory     \$20,335     \$22,463     \$31,283       Computer Software     \$618,994     \$94,502     \$113,665       Computer Accessories     \$113,651     \$113,106     \$17,456       Entertainment & Recreation     \$20,197,41     \$700,0368     \$93,127       Tickets to Theatre/Operas/Concerts     \$330,787     \$333,037     \$552,525       Tickets to Marks or Museums     \$110,165     \$156,325     \$22,6160       Admission to Sporting Events, excl. Trips     \$404,955     \$441,835     \$63,900       Fees for Recreational Lessons     \$683,187     \$788,014     \$104,827       Dating Services     \$4,649     \$5,371     \$722       Tickets to Parks or Museums     \$117,0165     \$83,976,63     \$1,104,67       Cable and Satellite Television Services     \$4,649     \$5,371     \$722       Tickets to Parks ont Museums <t< td=""><td></td><td></td><td></td><td></td><td></td></t<>					
Apparel Products and Services (1)     \$ 263,657     \$ 304,162     \$ 40,505       Computers and Hardware for Home Use     \$1,369,922     \$1,580,774     \$210,852       Portable Memory     \$20,335     \$23,463     \$3,128       Computer Software     \$81,894     \$94,9502     \$12,608       Computer Accessories     \$113,650     \$131,106     \$17,455       Entertainment & Recreation     \$20,195,013     \$23,293,104     \$3,990,991       Fees and Admissions     \$3,746,713     \$339,3037     \$52,250       Tickets to Theore,Operas/Concerts     \$340,767     \$339,3037     \$52,250       Tickets to Theore,Operas/Concerts     \$340,715     \$146,65,325     \$22,51,60       Admission to Sporting Events, excl. Trips     \$417,955     \$481,855     \$63,300       Fees for Recreational Lessons     \$120,488     \$138,968     \$110,462,77       Dating Services     \$4,649     \$5,771     \$722       Ti/Video/Audio     \$7,01,206     \$41,4773     \$46,2405     \$620,926       Televisions     \$831,564     \$959,553     \$127,989     \$33,127       Video Cameras					
Computer     view       Computers and Hardware for Home Use     \$1,369,922     \$1,580,774     \$210,852       Portable Memory     \$20,335     \$23,463     \$31,268       Computer Software     \$113,650     \$131,106     \$17,456       Computer Accessories     \$113,650     \$131,106     \$17,456       Entertainment & Recreation     \$20,195,013     \$22,293,104     \$3,098,091       Fees And Amissions     \$33,090,974     \$4,372,033     \$818,059       Membership Fees for Clubs (2)     \$1,1446,501     \$1,668,094     \$222,1593       Tickets to Theatre/Operas/Concerts     \$340,787     \$393,037     \$52,250       Tickets to Museums     \$1170,165     \$196,325     \$26,160       Admission to Sporting Events, excl. Trips     \$44,77,955     \$481,855     \$63,900       Fees for Recreational Lessons     \$663,187     \$788,014     \$104,827       Ocable and Satellite Television Services     \$44,041,779     \$4,462,405     \$520,626,626       Televisions     \$83,944     \$10,339     \$1,375       V/Video/Audio     \$27,787     \$3,700       Miscel					
Computers and Hardware for Home Use     \$1,369,922     \$1,580,774     \$210,852       Portable Memory     \$23,463     \$31,28       Computer Software     \$811,854     \$94,502     \$112,605       Computer Software     \$113,615     \$131,106     \$17,456       Entretainment & Recreation     \$20,195,013     \$22,329,104     \$3,090,091       Fees and Admissions     \$33,790,974     \$4,372,033     \$581,059       Membership Fees for Clubs (2)     \$1,446,501     \$1,668,094     \$22,1593       Tecks to Thatricyporas/Concerts     \$340,787     \$393,037     \$52,250       Tickets to Mavies     \$120,488     \$138,968     \$18,480       Tickets to Parks or Museums     \$170,165     \$195,225     \$22,5160       Admission to Sporting Events, excl. Trips     \$441,795     \$481,855     \$663,900       Fees for Recreational Lessons     \$663,187     \$788,014     \$104,4227       Dating Services     \$44,649     \$53,71     \$722,920       TV/VideoQuadio     \$72,7137     \$42,62405     \$620,626       Televisions     \$813,564     \$959,553     \$12,798			\$203,037	\$504,102	\$+0,505
Portable Memory     \$20,335     \$23,463     \$3,128       Computer Software     \$81,884     \$94,502     \$12,608       Computer Accessories     \$113,650     \$131,106     \$17,456       Entertainment & Recreation     \$20,195,013     \$23,293,104     \$3,090,091       Fees and Admissions     \$3,709,74     \$4,372,033     \$581,059       Membership Fees for Clubs (2)     \$1,446,501     \$1,668,094     \$221,593       Tickets to Thaters/Operas/Concerts     \$340,787     \$193,307     \$52,250       Tickets to Museums     \$170,165     \$196,325     \$226,160       Admission to Sporting Events, excl. Trips     \$44,795     \$441,855     \$63,300       Fees for Recreational Lessons     \$663,187     \$788,014     \$104,827       Dating Services     \$44,041,779     \$4,662,405     \$620,626       Tickets value     \$10,016     \$1,3705     \$1,3705       Cable and Satellite Television Services     \$44,041,779     \$4,662,405     \$620,626       Tickets to Parke or Museums     \$10,216     \$13,370     \$14,446,477     \$32,317       Video Cameras, and DVD Payers	-	lico	¢1 260 022	¢1 E90 774	¢210.852
Computer Software     \$\$1,894     \$\$4,502     \$12,608       Computer Accessories     \$13,13,550     \$13,106     \$17,455       Entertainment & Recreation     \$20,195,013     \$23,293,104     \$3,098,091       Fees and Admissions     \$3,790,974     \$4,372,033     \$581,059       Membership Fees for Clubs (2)     \$14,446,501     \$15,668,094     \$2221,593       Fees for Participant Sports, excl. Trips     \$607,241     \$700,368     \$93,127       Tickets to Thestar (Operas/Concerts     \$340,787     \$339,037     \$52,250       Tickets to Navise or Museums     \$110,155     \$196,325     \$26,160       Admission to Sporting Events, excl. Trips     \$417,955     \$481,855     \$63,900       Fees for Recreational Lessons     \$633,187     \$788,014     \$104,827       Dating Services     \$4,649     \$53,371     \$722       TV/Video/Audio     \$7,201,206     \$5,037,663     \$1,106,457       Cable and Satellite Television Services     \$4,614,779     \$4,652,055     \$24,1773     \$32,317       Video Cameras, and DVD Players     \$24,087     \$27,787     \$3,702     \$3,1564		Use			
Computer Accessories     \$13,650     \$13,106     \$17,456       Entertainment & Recreation     \$20,195,013     \$22,293,104     \$3,098,091       Fees and Admissions     \$3,790,974     \$4,372,033     \$581,059       Membership Fees for Clubs (2)     \$1,446,501     \$1,668,094     \$221,593       Fees for Participant Sports, excl. Trips     \$507,241     \$700,366     \$93,127       Tickets to Theatre/Operas/Concerts     \$340,787     \$339,037     \$52,250       Tickets to Mavies     \$120,488     \$138,966     \$18,480       Tickets to Navies     \$170,165     \$196,325     \$26,160       Admission to Sporting Events, excl. Trips     \$417,955     \$481,855     \$63,900       Fees for Recreational Lessons     \$683,187     \$788,014     \$104,827       Dating Services     \$4,041,779     \$4,662,405     \$502,026       Televisions     \$83,315,64     \$959,553     \$127,989       Satellite Dishes     \$8,984     \$10,359     \$13,757       VCRS, Video Cameras, and DVD Players     \$24,087     \$27,787     \$3,700       Miscelaneous Video Equipment     \$209,456 <td>•</td> <td></td> <td></td> <td></td> <td></td>	•				
Entertainment & Recreation     \$20,195,013     \$23,293,104     \$3,096,091       Fees and Admissions     \$3,790,974     \$44,372,033     \$581,059       Membership Fees for Clubs (2)     \$1,446,501     \$1,668,094     \$221,593       Fees for Participant Sports, excl. Trips     \$607,241     \$700,366     \$93,127       Tickets to Thestro/Operas/Concerts     \$340,787     \$339,037     \$52,250       Tickets to Navies     \$120,488     \$138,968     \$184,800       Tickets to Parks or Museums     \$170,165     \$146,835     \$63,900       Fees for Recreational Lessons     \$417,955     \$481,855     \$63,900       Fees for Recreational Lessons     \$468,187     \$788,014     \$104,827       Dating Services     \$4,649     \$5,371     \$72,721       TV/Video/Audio     \$7,201,206     \$8,307,663     \$1,106,457       Cable and Satellite Television Services     \$49,984     \$10,359     \$13,370       Satellite Dishes     \$8,81,564     \$959,553     \$127,989       Satellite Dishes     \$24,087     \$27,787     \$3,700       Miscelianeous Video Equipment     \$209,456	•				
Fees and Admissions     \$3,790,974     \$4,372,033     \$581,059       Membership Fees for Clubs (2)     \$1,446,501     \$1,668,094     \$221,533       Fees for Participant Sports, excl. Trips     \$607,241     \$700,368     \$933,127       Tickets to Thoetare/Operas/Concerts     \$340,787     \$393,037     \$52,250       Tickets to Movies     \$120,488     \$138,968     \$181,480       Tickets to Movies     \$170,165     \$196,325     \$26,160       Admission to Sporting Events, excl. Trips     \$417,955     \$481,855     \$63,900       Fees for Recreational Lessons     \$683,187     \$788,014     \$104,827       Dating Services     \$4,041,779     \$4,662,405     \$620,626       Tol/video/Audio     \$7,201,206     \$8,307,663     \$11,016,457       Cable and Satellite Television Services     \$4,041,773     \$4,624,05     \$620,626       Televisions     \$831,564     \$959,553     \$12,79,898     \$32,137       Video Casettes and DVD Players     \$220,455     \$24,1173     \$32,317       Video Casettes and DVDs     \$27,134     \$31,202     \$41,158       Video Game	•				
Membership Fees for Clubs (2)     \$1,446,501     \$1,668,094     \$221,593       Fees for Participant Sports, excl. Trips     \$607,241     \$700,368     \$93,127       Tickets to Theatre/Operas/Concerts     \$340,787     \$393,037     \$\$52,250       Tickets to Movies     \$120,488     \$138,968     \$18,480       Tickets to Naks or Museums     \$170,165     \$196,325     \$\$26,160       Admission to Sporting Events, excl. Trips     \$683,187     \$788,014     \$104,827       Dating Services     \$\$46,499     \$\$3,371     \$\$7220       TV/Video/Audio     \$7,201,206     \$\$8,307,663     \$\$11,06,457       Cable and Satellite Television Services     \$\$4,041,779     \$\$4,662,405     \$620,626       Televisions     \$\$8,984     \$103,59     \$13,375       VCRs, Video Cameras, and DVD Players     \$\$24,987     \$27,787     \$32,317       Video Cassettes and DVDs     \$\$27,134     \$31,292     \$41,158       Video Game Hardware/Accessories     \$269,496     \$241,773     \$32,317       Video Game Sattware     \$118,318     \$136,529     \$18,211       Rental/Streaming/Downloaded Video					
Fees for Participant Sports, excl. Trips     \$607,241     \$700,368     \$93,127       Tickets to Theatre/Operas/Concerts     \$340,787     \$393,037     \$52,250       Tickets to Movies     \$120,488     \$138,968     \$18,480       Tickets to Movies     \$170,165     \$196,325     \$26,160       Admission to Sporting Events, excl. Trips     \$417,955     \$481,855     \$63,3900       Fees for Recreational Lessons     \$683,187     \$788,014     \$104,827       Dating Services     \$4,049     \$5,371     \$7722       TV/Video/Audio     \$7,201,206     \$8,307,663     \$11,06,457       Cable and Satellite Television Services     \$4,041,779     \$4,662,405     \$620,626       Televisions     \$831,564     \$9595,553     \$127,989       Satellite Dishes     \$8,984     \$10,359     \$1,375       VCRs, Video Cameras, and DVD Players     \$24,087     \$247,787     \$3,700       Miscellaneous Video Equipment     \$209,456     \$241,773     \$32,317       Video Game Hardware/Accesories     \$269,494     \$131,594     \$141,500       Video Game Hardware/Accesories     \$269,4					
Tickets to Theatre/Operas/Concerts   \$340,787   \$393,037   \$52,250     Tickets to Novies   \$120,488   \$138,968   \$18,480     Tickets to Parks or Museums   \$170,165   \$196,325   \$26,160     Admission to Sporting Events, excl. Trips   \$417,955   \$481,855   \$63,900     Fees for Recreational Lessons   \$683,187   \$788,014   \$104,827     Dating Services   \$4,649   \$5,371   \$7222     TV/Video/Audio   \$7,701,206   \$8,307,663   \$11,106,457     Cable and Satellite Television Services   \$4,041,779   \$4,662,405   \$620,626     Televisions   \$8,3984   \$10,359   \$1,375     VCRs, Video Cameras, and DVD Players   \$24,087   \$27,787   \$3,700     Miscellaneous Video Equipment   \$209,456   \$241,773   \$32,317     Video Game Software   \$113,113   \$136,529   \$18,211     Video Game Software   \$138,318   \$136,529   \$18,211     Video Game Software   \$11,81,318   \$136,529   \$18,211     Rental and Repair of TV/Radio/Sound Equipment   \$7,297   \$8,416   \$11,199     Pets   \$44,882,618		Tuine			
Tickets to Novies     \$120,488     \$138,968     \$18,480       Tickets to Parks or Museums     \$170,165     \$196,325     \$26,160       Admission to Sporting Events, excl. Trips     \$417,955     \$481,855     \$63,900       Fees for Recreational Lessons     \$683,187     \$788,014     \$104,827       Dating Services     \$4,649     \$5,371     \$722       TV/Video/Audio     \$7,201,206     \$8,307,663     \$11,106,457       Cable and Satellite Television Services     \$4,041,779     \$4,662,405     \$620,626       Stellite Dishes     \$831,564     \$959,553     \$127,989       Satellite Dishes     \$8,984     \$10,359     \$1,375       VCRs, Video Cameras, and DVD Players     \$24,087     \$27,787     \$3,700       Miscellaneous Video Equipment     \$209,456     \$241,773     \$32,317       Video Game Bardware/Accessories     \$269,494     \$310,994     \$41,500       Video Game Software     \$118,318     \$132,529     \$18,211       Rental/Streaming/Downloaded Video     \$937,720     \$1,081,737     \$144,017       Installation of Televisions     \$7,494	· · · · /				
Tickets to Parks or Museums   \$170,165   \$196,325   \$26,160     Admission to Sporting Events, excl. Trips   \$417,955   \$481,855   \$63,900     Fees for Recreational Lessons   \$683,187   \$788,014   \$104,827     Dating Services   \$4,649   \$5,371   \$7222     T/V/ideo/Audio   \$7,201,206   \$8,307,663   \$1,106,457     Cable and Satellite Television Services   \$4,041,779   \$4,662,405   \$620,626     Televisions   \$8,154   \$959,553   \$127,989     Satellite Dishes   \$8,1984   \$10,359   \$1,375     VCRs, Video Cameras, and DVD Players   \$24,087   \$27,787   \$3,700     Miscellaneous Video Equipment   \$20,956   \$241,773   \$32,317     Video Game Bardware/Accessories   \$269,944   \$310,994   \$41,500     Video Game Software   \$118,318   \$136,529   \$18,211     Rental/Streaming/Downloaded Video   \$937,720   \$1,081,737   \$144,017     Aduio (3)   \$717,880   \$828,177   \$110,297     Rental and Repair of TV/Radio/Sound Equipment   \$7,729   \$8,416   \$11,199     Pets   \$939,210 <td></td> <td>ts</td> <td></td> <td></td> <td></td>		ts			
Admission to Sporting Events, excl. Trips   \$417,955   \$481,855   \$63,900     Fees for Recreational Lessons   \$663,187   \$788,014   \$104,827     Dating Services   \$4,649   \$5,371   \$722     TV/Video/Audio   \$7,201,206   \$83,307,663   \$1,106,457     Cable and Satellite Television Services   \$4,041,779   \$4,662,405   \$620,626     Televisions   \$831,554   \$959,553   \$127,989     Satellite Dishes   \$84,984   \$10,359   \$1,375     VCRs, Video Cameras, and DVD Players   \$24,087   \$27,787   \$3,2,317     Video Game Hardware/Accessories   \$269,494   \$310,994   \$41,500     Video Game Software   \$118,318   \$136,529   \$18,211     Rental/Streaming/Downloaded Video   \$37,720   \$1,081,737   \$144,017     Judio (3)   \$7,474   \$8,643   \$1,149     Audio (3)   \$7,17.880   \$828,177   \$110,297     Rental and Repair of TV/Ralio/Sound Equipment   \$7,297   \$8,416   \$1,119     Audio (3)   \$717,880   \$828,177   \$110,297     Recrational Vehicles and Fees (5)   \$849,627   <					
Fees for Recreational Lessons   \$683,187   \$788,014   \$104,827     Dating Services   \$4,649   \$5,371   \$722     T/V/ideo/Audio   \$7,201,206   \$83,307,663   \$1,106,457     Cable and Satellite Television Services   \$4,041,779   \$4,662,405   \$620,626     Televisions   \$83,984   \$10,359   \$1,375     VCRs, Video Cameras, and DVD Players   \$24,087   \$27,787   \$3,700     Miscellaneous Video Equipment   \$209,456   \$241,773   \$32,317     Video Game Hardware/Accessories   \$269,494   \$310,994   \$41,500     Video Game Hardware/Accessories   \$269,494   \$310,994   \$41,500     Video Game Boftware   \$11,813   \$13,6529   \$18,211     Quido G3   \$7,494   \$8,643   \$1,110,297     Rental and Repair of TV/Radio/Sound Equipment   \$7,297   \$8,416   \$1,110,297     Recreational Vehicles and Fees (5)   \$849,627   \$979,558   \$129,931     Sports/Recreations/Exercise Equipment (6)   \$1,415,155   \$1,632,712   \$217,057     Photo Equipment and Supplies (7)   \$28,639   \$330,297   \$43,888     Gatered					
Dating Services     \$4,649     \$5,371     \$722       TV/Video/Audio     \$7,201,206     \$8,307,663     \$1,106,457       Cable and Satellite Television Services     \$4,041,779     \$4,662,405     \$620,626       Televisions     \$831,564     \$959,553     \$127,989       Satellite Dishes     \$24,047     \$27,787     \$3,700       Miscellaneous Video Equipment     \$209,456     \$241,773     \$32,317       Video Cassettes and DVDs     \$27,134     \$31,292     \$44,158       Video Game Hardware/Accessories     \$269,494     \$310,994     \$41,500       Video Game Software     \$118,318     \$136,529     \$18,211       Rental Or Televisions     \$7,494     \$8,643     \$1,149       Audio (3)     \$71,780     \$828,177     \$110,297       Rental and Repair of TV/Radio/Sound Equipment     \$7,297     \$8,416     \$1,119       Pets     \$4,882,618     \$5,631,028     \$748,410       Toys/Games/Crafts/Hobbies (4)     \$932,210     \$1,075,325     \$143,115       Recrational Vehicles and Fees (5)     \$849,627     \$979,588     \$129,931 <		cl. Trips			
TV/Video/Audio   \$7,201,206   \$8,307,663   \$1,106,457     Cable and Satellite Television Services   \$4,041,779   \$4,662,405   \$620,626     Televisions   \$8,31,564   \$959,553   \$127,989     Satellite Dishes   \$8,984   \$10,359   \$1,375     VCRs, Video Cameras, and DVD Players   \$24,087   \$27,787   \$3,700     Miscellaneous Video Equipment   \$209,456   \$241,773   \$32,317     Video Game Hardware/Accessories   \$269,494   \$310,994   \$44,1500     Video Game Software   \$118,318   \$136,529   \$18,211     Rental/Streaming/Downloaded Video   \$937,720   \$1,081,737   \$144,017     Installation of Televisions   \$7,494   \$8,643   \$1,119     Audio (3)   \$717,880   \$828,177   \$110,228     Rental and Repair of TV/Radio/Sound Equipment   \$7,297   \$8,416   \$1,119     Pets   \$4,882,618   \$5,631,028   \$7484,410     Toys/Games/Crafts/Hobbis (4)   \$14,151,155   \$1,632,212   \$217,931     Sports/Recreation/Exercise Equipment (6)   \$14,45,155   \$1,632,212   \$217,937     Photo Equipiment and Supp					
Cable and Satellite Television Services     \$4,041,779     \$4,662,405     \$620,626       Televisions     \$831,564     \$959,553     \$127,989       Satellite Dishes     \$8,984     \$10,359     \$1,375       VCRs, Video Cameras, and DVD Players     \$24,087     \$27,787     \$3,700       Miscellaneous Video Equipment     \$209,456     \$241,773     \$32,317       Video Game Hardware/Accessories     \$269,494     \$310,994     \$44,150       Video Game Hardware/Accessories     \$269,494     \$310,994     \$44,150       Video Game Hardware/Accessories     \$269,494     \$310,994     \$44,107       Installation of Televisions     \$7,494     \$8,643     \$1,149       Audio (3)     \$717,880     \$828,177     \$110,297       Rental and Repair of TV/Radio/Sound Equipment     \$7,297     \$8,416     \$1,119       Pets     \$4,882,618     \$5,631,028     \$748,410       Toys/Games/Crafts/Hobbies (4)     \$932,210     \$1,075,325     \$143,115       Recreational Vehicles and Fees (5)     \$2849,627     \$979,558     \$129,931       Sports/Recreation/Exercise Equipment (6)     <	5				
Televisions   \$831,564   \$959,553   \$127,989     Satellite Dishes   \$8,984   \$10,359   \$1,375     VCRs, Video Cameras, and DVD Players   \$24,087   \$27,787   \$33,700     Miscellaneous Video Equipment   \$209,456   \$241,773   \$33,217     Video Gassettes and DVDs   \$227,134   \$31,094   \$41,508     Video Game Software   \$118,318   \$136,529   \$18,211     Rental/Streaming/Downloaded Video   \$937,720   \$1,081,737   \$144,017     Installation of Televisions   \$7,494   \$8,643   \$1,149     Audio (3)   \$717,880   \$828,177   \$110,297     Rental and Repair of TV/Radio/Sound Equipment   \$7,297   \$8,416   \$1,119     Pets   \$44,882,618   \$5,631,028   \$748,410     Toys/Games/Crafts/Hobbies (4)   \$932,210   \$1,075,325   \$143,115     Sports/Recreation/Exercise Equipment (6)   \$14,145,155   \$1,632,212   \$217,057     Phots Equipment and Supplies (7)   \$286,339   \$330,297   \$43,898     Reading (8)   \$645,160   \$744,046   \$98,886     Catered Affairs (9)   \$129,037,3055					
Satellite Dishes     \$8,984     \$10,359     \$1,375       VCRs, Video Cameras, and DVD Players     \$24,087     \$27,787     \$3,700       Miscellaneous Video Equipment     \$209,456     \$241,773     \$32,317       Video Cassettes and DVDs     \$27,134     \$31,292     \$4,158       Video Game Hardware/Accessories     \$269,494     \$310,994     \$41,500       Video Game Software     \$118,318     \$136,529     \$18,211       Rental/Streaming/Downloaded Video     \$937,720     \$1,081,737     \$144,017       Installation of Televisions     \$7,494     \$8,643     \$110,297       Audio (3)     \$717,880     \$828,177     \$110,297       Rental and Repair of TV/Radio/Sound Equipment     \$7,297     \$8,416     \$1,119       Pets     \$4,882,618     \$5,631,028     \$748,400       Toys/Games/Crafts/Hobbies (4)     \$932,210     \$1,075,325     \$143,115       Recreation/Exercise Equipment (6)     \$1,415,155     \$1,632,212     \$221,70,57       Photo Equipment and Supplies (7)     \$286,399     \$330,297     \$43,898       Reacating (8)     \$645,160     \$7		vices			
VCRs, Video Cameras, and DVD Players     \$24,087     \$27,787     \$3,700       Miscellaneous Video Equipment     \$209,456     \$241,773     \$32,317       Video Cassettes and DVDs     \$27,134     \$31,292     \$4,158       Video Game Hardware/Accessories     \$269,494     \$310,994     \$411,500       Video Game Software     \$118,318     \$136,529     \$18,211       Rental/Streaming/Downloaded Video     \$937,720     \$1,081,737     \$144,017       Installation of Televisions     \$7,494     \$8,643     \$1,149       Audio (3)     \$717,880     \$828,177     \$110,297       Rental and Repair of TV/Radio/Sound Equipment     \$7,297     \$8,416     \$1,119       Pets     \$4,882,618     \$5,631,028     \$748,410       Toys/Games/Crafts/Hobbies (4)     \$932,210     \$1,075,325     \$143,115       Sports/Recreation/Exercise Equipment (6)     \$1,415,155     \$1,632,212     \$217,057       Photo Equipment and Supplies (7)     \$286,399     \$330,297     \$43,898       Reading (8)     \$645,160     \$744,046     \$98,886       Cattered Affairs (9)     \$191,665					
Miscellaneous Video Equipment     \$209,456     \$241,773     \$32,317       Video Cassettes and DVDs     \$27,134     \$31,292     \$4,158       Video Game Hardware/Accessories     \$269,494     \$310,994     \$41,500       Video Game Software     \$118,318     \$136,529     \$18,211       Rental/Streaming/Downloaded Video     \$937,720     \$1,081,737     \$144,017       Installation of Televisions     \$7,494     \$86,643     \$1,149       Audio (3)     \$717,880     \$828,177     \$110,297       Rental and Repair of TV/Radio/Sound Equipment     \$7,297     \$8,416     \$1,119       Pets     \$4,882,618     \$5,631,028     \$748,410       Toys/Games/Crafts/Hobbies (4)     \$932,210     \$1,075,325     \$143,115       Recreation/Exercise Equipment (6)     \$1,415,155     \$1,632,212     \$217,057       Photo Equipment and Supplies (7)     \$286,399     \$330,297     \$43,898       Reading (8)     \$645,160     \$744,046     \$98,886       Catered Affairs (9)     \$191,665     \$220,911     \$29,276       Food     \$58,773,055     \$67,811,052     <					
Video Cassettes and DVDs   \$27,134   \$31,292   \$4,158     Video Game Hardware/Accessories   \$269,494   \$310,994   \$41,500     Video Game Software   \$118,318   \$136,529   \$18,211     Noteo Game Software   \$137,720   \$1,081,737   \$144,017     Installation of Televisions   \$7,494   \$8,643   \$114,917     Audio (3)   \$717,880   \$828,177   \$110,297     Rental and Repair of TV/Radio/Sound Equipment   \$7,297   \$8,416   \$111,119     Pets   \$4,882,618   \$5,631,028   \$748,410     Toys/Games/Crafts/Hobbies (4)   \$932,210   \$1,075,325   \$143,115     Recreational Vehicles and Fees (5)   \$849,627   \$979,558   \$129,931     Sports/Recreation/Exercise Equipment (6)   \$1,415,155   \$1,632,212   \$217,057     Photo Equipment and Supplies (7)   \$286,399   \$330,297   \$43,898     Catered Affairs (9)   \$191,665   \$220,941   \$29,276     Food   \$58,773,055   \$67,811,052   \$9,037,997     Food   \$58,773,055   \$574,5067   \$745,067     Meats, Poultry, Fish, and Eggs   \$8,482,639		layers			
Video Game Hardware/Accessories     \$269,494     \$310,994     \$41,500       Video Game Software     \$118,318     \$136,529     \$18,211       Rental/Streaming/Downloaded Video     \$937,720     \$1,081,737     \$144,017       Installation of Televisions     \$7,494     \$8,643     \$111,297       Audio (3)     \$717,880     \$828,177     \$110,297       Rental and Repair of TV/Radio/Sound Equipment     \$7,297     \$8,416     \$1,119       Pets     \$4,882,618     \$5,631,028     \$748,410       Toys/Games/Crafts/Hobbies (4)     \$932,210     \$1,075,325     \$143,115       Recreational Vehicles and Fees (5)     \$849,627     \$979,558     \$129,931       Sports/Recreation/Exercise Equipment (6)     \$1,415,155     \$1,632,212     \$217,057       Photo Equipment and Supplies (7)     \$286,399     \$330,297     \$43,898       Catered Affairs (9)     \$191,665     \$220,941     \$29,276       Food     \$38,253,210     \$44,136,106     \$5,882,896       Catered Affairs (9)     \$191,665     \$20,914     \$29,276       Food     \$38,253,210     \$44,486,588 </td <td></td> <td></td> <td></td> <td></td> <td></td>					
Video Game Software   \$118,318   \$136,529   \$18,211     Rental/Streaming/Downloaded Video   \$937,720   \$1,081,737   \$144,017     Installation of Televisions   \$7,494   \$8,643   \$1,149     Audio (3)   \$717,880   \$828,177   \$110,297     Rental and Repair of TV/Radio/Sound Equipment   \$7,297   \$8,416   \$111,191     Pets   \$4,882,618   \$5,631,028   \$748,410     Toys/Games/Crafts/Hobbies (4)   \$932,210   \$1,075,325   \$143,115     Recreational Vehicles and Fees (5)   \$849,627   \$979,558   \$129,931     Sports/Recreation/Exercise Equipment (6)   \$1,415,155   \$1,632,212   \$217,057     Photo Equipment and Supplies (7)   \$286,339   \$330,297   \$43,898     Reading (8)   \$645,160   \$744,046   \$98,886     Catered Affairs (9)   \$191,665   \$220,941   \$29,276     Food   \$38,253,210   \$44,165,106   \$5,882,896     Bakery and Cereal Products   \$4,846,588   \$5,591,655   \$745,067     Meats, Poultry, Fish, and Eggs   \$8,482,639   \$9,788,781   \$1,306,142     Dairy Products   \$3					
Rental/Streaming/Downloaded Video\$937,720\$1,081,737\$144,017Installation of Televisions\$7,494\$8,643\$1,149Audio (3)\$717,880\$828,177\$110,297Rental and Repair of TV/Radio/Sound Equipment\$7,297\$8,416\$1,119Pets\$4,882,618\$5,631,028\$748,410Toys/Games/Crafts/Hobbies (4)\$932,210\$1,075,325\$143,115Recreational Vehicles and Fees (5)\$849,627\$979,558\$129,931Sports/Recreation/Exercise Equipment (6)\$1,415,155\$1,632,212\$217,057Photo Equipment and Supplies (7)\$286,399\$330,297\$43,898Reading (8)\$645,160\$744,046\$98,866Catered Affairs (9)\$191,665\$220,941\$29,270Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Food At Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	•	S			
Installation of Televisions   \$7,494   \$8,643   \$1,149     Audio (3)   \$717,880   \$828,177   \$110,297     Rental and Repair of TV/Radio/Sound Equipment   \$7,297   \$8,416   \$1,119     Pets   \$4,882,618   \$5,631,028   \$748,410     Toys/Games/Crafts/Hobbies (4)   \$932,210   \$1,075,325   \$143,115     Recreational Vehicles and Fees (5)   \$849,627   \$979,558   \$129,931     Sports/Recreation/Exercise Equipment (6)   \$1,415,155   \$1,632,212   \$217,057     Photo Equipment and Supplies (7)   \$286,399   \$330,297   \$43,898     Reading (8)   \$645,160   \$744,046   \$98,867     Catered Affairs (9)   \$191,665   \$220,941   \$29,2767     Food   \$88,773,055   \$67,811,052   \$9,93,997     Food at Home   \$38,253,210   \$44,136,106   \$5,882,896     Bakery and Cereal Products   \$4,846,588   \$5,591,655   \$745,067     Meats, Poultry, Fish, and Eggs   \$8,482,639   \$9,788,781   \$1,306,142     Dairy Products   \$3,542,798   \$4,087,283   \$544,485     Fruits and Vegetables   \$7,316,414 </td <td></td> <td></td> <td></td> <td></td> <td></td>					
Audio (3)\$717,880\$828,177\$110,297Rental and Repair of TV/Radio/Sound Equipment\$7,297\$8,416\$1,119Pets\$4,882,618\$5,631,028\$748,410Toys/Games/Crafts/Hobbies (4)\$932,210\$1,075,325\$143,115Recreational Vehicles and Fees (5)\$849,627\$979,558\$129,931Sports/Recreation/Exercise Equipment (6)\$1,415,155\$1,632,212\$217,057Photo Equipment and Supplies (7)\$286,399\$330,297\$438,886Catered Affairs (9)\$191,665\$220,941\$29,276Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	Rental/Streaming/Downloaded Vi	deo	\$937,720	\$1,081,737	\$144,017
Rental and Repair of TV/Radio/Sound Equipment     \$7,297     \$8,416     \$1,119       Pets     \$4,882,618     \$5,631,028     \$748,410       Toys/Games/Crafts/Hobbies (4)     \$932,210     \$1,075,325     \$143,115       Recreational Vehicles and Fees (5)     \$849,627     \$979,558     \$121,057       Sports/Recreation/Exercise Equipment (6)     \$1,415,155     \$1,632,212     \$217,057       Photo Equipment and Supplies (7)     \$286,399     \$330,297     \$43,898       Catered Affairs (9)     \$191,665     \$220,941     \$29,276       Food     \$58,773,055     \$67,811,052     \$9,037,997       Food at Home     \$38,253,210     \$44,136,106     \$5,882,896       Bakery and Cereal Products     \$4,846,588     \$5,591,655     \$748,406       Meats, Poultry, Fish, and Eggs     \$8,482,639     \$9,788,781     \$130,6142       Dairy Products     \$3,542,798     \$40,87,283     \$544,485       Fruits and Vegetables     \$7,316,414     \$8,441,499     \$1,125,085       Snacks and Other Food at Home (10)     \$14,064,772     \$16,226,888     \$2,162,116       Fruits and Vegetables <td>Installation of Televisions</td> <td></td> <td></td> <td></td> <td></td>	Installation of Televisions				
Pets\$4,882,618\$5,631,028\$748,410Toys/Games/Crafts/Hobbies (4)\$932,210\$1,075,325\$143,115Recreational Vehicles and Fees (5)\$849,627\$979,558\$129,931Sports/Recreation/Exercise Equipment (6)\$1,415,155\$1,632,212\$217,057Photo Equipment and Supplies (7)\$286,399\$330,297\$43,898Reading (8)\$645,160\$744,046\$98,886Catered Affairs (9)\$191,665\$220,941\$29,276Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101			\$717,880	\$828,177	\$110,297
Toys/Games/Crafts/Hobbies (4)\$932,210\$1,075,325\$143,115Recreational Vehicles and Fees (5)\$849,627\$979,558\$129,931Sports/Recreation/Exercise Equipment (6)\$1,415,155\$1,632,212\$217,057Photo Equipment and Supplies (7)\$286,399\$330,297\$43,898Reading (8)\$645,160\$744,046\$98,886Catered Affairs (9)\$191,665\$220,941\$29,276Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	Rental and Repair of TV/Radio/So	und Equipment			
Recreational Vehicles and Fees (5)   \$849,627   \$979,558   \$129,931     Sports/Recreation/Exercise Equipment (6)   \$1,415,155   \$1,632,212   \$217,057     Photo Equipment and Supplies (7)   \$286,399   \$330,297   \$43,898     Reading (8)   \$645,160   \$744,046   \$98,886     Catered Affairs (9)   \$191,665   \$220,941   \$29,276     Food   \$58,773,055   \$67,811,052   \$9,037,997     Food at Home   \$38,253,210   \$44,136,106   \$5,882,896     Bakery and Cereal Products   \$4,846,588   \$5,591,655   \$745,067     Meats, Poultry, Fish, and Eggs   \$8,482,639   \$9,788,781   \$1,306,142     Dairy Products   \$3,542,798   \$4,087,283   \$544,485     Fruits and Vegetables   \$7,316,414   \$8,441,499   \$1,125,085     Snacks and Other Food at Home (10)   \$14,064,772   \$16,226,888   \$2,162,116     Food Away from Home   \$20,519,844   \$23,674,945   \$3,155,101			\$4,882,618		\$748,410
Sports/Recreation/Exercise Equipment (6)   \$1,415,155   \$1,632,212   \$217,057     Photo Equipment and Supplies (7)   \$286,399   \$330,297   \$43,898     Reading (8)   \$645,160   \$744,046   \$98,886     Catered Affairs (9)   \$191,665   \$220,941   \$29,276     Food   \$58,773,055   \$67,811,052   \$9,037,997     Food at Home   \$38,253,210   \$44,136,106   \$5,882,896     Bakery and Cereal Products   \$44,846,588   \$5,591,655   \$745,067     Meats, Poultry, Fish, and Eggs   \$8,482,639   \$9,788,781   \$1,306,142     Dairy Products   \$3,542,798   \$44,087,283   \$544,485     Fruits and Vegetables   \$7,316,414   \$8,441,499   \$1,125,085     Snacks and Other Food at Home (10)   \$14,064,772   \$16,226,888   \$2,162,116     Food Away from Home   \$20,519,844   \$23,674,945   \$3,155,101			\$932,210	\$1,075,325	\$143,115
Photo Equipment and Supplies (7)\$286,399\$330,297\$43,898Reading (8)\$645,160\$744,046\$98,886Catered Affairs (9)\$191,665\$220,941\$29,276Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101			\$849,627		
Reading (8)\$645,160\$744,046\$98,886Catered Affairs (9)\$191,665\$220,941\$29,276Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	Sports/Recreation/Exercise Equipme	ent (6)	\$1,415,155	\$1,632,212	\$217,057
Catered Affairs (9)\$191,665\$220,941\$29,276Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	Photo Equipment and Supplies (7)		\$286,399	\$330,297	\$43,898
Food\$58,773,055\$67,811,052\$9,037,997Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	Reading (8)		\$645,160		\$98,886
Food at Home\$38,253,210\$44,136,106\$5,882,896Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101	Catered Affairs (9)		\$191,665	\$220,941	\$29,276
Bakery and Cereal Products\$4,846,588\$5,591,655\$745,067Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101					
Meats, Poultry, Fish, and Eggs\$8,482,639\$9,788,781\$1,306,142Dairy Products\$3,542,798\$4,087,283\$544,485Fruits and Vegetables\$7,316,414\$8,441,499\$1,125,085Snacks and Other Food at Home (10)\$14,064,772\$16,226,888\$2,162,116Food Away from Home\$20,519,844\$23,674,945\$3,155,101			\$38,253,210		
Dairy Products     \$3,542,798     \$4,087,283     \$544,485       Fruits and Vegetables     \$7,316,414     \$8,441,499     \$1,125,085       Snacks and Other Food at Home (10)     \$14,064,772     \$16,226,888     \$2,162,116       Food Away from Home     \$20,519,844     \$23,674,945     \$3,155,101	Bakery and Cereal Products				
Fruits and Vegetables     \$7,316,414     \$8,441,499     \$1,125,085       Snacks and Other Food at Home (10)     \$14,064,772     \$16,226,888     \$2,162,116       Food Away from Home     \$20,519,844     \$23,674,945     \$3,155,101	Meats, Poultry, Fish, and Eggs		\$8,482,639	\$9,788,781	\$1,306,142
Snacks and Other Food at Home (10)     \$14,064,772     \$16,226,888     \$2,162,116       Food Away from Home     \$20,519,844     \$23,674,945     \$3,155,101	Dairy Products		\$3,542,798	\$4,087,283	\$544,485
Food Away from Home \$20,519,844 \$23,674,945 \$3,155,101	Fruits and Vegetables		\$7,316,414	\$8,441,499	\$1,125,085
	Snacks and Other Food at Home	(10)	\$14,064,772	\$16,226,888	\$2,162,116
Alcoholic Beverages \$3,264,160 \$3,765,975 \$501,815	Food Away from Home		\$20,519,844	\$23,674,945	\$3,155,101
	Alcoholic Beverages		\$3,264,160	\$3,765,975	\$501,815



3007 N Navarro St, Victoria, Texas, 77901 Ring band: 1 - 2 mile radius Prepared by Esri

Latitude: 28.82273 Longitude: -97.00178

	2024	2029	Projected
	2024 Consumer Spending	Forecasted Demand	Spending Growth
Financial	consumer spending	Torecasted Demand	Spending Growth
Value of Stocks/Bonds/Mutual Funds	\$196,566,777	\$226,614,620	\$30,047,843
Value of Retirement Plans	\$727,222,434	\$838,378,401	\$111,155,967
Value of Other Financial Assets	\$41,520,876	\$47,866,795	\$6,345,919
Vehicle Loan Amount excluding Interest	\$19,425,356	\$22,419,296	\$2,993,940
Value of Credit Card Debt			
Health	\$14,673,690	\$16,928,751	\$2,255,061
	\$952,529	\$1,098,801	¢146 272
Nonprescription Drugs			\$146,272
Prescription Drugs Eveglasses and Contact Lenses	\$2,394,299	\$2,760,079	\$365,780
Home	\$631,770	\$728,439	\$96,669
	#62 140 EE9	#71 660 E6E	¢0 522 007
Mortgage Payment and Basics (11)	\$62,140,558	\$71,662,565	\$9,522,007
Maintenance and Remodeling Services	\$20,896,429	\$24,093,885	\$3,197,456
Maintenance and Remodeling Materials (12)	\$4,258,332	\$4,907,930	\$649,598
Utilities, Fuel, and Public Services	\$32,682,389	\$37,705,789	\$5,023,400
Household Furnishings and Equipment	+704 440		±100.220
Household Textiles (13)	\$704,448	\$812,787	\$108,339
Furniture	\$5,094,211	\$5,877,485	\$783,274
Rugs	\$207,838	\$239,670	\$31,832
Major Appliances (14)	\$3,006,796	\$3,468,077	\$461,281
Housewares (15)	\$536,830	\$619,234	\$82,404
Small Appliances	\$431,387	\$497,749	\$66,362
Luggage	\$101,192	\$116,791	\$15,599
Telephones and Accessories	\$565,032	\$651,563	\$86,531
Household Operations			
Child Care	\$2,573,711	\$2,969,803	\$396,092
Lawn and Garden (16)	\$3,350,106	\$3,863,459	\$513,353
Moving/Storage/Freight Express	\$604,519	\$697,630	\$93,111
Housekeeping Supplies (17)	\$4,758,152	\$5,489,334	\$731,182
Insurance			
Owners and Renters Insurance	\$4,380,234	\$5,051,468	\$671,234
Vehicle Insurance	\$11,749,990	\$13,558,687	\$1,808,697
Life/Other Insurance	\$3,294,208	\$3,799,085	\$504,877
Health Insurance	\$26,346,347	\$30,387,718	\$4,041,371
Personal Care Products (18)	\$2,934,129	\$3,384,970	\$450,841
School Books (19)	\$223,466	\$257,816	34,350
Smoking Products	\$2,932,679	\$3,383,149	\$450,470
Transportation			
Payments on Vehicles excluding Leases	\$16,761,705	\$19,337,773	\$2,576,068
Gasoline and Motor Oil	\$18,130,255	\$20,918,697	\$2,788,442
Vehicle Maintenance and Repairs	\$7,825,679	\$9,026,916	\$1,201,237
Travel			
Airline Fares	\$2,827,847	\$3,262,396	\$434,549
Lodging on Trips	\$4,530,507	\$5,225,941	\$695,434
Auto/Truck Rental on Trips	\$567,169	\$654,199	\$87,030
Food and Drink on Trips	\$3,539,825	\$4,083,539	\$543,714



3007 N Navarro St, Victoria, Texas, 77901 Ring band: 1 - 2 mile radius

(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.



3007 N Navarro St, Victoria, Texas, 77901 Ring band: 2 - 3 mile radius Prepared by Esri

Latitude: 28.82273 Longitude: -97.00178

Ton Tonochus Coordinate	Devecut	Domographic Commence		
Top Tapestry Segments	Percent	Demographic Summary	<b>2024</b>	<b>2029</b>
Middleburg (4C)	11.7%	Population	26,001	25,925
Workday Drive (4A)	11.7%	Households	10,008	10,124
Hometown Heritage (8G)	11.0%	Families	6,567	6,593
Green Acres (6A)	9.5%	Median Age	37.1	38.3
Southwestern Families (7F)	7.6%	Median Household Income	\$76,302	\$81,878
		2024	2029	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$20,507,501	\$23,397,373	\$2,889,872
Men's		\$3,839,507	\$4,380,135	\$540,628
Women's		\$6,836,570	\$7,800,353	\$963,783
Children's		\$3,326,580	\$3,795,411	\$468,831
Footwear		\$4,362,056	\$4,977,548	\$615,492
Watches & Jewelry		\$1,720,331	\$1,962,070	\$241,739
Apparel Products and Services (1)		\$422,457	\$481,856	\$59,399
Computer				
Computers and Hardware for Hom	e Use	\$2,230,233	\$2,544,921	\$314,688
Portable Memory		\$32,384	\$36,958	\$4,574
Computer Software		\$128,266	\$146,377	\$18,111
Computer Accessories		\$185,442	\$211,554	\$26,112
Entertainment & Recreation		\$34,145,122	\$38,946,590	\$4,801,468
Fees and Admissions		\$6,538,561	\$7,457,265	\$918,704
Membership Fees for Clubs (2)		\$2,474,703	\$2,821,822	\$347,119
Fees for Participant Sports, excl	. Trips	\$1,066,463	\$1,216,252	\$149,789
Tickets to Theatre/Operas/Conc	erts	\$584,480	\$666,786	\$82,306
Tickets to Movies		\$201,102	\$229,516	\$28,414
Tickets to Parks or Museums		\$292,401	\$333,613	\$41,212
Admission to Sporting Events, e	xcl. Trips	\$700,211	\$798,060	\$97,849
Fees for Recreational Lessons		\$1,212,222	\$1,383,247	\$171,025
Dating Services		\$6,978	\$7,970	\$992
TV/Video/Audio		\$11,749,032	\$13,402,579	\$1,653,547
Cable and Satellite Television Se	ervices	\$6,619,456	\$7,549,863	\$930,407
Televisions		\$1,337,276	\$1,525,607	\$188,331
Satellite Dishes		\$13,779	\$15,713	\$1,934
VCRs, Video Cameras, and DVD	Players	\$39,725	\$45,328	\$5,603
Miscellaneous Video Equipment		\$356,158	\$406,891	\$50,733
Video Cassettes and DVDs		\$44,464	\$50,742	\$6,278
Video Game Hardware/Accessor	ies	\$415,121	\$473,638	\$58,517
Video Game Software		\$180,636	\$206,167	\$25,531
Rental/Streaming/Downloaded	/ideo	\$1,534,059	\$1,750,067	\$216,008
Installation of Televisions		\$13,399	\$15,276	\$1,877
Audio (3)		\$1,182,758	\$1,349,366	\$166,608
Rental and Repair of TV/Radio/S	Sound Equipment	\$12,202	\$13,918	\$1,716
Pets		\$8,397,102	\$9,577,167	\$1,180,065
Toys/Games/Crafts/Hobbies (4)		\$1,523,218	\$1,737,272	\$214,054
Recreational Vehicles and Fees (5)		\$1,525,582	\$1,739,224	\$213,642
Sports/Recreation/Exercise Equipr	nent (6)	\$2,504,014	\$2,856,880	\$352,866
Photo Equipment and Supplies (7)		\$483,959	\$552,048	\$68,089
Reading (8)		\$1,087,013	\$1,240,146	\$153,133
Catered Affairs (9)		\$336,639	\$384,011	\$47,372
Food		\$95,855,469	\$109,361,958	\$13,506,489
Food at Home		\$61,992,809	\$70,726,243	\$8,733,434
Bakery and Cereal Products		\$7,869,705	\$8,977,832	\$1,108,127
Meats, Poultry, Fish, and Eggs		\$13,573,404	\$15,487,033	\$1,913,629
Dairy Products		\$5,785,734	\$6,600,642	\$814,908
Fruits and Vegetables		\$11,896,269	\$13,573,009	\$1,676,740
Snacks and Other Food at Home	e (10)	\$22,867,697	\$26,087,727	\$3,220,030
Food Away from Home		\$33,862,660	\$38,635,716	\$4,773,056
Alcoholic Beverages		\$5,317,675	\$6,066,538	\$748,863
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3007 N Navarro St, Victoria, Texas, 77901 Ring band: 2 - 3 mile radius Prepared by Esri

Latitude: 28.82273 Longitude: -97.00178

	2024	2029	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$356,883,642	\$406,906,649	\$50,023,007
Value of Retirement Plans	\$1,312,401,821	\$1,496,137,178	\$183,735,357
Value of Other Financial Assets	\$73,744,043	\$84,075,366	\$10,331,323
Vehicle Loan Amount excluding Interest	\$32,395,952	\$36,958,676	\$4,562,724
Value of Credit Card Debt	\$24,284,642	\$27,701,924	\$3,417,282
Health			
Nonprescription Drugs	\$1,589,570	\$1,813,071	\$223,501
Prescription Drugs	\$3,942,471	\$4,493,255	\$550,784
Eyeglasses and Contact Lenses	\$1,066,011	\$1,215,547	\$149,536
Home			
Mortgage Payment and Basics (11)	\$111,630,679	\$127,295,532	\$15,664,853
Maintenance and Remodeling Services	\$38,410,833	\$43,799,385	\$5,388,552
Maintenance and Remodeling Materials (12)	\$7,790,072	\$8,879,093	\$1,089,021
Utilities, Fuel, and Public Services	\$53,423,561	\$60,936,997	\$7,513,436
Household Furnishings and Equipment			
Household Textiles (13)	\$1,139,507	\$1,300,184	\$160,677
Furniture	\$8,484,386	\$9,677,326	\$1,192,940
Rugs	\$356,449	\$406,527	\$50,078
Major Appliances (14)	\$5,142,404	\$5,864,828	\$722,424
Housewares (15)	\$898,275	\$1,024,831	\$126,556
Small Appliances	\$684,693	\$781,400	\$96,707
Luggage	\$167,294	\$190,878	\$23,584
Telephones and Accessories	\$932,344	\$1,063,483	\$131,139
Household Operations			
Child Care	\$4,373,264	\$4,988,405	\$615,141
Lawn and Garden (16)	\$5,928,235	\$6,759,576	\$831,341
Moving/Storage/Freight Express	\$965,344	\$1,101,916	\$136,572
Housekeeping Supplies (17)	\$7,808,854	\$8,908,382	\$1,099,528
Insurance			
Owners and Renters Insurance	\$7,639,994	\$8,711,327	\$1,071,333
Vehicle Insurance	\$19,104,568	\$21,797,350	\$2,692,782
Life/Other Insurance	\$5,697,983	\$6,497,386	\$799,403
Health Insurance	\$44,152,152	\$50,353,126	\$6,200,974
Personal Care Products (18)	\$4,782,774	\$5,456,602	\$673,828
School Books (19)	\$360,991	\$411,846	50,855
Smoking Products	\$4,484,070	\$5,113,817	\$629,747
Transportation			
Payments on Vehicles excluding Leases	\$27,884,312	\$31,802,257	\$3,917,945
Gasoline and Motor Oil	\$29,764,489	\$33,953,064	\$4,188,575
Vehicle Maintenance and Repairs	\$12,926,548	\$14,745,408	\$1,818,860
Travel			
Airline Fares	\$4,841,540	\$5,524,419	\$682,879
Lodging on Trips	\$7,852,140	\$8,955,418	\$1,103,278
Auto/Truck Rental on Trips	\$952,147	\$1,086,028	\$133,881
Food and Drink on Trips	\$5,988,213	\$6,830,610	\$842,397



3007 N Navarro St, Victoria, Texas, 77901 Ring band: 2 - 3 mile radius

(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 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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(19) School Books includes school books for college, elementary school, high school, vocational/technical school, preschool and other schools.