

## Retail Demand Outlook

2343 E Queen Creek Rd, Gilbert, AZ, 85298, USA  
 Ring: 1 mile radius

Latitude: 33.26200  
 Longitude: -111.73870

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Professional Pride (L2)	87.0%	Population	5,981	6,460
Boomburbs (H2)	13.0%	Households	1,711	1,864
	0.0%	Families	1,505	1,641
	0.0%	Median Age	37.8	38.2
	0.0%	Median Household Income	\$164,867	\$196,118
		2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Apparel and Services</b>		\$7,102,904	\$8,734,867	\$1,631,963
Men's		\$1,345,182	\$1,653,941	\$308,759
Women's		\$2,365,613	\$2,907,695	\$542,082
Children's		\$1,119,929	\$1,378,452	\$258,523
Footwear		\$1,541,969	\$1,897,900	\$355,931
Watches & Jewelry		\$596,057	\$732,116	\$136,059
Apparel Products and Services (1)		\$134,154	\$164,761	\$30,607
<b>Computer</b>				
Computers and Hardware for Home Use		\$644,911	\$793,081	\$148,170
Portable Memory		\$9,598	\$11,810	\$2,212
Computer Software		\$41,639	\$51,292	\$9,653
Computer Accessories		\$51,935	\$63,882	\$11,947
<b>Entertainment &amp; Recreation</b>		\$11,705,506	\$14,393,419	\$2,687,913
Fees and Admissions		\$3,064,503	\$3,766,378	\$701,875
Membership Fees for Clubs (2)		\$979,617	\$1,202,858	\$223,241
Fees for Participant Sports, excl. Trips		\$571,489	\$702,775	\$131,286
Tickets to Theatre/Operas/Concerts		\$329,819	\$405,382	\$75,563
Tickets to Movies		\$111,307	\$137,060	\$25,753
Tickets to Parks or Museums		\$138,598	\$170,585	\$31,987
Admission to Sporting Events, excl. Trips		\$306,007	\$376,263	\$70,256
Fees for Recreational Lessons		\$625,924	\$769,308	\$143,384
Dating Services		\$1,742	\$2,147	\$405
TV/Video/Audio		\$3,205,504	\$3,943,931	\$738,427
Cable and Satellite Television Services		\$1,589,855	\$1,954,583	\$364,728
Televisions		\$337,008	\$414,941	\$77,933
Satellite Dishes		\$3,824	\$4,712	\$888
VCRs, Video Cameras, and DVD Players		\$12,064	\$14,851	\$2,787
Miscellaneous Video Equipment		\$112,343	\$138,932	\$26,589
Video Cassettes and DVDs		\$10,617	\$13,063	\$2,446
Video Game Hardware/Accessories		\$124,950	\$153,878	\$28,928
Video Game Software		\$52,477	\$64,651	\$12,174
Rental/Streaming/Downloaded Video		\$553,066	\$680,952	\$127,886
Installation of Televisions		\$4,623	\$5,668	\$1,045
Audio (3)		\$399,154	\$490,901	\$91,747
Rental and Repair of TV/Radio/Sound Equipment		\$5,523	\$6,800	\$1,277
Pets		\$2,820,246	\$3,467,170	\$646,924
Toys/Games/Crafts/Hobbies (4)		\$488,977	\$601,819	\$112,842
Recreational Vehicles and Fees (5)		\$678,583	\$834,085	\$155,502
Sports/Recreation/Exercise Equipment (6)		\$798,712	\$982,506	\$183,794
Photo Equipment and Supplies (7)		\$193,279	\$237,529	\$44,250
Reading (8)		\$320,843	\$394,291	\$73,448
Catered Affairs (9)		\$134,860	\$165,711	\$30,851
<b>Food</b>		\$31,548,085	\$38,796,495	\$7,248,410
Food at Home		\$19,592,670	\$24,094,870	\$4,502,200
Bakery and Cereal Products		\$2,623,805	\$3,226,101	\$602,296
Meats, Poultry, Fish, and Eggs		\$3,966,944	\$4,879,278	\$912,334
Dairy Products		\$1,978,165	\$2,432,911	\$454,746
Fruits and Vegetables		\$3,402,176	\$4,182,771	\$780,595
Snacks and Other Food at Home (10)		\$7,621,580	\$9,373,809	\$1,752,229
Food Away from Home		\$11,955,415	\$14,701,626	\$2,746,211
Alcoholic Beverages		\$1,964,034	\$2,412,576	\$448,542

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<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$135,222,986	\$165,858,255	\$30,635,269
Value of Retirement Plans	\$463,279,113	\$568,466,528	\$105,187,415
Value of Other Financial Assets	\$41,973,458	\$51,556,540	\$9,583,082
Vehicle Loan Amount excluding Interest	\$10,632,771	\$13,091,651	\$2,458,880
Value of Credit Card Debt	\$8,621,219	\$10,603,940	\$1,982,721
<b>Health</b>			
Nonprescription Drugs	\$525,293	\$646,382	\$121,089
Prescription Drugs	\$996,219	\$1,224,494	\$228,275
Eyeglasses and Contact Lenses	\$353,016	\$433,951	\$80,935
<b>Home</b>			
Mortgage Payment and Basics (11)	\$44,906,068	\$55,192,579	\$10,286,511
Maintenance and Remodeling Services	\$14,398,639	\$17,697,682	\$3,299,043
Maintenance and Remodeling Materials (12)	\$2,617,791	\$3,220,109	\$602,318
Utilities, Fuel, and Public Services	\$15,391,571	\$18,939,238	\$3,547,667
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$320,015	\$393,613	\$73,598
Furniture	\$2,614,649	\$3,215,839	\$601,190
Rugs	\$116,223	\$142,805	\$26,582
Major Appliances (14)	\$1,509,396	\$1,856,470	\$347,074
Housewares (15)	\$253,029	\$311,295	\$58,266
Small Appliances	\$198,962	\$244,901	\$45,939
Luggage	\$72,509	\$89,117	\$16,608
Telephones and Accessories	\$207,146	\$254,251	\$47,105
<b>Household Operations</b>			
Child Care	\$2,008,086	\$2,468,984	\$460,898
Lawn and Garden (16)	\$1,902,310	\$2,337,263	\$434,953
Moving/Storage/Freight Express	\$314,794	\$387,060	\$72,266
Housekeeping Supplies (17)	\$2,276,858	\$2,800,281	\$523,423
<b>Insurance</b>			
Owners and Renters Insurance	\$2,518,957	\$3,099,165	\$580,208
Vehicle Insurance	\$5,809,287	\$7,153,205	\$1,343,918
Life/Other Insurance	\$2,088,595	\$2,567,044	\$478,449
Health Insurance	\$13,252,511	\$16,300,442	\$3,047,931
Personal Care Products (18)	\$1,619,664	\$1,993,006	\$373,342
Educational Books/Supplies/Other Expenditures	\$269,470	\$331,404	\$61,934
Smoking Products	\$939,173	\$1,156,313	\$217,140
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$8,700,422	\$10,711,960	\$2,011,538
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$9,366,740	\$11,530,168	\$2,163,428
Vehicle Maintenance and Repairs	\$3,630,337	\$4,467,736	\$837,399
<b>Travel</b>			
Airline Fares	\$2,647,396	\$3,252,339	\$604,943
Lodging on Trips	\$3,384,702	\$4,157,140	\$772,438
Auto/Truck Rental on Trips	\$373,447	\$459,232	\$85,785
Food and Drink on Trips	\$2,551,643	\$3,135,942	\$584,299

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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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Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Professional Pride (L2)	43.0%	Population	100,756	104,516
Boomburbs (H2)	36.8%	Households	32,000	33,415
Modern Minds (D3)	6.7%	Families	26,088	27,069
The Elders (J2)	5.4%	Median Age	36.8	36.5
Metro Fusion (C3)	3.3%	Median Household Income	\$157,242	\$178,860
		2025	2030	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$129,024,175	\$150,704,283	\$21,680,108
Men's		\$24,506,422	\$28,628,553	\$4,122,131
Women's		\$42,996,232	\$50,224,283	\$7,228,051
Children's		\$20,005,600	\$23,353,010	\$3,347,410
Footwear		\$28,726,495	\$33,531,212	\$4,804,717
Watches & Jewelry		\$10,449,153	\$12,230,029	\$1,780,876
Apparel Products and Services (1)		\$2,340,273	\$2,737,197	\$396,924
<b>Computer</b>				
Computers and Hardware for Home Use		\$11,857,958	\$13,850,064	\$1,992,106
Portable Memory		\$187,228	\$218,636	\$31,408
Computer Software		\$830,109	\$968,998	\$138,889
Computer Accessories		\$978,216	\$1,142,984	\$164,768
<b>Entertainment &amp; Recreation</b>		\$211,302,282	\$246,727,997	\$35,425,715
Fees and Admissions		\$53,618,115	\$62,626,757	\$9,008,642
Membership Fees for Clubs (2)		\$16,981,905	\$19,853,393	\$2,871,488
Fees for Participant Sports, excl. Trips		\$10,145,820	\$11,830,389	\$1,684,569
Tickets to Theatre/Operas/Concerts		\$5,900,279	\$6,897,658	\$997,379
Tickets to Movies		\$2,091,334	\$2,440,420	\$349,086
Tickets to Parks or Museums		\$2,496,359	\$2,913,730	\$417,371
Admission to Sporting Events, excl. Trips		\$5,376,871	\$6,270,705	\$893,834
Fees for Recreational Lessons		\$10,585,200	\$12,373,089	\$1,787,889
Dating Services		\$40,347	\$47,373	\$7,026
TV/Video/Audio		\$60,169,393	\$70,198,575	\$10,029,182
Cable and Satellite Television Services		\$29,614,768	\$34,554,366	\$4,939,598
Televisions		\$6,370,098	\$7,427,786	\$1,057,688
Satellite Dishes		\$72,600	\$84,654	\$12,054
VCRs, Video Cameras, and DVD Players		\$224,534	\$261,662	\$37,128
Miscellaneous Video Equipment		\$2,378,406	\$2,759,397	\$380,991
Video Cassettes and DVDs		\$202,327	\$236,866	\$34,539
Video Game Hardware/Accessories		\$2,398,662	\$2,801,388	\$402,726
Video Game Software		\$1,064,738	\$1,245,119	\$180,381
Rental/Streaming/Downloaded Video		\$10,415,832	\$12,152,627	\$1,736,795
Installation of Televisions		\$78,130	\$91,487	\$13,357
Audio (3)		\$7,240,588	\$8,456,581	\$1,215,993
Rental and Repair of TV/Radio/Sound Equipment		\$108,711	\$126,643	\$17,932
Pets		\$50,945,129	\$59,514,716	\$8,569,587
Toys/Games/Crafts/Hobbies (4)		\$9,050,065	\$10,564,585	\$1,514,520
Recreational Vehicles and Fees (5)		\$11,570,301	\$13,498,881	\$1,928,580
Sports/Recreation/Exercise Equipment (6)		\$14,252,092	\$16,637,231	\$2,385,139
Photo Equipment and Supplies (7)		\$3,428,519	\$4,011,327	\$582,808
Reading (8)		\$5,922,595	\$6,926,179	\$1,003,584
Catered Affairs (9)		\$2,346,074	\$2,749,746	\$403,672
<b>Food</b>		\$577,908,908	\$675,078,651	\$97,169,743
Food at Home		\$361,371,204	\$422,086,613	\$60,715,409
Bakery and Cereal Products		\$48,029,729	\$56,109,321	\$8,079,592
Meats, Poultry, Fish, and Eggs		\$73,706,924	\$86,078,288	\$12,371,364
Dairy Products		\$36,620,450	\$42,762,718	\$6,142,268
Fruits and Vegetables		\$62,196,475	\$72,684,125	\$10,487,650
Snacks and Other Food at Home (10)		\$140,817,626	\$164,452,161	\$23,634,535
Food Away from Home		\$216,537,705	\$252,992,038	\$36,454,333
Alcoholic Beverages		\$34,722,454	\$40,603,554	\$5,881,100

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<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$2,314,087,675	\$2,706,499,632	\$392,411,957
Value of Retirement Plans	\$7,774,094,367	\$9,085,442,121	\$1,311,347,754
Value of Other Financial Assets	\$730,867,562	\$852,340,455	\$121,472,893
Vehicle Loan Amount excluding Interest	\$197,005,891	\$229,701,526	\$32,695,635
Value of Credit Card Debt	\$157,370,520	\$183,696,640	\$26,326,120
<b>Health</b>			
Nonprescription Drugs	\$9,971,935	\$11,622,039	\$1,650,104
Prescription Drugs	\$18,277,631	\$21,312,236	\$3,034,605
Eyeglasses and Contact Lenses	\$6,352,576	\$7,419,156	\$1,066,580
<b>Home</b>			
Mortgage Payment and Basics (11)	\$768,418,104	\$896,970,928	\$128,552,824
Maintenance and Remodeling Services	\$249,920,374	\$291,638,686	\$41,718,312
Maintenance and Remodeling Materials (12)	\$45,136,541	\$52,604,607	\$7,468,066
Utilities, Fuel, and Public Services	\$287,727,458	\$335,706,850	\$47,979,392
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$5,897,151	\$6,887,549	\$990,398
Furniture	\$47,466,683	\$55,399,875	\$7,933,192
Rugs	\$2,053,294	\$2,399,921	\$346,627
Major Appliances (14)	\$27,024,552	\$31,529,109	\$4,504,557
Housewares (15)	\$4,746,892	\$5,542,704	\$795,812
Small Appliances	\$3,792,234	\$4,429,976	\$637,742
Luggage	\$1,297,389	\$1,516,259	\$218,870
Telephones and Accessories	\$3,645,035	\$4,263,761	\$618,726
<b>Household Operations</b>			
Child Care	\$34,743,955	\$40,621,748	\$5,877,793
Lawn and Garden (16)	\$33,462,294	\$39,054,661	\$5,592,367
Moving/Storage/Freight Express	\$6,028,633	\$7,055,592	\$1,026,959
Housekeeping Supplies (17)	\$42,194,558	\$49,252,403	\$7,057,845
<b>Insurance</b>			
Owners and Renters Insurance	\$45,186,967	\$52,650,392	\$7,463,425
Vehicle Insurance	\$111,018,262	\$129,451,471	\$18,433,209
Life/Other Insurance	\$36,796,262	\$42,941,479	\$6,145,217
Health Insurance	\$244,666,464	\$285,354,079	\$40,687,615
Personal Care Products (18)	\$30,501,425	\$35,595,991	\$5,094,566
Educational Books/Supplies/Other Expenditures	\$4,920,143	\$5,747,363	\$827,220
Smoking Products	\$18,801,943	\$21,934,346	\$3,132,403
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$161,314,409	\$188,098,467	\$26,784,058
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$175,864,577	\$205,174,648	\$29,310,071
Vehicle Maintenance and Repairs	\$68,201,324	\$79,568,231	\$11,366,907
<b>Travel</b>			
Airline Fares	\$46,305,013	\$54,139,031	\$7,834,018
Lodging on Trips	\$58,427,769	\$68,290,110	\$9,862,341
Auto/Truck Rental on Trips	\$6,723,008	\$7,849,493	\$1,126,485
Food and Drink on Trips	\$45,181,152	\$52,773,411	\$7,592,259

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## Retail Demand Outlook

2343 E Queen Creek Rd, Gilbert, AZ, 85298, USA  
 Ring: 5 mile radius

Latitude: 33.26200  
 Longitude: -111.73870

Top Tapestry Segments	Percent	Demographic Summary	2025	2030
Boomburbs (H2)	38.5%	Population	258,788	270,472
Professional Pride (L2)	36.1%	Households	84,424	88,943
Modern Minds (D3)	8.0%	Families	67,365	70,750
Flourishing Families (H1)	5.3%	Median Age	36.5	36.5
The Elders (J2)	3.1%	Median Household Income	\$147,079	\$164,598
		2025	2030	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$321,105,674	\$378,847,669	\$57,741,995
Men's		\$61,059,821	\$72,031,256	\$10,971,435
Women's		\$106,668,623	\$125,817,079	\$19,148,456
Children's		\$50,056,481	\$59,089,630	\$9,033,149
Footwear		\$71,631,599	\$84,498,613	\$12,867,014
Watches & Jewelry		\$25,894,163	\$30,570,955	\$4,676,792
Apparel Products and Services (1)		\$5,794,986	\$6,840,135	\$1,045,149
<b>Computer</b>				
Computers and Hardware for Home Use		\$29,519,839	\$34,822,063	\$5,302,224
Portable Memory		\$462,520	\$545,357	\$82,837
Computer Software		\$2,062,591	\$2,432,188	\$369,597
Computer Accessories		\$2,421,975	\$2,856,738	\$434,763
<b>Entertainment &amp; Recreation</b>		\$527,043,515	\$621,619,038	\$94,575,523
Fees and Admissions		\$133,158,000	\$157,102,791	\$23,944,791
Membership Fees for Clubs (2)		\$41,998,238	\$49,553,552	\$7,555,314
Fees for Participant Sports, excl. Trips		\$25,249,344	\$29,766,906	\$4,517,562
Tickets to Theatre/Operas/Concerts		\$14,645,751	\$17,281,177	\$2,635,426
Tickets to Movies		\$5,209,557	\$6,145,253	\$935,696
Tickets to Parks or Museums		\$6,206,116	\$7,323,110	\$1,116,994
Admission to Sporting Events, excl. Trips		\$13,494,555	\$15,911,749	\$2,417,194
Fees for Recreational Lessons		\$26,253,952	\$31,002,438	\$4,748,486
Dating Services		\$100,488	\$118,606	\$18,118
TV/Video/Audio		\$150,304,165	\$177,181,473	\$26,877,308
Cable and Satellite Television Services		\$73,790,774	\$86,950,263	\$13,159,489
Televisions		\$15,945,339	\$18,798,249	\$2,852,910
Satellite Dishes		\$179,265	\$211,436	\$32,171
VCRs, Video Cameras, and DVD Players		\$559,173	\$659,189	\$100,016
Miscellaneous Video Equipment		\$6,033,739	\$7,105,278	\$1,071,539
Video Cassettes and DVDs		\$501,223	\$591,648	\$90,425
Video Game Hardware/Accessories		\$6,007,776	\$7,088,871	\$1,081,095
Video Game Software		\$2,659,215	\$3,138,189	\$478,974
Rental/Streaming/Downloaded Video		\$26,095,007	\$30,775,308	\$4,680,301
Installation of Televisions		\$192,264	\$226,886	\$34,622
Audio (3)		\$18,069,162	\$21,316,664	\$3,247,502
Rental and Repair of TV/Radio/Sound Equipment		\$271,227	\$319,494	\$48,267
Pets		\$127,396,954	\$150,263,079	\$22,866,125
Toys/Games/Crafts/Hobbies (4)		\$22,708,539	\$26,784,003	\$4,075,464
Recreational Vehicles and Fees (5)		\$28,840,013	\$34,019,655	\$5,179,642
Sports/Recreation/Exercise Equipment (6)		\$35,569,203	\$41,965,114	\$6,395,911
Photo Equipment and Supplies (7)		\$8,555,908	\$10,099,203	\$1,543,295
Reading (8)		\$14,650,568	\$17,280,412	\$2,629,844
Catered Affairs (9)		\$5,860,166	\$6,923,308	\$1,063,142
<b>Food</b>		\$1,439,762,432	\$1,698,455,884	\$258,693,452
Food at Home		\$900,955,317	\$1,062,668,898	\$161,713,581
Bakery and Cereal Products		\$119,754,295	\$141,254,033	\$21,499,738
Meats, Poultry, Fish, and Eggs		\$183,877,955	\$216,875,872	\$32,997,917
Dairy Products		\$91,287,333	\$107,657,214	\$16,369,881
Fruits and Vegetables		\$154,680,767	\$182,482,540	\$27,801,773
Snacks and Other Food at Home (10)		\$351,354,967	\$414,399,239	\$63,044,272
Food Away from Home		\$538,807,115	\$635,786,986	\$96,979,871
Alcoholic Beverages		\$86,181,497	\$101,692,873	\$15,511,376

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	2025 Consumer Spending	2030 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$5,706,650,770	\$6,729,105,483	\$1,022,454,713
Value of Retirement Plans	\$19,363,110,471	\$22,834,983,314	\$3,471,872,843
Value of Other Financial Assets	\$1,815,188,601	\$2,139,215,505	\$324,026,904
Vehicle Loan Amount excluding Interest	\$494,252,982	\$582,894,992	\$88,642,010
Value of Credit Card Debt	\$393,321,172	\$463,853,955	\$70,532,783
<b>Health</b>			
Nonprescription Drugs	\$24,843,920	\$29,267,443	\$4,423,523
Prescription Drugs	\$46,020,387	\$54,202,581	\$8,182,194
Eyeglasses and Contact Lenses	\$15,898,829	\$18,748,451	\$2,849,622
<b>Home</b>			
Mortgage Payment and Basics (11)	\$1,919,515,389	\$2,264,351,964	\$344,836,575
Maintenance and Remodeling Services	\$625,449,038	\$737,487,150	\$112,038,112
Maintenance and Remodeling Materials (12)	\$113,834,606	\$134,219,195	\$20,384,589
Utilities, Fuel, and Public Services	\$720,640,523	\$849,639,720	\$128,999,197
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$14,721,493	\$17,365,962	\$2,644,469
Furniture	\$118,573,398	\$139,840,799	\$21,267,401
Rugs	\$5,109,283	\$6,027,859	\$918,576
Major Appliances (14)	\$67,641,069	\$79,766,222	\$12,125,153
Housewares (15)	\$11,818,712	\$13,937,254	\$2,118,542
Small Appliances	\$9,437,214	\$11,133,915	\$1,696,701
Luggage	\$3,226,396	\$3,806,693	\$580,297
Telephones and Accessories	\$9,139,435	\$10,777,241	\$1,637,806
<b>Household Operations</b>			
Child Care	\$86,947,118	\$102,666,476	\$15,719,358
Lawn and Garden (16)	\$83,706,842	\$98,674,703	\$14,967,861
Moving/Storage/Freight Express	\$14,833,503	\$17,506,305	\$2,672,802
Housekeeping Supplies (17)	\$105,182,262	\$124,020,036	\$18,837,774
<b>Insurance</b>			
Owners and Renters Insurance	\$113,742,790	\$134,048,732	\$20,305,942
Vehicle Insurance	\$277,879,078	\$327,595,196	\$49,716,118
Life/Other Insurance	\$91,685,788	\$108,109,544	\$16,423,756
Health Insurance	\$611,402,027	\$720,589,618	\$109,187,591
Personal Care Products (18)	\$75,993,454	\$89,610,749	\$13,617,295
Educational Books/Supplies/Other Expenditures	\$12,295,597	\$14,507,989	\$2,212,392
Smoking Products	\$47,252,250	\$55,682,217	\$8,429,967
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$405,542,003	\$478,215,885	\$72,673,882
Gasoline/Diesel Fuel/Electric Vehicle Charging	\$440,760,350	\$519,768,064	\$79,007,714
Vehicle Maintenance and Repairs	\$170,475,602	\$200,989,226	\$30,513,624
<b>Travel</b>			
Airline Fares	\$114,374,674	\$134,980,963	\$20,606,289
Lodging on Trips	\$145,187,049	\$171,299,329	\$26,112,280
Auto/Truck Rental on Trips	\$16,701,727	\$19,701,041	\$2,999,314
Food and Drink on Trips	\$112,252,949	\$132,415,609	\$20,162,660

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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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