



Retail Demand Outlook

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Boomburbs (1C)	50.2%	Population	4,267	4,503
Bright Young Professionals (8C)	41.6%	Households	1,857	1,984
In Style (5B)	4.3%	Families	1,177	1,240
Top Tier (1A)	3.9%	Median Age	34.6	35.9
Professional Pride (1B)	0.0%	Median Household Income	\$109,381	\$121,727
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$6,195,335	\$7,568,644	\$1,373,309
Men's		\$1,166,725	\$1,425,283	\$258,558
Women's		\$2,019,811	\$2,467,707	\$447,896
Children's		\$1,021,647	\$1,247,272	\$225,625
Footwear		\$1,379,871	\$1,687,499	\$307,628
Watches & Jewelry		\$420,944	\$513,848	\$92,904
Apparel Products and Services (1)		\$186,337	\$227,036	\$40,699
Computer				
Computers and Hardware for Home Use		\$486,012	\$594,080	\$108,068
Portable Memory		\$13,164	\$16,059	\$2,895
Computer Software		\$29,565	\$36,176	\$6,611
Computer Accessories		\$55,425	\$67,644	\$12,219
Entertainment & Recreation		\$9,007,843	\$10,996,136	\$1,988,293
Fees and Admissions		\$2,122,983	\$2,584,019	\$461,036
Membership Fees for Clubs (2)		\$681,361	\$829,505	\$148,144
Fees for Participant Sports, excl. Trips		\$335,449	\$408,452	\$73,003
Tickets to Theatre/Operas/Concerts		\$202,350	\$246,835	\$44,485
Tickets to Movies		\$175,766	\$214,607	\$38,841
Tickets to Parks or Museums		\$92,401	\$112,807	\$20,406
Admission to Sporting Events, excl. Trips		\$180,717	\$219,749	\$39,032
Fees for Recreational Lessons		\$453,038	\$549,719	\$96,681
Dating Services		\$1,901	\$2,344	\$443
TV/Video/Audio		\$3,263,571	\$3,995,341	\$731,770
Cable and Satellite Television Services		\$2,246,391	\$2,749,924	\$503,533
Televisions		\$307,438	\$376,475	\$69,037
Satellite Dishes		\$4,519	\$5,499	\$980
VCRs, Video Cameras, and DVD Players		\$18,814	\$23,023	\$4,209
Miscellaneous Video Equipment		\$76,707	\$93,826	\$17,119
Video Cassettes and DVDs		\$33,524	\$41,032	\$7,508
Video Game Hardware/Accessories		\$84,748	\$104,103	\$19,355
Video Game Software		\$45,441	\$55,805	\$10,364
Rental/Streaming/Downloaded Video		\$146,925	\$180,200	\$33,275
Installation of Televisions		\$3,032	\$3,695	\$663
Audio (3)		\$287,366	\$351,095	\$63,729
Rental and Repair of TV/Radio/Sound Equipment		\$8,667	10,664	\$1,997
Pets		\$1,710,728	\$2,089,236	\$378,508
Toys/Games/Crafts/Hobbies (4)		\$351,528	\$429,516	\$77,988
Recreational Vehicles and Fees (5)		\$370,834	\$449,989	\$79,155
Sports/Recreation/Exercise Equipment (6)		\$671,563	\$817,074	\$145,511
Photo Equipment and Supplies (7)		\$157,511	\$192,459	\$34,948
Reading (8)		\$285,143	\$348,105	\$62,962
Catered Affairs (9)		\$73,983	90,398	\$16,415
Food		\$24,796,608	\$30,321,423	\$5,524,815
Food at Home		\$14,137,097	\$17,296,842	\$3,159,745
Bakery and Cereal Products		\$1,854,610	\$2,268,916	\$414,306
Meats, Poultry, Fish, and Eggs		\$3,099,373	\$3,793,275	\$693,902
Dairy Products		\$1,442,139	\$1,764,072	\$321,933
Fruits and Vegetables		\$2,798,075	\$3,421,699	\$623,624
Snacks and Other Food at Home (10)		\$4,942,900	\$6,048,880	\$1,105,980
Food Away from Home		\$10,659,511	\$13,024,581	\$2,365,070
Alcoholic Beverages		\$1,665,971	\$2,033,372	\$367,401

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$55,198,823	\$67,236,188	\$12,037,365
Value of Retirement Plans	\$249,733,978	\$303,730,383	\$53,996,405
Value of Other Financial Assets	\$13,353,957	\$16,315,730	\$2,961,773
Vehicle Loan Amount excluding Interest	\$8,609,813	\$10,523,355	\$1,913,542
Value of Credit Card Debt	\$6,773,448	\$8,273,300	\$1,499,852
Health			
Nonprescription Drugs	\$382,239	\$467,934	\$85,695
Prescription Drugs	\$902,339	\$1,103,780	\$201,441
Eyeglasses and Contact Lenses	\$235,565	\$287,728	\$52,163
Home			
Mortgage Payment and Basics (11)	\$28,437,045	\$34,514,218	\$6,077,173
Maintenance and Remodeling Services	\$6,086,669	\$7,386,647	\$1,299,978
Maintenance and Remodeling Materials (12)	\$1,282,612	\$1,559,408	\$276,796
Utilities, Fuel, and Public Services	\$12,939,764	\$15,832,296	\$2,892,532
Household Furnishings and Equipment			
Household Textiles (13)	\$282,409	\$345,281	\$62,872
Furniture	\$1,784,423	\$2,178,588	\$394,165
Rugs	\$93,402	\$113,628	\$20,226
Major Appliances (14)	\$985,438	\$1,201,523	\$216,085
Housewares (15)	\$296,967	\$362,780	\$65,813
Small Appliances	\$134,357	\$164,513	\$30,156
Luggage	\$42,394	\$51,708	\$9,314
Telephones and Accessories	\$239,638	\$292,571	\$52,933
Household Operations			
Child Care	\$1,652,264	\$2,011,043	\$358,779
Lawn and Garden (16)	\$1,243,189	\$1,512,123	\$268,934
Moving/Storage/Freight Express	\$215,422	\$264,235	\$48,813
Housekeeping Supplies (17)	\$2,067,590	\$2,527,537	\$459,947
Insurance			
Owners and Renters Insurance	\$1,541,239	\$1,877,001	\$335,762
Vehicle Insurance	\$4,247,257	\$5,200,140	\$952,883
Life/Other Insurance	\$1,186,244	\$1,445,042	\$258,798
Health Insurance	\$10,364,845	\$12,665,502	\$2,300,657
Personal Care Products (18)	\$1,454,176	\$1,777,622	\$323,446
School Books and Supplies (19)	\$458,403	\$560,376	\$101,973
Smoking Products	\$939,102	\$1,155,996	\$216,894
Transportation			
Payments on Vehicles excluding Leases	\$7,339,928	\$8,967,117	\$1,627,189
Gasoline and Motor Oil	\$6,331,503	\$7,749,882	\$1,418,379
Vehicle Maintenance and Repairs	\$3,189,157	\$3,902,727	\$713,570
Travel			
Airline Fares	\$1,599,059	\$1,947,432	\$348,373
Lodging on Trips	\$1,719,883	\$2,093,788	\$373,905
Auto/Truck Rental on Trips	\$78,449	\$95,540	\$17,091
Food and Drink on Trips	\$1,539,681	\$1,876,902	\$337,221

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- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic 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 and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
In Style (5B)	14.1%	Population	46,130	48,276
Home Improvement (4B)	13.7%	Households	17,743	18,632
Top Tier (1A)	13.2%	Families	12,587	13,143
Boomburbs (1C)	12.8%	Median Age	39.1	39.9
Bright Young Professionals (8C)	12.1%	Median Household Income	\$97,046	\$107,576
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$55,617,189	\$65,589,648	\$9,972,459
Men's		\$10,644,810	\$12,554,977	\$1,910,167
Women's		\$18,753,478	\$22,131,596	\$3,378,118
Children's		\$8,562,938	\$10,078,707	\$1,515,769
Footwear		\$12,137,480	\$14,314,213	\$2,176,733
Watches & Jewelry		\$3,739,004	\$4,409,723	\$670,719
Apparel Products and Services (1)		\$1,779,480	\$2,100,431	\$320,951
Computer				
Computers and Hardware for Home Use		\$4,392,145	\$5,180,635	\$788,490
Portable Memory		\$118,802	\$140,129	\$21,327
Computer Software		\$263,462	\$310,888	\$47,426
Computer Accessories		\$513,126	\$605,127	\$92,001
Entertainment & Recreation		\$84,947,223	\$100,213,027	\$15,265,804
Fees and Admissions		\$20,015,835	\$23,608,527	\$3,592,692
Membership Fees for Clubs (2)		\$6,599,261	\$7,787,816	\$1,188,555
Fees for Participant Sports, excl. Trips		\$3,096,016	\$3,650,629	\$554,613
Tickets to Theatre/Operas/Concerts		\$2,037,325	\$2,406,356	\$369,031
Tickets to Movies		\$1,505,282	\$1,773,823	\$268,541
Tickets to Parks or Museums		\$839,088	\$989,586	\$150,498
Admission to Sporting Events, excl. Trips		\$1,749,368	\$2,063,791	\$314,423
Fees for Recreational Lessons		\$4,172,664	\$4,916,616	\$743,952
Dating Services		\$16,832	\$19,910	\$3,078
TV/Video/Audio		\$30,323,994	\$35,781,498	\$5,457,504
Cable and Satellite Television Services		\$21,362,413	\$25,215,755	\$3,853,342
Televisions		\$2,762,604	\$3,257,969	\$495,365
Satellite Dishes		\$41,049	\$48,361	\$7,312
VCRs, Video Cameras, and DVD Players		\$160,283	\$188,857	\$28,574
Miscellaneous Video Equipment		\$686,086	\$808,625	\$122,539
Video Cassettes and DVDs		\$299,337	\$352,871	\$53,534
Video Game Hardware/Accessories		\$702,853	\$828,300	\$125,447
Video Game Software		\$380,373	\$448,432	\$68,059
Rental/Streaming/Downloaded Video		\$1,238,987	\$1,460,381	\$221,394
Installation of Televisions		\$33,476	\$39,528	\$6,052
Audio (3)		\$2,582,732	\$3,045,333	\$462,601
Rental and Repair of TV/Radio/Sound Equipment		\$73,800	87,088	\$13,288
Pets		\$16,453,213	\$19,414,817	\$2,961,604
Toys/Games/Crafts/Hobbies (4)		\$3,111,861	\$3,667,102	\$555,241
Recreational Vehicles and Fees (5)		\$4,172,260	\$4,924,787	\$752,527
Sports/Recreation/Exercise Equipment (6)		\$5,962,649	\$7,024,172	\$1,061,523
Photo Equipment and Supplies (7)		\$1,413,998	\$1,667,197	\$253,199
Reading (8)		\$2,804,716	\$3,312,128	\$507,412
Catered Affairs (9)		\$688,696	812,799	\$124,103
Food		\$225,660,788	\$266,200,704	\$40,539,916
Food at Home		\$129,873,743	\$153,230,823	\$23,357,080
Bakery and Cereal Products		\$17,070,835	\$20,139,782	\$3,068,947
Meats, Poultry, Fish, and Eggs		\$28,383,387	\$33,490,593	\$5,107,206
Dairy Products		\$13,394,236	\$15,804,815	\$2,410,579
Fruits and Vegetables		\$25,821,664	\$30,467,962	\$4,646,298
Snacks and Other Food at Home (10)		\$45,203,621	\$53,327,671	\$8,124,050
Food Away from Home		\$95,787,046	\$112,969,881	\$17,182,835
Alcoholic Beverages		\$15,433,413	\$18,214,411	\$2,780,998

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$599,071,434	\$708,077,718	\$109,006,284
Value of Retirement Plans	\$2,654,487,319	\$3,134,706,163	\$480,218,844
Value of Other Financial Assets	\$145,343,284	\$172,024,875	\$26,681,591
Vehicle Loan Amount excluding Interest	\$74,607,138	\$87,895,804	\$13,288,666
Value of Credit Card Debt	\$63,554,871	\$74,966,528	\$11,411,657
Health			
Nonprescription Drugs	\$3,635,822	\$4,292,059	\$656,237
Prescription Drugs	\$8,995,947	\$10,623,384	\$1,627,437
Eyeglasses and Contact Lenses	\$2,322,624	\$2,741,154	\$418,530
Home			
Mortgage Payment and Basics (11)	\$281,683,494	\$332,133,808	\$50,450,314
Maintenance and Remodeling Services	\$60,749,074	\$71,653,540	\$10,904,466
Maintenance and Remodeling Materials (12)	\$13,017,745	\$15,350,051	\$2,332,306
Utilities, Fuel, and Public Services	\$120,870,269	\$142,593,800	\$21,723,531
Household Furnishings and Equipment			
Household Textiles (13)	\$2,599,331	\$3,066,074	\$466,743
Furniture	\$16,391,719	\$19,329,392	\$2,937,673
Rugs	\$911,905	\$1,075,441	\$163,536
Major Appliances (14)	\$9,362,917	\$11,038,811	\$1,675,894
Housewares (15)	\$2,786,224	\$3,287,332	\$501,108
Small Appliances	\$1,215,582	\$1,434,198	\$218,616
Luggage	\$382,487	\$451,086	\$68,599
Telephones and Accessories	\$2,105,733	\$2,482,515	\$376,782
Household Operations			
Child Care	\$14,256,525	\$16,786,349	\$2,529,824
Lawn and Garden (16)	\$12,501,089	\$14,754,391	\$2,253,302
Moving/Storage/Freight Express	\$1,792,931	\$2,115,414	\$322,483
Housekeeping Supplies (17)	\$19,093,449	\$22,525,423	\$3,431,974
Insurance			
Owners and Renters Insurance	\$15,192,281	\$17,918,053	\$2,725,772
Vehicle Insurance	\$38,653,740	\$45,591,410	\$6,937,670
Life/Other Insurance	\$12,062,023	\$14,234,853	\$2,172,830
Health Insurance	\$100,099,403	\$118,136,139	\$18,036,736
Personal Care Products (18)	\$13,079,220	\$15,425,975	\$2,346,755
School Books and Supplies (19)	\$4,073,216	\$4,802,846	\$729,630
Smoking Products	\$8,699,763	\$10,272,496	\$1,572,733
Transportation			
Payments on Vehicles excluding Leases	\$65,267,774	\$76,901,560	\$11,633,786
Gasoline and Motor Oil	\$56,901,320	\$67,096,088	\$10,194,768
Vehicle Maintenance and Repairs	\$29,914,137	\$35,314,192	\$5,400,055
Travel			
Airline Fares	\$15,074,037	\$17,787,463	\$2,713,426
Lodging on Trips	\$16,909,768	\$19,954,375	\$3,044,607
Auto/Truck Rental on Trips	\$736,187	\$868,544	\$132,357
Food and Drink on Trips	\$14,642,304	\$17,274,840	\$2,632,536

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- (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.
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December 31, 2019



Retail Demand Outlook

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Exurbanites (1E)	13.1%	Population	122,354	129,557
In Style (5B)	12.4%	Households	48,433	51,318
Bright Young Professionals (8C)	7.4%	Families	33,147	34,992
Professional Pride (1B)	6.9%	Median Age	41.2	42.1
Comfortable Empty Nesters (5A)	6.5%	Median Household Income	\$95,819	\$107,133
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$145,228,308	\$174,184,843	\$28,956,535
Men's		\$27,906,285	\$33,468,991	\$5,562,706
Women's		\$49,682,231	\$59,627,437	\$9,945,206
Children's		\$21,604,920	\$25,879,856	\$4,274,936
Footwear		\$31,618,258	\$37,900,953	\$6,282,695
Watches & Jewelry		\$9,717,330	\$11,662,214	\$1,944,884
Apparel Products and Services (1)		\$4,699,284	\$5,645,392	\$946,108
Computer				
Computers and Hardware for Home Use		\$11,533,285	\$13,831,554	\$2,298,269
Portable Memory		\$308,701	\$370,380	\$61,679
Computer Software		\$691,921	\$829,611	\$137,690
Computer Accessories		\$1,346,744	\$1,616,403	\$269,659
Entertainment & Recreation		\$224,583,260	\$269,560,711	\$44,977,451
Fees and Admissions		\$52,698,192	\$63,287,030	\$10,588,838
Membership Fees for Clubs (2)		\$17,533,608	\$21,063,035	\$3,529,427
Fees for Participant Sports, excl. Trips		\$8,078,028	\$9,701,552	\$1,623,524
Tickets to Theatre/Operas/Concerts		\$5,527,458	\$6,639,623	\$1,112,165
Tickets to Movies		\$3,840,723	\$4,603,029	\$762,306
Tickets to Parks or Museums		\$2,207,070	\$2,648,089	\$441,019
Admission to Sporting Events, excl. Trips		\$4,648,299	\$5,588,048	\$939,749
Fees for Recreational Lessons		\$10,816,771	\$12,988,309	\$2,171,538
Dating Services		\$46,236	\$55,344	\$9,108
TV/Video/Audio		\$80,414,824	\$96,457,061	\$16,042,237
Cable and Satellite Television Services		\$57,104,424	\$68,518,971	\$11,414,547
Televisions		\$7,215,768	\$8,650,398	\$1,434,630
Satellite Dishes		\$104,603	\$125,502	\$20,899
VCRs, Video Cameras, and DVD Players		\$408,287	\$489,218	\$80,931
Miscellaneous Video Equipment		\$1,788,966	\$2,146,247	\$357,281
Video Cassettes and DVDs		\$782,266	\$937,657	\$155,391
Video Game Hardware/Accessories		\$1,812,277	\$2,168,321	\$356,044
Video Game Software		\$989,722	\$1,184,175	\$194,453
Rental/Streaming/Downloaded Video		\$3,197,912	\$3,827,796	\$629,884
Installation of Televisions		\$88,261	\$106,221	\$17,960
Audio (3)		\$6,728,440	\$8,070,432	\$1,341,992
Rental and Repair of TV/Radio/Sound Equipment		\$193,900	232,123	\$38,223
Pets		\$43,857,123	\$52,649,416	\$8,792,293
Toys/Games/Crafts/Hobbies (4)		\$8,067,910	\$9,670,984	\$1,603,074
Recreational Vehicles and Fees (5)		\$11,234,874	\$13,516,332	\$2,281,458
Sports/Recreation/Exercise Equipment (6)		\$15,247,281	\$18,301,685	\$3,054,404
Photo Equipment and Supplies (7)		\$3,696,337	\$4,432,458	\$736,121
Reading (8)		\$7,534,101	\$9,048,649	\$1,514,548
Catered Affairs (9)		\$1,832,616	2,197,097	\$364,481
Food		\$593,491,626	\$711,876,537	\$118,384,911
Food at Home		\$342,981,271	\$411,382,226	\$68,400,955
Bakery and Cereal Products		\$45,083,217	\$54,074,382	\$8,991,165
Meats, Poultry, Fish, and Eggs		\$74,927,576	\$89,862,680	\$14,935,104
Dairy Products		\$35,480,635	\$42,560,154	\$7,079,519
Fruits and Vegetables		\$68,229,434	\$81,850,294	\$13,620,860
Snacks and Other Food at Home (10)		\$119,260,409	\$143,034,715	\$23,774,306
Food Away from Home		\$250,510,355	\$300,494,311	\$49,983,956
Alcoholic Beverages		\$40,869,575	\$49,050,778	\$8,181,203

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,647,556,742	\$1,981,999,223	\$334,442,481
Value of Retirement Plans	\$7,258,893,625	\$8,733,231,692	\$1,474,338,067
Value of Other Financial Assets	\$403,369,051	\$485,045,903	\$81,676,852
Vehicle Loan Amount excluding Interest	\$191,647,194	\$229,814,648	\$38,167,454
Value of Credit Card Debt	\$168,615,690	\$202,336,289	\$33,720,599
Health			
Nonprescription Drugs	\$9,711,704	\$11,657,267	\$1,945,563
Prescription Drugs	\$24,378,219	\$29,281,353	\$4,903,134
Eyeglasses and Contact Lenses	\$6,228,390	\$7,479,954	\$1,251,564
Home			
Mortgage Payment and Basics (11)	\$743,306,519	\$893,747,710	\$150,441,191
Maintenance and Remodeling Services	\$160,548,850	\$193,083,422	\$32,534,572
Maintenance and Remodeling Materials (12)	\$34,638,733	\$41,642,813	\$7,004,080
Utilities, Fuel, and Public Services	\$319,801,173	\$383,661,634	\$63,860,461
Household Furnishings and Equipment			
Household Textiles (13)	\$6,849,329	\$8,215,941	\$1,366,612
Furniture	\$42,920,159	\$51,493,869	\$8,573,710
Rugs	\$2,443,472	\$2,933,792	\$490,320
Major Appliances (14)	\$24,595,463	\$29,528,556	\$4,933,093
Housewares (15)	\$7,379,494	\$8,858,804	\$1,479,310
Small Appliances	\$3,205,399	\$3,842,550	\$637,151
Luggage	\$996,104	\$1,195,368	\$199,264
Telephones and Accessories	\$5,389,766	\$6,465,473	\$1,075,707
Household Operations			
Child Care	\$36,329,780	\$43,553,853	\$7,224,073
Lawn and Garden (16)	\$33,437,402	\$40,204,730	\$6,767,328
Moving/Storage/Freight Express	\$4,638,457	\$5,557,309	\$918,852
Housekeeping Supplies (17)	\$50,315,218	\$60,372,500	\$10,057,282
Insurance			
Owners and Renters Insurance	\$40,276,837	\$48,406,637	\$8,129,800
Vehicle Insurance	\$101,434,998	\$121,635,038	\$20,200,040
Life/Other Insurance	\$32,534,428	\$39,113,185	\$6,578,757
Health Insurance	\$267,320,239	\$320,947,753	\$53,627,514
Personal Care Products (18)	\$34,217,583	\$41,045,022	\$6,827,439
School Books and Supplies (19)	\$10,587,089	\$12,697,157	\$2,110,068
Smoking Products	\$23,539,219	\$28,189,210	\$4,649,991
Transportation			
Payments on Vehicles excluding Leases	\$168,777,305	\$202,403,016	\$33,625,711
Gasoline and Motor Oil	\$148,732,612	\$178,334,593	\$29,601,981
Vehicle Maintenance and Repairs	\$79,415,095	\$95,258,181	\$15,843,086
Travel			
Airline Fares	\$39,663,304	\$47,630,634	\$7,967,330
Lodging on Trips	\$45,035,288	\$54,120,688	\$9,085,400
Auto/Truck Rental on Trips	\$1,938,761	\$2,327,889	\$389,128
Food and Drink on Trips	\$38,699,288	\$46,473,585	\$7,774,297

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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 civic 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 and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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