



Retail Demand Outlook

Proposed Location
100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 1 mile radius

Sample Report
Latitude: 41.87998
Longitude: -87.63702

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Metro Renters (3B)	84.5%	Population	70,321	78,785
Laptops and Lattes (3A)	12.3%	Households	40,942	46,321
Golden Years (9B)	2.0%	Families	11,067	12,540
College Towns (14B)	1.2%	Median Age	33.4	34.1
	0.0%	Median Household Income	\$116,676	\$128,042
		2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$166,292,587	\$208,191,418	\$41,898,831
Men's		\$34,714,964	\$43,460,319	\$8,745,355
Women's		\$55,624,574	\$69,663,779	\$14,039,205
Children's		\$24,068,569	\$30,113,991	\$6,045,422
Footwear		\$37,663,598	\$47,119,332	\$9,455,734
Watches & Jewelry		\$9,753,899	\$12,227,236	\$2,473,337
Apparel Products and Services (1)		\$4,466,983	\$5,606,761	\$1,139,778
Computer				
Computers and Hardware for Home Use		\$12,768,529	\$15,991,200	\$3,222,671
Portable Memory		\$296,168	\$371,047	\$74,879
Computer Software		\$848,382	\$1,061,887	\$213,505
Computer Accessories		\$1,245,015	\$1,558,416	\$313,401
Entertainment & Recreation		\$219,725,159	\$275,199,378	\$55,474,219
Fees and Admissions		\$51,703,074	\$64,841,961	\$13,138,887
Membership Fees for Clubs (2)		\$18,039,014	\$22,619,036	\$4,580,022
Fees for Participant Sports, excl. Trips		\$6,369,671	\$7,977,689	\$1,608,018
Tickets to Theatre/Operas/Concerts		\$6,098,002	\$7,649,478	\$1,551,476
Tickets to Movies		\$4,510,425	\$5,644,970	\$1,134,545
Tickets to Parks or Museums		\$2,382,936	\$2,985,801	\$602,865
Admission to Sporting Events, excl. Trips		\$4,254,665	\$5,336,511	\$1,081,846
Fees for Recreational Lessons		\$9,971,211	\$12,531,810	\$2,560,599
Dating Services		\$77,150	\$96,665	\$19,515
TV/Video/Audio		\$79,194,055	\$99,082,028	\$19,887,973
Cable and Satellite Television Services		\$51,588,097	\$64,564,278	\$12,976,181
Televisions		\$8,035,578	\$10,049,624	\$2,014,046
Satellite Dishes		\$63,283	\$79,046	\$15,763
VCRs, Video Cameras, and DVD Players		\$375,833	\$469,762	\$93,929
Miscellaneous Video Equipment		\$1,699,030	\$2,125,843	\$426,813
Video Cassettes and DVDs		\$729,425	\$911,457	\$182,032
Video Game Hardware/Accessories		\$2,528,304	\$3,158,979	\$630,675
Video Game Software		\$1,466,525	\$1,831,737	\$365,212
Rental/Streaming/Downloaded Video		\$4,626,434	\$5,781,122	\$1,154,688
Installation of Televisions		\$54,810	\$68,803	\$13,993
Audio (3)		\$7,827,881	\$9,792,325	\$1,964,444
Rental and Repair of TV/Radio/Sound Equipment		\$198,855	\$249,052	\$50,197
Pets		\$43,033,437	\$53,876,041	\$10,842,604
Toys/Games/Crafts/Hobbies (4)		\$8,950,849	\$11,200,035	\$2,249,186
Recreational Vehicles and Fees (5)		\$7,630,170	\$9,616,887	\$1,986,717
Sports/Recreation/Exercise Equipment (6)		\$14,686,894	\$18,383,273	\$3,696,379
Photo Equipment and Supplies (7)		\$4,662,172	\$5,837,634	\$1,175,462
Reading (8)		\$7,148,996	\$8,953,670	\$1,804,674
Catered Affairs (9)		\$2,715,510	\$3,407,849	\$692,339
Food		\$672,103,507	\$841,319,701	\$169,216,194
Food at Home		\$379,796,846	\$475,403,027	\$95,606,181
Bakery and Cereal Products		\$48,206,652	\$60,347,051	\$12,140,399
Meats, Poultry, Fish, and Eggs		\$82,909,456	\$103,789,510	\$20,880,054
Dairy Products		\$38,674,896	\$48,418,679	\$9,743,783
Fruits and Vegetables		\$75,696,386	\$94,782,562	\$19,086,176
Snacks and Other Food at Home (10)		\$134,309,456	\$168,065,226	\$33,755,770
Food Away from Home		\$292,306,661	\$365,916,675	\$73,610,014
Alcoholic Beverages		\$50,542,155	\$63,317,720	\$12,775,565

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,341,964,515	\$1,680,226,657	\$338,262,142
Value of Retirement Plans	\$4,850,480,586	\$6,081,282,095	\$1,230,801,509
Value of Other Financial Assets	\$395,062,103	\$495,160,625	\$100,098,522
Vehicle Loan Amount excluding Interest	\$209,237,265	\$261,481,517	\$52,244,252
Value of Credit Card Debt	\$177,119,776	\$221,759,345	\$44,639,569
Health			
Nonprescription Drugs	\$9,596,521	\$12,003,281	\$2,406,760
Prescription Drugs	\$18,582,398	\$23,235,526	\$4,653,128
Eyeglasses and Contact Lenses	\$5,808,345	\$7,273,084	\$1,464,739
Home			
Mortgage Payment and Basics (11)	\$530,363,012	\$665,457,008	\$135,093,996
Maintenance and Remodeling Services	\$127,946,370	\$160,495,669	\$32,549,299
Maintenance and Remodeling Materials (12)	\$26,417,566	\$33,121,091	\$6,703,525
Utilities, Fuel, and Public Services	\$321,870,118	\$402,658,329	\$80,788,211
Household Furnishings and Equipment			
Household Textiles (13)	\$7,214,671	\$9,027,286	\$1,812,615
Furniture	\$46,320,573	\$57,983,974	\$11,663,401
Rugs	\$2,130,111	\$2,669,111	\$539,000
Major Appliances (14)	\$19,791,573	\$24,770,043	\$4,978,470
Housewares (15)	\$6,539,030	\$8,180,755	\$1,641,725
Small Appliances	\$3,739,722	\$4,678,385	\$938,663
Luggage	\$1,152,985	\$1,443,220	\$290,235
Telephones and Accessories	\$6,394,636	\$8,011,400	\$1,616,764
Household Operations			
Child Care	\$44,449,700	\$55,723,129	\$11,273,429
Lawn and Garden (16)	\$25,145,702	\$31,513,498	\$6,367,796
Moving/Storage/Freight Express	\$5,778,591	\$7,222,451	\$1,443,860
Housekeeping Supplies (17)	\$51,773,412	\$64,786,610	\$13,013,198
Insurance			
Owners and Renters Insurance	\$29,243,811	\$36,605,022	\$7,361,211
Vehicle Insurance	\$130,228,657	\$162,844,759	\$32,616,102
Life/Other Insurance	\$29,179,245	\$36,568,793	\$7,389,548
Health Insurance	\$232,879,898	\$291,437,420	\$58,557,522
Personal Care Products (18)	\$37,357,476	\$46,736,764	\$9,379,288
School Books and Supplies (19)	\$11,073,143	\$13,848,121	\$2,774,978
Smoking Products	\$29,845,357	\$37,301,452	\$7,456,095
Transportation			
Payments on Vehicles excluding Leases	\$171,632,799	\$214,550,387	\$42,917,588
Gasoline and Motor Oil	\$165,903,595	\$207,440,337	\$41,536,742
Vehicle Maintenance and Repairs	\$78,422,032	\$98,017,929	\$19,595,897
Travel			
Airline Fares	\$43,839,681	\$54,970,253	\$11,130,572
Lodging on Trips	\$41,547,875	\$52,093,844	\$10,545,969
Auto/Truck Rental on Trips	\$2,144,835	\$2,688,866	\$544,031
Food and Drink on Trips	\$39,051,165	\$48,927,229	\$9,876,064

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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 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	2020	2025
Metro Renters (3B)	46.6%	Population	379,284	396,579
Laptops and Lattes (3A)	19.6%	Households	199,327	210,183
Trendsetters (3C)	9.3%	Families	70,299	73,299
NeWest Residents (13C)	4.4%	Median Age	34.9	35.8
Downtown Melting Pot (8D)	3.2%	Median Household Income	\$93,053	\$103,871
		2020	2025	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$686,035,208	\$804,934,633	\$118,899,425
Men's		\$141,744,497	\$166,382,075	\$24,637,578
Women's		\$231,522,248	\$271,540,542	\$40,018,294
Children's		\$98,774,741	\$115,918,122	\$17,143,381
Footwear		\$155,063,815	\$181,939,099	\$26,875,284
Watches & Jewelry		\$39,364,920	\$46,239,629	\$6,874,709
Apparel Products and Services (1)		\$19,564,987	\$22,915,166	\$3,350,179
Computer				
Computers and Hardware for Home Use		\$52,601,172	\$61,729,951	\$9,128,779
Portable Memory		\$1,279,669	\$1,499,425	\$219,756
Computer Software		\$3,438,460	\$4,037,633	\$599,173
Computer Accessories		\$5,114,601	\$5,999,676	\$885,075
Entertainment & Recreation		\$921,603,630	\$1,080,516,464	\$158,912,834
Fees and Admissions		\$219,193,864	\$256,977,284	\$37,783,420
Membership Fees for Clubs (2)		\$75,318,729	\$88,344,492	\$13,025,763
Fees for Participant Sports, excl. Trips		\$26,470,702	\$31,039,085	\$4,568,383
Tickets to Theatre/Operas/Concerts		\$26,065,774	\$30,549,983	\$4,484,209
Tickets to Movies		\$18,618,918	\$21,849,250	\$3,230,332
Tickets to Parks or Museums		\$10,086,661	\$11,826,767	\$1,740,106
Admission to Sporting Events, excl. Trips		\$17,890,053	\$20,976,797	\$3,086,744
Fees for Recreational Lessons		\$44,415,171	\$52,006,538	\$7,591,367
Dating Services		\$327,855	\$384,372	\$56,517
TV/Video/Audio		\$329,258,135	\$386,072,547	\$56,814,412
Cable and Satellite Television Services		\$219,419,521	\$257,051,943	\$37,632,422
Televisions		\$32,292,523	\$37,913,801	\$5,621,278
Satellite Dishes		\$258,816	\$303,389	\$44,573
VCRs, Video Cameras, and DVD Players		\$1,504,729	\$1,766,939	\$262,210
Miscellaneous Video Equipment		\$6,805,327	\$7,990,354	\$1,185,027
Video Cassettes and DVDs		\$2,905,547	\$3,412,189	\$506,642
Video Game Hardware/Accessories		\$9,879,617	\$11,615,643	\$1,736,026
Video Game Software		\$5,666,007	\$6,664,133	\$998,126
Rental/Streaming/Downloaded Video		\$17,974,143	\$21,135,058	\$3,160,915
Installation of Televisions		\$242,706	\$283,832	\$41,126
Audio (3)		\$31,478,843	\$36,960,796	\$5,481,953
Rental and Repair of TV/Radio/Sound Equipment		\$830,357	\$974,472	\$144,115
Pets		\$179,964,206	\$210,997,591	\$31,033,385
Toys/Games/Crafts/Hobbies (4)		\$36,581,025	\$42,930,850	\$6,349,825
Recreational Vehicles and Fees (5)		\$37,204,513	\$43,409,261	\$6,204,748
Sports/Recreation/Exercise Equipment (6)		\$59,486,317	\$69,833,789	\$10,347,472
Photo Equipment and Supplies (7)		\$18,350,869	\$21,570,741	\$3,219,872
Reading (8)		\$30,323,506	\$35,531,888	\$5,208,382
Catered Affairs (9)		\$11,241,195	\$13,192,514	\$1,951,319
Food		\$2,800,494,749	\$3,284,534,416	\$484,039,667
Food at Home		\$1,599,094,857	\$1,874,660,785	\$275,565,928
Bakery and Cereal Products		\$204,411,552	\$239,571,464	\$35,159,912
Meats, Poultry, Fish, and Eggs		\$351,630,934	\$412,127,918	\$60,496,984
Dairy Products		\$163,494,579	\$191,641,120	\$28,146,541
Fruits and Vegetables		\$320,657,968	\$375,865,315	\$55,207,347
Snacks and Other Food at Home (10)		\$558,899,823	\$655,454,968	\$96,555,145
Food Away from Home		\$1,201,399,892	\$1,409,873,631	\$208,473,739
Alcoholic Beverages		\$206,513,535	\$242,424,958	\$35,911,423

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$5,649,785,951	\$6,616,787,747	\$967,001,796
Value of Retirement Plans	\$21,349,869,939	\$24,972,159,247	\$3,622,289,308
Value of Other Financial Assets	\$1,772,733,234	\$2,070,810,547	\$298,077,313
Vehicle Loan Amount excluding Interest	\$818,158,100	\$961,413,857	\$143,255,757
Value of Credit Card Debt	\$744,617,346	\$872,928,018	\$128,310,672
Health			
Nonprescription Drugs	\$39,789,547	\$46,650,674	\$6,861,127
Prescription Drugs	\$79,064,492	\$92,562,455	\$13,497,963
Eyeglasses and Contact Lenses	\$24,588,523	\$28,811,402	\$4,222,879
Home			
Mortgage Payment and Basics (11)	\$2,351,422,437	\$2,750,365,660	\$398,943,223
Maintenance and Remodeling Services	\$568,758,005	\$665,155,700	\$96,397,695
Maintenance and Remodeling Materials (12)	\$116,842,315	\$136,663,707	\$19,821,392
Utilities, Fuel, and Public Services	\$1,346,804,495	\$1,578,843,690	\$232,039,195
Household Furnishings and Equipment			
Household Textiles (13)	\$29,859,798	\$35,021,858	\$5,162,060
Furniture	\$189,651,671	\$222,529,936	\$32,878,265
Rugs	\$8,958,154	\$10,497,014	\$1,538,860
Major Appliances (14)	\$84,244,478	\$98,670,732	\$14,426,254
Housewares (15)	\$26,710,238	\$31,334,659	\$4,624,421
Small Appliances	\$15,372,272	\$18,037,290	\$2,665,018
Luggage	\$4,695,684	\$5,511,626	\$815,942
Telephones and Accessories	\$27,149,703	\$31,814,614	\$4,664,911
Household Operations			
Child Care	\$176,460,852	\$207,393,153	\$30,932,301
Lawn and Garden (16)	\$109,538,288	\$128,179,009	\$18,640,721
Moving/Storage/Freight Express	\$22,557,057	\$26,522,783	\$3,965,726
Housekeeping Supplies (17)	\$217,276,872	\$254,687,449	\$37,410,577
Insurance			
Owners and Renters Insurance	\$125,381,000	\$146,747,110	\$21,366,110
Vehicle Insurance	\$530,787,519	\$622,901,363	\$92,113,844
Life/Other Insurance	\$127,476,587	\$149,166,129	\$21,689,542
Health Insurance	\$972,972,760	\$1,140,429,517	\$167,456,757
Personal Care Products (18)	\$153,029,051	\$179,569,846	\$26,540,795
School Books and Supplies (19)	\$45,273,358	\$53,140,251	\$7,866,893
Smoking Products	\$120,910,700	\$141,921,767	\$21,011,067
Transportation			
Payments on Vehicles excluding Leases	\$682,409,632	\$801,357,054	\$118,947,422
Gasoline and Motor Oil	\$677,611,879	\$795,153,981	\$117,542,102
Vehicle Maintenance and Repairs	\$318,758,127	\$373,947,050	\$55,188,923
Travel			
Airline Fares	\$185,942,310	\$217,976,878	\$32,034,568
Lodging on Trips	\$177,078,360	\$207,482,736	\$30,404,376
Auto/Truck Rental on Trips	\$9,051,306	\$10,613,174	\$1,561,868
Food and Drink on Trips	\$163,800,909	\$192,045,619	\$28,244,710

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Retail Demand Outlook

Proposed Location
100 S Wacker Dr, Chicago, Illinois, 60606
Ring: 5 mile radius

Sample Report
Latitude: 41.87998
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Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Metro Renters (3B)	36.9%	Population	855,355	872,967
Laptops and Lattes (3A)	16.0%	Households	392,135	403,457
Trendsetters (3C)	8.6%	Families	161,468	164,384
International Marketplace (13A)	5.9%	Median Age	33.6	34.5
City Commons (11E)	5.4%	Median Household Income	\$75,745	\$84,538
		2020	2025	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$1,171,874,172	\$1,345,022,018	\$173,147,846
Men's		\$240,418,465	\$276,064,112	\$35,645,647
Women's		\$394,958,258	\$453,238,724	\$58,280,466
Children's		\$169,932,325	\$195,019,174	\$25,086,849
Footwear		\$267,712,685	\$307,178,043	\$39,465,358
Watches & Jewelry		\$65,364,837	\$75,125,338	\$9,760,501
Apparel Products and Services (1)		\$33,487,602	\$38,396,626	\$4,909,024
Computer				
Computers and Hardware for Home Use		\$89,135,126	\$102,342,039	\$13,206,913
Portable Memory		\$2,206,473	\$2,530,164	\$323,691
Computer Software		\$5,819,259	\$6,684,113	\$864,854
Computer Accessories		\$8,629,468	\$9,906,531	\$1,277,063
Entertainment & Recreation		\$1,573,610,749	\$1,805,396,409	\$231,785,660
Fees and Admissions		\$371,419,789	\$426,205,570	\$54,785,781
Membership Fees for Clubs (2)		\$126,532,963	\$145,271,524	\$18,738,561
Fees for Participant Sports, excl. Trips		\$44,849,849	\$51,470,707	\$6,620,858
Tickets to Theatre/Operas/Concerts		\$44,114,678	\$50,616,525	\$6,501,847
Tickets to Movies		\$31,710,173	\$36,403,193	\$4,693,020
Tickets to Parks or Museums		\$17,407,337	\$19,967,042	\$2,559,705
Admission to Sporting Events, excl. Trips		\$30,356,840	\$34,833,220	\$4,476,380
Fees for Recreational Lessons		\$75,878,039	\$86,989,775	\$11,111,736
Dating Services		\$569,909	\$653,583	\$83,674
TV/Video/Audio		\$567,675,960	\$651,158,560	\$83,482,600
Cable and Satellite Television Services		\$381,675,028	\$437,489,814	\$55,814,786
Televisions		\$54,791,842	\$62,919,513	\$8,127,671
Satellite Dishes		\$435,494	\$499,757	\$64,263
VCRs, Video Cameras, and DVD Players		\$2,576,376	\$2,958,216	\$381,840
Miscellaneous Video Equipment		\$11,596,498	\$13,314,867	\$1,718,369
Video Cassettes and DVDs		\$4,975,496	\$5,713,201	\$737,705
Video Game Hardware/Accessories		\$16,821,742	\$19,331,229	\$2,509,487
Video Game Software		\$9,609,502	\$11,046,812	\$1,437,310
Rental/Streaming/Downloaded Video		\$30,235,938	\$34,762,226	\$4,526,288
Installation of Televisions		\$396,338	\$454,584	\$58,246
Audio (3)		\$53,119,516	\$61,013,676	\$7,894,160
Rental and Repair of TV/Radio/Sound Equipment		\$1,442,190	\$1,654,665	\$212,475
Pets		\$307,520,528	\$352,819,643	\$45,299,115
Toys/Games/Crafts/Hobbies (4)		\$62,627,756	\$71,885,479	\$9,257,723
Recreational Vehicles and Fees (5)		\$63,682,114	\$72,859,997	\$9,177,883
Sports/Recreation/Exercise Equipment (6)		\$99,730,664	\$114,557,220	\$14,826,556
Photo Equipment and Supplies (7)		\$30,557,048	\$35,132,212	\$4,575,164
Reading (8)		\$51,669,225	\$59,266,345	\$7,597,120
Catered Affairs (9)		\$18,727,665	\$21,511,384	\$2,783,719
Food		\$4,812,299,911	\$5,521,396,066	\$709,096,155
Food at Home		\$2,763,757,008	\$3,169,756,832	\$405,999,824
Bakery and Cereal Products		\$353,939,327	\$405,852,886	\$51,913,559
Meats, Poultry, Fish, and Eggs		\$610,837,102	\$700,379,822	\$89,542,720
Dairy Products		\$282,090,106	\$323,522,265	\$41,432,159
Fruits and Vegetables		\$553,552,843	\$634,849,764	\$81,296,921
Snacks and Other Food at Home (10)		\$963,337,630	\$1,105,152,095	\$141,814,465
Food Away from Home		\$2,048,542,902	\$2,351,639,234	\$303,096,332
Alcoholic Beverages		\$347,005,516	\$398,585,222	\$51,579,706

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	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$9,495,749,827	\$10,892,188,416	\$1,396,438,589
Value of Retirement Plans	\$36,594,108,809	\$41,924,012,867	\$5,329,904,058
Value of Other Financial Assets	\$3,139,597,903	\$3,591,161,516	\$451,563,613
Vehicle Loan Amount excluding Interest	\$1,383,977,194	\$1,590,195,619	\$206,218,425
Value of Credit Card Debt	\$1,283,275,573	\$1,471,910,929	\$188,635,356
Health			
Nonprescription Drugs	\$68,475,160	\$78,545,121	\$10,069,961
Prescription Drugs	\$137,093,133	\$157,091,640	\$19,998,507
Eyeglasses and Contact Lenses	\$42,211,752	\$48,405,292	\$6,193,540
Home			
Mortgage Payment and Basics (11)	\$4,065,844,675	\$4,656,821,184	\$590,976,509
Maintenance and Remodeling Services	\$975,724,685	\$1,117,742,685	\$142,018,000
Maintenance and Remodeling Materials (12)	\$201,816,565	\$231,172,856	\$29,356,291
Utilities, Fuel, and Public Services	\$2,338,300,503	\$2,681,314,035	\$343,013,532
Household Furnishings and Equipment			
Household Textiles (13)	\$51,327,822	\$58,890,043	\$7,562,221
Furniture	\$322,186,131	\$369,843,908	\$47,657,777
Rugs	\$15,093,911	\$17,316,993	\$2,223,082
Major Appliances (14)	\$145,572,701	\$166,861,071	\$21,288,370
Housewares (15)	\$45,162,381	\$51,845,564	\$6,683,183
Small Appliances	\$26,437,460	\$30,339,696	\$3,902,236
Luggage	\$7,957,466	\$9,137,475	\$1,180,009
Telephones and Accessories	\$46,016,742	\$52,789,697	\$6,772,955
Household Operations			
Child Care	\$294,118,590	\$338,101,765	\$43,983,175
Lawn and Garden (16)	\$188,003,244	\$215,430,858	\$27,427,614
Moving/Storage/Freight Express	\$37,922,853	\$43,603,434	\$5,680,581
Housekeeping Supplies (17)	\$374,524,779	\$429,532,727	\$55,007,948
Insurance			
Owners and Renters Insurance	\$216,742,937	\$248,327,367	\$31,584,430
Vehicle Insurance	\$912,013,573	\$1,046,727,679	\$134,714,106
Life/Other Insurance	\$220,808,787	\$252,953,223	\$32,144,436
Health Insurance	\$1,671,181,800	\$1,916,735,135	\$245,553,335
Personal Care Products (18)	\$262,327,706	\$301,080,736	\$38,753,030
School Books and Supplies (19)	\$77,675,159	\$89,162,934	\$11,487,775
Smoking Products	\$209,786,616	\$240,736,185	\$30,949,569
Transportation			
Payments on Vehicles excluding Leases	\$1,162,286,443	\$1,334,700,395	\$172,413,952
Gasoline and Motor Oil	\$1,170,897,639	\$1,343,581,231	\$172,683,592
Vehicle Maintenance and Repairs	\$544,642,674	\$625,072,542	\$80,429,868
Travel			
Airline Fares	\$315,384,883	\$361,890,306	\$46,505,423
Lodging on Trips	\$300,189,553	\$344,352,104	\$44,162,551
Auto/Truck Rental on Trips	\$15,275,936	\$17,533,897	\$2,257,961
Food and Drink on Trips	\$278,182,322	\$319,208,030	\$41,025,708

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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.
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