

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Small Town Simplicity (12C)	27.4%	Population	19,045	19,271
Heartland Communities (6F)	18.5%	Households	7,273	7,349
Salt of the Earth (6B)	15.1%	Families	4,959	4,987
Diners & Miners (10C)	9.0%	Median Age	40.3	41.4
Southern Satellites (10A)	8.0%	Median Household Income	\$41,922	\$48,513
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		66	\$1,415.58	\$10,295,478
Men's		67	\$276.17	\$2,008,569
Women's		63	\$456.74	\$3,321,902
Children's		72	\$230.81	\$1,678,646
Footwear		67	\$322.62	\$2,346,389
Watches & Jewelry		66	\$91.80	\$667,626
Apparel Products and Services (1)		56	\$37.45	\$272,348
Computer				
Computers and Hardware for Home Use		58	\$96.70	\$703,287
Portable Memory		60	\$2.66	\$19,376
Computer Software		56	\$5.72	\$41,593
Computer Accessories		63	\$11.93	\$86,754
Entertainment & Recreation		73	\$2,386.32	\$17,355,738
Fees and Admissions		53	\$377.44	\$2,745,129
Membership Fees for Clubs (2)		52	\$123.85	\$900,750
Fees for Participant Sports, excl. Trips		56	\$59.57	\$433,243
Tickets to Theatre/Operas/Concerts		50	\$37.73	\$274,390
Tickets to Movies		52	\$28.74	\$209,035
Tickets to Parks or Museums		59	\$18.99	\$138,085
Admission to Sporting Events, excl. Trips		63	\$39.56	\$287,737
Fees for Recreational Lessons		48	\$68.60	\$498,902
Dating Services		59	\$0.41	\$2,986
TV/Video/Audio		78	\$958.41	\$6,970,540
Cable and Satellite Television Services		82	\$722.43	\$5,254,221
Televisions		72	\$78.34	\$569,764
Satellite Dishes		73	\$1.15	\$8,386
VCRs, Video Cameras, and DVD Players		66	\$3.79	\$27,547
Miscellaneous Video Equipment		69	\$17.67	\$128,536
Video Cassettes and DVDs		73	\$8.41	\$61,189
Video Game Hardware/Accessories		69	\$19.32	\$140,521
Video Game Software		66	\$10.00	\$72,726
Rental/Streaming/Downloaded Video		61	\$28.58	\$207,832
Installation of Televisions		58	\$0.66	\$4,776
Audio (3)		67	\$65.57	\$476,885
Rental and Repair of TV/Radio/Sound Equipment		79	\$2.50	\$18,157
Pets		90	\$592.70	\$4,310,684
Toys/Games/Crafts/Hobbies (4)		69	\$81.85	\$595,295
Recreational Vehicles and Fees (5)		79	\$126.81	\$922,294
Sports/Recreation/Exercise Equipment (6)		64	\$133.47	\$970,735
Photo Equipment and Supplies (7)		62	\$32.09	\$233,390
Reading (8)		66	\$70.69	\$514,109
Catered Affairs (9)		48	\$12.86	\$93,562
Food		71	\$6,271.28	\$45,611,048
Food at Home		73	\$3,799.40	\$27,633,004
Bakery and Cereal Products		74	\$500.30	\$3,638,678
Meats, Poultry, Fish, and Eggs		73	\$830.89	\$6,043,098
Dairy Products		75	\$404.04	\$2,938,583
Fruits and Vegetables		68	\$695.78	\$5,060,413
Snacks and Other Food at Home (10)		76	\$1,368.38	\$9,952,232
Food Away from Home		67	\$2,471.89	\$17,978,044
Alcoholic Beverages		57	\$327.37	\$2,380,936

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

Cushing, Oklahoma
Ring: 10 mile radius

Provided by OK SBDC using ESRI

Latitude: 35.98508
Longitude: -96.76850

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	59	\$12,710.35	\$92,442,389
Value of Retirement Plans	63	\$60,016.97	\$436,503,402
Value of Other Financial Assets	62	\$3,497.82	\$25,439,620
Vehicle Loan Amount excluding Interest	82	\$2,335.03	\$16,982,706
Value of Credit Card Debt	67	\$1,643.97	\$11,956,558
Health			
Nonprescription Drugs	81	\$116.25	\$845,462
Prescription Drugs	89	\$326.24	\$2,372,768
Eyeglasses and Contact Lenses	80	\$72.26	\$525,575
Home			
Mortgage Payment and Basics (11)	65	\$6,582.93	\$47,877,656
Maintenance and Remodeling Services	64	\$1,355.84	\$9,861,027
Maintenance and Remodeling Materials (12)	85	\$416.53	\$3,029,399
Utilities, Fuel, and Public Services	78	\$3,814.21	\$27,740,726
Household Furnishings and Equipment			
Household Textiles (13)	68	\$68.60	\$498,917
Furniture	65	\$396.03	\$2,880,292
Rugs	67	\$21.75	\$158,192
Major Appliances (14)	76	\$269.46	\$1,959,811
Housewares (15)	73	\$77.61	\$564,477
Small Appliances	71	\$34.45	\$250,527
Luggage	55	\$7.62	\$55,399
Telephones and Accessories	59	\$44.70	\$325,075
Household Operations			
Child Care	59	\$302.49	\$2,199,999
Lawn and Garden (16)	79	\$371.21	\$2,699,818
Moving/Storage/Freight Express	52	\$34.38	\$250,082
Housekeeping Supplies (17)	77	\$575.58	\$4,186,193
Insurance			
Owners and Renters Insurance	84	\$488.68	\$3,554,183
Vehicle Insurance	77	\$1,198.38	\$8,715,854
Life/Other Insurance	78	\$360.50	\$2,621,920
Health Insurance	78	\$3,062.22	\$22,271,494
Personal Care Products (18)	68	\$338.94	\$2,465,089
School Books and Supplies (19)	66	\$102.94	\$748,678
Smoking Products	101	\$408.36	\$2,969,983
Transportation			
Payments on Vehicles excluding Leases	85	\$2,158.91	\$15,701,778
Gasoline and Motor Oil	79	\$1,812.20	\$13,180,098
Vehicle Maintenance and Repairs	72	\$826.21	\$6,009,003
Travel			
Airline Fares	53	\$289.57	\$2,106,044
Lodging on Trips	65	\$405.08	\$2,946,173
Auto/Truck Rental on Trips	55	\$14.51	\$105,513
Food and Drink on Trips	63	\$337.67	\$2,455,879

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and 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.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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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Summary Demographics

2019 Population	19,045
2019 Households	7,273
2019 Median Disposable Income	\$36,628
2019 Per Capita Income	\$22,375

2017 Industry Summary

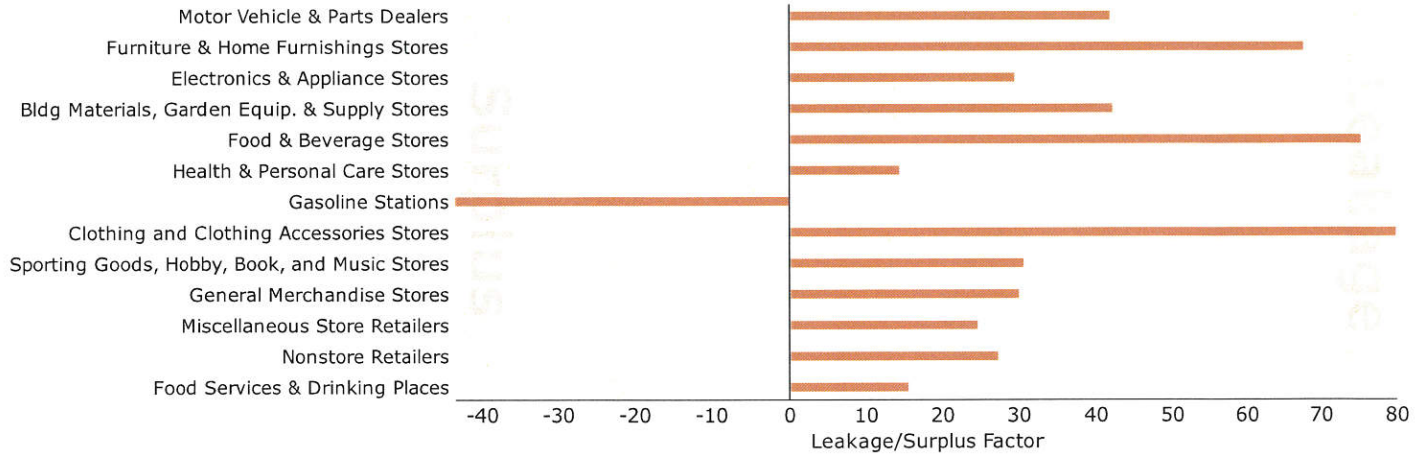
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$232,267,929	\$161,619,436	\$70,648,493	17.9	143
Total Retail Trade	44-45	\$212,290,191	\$147,106,443	\$65,183,748	18.1	111
Total Food & Drink	722	\$19,977,738	\$14,512,993	\$5,464,745	15.8	31

2017 Industry Group

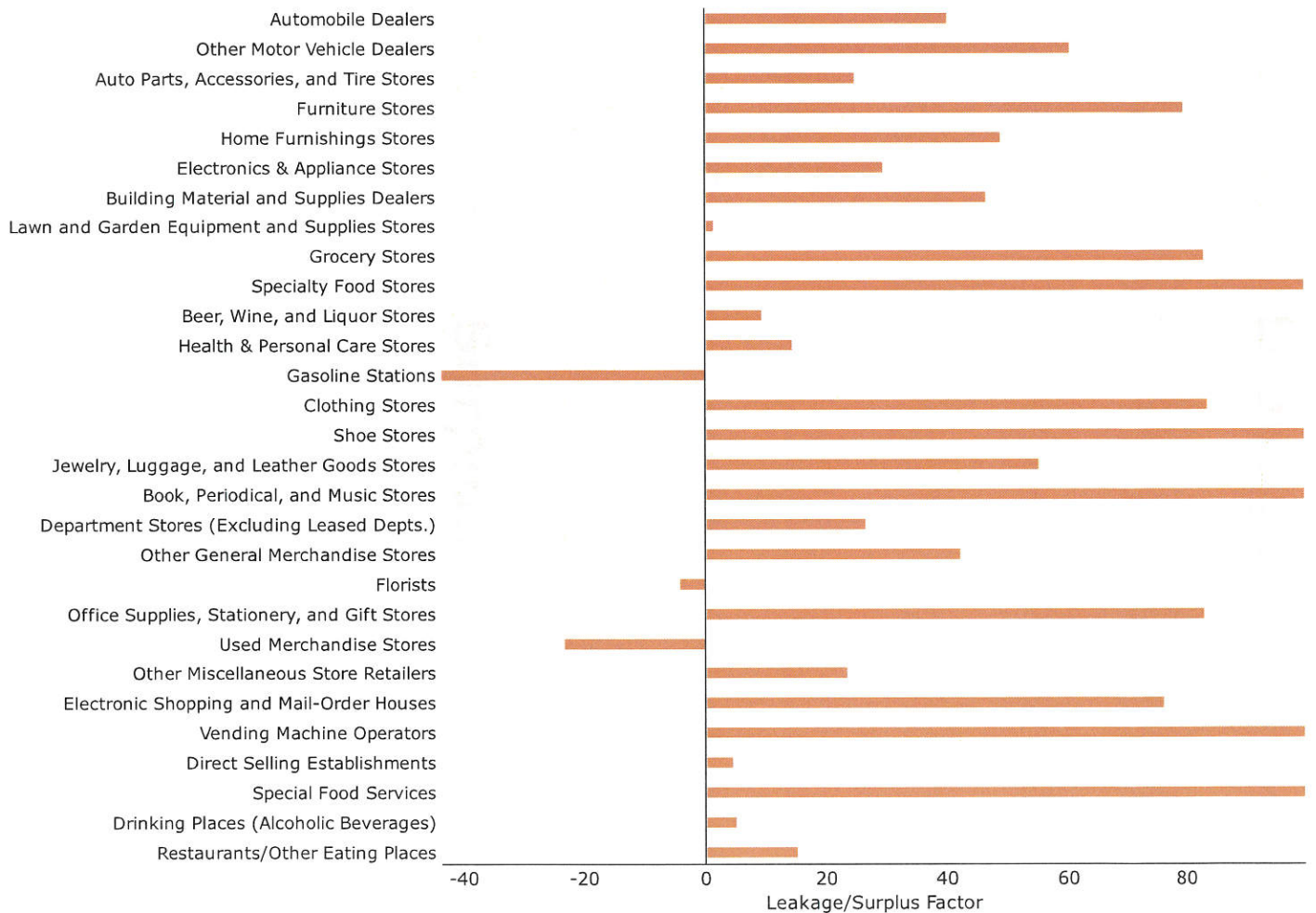
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$51,199,845	\$20,876,411	\$30,323,434	42.1	23
Automobile Dealers	4411	\$38,163,474	\$16,235,426	\$21,928,048	40.3	13
Other Motor Vehicle Dealers	4412	\$8,958,095	\$2,196,180	\$6,761,915	60.6	2
Auto Parts, Accessories & Tire Stores	4413	\$4,078,276	\$2,444,804	\$1,633,472	25.0	8
Furniture & Home Furnishings Stores	442	\$5,366,716	\$1,029,559	\$4,337,157	67.8	3
Furniture Stores	4421	\$3,489,820	\$391,338	\$3,098,482	79.8	1
Home Furnishings Stores	4422	\$1,876,896	\$638,221	\$1,238,675	49.2	2
Electronics & Appliance Stores	443	\$5,895,368	\$3,193,532	\$2,701,836	29.7	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,834,524	\$5,995,722	\$8,838,802	42.4	12
Bldg Material & Supplies Dealers	4441	\$13,845,684	\$5,036,672	\$8,809,012	46.7	9
Lawn & Garden Equip & Supply Stores	4442	\$988,840	\$959,050	\$29,790	1.5	2
Food & Beverage Stores	445	\$32,268,027	\$4,530,981	\$27,737,046	75.4	4
Grocery Stores	4451	\$29,106,025	\$2,662,122	\$26,443,903	83.2	1
Specialty Food Stores	4452	\$895,991	\$0	\$895,991	100.0	0
Beer, Wine & Liquor Stores	4453	\$2,266,010	\$1,868,859	\$397,151	9.6	3
Health & Personal Care Stores	446,4461	\$12,638,455	\$9,426,545	\$3,211,910	14.6	10
Gasoline Stations	447,4471	\$27,741,983	\$70,878,428	-\$43,136,445	-43.7	20
Clothing & Clothing Accessories Stores	448	\$6,756,340	\$750,274	\$6,006,066	80.0	4
Clothing Stores	4481	\$4,592,368	\$403,567	\$4,188,801	83.8	2
Shoe Stores	4482	\$958,774	\$0	\$958,774	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,205,198	\$346,707	\$858,491	55.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$6,685,592	\$3,529,076	\$3,156,516	30.9	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,804,476	\$3,529,076	\$2,275,400	24.4	5
Book, Periodical & Music Stores	4512	\$881,115	\$0	\$881,115	100.0	0
General Merchandise Stores	452	\$37,858,604	\$20,297,467	\$17,561,137	30.2	9
Department Stores Excluding Leased Depts.	4521	\$28,838,439	\$16,660,576	\$12,177,863	26.8	2
Other General Merchandise Stores	4529	\$9,020,165	\$3,636,891	\$5,383,274	42.5	7
Miscellaneous Store Retailers	453	\$9,385,622	\$5,655,315	\$3,730,307	24.8	18
Florists	4531	\$485,580	\$528,370	-\$42,790	-4.2	4
Office Supplies, Stationery & Gift Stores	4532	\$1,771,887	\$163,829	\$1,608,058	83.1	2
Used Merchandise Stores	4533	\$577,819	\$928,779	-\$350,960	-23.3	5
Other Miscellaneous Store Retailers	4539	\$6,550,336	\$4,034,337	\$2,515,999	23.8	7
Nonstore Retailers	454	\$1,659,116	\$943,131	\$715,985	27.5	1
Electronic Shopping & Mail-Order Houses	4541	\$400,686	\$54,105	\$346,581	76.2	1
Vending Machine Operators	4542	\$282,369	\$0	\$282,369	100.0	0
Direct Selling Establishments	4543	\$976,061	\$889,026	\$87,035	4.7	1
Food Services & Drinking Places	722	\$19,977,738	\$14,512,993	\$5,464,745	15.8	31
Special Food Services	7223	\$309,978	\$0	\$309,978	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$401,175	\$361,408	\$39,767	5.2	3
Restaurants/Other Eating Places	7225	\$19,266,585	\$14,151,585	\$5,115,000	15.3	28

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Small Town Simplicity (12C)	27.4%	Population	19,045	19,271
Heartland Communities (6F)	18.5%	Households	7,273	7,349
Salt of the Earth (6B)	15.1%	Families	4,959	4,987
Diners & Miners (10C)	9.0%	Median Age	40.3	41.4
Southern Satellites (10A)	8.0%	Median Household Income	\$41,922	\$48,513
		2019	2024	Projected
Apparel and Services		Consumer Spending	Forecasted Demand	Spending Growth
		\$10,295,478	\$12,171,377	\$1,875,899
Men's		\$2,008,569	\$2,374,242	\$365,673
Women's		\$3,321,902	\$3,928,518	\$606,616
Children's		\$1,678,646	\$1,984,355	\$305,709
Footwear		\$2,346,389	\$2,772,325	\$425,936
Watches & Jewelry		\$667,626	\$789,693	\$122,067
Apparel Products and Services (1)		\$272,348	\$322,244	\$49,896
Computer				
Computers and Hardware for Home Use		\$703,287	\$831,652	\$128,365
Portable Memory		\$19,376	\$22,914	\$3,538
Computer Software		\$41,593	\$49,153	\$7,560
Computer Accessories		\$86,754	\$102,609	\$15,855
Entertainment & Recreation		\$17,355,738	\$20,524,203	\$3,168,465
Fees and Admissions		\$2,745,129	\$3,249,357	\$504,228
Membership Fees for Clubs (2)		\$900,750	\$1,066,273	\$165,523
Fees for Participant Sports, excl. Trips		\$433,243	\$512,959	\$79,716
Tickets to Theatre/Operas/Concerts		\$274,390	\$324,651	\$50,261
Tickets to Movies		\$209,035	\$247,126	\$38,091
Tickets to Parks or Museums		\$138,085	\$163,435	\$25,350
Admission to Sporting Events, excl. Trips		\$287,737	\$340,682	\$52,945
Fees for Recreational Lessons		\$498,902	\$590,704	\$91,802
Dating Services		\$2,986	\$3,527	\$541
TV/Video/Audio		\$6,970,540	\$8,239,445	\$1,268,905
Cable and Satellite Television Services		\$5,254,221	\$6,210,420	\$956,199
Televisions		\$569,764	\$673,412	\$103,648
Satellite Dishes		\$8,386	\$9,922	\$1,536
VCRs, Video Cameras, and DVD Players		\$27,547	\$32,559	\$5,012
Miscellaneous Video Equipment		\$128,536	\$152,184	\$23,648
Video Cassettes and DVDs		\$61,189	\$72,354	\$11,165
Video Game Hardware/Accessories		\$140,521	\$165,927	\$25,406
Video Game Software		\$72,726	\$85,954	\$13,228
Rental/Streaming/Downloaded Video		\$207,832	\$245,660	\$37,828
Installation of Televisions		\$4,776	\$5,655	\$879
Audio (3)		\$476,885	\$563,939	\$87,054
Rental and Repair of TV/Radio/Sound Equipment		\$18,157	\$21,460	\$3,303
Pets		\$4,310,684	\$5,095,675	\$784,991
Toys/Games/Crafts/Hobbies (4)		\$595,295	\$703,879	\$108,584
Recreational Vehicles and Fees (5)		\$922,294	\$1,091,744	\$169,450
Sports/Recreation/Exercise Equipment (6)		\$970,735	\$1,149,063	\$178,328
Photo Equipment and Supplies (7)		\$233,390	\$276,147	\$42,757
Reading (8)		\$514,109	\$608,206	\$94,097
Catered Affairs (9)		\$93,562	\$110,688	\$17,126
Food		\$45,611,048	\$53,929,811	\$8,318,763
Food at Home		\$27,633,004	\$32,668,947	\$5,035,943
Bakery and Cereal Products		\$3,638,678	\$4,301,857	\$663,179
Meats, Poultry, Fish, and Eggs		\$6,043,098	\$7,143,471	\$1,100,373
Dairy Products		\$2,938,583	\$3,474,450	\$535,867
Fruits and Vegetables		\$5,060,413	\$5,984,145	\$923,732
Snacks and Other Food at Home (10)		\$9,952,232	\$11,765,025	\$1,812,793
Food Away from Home		\$17,978,044	\$21,260,864	\$3,282,820
Alcoholic Beverages		\$2,380,936	\$2,816,521	\$435,585

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.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$92,442,389	\$109,458,507	\$17,016,118
Value of Retirement Plans	\$436,503,402	\$516,920,120	\$80,416,718
Value of Other Financial Assets	\$25,439,620	\$30,081,740	\$4,642,120
Vehicle Loan Amount excluding Interest	\$16,982,706	\$20,074,996	\$3,092,290
Value of Credit Card Debt	\$11,956,558	\$14,141,033	\$2,184,475
Health			
Nonprescription Drugs	\$845,462	\$999,756	\$154,294
Prescription Drugs	\$2,372,768	\$2,806,201	\$433,433
Eyeglasses and Contact Lenses	\$525,575	\$621,943	\$96,368
Home			
Mortgage Payment and Basics (11)	\$47,877,656	\$56,705,107	\$8,827,451
Maintenance and Remodeling Services	\$9,861,027	\$11,677,565	\$1,816,538
Maintenance and Remodeling Materials (12)	\$3,029,399	\$3,586,297	\$556,898
Utilities, Fuel, and Public Services	\$27,740,726	\$32,793,793	\$5,053,067
Household Furnishings and Equipment			
Household Textiles (13)	\$498,917	\$590,081	\$91,164
Furniture	\$2,880,292	\$3,406,517	\$526,225
Rugs	\$158,192	\$187,249	\$29,057
Major Appliances (14)	\$1,959,811	\$2,318,259	\$358,448
Housewares (15)	\$564,477	\$667,557	\$103,080
Small Appliances	\$250,527	\$296,076	\$45,549
Luggage	\$55,399	\$65,523	\$10,124
Telephones and Accessories	\$325,075	\$384,140	\$59,065
Household Operations			
Child Care	\$2,199,999	\$2,603,805	\$403,806
Lawn and Garden (16)	\$2,699,818	\$3,196,311	\$496,493
Moving/Storage/Freight Express	\$250,082	\$295,602	\$45,520
Housekeeping Supplies (17)	\$4,186,193	\$4,950,133	\$763,940
Insurance			
Owners and Renters Insurance	\$3,554,183	\$4,206,097	\$651,914
Vehicle Insurance	\$8,715,854	\$10,302,159	\$1,586,305
Life/Other Insurance	\$2,621,920	\$3,103,288	\$481,368
Health Insurance	\$22,271,494	\$26,341,582	\$4,070,088
Personal Care Products (18)	\$2,465,089	\$2,915,021	\$449,932
School Books and Supplies (19)	\$748,678	885,083	\$136,405
Smoking Products	\$2,969,983	\$3,506,630	\$536,647
Transportation			
Payments on Vehicles excluding Leases	\$15,701,778	\$18,565,330	\$2,863,552
Gasoline and Motor Oil	\$13,180,098	\$15,580,892	\$2,400,794
Vehicle Maintenance and Repairs	\$6,009,003	\$7,103,736	\$1,094,733
Travel			
Airline Fares	\$2,106,044	\$2,491,750	\$385,706
Lodging on Trips	\$2,946,173	\$3,487,338	\$541,165
Auto/Truck Rental on Trips	\$105,513	\$124,893	\$19,380
Food and Drink on Trips	\$2,455,879	\$2,906,122	\$450,243

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.

Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and 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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