



# Retail Goods and Services Expenditures

720 Pondella Rd, North Fort Myers, Florida, 33903  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 26.66730  
 Longitude: -81.90659

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Senior Escapes (9D)	44.8%	Population	6,449	7,137
Small Town Simplicity (12C)	23.4%	Households	2,805	3,093
City Commons (11E)	16.8%	Families	1,725	1,901
Heartland Communities (6F)	11.9%	Median Age	50.8	51.8
The Elders (9C)	3.1%	Median Household Income	\$44,963	\$52,761
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		76	\$1,629.08	\$4,569,565
Men's		76	\$316.15	\$886,796
Women's		76	\$547.66	\$1,536,177
Children's		72	\$232.80	\$653,002
Footwear		79	\$377.33	\$1,058,418
Watches & Jewelry		78	\$108.32	\$303,844
Apparel Products and Services (1)		70	\$46.82	\$131,329
<b>Computer</b>				
Computers and Hardware for Home Use		71	\$117.95	\$330,836
Portable Memory		75	\$3.36	\$9,413
Computer Software		71	\$7.24	\$20,308
Computer Accessories		74	\$14.12	\$39,615
<b>Entertainment &amp; Recreation</b>		79	\$2,591.48	\$7,269,112
Fees and Admissions		65	\$462.31	\$1,296,769
Membership Fees for Clubs (2)		64	\$151.39	\$424,655
Fees for Participant Sports, excl. Trips		72	\$77.63	\$217,759
Tickets to Theatre/Operas/Concerts		64	\$48.23	\$135,290
Tickets to Movies		69	\$37.79	\$106,002
Tickets to Parks or Museums		69	\$22.24	\$62,377
Admission to Sporting Events, excl. Trips		66	\$41.69	\$116,950
Fees for Recreational Lessons		58	\$82.81	\$232,276
Dating Services		74	\$0.52	\$1,460
TV/Video/Audio		85	\$1,038.00	\$2,911,589
Cable and Satellite Television Services		87	\$768.15	\$2,154,669
Televisions		83	\$90.29	\$253,265
Satellite Dishes		76	\$1.19	\$3,347
VCRs, Video Cameras, and DVD Players		81	\$4.70	\$13,186
Miscellaneous Video Equipment		74	\$18.81	\$52,763
Video Cassettes and DVDs		83	\$9.45	\$26,519
Video Game Hardware/Accessories		78	\$21.70	\$60,864
Video Game Software		76	\$11.50	\$32,260
Rental/Streaming/Downloaded Video		75	\$34.94	\$98,005
Installation of Televisions		83	\$0.95	\$2,662
Audio (3)		75	\$73.36	\$205,773
Rental and Repair of TV/Radio/Sound Equipment		94	\$2.95	\$8,276
Pets		90	\$596.29	\$1,672,598
Toys/Games/Crafts/Hobbies (4)		75	\$88.31	\$247,722
Recreational Vehicles and Fees (5)		76	\$121.46	\$340,706
Sports/Recreation/Exercise Equipment (6)		72	\$149.35	\$418,924
Photo Equipment and Supplies (7)		73	\$38.05	\$106,738
Reading (8)		78	\$82.71	\$231,992
Catered Affairs (9)		56	\$15.00	\$42,075
<b>Food</b>		79	\$7,032.56	\$19,726,326
Food at Home		82	\$4,238.60	\$11,889,264
Bakery and Cereal Products		82	\$553.47	\$1,552,471
Meats, Poultry, Fish, and Eggs		82	\$940.51	\$2,638,132
Dairy Products		83	\$444.08	\$1,245,655
Fruits and Vegetables		79	\$804.81	\$2,257,495
Snacks and Other Food at Home (10)		83	\$1,495.73	\$4,195,511
Food Away from Home		76	\$2,793.96	\$7,837,062
Alcoholic Beverages		70	\$404.37	\$1,134,267

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	72	\$15,539.98	\$43,589,653
Value of Retirement Plans	70	\$67,165.01	\$188,397,862
Value of Other Financial Assets	81	\$4,599.12	\$12,900,523
Vehicle Loan Amount excluding Interest	84	\$2,393.30	\$6,713,218
Value of Credit Card Debt	75	\$1,832.68	\$5,140,675
<b>Health</b>			
Nonprescription Drugs	89	\$127.83	\$358,565
Prescription Drugs	91	\$333.62	\$935,807
Eyeglasses and Contact Lenses	81	\$73.76	\$206,895
<b>Home</b>			
Mortgage Payment and Basics (11)	70	\$7,074.34	\$19,843,510
Maintenance and Remodeling Services	74	\$1,579.86	\$4,431,520
Maintenance and Remodeling Materials (12)	84	\$409.26	\$1,147,968
Utilities, Fuel, and Public Services	84	\$4,073.24	\$11,425,439
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	78	\$78.11	\$219,087
Furniture	74	\$454.62	\$1,275,221
Rugs	63	\$20.51	\$57,533
Major Appliances (14)	82	\$288.83	\$810,160
Housewares (15)	80	\$85.57	\$240,033
Small Appliances	80	\$38.96	\$109,281
Luggage	68	\$9.52	\$26,703
Telephones and Accessories	74	\$56.00	\$157,093
<b>Household Operations</b>			
Child Care	62	\$318.16	\$892,444
Lawn and Garden (16)	82	\$385.15	\$1,080,349
Moving/Storage/Freight Express	75	\$49.66	\$139,307
Housekeeping Supplies (17)	85	\$633.56	\$1,777,141
<b>Insurance</b>			
Owners and Renters Insurance	83	\$482.24	\$1,352,673
Vehicle Insurance	83	\$1,285.32	\$3,605,322
Life/Other Insurance	77	\$353.40	\$991,294
Health Insurance	83	\$3,273.70	\$9,182,728
Personal Care Products (18)	78	\$391.55	\$1,098,303
School Books and Supplies (19)	76	\$118.30	\$331,838
Smoking Products	98	\$394.68	\$1,107,077
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$2,103.97	\$5,901,646
Gasoline and Motor Oil	84	\$1,913.02	\$5,366,015
Vehicle Maintenance and Repairs	81	\$921.28	\$2,584,190
<b>Travel</b>			
Airline Fares	69	\$375.13	\$1,052,242
Lodging on Trips	73	\$450.27	\$1,263,013
Auto/Truck Rental on Trips	69	\$17.98	\$50,446
Food and Drink on Trips	73	\$392.03	\$1,099,646

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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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# Retail Goods and Services Expenditures

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 Ring: 3 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
The Elders (9C)	20.7%	Population	49,407	53,843
Senior Escapes (9D)	20.5%	Households	22,195	24,193
Midlife Constants (5E)	12.9%	Families	13,146	14,237
Heartland Communities (6F)	8.9%	Median Age	52.1	53.2
Rustbelt Traditions (5D)	8.2%	Median Household Income	\$43,414	\$49,850
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		66	\$1,422.35	\$31,569,108
Men's		66	\$275.07	\$6,105,085
Women's		68	\$490.26	\$10,881,354
Children's		60	\$194.45	\$4,315,832
Footwear		67	\$320.57	\$7,115,040
Watches & Jewelry		71	\$97.52	\$2,164,501
Apparel Products and Services (1)		67	\$44.48	\$987,297
<b>Computer</b>				
Computers and Hardware for Home Use		65	\$107.09	\$2,376,968
Portable Memory		67	\$3.00	\$66,595
Computer Software		64	\$6.54	\$145,164
Computer Accessories		70	\$13.30	\$295,223
<b>Entertainment &amp; Recreation</b>		70	\$2,274.01	\$50,471,683
Fees and Admissions		63	\$446.80	\$9,916,643
Membership Fees for Clubs (2)		62	\$147.74	\$3,279,162
Fees for Participant Sports, excl. Trips		70	\$75.50	\$1,675,638
Tickets to Theatre/Operas/Concerts		63	\$47.18	\$1,047,087
Tickets to Movies		64	\$35.14	\$779,863
Tickets to Parks or Museums		62	\$20.20	\$448,275
Admission to Sporting Events, excl. Trips		63	\$40.03	\$888,545
Fees for Recreational Lessons		56	\$80.56	\$1,787,923
Dating Services		66	\$0.46	\$10,151
TV/Video/Audio		72	\$886.76	\$19,681,677
Cable and Satellite Television Services		74	\$653.31	\$14,500,117
Televisions		71	\$77.42	\$1,718,332
Satellite Dishes		68	\$1.07	\$23,687
VCRs, Video Cameras, and DVD Players		72	\$4.13	\$91,679
Miscellaneous Video Equipment		66	\$16.79	\$372,634
Video Cassettes and DVDs		71	\$8.08	\$179,268
Video Game Hardware/Accessories		63	\$17.68	\$392,508
Video Game Software		62	\$9.47	\$210,106
Rental/Streaming/Downloaded Video		66	\$30.66	\$680,470
Installation of Televisions		84	\$0.96	\$21,348
Audio (3)		67	\$64.94	\$1,441,279
Rental and Repair of TV/Radio/Sound Equipment		72	\$2.26	\$50,249
Pets		74	\$489.95	\$10,874,396
Toys/Games/Crafts/Hobbies (4)		65	\$76.92	\$1,707,249
Recreational Vehicles and Fees (5)		68	\$108.87	\$2,416,315
Sports/Recreation/Exercise Equipment (6)		67	\$138.30	\$3,069,630
Photo Equipment and Supplies (7)		66	\$34.33	\$761,966
Reading (8)		72	\$76.89	\$1,706,557
Catered Affairs (9)		57	\$15.19	\$337,249
<b>Food</b>		69	\$6,130.11	\$136,057,692
Food at Home		71	\$3,658.21	\$81,194,015
Bakery and Cereal Products		70	\$477.76	\$10,603,866
Meats, Poultry, Fish, and Eggs		71	\$807.49	\$17,922,264
Dairy Products		72	\$382.96	\$8,499,779
Fruits and Vegetables		70	\$711.46	\$15,790,753
Snacks and Other Food at Home (10)		71	\$1,278.55	\$28,377,354
Food Away from Home		67	\$2,471.89	\$54,863,678
Alcoholic Beverages		66	\$379.64	\$8,426,012

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<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	73	\$15,689.10	\$348,219,669
Value of Retirement Plans	69	\$65,857.78	\$1,461,713,386
Value of Other Financial Assets	78	\$4,440.58	\$98,558,636
Vehicle Loan Amount excluding Interest	70	\$1,998.46	\$44,355,785
Value of Credit Card Debt	67	\$1,639.59	\$36,390,681
<b>Health</b>			
Nonprescription Drugs	78	\$111.85	\$2,482,530
Prescription Drugs	79	\$287.53	\$6,381,835
Eyeglasses and Contact Lenses	72	\$65.36	\$1,450,603
<b>Home</b>			
Mortgage Payment and Basics (11)	68	\$6,834.79	\$151,698,084
Maintenance and Remodeling Services	73	\$1,548.57	\$34,370,582
Maintenance and Remodeling Materials (12)	74	\$363.37	\$8,065,065
Utilities, Fuel, and Public Services	72	\$3,484.53	\$77,339,043
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	69	\$69.18	\$1,535,455
Furniture	67	\$411.41	\$9,131,255
Rugs	60	\$19.58	\$434,483
Major Appliances (14)	72	\$256.16	\$5,685,370
Housewares (15)	71	\$75.84	\$1,683,364
Small Appliances	69	\$33.33	\$739,859
Luggage	63	\$8.83	\$195,954
Telephones and Accessories	65	\$48.91	\$1,085,572
<b>Household Operations</b>			
Child Care	56	\$285.23	\$6,330,593
Lawn and Garden (16)	75	\$351.96	\$7,811,833
Moving/Storage/Freight Express	68	\$45.18	\$1,002,840
Housekeeping Supplies (17)	74	\$551.79	\$12,247,041
<b>Insurance</b>			
Owners and Renters Insurance	75	\$435.53	\$9,666,652
Vehicle Insurance	71	\$1,097.58	\$24,360,828
Life/Other Insurance	69	\$320.27	\$7,108,453
Health Insurance	74	\$2,902.80	\$64,427,588
Personal Care Products (18)	69	\$347.81	\$7,719,577
School Books and Supplies (19)	65	\$101.15	\$2,244,944
Smoking Products	73	\$295.79	\$6,565,097
<b>Transportation</b>			
Payments on Vehicles excluding Leases	69	\$1,759.51	\$39,052,304
Gasoline and Motor Oil	70	\$1,604.08	\$35,602,664
Vehicle Maintenance and Repairs	71	\$808.09	\$17,935,665
<b>Travel</b>			
Airline Fares	66	\$360.27	\$7,996,131
Lodging on Trips	68	\$420.28	\$9,328,216
Auto/Truck Rental on Trips	65	\$17.05	\$378,322
Food and Drink on Trips	67	\$364.21	\$8,083,560

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Senior Escapes (9D)	13.3%	Population	140,046	151,383
The Elders (9C)	13.3%	Households	57,636	62,226
Rustbelt Traditions (5D)	9.7%	Families	35,867	38,509
Midlife Constants (5E)	7.2%	Median Age	46.4	46.7
American Dreamers (7C)	6.5%	Median Household Income	\$45,016	\$51,142
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		69	\$1,479.79	\$85,289,307
Men's		69	\$285.12	\$16,433,027
Women's		70	\$502.95	\$28,988,272
Children's		66	\$212.37	\$12,240,275
Footwear		70	\$335.40	\$19,330,922
Watches & Jewelry		72	\$98.82	\$5,695,701
Apparel Products and Services (1)		68	\$45.13	\$2,601,110
<b>Computer</b>				
Computers and Hardware for Home Use		68	\$112.33	\$6,473,969
Portable Memory		70	\$3.11	\$179,019
Computer Software		69	\$6.96	\$400,888
Computer Accessories		72	\$13.67	\$787,937
<b>Entertainment &amp; Recreation</b>		71	\$2,309.00	\$133,081,773
Fees and Admissions		65	\$463.74	\$26,727,992
Membership Fees for Clubs (2)		64	\$152.15	\$8,769,234
Fees for Participant Sports, excl. Trips		71	\$76.49	\$4,408,450
Tickets to Theatre/Operas/Concerts		64	\$48.41	\$2,790,073
Tickets to Movies		68	\$37.37	\$2,153,611
Tickets to Parks or Museums		65	\$21.18	\$1,221,018
Admission to Sporting Events, excl. Trips		66	\$41.63	\$2,399,405
Fees for Recreational Lessons		60	\$86.01	\$4,957,069
Dating Services		73	\$0.51	\$29,130
TV/Video/Audio		74	\$901.43	\$51,954,888
Cable and Satellite Television Services		75	\$656.72	\$37,850,647
Televisions		73	\$79.64	\$4,590,367
Satellite Dishes		69	\$1.09	\$62,729
VCRs, Video Cameras, and DVD Players		75	\$4.32	\$248,797
Miscellaneous Video Equipment		70	\$17.81	\$1,026,343
Video Cassettes and DVDs		73	\$8.35	\$481,480
Video Game Hardware/Accessories		70	\$19.40	\$1,118,308
Video Game Software		68	\$10.34	\$595,699
Rental/Streaming/Downloaded Video		70	\$32.82	\$1,891,645
Installation of Televisions		80	\$0.91	\$52,404
Audio (3)		69	\$67.66	\$3,899,496
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.38	\$136,972
Pets		73	\$486.25	\$28,025,507
Toys/Games/Crafts/Hobbies (4)		69	\$81.49	\$4,696,998
Recreational Vehicles and Fees (5)		65	\$104.11	\$6,000,558
Sports/Recreation/Exercise Equipment (6)		69	\$143.74	\$8,284,440
Photo Equipment and Supplies (7)		68	\$35.59	\$2,051,137
Reading (8)		72	\$76.62	\$4,416,054
Catered Affairs (9)		60	\$16.04	\$924,200
<b>Food</b>		71	\$6,294.45	\$362,786,675
Food at Home		72	\$3,734.84	\$215,261,398
Bakery and Cereal Products		72	\$488.36	\$28,147,053
Meats, Poultry, Fish, and Eggs		72	\$826.25	\$47,621,851
Dairy Products		72	\$387.90	\$22,357,284
Fruits and Vegetables		71	\$725.62	\$41,821,551
Snacks and Other Food at Home (10)		73	\$1,306.71	\$75,313,659
Food Away from Home		70	\$2,559.60	\$147,525,277
Alcoholic Beverages		68	\$391.78	\$22,580,474

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**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

720 Pondella Rd, North Fort Myers, Florida, 33903  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 26.66730  
 Longitude: -81.90659

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	71	\$15,334.09	\$883,795,483
Value of Retirement Plans	69	\$65,863.23	\$3,796,093,142
Value of Other Financial Assets	78	\$4,408.39	\$254,081,761
Vehicle Loan Amount excluding Interest	73	\$2,078.55	\$119,799,456
Value of Credit Card Debt	69	\$1,688.69	\$97,329,106
<b>Health</b>			
Nonprescription Drugs	77	\$110.78	\$6,384,785
Prescription Drugs	78	\$283.18	\$16,321,613
Eyeglasses and Contact Lenses	72	\$65.60	\$3,780,946
<b>Home</b>			
Mortgage Payment and Basics (11)	68	\$6,868.08	\$395,848,797
Maintenance and Remodeling Services	71	\$1,525.68	\$87,934,091
Maintenance and Remodeling Materials (12)	74	\$360.12	\$20,755,651
Utilities, Fuel, and Public Services	73	\$3,560.01	\$205,184,838
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	71	\$71.26	\$4,107,196
Furniture	70	\$428.23	\$24,681,372
Rugs	63	\$20.57	\$1,185,298
Major Appliances (14)	73	\$259.52	\$14,957,842
Housewares (15)	72	\$76.80	\$4,426,644
Small Appliances	71	\$34.43	\$1,984,429
Luggage	66	\$9.28	\$534,821
Telephones and Accessories	69	\$51.73	\$2,981,608
<b>Household Operations</b>			
Child Care	60	\$307.91	\$17,746,438
Lawn and Garden (16)	73	\$343.91	\$19,821,627
Moving/Storage/Freight Express	72	\$47.89	\$2,759,944
Housekeeping Supplies (17)	74	\$556.76	\$32,089,323
<b>Insurance</b>			
Owners and Renters Insurance	75	\$433.22	\$24,969,341
Vehicle Insurance	73	\$1,125.06	\$64,844,102
Life/Other Insurance	70	\$321.43	\$18,525,916
Health Insurance	74	\$2,907.31	\$167,565,646
Personal Care Products (18)	72	\$358.94	\$20,688,126
School Books and Supplies (19)	68	\$105.73	\$6,093,633
Smoking Products	75	\$303.39	\$17,486,392
<b>Transportation</b>			
Payments on Vehicles excluding Leases	72	\$1,820.86	\$104,947,137
Gasoline and Motor Oil	72	\$1,653.64	\$95,309,100
Vehicle Maintenance and Repairs	72	\$827.61	\$47,700,101
<b>Travel</b>			
Airline Fares	67	\$366.32	\$21,113,235
Lodging on Trips	68	\$423.19	\$24,391,036
Auto/Truck Rental on Trips	67	\$17.52	\$1,009,908
Food and Drink on Trips	69	\$370.15	\$21,334,147

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# Retail Goods and Services Expenditures

720 Pondella Rd, North Fort Myers, Florida, 33903  
Ring: 5 mile radius

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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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August 13, 2019