



Retail Demand Outlook

104 Switcher St, Wildwood, Florida, 34785 2
104 Switcher St, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85534
Longitude: -82.04403

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Senior Escapes (9D)	35.4%	Population	3,290	4,037
Traditional Living (12B)	23.6%	Households	1,553	1,920
Modest Income Homes (12D)	22.1%	Families	940	1,155
The Elders (9C)	19.0%	Median Age	55.6	57.7
Top Tier (1A)	0.0%	Median Household Income	\$36,405	\$43,353
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$2,138,243	\$3,144,603	\$1,006,360
Men's		\$407,875	\$600,565	\$192,690
Women's		\$742,642	\$1,090,177	\$347,535
Children's		\$289,279	\$427,787	\$138,508
Footwear		\$484,371	\$712,432	\$228,061
Watches & Jewelry		\$147,962	\$216,999	\$69,037
Apparel Products and Services (1)		\$66,114	\$96,643	\$30,529
Computer				
Computers and Hardware for Home Use		\$161,400	\$237,140	\$75,740
Portable Memory		\$4,474	\$6,573	\$2,099
Computer Software		\$10,166	\$14,918	\$4,752
Computer Accessories		\$20,153	\$29,587	\$9,434
Entertainment & Recreation		\$3,374,536	\$4,961,684	\$1,587,148
Fees and Admissions		\$658,009	\$966,797	\$308,788
Membership Fees for Clubs (2)		\$215,737	\$316,334	\$100,597
Fees for Participant Sports, excl. Trips		\$113,371	\$166,160	\$52,789
Tickets to Theatre/Operas/Concerts		\$69,655	\$102,369	\$32,714
Tickets to Movies		\$52,182	\$76,721	\$24,539
Tickets to Parks or Museums		\$30,056	\$44,294	\$14,238
Admission to Sporting Events, excl. Trips		\$60,751	\$89,301	\$28,550
Fees for Recreational Lessons		\$115,519	\$170,539	\$55,020
Dating Services		\$739	\$1,078	\$339
TV/Video/Audio		\$1,347,379	\$1,976,674	\$629,295
Cable and Satellite Television Services		\$992,896	\$1,455,127	\$462,231
Televisions		\$117,691	\$172,885	\$55,194
Satellite Dishes		\$1,552	\$2,277	\$725
VCRs, Video Cameras, and DVD Players		\$6,272	\$9,205	\$2,933
Miscellaneous Video Equipment		\$25,900	\$38,121	\$12,221
Video Cassettes and DVDs		\$12,335	\$18,160	\$5,825
Video Game Hardware/Accessories		\$27,689	\$40,825	\$13,136
Video Game Software		\$14,586	\$21,542	\$6,956
Rental/Streaming/Downloaded Video		\$46,399	\$68,340	\$21,941
Installation of Televisions		\$1,400	\$2,039	\$639
Audio (3)		\$97,082	\$142,912	\$45,830
Rental and Repair of TV/Radio/Sound Equipment		\$3,577	5,241	\$1,664
Pets		\$720,924	\$1,063,725	\$342,801
Toys/Games/Crafts/Hobbies (4)		\$115,288	\$170,076	\$54,788
Recreational Vehicles and Fees (5)		\$142,845	\$210,926	\$68,081
Sports/Recreation/Exercise Equipment (6)		\$204,269	\$300,629	\$96,360
Photo Equipment and Supplies (7)		\$50,940	\$75,051	\$24,111
Reading (8)		\$113,117	\$165,710	\$52,593
Catered Affairs (9)		\$21,764	32,096	\$10,332
Food		\$9,183,094	\$13,494,427	\$4,311,333
Food at Home		\$5,476,460	\$8,045,418	\$2,568,958
Bakery and Cereal Products		\$714,907	\$1,050,343	\$335,436
Meats, Poultry, Fish, and Eggs		\$1,214,727	\$1,782,996	\$568,269
Dairy Products		\$567,295	\$834,201	\$266,906
Fruits and Vegetables		\$1,056,408	\$1,551,461	\$495,053
Snacks and Other Food at Home (10)		\$1,923,124	\$2,826,418	\$903,294
Food Away from Home		\$3,706,634	\$5,449,009	\$1,742,375
Alcoholic Beverages		\$565,950	\$831,445	\$265,495

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$22,912,528	\$33,520,510	\$10,607,982
Value of Retirement Plans	\$98,487,214	\$144,618,107	\$46,130,893
Value of Other Financial Assets	\$6,898,562	\$10,038,683	\$3,140,121
Vehicle Loan Amount excluding Interest	\$3,063,495	\$4,508,373	\$1,444,878
Value of Credit Card Debt	\$2,464,153	\$3,621,587	\$1,157,434
Health			
Nonprescription Drugs	\$169,382	\$248,101	\$78,719
Prescription Drugs	\$439,787	\$644,259	\$204,472
Eyeglasses and Contact Lenses	\$96,763	\$142,503	\$45,740
Home			
Mortgage Payment and Basics (11)	\$9,978,963	\$14,697,772	\$4,718,809
Maintenance and Remodeling Services	\$2,265,051	\$3,320,602	\$1,055,551
Maintenance and Remodeling Materials (12)	\$530,562	\$785,869	\$255,307
Utilities, Fuel, and Public Services	\$5,288,206	\$7,763,344	\$2,475,138
Household Furnishings and Equipment			
Household Textiles (13)	\$104,655	\$153,666	\$49,011
Furniture	\$621,605	\$912,931	\$291,326
Rugs	\$28,828	\$42,622	\$13,794
Major Appliances (14)	\$384,639	\$565,470	\$180,831
Housewares (15)	\$113,980	\$167,817	\$53,837
Small Appliances	\$50,096	\$73,699	\$23,603
Luggage	\$13,288	\$19,540	\$6,252
Telephones and Accessories	\$70,950	\$104,772	\$33,822
Household Operations			
Child Care	\$408,139	\$603,172	\$195,033
Lawn and Garden (16)	\$511,926	\$751,672	\$239,746
Moving/Storage/Freight Express	\$69,162	\$101,186	\$32,024
Housekeeping Supplies (17)	\$829,306	\$1,216,840	\$387,534
Insurance			
Owners and Renters Insurance	\$656,117	\$962,792	\$306,675
Vehicle Insurance	\$1,659,331	\$2,436,003	\$776,672
Life/Other Insurance	\$478,759	\$702,754	\$223,995
Health Insurance	\$4,363,930	\$6,404,793	\$2,040,863
Personal Care Products (18)	\$531,283	\$780,899	\$249,616
School Books and Supplies (19)	\$149,574	\$220,220	\$70,646
Smoking Products	\$463,247	\$681,703	\$218,456
Transportation			
Payments on Vehicles excluding Leases	\$2,643,356	\$3,895,142	\$1,251,786
Gasoline and Motor Oil	\$2,413,845	\$3,551,845	\$1,138,000
Vehicle Maintenance and Repairs	\$1,212,274	\$1,782,443	\$570,169
Travel			
Airline Fares	\$527,031	\$773,398	\$246,367
Lodging on Trips	\$614,038	\$901,666	\$287,628
Auto/Truck Rental on Trips	\$25,120	\$37,045	\$11,925
Food and Drink on Trips	\$534,103	\$784,557	\$250,454

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August 29, 2019



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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
The Elders (9C)	43.9%	Population	17,651	22,505
Traditional Living (12B)	29.5%	Households	8,167	10,420
Down the Road (10D)	11.5%	Families	5,589	7,077
Senior Escapes (9D)	9.7%	Median Age	59.0	59.5
Modest Income Homes (12D)	5.2%	Median Household Income	\$56,243	\$63,057
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$14,896,921	\$21,724,338	\$6,827,417
Men's		\$2,829,006	\$4,126,343	\$1,297,337
Women's		\$5,239,906	\$7,620,715	\$2,380,809
Children's		\$1,955,878	\$2,881,174	\$925,296
Footwear		\$3,332,372	\$4,862,940	\$1,530,568
Watches & Jewelry		\$1,055,204	\$1,531,650	\$476,446
Apparel Products and Services (1)		\$484,554	\$701,515	\$216,961
Computer				
Computers and Hardware for Home Use		\$1,143,700	\$1,666,542	\$522,842
Portable Memory		\$31,381	\$45,627	\$14,246
Computer Software		\$71,463	\$104,176	\$32,713
Computer Accessories		\$146,299	\$212,653	\$66,354
Entertainment & Recreation		\$23,605,553	\$34,365,581	\$10,760,028
Fees and Admissions		\$4,761,505	\$6,926,757	\$2,165,252
Membership Fees for Clubs (2)		\$1,567,385	\$2,275,532	\$708,147
Fees for Participant Sports, excl. Trips		\$839,525	\$1,216,180	\$376,655
Tickets to Theatre/Operas/Concerts		\$506,736	\$736,374	\$229,638
Tickets to Movies		\$376,726	\$548,736	\$172,010
Tickets to Parks or Museums		\$210,169	\$307,080	\$96,911
Admission to Sporting Events, excl. Trips		\$435,662	\$635,770	\$200,108
Fees for Recreational Lessons		\$820,268	\$1,199,729	\$379,461
Dating Services		\$5,034	\$7,356	\$2,322
TV/Video/Audio		\$9,361,809	\$13,623,426	\$4,261,617
Cable and Satellite Television Services		\$6,891,978	\$10,017,837	\$3,125,859
Televisions		\$825,026	\$1,201,392	\$376,366
Satellite Dishes		\$10,992	\$15,990	\$4,998
VCRs, Video Cameras, and DVD Players		\$44,918	\$65,345	\$20,427
Miscellaneous Video Equipment		\$179,499	\$262,833	\$83,334
Video Cassettes and DVDs		\$85,925	\$125,442	\$39,517
Video Game Hardware/Accessories		\$187,994	\$276,390	\$88,396
Video Game Software		\$98,918	\$145,485	\$46,567
Rental/Streaming/Downloaded Video		\$326,406	\$477,107	\$150,701
Installation of Televisions		\$11,125	\$15,943	\$4,818
Audio (3)		\$675,300	\$984,987	\$309,687
Rental and Repair of TV/Radio/Sound Equipment		\$23,728	\$34,674	\$10,946
Pets		\$4,830,972	\$7,040,911	\$2,209,939
Toys/Games/Crafts/Hobbies (4)		\$804,489	\$1,178,414	\$373,925
Recreational Vehicles and Fees (5)		\$1,013,842	\$1,473,823	\$459,981
Sports/Recreation/Exercise Equipment (6)		\$1,480,212	\$2,156,842	\$676,630
Photo Equipment and Supplies (7)		\$362,584	\$528,852	\$166,268
Reading (8)		\$825,542	\$1,195,993	\$370,451
Catered Affairs (9)		\$164,599	\$240,563	\$75,964
Food		\$64,349,416	\$93,715,358	\$29,365,942
Food at Home		\$38,252,523	\$55,686,329	\$17,433,806
Bakery and Cereal Products		\$4,995,087	\$7,273,950	\$2,278,863
Meats, Poultry, Fish, and Eggs		\$8,453,560	\$12,301,835	\$3,848,275
Dairy Products		\$3,974,020	\$5,784,890	\$1,810,870
Fruits and Vegetables		\$7,468,701	\$10,861,596	\$3,392,895
Snacks and Other Food at Home (10)		\$13,361,154	\$19,464,059	\$6,102,905
Food Away from Home		\$26,096,893	\$38,029,029	\$11,932,136
Alcoholic Beverages		\$4,083,453	\$5,937,845	\$1,854,392

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$173,550,786	\$250,560,151	\$77,009,365
Value of Retirement Plans	\$716,306,167	\$1,039,709,452	\$323,403,285
Value of Other Financial Assets	\$51,503,458	\$74,359,901	\$22,856,443
Vehicle Loan Amount excluding Interest	\$20,860,947	\$30,480,351	\$9,619,404
Value of Credit Card Debt	\$17,192,438	\$25,053,281	\$7,860,843
Health			
Nonprescription Drugs	\$1,207,727	\$1,750,627	\$542,900
Prescription Drugs	\$3,083,184	\$4,475,133	\$1,391,949
Eyeglasses and Contact Lenses	\$685,184	\$998,647	\$313,463
Home			
Mortgage Payment and Basics (11)	\$71,956,579	\$104,720,928	\$32,764,349
Maintenance and Remodeling Services	\$16,723,759	\$24,193,680	\$7,469,921
Maintenance and Remodeling Materials (12)	\$3,661,599	\$5,350,635	\$1,689,036
Utilities, Fuel, and Public Services	\$36,626,149	\$53,357,068	\$16,730,919
Household Furnishings and Equipment			
Household Textiles (13)	\$738,028	\$1,074,666	\$336,638
Furniture	\$4,417,197	\$6,436,032	\$2,018,835
Rugs	\$206,872	\$303,647	\$96,775
Major Appliances (14)	\$2,713,273	\$3,949,484	\$1,236,211
Housewares (15)	\$804,245	\$1,170,898	\$366,653
Small Appliances	\$347,310	\$506,538	\$159,228
Luggage	\$94,027	\$137,032	\$43,005
Telephones and Accessories	\$476,752	\$696,207	\$219,455
Household Operations			
Child Care	\$2,829,406	\$4,157,137	\$1,327,731
Lawn and Garden (16)	\$3,691,901	\$5,353,270	\$1,661,369
Moving/Storage/Freight Express	\$495,841	\$719,687	\$223,846
Housekeeping Supplies (17)	\$5,868,255	\$8,527,394	\$2,659,139
Insurance			
Owners and Renters Insurance	\$4,651,232	\$6,761,150	\$2,109,918
Vehicle Insurance	\$11,524,802	\$16,786,765	\$5,261,963
Life/Other Insurance	\$3,376,640	\$4,913,777	\$1,537,137
Health Insurance	\$30,931,699	\$44,953,050	\$14,021,351
Personal Care Products (18)	\$3,760,619	\$5,478,448	\$1,717,829
School Books and Supplies (19)	\$1,029,728	\$1,503,279	\$473,551
Smoking Products	\$3,007,702	\$4,408,225	\$1,400,523
Transportation			
Payments on Vehicles excluding Leases	\$17,974,126	\$26,292,791	\$8,318,665
Gasoline and Motor Oil	\$16,492,867	\$24,077,850	\$7,584,983
Vehicle Maintenance and Repairs	\$8,528,400	\$12,421,121	\$3,892,721
Travel			
Airline Fares	\$3,848,759	\$5,579,577	\$1,730,818
Lodging on Trips	\$4,408,220	\$6,400,755	\$1,992,535
Auto/Truck Rental on Trips	\$180,093	\$262,306	\$82,213
Food and Drink on Trips	\$3,832,133	\$5,566,729	\$1,734,596

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
The Elders (9C)	53.9%	Population	61,733	78,331
Traditional Living (12B)	30.4%	Households	30,108	38,259
Down the Road (10D)	8.0%	Families	21,017	26,462
Senior Escapes (9D)	3.0%	Median Age	61.4	61.7
Southern Satellites (10A)	1.9%	Median Household Income	\$59,776	\$67,186
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$57,776,647	\$83,407,091	\$25,630,444
Men's		\$10,956,388	\$15,815,562	\$4,859,174
Women's		\$20,480,573	\$29,485,859	\$9,005,286
Children's		\$7,405,008	\$10,805,162	\$3,400,154
Footwear		\$12,847,808	\$18,562,892	\$5,715,084
Watches & Jewelry		\$4,160,888	\$5,977,013	\$1,816,125
Apparel Products and Services (1)		\$1,925,982	\$2,760,603	\$834,621
Computer				
Computers and Hardware for Home Use		\$4,454,901	\$6,428,921	\$1,974,020
Portable Memory		\$122,075	\$175,612	\$53,537
Computer Software		\$278,023	\$401,780	\$123,757
Computer Accessories		\$576,492	\$829,577	\$253,085
Entertainment & Recreation		\$92,325,819	\$133,015,653	\$40,689,834
Fees and Admissions		\$18,710,445	\$26,950,269	\$8,239,824
Membership Fees for Clubs (2)		\$6,193,346	\$8,902,774	\$2,709,428
Fees for Participant Sports, excl. Trips		\$3,332,146	\$4,777,296	\$1,445,150
Tickets to Theatre/Operas/Concerts		\$2,000,408	\$2,878,885	\$878,477
Tickets to Movies		\$1,464,326	\$2,111,299	\$646,973
Tickets to Parks or Museums		\$813,808	\$1,177,324	\$363,516
Admission to Sporting Events, excl. Trips		\$1,713,287	\$2,477,968	\$764,681
Fees for Recreational Lessons		\$3,173,807	\$4,596,672	\$1,422,865
Dating Services		\$19,318	\$28,051	\$8,733
TV/Video/Audio		\$36,594,048	\$52,719,837	\$16,125,789
Cable and Satellite Television Services		\$27,036,242	\$38,904,332	\$11,868,090
Televisions		\$3,210,248	\$4,627,390	\$1,417,142
Satellite Dishes		\$43,100	\$62,029	\$18,929
VCRs, Video Cameras, and DVD Players		\$175,061	\$252,053	\$76,992
Miscellaneous Video Equipment		\$692,284	\$1,004,588	\$312,304
Video Cassettes and DVDs		\$332,507	\$480,431	\$147,924
Video Game Hardware/Accessories		\$713,916	\$1,040,987	\$327,071
Video Game Software		\$374,845	\$546,687	\$171,842
Rental/Streaming/Downloaded Video		\$1,258,400	\$1,821,867	\$563,467
Installation of Televisions		\$45,463	\$64,408	\$18,945
Audio (3)		\$2,621,356	\$3,783,611	\$1,162,255
Rental and Repair of TV/Radio/Sound Equipment		\$90,627	\$131,452	\$40,825
Pets		\$18,758,807	\$27,025,128	\$8,266,321
Toys/Games/Crafts/Hobbies (4)		\$3,103,113	\$4,502,098	\$1,398,985
Recreational Vehicles and Fees (5)		\$4,011,728	\$5,763,357	\$1,751,629
Sports/Recreation/Exercise Equipment (6)		\$5,800,370	\$8,363,177	\$2,562,807
Photo Equipment and Supplies (7)		\$1,414,954	\$2,043,294	\$628,340
Reading (8)		\$3,283,110	\$4,708,194	\$1,425,084
Catered Affairs (9)		\$649,244	\$940,299	\$291,055
Food		\$250,915,251	\$361,672,255	\$110,757,004
Food at Home		\$149,203,297	\$214,961,722	\$65,758,425
Bakery and Cereal Products		\$19,482,113	\$28,079,392	\$8,597,279
Meats, Poultry, Fish, and Eggs		\$32,940,933	\$47,445,448	\$14,504,515
Dairy Products		\$15,531,667	\$22,371,955	\$6,840,288
Fruits and Vegetables		\$29,216,979	\$42,047,263	\$12,830,284
Snacks and Other Food at Home (10)		\$52,031,605	\$75,017,665	\$22,986,060
Food Away from Home		\$101,711,954	\$146,710,532	\$44,998,578
Alcoholic Beverages		\$16,040,363	\$23,093,325	\$7,052,962

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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 Demand Outlook

104 Switcher St, Wildwood, Florida, 34785 2
104 Switcher St, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.85534
Longitude: -82.04403

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$700,838,984	\$1,001,575,817	\$300,736,833
Value of Retirement Plans	\$2,851,337,526	\$4,097,900,896	\$1,246,563,370
Value of Other Financial Assets	\$207,752,065	\$297,542,501	\$89,790,436
Vehicle Loan Amount excluding Interest	\$80,621,902	\$116,574,473	\$35,952,571
Value of Credit Card Debt	\$66,985,623	\$96,636,122	\$29,650,499
Health			
Nonprescription Drugs	\$4,779,409	\$6,854,552	\$2,075,143
Prescription Drugs	\$12,191,262	\$17,514,841	\$5,323,579
Eyeglasses and Contact Lenses	\$2,694,826	\$3,888,171	\$1,193,345
Home			
Mortgage Payment and Basics (11)	\$283,812,822	\$408,670,230	\$124,857,408
Maintenance and Remodeling Services	\$66,815,481	\$95,596,086	\$28,780,605
Maintenance and Remodeling Materials (12)	\$14,239,818	\$20,572,861	\$6,333,043
Utilities, Fuel, and Public Services	\$142,768,172	\$205,913,868	\$63,145,696
Household Furnishings and Equipment			
Household Textiles (13)	\$2,883,866	\$4,158,005	\$1,274,139
Furniture	\$17,252,643	\$24,895,423	\$7,642,780
Rugs	\$810,275	\$1,179,124	\$368,849
Major Appliances (14)	\$10,625,959	\$15,303,140	\$4,677,181
Housewares (15)	\$3,148,072	\$4,534,323	\$1,386,251
Small Appliances	\$1,345,850	\$1,943,068	\$597,218
Luggage	\$365,298	\$527,160	\$161,862
Telephones and Accessories	\$1,801,372	\$2,600,154	\$798,782
Household Operations			
Child Care	\$10,858,408	\$15,807,216	\$4,948,808
Lawn and Garden (16)	\$14,680,921	\$21,052,330	\$6,371,409
Moving/Storage/Freight Express	\$1,934,226	\$2,780,477	\$846,251
Housekeeping Supplies (17)	\$23,047,920	\$33,139,549	\$10,091,629
Insurance			
Owners and Renters Insurance	\$18,400,276	\$26,469,624	\$8,069,348
Vehicle Insurance	\$44,908,551	\$64,744,577	\$19,836,026
Life/Other Insurance	\$13,354,999	\$19,240,770	\$5,885,771
Health Insurance	\$121,974,054	\$175,458,724	\$53,484,670
Personal Care Products (18)	\$14,671,856	\$21,159,389	\$6,487,533
School Books and Supplies (19)	\$3,967,813	\$5,732,723	\$1,764,910
Smoking Products	\$11,503,419	\$16,705,593	\$5,202,174
Transportation			
Payments on Vehicles excluding Leases	\$69,507,771	\$100,618,948	\$31,111,177
Gasoline and Motor Oil	\$63,765,308	\$92,128,220	\$28,362,912
Vehicle Maintenance and Repairs	\$33,302,391	\$48,004,770	\$14,702,379
Travel			
Airline Fares	\$15,215,609	\$21,827,055	\$6,611,446
Lodging on Trips	\$17,438,466	\$25,055,617	\$7,617,151
Auto/Truck Rental on Trips	\$703,830	\$1,014,748	\$310,918
Food and Drink on Trips	\$15,095,096	\$21,697,643	\$6,602,547

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Retail Demand Outlook

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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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