



Retail Demand Outlook

Wildwood, Florida
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.86776
Longitude: -82.01381

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	89.7%	Population	5,328	6,386
Traditional Living (12B)	10.3%	Households	3,015	3,622
	0.0%	Families	2,191	2,569
	0.0%	Median Age	67.0	67.5
	0.0%	Median Household Income	\$71,884	\$75,596
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$6,186,469	\$8,170,933	\$1,984,464
Men's		\$1,401,487	\$1,844,259	\$442,772
Women's		\$2,283,472	\$3,013,483	\$730,011
Children's		\$634,781	\$845,088	\$210,307
Footwear		\$1,344,231	\$1,779,500	\$435,269
Watches & Jewelry		\$366,524	\$484,367	\$117,843
Apparel Products and Services (1)		\$198,465	\$260,783	\$62,318
Computer				
Computers and Hardware for Home Use		\$550,338	\$724,258	\$173,920
Portable Memory		\$13,129	\$17,347	\$4,218
Computer Software		\$29,835	\$39,330	\$9,495
Computer Accessories		\$66,089	\$87,038	\$20,949
Entertainment & Recreation		\$10,264,706	\$13,540,980	\$3,276,274
Fees and Admissions		\$2,321,522	\$3,057,540	\$736,018
Membership Fees for Clubs (2)		\$784,788	\$1,033,654	\$248,866
Fees for Participant Sports, excl. Trips		\$489,142	\$641,838	\$152,696
Tickets to Theatre/Operas/Concerts		\$265,978	\$350,377	\$84,399
Tickets to Movies		\$165,277	\$217,834	\$52,557
Tickets to Parks or Museums		\$106,334	\$140,002	\$33,668
Admission to Sporting Events, excl. Trips		\$184,170	\$243,311	\$59,141
Fees for Recreational Lessons		\$323,101	\$426,895	\$103,794
Dating Services		\$2,732	\$3,629	\$897
TV/Video/Audio		\$3,945,604	\$5,203,627	\$1,258,023
Cable and Satellite Television Services		\$2,884,416	\$3,800,121	\$915,705
Televisions		\$339,765	\$448,918	\$109,153
Satellite Dishes		\$4,197	\$5,566	\$1,369
VCRs, Video Cameras, and DVD Players		\$13,572	\$18,012	\$4,440
Miscellaneous Video Equipment		\$50,194	\$66,167	\$15,973
Video Cassettes and DVDs		\$22,672	\$29,995	\$7,323
Video Game Hardware/Accessories		\$65,567	\$87,460	\$21,893
Video Game Software		\$41,187	\$54,746	\$13,559
Rental/Streaming/Downloaded Video		\$193,473	\$256,331	\$62,858
Installation of Televisions		\$4,240	\$5,526	\$1,286
Audio (3)		\$318,928	\$420,945	\$102,017
Rental and Repair of TV/Radio/Sound Equipment		\$7,394	\$9,840	\$2,446
Pets		\$2,331,497	\$3,077,077	\$745,580
Toys/Games/Crafts/Hobbies (4)		\$311,863	\$413,539	\$101,676
Recreational Vehicles and Fees (5)		\$280,332	\$371,767	\$91,435
Sports/Recreation/Exercise Equipment (6)		\$475,194	\$628,662	\$153,468
Photo Equipment and Supplies (7)		\$125,298	\$165,847	\$40,549
Reading (8)		\$402,229	\$528,837	\$126,608
Catered Affairs (9)		\$71,742	\$94,841	\$23,099
Food		\$29,052,167	\$38,308,313	\$9,256,146
Food at Home		\$17,571,708	\$23,164,905	\$5,593,197
Bakery and Cereal Products		\$2,229,631	\$2,939,639	\$710,008
Meats, Poultry, Fish, and Eggs		\$3,768,623	\$4,970,060	\$1,201,437
Dairy Products		\$1,781,015	\$2,346,886	\$565,871
Fruits and Vegetables		\$3,509,905	\$4,622,713	\$1,112,808
Snacks and Other Food at Home (10)		\$6,282,534	\$8,285,607	\$2,003,073
Food Away from Home		\$11,480,458	\$15,143,408	\$3,662,950
Alcoholic Beverages		\$2,076,320	\$2,735,412	\$659,092

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$109,612,464	\$143,973,417	\$34,360,953
Value of Retirement Plans	\$349,293,326	\$459,996,595	\$110,703,269
Value of Other Financial Assets	\$46,814,394	\$61,392,289	\$14,577,895
Vehicle Loan Amount excluding Interest	\$8,263,947	\$10,931,841	\$2,667,894
Value of Credit Card Debt	\$8,359,827	\$11,040,837	\$2,681,010
Health			
Nonprescription Drugs	\$529,696	\$698,412	\$168,716
Prescription Drugs	\$1,291,733	\$1,701,640	\$409,907
Eyeglasses and Contact Lenses	\$310,646	\$410,139	\$99,493
Home			
Mortgage Payment and Basics (11)	\$32,863,393	\$43,337,342	\$10,473,949
Maintenance and Remodeling Services	\$10,880,380	\$14,281,812	\$3,401,432
Maintenance and Remodeling Materials (12)	\$1,917,225	\$2,527,697	\$610,472
Utilities, Fuel, and Public Services	\$16,151,055	\$21,310,023	\$5,158,968
Household Furnishings and Equipment			
Household Textiles (13)	\$309,226	\$407,797	\$98,571
Furniture	\$1,880,584	\$2,482,451	\$601,867
Rugs	\$104,928	\$138,154	\$33,226
Major Appliances (14)	\$1,251,483	\$1,648,825	\$397,342
Housewares (15)	\$315,905	\$415,568	\$99,663
Small Appliances	\$162,255	\$214,190	\$51,935
Luggage	\$57,863	\$76,107	\$18,244
Telephones and Accessories	\$347,515	\$458,349	\$110,834
Household Operations			
Child Care	\$1,028,116	\$1,368,756	\$340,640
Lawn and Garden (16)	\$1,865,581	\$2,454,160	\$588,579
Moving/Storage/Freight Express	\$218,344	\$287,424	\$69,080
Housekeeping Supplies (17)	\$2,739,086	\$3,606,984	\$867,898
Insurance			
Owners and Renters Insurance	\$2,200,714	\$2,901,319	\$700,605
Vehicle Insurance	\$5,843,728	\$7,707,634	\$1,863,906
Life/Other Insurance	\$1,943,035	\$2,562,454	\$619,419
Health Insurance	\$15,096,518	\$19,880,208	\$4,783,690
Personal Care Products (18)	\$1,650,125	\$2,175,058	\$524,933
School Books and Supplies (19)	\$363,656	\$480,218	\$116,562
Smoking Products	\$976,840	\$1,300,073	\$323,233
Transportation			
Payments on Vehicles excluding Leases	\$7,379,416	\$9,759,896	\$2,380,480
Gasoline and Motor Oil	\$7,083,130	\$9,355,317	\$2,272,187
Vehicle Maintenance and Repairs	\$3,656,127	\$4,822,014	\$1,165,887
Travel			
Airline Fares	\$2,174,605	\$2,858,246	\$683,641
Lodging on Trips	\$2,383,670	\$3,138,191	\$754,521
Auto/Truck Rental on Trips	\$194,032	\$254,862	\$60,830
Food and Drink on Trips	\$2,004,255	\$2,637,987	\$633,732

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- (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	2021	2026
The Elders (9C)	64.6%	Population	81,149	99,729
Traditional Living (12B)	25.3%	Households	40,231	49,414
Down the Road (10D)	2.6%	Families	28,224	34,130
Salt of the Earth (6B)	2.2%	Median Age	64.3	64.7
Senior Escapes (9D)	2.0%	Median Household Income	\$67,700	\$74,925
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$80,591,345	\$111,508,005	\$30,916,660
Men's		\$17,203,288	\$23,622,224	\$6,418,936
Women's		\$29,376,715	\$40,578,218	\$11,201,503
Children's		\$9,348,252	\$13,118,576	\$3,770,324
Footwear		\$18,087,043	\$25,134,082	\$7,047,039
Watches & Jewelry		\$4,818,971	\$6,671,619	\$1,852,648
Apparel Products and Services (1)		\$2,368,629	\$3,240,423	\$871,794
Computer				
Computers and Hardware for Home Use		\$6,782,157	\$9,314,868	\$2,532,711
Portable Memory		\$171,375	\$237,257	\$65,882
Computer Software		\$374,807	\$516,596	\$141,789
Computer Accessories		\$817,742	\$1,124,679	\$306,937
Entertainment & Recreation		\$131,350,773	\$181,273,419	\$49,922,646
Fees and Admissions		\$28,800,906	\$39,617,778	\$10,816,872
Membership Fees for Clubs (2)		\$9,741,524	\$13,400,624	\$3,659,100
Fees for Participant Sports, excl. Trips		\$5,698,261	\$7,772,098	\$2,073,837
Tickets to Theatre/Operas/Concerts		\$3,286,917	\$4,521,806	\$1,234,889
Tickets to Movies		\$2,085,354	\$2,874,477	\$789,123
Tickets to Parks or Museums		\$1,327,156	\$1,825,049	\$497,893
Admission to Sporting Events, excl. Trips		\$2,389,532	\$3,306,776	\$917,244
Fees for Recreational Lessons		\$4,234,229	\$5,863,964	\$1,629,735
Dating Services		\$37,933	\$52,986	\$15,053
TV/Video/Audio		\$50,322,632	\$69,408,132	\$19,085,500
Cable and Satellite Television Services		\$36,245,992	\$49,879,015	\$13,633,023
Televisions		\$4,440,320	\$6,148,502	\$1,708,182
Satellite Dishes		\$57,389	\$80,008	\$22,619
VCRs, Video Cameras, and DVD Players		\$187,790	\$262,118	\$74,328
Miscellaneous Video Equipment		\$635,821	\$875,979	\$240,158
Video Cassettes and DVDs		\$301,771	\$418,955	\$117,184
Video Game Hardware/Accessories		\$976,603	\$1,374,033	\$397,430
Video Game Software		\$583,523	\$816,693	\$233,170
Rental/Streaming/Downloaded Video		\$2,628,023	\$3,658,298	\$1,030,275
Installation of Televisions		\$43,929	\$58,802	\$14,873
Audio (3)		\$4,112,679	\$5,683,366	\$1,570,687
Rental and Repair of TV/Radio/Sound Equipment		\$108,794	\$152,364	\$43,570
Pets		\$30,190,689	\$41,699,921	\$11,509,232
Toys/Games/Crafts/Hobbies (4)		\$4,291,200	\$5,981,186	\$1,689,986
Recreational Vehicles and Fees (5)		\$3,901,244	\$5,435,763	\$1,534,519
Sports/Recreation/Exercise Equipment (6)		\$6,403,202	\$8,890,878	\$2,487,676
Photo Equipment and Supplies (7)		\$1,668,319	\$2,317,863	\$649,544
Reading (8)		\$4,836,300	\$6,624,491	\$1,788,191
Catered Affairs (9)		\$943,428	\$1,307,261	\$363,833
Food		\$370,331,656	\$510,714,471	\$140,382,815
Food at Home		\$223,229,145	\$307,688,771	\$84,459,626
Bakery and Cereal Products		\$28,383,232	\$39,129,053	\$10,745,821
Meats, Poultry, Fish, and Eggs		\$48,131,603	\$66,388,264	\$18,256,661
Dairy Products		\$22,463,849	\$30,934,302	\$8,470,453
Fruits and Vegetables		\$43,876,140	\$60,358,598	\$16,482,458
Snacks and Other Food at Home (10)		\$80,374,320	\$110,878,554	\$30,504,234
Food Away from Home		\$147,102,512	\$203,025,701	\$55,923,189
Alcoholic Beverages		\$25,914,612	\$35,666,330	\$9,751,718

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,294,259,111	\$1,768,864,064	\$474,604,953
Value of Retirement Plans	\$4,316,183,315	\$5,933,935,711	\$1,617,752,396
Value of Other Financial Assets	\$535,653,369	\$728,866,188	\$193,212,819
Vehicle Loan Amount excluding Interest	\$111,021,450	\$154,104,871	\$43,083,421
Value of Credit Card Debt	\$108,784,500	\$150,476,970	\$41,692,470
Health			
Nonprescription Drugs	\$6,774,565	\$9,338,417	\$2,563,852
Prescription Drugs	\$16,219,146	\$22,311,284	\$6,092,138
Eyeglasses and Contact Lenses	\$4,014,558	\$5,548,481	\$1,533,923
Home			
Mortgage Payment and Basics (11)	\$417,722,882	\$576,171,143	\$158,448,261
Maintenance and Remodeling Services	\$128,947,278	\$176,029,731	\$47,082,453
Maintenance and Remodeling Materials (12)	\$24,704,690	\$34,064,360	\$9,359,670
Utilities, Fuel, and Public Services	\$207,871,142	\$286,987,575	\$79,116,433
Household Furnishings and Equipment			
Household Textiles (13)	\$3,941,985	\$5,437,232	\$1,495,247
Furniture	\$24,380,961	\$33,697,219	\$9,316,258
Rugs	\$1,303,554	\$1,791,685	\$488,131
Major Appliances (14)	\$15,779,243	\$21,724,569	\$5,945,326
Housewares (15)	\$3,870,154	\$5,310,255	\$1,440,101
Small Appliances	\$2,096,861	\$2,898,196	\$801,335
Luggage	\$706,637	\$969,434	\$262,797
Telephones and Accessories	\$4,370,141	\$6,027,904	\$1,657,763
Household Operations			
Child Care	\$14,964,689	\$20,999,777	\$6,035,088
Lawn and Garden (16)	\$22,950,365	\$31,483,041	\$8,532,676
Moving/Storage/Freight Express	\$2,730,151	\$3,754,272	\$1,024,121
Housekeeping Supplies (17)	\$34,206,701	\$47,037,859	\$12,831,158
Insurance			
Owners and Renters Insurance	\$27,999,208	\$38,588,987	\$10,589,779
Vehicle Insurance	\$75,140,563	\$103,693,211	\$28,552,648
Life/Other Insurance	\$24,798,993	\$34,196,971	\$9,397,978
Health Insurance	\$187,933,342	\$258,382,466	\$70,449,124
Personal Care Products (18)	\$20,838,033	\$28,712,584	\$7,874,551
School Books and Supplies (19)	\$4,758,477	\$6,583,046	\$1,824,569
Smoking Products	\$14,352,051	\$20,111,141	\$5,759,090
Transportation			
Payments on Vehicles excluding Leases	\$99,219,680	\$137,661,034	\$38,441,354
Gasoline and Motor Oil	\$93,138,898	\$128,884,322	\$35,745,424
Vehicle Maintenance and Repairs	\$46,713,728	\$64,446,902	\$17,733,174
Travel			
Airline Fares	\$26,141,183	\$35,799,314	\$9,658,131
Lodging on Trips	\$29,500,546	\$40,541,402	\$11,040,856
Auto/Truck Rental on Trips	\$2,320,430	\$3,173,603	\$853,173
Food and Drink on Trips	\$24,728,750	\$33,967,989	\$9,239,239

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Retail Demand Outlook

Wildwood, Florida
Ring: 10 mile radius

Prepared by Esri
Latitude: 28.86776
Longitude: -82.01381

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	54.6%	Population	198,634	229,413
Traditional Living (12B)	12.9%	Households	93,566	108,437
Senior Escapes (9D)	10.9%	Families	62,746	72,211
Down the Road (10D)	6.6%	Median Age	63.0	63.7
Small Town Simplicity (12C)	1.8%	Median Household Income	\$56,191	\$61,576
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$157,395,774	\$207,349,435	\$49,953,661
Men's		\$33,241,958	\$43,622,166	\$10,380,208
Women's		\$57,409,200	\$75,530,163	\$18,120,963
Children's		\$18,624,653	\$24,754,569	\$6,129,916
Footwear		\$35,340,172	\$46,669,751	\$11,329,579
Watches & Jewelry		\$9,418,270	\$12,396,710	\$2,978,440
Apparel Products and Services (1)		\$4,530,326	\$5,927,731	\$1,397,405
Computer				
Computers and Hardware for Home Use		\$13,285,030	\$17,424,328	\$4,139,298
Portable Memory		\$333,456	\$439,016	\$105,560
Computer Software		\$730,988	\$960,230	\$229,242
Computer Accessories		\$1,571,193	\$2,063,158	\$491,965
Entertainment & Recreation		\$257,132,953	\$337,975,382	\$80,842,429
Fees and Admissions		\$55,508,080	\$72,898,645	\$17,390,565
Membership Fees for Clubs (2)		\$18,751,056	\$24,619,943	\$5,868,887
Fees for Participant Sports, excl. Trips		\$10,825,945	\$14,155,625	\$3,329,680
Tickets to Theatre/Operas/Concerts		\$6,236,625	\$8,188,164	\$1,951,539
Tickets to Movies		\$4,084,316	\$5,375,513	\$1,291,197
Tickets to Parks or Museums		\$2,619,196	\$3,439,514	\$820,318
Admission to Sporting Events, excl. Trips		\$4,545,311	\$5,990,131	\$1,444,820
Fees for Recreational Lessons		\$8,374,664	\$11,035,742	\$2,661,078
Dating Services		\$70,967	\$94,013	\$23,046
TV/Video/Audio		\$98,183,001	\$129,046,837	\$30,863,836
Cable and Satellite Television Services		\$70,779,607	\$92,875,586	\$22,095,979
Televisions		\$8,586,957	\$11,328,096	\$2,741,139
Satellite Dishes		\$109,427	\$144,889	\$35,462
VCRs, Video Cameras, and DVD Players		\$359,276	\$475,959	\$116,683
Miscellaneous Video Equipment		\$1,246,922	\$1,636,299	\$389,377
Video Cassettes and DVDs		\$587,973	\$776,736	\$188,763
Video Game Hardware/Accessories		\$1,913,123	\$2,543,060	\$629,937
Video Game Software		\$1,134,260	\$1,504,790	\$370,530
Rental/Streaming/Downloaded Video		\$5,123,295	\$6,777,113	\$1,653,818
Installation of Televisions		\$84,827	\$109,650	\$24,823
Audio (3)		\$8,043,863	\$10,591,625	\$2,547,762
Rental and Repair of TV/Radio/Sound Equipment		\$213,471	\$283,033	\$69,562
Pets		\$60,035,384	\$78,846,287	\$18,810,903
Toys/Games/Crafts/Hobbies (4)		\$8,358,800	\$11,059,689	\$2,700,889
Recreational Vehicles and Fees (5)		\$7,724,743	\$10,195,265	\$2,470,522
Sports/Recreation/Exercise Equipment (6)		\$12,971,939	\$17,098,226	\$4,126,287
Photo Equipment and Supplies (7)		\$3,203,614	\$4,232,657	\$1,029,043
Reading (8)		\$9,299,351	\$12,165,981	\$2,866,630
Catered Affairs (9)		\$1,862,295	\$2,450,489	\$588,194
Food		\$728,395,248	\$957,469,438	\$229,074,190
Food at Home		\$439,607,546	\$577,532,008	\$137,924,462
Bakery and Cereal Products		\$55,936,463	\$73,487,470	\$17,551,007
Meats, Poultry, Fish, and Eggs		\$94,449,895	\$124,140,705	\$29,690,810
Dairy Products		\$44,383,366	\$58,254,820	\$13,871,454
Fruits and Vegetables		\$86,281,004	\$113,234,948	\$26,953,944
Snacks and Other Food at Home (10)		\$158,556,818	\$208,414,065	\$49,857,247
Food Away from Home		\$288,787,702	\$379,937,430	\$91,149,728
Alcoholic Beverages		\$50,092,140	\$65,774,338	\$15,682,198

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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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,444,054,007	\$3,196,864,301	\$752,810,294
Value of Retirement Plans	\$8,208,431,128	\$10,771,474,396	\$2,563,043,268
Value of Other Financial Assets	\$1,001,257,704	\$1,304,586,702	\$303,328,998
Vehicle Loan Amount excluding Interest	\$218,888,068	\$289,041,979	\$70,153,911
Value of Credit Card Debt	\$212,135,081	\$279,317,596	\$67,182,515
Health			
Nonprescription Drugs	\$13,471,099	\$17,674,970	\$4,203,871
Prescription Drugs	\$31,620,036	\$41,466,168	\$9,846,132
Eyeglasses and Contact Lenses	\$7,818,000	\$10,281,015	\$2,463,015
Home			
Mortgage Payment and Basics (11)	\$810,918,643	\$1,066,397,246	\$255,478,603
Maintenance and Remodeling Services	\$252,277,539	\$329,533,004	\$77,255,465
Maintenance and Remodeling Materials (12)	\$50,127,538	\$65,797,444	\$15,669,906
Utilities, Fuel, and Public Services	\$407,488,625	\$535,939,986	\$128,451,361
Household Furnishings and Equipment			
Household Textiles (13)	\$7,705,093	\$10,131,475	\$2,426,382
Furniture	\$47,727,763	\$62,847,235	\$15,119,472
Rugs	\$2,512,087	\$3,297,266	\$785,179
Major Appliances (14)	\$30,895,015	\$40,594,291	\$9,699,276
Housewares (15)	\$7,577,902	\$9,930,307	\$2,352,405
Small Appliances	\$4,118,283	\$5,419,372	\$1,301,089
Luggage	\$1,370,228	\$1,797,978	\$427,750
Telephones and Accessories	\$8,273,690	\$10,883,866	\$2,610,176
Household Operations			
Child Care	\$29,137,019	\$38,736,011	\$9,598,992
Lawn and Garden (16)	\$44,968,889	\$58,880,234	\$13,911,345
Moving/Storage/Freight Express	\$5,525,649	\$7,251,971	\$1,726,322
Housekeeping Supplies (17)	\$67,109,134	\$88,047,709	\$20,938,575
Insurance			
Owners and Renters Insurance	\$54,570,355	\$71,693,889	\$17,123,534
Vehicle Insurance	\$148,623,846	\$195,506,125	\$46,882,279
Life/Other Insurance	\$48,011,314	\$63,106,217	\$15,094,903
Health Insurance	\$364,872,308	\$478,627,347	\$113,755,039
Personal Care Products (18)	\$40,594,627	\$53,343,132	\$12,748,505
School Books and Supplies (19)	\$9,471,223	\$12,473,783	\$3,002,560
Smoking Products	\$28,781,059	\$38,121,168	\$9,340,109
Transportation			
Payments on Vehicles excluding Leases	\$196,988,290	\$259,940,461	\$62,952,171
Gasoline and Motor Oil	\$185,461,918	\$244,248,426	\$58,786,508
Vehicle Maintenance and Repairs	\$91,893,457	\$120,789,253	\$28,895,796
Travel			
Airline Fares	\$50,660,061	\$66,337,113	\$15,677,052
Lodging on Trips	\$57,068,978	\$74,867,286	\$17,798,308
Auto/Truck Rental on Trips	\$4,544,318	\$5,947,009	\$1,402,691
Food and Drink on Trips	\$48,099,185	\$63,085,953	\$14,986,768

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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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