



Retail Demand Outlook

40284 CR-25, Lady Lake, Florida, 32159
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.93551
Longitude: -81.92692

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	75.9%	Population	69,805	76,995
Senior Escapes (9D)	9.6%	Households	37,231	41,274
Comfortable Empty Nesters (5A)	4.1%	Families	24,690	27,140
Front Porches (8E)	3.7%	Median Age	68.7	69.6
Rural Resort Dwellers (6E)	2.1%	Median Household Income	\$54,879	\$59,063
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$59,162,994	\$73,306,432	\$14,143,438
Men's		\$13,126,203	\$16,279,296	\$3,153,093
Women's		\$21,862,717	\$27,091,353	\$5,228,636
Children's		\$6,283,141	\$7,772,799	\$1,489,658
Footwear		\$12,907,844	\$15,987,029	\$3,079,185
Watches & Jewelry		\$3,543,295	\$4,388,767	\$845,472
Apparel Products and Services (1)		\$1,845,051	\$2,289,112	\$444,061
Computer				
Computers and Hardware for Home Use		\$5,228,239	\$6,481,764	\$1,253,525
Portable Memory		\$125,590	\$155,605	\$30,015
Computer Software		\$282,467	\$350,145	\$67,678
Computer Accessories		\$615,693	\$763,615	\$147,922
Entertainment & Recreation		\$98,493,526	\$122,044,544	\$23,551,018
Fees and Admissions		\$21,926,106	\$27,187,931	\$5,261,825
Membership Fees for Clubs (2)		\$7,410,515	\$9,188,603	\$1,778,088
Fees for Participant Sports, excl. Trips		\$4,505,591	\$5,592,579	\$1,086,988
Tickets to Theatre/Operas/Concerts		\$2,480,458	\$3,076,618	\$596,160
Tickets to Movies		\$1,568,699	\$1,944,548	\$375,849
Tickets to Parks or Museums		\$1,022,844	\$1,267,740	\$244,896
Admission to Sporting Events, excl. Trips		\$1,741,541	\$2,158,753	\$417,212
Fees for Recreational Lessons		\$3,171,403	\$3,928,037	\$756,634
Dating Services		\$25,055	\$31,053	\$5,998
TV/Video/Audio		\$37,616,028	\$46,616,390	\$9,000,362
Cable and Satellite Television Services		\$27,526,773	\$34,116,492	\$6,589,719
Televisions		\$3,199,260	\$3,965,193	\$765,933
Satellite Dishes		\$39,116	\$48,468	\$9,352
VCRs, Video Cameras, and DVD Players		\$127,636	\$158,124	\$30,488
Miscellaneous Video Equipment		\$485,711	\$601,766	\$116,055
Video Cassettes and DVDs		\$214,990	\$266,349	\$51,359
Video Game Hardware/Accessories		\$631,990	\$781,875	\$149,885
Video Game Software		\$389,733	\$482,551	\$92,818
Rental/Streaming/Downloaded Video		\$1,838,650	\$2,277,382	\$438,732
Installation of Televisions		\$38,953	\$48,385	\$9,432
Audio (3)		\$3,051,038	\$3,780,535	\$729,497
Rental and Repair of TV/Radio/Sound Equipment		\$72,178	\$89,269	\$17,091
Pets		\$22,767,587	\$28,197,820	\$5,430,233
Toys/Games/Crafts/Hobbies (4)		\$2,982,081	\$3,693,079	\$710,998
Recreational Vehicles and Fees (5)		\$2,810,900	\$3,478,445	\$667,545
Sports/Recreation/Exercise Equipment (6)		\$4,744,746	\$5,871,038	\$1,126,292
Photo Equipment and Supplies (7)		\$1,178,995	\$1,461,035	\$282,040
Reading (8)		\$3,767,423	\$4,672,597	\$905,174
Catered Affairs (9)		\$705,193	\$873,061	\$167,868
Food		\$278,905,743	\$345,606,022	\$66,700,279
Food at Home		\$168,865,262	\$209,246,543	\$40,381,281
Bakery and Cereal Products		\$21,472,132	\$26,605,373	\$5,133,241
Meats, Poultry, Fish, and Eggs		\$36,146,948	\$44,791,621	\$8,644,673
Dairy Products		\$17,171,573	\$21,277,415	\$4,105,842
Fruits and Vegetables		\$33,599,516	\$41,642,845	\$8,043,329
Snacks and Other Food at Home (10)		\$60,475,093	\$74,929,290	\$14,454,197
Food Away from Home		\$110,040,481	\$136,359,479	\$26,318,998
Alcoholic Beverages		\$19,631,508	\$24,340,280	\$4,708,772

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,010,628,560	\$1,254,232,748	\$243,604,188
Value of Retirement Plans	\$3,281,036,807	\$4,069,333,375	\$788,296,568
Value of Other Financial Assets	\$425,800,617	\$528,701,821	\$102,901,204
Vehicle Loan Amount excluding Interest	\$79,742,520	\$98,762,449	\$19,019,929
Value of Credit Card Debt	\$80,257,057	\$99,440,133	\$19,183,076
Health			
Nonprescription Drugs	\$5,169,583	\$6,402,912	\$1,233,329
Prescription Drugs	\$12,334,044	\$15,286,522	\$2,952,478
Eyeglasses and Contact Lenses	\$2,978,318	\$3,690,187	\$711,869
Home			
Mortgage Payment and Basics (11)	\$315,045,847	\$390,484,289	\$75,438,442
Maintenance and Remodeling Services	\$103,943,940	\$128,893,366	\$24,949,426
Maintenance and Remodeling Materials (12)	\$19,220,163	\$23,793,266	\$4,573,103
Utilities, Fuel, and Public Services	\$154,763,594	\$191,761,847	\$36,998,253
Household Furnishings and Equipment			
Household Textiles (13)	\$2,954,046	\$3,660,900	\$706,854
Furniture	\$18,052,977	\$22,368,359	\$4,315,382
Rugs	\$991,949	\$1,230,053	\$238,104
Major Appliances (14)	\$11,998,677	\$14,871,109	\$2,872,432
Housewares (15)	\$2,999,878	\$3,719,445	\$719,567
Small Appliances	\$1,554,574	\$1,926,072	\$371,498
Luggage	\$542,966	\$673,436	\$130,470
Telephones and Accessories	\$3,222,645	\$3,997,338	\$774,693
Household Operations			
Child Care	\$10,011,320	\$12,390,623	\$2,379,303
Lawn and Garden (16)	\$17,942,480	\$22,239,431	\$4,296,951
Moving/Storage/Freight Express	\$2,126,130	\$2,633,616	\$507,486
Housekeeping Supplies (17)	\$26,170,060	\$32,437,202	\$6,267,142
Insurance			
Owners and Renters Insurance	\$21,098,142	\$26,146,032	\$5,047,890
Vehicle Insurance	\$56,313,588	\$69,768,601	\$13,455,013
Life/Other Insurance	\$18,587,533	\$23,037,238	\$4,449,705
Health Insurance	\$143,238,640	\$177,570,583	\$34,331,943
Personal Care Products (18)	\$15,656,079	\$19,406,414	\$3,750,335
School Books and Supplies (19)	\$3,532,057	\$4,374,868	\$842,811
Smoking Products	\$9,755,779	\$12,061,097	\$2,305,318
Transportation			
Payments on Vehicles excluding Leases	\$72,070,956	\$89,239,659	\$17,168,703
Gasoline and Motor Oil	\$69,039,744	\$85,498,488	\$16,458,744
Vehicle Maintenance and Repairs	\$35,107,553	\$43,498,859	\$8,391,306
Travel			
Airline Fares	\$20,497,700	\$25,421,484	\$4,923,784
Lodging on Trips	\$22,631,827	\$28,060,030	\$5,428,203
Auto/Truck Rental on Trips	\$1,840,042	\$2,281,903	\$441,861
Food and Drink on Trips	\$19,045,907	\$23,613,113	\$4,567,206

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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)	57.1%	Population	204,250	231,389
Traditional Living (12B)	12.3%	Households	99,021	112,294
Senior Escapes (9D)	10.2%	Families	66,429	74,786
Down the Road (10D)	3.3%	Median Age	64.6	65.4
Small Town Simplicity (12C)	2.4%	Median Household Income	\$55,991	\$61,427
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$163,414,834	\$210,891,879	\$47,477,045
Men's		\$34,657,830	\$44,605,168	\$9,947,338
Women's		\$59,710,049	\$76,997,816	\$17,287,767
Children's		\$19,094,811	\$24,769,618	\$5,674,807
Footwear		\$36,587,779	\$47,306,320	\$10,718,541
Watches & Jewelry		\$9,818,084	\$12,671,552	\$2,853,468
Apparel Products and Services (1)		\$4,750,980	\$6,107,912	\$1,356,932
Computer				
Computers and Hardware for Home Use		\$13,854,834	\$17,818,643	\$3,963,809
Portable Memory		\$347,708	\$448,879	\$101,171
Computer Software		\$760,965	\$980,434	\$219,469
Computer Accessories		\$1,637,742	\$2,110,051	\$472,309
Entertainment & Recreation		\$268,148,837	\$345,585,090	\$77,436,253
Fees and Admissions		\$57,911,527	\$74,611,294	\$16,699,767
Membership Fees for Clubs (2)		\$19,585,206	\$25,234,162	\$5,648,956
Fees for Participant Sports, excl. Trips		\$11,344,250	\$14,573,135	\$3,228,885
Tickets to Theatre/Operas/Concerts		\$6,522,619	\$8,411,368	\$1,888,749
Tickets to Movies		\$4,229,716	\$5,449,290	\$1,219,574
Tickets to Parks or Museums		\$2,726,616	\$3,507,216	\$780,600
Admission to Sporting Events, excl. Trips		\$4,742,132	\$6,130,843	\$1,388,711
Fees for Recreational Lessons		\$8,687,412	\$11,209,671	\$2,522,259
Dating Services		\$73,575	\$95,609	\$22,034
TV/Video/Audio		\$102,401,476	\$131,954,765	\$29,553,289
Cable and Satellite Television Services		\$74,010,961	\$95,266,158	\$21,255,197
Televisions		\$8,902,955	\$11,500,364	\$2,597,409
Satellite Dishes		\$113,183	\$146,792	\$33,609
VCRs, Video Cameras, and DVD Players		\$371,137	\$481,555	\$110,418
Miscellaneous Video Equipment		\$1,303,188	\$1,678,088	\$374,900
Video Cassettes and DVDs		\$607,338	\$785,098	\$177,760
Video Game Hardware/Accessories		\$1,964,744	\$2,554,035	\$589,291
Video Game Software		\$1,166,421	\$1,513,477	\$347,056
Rental/Streaming/Downloaded Video		\$5,289,295	\$6,845,210	\$1,555,915
Installation of Televisions		\$89,762	\$114,260	\$24,498
Audio (3)		\$8,359,254	\$10,780,528	\$2,421,274
Rental and Repair of TV/Radio/Sound Equipment		\$223,237	\$289,199	\$65,962
Pets		\$62,725,411	\$80,785,674	\$18,060,263
Toys/Games/Crafts/Hobbies (4)		\$8,637,096	\$11,184,785	\$2,547,689
Recreational Vehicles and Fees (5)		\$8,042,743	\$10,403,123	\$2,360,380
Sports/Recreation/Exercise Equipment (6)		\$13,432,098	\$17,322,318	\$3,890,220
Photo Equipment and Supplies (7)		\$3,319,181	\$4,296,296	\$977,115
Reading (8)		\$9,754,267	\$12,542,734	\$2,788,467
Catered Affairs (9)		\$1,939,802	\$2,503,098	\$563,296
Food		\$758,020,573	\$976,345,084	\$218,324,511
Food at Home		\$457,877,074	\$589,560,192	\$131,683,118
Bakery and Cereal Products		\$58,283,612	\$75,046,303	\$16,762,691
Meats, Poultry, Fish, and Eggs		\$98,383,459	\$126,742,766	\$28,359,307
Dairy Products		\$46,261,799	\$59,531,708	\$13,269,909
Fruits and Vegetables		\$89,924,777	\$115,701,425	\$25,776,648
Snacks and Other Food at Home (10)		\$165,023,429	\$212,537,990	\$47,514,561
Food Away from Home		\$300,143,498	\$386,784,891	\$86,641,393
Alcoholic Beverages		\$52,271,211	\$67,344,639	\$15,073,428

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,570,527,212	\$3,305,859,642	\$735,332,430
Value of Retirement Plans	\$8,602,992,083	\$11,089,627,695	\$2,486,635,612
Value of Other Financial Assets	\$1,057,759,524	\$1,358,417,304	\$300,657,780
Vehicle Loan Amount excluding Interest	\$226,577,890	\$292,643,825	\$66,065,935
Value of Credit Card Debt	\$220,711,245	\$284,826,376	\$64,115,131
Health			
Nonprescription Drugs	\$14,066,177	\$18,100,049	\$4,033,872
Prescription Drugs	\$33,129,895	\$42,639,350	\$9,509,455
Eyeglasses and Contact Lenses	\$8,154,377	\$10,519,288	\$2,364,911
Home			
Mortgage Payment and Basics (11)	\$845,547,089	\$1,090,261,513	\$244,714,424
Maintenance and Remodeling Services	\$265,133,682	\$340,103,260	\$74,969,578
Maintenance and Remodeling Materials (12)	\$52,320,302	\$67,256,269	\$14,935,967
Utilities, Fuel, and Public Services	\$424,474,643	\$547,056,637	\$122,581,994
Household Furnishings and Equipment			
Household Textiles (13)	\$8,024,225	\$10,339,789	\$2,315,564
Furniture	\$49,624,683	\$63,997,618	\$14,372,935
Rugs	\$2,628,878	\$3,385,294	\$756,416
Major Appliances (14)	\$32,211,380	\$41,471,485	\$9,260,105
Housewares (15)	\$7,912,367	\$10,171,921	\$2,259,554
Small Appliances	\$4,280,408	\$5,518,978	\$1,238,570
Luggage	\$1,427,468	\$1,836,179	\$408,711
Telephones and Accessories	\$8,608,911	\$11,117,941	\$2,509,030
Household Operations			
Child Care	\$29,987,147	\$38,961,240	\$8,974,093
Lawn and Garden (16)	\$47,162,150	\$60,618,095	\$13,455,945
Moving/Storage/Freight Express	\$5,733,015	\$7,362,490	\$1,629,475
Housekeeping Supplies (17)	\$70,009,071	\$90,073,528	\$20,064,457
Insurance			
Owners and Renters Insurance	\$57,031,861	\$73,475,929	\$16,444,068
Vehicle Insurance	\$154,511,784	\$198,992,009	\$44,480,225
Life/Other Insurance	\$50,227,222	\$64,749,173	\$14,521,951
Health Insurance	\$381,660,298	\$491,278,727	\$109,618,429
Personal Care Products (18)	\$42,286,789	\$54,477,642	\$12,190,853
School Books and Supplies (19)	\$9,818,558	\$12,655,145	\$2,836,587
Smoking Products	\$29,835,479	\$38,629,428	\$8,793,949
Transportation			
Payments on Vehicles excluding Leases	\$204,195,211	\$263,552,986	\$59,357,775
Gasoline and Motor Oil	\$192,590,896	\$248,225,257	\$55,634,361
Vehicle Maintenance and Repairs	\$95,680,046	\$123,250,668	\$27,570,622
Travel			
Airline Fares	\$52,983,824	\$68,102,324	\$15,118,500
Lodging on Trips	\$59,691,239	\$76,847,986	\$17,156,747
Auto/Truck Rental on Trips	\$4,750,174	\$6,098,224	\$1,348,050
Food and Drink on Trips	\$50,260,330	\$64,670,455	\$14,410,125

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Retail Demand Outlook

40284 CR-25, Lady Lake, Florida, 32159
Ring: 15 mile radius

Prepared by Esri
Latitude: 28.93551
Longitude: -81.92692

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	44.2%	Population	324,844	364,681
Senior Escapes (9D)	15.3%	Households	146,886	165,309
Traditional Living (12B)	9.4%	Families	98,603	110,315
Down the Road (10D)	7.7%	Median Age	60.1	61.0
The Great Outdoors (6C)	3.2%	Median Household Income	\$53,826	\$59,014
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$233,716,022	\$299,945,115	\$66,229,093
Men's		\$48,561,234	\$62,196,732	\$13,635,498
Women's		\$85,041,255	\$109,055,078	\$24,013,823
Children's		\$28,623,011	\$36,896,225	\$8,273,214
Footwear		\$52,682,569	\$67,709,425	\$15,026,856
Watches & Jewelry		\$14,006,011	\$17,967,557	\$3,961,546
Apparel Products and Services (1)		\$6,541,274	\$8,365,823	\$1,824,549
Computer				
Computers and Hardware for Home Use		\$19,600,397	\$25,084,669	\$5,484,272
Portable Memory		\$495,900	\$636,219	\$140,319
Computer Software		\$1,075,554	\$1,378,191	\$302,637
Computer Accessories		\$2,290,523	\$2,935,684	\$645,161
Entertainment & Recreation		\$381,164,582	\$488,524,516	\$107,359,934
Fees and Admissions		\$81,602,416	\$104,564,091	\$22,961,675
Membership Fees for Clubs (2)		\$27,546,882	\$35,295,174	\$7,748,292
Fees for Participant Sports, excl. Trips		\$15,582,436	\$19,920,946	\$4,338,510
Tickets to Theatre/Operas/Concerts		\$9,047,713	\$11,600,322	\$2,552,609
Tickets to Movies		\$6,063,390	\$7,774,755	\$1,711,365
Tickets to Parks or Museums		\$3,903,226	\$4,996,598	\$1,093,372
Admission to Sporting Events, excl. Trips		\$6,708,389	\$8,617,858	\$1,909,469
Fees for Recreational Lessons		\$12,646,880	\$16,224,928	\$3,578,048
Dating Services		\$103,500	\$133,510	\$30,010
TV/Video/Audio		\$144,920,026	\$185,744,519	\$40,824,493
Cable and Satellite Television Services		\$104,114,877	\$133,316,236	\$29,201,359
Televisions		\$12,726,944	\$16,348,820	\$3,621,876
Satellite Dishes		\$162,780	\$209,694	\$46,914
VCRs, Video Cameras, and DVD Players		\$533,078	\$686,947	\$153,869
Miscellaneous Video Equipment		\$1,837,529	\$2,353,993	\$516,464
Video Cassettes and DVDs		\$873,312	\$1,122,684	\$249,372
Video Game Hardware/Accessories		\$2,888,833	\$3,728,363	\$839,530
Video Game Software		\$1,694,637	\$2,184,479	\$489,842
Rental/Streaming/Downloaded Video		\$7,668,326	\$9,864,275	\$2,195,949
Installation of Televisions		\$119,733	\$151,851	\$32,118
Audio (3)		\$11,976,169	\$15,360,494	\$3,384,325
Rental and Repair of TV/Radio/Sound Equipment		\$323,809	\$416,683	\$92,874
Pets		\$89,720,756	\$114,907,617	\$25,186,861
Toys/Games/Crafts/Hobbies (4)		\$12,496,442	\$16,083,393	\$3,586,951
Recreational Vehicles and Fees (5)		\$11,714,750	\$15,049,962	\$3,335,212
Sports/Recreation/Exercise Equipment (6)		\$19,763,053	\$25,339,502	\$5,576,449
Photo Equipment and Supplies (7)		\$4,753,234	\$6,113,465	\$1,360,231
Reading (8)		\$13,439,646	\$17,189,987	\$3,750,341
Catered Affairs (9)		\$2,775,013	\$3,558,547	\$783,534
Food		\$1,080,267,205	\$1,384,296,587	\$304,029,382
Food at Home		\$651,144,151	\$834,142,025	\$182,997,874
Bakery and Cereal Products		\$82,906,981	\$106,208,579	\$23,301,598
Meats, Poultry, Fish, and Eggs		\$139,766,924	\$179,120,313	\$39,353,389
Dairy Products		\$65,700,463	\$84,119,497	\$18,419,034
Fruits and Vegetables		\$127,352,903	\$163,047,497	\$35,694,594
Snacks and Other Food at Home (10)		\$235,416,880	\$301,646,138	\$66,229,258
Food Away from Home		\$429,123,054	\$550,154,562	\$121,031,508
Alcoholic Beverages		\$73,515,620	\$94,191,852	\$20,676,232

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$3,527,552,141	\$4,511,366,593	\$983,814,452
Value of Retirement Plans	\$11,985,553,854	\$15,358,715,354	\$3,373,161,500
Value of Other Financial Assets	\$1,408,501,245	\$1,798,542,046	\$390,040,801
Vehicle Loan Amount excluding Interest	\$329,904,173	\$423,703,256	\$93,799,083
Value of Credit Card Debt	\$315,053,033	\$404,211,605	\$89,158,572
Health			
Nonprescription Drugs	\$19,998,094	\$25,599,047	\$5,600,953
Prescription Drugs	\$46,410,060	\$59,416,457	\$13,006,397
Eyeglasses and Contact Lenses	\$11,545,000	\$14,807,453	\$3,262,453
Home			
Mortgage Payment and Basics (11)	\$1,205,715,225	\$1,545,747,175	\$340,031,950
Maintenance and Remodeling Services	\$370,920,804	\$473,492,549	\$102,571,745
Maintenance and Remodeling Materials (12)	\$76,014,607	\$97,221,772	\$21,207,165
Utilities, Fuel, and Public Services	\$604,416,473	\$774,836,816	\$170,420,343
Household Furnishings and Equipment			
Household Textiles (13)	\$11,420,705	\$14,638,718	\$3,218,013
Furniture	\$71,110,065	\$91,220,989	\$20,110,924
Rugs	\$3,699,558	\$4,738,552	\$1,038,994
Major Appliances (14)	\$45,925,967	\$58,827,242	\$12,901,275
Housewares (15)	\$11,132,712	\$14,242,909	\$3,110,197
Small Appliances	\$6,115,000	\$7,841,206	\$1,726,206
Luggage	\$2,010,503	\$2,574,106	\$563,603
Telephones and Accessories	\$11,908,174	\$15,295,628	\$3,387,454
Household Operations			
Child Care	\$44,611,637	\$57,544,367	\$12,932,730
Lawn and Garden (16)	\$66,347,845	\$84,837,437	\$18,489,592
Moving/Storage/Freight Express	\$8,308,055	\$10,620,810	\$2,312,755
Housekeeping Supplies (17)	\$98,906,931	\$126,622,638	\$27,715,707
Insurance			
Owners and Renters Insurance	\$80,890,834	\$103,643,571	\$22,752,737
Vehicle Insurance	\$221,780,477	\$284,222,912	\$62,442,435
Life/Other Insurance	\$71,112,429	\$91,153,382	\$20,040,953
Health Insurance	\$535,451,995	\$685,606,887	\$150,154,892
Personal Care Products (18)	\$59,794,815	\$76,635,202	\$16,840,387
School Books and Supplies (19)	\$14,222,491	\$18,236,886	\$4,014,395
Smoking Products	\$43,754,314	\$56,283,939	\$12,529,625
Transportation			
Payments on Vehicles excluding Leases	\$297,908,495	\$382,400,622	\$84,492,127
Gasoline and Motor Oil	\$278,685,843	\$357,321,272	\$78,635,429
Vehicle Maintenance and Repairs	\$136,274,673	\$174,624,450	\$38,349,777
Travel			
Airline Fares	\$74,157,465	\$94,832,401	\$20,674,936
Lodging on Trips	\$83,974,651	\$107,524,088	\$23,549,437
Auto/Truck Rental on Trips	\$6,685,980	\$8,543,017	\$1,857,037
Food and Drink on Trips	\$70,853,060	\$90,691,493	\$19,838,433

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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.
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