



Retail Demand Outlook

205 Oxford St, Wildwood, Florida, 34785
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 28.86277
 Longitude: -82.03945

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Traditional Living (12B)	50.0%	Population	3,859	4,832
Senior Escapes (9D)	27.8%	Households	1,552	1,967
Modest Income Homes (12D)	22.2%	Families	988	1,246
	0.0%	Median Age	42.8	44.6
	0.0%	Median Household Income	\$52,524	\$56,705
		2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$2,396,915	\$3,403,851	\$1,006,936
Men's		\$447,086	\$635,119	\$188,033
Women's		\$855,663	\$1,214,582	\$358,919
Children's		\$354,124	\$503,729	\$149,605
Footwear		\$546,116	\$775,195	\$229,079
Watches & Jewelry		\$132,814	\$188,605	\$55,791
Apparel Products and Services (1)		\$61,111	\$86,622	\$25,511
Computer				
Computers and Hardware for Home Use		\$171,250	\$242,947	\$71,697
Portable Memory		\$4,163	\$5,905	\$1,742
Computer Software		\$10,213	\$14,510	\$4,297
Computer Accessories		\$20,392	\$29,020	\$8,628
Entertainment & Recreation		\$3,679,654	\$5,227,329	\$1,547,675
Fees and Admissions		\$718,858	\$1,022,231	\$303,373
Membership Fees for Clubs (2)		\$242,859	\$345,138	\$102,279
Fees for Participant Sports, excl. Trips		\$107,017	\$152,326	\$45,309
Tickets to Theatre/Operas/Concerts		\$82,101	\$116,849	\$34,748
Tickets to Movies		\$59,509	\$84,556	\$25,047
Tickets to Parks or Museums		\$33,462	\$47,504	\$14,042
Admission to Sporting Events, excl. Trips		\$66,191	\$94,081	\$27,890
Fees for Recreational Lessons		\$126,648	\$180,264	\$53,616
Dating Services		\$1,070	\$1,514	\$444
TV/Video/Audio		\$1,413,788	\$2,003,121	\$589,333
Cable and Satellite Television Services		\$994,195	\$1,407,221	\$413,026
Televisions		\$128,470	\$182,091	\$53,621
Satellite Dishes		\$1,388	\$1,974	\$586
VCRs, Video Cameras, and DVD Players		\$6,258	\$8,897	\$2,639
Miscellaneous Video Equipment		\$30,721	\$43,661	\$12,940
Video Cassettes and DVDs		\$12,056	\$17,117	\$5,061
Video Game Hardware/Accessories		\$33,918	\$48,261	\$14,343
Video Game Software		\$19,926	\$28,364	\$8,438
Rental/Streaming/Downloaded Video		\$62,230	\$88,528	\$26,298
Installation of Televisions		\$1,185	\$1,677	\$492
Audio (3)		\$120,275	\$170,888	\$50,613
Rental and Repair of TV/Radio/Sound Equipment		\$3,165	\$4,441	\$1,276
Pets		\$812,282	\$1,155,140	\$342,858
Toys/Games/Crafts/Hobbies (4)		\$143,110	\$203,711	\$60,601
Recreational Vehicles and Fees (5)		\$150,253	\$214,595	\$64,342
Sports/Recreation/Exercise Equipment (6)		\$230,995	\$329,235	\$98,240
Photo Equipment and Supplies (7)		\$56,927	\$81,061	\$24,134
Reading (8)		\$121,086	\$172,109	\$51,023
Catered Affairs (9)		\$32,354	\$46,127	\$13,773
Food		\$10,318,581	\$14,635,151	\$4,316,570
Food at Home		\$6,117,046	\$8,672,895	\$2,555,849
Bakery and Cereal Products		\$789,044	\$1,118,672	\$329,628
Meats, Poultry, Fish, and Eggs		\$1,337,007	\$1,893,764	\$556,757
Dairy Products		\$627,926	\$891,691	\$263,765
Fruits and Vegetables		\$1,161,290	\$1,647,045	\$485,755
Snacks and Other Food at Home (10)		\$2,201,779	\$3,121,723	\$919,944
Food Away from Home		\$4,201,535	\$5,962,256	\$1,760,721
Alcoholic Beverages		\$669,562	\$952,099	\$282,537

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	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$27,146,428	\$38,669,209	\$11,522,781
Value of Retirement Plans	\$107,301,477	\$152,891,871	\$45,590,394
Value of Other Financial Assets	\$10,792,821	\$15,309,719	\$4,516,898
Vehicle Loan Amount excluding Interest	\$3,489,086	\$4,942,303	\$1,453,217
Value of Credit Card Debt	\$2,947,518	\$4,185,247	\$1,237,729
Health			
Nonprescription Drugs	\$184,655	\$261,662	\$77,007
Prescription Drugs	\$449,060	\$635,924	\$186,864
Eyeglasses and Contact Lenses	\$111,796	\$159,183	\$47,387
Home			
Mortgage Payment and Basics (11)	\$11,113,927	\$15,840,923	\$4,726,996
Maintenance and Remodeling Services	\$2,652,496	\$3,770,702	\$1,118,206
Maintenance and Remodeling Materials (12)	\$624,803	\$890,725	\$265,922
Utilities, Fuel, and Public Services	\$5,887,712	\$8,339,862	\$2,452,150
Household Furnishings and Equipment			
Household Textiles (13)	\$118,055	\$167,325	\$49,270
Furniture	\$726,332	\$1,031,180	\$304,848
Rugs	\$38,915	\$55,560	\$16,645
Major Appliances (14)	\$407,533	\$578,448	\$170,915
Housewares (15)	\$114,779	\$162,996	\$48,217
Small Appliances	\$57,552	\$81,704	\$24,152
Luggage	\$15,829	\$22,465	\$6,636
Telephones and Accessories	\$98,468	\$140,401	\$41,933
Household Operations			
Child Care	\$508,165	\$723,477	\$215,312
Lawn and Garden (16)	\$551,676	\$783,743	\$232,067
Moving/Storage/Freight Express	\$67,084	\$94,969	\$27,885
Housekeeping Supplies (17)	\$918,447	\$1,301,537	\$383,090
Insurance			
Owners and Renters Insurance	\$733,610	\$1,041,014	\$307,404
Vehicle Insurance	\$2,114,768	\$2,993,826	\$879,058
Life/Other Insurance	\$628,708	\$891,516	\$262,808
Health Insurance	\$4,420,732	\$6,272,017	\$1,851,285
Personal Care Products (18)	\$592,773	\$842,402	\$249,629
School Books and Supplies (19)	\$160,584	\$227,808	\$67,224
Smoking Products	\$548,718	\$776,092	\$227,374
Transportation			
Payments on Vehicles excluding Leases	\$3,098,595	\$4,396,566	\$1,297,971
Gasoline and Motor Oil	\$2,784,450	\$3,946,877	\$1,162,427
Vehicle Maintenance and Repairs	\$1,375,173	\$1,952,550	\$577,377
Travel			
Airline Fares	\$610,418	\$867,918	\$257,500
Lodging on Trips	\$693,245	\$985,772	\$292,527
Auto/Truck Rental on Trips	\$29,848	\$42,432	\$12,584
Food and Drink on Trips	\$615,797	\$874,955	\$259,158

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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	2020	2025
The Elders (9C)	52.8%	Population	21,711	27,286
Traditional Living (12B)	23.4%	Households	10,252	12,871
Down the Road (10D)	11.2%	Families	7,109	8,891
Senior Escapes (9D)	8.4%	Median Age	61.9	62.2
Modest Income Homes (12D)	4.2%	Median Household Income	\$56,890	\$59,633
		2020	2025	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$16,385,590	\$22,426,675	\$6,041,085
Men's		\$3,128,095	\$4,275,634	\$1,147,539
Women's		\$6,170,729	\$8,408,356	\$2,237,627
Children's		\$2,058,329	\$2,861,280	\$802,951
Footwear		\$3,578,037	\$4,911,722	\$1,333,685
Watches & Jewelry		\$954,056	\$1,299,373	\$345,317
Apparel Products and Services (1)		\$496,343	\$670,309	\$173,966
Computer				
Computers and Hardware for Home Use		\$1,294,313	\$1,760,290	\$465,977
Portable Memory		\$31,689	\$43,073	\$11,384
Computer Software		\$75,339	\$102,580	\$27,241
Computer Accessories		\$155,713	\$211,561	\$55,848
Entertainment & Recreation		\$25,895,630	\$35,326,424	\$9,430,794
Fees and Admissions		\$5,379,651	\$7,320,924	\$1,941,273
Membership Fees for Clubs (2)		\$1,820,294	\$2,473,544	\$653,250
Fees for Participant Sports, excl. Trips		\$878,624	\$1,190,363	\$311,739
Tickets to Theatre/Operas/Concerts		\$632,502	\$857,541	\$225,039
Tickets to Movies		\$439,029	\$599,674	\$160,645
Tickets to Parks or Museums		\$246,326	\$335,902	\$89,576
Admission to Sporting Events, excl. Trips		\$466,041	\$635,537	\$169,496
Fees for Recreational Lessons		\$890,435	\$1,219,600	\$329,165
Dating Services		\$6,401	\$8,762	\$2,361
TV/Video/Audio		\$9,905,470	\$13,503,270	\$3,597,800
Cable and Satellite Television Services		\$7,081,259	\$9,632,573	\$2,551,314
Televisions		\$901,730	\$1,232,129	\$330,399
Satellite Dishes		\$10,818	\$14,729	\$3,911
VCRs, Video Cameras, and DVD Players		\$42,215	\$57,827	\$15,612
Miscellaneous Video Equipment		\$194,182	\$266,767	\$72,585
Video Cassettes and DVDs		\$81,979	\$112,314	\$30,335
Video Game Hardware/Accessories		\$198,008	\$274,381	\$76,373
Video Game Software		\$119,482	\$165,432	\$45,950
Rental/Streaming/Downloaded Video		\$413,620	\$568,075	\$154,455
Installation of Televisions		\$13,331	\$17,768	\$4,437
Audio (3)		\$829,703	\$1,135,070	\$305,367
Rental and Repair of TV/Radio/Sound Equipment		\$19,144	\$26,204	\$7,060
Pets		\$5,447,504	\$7,450,923	\$2,003,419
Toys/Games/Crafts/Hobbies (4)		\$902,294	\$1,242,137	\$339,843
Recreational Vehicles and Fees (5)		\$1,057,173	\$1,441,049	\$383,876
Sports/Recreation/Exercise Equipment (6)		\$1,649,083	\$2,256,040	\$606,957
Photo Equipment and Supplies (7)		\$367,075	\$503,363	\$136,288
Reading (8)		\$967,748	\$1,308,938	\$341,190
Catered Affairs (9)		\$219,630	\$299,782	\$80,152
Food		\$73,343,769	\$100,074,310	\$26,730,541
Food at Home		\$43,594,083	\$59,449,356	\$15,855,273
Bakery and Cereal Products		\$5,599,294	\$7,638,072	\$2,038,778
Meats, Poultry, Fish, and Eggs		\$9,579,688	\$13,055,016	\$3,475,328
Dairy Products		\$4,501,772	\$6,136,781	\$1,635,009
Fruits and Vegetables		\$8,557,896	\$11,651,902	\$3,094,006
Snacks and Other Food at Home (10)		\$15,355,434	\$20,967,585	\$5,612,151
Food Away from Home		\$29,749,686	\$40,624,954	\$10,875,268
Alcoholic Beverages		\$4,890,328	\$6,660,211	\$1,769,883

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$230,225,107	\$310,372,082	\$80,146,975
Value of Retirement Plans	\$800,129,865	\$1,086,076,529	\$285,946,664
Value of Other Financial Assets	\$97,860,257	\$130,919,625	\$33,059,368
Vehicle Loan Amount excluding Interest	\$23,086,381	\$31,666,096	\$8,579,715
Value of Credit Card Debt	\$20,386,853	\$27,848,769	\$7,461,916
Health			
Nonprescription Drugs	\$1,344,950	\$1,827,690	\$482,740
Prescription Drugs	\$3,321,649	\$4,506,733	\$1,185,084
Eyeglasses and Contact Lenses	\$758,243	\$1,035,392	\$277,149
Home			
Mortgage Payment and Basics (11)	\$81,634,107	\$111,235,417	\$29,601,310
Maintenance and Remodeling Services	\$22,337,688	\$30,167,047	\$7,829,359
Maintenance and Remodeling Materials (12)	\$4,412,874	\$6,024,383	\$1,611,509
Utilities, Fuel, and Public Services	\$40,582,831	\$55,401,321	\$14,818,490
Household Furnishings and Equipment			
Household Textiles (13)	\$818,099	\$1,116,379	\$298,280
Furniture	\$4,962,139	\$6,788,229	\$1,826,090
Rugs	\$256,180	\$350,925	\$94,745
Major Appliances (14)	\$2,965,256	\$4,043,124	\$1,077,868
Housewares (15)	\$862,856	\$1,172,923	\$310,067
Small Appliances	\$397,436	\$542,909	\$145,473
Luggage	\$118,907	\$161,800	\$42,893
Telephones and Accessories	\$756,244	\$1,027,792	\$271,548
Household Operations			
Child Care	\$3,113,452	\$4,304,628	\$1,191,176
Lawn and Garden (16)	\$4,362,228	\$5,906,271	\$1,544,043
Moving/Storage/Freight Express	\$479,185	\$653,395	\$174,210
Housekeeping Supplies (17)	\$6,878,281	\$9,350,857	\$2,472,576
Insurance			
Owners and Renters Insurance	\$5,249,401	\$7,149,028	\$1,899,627
Vehicle Insurance	\$14,609,090	\$19,964,685	\$5,355,595
Life/Other Insurance	\$4,372,825	\$5,958,809	\$1,585,984
Health Insurance	\$32,127,214	\$43,699,304	\$11,572,090
Personal Care Products (18)	\$4,125,512	\$5,636,897	\$1,511,385
School Books and Supplies (19)	\$1,095,501	\$1,500,954	\$405,453
Smoking Products	\$3,150,863	\$4,346,245	\$1,195,382
Transportation			
Payments on Vehicles excluding Leases	\$20,114,977	\$27,628,436	\$7,513,459
Gasoline and Motor Oil	\$18,632,764	\$25,527,733	\$6,894,969
Vehicle Maintenance and Repairs	\$9,654,060	\$13,174,743	\$3,520,683
Travel			
Airline Fares	\$4,919,112	\$6,661,344	\$1,742,232
Lodging on Trips	\$5,368,214	\$7,278,207	\$1,909,993
Auto/Truck Rental on Trips	\$243,065	\$328,956	\$85,891
Food and Drink on Trips	\$4,690,259	\$6,369,040	\$1,678,781

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Traditional Living (12B)	26.2%	Households	35,052	44,541
Down the Road (10D)	10.0%	Families	24,587	31,106
Senior Escapes (9D)	2.7%	Median Age	62.1	62.1
Southern Satellites (10A)	2.1%	Median Household Income	\$58,211	\$61,083
		2020	2025	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$57,165,116	\$79,221,059	\$22,055,943
Men's		\$10,937,299	\$15,131,346	\$4,194,047
Women's		\$21,513,172	\$29,646,088	\$8,132,916
Children's		\$7,178,761	\$10,143,637	\$2,964,876
Footwear		\$12,449,056	\$17,320,524	\$4,871,468
Watches & Jewelry		\$3,349,764	\$4,611,600	\$1,261,836
Apparel Products and Services (1)		\$1,737,065	\$2,367,864	\$630,799
Computer				
Computers and Hardware for Home Use		\$4,515,006	\$6,209,435	\$1,694,429
Portable Memory		\$110,445	\$151,759	\$41,314
Computer Software		\$262,478	\$361,444	\$98,966
Computer Accessories		\$546,020	\$749,645	\$203,625
Entertainment & Recreation		\$90,784,987	\$125,216,161	\$34,431,174
Fees and Admissions		\$18,829,245	\$25,906,313	\$7,077,068
Membership Fees for Clubs (2)		\$6,383,268	\$8,765,830	\$2,382,562
Fees for Participant Sports, excl. Trips		\$3,073,725	\$4,205,742	\$1,132,017
Tickets to Theatre/Operas/Concerts		\$2,219,968	\$3,039,478	\$819,510
Tickets to Movies		\$1,528,000	\$2,113,377	\$585,377
Tickets to Parks or Museums		\$859,909	\$1,185,920	\$326,011
Admission to Sporting Events, excl. Trips		\$1,644,285	\$2,267,483	\$623,198
Fees for Recreational Lessons		\$3,097,693	\$4,297,414	\$1,199,721
Dating Services		\$22,398	\$31,068	\$8,670
TV/Video/Audio		\$34,683,407	\$47,816,110	\$13,132,703
Cable and Satellite Television Services		\$24,823,562	\$34,128,363	\$9,304,801
Televisions		\$3,148,769	\$4,355,976	\$1,207,207
Satellite Dishes		\$38,008	\$52,322	\$14,314
VCRs, Video Cameras, and DVD Players		\$147,419	\$204,491	\$57,072
Miscellaneous Video Equipment		\$680,795	\$947,536	\$266,741
Video Cassettes and DVDs		\$285,931	\$396,760	\$110,829
Video Game Hardware/Accessories		\$689,153	\$970,041	\$280,888
Video Game Software		\$414,693	\$583,172	\$168,479
Rental/Streaming/Downloaded Video		\$1,441,240	\$2,006,143	\$564,903
Installation of Televisions		\$46,783	\$62,742	\$15,959
Audio (3)		\$2,900,254	\$4,015,743	\$1,115,489
Rental and Repair of TV/Radio/Sound Equipment		\$66,799	\$92,821	\$26,022
Pets		\$19,147,069	\$26,465,090	\$7,318,021
Toys/Games/Crafts/Hobbies (4)		\$3,156,464	\$4,403,826	\$1,247,362
Recreational Vehicles and Fees (5)		\$3,732,838	\$5,134,531	\$1,401,693
Sports/Recreation/Exercise Equipment (6)		\$5,780,346	\$8,002,449	\$2,222,103
Photo Equipment and Supplies (7)		\$1,286,103	\$1,785,593	\$499,490
Reading (8)		\$3,398,818	\$4,638,962	\$1,240,144
Catered Affairs (9)		\$770,696	\$1,063,286	\$292,590
Food		\$256,225,730	\$353,692,489	\$97,466,759
Food at Home		\$152,280,160	\$210,053,736	\$57,773,576
Bakery and Cereal Products		\$19,573,837	\$27,008,984	\$7,435,147
Meats, Poultry, Fish, and Eggs		\$33,463,986	\$46,129,610	\$12,665,624
Dairy Products		\$15,731,946	\$21,682,871	\$5,950,925
Fruits and Vegetables		\$29,876,488	\$41,133,726	\$11,257,238
Snacks and Other Food at Home (10)		\$53,633,903	\$74,098,545	\$20,464,642
Food Away from Home		\$103,945,570	\$143,638,753	\$39,693,183
Alcoholic Beverages		\$17,103,643	\$23,553,192	\$6,449,549

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Demand Outlook

205 Oxford St, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.86277
Longitude: -82.03945

	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$812,724,936	\$1,104,622,302	\$291,897,366
Value of Retirement Plans	\$2,819,092,840	\$3,862,996,839	\$1,043,903,999
Value of Other Financial Assets	\$343,909,206	\$463,096,902	\$119,187,696
Vehicle Loan Amount excluding Interest	\$80,706,517	\$112,158,571	\$31,452,054
Value of Credit Card Debt	\$71,335,319	\$98,580,790	\$27,245,471
Health			
Nonprescription Drugs	\$4,714,562	\$6,471,635	\$1,757,073
Prescription Drugs	\$11,693,896	\$16,020,367	\$4,326,471
Eyeglasses and Contact Lenses	\$2,665,982	\$3,678,937	\$1,012,955
Home			
Mortgage Payment and Basics (11)	\$286,652,254	\$394,706,126	\$108,053,872
Maintenance and Remodeling Services	\$78,511,905	\$106,931,141	\$28,419,236
Maintenance and Remodeling Materials (12)	\$15,425,411	\$21,267,076	\$5,841,665
Utilities, Fuel, and Public Services	\$142,024,975	\$196,166,796	\$54,141,821
Household Furnishings and Equipment			
Household Textiles (13)	\$2,863,415	\$3,953,746	\$1,090,331
Furniture	\$17,377,258	\$24,066,578	\$6,689,320
Rugs	\$906,460	\$1,255,680	\$349,220
Major Appliances (14)	\$10,401,450	\$14,341,231	\$3,939,781
Housewares (15)	\$3,023,259	\$4,151,750	\$1,128,491
Small Appliances	\$1,386,057	\$1,915,917	\$529,860
Luggage	\$414,866	\$571,055	\$156,189
Telephones and Accessories	\$2,658,041	\$3,650,263	\$992,222
Household Operations			
Child Care	\$10,901,098	\$15,296,531	\$4,395,433
Lawn and Garden (16)	\$15,339,970	\$20,953,440	\$5,613,470
Moving/Storage/Freight Express	\$1,661,238	\$2,293,447	\$632,209
Housekeeping Supplies (17)	\$24,058,829	\$33,059,753	\$9,000,924
Insurance			
Owners and Renters Insurance	\$18,487,344	\$25,442,695	\$6,955,351
Vehicle Insurance	\$51,051,854	\$70,624,747	\$19,572,893
Life/Other Insurance	\$15,418,687	\$21,236,870	\$5,818,183
Health Insurance	\$112,829,056	\$155,085,683	\$42,256,627
Personal Care Products (18)	\$14,429,193	\$19,948,842	\$5,519,649
School Books and Supplies (19)	\$3,811,915	\$5,290,809	\$1,478,894
Smoking Products	\$11,013,145	\$15,400,346	\$4,387,201
Transportation			
Payments on Vehicles excluding Leases	\$70,477,755	\$98,043,891	\$27,566,136
Gasoline and Motor Oil	\$65,052,993	\$90,249,100	\$25,196,107
Vehicle Maintenance and Repairs	\$33,763,227	\$46,599,211	\$12,835,984
Travel			
Airline Fares	\$17,203,272	\$23,521,782	\$6,318,510
Lodging on Trips	\$18,854,610	\$25,805,790	\$6,951,180
Auto/Truck Rental on Trips	\$848,266	\$1,159,093	\$310,827
Food and Drink on Trips	\$16,431,814	\$22,539,893	\$6,108,079

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Retail Demand Outlook

205 Oxford St, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.86277
Longitude: -82.03945

- (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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