



# Retail Demand Outlook

40284 CR-25, Lady Lake, Florida, 32159  
 Drive Time: 5 minute radius

Prepared by Esri  
 Latitude: 28.93551  
 Longitude: -81.92692

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	55.0%	Population	9,976	10,620
Senior Escapes (9D)	27.7%	Households	5,265	5,585
Front Porches (8E)	8.8%	Families	3,007	3,183
Rural Resort Dwellers (6E)	7.7%	Median Age	69.3	70.0
Rooted Rural (10B)	0.8%	Median Household Income	\$45,269	\$51,575
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$6,704,209	\$8,006,091	\$1,301,882
Men's		\$1,437,121	\$1,712,103	\$274,982
Women's		\$2,480,363	\$2,961,841	\$481,478
Children's		\$749,698	\$898,719	\$149,021
Footwear		\$1,483,633	\$1,773,383	\$289,750
Watches & Jewelry		\$400,620	\$478,500	\$77,880
Apparel Products and Services (1)		\$199,023	\$236,852	\$37,829
<b>Computer</b>				
Computers and Hardware for Home Use		\$585,109	\$697,825	\$112,716
Portable Memory		\$14,280	\$17,049	\$2,769
Computer Software		\$32,005	\$38,188	\$6,183
Computer Accessories		\$67,448	\$80,359	\$12,911
<b>Entertainment &amp; Recreation</b>		\$11,145,958	\$13,306,736	\$2,160,778
Fees and Admissions		\$2,412,453	\$2,875,567	\$463,114
Membership Fees for Clubs (2)		\$814,511	\$970,799	\$156,288
Fees for Participant Sports, excl. Trips		\$479,087	\$569,641	\$90,554
Tickets to Theatre/Operas/Concerts		\$267,575	\$318,586	\$51,011
Tickets to Movies		\$176,404	\$210,512	\$34,108
Tickets to Parks or Museums		\$115,437	\$137,791	\$22,354
Admission to Sporting Events, excl. Trips		\$190,397	\$227,011	\$36,614
Fees for Recreational Lessons		\$366,294	\$437,950	\$71,656
Dating Services		\$2,748	\$3,277	\$529
TV/Video/Audio		\$4,225,210	\$5,042,168	\$816,958
Cable and Satellite Television Services		\$3,079,838	\$3,674,062	\$594,224
Televisions		\$356,456	\$425,387	\$68,931
Satellite Dishes		\$4,392	\$5,242	\$850
VCRs, Video Cameras, and DVD Players		\$14,450	\$17,265	\$2,815
Miscellaneous Video Equipment		\$54,986	\$65,632	\$10,646
Video Cassettes and DVDs		\$24,516	\$29,288	\$4,772
Video Game Hardware/Accessories		\$75,755	\$90,779	\$15,024
Video Game Software		\$45,526	\$54,468	\$8,942
Rental/Streaming/Downloaded Video		\$211,626	\$252,957	\$41,331
Installation of Televisions		\$4,113	\$4,882	\$769
Audio (3)		\$345,491	\$412,560	\$67,069
Rental and Repair of TV/Radio/Sound Equipment		\$8,061	\$9,646	\$1,585
Pets		\$2,634,559	\$3,148,906	\$514,347
Toys/Games/Crafts/Hobbies (4)		\$343,712	\$410,900	\$67,188
Recreational Vehicles and Fees (5)		\$329,258	\$394,273	\$65,015
Sports/Recreation/Exercise Equipment (6)		\$573,339	\$686,950	\$113,611
Photo Equipment and Supplies (7)		\$132,203	\$157,825	\$25,622
Reading (8)		\$413,201	\$492,061	\$78,860
Catered Affairs (9)		\$82,668	\$98,854	\$16,186
<b>Food</b>		\$31,655,227	\$37,794,868	\$6,139,641
Food at Home		\$19,198,297	\$22,922,197	\$3,723,900
Bakery and Cereal Products		\$2,441,252	\$2,914,879	\$473,627
Meats, Poultry, Fish, and Eggs		\$4,091,020	\$4,883,832	\$792,812
Dairy Products		\$1,962,540	\$2,343,451	\$380,911
Fruits and Vegetables		\$3,802,303	\$4,537,964	\$735,661
Snacks and Other Food at Home (10)		\$6,901,182	\$8,242,071	\$1,340,889
Food Away from Home		\$12,456,930	\$14,872,671	\$2,415,741
Alcoholic Beverages		\$2,179,498	\$2,599,008	\$419,510

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$106,730,104	\$126,889,483	\$20,159,379
Value of Retirement Plans	\$353,814,577	\$421,365,336	\$67,550,759
Value of Other Financial Assets	\$44,617,446	\$52,983,480	\$8,366,034
Vehicle Loan Amount excluding Interest	\$9,183,914	\$10,980,648	\$1,796,734
Value of Credit Card Debt	\$9,106,388	\$10,875,787	\$1,769,399
<b>Health</b>			
Nonprescription Drugs	\$598,158	\$714,744	\$116,586
Prescription Drugs	\$1,373,665	\$1,638,314	\$264,649
Eyeglasses and Contact Lenses	\$336,668	\$401,929	\$65,261
<b>Home</b>			
Mortgage Payment and Basics (11)	\$35,190,725	\$41,998,105	\$6,807,380
Maintenance and Remodeling Services	\$11,479,632	\$13,679,834	\$2,200,202
Maintenance and Remodeling Materials (12)	\$2,269,618	\$2,716,157	\$446,539
Utilities, Fuel, and Public Services	\$17,504,684	\$20,898,346	\$3,393,662
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$331,849	\$396,033	\$64,184
Furniture	\$2,034,578	\$2,429,129	\$394,551
Rugs	\$107,541	\$128,119	\$20,578
Major Appliances (14)	\$1,341,926	\$1,601,323	\$259,397
Housewares (15)	\$335,143	\$399,665	\$64,522
Small Appliances	\$178,161	\$212,807	\$34,646
Luggage	\$59,406	\$70,781	\$11,375
Telephones and Accessories	\$347,585	\$413,938	\$66,353
<b>Household Operations</b>			
Child Care	\$1,166,359	\$1,396,464	\$230,105
Lawn and Garden (16)	\$2,005,260	\$2,391,788	\$386,528
Moving/Storage/Freight Express	\$251,125	\$300,298	\$49,173
Housekeeping Supplies (17)	\$2,944,951	\$3,513,905	\$568,954
<b>Insurance</b>			
Owners and Renters Insurance	\$2,356,872	\$2,812,380	\$455,508
Vehicle Insurance	\$6,415,294	\$7,662,106	\$1,246,812
Life/Other Insurance	\$2,049,482	\$2,444,355	\$394,873
Health Insurance	\$15,889,689	\$18,945,556	\$3,055,867
Personal Care Products (18)	\$1,750,990	\$2,088,805	\$337,815
School Books and Supplies (19)	\$409,457	\$489,527	\$80,070
Smoking Products	\$1,178,330	\$1,412,879	\$234,549
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$8,342,498	\$9,977,813	\$1,635,315
Gasoline and Motor Oil	\$8,009,057	\$9,576,016	\$1,566,959
Vehicle Maintenance and Repairs	\$4,001,419	\$4,778,306	\$776,887
<b>Travel</b>			
Airline Fares	\$2,259,180	\$2,691,922	\$432,742
Lodging on Trips	\$2,494,566	\$2,973,778	\$479,212
Auto/Truck Rental on Trips	\$204,578	\$243,867	\$39,289
Food and Drink on Trips	\$2,114,563	\$2,521,369	\$406,806

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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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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	68.2%	Population	43,001	46,543
Senior Escapes (9D)	13.4%	Households	22,020	23,854
Front Porches (8E)	6.2%	Families	13,670	14,729
Traditional Living (12B)	4.0%	Median Age	68.5	69.5
Rural Resort Dwellers (6E)	2.5%	Median Household Income	\$48,839	\$52,884
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$30,044,998	\$36,509,147	\$6,464,149
Men's		\$6,562,406	\$7,973,394	\$1,410,988
Women's		\$11,067,743	\$13,449,059	\$2,381,316
Children's		\$3,292,873	\$4,002,412	\$709,539
Footwear		\$6,616,373	\$8,039,969	\$1,423,596
Watches & Jewelry		\$1,799,794	\$2,186,939	\$387,145
Apparel Products and Services (1)		\$915,066	\$1,111,769	\$196,703
<b>Computer</b>				
Computers and Hardware for Home Use		\$2,627,241	\$3,192,185	\$564,944
Portable Memory		\$63,766	\$77,485	\$13,719
Computer Software		\$142,859	\$173,583	\$30,724
Computer Accessories		\$307,678	\$373,847	\$66,169
<b>Entertainment &amp; Recreation</b>		\$49,817,162	\$60,533,281	\$10,716,119
Fees and Admissions		\$10,974,569	\$13,335,532	\$2,360,963
Membership Fees for Clubs (2)		\$3,707,879	\$4,505,432	\$797,553
Fees for Participant Sports, excl. Trips		\$2,217,609	\$2,694,399	\$476,790
Tickets to Theatre/Operas/Concerts		\$1,236,007	\$1,501,873	\$265,866
Tickets to Movies		\$792,367	\$962,800	\$170,433
Tickets to Parks or Museums		\$515,261	\$626,118	\$110,857
Admission to Sporting Events, excl. Trips		\$876,156	\$1,064,726	\$188,570
Fees for Recreational Lessons		\$1,616,417	\$1,964,540	\$348,123
Dating Services		\$12,874	\$15,643	\$2,769
TV/Video/Audio		\$18,999,169	\$23,084,782	\$4,085,613
Cable and Satellite Television Services		\$13,851,963	\$16,830,297	\$2,978,334
Televisions		\$1,621,879	\$1,970,775	\$348,896
Satellite Dishes		\$19,965	\$24,260	\$4,295
VCRs, Video Cameras, and DVD Players		\$65,562	\$79,679	\$14,117
Miscellaneous Video Equipment		\$245,420	\$298,188	\$52,768
Video Cassettes and DVDs		\$110,016	\$133,678	\$23,662
Video Game Hardware/Accessories		\$333,211	\$404,948	\$71,737
Video Game Software		\$202,960	\$246,627	\$43,667
Rental/Streaming/Downloaded Video		\$944,986	\$1,148,282	\$203,296
Installation of Televisions		\$18,867	\$22,917	\$4,050
Audio (3)		\$1,546,709	\$1,879,415	\$332,706
Rental and Repair of TV/Radio/Sound Equipment		\$37,632	\$45,717	\$8,085
Pets		\$11,579,865	\$14,071,268	\$2,491,403
Toys/Games/Crafts/Hobbies (4)		\$1,533,642	\$1,863,710	\$330,068
Recreational Vehicles and Fees (5)		\$1,443,260	\$1,754,357	\$311,097
Sports/Recreation/Exercise Equipment (6)		\$2,450,287	\$2,977,476	\$527,189
Photo Equipment and Supplies (7)		\$600,182	\$729,336	\$129,154
Reading (8)		\$1,876,474	\$2,279,758	\$403,284
Catered Affairs (9)		\$362,568	\$440,527	\$77,959
<b>Food</b>		\$141,178,503	\$171,544,730	\$30,366,227
Food at Home		\$85,449,811	\$103,828,069	\$18,378,258
Bakery and Cereal Products		\$10,867,767	\$13,205,177	\$2,337,410
Meats, Poultry, Fish, and Eggs		\$18,295,719	\$22,230,868	\$3,935,149
Dairy Products		\$8,686,484	\$10,554,736	\$1,868,252
Fruits and Vegetables		\$16,946,537	\$20,590,869	\$3,644,332
Snacks and Other Food at Home (10)		\$30,653,304	\$37,246,419	\$6,593,115
Food Away from Home		\$55,728,692	\$67,716,661	\$11,987,969
Alcoholic Beverages		\$9,850,149	\$11,969,341	\$2,119,192

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$496,994,018	\$603,837,983	\$106,843,965
Value of Retirement Plans	\$1,628,941,135	\$1,979,486,531	\$350,545,396
Value of Other Financial Assets	\$207,943,478	\$252,636,120	\$44,692,642
Vehicle Loan Amount excluding Interest	\$40,808,341	\$49,590,502	\$8,782,161
Value of Credit Card Debt	\$40,740,836	\$49,508,249	\$8,767,413
<b>Health</b>			
Nonprescription Drugs	\$2,621,544	\$3,185,311	\$563,767
Prescription Drugs	\$6,189,533	\$7,520,288	\$1,330,755
Eyeglasses and Contact Lenses	\$1,507,121	\$1,831,341	\$324,220
<b>Home</b>			
Mortgage Payment and Basics (11)	\$158,249,013	\$192,318,927	\$34,069,914
Maintenance and Remodeling Services	\$51,538,473	\$62,619,745	\$11,081,272
Maintenance and Remodeling Materials (12)	\$9,768,416	\$11,870,572	\$2,102,156
Utilities, Fuel, and Public Services	\$78,371,918	\$95,227,031	\$16,855,113
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$1,493,062	\$1,814,168	\$321,106
Furniture	\$9,141,299	\$11,107,835	\$1,966,536
Rugs	\$494,052	\$600,346	\$106,294
Major Appliances (14)	\$6,028,230	\$7,325,099	\$1,296,869
Housewares (15)	\$1,501,219	\$1,824,103	\$322,884
Small Appliances	\$790,293	\$960,270	\$169,977
Luggage	\$271,084	\$329,384	\$58,300
Telephones and Accessories	\$1,610,596	\$1,957,222	\$346,626
<b>Household Operations</b>			
Child Care	\$5,218,442	\$6,342,972	\$1,124,530
Lawn and Garden (16)	\$8,962,848	\$10,890,462	\$1,927,614
Moving/Storage/Freight Express	\$1,083,592	\$1,316,486	\$232,894
Housekeeping Supplies (17)	\$13,166,650	\$15,998,329	\$2,831,679
<b>Insurance</b>			
Owners and Renters Insurance	\$10,598,256	\$12,878,193	\$2,279,937
Vehicle Insurance	\$28,570,406	\$34,714,631	\$6,144,225
Life/Other Insurance	\$9,322,591	\$11,328,460	\$2,005,869
Health Insurance	\$71,784,069	\$87,220,039	\$15,435,970
Personal Care Products (18)	\$7,890,693	\$9,587,678	\$1,696,985
School Books and Supplies (19)	\$1,802,816	\$2,190,743	\$387,927
Smoking Products	\$5,134,279	\$6,238,453	\$1,104,174
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$36,864,196	\$44,797,794	\$7,933,598
Gasoline and Motor Oil	\$35,272,168	\$42,859,674	\$7,587,506
Vehicle Maintenance and Repairs	\$17,772,918	\$21,594,908	\$3,821,990
<b>Travel</b>			
Airline Fares	\$10,215,657	\$12,412,078	\$2,196,421
Lodging on Trips	\$11,306,875	\$13,739,215	\$2,432,340
Auto/Truck Rental on Trips	\$916,738	\$1,113,867	\$197,129
Food and Drink on Trips	\$9,534,295	\$11,584,929	\$2,050,634

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- (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.
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# Retail Demand Outlook

40284 CR-25, Lady Lake, Florida, 32159  
 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 28.93551  
 Longitude: -81.92692

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	65.6%	Population	98,906	108,243
Senior Escapes (9D)	11.8%	Households	49,487	54,276
Small Town Simplicity (12C)	3.5%	Families	32,699	35,619
Front Porches (8E)	2.8%	Median Age	67.3	68.5
Traditional Living (12B)	2.7%	Median Household Income	\$52,897	\$56,991
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
<b>Apparel and Services</b>		\$74,985,185	\$92,468,288	\$17,483,103
Men's		\$16,241,877	\$20,047,526	\$3,805,649
Women's		\$27,594,719	\$34,032,966	\$6,438,247
Children's		\$8,356,093	\$10,288,323	\$1,932,230
Footwear		\$16,542,204	\$20,389,570	\$3,847,366
Watches & Jewelry		\$4,529,634	\$5,584,118	\$1,054,484
Apparel Products and Services (1)		\$2,254,781	\$2,784,409	\$529,628
<b>Computer</b>				
Computers and Hardware for Home Use		\$6,511,231	\$8,034,017	\$1,522,786
Portable Memory		\$160,129	\$197,487	\$37,358
Computer Software		\$353,995	\$436,731	\$82,736
Computer Accessories		\$765,031	\$944,314	\$179,283
<b>Entertainment &amp; Recreation</b>		\$124,816,898	\$153,927,864	\$29,110,966
Fees and Admissions		\$27,039,133	\$33,380,300	\$6,341,167
Membership Fees for Clubs (2)		\$9,147,882	\$11,292,544	\$2,144,662
Fees for Participant Sports, excl. Trips		\$5,421,964	\$6,700,187	\$1,278,223
Tickets to Theatre/Operas/Concerts		\$3,049,497	\$3,765,971	\$716,474
Tickets to Movies		\$1,950,994	\$2,407,091	\$456,097
Tickets to Parks or Museums		\$1,275,536	\$1,573,610	\$298,074
Admission to Sporting Events, excl. Trips		\$2,176,152	\$2,685,999	\$509,847
Fees for Recreational Lessons		\$3,984,751	\$4,914,994	\$930,243
Dating Services		\$32,359	\$39,905	\$7,546
TV/Video/Audio		\$47,622,601	\$58,728,336	\$11,105,735
Cable and Satellite Television Services		\$34,733,878	\$42,838,646	\$8,104,768
Televisions		\$4,052,655	\$4,998,040	\$945,385
Satellite Dishes		\$50,423	\$62,173	\$11,750
VCRs, Video Cameras, and DVD Players		\$165,223	\$203,707	\$38,484
Miscellaneous Video Equipment		\$614,201	\$757,425	\$143,224
Video Cassettes and DVDs		\$274,575	\$338,484	\$63,909
Video Game Hardware/Accessories		\$857,282	\$1,055,154	\$197,872
Video Game Software		\$513,461	\$632,411	\$118,950
Rental/Streaming/Downloaded Video		\$2,371,074	\$2,922,258	\$551,184
Installation of Televisions		\$45,231	\$55,932	\$10,701
Audio (3)		\$3,845,777	\$4,742,627	\$896,850
Rental and Repair of TV/Radio/Sound Equipment		\$98,820	\$121,479	\$22,659
Pets		\$29,408,707	\$36,245,856	\$6,837,149
Toys/Games/Crafts/Hobbies (4)		\$3,878,210	\$4,779,612	\$901,402
Recreational Vehicles and Fees (5)		\$3,683,688	\$4,539,291	\$855,603
Sports/Recreation/Exercise Equipment (6)		\$6,151,345	\$7,575,305	\$1,423,960
Photo Equipment and Supplies (7)		\$1,498,557	\$1,848,289	\$349,732
Reading (8)		\$4,647,203	\$5,737,036	\$1,089,833
Catered Affairs (9)		\$894,293	\$1,102,265	\$207,972
<b>Food</b>		\$352,366,612	\$434,533,633	\$82,167,021
Food at Home		\$213,555,393	\$263,342,564	\$49,787,171
Bakery and Cereal Products		\$27,187,410	\$33,524,342	\$6,336,932
Meats, Poultry, Fish, and Eggs		\$45,787,396	\$56,463,318	\$10,675,922
Dairy Products		\$21,695,789	\$26,754,685	\$5,058,896
Fruits and Vegetables		\$42,152,723	\$51,992,687	\$9,839,964
Snacks and Other Food at Home (10)		\$76,732,075	\$94,607,532	\$17,875,457
Food Away from Home		\$138,811,220	\$171,191,069	\$32,379,849
Alcoholic Beverages		\$24,414,279	\$30,131,759	\$5,717,480

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# Retail Demand Outlook

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	\$1,222,989,653	\$1,511,080,521	\$288,090,868
Value of Retirement Plans	\$4,037,664,085	\$4,986,600,062	\$948,935,977
Value of Other Financial Assets	\$513,525,610	\$634,744,437	\$121,218,827
Vehicle Loan Amount excluding Interest	\$102,658,152	\$126,515,752	\$23,857,600
Value of Credit Card Debt	\$101,659,972	\$125,375,836	\$23,715,864
<b>Health</b>			
Nonprescription Drugs	\$6,617,482	\$8,156,586	\$1,539,104
Prescription Drugs	\$15,620,502	\$19,265,249	\$3,644,747
Eyeglasses and Contact Lenses	\$3,791,691	\$4,675,956	\$884,265
<b>Home</b>			
Mortgage Payment and Basics (11)	\$392,887,712	\$484,876,969	\$91,989,257
Maintenance and Remodeling Services	\$127,355,820	\$157,221,837	\$29,866,017
Maintenance and Remodeling Materials (12)	\$24,609,722	\$30,323,648	\$5,713,926
Utilities, Fuel, and Public Services	\$196,684,618	\$242,510,998	\$45,826,380
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$3,717,103	\$4,584,561	\$867,458
Furniture	\$22,846,562	\$28,173,631	\$5,327,069
Rugs	\$1,229,934	\$1,518,309	\$288,375
Major Appliances (14)	\$15,010,948	\$18,518,276	\$3,507,328
Housewares (15)	\$3,741,798	\$4,617,200	\$875,402
Small Appliances	\$1,974,713	\$2,434,717	\$460,004
Luggage	\$669,106	\$825,971	\$156,865
Telephones and Accessories	\$4,006,218	\$4,947,003	\$940,785
<b>Household Operations</b>			
Child Care	\$13,113,499	\$16,159,160	\$3,045,661
Lawn and Garden (16)	\$22,419,078	\$27,661,236	\$5,242,158
Moving/Storage/Freight Express	\$2,667,755	\$3,287,774	\$620,019
Housekeeping Supplies (17)	\$32,899,399	\$40,581,487	\$7,682,088
<b>Insurance</b>			
Owners and Renters Insurance	\$26,635,695	\$32,854,651	\$6,218,956
Vehicle Insurance	\$71,512,071	\$88,159,769	\$16,647,698
Life/Other Insurance	\$23,364,791	\$28,827,003	\$5,462,212
Health Insurance	\$179,459,118	\$221,415,411	\$41,956,293
Personal Care Products (18)	\$19,696,186	\$24,296,515	\$4,600,329
School Books and Supplies (19)	\$4,511,238	\$5,560,375	\$1,049,137
Smoking Products	\$13,287,458	\$16,338,950	\$3,051,492
<b>Transportation</b>			
Payments on Vehicles excluding Leases	\$93,004,878	\$114,602,280	\$21,597,402
Gasoline and Motor Oil	\$88,632,804	\$109,219,808	\$20,587,004
Vehicle Maintenance and Repairs	\$44,474,746	\$54,836,958	\$10,362,212
<b>Travel</b>			
Airline Fares	\$25,076,976	\$30,960,037	\$5,883,061
Lodging on Trips	\$28,044,775	\$34,616,096	\$6,571,321
Auto/Truck Rental on Trips	\$2,253,178	\$2,781,348	\$528,170
Food and Drink on Trips	\$23,620,289	\$29,150,284	\$5,529,995

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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.
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