



# Retail Goods and Services Expenditures

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
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		75	\$1,589.08	\$59,162,994
Men's		87	\$352.56	\$13,126,203
Women's		80	\$587.22	\$21,862,717
Children's		54	\$168.76	\$6,283,141
Footwear		69	\$346.70	\$12,907,844
Watches & Jewelry		74	\$95.17	\$3,543,295
Apparel Products and Services (1)		94	\$49.56	\$1,845,051
<b>Computer</b>				
Computers and Hardware for Home Use		84	\$140.43	\$5,228,239
Portable Memory		78	\$3.37	\$125,590
Computer Software		79	\$7.59	\$282,467
Computer Accessories		92	\$16.54	\$615,693
<b>Entertainment &amp; Recreation</b>		82	\$2,645.47	\$98,493,526
Fees and Admissions		80	\$588.92	\$21,926,106
Membership Fees for Clubs (2)		80	\$199.04	\$7,410,515
Fees for Participant Sports, excl. Trips		105	\$121.02	\$4,505,591
Tickets to Theatre/Operas/Concerts		82	\$66.62	\$2,480,458
Tickets to Movies		76	\$42.13	\$1,568,699
Tickets to Parks or Museums		81	\$27.47	\$1,022,844
Admission to Sporting Events, excl. Trips		73	\$46.78	\$1,741,541
Fees for Recreational Lessons		61	\$85.18	\$3,171,403
Dating Services		56	\$0.67	\$25,055
TV/Video/Audio		86	\$1,010.34	\$37,616,028
Cable and Satellite Television Services		92	\$739.35	\$27,526,773
Televisions		77	\$85.93	\$3,199,260
Satellite Dishes		67	\$1.05	\$39,116
VCRs, Video Cameras, and DVD Players		70	\$3.43	\$127,636
Miscellaneous Video Equipment		84	\$13.05	\$485,711
Video Cassettes and DVDs		75	\$5.77	\$214,990
Video Game Hardware/Accessories		59	\$16.97	\$631,990
Video Game Software		65	\$10.47	\$389,733
Rental/Streaming/Downloaded Video		70	\$49.38	\$1,838,650
Installation of Televisions		142	\$1.05	\$38,953
Audio (3)		77	\$81.95	\$3,051,038
Rental and Repair of TV/Radio/Sound Equipment		65	\$1.94	\$72,178
Pets		84	\$611.52	\$22,767,587
Toys/Games/Crafts/Hobbies (4)		69	\$80.10	\$2,982,081
Recreational Vehicles and Fees (5)		67	\$75.50	\$2,810,900
Sports/Recreation/Exercise Equipment (6)		71	\$127.44	\$4,744,746
Photo Equipment and Supplies (7)		69	\$31.67	\$1,178,995
Reading (8)		98	\$101.19	\$3,767,423
Catered Affairs (9)		64	\$18.94	\$705,193
<b>Food</b>		81	\$7,491.22	\$278,905,743
Food at Home		83	\$4,535.61	\$168,865,262
Bakery and Cereal Products		82	\$576.73	\$21,472,132
Meats, Poultry, Fish, and Eggs		82	\$970.88	\$36,146,948
Dairy Products		84	\$461.22	\$17,171,573
Fruits and Vegetables		85	\$902.46	\$33,599,516
Snacks and Other Food at Home (10)		83	\$1,624.32	\$60,475,093
Food Away from Home		78	\$2,955.61	\$110,040,481
Alcoholic Beverages		84	\$527.29	\$19,631,508

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

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

Prepared by Esri  
Latitude: 28.93551  
Longitude: -81.92692

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	99	\$27,144.81	\$1,010,628,560
Value of Retirement Plans	88	\$88,126.48	\$3,281,036,807
Value of Other Financial Assets	133	\$11,436.72	\$425,800,617
Vehicle Loan Amount excluding Interest	75	\$2,141.83	\$79,742,520
Value of Credit Card Debt	78	\$2,155.65	\$80,257,057
<b>Health</b>			
Nonprescription Drugs	90	\$138.85	\$5,169,583
Prescription Drugs	99	\$331.28	\$12,334,044
Eyeglasses and Contact Lenses	83	\$80.00	\$2,978,318
<b>Home</b>			
Mortgage Payment and Basics (11)	79	\$8,461.92	\$315,045,847
Maintenance and Remodeling Services	97	\$2,791.87	\$103,943,940
Maintenance and Remodeling Materials (12)	84	\$516.24	\$19,220,163
Utilities, Fuel, and Public Services	83	\$4,156.85	\$154,763,594
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	78	\$79.34	\$2,954,046
Furniture	76	\$484.89	\$18,052,977
Rugs	85	\$26.64	\$991,949
Major Appliances (14)	85	\$322.28	\$11,998,677
Housewares (15)	91	\$80.57	\$2,999,878
Small Appliances	79	\$41.75	\$1,554,574
Luggage	87	\$14.58	\$542,966
Telephones and Accessories	86	\$86.56	\$3,222,645
<b>Household Operations</b>			
Child Care	51	\$268.90	\$10,011,320
Lawn and Garden (16)	96	\$481.92	\$17,942,480
Moving/Storage/Freight Express	80	\$57.11	\$2,126,130
Housekeeping Supplies (17)	90	\$702.91	\$26,170,060
<b>Insurance</b>			
Owners and Renters Insurance	91	\$566.68	\$21,098,142
Vehicle Insurance	81	\$1,512.55	\$56,313,588
Life/Other Insurance	83	\$499.25	\$18,587,533
Health Insurance	93	\$3,847.29	\$143,238,640
Personal Care Products (18)	84	\$420.51	\$15,656,079
School Books and Supplies (19)	73	\$94.87	\$3,532,057
Smoking Products	68	\$262.03	\$9,755,779
<b>Transportation</b>			
Payments on Vehicles excluding Leases	74	\$1,935.78	\$72,070,956
Gasoline and Motor Oil	77	\$1,854.36	\$69,039,744
Vehicle Maintenance and Repairs	85	\$942.97	\$35,107,553
<b>Travel</b>			
Airline Fares	88	\$550.55	\$20,497,700
Lodging on Trips	86	\$607.88	\$22,631,827
Auto/Truck Rental on Trips	90	\$49.42	\$1,840,042
Food and Drink on Trips	86	\$511.56	\$19,045,907

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

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

Prepared by Esri  
Latitude: 28.93551  
Longitude: -81.92692

- (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.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 03, 2021



# Retail Goods and Services Expenditures

40284 CR-25, Lady Lake, Florida, 32159  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 28.93551  
 Longitude: -81.92692

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
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		78	\$1,650.30	\$163,414,834
Men's		86	\$350.00	\$34,657,830
Women's		82	\$603.00	\$59,710,049
Children's		62	\$192.84	\$19,094,811
Footwear		74	\$369.50	\$36,587,779
Watches & Jewelry		77	\$99.15	\$9,818,084
Apparel Products and Services (1)		91	\$47.98	\$4,750,980
<b>Computer</b>				
Computers and Hardware for Home Use		83	\$139.92	\$13,854,834
Portable Memory		81	\$3.51	\$347,708
Computer Software		80	\$7.68	\$760,965
Computer Accessories		92	\$16.54	\$1,637,742
<b>Entertainment &amp; Recreation</b>		84	\$2,708.00	\$268,148,837
Fees and Admissions		79	\$584.84	\$57,911,527
Membership Fees for Clubs (2)		80	\$197.79	\$19,585,206
Fees for Participant Sports, excl. Trips		99	\$114.56	\$11,344,250
Tickets to Theatre/Operas/Concerts		82	\$65.87	\$6,522,619
Tickets to Movies		77	\$42.72	\$4,229,716
Tickets to Parks or Museums		81	\$27.54	\$2,726,616
Admission to Sporting Events, excl. Trips		74	\$47.89	\$4,742,132
Fees for Recreational Lessons		62	\$87.73	\$8,687,412
Dating Services		62	\$0.74	\$73,575
TV/Video/Audio		88	\$1,034.14	\$102,401,476
Cable and Satellite Television Services		93	\$747.43	\$74,010,961
Televisions		80	\$89.91	\$8,902,955
Satellite Dishes		73	\$1.14	\$113,183
VCRs, Video Cameras, and DVD Players		77	\$3.75	\$371,137
Miscellaneous Video Equipment		85	\$13.16	\$1,303,188
Video Cassettes and DVDs		80	\$6.13	\$607,338
Video Game Hardware/Accessories		69	\$19.84	\$1,964,744
Video Game Software		74	\$11.78	\$1,166,421
Rental/Streaming/Downloaded Video		76	\$53.42	\$5,289,295
Installation of Televisions		123	\$0.91	\$89,762
Audio (3)		79	\$84.42	\$8,359,254
Rental and Repair of TV/Radio/Sound Equipment		76	\$2.25	\$223,237
Pets		87	\$633.46	\$62,725,411
Toys/Games/Crafts/Hobbies (4)		75	\$87.22	\$8,637,096
Recreational Vehicles and Fees (5)		72	\$81.22	\$8,042,743
Sports/Recreation/Exercise Equipment (6)		75	\$135.65	\$13,432,098
Photo Equipment and Supplies (7)		73	\$33.52	\$3,319,181
Reading (8)		95	\$98.51	\$9,754,267
Catered Affairs (9)		67	\$19.59	\$1,939,802
<b>Food</b>		83	\$7,655.15	\$758,020,573
Food at Home		85	\$4,624.04	\$457,877,074
Bakery and Cereal Products		84	\$588.60	\$58,283,612
Meats, Poultry, Fish, and Eggs		84	\$993.56	\$98,383,459
Dairy Products		85	\$467.19	\$46,261,799
Fruits and Vegetables		86	\$908.14	\$89,924,777
Snacks and Other Food at Home (10)		85	\$1,666.55	\$165,023,429
Food Away from Home		80	\$3,031.11	\$300,143,498
Alcoholic Beverages		84	\$527.88	\$52,271,211

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

40284 CR-25, Lady Lake, Florida, 32159  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 28.93551  
Longitude: -81.92692

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	95	\$25,959.41	\$2,570,527,212
Value of Retirement Plans	87	\$86,880.48	\$8,602,992,083
Value of Other Financial Assets	124	\$10,682.17	\$1,057,759,524
Vehicle Loan Amount excluding Interest	80	\$2,288.18	\$226,577,890
Value of Credit Card Debt	80	\$2,228.93	\$220,711,245
<b>Health</b>			
Nonprescription Drugs	92	\$142.05	\$14,066,177
Prescription Drugs	100	\$334.57	\$33,129,895
Eyeglasses and Contact Lenses	85	\$82.35	\$8,154,377
<b>Home</b>			
Mortgage Payment and Basics (11)	80	\$8,539.07	\$845,547,089
Maintenance and Remodeling Services	93	\$2,677.55	\$265,133,682
Maintenance and Remodeling Materials (12)	86	\$528.38	\$52,320,302
Utilities, Fuel, and Public Services	86	\$4,286.71	\$424,474,643
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	80	\$81.04	\$8,024,225
Furniture	78	\$501.15	\$49,624,683
Rugs	84	\$26.55	\$2,628,878
Major Appliances (14)	86	\$325.30	\$32,211,380
Housewares (15)	91	\$79.91	\$7,912,367
Small Appliances	82	\$43.23	\$4,280,408
Luggage	86	\$14.42	\$1,427,468
Telephones and Accessories	87	\$86.94	\$8,608,911
<b>Household Operations</b>			
Child Care	57	\$302.84	\$29,987,147
Lawn and Garden (16)	95	\$476.28	\$47,162,150
Moving/Storage/Freight Express	81	\$57.90	\$5,733,015
Housekeeping Supplies (17)	91	\$707.01	\$70,009,071
<b>Insurance</b>			
Owners and Renters Insurance	92	\$575.96	\$57,031,861
Vehicle Insurance	84	\$1,560.39	\$154,511,784
Life/Other Insurance	84	\$507.24	\$50,227,222
Health Insurance	93	\$3,854.34	\$381,660,298
Personal Care Products (18)	86	\$427.05	\$42,286,789
School Books and Supplies (19)	76	\$99.16	\$9,818,558
Smoking Products	78	\$301.30	\$29,835,479
<b>Transportation</b>			
Payments on Vehicles excluding Leases	79	\$2,062.14	\$204,195,211
Gasoline and Motor Oil	81	\$1,944.95	\$192,590,896
Vehicle Maintenance and Repairs	87	\$966.26	\$95,680,046
<b>Travel</b>			
Airline Fares	85	\$535.08	\$52,983,824
Lodging on Trips	85	\$602.81	\$59,691,239
Auto/Truck Rental on Trips	87	\$47.97	\$4,750,174
Food and Drink on Trips	85	\$507.57	\$50,260,330

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

40284 CR-25, Lady Lake, Florida, 32159  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 28.93551  
Longitude: -81.92692

- (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.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 03, 2021





# Retail Goods and Services Expenditures

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
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		75	\$1,591.14	\$233,716,022
Men's		81	\$330.60	\$48,561,234
Women's		78	\$578.96	\$85,041,255
Children's		63	\$194.87	\$28,623,011
Footwear		72	\$358.66	\$52,682,569
Watches & Jewelry		74	\$95.35	\$14,006,011
Apparel Products and Services (1)		85	\$44.53	\$6,541,274
<b>Computer</b>				
Computers and Hardware for Home Use		79	\$133.44	\$19,600,397
Portable Memory		78	\$3.38	\$495,900
Computer Software		76	\$7.32	\$1,075,554
Computer Accessories		87	\$15.59	\$2,290,523
<b>Entertainment &amp; Recreation</b>		80	\$2,594.97	\$381,164,582
Fees and Admissions		75	\$555.55	\$81,602,416
Membership Fees for Clubs (2)		75	\$187.54	\$27,546,882
Fees for Participant Sports, excl. Trips		92	\$106.09	\$15,582,436
Tickets to Theatre/Operas/Concerts		76	\$61.60	\$9,047,713
Tickets to Movies		74	\$41.28	\$6,063,390
Tickets to Parks or Museums		78	\$26.57	\$3,903,226
Admission to Sporting Events, excl. Trips		71	\$45.67	\$6,708,389
Fees for Recreational Lessons		61	\$86.10	\$12,646,880
Dating Services		58	\$0.70	\$103,500
TV/Video/Audio		84	\$986.62	\$144,920,026
Cable and Satellite Television Services		88	\$708.81	\$104,114,877
Televisions		77	\$86.65	\$12,726,944
Satellite Dishes		71	\$1.11	\$162,780
VCRs, Video Cameras, and DVD Players		74	\$3.63	\$533,078
Miscellaneous Video Equipment		81	\$12.51	\$1,837,529
Video Cassettes and DVDs		78	\$5.95	\$873,312
Video Game Hardware/Accessories		68	\$19.67	\$2,888,833
Video Game Software		72	\$11.54	\$1,694,637
Rental/Streaming/Downloaded Video		74	\$52.21	\$7,668,326
Installation of Televisions		111	\$0.82	\$119,733
Audio (3)		76	\$81.53	\$11,976,169
Rental and Repair of TV/Radio/Sound Equipment		74	\$2.20	\$323,809
Pets		84	\$610.82	\$89,720,756
Toys/Games/Crafts/Hobbies (4)		74	\$85.08	\$12,496,442
Recreational Vehicles and Fees (5)		71	\$79.75	\$11,714,750
Sports/Recreation/Exercise Equipment (6)		75	\$134.55	\$19,763,053
Photo Equipment and Supplies (7)		70	\$32.36	\$4,753,234
Reading (8)		89	\$91.50	\$13,439,646
Catered Affairs (9)		64	\$18.89	\$2,775,013
<b>Food</b>		80	\$7,354.46	\$1,080,267,205
Food at Home		81	\$4,432.99	\$651,144,151
Bakery and Cereal Products		81	\$564.43	\$82,906,981
Meats, Poultry, Fish, and Eggs		81	\$951.53	\$139,766,924
Dairy Products		82	\$447.29	\$65,700,463
Fruits and Vegetables		82	\$867.02	\$127,352,903
Snacks and Other Food at Home (10)		82	\$1,602.72	\$235,416,880
Food Away from Home		77	\$2,921.47	\$429,123,054
Alcoholic Beverages		80	\$500.49	\$73,515,620

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

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

Prepared by Esri  
Latitude: 28.93551  
Longitude: -81.92692

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	88	\$24,015.58	\$3,527,552,141
Value of Retirement Plans	81	\$81,597.66	\$11,985,553,854
Value of Other Financial Assets	111	\$9,589.08	\$1,408,501,245
Vehicle Loan Amount excluding Interest	79	\$2,245.99	\$329,904,173
Value of Credit Card Debt	77	\$2,144.88	\$315,053,033
<b>Health</b>			
Nonprescription Drugs	88	\$136.15	\$19,998,094
Prescription Drugs	95	\$315.96	\$46,410,060
Eyeglasses and Contact Lenses	81	\$78.60	\$11,545,000
<b>Home</b>			
Mortgage Payment and Basics (11)	77	\$8,208.51	\$1,205,715,225
Maintenance and Remodeling Services	88	\$2,525.23	\$370,920,804
Maintenance and Remodeling Materials (12)	84	\$517.51	\$76,014,607
Utilities, Fuel, and Public Services	83	\$4,114.87	\$604,416,473
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	77	\$77.75	\$11,420,705
Furniture	76	\$484.12	\$71,110,065
Rugs	80	\$25.19	\$3,699,558
Major Appliances (14)	83	\$312.66	\$45,925,967
Housewares (15)	86	\$75.79	\$11,132,712
Small Appliances	79	\$41.63	\$6,115,000
Luggage	82	\$13.69	\$2,010,503
Telephones and Accessories	81	\$81.07	\$11,908,174
<b>Household Operations</b>			
Child Care	57	\$303.72	\$44,611,637
Lawn and Garden (16)	90	\$451.70	\$66,347,845
Moving/Storage/Freight Express	79	\$56.56	\$8,308,055
Housekeeping Supplies (17)	86	\$673.36	\$98,906,931
<b>Insurance</b>			
Owners and Renters Insurance	88	\$550.70	\$80,890,834
Vehicle Insurance	81	\$1,509.88	\$221,780,477
Life/Other Insurance	80	\$484.13	\$71,112,429
Health Insurance	88	\$3,645.36	\$535,451,995
Personal Care Products (18)	82	\$407.08	\$59,794,815
School Books and Supplies (19)	74	\$96.83	\$14,222,491
Smoking Products	78	\$297.88	\$43,754,314
<b>Transportation</b>			
Payments on Vehicles excluding Leases	78	\$2,028.16	\$297,908,495
Gasoline and Motor Oil	79	\$1,897.29	\$278,685,843
Vehicle Maintenance and Repairs	84	\$927.76	\$136,274,673
<b>Travel</b>			
Airline Fares	80	\$504.86	\$74,157,465
Lodging on Trips	81	\$571.70	\$83,974,651
Auto/Truck Rental on Trips	83	\$45.52	\$6,685,980
Food and Drink on Trips	81	\$482.37	\$70,853,060

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.





## Retail Goods and Services Expenditures

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

Prepared by Esri  
Latitude: 28.93551  
Longitude: -81.92692

- (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.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. 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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 03, 2021