



# Retail Goods and Services Expenditures

Produced by the City of Ocoee

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Boomburbs (1C)	16.9%	Population	68,492	75,068
American Dreamers (7C)	15.5%	Households	22,906	25,012
Bright Young Professionals (8C)	13.7%	Families	17,592	19,148
Soccer Moms (4A)	12.7%	Median Age	37.0	37.4
Home Improvement (4B)	11.4%	Median Household Income	\$63,061	\$70,590
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		115	\$2,473.65	\$56,661,473
Men's		112	\$473.23	\$10,839,825
Women's		111	\$823.63	\$18,865,970
Children's		120	\$401.95	\$9,207,162
Footwear		116	\$537.67	\$12,315,794
Watches & Jewelry		114	\$134.80	\$3,087,693
Apparel Products and Services (1)		125	\$102.38	\$2,345,028
<b>Computer</b>				
Computers and Hardware for Home Use		115	\$198.25	\$4,541,027
Portable Memory		114	\$6.08	\$139,378
Computer Software		115	\$13.30	\$304,680
Computer Accessories		113	\$20.38	\$466,867
<b>Entertainment &amp; Recreation</b>		111	\$3,453.85	\$79,113,867
Fees and Admissions		118	\$752.17	\$17,229,144
Membership Fees for Clubs (2)		115	\$241.70	\$5,536,350
Fees for Participant Sports, excl. Trips		120	\$119.51	\$2,737,521
Tickets to Theatre/Operas/Concerts		110	\$65.31	\$1,495,886
Tickets to Movies/Museums/Parks		120	\$92.66	\$2,122,513
Admission to Sporting Events, excl. Trips		114	\$63.52	\$1,454,888
Fees for Recreational Lessons		127	\$168.57	\$3,861,369
Dating Services		111	\$0.90	\$20,616
TV/Video/Audio		107	\$1,375.70	\$31,511,740
Cable and Satellite Television Services		105	\$999.15	\$22,886,582
Televisions		113	\$134.82	\$3,088,231
Satellite Dishes		133	\$1.93	\$44,132
VCRs, Video Cameras, and DVD Players		112	\$7.29	\$167,048
Miscellaneous Video Equipment		117	\$11.24	\$257,444
Video Cassettes and DVDs		111	\$16.93	\$387,815
Video Game Hardware/Accessories		113	\$32.86	\$752,624
Video Game Software		115	\$17.87	\$409,234
Streaming/Downloaded Video		115	\$29.32	\$671,688
Rental of Video Cassettes and DVDs		116	\$17.71	\$405,670
Installation of Televisions		133	\$1.18	\$27,028
Audio (3)		113	\$101.07	\$2,315,051
Rental and Repair of TV/Radio/Sound Equipment		107	\$4.33	\$99,194
Pets		108	\$641.74	\$14,699,619
Toys/Games/Crafts/Hobbies (4)		112	\$135.87	\$3,112,185
Recreational Vehicles and Fees (5)		115	\$116.89	\$2,677,531
Sports/Recreation/Exercise Equipment (6)		115	\$196.82	\$4,508,353
Photo Equipment and Supplies (7)		118	\$65.33	\$1,496,517
Reading (8)		105	\$131.96	\$3,022,694
Catered Affairs (9)		123	\$37.37	\$856,085
<b>Food</b>		111	\$9,266.59	\$212,260,528
Food at Home		109	\$5,480.99	\$125,547,615
Bakery and Cereal Products		108	\$713.69	\$16,347,860
Meats, Poultry, Fish, and Eggs		109	\$1,242.54	\$28,461,512
Dairy Products		106	\$567.94	\$13,009,213
Fruits and Vegetables		109	\$1,067.67	\$24,455,941
Snacks and Other Food at Home (10)		110	\$1,889.16	\$43,273,087
Food Away from Home		114	\$3,785.60	\$86,712,913
Alcoholic Beverages		111	\$616.23	\$14,115,318

**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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Value of Stocks/Bonds/Mutual Funds	108	\$6,721.42	\$153,960,777
Value of Retirement Plans	108	\$26,235.13	\$600,941,801
Value of Other Financial Assets	101	\$1,316.53	\$30,156,363
Vehicle Loan Amount excluding Interest	112	\$3,048.51	\$69,829,191
Value of Credit Card Debt	111	\$646.66	\$14,812,504
<b>Health</b>			
Nonprescription Drugs	105	\$133.78	\$3,064,414
Prescription Drugs	102	\$396.84	\$9,090,060
Eyeglasses and Contact Lenses	107	\$101.28	\$2,319,955
<b>Home</b>			
Mortgage Payment and Basics (11)	118	\$10,174.18	\$233,049,771
Maintenance and Remodeling Services	113	\$2,190.43	\$50,173,926
Maintenance and Remodeling Materials (12)	108	\$437.27	\$10,016,142
Utilities, Fuel, and Public Services	107	\$5,387.68	\$123,410,308
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	112	\$106.97	\$2,450,333
Furniture	115	\$660.60	\$15,131,694
Rugs	106	\$24.72	\$566,285
Major Appliances (14)	113	\$361.63	\$8,283,422
Housewares (15)	111	\$105.76	\$2,422,545
Small Appliances	108	\$52.06	\$1,192,494
Luggage	117	\$13.84	\$317,036
Telephones and Accessories	116	\$80.10	\$1,834,738
<b>Household Operations</b>			
Child Care	123	\$587.36	\$13,453,979
Lawn and Garden (16)	108	\$453.32	\$10,383,844
Moving/Storage/Freight Express	115	\$73.67	\$1,687,372
Housekeeping Supplies (17)	109	\$777.83	\$17,816,900
<b>Insurance</b>			
Owners and Renters Insurance	107	\$553.28	\$12,673,518
Vehicle Insurance	110	\$1,289.93	\$29,547,121
Life/Other Insurance	109	\$467.32	\$10,704,348
Health Insurance	107	\$3,923.45	\$89,870,454
Personal Care Products (18)	111	\$523.74	\$11,996,836
School Books and Supplies (19)	117	\$180.33	\$4,130,609
Smoking Products	95	\$393.77	\$9,019,641
<b>Transportation</b>			
Payments on Vehicles excluding Leases	114	\$2,564.40	\$58,740,107
Gasoline and Motor Oil	110	\$3,048.64	\$69,832,105
Vehicle Maintenance and Repairs	110	\$1,176.65	\$26,952,294
<b>Travel</b>			
Airline Fares	115	\$584.25	\$13,382,800
Lodging on Trips	112	\$587.37	\$13,454,311
Auto/Truck Rental on Trips	117	\$30.91	\$707,939
Food and Drink on Trips	112	\$553.99	\$12,689,679

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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