



Retail Demand Outlook

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Golden Years (9B)	23.7%	Population	9,597	9,668
Old and Newcomers (8F)	22.0%	Households	4,502	4,526
Metro Fusion (11C)	14.1%	Families	2,222	2,211
Small Town Simplicity (12C)	11.3%	Median Age	41.8	42.9
Midlife Constants (5E)	10.1%	Median Household Income	\$45,816	\$52,315
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$7,341,900	\$8,453,757	\$1,111,857
Men's		\$1,424,073	\$1,639,836	\$215,763
Women's		\$2,468,306	\$2,842,150	\$373,844
Children's		\$1,082,085	\$1,245,891	\$163,806
Footwear		\$1,675,510	\$1,929,071	\$253,561
Watches & Jewelry		\$469,845	\$541,099	\$71,254
Apparel Products and Services (1)		\$222,081	\$255,710	\$33,629
Computer				
Computers and Hardware for Home Use		\$574,334	\$661,071	\$86,737
Portable Memory		\$14,792	\$17,026	\$2,234
Computer Software		\$35,712	\$41,099	\$5,387
Computer Accessories		\$64,886	\$74,712	\$9,826
Entertainment & Recreation		\$11,130,268	\$12,822,373	\$1,692,105
Fees and Admissions		\$2,342,513	\$2,696,727	\$354,214
Membership Fees for Clubs (2)		\$782,181	\$900,512	\$118,331
Fees for Participant Sports, excl. Trips		\$353,333	\$406,794	\$53,461
Tickets to Theatre/Operas/Concerts		\$255,876	\$294,550	\$38,674
Tickets to Movies		\$187,589	\$215,807	\$28,218
Tickets to Parks or Museums		\$107,077	\$123,268	\$16,191
Admission to Sporting Events, excl. Trips		\$205,122	\$236,284	\$31,162
Fees for Recreational Lessons		\$448,504	\$516,256	\$67,752
Dating Services		\$2,829	\$3,255	\$426
TV/Video/Audio		\$4,307,024	\$4,962,057	\$655,033
Cable and Satellite Television Services		\$3,096,722	\$3,568,683	\$471,961
Televisions		\$381,006	\$438,752	\$57,746
Satellite Dishes		\$4,881	\$5,623	\$742
VCRs, Video Cameras, and DVD Players		\$20,594	\$23,701	\$3,107
Miscellaneous Video Equipment		\$86,492	\$99,604	\$13,112
Video Cassettes and DVDs		\$40,261	\$46,366	\$6,105
Video Game Hardware/Accessories		\$103,144	\$118,706	\$15,562
Video Game Software		\$55,697	\$64,088	\$8,391
Rental/Streaming/Downloaded Video		\$169,546	\$195,082	\$25,536
Installation of Televisions		\$3,834	\$4,417	\$583
Audio (3)		\$332,915	\$383,299	\$50,384
Rental and Repair of TV/Radio/Sound Equipment		\$11,931	13,739	\$1,808
Pets		\$2,249,494	\$2,593,335	\$343,841
Toys/Games/Crafts/Hobbies (4)		\$404,802	\$466,120	\$61,318
Recreational Vehicles and Fees (5)		\$509,142	\$587,258	\$78,116
Sports/Recreation/Exercise Equipment (6)		\$675,465	\$777,761	\$102,296
Photo Equipment and Supplies (7)		\$179,433	\$206,578	\$27,145
Reading (8)		\$371,577	\$428,017	\$56,440
Catered Affairs (9)		\$90,818	104,520	\$13,702
Food		\$30,648,097	\$35,296,036	\$4,647,939
Food at Home		\$18,068,949	\$20,811,560	\$2,742,611
Bakery and Cereal Products		\$2,372,428	\$2,732,608	\$360,180
Meats, Poultry, Fish, and Eggs		\$4,002,962	\$4,610,320	\$607,358
Dairy Products		\$1,865,744	\$2,149,196	\$283,452
Fruits and Vegetables		\$3,521,441	\$4,055,326	\$533,885
Snacks and Other Food at Home (10)		\$6,306,374	\$7,264,111	\$957,737
Food Away from Home		\$12,579,148	\$14,484,476	\$1,905,328
Alcoholic Beverages		\$1,958,225	\$2,254,313	\$296,088

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$74,340,207	\$85,643,375	\$11,303,168
Value of Retirement Plans	\$311,750,374	\$359,225,784	\$47,475,410
Value of Other Financial Assets	\$20,648,181	\$23,790,538	\$3,142,357
Vehicle Loan Amount excluding Interest	\$9,710,313	\$11,185,968	\$1,475,655
Value of Credit Card Debt	\$8,271,034	\$9,526,335	\$1,255,301
Health			
Nonprescription Drugs	\$512,754	\$590,814	\$78,060
Prescription Drugs	\$1,288,073	\$1,485,066	\$196,993
Eyeglasses and Contact Lenses	\$308,405	\$355,409	\$47,004
Home			
Mortgage Payment and Basics (11)	\$30,821,050	\$35,519,626	\$4,698,576
Maintenance and Remodeling Services	\$6,644,233	\$7,656,394	\$1,012,161
Maintenance and Remodeling Materials (12)	\$1,535,618	\$1,771,059	\$235,441
Utilities, Fuel, and Public Services	\$16,886,154	\$19,454,909	\$2,568,755
Household Furnishings and Equipment			
Household Textiles (13)	\$348,084	\$400,861	\$52,777
Furniture	\$2,096,299	\$2,413,804	\$317,505
Rugs	\$108,994	\$125,584	\$16,590
Major Appliances (14)	\$1,173,618	\$1,352,365	\$178,747
Housewares (15)	\$364,389	\$419,730	\$55,341
Small Appliances	\$171,641	\$197,642	\$26,001
Luggage	\$46,647	\$53,686	\$7,039
Telephones and Accessories	\$263,839	\$303,604	\$39,765
Household Operations			
Child Care	\$1,614,666	\$1,858,972	\$244,306
Lawn and Garden (16)	\$1,526,723	\$1,760,012	\$233,289
Moving/Storage/Freight Express	\$248,310	\$285,590	\$37,280
Housekeeping Supplies (17)	\$2,609,676	\$3,006,379	\$396,703
Insurance			
Owners and Renters Insurance	\$1,891,930	\$2,181,546	\$289,616
Vehicle Insurance	\$5,411,713	\$6,233,538	\$821,825
Life/Other Insurance	\$1,517,452	\$1,749,354	\$231,902
Health Insurance	\$13,537,662	\$15,600,224	\$2,062,562
Personal Care Products (18)	\$1,731,481	\$1,993,699	\$262,218
School Books and Supplies (19)	\$536,572	\$617,690	\$81,118
Smoking Products	\$1,502,630	\$1,732,153	\$229,523
Transportation			
Payments on Vehicles excluding Leases	\$8,565,372	\$9,869,500	\$1,304,128
Gasoline and Motor Oil	\$7,895,713	\$9,095,066	\$1,199,353
Vehicle Maintenance and Repairs	\$4,152,181	\$4,781,960	\$629,779
Travel			
Airline Fares	\$1,803,990	\$2,076,665	\$272,675
Lodging on Trips	\$2,034,870	\$2,344,132	\$309,262
Auto/Truck Rental on Trips	\$86,481	\$99,549	\$13,068
Food and Drink on Trips	\$1,795,262	\$2,067,444	\$272,182

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- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic 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	2019	2024
Rustbelt Traditions (5D)	15.7%	Population	93,687	94,616
Emerald City (8B)	12.2%	Households	40,762	41,120
Old and Newcomers (8F)	12.2%	Families	21,925	21,929
In Style (5B)	11.7%	Median Age	39.2	40.4
Metro Fusion (11C)	9.3%	Median Household Income	\$52,057	\$59,456
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$78,358,715	\$92,435,622	\$14,076,907
Men's		\$15,028,040	\$17,726,983	\$2,698,943
Women's		\$26,408,921	\$31,154,060	\$4,745,139
Children's		\$11,822,430	\$13,946,653	\$2,124,223
Footwear		\$17,705,939	\$20,885,630	\$3,179,691
Watches & Jewelry		\$5,063,396	\$5,973,632	\$910,236
Apparel Products and Services (1)		\$2,329,989	\$2,748,664	\$418,675
Computer				
Computers and Hardware for Home Use		\$6,205,549	\$7,319,458	\$1,113,909
Portable Memory		\$158,664	\$187,149	\$28,485
Computer Software		\$389,482	\$459,372	\$69,890
Computer Accessories		\$707,043	\$834,082	\$127,039
Entertainment & Recreation		\$118,039,635	\$139,266,949	\$21,227,314
Fees and Admissions		\$25,373,811	\$29,933,308	\$4,559,497
Membership Fees for Clubs (2)		\$8,344,035	\$9,843,291	\$1,499,256
Fees for Participant Sports, excl. Trips		\$3,888,256	\$4,587,264	\$699,008
Tickets to Theatre/Operas/Concerts		\$2,722,962	\$3,211,937	\$488,975
Tickets to Movies		\$2,031,228	\$2,395,390	\$364,162
Tickets to Parks or Museums		\$1,161,692	\$1,370,442	\$208,750
Admission to Sporting Events, excl. Trips		\$2,290,823	\$2,703,211	\$412,388
Fees for Recreational Lessons		\$4,904,114	\$5,785,564	\$881,450
Dating Services		\$30,702	\$36,208	\$5,506
TV/Video/Audio		\$45,604,649	\$53,805,812	\$8,201,163
Cable and Satellite Television Services		\$32,477,209	\$38,321,044	\$5,843,835
Televisions		\$4,080,472	\$4,813,555	\$733,083
Satellite Dishes		\$52,550	\$62,003	\$9,453
VCRs, Video Cameras, and DVD Players		\$225,639	\$266,135	\$40,496
Miscellaneous Video Equipment		\$976,225	\$1,151,815	\$175,590
Video Cassettes and DVDs		\$438,767	\$517,601	\$78,834
Video Game Hardware/Accessories		\$1,132,748	\$1,335,961	\$203,213
Video Game Software		\$609,555	\$718,866	\$109,311
Rental/Streaming/Downloaded Video		\$1,860,178	\$2,193,740	\$333,562
Installation of Televisions		\$39,070	\$46,094	\$7,024
Audio (3)		\$3,583,877	\$4,227,572	\$643,695
Rental and Repair of TV/Radio/Sound Equipment		\$128,358	151,428	\$23,070
Pets		\$23,327,078	\$27,526,012	\$4,198,934
Toys/Games/Crafts/Hobbies (4)		\$4,437,154	\$5,234,437	\$797,283
Recreational Vehicles and Fees (5)		\$5,018,018	\$5,922,549	\$904,531
Sports/Recreation/Exercise Equipment (6)		\$7,444,857	\$8,783,026	\$1,338,169
Photo Equipment and Supplies (7)		\$1,954,437	\$2,305,479	\$351,042
Reading (8)		\$3,897,310	\$4,597,799	\$700,489
Catered Affairs (9)		\$982,320	1,158,526	\$176,206
Food		\$325,223,958	\$383,662,737	\$58,438,779
Food at Home		\$190,436,285	\$224,661,058	\$34,224,773
Bakery and Cereal Products		\$25,022,690	\$29,520,094	\$4,497,404
Meats, Poultry, Fish, and Eggs		\$42,000,293	\$49,547,870	\$7,547,577
Dairy Products		\$19,587,754	\$23,108,521	\$3,520,767
Fruits and Vegetables		\$37,092,652	\$43,757,158	\$6,664,506
Snacks and Other Food at Home (10)		\$66,732,896	\$78,727,414	\$11,994,518
Food Away from Home		\$134,787,673	\$159,001,679	\$24,214,006
Alcoholic Beverages		\$21,066,990	\$24,849,749	\$3,782,759

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$783,306,873	\$924,165,577	\$140,858,704
Value of Retirement Plans	\$3,416,156,907	\$4,031,434,555	\$615,277,648
Value of Other Financial Assets	\$218,995,654	\$258,421,191	\$39,425,537
Vehicle Loan Amount excluding Interest	\$105,846,179	\$124,884,607	\$19,038,428
Value of Credit Card Debt	\$89,178,228	\$105,214,659	\$16,036,431
Health			
Nonprescription Drugs	\$5,379,624	\$6,347,176	\$967,552
Prescription Drugs	\$13,601,953	\$16,051,866	\$2,449,913
Eyeglasses and Contact Lenses	\$3,329,875	\$3,929,229	\$599,354
Home			
Mortgage Payment and Basics (11)	\$339,901,000	\$401,156,019	\$61,255,019
Maintenance and Remodeling Services	\$71,942,176	\$84,901,466	\$12,959,290
Maintenance and Remodeling Materials (12)	\$16,890,130	\$19,936,612	\$3,046,482
Utilities, Fuel, and Public Services	\$179,556,493	\$211,855,087	\$32,298,594
Household Furnishings and Equipment			
Household Textiles (13)	\$3,743,750	\$4,416,603	\$672,853
Furniture	\$22,747,680	\$26,836,000	\$4,088,320
Rugs	\$1,240,752	\$1,464,115	\$223,363
Major Appliances (14)	\$12,677,443	\$14,959,432	\$2,281,989
Housewares (15)	\$3,906,904	\$4,609,250	\$702,346
Small Appliances	\$1,820,185	\$2,147,008	\$326,823
Luggage	\$508,408	\$599,704	\$91,296
Telephones and Accessories	\$2,741,389	\$3,232,739	\$491,350
Household Operations			
Child Care	\$17,882,133	\$21,097,681	\$3,215,548
Lawn and Garden (16)	\$16,151,287	\$19,061,000	\$2,909,713
Moving/Storage/Freight Express	\$2,659,688	\$3,136,075	\$476,387
Housekeeping Supplies (17)	\$27,577,247	\$32,535,438	\$4,958,191
Insurance			
Owners and Renters Insurance	\$20,547,549	\$24,252,557	\$3,705,008
Vehicle Insurance	\$57,339,405	\$67,645,930	\$10,306,525
Life/Other Insurance	\$16,367,135	\$19,317,023	\$2,949,888
Health Insurance	\$144,149,183	\$170,088,412	\$25,939,229
Personal Care Products (18)	\$18,749,765	\$22,118,436	\$3,368,671
School Books and Supplies (19)	\$5,685,140	\$6,705,836	\$1,020,696
Smoking Products	\$15,619,801	\$18,430,235	\$2,810,434
Transportation			
Payments on Vehicles excluding Leases	\$92,701,641	\$109,382,877	\$16,681,236
Gasoline and Motor Oil	\$84,023,790	\$99,129,165	\$15,105,375
Vehicle Maintenance and Repairs	\$43,738,845	\$51,592,063	\$7,853,218
Travel			
Airline Fares	\$19,164,442	\$22,605,968	\$3,441,526
Lodging on Trips	\$21,671,231	\$25,570,021	\$3,898,790
Auto/Truck Rental on Trips	\$951,306	\$1,122,174	\$170,868
Food and Drink on Trips	\$19,204,222	\$22,656,013	\$3,451,791

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December 31, 2019



Retail Demand Outlook

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Emerald City (8B)	12.6%	Population	260,724	266,936
In Style (5B)	9.7%	Households	116,614	119,439
Rustbelt Traditions (5D)	8.9%	Families	58,480	59,268
Set to Impress (11D)	8.9%	Median Age	39.0	39.9
Old and Newcomers (8F)	6.7%	Median Household Income	\$50,538	\$57,615
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$215,518,921	\$257,621,150	\$42,102,229
Men's		\$41,664,552	\$49,804,885	\$8,140,333
Women's		\$72,236,213	\$86,319,161	\$14,082,948
Children's		\$32,465,074	\$38,834,479	\$6,369,405
Footwear		\$48,983,709	\$58,553,351	\$9,569,642
Watches & Jewelry		\$13,784,196	\$16,478,537	\$2,694,341
Apparel Products and Services (1)		\$6,385,178	\$7,630,737	\$1,245,559
Computer				
Computers and Hardware for Home Use		\$17,174,091	\$20,530,073	\$3,355,982
Portable Memory		\$435,521	\$520,665	\$85,144
Computer Software		\$1,082,202	\$1,293,478	\$211,276
Computer Accessories		\$1,933,399	\$2,310,978	\$377,579
Entertainment & Recreation		\$321,986,677	\$384,781,185	\$62,794,508
Fees and Admissions		\$69,151,076	\$82,656,900	\$13,505,824
Membership Fees for Clubs (2)		\$22,739,124	\$27,174,827	\$4,435,703
Fees for Participant Sports, excl. Trips		\$10,484,575	\$12,533,881	\$2,049,306
Tickets to Theatre/Operas/Concerts		\$7,466,007	\$8,919,054	\$1,453,047
Tickets to Movies		\$5,624,989	\$6,728,471	\$1,103,482
Tickets to Parks or Museums		\$3,184,035	\$3,806,297	\$622,262
Admission to Sporting Events, excl. Trips		\$6,199,135	\$7,406,024	\$1,206,889
Fees for Recreational Lessons		\$13,367,106	\$15,985,486	\$2,618,380
Dating Services		\$86,105	\$102,860	\$16,755
TV/Video/Audio		\$124,994,317	\$149,355,548	\$24,361,231
Cable and Satellite Television Services		\$88,812,510	\$106,101,900	\$17,289,390
Televisions		\$11,229,936	\$13,423,395	\$2,193,459
Satellite Dishes		\$142,553	\$170,523	\$27,970
VCRs, Video Cameras, and DVD Players		\$618,321	\$739,473	\$121,152
Miscellaneous Video Equipment		\$2,644,001	\$3,160,301	\$516,300
Video Cassettes and DVDs		\$1,202,936	\$1,437,943	\$235,007
Video Game Hardware/Accessories		\$3,166,966	\$3,786,233	\$619,267
Video Game Software		\$1,713,660	\$2,048,861	\$335,201
Rental/Streaming/Downloaded Video		\$5,150,831	\$6,159,287	\$1,008,456
Installation of Televisions		\$103,568	\$123,701	\$20,133
Audio (3)		\$9,851,018	\$11,776,199	\$1,925,181
Rental and Repair of TV/Radio/Sound Equipment		\$358,017	\$427,732	\$69,715
Pets		\$63,224,090	\$75,533,067	\$12,308,977
Toys/Games/Crafts/Hobbies (4)		\$12,208,458	\$14,596,872	\$2,388,414
Recreational Vehicles and Fees (5)		\$13,482,089	\$16,098,281	\$2,616,192
Sports/Recreation/Exercise Equipment (6)		\$20,205,504	\$24,167,575	\$3,962,071
Photo Equipment and Supplies (7)		\$5,378,320	\$6,430,851	\$1,052,531
Reading (8)		\$10,611,113	\$12,676,469	\$2,065,356
Catered Affairs (9)		\$2,731,709	\$3,265,623	\$533,914
Food		\$892,789,485	\$1,067,067,439	\$174,277,954
Food at Home		\$522,573,566	\$624,515,837	\$101,942,271
Bakery and Cereal Products		\$68,660,560	\$82,053,701	\$13,393,141
Meats, Poultry, Fish, and Eggs		\$115,519,763	\$138,052,183	\$22,532,420
Dairy Products		\$53,717,064	\$64,193,228	\$10,476,164
Fruits and Vegetables		\$101,764,202	\$121,622,404	\$19,858,202
Snacks and Other Food at Home (10)		\$182,911,978	\$218,594,322	\$35,682,344
Food Away from Home		\$370,215,918	\$442,551,602	\$72,335,684
Alcoholic Beverages		\$57,751,503	\$69,025,792	\$11,274,289

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$2,097,427,893	\$2,503,680,438	\$406,252,545
Value of Retirement Plans	\$9,104,743,764	\$10,869,054,318	\$1,764,310,554
Value of Other Financial Assets	\$594,867,847	\$710,021,831	\$115,153,984
Vehicle Loan Amount excluding Interest	\$288,353,601	\$344,776,314	\$56,422,713
Value of Credit Card Debt	\$243,191,245	\$290,635,846	\$47,444,601
Health			
Nonprescription Drugs	\$14,588,261	\$17,428,283	\$2,840,022
Prescription Drugs	\$36,741,408	\$43,874,321	\$7,132,913
Eyeglasses and Contact Lenses	\$9,037,780	\$10,795,418	\$1,757,638
Home			
Mortgage Payment and Basics (11)	\$905,379,973	\$1,081,881,394	\$176,501,421
Maintenance and Remodeling Services	\$191,228,061	\$228,500,841	\$37,272,780
Maintenance and Remodeling Materials (12)	\$44,815,158	\$53,536,761	\$8,721,603
Utilities, Fuel, and Public Services	\$491,146,281	\$586,859,956	\$95,713,675
Household Furnishings and Equipment			
Household Textiles (13)	\$10,263,589	\$12,265,979	\$2,002,390
Furniture	\$62,316,209	\$74,489,159	\$12,172,950
Rugs	\$3,343,138	\$3,992,519	\$649,381
Major Appliances (14)	\$34,319,969	\$41,012,924	\$6,692,955
Housewares (15)	\$10,617,732	\$12,687,359	\$2,069,627
Small Appliances	\$5,037,477	\$6,020,376	\$982,899
Luggage	\$1,391,604	\$1,663,613	\$272,009
Telephones and Accessories	\$7,486,641	\$8,951,898	\$1,465,257
Household Operations			
Child Care	\$48,859,840	\$58,457,237	\$9,597,397
Lawn and Garden (16)	\$43,179,629	\$51,577,608	\$8,397,979
Moving/Storage/Freight Express	\$7,358,798	\$8,799,547	\$1,440,749
Housekeeping Supplies (17)	\$75,332,821	\$90,028,254	\$14,695,433
Insurance			
Owners and Renters Insurance	\$54,880,648	\$65,559,868	\$10,679,220
Vehicle Insurance	\$157,371,834	\$188,083,539	\$30,711,705
Life/Other Insurance	\$43,948,391	\$52,484,885	\$8,536,494
Health Insurance	\$391,365,779	\$467,561,459	\$76,195,680
Personal Care Products (18)	\$51,368,725	\$61,397,636	\$10,028,911
School Books and Supplies (19)	\$15,717,630	\$18,789,045	\$3,071,415
Smoking Products	\$43,515,017	\$51,973,237	\$8,458,220
Transportation			
Payments on Vehicles excluding Leases	\$252,553,654	\$301,928,113	\$49,374,459
Gasoline and Motor Oil	\$230,421,332	\$275,400,883	\$44,979,551
Vehicle Maintenance and Repairs	\$119,933,960	\$143,290,726	\$23,356,766
Travel			
Airline Fares	\$52,316,041	\$62,534,167	\$10,218,126
Lodging on Trips	\$58,599,732	\$70,016,706	\$11,416,974
Auto/Truck Rental on Trips	\$2,588,099	\$3,093,300	\$505,201
Food and Drink on Trips	\$52,228,556	\$62,420,470	\$10,191,914

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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 civic 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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