



Retail Goods and Services Expenditures

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Boomburbs (1C)	54.0%	Population	4,694	5,038
Bright Young Professionals (8C)	38.9%	Households	1,984	2,138
In Style (5B)	4.1%	Families	1,282	1,366
Top Tier (1A)	3.0%	Median Age	34.3	35.4
Professional Pride (1B)	0.0%	Median Household Income	\$102,049	\$106,993
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		156	\$3,383.19	\$6,712,245
Men's		149	\$615.87	\$1,221,882
Women's		151	\$1,117.12	\$2,216,369
Children's		165	\$534.30	\$1,060,042
Footwear		155	\$728.78	\$1,445,904
Watches & Jewelry		167	\$239.27	\$474,710
Apparel Products and Services (1)		179	\$147.85	\$293,338
Computer				
Computers and Hardware for Home Use		155	\$264.30	\$524,374
Portable Memory		162	\$8.82	\$17,500
Computer Software		156	\$16.46	\$32,648
Computer Accessories		155	\$29.14	\$57,806
Entertainment & Recreation		147	\$4,734.36	\$9,392,970
Fees and Admissions		159	\$1,089.50	\$2,161,569
Membership Fees for Clubs (2)		154	\$349.06	\$692,532
Fees for Participant Sports, excl. Trips		161	\$181.53	\$360,151
Tickets to Theatre/Operas/Concerts		145	\$95.92	\$190,310
Tickets to Movies/Museums/Parks		163	\$129.91	\$257,740
Admission to Sporting Events, excl. Trips		154	\$91.30	\$181,146
Fees for Recreational Lessons		174	\$240.71	\$477,562
Dating Services		160	\$1.07	\$2,127
TV/Video/Audio		140	\$1,825.04	\$3,620,886
Cable and Satellite Television Services		135	\$1,298.78	\$2,576,784
Televisions		149	\$176.46	\$350,091
Satellite Dishes		164	\$2.89	\$5,726
VCRs, Video Cameras, and DVD Players		153	\$8.42	\$16,711
Miscellaneous Video Equipment		159	\$23.04	\$45,705
Video Cassettes and DVDs		156	\$19.34	\$38,371
Video Game Hardware/Accessories		155	\$46.08	\$91,418
Video Game Software		157	\$23.46	\$46,540
Streaming/Downloaded Video		162	\$53.84	\$106,813
Rental of Video Cassettes and DVDs		155	\$19.84	\$39,356
Installation of Televisions		183	\$1.68	\$3,338
Audio (3)		157	\$146.18	\$290,014
Rental and Repair of TV/Radio/Sound Equipment		125	\$5.05	\$10,018
Pets		141	\$896.17	\$1,778,009
Toys/Games/Crafts/Hobbies (4)		154	\$177.48	\$352,123
Recreational Vehicles and Fees (5)		152	\$166.25	\$329,836
Sports/Recreation/Exercise Equipment (6)		162	\$288.36	\$572,110
Photo Equipment and Supplies (7)		166	\$88.55	\$175,693
Reading (8)		141	\$158.96	\$315,380
Catered Affairs (9)		145	\$44.03	\$87,365
Food		149	\$12,701.59	\$25,199,958
Food at Home		145	\$7,267.20	\$14,418,122
Bakery and Cereal Products		144	\$946.27	\$1,877,402
Meats, Poultry, Fish, and Eggs		143	\$1,616.49	\$3,207,126
Dairy Products		143	\$739.47	\$1,467,117
Fruits and Vegetables		145	\$1,431.80	\$2,840,686
Snacks and Other Food at Home (10)		146	\$2,533.16	\$5,025,791
Food Away from Home		155	\$5,434.39	\$10,781,836
Alcoholic Beverages		151	\$846.74	\$1,679,939

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	139	\$7,006.20	\$13,900,298
Value of Retirement Plans	140	\$32,437.50	\$64,355,996
Value of Other Financial Assets	125	\$1,771.12	\$3,513,912
Vehicle Loan Amount excluding Interest	148	\$4,139.15	\$8,212,078
Value of Credit Card Debt	148	\$872.09	\$1,730,224
Health			
Nonprescription Drugs	141	\$187.52	\$372,047
Prescription Drugs	130	\$469.05	\$930,592
Eyeglasses and Contact Lenses	142	\$131.73	\$261,352
Home			
Mortgage Payment and Basics (11)	153	\$13,217.91	\$26,224,341
Maintenance and Remodeling Services	150	\$3,064.02	\$6,079,020
Maintenance and Remodeling Materials (12)	136	\$667.59	\$1,324,505
Utilities, Fuel, and Public Services	139	\$6,877.92	\$13,645,794
Household Furnishings and Equipment			
Household Textiles (13)	151	\$149.34	\$296,298
Furniture	155	\$946.57	\$1,877,990
Rugs	130	\$32.00	\$63,486
Major Appliances (14)	145	\$504.91	\$1,001,740
Housewares (15)	144	\$149.40	\$296,417
Small Appliances	144	\$70.34	\$139,553
Luggage	166	\$22.85	\$45,338
Telephones and Accessories	164	\$115.59	\$229,337
Household Operations			
Child Care	169	\$868.82	\$1,723,738
Lawn and Garden (16)	142	\$610.40	\$1,211,035
Moving/Storage/Freight Express	173	\$111.75	\$221,717
Housekeeping Supplies (17)	143	\$1,026.66	\$2,036,900
Insurance			
Owners and Renters Insurance	138	\$784.39	\$1,556,236
Vehicle Insurance	142	\$1,794.37	\$3,560,029
Life/Other Insurance	142	\$591.57	\$1,173,678
Health Insurance	139	\$5,247.27	\$10,410,576
Personal Care Products (18)	152	\$736.47	\$1,461,164
School Books and Supplies (19)	152	\$234.73	\$465,710
Smoking Products	123	\$512.70	\$1,017,190
Transportation			
Payments on Vehicles excluding Leases	151	\$3,619.31	\$7,180,711
Gasoline and Motor Oil	146	\$3,492.72	\$6,929,551
Vehicle Maintenance and Repairs	146	\$1,570.37	\$3,115,608
Travel			
Airline Fares	157	\$826.30	\$1,639,384
Lodging on Trips	152	\$870.46	\$1,726,998
Auto/Truck Rental on Trips	162	\$45.01	\$89,300
Food and Drink on Trips	152	\$787.71	\$1,562,815

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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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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Home Improvement (4B)	14.0%	Population	45,494	47,929
In Style (5B)	13.6%	Households	17,388	18,360
Top Tier (1A)	13.2%	Families	12,354	12,969
Boomburbs (1C)	13.0%	Median Age	38.9	39.6
Bright Young Professionals (8C)	12.5%	Median Household Income	\$88,522	\$96,254
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		147	\$3,203.56	\$55,703,559
Men's		144	\$595.22	\$10,349,767
Women's		147	\$1,093.16	\$19,007,822
Children's		147	\$474.09	\$8,243,473
Footwear		145	\$681.45	\$11,849,074
Watches & Jewelry		157	\$224.97	\$3,911,755
Apparel Products and Services (1)		163	\$134.67	\$2,341,667
Computer				
Computers and Hardware for Home Use		148	\$251.80	\$4,378,381
Portable Memory		151	\$8.20	\$142,562
Computer Software		147	\$15.50	\$269,574
Computer Accessories		149	\$28.11	\$488,769
Entertainment & Recreation		145	\$4,684.35	\$81,451,539
Fees and Admissions		158	\$1,082.81	\$18,827,934
Membership Fees for Clubs (2)		158	\$357.55	\$6,217,026
Fees for Participant Sports, excl. Trips		158	\$178.47	\$3,103,316
Tickets to Theatre/Operas/Concerts		154	\$101.94	\$1,772,532
Tickets to Movies/Museums/Parks		151	\$120.90	\$2,102,231
Admission to Sporting Events, excl. Trips		158	\$93.91	\$1,632,955
Fees for Recreational Lessons		166	\$229.10	\$3,983,506
Dating Services		140	\$0.94	\$16,368
TV/Video/Audio		137	\$1,792.87	\$31,174,376
Cable and Satellite Television Services		135	\$1,301.15	\$22,624,406
Televisions		142	\$168.05	\$2,922,085
Satellite Dishes		155	\$2.72	\$47,263
VCRs, Video Cameras, and DVD Players		144	\$7.97	\$138,629
Miscellaneous Video Equipment		152	\$22.07	\$383,679
Video Cassettes and DVDs		144	\$17.83	\$310,097
Video Game Hardware/Accessories		138	\$41.09	\$714,427
Video Game Software		137	\$20.55	\$357,371
Streaming/Downloaded Video		146	\$48.46	\$842,660
Rental of Video Cassettes and DVDs		141	\$18.12	\$315,086
Installation of Televisions		176	\$1.62	\$28,217
Audio (3)		149	\$138.83	\$2,413,911
Rental and Repair of TV/Radio/Sound Equipment		109	\$4.40	\$76,545
Pets		142	\$905.16	\$15,738,942
Toys/Games/Crafts/Hobbies (4)		145	\$167.39	\$2,910,605
Recreational Vehicles and Fees (5)		153	\$167.90	\$2,919,403
Sports/Recreation/Exercise Equipment (6)		156	\$279.06	\$4,852,260
Photo Equipment and Supplies (7)		154	\$82.17	\$1,428,692
Reading (8)		146	\$164.50	\$2,860,409
Catered Affairs (9)		140	\$42.50	\$738,919
Food		143	\$12,181.29	\$211,808,272
Food at Home		140	\$7,031.03	\$122,255,593
Bakery and Cereal Products		140	\$921.08	\$16,015,812
Meats, Poultry, Fish, and Eggs		138	\$1,559.99	\$27,125,122
Dairy Products		139	\$722.66	\$12,565,643
Fruits and Vegetables		141	\$1,390.54	\$24,178,772
Snacks and Other Food at Home (10)		141	\$2,436.75	\$42,370,244
Food Away from Home		147	\$5,150.26	\$89,552,679
Alcoholic Beverages		148	\$831.16	\$14,452,296

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Financial			
Value of Stocks/Bonds/Mutual Funds	158	\$7,948.29	\$138,204,829
Value of Retirement Plans	156	\$35,978.16	\$625,588,207
Value of Other Financial Assets	143	\$2,023.77	\$35,189,294
Vehicle Loan Amount excluding Interest	140	\$3,906.98	\$67,934,507
Value of Credit Card Debt	147	\$864.46	\$15,031,162
Health			
Nonprescription Drugs	141	\$187.69	\$3,263,474
Prescription Drugs	136	\$492.24	\$8,559,004
Eyeglasses and Contact Lenses	145	\$134.68	\$2,341,761
Home			
Mortgage Payment and Basics (11)	158	\$13,643.43	\$237,232,006
Maintenance and Remodeling Services	159	\$3,250.15	\$56,513,619
Maintenance and Remodeling Materials (12)	151	\$739.59	\$12,859,967
Utilities, Fuel, and Public Services	138	\$6,855.66	\$119,206,277
Household Furnishings and Equipment			
Household Textiles (13)	147	\$144.90	\$2,519,481
Furniture	149	\$911.96	\$15,857,204
Rugs	143	\$35.17	\$611,599
Major Appliances (14)	145	\$506.91	\$8,814,208
Housewares (15)	145	\$150.50	\$2,616,822
Small Appliances	140	\$68.43	\$1,189,918
Luggage	157	\$21.57	\$375,061
Telephones and Accessories	153	\$107.27	\$1,865,171
Household Operations			
Child Care	156	\$802.02	\$13,945,520
Lawn and Garden (16)	149	\$641.90	\$11,161,317
Moving/Storage/Freight Express	152	\$98.11	\$1,705,964
Housekeeping Supplies (17)	141	\$1,011.38	\$17,585,902
Insurance			
Owners and Renters Insurance	146	\$829.39	\$14,421,443
Vehicle Insurance	140	\$1,766.91	\$30,722,998
Life/Other Insurance	152	\$631.73	\$10,984,530
Health Insurance	142	\$5,371.55	\$93,400,516
Personal Care Products (18)	145	\$705.34	\$12,264,471
School Books and Supplies (19)	142	\$219.69	\$3,820,006
Smoking Products	121	\$501.40	\$8,718,258
Transportation			
Payments on Vehicles excluding Leases	144	\$3,430.45	\$59,648,585
Gasoline and Motor Oil	140	\$3,341.24	\$58,097,452
Vehicle Maintenance and Repairs	143	\$1,541.95	\$26,811,402
Travel			
Airline Fares	156	\$823.53	\$14,319,504
Lodging on Trips	155	\$887.61	\$15,433,735
Auto/Truck Rental on Trips	160	\$44.30	\$770,252
Food and Drink on Trips	153	\$790.97	\$13,753,435

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Exurbanites (1E)	12.7%	Population	120,918	127,894
In Style (5B)	12.6%	Households	47,703	50,390
Bright Young Professionals (8C)	7.5%	Families	32,665	34,387
Professional Pride (1B)	7.2%	Median Age	41.0	41.8
Comfortable Empty Nesters (5A)	6.5%	Median Household Income	\$87,458	\$95,475
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		140	\$3,042.59	\$145,140,698
Men's		138	\$570.13	\$27,196,866
Women's		141	\$1,049.54	\$50,066,218
Children's		136	\$440.67	\$21,021,397
Footwear		137	\$644.75	\$30,756,367
Watches & Jewelry		148	\$212.49	\$10,136,524
Apparel Products and Services (1)		151	\$125.01	\$5,963,326
Computer				
Computers and Hardware for Home Use		141	\$241.00	\$11,496,385
Portable Memory		142	\$7.75	\$369,505
Computer Software		140	\$14.82	\$706,799
Computer Accessories		143	\$26.95	\$1,285,706
Entertainment & Recreation		140	\$4,507.90	\$215,040,556
Fees and Admissions		151	\$1,033.57	\$49,304,308
Membership Fees for Clubs (2)		152	\$343.93	\$16,406,492
Fees for Participant Sports, excl. Trips		151	\$170.53	\$8,134,628
Tickets to Theatre/Operas/Concerts		150	\$99.59	\$4,750,818
Tickets to Movies/Museums/Parks		142	\$113.76	\$5,426,606
Admission to Sporting Events, excl. Trips		153	\$91.07	\$4,344,206
Fees for Recreational Lessons		155	\$213.77	\$10,197,662
Dating Services		137	\$0.92	\$43,895
TV/Video/Audio		133	\$1,735.61	\$82,793,922
Cable and Satellite Television Services		132	\$1,268.13	\$60,493,639
Televisions		137	\$161.39	\$7,698,864
Satellite Dishes		144	\$2.53	\$120,711
VCRs, Video Cameras, and DVD Players		138	\$7.63	\$363,792
Miscellaneous Video Equipment		145	\$20.99	\$1,001,134
Video Cassettes and DVDs		137	\$16.95	\$808,405
Video Game Hardware/Accessories		130	\$38.85	\$1,853,100
Video Game Software		130	\$19.51	\$930,787
Streaming/Downloaded Video		138	\$45.68	\$2,179,061
Rental of Video Cassettes and DVDs		133	\$17.09	\$815,096
Installation of Televisions		164	\$1.51	\$72,247
Audio (3)		141	\$131.19	\$6,258,237
Rental and Repair of TV/Radio/Sound Equipment		103	\$4.17	\$198,849
Pets		137	\$875.07	\$41,743,363
Toys/Games/Crafts/Hobbies (4)		138	\$159.57	\$7,611,759
Recreational Vehicles and Fees (5)		146	\$159.82	\$7,623,720
Sports/Recreation/Exercise Equipment (6)		149	\$265.83	\$12,681,073
Photo Equipment and Supplies (7)		144	\$76.94	\$3,670,402
Reading (8)		143	\$160.94	\$7,677,393
Catered Affairs (9)		133	\$40.56	\$1,934,616
Food		137	\$11,671.40	\$556,760,930
Food at Home		135	\$6,765.40	\$322,729,885
Bakery and Cereal Products		135	\$888.62	\$42,389,862
Meats, Poultry, Fish, and Eggs		133	\$1,500.47	\$71,576,996
Dairy Products		135	\$697.54	\$33,274,685
Fruits and Vegetables		136	\$1,338.48	\$63,849,470
Snacks and Other Food at Home (10)		135	\$2,340.29	\$111,638,872
Food Away from Home		140	\$4,906.00	\$234,031,046
Alcoholic Beverages		143	\$803.49	\$38,329,095

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Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 17, 2018



Retail Goods and Services Expenditures

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
Longitude: -85.51168

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	156	\$7,853.76	\$374,648,005
Value of Retirement Plans	154	\$35,547.84	\$1,695,738,486
Value of Other Financial Assets	145	\$2,051.27	\$97,851,751
Vehicle Loan Amount excluding Interest	132	\$3,693.04	\$176,169,285
Value of Credit Card Debt	142	\$833.89	\$39,778,991
Health			
Nonprescription Drugs	137	\$182.66	\$8,713,339
Prescription Drugs	135	\$486.23	\$23,194,406
Eyeglasses and Contact Lenses	141	\$131.03	\$6,250,329
Home			
Mortgage Payment and Basics (11)	151	\$13,068.92	\$623,426,912
Maintenance and Remodeling Services	153	\$3,133.10	\$149,458,493
Maintenance and Remodeling Materials (12)	147	\$718.85	\$34,291,096
Utilities, Fuel, and Public Services	134	\$6,636.55	\$316,583,261
Household Furnishings and Equipment			
Household Textiles (13)	141	\$138.83	\$6,622,842
Furniture	142	\$870.29	\$41,515,237
Rugs	142	\$34.96	\$1,667,592
Major Appliances (14)	140	\$486.93	\$23,228,240
Housewares (15)	141	\$145.97	\$6,963,117
Small Appliances	135	\$66.20	\$3,157,856
Luggage	148	\$20.35	\$970,891
Telephones and Accessories	142	\$99.92	\$4,766,468
Household Operations			
Child Care	145	\$746.03	\$35,588,037
Lawn and Garden (16)	145	\$624.21	\$29,776,700
Moving/Storage/Freight Express	142	\$91.87	\$4,382,456
Housekeeping Supplies (17)	136	\$976.82	\$46,597,213
Insurance			
Owners and Renters Insurance	142	\$806.68	\$38,481,271
Vehicle Insurance	135	\$1,703.77	\$81,274,766
Life/Other Insurance	148	\$615.14	\$29,344,135
Health Insurance	138	\$5,227.67	\$249,375,308
Personal Care Products (18)	139	\$674.81	\$32,190,617
School Books and Supplies (19)	134	\$207.66	\$9,906,243
Smoking Products	119	\$494.07	\$23,568,662
Transportation			
Payments on Vehicles excluding Leases	136	\$3,249.66	\$155,018,433
Gasoline and Motor Oil	133	\$3,187.58	\$152,057,298
Vehicle Maintenance and Repairs	138	\$1,483.18	\$70,752,284
Travel			
Airline Fares	150	\$788.59	\$37,618,249
Lodging on Trips	149	\$854.44	\$40,759,537
Auto/Truck Rental on Trips	152	\$42.12	\$2,009,173
Food and Drink on Trips	147	\$760.32	\$36,269,538

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Retail Goods and Services Expenditures

Anchorage Plaza
12907 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28861
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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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