



Retail Goods and Services Expenditures

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Boomburbs (1C)	50.2%	Population	4,267	4,503
Bright Young Professionals (8C)	41.6%	Households	1,857	1,984
In Style (5B)	4.3%	Families	1,177	1,240
Top Tier (1A)	3.9%	Median Age	34.6	35.9
Professional Pride (1B)	0.0%	Median Household Income	\$109,381	\$121,727
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		156	\$3,336.21	\$6,195,335
Men's		152	\$628.28	\$1,166,725
Women's		151	\$1,087.67	\$2,019,811
Children's		171	\$550.16	\$1,021,647
Footwear		155	\$743.06	\$1,379,871
Watches & Jewelry		164	\$226.68	\$420,944
Apparel Products and Services (1)		151	\$100.34	\$186,337
Computer				
Computers and Hardware for Home Use		158	\$261.72	\$486,012
Portable Memory		159	\$7.09	\$13,164
Computer Software		157	\$15.92	\$29,565
Computer Accessories		157	\$29.85	\$55,425
Entertainment & Recreation		148	\$4,850.75	\$9,007,843
Fees and Admissions		160	\$1,143.23	\$2,122,983
Membership Fees for Clubs (2)		155	\$366.91	\$681,361
Fees for Participant Sports, excl. Trips		168	\$180.64	\$335,449
Tickets to Theatre/Operas/Concerts		145	\$108.97	\$202,350
Tickets to Movies		173	\$94.65	\$175,766
Tickets to Parks or Museums		154	\$49.76	\$92,401
Admission to Sporting Events, excl. Trips		154	\$97.32	\$180,717
Fees for Recreational Lessons		170	\$243.96	\$453,038
Dating Services		146	\$1.02	\$1,901
TV/Video/Audio		144	\$1,757.44	\$3,263,571
Cable and Satellite Television Services		138	\$1,209.69	\$2,246,391
Televisions		153	\$165.56	\$307,438
Satellite Dishes		155	\$2.43	\$4,519
VCRs, Video Cameras, and DVD Players		176	\$10.13	\$18,814
Miscellaneous Video Equipment		162	\$41.31	\$76,707
Video Cassettes and DVDs		158	\$18.05	\$33,524
Video Game Hardware/Accessories		164	\$45.64	\$84,748
Video Game Software		161	\$24.47	\$45,441
Rental/Streaming/Downloaded Video		169	\$79.12	\$146,925
Installation of Televisions		143	\$1.63	\$3,032
Audio (3)		159	\$154.75	\$287,366
Rental and Repair of TV/Radio/Sound Equipment		148	\$4.67	\$8,667
Pets		139	\$921.23	\$1,710,728
Toys/Games/Crafts/Hobbies (4)		160	\$189.30	\$351,528
Recreational Vehicles and Fees (5)		125	\$199.70	\$370,834
Sports/Recreation/Exercise Equipment (6)		175	\$361.64	\$671,563
Photo Equipment and Supplies (7)		163	\$84.82	\$157,511
Reading (8)		144	\$153.55	\$285,143
Catered Affairs (9)		149	\$39.84	\$73,983
Food		151	\$13,353.05	\$24,796,608
Food at Home		147	\$7,612.87	\$14,137,097
Bakery and Cereal Products		147	\$998.71	\$1,854,610
Meats, Poultry, Fish, and Eggs		146	\$1,669.02	\$3,099,373
Dairy Products		145	\$776.60	\$1,442,139
Fruits and Vegetables		148	\$1,506.77	\$2,798,075
Snacks and Other Food at Home (10)		148	\$2,661.77	\$4,942,900
Food Away from Home		156	\$5,740.18	\$10,659,511
Alcoholic Beverages		155	\$897.13	\$1,665,971

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	139	\$29,724.73	\$55,198,823
Value of Retirement Plans	141	\$134,482.49	\$249,733,978
Value of Other Financial Assets	127	\$7,191.15	\$13,353,957
Vehicle Loan Amount excluding Interest	162	\$4,636.41	\$8,609,813
Value of Credit Card Debt	149	\$3,647.52	\$6,773,448
Health			
Nonprescription Drugs	143	\$205.84	\$382,239
Prescription Drugs	133	\$485.91	\$902,339
Eyeglasses and Contact Lenses	140	\$126.85	\$235,565
Home			
Mortgage Payment and Basics (11)	152	\$15,313.43	\$28,437,045
Maintenance and Remodeling Services	154	\$3,277.69	\$6,086,669
Maintenance and Remodeling Materials (12)	141	\$690.69	\$1,282,612
Utilities, Fuel, and Public Services	143	\$6,968.10	\$12,939,764
Household Furnishings and Equipment			
Household Textiles (13)	152	\$152.08	\$282,409
Furniture	157	\$960.92	\$1,784,423
Rugs	155	\$50.30	\$93,402
Major Appliances (14)	150	\$530.66	\$985,438
Housewares (15)	150	\$159.92	\$296,967
Small Appliances	149	\$72.35	\$134,357
Luggage	163	\$22.83	\$42,394
Telephones and Accessories	171	\$129.05	\$239,638
Household Operations			
Child Care	174	\$889.75	\$1,652,264
Lawn and Garden (16)	143	\$669.46	\$1,243,189
Moving/Storage/Freight Express	175	\$116.01	\$215,422
Housekeeping Supplies (17)	149	\$1,113.40	\$2,067,590
Insurance			
Owners and Renters Insurance	143	\$829.96	\$1,541,239
Vehicle Insurance	148	\$2,287.16	\$4,247,257
Life/Other Insurance	139	\$638.80	\$1,186,244
Health Insurance	142	\$5,581.50	\$10,364,845
Personal Care Products (18)	156	\$783.08	\$1,454,176
School Books and Supplies (19)	159	\$246.85	\$458,403
Smoking Products	125	\$505.71	\$939,102
Transportation			
Payments on Vehicles excluding Leases	156	\$3,952.57	\$7,339,928
Gasoline and Motor Oil	149	\$3,409.53	\$6,331,503
Vehicle Maintenance and Repairs	150	\$1,717.37	\$3,189,157
Travel			
Airline Fares	158	\$861.10	\$1,599,059
Lodging on Trips	149	\$926.16	\$1,719,883
Auto/Truck Rental on Trips	161	\$42.25	\$78,449
Food and Drink on Trips	154	\$829.12	\$1,539,681

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.

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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	2019	2024
In Style (5B)	14.2%	Population	45,839	47,952
Home Improvement (4B)	13.8%	Households	17,617	18,493
Top Tier (1A)	13.3%	Families	12,466	13,011
Boomburbs (1C)	12.9%	Median Age	39.1	39.9
Bright Young Professionals (8C)	12.5%	Median Household Income	\$96,598	\$107,308
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		146	\$3,125.90	\$55,069,004
Men's		144	\$598.19	\$10,538,233
Women's		146	\$1,053.99	\$18,568,149
Children's		149	\$481.29	\$8,478,842
Footwear		142	\$682.40	\$12,021,923
Watches & Jewelry		152	\$210.11	\$3,701,537
Apparel Products and Services (1)		150	\$99.92	\$1,760,320
Computer				
Computers and Hardware for Home Use		149	\$246.94	\$4,350,258
Portable Memory		150	\$6.68	\$117,685
Computer Software		146	\$14.82	\$261,085
Computer Accessories		152	\$28.83	\$507,979
Entertainment & Recreation		146	\$4,770.84	\$84,047,839
Fees and Admissions		158	\$1,123.99	\$19,801,310
Membership Fees for Clubs (2)		157	\$370.59	\$6,528,675
Fees for Participant Sports, excl. Trips		162	\$173.88	\$3,063,173
Tickets to Theatre/Operas/Concerts		152	\$114.42	\$2,015,703
Tickets to Movies		155	\$84.69	\$1,491,959
Tickets to Parks or Museums		146	\$47.16	\$830,784
Admission to Sporting Events, excl. Trips		156	\$98.15	\$1,729,029
Fees for Recreational Lessons		163	\$234.16	\$4,125,275
Dating Services		136	\$0.95	\$16,712
TV/Video/Audio		139	\$1,704.12	\$30,021,553
Cable and Satellite Television Services		136	\$1,200.18	\$21,143,608
Televisions		143	\$155.32	\$2,736,224
Satellite Dishes		147	\$2.31	\$40,633
VCRs, Video Cameras, and DVD Players		156	\$9.02	\$158,860
Miscellaneous Video Equipment		152	\$38.55	\$679,088
Video Cassettes and DVDs		147	\$16.83	\$296,451
Video Game Hardware/Accessories		142	\$39.57	\$697,080
Video Game Software		141	\$21.41	\$377,180
Rental/Streaming/Downloaded Video		149	\$69.75	\$1,228,840
Installation of Televisions		165	\$1.88	\$33,084
Audio (3)		149	\$145.17	\$2,557,439
Rental and Repair of TV/Radio/Sound Equipment		132	\$4.15	\$73,068
Pets		140	\$923.62	\$16,271,395
Toys/Games/Crafts/Hobbies (4)		148	\$174.91	\$3,081,403
Recreational Vehicles and Fees (5)		146	\$233.59	\$4,115,205
Sports/Recreation/Exercise Equipment (6)		162	\$334.83	\$5,898,733
Photo Equipment and Supplies (7)		153	\$79.48	\$1,400,169
Reading (8)		148	\$157.54	\$2,775,371
Catered Affairs (9)		145	\$38.75	\$682,700
Food		143	\$12,683.34	\$223,442,402
Food at Home		141	\$7,299.40	\$128,593,567
Bakery and Cereal Products		141	\$959.31	\$16,900,165
Meats, Poultry, Fish, and Eggs		140	\$1,595.55	\$28,108,718
Dairy Products		141	\$752.62	\$13,258,953
Fruits and Vegetables		143	\$1,451.39	\$25,569,191
Snacks and Other Food at Home (10)		141	\$2,540.53	\$44,756,541
Food Away from Home		147	\$5,383.94	\$94,848,835
Alcoholic Beverages		150	\$867.53	\$15,283,325

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Financial			
Value of Stocks/Bonds/Mutual Funds	157	\$33,615.85	\$592,210,377
Value of Retirement Plans	156	\$148,856.50	\$2,622,404,916
Value of Other Financial Assets	144	\$8,165.52	\$143,851,949
Vehicle Loan Amount excluding Interest	147	\$4,193.21	\$73,871,823
Value of Credit Card Debt	146	\$3,570.99	\$62,910,119
Health			
Nonprescription Drugs	142	\$204.28	\$3,598,819
Prescription Drugs	138	\$505.01	\$8,896,737
Eyeglasses and Contact Lenses	144	\$130.34	\$2,296,124
Home			
Mortgage Payment and Basics (11)	157	\$15,800.11	\$278,350,534
Maintenance and Remodeling Services	160	\$3,408.34	\$60,044,778
Maintenance and Remodeling Materials (12)	149	\$729.82	\$12,857,205
Utilities, Fuel, and Public Services	140	\$6,791.41	\$119,644,228
Household Furnishings and Equipment			
Household Textiles (13)	146	\$146.08	\$2,573,492
Furniture	150	\$921.03	\$16,225,857
Rugs	158	\$51.13	\$900,816
Major Appliances (14)	149	\$525.66	\$9,260,543
Housewares (15)	147	\$156.51	\$2,757,243
Small Appliances	141	\$68.36	\$1,204,251
Luggage	154	\$21.50	\$378,746
Telephones and Accessories	157	\$118.46	\$2,086,880
Household Operations			
Child Care	157	\$800.81	\$14,107,867
Lawn and Garden (16)	149	\$701.21	\$12,353,247
Moving/Storage/Freight Express	152	\$100.98	\$1,779,043
Housekeeping Supplies (17)	143	\$1,072.76	\$18,898,813
Insurance			
Owners and Renters Insurance	147	\$852.32	\$15,015,267
Vehicle Insurance	140	\$2,172.75	\$38,277,386
Life/Other Insurance	147	\$676.43	\$11,916,723
Health Insurance	143	\$5,621.54	\$99,034,674
Personal Care Products (18)	147	\$735.20	\$12,952,017
School Books and Supplies (19)	147	\$228.92	\$4,032,911
Smoking Products	121	\$488.92	\$8,613,383
Transportation			
Payments on Vehicles excluding Leases	144	\$3,666.25	\$64,588,360
Gasoline and Motor Oil	140	\$3,198.37	\$56,345,670
Vehicle Maintenance and Repairs	147	\$1,681.26	\$29,618,724
Travel			
Airline Fares	155	\$846.92	\$14,920,125
Lodging on Trips	153	\$949.05	\$16,719,407
Auto/Truck Rental on Trips	158	\$41.35	\$728,471
Food and Drink on Trips	152	\$822.41	\$14,488,386

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Exurbanites (1E)	13.0%	Population	122,833	130,039
In Style (5B)	12.4%	Households	48,681	51,568
Bright Young Professionals (8C)	7.3%	Families	33,293	35,137
Professional Pride (1B)	6.8%	Median Age	41.2	42.1
Comfortable Empty Nesters (5A)	6.5%	Median Household Income	\$95,830	\$107,125
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		140	\$2,998.36	\$145,963,311
Men's		139	\$576.20	\$28,049,947
Women's		142	\$1,025.82	\$49,938,130
Children's		138	\$445.87	\$21,705,252
Footwear		136	\$652.83	\$31,780,415
Watches & Jewelry		145	\$200.60	\$9,765,550
Apparel Products and Services (1)		146	\$97.04	\$4,724,017
Computer				
Computers and Hardware for Home Use		144	\$238.13	\$11,592,551
Portable Memory		143	\$6.37	\$310,235
Computer Software		141	\$14.29	\$695,545
Computer Accessories		147	\$27.80	\$1,353,395
Entertainment & Recreation		142	\$4,636.68	\$226,718,061
Fees and Admissions		153	\$1,088.01	\$52,965,266
Membership Fees for Clubs (2)		153	\$362.05	\$17,625,008
Fees for Participant Sports, excl. Trips		155	\$166.74	\$8,116,842
Tickets to Theatre/Operas/Concerts		152	\$114.16	\$5,557,612
Tickets to Movies		145	\$79.29	\$3,859,749
Tickets to Parks or Museums		141	\$45.57	\$2,218,376
Admission to Sporting Events, excl. Trips		152	\$95.95	\$4,671,015
Fees for Recreational Lessons		156	\$223.29	\$10,870,150
Dating Services		137	\$0.96	\$46,514
TV/Video/Audio		136	\$1,660.29	\$80,824,520
Cable and Satellite Television Services		134	\$1,179.09	\$57,399,113
Televisions		137	\$148.97	\$7,251,786
Satellite Dishes		138	\$2.16	\$105,096
VCRs, Video Cameras, and DVD Players		146	\$8.43	\$410,191
Miscellaneous Video Equipment		145	\$36.92	\$1,797,282
Video Cassettes and DVDs		141	\$16.15	\$786,032
Video Game Hardware/Accessories		134	\$37.41	\$1,821,234
Video Game Software		134	\$20.43	\$994,741
Rental/Streaming/Downloaded Video		141	\$66.02	\$3,213,834
Installation of Televisions		160	\$1.82	\$88,694
Audio (3)		142	\$138.90	\$6,761,620
Rental and Repair of TV/Radio/Sound Equipment		127	\$4.00	\$194,896
Pets		137	\$905.41	\$44,076,059
Toys/Games/Crafts/Hobbies (4)		141	\$166.54	\$8,107,108
Recreational Vehicles and Fees (5)		145	\$232.02	\$11,294,933
Sports/Recreation/Exercise Equipment (6)		152	\$314.67	\$15,318,244
Photo Equipment and Supplies (7)		146	\$76.31	\$3,714,945
Reading (8)		146	\$155.58	\$7,573,865
Catered Affairs (9)		142	\$37.86	\$1,843,122
Food		138	\$12,253.39	\$596,507,243
Food at Home		137	\$7,081.53	\$344,735,886
Bakery and Cereal Products		137	\$930.83	\$45,313,552
Meats, Poultry, Fish, and Eggs		135	\$1,547.09	\$75,313,910
Dairy Products		137	\$732.58	\$35,662,863
Fruits and Vegetables		138	\$1,408.80	\$68,581,761
Snacks and Other Food at Home (10)		137	\$2,462.23	\$119,863,800
Food Away from Home		141	\$5,171.86	\$251,771,357
Alcoholic Beverages		146	\$843.94	\$41,083,667

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Source: Esri forecasts for 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 22, 2020



Retail Goods and Services Expenditures

Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
Longitude: -85.51225

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	159	\$34,024.07	\$1,656,325,979
Value of Retirement Plans	157	\$149,859.17	\$7,295,294,439
Value of Other Financial Assets	147	\$8,333.34	\$405,675,355
Vehicle Loan Amount excluding Interest	138	\$3,954.88	\$192,527,528
Value of Credit Card Debt	142	\$3,481.19	\$169,467,684
Health			
Nonprescription Drugs	140	\$200.51	\$9,761,127
Prescription Drugs	138	\$503.28	\$24,500,405
Eyeglasses and Contact Lenses	142	\$128.58	\$6,259,275
Home			
Mortgage Payment and Basics (11)	152	\$15,341.76	\$746,852,019
Maintenance and Remodeling Services	155	\$3,313.81	\$161,319,608
Maintenance and Remodeling Materials (12)	146	\$714.82	\$34,798,170
Utilities, Fuel, and Public Services	136	\$6,602.32	\$321,407,646
Household Furnishings and Equipment			
Household Textiles (13)	141	\$141.41	\$6,883,974
Furniture	144	\$886.08	\$43,135,143
Rugs	156	\$50.44	\$2,455,536
Major Appliances (14)	143	\$507.65	\$24,712,997
Housewares (15)	143	\$152.35	\$7,416,323
Small Appliances	136	\$66.18	\$3,221,860
Luggage	147	\$20.56	\$1,001,095
Telephones and Accessories	147	\$111.26	\$5,416,277
Household Operations			
Child Care	147	\$749.89	\$36,505,509
Lawn and Garden (16)	147	\$690.23	\$33,601,183
Moving/Storage/Freight Express	144	\$95.77	\$4,662,252
Housekeeping Supplies (17)	139	\$1,038.75	\$50,567,386
Insurance			
Owners and Renters Insurance	143	\$831.26	\$40,466,537
Vehicle Insurance	135	\$2,094.12	\$101,944,004
Life/Other Insurance	146	\$671.61	\$32,694,834
Health Insurance	140	\$5,518.91	\$268,666,045
Personal Care Products (18)	141	\$706.39	\$34,387,893
School Books and Supplies (19)	141	\$218.56	\$10,639,526
Smoking Products	120	\$486.12	\$23,664,894
Transportation			
Payments on Vehicles excluding Leases	137	\$3,483.18	\$169,564,722
Gasoline and Motor Oil	134	\$3,070.24	\$149,462,322
Vehicle Maintenance and Repairs	143	\$1,639.73	\$79,823,602
Travel			
Airline Fares	150	\$818.98	\$39,868,883
Lodging on Trips	150	\$929.77	\$45,262,347
Auto/Truck Rental on Trips	153	\$40.03	\$1,948,480
Food and Drink on Trips	148	\$798.96	\$38,894,115

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Anchorage Plaza
12903 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28833
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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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