



Retail Goods and Services Expenditures

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Set to Impress (11D)	25.8%	Population	23,993	24,628
Social Security Set (9F)	17.7%	Households	12,135	12,487
City Commons (11E)	13.3%	Families	3,972	4,035
College Towns (14B)	13.3%	Median Age	35.7	37.1
Traditional Living (12B)	9.2%	Median Household Income	\$28,729	\$32,834
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		57	\$1,210.55	\$14,689,979
Men's		58	\$238.40	\$2,892,971
Women's		55	\$398.60	\$4,837,009
Children's		56	\$179.40	\$2,177,017
Footwear		59	\$285.25	\$3,461,560
Watches & Jewelry		54	\$74.59	\$905,172
Apparel Products and Services (1)		52	\$34.30	\$416,250
Computer				
Computers and Hardware for Home Use		60	\$98.82	\$1,199,188
Portable Memory		54	\$2.40	\$29,117
Computer Software		64	\$6.50	\$78,851
Computer Accessories		55	\$10.44	\$126,736
Entertainment & Recreation		53	\$1,719.16	\$20,861,972
Fees and Admissions		50	\$355.87	\$4,318,474
Membership Fees for Clubs (2)		49	\$115.97	\$1,407,352
Fees for Participant Sports, excl. Trips		49	\$52.15	\$632,809
Tickets to Theatre/Operas/Concerts		53	\$39.67	\$481,376
Tickets to Movies		58	\$31.95	\$387,660
Tickets to Parks or Museums		54	\$17.36	\$210,646
Admission to Sporting Events, excl. Trips		50	\$31.79	\$385,767
Fees for Recreational Lessons		46	\$66.42	\$806,020
Dating Services		80	\$0.56	\$6,845
TV/Video/Audio		58	\$705.91	\$8,566,242
Cable and Satellite Television Services		57	\$497.84	\$6,041,297
Televisions		59	\$64.23	\$779,476
Satellite Dishes		46	\$0.73	\$8,859
VCRs, Video Cameras, and DVD Players		61	\$3.51	\$42,600
Miscellaneous Video Equipment		54	\$13.84	\$167,984
Video Cassettes and DVDs		59	\$6.74	\$81,806
Video Game Hardware/Accessories		72	\$20.18	\$244,833
Video Game Software		72	\$10.95	\$132,862
Rental/Streaming/Downloaded Video		65	\$30.46	\$369,671
Installation of Televisions		40	\$0.46	\$5,561
Audio (3)		56	\$54.60	\$662,610
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.36	\$28,683
Pets		49	\$327.41	\$3,973,070
Toys/Games/Crafts/Hobbies (4)		58	\$68.67	\$833,346
Recreational Vehicles and Fees (5)		36	\$57.95	\$703,179
Sports/Recreation/Exercise Equipment (6)		49	\$101.89	\$1,236,463
Photo Equipment and Supplies (7)		57	\$29.87	\$362,521
Reading (8)		53	\$56.07	\$680,399
Catered Affairs (9)		58	\$15.52	\$188,277
Food		56	\$4,984.43	\$60,486,084
Food at Home		57	\$2,925.94	\$35,506,245
Bakery and Cereal Products		57	\$384.29	\$4,663,376
Meats, Poultry, Fish, and Eggs		57	\$656.40	\$7,965,466
Dairy Products		56	\$297.91	\$3,615,121
Fruits and Vegetables		55	\$562.61	\$6,827,249
Snacks and Other Food at Home (10)		57	\$1,024.72	\$12,435,033
Food Away from Home		56	\$2,058.50	\$24,979,838
Alcoholic Beverages		54	\$311.62	\$3,781,545

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	46	\$9,922.63	\$120,411,156
Value of Retirement Plans	44	\$41,971.07	\$509,318,899
Value of Other Financial Assets	59	\$3,354.29	\$40,704,251
Vehicle Loan Amount excluding Interest	55	\$1,582.11	\$19,198,924
Value of Credit Card Debt	53	\$1,300.22	\$15,778,163
Health			
Nonprescription Drugs	55	\$78.37	\$951,049
Prescription Drugs	53	\$195.11	\$2,367,708
Eyeglasses and Contact Lenses	52	\$47.51	\$576,486
Home			
Mortgage Payment and Basics (11)	40	\$4,003.12	\$48,577,856
Maintenance and Remodeling Services	39	\$834.84	\$10,130,779
Maintenance and Remodeling Materials (12)	41	\$198.87	\$2,413,273
Utilities, Fuel, and Public Services	56	\$2,737.40	\$33,218,298
Household Furnishings and Equipment			
Household Textiles (13)	57	\$57.18	\$693,885
Furniture	56	\$342.07	\$4,151,069
Rugs	52	\$16.93	\$205,499
Major Appliances (14)	49	\$175.10	\$2,124,875
Housewares (15)	53	\$56.39	\$684,248
Small Appliances	61	\$29.42	\$357,000
Luggage	54	\$7.56	\$91,680
Telephones and Accessories	52	\$39.31	\$477,050
Household Operations			
Child Care	50	\$253.62	\$3,077,659
Lawn and Garden (16)	43	\$200.42	\$2,432,136
Moving/Storage/Freight Express	66	\$43.90	\$532,728
Housekeeping Supplies (17)	55	\$412.43	\$5,004,823
Insurance			
Owners and Renters Insurance	46	\$263.69	\$3,199,837
Vehicle Insurance	57	\$887.62	\$10,771,263
Life/Other Insurance	47	\$215.43	\$2,614,260
Health Insurance	53	\$2,074.24	\$25,170,886
Personal Care Products (18)	57	\$287.45	\$3,488,260
School Books and Supplies (19)	59	\$91.09	\$1,105,378
Smoking Products	68	\$275.40	\$3,341,974
Transportation			
Payments on Vehicles excluding Leases	54	\$1,360.48	\$16,509,462
Gasoline and Motor Oil	57	\$1,293.37	\$15,695,100
Vehicle Maintenance and Repairs	58	\$668.14	\$8,107,855
Travel			
Airline Fares	50	\$271.47	\$3,294,279
Lodging on Trips	47	\$289.40	\$3,511,883
Auto/Truck Rental on Trips	51	\$13.38	\$162,392
Food and Drink on Trips	50	\$268.69	\$3,260,540

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
Emerald City (8B)	17.3%	Population	122,263	125,019
Set to Impress (11D)	12.6%	Households	53,863	55,379
Modest Income Homes (12D)	12.2%	Families	23,116	23,320
City Commons (11E)	11.4%	Median Age	36.2	37.2
Hardscrabble Road (8G)	10.1%	Median Household Income	\$36,350	\$41,482
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		68	\$1,463.17	\$78,810,746
Men's		68	\$281.73	\$15,174,988
Women's		67	\$485.91	\$26,172,341
Children's		69	\$220.92	\$11,899,520
Footwear		71	\$340.19	\$18,323,444
Watches & Jewelry		67	\$92.25	\$4,968,883
Apparel Products and Services (1)		63	\$42.17	\$2,271,571
Computer				
Computers and Hardware for Home Use		70	\$116.52	\$6,276,073
Portable Memory		65	\$2.91	\$156,820
Computer Software		75	\$7.63	\$410,866
Computer Accessories		67	\$12.73	\$685,415
Entertainment & Recreation		65	\$2,128.10	\$114,625,950
Fees and Admissions		62	\$440.97	\$23,752,114
Membership Fees for Clubs (2)		61	\$144.10	\$7,761,405
Fees for Participant Sports, excl. Trips		62	\$66.29	\$3,570,784
Tickets to Theatre/Operas/Concerts		63	\$47.70	\$2,569,467
Tickets to Movies		69	\$37.54	\$2,021,778
Tickets to Parks or Museums		65	\$21.12	\$1,137,521
Admission to Sporting Events, excl. Trips		64	\$40.27	\$2,168,946
Fees for Recreational Lessons		58	\$83.30	\$4,486,876
Dating Services		94	\$0.66	\$35,336
TV/Video/Audio		71	\$863.15	\$46,491,972
Cable and Satellite Television Services		70	\$614.82	\$33,116,257
Televisions		71	\$77.30	\$4,163,694
Satellite Dishes		60	\$0.94	\$50,518
VCRs, Video Cameras, and DVD Players		73	\$4.21	\$226,789
Miscellaneous Video Equipment		70	\$17.71	\$953,758
Video Cassettes and DVDs		71	\$8.17	\$439,994
Video Game Hardware/Accessories		83	\$23.02	\$1,240,133
Video Game Software		81	\$12.34	\$664,593
Rental/Streaming/Downloaded Video		76	\$35.49	\$1,911,744
Installation of Televisions		53	\$0.60	\$32,240
Audio (3)		67	\$65.79	\$3,543,449
Rental and Repair of TV/Radio/Sound Equipment		88	\$2.76	\$148,803
Pets		62	\$412.96	\$22,243,279
Toys/Games/Crafts/Hobbies (4)		70	\$82.85	\$4,462,680
Recreational Vehicles and Fees (5)		48	\$76.80	\$4,136,538
Sports/Recreation/Exercise Equipment (6)		62	\$128.76	\$6,935,444
Photo Equipment and Supplies (7)		69	\$35.76	\$1,926,353
Reading (8)		65	\$68.87	\$3,709,502
Catered Affairs (9)		67	\$17.97	\$968,067
Food		68	\$6,045.69	\$325,638,733
Food at Home		69	\$3,553.27	\$191,389,575
Bakery and Cereal Products		69	\$466.79	\$25,142,697
Meats, Poultry, Fish, and Eggs		70	\$794.72	\$42,806,116
Dairy Products		68	\$361.73	\$19,483,816
Fruits and Vegetables		67	\$683.12	\$36,795,110
Snacks and Other Food at Home (10)		69	\$1,246.90	\$67,161,836
Food Away from Home		68	\$2,492.42	\$134,249,159
Alcoholic Beverages		66	\$379.03	\$20,415,904

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Financial			
Value of Stocks/Bonds/Mutual Funds	59	\$12,669.75	\$682,430,989
Value of Retirement Plans	58	\$55,504.04	\$2,989,614,321
Value of Other Financial Assets	74	\$4,176.09	\$224,936,824
Vehicle Loan Amount excluding Interest	69	\$1,971.99	\$106,217,212
Value of Credit Card Debt	66	\$1,616.37	\$87,062,400
Health			
Nonprescription Drugs	68	\$97.72	\$5,263,418
Prescription Drugs	68	\$248.25	\$13,371,619
Eyeglasses and Contact Lenses	65	\$59.10	\$3,183,145
Home			
Mortgage Payment and Basics (11)	54	\$5,428.99	\$292,421,626
Maintenance and Remodeling Services	53	\$1,136.63	\$61,222,411
Maintenance and Remodeling Materials (12)	55	\$269.53	\$14,517,587
Utilities, Fuel, and Public Services	69	\$3,374.65	\$181,768,806
Household Furnishings and Equipment			
Household Textiles (13)	69	\$69.53	\$3,744,979
Furniture	68	\$418.60	\$22,547,122
Rugs	65	\$21.22	\$1,143,100
Major Appliances (14)	63	\$223.70	\$12,049,360
Housewares (15)	65	\$69.48	\$3,742,315
Small Appliances	71	\$34.68	\$1,868,153
Luggage	66	\$9.20	\$495,454
Telephones and Accessories	63	\$47.62	\$2,565,101
Household Operations			
Child Care	63	\$318.88	\$17,175,852
Lawn and Garden (16)	57	\$265.66	\$14,308,978
Moving/Storage/Freight Express	77	\$51.20	\$2,757,590
Housekeeping Supplies (17)	68	\$507.79	\$27,350,901
Insurance			
Owners and Renters Insurance	61	\$352.38	\$18,979,983
Vehicle Insurance	70	\$1,080.75	\$58,212,423
Life/Other Insurance	61	\$282.52	\$15,217,478
Health Insurance	66	\$2,599.15	\$139,997,895
Personal Care Products (18)	70	\$348.51	\$18,771,881
School Books and Supplies (19)	69	\$106.55	\$5,738,996
Smoking Products	81	\$326.80	\$17,602,585
Transportation			
Payments on Vehicles excluding Leases	67	\$1,705.20	\$91,846,920
Gasoline and Motor Oil	69	\$1,578.09	\$85,000,459
Vehicle Maintenance and Repairs	70	\$802.16	\$43,206,594
Travel			
Airline Fares	61	\$333.25	\$17,950,105
Lodging on Trips	59	\$368.78	\$19,863,339
Auto/Truck Rental on Trips	63	\$16.42	\$884,409
Food and Drink on Trips	62	\$334.26	\$18,004,212

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Modest Income Homes (12D)	12.1%	Population	270,530	274,622
Emerald City (8B)	10.2%	Households	117,349	119,423
Traditional Living (12B)	9.5%	Families	58,813	59,004
Hardscrabble Road (8G)	9.3%	Median Age	37.7	38.5
City Commons (11E)	8.0%	Median Household Income	\$39,919	\$45,584
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,539.68	\$180,679,629
Men's		71	\$294.41	\$34,548,586
Women's		71	\$513.86	\$60,300,916
Children's		73	\$234.00	\$27,459,249
Footwear		74	\$354.77	\$41,632,200
Watches & Jewelry		71	\$97.86	\$11,483,378
Apparel Products and Services (1)		67	\$44.78	\$5,255,299
Computer				
Computers and Hardware for Home Use		73	\$120.97	\$14,195,972
Portable Memory		69	\$3.07	\$359,882
Computer Software		77	\$7.85	\$920,636
Computer Accessories		71	\$13.54	\$1,589,253
Entertainment & Recreation		70	\$2,282.68	\$267,869,824
Fees and Admissions		66	\$472.19	\$55,410,631
Membership Fees for Clubs (2)		65	\$154.40	\$18,119,270
Fees for Participant Sports, excl. Trips		67	\$71.75	\$8,419,387
Tickets to Theatre/Operas/Concerts		67	\$50.51	\$5,927,818
Tickets to Movies		71	\$38.84	\$4,557,635
Tickets to Parks or Museums		69	\$22.38	\$2,625,862
Admission to Sporting Events, excl. Trips		69	\$43.85	\$5,145,884
Fees for Recreational Lessons		63	\$89.80	\$10,537,526
Dating Services		94	\$0.66	\$77,249
TV/Video/Audio		75	\$916.22	\$107,517,762
Cable and Satellite Television Services		75	\$656.72	\$77,065,127
Televisions		75	\$81.19	\$9,528,131
Satellite Dishes		65	\$1.02	\$119,699
VCRs, Video Cameras, and DVD Players		76	\$4.39	\$514,957
Miscellaneous Video Equipment		75	\$19.13	\$2,245,288
Video Cassettes and DVDs		75	\$8.62	\$1,011,585
Video Game Hardware/Accessories		84	\$23.46	\$2,752,489
Video Game Software		82	\$12.49	\$1,466,144
Rental/Streaming/Downloaded Video		78	\$36.36	\$4,267,026
Installation of Televisions		59	\$0.67	\$78,986
Audio (3)		71	\$69.35	\$8,137,643
Rental and Repair of TV/Radio/Sound Equipment		89	\$2.82	\$330,687
Pets		68	\$449.93	\$52,798,807
Toys/Games/Crafts/Hobbies (4)		74	\$87.31	\$10,245,573
Recreational Vehicles and Fees (5)		55	\$88.03	\$10,330,787
Sports/Recreation/Exercise Equipment (6)		67	\$139.40	\$16,358,000
Photo Equipment and Supplies (7)		72	\$37.39	\$4,388,126
Reading (8)		69	\$73.77	\$8,656,585
Catered Affairs (9)		69	\$18.44	\$2,163,552
Food		72	\$6,391.07	\$749,985,417
Food at Home		73	\$3,760.65	\$441,308,433
Bakery and Cereal Products		73	\$494.31	\$58,006,779
Meats, Poultry, Fish, and Eggs		73	\$838.23	\$98,365,122
Dairy Products		72	\$383.98	\$45,060,149
Fruits and Vegetables		71	\$722.76	\$84,815,363
Snacks and Other Food at Home (10)		73	\$1,321.37	\$155,061,020
Food Away from Home		72	\$2,630.42	\$308,676,984
Alcoholic Beverages		69	\$400.01	\$46,940,839

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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.

April 15, 2020



Retail Goods and Services Expenditures

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	65	\$13,936.62	\$1,635,448,630
Value of Retirement Plans	65	\$62,271.94	\$7,307,549,854
Value of Other Financial Assets	79	\$4,463.50	\$523,786,703
Vehicle Loan Amount excluding Interest	74	\$2,113.13	\$247,973,357
Value of Credit Card Debt	71	\$1,727.99	\$202,778,054
Health			
Nonprescription Drugs	73	\$105.06	\$12,328,619
Prescription Drugs	74	\$270.88	\$31,787,761
Eyeglasses and Contact Lenses	71	\$64.26	\$7,541,204
Home			
Mortgage Payment and Basics (11)	61	\$6,172.16	\$724,296,485
Maintenance and Remodeling Services	60	\$1,289.73	\$151,348,722
Maintenance and Remodeling Materials (12)	63	\$309.40	\$36,308,010
Utilities, Fuel, and Public Services	74	\$3,606.83	\$423,258,305
Household Furnishings and Equipment			
Household Textiles (13)	73	\$73.57	\$8,633,124
Furniture	72	\$444.24	\$52,130,984
Rugs	71	\$22.94	\$2,691,794
Major Appliances (14)	69	\$244.81	\$28,727,912
Housewares (15)	70	\$74.59	\$8,752,510
Small Appliances	74	\$36.12	\$4,238,734
Luggage	69	\$9.71	\$1,139,631
Telephones and Accessories	67	\$50.32	\$5,904,917
Household Operations			
Child Care	67	\$340.04	\$39,903,543
Lawn and Garden (16)	64	\$299.16	\$35,105,574
Moving/Storage/Freight Express	78	\$51.95	\$6,096,383
Housekeeping Supplies (17)	72	\$541.88	\$63,589,584
Insurance			
Owners and Renters Insurance	68	\$396.22	\$46,495,945
Vehicle Insurance	74	\$1,145.82	\$134,460,711
Life/Other Insurance	68	\$314.08	\$36,857,517
Health Insurance	72	\$2,813.40	\$330,149,205
Personal Care Products (18)	73	\$368.10	\$43,195,600
School Books and Supplies (19)	72	\$111.21	\$13,050,378
Smoking Products	84	\$340.90	\$40,004,594
Transportation			
Payments on Vehicles excluding Leases	72	\$1,838.85	\$215,786,734
Gasoline and Motor Oil	73	\$1,679.19	\$197,050,955
Vehicle Maintenance and Repairs	74	\$846.02	\$99,279,722
Travel			
Airline Fares	65	\$354.68	\$41,621,306
Lodging on Trips	65	\$403.15	\$47,309,738
Auto/Truck Rental on Trips	67	\$17.51	\$2,054,235
Food and Drink on Trips	67	\$359.23	\$42,155,504

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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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