



Retail Demand Outlook

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
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$14,689,979	\$17,665,805	\$2,975,826
Men's		\$2,892,971	\$3,478,823	\$585,852
Women's		\$4,837,009	\$5,816,668	\$979,659
Children's		\$2,177,017	\$2,617,906	\$440,889
Footwear		\$3,461,560	\$4,162,587	\$701,027
Watches & Jewelry		\$905,172	\$1,089,036	\$183,864
Apparel Products and Services (1)		\$416,250	\$500,785	\$84,535
Computer				
Computers and Hardware for Home Use		\$1,199,188	\$1,441,460	\$242,272
Portable Memory		\$29,117	\$34,988	\$5,871
Computer Software		\$78,851	\$94,825	\$15,974
Computer Accessories		\$126,736	\$152,364	\$25,628
Entertainment & Recreation		\$20,861,972	\$25,086,847	\$4,224,875
Fees and Admissions		\$4,318,474	\$5,193,258	\$874,784
Membership Fees for Clubs (2)		\$1,407,352	\$1,692,446	\$285,094
Fees for Participant Sports, excl. Trips		\$632,809	\$760,808	\$127,999
Tickets to Theatre/Operas/Concerts		\$481,376	\$578,971	\$97,595
Tickets to Movies		\$387,660	\$465,874	\$78,214
Tickets to Parks or Museums		\$210,646	\$253,391	\$42,745
Admission to Sporting Events, excl. Trips		\$385,767	\$464,241	\$78,474
Fees for Recreational Lessons		\$806,020	\$969,292	\$163,272
Dating Services		\$6,845	\$8,235	\$1,390
TV/Video/Audio		\$8,566,242	\$10,300,615	\$1,734,373
Cable and Satellite Television Services		\$6,041,297	\$7,265,654	\$1,224,357
Televisions		\$779,476	\$937,171	\$157,695
Satellite Dishes		\$8,859	\$10,650	\$1,791
VCRs, Video Cameras, and DVD Players		\$42,600	\$51,163	\$8,563
Miscellaneous Video Equipment		\$167,984	\$202,093	\$34,109
Video Cassettes and DVDs		\$81,806	\$98,297	\$16,491
Video Game Hardware/Accessories		\$244,833	\$294,170	\$49,337
Video Game Software		\$132,862	\$159,660	\$26,798
Rental/Streaming/Downloaded Video		\$369,671	\$444,212	\$74,541
Installation of Televisions		\$5,561	\$6,672	\$1,111
Audio (3)		\$662,610	\$796,400	\$133,790
Rental and Repair of TV/Radio/Sound Equipment		\$28,683	\$34,473	\$5,790
Pets		\$3,973,070	\$4,777,846	\$804,776
Toys/Games/Crafts/Hobbies (4)		\$833,346	\$1,001,919	\$168,573
Recreational Vehicles and Fees (5)		\$703,179	\$845,670	\$142,491
Sports/Recreation/Exercise Equipment (6)		\$1,236,463	\$1,486,824	\$250,361
Photo Equipment and Supplies (7)		\$362,521	\$435,913	\$73,392
Reading (8)		\$680,399	\$818,150	\$137,751
Catered Affairs (9)		\$188,277	\$226,653	\$38,376
Food		\$60,486,084	\$72,740,655	\$12,254,571
Food at Home		\$35,506,245	\$42,698,365	\$7,192,120
Bakery and Cereal Products		\$4,663,376	\$5,607,777	\$944,401
Meats, Poultry, Fish, and Eggs		\$7,965,466	\$9,578,525	\$1,613,059
Dairy Products		\$3,615,121	\$4,347,770	\$732,649
Fruits and Vegetables		\$6,827,249	\$8,210,595	\$1,383,346
Snacks and Other Food at Home (10)		\$12,435,033	\$14,953,698	\$2,518,665
Food Away from Home		\$24,979,838	\$30,042,291	\$5,062,453
Alcoholic Beverages		\$3,781,545	\$4,549,830	\$768,285

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$120,411,156	\$144,699,928	\$24,288,772
Value of Retirement Plans	\$509,318,899	\$612,537,942	\$103,219,043
Value of Other Financial Assets	\$40,704,251	\$48,982,476	\$8,278,225
Vehicle Loan Amount excluding Interest	\$19,198,924	\$23,083,547	\$3,884,623
Value of Credit Card Debt	\$15,778,163	\$18,971,218	\$3,193,055
Health			
Nonprescription Drugs	\$951,049	\$1,143,626	\$192,577
Prescription Drugs	\$2,367,708	\$2,847,299	\$479,591
Eyeglasses and Contact Lenses	\$576,486	\$693,386	\$116,900
Home			
Mortgage Payment and Basics (11)	\$48,577,856	\$58,442,729	\$9,864,873
Maintenance and Remodeling Services	\$10,130,779	\$12,180,871	\$2,050,092
Maintenance and Remodeling Materials (12)	\$2,413,273	\$2,904,148	\$490,875
Utilities, Fuel, and Public Services	\$33,218,298	\$39,941,879	\$6,723,581
Household Furnishings and Equipment			
Household Textiles (13)	\$693,885	\$834,195	\$140,310
Furniture	\$4,151,069	\$4,992,085	\$841,016
Rugs	\$205,499	\$247,212	\$41,713
Major Appliances (14)	\$2,124,875	\$2,554,325	\$429,450
Housewares (15)	\$684,248	\$822,896	\$138,648
Small Appliances	\$357,000	\$429,145	\$72,145
Luggage	\$91,680	\$110,241	\$18,561
Telephones and Accessories	\$477,050	\$573,009	\$95,959
Household Operations			
Child Care	\$3,077,659	\$3,704,211	\$626,552
Lawn and Garden (16)	\$2,432,136	\$2,925,408	\$493,272
Moving/Storage/Freight Express	\$532,728	\$640,454	\$107,726
Housekeeping Supplies (17)	\$5,004,823	\$6,018,344	\$1,013,521
Insurance			
Owners and Renters Insurance	\$3,199,837	\$3,848,941	\$649,104
Vehicle Insurance	\$10,771,263	\$12,949,754	\$2,178,491
Life/Other Insurance	\$2,614,260	\$3,144,950	\$530,690
Health Insurance	\$25,170,886	\$30,273,908	\$5,103,022
Personal Care Products (18)	\$3,488,260	\$4,195,019	\$706,759
School Books and Supplies (19)	\$1,105,378	\$1,328,073	\$222,695
Smoking Products	\$3,341,974	\$4,019,339	\$677,365
Transportation			
Payments on Vehicles excluding Leases	\$16,509,462	\$19,854,159	\$3,344,697
Gasoline and Motor Oil	\$15,695,100	\$18,869,711	\$3,174,611
Vehicle Maintenance and Repairs	\$8,107,855	\$9,742,715	\$1,634,860
Travel			
Airline Fares	\$3,294,279	\$3,961,613	\$667,334
Lodging on Trips	\$3,511,883	\$4,223,384	\$711,501
Auto/Truck Rental on Trips	\$162,392	\$195,297	\$32,905
Food and Drink on Trips	\$3,260,540	\$3,920,091	\$659,551

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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
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
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$78,810,746	\$96,012,777	\$17,202,031
Men's		\$15,174,988	\$18,497,711	\$3,322,723
Women's		\$26,172,341	\$31,882,626	\$5,710,285
Children's		\$11,899,520	\$14,487,167	\$2,587,647
Footwear		\$18,323,444	\$22,319,562	\$3,996,118
Watches & Jewelry		\$4,968,883	\$6,056,782	\$1,087,899
Apparel Products and Services (1)		\$2,271,571	\$2,768,929	\$497,358
Computer				
Computers and Hardware for Home Use		\$6,276,073	\$7,650,581	\$1,374,508
Portable Memory		\$156,820	\$191,096	\$34,276
Computer Software		\$410,866	\$500,663	\$89,797
Computer Accessories		\$685,415	\$834,786	\$149,371
Entertainment & Recreation		\$114,625,950	\$139,578,753	\$24,952,803
Fees and Admissions		\$23,752,114	\$28,959,832	\$5,207,718
Membership Fees for Clubs (2)		\$7,761,405	\$9,466,388	\$1,704,983
Fees for Participant Sports, excl. Trips		\$3,570,784	\$4,350,950	\$780,166
Tickets to Theatre/Operas/Concerts		\$2,569,467	\$3,135,039	\$565,572
Tickets to Movies		\$2,021,778	\$2,466,125	\$444,347
Tickets to Parks or Museums		\$1,137,521	\$1,386,375	\$248,854
Admission to Sporting Events, excl. Trips		\$2,168,946	\$2,640,091	\$471,145
Fees for Recreational Lessons		\$4,486,876	\$5,471,817	\$984,941
Dating Services		\$35,336	\$43,047	\$7,711
TV/Video/Audio		\$46,491,972	\$56,569,922	\$10,077,950
Cable and Satellite Television Services		\$33,116,257	\$40,276,358	\$7,160,101
Televisions		\$4,163,694	\$5,070,335	\$906,641
Satellite Dishes		\$50,518	\$61,475	\$10,957
VCRs, Video Cameras, and DVD Players		\$226,789	\$276,201	\$49,412
Miscellaneous Video Equipment		\$953,758	\$1,160,608	\$206,850
Video Cassettes and DVDs		\$439,994	\$535,674	\$95,680
Video Game Hardware/Accessories		\$1,240,133	\$1,509,839	\$269,706
Video Game Software		\$664,593	\$809,882	\$145,289
Rental/Streaming/Downloaded Video		\$1,911,744	\$2,331,342	\$419,598
Installation of Televisions		\$32,240	\$39,255	\$7,015
Audio (3)		\$3,543,449	\$4,318,105	\$774,656
Rental and Repair of TV/Radio/Sound Equipment		\$148,803	180,846	\$32,043
Pets		\$22,243,279	\$27,074,487	\$4,831,208
Toys/Games/Crafts/Hobbies (4)		\$4,462,680	\$5,434,402	\$971,722
Recreational Vehicles and Fees (5)		\$4,136,538	\$5,037,173	\$900,635
Sports/Recreation/Exercise Equipment (6)		\$6,935,444	\$8,451,402	\$1,515,958
Photo Equipment and Supplies (7)		\$1,926,353	\$2,349,381	\$423,028
Reading (8)		\$3,709,502	\$4,518,928	\$809,426
Catered Affairs (9)		\$968,067	1,183,226	\$215,159
Food		\$325,638,733	\$396,615,379	\$70,976,646
Food at Home		\$191,389,575	\$233,035,127	\$41,645,552
Bakery and Cereal Products		\$25,142,697	\$30,610,387	\$5,467,690
Meats, Poultry, Fish, and Eggs		\$42,806,116	\$52,111,461	\$9,305,345
Dairy Products		\$19,483,816	\$23,726,906	\$4,243,090
Fruits and Vegetables		\$36,795,110	\$44,822,891	\$8,027,781
Snacks and Other Food at Home (10)		\$67,161,836	\$81,763,481	\$14,601,645
Food Away from Home		\$134,249,159	\$163,580,253	\$29,331,094
Alcoholic Beverages		\$20,415,904	\$24,905,646	\$4,489,742

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$682,430,989	\$831,247,779	\$148,816,790
Value of Retirement Plans	\$2,989,614,321	\$3,637,322,911	\$647,708,590
Value of Other Financial Assets	\$224,936,824	\$273,187,402	\$48,250,578
Vehicle Loan Amount excluding Interest	\$106,217,212	\$129,225,996	\$23,008,784
Value of Credit Card Debt	\$87,062,400	\$106,008,775	\$18,946,375
Health			
Nonprescription Drugs	\$5,263,418	\$6,404,058	\$1,140,640
Prescription Drugs	\$13,371,619	\$16,247,092	\$2,875,473
Eyeglasses and Contact Lenses	\$3,183,145	\$3,873,185	\$690,040
Home			
Mortgage Payment and Basics (11)	\$292,421,626	\$355,827,375	\$63,405,749
Maintenance and Remodeling Services	\$61,222,411	\$74,513,481	\$13,291,070
Maintenance and Remodeling Materials (12)	\$14,517,587	\$17,648,512	\$3,130,925
Utilities, Fuel, and Public Services	\$181,768,806	\$221,084,653	\$39,315,847
Household Furnishings and Equipment			
Household Textiles (13)	\$3,744,979	\$4,559,368	\$814,389
Furniture	\$22,547,122	\$27,457,351	\$4,910,229
Rugs	\$1,143,100	\$1,392,267	\$249,167
Major Appliances (14)	\$12,049,360	\$14,653,708	\$2,604,348
Housewares (15)	\$3,742,315	\$4,557,697	\$815,382
Small Appliances	\$1,868,153	\$2,275,839	\$407,686
Luggage	\$495,454	\$603,991	\$108,537
Telephones and Accessories	\$2,565,101	\$3,130,263	\$565,162
Household Operations			
Child Care	\$17,175,852	\$20,950,127	\$3,774,275
Lawn and Garden (16)	\$14,308,978	\$17,409,251	\$3,100,273
Moving/Storage/Freight Express	\$2,757,590	\$3,364,736	\$607,146
Housekeeping Supplies (17)	\$27,350,901	\$33,289,704	\$5,938,803
Insurance			
Owners and Renters Insurance	\$18,979,983	\$23,057,584	\$4,077,601
Vehicle Insurance	\$58,212,423	\$70,849,028	\$12,636,605
Life/Other Insurance	\$15,217,478	\$18,499,610	\$3,282,132
Health Insurance	\$139,997,895	\$170,321,906	\$30,324,011
Personal Care Products (18)	\$18,771,881	\$22,859,995	\$4,088,114
School Books and Supplies (19)	\$5,738,996	\$6,992,325	\$1,253,329
Smoking Products	\$17,602,585	\$21,393,083	\$3,790,498
Transportation			
Payments on Vehicles excluding Leases	\$91,846,920	\$111,748,388	\$19,901,468
Gasoline and Motor Oil	\$85,000,459	\$103,446,029	\$18,445,570
Vehicle Maintenance and Repairs	\$43,206,594	\$52,618,441	\$9,411,847
Travel			
Airline Fares	\$17,950,105	\$21,898,906	\$3,948,801
Lodging on Trips	\$19,863,339	\$24,196,337	\$4,332,998
Auto/Truck Rental on Trips	\$884,409	\$1,078,894	\$194,485
Food and Drink on Trips	\$18,004,212	\$21,942,273	\$3,938,061

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April 15, 2020



Retail Demand Outlook

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

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

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
		2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Apparel and Services		\$180,679,629	\$215,216,053	\$34,536,424
Men's		\$34,548,586	\$41,165,539	\$6,616,953
Women's		\$60,300,916	\$71,823,420	\$11,522,504
Children's		\$27,459,249	\$32,696,498	\$5,237,249
Footwear		\$41,632,200	\$49,587,366	\$7,955,166
Watches & Jewelry		\$11,483,378	\$13,682,246	\$2,198,868
Apparel Products and Services (1)		\$5,255,299	\$6,260,984	\$1,005,685
Computer				
Computers and Hardware for Home Use		\$14,195,972	\$16,916,151	\$2,720,179
Portable Memory		\$359,882	\$428,678	\$68,796
Computer Software		\$920,636	\$1,096,941	\$176,305
Computer Accessories		\$1,589,253	\$1,892,817	\$303,564
Entertainment & Recreation		\$267,869,824	\$318,983,835	\$51,114,011
Fees and Admissions		\$55,410,631	\$66,020,994	\$10,610,363
Membership Fees for Clubs (2)		\$18,119,270	\$21,591,604	\$3,472,334
Fees for Participant Sports, excl. Trips		\$8,419,387	\$10,028,107	\$1,608,720
Tickets to Theatre/Operas/Concerts		\$5,927,818	\$7,066,009	\$1,138,191
Tickets to Movies		\$4,557,635	\$5,432,098	\$874,463
Tickets to Parks or Museums		\$2,625,862	\$3,128,304	\$502,442
Admission to Sporting Events, excl. Trips		\$5,145,884	\$6,127,101	\$981,217
Fees for Recreational Lessons		\$10,537,526	\$12,555,728	\$2,018,202
Dating Services		\$77,249	\$92,041	\$14,792
TV/Video/Audio		\$107,517,762	\$127,995,556	\$20,477,794
Cable and Satellite Television Services		\$77,065,127	\$91,721,340	\$14,656,213
Televisions		\$9,528,131	\$11,347,416	\$1,819,285
Satellite Dishes		\$119,699	\$142,474	\$22,775
VCRs, Video Cameras, and DVD Players		\$514,957	\$613,304	\$98,347
Miscellaneous Video Equipment		\$2,245,288	\$2,672,862	\$427,574
Video Cassettes and DVDs		\$1,011,585	\$1,204,634	\$193,049
Video Game Hardware/Accessories		\$2,752,489	\$3,278,421	\$525,932
Video Game Software		\$1,466,144	\$1,747,154	\$281,010
Rental/Streaming/Downloaded Video		\$4,267,026	\$5,085,958	\$818,932
Installation of Televisions		\$78,986	\$94,016	\$15,030
Audio (3)		\$8,137,643	\$9,694,439	\$1,556,796
Rental and Repair of TV/Radio/Sound Equipment		\$330,687	\$393,538	\$62,851
Pets		\$52,798,807	\$62,858,604	\$10,059,797
Toys/Games/Crafts/Hobbies (4)		\$10,245,573	\$12,202,551	\$1,956,978
Recreational Vehicles and Fees (5)		\$10,330,787	\$12,298,438	\$1,967,651
Sports/Recreation/Exercise Equipment (6)		\$16,358,000	\$19,484,813	\$3,126,813
Photo Equipment and Supplies (7)		\$4,388,126	\$5,230,381	\$842,255
Reading (8)		\$8,656,585	\$10,310,484	\$1,653,899
Catered Affairs (9)		\$2,163,552	\$2,582,014	\$418,462
Food		\$749,985,417	\$893,226,442	\$143,241,025
Food at Home		\$441,308,433	\$525,515,672	\$84,207,239
Bakery and Cereal Products		\$58,006,779	\$69,072,255	\$11,065,476
Meats, Poultry, Fish, and Eggs		\$98,365,122	\$117,123,840	\$18,758,718
Dairy Products		\$45,060,149	\$53,662,434	\$8,602,285
Fruits and Vegetables		\$84,815,363	\$101,019,734	\$16,204,371
Snacks and Other Food at Home (10)		\$155,061,020	\$184,637,409	\$29,576,389
Food Away from Home		\$308,676,984	\$367,710,771	\$59,033,787
Alcoholic Beverages		\$46,940,839	\$55,949,753	\$9,008,914

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	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,635,448,630	\$1,947,631,770	\$312,183,140
Value of Retirement Plans	\$7,307,549,854	\$8,697,464,270	\$1,389,914,416
Value of Other Financial Assets	\$523,786,703	\$623,070,763	\$99,284,060
Vehicle Loan Amount excluding Interest	\$247,973,357	\$295,169,171	\$47,195,814
Value of Credit Card Debt	\$202,778,054	\$241,465,384	\$38,687,330
Health			
Nonprescription Drugs	\$12,328,619	\$14,675,568	\$2,346,949
Prescription Drugs	\$31,787,761	\$37,815,713	\$6,027,952
Eyeglasses and Contact Lenses	\$7,541,204	\$8,977,626	\$1,436,422
Home			
Mortgage Payment and Basics (11)	\$724,296,485	\$862,035,512	\$137,739,027
Maintenance and Remodeling Services	\$151,348,722	\$180,133,313	\$28,784,591
Maintenance and Remodeling Materials (12)	\$36,308,010	\$43,198,650	\$6,890,640
Utilities, Fuel, and Public Services	\$423,258,305	\$503,760,955	\$80,502,650
Household Furnishings and Equipment			
Household Textiles (13)	\$8,633,124	\$10,280,266	\$1,647,142
Furniture	\$52,130,984	\$62,083,458	\$9,952,474
Rugs	\$2,691,794	\$3,206,541	\$514,747
Major Appliances (14)	\$28,727,912	\$34,186,827	\$5,458,915
Housewares (15)	\$8,752,510	\$10,423,759	\$1,671,249
Small Appliances	\$4,238,734	\$5,049,291	\$810,557
Luggage	\$1,139,631	\$1,357,823	\$218,192
Telephones and Accessories	\$5,904,917	\$7,037,213	\$1,132,296
Household Operations			
Child Care	\$39,903,543	\$47,555,374	\$7,651,831
Lawn and Garden (16)	\$35,105,574	\$41,779,617	\$6,674,043
Moving/Storage/Freight Express	\$6,096,383	\$7,267,947	\$1,171,564
Housekeeping Supplies (17)	\$63,589,584	\$75,708,438	\$12,118,854
Insurance			
Owners and Renters Insurance	\$46,495,945	\$55,302,865	\$8,806,920
Vehicle Insurance	\$134,460,711	\$160,084,028	\$25,623,317
Life/Other Insurance	\$36,857,517	\$43,854,344	\$6,996,827
Health Insurance	\$330,149,205	\$392,988,299	\$62,839,094
Personal Care Products (18)	\$43,195,600	\$51,444,290	\$8,248,690
School Books and Supplies (19)	\$13,050,378	\$15,545,654	\$2,495,276
Smoking Products	\$40,004,594	\$47,606,375	\$7,601,781
Transportation			
Payments on Vehicles excluding Leases	\$215,786,734	\$256,862,428	\$41,075,694
Gasoline and Motor Oil	\$197,050,955	\$234,589,702	\$37,538,747
Vehicle Maintenance and Repairs	\$99,279,722	\$118,241,530	\$18,961,808
Travel			
Airline Fares	\$41,621,306	\$49,604,541	\$7,983,235
Lodging on Trips	\$47,309,738	\$56,340,376	\$9,030,638
Auto/Truck Rental on Trips	\$2,054,235	\$2,448,393	\$394,158
Food and Drink on Trips	\$42,155,504	\$50,216,759	\$8,061,255

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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.
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