



Retail Goods and Services Expenditures

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Boomburbs (1C)	50.2%	Population	4,280	4,600
Bright Young Professionals (8C)	41.5%	Households	1,858	2,005
In Style (5B)	4.4%	Families	1,177	1,256
Top Tier (1A)	3.9%	Median Age	34.3	35.5
Professional Pride (1B)	0.0%	Median Household Income	\$100,529	\$105,676
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		153	\$3,337.66	\$6,201,366
Men's		147	\$608.64	\$1,130,853
Women's		149	\$1,104.28	\$2,051,748
Children's		163	\$525.75	\$976,850
Footwear		153	\$719.16	\$1,336,208
Watches & Jewelry		164	\$235.16	\$436,928
Apparel Products and Services (1)		175	\$144.66	\$268,780
Computer				
Computers and Hardware for Home Use		153	\$261.43	\$485,744
Portable Memory		160	\$8.70	\$16,172
Computer Software		155	\$16.31	\$30,297
Computer Accessories		153	\$28.77	\$53,463
Entertainment & Recreation		145	\$4,676.02	\$8,688,049
Fees and Admissions		157	\$1,071.77	\$1,991,342
Membership Fees for Clubs (2)		152	\$343.94	\$639,038
Fees for Participant Sports, excl. Trips		158	\$178.60	\$331,846
Tickets to Theatre/Operas/Concerts		143	\$94.93	\$176,375
Tickets to Movies/Museums/Parks		160	\$128.06	\$237,934
Admission to Sporting Events, excl. Trips		151	\$89.88	\$167,001
Fees for Recreational Lessons		170	\$235.29	\$437,160
Dating Services		160	\$1.07	\$1,988
TV/Video/Audio		139	\$1,809.71	\$3,362,433
Cable and Satellite Television Services		134	\$1,288.94	\$2,394,850
Televisions		148	\$174.94	\$325,036
Satellite Dishes		161	\$2.83	\$5,257
VCRs, Video Cameras, and DVD Players		151	\$8.36	\$15,527
Miscellaneous Video Equipment		156	\$22.61	\$42,017
Video Cassettes and DVDs		154	\$19.13	\$35,538
Video Game Hardware/Accessories		154	\$45.75	\$85,000
Video Game Software		156	\$23.30	\$43,287
Streaming/Downloaded Video		161	\$53.28	\$98,997
Rental of Video Cassettes and DVDs		153	\$19.62	\$36,462
Installation of Televisions		178	\$1.64	\$3,048
Audio (3)		155	\$144.28	\$268,066
Rental and Repair of TV/Radio/Sound Equipment		125	\$5.03	\$9,347
Pets		139	\$884.90	\$1,644,142
Toys/Games/Crafts/Hobbies (4)		152	\$175.18	\$325,493
Recreational Vehicles and Fees (5)		149	\$162.86	\$302,587
Sports/Recreation/Exercise Equipment (6)		159	\$283.79	\$527,283
Photo Equipment and Supplies (7)		163	\$87.10	\$161,839
Reading (8)		140	\$157.31	\$292,280
Catered Affairs (9)		143	\$43.41	\$80,649
Food		147	\$12,558.90	\$23,334,430
Food at Home		143	\$7,192.47	\$13,363,603
Bakery and Cereal Products		142	\$936.90	\$1,740,767
Meats, Poultry, Fish, and Eggs		142	\$1,600.70	\$2,974,095
Dairy Products		141	\$731.88	\$1,359,829
Fruits and Vegetables		144	\$1,416.62	\$2,632,072
Snacks and Other Food at Home (10)		145	\$2,506.37	\$4,656,841
Food Away from Home		153	\$5,366.43	\$9,970,827
Alcoholic Beverages		150	\$837.64	\$1,556,337

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	137	\$6,918.19	\$12,854,001
Value of Retirement Plans	138	\$31,987.86	\$59,433,440
Value of Other Financial Assets	125	\$1,765.06	\$3,279,480
Vehicle Loan Amount excluding Interest	146	\$4,089.05	\$7,597,457
Value of Credit Card Debt	146	\$861.00	\$1,599,747
Health			
Nonprescription Drugs	139	\$185.62	\$344,874
Prescription Drugs	129	\$464.86	\$863,709
Eyeglasses and Contact Lenses	140	\$130.23	\$241,964
Home			
Mortgage Payment and Basics (11)	150	\$12,960.35	\$24,080,339
Maintenance and Remodeling Services	147	\$3,006.12	\$5,585,376
Maintenance and Remodeling Materials (12)	134	\$657.66	\$1,221,923
Utilities, Fuel, and Public Services	137	\$6,814.45	\$12,661,257
Household Furnishings and Equipment			
Household Textiles (13)	150	\$147.61	\$274,260
Furniture	153	\$934.82	\$1,736,893
Rugs	129	\$31.76	\$59,018
Major Appliances (14)	143	\$497.91	\$925,108
Housewares (15)	143	\$147.80	\$274,615
Small Appliances	142	\$69.70	\$129,509
Luggage	164	\$22.48	\$41,769
Telephones and Accessories	162	\$113.79	\$211,426
Household Operations			
Child Care	166	\$852.92	\$1,584,723
Lawn and Garden (16)	140	\$601.31	\$1,117,234
Moving/Storage/Freight Express	171	\$110.55	\$205,395
Housekeeping Supplies (17)	142	\$1,015.37	\$1,886,563
Insurance			
Owners and Renters Insurance	136	\$773.24	\$1,436,689
Vehicle Insurance	141	\$1,777.31	\$3,302,240
Life/Other Insurance	140	\$583.05	\$1,083,311
Health Insurance	137	\$5,190.14	\$9,643,289
Personal Care Products (18)	150	\$727.66	\$1,352,001
School Books and Supplies (19)	150	\$231.94	\$430,940
Smoking Products	123	\$512.09	\$951,456
Transportation			
Payments on Vehicles excluding Leases	149	\$3,572.73	\$6,638,134
Gasoline and Motor Oil	144	\$3,456.85	\$6,422,827
Vehicle Maintenance and Repairs	144	\$1,553.19	\$2,885,821
Travel			
Airline Fares	154	\$814.09	\$1,512,582
Lodging on Trips	150	\$857.29	\$1,592,854
Auto/Truck Rental on Trips	160	\$44.25	\$82,224
Food and Drink on Trips	150	\$776.58	\$1,442,892

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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
In Style (5B)	14.2%	Population	45,553	48,000
Home Improvement (4B)	14.0%	Households	17,438	18,416
Top Tier (1A)	13.2%	Families	12,388	13,006
Boomburbs (1C)	13.0%	Median Age	38.9	39.7
Bright Young Professionals (8C)	12.2%	Median Household Income	\$88,482	\$96,236
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		147	\$3,201.62	\$55,829,885
Men's		144	\$594.93	\$10,374,371
Women's		147	\$1,092.62	\$19,053,146
Children's		147	\$473.68	\$8,260,005
Footwear		145	\$680.96	\$11,874,645
Watches & Jewelry		157	\$224.85	\$3,920,962
Apparel Products and Services (1)		163	\$134.58	\$2,346,756
Computer				
Computers and Hardware for Home Use		148	\$251.66	\$4,388,377
Portable Memory		151	\$8.19	\$142,866
Computer Software		147	\$15.49	\$270,153
Computer Accessories		149	\$28.10	\$489,940
Entertainment & Recreation		145	\$4,682.69	\$81,656,782
Fees and Admissions		158	\$1,082.45	\$18,875,749
Membership Fees for Clubs (2)		158	\$357.46	\$6,233,401
Fees for Participant Sports, excl. Trips		158	\$178.41	\$3,111,196
Tickets to Theatre/Operas/Concerts		154	\$101.93	\$1,777,383
Tickets to Movies/Museums/Parks		151	\$120.81	\$2,106,643
Admission to Sporting Events, excl. Trips		158	\$93.92	\$1,637,724
Fees for Recreational Lessons		166	\$228.98	\$3,992,994
Dating Services		140	\$0.94	\$16,407
TV/Video/Audio		137	\$1,792.07	\$31,250,170
Cable and Satellite Television Services		135	\$1,300.71	\$22,681,837
Televisions		142	\$167.95	\$2,928,722
Satellite Dishes		155	\$2.72	\$47,363
VCRs, Video Cameras, and DVD Players		144	\$7.97	\$138,919
Miscellaneous Video Equipment		152	\$22.06	\$384,647
Video Cassettes and DVDs		144	\$17.82	\$310,763
Video Game Hardware/Accessories		138	\$41.05	\$715,755
Video Game Software		137	\$20.53	\$358,047
Streaming/Downloaded Video		146	\$48.42	\$844,292
Rental of Video Cassettes and DVDs		141	\$18.10	\$315,705
Installation of Televisions		176	\$1.62	\$28,279
Audio (3)		149	\$138.73	\$2,419,172
Rental and Repair of TV/Radio/Sound Equipment		109	\$4.40	\$76,668
Pets		142	\$904.99	\$15,781,134
Toys/Games/Crafts/Hobbies (4)		145	\$167.30	\$2,917,427
Recreational Vehicles and Fees (5)		153	\$167.87	\$2,927,328
Sports/Recreation/Exercise Equipment (6)		156	\$278.94	\$4,864,238
Photo Equipment and Supplies (7)		154	\$82.11	\$1,431,823
Reading (8)		146	\$164.48	\$2,868,227
Catered Affairs (9)		140	\$42.48	\$740,688
Food		143	\$12,174.66	\$212,301,789
Food at Home		140	\$7,027.47	\$122,545,033
Bakery and Cereal Products		140	\$920.65	\$16,054,310
Meats, Poultry, Fish, and Eggs		138	\$1,559.15	\$27,188,534
Dairy Products		139	\$722.35	\$12,596,264
Fruits and Vegetables		141	\$1,389.85	\$24,236,223
Snacks and Other Food at Home (10)		141	\$2,435.47	\$42,469,704
Food Away from Home		147	\$5,147.19	\$89,756,756
Alcoholic Beverages		148	\$830.83	\$14,488,021

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Financial			
Value of Stocks/Bonds/Mutual Funds	158	\$7,950.23	\$138,636,070
Value of Retirement Plans	156	\$35,989.00	\$627,576,235
Value of Other Financial Assets	143	\$2,024.51	\$35,303,343
Vehicle Loan Amount excluding Interest	140	\$3,904.53	\$68,087,251
Value of Credit Card Debt	147	\$864.19	\$15,069,740
Health			
Nonprescription Drugs	141	\$187.64	\$3,271,994
Prescription Drugs	136	\$492.25	\$8,583,865
Eyeglasses and Contact Lenses	145	\$134.66	\$2,348,154
Home			
Mortgage Payment and Basics (11)	158	\$13,642.65	\$237,900,505
Maintenance and Remodeling Services	159	\$3,250.25	\$56,677,787
Maintenance and Remodeling Materials (12)	151	\$739.74	\$12,899,626
Utilities, Fuel, and Public Services	138	\$6,853.10	\$119,504,366
Household Furnishings and Equipment			
Household Textiles (13)	147	\$144.82	\$2,525,411
Furniture	149	\$911.49	\$15,894,567
Rugs	143	\$35.18	\$613,455
Major Appliances (14)	145	\$506.79	\$8,837,394
Housewares (15)	145	\$150.45	\$2,623,596
Small Appliances	140	\$68.40	\$1,192,778
Luggage	157	\$21.56	\$375,901
Telephones and Accessories	152	\$107.17	\$1,868,872
Household Operations			
Child Care	156	\$801.47	\$13,976,087
Lawn and Garden (16)	149	\$641.92	\$11,193,844
Moving/Storage/Freight Express	151	\$98.00	\$1,708,879
Housekeeping Supplies (17)	141	\$1,011.00	\$17,629,849
Insurance			
Owners and Renters Insurance	146	\$829.43	\$14,463,523
Vehicle Insurance	140	\$1,766.11	\$30,797,354
Life/Other Insurance	152	\$631.76	\$11,016,637
Health Insurance	142	\$5,370.57	\$93,652,065
Personal Care Products (18)	145	\$704.96	\$12,293,051
School Books and Supplies (19)	142	\$219.52	\$3,828,018
Smoking Products	121	\$501.19	\$8,739,817
Transportation			
Payments on Vehicles excluding Leases	143	\$3,428.48	\$59,785,805
Gasoline and Motor Oil	139	\$3,339.18	\$58,228,572
Vehicle Maintenance and Repairs	143	\$1,541.27	\$26,876,601
Travel			
Airline Fares	156	\$823.23	\$14,355,398
Lodging on Trips	155	\$887.44	\$15,475,141
Auto/Truck Rental on Trips	160	\$44.28	\$772,174
Food and Drink on Trips	153	\$790.74	\$13,788,941

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Exurbanites (1E)	12.8%	Population	121,103	128,090
In Style (5B)	12.6%	Households	47,790	50,483
Bright Young Professionals (8C)	7.4%	Families	32,727	34,453
Professional Pride (1B)	7.1%	Median Age	41.0	41.8
Comfortable Empty Nesters (5A)	6.5%	Median Household Income	\$87,476	\$95,495
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		140	\$3,043.15	\$145,432,325
Men's		138	\$570.26	\$27,252,848
Women's		141	\$1,049.84	\$50,171,996
Children's		136	\$440.62	\$21,057,274
Footwear		137	\$644.85	\$30,817,421
Watches & Jewelry		148	\$212.54	\$10,157,504
Apparel Products and Services (1)		151	\$125.03	\$5,975,282
Computer				
Computers and Hardware for Home Use		142	\$241.06	\$11,520,084
Portable Memory		142	\$7.75	\$370,238
Computer Software		140	\$14.82	\$708,289
Computer Accessories		143	\$26.96	\$1,288,389
Entertainment & Recreation		140	\$4,509.14	\$215,491,759
Fees and Admissions		151	\$1,033.91	\$49,410,497
Membership Fees for Clubs (2)		152	\$344.08	\$16,443,618
Fees for Participant Sports, excl. Trips		151	\$170.57	\$8,151,620
Tickets to Theatre/Operas/Concerts		151	\$99.65	\$4,762,171
Tickets to Movies/Museums/Parks		143	\$113.78	\$5,437,719
Admission to Sporting Events, excl. Trips		154	\$91.09	\$4,353,285
Fees for Recreational Lessons		155	\$213.81	\$10,218,105
Dating Services		137	\$0.92	\$43,979
TV/Video/Audio		133	\$1,736.07	\$82,966,668
Cable and Satellite Television Services		132	\$1,268.51	\$60,622,170
Televisions		137	\$161.42	\$7,714,461
Satellite Dishes		144	\$2.53	\$120,961
VCRs, Video Cameras, and DVD Players		138	\$7.63	\$364,533
Miscellaneous Video Equipment		145	\$20.99	\$1,003,169
Video Cassettes and DVDs		137	\$16.95	\$809,963
Video Game Hardware/Accessories		130	\$38.85	\$1,856,466
Video Game Software		130	\$19.51	\$932,466
Streaming/Downloaded Video		138	\$45.68	\$2,183,241
Rental of Video Cassettes and DVDs		133	\$17.09	\$816,691
Installation of Televisions		165	\$1.52	\$72,420
Audio (3)		141	\$131.22	\$6,270,922
Rental and Repair of TV/Radio/Sound Equipment		103	\$4.17	\$199,205
Pets		138	\$875.29	\$41,830,018
Toys/Games/Crafts/Hobbies (4)		138	\$159.59	\$7,626,689
Recreational Vehicles and Fees (5)		146	\$159.86	\$7,639,743
Sports/Recreation/Exercise Equipment (6)		149	\$265.89	\$12,706,688
Photo Equipment and Supplies (7)		144	\$76.95	\$3,677,485
Reading (8)		143	\$161.02	\$7,695,231
Catered Affairs (9)		133	\$40.57	\$1,938,741
Food		137	\$11,673.83	\$557,892,536
Food at Home		135	\$6,766.92	\$323,390,914
Bakery and Cereal Products		135	\$888.83	\$42,477,079
Meats, Poultry, Fish, and Eggs		133	\$1,500.79	\$71,722,714
Dairy Products		135	\$697.72	\$33,343,817
Fruits and Vegetables		136	\$1,338.83	\$63,982,700
Snacks and Other Food at Home (10)		135	\$2,340.75	\$111,864,603
Food Away from Home		140	\$4,906.92	\$234,501,622
Alcoholic Beverages		143	\$803.77	\$38,412,037

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July 16, 2018



Retail Goods and Services Expenditures

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	156	\$7,859.39	\$375,600,375
Value of Retirement Plans	154	\$35,564.87	\$1,699,644,901
Value of Other Financial Assets	145	\$2,052.81	\$98,103,908
Vehicle Loan Amount excluding Interest	132	\$3,693.06	\$176,491,177
Value of Credit Card Debt	142	\$834.09	\$39,861,297
Health			
Nonprescription Drugs	137	\$182.71	\$8,731,809
Prescription Drugs	135	\$486.41	\$23,245,309
Eyeglasses and Contact Lenses	141	\$131.06	\$6,263,591
Home			
Mortgage Payment and Basics (11)	151	\$13,072.26	\$624,723,381
Maintenance and Remodeling Services	153	\$3,134.35	\$149,790,704
Maintenance and Remodeling Materials (12)	147	\$719.04	\$34,363,143
Utilities, Fuel, and Public Services	134	\$6,638.23	\$317,241,146
Household Furnishings and Equipment			
Household Textiles (13)	141	\$138.87	\$6,636,772
Furniture	142	\$870.47	\$41,599,531
Rugs	142	\$34.98	\$1,671,537
Major Appliances (14)	140	\$487.03	\$23,275,162
Housewares (15)	141	\$146.01	\$6,977,878
Small Appliances	135	\$66.22	\$3,164,574
Luggage	148	\$20.36	\$972,916
Telephones and Accessories	142	\$99.94	\$4,776,286
Household Operations			
Child Care	145	\$746.05	\$35,653,648
Lawn and Garden (16)	145	\$624.42	\$29,841,142
Moving/Storage/Freight Express	142	\$91.89	\$4,391,376
Housekeeping Supplies (17)	136	\$977.06	\$46,693,865
Insurance			
Owners and Renters Insurance	142	\$806.93	\$38,562,954
Vehicle Insurance	135	\$1,704.20	\$81,443,485
Life/Other Insurance	148	\$615.37	\$29,408,399
Health Insurance	138	\$5,229.36	\$249,911,311
Personal Care Products (18)	139	\$674.96	\$32,256,567
School Books and Supplies (19)	134	\$207.70	\$9,925,804
Smoking Products	119	\$494.15	\$23,615,244
Transportation			
Payments on Vehicles excluding Leases	136	\$3,249.78	\$155,307,183
Gasoline and Motor Oil	133	\$3,188.03	\$152,355,791
Vehicle Maintenance and Repairs	138	\$1,483.54	\$70,898,273
Travel			
Airline Fares	150	\$788.92	\$37,702,474
Lodging on Trips	149	\$854.75	\$40,848,422
Auto/Truck Rental on Trips	152	\$42.13	\$2,013,457
Food and Drink on Trips	147	\$760.58	\$36,348,253

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Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
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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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