



Retail Goods and Services Expenditures

7472 US Highway 27 N, Davenport, Florida, 33897
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.26394
Longitude: -81.66000

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Home Improvement (4B)	46.6%	Population	2,867	3,429
Bright Young Professionals (8C)	28.8%	Households	1,022	1,221
Up and Coming Families (7A)	24.6%	Families	759	902
Southern Satellites (10A)	0.1%	Median Age	38.1	38.7
Top Tier (1A)	0.0%	Median Household Income	\$50,393	\$54,429
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		81	\$1,631.15	\$1,667,039
Men's		80	\$322.40	\$329,494
Women's		80	\$545.32	\$557,316
Children's		85	\$275.34	\$281,398
Footwear		80	\$345.19	\$352,784
Watches & Jewelry		81	\$84.15	\$86,000
Apparel Products and Services (1)		82	\$58.75	\$60,047
Computer				
Computers and Hardware for Home Use		85	\$146.72	\$149,949
Portable Memory		85	\$3.98	\$4,063
Computer Software		84	\$10.82	\$11,058
Computer Accessories		82	\$14.51	\$14,828
Entertainment & Recreation				
		81	\$2,356.01	\$2,407,838
Fees and Admissions		85	\$491.55	\$502,361
Membership Fees for Clubs (2)		82	\$156.21	\$159,651
Fees for Participant Sports, excl. Trips		91	\$81.45	\$83,243
Tickets to Theatre/Operas/Concerts		80	\$41.94	\$42,866
Tickets to Movies/Museums/Parks		90	\$59.52	\$60,834
Admission to Sporting Events, excl. Trips		81	\$43.36	\$44,314
Fees for Recreational Lessons		88	\$108.46	\$110,842
Dating Services		87	\$0.60	\$611
TV/Video/Audio		79	\$947.57	\$968,412
Cable and Satellite Television Services		77	\$692.09	\$707,311
Televisions		83	\$91.13	\$93,135
Satellite Dishes		95	\$1.38	\$1,406
VCRs, Video Cameras, and DVD Players		84	\$6.82	\$6,971
Miscellaneous Video Equipment		92	\$7.07	\$7,221
Video Cassettes and DVDs		82	\$15.18	\$15,511
Video Game Hardware/Accessories		81	\$20.88	\$21,337
Video Game Software		85	\$11.71	\$11,963
Streaming/Downloaded Video		87	\$15.88	\$16,225
Rental of Video Cassettes and DVDs		86	\$14.07	\$14,375
Installation of Televisions		87	\$0.80	\$819
Audio (3)		83	\$67.58	\$69,065
Rental and Repair of TV/Radio/Sound Equipment		77	\$3.01	\$3,074
Pets		80	\$428.20	\$437,616
Toys/Games/Crafts/Hobbies (4)		81	\$93.18	\$95,226
Recreational Vehicles and Fees (5)		83	\$88.94	\$90,900
Sports/Recreation/Exercise Equipment (6)		83	\$137.94	\$140,979
Photo Equipment and Supplies (7)		85	\$46.89	\$47,917
Reading (8)		77	\$100.37	\$102,581
Catered Affairs (9)		83	\$21.38	\$21,846
Food				
		80	\$6,482.96	\$6,625,585
Food at Home		79	\$3,935.15	\$4,021,723
Bakery and Cereal Products		78	\$523.15	\$534,663
Meats, Poultry, Fish, and Eggs		79	\$874.45	\$893,688
Dairy Products		77	\$409.26	\$418,266
Fruits and Vegetables		80	\$763.91	\$780,712
Snacks and Other Food at Home (10)		80	\$1,364.38	\$1,394,394
Food Away from Home		82	\$2,547.81	\$2,603,862
Alcoholic Beverages		80	\$408.96	\$417,955

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	74	\$5,531.84	\$5,653,543
Value of Retirement Plans	73	\$19,163.34	\$19,584,933
Value of Other Financial Assets	74	\$834.38	\$852,736
Vehicle Loan Amount excluding Interest	85	\$2,064.01	\$2,109,418
Value of Credit Card Debt	79	\$450.78	\$460,700
Health			
Nonprescription Drugs	76	\$94.68	\$96,765
Prescription Drugs	74	\$310.37	\$317,201
Eyeglasses and Contact Lenses	76	\$68.12	\$69,615
Home			
Mortgage Payment and Basics (11)	85	\$7,308.54	\$7,469,331
Maintenance and Remodeling Services	79	\$1,379.88	\$1,410,234
Maintenance and Remodeling Materials (12)	79	\$285.09	\$291,366
Utilities, Fuel, and Public Services	78	\$3,803.18	\$3,886,850
Household Furnishings and Equipment			
Household Textiles (13)	80	\$69.55	\$71,079
Furniture	84	\$411.70	\$420,755
Rugs	79	\$19.35	\$19,771
Major Appliances (14)	83	\$233.86	\$239,003
Housewares (15)	83	\$69.32	\$70,840
Small Appliances	79	\$37.26	\$38,079
Luggage	84	\$7.77	\$7,944
Telephones and Accessories	81	\$57.47	\$58,730
Household Operations			
Child Care	90	\$380.55	\$388,927
Lawn and Garden (16)	77	\$315.66	\$322,600
Moving/Storage/Freight Express	85	\$53.81	\$54,996
Housekeeping Supplies (17)	79	\$555.87	\$568,101
Insurance			
Owners and Renters Insurance	77	\$355.56	\$363,387
Vehicle Insurance	80	\$898.14	\$917,903
Life/Other Insurance	76	\$316.53	\$323,491
Health Insurance	78	\$2,626.03	\$2,683,799
Personal Care Products (18)	82	\$355.04	\$362,854
School Books and Supplies (19)	84	\$137.29	\$140,313
Smoking Products	69	\$281.58	\$287,773
Transportation			
Payments on Vehicles excluding Leases	84	\$1,740.58	\$1,778,873
Gasoline and Motor Oil	81	\$2,481.91	\$2,536,512
Vehicle Maintenance and Repairs	80	\$829.51	\$847,756
Travel			
Airline Fares	82	\$375.62	\$383,880
Lodging on Trips	81	\$374.85	\$383,097
Auto/Truck Rental on Trips	85	\$20.52	\$20,967
Food and Drink on Trips	81	\$356.57	\$364,416

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Home Improvement (4B)	40.3%	Population	11,944	13,802
Up and Coming Families (7A)	37.0%	Households	4,319	4,982
Bright Young Professionals (8C)	16.5%	Families	3,251	3,726
Rural Resort Dwellers (6E)	4.4%	Median Age	38.8	39.4
Rustbelt Traditions (5D)	1.2%	Median Household Income	\$52,087	\$56,291
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		81	\$1,623.41	\$7,011,496
Men's		80	\$319.74	\$1,380,944
Women's		79	\$543.72	\$2,348,314
Children's		85	\$274.74	\$1,186,584
Footwear		80	\$343.81	\$1,484,919
Watches & Jewelry		81	\$83.68	\$361,427
Apparel Products and Services (1)		80	\$57.72	\$249,308
Computer				
Computers and Hardware for Home Use		84	\$144.98	\$626,180
Portable Memory		84	\$3.94	\$17,009
Computer Software		82	\$10.59	\$45,732
Computer Accessories		81	\$14.46	\$62,448
Entertainment & Recreation		81	\$2,374.08	\$10,253,633
Fees and Admissions		85	\$488.78	\$2,111,037
Membership Fees for Clubs (2)		81	\$155.25	\$670,542
Fees for Participant Sports, excl. Trips		91	\$81.00	\$349,844
Tickets to Theatre/Operas/Concerts		79	\$41.45	\$179,035
Tickets to Movies/Museums/Parks		89	\$59.09	\$255,189
Admission to Sporting Events, excl. Trips		80	\$42.55	\$183,769
Fees for Recreational Lessons		88	\$108.89	\$470,276
Dating Services		80	\$0.55	\$2,381
TV/Video/Audio		79	\$951.08	\$4,107,717
Cable and Satellite Television Services		78	\$696.76	\$3,009,309
Televisions		82	\$90.51	\$390,911
Satellite Dishes		99	\$1.45	\$6,246
VCRs, Video Cameras, and DVD Players		84	\$6.77	\$29,258
Miscellaneous Video Equipment		90	\$6.94	\$29,988
Video Cassettes and DVDs		82	\$15.21	\$65,709
Video Game Hardware/Accessories		80	\$20.49	\$88,491
Video Game Software		83	\$11.49	\$49,640
Streaming/Downloaded Video		87	\$15.77	\$68,108
Rental of Video Cassettes and DVDs		86	\$14.03	\$60,578
Installation of Televisions		87	\$0.80	\$3,451
Audio (3)		83	\$67.90	\$293,251
Rental and Repair of TV/Radio/Sound Equipment		75	\$2.96	\$12,776
Pets		82	\$438.18	\$1,892,502
Toys/Games/Crafts/Hobbies (4)		82	\$94.23	\$406,999
Recreational Vehicles and Fees (5)		85	\$91.17	\$393,772
Sports/Recreation/Exercise Equipment (6)		85	\$141.15	\$609,616
Photo Equipment and Supplies (7)		85	\$46.93	\$202,672
Reading (8)		77	\$101.18	\$436,993
Catered Affairs (9)		83	\$21.38	\$92,325
Food		80	\$6,488.20	\$28,022,541
Food at Home		79	\$3,945.51	\$17,040,654
Bakery and Cereal Products		78	\$525.02	\$2,267,548
Meats, Poultry, Fish, and Eggs		79	\$876.07	\$3,783,762
Dairy Products		78	\$412.56	\$1,781,866
Fruits and Vegetables		80	\$763.58	\$3,297,888
Snacks and Other Food at Home (10)		80	\$1,368.28	\$5,909,590
Food Away from Home		82	\$2,542.69	\$10,981,887
Alcoholic Beverages		79	\$404.91	\$1,748,827

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Financial			
Value of Stocks/Bonds/Mutual Funds	73	\$5,496.67	\$23,740,133
Value of Retirement Plans	75	\$19,591.62	\$84,616,210
Value of Other Financial Assets	74	\$836.32	\$3,612,045
Vehicle Loan Amount excluding Interest	85	\$2,078.81	\$8,978,389
Value of Credit Card Debt	80	\$454.68	\$1,963,751
Health			
Nonprescription Drugs	77	\$96.03	\$414,738
Prescription Drugs	76	\$319.49	\$1,379,862
Eyeglasses and Contact Lenses	77	\$69.27	\$299,174
Home			
Mortgage Payment and Basics (11)	87	\$7,455.79	\$32,201,546
Maintenance and Remodeling Services	81	\$1,418.38	\$6,125,971
Maintenance and Remodeling Materials (12)	82	\$298.25	\$1,288,154
Utilities, Fuel, and Public Services	79	\$3,840.46	\$16,586,933
Household Furnishings and Equipment			
Household Textiles (13)	80	\$69.70	\$301,019
Furniture	83	\$409.30	\$1,767,750
Rugs	79	\$19.31	\$83,405
Major Appliances (14)	85	\$239.64	\$1,035,023
Housewares (15)	83	\$69.23	\$298,988
Small Appliances	79	\$37.28	\$160,997
Luggage	83	\$7.69	\$33,223
Telephones and Accessories	80	\$56.65	\$244,657
Household Operations			
Child Care	90	\$381.04	\$1,645,719
Lawn and Garden (16)	80	\$327.45	\$1,414,275
Moving/Storage/Freight Express	84	\$53.24	\$229,959
Housekeeping Supplies (17)	80	\$558.99	\$2,414,289
Insurance			
Owners and Renters Insurance	79	\$367.92	\$1,589,034
Vehicle Insurance	81	\$903.41	\$3,901,842
Life/Other Insurance	78	\$322.45	\$1,392,681
Health Insurance	79	\$2,669.79	\$11,530,830
Personal Care Products (18)	82	\$355.64	\$1,535,991
School Books and Supplies (19)	84	\$137.46	\$593,688
Smoking Products	70	\$286.89	\$1,239,065
Transportation			
Payments on Vehicles excluding Leases	85	\$1,767.80	\$7,635,114
Gasoline and Motor Oil	82	\$2,511.73	\$10,848,149
Vehicle Maintenance and Repairs	81	\$836.79	\$3,614,100
Travel			
Airline Fares	82	\$374.75	\$1,618,555
Lodging on Trips	82	\$378.16	\$1,633,274
Auto/Truck Rental on Trips	86	\$20.64	\$89,154
Food and Drink on Trips	82	\$359.61	\$1,553,141

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Up and Coming Families (7A)	17.0%	Population	31,697	35,519
Bright Young Professionals (8C)	17.0%	Households	11,438	12,728
Home Improvement (4B)	15.2%	Families	8,305	9,194
Senior Escapes (9D)	15.2%	Median Age	39.8	40.4
Middleburg (4C)	10.2%	Median Household Income	\$51,719	\$56,508
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		78	\$1,573.86	\$18,001,823
Men's		77	\$310.69	\$3,553,664
Women's		79	\$540.14	\$6,178,128
Children's		79	\$256.20	\$2,930,466
Footwear		77	\$332.05	\$3,798,024
Watches & Jewelry		77	\$79.96	\$914,554
Apparel Products and Services (1)		76	\$54.82	\$626,987
Computer				
Computers and Hardware for Home Use		78	\$135.48	\$1,549,651
Portable Memory		79	\$3.73	\$42,624
Computer Software		77	\$9.97	\$114,001
Computer Accessories		78	\$13.95	\$159,587
Entertainment & Recreation		80	\$2,331.44	\$26,667,056
Fees and Admissions		76	\$439.85	\$5,031,050
Membership Fees for Clubs (2)		75	\$143.50	\$1,641,313
Fees for Participant Sports, excl. Trips		81	\$72.81	\$832,857
Tickets to Theatre/Operas/Concerts		73	\$38.28	\$437,862
Tickets to Movies/Museums/Parks		80	\$52.93	\$605,384
Admission to Sporting Events, excl. Trips		73	\$39.11	\$447,390
Fees for Recreational Lessons		75	\$92.72	\$1,060,504
Dating Services		72	\$0.50	\$5,741
TV/Video/Audio		80	\$965.91	\$11,048,033
Cable and Satellite Television Services		81	\$722.81	\$8,267,536
Televisions		79	\$86.94	\$994,443
Satellite Dishes		94	\$1.37	\$15,725
VCRs, Video Cameras, and DVD Players		80	\$6.49	\$74,268
Miscellaneous Video Equipment		84	\$6.47	\$74,004
Video Cassettes and DVDs		81	\$14.90	\$170,434
Video Game Hardware/Accessories		77	\$19.80	\$226,515
Video Game Software		79	\$10.95	\$125,287
Streaming/Downloaded Video		80	\$14.55	\$166,465
Rental of Video Cassettes and DVDs		82	\$13.33	\$152,450
Installation of Televisions		82	\$0.75	\$8,612
Audio (3)		79	\$64.68	\$739,826
Rental and Repair of TV/Radio/Sound Equipment		72	\$2.84	\$32,469
Pets		83	\$445.12	\$5,091,282
Toys/Games/Crafts/Hobbies (4)		80	\$91.22	\$1,043,363
Recreational Vehicles and Fees (5)		82	\$87.98	\$1,006,297
Sports/Recreation/Exercise Equipment (6)		82	\$136.13	\$1,557,110
Photo Equipment and Supplies (7)		80	\$43.81	\$501,094
Reading (8)		77	\$101.60	\$1,162,152
Catered Affairs (9)		77	\$19.82	\$226,675
Food		80	\$6,444.12	\$73,707,819
Food at Home		80	\$3,967.79	\$45,383,550
Bakery and Cereal Products		79	\$532.47	\$6,090,405
Meats, Poultry, Fish, and Eggs		80	\$886.11	\$10,135,269
Dairy Products		79	\$417.95	\$4,780,479
Fruits and Vegetables		79	\$755.34	\$8,639,594
Snacks and Other Food at Home (10)		80	\$1,375.92	\$15,737,802
Food Away from Home		80	\$2,476.33	\$28,324,269
Alcoholic Beverages		77	\$393.87	\$4,505,096

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Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 20, 2016



Retail Goods and Services Expenditures

7472 US Highway 27 N, Davenport, Florida, 33897
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.26394
Longitude: -81.66000

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	75	\$5,634.10	\$64,442,851
Value of Retirement Plans	75	\$19,686.59	\$225,175,233
Value of Other Financial Assets	78	\$882.57	\$10,094,824
Vehicle Loan Amount excluding Interest	85	\$2,061.82	\$23,583,044
Value of Credit Card Debt	78	\$444.61	\$5,085,436
Health			
Nonprescription Drugs	81	\$100.77	\$1,152,655
Prescription Drugs	83	\$349.54	\$3,998,067
Eyeglasses and Contact Lenses	78	\$69.79	\$798,270
Home			
Mortgage Payment and Basics (11)	81	\$6,942.21	\$79,405,052
Maintenance and Remodeling Services	80	\$1,404.92	\$16,069,462
Maintenance and Remodeling Materials (12)	84	\$306.42	\$3,504,852
Utilities, Fuel, and Public Services	81	\$3,929.11	\$44,941,146
Household Furnishings and Equipment			
Household Textiles (13)	78	\$67.60	\$773,260
Furniture	79	\$389.93	\$4,460,041
Rugs	74	\$18.16	\$207,662
Major Appliances (14)	83	\$235.03	\$2,688,298
Housewares (15)	82	\$68.81	\$787,060
Small Appliances	78	\$36.62	\$418,823
Luggage	77	\$7.10	\$81,193
Telephones and Accessories	78	\$55.62	\$636,135
Household Operations			
Child Care	78	\$330.74	\$3,783,054
Lawn and Garden (16)	82	\$336.08	\$3,844,140
Moving/Storage/Freight Express	81	\$51.31	\$586,919
Housekeeping Supplies (17)	81	\$565.96	\$6,473,402
Insurance			
Owners and Renters Insurance	84	\$386.95	\$4,425,952
Vehicle Insurance	81	\$908.34	\$10,389,548
Life/Other Insurance	78	\$323.57	\$3,700,984
Health Insurance	81	\$2,727.09	\$31,192,468
Personal Care Products (18)	80	\$349.55	\$3,998,181
School Books and Supplies (19)	79	\$129.88	\$1,485,617
Smoking Products	80	\$329.20	\$3,765,416
Transportation			
Payments on Vehicles excluding Leases	84	\$1,754.29	\$20,065,607
Gasoline and Motor Oil	83	\$2,546.97	\$29,132,288
Vehicle Maintenance and Repairs	81	\$834.48	\$9,544,734
Travel			
Airline Fares	76	\$345.08	\$3,947,022
Lodging on Trips	78	\$359.99	\$4,117,512
Auto/Truck Rental on Trips	80	\$19.31	\$220,825
Food and Drink on Trips	78	\$343.04	\$3,923,640

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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