



Retail Goods and Services Expenditures

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	65.9%	Population	23,988	28,642
Down the Road (10D)	8.0%	Households	11,694	14,018
Southern Satellites (10A)	8.0%	Families	8,313	9,816
Traditional Living (12B)	7.8%	Median Age	65.5	66.0
Senior Escapes (9D)	5.9%	Median Household Income	\$61,193	\$66,905
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		86	\$1,815.42	\$21,229,544
Men's		97	\$393.41	\$4,600,557
Women's		90	\$663.02	\$7,753,368
Children's		67	\$207.54	\$2,426,995
Footwear		80	\$402.67	\$4,708,766
Watches & Jewelry		84	\$107.60	\$1,258,331
Apparel Products and Services (1)		103	\$54.08	\$632,439
Computer				
Computers and Hardware for Home Use		93	\$155.52	\$1,818,611
Portable Memory		87	\$3.79	\$44,266
Computer Software		87	\$8.38	\$98,013
Computer Accessories		102	\$18.41	\$215,342
Entertainment & Recreation		92	\$2,965.81	\$34,682,237
Fees and Admissions		88	\$649.28	\$7,592,723
Membership Fees for Clubs (2)		88	\$219.67	\$2,568,857
Fees for Participant Sports, excl. Trips		113	\$130.68	\$1,528,177
Tickets to Theatre/Operas/Concerts		90	\$72.75	\$850,794
Tickets to Movies		86	\$47.68	\$557,521
Tickets to Parks or Museums		90	\$30.58	\$357,561
Admission to Sporting Events, excl. Trips		82	\$52.63	\$615,460
Fees for Recreational Lessons		67	\$94.48	\$1,104,902
Dating Services		68	\$0.81	\$9,451
TV/Video/Audio		97	\$1,142.49	\$13,360,289
Cable and Satellite Television Services		103	\$827.81	\$9,680,401
Televisions		89	\$99.99	\$1,169,303
Satellite Dishes		80	\$1.25	\$14,606
VCRs, Video Cameras, and DVD Players		83	\$4.06	\$47,441
Miscellaneous Video Equipment		93	\$14.39	\$168,219
Video Cassettes and DVDs		88	\$6.73	\$78,727
Video Game Hardware/Accessories		72	\$20.88	\$244,115
Video Game Software		79	\$12.69	\$148,400
Rental/Streaming/Downloaded Video		83	\$58.20	\$680,599
Installation of Televisions		143	\$1.06	\$12,410
Audio (3)		87	\$92.99	\$1,087,406
Rental and Repair of TV/Radio/Sound Equipment		83	\$2.45	\$28,660
Pets		94	\$682.94	\$7,986,252
Toys/Games/Crafts/Hobbies (4)		81	\$94.13	\$1,100,765
Recreational Vehicles and Fees (5)		76	\$85.46	\$999,323
Sports/Recreation/Exercise Equipment (6)		81	\$145.45	\$1,700,914
Photo Equipment and Supplies (7)		79	\$36.51	\$426,898
Reading (8)		106	\$108.90	\$1,273,456
Catered Affairs (9)		71	\$20.82	\$243,467
Food		91	\$8,446.40	\$98,772,259
Food at Home		93	\$5,092.42	\$59,550,808
Bakery and Cereal Products		93	\$647.12	\$7,567,437
Meats, Poultry, Fish, and Eggs		93	\$1,094.83	\$12,802,968
Dairy Products		94	\$511.91	\$5,986,238
Fruits and Vegetables		95	\$1,003.97	\$11,740,381
Snacks and Other Food at Home (10)		93	\$1,834.60	\$21,453,783
Food Away from Home		88	\$3,353.98	\$39,221,450
Alcoholic Beverages		93	\$584.87	\$6,839,477

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	107	\$29,343.74	\$343,145,649
Value of Retirement Plans	96	\$96,288.54	\$1,125,998,136
Value of Other Financial Assets	140	\$12,053.61	\$140,954,906
Vehicle Loan Amount excluding Interest	89	\$2,534.09	\$29,633,660
Value of Credit Card Debt	88	\$2,438.79	\$28,519,206
Health			
Nonprescription Drugs	100	\$154.67	\$1,808,735
Prescription Drugs	111	\$369.88	\$4,325,435
Eyeglasses and Contact Lenses	92	\$89.37	\$1,045,054
Home			
Mortgage Payment and Basics (11)	88	\$9,400.23	\$109,926,326
Maintenance and Remodeling Services	104	\$2,998.07	\$35,059,401
Maintenance and Remodeling Materials (12)	93	\$571.59	\$6,684,148
Utilities, Fuel, and Public Services	95	\$4,732.27	\$55,339,166
Household Furnishings and Equipment			
Household Textiles (13)	88	\$89.73	\$1,049,251
Furniture	87	\$554.25	\$6,481,351
Rugs	95	\$29.78	\$348,235
Major Appliances (14)	96	\$362.94	\$4,244,255
Housewares (15)	101	\$88.72	\$1,037,539
Small Appliances	90	\$47.29	\$552,979
Luggage	97	\$16.30	\$190,643
Telephones and Accessories	95	\$95.25	\$1,113,849
Household Operations			
Child Care	61	\$323.39	\$3,781,759
Lawn and Garden (16)	105	\$528.14	\$6,176,056
Moving/Storage/Freight Express	91	\$64.46	\$753,797
Housekeeping Supplies (17)	101	\$784.66	\$9,175,773
Insurance			
Owners and Renters Insurance	102	\$638.59	\$7,467,707
Vehicle Insurance	93	\$1,733.64	\$20,273,175
Life/Other Insurance	93	\$561.77	\$6,569,313
Health Insurance	104	\$4,280.01	\$50,050,400
Personal Care Products (18)	95	\$473.20	\$5,533,600
School Books and Supplies (19)	83	\$108.80	\$1,272,308
Smoking Products	83	\$319.48	\$3,736,000
Transportation			
Payments on Vehicles excluding Leases	87	\$2,271.79	\$26,566,359
Gasoline and Motor Oil	89	\$2,134.56	\$24,961,516
Vehicle Maintenance and Repairs	96	\$1,062.28	\$12,422,247
Travel			
Airline Fares	95	\$598.09	\$6,994,073
Lodging on Trips	94	\$669.61	\$7,830,457
Auto/Truck Rental on Trips	98	\$53.89	\$630,235
Food and Drink on Trips	95	\$564.41	\$6,600,169

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 health 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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January 05, 2022



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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	57.9%	Population	194,794	224,386
Traditional Living (12B)	12.1%	Households	93,372	107,575
Down the Road (10D)	9.4%	Families	63,599	72,690
Senior Escapes (9D)	7.5%	Median Age	63.8	64.7
Southern Satellites (10A)	3.8%	Median Household Income	\$57,132	\$62,638
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		80	\$1,690.26	\$157,822,883
Men's		89	\$359.62	\$33,578,084
Women's		83	\$615.82	\$57,500,524
Children's		64	\$199.70	\$18,646,488
Footwear		75	\$377.93	\$35,288,123
Watches & Jewelry		78	\$100.71	\$9,403,938
Apparel Products and Services (1)		93	\$48.93	\$4,568,832
Computer				
Computers and Hardware for Home Use		85	\$143.34	\$13,383,735
Portable Memory		82	\$3.57	\$333,338
Computer Software		81	\$7.82	\$730,282
Computer Accessories		94	\$16.93	\$1,581,121
Entertainment & Recreation		85	\$2,762.06	\$257,899,218
Fees and Admissions		81	\$599.08	\$55,937,668
Membership Fees for Clubs (2)		81	\$202.29	\$18,888,448
Fees for Participant Sports, excl. Trips		102	\$117.84	\$11,003,099
Tickets to Theatre/Operas/Concerts		83	\$67.09	\$6,264,584
Tickets to Movies		79	\$44.14	\$4,121,085
Tickets to Parks or Museums		83	\$28.30	\$2,642,670
Admission to Sporting Events, excl. Trips		76	\$49.00	\$4,575,431
Fees for Recreational Lessons		64	\$89.66	\$8,371,974
Dating Services		63	\$0.75	\$70,377
TV/Video/Audio		90	\$1,055.94	\$98,594,997
Cable and Satellite Television Services		94	\$761.55	\$71,107,519
Televisions		83	\$92.61	\$8,647,351
Satellite Dishes		75	\$1.18	\$109,796
VCRs, Video Cameras, and DVD Players		78	\$3.84	\$358,926
Miscellaneous Video Equipment		86	\$13.38	\$1,249,563
Video Cassettes and DVDs		82	\$6.31	\$589,614
Video Game Hardware/Accessories		70	\$20.27	\$1,893,050
Video Game Software		76	\$12.09	\$1,128,704
Rental/Streaming/Downloaded Video		78	\$54.96	\$5,131,999
Installation of Televisions		126	\$0.93	\$86,628
Audio (3)		81	\$86.52	\$8,078,164
Rental and Repair of TV/Radio/Sound Equipment		77	\$2.29	\$213,684
Pets		88	\$642.93	\$60,031,838
Toys/Games/Crafts/Hobbies (4)		77	\$89.46	\$8,353,113
Recreational Vehicles and Fees (5)		73	\$82.26	\$7,680,774
Sports/Recreation/Exercise Equipment (6)		77	\$138.49	\$12,930,738
Photo Equipment and Supplies (7)		75	\$34.36	\$3,208,433
Reading (8)		97	\$99.94	\$9,331,511
Catered Affairs (9)		67	\$19.75	\$1,844,064
Food		85	\$7,832.58	\$731,343,243
Food at Home		87	\$4,722.54	\$440,953,267
Bakery and Cereal Products		86	\$600.68	\$56,086,579
Meats, Poultry, Fish, and Eggs		86	\$1,015.21	\$94,792,303
Dairy Products		87	\$476.02	\$44,447,332
Fruits and Vegetables		88	\$927.71	\$86,621,836
Snacks and Other Food at Home (10)		87	\$1,702.92	\$159,005,217
Food Away from Home		82	\$3,110.03	\$290,389,976
Alcoholic Beverages		86	\$539.16	\$50,342,007

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	97	\$26,515.30	\$2,475,786,244
Value of Retirement Plans	88	\$88,575.63	\$8,270,483,796
Value of Other Financial Assets	126	\$10,803.79	\$1,008,771,104
Vehicle Loan Amount excluding Interest	83	\$2,362.38	\$220,580,299
Value of Credit Card Debt	82	\$2,276.13	\$212,527,117
Health			
Nonprescription Drugs	93	\$144.09	\$13,453,951
Prescription Drugs	102	\$340.20	\$31,765,455
Eyeglasses and Contact Lenses	86	\$83.70	\$7,815,048
Home			
Mortgage Payment and Basics (11)	82	\$8,747.45	\$816,766,947
Maintenance and Remodeling Services	95	\$2,731.00	\$254,998,744
Maintenance and Remodeling Materials (12)	87	\$537.24	\$50,163,164
Utilities, Fuel, and Public Services	88	\$4,383.42	\$409,288,968
Household Furnishings and Equipment			
Household Textiles (13)	82	\$82.95	\$7,745,009
Furniture	81	\$514.18	\$48,009,813
Rugs	87	\$27.21	\$2,540,957
Major Appliances (14)	89	\$334.14	\$31,198,927
Housewares (15)	93	\$81.64	\$7,623,144
Small Appliances	84	\$44.12	\$4,119,366
Luggage	89	\$14.86	\$1,387,891
Telephones and Accessories	89	\$88.72	\$8,283,572
Household Operations			
Child Care	59	\$312.96	\$29,221,309
Lawn and Garden (16)	97	\$485.18	\$45,302,093
Moving/Storage/Freight Express	83	\$59.38	\$5,544,082
Housekeeping Supplies (17)	93	\$722.78	\$67,487,022
Insurance			
Owners and Renters Insurance	94	\$589.20	\$55,014,436
Vehicle Insurance	86	\$1,602.77	\$149,653,477
Life/Other Insurance	86	\$518.08	\$48,374,156
Health Insurance	95	\$3,932.97	\$367,229,321
Personal Care Products (18)	88	\$437.21	\$40,822,732
School Books and Supplies (19)	78	\$101.63	\$9,489,161
Smoking Products	80	\$305.21	\$28,498,369
Transportation			
Payments on Vehicles excluding Leases	81	\$2,123.18	\$198,245,099
Gasoline and Motor Oil	83	\$1,992.86	\$186,077,745
Vehicle Maintenance and Repairs	89	\$986.46	\$92,107,606
Travel			
Airline Fares	87	\$547.06	\$51,079,726
Lodging on Trips	87	\$615.99	\$57,516,305
Auto/Truck Rental on Trips	89	\$49.11	\$4,585,144
Food and Drink on Trips	87	\$518.88	\$48,449,272

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
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Senior Escapes (9D)	15.1%	Households	166,309	185,853
Traditional Living (12B)	8.3%	Families	112,696	125,232
Down the Road (10D)	7.7%	Median Age	57.7	59.0
Middleburg (4C)	4.5%	Median Household Income	\$54,342	\$59,459
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,624.72	\$270,204,936
Men's		82	\$333.93	\$55,535,431
Women's		80	\$589.46	\$98,033,130
Children's		65	\$203.41	\$33,829,029
Footwear		73	\$367.83	\$61,173,623
Watches & Jewelry		76	\$97.60	\$16,231,750
Apparel Products and Services (1)		85	\$44.70	\$7,434,429
Computer				
Computers and Hardware for Home Use		80	\$134.97	\$22,446,238
Portable Memory		79	\$3.43	\$570,267
Computer Software		77	\$7.40	\$1,230,629
Computer Accessories		87	\$15.71	\$2,613,123
Entertainment & Recreation		82	\$2,637.73	\$438,678,513
Fees and Admissions		76	\$564.51	\$93,883,589
Membership Fees for Clubs (2)		77	\$190.72	\$31,718,889
Fees for Participant Sports, excl. Trips		92	\$105.90	\$17,612,113
Tickets to Theatre/Operas/Concerts		77	\$62.37	\$10,372,038
Tickets to Movies		76	\$42.05	\$6,993,669
Tickets to Parks or Museums		80	\$27.01	\$4,491,904
Admission to Sporting Events, excl. Trips		73	\$46.87	\$7,794,734
Fees for Recreational Lessons		63	\$88.86	\$14,778,752
Dating Services		61	\$0.73	\$121,491
TV/Video/Audio		85	\$1,000.99	\$166,472,985
Cable and Satellite Television Services		89	\$716.57	\$119,171,596
Televisions		79	\$88.56	\$14,727,955
Satellite Dishes		73	\$1.14	\$190,337
VCRs, Video Cameras, and DVD Players		76	\$3.73	\$619,511
Miscellaneous Video Equipment		82	\$12.70	\$2,112,728
Video Cassettes and DVDs		79	\$6.08	\$1,010,606
Video Game Hardware/Accessories		70	\$20.33	\$3,380,870
Video Game Software		74	\$11.86	\$1,973,110
Rental/Streaming/Downloaded Video		76	\$53.56	\$8,907,256
Installation of Televisions		108	\$0.80	\$132,312
Audio (3)		78	\$83.36	\$13,862,832
Rental and Repair of TV/Radio/Sound Equipment		78	\$2.31	\$383,871
Pets		85	\$620.14	\$103,135,565
Toys/Games/Crafts/Hobbies (4)		76	\$87.32	\$14,522,207
Recreational Vehicles and Fees (5)		73	\$82.38	\$13,701,070
Sports/Recreation/Exercise Equipment (6)		77	\$138.11	\$22,969,503
Photo Equipment and Supplies (7)		72	\$33.23	\$5,525,738
Reading (8)		89	\$91.75	\$15,259,249
Catered Affairs (9)		66	\$19.44	\$3,232,757
Food		81	\$7,473.80	\$1,242,959,642
Food at Home		83	\$4,498.16	\$748,083,661
Bakery and Cereal Products		82	\$573.25	\$95,336,998
Meats, Poultry, Fish, and Eggs		82	\$966.10	\$160,671,377
Dairy Products		83	\$453.01	\$75,339,591
Fruits and Vegetables		83	\$877.46	\$145,930,167
Snacks and Other Food at Home (10)		83	\$1,628.33	\$270,805,528
Food Away from Home		78	\$2,975.64	\$494,875,982
Alcoholic Beverages		81	\$506.63	\$84,256,802

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Retail Goods and Services Expenditures

10865 N US Highway 301, Oxford, Florida, 34484
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 28.91446
Longitude: -82.03627

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	89	\$24,184.39	\$4,022,082,395
Value of Retirement Plans	83	\$82,738.59	\$13,760,171,725
Value of Other Financial Assets	110	\$9,435.96	\$1,569,285,522
Vehicle Loan Amount excluding Interest	81	\$2,301.60	\$382,777,520
Value of Credit Card Debt	79	\$2,187.48	\$363,796,840
Health			
Nonprescription Drugs	89	\$138.04	\$22,956,610
Prescription Drugs	95	\$318.94	\$53,042,243
Eyeglasses and Contact Lenses	83	\$79.92	\$13,291,853
Home			
Mortgage Payment and Basics (11)	78	\$8,360.23	\$1,390,380,944
Maintenance and Remodeling Services	88	\$2,539.73	\$422,380,037
Maintenance and Remodeling Materials (12)	86	\$527.95	\$87,803,022
Utilities, Fuel, and Public Services	84	\$4,180.66	\$695,281,036
Household Furnishings and Equipment			
Household Textiles (13)	78	\$79.24	\$13,178,127
Furniture	78	\$495.49	\$82,404,880
Rugs	81	\$25.58	\$4,254,510
Major Appliances (14)	84	\$317.78	\$52,849,638
Housewares (15)	87	\$76.35	\$12,698,345
Small Appliances	80	\$42.32	\$7,038,783
Luggage	83	\$13.84	\$2,301,299
Telephones and Accessories	82	\$81.87	\$13,615,954
Household Operations			
Child Care	60	\$318.50	\$52,968,699
Lawn and Garden (16)	91	\$455.58	\$75,767,828
Moving/Storage/Freight Express	81	\$57.45	\$9,554,067
Housekeeping Supplies (17)	87	\$680.01	\$113,092,192
Insurance			
Owners and Renters Insurance	89	\$558.40	\$92,866,490
Vehicle Insurance	82	\$1,537.20	\$255,650,648
Life/Other Insurance	82	\$493.71	\$82,107,962
Health Insurance	89	\$3,680.71	\$612,134,910
Personal Care Products (18)	83	\$412.37	\$68,580,931
School Books and Supplies (19)	76	\$99.08	\$16,478,633
Smoking Products	80	\$308.09	\$51,237,967
Transportation			
Payments on Vehicles excluding Leases	80	\$2,080.48	\$346,002,156
Gasoline and Motor Oil	80	\$1,937.89	\$322,288,256
Vehicle Maintenance and Repairs	85	\$941.40	\$156,563,583
Travel			
Airline Fares	81	\$509.06	\$84,661,951
Lodging on Trips	82	\$579.37	\$96,354,414
Auto/Truck Rental on Trips	83	\$45.86	\$7,626,376
Food and Drink on Trips	82	\$488.39	\$81,223,956

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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 health 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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January 05, 2022