



Retail Goods and Services Expenditures

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Senior Escapes (9D)	21.5%	Population	35,300	40,398
Traditional Living (12B)	21.1%	Households	15,859	18,253
The Elders (9C)	18.1%	Families	9,682	11,158
Down the Road (10D)	11.1%	Median Age	44.5	44.9
Small Town Simplicity (12C)	8.5%	Median Household Income	\$46,563	\$52,880
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		69	\$1,468.43	\$23,287,823
Men's		71	\$288.07	\$4,568,525
Women's		71	\$524.98	\$8,325,675
Children's		64	\$197.70	\$3,135,270
Footwear		69	\$344.12	\$5,457,419
Watches & Jewelry		68	\$87.82	\$1,392,812
Apparel Products and Services (1)		71	\$37.53	\$595,191
Computer				
Computers and Hardware for Home Use		69	\$115.77	\$1,835,943
Portable Memory		70	\$3.05	\$48,305
Computer Software		68	\$6.57	\$104,226
Computer Accessories		76	\$13.67	\$216,829
Entertainment & Recreation		72	\$2,316.40	\$36,735,836
Fees and Admissions		65	\$478.79	\$7,593,102
Membership Fees for Clubs (2)		65	\$161.77	\$2,565,517
Fees for Participant Sports, excl. Trips		74	\$84.76	\$1,344,265
Tickets to Theatre/Operas/Concerts		66	\$53.22	\$843,980
Tickets to Movies		67	\$36.99	\$586,593
Tickets to Parks or Museums		68	\$23.05	\$365,624
Admission to Sporting Events, excl. Trips		63	\$40.62	\$644,254
Fees for Recreational Lessons		55	\$77.64	\$1,231,240
Dating Services		61	\$0.73	\$11,629
TV/Video/Audio		76	\$886.73	\$14,062,592
Cable and Satellite Television Services		77	\$624.88	\$9,909,943
Televisions		72	\$80.86	\$1,282,331
Satellite Dishes		68	\$1.07	\$16,935
VCRs, Video Cameras, and DVD Players		73	\$3.56	\$56,464
Miscellaneous Video Equipment		71	\$10.98	\$174,168
Video Cassettes and DVDs		74	\$5.67	\$89,920
Video Game Hardware/Accessories		72	\$20.69	\$328,108
Video Game Software		74	\$11.85	\$187,896
Rental/Streaming/Downloaded Video		72	\$50.37	\$798,776
Installation of Televisions		76	\$0.56	\$8,821
Audio (3)		69	\$73.93	\$1,172,394
Rental and Repair of TV/Radio/Sound Equipment		78	\$2.32	\$36,835
Pets		75	\$545.18	\$8,645,992
Toys/Games/Crafts/Hobbies (4)		71	\$82.28	\$1,304,839
Recreational Vehicles and Fees (5)		65	\$73.80	\$1,170,384
Sports/Recreation/Exercise Equipment (6)		69	\$124.89	\$1,980,641
Photo Equipment and Supplies (7)		66	\$30.53	\$484,121
Reading (8)		74	\$76.81	\$1,218,207
Catered Affairs (9)		60	\$17.54	\$278,193
Food		72	\$6,611.83	\$104,857,057
Food at Home		73	\$3,971.78	\$62,988,414
Bakery and Cereal Products		72	\$506.11	\$8,026,359
Meats, Poultry, Fish, and Eggs		73	\$857.02	\$13,591,431
Dairy Products		72	\$396.47	\$6,287,631
Fruits and Vegetables		72	\$764.87	\$12,130,103
Snacks and Other Food at Home (10)		74	\$1,447.31	\$22,952,890
Food Away from Home		70	\$2,640.06	\$41,868,643
Alcoholic Beverages		70	\$437.55	\$6,939,103

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	71	\$19,342.55	\$306,753,507
Value of Retirement Plans	68	\$68,524.21	\$1,086,725,445
Value of Other Financial Assets	87	\$7,493.53	\$118,839,842
Vehicle Loan Amount excluding Interest	74	\$2,109.15	\$33,449,019
Value of Credit Card Debt	70	\$1,952.06	\$30,957,718
Health			
Nonprescription Drugs	78	\$120.89	\$1,917,129
Prescription Drugs	83	\$275.54	\$4,369,723
Eyeglasses and Contact Lenses	73	\$70.62	\$1,120,013
Home			
Mortgage Payment and Basics (11)	66	\$7,071.63	\$112,149,031
Maintenance and Remodeling Services	70	\$2,009.73	\$31,872,270
Maintenance and Remodeling Materials (12)	73	\$447.76	\$7,101,069
Utilities, Fuel, and Public Services	75	\$3,723.74	\$59,054,759
Household Furnishings and Equipment			
Household Textiles (13)	69	\$70.01	\$1,110,345
Furniture	69	\$439.95	\$6,977,156
Rugs	69	\$21.60	\$342,480
Major Appliances (14)	72	\$271.82	\$4,310,778
Housewares (15)	74	\$65.03	\$1,031,321
Small Appliances	72	\$38.08	\$603,953
Luggage	71	\$11.82	\$187,429
Telephones and Accessories	73	\$72.70	\$1,152,896
Household Operations			
Child Care	57	\$300.56	\$4,766,625
Lawn and Garden (16)	75	\$375.88	\$5,961,154
Moving/Storage/Freight Express	71	\$50.65	\$803,296
Housekeeping Supplies (17)	76	\$589.65	\$9,351,251
Insurance			
Owners and Renters Insurance	76	\$477.70	\$7,575,767
Vehicle Insurance	73	\$1,368.96	\$21,710,334
Life/Other Insurance	70	\$423.37	\$6,714,149
Health Insurance	76	\$3,155.95	\$50,050,249
Personal Care Products (18)	73	\$363.08	\$5,758,082
School Books and Supplies (19)	69	\$89.79	\$1,423,944
Smoking Products	80	\$306.82	\$4,865,823
Transportation			
Payments on Vehicles excluding Leases	72	\$1,885.12	\$29,896,099
Gasoline and Motor Oil	73	\$1,748.76	\$27,733,577
Vehicle Maintenance and Repairs	75	\$832.67	\$13,205,363
Travel			
Airline Fares	67	\$421.82	\$6,689,685
Lodging on Trips	69	\$486.22	\$7,710,926
Auto/Truck Rental on Trips	69	\$37.92	\$601,325
Food and Drink on Trips	69	\$413.03	\$6,550,284

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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)	44.6%	Population	157,354	183,666
Traditional Living (12B)	17.0%	Households	71,202	83,433
Senior Escapes (9D)	12.6%	Families	47,379	55,192
Down the Road (10D)	7.7%	Median Age	58.5	59.1
Small Town Simplicity (12C)	2.5%	Median Household Income	\$56,363	\$62,595
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		81	\$1,725.60	\$122,865,825
Men's		88	\$357.07	\$25,424,398
Women's		85	\$625.67	\$44,548,962
Children's		68	\$212.67	\$15,142,224
Footwear		78	\$392.27	\$27,930,717
Watches & Jewelry		80	\$102.96	\$7,330,844
Apparel Products and Services (1)		91	\$48.07	\$3,422,763
Computer				
Computers and Hardware for Home Use		85	\$143.05	\$10,185,599
Portable Memory		84	\$3.65	\$259,649
Computer Software		83	\$7.95	\$566,222
Computer Accessories		94	\$16.90	\$1,203,273
Entertainment & Recreation		86	\$2,786.91	\$198,433,670
Fees and Admissions		81	\$599.27	\$42,669,181
Membership Fees for Clubs (2)		81	\$202.30	\$14,404,125
Fees for Participant Sports, excl. Trips		99	\$113.85	\$8,106,489
Tickets to Theatre/Operas/Concerts		83	\$67.04	\$4,773,245
Tickets to Movies		80	\$44.64	\$3,178,204
Tickets to Parks or Museums		84	\$28.36	\$2,019,088
Admission to Sporting Events, excl. Trips		77	\$49.62	\$3,532,811
Fees for Recreational Lessons		66	\$92.67	\$6,598,174
Dating Services		67	\$0.80	\$57,044
TV/Video/Audio		90	\$1,062.78	\$75,671,992
Cable and Satellite Television Services		94	\$760.05	\$54,117,364
Televisions		84	\$94.43	\$6,723,746
Satellite Dishes		78	\$1.22	\$86,956
VCRs, Video Cameras, and DVD Players		82	\$4.01	\$285,626
Miscellaneous Video Equipment		86	\$13.41	\$954,492
Video Cassettes and DVDs		85	\$6.51	\$463,594
Video Game Hardware/Accessories		75	\$21.83	\$1,554,182
Video Game Software		80	\$12.84	\$914,078
Rental/Streaming/Downloaded Video		81	\$57.17	\$4,070,517
Installation of Televisions		115	\$0.85	\$60,830
Audio (3)		82	\$88.05	\$6,269,374
Rental and Repair of TV/Radio/Sound Equipment		81	\$2.40	\$171,235
Pets		89	\$648.75	\$46,192,275
Toys/Games/Crafts/Hobbies (4)		80	\$93.09	\$6,628,330
Recreational Vehicles and Fees (5)		75	\$85.12	\$6,060,620
Sports/Recreation/Exercise Equipment (6)		80	\$143.43	\$10,212,619
Photo Equipment and Supplies (7)		77	\$35.51	\$2,528,721
Reading (8)		96	\$98.55	\$7,016,619
Catered Affairs (9)		70	\$20.57	\$1,464,604
Food		86	\$7,911.07	\$563,283,871
Food at Home		87	\$4,762.51	\$339,100,163
Bakery and Cereal Products		87	\$606.13	\$43,157,526
Meats, Poultry, Fish, and Eggs		87	\$1,024.12	\$72,919,641
Dairy Products		88	\$479.32	\$34,128,726
Fruits and Vegetables		88	\$930.72	\$66,269,211
Snacks and Other Food at Home (10)		88	\$1,722.21	\$122,625,059
Food Away from Home		83	\$3,148.56	\$224,183,708
Alcoholic Beverages		86	\$540.29	\$38,469,467

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	94	\$25,763.08	\$1,834,383,122
Value of Retirement Plans	88	\$87,755.88	\$6,248,393,904
Value of Other Financial Assets	120	\$10,322.60	\$734,989,970
Vehicle Loan Amount excluding Interest	85	\$2,421.29	\$172,400,668
Value of Credit Card Debt	84	\$2,319.77	\$165,172,325
Health			
Nonprescription Drugs	94	\$144.98	\$10,322,761
Prescription Drugs	101	\$337.48	\$24,029,083
Eyeglasses and Contact Lenses	87	\$84.69	\$6,030,090
Home			
Mortgage Payment and Basics (11)	82	\$8,776.20	\$624,883,112
Maintenance and Remodeling Services	92	\$2,656.86	\$189,173,467
Maintenance and Remodeling Materials (12)	88	\$541.49	\$38,555,100
Utilities, Fuel, and Public Services	89	\$4,426.69	\$315,189,103
Household Furnishings and Equipment			
Household Textiles (13)	83	\$83.88	\$5,972,375
Furniture	82	\$521.80	\$37,153,380
Rugs	86	\$26.98	\$1,920,712
Major Appliances (14)	88	\$333.62	\$23,754,602
Housewares (15)	92	\$81.01	\$5,767,778
Small Appliances	86	\$45.01	\$3,204,856
Luggage	88	\$14.73	\$1,048,628
Telephones and Accessories	89	\$89.07	\$6,342,100
Household Operations			
Child Care	63	\$333.17	\$23,722,281
Lawn and Garden (16)	95	\$477.16	\$33,974,883
Moving/Storage/Freight Express	85	\$60.34	\$4,296,260
Housekeeping Supplies (17)	92	\$720.69	\$51,314,223
Insurance			
Owners and Renters Insurance	94	\$586.43	\$41,755,149
Vehicle Insurance	87	\$1,619.29	\$115,296,986
Life/Other Insurance	86	\$518.47	\$36,915,802
Health Insurance	95	\$3,906.17	\$278,127,326
Personal Care Products (18)	88	\$438.96	\$31,255,124
School Books and Supplies (19)	80	\$104.23	\$7,421,249
Smoking Products	85	\$324.49	\$23,104,415
Transportation			
Payments on Vehicles excluding Leases	83	\$2,172.64	\$154,696,162
Gasoline and Motor Oil	84	\$2,034.11	\$144,832,349
Vehicle Maintenance and Repairs	90	\$996.83	\$70,975,955
Travel			
Airline Fares	86	\$540.94	\$38,516,247
Lodging on Trips	86	\$612.04	\$43,578,481
Auto/Truck Rental on Trips	88	\$48.51	\$3,454,043
Food and Drink on Trips	87	\$516.64	\$36,785,995

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
The Elders (9C)	43.7%	Population	336,588	381,310
Senior Escapes (9D)	15.6%	Households	152,213	172,675
Traditional Living (12B)	8.2%	Families	101,744	114,797
Down the Road (10D)	5.5%	Median Age	60.1	60.9
Middleburg (4C)	2.8%	Median Household Income	\$54,173	\$59,348
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		76	\$1,602.59	\$243,935,294
Men's		82	\$333.29	\$50,731,470
Women's		79	\$582.74	\$88,700,841
Children's		63	\$195.97	\$29,828,785
Footwear		72	\$361.20	\$54,980,058
Watches & Jewelry		75	\$96.29	\$14,657,191
Apparel Products and Services (1)		85	\$44.96	\$6,843,800
Computer				
Computers and Hardware for Home Use		80	\$134.32	\$20,444,907
Portable Memory		78	\$3.39	\$515,818
Computer Software		76	\$7.35	\$1,118,332
Computer Accessories		87	\$15.67	\$2,385,358
Entertainment & Recreation		81	\$2,612.33	\$397,630,511
Fees and Admissions		76	\$559.01	\$85,088,601
Membership Fees for Clubs (2)		76	\$188.90	\$28,752,565
Fees for Participant Sports, excl. Trips		93	\$106.69	\$16,239,256
Tickets to Theatre/Operas/Concerts		77	\$62.01	\$9,439,038
Tickets to Movies		75	\$41.53	\$6,321,659
Tickets to Parks or Museums		79	\$26.74	\$4,070,445
Admission to Sporting Events, excl. Trips		71	\$45.99	\$7,000,133
Fees for Recreational Lessons		61	\$86.44	\$13,157,246
Dating Services		59	\$0.71	\$108,260
TV/Video/Audio		85	\$994.48	\$151,372,935
Cable and Satellite Television Services		89	\$714.72	\$108,789,731
Televisions		78	\$87.33	\$13,292,702
Satellite Dishes		71	\$1.11	\$169,604
VCRs, Video Cameras, and DVD Players		74	\$3.64	\$554,626
Miscellaneous Video Equipment		81	\$12.64	\$1,923,492
Video Cassettes and DVDs		78	\$5.98	\$910,323
Video Game Hardware/Accessories		68	\$19.75	\$3,006,423
Video Game Software		72	\$11.59	\$1,764,124
Rental/Streaming/Downloaded Video		75	\$52.45	\$7,983,229
Installation of Televisions		111	\$0.82	\$125,122
Audio (3)		77	\$82.18	\$12,509,015
Rental and Repair of TV/Radio/Sound Equipment		76	\$2.26	\$344,545
Pets		84	\$614.47	\$93,530,878
Toys/Games/Crafts/Hobbies (4)		74	\$85.37	\$12,993,934
Recreational Vehicles and Fees (5)		71	\$80.17	\$12,202,864
Sports/Recreation/Exercise Equipment (6)		75	\$135.23	\$20,583,408
Photo Equipment and Supplies (7)		71	\$32.53	\$4,951,474
Reading (8)		89	\$92.13	\$14,024,066
Catered Affairs (9)		65	\$19.08	\$2,904,187
Food		80	\$7,408.55	\$1,127,677,369
Food at Home		82	\$4,466.08	\$679,794,886
Bakery and Cereal Products		81	\$568.81	\$86,579,520
Meats, Poultry, Fish, and Eggs		81	\$959.08	\$145,984,586
Dairy Products		82	\$450.35	\$68,548,565
Fruits and Vegetables		83	\$873.28	\$132,924,869
Snacks and Other Food at Home (10)		82	\$1,614.56	\$245,757,346
Food Away from Home		78	\$2,942.47	\$447,882,483
Alcoholic Beverages		80	\$503.61	\$76,656,440

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Retail Goods and Services Expenditures

1315 State Road 44, Leesburg, Florida, 34748
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 28.81432
 Longitude: -81.93189

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	89	\$24,198.39	\$3,683,308,851
Value of Retirement Plans	82	\$82,055.45	\$12,489,905,524
Value of Other Financial Assets	112	\$9,665.44	\$1,471,206,341
Vehicle Loan Amount excluding Interest	79	\$2,259.36	\$343,904,436
Value of Credit Card Debt	78	\$2,157.65	\$328,423,032
Health			
Nonprescription Drugs	89	\$137.24	\$20,889,925
Prescription Drugs	95	\$318.66	\$48,503,834
Eyeglasses and Contact Lenses	82	\$79.18	\$12,051,557
Home			
Mortgage Payment and Basics (11)	77	\$8,233.86	\$1,253,300,844
Maintenance and Remodeling Services	88	\$2,540.62	\$386,715,528
Maintenance and Remodeling Materials (12)	84	\$520.76	\$79,265,986
Utilities, Fuel, and Public Services	83	\$4,144.67	\$630,872,246
Household Furnishings and Equipment			
Household Textiles (13)	77	\$78.39	\$11,932,407
Furniture	76	\$488.09	\$74,294,102
Rugs	81	\$25.34	\$3,857,797
Major Appliances (14)	83	\$314.59	\$47,884,147
Housewares (15)	87	\$76.28	\$11,611,024
Small Appliances	80	\$41.88	\$6,374,169
Luggage	82	\$13.78	\$2,098,021
Telephones and Accessories	82	\$81.66	\$12,429,255
Household Operations			
Child Care	57	\$304.97	\$46,420,248
Lawn and Garden (16)	91	\$454.46	\$69,175,075
Moving/Storage/Freight Express	80	\$56.94	\$8,667,338
Housekeeping Supplies (17)	87	\$678.31	\$103,246,991
Insurance			
Owners and Renters Insurance	89	\$553.97	\$84,321,987
Vehicle Insurance	82	\$1,521.87	\$231,648,973
Life/Other Insurance	81	\$487.85	\$74,257,470
Health Insurance	89	\$3,671.57	\$558,860,737
Personal Care Products (18)	82	\$410.06	\$62,416,614
School Books and Supplies (19)	75	\$97.53	\$14,845,397
Smoking Products	78	\$301.27	\$45,857,228
Transportation			
Payments on Vehicles excluding Leases	78	\$2,041.68	\$310,770,461
Gasoline and Motor Oil	79	\$1,911.26	\$290,918,998
Vehicle Maintenance and Repairs	84	\$933.99	\$142,164,984
Travel			
Airline Fares	81	\$508.20	\$77,353,947
Lodging on Trips	81	\$575.44	\$87,589,797
Auto/Truck Rental on Trips	83	\$45.78	\$6,968,083
Food and Drink on Trips	81	\$485.63	\$73,919,946

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Drive Time: 30 minute radius

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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