



Retail Goods and Services Expenditures

I-35E & FM 664/Ovilla Road
FM-664, Red Oak, Texas, 75154
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 32.53179
Longitude: -96.82211

Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Up and Coming Families (7A)	52.1%	Population	10,142	11,124
Green Acres (6A)	15.9%	Households	3,407	3,725
Down the Road (10D)	15.0%	Families	2,659	2,902
Soccer Moms (4A)	11.1%	Median Age	33.7	33.1
Middleburg (4C)	3.2%	Median Household Income	\$65,753	\$75,081
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		102	\$2,208.88	\$7,525,649
Men's		98	\$405.93	\$1,383,000
Women's		99	\$738.13	\$2,514,819
Children's		109	\$352.83	\$1,202,083
Footwear		101	\$475.60	\$1,620,383
Watches & Jewelry		103	\$147.33	\$501,952
Apparel Products and Services (1)		108	\$89.06	\$303,411
Computer				
Computers and Hardware for Home Use		100	\$170.35	\$580,387
Portable Memory		106	\$5.75	\$19,591
Computer Software		97	\$10.28	\$35,022
Computer Accessories		102	\$19.30	\$65,770
Entertainment & Recreation		99	\$3,177.84	\$10,826,906
Fees and Admissions		102	\$697.48	\$2,376,303
Membership Fees for Clubs (2)		99	\$224.11	\$763,555
Fees for Participant Sports, excl. Trips		105	\$118.47	\$403,634
Tickets to Theatre/Operas/Concerts		93	\$61.28	\$208,767
Tickets to Movies/Museums/Parks		104	\$83.03	\$282,883
Admission to Sporting Events, excl. Trips		101	\$59.66	\$203,267
Fees for Recreational Lessons		109	\$150.29	\$512,025
Dating Services		96	\$0.64	\$2,172
TV/Video/Audio		96	\$1,253.28	\$4,269,940
Cable and Satellite Television Services		94	\$910.02	\$3,100,437
Televisions		99	\$117.04	\$398,767
Satellite Dishes		111	\$1.95	\$6,641
VCRs, Video Cameras, and DVD Players		100	\$5.50	\$18,750
Miscellaneous Video Equipment		103	\$14.87	\$50,648
Video Cassettes and DVDs		103	\$12.81	\$43,648
Video Game Hardware/Accessories		99	\$29.64	\$100,978
Video Game Software		98	\$14.62	\$49,827
Streaming/Downloaded Video		104	\$34.45	\$117,369
Rental of Video Cassettes and DVDs		103	\$13.15	\$44,802
Installation of Televisions		110	\$1.01	\$3,438
Audio (3)		102	\$94.89	\$323,283
Rental and Repair of TV/Radio/Sound Equipment		97	\$3.33	\$11,351
Pets		98	\$621.21	\$2,116,451
Toys/Games/Crafts/Hobbies (4)		102	\$117.74	\$401,130
Recreational Vehicles and Fees (5)		100	\$110.10	\$375,108
Sports/Recreation/Exercise Equipment (6)		105	\$186.69	\$636,043
Photo Equipment and Supplies (7)		110	\$58.59	\$199,603
Reading (8)		94	\$105.35	\$358,936
Catered Affairs (9)		102	\$27.41	\$93,392
Food		100	\$8,495.79	\$28,945,162
Food at Home		98	\$4,916.57	\$16,750,741
Bakery and Cereal Products		97	\$641.62	\$2,186,010
Meats, Poultry, Fish, and Eggs		97	\$1,098.93	\$3,744,039
Dairy Products		96	\$500.00	\$1,703,490
Fruits and Vegetables		98	\$962.53	\$3,279,345
Snacks and Other Food at Home (10)		99	\$1,713.49	\$5,837,857
Food Away from Home		102	\$3,579.23	\$12,194,421
Alcoholic Beverages		98	\$547.03	\$1,863,744

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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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	92	\$4,652.79	\$15,852,050
Value of Retirement Plans	96	\$22,158.18	\$75,492,934
Value of Other Financial Assets	90	\$1,272.45	\$4,335,229
Vehicle Loan Amount excluding Interest	104	\$2,914.56	\$9,929,904
Value of Credit Card Debt	101	\$594.80	\$2,026,479
Health			
Nonprescription Drugs	98	\$130.04	\$443,062
Prescription Drugs	94	\$339.20	\$1,155,656
Eyeglasses and Contact Lenses	97	\$90.40	\$307,977
Home			
Mortgage Payment and Basics (11)	108	\$9,294.95	\$31,667,891
Maintenance and Remodeling Services	104	\$2,121.40	\$7,227,597
Maintenance and Remodeling Materials (12)	101	\$493.05	\$1,679,817
Utilities, Fuel, and Public Services	97	\$4,819.23	\$16,419,116
Household Furnishings and Equipment			
Household Textiles (13)	100	\$98.43	\$335,342
Furniture	102	\$623.92	\$2,125,693
Rugs	88	\$21.62	\$73,653
Major Appliances (14)	103	\$360.27	\$1,227,455
Housewares (15)	98	\$101.75	\$346,661
Small Appliances	95	\$46.57	\$158,681
Luggage	105	\$14.38	\$48,984
Telephones and Accessories	105	\$73.50	\$250,425
Household Operations			
Child Care	108	\$556.41	\$1,895,704
Lawn and Garden (16)	101	\$432.51	\$1,473,570
Moving/Storage/Freight Express	104	\$67.32	\$229,376
Housekeeping Supplies (17)	98	\$705.54	\$2,403,772
Insurance			
Owners and Renters Insurance	101	\$575.21	\$1,959,733
Vehicle Insurance	98	\$1,237.74	\$4,216,970
Life/Other Insurance	98	\$406.27	\$1,384,153
Health Insurance	97	\$3,676.24	\$12,524,944
Personal Care Products (18)	101	\$490.78	\$1,672,090
School Books and Supplies (19)	103	\$153.13	\$521,719
Smoking Products	87	\$362.30	\$1,234,364
Transportation			
Payments on Vehicles excluding Leases	105	\$2,504.60	\$8,533,189
Gasoline and Motor Oil	101	\$2,424.88	\$8,261,558
Vehicle Maintenance and Repairs	100	\$1,074.42	\$3,660,563
Travel			
Airline Fares	99	\$522.02	\$1,778,531
Lodging on Trips	100	\$572.20	\$1,949,499
Auto/Truck Rental on Trips	104	\$28.85	\$98,300
Food and Drink on Trips	100	\$518.57	\$1,766,764

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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
Home Improvement (4B)	21.1%	Population	77,046	84,123
Up and Coming Families (7A)	19.5%	Households	26,107	28,244
Middleburg (4C)	12.1%	Families	20,146	21,874
American Dreamers (7C)	10.9%	Median Age	35.6	35.5
Soccer Moms (4A)	7.7%	Median Household Income	\$62,707	\$69,647
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$2,114.27	\$55,197,260
Men's		95	\$392.22	\$10,239,589
Women's		96	\$712.93	\$18,612,563
Children's		101	\$327.71	\$8,555,403
Footwear		97	\$456.02	\$11,905,441
Watches & Jewelry		98	\$140.43	\$3,666,184
Apparel Products and Services (1)		103	\$84.96	\$2,218,079
Computer				
Computers and Hardware for Home Use		97	\$164.36	\$4,290,862
Portable Memory		101	\$5.50	\$143,580
Computer Software		95	\$10.02	\$261,684
Computer Accessories		98	\$18.52	\$483,578
Entertainment & Recreation		95	\$3,065.40	\$80,028,460
Fees and Admissions		97	\$662.91	\$17,306,525
Membership Fees for Clubs (2)		95	\$215.63	\$5,629,563
Fees for Participant Sports, excl. Trips		100	\$113.26	\$2,956,790
Tickets to Theatre/Operas/Concerts		91	\$59.92	\$1,564,307
Tickets to Movies/Museums/Parks		98	\$78.31	\$2,044,569
Admission to Sporting Events, excl. Trips		96	\$56.90	\$1,485,377
Fees for Recreational Lessons		100	\$138.24	\$3,609,095
Dating Services		96	\$0.64	\$16,823
TV/Video/Audio		94	\$1,232.36	\$32,173,254
Cable and Satellite Television Services		94	\$902.07	\$23,550,279
Televisions		96	\$114.00	\$2,976,081
Satellite Dishes		103	\$1.81	\$47,236
VCRs, Video Cameras, and DVD Players		97	\$5.37	\$140,320
Miscellaneous Video Equipment		97	\$14.06	\$366,962
Video Cassettes and DVDs		98	\$12.20	\$318,473
Video Game Hardware/Accessories		97	\$28.86	\$753,432
Video Game Software		95	\$14.30	\$373,245
Streaming/Downloaded Video		99	\$32.79	\$856,111
Rental of Video Cassettes and DVDs		97	\$12.44	\$324,778
Installation of Televisions		102	\$0.94	\$24,668
Audio (3)		97	\$90.22	\$2,355,464
Rental and Repair of TV/Radio/Sound Equipment		96	\$3.30	\$86,204
Pets		94	\$597.19	\$15,590,910
Toys/Games/Crafts/Hobbies (4)		97	\$111.96	\$2,922,946
Recreational Vehicles and Fees (5)		94	\$103.14	\$2,692,709
Sports/Recreation/Exercise Equipment (6)		98	\$174.80	\$4,563,469
Photo Equipment and Supplies (7)		102	\$54.37	\$1,419,481
Reading (8)		92	\$103.10	\$2,691,675
Catered Affairs (9)		95	\$25.57	\$667,491
Food		96	\$8,182.60	\$213,623,135
Food at Home		95	\$4,763.60	\$124,363,344
Bakery and Cereal Products		95	\$623.12	\$16,267,907
Meats, Poultry, Fish, and Eggs		95	\$1,069.21	\$27,913,900
Dairy Products		93	\$484.00	\$12,635,777
Fruits and Vegetables		95	\$932.40	\$24,342,226
Snacks and Other Food at Home (10)		96	\$1,654.86	\$43,203,533
Food Away from Home		97	\$3,419.00	\$89,259,791
Alcoholic Beverages		94	\$529.21	\$13,816,046

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	91	\$4,583.60	\$119,664,072
Value of Retirement Plans	94	\$21,678.12	\$565,950,805
Value of Other Financial Assets	90	\$1,265.72	\$33,044,149
Vehicle Loan Amount excluding Interest	99	\$2,760.55	\$72,069,802
Value of Credit Card Debt	97	\$572.72	\$14,952,083
Health			
Nonprescription Drugs	95	\$126.87	\$3,312,154
Prescription Drugs	93	\$335.02	\$8,746,372
Eyeglasses and Contact Lenses	94	\$87.66	\$2,288,656
Home			
Mortgage Payment and Basics (11)	101	\$8,699.91	\$227,128,424
Maintenance and Remodeling Services	99	\$2,019.52	\$52,723,700
Maintenance and Remodeling Materials (12)	95	\$465.92	\$12,163,680
Utilities, Fuel, and Public Services	95	\$4,713.07	\$123,044,073
Household Furnishings and Equipment			
Household Textiles (13)	97	\$95.56	\$2,494,754
Furniture	99	\$602.86	\$15,738,824
Rugs	88	\$21.60	\$563,798
Major Appliances (14)	99	\$344.54	\$8,994,836
Housewares (15)	95	\$98.06	\$2,560,059
Small Appliances	93	\$45.38	\$1,184,794
Luggage	99	\$13.62	\$355,638
Telephones and Accessories	98	\$68.67	\$1,792,835
Household Operations			
Child Care	100	\$513.42	\$13,403,810
Lawn and Garden (16)	96	\$413.87	\$10,804,887
Moving/Storage/Freight Express	100	\$64.94	\$1,695,482
Housekeeping Supplies (17)	95	\$683.25	\$17,837,571
Insurance			
Owners and Renters Insurance	98	\$553.91	\$14,461,058
Vehicle Insurance	95	\$1,201.67	\$31,371,960
Life/Other Insurance	94	\$392.57	\$10,248,856
Health Insurance	95	\$3,579.89	\$93,460,127
Personal Care Products (18)	97	\$470.51	\$12,283,600
School Books and Supplies (19)	98	\$146.32	\$3,819,971
Smoking Products	88	\$366.67	\$9,572,693
Transportation			
Payments on Vehicles excluding Leases	100	\$2,378.23	\$62,088,520
Gasoline and Motor Oil	97	\$2,328.57	\$60,792,043
Vehicle Maintenance and Repairs	96	\$1,037.12	\$27,076,032
Travel			
Airline Fares	95	\$500.48	\$13,065,901
Lodging on Trips	96	\$549.14	\$14,336,506
Auto/Truck Rental on Trips	99	\$27.31	\$712,871
Food and Drink on Trips	96	\$496.64	\$12,965,875

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Top Tapestry Segments	Percent	Demographic Summary	2018	2023
Family Foundations (12A)	14.8%	Population	262,230	283,164
Up and Coming Families (7A)	13.2%	Households	89,916	96,266
American Dreamers (7C)	8.9%	Families	66,777	71,816
Home Improvement (4B)	8.6%	Median Age	34.8	35.2
Soccer Moms (4A)	7.3%	Median Household Income	\$54,581	\$59,541
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		88	\$1,904.67	\$171,260,084
Men's		86	\$355.63	\$31,976,751
Women's		86	\$641.63	\$57,692,499
Children's		91	\$294.53	\$26,482,809
Footwear		88	\$413.17	\$37,150,687
Watches & Jewelry		87	\$124.49	\$11,193,934
Apparel Products and Services (1)		91	\$75.22	\$6,763,403
Computer				
Computers and Hardware for Home Use		87	\$148.56	\$13,357,920
Portable Memory		90	\$4.89	\$439,963
Computer Software		87	\$9.15	\$822,333
Computer Accessories		88	\$16.50	\$1,483,431
Entertainment & Recreation		85	\$2,753.41	\$247,575,557
Fees and Admissions		85	\$578.08	\$51,978,338
Membership Fees for Clubs (2)		84	\$188.89	\$16,984,391
Fees for Participant Sports, excl. Trips		88	\$99.10	\$8,910,536
Tickets to Theatre/Operas/Concerts		80	\$53.14	\$4,778,163
Tickets to Movies/Museums/Parks		86	\$69.03	\$6,206,775
Admission to Sporting Events, excl. Trips		84	\$50.08	\$4,502,598
Fees for Recreational Lessons		85	\$117.20	\$10,538,454
Dating Services		96	\$0.64	\$57,421
TV/Video/Audio		87	\$1,139.77	\$102,483,424
Cable and Satellite Television Services		87	\$838.67	\$75,409,673
Televisions		89	\$105.11	\$9,451,462
Satellite Dishes		86	\$1.52	\$136,702
VCRs, Video Cameras, and DVD Players		89	\$4.94	\$444,238
Miscellaneous Video Equipment		86	\$12.48	\$1,121,798
Video Cassettes and DVDs		89	\$11.04	\$992,799
Video Game Hardware/Accessories		91	\$27.21	\$2,446,822
Video Game Software		91	\$13.61	\$1,223,960
Streaming/Downloaded Video		90	\$29.73	\$2,673,306
Rental of Video Cassettes and DVDs		88	\$11.22	\$1,008,522
Installation of Televisions		84	\$0.77	\$69,158
Audio (3)		86	\$80.24	\$7,215,208
Rental and Repair of TV/Radio/Sound Equipment		94	\$3.22	\$289,775
Pets		84	\$531.90	\$47,825,887
Toys/Games/Crafts/Hobbies (4)		87	\$100.56	\$9,041,515
Recreational Vehicles and Fees (5)		81	\$88.42	\$7,950,756
Sports/Recreation/Exercise Equipment (6)		85	\$152.04	\$13,670,426
Photo Equipment and Supplies (7)		89	\$47.30	\$4,253,458
Reading (8)		82	\$92.81	\$8,344,805
Catered Affairs (9)		84	\$22.54	\$2,026,950
Food		87	\$7,436.00	\$668,614,983
Food at Home		87	\$4,356.64	\$391,731,346
Bakery and Cereal Products		87	\$571.32	\$51,370,592
Meats, Poultry, Fish, and Eggs		87	\$984.22	\$88,497,022
Dairy Products		85	\$441.73	\$39,718,724
Fruits and Vegetables		86	\$849.95	\$76,423,892
Snacks and Other Food at Home (10)		87	\$1,509.42	\$135,721,116
Food Away from Home		88	\$3,079.36	\$276,883,637
Alcoholic Beverages		85	\$477.58	\$42,942,403

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Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

I-35E & FM 664/Ovilla Road
FM-664, Red Oak, Texas, 75154
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 32.53179
Longitude: -96.82211

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	79	\$3,988.33	\$358,614,975
Value of Retirement Plans	82	\$19,017.50	\$1,709,977,096
Value of Other Financial Assets	81	\$1,148.87	\$103,301,749
Vehicle Loan Amount excluding Interest	89	\$2,493.28	\$224,185,970
Value of Credit Card Debt	87	\$511.26	\$45,970,686
Health			
Nonprescription Drugs	87	\$115.65	\$10,398,422
Prescription Drugs	85	\$306.99	\$27,603,268
Eyeglasses and Contact Lenses	85	\$78.59	\$7,066,755
Home			
Mortgage Payment and Basics (11)	86	\$7,391.15	\$664,582,946
Maintenance and Remodeling Services	84	\$1,724.63	\$155,071,419
Maintenance and Remodeling Materials (12)	82	\$402.56	\$36,196,621
Utilities, Fuel, and Public Services	87	\$4,324.05	\$388,801,118
Household Furnishings and Equipment			
Household Textiles (13)	87	\$86.17	\$7,747,948
Furniture	89	\$544.22	\$48,933,933
Rugs	80	\$19.73	\$1,774,167
Major Appliances (14)	88	\$306.21	\$27,533,478
Housewares (15)	85	\$87.81	\$7,895,736
Small Appliances	85	\$41.50	\$3,731,368
Luggage	87	\$11.96	\$1,075,053
Telephones and Accessories	85	\$60.09	\$5,402,886
Household Operations			
Child Care	88	\$450.58	\$40,514,437
Lawn and Garden (16)	84	\$363.28	\$32,665,082
Moving/Storage/Freight Express	91	\$59.04	\$5,308,258
Housekeeping Supplies (17)	87	\$620.79	\$55,819,372
Insurance			
Owners and Renters Insurance	86	\$489.73	\$44,034,800
Vehicle Insurance	87	\$1,093.24	\$98,299,722
Life/Other Insurance	83	\$345.20	\$31,038,882
Health Insurance	85	\$3,228.03	\$290,251,452
Personal Care Products (18)	87	\$424.19	\$38,141,875
School Books and Supplies (19)	89	\$132.17	\$11,884,453
Smoking Products	86	\$358.02	\$32,191,300
Transportation			
Payments on Vehicles excluding Leases	90	\$2,139.49	\$192,374,709
Gasoline and Motor Oil	88	\$2,116.19	\$190,279,529
Vehicle Maintenance and Repairs	87	\$934.90	\$84,062,286
Travel			
Airline Fares	83	\$438.47	\$39,425,777
Lodging on Trips	84	\$481.02	\$43,251,585
Auto/Truck Rental on Trips	85	\$23.53	\$2,116,089
Food and Drink on Trips	84	\$436.35	\$39,234,720

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Retail Goods and Services Expenditures

I-35E & FM 664/Ovilla Road
FM-664, Red Oak, Texas, 75154
Drive Time: 15 minute radius

Prepared by Esri
Latitude: 32.53179
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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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February 01, 2019