



Retail Goods and Services Expenditures

Pontiac, Michigan, United States
Ring Band: 0 - 1 mile radius

Prepared by Esri
Latitude: 42.63892
Longitude: -83.29105

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Hardscrabble Road (8G)	34.4%	Population	11,600	11,912
Family Foundations (12A)	18.0%	Households	4,002	4,144
Modest Income Homes (12D)	17.7%	Families	2,231	2,293
City Commons (11E)	13.4%	Median Age	35.1	36.3
Social Security Set (9F)	9.6%	Median Household Income	\$21,355	\$21,310
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		43	\$872.21	\$3,490,599
Men's		42	\$169.61	\$678,798
Women's		42	\$290.97	\$1,164,452
Children's		47	\$150.85	\$603,684
Footwear		44	\$186.66	\$747,003
Watches & Jewelry		41	\$42.40	\$169,698
Apparel Products and Services (1)		44	\$31.73	\$126,964
Computer				
Computers and Hardware for Home Use		44	\$75.46	\$302,003
Portable Memory		45	\$2.12	\$8,489
Computer Software		47	\$6.10	\$24,400
Computer Accessories		42	\$7.45	\$29,826
Entertainment & Recreation		42	\$1,222.77	\$4,893,515
Fees and Admissions		38	\$217.47	\$870,304
Membership Fees for Clubs (2)		38	\$72.04	\$288,308
Fees for Participant Sports, excl. Trips		38	\$33.66	\$134,719
Tickets to Theatre/Operas/Concerts		38	\$20.24	\$81,012
Tickets to Movies/Museums/Parks		40	\$26.82	\$107,332
Admission to Sporting Events, excl. Trips		42	\$22.15	\$88,630
Fees for Recreational Lessons		34	\$42.14	\$168,645
Dating Services		59	\$0.41	\$1,658
TV/Video/Audio		47	\$561.79	\$2,248,300
Cable and Satellite Television Services		47	\$424.06	\$1,697,108
Televisions		46	\$50.85	\$203,495
Satellite Dishes		40	\$0.59	\$2,347
VCRs, Video Cameras, and DVD Players		44	\$3.59	\$14,356
Miscellaneous Video Equipment		52	\$4.03	\$16,134
Video Cassettes and DVDs		45	\$8.28	\$33,143
Video Game Hardware/Accessories		50	\$12.72	\$50,900
Video Game Software		50	\$6.91	\$27,661
Streaming/Downloaded Video		43	\$7.86	\$31,447
Rental of Video Cassettes and DVDs		44	\$7.23	\$28,918
Installation of Televisions		47	\$0.43	\$1,702
Audio (3)		41	\$33.42	\$133,749
Rental and Repair of TV/Radio/Sound Equipment		47	\$1.83	\$7,342
Pets		40	\$212.68	\$851,147
Toys/Games/Crafts/Hobbies (4)		43	\$49.47	\$197,969
Recreational Vehicles and Fees (5)		36	\$38.28	\$153,193
Sports/Recreation/Exercise Equipment (6)		34	\$56.96	\$227,944
Photo Equipment and Supplies (7)		41	\$22.38	\$89,568
Reading (8)		41	\$54.27	\$217,207
Catered Affairs (9)		37	\$9.47	\$37,883
Food		45	\$3,624.95	\$14,507,052
Food at Home		46	\$2,281.55	\$9,130,746
Bakery and Cereal Products		46	\$312.56	\$1,250,853
Meats, Poultry, Fish, and Eggs		47	\$517.44	\$2,070,782
Dairy Products		45	\$237.84	\$951,844
Fruits and Vegetables		45	\$428.64	\$1,715,402
Snacks and Other Food at Home (10)		46	\$785.07	\$3,141,866
Food Away from Home		43	\$1,343.40	\$5,376,305
Alcoholic Beverages		43	\$219.35	\$877,819

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	41	\$3,054.63	\$12,224,622
Value of Retirement Plans	36	\$9,473.26	\$37,911,997
Value of Other Financial Assets	46	\$515.70	\$2,063,835
Vehicle Loan Amount excluding Interest	44	\$1,084.07	\$4,338,453
Value of Credit Card Debt	42	\$241.18	\$965,199
Health			
Nonprescription Drugs	43	\$53.55	\$214,299
Prescription Drugs	44	\$185.36	\$741,816
Eyeglasses and Contact Lenses	41	\$37.03	\$148,211
Home			
Mortgage Payment and Basics (11)	36	\$3,106.59	\$12,432,559
Maintenance and Remodeling Services	37	\$641.07	\$2,565,556
Maintenance and Remodeling Materials (12)	38	\$139.14	\$556,820
Utilities, Fuel, and Public Services	46	\$2,245.71	\$8,987,333
Household Furnishings and Equipment			
Household Textiles (13)	43	\$37.48	\$150,011
Furniture	44	\$215.61	\$862,876
Rugs	39	\$9.53	\$38,139
Major Appliances (14)	38	\$108.65	\$434,828
Housewares (15)	42	\$35.07	\$140,358
Small Appliances	43	\$20.25	\$81,029
Luggage	40	\$3.74	\$14,968
Telephones and Accessories	48	\$34.37	\$137,550
Household Operations			
Child Care	41	\$174.75	\$699,350
Lawn and Garden (16)	36	\$146.54	\$586,470
Moving/Storage/Freight Express	42	\$26.52	\$106,146
Housekeeping Supplies (17)	44	\$310.72	\$1,243,517
Insurance			
Owners and Renters Insurance	41	\$189.60	\$758,774
Vehicle Insurance	45	\$500.44	\$2,002,778
Life/Other Insurance	39	\$160.88	\$643,840
Health Insurance	43	\$1,443.75	\$5,777,890
Personal Care Products (18)	43	\$187.32	\$749,672
School Books and Supplies (19)	42	\$69.32	\$277,419
Smoking Products	53	\$217.94	\$872,198
Transportation			
Payments on Vehicles excluding Leases	43	\$893.52	\$3,575,868
Gasoline and Motor Oil	45	\$1,386.87	\$5,550,257
Vehicle Maintenance and Repairs	43	\$441.09	\$1,765,255
Travel			
Airline Fares	37	\$168.94	\$676,098
Lodging on Trips	38	\$174.37	\$697,817
Auto/Truck Rental on Trips	36	\$8.77	\$35,082
Food and Drink on Trips	38	\$167.21	\$669,169

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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
Hardscrabble Road (8G)	16.1%	Population	61,146	62,715
Traditional Living (12B)	14.9%	Households	23,972	24,644
Modest Income Homes (12D)	11.8%	Families	14,433	14,741
Rustbelt Traditions (5D)	10.2%	Median Age	36.8	37.1
Old and Newcomers (8F)	8.7%	Median Household Income	\$37,658	\$38,393
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		74	\$1,480.56	\$35,492,005
Men's		72	\$289.61	\$6,942,571
Women's		73	\$498.44	\$11,948,648
Children's		78	\$250.16	\$5,996,782
Footwear		73	\$315.10	\$7,553,574
Watches & Jewelry		72	\$74.89	\$1,795,273
Apparel Products and Services (1)		73	\$52.36	\$1,255,157
Computer				
Computers and Hardware for Home Use		74	\$128.71	\$3,085,444
Portable Memory		77	\$3.63	\$86,927
Computer Software		78	\$10.15	\$243,423
Computer Accessories		73	\$13.02	\$312,097
Entertainment & Recreation		73	\$2,129.21	\$51,041,457
Fees and Admissions		68	\$391.68	\$9,389,403
Membership Fees for Clubs (2)		67	\$128.94	\$3,090,962
Fees for Participant Sports, excl. Trips		68	\$61.21	\$1,467,408
Tickets to Theatre/Operas/Concerts		69	\$36.43	\$873,249
Tickets to Movies/Museums/Parks		70	\$46.62	\$1,117,694
Admission to Sporting Events, excl. Trips		74	\$39.65	\$950,558
Fees for Recreational Lessons		64	\$78.20	\$1,874,552
Dating Services		90	\$0.62	\$14,981
TV/Video/Audio		78	\$935.49	\$22,425,528
Cable and Satellite Television Services		78	\$701.40	\$16,813,977
Televisions		77	\$84.91	\$2,035,483
Satellite Dishes		71	\$1.03	\$24,668
VCRs, Video Cameras, and DVD Players		75	\$6.09	\$145,871
Miscellaneous Video Equipment		91	\$6.99	\$167,569
Video Cassettes and DVDs		76	\$14.01	\$335,875
Video Game Hardware/Accessories		83	\$21.17	\$507,449
Video Game Software		83	\$11.38	\$272,782
Streaming/Downloaded Video		76	\$13.72	\$328,871
Rental of Video Cassettes and DVDs		76	\$12.36	\$296,387
Installation of Televisions		80	\$0.74	\$17,639
Audio (3)		72	\$58.79	\$1,409,247
Rental and Repair of TV/Radio/Sound Equipment		74	\$2.91	\$69,709
Pets		71	\$381.55	\$9,146,466
Toys/Games/Crafts/Hobbies (4)		75	\$86.22	\$2,066,965
Recreational Vehicles and Fees (5)		68	\$73.10	\$1,752,344
Sports/Recreation/Exercise Equipment (6)		65	\$106.95	\$2,563,920
Photo Equipment and Supplies (7)		72	\$39.87	\$955,741
Reading (8)		74	\$96.88	\$2,322,495
Catered Affairs (9)		67	\$17.46	\$418,594
Food		76	\$6,121.89	\$146,753,948
Food at Home		77	\$3,832.45	\$91,871,540
Bakery and Cereal Products		78	\$523.50	\$12,549,372
Meats, Poultry, Fish, and Eggs		77	\$858.64	\$20,583,302
Dairy Products		76	\$403.52	\$9,673,227
Fruits and Vegetables		76	\$723.07	\$17,333,466
Snacks and Other Food at Home (10)		77	\$1,323.72	\$31,732,174
Food Away from Home		74	\$2,289.44	\$54,882,408
Alcoholic Beverages		74	\$378.72	\$9,078,784

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$5,419.11	\$129,906,925
Value of Retirement Plans	68	\$17,827.77	\$427,367,229
Value of Other Financial Assets	79	\$890.35	\$21,343,384
Vehicle Loan Amount excluding Interest	76	\$1,852.69	\$44,412,749
Value of Credit Card Debt	73	\$418.81	\$10,039,625
Health			
Nonprescription Drugs	74	\$92.06	\$2,206,924
Prescription Drugs	76	\$318.13	\$7,626,172
Eyeglasses and Contact Lenses	73	\$65.42	\$1,568,307
Home			
Mortgage Payment and Basics (11)	68	\$5,826.50	\$139,672,781
Maintenance and Remodeling Services	69	\$1,213.17	\$29,082,014
Maintenance and Remodeling Materials (12)	73	\$263.61	\$6,319,330
Utilities, Fuel, and Public Services	77	\$3,772.19	\$90,426,989
Household Furnishings and Equipment			
Household Textiles (13)	74	\$64.66	\$1,550,082
Furniture	75	\$367.17	\$8,801,842
Rugs	71	\$17.39	\$416,985
Major Appliances (14)	70	\$198.74	\$4,764,131
Housewares (15)	73	\$60.95	\$1,461,166
Small Appliances	74	\$34.89	\$836,423
Luggage	71	\$6.57	\$157,397
Telephones and Accessories	81	\$57.75	\$1,384,457
Household Operations			
Child Care	72	\$303.20	\$7,268,406
Lawn and Garden (16)	68	\$276.27	\$6,622,732
Moving/Storage/Freight Express	71	\$44.74	\$1,072,451
Housekeeping Supplies (17)	76	\$530.74	\$12,722,867
Insurance			
Owners and Renters Insurance	74	\$341.26	\$8,180,760
Vehicle Insurance	76	\$846.69	\$20,296,814
Life/Other Insurance	71	\$292.85	\$7,020,138
Health Insurance	75	\$2,521.02	\$60,433,995
Personal Care Products (18)	74	\$320.83	\$7,691,005
School Books and Supplies (19)	73	\$119.91	\$2,874,372
Smoking Products	86	\$351.63	\$8,429,381
Transportation			
Payments on Vehicles excluding Leases	75	\$1,554.18	\$37,256,848
Gasoline and Motor Oil	77	\$2,358.16	\$56,529,869
Vehicle Maintenance and Repairs	74	\$767.20	\$18,391,257
Travel			
Airline Fares	67	\$307.25	\$7,365,480
Lodging on Trips	69	\$319.75	\$7,665,012
Auto/Truck Rental on Trips	66	\$15.90	\$381,201
Food and Drink on Trips	69	\$304.13	\$7,290,582

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Ring Band: 3 - 5 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Rustbelt Traditions (5D)	13.4%	Population	79,667	81,610
Top Tier (1A)	11.0%	Households	32,884	33,795
Exurbanites (1E)	10.2%	Families	20,491	20,903
Comfortable Empty Nesters (5A)	9.9%	Median Age	40.6	41.1
Bright Young Professionals (8C)	9.7%	Median Household Income	\$63,656	\$74,091
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		131	\$2,631.96	\$86,549,426
Men's		131	\$526.41	\$17,310,347
Women's		132	\$901.29	\$29,638,034
Children's		129	\$415.09	\$13,649,799
Footwear		129	\$554.23	\$18,225,191
Watches & Jewelry		133	\$138.34	\$4,549,329
Apparel Products and Services (1)		134	\$96.60	\$3,176,726
Computer				
Computers and Hardware for Home Use		134	\$232.08	\$7,631,761
Portable Memory		134	\$6.32	\$207,751
Computer Software		136	\$17.65	\$580,477
Computer Accessories		133	\$23.64	\$777,530
Entertainment & Recreation		130	\$3,778.77	\$124,260,949
Fees and Admissions		135	\$776.31	\$25,528,327
Membership Fees for Clubs (2)		135	\$258.10	\$8,487,500
Fees for Participant Sports, excl. Trips		135	\$120.88	\$3,975,102
Tickets to Theatre/Operas/Concerts		138	\$72.60	\$2,387,528
Tickets to Movies/Museums/Parks		132	\$87.94	\$2,891,924
Admission to Sporting Events, excl. Trips		139	\$73.91	\$2,430,546
Fees for Recreational Lessons		131	\$161.88	\$5,323,329
Dating Services		143	\$0.99	\$32,398
TV/Video/Audio		129	\$1,551.66	\$51,024,733
Cable and Satellite Television Services		128	\$1,148.25	\$37,759,035
Televisions		132	\$144.93	\$4,766,026
Satellite Dishes		118	\$1.73	\$56,877
VCRs, Video Cameras, and DVD Players		132	\$10.67	\$350,894
Miscellaneous Video Equipment		136	\$10.49	\$345,083
Video Cassettes and DVDs		129	\$23.90	\$786,080
Video Game Hardware/Accessories		134	\$34.29	\$1,127,613
Video Game Software		135	\$18.55	\$609,889
Streaming/Downloaded Video		133	\$24.24	\$797,182
Rental of Video Cassettes and DVDs		131	\$21.34	\$701,778
Installation of Televisions		134	\$1.23	\$40,325
Audio (3)		131	\$106.98	\$3,518,067
Rental and Repair of TV/Radio/Sound Equipment		128	\$5.04	\$165,882
Pets		127	\$678.41	\$22,308,852
Toys/Games/Crafts/Hobbies (4)		128	\$146.71	\$4,824,272
Recreational Vehicles and Fees (5)		128	\$137.67	\$4,527,097
Sports/Recreation/Exercise Equipment (6)		126	\$207.76	\$6,831,940
Photo Equipment and Supplies (7)		132	\$72.87	\$2,396,323
Reading (8)		132	\$172.88	\$5,685,129
Catered Affairs (9)		133	\$34.49	\$1,134,275
Food		130	\$10,475.16	\$344,465,249
Food at Home		129	\$6,430.86	\$211,472,289
Bakery and Cereal Products		129	\$868.80	\$28,569,628
Meats, Poultry, Fish, and Eggs		128	\$1,425.87	\$46,888,392
Dairy Products		128	\$679.31	\$22,338,480
Fruits and Vegetables		130	\$1,241.29	\$40,818,575
Snacks and Other Food at Home (10)		129	\$2,215.58	\$72,857,214
Food Away from Home		131	\$4,044.31	\$132,992,961
Alcoholic Beverages		134	\$684.86	\$22,521,041

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March 16, 2017



Retail Goods and Services Expenditures

Pontiac, Michigan, United States
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 42.63892
 Longitude: -83.29105

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	142	\$10,650.15	\$350,219,494
Value of Retirement Plans	133	\$34,810.20	\$1,144,698,551
Value of Other Financial Assets	140	\$1,584.50	\$52,104,826
Vehicle Loan Amount excluding Interest	130	\$3,157.33	\$103,825,717
Value of Credit Card Debt	128	\$733.71	\$24,127,308
Health			
Nonprescription Drugs	129	\$159.76	\$5,253,582
Prescription Drugs	126	\$526.95	\$17,328,249
Eyeglasses and Contact Lenses	128	\$114.78	\$3,774,396
Home			
Mortgage Payment and Basics (11)	129	\$11,030.33	\$362,721,447
Maintenance and Remodeling Services	130	\$2,271.19	\$74,685,968
Maintenance and Remodeling Materials (12)	124	\$449.83	\$14,792,128
Utilities, Fuel, and Public Services	128	\$6,236.85	\$205,092,676
Household Furnishings and Equipment			
Household Textiles (13)	131	\$114.23	\$3,756,413
Furniture	133	\$652.75	\$21,464,879
Rugs	134	\$32.83	\$1,079,534
Major Appliances (14)	127	\$361.09	\$11,874,181
Housewares (15)	132	\$110.11	\$3,620,696
Small Appliances	130	\$61.34	\$2,017,157
Luggage	136	\$12.58	\$413,675
Telephones and Accessories	133	\$94.54	\$3,108,952
Household Operations			
Child Care	130	\$550.56	\$18,104,626
Lawn and Garden (16)	127	\$519.19	\$17,073,156
Moving/Storage/Freight Express	133	\$84.14	\$2,766,948
Housekeeping Supplies (17)	129	\$906.50	\$29,809,295
Insurance			
Owners and Renters Insurance	126	\$582.01	\$19,138,692
Vehicle Insurance	129	\$1,444.18	\$47,490,292
Life/Other Insurance	129	\$533.85	\$17,555,017
Health Insurance	128	\$4,333.85	\$142,514,284
Personal Care Products (18)	130	\$564.17	\$18,552,228
School Books and Supplies (19)	131	\$215.28	\$7,079,243
Smoking Products	125	\$510.27	\$16,779,764
Transportation			
Payments on Vehicles excluding Leases	127	\$2,648.67	\$87,098,984
Gasoline and Motor Oil	128	\$3,920.69	\$128,927,955
Vehicle Maintenance and Repairs	130	\$1,341.70	\$44,120,468
Travel			
Airline Fares	134	\$611.57	\$20,110,930
Lodging on Trips	133	\$614.99	\$20,223,231
Auto/Truck Rental on Trips	133	\$31.84	\$1,046,967
Food and Drink on Trips	132	\$577.22	\$18,981,253

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Retail Goods and Services Expenditures

Pontiac, Michigan, United States
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Latitude: 42.63892
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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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