



Retail Goods and Services Expenditures

53959, Reedsburg, Wisconsin
 Drive Distance: 5 mile radius

City of Reedsburg WI. - Economic
 Latitude: 43.53566
 Longitude: -90.00336

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Rustbelt Traditions (5D)	35.3%	Population	11,177	11,622
Parks and Rec (5C)	28.7%	Households	4,541	4,697
Front Porches (8E)	13.6%	Families	2,930	3,023
Down the Road (10D)	11.4%	Median Age	38.1	38.3
Salt of the Earth (6B)	8.8%	Median Household Income	\$46,851	\$54,520
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		73	\$1,471.92	\$6,683,977
Men's		73	\$291.44	\$1,323,447
Women's		73	\$501.41	\$2,276,901
Children's		73	\$235.85	\$1,070,985
Footwear		73	\$314.62	\$1,428,711
Watches & Jewelry		74	\$76.31	\$346,508
Apparel Products and Services (1)		73	\$52.28	\$237,425
Computer				
Computers and Hardware for Home Use		73	\$126.31	\$573,565
Portable Memory		75	\$3.51	\$15,926
Computer Software		76	\$9.81	\$44,557
Computer Accessories		75	\$13.30	\$60,385
Entertainment & Recreation		74	\$2,151.99	\$9,772,198
Fees and Admissions		74	\$424.23	\$1,926,439
Membership Fees for Clubs (2)		73	\$140.11	\$636,256
Fees for Participant Sports, excl. Trips		73	\$65.67	\$298,197
Tickets to Theatre/Operas/Concerts		75	\$39.47	\$179,216
Tickets to Movies/Museums/Parks		72	\$47.52	\$215,800
Admission to Sporting Events, excl. Trips		78	\$41.39	\$187,950
Fees for Recreational Lessons		73	\$89.52	\$406,504
Dating Services		80	\$0.55	\$2,516
TV/Video/Audio		74	\$892.30	\$4,051,923
Cable and Satellite Television Services		74	\$667.16	\$3,029,561
Televisions		74	\$81.29	\$369,156
Satellite Dishes		67	\$0.98	\$4,453
VCRs, Video Cameras, and DVD Players		72	\$5.80	\$26,349
Miscellaneous Video Equipment		82	\$6.30	\$28,621
Video Cassettes and DVDs		73	\$13.40	\$60,864
Video Game Hardware/Accessories		75	\$19.20	\$87,167
Video Game Software		73	\$10.04	\$45,610
Streaming/Downloaded Video		72	\$13.09	\$59,441
Rental of Video Cassettes and DVDs		72	\$11.72	\$53,200
Installation of Televisions		79	\$0.73	\$3,319
Audio (3)		73	\$59.84	\$271,751
Rental and Repair of TV/Radio/Sound Equipment		70	\$2.74	\$12,431
Pets		73	\$393.39	\$1,786,396
Toys/Games/Crafts/Hobbies (4)		75	\$86.01	\$390,569
Recreational Vehicles and Fees (5)		75	\$80.42	\$365,189
Sports/Recreation/Exercise Equipment (6)		70	\$115.42	\$524,101
Photo Equipment and Supplies (7)		75	\$41.17	\$186,942
Reading (8)		76	\$99.78	\$453,081
Catered Affairs (9)		75	\$19.28	\$87,558
Food		74	\$5,947.23	\$27,006,394
Food at Home		74	\$3,694.01	\$16,774,478
Bakery and Cereal Products		75	\$504.29	\$2,289,964
Meats, Poultry, Fish, and Eggs		74	\$818.76	\$3,717,993
Dairy Products		74	\$395.19	\$1,794,559
Fruits and Vegetables		74	\$708.03	\$3,215,177
Snacks and Other Food at Home (10)		74	\$1,267.74	\$5,756,785
Food Away from Home		73	\$2,253.23	\$10,231,917
Alcoholic Beverages		74	\$380.84	\$1,729,373

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	75	\$5,620.50	\$25,522,669
Value of Retirement Plans	77	\$20,071.31	\$91,143,810
Value of Other Financial Assets	74	\$841.73	\$3,822,280
Vehicle Loan Amount excluding Interest	72	\$1,751.68	\$7,954,366
Value of Credit Card Debt	77	\$437.70	\$1,987,585
Health			
Nonprescription Drugs	73	\$91.01	\$413,266
Prescription Drugs	75	\$312.60	\$1,419,495
Eyeglasses and Contact Lenses	76	\$67.72	\$307,504
Home			
Mortgage Payment and Basics (11)	77	\$6,591.54	\$29,932,182
Maintenance and Remodeling Services	78	\$1,361.86	\$6,184,224
Maintenance and Remodeling Materials (12)	79	\$285.28	\$1,295,444
Utilities, Fuel, and Public Services	75	\$3,654.73	\$16,596,142
Household Furnishings and Equipment			
Household Textiles (13)	75	\$65.09	\$295,559
Furniture	73	\$360.64	\$1,637,649
Rugs	79	\$19.26	\$87,441
Major Appliances (14)	74	\$209.25	\$950,226
Housewares (15)	74	\$61.50	\$279,274
Small Appliances	75	\$35.25	\$160,086
Luggage	74	\$6.84	\$31,052
Telephones and Accessories	78	\$55.63	\$252,631
Household Operations			
Child Care	74	\$314.49	\$1,428,101
Lawn and Garden (16)	74	\$300.53	\$1,364,706
Moving/Storage/Freight Express	67	\$42.70	\$193,888
Housekeeping Supplies (17)	74	\$521.15	\$2,366,547
Insurance			
Owners and Renters Insurance	77	\$356.18	\$1,617,420
Vehicle Insurance	74	\$827.60	\$3,758,147
Life/Other Insurance	76	\$315.46	\$1,432,526
Health Insurance	76	\$2,563.37	\$11,640,276
Personal Care Products (18)	73	\$317.11	\$1,440,007
School Books and Supplies (19)	71	\$116.90	\$530,845
Smoking Products	76	\$309.98	\$1,407,609
Transportation			
Payments on Vehicles excluding Leases	73	\$1,523.77	\$6,919,460
Gasoline and Motor Oil	74	\$2,266.25	\$10,291,026
Vehicle Maintenance and Repairs	74	\$767.62	\$3,485,743
Travel			
Airline Fares	74	\$335.36	\$1,522,887
Lodging on Trips	75	\$346.63	\$1,574,045
Auto/Truck Rental on Trips	70	\$16.81	\$76,323
Food and Drink on Trips	74	\$325.80	\$1,479,456

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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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December 19, 2016



Retail Goods and Services Expenditures

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City of Reedsburg WI. - Economic
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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Salt of the Earth (6B)	20.6%	Population	29,748	30,959
Rustbelt Traditions (5D)	16.9%	Households	11,700	12,129
Parks and Rec (5C)	11.1%	Families	7,917	8,187
Prairie Living (6D)	11.0%	Median Age	40.7	41.4
Middleburg (4C)	7.1%	Median Household Income	\$50,655	\$56,856
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,593.10	\$18,639,260
Men's		78	\$313.76	\$3,670,995
Women's		80	\$550.74	\$6,443,631
Children's		79	\$253.17	\$2,962,097
Footwear		79	\$340.16	\$3,979,892
Watches & Jewelry		79	\$82.03	\$959,704
Apparel Products and Services (1)		74	\$53.24	\$622,941
Computer				
Computers and Hardware for Home Use		77	\$132.61	\$1,551,533
Portable Memory		80	\$3.76	\$43,992
Computer Software		78	\$10.11	\$118,241
Computer Accessories		80	\$14.28	\$167,038
Entertainment & Recreation		82	\$2,402.07	\$28,104,209
Fees and Admissions		75	\$431.25	\$5,045,652
Membership Fees for Clubs (2)		75	\$142.98	\$1,672,876
Fees for Participant Sports, excl. Trips		75	\$66.86	\$782,215
Tickets to Theatre/Operas/Concerts		76	\$40.16	\$469,822
Tickets to Movies/Museums/Parks		74	\$48.97	\$572,959
Admission to Sporting Events, excl. Trips		80	\$42.45	\$496,703
Fees for Recreational Lessons		73	\$89.34	\$1,045,283
Dating Services		72	\$0.50	\$5,795
TV/Video/Audio		83	\$996.59	\$11,660,123
Cable and Satellite Television Services		84	\$751.06	\$8,787,346
Televisions		79	\$86.95	\$1,017,369
Satellite Dishes		85	\$1.24	\$14,505
VCRs, Video Cameras, and DVD Players		78	\$6.34	\$74,121
Miscellaneous Video Equipment		91	\$6.99	\$81,837
Video Cassettes and DVDs		82	\$15.18	\$177,660
Video Game Hardware/Accessories		82	\$20.98	\$245,413
Video Game Software		80	\$11.09	\$129,698
Streaming/Downloaded Video		79	\$14.40	\$168,523
Rental of Video Cassettes and DVDs		80	\$13.01	\$152,190
Installation of Televisions		83	\$0.76	\$8,843
Audio (3)		80	\$65.74	\$769,205
Rental and Repair of TV/Radio/Sound Equipment		73	\$2.86	\$33,415
Pets		87	\$467.61	\$5,471,083
Toys/Games/Crafts/Hobbies (4)		85	\$96.94	\$1,134,150
Recreational Vehicles and Fees (5)		88	\$94.84	\$1,109,668
Sports/Recreation/Exercise Equipment (6)		83	\$136.74	\$1,599,915
Photo Equipment and Supplies (7)		81	\$44.68	\$522,794
Reading (8)		86	\$112.79	\$1,319,663
Catered Affairs (9)		80	\$20.61	\$241,161
Food		82	\$6,620.29	\$77,457,438
Food at Home		83	\$4,137.83	\$48,412,650
Bakery and Cereal Products		84	\$566.80	\$6,631,551
Meats, Poultry, Fish, and Eggs		82	\$915.78	\$10,714,572
Dairy Products		85	\$448.63	\$5,248,916
Fruits and Vegetables		81	\$777.10	\$9,092,032
Snacks and Other Food at Home (10)		84	\$1,429.54	\$16,725,579
Food Away from Home		80	\$2,482.46	\$29,044,788
Alcoholic Beverages		80	\$410.01	\$4,797,111

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	82	\$6,128.01	\$71,697,676
Value of Retirement Plans	87	\$22,713.88	\$265,752,416
Value of Other Financial Assets	93	\$1,047.43	\$12,254,979
Vehicle Loan Amount excluding Interest	84	\$2,038.57	\$23,851,242
Value of Credit Card Debt	84	\$479.27	\$5,607,434
Health			
Nonprescription Drugs	85	\$105.57	\$1,235,215
Prescription Drugs	89	\$373.45	\$4,369,379
Eyeglasses and Contact Lenses	87	\$77.77	\$909,933
Home			
Mortgage Payment and Basics (11)	83	\$7,073.08	\$82,755,052
Maintenance and Remodeling Services	87	\$1,533.82	\$17,945,647
Maintenance and Remodeling Materials (12)	94	\$342.79	\$4,010,699
Utilities, Fuel, and Public Services	84	\$4,109.43	\$48,080,334
Household Furnishings and Equipment			
Household Textiles (13)	81	\$70.56	\$825,538
Furniture	78	\$385.85	\$4,514,393
Rugs	81	\$19.81	\$231,764
Major Appliances (14)	85	\$241.99	\$2,831,324
Housewares (15)	82	\$68.17	\$797,636
Small Appliances	81	\$38.37	\$448,984
Luggage	77	\$7.08	\$82,810
Telephones and Accessories	84	\$59.94	\$701,261
Household Operations			
Child Care	76	\$320.80	\$3,753,324
Lawn and Garden (16)	88	\$358.84	\$4,198,428
Moving/Storage/Freight Express	73	\$46.39	\$542,762
Housekeeping Supplies (17)	84	\$589.57	\$6,897,953
Insurance			
Owners and Renters Insurance	91	\$420.58	\$4,920,836
Vehicle Insurance	83	\$924.47	\$10,816,290
Life/Other Insurance	87	\$360.21	\$4,214,413
Health Insurance	87	\$2,921.26	\$34,178,745
Personal Care Products (18)	81	\$352.65	\$4,126,057
School Books and Supplies (19)	79	\$129.44	\$1,514,405
Smoking Products	92	\$377.91	\$4,421,542
Transportation			
Payments on Vehicles excluding Leases	86	\$1,796.32	\$21,016,939
Gasoline and Motor Oil	85	\$2,614.59	\$30,590,683
Vehicle Maintenance and Repairs	84	\$869.64	\$10,174,730
Travel			
Airline Fares	77	\$349.92	\$4,094,069
Lodging on Trips	82	\$379.75	\$4,443,033
Auto/Truck Rental on Trips	76	\$18.28	\$213,901
Food and Drink on Trips	82	\$358.54	\$4,194,969

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Prairie Living (6D)	12.8%	Population	72,369	74,503
Rustbelt Traditions (5D)	10.2%	Households	29,080	29,848
Salt of the Earth (6B)	9.5%	Families	18,985	19,429
Front Porches (8E)	9.5%	Median Age	41.4	42.1
Heartland Communities (6F)	8.6%	Median Household Income	\$49,778	\$55,189
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		79	\$1,587.86	\$46,174,844
Men's		78	\$312.41	\$9,084,838
Women's		80	\$550.63	\$16,012,321
Children's		79	\$253.40	\$7,368,844
Footwear		79	\$339.16	\$9,862,887
Watches & Jewelry		78	\$80.62	\$2,344,388
Apparel Products and Services (1)		72	\$51.64	\$1,501,566
Computer				
Computers and Hardware for Home Use		76	\$131.17	\$3,814,516
Portable Memory		79	\$3.72	\$108,266
Computer Software		76	\$9.88	\$287,264
Computer Accessories		79	\$14.02	\$407,765
Entertainment & Recreation		83	\$2,407.81	\$70,019,115
Fees and Admissions		71	\$410.21	\$11,928,939
Membership Fees for Clubs (2)		71	\$136.67	\$3,974,494
Fees for Participant Sports, excl. Trips		70	\$63.07	\$1,834,035
Tickets to Theatre/Operas/Concerts		73	\$38.38	\$1,115,970
Tickets to Movies/Museums/Parks		72	\$47.83	\$1,390,765
Admission to Sporting Events, excl. Trips		75	\$40.21	\$1,169,408
Fees for Recreational Lessons		68	\$83.57	\$2,430,130
Dating Services		71	\$0.49	\$14,137
TV/Video/Audio		84	\$1,014.09	\$29,489,615
Cable and Satellite Television Services		86	\$768.25	\$22,340,764
Televisions		79	\$86.42	\$2,513,001
Satellite Dishes		89	\$1.30	\$37,877
VCRs, Video Cameras, and DVD Players		79	\$6.40	\$186,233
Miscellaneous Video Equipment		87	\$6.70	\$194,732
Video Cassettes and DVDs		84	\$15.60	\$453,596
Video Game Hardware/Accessories		83	\$21.29	\$619,231
Video Game Software		82	\$11.31	\$328,910
Streaming/Downloaded Video		80	\$14.56	\$423,284
Rental of Video Cassettes and DVDs		81	\$13.28	\$386,143
Installation of Televisions		75	\$0.69	\$20,017
Audio (3)		80	\$65.32	\$1,899,401
Rental and Repair of TV/Radio/Sound Equipment		76	\$2.97	\$86,426
Pets		89	\$477.01	\$13,871,593
Toys/Games/Crafts/Hobbies (4)		85	\$97.46	\$2,834,159
Recreational Vehicles and Fees (5)		87	\$93.20	\$2,710,273
Sports/Recreation/Exercise Equipment (6)		85	\$140.29	\$4,079,616
Photo Equipment and Supplies (7)		79	\$43.48	\$1,264,342
Reading (8)		86	\$112.64	\$3,275,467
Catered Affairs (9)		75	\$19.43	\$565,111
Food		83	\$6,686.01	\$194,429,272
Food at Home		84	\$4,202.43	\$122,206,668
Bakery and Cereal Products		85	\$576.18	\$16,755,236
Meats, Poultry, Fish, and Eggs		84	\$931.22	\$27,079,756
Dairy Products		86	\$458.08	\$13,320,841
Fruits and Vegetables		82	\$782.74	\$22,762,014
Snacks and Other Food at Home (10)		85	\$1,454.22	\$42,288,820
Food Away from Home		80	\$2,483.58	\$72,222,604
Alcoholic Beverages		79	\$406.07	\$11,808,592

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



Retail Goods and Services Expenditures

53959, Reedsburg, Wisconsin
Drive Distance: 25 mile radius

City of Reedsburg WI. - Economic
Latitude: 43.53566
Longitude: -90.00336

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	79	\$5,896.46	\$171,469,159
Value of Retirement Plans	84	\$21,987.03	\$639,382,863
Value of Other Financial Assets	92	\$1,043.35	\$30,340,662
Vehicle Loan Amount excluding Interest	85	\$2,074.04	\$60,313,085
Value of Credit Card Debt	83	\$474.56	\$13,800,231
Health			
Nonprescription Drugs	87	\$107.89	\$3,137,461
Prescription Drugs	92	\$385.86	\$11,220,937
Eyeglasses and Contact Lenses	87	\$78.06	\$2,269,963
Home			
Mortgage Payment and Basics (11)	79	\$6,757.52	\$196,508,612
Maintenance and Remodeling Services	85	\$1,492.30	\$43,396,012
Maintenance and Remodeling Materials (12)	94	\$340.55	\$9,903,309
Utilities, Fuel, and Public Services	86	\$4,171.83	\$121,316,855
Household Furnishings and Equipment			
Household Textiles (13)	81	\$70.18	\$2,040,900
Furniture	78	\$381.48	\$11,093,444
Rugs	77	\$18.88	\$549,047
Major Appliances (14)	85	\$241.80	\$7,031,496
Housewares (15)	81	\$68.15	\$1,981,760
Small Appliances	82	\$38.50	\$1,119,604
Luggage	73	\$6.75	\$196,374
Telephones and Accessories	83	\$59.15	\$1,719,970
Household Operations			
Child Care	73	\$306.94	\$8,925,862
Lawn and Garden (16)	89	\$362.06	\$10,528,722
Moving/Storage/Freight Express	76	\$48.35	\$1,406,032
Housekeeping Supplies (17)	85	\$596.27	\$17,339,669
Insurance			
Owners and Renters Insurance	91	\$421.35	\$12,252,806
Vehicle Insurance	84	\$936.20	\$27,224,651
Life/Other Insurance	85	\$353.47	\$10,278,858
Health Insurance	87	\$2,937.84	\$85,432,413
Personal Care Products (18)	82	\$354.70	\$10,314,820
School Books and Supplies (19)	79	\$130.25	\$3,787,665
Smoking Products	99	\$405.10	\$11,780,367
Transportation			
Payments on Vehicles excluding Leases	87	\$1,820.28	\$52,933,800
Gasoline and Motor Oil	87	\$2,672.52	\$77,716,881
Vehicle Maintenance and Repairs	85	\$877.38	\$25,514,118
Travel			
Airline Fares	74	\$337.00	\$9,799,844
Lodging on Trips	79	\$368.47	\$10,715,113
Auto/Truck Rental on Trips	75	\$18.03	\$524,429
Food and Drink on Trips	80	\$351.07	\$10,209,072

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Retail Goods and Services Expenditures

53959, Reedsburg, Wisconsin
Drive Distance: 25 mile radius

City of Reedsburg WI. - Economic
Latitude: 43.53566
Longitude: -90.00336

- (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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December 19, 2016