

Top Tapestry Segments	Percent	Demographic Summary	2013	2018
Salt of the Earth	38.2%	Population	28,704	28,224
Southern Satellites	18.9%	Households	10,864	10,705
Rustbelt Traditions	11.2%	Families	7,418	7,260
Simple Living	8.7%	Median Age	39.1	39.4
Midland Crowd	4.5%	Median Household Income	\$39,584	\$50,244
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		45	\$1,027.27	\$11,160,294
Men's		44	\$185.85	\$2,019,021
Women's		40	\$316.98	\$3,443,618
Children's		51	\$190.57	\$2,070,390
Footwear		35	\$147.15	\$1,598,680
Watches & Jewelry		66	\$99.01	\$1,075,593
Apparel Products and Services (1)		93	\$87.72	\$952,992
Computer				
Computers and Hardware for Home Use		68	\$139.63	\$1,516,988
Portable Memory		70	\$5.30	\$57,570
Computer Software		65	\$12.82	\$139,301
Computer Accessories		73	\$12.14	\$131,845
Entertainment & Recreation		76	\$2,474.41	\$26,881,984
Fees and Admissions		62	\$391.86	\$4,257,145
Membership Fees for Clubs (2)		64	\$107.51	\$1,167,938
Fees for Participant Sports, excl. Trips		60	\$71.11	\$772,591
Admission to Movie/Theatre/Opera/Ballet		61	\$96.57	\$1,049,111
Admission to Sporting Events, excl. Trips		69	\$43.24	\$469,781
Fees for Recreational Lessons		59	\$73.07	\$793,849
Dating Services		84	\$0.36	\$3,875
TV/Video/Audio		76	\$981.07	\$10,658,348
Cable and Satellite Television Services		79	\$681.70	\$7,405,958
Televisions		73	\$115.73	\$1,257,244
Satellite Dishes		84	\$1.33	\$14,431
VCRs, Video Cameras, and DVD Players		67	\$8.65	\$94,016
Miscellaneous Video Equipment		61	\$4.69	\$50,929
Video Cassettes and DVDs		72	\$25.28	\$274,654
Video Game Hardware/Accessories		70	\$18.95	\$205,841
Video Game Software		73	\$21.91	\$238,082
Streaming/Downloaded Video		56	\$2.09	\$22,689
Rental of Video Cassettes and DVDs		69	\$18.78	\$204,073
Installation of Televisions		58	\$0.50	\$5,441
Audio (3)		67	\$77.46	\$841,498
Rental and Repair of TV/Radio/Sound Equipment		83	\$4.00	\$43,493
Pets		99	\$525.93	\$5,713,735
Toys and Games (4)		73	\$101.41	\$1,101,716
Recreational Vehicles and Fees (5)		75	\$169.06	\$1,836,655
Sports/Recreation/Exercise Equipment (6)		67	\$119.69	\$1,300,317
Photo Equipment and Supplies (7)		71	\$55.34	\$601,202
Reading (8)		74	\$114.54	\$1,244,387
Catered Affairs (9)		59	\$15.51	\$168,480
Food		74	\$6,070.55	\$65,950,502
Food at Home		76	\$3,821.04	\$41,511,812
Bakery and Cereal Products		77	\$541.42	\$5,881,971
Meats, Poultry, Fish, and Eggs		75	\$828.99	\$9,006,152
Dairy Products		77	\$413.59	\$4,493,206
Fruits and Vegetables		73	\$692.90	\$7,527,644
Snacks and Other Food at Home (10)		78	\$1,344.15	\$14,602,840
Food Away from Home		70	\$2,249.51	\$24,438,690
Alcoholic Beverages		67	\$357.78	\$3,886,937
Nonalcoholic Beverages at Home		77	\$366.60	\$3,982,753

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.

Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	37	\$777.13	\$8,442,700
Vehicle Loans	78	\$2,978.62	\$32,359,699
Health			
Nonprescription Drugs	84	\$103.88	\$1,128,502
Prescription Drugs	87	\$421.58	\$4,580,027
Eyeglasses and Contact Lenses	81	\$69.37	\$753,610
Home			
Mortgage Payment and Basics (11)	69	\$6,519.21	\$70,824,748
Maintenance and Remodeling Services	76	\$1,231.98	\$13,384,280
Maintenance and Remodeling Materials (12)	95	\$276.19	\$3,000,553
Utilities, Fuel, and Public Services	78	\$3,949.23	\$42,904,398
Household Furnishings and Equipment			
Household Textiles (13)	71	\$75.30	\$818,015
Furniture	72	\$344.85	\$3,746,469
Rugs	72	\$18.23	\$198,099
Major Appliances (14)	80	\$221.27	\$2,403,848
Housewares (15)	63	\$46.87	\$509,245
Small Appliances	78	\$34.92	\$379,405
Luggage	60	\$5.37	\$58,388
Telephones and Accessories	61	\$32.51	\$353,165
Household Operations			
Child Care	62	\$275.50	\$2,993,005
Lawn and Garden (16)	83	\$353.02	\$3,835,223
Moving/Storage/Freight Express	62	\$40.40	\$438,928
Housekeeping Supplies (17)	78	\$556.53	\$6,046,092
Insurance			
Owners and Renters Insurance	82	\$402.59	\$4,373,785
Vehicle Insurance	74	\$879.23	\$9,551,978
Life/Other Insurance	83	\$363.65	\$3,950,680
Health Insurance	80	\$1,996.69	\$21,691,993
Personal Care Products (18)	71	\$316.31	\$3,436,347
School Books and Supplies (19)	75	\$141.08	\$1,532,706
Smoking Products	91	\$443.25	\$4,815,476
Transportation			
Vehicle Purchases (Net Outlay) (20)	78	\$2,816.24	\$30,595,631
Gasoline and Motor Oil	80	\$2,473.35	\$26,870,423
Vehicle Maintenance and Repairs	74	\$808.84	\$8,787,251
Travel			
Airline Fares	60	\$276.29	\$3,001,664
Lodging on Trips	71	\$301.99	\$3,280,809
Auto/Truck/Van Rental on Trips	61	\$20.47	\$222,376
Food and Drink on Trips	70	\$305.42	\$3,318,084

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Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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.

Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

202 E Chicago Rd: 202 E Chicago Rd, Jonesville, Michigan ...
 Drive Time: 30 minute radius

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Latitude: 41.98319826

Longitude: -84.6632945

Top Tapestry Segments	Percent	Demographic Summary	2013	2018
Salt of the Earth	26.7%	Population	120,183	119,293
Southern Satellites	14.8%	Households	45,100	44,918
Rustbelt Traditions	10.3%	Families	31,681	31,345
Rural Resort Dwellers	10.2%	Median Age	41.7	42.4
Green Acres	7.4%	Median Household Income	\$44,404	\$53,571
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		51	\$1,161.18	\$52,369,325
Men's		50	\$210.94	\$9,513,332
Women's		45	\$360.19	\$16,244,433
Children's		57	\$212.31	\$9,575,029
Footwear		39	\$165.84	\$7,479,557
Watches & Jewelry		76	\$114.30	\$5,154,739
Apparel Products and Services (1)		103	\$97.61	\$4,402,237
Computer				
Computers and Hardware for Home Use		78	\$158.56	\$7,151,134
Portable Memory		78	\$5.93	\$267,664
Computer Software		74	\$14.68	\$661,875
Computer Accessories		84	\$14.04	\$633,267
Entertainment & Recreation		87	\$2,824.64	\$127,391,332
Fees and Admissions		73	\$457.71	\$20,642,514
Membership Fees for Clubs (2)		75	\$125.59	\$5,664,063
Fees for Participant Sports, excl. Trips		71	\$84.03	\$3,789,578
Admission to Movie/Theatre/Opera/Ballet		71	\$111.73	\$5,039,202
Admission to Sporting Events, excl. Trips		80	\$50.17	\$2,262,824
Fees for Recreational Lessons		69	\$85.79	\$3,869,030
Dating Services		93	\$0.40	\$17,818
TV/Video/Audio		86	\$1,102.25	\$49,711,316
Cable and Satellite Television Services		89	\$764.84	\$34,494,240
Televisions		82	\$130.46	\$5,883,689
Satellite Dishes		96	\$1.52	\$68,608
VCRs, Video Cameras, and DVD Players		76	\$9.78	\$440,994
Miscellaneous Video Equipment		70	\$5.37	\$242,353
Video Cassettes and DVDs		80	\$28.25	\$1,274,071
Video Game Hardware/Accessories		77	\$20.82	\$938,904
Video Game Software		81	\$24.21	\$1,091,876
Streaming/Downloaded Video		65	\$2.43	\$109,459
Rental of Video Cassettes and DVDs		77	\$21.14	\$953,243
Installation of Televisions		70	\$0.60	\$27,056
Audio (3)		76	\$88.21	\$3,978,047
Rental and Repair of TV/Radio/Sound Equipment		96	\$4.63	\$208,776
Pets		113	\$600.19	\$27,068,603
Toys and Games (4)		82	\$114.03	\$5,142,652
Recreational Vehicles and Fees (5)		89	\$201.44	\$9,084,949
Sports/Recreation/Exercise Equipment (6)		76	\$136.38	\$6,150,731
Photo Equipment and Supplies (7)		81	\$63.03	\$2,842,719
Reading (8)		86	\$131.70	\$5,939,536
Catered Affairs (9)		68	\$17.92	\$808,311
Food		83	\$6,845.75	\$308,743,419
Food at Home		86	\$4,305.51	\$194,178,302
Bakery and Cereal Products		86	\$609.67	\$27,496,080
Meats, Poultry, Fish, and Eggs		84	\$932.99	\$42,078,010
Dairy Products		87	\$467.00	\$21,061,922
Fruits and Vegetables		82	\$783.81	\$35,349,699
Snacks and Other Food at Home (10)		87	\$1,512.03	\$68,192,591
Food Away from Home		80	\$2,540.25	\$114,565,117
Alcoholic Beverages		76	\$406.57	\$18,336,354
Nonalcoholic Beverages at Home		87	\$411.41	\$18,554,480

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	52	\$1,079.88	\$48,702,736
Vehicle Loans	87	\$3,341.03	\$150,680,675
Health			
Nonprescription Drugs	95	\$117.89	\$5,316,859
Prescription Drugs	99	\$480.90	\$21,688,756
Eyeglasses and Contact Lenses	92	\$79.37	\$3,579,713
Home			
Mortgage Payment and Basics (11)	81	\$7,677.18	\$346,240,971
Maintenance and Remodeling Services	90	\$1,452.33	\$65,500,167
Maintenance and Remodeling Materials (12)	109	\$315.52	\$14,230,174
Utilities, Fuel, and Public Services	88	\$4,447.27	\$200,571,877
Household Furnishings and Equipment			
Household Textiles (13)	81	\$85.65	\$3,862,691
Furniture	82	\$393.46	\$17,745,244
Rugs	83	\$21.02	\$948,109
Major Appliances (14)	92	\$254.16	\$11,462,554
Housewares (15)	72	\$53.56	\$2,415,448
Small Appliances	89	\$39.70	\$1,790,245
Luggage	71	\$6.31	\$284,449
Telephones and Accessories	68	\$36.42	\$1,642,718
Household Operations			
Child Care	70	\$311.45	\$14,046,193
Lawn and Garden (16)	97	\$410.41	\$18,509,481
Moving/Storage/Freight Express	70	\$45.69	\$2,060,828
Housekeeping Supplies (17)	89	\$629.75	\$28,401,879
Insurance			
Owners and Renters Insurance	94	\$465.05	\$20,973,727
Vehicle Insurance	84	\$995.86	\$44,913,491
Life/Other Insurance	96	\$420.13	\$18,947,804
Health Insurance	92	\$2,280.90	\$102,868,404
Personal Care Products (18)	81	\$359.32	\$16,205,265
School Books and Supplies (19)	83	\$156.19	\$7,044,330
Smoking Products	100	\$487.06	\$21,966,373
Transportation			
Vehicle Purchases (Net Outlay) (20)	88	\$3,177.73	\$143,315,471
Gasoline and Motor Oil	90	\$2,774.38	\$125,124,725
Vehicle Maintenance and Repairs	84	\$921.97	\$41,580,734
Travel			
Airline Fares	71	\$324.86	\$14,651,102
Lodging on Trips	83	\$353.56	\$15,945,539
Auto/Truck/Van Rental on Trips	72	\$24.35	\$1,098,383
Food and Drink on Trips	81	\$355.77	\$16,045,444

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- (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.
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- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
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Rustbelt Traditions	10.4%	Households	129,853	129,928
Southern Satellites	9.4%	Families	87,967	87,367
Green Acres	8.1%	Median Age	40.6	41.3
Home Town	7.0%	Median Household Income	\$42,486	\$51,405
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		49	\$1,115.74	\$144,881,839
Men's		48	\$201.67	\$26,187,414
Women's		43	\$344.54	\$44,739,365
Children's		55	\$205.14	\$26,638,487
Footwear		37	\$158.37	\$20,564,749
Watches & Jewelry		73	\$108.98	\$14,151,791
Apparel Products and Services (1)		102	\$97.03	\$12,600,034
Computer				
Computers and Hardware for Home Use		74	\$151.17	\$19,630,116
Portable Memory		76	\$5.78	\$750,691
Computer Software		71	\$14.02	\$1,819,991
Computer Accessories		79	\$13.14	\$1,706,833
Entertainment & Recreation		81	\$2,648.73	\$343,946,165
Fees and Admissions		70	\$437.73	\$56,840,695
Membership Fees for Clubs (2)		72	\$119.34	\$15,496,623
Fees for Participant Sports, excl. Trips		68	\$80.53	\$10,456,782
Admission to Movie/Theatre/Opera/Ballet		68	\$107.44	\$13,951,377
Admission to Sporting Events, excl. Trips		76	\$48.01	\$6,234,886
Fees for Recreational Lessons		66	\$82.03	\$10,651,455
Dating Services		88	\$0.38	\$49,571
TV/Video/Audio		81	\$1,042.82	\$135,412,923
Cable and Satellite Television Services		83	\$718.81	\$93,339,225
Televisions		79	\$124.94	\$16,223,595
Satellite Dishes		90	\$1.42	\$184,928
VCRs, Video Cameras, and DVD Players		73	\$9.45	\$1,226,766
Miscellaneous Video Equipment		70	\$5.38	\$698,291
Video Cassettes and DVDs		77	\$27.21	\$3,533,019
Video Game Hardware/Accessories		76	\$20.41	\$2,650,066
Video Game Software		79	\$23.53	\$3,055,883
Streaming/Downloaded Video		63	\$2.36	\$306,411
Rental of Video Cassettes and DVDs		74	\$20.38	\$2,646,198
Installation of Televisions		67	\$0.58	\$75,702
Audio (3)		73	\$84.16	\$10,928,372
Rental and Repair of TV/Radio/Sound Equipment		87	\$4.19	\$544,467
Pets		103	\$550.78	\$71,519,827
Toys and Games (4)		78	\$108.24	\$14,055,001
Recreational Vehicles and Fees (5)		81	\$182.46	\$23,692,408
Sports/Recreation/Exercise Equipment (6)		71	\$126.81	\$16,466,649
Photo Equipment and Supplies (7)		77	\$59.63	\$7,743,242
Reading (8)		80	\$122.90	\$15,958,970
Catered Affairs (9)		66	\$17.38	\$2,256,452
Food		79	\$6,480.09	\$841,459,123
Food at Home		81	\$4,063.61	\$527,672,376
Bakery and Cereal Products		81	\$574.77	\$74,635,399
Meats, Poultry, Fish, and Eggs		80	\$881.69	\$114,490,290
Dairy Products		82	\$438.48	\$56,937,337
Fruits and Vegetables		78	\$742.92	\$96,470,751
Snacks and Other Food at Home (10)		82	\$1,425.76	\$185,138,598
Food Away from Home		76	\$2,416.48	\$313,786,747
Alcoholic Beverages		73	\$388.42	\$50,437,314
Nonalcoholic Beverages at Home		82	\$388.37	\$50,430,817

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.

Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	48	\$989.69	\$128,514,682
Vehicle Loans	82	\$3,142.33	\$408,040,357
Health			
Nonprescription Drugs	87	\$108.48	\$14,086,224
Prescription Drugs	91	\$439.77	\$57,105,691
Eyeglasses and Contact Lenses	85	\$73.46	\$9,539,159
Home			
Mortgage Payment and Basics (11)	75	\$7,138.87	\$927,004,000
Maintenance and Remodeling Services	82	\$1,320.39	\$171,456,967
Maintenance and Remodeling Materials (12)	97	\$281.41	\$36,541,477
Utilities, Fuel, and Public Services	83	\$4,181.14	\$542,933,954
Household Furnishings and Equipment			
Household Textiles (13)	77	\$80.87	\$10,501,616
Furniture	77	\$372.28	\$48,341,810
Rugs	77	\$19.68	\$2,556,100
Major Appliances (14)	85	\$233.64	\$30,338,592
Housewares (15)	67	\$50.37	\$6,540,540
Small Appliances	83	\$37.02	\$4,806,994
Luggage	68	\$6.06	\$787,103
Telephones and Accessories	66	\$35.25	\$4,577,095
Household Operations			
Child Care	68	\$302.60	\$39,293,799
Lawn and Garden (16)	87	\$371.67	\$48,262,367
Moving/Storage/Freight Express	69	\$45.39	\$5,893,566
Housekeeping Supplies (17)	83	\$589.64	\$76,566,248
Insurance			
Owners and Renters Insurance	87	\$426.40	\$55,368,843
Vehicle Insurance	79	\$941.15	\$122,211,664
Life/Other Insurance	88	\$383.21	\$49,760,535
Health Insurance	85	\$2,115.88	\$274,752,832
Personal Care Products (18)	76	\$340.39	\$44,200,637
School Books and Supplies (19)	80	\$150.74	\$19,574,618
Smoking Products	94	\$455.05	\$59,089,135
Transportation			
Vehicle Purchases (Net Outlay) (20)	83	\$2,973.29	\$386,090,775
Gasoline and Motor Oil	84	\$2,602.71	\$337,970,219
Vehicle Maintenance and Repairs	79	\$867.67	\$112,670,124
Travel			
Airline Fares	67	\$310.21	\$40,281,606
Lodging on Trips	77	\$328.19	\$42,616,582
Auto/Truck/Van Rental on Trips	68	\$22.97	\$2,982,520
Food and Drink on Trips	76	\$332.39	\$43,161,296

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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.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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