



Retail Demand Outlook

692 US-206, Hillsborough, New Jersey, 08844
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 40.49582
 Longitude: -74.64778

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Enterprising Professionals (2D)	66.0%	Population	7,875	8,282
Savvy Suburbanites (1D)	13.3%	Households	3,461	3,629
Professional Pride (1B)	12.9%	Families	2,185	2,285
Pleasantville (2B)	4.8%	Median Age	40.5	40.9
City Lights (8A)	3.0%	Median Household Income	\$100,627	\$109,302
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$10,234,501	\$12,049,421	\$1,814,920
Men's		\$1,997,389	\$2,348,690	\$351,301
Women's		\$3,573,837	\$4,212,992	\$639,155
Children's		\$1,505,142	\$1,767,819	\$262,677
Footwear		\$2,370,153	\$2,791,213	\$421,060
Watches & Jewelry		\$609,818	\$718,673	\$108,855
Apparel Products and Services (1)		\$269,962	\$318,153	\$48,191
Computer				
Computers and Hardware for Home Use		\$856,544	\$1,006,744	\$150,200
Portable Memory		\$20,659	\$24,302	\$3,643
Computer Software		\$50,249	\$58,956	\$8,707
Computer Accessories		\$81,717	\$96,627	\$14,910
Entertainment & Recreation		\$15,036,162	\$17,763,426	\$2,727,264
Fees and Admissions		\$3,890,740	\$4,601,080	\$710,340
Membership Fees for Clubs (2)		\$1,293,458	\$1,529,045	\$235,587
Fees for Participant Sports, excl. Trips		\$609,451	\$719,507	\$110,056
Tickets to Theatre/Operas/Concerts		\$410,488	\$487,666	\$77,178
Tickets to Movies		\$275,942	\$324,216	\$48,274
Tickets to Parks or Museums		\$170,334	\$200,185	\$29,851
Admission to Sporting Events, excl. Trips		\$332,988	\$395,413	\$62,425
Fees for Recreational Lessons		\$791,918	\$937,866	\$145,948
Dating Services		\$6,161	\$7,183	\$1,022
TV/Video/Audio		\$5,141,687	\$6,072,469	\$930,782
Cable and Satellite Television Services		\$3,438,247	\$4,069,322	\$631,075
Televisions		\$513,814	\$604,915	\$91,101
Satellite Dishes		\$6,324	\$7,453	\$1,129
VCRs, Video Cameras, and DVD Players		\$21,817	\$25,729	\$3,912
Miscellaneous Video Equipment		\$71,558	\$85,058	\$13,500
Video Cassettes and DVDs		\$32,834	\$38,653	\$5,819
Video Game Hardware/Accessories		\$129,440	\$151,405	\$21,965
Video Game Software		\$70,977	\$83,023	\$12,046
Rental/Streaming/Downloaded Video		\$323,779	\$379,651	\$55,872
Installation of Televisions		\$4,057	\$4,795	\$738
Audio (3)		\$518,148	\$609,915	\$91,767
Rental and Repair of TV/Radio/Sound Equipment		\$10,691	\$12,548	\$1,857
Pets		\$3,245,271	\$3,833,668	\$588,397
Toys/Games/Crafts/Hobbies (4)		\$518,227	\$610,408	\$92,181
Recreational Vehicles and Fees (5)		\$537,579	\$641,003	\$103,424
Sports/Recreation/Exercise Equipment (6)		\$839,383	\$986,097	\$146,714
Photo Equipment and Supplies (7)		\$233,539	\$274,156	\$40,617
Reading (8)		\$472,367	\$559,383	\$87,016
Catered Affairs (9)		\$158,929	\$186,965	\$28,036
Food		\$43,770,718	\$51,524,661	\$7,753,943
Food at Home		\$25,279,901	\$29,787,107	\$4,507,206
Bakery and Cereal Products		\$3,222,513	\$3,801,347	\$578,834
Meats, Poultry, Fish, and Eggs		\$5,460,099	\$6,433,760	\$973,661
Dairy Products		\$2,558,610	\$3,015,964	\$457,354
Fruits and Vegetables		\$5,034,468	\$5,930,700	\$896,232
Snacks and Other Food at Home (10)		\$9,004,211	\$10,605,337	\$1,601,126
Food Away from Home		\$18,490,817	\$21,737,554	\$3,246,737
Alcoholic Beverages		\$3,223,803	\$3,798,723	\$574,920

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$135,037,843	\$160,289,737	\$25,251,894
Value of Retirement Plans	\$485,266,069	\$579,663,663	\$94,397,594
Value of Other Financial Assets	\$40,578,711	\$48,268,146	\$7,689,435
Vehicle Loan Amount excluding Interest	\$13,093,836	\$15,380,210	\$2,286,374
Value of Credit Card Debt	\$13,248,976	\$15,646,455	\$2,397,479
Health			
Nonprescription Drugs	\$639,827	\$755,337	\$115,510
Prescription Drugs	\$1,253,756	\$1,491,583	\$237,827
Eyeglasses and Contact Lenses	\$423,431	\$502,270	\$78,839
Home			
Mortgage Payment and Basics (11)	\$53,308,094	\$63,393,071	\$10,084,977
Maintenance and Remodeling Services	\$13,896,639	\$16,541,200	\$2,644,561
Maintenance and Remodeling Materials (12)	\$2,750,019	\$3,263,442	\$513,423
Utilities, Fuel, and Public Services	\$21,766,513	\$25,711,715	\$3,945,202
Household Furnishings and Equipment			
Household Textiles (13)	\$483,751	\$570,216	\$86,465
Furniture	\$3,002,725	\$3,545,681	\$542,956
Rugs	\$150,875	\$179,031	\$28,156
Major Appliances (14)	\$1,712,843	\$2,032,857	\$320,014
Housewares (15)	\$416,279	\$490,938	\$74,659
Small Appliances	\$245,533	\$288,525	\$42,992
Luggage	\$85,517	\$100,450	\$14,933
Telephones and Accessories	\$452,667	\$538,868	\$86,201
Household Operations			
Child Care	\$3,030,896	\$3,555,615	\$524,719
Lawn and Garden (16)	\$2,210,441	\$2,633,009	\$422,568
Moving/Storage/Freight Express	\$351,895	\$410,206	\$58,311
Housekeeping Supplies (17)	\$3,528,833	\$4,164,817	\$635,984
Insurance			
Owners and Renters Insurance	\$2,605,971	\$3,102,162	\$496,191
Vehicle Insurance	\$8,321,733	\$9,798,379	\$1,476,646
Life/Other Insurance	\$2,747,188	\$3,268,520	\$521,332
Health Insurance	\$18,107,940	\$21,444,607	\$3,336,667
Personal Care Products (18)	\$2,320,425	\$2,732,409	\$411,984
School Books and Supplies (19)	\$626,967	\$736,595	\$109,628
Smoking Products	\$1,432,192	\$1,685,485	\$253,293
Transportation			
Payments on Vehicles excluding Leases	\$11,591,964	\$13,665,070	\$2,073,106
Gasoline and Motor Oil	\$10,916,845	\$12,841,441	\$1,924,596
Vehicle Maintenance and Repairs	\$4,877,678	\$5,760,428	\$882,750
Travel			
Airline Fares	\$3,331,769	\$3,929,222	\$597,453
Lodging on Trips	\$3,555,075	\$4,212,046	\$656,971
Auto/Truck Rental on Trips	\$291,310	\$343,080	\$51,770
Food and Drink on Trips	\$2,983,504	\$3,524,027	\$540,523

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- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Professional Pride (1B)	31.5%	Population	36,639	37,414
Enterprising Professionals (2D)	30.4%	Households	13,251	13,566
City Lights (8A)	13.8%	Families	9,881	10,091
Savvy Suburbanites (1D)	10.5%	Median Age	40.5	41.4
Pleasantville (2B)	9.5%	Median Household Income	\$124,902	\$139,164
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$48,844,517	\$55,269,172	\$6,424,655
Men's		\$9,493,180	\$10,737,685	\$1,244,505
Women's		\$17,018,573	\$19,266,041	\$2,247,468
Children's		\$7,127,858	\$8,058,486	\$930,628
Footwear		\$11,411,972	\$12,914,421	\$1,502,449
Watches & Jewelry		\$2,933,183	\$3,318,927	\$385,744
Apparel Products and Services (1)		\$1,301,494	\$1,473,460	\$171,966
Computer				
Computers and Hardware for Home Use		\$3,993,662	\$4,518,101	\$524,439
Portable Memory		\$97,959	\$110,794	\$12,835
Computer Software		\$232,488	\$262,888	\$30,400
Computer Accessories		\$387,763	\$439,393	\$51,630
Entertainment & Recreation		\$72,254,526	\$81,854,905	\$9,600,379
Fees and Admissions		\$18,884,503	\$21,402,391	\$2,517,888
Membership Fees for Clubs (2)		\$6,239,298	\$7,069,650	\$830,352
Fees for Participant Sports, excl. Trips		\$2,872,235	\$3,252,617	\$380,382
Tickets to Theatre/Operas/Concerts		\$2,055,807	\$2,333,973	\$278,166
Tickets to Movies		\$1,291,848	\$1,460,665	\$168,817
Tickets to Parks or Museums		\$799,857	\$904,694	\$104,837
Admission to Sporting Events, excl. Trips		\$1,635,674	\$1,855,411	\$219,737
Fees for Recreational Lessons		\$3,960,521	\$4,492,371	\$531,850
Dating Services		\$29,263	\$33,010	\$3,747
TV/Video/Audio		\$24,595,814	\$27,859,706	\$3,263,892
Cable and Satellite Television Services		\$16,705,804	\$18,936,960	\$2,231,156
Televisions		\$2,395,666	\$2,710,239	\$314,573
Satellite Dishes		\$29,857	\$33,771	\$3,914
VCRs, Video Cameras, and DVD Players		\$102,967	\$116,551	\$13,584
Miscellaneous Video Equipment		\$347,071	\$393,923	\$46,852
Video Cassettes and DVDs		\$152,925	\$172,938	\$20,013
Video Game Hardware/Accessories		\$587,849	\$663,527	\$75,678
Video Game Software		\$318,864	\$359,906	\$41,042
Rental/Streaming/Downloaded Video		\$1,459,624	\$1,648,595	\$188,971
Installation of Televisions		\$19,501	\$22,124	\$2,623
Audio (3)		\$2,425,768	\$2,744,753	\$318,985
Rental and Repair of TV/Radio/Sound Equipment		\$49,917	\$56,421	\$6,504
Pets		\$15,520,932	\$17,583,664	\$2,062,732
Toys/Games/Crafts/Hobbies (4)		\$2,450,853	\$2,772,997	\$322,144
Recreational Vehicles and Fees (5)		\$2,752,701	\$3,128,661	\$375,960
Sports/Recreation/Exercise Equipment (6)		\$3,914,983	\$4,424,754	\$509,771
Photo Equipment and Supplies (7)		\$1,074,898	\$1,215,143	\$140,245
Reading (8)		\$2,300,208	\$2,607,851	\$307,643
Catered Affairs (9)		\$766,846	\$867,844	\$100,998
Food		\$207,460,809	\$234,750,174	\$27,289,365
Food at Home		\$120,481,786	\$136,377,800	\$15,896,014
Bakery and Cereal Products		\$15,505,646	\$17,558,311	\$2,052,665
Meats, Poultry, Fish, and Eggs		\$26,112,997	\$29,559,811	\$3,446,814
Dairy Products		\$12,246,126	\$13,863,768	\$1,617,642
Fruits and Vegetables		\$23,989,817	\$27,155,190	\$3,165,373
Snacks and Other Food at Home (10)		\$42,627,200	\$48,240,721	\$5,613,521
Food Away from Home		\$86,979,023	\$98,372,374	\$11,393,351
Alcoholic Beverages		\$15,220,783	\$17,231,615	\$2,010,832

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Financial			
Value of Stocks/Bonds/Mutual Funds	\$659,610,169	\$748,330,448	\$88,720,279
Value of Retirement Plans	\$2,465,730,956	\$2,802,497,634	\$336,766,678
Value of Other Financial Assets	\$199,146,878	\$226,215,831	\$27,068,953
Vehicle Loan Amount excluding Interest	\$59,117,368	\$66,824,605	\$7,707,237
Value of Credit Card Debt	\$63,516,809	\$71,956,820	\$8,440,011
Health			
Nonprescription Drugs	\$3,035,521	\$3,436,782	\$401,261
Prescription Drugs	\$6,182,578	\$7,016,635	\$834,057
Eyeglasses and Contact Lenses	\$2,084,608	\$2,364,173	\$279,565
Home			
Mortgage Payment and Basics (11)	\$266,155,242	\$302,273,558	\$36,118,316
Maintenance and Remodeling Services	\$69,420,007	\$78,844,728	\$9,424,721
Maintenance and Remodeling Materials (12)	\$13,482,800	\$15,296,887	\$1,814,087
Utilities, Fuel, and Public Services	\$104,271,904	\$118,128,900	\$13,856,996
Household Furnishings and Equipment			
Household Textiles (13)	\$2,312,572	\$2,618,225	\$305,653
Furniture	\$14,369,964	\$16,276,480	\$1,906,516
Rugs	\$749,587	\$850,567	\$100,980
Major Appliances (14)	\$8,413,363	\$9,543,846	\$1,130,483
Housewares (15)	\$1,968,165	\$2,228,419	\$260,254
Small Appliances	\$1,142,208	\$1,291,665	\$149,457
Luggage	\$392,880	\$444,316	\$51,436
Telephones and Accessories	\$2,385,585	\$2,707,126	\$321,541
Household Operations			
Child Care	\$14,008,340	\$15,839,531	\$1,831,191
Lawn and Garden (16)	\$10,972,630	\$12,463,067	\$1,490,437
Moving/Storage/Freight Express	\$1,553,251	\$1,751,204	\$197,953
Housekeeping Supplies (17)	\$16,822,488	\$19,049,392	\$2,226,904
Insurance			
Owners and Renters Insurance	\$12,900,511	\$14,647,208	\$1,746,697
Vehicle Insurance	\$39,024,887	\$44,158,263	\$5,133,376
Life/Other Insurance	\$13,793,458	\$15,660,083	\$1,866,625
Health Insurance	\$87,429,208	\$99,119,395	\$11,690,187
Personal Care Products (18)	\$10,985,686	\$12,431,946	\$1,446,260
School Books and Supplies (19)	\$2,945,752	\$3,331,390	\$385,638
Smoking Products	\$6,716,921	\$7,596,312	\$879,391
Transportation			
Payments on Vehicles excluding Leases	\$54,136,383	\$61,269,426	\$7,133,043
Gasoline and Motor Oil	\$50,924,487	\$57,611,651	\$6,687,164
Vehicle Maintenance and Repairs	\$23,202,520	\$26,277,227	\$3,074,707
Travel			
Airline Fares	\$15,839,635	\$17,937,730	\$2,098,095
Lodging on Trips	\$17,209,912	\$19,517,539	\$2,307,627
Auto/Truck Rental on Trips	\$1,367,693	\$1,548,177	\$180,484
Food and Drink on Trips	\$14,211,192	\$16,100,055	\$1,888,863

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Retail Demand Outlook

692 US-206, Hillsborough, New Jersey, 08844
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 40.49582
 Longitude: -74.64778

Top Tapestry Segments	Percent	Demographic Summary	2021	2026
Professional Pride (1B)	32.9%	Population	72,753	74,438
Enterprising Professionals (2D)	16.0%	Households	26,058	26,736
City Lights (8A)	13.1%	Families	19,760	20,199
Savvy Suburbanites (1D)	10.7%	Median Age	41.7	42.5
Parks and Rec (5C)	8.8%	Median Household Income	\$120,794	\$133,596
		2021	2026	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$94,866,158	\$107,517,535	\$12,651,377
Men's		\$18,370,516	\$20,818,976	\$2,448,460
Women's		\$33,129,794	\$37,537,109	\$4,407,315
Children's		\$13,707,675	\$15,531,420	\$1,823,745
Footwear		\$22,269,381	\$25,258,815	\$2,989,434
Watches & Jewelry		\$5,705,209	\$6,459,787	\$754,578
Apparel Products and Services (1)		\$2,534,500	\$2,875,019	\$340,519
Computer				
Computers and Hardware for Home Use		\$7,676,741	\$8,697,436	\$1,020,695
Portable Memory		\$189,444	\$214,794	\$25,350
Computer Software		\$444,082	\$503,683	\$59,601
Computer Accessories		\$761,661	\$862,220	\$100,559
Entertainment & Recreation		\$141,765,765	\$160,574,745	\$18,808,980
Fees and Admissions		\$37,065,195	\$41,975,994	\$4,910,799
Membership Fees for Clubs (2)		\$12,253,163	\$13,875,653	\$1,622,490
Fees for Participant Sports, excl. Trips		\$5,597,041	\$6,331,541	\$734,500
Tickets to Theatre/Operas/Concerts		\$4,089,487	\$4,636,211	\$546,724
Tickets to Movies		\$2,490,196	\$2,821,492	\$331,296
Tickets to Parks or Museums		\$1,533,367	\$1,737,355	\$203,988
Admission to Sporting Events, excl. Trips		\$3,251,466	\$3,679,036	\$427,570
Fees for Recreational Lessons		\$7,794,744	\$8,831,330	\$1,036,586
Dating Services		\$55,733	\$63,376	\$7,643
TV/Video/Audio		\$48,350,147	\$54,780,733	\$6,430,586
Cable and Satellite Television Services		\$33,086,653	\$37,500,645	\$4,413,992
Televisions		\$4,651,434	\$5,265,693	\$614,259
Satellite Dishes		\$58,609	\$66,232	\$7,623
VCRs, Video Cameras, and DVD Players		\$200,833	\$227,515	\$26,682
Miscellaneous Video Equipment		\$699,776	\$792,632	\$92,856
Video Cassettes and DVDs		\$299,279	\$338,969	\$39,690
Video Game Hardware/Accessories		\$1,117,298	\$1,265,817	\$148,519
Video Game Software		\$608,575	\$689,310	\$80,735
Rental/Streaming/Downloaded Video		\$2,799,501	\$3,167,872	\$368,371
Installation of Televisions		\$38,154	\$43,303	\$5,149
Audio (3)		\$4,694,549	\$5,314,385	\$619,836
Rental and Repair of TV/Radio/Sound Equipment		\$95,486	\$108,359	\$12,873
Pets		\$30,414,297	\$34,442,720	\$4,028,423
Toys/Games/Crafts/Hobbies (4)		\$4,775,111	\$5,407,697	\$632,586
Recreational Vehicles and Fees (5)		\$5,492,422	\$6,220,411	\$727,989
Sports/Recreation/Exercise Equipment (6)		\$7,564,420	\$8,561,908	\$997,488
Photo Equipment and Supplies (7)		\$2,055,162	\$2,326,838	\$271,676
Reading (8)		\$4,574,372	\$5,185,984	\$611,612
Catered Affairs (9)		\$1,488,061	\$1,687,761	\$199,700
Food		\$402,460,893	\$456,165,762	\$53,704,869
Food at Home		\$234,672,856	\$266,016,815	\$31,343,959
Bakery and Cereal Products		\$30,327,908	\$34,383,922	\$4,056,014
Meats, Poultry, Fish, and Eggs		\$50,863,773	\$57,667,569	\$6,803,796
Dairy Products		\$23,889,559	\$27,085,882	\$3,196,323
Fruits and Vegetables		\$46,683,910	\$52,931,798	\$6,247,888
Snacks and Other Food at Home (10)		\$82,907,706	\$93,947,644	\$11,039,938
Food Away from Home		\$167,788,037	\$190,148,947	\$22,360,910
Alcoholic Beverages		\$29,477,705	\$33,394,563	\$3,916,858

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	2021 Consumer Spending	2026 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$1,309,261,149	\$1,481,612,920	\$172,351,771
Value of Retirement Plans	\$4,979,479,358	\$5,636,623,610	\$657,144,252
Value of Other Financial Assets	\$396,525,952	\$449,240,606	\$52,714,654
Vehicle Loan Amount excluding Interest	\$113,722,170	\$128,553,384	\$14,831,214
Value of Credit Card Debt	\$124,355,863	\$140,907,497	\$16,551,634
Health			
Nonprescription Drugs	\$5,965,772	\$6,757,474	\$791,702
Prescription Drugs	\$12,466,628	\$14,115,858	\$1,649,230
Eyeglasses and Contact Lenses	\$4,152,546	\$4,703,769	\$551,223
Home			
Mortgage Payment and Basics (11)	\$529,262,539	\$599,209,334	\$69,946,795
Maintenance and Remodeling Services	\$138,883,663	\$157,212,297	\$18,328,634
Maintenance and Remodeling Materials (12)	\$26,632,579	\$30,139,046	\$3,506,467
Utilities, Fuel, and Public Services	\$204,964,855	\$232,230,281	\$27,265,426
Household Furnishings and Equipment			
Household Textiles (13)	\$4,509,132	\$5,109,837	\$600,705
Furniture	\$28,147,182	\$31,873,878	\$3,726,696
Rugs	\$1,485,979	\$1,682,433	\$196,454
Major Appliances (14)	\$16,722,973	\$18,929,387	\$2,206,414
Housewares (15)	\$3,828,383	\$4,334,778	\$506,395
Small Appliances	\$2,201,854	\$2,495,654	\$293,800
Luggage	\$751,962	\$851,430	\$99,468
Telephones and Accessories	\$4,806,484	\$5,454,821	\$648,337
Household Operations			
Child Care	\$26,669,819	\$30,172,945	\$3,503,126
Lawn and Garden (16)	\$22,051,715	\$24,955,608	\$2,903,893
Moving/Storage/Freight Express	\$2,912,466	\$3,299,589	\$387,123
Housekeeping Supplies (17)	\$32,904,963	\$37,276,728	\$4,371,765
Insurance			
Owners and Renters Insurance	\$25,873,570	\$29,272,362	\$3,398,792
Vehicle Insurance	\$75,872,988	\$85,942,245	\$10,069,257
Life/Other Insurance	\$27,583,942	\$31,227,940	\$3,643,998
Health Insurance	\$173,095,389	\$196,032,990	\$22,937,601
Personal Care Products (18)	\$21,328,870	\$24,169,709	\$2,840,839
School Books and Supplies (19)	\$5,659,633	\$6,413,395	\$753,762
Smoking Products	\$13,214,383	\$14,976,950	\$1,762,567
Transportation			
Payments on Vehicles excluding Leases	\$105,359,732	\$119,175,521	\$13,815,789
Gasoline and Motor Oil	\$98,439,428	\$111,533,670	\$13,094,242
Vehicle Maintenance and Repairs	\$45,564,695	\$51,601,871	\$6,037,176
Travel			
Airline Fares	\$30,790,521	\$34,879,556	\$4,089,035
Lodging on Trips	\$33,898,205	\$38,371,319	\$4,473,114
Auto/Truck Rental on Trips	\$2,640,079	\$2,989,370	\$349,291
Food and Drink on Trips	\$27,764,012	\$31,439,272	\$3,675,260

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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