



Retail Goods and Services Expenditures

800-998 N Tennessee Ave
 800-998 N Tennessee Ave, Etowah, Tennessee, 37331
 Ring Band: 0 - 1 mile radius

Prepared by Esri
 Latitude: 35.34190
 Longitude: -84.52054

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Small Town Sincerity (12C)	73.4%	Population	1,829	1,914
Rooted Rural (10B)	26.6%	Households	711	750
	0.0%	Families	419	438
	0.0%	Median Age	46.1	46.6
	0.0%	Median Household Income	\$45,558	\$50,988
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		52	\$1,263.94	\$898,662
Men's		49	\$225.41	\$160,269
Women's		53	\$444.59	\$316,105
Children's		53	\$187.09	\$133,023
Footwear		52	\$297.45	\$211,486
Watches & Jewelry		63	\$92.04	\$65,438
Apparel Products and Services (1)		46	\$27.46	\$19,521
Computer				
Computers and Hardware for Home Use		50	\$94.56	\$67,231
Portable Memory		56	\$2.79	\$1,981
Computer Software		45	\$4.95	\$3,521
Computer Accessories		51	\$10.52	\$7,483
Entertainment & Recreation		59	\$2,183.89	\$1,552,746
Fees and Admissions		40	\$338.01	\$240,322
Membership Fees for Clubs (2)		42	\$117.92	\$83,841
Fees for Participant Sports, excl. Trips		38	\$50.20	\$35,690
Tickets to Theatre/Operas/Concerts		40	\$37.03	\$26,327
Tickets to Movies		41	\$26.15	\$18,594
Tickets to Parks or Museums		50	\$19.23	\$13,670
Admission to Sporting Events, excl. Trips		43	\$31.81	\$22,619
Fees for Recreational Lessons		34	\$55.09	\$39,172
Dating Services		42	\$0.57	\$408
TV/Video/Audio		64	\$853.57	\$606,886
Cable and Satellite Television Services		68	\$624.73	\$444,183
Televisions		54	\$68.72	\$48,863
Satellite Dishes		49	\$0.88	\$626
VCRs, Video Cameras, and DVD Players		53	\$2.97	\$2,115
Miscellaneous Video Equipment		62	\$10.88	\$7,733
Video Cassettes and DVDs		55	\$4.80	\$3,413
Video Game Hardware/Accessories		63	\$20.59	\$14,641
Video Game Software		58	\$10.59	\$7,531
Rental/Streaming/Downloaded Video		54	\$43.11	\$30,653
Installation of Televisions		30	\$0.25	\$175
Audio (3)		51	\$62.33	\$44,314
Rental and Repair of TV/Radio/Sound Equipment		110	\$3.71	\$2,639
Pets		74	\$610.30	\$433,924
Toys/Games/Crafts/Hobbies (4)		57	\$74.90	\$53,257
Recreational Vehicles and Fees (5)		63	\$80.82	\$57,462
Sports/Recreation/Exercise Equipment (6)		61	\$125.30	\$89,091
Photo Equipment and Supplies (7)		46	\$23.95	\$17,032
Reading (8)		53	\$62.04	\$44,108
Catered Affairs (9)		45	\$15.10	\$10,733
Food		57	\$6,012.13	\$4,274,622
Food at Home		60	\$3,699.43	\$2,630,292
Bakery and Cereal Products		60	\$480.18	\$341,410
Meats, Poultry, Fish, and Eggs		61	\$811.63	\$577,070
Dairy Products		59	\$367.54	\$261,318
Fruits and Vegetables		56	\$671.97	\$477,769
Snacks and Other Food at Home (10)		61	\$1,368.11	\$972,724
Food Away from Home		54	\$2,312.70	\$1,644,330
Alcoholic Beverages		48	\$338.48	\$240,656

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	42	\$13,003.05	\$9,245,172
Value of Retirement Plans	45	\$50,845.91	\$36,151,445
Value of Other Financial Assets	50	\$4,906.25	\$3,488,347
Vehicle Loan Amount excluding Interest	61	\$1,994.67	\$1,418,208
Value of Credit Card Debt	54	\$1,704.71	\$1,212,050
Health			
Nonprescription Drugs	75	\$131.10	\$93,213
Prescription Drugs	79	\$299.25	\$212,767
Eyeglasses and Contact Lenses	62	\$68.10	\$48,418
Home			
Mortgage Payment and Basics (11)	46	\$5,522.27	\$3,926,335
Maintenance and Remodeling Services	51	\$1,680.61	\$1,194,911
Maintenance and Remodeling Materials (12)	70	\$491.37	\$349,361
Utilities, Fuel, and Public Services	64	\$3,623.63	\$2,576,399
Household Furnishings and Equipment			
Household Textiles (13)	53	\$61.61	\$43,803
Furniture	55	\$395.87	\$281,462
Rugs	52	\$18.42	\$13,100
Major Appliances (14)	56	\$241.63	\$171,796
Housewares (15)	56	\$55.77	\$39,650
Small Appliances	56	\$33.69	\$23,952
Luggage	47	\$8.89	\$6,321
Telephones and Accessories	47	\$53.46	\$38,010
Household Operations			
Child Care	42	\$251.21	\$178,613
Lawn and Garden (16)	64	\$364.55	\$259,198
Moving/Storage/Freight Express	51	\$41.55	\$29,544
Housekeeping Supplies (17)	62	\$546.48	\$388,544
Insurance			
Owners and Renters Insurance	67	\$475.37	\$337,990
Vehicle Insurance	62	\$1,322.03	\$939,966
Life/Other Insurance	59	\$405.26	\$288,143
Health Insurance	63	\$2,950.39	\$2,097,730
Personal Care Products (18)	57	\$322.05	\$228,976
School Books and Supplies (19)	55	\$81.32	\$57,820
Smoking Products	92	\$402.37	\$286,088
Transportation			
Payments on Vehicles excluding Leases	64	\$1,907.71	\$1,356,379
Gasoline and Motor Oil	64	\$1,759.19	\$1,250,781
Vehicle Maintenance and Repairs	62	\$777.61	\$552,881
Travel			
Airline Fares	41	\$292.72	\$208,121
Lodging on Trips	49	\$394.60	\$280,558
Auto/Truck Rental on Trips	43	\$26.87	\$19,107
Food and Drink on Trips	49	\$334.16	\$237,585

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

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- (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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April 05, 2023



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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rooted Rural (10B)	53.4%	Population	5,220	5,481
Heartland Communities (6F)	32.4%	Households	2,147	2,254
Small Town Sincerity (12C)	14.3%	Families	1,434	1,496
	0.0%	Median Age	47.3	48.4
	0.0%	Median Household Income	\$52,134	\$61,135
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		64	\$1,536.27	\$3,298,367
Men's		58	\$267.18	\$573,646
Women's		65	\$545.63	\$1,171,458
Children's		66	\$233.19	\$500,659
Footwear		62	\$352.22	\$756,214
Watches & Jewelry		82	\$120.17	\$258,010
Apparel Products and Services (1)		52	\$30.94	\$66,420
Computer				
Computers and Hardware for Home Use		60	\$114.89	\$246,663
Portable Memory		71	\$3.50	\$7,504
Computer Software		50	\$5.47	\$11,745
Computer Accessories		60	\$12.39	\$26,610
Entertainment & Recreation		76	\$2,797.68	\$6,006,626
Fees and Admissions		48	\$401.97	\$863,039
Membership Fees for Clubs (2)		50	\$140.46	\$301,570
Fees for Participant Sports, excl. Trips		45	\$58.70	\$126,022
Tickets to Theatre/Operas/Concerts		47	\$43.07	\$92,479
Tickets to Movies		48	\$30.18	\$64,792
Tickets to Parks or Museums		63	\$24.21	\$51,989
Admission to Sporting Events, excl. Trips		55	\$40.10	\$86,095
Fees for Recreational Lessons		40	\$64.69	\$138,890
Dating Services		41	\$0.56	\$1,201
TV/Video/Audio		81	\$1,079.61	\$2,317,921
Cable and Satellite Television Services		87	\$801.49	\$1,720,792
Televisions		64	\$81.28	\$174,498
Satellite Dishes		58	\$1.04	\$2,239
VCRs, Video Cameras, and DVD Players		65	\$3.64	\$7,817
Miscellaneous Video Equipment		82	\$14.40	\$30,921
Video Cassettes and DVDs		67	\$5.81	\$12,467
Video Game Hardware/Accessories		78	\$25.51	\$54,766
Video Game Software		67	\$12.13	\$26,049
Rental/Streaming/Downloaded Video		65	\$51.71	\$111,011
Installation of Televisions		27	\$0.23	\$484
Audio (3)		64	\$77.62	\$166,646
Rental and Repair of TV/Radio/Sound Equipment		142	\$4.76	\$10,230
Pets		99	\$819.19	\$1,758,792
Toys/Games/Crafts/Hobbies (4)		71	\$93.28	\$200,272
Recreational Vehicles and Fees (5)		89	\$114.70	\$246,271
Sports/Recreation/Exercise Equipment (6)		81	\$165.94	\$356,268
Photo Equipment and Supplies (7)		54	\$28.12	\$60,382
Reading (8)		66	\$76.96	\$165,231
Catered Affairs (9)		54	\$17.99	\$38,618
Food		71	\$7,487.14	\$16,074,886
Food at Home		75	\$4,643.61	\$9,969,840
Bakery and Cereal Products		76	\$604.74	\$1,298,368
Meats, Poultry, Fish, and Eggs		76	\$1,023.95	\$2,198,429
Dairy Products		75	\$465.42	\$999,250
Fruits and Vegetables		69	\$832.57	\$1,787,525
Snacks and Other Food at Home (10)		77	\$1,716.94	\$3,686,267
Food Away from Home		66	\$2,843.52	\$6,105,045
Alcoholic Beverages		57	\$407.86	\$875,682

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Financial			
Value of Stocks/Bonds/Mutual Funds	50	\$15,579.92	\$33,450,089
Value of Retirement Plans	57	\$65,029.88	\$139,619,162
Value of Other Financial Assets	64	\$6,261.31	\$13,443,025
Vehicle Loan Amount excluding Interest	78	\$2,522.86	\$5,416,582
Value of Credit Card Debt	68	\$2,139.96	\$4,594,494
Health			
Nonprescription Drugs	101	\$178.49	\$383,219
Prescription Drugs	106	\$401.61	\$862,257
Eyeglasses and Contact Lenses	82	\$90.38	\$194,047
Home			
Mortgage Payment and Basics (11)	59	\$7,177.55	\$15,410,193
Maintenance and Remodeling Services	68	\$2,221.34	\$4,769,222
Maintenance and Remodeling Materials (12)	99	\$693.25	\$1,488,412
Utilities, Fuel, and Public Services	81	\$4,590.10	\$9,854,947
Household Furnishings and Equipment			
Household Textiles (13)	65	\$75.26	\$161,579
Furniture	68	\$494.04	\$1,060,706
Rugs	64	\$22.99	\$49,368
Major Appliances (14)	72	\$310.28	\$666,172
Housewares (15)	69	\$69.25	\$148,679
Small Appliances	69	\$41.29	\$88,650
Luggage	55	\$10.45	\$22,428
Telephones and Accessories	58	\$65.48	\$140,578
Household Operations			
Child Care	51	\$304.58	\$653,923
Lawn and Garden (16)	88	\$502.07	\$1,077,934
Moving/Storage/Freight Express	59	\$47.97	\$102,988
Housekeeping Supplies (17)	79	\$702.52	\$1,508,312
Insurance			
Owners and Renters Insurance	91	\$646.38	\$1,387,770
Vehicle Insurance	78	\$1,657.76	\$3,559,218
Life/Other Insurance	77	\$529.58	\$1,137,012
Health Insurance	81	\$3,816.53	\$8,194,097
Personal Care Products (18)	71	\$400.51	\$859,891
School Books and Supplies (19)	67	\$99.01	\$212,574
Smoking Products	118	\$513.89	\$1,103,316
Transportation			
Payments on Vehicles excluding Leases	84	\$2,489.53	\$5,345,031
Gasoline and Motor Oil	82	\$2,240.51	\$4,810,366
Vehicle Maintenance and Repairs	79	\$990.65	\$2,126,936
Travel			
Airline Fares	48	\$344.02	\$738,618
Lodging on Trips	63	\$504.20	\$1,082,528
Auto/Truck Rental on Trips	49	\$30.86	\$66,256
Food and Drink on Trips	61	\$413.95	\$888,747

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- (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.
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Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Rooted Rural (10B)	76.5%	Population	3,783	3,924
Heartland Communities (6F)	12.3%	Households	1,518	1,573
Salt of the Earth (6B)	7.4%	Families	1,085	1,118
Small Town Sincerity (12C)	3.6%	Median Age	46.7	48.4
	0.0%	Median Household Income	\$57,712	\$68,734
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,744.24	\$2,647,758
Men's		65	\$300.19	\$455,695
Women's		74	\$618.35	\$938,654
Children's		75	\$264.47	\$401,461
Footwear		70	\$397.78	\$603,825
Watches & Jewelry		98	\$142.92	\$216,959
Apparel Products and Services (1)		57	\$34.19	\$51,899
Computer				
Computers and Hardware for Home Use		67	\$127.47	\$193,497
Portable Memory		79	\$3.92	\$5,958
Computer Software		51	\$5.62	\$8,534
Computer Accessories		66	\$13.42	\$20,370
Entertainment & Recreation		87	\$3,191.33	\$4,844,445
Fees and Admissions		53	\$445.60	\$676,417
Membership Fees for Clubs (2)		55	\$156.17	\$237,064
Fees for Participant Sports, excl. Trips		49	\$64.26	\$97,540
Tickets to Theatre/Operas/Concerts		51	\$47.03	\$71,398
Tickets to Movies		53	\$33.51	\$50,867
Tickets to Parks or Museums		74	\$28.46	\$43,205
Admission to Sporting Events, excl. Trips		62	\$45.66	\$69,310
Fees for Recreational Lessons		44	\$69.95	\$106,190
Dating Services		41	\$0.56	\$843
TV/Video/Audio		94	\$1,250.70	\$1,898,570
Cable and Satellite Television Services		102	\$935.85	\$1,420,616
Televisions		72	\$92.10	\$139,815
Satellite Dishes		61	\$1.10	\$1,673
VCRs, Video Cameras, and DVD Players		71	\$3.96	\$6,011
Miscellaneous Video Equipment		92	\$16.24	\$24,656
Video Cassettes and DVDs		75	\$6.57	\$9,979
Video Game Hardware/Accessories		83	\$27.40	\$41,594
Video Game Software		72	\$13.08	\$19,854
Rental/Streaming/Downloaded Video		72	\$57.30	\$86,976
Installation of Televisions		30	\$0.25	\$374
Audio (3)		75	\$90.70	\$137,678
Rental and Repair of TV/Radio/Sound Equipment		183	\$6.15	\$9,342
Pets		112	\$929.66	\$1,411,229
Toys/Games/Crafts/Hobbies (4)		78	\$102.74	\$155,960
Recreational Vehicles and Fees (5)		104	\$133.74	\$203,012
Sports/Recreation/Exercise Equipment (6)		94	\$193.50	\$293,728
Photo Equipment and Supplies (7)		59	\$30.66	\$46,542
Reading (8)		72	\$84.38	\$128,085
Catered Affairs (9)		61	\$20.44	\$31,025
Food		82	\$8,601.63	\$13,057,275
Food at Home		86	\$5,332.58	\$8,094,852
Bakery and Cereal Products		88	\$697.18	\$1,058,321
Meats, Poultry, Fish, and Eggs		88	\$1,179.62	\$1,790,658
Dairy Products		85	\$528.59	\$802,393
Fruits and Vegetables		79	\$949.20	\$1,440,880
Snacks and Other Food at Home (10)		89	\$1,978.00	\$3,002,600
Food Away from Home		76	\$3,269.05	\$4,962,423
Alcoholic Beverages		64	\$453.93	\$689,069

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Retail Goods and Services Expenditures

800-998 N Tennessee Ave
 800-998 N Tennessee Ave, Etowah, Tennessee, 37331
 Ring Band: 3 - 5 mile radius

Prepared by Esri
 Latitude: 35.34190
 Longitude: -84.52054

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	56	\$17,340.15	\$26,322,355
Value of Retirement Plans	65	\$73,620.96	\$111,756,623
Value of Other Financial Assets	68	\$6,674.69	\$10,132,181
Vehicle Loan Amount excluding Interest	90	\$2,931.83	\$4,450,517
Value of Credit Card Debt	78	\$2,455.13	\$3,726,893
Health			
Nonprescription Drugs	119	\$208.81	\$316,978
Prescription Drugs	125	\$474.91	\$720,917
Eyeglasses and Contact Lenses	94	\$103.10	\$156,511
Home			
Mortgage Payment and Basics (11)	68	\$8,175.59	\$12,410,541
Maintenance and Remodeling Services	79	\$2,595.39	\$3,939,796
Maintenance and Remodeling Materials (12)	119	\$837.81	\$1,271,790
Utilities, Fuel, and Public Services	94	\$5,328.88	\$8,089,239
Household Furnishings and Equipment			
Household Textiles (13)	75	\$86.74	\$131,668
Furniture	79	\$573.46	\$870,514
Rugs	75	\$26.79	\$40,673
Major Appliances (14)	86	\$367.54	\$557,919
Housewares (15)	77	\$77.09	\$117,017
Small Appliances	78	\$46.66	\$70,823
Luggage	62	\$11.87	\$18,023
Telephones and Accessories	63	\$71.34	\$108,298
Household Operations			
Child Care	55	\$331.69	\$503,508
Lawn and Garden (16)	103	\$587.92	\$892,465
Moving/Storage/Freight Express	69	\$55.55	\$84,324
Housekeeping Supplies (17)	91	\$806.79	\$1,224,714
Insurance			
Owners and Renters Insurance	108	\$765.52	\$1,162,064
Vehicle Insurance	92	\$1,939.59	\$2,944,301
Life/Other Insurance	92	\$630.48	\$957,069
Health Insurance	94	\$4,416.59	\$6,704,377
Personal Care Products (18)	80	\$453.95	\$689,101
School Books and Supplies (19)	76	\$113.22	\$171,874
Smoking Products	142	\$618.44	\$938,797
Transportation			
Payments on Vehicles excluding Leases	99	\$2,943.47	\$4,468,184
Gasoline and Motor Oil	96	\$2,631.05	\$3,993,935
Vehicle Maintenance and Repairs	91	\$1,145.62	\$1,739,044
Travel			
Airline Fares	53	\$380.43	\$577,498
Lodging on Trips	72	\$579.35	\$879,456
Auto/Truck Rental on Trips	55	\$34.61	\$52,540
Food and Drink on Trips	70	\$472.25	\$716,883

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Retail Goods and Services Expenditures

800-998 N Tennessee Ave
800-998 N Tennessee Ave, Etowah, Tennessee, 37331
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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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April 05, 2023