



Retail Goods and Services Expenditures

361 Happ Road Northfield IL 60093
 Drive Time: 5 minute radius

Latitude: 42.101
 Longitude: -87.770

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Top Tier (1A)	53.0%	Population	10,268	10,360
Exurbanites (1E)	39.3%	Households	3,787	3,827
Pacific Heights (2C)	4.0%	Families	2,924	2,949
Savvy Suburbanites (1D)	3.6%	Median Age	47.0	48.3
Professional Pride (1B)	0.0%	Median Household Income	\$138,444	\$149,477
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		250	\$5,791.21	\$21,931,331
Men's		256	\$1,109.32	\$4,200,985
Women's		255	\$2,054.04	\$7,778,667
Children's		231	\$865.83	\$3,278,905
Footwear		233	\$1,065.96	\$4,036,804
Watches & Jewelry		290	\$419.78	\$1,589,695
Apparel Products and Services (1)		283	\$276.28	\$1,046,275
Computer				
Computers and Hardware for Home Use		262	\$566.41	\$2,144,991
Portable Memory		245	\$13.19	\$49,945
Computer Software		264	\$53.47	\$202,485
Computer Accessories		273	\$52.29	\$198,007
Entertainment & Recreation		266	\$8,799.97	\$33,325,480
Fees and Admissions		318	\$2,056.03	\$7,786,171
Membership Fees for Clubs (2)		337	\$578.81	\$2,191,945
Fees for Participant Sports, excl. Trips		309	\$372.86	\$1,412,012
Admission to Movie/Theatre/Opera/Ballet		290	\$477.61	\$1,808,726
Admission to Sporting Events, excl. Trips		309	\$205.89	\$779,696
Fees for Recreational Lessons		342	\$419.97	\$1,590,434
Dating Services		148	\$0.89	\$3,358
TV/Video/Audio		235	\$3,077.53	\$11,654,608
Cable and Satellite Television Services		227	\$2,029.75	\$7,686,672
Televisions		242	\$357.90	\$1,355,364
Satellite Dishes		217	\$3.40	\$12,894
VCRs, Video Cameras, and DVD Players		226	\$24.81	\$93,972
Miscellaneous Video Equipment		276	\$29.70	\$112,457
Video Cassettes and DVDs		231	\$74.09	\$280,584
Video Game Hardware/Accessories		200	\$46.18	\$174,868
Video Game Software		212	\$58.23	\$220,526
Streaming/Downloaded Video		281	\$16.17	\$61,223
Rental of Video Cassettes and DVDs		229	\$53.84	\$203,896
Installation of Televisions		343	\$3.84	\$14,548
Audio (3)		296	\$365.46	\$1,383,985
Rental and Repair of TV/Radio/Sound Equipment		263	\$14.16	\$53,620
Pets		254	\$1,443.99	\$5,468,388
Toys and Games (4)		236	\$289.90	\$1,097,841
Recreational Vehicles and Fees (5)		323	\$704.01	\$2,666,086
Sports/Recreation/Exercise Equipment (6)		263	\$497.32	\$1,883,363
Photo Equipment and Supplies (7)		278	\$226.32	\$857,069
Reading (8)		283	\$430.07	\$1,628,686
Catered Affairs (9)		314	\$74.80	\$283,267
Food		240	\$20,439.96	\$77,406,135
Food at Home		234	\$12,210.64	\$46,241,704
Bakery and Cereal Products		233	\$1,700.74	\$6,440,685
Meats, Poultry, Fish, and Eggs		231	\$2,658.63	\$10,068,250
Dairy Products		238	\$1,340.34	\$5,075,856
Fruits and Vegetables		244	\$2,408.46	\$9,120,852
Snacks and Other Food at Home (10)		229	\$4,102.47	\$15,536,060
Food Away from Home		250	\$8,229.32	\$31,164,431
Alcoholic Beverages		264	\$1,468.73	\$5,562,072
Nonalcoholic Beverages at Home		224	\$1,116.80	\$4,229,338

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.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	403	\$11,112.53	\$42,083,138
Vehicle Loans	232	\$9,846.00	\$37,286,793
Health			
Nonprescription Drugs	246	\$317.38	\$1,201,927
Prescription Drugs	244	\$1,213.54	\$4,595,692
Eyeglasses and Contact Lenses	262	\$236.02	\$893,818
Home			
Mortgage Payment and Basics (11)	305	\$28,584.45	\$108,249,298
Maintenance and Remodeling Services	324	\$5,465.04	\$20,696,097
Maintenance and Remodeling Materials (12)	265	\$795.14	\$3,011,206
Utilities, Fuel, and Public Services	237	\$11,966.84	\$45,318,408
Household Furnishings and Equipment			
Household Textiles (13)	259	\$254.96	\$965,530
Furniture	258	\$1,332.35	\$5,045,602
Rugs	331	\$81.66	\$309,262
Major Appliances (14)	266	\$713.98	\$2,703,852
Housewares (15)	260	\$187.72	\$710,893
Small Appliances	245	\$112.30	\$425,275
Luggage	317	\$29.16	\$110,431
Telephones and Accessories	227	\$113.59	\$430,168
Household Operations			
Child Care	260	\$1,164.17	\$4,408,724
Lawn and Garden (16)	300	\$1,302.73	\$4,933,439
Moving/Storage/Freight Express	259	\$192.23	\$727,966
Housekeeping Supplies (17)	242	\$1,744.95	\$6,608,133
Insurance			
Owners and Renters Insurance	272	\$1,370.96	\$5,191,837
Vehicle Insurance	244	\$2,959.39	\$11,207,196
Life/Other Insurance	291	\$1,345.42	\$5,095,123
Health Insurance	256	\$6,774.53	\$25,655,160
Personal Care Products (18)	241	\$1,128.34	\$4,273,029
School Books and Supplies (19)	239	\$430.90	\$1,631,814
Smoking Products	171	\$797.21	\$3,019,020
Transportation			
Vehicle Purchases (Net Outlay) (20)	237	\$9,593.62	\$36,331,033
Gasoline and Motor Oil	225	\$7,879.58	\$29,839,969
Vehicle Maintenance and Repairs	256	\$2,858.97	\$10,826,924
Travel			
Airline Fares	317	\$1,515.18	\$5,737,979
Lodging on Trips	321	\$1,451.91	\$5,498,377
Auto/Truck/Van Rental on Trips	337	\$113.66	\$430,441
Food and Drink on Trips	297	\$1,385.00	\$5,244,977

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.

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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.

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.

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May 27, 2016



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Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Top Tier (1A)	40.7%	Population	110,712	112,371
Exurbanites (1E)	13.6%	Households	41,483	42,212
Golden Years (9B)	11.4%	Families	30,417	30,840
Pacific Heights (2C)	7.4%	Median Age	46.3	47.6
Savvy Suburbanites (1D)	5.8%	Median Household Income	\$105,016	\$118,045
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		212	\$4,898.82	\$203,217,571
Men's		217	\$939.90	\$38,989,731
Women's		214	\$1,725.05	\$71,560,163
Children's		200	\$748.05	\$31,031,388
Footwear		200	\$916.30	\$38,010,957
Watches & Jewelry		235	\$340.12	\$14,109,291
Apparel Products and Services (1)		235	\$229.40	\$9,516,041
Computer				
Computers and Hardware for Home Use		219	\$473.16	\$19,628,039
Portable Memory		208	\$11.21	\$465,072
Computer Software		224	\$45.29	\$1,878,639
Computer Accessories		226	\$43.19	\$1,791,567
Entertainment & Recreation		220	\$7,287.90	\$302,323,906
Fees and Admissions		258	\$1,672.01	\$69,360,139
Membership Fees for Clubs (2)		269	\$460.55	\$19,105,152
Fees for Participant Sports, excl. Trips		250	\$301.45	\$12,505,168
Admission to Movie/Theatre/Opera/Ballet		242	\$398.56	\$16,533,549
Admission to Sporting Events, excl. Trips		247	\$164.44	\$6,821,407
Fees for Recreational Lessons		282	\$346.12	\$14,358,213
Dating Services		147	\$0.88	\$36,651
TV/Video/Audio		200	\$2,622.74	\$108,799,028
Cable and Satellite Television Services		194	\$1,740.21	\$72,188,947
Televisions		204	\$301.80	\$12,519,390
Satellite Dishes		179	\$2.81	\$116,430
VCRs, Video Cameras, and DVD Players		196	\$21.50	\$891,681
Miscellaneous Video Equipment		214	\$23.06	\$956,580
Video Cassettes and DVDs		196	\$62.89	\$2,608,851
Video Game Hardware/Accessories		176	\$40.68	\$1,687,562
Video Game Software		185	\$50.89	\$2,111,114
Streaming/Downloaded Video		235	\$13.53	\$561,086
Rental of Video Cassettes and DVDs		193	\$45.51	\$1,887,818
Installation of Televisions		269	\$3.01	\$124,890
Audio (3)		247	\$305.09	\$12,656,106
Rental and Repair of TV/Radio/Sound Equipment		219	\$11.78	\$488,575
Pets		207	\$1,179.84	\$48,943,209
Toys and Games (4)		204	\$249.79	\$10,362,213
Recreational Vehicles and Fees (5)		255	\$555.57	\$23,046,572
Sports/Recreation/Exercise Equipment (6)		213	\$403.26	\$16,728,640
Photo Equipment and Supplies (7)		228	\$185.62	\$7,700,195
Reading (8)		234	\$356.26	\$14,778,813
Catered Affairs (9)		264	\$62.80	\$2,605,097
Food		205	\$17,414.75	\$722,416,205
Food at Home		200	\$10,462.68	\$434,023,236
Bakery and Cereal Products		201	\$1,464.03	\$60,732,479
Meats, Poultry, Fish, and Eggs		198	\$2,278.68	\$94,526,555
Dairy Products		204	\$1,145.93	\$47,536,502
Fruits and Vegetables		209	\$2,065.74	\$85,693,191
Snacks and Other Food at Home (10)		195	\$3,508.29	\$145,534,510
Food Away from Home		212	\$6,952.08	\$288,392,969
Alcoholic Beverages		224	\$1,245.55	\$51,668,988
Nonalcoholic Beverages at Home		193	\$962.05	\$39,908,860

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	304	\$8,375.72	\$347,449,997
Vehicle Loans	193	\$8,181.97	\$339,412,783
Health			
Nonprescription Drugs	204	\$263.16	\$10,916,717
Prescription Drugs	201	\$999.31	\$41,454,542
Eyeglasses and Contact Lenses	217	\$195.49	\$8,109,469
Home			
Mortgage Payment and Basics (11)	246	\$23,084.40	\$957,610,264
Maintenance and Remodeling Services	257	\$4,337.57	\$179,935,408
Maintenance and Remodeling Materials (12)	214	\$641.44	\$26,608,743
Utilities, Fuel, and Public Services	200	\$10,098.07	\$418,898,293
Household Furnishings and Equipment			
Household Textiles (13)	218	\$215.28	\$8,930,637
Furniture	213	\$1,101.20	\$45,681,017
Rugs	270	\$66.65	\$2,764,783
Major Appliances (14)	216	\$579.43	\$24,036,648
Housewares (15)	217	\$156.27	\$6,482,479
Small Appliances	208	\$95.17	\$3,947,820
Luggage	258	\$23.73	\$984,408
Telephones and Accessories	191	\$95.75	\$3,972,037
Household Operations			
Child Care	225	\$1,007.47	\$41,792,737
Lawn and Garden (16)	239	\$1,038.80	\$43,092,403
Moving/Storage/Freight Express	220	\$163.12	\$6,766,830
Housekeeping Supplies (17)	204	\$1,470.96	\$61,019,985
Insurance			
Owners and Renters Insurance	219	\$1,102.84	\$45,749,063
Vehicle Insurance	206	\$2,497.00	\$103,583,025
Life/Other Insurance	230	\$1,063.84	\$44,131,149
Health Insurance	212	\$5,617.19	\$233,017,745
Personal Care Products (18)	202	\$943.82	\$39,152,606
School Books and Supplies (19)	203	\$365.14	\$15,147,272
Smoking Products	155	\$722.19	\$29,958,523
Transportation			
Vehicle Purchases (Net Outlay) (20)	196	\$7,925.19	\$328,760,581
Gasoline and Motor Oil	189	\$6,621.45	\$274,677,737
Vehicle Maintenance and Repairs	213	\$2,377.70	\$98,634,245
Travel			
Airline Fares	260	\$1,243.72	\$51,593,159
Lodging on Trips	257	\$1,161.62	\$48,187,319
Auto/Truck/Van Rental on Trips	266	\$89.94	\$3,730,866
Food and Drink on Trips	241	\$1,121.21	\$46,511,094

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Top Tier (1A)	30.0%	Population	318,336	321,787
Exurbanites (1E)	13.3%	Households	119,086	120,770
Golden Years (9B)	10.4%	Families	87,065	87,905
Pacific Heights (2C)	8.5%	Median Age	45.7	46.7
Pleasantville (2B)	8.3%	Median Household Income	\$94,486	\$107,995
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		189	\$4,374.70	\$520,965,175
Men's		193	\$838.76	\$99,884,818
Women's		190	\$1,536.22	\$182,942,707
Children's		180	\$673.06	\$80,152,064
Footwear		180	\$822.72	\$97,974,551
Watches & Jewelry		208	\$300.85	\$35,827,443
Apparel Products and Services (1)		208	\$203.08	\$24,183,593
Computer				
Computers and Hardware for Home Use		195	\$421.91	\$50,243,933
Portable Memory		187	\$10.08	\$1,200,978
Computer Software		202	\$40.90	\$4,870,540
Computer Accessories		202	\$38.56	\$4,591,640
Entertainment & Recreation		195	\$6,471.60	\$770,677,439
Fees and Admissions		227	\$1,471.11	\$175,188,101
Membership Fees for Clubs (2)		234	\$400.84	\$47,734,136
Fees for Participant Sports, excl. Trips		222	\$267.12	\$31,810,030
Admission to Movie/Theatre/Opera/Ballet		215	\$354.31	\$42,193,940
Admission to Sporting Events, excl. Trips		216	\$143.69	\$17,111,865
Fees for Recreational Lessons		248	\$304.32	\$36,239,811
Dating Services		138	\$0.83	\$98,318
TV/Video/Audio		179	\$2,345.23	\$279,284,110
Cable and Satellite Television Services		174	\$1,557.36	\$185,459,956
Televisions		183	\$270.09	\$32,164,272
Satellite Dishes		162	\$2.54	\$302,270
VCRs, Video Cameras, and DVD Players		177	\$19.39	\$2,309,022
Miscellaneous Video Equipment		189	\$20.32	\$2,419,358
Video Cassettes and DVDs		177	\$56.79	\$6,762,596
Video Game Hardware/Accessories		160	\$36.98	\$4,404,249
Video Game Software		167	\$45.95	\$5,471,637
Streaming/Downloaded Video		212	\$12.21	\$1,454,461
Rental of Video Cassettes and DVDs		175	\$41.20	\$4,906,627
Installation of Televisions		233	\$2.61	\$311,325
Audio (3)		218	\$269.24	\$32,062,799
Rental and Repair of TV/Radio/Sound Equipment		196	\$10.54	\$1,255,537
Pets		184	\$1,048.50	\$124,862,108
Toys and Games (4)		183	\$224.42	\$26,725,157
Recreational Vehicles and Fees (5)		223	\$485.53	\$57,819,270
Sports/Recreation/Exercise Equipment (6)		190	\$359.38	\$42,797,237
Photo Equipment and Supplies (7)		204	\$165.44	\$19,702,038
Reading (8)		208	\$316.01	\$37,632,043
Catered Affairs (9)		235	\$55.99	\$6,667,376
Food		183	\$15,594.41	\$1,857,075,983
Food at Home		180	\$9,383.37	\$1,117,427,933
Bakery and Cereal Products		180	\$1,311.83	\$156,220,224
Meats, Poultry, Fish, and Eggs		178	\$2,043.57	\$243,360,289
Dairy Products		182	\$1,026.83	\$122,281,503
Fruits and Vegetables		188	\$1,851.68	\$220,509,059
Snacks and Other Food at Home (10)		175	\$3,149.46	\$375,056,857
Food Away from Home		189	\$6,211.04	\$739,648,050
Alcoholic Beverages		200	\$1,112.73	\$132,510,235
Nonalcoholic Beverages at Home		173	\$864.42	\$102,939,782

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

361 Happ Road Northfield IL 60093
 Drive Time: 15 minute radius

Latitude: 42.101
 Longitude: -87.770

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	267	\$7,350.93	\$875,393,287
Vehicle Loans	173	\$7,326.98	\$872,541,070
Health			
Nonprescription Drugs	181	\$234.11	\$27,879,208
Prescription Drugs	178	\$885.38	\$105,436,608
Eyeglasses and Contact Lenses	192	\$173.28	\$20,635,316
Home			
Mortgage Payment and Basics (11)	218	\$20,427.43	\$2,432,620,799
Maintenance and Remodeling Services	225	\$3,789.55	\$451,282,452
Maintenance and Remodeling Materials (12)	189	\$567.80	\$67,617,584
Utilities, Fuel, and Public Services	178	\$9,017.07	\$1,073,806,297
Household Furnishings and Equipment			
Household Textiles (13)	195	\$191.92	\$22,854,393
Furniture	189	\$975.81	\$116,204,921
Rugs	235	\$57.87	\$6,891,919
Major Appliances (14)	191	\$513.94	\$61,203,264
Housewares (15)	193	\$139.29	\$16,587,234
Small Appliances	186	\$85.23	\$10,149,267
Luggage	228	\$20.92	\$2,491,517
Telephones and Accessories	171	\$85.94	\$10,233,769
Household Operations			
Child Care	202	\$905.28	\$107,806,164
Lawn and Garden (16)	210	\$911.31	\$108,524,745
Moving/Storage/Freight Express	197	\$145.90	\$17,374,297
Housekeeping Supplies (17)	182	\$1,314.25	\$156,508,220
Insurance			
Owners and Renters Insurance	193	\$970.66	\$115,592,256
Vehicle Insurance	184	\$2,231.67	\$265,760,256
Life/Other Insurance	201	\$927.84	\$110,493,078
Health Insurance	189	\$4,986.04	\$593,767,216
Personal Care Products (18)	180	\$844.12	\$100,522,391
School Books and Supplies (19)	181	\$326.58	\$38,891,510
Smoking Products	141	\$655.25	\$78,030,896
Transportation			
Vehicle Purchases (Net Outlay) (20)	175	\$7,062.36	\$841,027,836
Gasoline and Motor Oil	169	\$5,936.56	\$706,961,582
Vehicle Maintenance and Repairs	190	\$2,124.17	\$252,958,665
Travel			
Airline Fares	230	\$1,099.78	\$130,968,475
Lodging on Trips	225	\$1,018.29	\$121,264,220
Auto/Truck/Van Rental on Trips	234	\$78.92	\$9,398,108
Food and Drink on Trips	212	\$989.41	\$117,824,594

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Retail Goods and Services Expenditures

361 Happ Road Northfield IL 60093
Drive Time: 15 minute radius

Latitude: 42.101
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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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