

Retail Goods and Services Expenditures

2104 Rock Springs Rd N, Apopka, Florida, 32712
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.71523
Longitude: -81.50929

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Middleburg (4C)	70.7%	Population	5,233	5,677
Home Improvement (4B)	28.7%	Households	1,750	1,881
Green Acres (6A)	0.7%	Families	1,311	1,402
Top Tier (1A)	0.0%	Median Age	36.2	35.8
Professional Pride (1B)	0.0%	Median Household Income	\$54,102	\$62,028
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		85	\$1,702.30	\$2,979,021
Men's		83	\$334.26	\$584,962
Women's		84	\$574.74	\$1,005,787
Children's		88	\$283.09	\$495,404
Footwear		84	\$359.74	\$629,551
Watches & Jewelry		85	\$88.42	\$154,733
Apparel Products and Services (1)		86	\$62.05	\$108,584
Computer				
Computers and Hardware for Home Use		85	\$147.69	\$258,458
Portable Memory		88	\$4.14	\$7,244
Computer Software		85	\$11.04	\$19,326
Computer Accessories		86	\$15.27	\$26,730
Entertainment & Recreation		86	\$2,506.08	\$4,385,647
Fees and Admissions		87	\$500.45	\$875,786
Membership Fees for Clubs (2)		85	\$162.11	\$283,688
Fees for Participant Sports, excl. Trips		94	\$83.99	\$146,976
Tickets to Theatre/Operas/Concerts		81	\$42.67	\$74,678
Tickets to Movies/Museums/Parks		87	\$58.14	\$101,743
Admission to Sporting Events, excl. Trips		85	\$45.23	\$79,145
Fees for Recreational Lessons		88	\$107.77	\$188,599
Dating Services		80	\$0.55	\$957
TV/Video/Audio		85	\$1,022.30	\$1,789,017
Cable and Satellite Television Services		85	\$757.79	\$1,326,141
Televisions		87	\$95.72	\$167,504
Satellite Dishes		103	\$1.50	\$2,621
VCRs, Video Cameras, and DVD Players		85	\$6.88	\$12,042
Miscellaneous Video Equipment		102	\$7.82	\$13,690
Video Cassettes and DVDs		83	\$15.25	\$26,692
Video Game Hardware/Accessories		85	\$21.76	\$38,081
Video Game Software		86	\$11.80	\$20,642
Streaming/Downloaded Video		85	\$15.40	\$26,955
Rental of Video Cassettes and DVDs		86	\$14.04	\$24,573
Installation of Televisions		111	\$1.02	\$1,782
Audio (3)		86	\$70.53	\$123,428
Rental and Repair of TV/Radio/Sound Equipment		71	\$2.78	\$4,867
Pets		87	\$465.08	\$813,894
Toys/Games/Crafts/Hobbies (4)		86	\$97.90	\$171,333
Recreational Vehicles and Fees (5)		92	\$98.60	\$172,545
Sports/Recreation/Exercise Equipment (6)		85	\$141.13	\$246,977
Photo Equipment and Supplies (7)		90	\$49.36	\$86,376
Reading (8)		82	\$107.60	\$188,299
Catered Affairs (9)		91	\$23.67	\$41,419
Food		85	\$6,860.28	\$12,005,489
Food at Home		84	\$4,184.88	\$7,323,546
Bakery and Cereal Products		83	\$562.20	\$983,856
Meats, Poultry, Fish, and Eggs		84	\$936.43	\$1,638,744
Dairy Products		82	\$434.17	\$759,798
Fruits and Vegetables		84	\$798.97	\$1,398,206
Snacks and Other Food at Home (10)		85	\$1,453.11	\$2,542,942
Food Away from Home		87	\$2,675.40	\$4,681,943
Alcoholic Beverages		82	\$422.26	\$738,957

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	87	\$6,496.55	\$11,368,970
Value of Retirement Plans	84	\$22,019.65	\$38,534,392
Value of Other Financial Assets	83	\$940.87	\$1,646,519
Vehicle Loan Amount excluding Interest	91	\$2,211.70	\$3,870,476
Value of Credit Card Debt	84	\$479.30	\$838,770
Health			
Nonprescription Drugs	83	\$103.55	\$181,206
Prescription Drugs	85	\$358.37	\$627,150
Eyeglasses and Contact Lenses	83	\$74.23	\$129,911
Home			
Mortgage Payment and Basics (11)	93	\$7,978.76	\$13,962,831
Maintenance and Remodeling Services	90	\$1,577.19	\$2,760,074
Maintenance and Remodeling Materials (12)	94	\$339.64	\$594,378
Utilities, Fuel, and Public Services	86	\$4,170.65	\$7,298,644
Household Furnishings and Equipment			
Household Textiles (13)	84	\$73.06	\$127,859
Furniture	88	\$430.36	\$753,126
Rugs	84	\$20.54	\$35,948
Major Appliances (14)	89	\$252.20	\$441,349
Housewares (15)	88	\$73.85	\$129,237
Small Appliances	82	\$38.60	\$67,552
Luggage	88	\$8.17	\$14,300
Telephones and Accessories	87	\$62.17	\$108,801
Household Operations			
Child Care	92	\$390.09	\$682,662
Lawn and Garden (16)	86	\$351.05	\$614,337
Moving/Storage/Freight Express	79	\$50.35	\$88,119
Housekeeping Supplies (17)	86	\$601.94	\$1,053,388
Insurance			
Owners and Renters Insurance	91	\$423.33	\$740,826
Vehicle Insurance	86	\$963.72	\$1,686,505
Life/Other Insurance	86	\$357.84	\$626,226
Health Insurance	86	\$2,911.22	\$5,094,627
Personal Care Products (18)	85	\$370.64	\$648,628
School Books and Supplies (19)	86	\$141.26	\$247,213
Smoking Products	78	\$318.69	\$557,708
Transportation			
Payments on Vehicles excluding Leases	91	\$1,888.73	\$3,305,272
Gasoline and Motor Oil	87	\$2,686.62	\$4,701,583
Vehicle Maintenance and Repairs	85	\$883.98	\$1,546,960
Travel			
Airline Fares	84	\$382.52	\$669,413
Lodging on Trips	87	\$401.78	\$703,110
Auto/Truck Rental on Trips	87	\$20.93	\$36,634
Food and Drink on Trips	86	\$376.99	\$659,729

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

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Middleburg (4C)	52.1%	Population	43,916	48,558
Green Acres (6A)	18.2%	Households	15,163	16,643
Soccer Moms (4A)	11.4%	Families	11,625	12,710
Home Improvement (4B)	5.7%	Median Age	38.4	38.7
American Dreamers (7C)	5.2%	Median Household Income	\$62,249	\$75,811
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		101	\$2,039.73	\$30,928,493
Men's		100	\$401.49	\$6,087,745
Women's		101	\$688.94	\$10,446,391
Children's		104	\$336.53	\$5,102,750
Footwear		101	\$432.83	\$6,562,972
Watches & Jewelry		102	\$106.01	\$1,607,407
Apparel Products and Services (1)		103	\$73.94	\$1,121,228
Computer				
Computers and Hardware for Home Use		101	\$175.39	\$2,659,475
Portable Memory		105	\$4.92	\$74,620
Computer Software		101	\$13.12	\$198,999
Computer Accessories		103	\$18.26	\$276,805
Entertainment & Recreation		103	\$2,996.03	\$45,428,866
Fees and Admissions		104	\$598.58	\$9,076,249
Membership Fees for Clubs (2)		101	\$194.05	\$2,942,328
Fees for Participant Sports, excl. Trips		111	\$99.21	\$1,504,289
Tickets to Theatre/Operas/Concerts		98	\$51.69	\$783,794
Tickets to Movies/Museums/Parks		103	\$68.74	\$1,042,372
Admission to Sporting Events, excl. Trips		103	\$54.96	\$833,391
Fees for Recreational Lessons		105	\$129.29	\$1,960,412
Dating Services		93	\$0.64	\$9,663
TV/Video/Audio		101	\$1,218.43	\$18,474,993
Cable and Satellite Television Services		101	\$904.31	\$13,712,059
Televisions		103	\$113.47	\$1,720,612
Satellite Dishes		118	\$1.72	\$26,014
VCRs, Video Cameras, and DVD Players		100	\$8.13	\$123,262
Miscellaneous Video Equipment		121	\$9.31	\$141,216
Video Cassettes and DVDs		98	\$18.13	\$274,832
Video Game Hardware/Accessories		101	\$25.98	\$393,975
Video Game Software		101	\$13.94	\$211,401
Streaming/Downloaded Video		100	\$18.16	\$275,381
Rental of Video Cassettes and DVDs		102	\$16.61	\$251,890
Installation of Televisions		129	\$1.19	\$18,095
Audio (3)		103	\$84.14	\$1,275,855
Rental and Repair of TV/Radio/Sound Equipment		85	\$3.32	\$50,402
Pets		104	\$555.43	\$8,421,982
Toys/Games/Crafts/Hobbies (4)		103	\$117.29	\$1,778,455
Recreational Vehicles and Fees (5)		111	\$119.69	\$1,814,934
Sports/Recreation/Exercise Equipment (6)		102	\$169.01	\$2,562,646
Photo Equipment and Supplies (7)		107	\$58.89	\$892,961
Reading (8)		99	\$130.38	\$1,977,008
Catered Affairs (9)		110	\$28.33	\$429,639
Food		102	\$8,209.73	\$124,484,151
Food at Home		101	\$5,020.52	\$76,126,105
Bakery and Cereal Products		100	\$676.13	\$10,252,226
Meats, Poultry, Fish, and Eggs		101	\$1,122.29	\$17,017,233
Dairy Products		99	\$523.49	\$7,937,658
Fruits and Vegetables		100	\$958.36	\$14,531,685
Snacks and Other Food at Home (10)		102	\$1,740.24	\$26,387,305
Food Away from Home		103	\$3,189.21	\$48,358,046
Alcoholic Beverages		99	\$508.13	\$7,704,835

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Financial			
Value of Stocks/Bonds/Mutual Funds	105	\$7,889.96	\$119,635,446
Value of Retirement Plans	103	\$27,066.34	\$410,406,955
Value of Other Financial Assets	102	\$1,147.73	\$17,402,986
Vehicle Loan Amount excluding Interest	107	\$2,608.90	\$39,558,709
Value of Credit Card Debt	101	\$579.59	\$8,788,370
Health			
Nonprescription Drugs	100	\$124.47	\$1,887,311
Prescription Drugs	102	\$429.56	\$6,513,405
Eyeglasses and Contact Lenses	100	\$89.78	\$1,361,362
Home			
Mortgage Payment and Basics (11)	111	\$9,527.44	\$144,464,564
Maintenance and Remodeling Services	109	\$1,904.99	\$28,885,305
Maintenance and Remodeling Materials (12)	113	\$410.33	\$6,221,814
Utilities, Fuel, and Public Services	102	\$4,985.54	\$75,595,713
Household Furnishings and Equipment			
Household Textiles (13)	101	\$87.66	\$1,329,171
Furniture	104	\$510.82	\$7,745,502
Rugs	102	\$25.02	\$379,444
Major Appliances (14)	106	\$300.29	\$4,553,359
Housewares (15)	105	\$87.79	\$1,331,113
Small Appliances	99	\$46.44	\$704,197
Luggage	106	\$9.77	\$148,193
Telephones and Accessories	105	\$74.80	\$1,134,157
Household Operations			
Child Care	109	\$460.58	\$6,983,792
Lawn and Garden (16)	104	\$422.01	\$6,398,983
Moving/Storage/Freight Express	93	\$59.23	\$898,129
Housekeeping Supplies (17)	103	\$721.62	\$10,941,980
Insurance			
Owners and Renters Insurance	109	\$506.70	\$7,683,112
Vehicle Insurance	103	\$1,148.24	\$17,410,779
Life/Other Insurance	105	\$433.56	\$6,574,029
Health Insurance	103	\$3,491.59	\$52,942,957
Personal Care Products (18)	102	\$443.30	\$6,721,790
School Books and Supplies (19)	102	\$168.26	\$2,551,300
Smoking Products	94	\$386.09	\$5,854,358
Transportation			
Payments on Vehicles excluding Leases	107	\$2,237.10	\$33,921,135
Gasoline and Motor Oil	104	\$3,197.19	\$48,478,982
Vehicle Maintenance and Repairs	102	\$1,058.10	\$16,044,018
Travel			
Airline Fares	101	\$460.49	\$6,982,356
Lodging on Trips	104	\$483.98	\$7,338,576
Auto/Truck Rental on Trips	103	\$24.73	\$375,000
Food and Drink on Trips	103	\$453.26	\$6,872,839

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Middleburg (4C)	10.0%	Households	137,767	147,864
Home Improvement (4B)	10.0%	Families	94,834	101,486
Metro Fusion (11C)	7.4%	Median Age	38.2	38.6
Bright Young Professionals (8C)	6.1%	Median Household Income	\$53,593	\$61,167
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		97	\$1,957.59	\$269,690,724
Men's		97	\$388.11	\$53,468,416
Women's		97	\$661.28	\$91,102,482
Children's		100	\$321.22	\$44,253,493
Footwear		97	\$415.71	\$57,271,404
Watches & Jewelry		96	\$100.03	\$13,780,300
Apparel Products and Services (1)		99	\$71.24	\$9,814,629
Computer				
Computers and Hardware for Home Use		99	\$171.72	\$23,657,761
Portable Memory		99	\$4.65	\$641,047
Computer Software		100	\$12.91	\$1,778,610
Computer Accessories		97	\$17.27	\$2,379,032
Entertainment & Recreation		96	\$2,798.95	\$385,603,164
Fees and Admissions		98	\$565.48	\$77,904,407
Membership Fees for Clubs (2)		96	\$184.34	\$25,395,448
Fees for Participant Sports, excl. Trips		102	\$91.26	\$12,572,575
Tickets to Theatre/Operas/Concerts		95	\$50.21	\$6,917,448
Tickets to Movies/Museums/Parks		101	\$67.19	\$9,256,726
Admission to Sporting Events, excl. Trips		96	\$51.36	\$7,075,627
Fees for Recreational Lessons		98	\$120.41	\$16,588,208
Dating Services		103	\$0.71	\$98,376
TV/Video/Audio		96	\$1,157.05	\$159,402,903
Cable and Satellite Television Services		95	\$855.83	\$117,905,483
Televisions		99	\$108.47	\$14,943,908
Satellite Dishes		101	\$1.47	\$203,183
VCRs, Video Cameras, and DVD Players		99	\$8.04	\$1,107,036
Miscellaneous Video Equipment		104	\$8.00	\$1,101,531
Video Cassettes and DVDs		97	\$17.97	\$2,475,105
Video Game Hardware/Accessories		98	\$25.22	\$3,473,875
Video Game Software		101	\$13.95	\$1,921,598
Streaming/Downloaded Video		99	\$18.05	\$2,486,446
Rental of Video Cassettes and DVDs		100	\$16.34	\$2,251,031
Installation of Televisions		102	\$0.94	\$129,125
Audio (3)		97	\$79.04	\$10,889,658
Rental and Repair of TV/Radio/Sound Equipment		95	\$3.74	\$514,925
Pets		94	\$506.08	\$69,721,759
Toys/Games/Crafts/Hobbies (4)		95	\$109.19	\$15,042,501
Recreational Vehicles and Fees (5)		95	\$102.54	\$14,127,108
Sports/Recreation/Exercise Equipment (6)		95	\$157.10	\$21,643,101
Photo Equipment and Supplies (7)		98	\$53.79	\$7,409,842
Reading (8)		94	\$122.70	\$16,903,473
Catered Affairs (9)		97	\$25.03	\$3,448,068
Food		97	\$7,830.55	\$1,078,791,546
Food at Home		96	\$4,795.85	\$660,710,362
Bakery and Cereal Products		95	\$643.11	\$88,600,009
Meats, Poultry, Fish, and Eggs		97	\$1,073.49	\$147,891,030
Dairy Products		95	\$501.57	\$69,100,137
Fruits and Vegetables		97	\$923.96	\$127,291,127
Snacks and Other Food at Home (10)		97	\$1,653.72	\$227,828,059
Food Away from Home		98	\$3,034.70	\$418,081,184
Alcoholic Beverages		96	\$493.51	\$67,990,046

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Retail Goods and Services Expenditures

2104 Rock Springs Rd N, Apopka, Florida, 32712
 Ring: 10 mile radius

Prepared by Esri
 Latitude: 28.71523
 Longitude: -81.50929

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	96	\$7,206.58	\$992,829,109
Value of Retirement Plans	91	\$23,784.29	\$3,276,690,672
Value of Other Financial Assets	97	\$1,097.68	\$151,223,571
Vehicle Loan Amount excluding Interest	100	\$2,436.27	\$335,637,457
Value of Credit Card Debt	94	\$538.91	\$74,244,066
Health			
Nonprescription Drugs	94	\$117.13	\$16,136,368
Prescription Drugs	92	\$387.58	\$53,395,608
Eyeglasses and Contact Lenses	93	\$82.80	\$11,407,669
Home			
Mortgage Payment and Basics (11)	97	\$8,272.05	\$1,139,616,034
Maintenance and Remodeling Services	93	\$1,631.34	\$224,745,389
Maintenance and Remodeling Materials (12)	92	\$333.56	\$45,954,010
Utilities, Fuel, and Public Services	96	\$4,661.00	\$642,131,942
Household Furnishings and Equipment			
Household Textiles (13)	96	\$83.23	\$11,466,495
Furniture	99	\$485.90	\$66,940,871
Rugs	94	\$23.00	\$3,168,465
Major Appliances (14)	95	\$270.32	\$37,240,944
Housewares (15)	98	\$82.29	\$11,337,240
Small Appliances	95	\$44.91	\$6,186,451
Luggage	99	\$9.19	\$1,266,105
Telephones and Accessories	98	\$69.61	\$9,590,321
Household Operations			
Child Care	100	\$422.20	\$58,165,327
Lawn and Garden (16)	92	\$375.36	\$51,712,142
Moving/Storage/Freight Express	99	\$63.11	\$8,694,440
Housekeeping Supplies (17)	96	\$674.55	\$92,931,092
Insurance			
Owners and Renters Insurance	93	\$430.09	\$59,252,052
Vehicle Insurance	97	\$1,085.81	\$149,589,094
Life/Other Insurance	93	\$384.49	\$52,969,811
Health Insurance	94	\$3,181.45	\$438,298,914
Personal Care Products (18)	97	\$423.23	\$58,307,131
School Books and Supplies (19)	98	\$161.56	\$22,257,719
Smoking Products	90	\$369.88	\$50,956,959
Transportation			
Payments on Vehicles excluding Leases	98	\$2,045.23	\$281,764,805
Gasoline and Motor Oil	97	\$2,983.31	\$411,001,746
Vehicle Maintenance and Repairs	96	\$994.69	\$137,035,683
Travel			
Airline Fares	96	\$438.37	\$60,393,202
Lodging on Trips	95	\$440.75	\$60,721,262
Auto/Truck Rental on Trips	98	\$23.47	\$3,233,522
Food and Drink on Trips	95	\$418.28	\$57,625,862

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

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