



Retail Goods and Services Expenditures

1161 Trenton Ave, Findlay, Ohio, 45840
Ring: 1 mile radius

Prepared by Esri
Latitude: 41.05855
Longitude: -83.67233

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Rustbelt Traditions (5D)	34.1%	Population	4,109	4,113
Set to Impress (11D)	23.4%	Households	1,601	1,605
In Style (5B)	19.2%	Families	916	909
Down the Road (10D)	19.1%	Median Age	32.6	33.4
College Towns (14B)	4.1%	Median Household Income	\$39,492	\$42,998
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		66	\$1,328.99	\$2,127,720
Men's		66	\$263.82	\$422,371
Women's		66	\$449.49	\$719,626
Children's		68	\$219.89	\$352,051
Footwear		66	\$282.04	\$451,551
Watches & Jewelry		65	\$67.49	\$108,051
Apparel Products and Services (1)		64	\$46.26	\$74,069
Computer				
Computers and Hardware for Home Use		67	\$116.28	\$186,169
Portable Memory		69	\$3.25	\$5,207
Computer Software		69	\$8.87	\$14,204
Computer Accessories		66	\$11.70	\$18,736
Entertainment & Recreation		65	\$1,896.80	\$3,036,770
Fees and Admissions		63	\$361.15	\$578,199
Membership Fees for Clubs (2)		61	\$117.59	\$188,263
Fees for Participant Sports, excl. Trips		64	\$57.02	\$91,294
Tickets to Theatre/Operas/Concerts		63	\$33.27	\$53,269
Tickets to Movies/Museums/Parks		65	\$43.45	\$69,569
Admission to Sporting Events, excl. Trips		68	\$36.06	\$57,738
Fees for Recreational Lessons		59	\$73.22	\$117,218
Dating Services		77	\$0.53	\$848
TV/Video/Audio		67	\$807.13	\$1,292,216
Cable and Satellite Television Services		67	\$599.37	\$959,594
Televisions		67	\$74.19	\$118,780
Satellite Dishes		60	\$0.88	\$1,406
VCRs, Video Cameras, and DVD Players		67	\$5.42	\$8,685
Miscellaneous Video Equipment		80	\$6.13	\$9,820
Video Cassettes and DVDs		68	\$12.48	\$19,987
Video Game Hardware/Accessories		73	\$18.64	\$29,847
Video Game Software		73	\$10.03	\$16,059
Streaming/Downloaded Video		69	\$12.60	\$20,175
Rental of Video Cassettes and DVDs		69	\$11.19	\$17,922
Installation of Televisions		67	\$0.62	\$999
Audio (3)		65	\$53.06	\$84,951
Rental and Repair of TV/Radio/Sound Equipment		63	\$2.49	\$3,989
Pets		64	\$343.36	\$549,714
Toys/Games/Crafts/Hobbies (4)		67	\$76.71	\$122,817
Recreational Vehicles and Fees (5)		63	\$67.27	\$107,705
Sports/Recreation/Exercise Equipment (6)		62	\$102.93	\$164,796
Photo Equipment and Supplies (7)		66	\$36.43	\$58,321
Reading (8)		66	\$85.95	\$137,611
Catered Affairs (9)		61	\$15.86	\$25,391
Food		67	\$5,406.06	\$8,655,104
Food at Home		67	\$3,350.65	\$5,364,388
Bakery and Cereal Products		67	\$453.75	\$726,455
Meats, Poultry, Fish, and Eggs		67	\$745.82	\$1,194,052
Dairy Products		67	\$353.18	\$565,439
Fruits and Vegetables		67	\$639.13	\$1,023,251
Snacks and Other Food at Home (10)		68	\$1,158.77	\$1,855,190
Food Away from Home		66	\$2,055.41	\$3,290,716
Alcoholic Beverages		67	\$342.75	\$548,737

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	62	\$4,653.83	\$7,450,779
Value of Retirement Plans	60	\$15,743.67	\$25,205,621
Value of Other Financial Assets	66	\$743.45	\$1,190,256
Vehicle Loan Amount excluding Interest	67	\$1,629.32	\$2,608,538
Value of Credit Card Debt	65	\$369.91	\$592,225
Health			
Nonprescription Drugs	65	\$81.01	\$129,704
Prescription Drugs	65	\$272.75	\$436,673
Eyeglasses and Contact Lenses	64	\$57.37	\$91,856
Home			
Mortgage Payment and Basics (11)	62	\$5,302.50	\$8,489,304
Maintenance and Remodeling Services	62	\$1,085.16	\$1,737,334
Maintenance and Remodeling Materials (12)	64	\$232.73	\$372,597
Utilities, Fuel, and Public Services	66	\$3,236.18	\$5,181,118
Household Furnishings and Equipment			
Household Textiles (13)	65	\$57.03	\$91,313
Furniture	66	\$325.79	\$521,585
Rugs	64	\$15.73	\$25,185
Major Appliances (14)	63	\$178.73	\$286,144
Housewares (15)	67	\$55.70	\$89,180
Small Appliances	66	\$31.21	\$49,964
Luggage	64	\$5.90	\$9,451
Telephones and Accessories	71	\$50.68	\$81,142
Household Operations			
Child Care	64	\$271.10	\$434,027
Lawn and Garden (16)	61	\$249.21	\$398,979
Moving/Storage/Freight Express	66	\$41.69	\$66,753
Housekeeping Supplies (17)	66	\$466.41	\$746,721
Insurance			
Owners and Renters Insurance	64	\$295.32	\$472,808
Vehicle Insurance	66	\$740.40	\$1,185,388
Life/Other Insurance	62	\$257.48	\$412,219
Health Insurance	65	\$2,197.74	\$3,518,580
Personal Care Products (18)	66	\$288.37	\$461,688
School Books and Supplies (19)	66	\$109.04	\$174,579
Smoking Products	70	\$288.85	\$462,456
Transportation			
Payments on Vehicles excluding Leases	66	\$1,367.71	\$2,189,696
Gasoline and Motor Oil	67	\$2,062.18	\$3,301,554
Vehicle Maintenance and Repairs	66	\$680.61	\$1,089,660
Travel			
Airline Fares	62	\$284.21	\$455,015
Lodging on Trips	62	\$288.61	\$462,061
Auto/Truck Rental on Trips	61	\$14.62	\$23,403
Food and Drink on Trips	63	\$276.01	\$441,892

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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
Rustbelt Traditions (5D)	18.9%	Population	35,521	35,561
Set to Impress (11D)	15.0%	Households	14,585	14,637
Traditional Living (12B)	13.0%	Families	8,647	8,600
In Style (5B)	10.7%	Median Age	34.6	35.5
Old and Newcomers (8F)	8.5%	Median Household Income	\$43,823	\$50,689
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		75	\$1,505.01	\$21,950,551
Men's		74	\$297.78	\$4,343,054
Women's		74	\$509.96	\$7,437,801
Children's		77	\$248.23	\$3,620,364
Footwear		74	\$319.10	\$4,654,027
Watches & Jewelry		75	\$77.70	\$1,133,289
Apparel Products and Services (1)		72	\$52.25	\$762,017
Computer				
Computers and Hardware for Home Use		76	\$131.91	\$1,923,961
Portable Memory		79	\$3.71	\$54,079
Computer Software		78	\$10.15	\$148,041
Computer Accessories		75	\$13.37	\$194,979
Entertainment & Recreation		74	\$2,169.96	\$31,648,876
Fees and Admissions		71	\$409.93	\$5,978,858
Membership Fees for Clubs (2)		70	\$134.00	\$1,954,445
Fees for Participant Sports, excl. Trips		72	\$64.33	\$938,250
Tickets to Theatre/Operas/Concerts		72	\$38.13	\$556,151
Tickets to Movies/Museums/Parks		73	\$48.66	\$709,709
Admission to Sporting Events, excl. Trips		78	\$41.47	\$604,839
Fees for Recreational Lessons		67	\$82.74	\$1,206,725
Dating Services		87	\$0.60	\$8,738
TV/Video/Audio		77	\$923.12	\$13,463,737
Cable and Satellite Television Services		76	\$685.79	\$10,002,308
Televisions		77	\$84.46	\$1,231,838
Satellite Dishes		70	\$1.02	\$14,852
VCRs, Video Cameras, and DVD Players		77	\$6.20	\$90,372
Miscellaneous Video Equipment		93	\$7.14	\$104,069
Video Cassettes and DVDs		77	\$14.27	\$208,083
Video Game Hardware/Accessories		84	\$21.42	\$312,414
Video Game Software		83	\$11.50	\$167,708
Streaming/Downloaded Video		80	\$14.45	\$210,711
Rental of Video Cassettes and DVDs		78	\$12.69	\$185,135
Installation of Televisions		78	\$0.72	\$10,466
Audio (3)		74	\$60.65	\$884,608
Rental and Repair of TV/Radio/Sound Equipment		72	\$2.82	\$41,173
Pets		74	\$394.46	\$5,753,207
Toys/Games/Crafts/Hobbies (4)		77	\$87.90	\$1,282,011
Recreational Vehicles and Fees (5)		72	\$77.65	\$1,132,482
Sports/Recreation/Exercise Equipment (6)		71	\$116.79	\$1,703,408
Photo Equipment and Supplies (7)		76	\$41.70	\$608,232
Reading (8)		76	\$100.07	\$1,459,458
Catered Affairs (9)		71	\$18.34	\$267,484
Food		76	\$6,160.02	\$89,843,941
Food at Home		77	\$3,826.12	\$55,803,920
Bakery and Cereal Products		77	\$520.35	\$7,589,237
Meats, Poultry, Fish, and Eggs		76	\$848.87	\$12,380,835
Dairy Products		76	\$405.48	\$5,913,863
Fruits and Vegetables		76	\$727.17	\$10,605,805
Snacks and Other Food at Home (10)		77	\$1,324.25	\$19,314,179
Food Away from Home		75	\$2,333.91	\$34,040,021
Alcoholic Beverages		76	\$390.90	\$5,701,333

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Financial			
Value of Stocks/Bonds/Mutual Funds	72	\$5,433.11	\$79,241,849
Value of Retirement Plans	70	\$18,427.91	\$268,771,096
Value of Other Financial Assets	79	\$889.28	\$12,970,121
Vehicle Loan Amount excluding Interest	77	\$1,866.70	\$27,225,855
Value of Credit Card Debt	74	\$423.77	\$6,180,640
Health			
Nonprescription Drugs	75	\$92.75	\$1,352,781
Prescription Drugs	75	\$314.77	\$4,590,919
Eyeglasses and Contact Lenses	75	\$66.69	\$972,727
Home			
Mortgage Payment and Basics (11)	71	\$6,047.16	\$88,197,861
Maintenance and Remodeling Services	72	\$1,257.86	\$18,345,822
Maintenance and Remodeling Materials (12)	75	\$271.27	\$3,956,491
Utilities, Fuel, and Public Services	76	\$3,704.60	\$54,031,553
Household Furnishings and Equipment			
Household Textiles (13)	75	\$65.34	\$953,027
Furniture	75	\$370.50	\$5,403,690
Rugs	74	\$18.01	\$262,694
Major Appliances (14)	73	\$205.69	\$2,999,996
Housewares (15)	75	\$63.14	\$920,855
Small Appliances	76	\$35.65	\$519,920
Luggage	73	\$6.73	\$98,169
Telephones and Accessories	81	\$57.99	\$845,847
Household Operations			
Child Care	73	\$309.16	\$4,509,129
Lawn and Garden (16)	71	\$288.55	\$4,208,559
Moving/Storage/Freight Express	73	\$46.57	\$679,171
Housekeeping Supplies (17)	76	\$534.21	\$7,791,448
Insurance			
Owners and Renters Insurance	74	\$343.15	\$5,004,822
Vehicle Insurance	75	\$843.67	\$12,304,913
Life/Other Insurance	72	\$300.23	\$4,378,844
Health Insurance	75	\$2,539.57	\$37,039,609
Personal Care Products (18)	75	\$327.53	\$4,776,975
School Books and Supplies (19)	76	\$124.26	\$1,812,314
Smoking Products	82	\$335.02	\$4,886,301
Transportation			
Payments on Vehicles excluding Leases	76	\$1,573.89	\$22,955,228
Gasoline and Motor Oil	77	\$2,355.61	\$34,356,595
Vehicle Maintenance and Repairs	75	\$779.90	\$11,374,874
Travel			
Airline Fares	71	\$323.99	\$4,725,430
Lodging on Trips	72	\$332.97	\$4,856,415
Auto/Truck Rental on Trips	69	\$16.61	\$242,258
Food and Drink on Trips	72	\$317.40	\$4,629,288

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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Rustbelt Traditions (5D)	16.9%	Population	50,429	50,634
Set to Impress (11D)	10.4%	Households	21,019	21,171
In Style (5B)	9.6%	Families	12,873	12,851
Traditional Living (12B)	9.2%	Median Age	37.6	38.4
Retirement Communities (9E)	7.6%	Median Household Income	\$48,012	\$54,331
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		82	\$1,652.78	\$34,739,749
Men's		82	\$327.55	\$6,884,876
Women's		82	\$564.54	\$11,866,069
Children's		82	\$265.89	\$5,588,676
Footwear		82	\$349.68	\$7,350,001
Watches & Jewelry		83	\$86.50	\$1,818,216
Apparel Products and Services (1)		81	\$58.61	\$1,231,910
Computer				
Computers and Hardware for Home Use		83	\$144.41	\$3,035,337
Portable Memory		86	\$4.04	\$84,897
Computer Software		86	\$11.12	\$233,819
Computer Accessories		83	\$14.85	\$312,164
Entertainment & Recreation		82	\$2,400.22	\$50,450,262
Fees and Admissions		80	\$462.22	\$9,715,407
Membership Fees for Clubs (2)		80	\$152.25	\$3,200,171
Fees for Participant Sports, excl. Trips		81	\$72.60	\$1,525,978
Tickets to Theatre/Operas/Concerts		82	\$43.36	\$911,363
Tickets to Movies/Museums/Parks		80	\$53.40	\$1,122,476
Admission to Sporting Events, excl. Trips		87	\$46.22	\$971,503
Fees for Recreational Lessons		76	\$93.74	\$1,970,309
Dating Services		94	\$0.65	\$13,607
TV/Video/Audio		84	\$1,011.27	\$21,255,840
Cable and Satellite Television Services		84	\$753.32	\$15,834,106
Televisions		84	\$92.24	\$1,938,751
Satellite Dishes		77	\$1.12	\$23,487
VCRs, Video Cameras, and DVD Players		83	\$6.73	\$141,459
Miscellaneous Video Equipment		99	\$7.62	\$160,162
Video Cassettes and DVDs		83	\$15.41	\$323,876
Video Game Hardware/Accessories		89	\$22.75	\$478,196
Video Game Software		88	\$12.17	\$255,742
Streaming/Downloaded Video		85	\$15.50	\$325,792
Rental of Video Cassettes and DVDs		83	\$13.62	\$286,278
Installation of Televisions		88	\$0.81	\$17,078
Audio (3)		82	\$66.92	\$1,406,601
Rental and Repair of TV/Radio/Sound Equipment		78	\$3.06	\$64,311
Pets		82	\$436.76	\$9,180,305
Toys/Games/Crafts/Hobbies (4)		84	\$95.61	\$2,009,725
Recreational Vehicles and Fees (5)		81	\$87.08	\$1,830,288
Sports/Recreation/Exercise Equipment (6)		78	\$128.55	\$2,702,056
Photo Equipment and Supplies (7)		84	\$46.07	\$968,395
Reading (8)		85	\$111.82	\$2,350,405
Catered Affairs (9)		81	\$20.83	\$437,843
Food		84	\$6,745.06	\$141,774,353
Food at Home		84	\$4,185.23	\$87,969,246
Bakery and Cereal Products		84	\$569.75	\$11,975,473
Meats, Poultry, Fish, and Eggs		83	\$926.70	\$19,478,305
Dairy Products		84	\$444.56	\$9,344,106
Fruits and Vegetables		84	\$798.53	\$16,784,261
Snacks and Other Food at Home (10)		84	\$1,445.70	\$30,387,100
Food Away from Home		83	\$2,559.83	\$53,805,107
Alcoholic Beverages		84	\$431.50	\$9,069,670

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March 29, 2017



Retail Goods and Services Expenditures

1161 Trenton Ave, Findlay, Ohio, 45840
Ring: 5 mile radius

Prepared by Esri
Latitude: 41.05855
Longitude: -83.67233

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	85	\$6,341.72	\$133,296,679
Value of Retirement Plans	81	\$21,342.96	\$448,607,673
Value of Other Financial Assets	89	\$1,003.43	\$21,091,101
Vehicle Loan Amount excluding Interest	83	\$2,026.35	\$42,591,851
Value of Credit Card Debt	83	\$472.04	\$9,921,813
Health			
Nonprescription Drugs	83	\$102.91	\$2,163,038
Prescription Drugs	84	\$350.82	\$7,373,895
Eyeglasses and Contact Lenses	83	\$74.43	\$1,564,441
Home			
Mortgage Payment and Basics (11)	80	\$6,858.36	\$144,155,821
Maintenance and Remodeling Services	82	\$1,439.10	\$30,248,424
Maintenance and Remodeling Materials (12)	84	\$303.24	\$6,373,752
Utilities, Fuel, and Public Services	83	\$4,068.91	\$85,524,469
Household Furnishings and Equipment			
Household Textiles (13)	83	\$72.33	\$1,520,345
Furniture	83	\$407.67	\$8,568,818
Rugs	83	\$20.38	\$428,272
Major Appliances (14)	81	\$228.83	\$4,809,677
Housewares (15)	83	\$69.81	\$1,467,279
Small Appliances	83	\$39.26	\$825,241
Luggage	82	\$7.57	\$159,217
Telephones and Accessories	89	\$63.15	\$1,327,318
Household Operations			
Child Care	80	\$339.74	\$7,140,908
Lawn and Garden (16)	80	\$326.89	\$6,870,800
Moving/Storage/Freight Express	80	\$50.68	\$1,065,214
Housekeeping Supplies (17)	84	\$589.25	\$12,385,430
Insurance			
Owners and Renters Insurance	83	\$385.40	\$8,100,659
Vehicle Insurance	83	\$926.67	\$19,477,663
Life/Other Insurance	82	\$340.43	\$7,155,584
Health Insurance	84	\$2,832.98	\$59,546,432
Personal Care Products (18)	83	\$360.12	\$7,569,313
School Books and Supplies (19)	82	\$135.15	\$2,840,639
Smoking Products	87	\$358.00	\$7,524,855
Transportation			
Payments on Vehicles excluding Leases	83	\$1,717.96	\$36,109,865
Gasoline and Motor Oil	83	\$2,561.03	\$53,830,244
Vehicle Maintenance and Repairs	83	\$859.39	\$18,063,434
Travel			
Airline Fares	80	\$366.20	\$7,697,152
Lodging on Trips	81	\$377.18	\$7,927,973
Auto/Truck Rental on Trips	78	\$18.71	\$393,209
Food and Drink on Trips	81	\$356.79	\$7,499,276

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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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