

Retail Goods and Services Expenditures

4000 W Colfax Ave: 4000 W Colfax Ave, Denver, 80204
 Ring: 1 mile radius

www.businessdecision.info
 Latitude: 39.740287575
 Longitude: -105.0393715

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Industrious Urban Fringe	22.0%	Population	26,845	28,391
NeWest Residents	19.8%	Households	8,764	9,194
International Marketplace	12.3%	Families	5,374	5,572
City Dimensions	10.4%	Median Age	29.4	29.6
Social Security Set	9.1%	Median Household Income	\$43,542	\$50,218
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		57	\$1,356.24	\$11,885,480
Men's		52	\$240.39	\$2,106,681
Women's		48	\$400.19	\$3,507,081
Children's		62	\$247.54	\$2,169,332
Footwear		41	\$171.49	\$1,502,881
Watches & Jewelry		74	\$143.01	\$1,253,276
Apparel Products and Services (1)		164	\$153.62	\$1,346,228
Computer				
Computers and Hardware for Home Use		81	\$155.71	\$1,364,531
Software and Accessories for Home Use		82	\$23.32	\$204,373
Entertainment & Recreation		74	\$2,394.54	\$20,984,617
Fees and Admissions		73	\$452.66	\$3,966,930
Membership Fees for Clubs (2)		70	\$114.25	\$1,001,241
Fees for Participant Sports, excl. Trips		71	\$76.15	\$667,370
Admission to Movie/Theatre/Opera/Ballet		82	\$123.67	\$1,083,777
Admission to Sporting Events, excl. Trips		67	\$39.86	\$349,308
Fees for Recreational Lessons		72	\$98.00	\$858,786
Dating Services		96	\$0.74	\$6,448
TV/Video/Audio		77	\$960.71	\$8,419,187
Community Antenna or Cable TV		76	\$548.01	\$4,802,505
Televisions		77	\$147.96	\$1,296,686
VCRs, Video Cameras, and DVD Players		85	\$17.36	\$152,121
Video Cassettes and DVDs		85	\$44.71	\$391,819
Video and Computer Game Hardware and Software		80	\$44.67	\$391,451
Satellite Dishes		72	\$0.91	\$7,959
Rental of Video Cassettes and DVDs		85	\$35.10	\$307,623
Streaming/Downloaded Video		79	\$1.11	\$9,718
Audio (3)		78	\$114.42	\$1,002,693
Rental and Repair of TV/Radio/Sound Equipment		86	\$6.46	\$56,611
Pets		86	\$368.88	\$3,232,725
Toys and Games (4)		76	\$110.12	\$964,996
Recreational Vehicles and Fees (5)		60	\$193.39	\$1,694,782
Sports/Recreation/Exercise Equipment (6)		57	\$102.51	\$898,308
Photo Equipment and Supplies (7)		74	\$76.98	\$674,644
Reading (8)		72	\$111.44	\$976,563
Catered Affairs (9)		73	\$17.86	\$156,482
Food		81	\$6,222.48	\$54,531,005
Food at Home		82	\$3,647.65	\$31,966,344
Bakery and Cereal Products		79	\$471.72	\$4,133,909
Meats, Poultry, Fish, and Eggs		83	\$863.58	\$7,568,023
Dairy Products		80	\$397.53	\$3,483,792
Fruits and Vegetables		84	\$658.81	\$5,773,466
Snacks and Other Food at Home (10)		81	\$1,256.02	\$11,007,155
Food Away from Home		80	\$2,574.83	\$22,564,661
Alcoholic Beverages		81	\$462.55	\$4,053,575
Nonalcoholic Beverages at Home		82	\$358.94	\$3,145,554

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	63	\$1,092.42	\$9,573,498
Vehicle Loans	74	\$3,629.73	\$31,809,281
Health			
Nonprescription Drugs	72	\$74.38	\$651,831
Prescription Drugs	65	\$323.29	\$2,833,173
Eyeglasses and Contact Lenses	71	\$54.37	\$476,461
Home			
Mortgage Payment and Basics (11)	65	\$6,134.84	\$53,762,988
Maintenance and Remodeling Services	61	\$1,212.58	\$10,626,461
Maintenance and Remodeling Materials (12)	61	\$226.49	\$1,984,841
Utilities, Fuel, and Public Services	75	\$3,376.06	\$29,586,256
Household Furnishings and Equipment			
Household Textiles (13)	75	\$99.72	\$873,872
Furniture	75	\$450.92	\$3,951,640
Floor Coverings	64	\$47.87	\$419,502
Major Appliances (14)	67	\$204.67	\$1,793,601
Housewares (15)	73	\$62.88	\$551,024
Small Appliances	76	\$24.77	\$217,033
Luggage	74	\$6.82	\$59,726
Telephones and Accessories	57	\$24.29	\$212,894
Household Operations			
Child Care	79	\$365.18	\$3,200,238
Lawn and Garden (16)	61	\$256.14	\$2,244,727
Moving/Storage/Freight Express	88	\$53.40	\$468,003
Housekeeping Supplies (17)	76	\$533.77	\$4,677,737
Insurance			
Owners and Renters Insurance	60	\$276.19	\$2,420,416
Vehicle Insurance	77	\$891.76	\$7,815,014
Life/Other Insurance	61	\$255.02	\$2,234,862
Health Insurance	68	\$1,314.47	\$11,519,383
Personal Care Products (18)	80	\$317.98	\$2,786,600
School Books and Supplies (19)	84	\$89.58	\$785,064
Smoking Products	79	\$337.54	\$2,958,072
Transportation			
Vehicle Purchases (Net Outlay) (20)	75	\$3,301.75	\$28,935,005
Gasoline and Motor Oil	76	\$2,178.90	\$19,094,867
Vehicle Maintenance and Repairs	76	\$720.39	\$6,313,133
Travel			
Airline Fares	77	\$354.03	\$3,102,558
Lodging on Trips	68	\$296.46	\$2,598,040
Auto/Truck/Van Rental on Trips	75	\$27.68	\$242,530
Food and Drink on Trips	72	\$311.40	\$2,728,987

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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (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 22, 2012

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Industrious Urban Fringe	16.8%	Population	187,206	197,522
Main Street, USA	13.6%	Households	72,661	76,857
Metropolitans	8.9%	Families	37,844	39,070
Metro Renters	8.5%	Median Age	33.2	33.4
Old and Newcomers	7.3%	Median Household Income	\$46,911	\$54,888
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		63	\$1,498.58	\$108,888,896
Men's		58	\$267.21	\$19,415,700
Women's		54	\$451.00	\$32,770,060
Children's		66	\$266.26	\$19,347,066
Footwear		45	\$186.62	\$13,559,897
Watches & Jewelry		85	\$165.13	\$11,998,747
Apparel Products and Services (1)		173	\$162.36	\$11,797,426
Computer				
Computers and Hardware for Home Use		90	\$172.15	\$12,508,346
Software and Accessories for Home Use		90	\$25.78	\$1,873,096
Entertainment & Recreation		84	\$2,723.34	\$197,881,634
Fees and Admissions		84	\$519.22	\$37,727,010
Membership Fees for Clubs (2)		82	\$134.34	\$9,761,010
Fees for Participant Sports, excl. Trips		83	\$88.26	\$6,413,368
Admission to Movie/Theatre/Opera/Ballet		91	\$137.58	\$9,997,031
Admission to Sporting Events, excl. Trips		79	\$47.05	\$3,418,519
Fees for Recreational Lessons		81	\$111.17	\$8,077,636
Dating Services		106	\$0.82	\$59,446
TV/Video/Audio		87	\$1,074.73	\$78,091,048
Community Antenna or Cable TV		85	\$616.05	\$44,763,179
Televisions		86	\$167.16	\$12,145,735
VCRs, Video Cameras, and DVD Players		93	\$18.95	\$1,377,081
Video Cassettes and DVDs		93	\$49.02	\$3,561,681
Video and Computer Game Hardware and Software		90	\$50.06	\$3,637,689
Satellite Dishes		82	\$1.03	\$74,653
Rental of Video Cassettes and DVDs		93	\$38.40	\$2,790,114
Streaming/Downloaded Video		89	\$1.25	\$90,938
Audio (3)		86	\$125.82	\$9,142,528
Rental and Repair of TV/Radio/Sound Equipment		92	\$6.98	\$507,448
Pets		98	\$423.15	\$30,746,537
Toys and Games (4)		85	\$123.68	\$8,986,710
Recreational Vehicles and Fees (5)		71	\$228.25	\$16,584,860
Sports/Recreation/Exercise Equipment (6)		64	\$116.85	\$8,490,693
Photo Equipment and Supplies (7)		84	\$87.25	\$6,339,393
Reading (8)		83	\$128.81	\$9,359,622
Catered Affairs (9)		87	\$21.41	\$1,555,761
Food		89	\$6,831.53	\$496,388,025
Food at Home		89	\$3,979.05	\$289,123,098
Bakery and Cereal Products		87	\$519.57	\$37,752,439
Meats, Poultry, Fish, and Eggs		90	\$933.41	\$67,822,797
Dairy Products		88	\$435.61	\$31,652,244
Fruits and Vegetables		91	\$712.56	\$51,775,786
Snacks and Other Food at Home (10)		88	\$1,377.90	\$100,119,832
Food Away from Home		89	\$2,852.48	\$207,264,927
Alcoholic Beverages		92	\$523.84	\$38,062,676
Nonalcoholic Beverages at Home		89	\$390.76	\$28,393,453

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	75	\$1,308.53	\$95,079,164
Vehicle Loans	83	\$4,067.86	\$295,575,935
Health			
Nonprescription Drugs	81	\$83.69	\$6,081,060
Prescription Drugs	76	\$378.71	\$27,517,237
Eyeglasses and Contact Lenses	81	\$62.11	\$4,513,175
Home			
Mortgage Payment and Basics (11)	77	\$7,171.43	\$521,085,417
Maintenance and Remodeling Services	74	\$1,461.37	\$106,184,705
Maintenance and Remodeling Materials (12)	71	\$265.52	\$19,292,910
Utilities, Fuel, and Public Services	84	\$3,792.54	\$275,570,590
Household Furnishings and Equipment			
Household Textiles (13)	84	\$112.40	\$8,166,822
Furniture	85	\$511.39	\$37,158,507
Floor Coverings	77	\$57.87	\$4,204,636
Major Appliances (14)	78	\$235.43	\$17,106,508
Housewares (15)	80	\$68.77	\$4,996,742
Small Appliances	85	\$27.81	\$2,020,971
Luggage	84	\$7.74	\$562,624
Telephones and Accessories	62	\$26.62	\$1,934,571
Household Operations			
Child Care	88	\$406.76	\$29,555,856
Lawn and Garden (16)	73	\$305.56	\$22,202,052
Moving/Storage/Freight Express	96	\$58.31	\$4,236,963
Housekeeping Supplies (17)	85	\$593.64	\$43,134,910
Insurance			
Owners and Renters Insurance	72	\$331.07	\$24,056,285
Vehicle Insurance	86	\$998.34	\$72,540,305
Life/Other Insurance	73	\$303.52	\$22,053,996
Health Insurance	79	\$1,527.67	\$111,002,706
Personal Care Products (18)	88	\$351.24	\$25,521,813
School Books and Supplies (19)	93	\$99.00	\$7,193,473
Smoking Products	88	\$376.49	\$27,356,471
Transportation			
Vehicle Purchases (Net Outlay) (20)	84	\$3,698.17	\$268,713,523
Gasoline and Motor Oil	84	\$2,419.26	\$175,786,702
Vehicle Maintenance and Repairs	86	\$806.16	\$58,576,735
Travel			
Airline Fares	88	\$401.96	\$29,207,089
Lodging on Trips	80	\$347.00	\$25,213,640
Auto/Truck/Van Rental on Trips	86	\$31.80	\$2,310,487
Food and Drink on Trips	82	\$356.92	\$25,933,907

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- (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.
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Metro Renters	19.3%	Population	439,688	461,758
Industrious Urban Fringe	12.7%	Households	185,268	194,644
Main Street, USA	11.4%	Families	90,511	93,034
Metropolitans	7.3%	Median Age	34.6	34.7
Old and Newcomers	5.5%	Median Household Income	\$49,460	\$58,265
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		67	\$1,598.09	\$296,074,593
Men's		62	\$285.72	\$52,935,531
Women's		58	\$483.75	\$89,622,529
Children's		70	\$280.59	\$51,984,102
Footwear		47	\$197.45	\$36,581,490
Watches & Jewelry		93	\$179.70	\$33,292,217
Apparel Products and Services (1)		183	\$170.88	\$31,658,724
Computer				
Computers and Hardware for Home Use		96	\$183.46	\$33,989,463
Software and Accessories for Home Use		97	\$27.55	\$5,104,280
Entertainment & Recreation		91	\$2,921.43	\$541,248,571
Fees and Admissions		91	\$561.55	\$104,036,619
Membership Fees for Clubs (2)		89	\$146.48	\$27,137,527
Fees for Participant Sports, excl. Trips		89	\$95.14	\$17,625,830
Admission to Movie/Theatre/Opera/Ballet		97	\$147.26	\$27,281,895
Admission to Sporting Events, excl. Trips		86	\$51.42	\$9,525,773
Fees for Recreational Lessons		88	\$120.37	\$22,300,986
Dating Services		115	\$0.89	\$164,608
TV/Video/Audio		92	\$1,143.74	\$211,898,292
Community Antenna or Cable TV		91	\$653.64	\$121,097,963
Televisions		93	\$179.31	\$33,220,331
VCRs, Video Cameras, and DVD Players		99	\$20.16	\$3,735,616
Video Cassettes and DVDs		99	\$52.15	\$9,660,726
Video and Computer Game Hardware and Software		96	\$53.72	\$9,951,654
Satellite Dishes		88	\$1.11	\$205,027
Rental of Video Cassettes and DVDs		99	\$40.77	\$7,553,201
Streaming/Downloaded Video		97	\$1.36	\$251,049
Audio (3)		91	\$134.16	\$24,855,293
Rental and Repair of TV/Radio/Sound Equipment		97	\$7.38	\$1,367,432
Pets		105	\$453.55	\$84,028,856
Toys and Games (4)		91	\$132.50	\$24,547,730
Recreational Vehicles and Fees (5)		77	\$248.33	\$46,007,328
Sports/Recreation/Exercise Equipment (6)		69	\$125.89	\$23,323,001
Photo Equipment and Supplies (7)		91	\$93.88	\$17,393,523
Reading (8)		89	\$138.49	\$25,658,058
Catered Affairs (9)		96	\$23.51	\$4,355,163
Food		94	\$7,224.96	\$1,338,556,148
Food at Home		94	\$4,188.16	\$775,932,409
Bakery and Cereal Products		92	\$548.36	\$101,592,733
Meats, Poultry, Fish, and Eggs		94	\$978.79	\$181,339,219
Dairy Products		92	\$459.02	\$85,041,713
Fruits and Vegetables		95	\$748.09	\$138,596,638
Snacks and Other Food at Home (10)		93	\$1,453.90	\$269,362,106
Food Away from Home		94	\$3,036.81	\$562,623,739
Alcoholic Beverages		99	\$564.50	\$104,583,590
Nonalcoholic Beverages at Home		94	\$411.03	\$76,151,523

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Goods and Services Expenditures

4000 W Colfax Ave: 4000 W Colfax Ave, Denver, 80204
 Ring: 5 mile radius

www.businessdecision.info
 Latitude: 39.740287575
 Longitude: -105.0393715

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	83	\$1,436.46	\$266,130,727
Vehicle Loans	88	\$4,332.85	\$802,739,588
Health			
Nonprescription Drugs	86	\$88.39	\$16,376,352
Prescription Drugs	80	\$401.08	\$74,308,133
Eyeglasses and Contact Lenses	86	\$66.25	\$12,274,220
Home			
Mortgage Payment and Basics (11)	83	\$7,734.84	\$1,433,020,627
Maintenance and Remodeling Services	80	\$1,594.95	\$295,492,794
Maintenance and Remodeling Materials (12)	77	\$286.51	\$53,081,626
Utilities, Fuel, and Public Services	89	\$4,016.56	\$744,141,048
Household Furnishings and Equipment			
Household Textiles (13)	90	\$120.19	\$22,267,434
Furniture	92	\$550.14	\$101,923,817
Floor Coverings	84	\$63.28	\$11,722,895
Major Appliances (14)	83	\$251.87	\$46,662,521
Housewares (15)	85	\$72.98	\$13,521,070
Small Appliances	90	\$29.60	\$5,483,472
Luggage	90	\$8.37	\$1,550,039
Telephones and Accessories	66	\$28.25	\$5,234,193
Household Operations			
Child Care	95	\$438.29	\$81,201,321
Lawn and Garden (16)	79	\$331.20	\$61,361,056
Moving/Storage/Freight Express	102	\$62.19	\$11,521,271
Housekeeping Supplies (17)	90	\$627.95	\$116,339,837
Insurance			
Owners and Renters Insurance	77	\$356.69	\$66,083,055
Vehicle Insurance	91	\$1,060.85	\$196,540,814
Life/Other Insurance	79	\$327.87	\$60,744,725
Health Insurance	84	\$1,623.84	\$300,845,013
Personal Care Products (18)	93	\$371.22	\$68,775,288
School Books and Supplies (19)	99	\$105.45	\$19,537,223
Smoking Products	93	\$398.49	\$73,826,622
Transportation			
Vehicle Purchases (Net Outlay) (20)	90	\$3,942.56	\$730,431,001
Gasoline and Motor Oil	89	\$2,559.83	\$474,255,533
Vehicle Maintenance and Repairs	91	\$857.74	\$158,912,470
Travel			
Airline Fares	95	\$434.35	\$80,470,570
Lodging on Trips	87	\$377.43	\$69,925,742
Auto/Truck/Van Rental on Trips	93	\$34.49	\$6,390,375
Food and Drink on Trips	88	\$385.20	\$71,364,863

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Retail Goods and Services Expenditures

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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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (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, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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May 22, 2012