



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
 Ring: 30 mile radius

Prepared by Esri
 Latitude: 34.25741
 Longitude: -88.69848

Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Southern Satellites (10A)	27.1%	Population	221,513	226,549
Rural Bypasses (10E)	13.6%	Households	84,538	86,293
Rooted Rural (10B)	11.8%	Families	58,971	59,830
Heartland Communities (6F)	6.8%	Median Age	38.7	40.2
Midlife Constants (5E)	4.7%	Median Household Income	\$39,789	\$42,370
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		66	\$1,426.40	\$120,584,971
Men's		66	\$278.56	\$23,549,292
Women's		66	\$486.29	\$41,109,815
Children's		69	\$229.58	\$19,408,050
Footwear		67	\$312.35	\$26,405,309
Watches & Jewelry		57	\$67.54	\$5,709,909
Apparel Products and Services (1)		64	\$52.08	\$4,402,594
Computer				
Computers and Hardware for Home Use		61	\$105.78	\$8,942,703
Portable Memory		62	\$3.31	\$279,761
Computer Software		57	\$6.57	\$555,140
Computer Accessories		61	\$11.06	\$934,624
Entertainment & Recreation		71	\$2,218.09	\$187,512,924
Fees and Admissions		56	\$353.96	\$29,923,000
Membership Fees for Clubs (2)		57	\$120.02	\$10,146,353
Fees for Participant Sports, excl. Trips		59	\$58.12	\$4,912,962
Tickets to Theatre/Operas/Concerts		54	\$32.10	\$2,713,263
Tickets to Movies/Museums/Parks		56	\$43.21	\$3,652,611
Admission to Sporting Events, excl. Trips		58	\$32.36	\$2,735,474
Fees for Recreational Lessons		51	\$67.76	\$5,728,698
Dating Services		49	\$0.40	\$33,640
TV/Video/Audio		75	\$966.28	\$81,687,085
Cable and Satellite Television Services		78	\$746.25	\$63,086,837
Televisions		66	\$78.92	\$6,672,089
Satellite Dishes		66	\$0.96	\$80,848
VCRs, Video Cameras, and DVD Players		66	\$4.33	\$365,810
Miscellaneous Video Equipment		73	\$7.05	\$596,346
Video Cassettes and DVDs		70	\$10.75	\$908,879
Video Game Hardware/Accessories		69	\$20.15	\$1,703,468
Video Game Software		69	\$10.63	\$898,397
Streaming/Downloaded Video		62	\$15.81	\$1,336,817
Rental of Video Cassettes and DVDs		67	\$10.28	\$868,876
Installation of Televisions		57	\$0.51	\$42,939
Audio (3)		65	\$57.85	\$4,890,268
Rental and Repair of TV/Radio/Sound Equipment		69	\$2.79	\$235,511
Pets		81	\$481.40	\$40,696,517
Toys/Games/Crafts/Hobbies (4)		68	\$82.90	\$7,007,814
Recreational Vehicles and Fees (5)		77	\$78.68	\$6,651,476
Sports/Recreation/Exercise Equipment (6)		67	\$115.40	\$9,755,650
Photo Equipment and Supplies (7)		64	\$35.59	\$3,008,533
Reading (8)		69	\$85.89	\$7,261,105
Catered Affairs (9)		59	\$18.00	\$1,521,744
Food		71	\$5,972.25	\$504,882,020
Food at Home		73	\$3,690.17	\$311,959,585
Bakery and Cereal Products		74	\$488.92	\$41,332,013
Meats, Poultry, Fish, and Eggs		75	\$857.62	\$72,501,520
Dairy Products		74	\$394.86	\$33,380,303
Fruits and Vegetables		70	\$681.14	\$57,581,935
Snacks and Other Food at Home (10)		74	\$1,267.64	\$107,163,814
Food Away from Home		68	\$2,282.08	\$192,922,434
Alcoholic Beverages		62	\$347.43	\$29,371,219

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	64	\$3,996.44	\$337,851,113
Value of Retirement Plans	66	\$16,044.04	\$1,356,330,690
Value of Other Financial Assets	82	\$1,066.07	\$90,123,400
Vehicle Loan Amount excluding Interest	85	\$2,313.10	\$195,544,995
Value of Credit Card Debt	66	\$385.12	\$32,557,529
Health			
Nonprescription Drugs	79	\$101.34	\$8,566,700
Prescription Drugs	84	\$327.81	\$27,712,165
Eyeglasses and Contact Lenses	73	\$68.89	\$5,823,476
Home			
Mortgage Payment and Basics (11)	66	\$5,688.99	\$480,935,528
Maintenance and Remodeling Services	69	\$1,345.69	\$113,762,284
Maintenance and Remodeling Materials (12)	82	\$333.66	\$28,207,034
Utilities, Fuel, and Public Services	78	\$3,911.34	\$330,657,253
Household Furnishings and Equipment			
Household Textiles (13)	64	\$61.27	\$5,179,877
Furniture	67	\$385.21	\$32,564,644
Rugs	58	\$13.39	\$1,131,617
Major Appliances (14)	78	\$251.29	\$21,243,774
Housewares (15)	72	\$68.77	\$5,814,042
Small Appliances	67	\$32.17	\$2,719,755
Luggage	55	\$6.49	\$548,827
Telephones and Accessories	68	\$47.31	\$3,999,617
Household Operations			
Child Care	58	\$278.44	\$23,538,833
Lawn and Garden (16)	78	\$327.20	\$27,660,671
Moving/Storage/Freight Express	57	\$36.42	\$3,079,106
Housekeeping Supplies (17)	76	\$541.78	\$45,801,176
Insurance			
Owners and Renters Insurance	82	\$425.88	\$36,003,416
Vehicle Insurance	74	\$867.14	\$73,305,917
Life/Other Insurance	69	\$296.36	\$25,053,440
Health Insurance	76	\$2,772.18	\$234,354,714
Personal Care Products (18)	68	\$321.14	\$27,148,435
School Books and Supplies (19)	65	\$99.94	\$8,448,643
Smoking Products	95	\$394.93	\$33,386,595
Transportation			
Payments on Vehicles excluding Leases	78	\$1,757.11	\$148,542,962
Gasoline and Motor Oil	78	\$2,170.70	\$183,506,586
Vehicle Maintenance and Repairs	73	\$785.51	\$66,405,347
Travel			
Airline Fares	56	\$282.94	\$23,919,316
Lodging on Trips	65	\$341.29	\$28,851,935
Auto/Truck Rental on Trips	61	\$16.07	\$1,358,200
Food and Drink on Trips	64	\$316.77	\$26,779,165

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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	2017	2022
Rooted Rural (10B)	18.0%	Population	657,243	669,398
Rural Bypasses (10E)	16.9%	Households	256,509	261,334
Southern Satellites (10A)	15.5%	Families	169,641	171,315
College Towns (14B)	6.2%	Median Age	37.9	39.3
Heartland Communities (6F)	5.8%	Median Household Income	\$37,131	\$39,353
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		63	\$1,366.92	\$350,626,138
Men's		63	\$267.87	\$68,711,309
Women's		63	\$467.01	\$119,792,901
Children's		66	\$220.61	\$56,589,511
Footwear		65	\$299.17	\$76,739,161
Watches & Jewelry		54	\$64.36	\$16,509,566
Apparel Products and Services (1)		59	\$47.89	\$12,283,691
Computer				
Computers and Hardware for Home Use		59	\$102.70	\$26,343,326
Portable Memory		61	\$3.23	\$829,589
Computer Software		56	\$6.42	\$1,646,675
Computer Accessories		59	\$10.60	\$2,718,969
Entertainment & Recreation		68	\$2,134.65	\$547,557,582
Fees and Admissions		52	\$330.73	\$84,834,761
Membership Fees for Clubs (2)		53	\$111.52	\$28,606,625
Fees for Participant Sports, excl. Trips		54	\$53.79	\$13,798,157
Tickets to Theatre/Operas/Concerts		51	\$30.36	\$7,787,715
Tickets to Movies/Museums/Parks		54	\$41.59	\$10,668,518
Admission to Sporting Events, excl. Trips		55	\$30.46	\$7,812,288
Fees for Recreational Lessons		47	\$62.61	\$16,059,169
Dating Services		49	\$0.40	\$102,290
TV/Video/Audio		73	\$938.75	\$240,797,056
Cable and Satellite Television Services		76	\$724.21	\$185,765,503
Televisions		64	\$76.55	\$19,635,932
Satellite Dishes		63	\$0.91	\$232,249
VCRs, Video Cameras, and DVD Players		65	\$4.26	\$1,092,315
Miscellaneous Video Equipment		70	\$6.71	\$1,721,658
Video Cassettes and DVDs		70	\$10.63	\$2,727,413
Video Game Hardware/Accessories		69	\$20.03	\$5,137,374
Video Game Software		68	\$10.61	\$2,722,135
Streaming/Downloaded Video		61	\$15.67	\$4,018,875
Rental of Video Cassettes and DVDs		66	\$10.13	\$2,597,452
Installation of Televisions		51	\$0.45	\$115,156
Audio (3)		63	\$55.82	\$14,318,416
Rental and Repair of TV/Radio/Sound Equipment		69	\$2.78	\$712,577
Pets		78	\$466.34	\$119,619,704
Toys/Games/Crafts/Hobbies (4)		66	\$79.99	\$20,518,892
Recreational Vehicles and Fees (5)		73	\$74.11	\$19,010,433
Sports/Recreation/Exercise Equipment (6)		65	\$111.90	\$28,702,240
Photo Equipment and Supplies (7)		61	\$34.13	\$8,754,267
Reading (8)		66	\$82.58	\$21,181,265
Catered Affairs (9)		53	\$16.14	\$4,138,964
Food		69	\$5,776.52	\$1,481,728,610
Food at Home		71	\$3,579.11	\$918,074,158
Bakery and Cereal Products		71	\$474.03	\$121,592,851
Meats, Poultry, Fish, and Eggs		73	\$831.16	\$213,200,248
Dairy Products		72	\$384.41	\$98,605,482
Fruits and Vegetables		68	\$658.83	\$168,996,513
Snacks and Other Food at Home (10)		72	\$1,230.67	\$315,679,064
Food Away from Home		66	\$2,197.41	\$563,654,452
Alcoholic Beverages		60	\$333.98	\$85,667,886

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Financial			
Value of Stocks/Bonds/Mutual Funds	59	\$3,685.75	\$945,428,556
Value of Retirement Plans	61	\$14,880.16	\$3,816,896,025
Value of Other Financial Assets	79	\$1,020.84	\$261,855,206
Vehicle Loan Amount excluding Interest	83	\$2,248.32	\$576,713,433
Value of Credit Card Debt	63	\$366.17	\$93,925,201
Health			
Nonprescription Drugs	77	\$98.17	\$25,182,060
Prescription Drugs	81	\$315.94	\$81,042,711
Eyeglasses and Contact Lenses	70	\$66.10	\$16,955,817
Home			
Mortgage Payment and Basics (11)	61	\$5,232.12	\$1,342,085,034
Maintenance and Remodeling Services	64	\$1,242.88	\$318,810,340
Maintenance and Remodeling Materials (12)	78	\$315.60	\$80,955,227
Utilities, Fuel, and Public Services	75	\$3,780.30	\$969,680,490
Household Furnishings and Equipment			
Household Textiles (13)	62	\$59.06	\$15,149,609
Furniture	65	\$370.08	\$94,928,741
Rugs	55	\$12.67	\$3,250,164
Major Appliances (14)	75	\$240.02	\$61,566,939
Housewares (15)	70	\$66.01	\$16,931,913
Small Appliances	65	\$31.31	\$8,030,201
Luggage	51	\$6.08	\$1,559,839
Telephones and Accessories	65	\$45.30	\$11,619,342
Household Operations			
Child Care	55	\$261.26	\$67,014,392
Lawn and Garden (16)	74	\$310.58	\$79,665,846
Moving/Storage/Freight Express	56	\$36.00	\$9,235,161
Housekeeping Supplies (17)	73	\$520.91	\$133,617,916
Insurance			
Owners and Renters Insurance	78	\$402.03	\$103,123,311
Vehicle Insurance	71	\$838.29	\$215,029,575
Life/Other Insurance	65	\$277.67	\$71,223,894
Health Insurance	73	\$2,650.26	\$679,815,427
Personal Care Products (18)	66	\$309.11	\$79,290,636
School Books and Supplies (19)	63	\$97.38	\$24,978,638
Smoking Products	95	\$394.72	\$101,250,092
Transportation			
Payments on Vehicles excluding Leases	75	\$1,687.38	\$432,828,993
Gasoline and Motor Oil	76	\$2,111.54	\$541,628,786
Vehicle Maintenance and Repairs	71	\$758.23	\$194,491,935
Travel			
Airline Fares	53	\$267.79	\$68,689,462
Lodging on Trips	61	\$321.88	\$82,565,453
Auto/Truck Rental on Trips	58	\$15.32	\$3,929,611
Food and Drink on Trips	61	\$300.32	\$77,033,508

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Top Tapestry Segments	Percent	Demographic Summary	2017	2022
Rooted Rural (10B)	14.1%	Population	1,814,172	1,849,587
Rural Bypasses (10E)	13.2%	Households	698,726	711,775
Southern Satellites (10A)	11.6%	Families	478,798	484,714
Soccer Moms (4A)	4.3%	Median Age	38.6	39.7
Salt of the Earth (6B)	3.9%	Median Household Income	\$45,302	\$50,071
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		78	\$1,691.96	\$1,182,218,994
Men's		78	\$330.05	\$230,613,038
Women's		78	\$575.75	\$402,289,833
Children's		81	\$271.81	\$189,919,391
Footwear		80	\$369.55	\$258,211,300
Watches & Jewelry		70	\$82.90	\$57,922,421
Apparel Products and Services (1)		76	\$61.92	\$43,263,010
Computer				
Computers and Hardware for Home Use		74	\$128.70	\$89,924,725
Portable Memory		76	\$4.02	\$2,805,716
Computer Software		71	\$8.16	\$5,700,775
Computer Accessories		74	\$13.33	\$9,312,755
Entertainment & Recreation		83	\$2,586.92	\$1,807,545,310
Fees and Admissions		69	\$436.67	\$305,114,770
Membership Fees for Clubs (2)		69	\$145.89	\$101,934,353
Fees for Participant Sports, excl. Trips		71	\$70.67	\$49,382,309
Tickets to Theatre/Operas/Concerts		66	\$39.59	\$27,664,065
Tickets to Movies/Museums/Parks		70	\$54.08	\$37,785,071
Admission to Sporting Events, excl. Trips		70	\$39.26	\$27,435,010
Fees for Recreational Lessons		65	\$86.67	\$60,556,124
Dating Services		63	\$0.51	\$357,838
TV/Video/Audio		87	\$1,111.14	\$776,385,339
Cable and Satellite Television Services		89	\$848.51	\$592,872,645
Televisions		79	\$93.85	\$65,575,176
Satellite Dishes		81	\$1.17	\$815,726
VCRs, Video Cameras, and DVD Players		79	\$5.18	\$3,616,657
Miscellaneous Video Equipment		85	\$8.19	\$5,724,734
Video Cassettes and DVDs		83	\$12.73	\$8,895,570
Video Game Hardware/Accessories		82	\$23.97	\$16,747,263
Video Game Software		82	\$12.73	\$8,892,348
Streaming/Downloaded Video		76	\$19.35	\$13,520,274
Rental of Video Cassettes and DVDs		81	\$12.36	\$8,637,056
Installation of Televisions		70	\$0.62	\$434,855
Audio (3)		78	\$69.19	\$48,345,117
Rental and Repair of TV/Radio/Sound Equipment		82	\$3.30	\$2,307,917
Pets		92	\$548.83	\$383,482,997
Toys/Games/Crafts/Hobbies (4)		81	\$97.61	\$68,202,766
Recreational Vehicles and Fees (5)		88	\$89.96	\$62,857,285
Sports/Recreation/Exercise Equipment (6)		81	\$138.14	\$96,523,566
Photo Equipment and Supplies (7)		77	\$42.87	\$29,954,161
Reading (8)		80	\$100.16	\$69,986,753
Catered Affairs (9)		71	\$21.52	\$15,037,672
Food		83	\$6,966.76	\$4,867,855,826
Food at Home		85	\$4,275.62	\$2,987,483,865
Bakery and Cereal Products		85	\$564.48	\$394,414,300
Meats, Poultry, Fish, and Eggs		86	\$987.48	\$689,975,567
Dairy Products		86	\$456.28	\$318,817,980
Fruits and Vegetables		82	\$796.70	\$556,672,064
Snacks and Other Food at Home (10)		85	\$1,470.68	\$1,027,603,954
Food Away from Home		81	\$2,691.14	\$1,880,371,960
Alcoholic Beverages		75	\$416.89	\$291,294,026

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Source: Esri forecasts for 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

398 E Main St, Tupelo, Mississippi, 38804
Ring: 90 mile radius

Prepared by Esri
Latitude: 34.25741
Longitude: -88.69848

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	76	\$4,686.33	\$3,274,461,780
Value of Retirement Plans	77	\$18,672.29	\$13,046,814,308
Value of Other Financial Assets	93	\$1,204.11	\$841,344,080
Vehicle Loan Amount excluding Interest	96	\$2,625.28	\$1,834,354,109
Value of Credit Card Debt	78	\$453.01	\$316,528,464
Health			
Nonprescription Drugs	90	\$115.24	\$80,518,780
Prescription Drugs	94	\$366.30	\$255,943,866
Eyeglasses and Contact Lenses	84	\$79.39	\$55,469,236
Home			
Mortgage Payment and Basics (11)	77	\$6,662.07	\$4,654,961,738
Maintenance and Remodeling Services	80	\$1,553.02	\$1,085,136,226
Maintenance and Remodeling Materials (12)	92	\$373.69	\$261,108,920
Utilities, Fuel, and Public Services	89	\$4,457.63	\$3,114,659,395
Household Furnishings and Equipment			
Household Textiles (13)	77	\$73.25	\$51,182,304
Furniture	80	\$456.60	\$319,039,262
Rugs	69	\$16.13	\$11,267,130
Major Appliances (14)	90	\$287.20	\$200,674,992
Housewares (15)	84	\$79.94	\$55,854,487
Small Appliances	79	\$38.03	\$26,571,046
Luggage	68	\$8.02	\$5,602,676
Telephones and Accessories	80	\$55.61	\$38,855,498
Household Operations			
Child Care	71	\$341.44	\$238,572,634
Lawn and Garden (16)	89	\$372.05	\$259,964,422
Moving/Storage/Freight Express	71	\$45.68	\$31,921,114
Housekeeping Supplies (17)	87	\$621.32	\$434,129,056
Insurance			
Owners and Renters Insurance	92	\$475.24	\$332,062,046
Vehicle Insurance	85	\$1,003.25	\$700,999,242
Life/Other Insurance	80	\$342.55	\$239,348,944
Health Insurance	87	\$3,165.20	\$2,211,608,796
Personal Care Products (18)	80	\$377.62	\$263,851,223
School Books and Supplies (19)	78	\$120.24	\$84,014,030
Smoking Products	105	\$436.56	\$305,036,883
Transportation			
Payments on Vehicles excluding Leases	90	\$2,014.49	\$1,407,577,622
Gasoline and Motor Oil	90	\$2,490.32	\$1,740,054,321
Vehicle Maintenance and Repairs	85	\$910.40	\$636,118,674
Travel			
Airline Fares	69	\$349.96	\$244,527,114
Lodging on Trips	77	\$403.44	\$281,894,206
Auto/Truck Rental on Trips	74	\$19.61	\$13,703,661
Food and Drink on Trips	76	\$376.71	\$263,217,148

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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 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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January 24, 2018