

4763 Tower Rd, Denver, CO, 80249-6679  
Ring: 1 mile radius

Latitude: 39.783023  
Longitude: -104.772282

Top Tapestry Segments:		Demographic Summary	2010	2015
Up and Coming Families	77.1%	Population	6,875	8,351
Aspiring Young Families	22.9%	Households	2,367	2,874
		Families	1,814	2,184
		Median Age	31.2	30.7
		Median Household Income	\$81,714	\$90,525

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	92	\$2,206.50	\$5,222,791
Men's	86	\$395.21	\$935,461
Women's	80	\$665.95	\$1,576,293
Children's	105	\$419.07	\$991,934
Footwear	65	\$271.22	\$641,982
Watches & Jewelry	131	\$254.84	\$603,216
Apparel Products and Services <sup>1</sup>	214	\$200.21	\$473,905
<b>Computer</b>			
Computers and Hardware for Home Use	137	\$263.14	\$622,854
Software and Accessories for Home Use	138	\$39.30	\$93,024
<b>Entertainment &amp; Recreation</b>	134	\$4,311.95	\$10,206,379
<b>Fees and Admissions</b>	137	\$849.94	\$2,011,809
Membership Fees for Clubs <sup>2</sup>	130	\$212.70	\$503,456
Fees for Participant Sports, excl. Trips	140	\$149.70	\$354,337
Admission to Movie/Theatre/Opera/Ballet	137	\$207.37	\$490,851
Admission to Sporting Events, excl. Trips	145	\$86.20	\$204,035
Fees for Recreational Lessons	142	\$193.16	\$457,203
Dating Services	105	\$0.81	\$1,927
<b>TV/Video/Audio</b>	129	\$1,606.17	\$3,801,793
Community Antenna or Cable TV	122	\$883.49	\$2,091,230
Televisions	144	\$277.83	\$657,631
VCRs, Video Cameras, and DVD Players	138	\$28.13	\$66,594
Video Cassettes and DVDs	137	\$72.29	\$171,100
Video and Computer Game Hardware and Software	145	\$81.01	\$191,739
Satellite Dishes	156	\$1.97	\$4,655
Rental of Video Cassettes and DVDs	143	\$58.88	\$139,368
Streaming/Downloaded Video	131	\$1.83	\$4,322
Audio <sup>3</sup>	130	\$190.75	\$451,504
Rental and Repair of TV/Radio/Audio	132	\$9.99	\$23,652
Pets	161	\$692.58	\$1,639,334
Toys and Games <sup>4</sup>	136	\$197.87	\$468,352
Recreational Vehicles and Fees <sup>5</sup>	126	\$405.63	\$960,135
Sports/Recreation/Exercise Equipment <sup>6</sup>	109	\$197.22	\$466,823
Photo Equipment and Supplies <sup>7</sup>	137	\$142.10	\$336,349
Reading <sup>8</sup>	120	\$185.86	\$439,928
Catered Affairs <sup>9</sup>	140	\$34.58	\$81,858
<b>Food</b>	129	\$9,900.19	\$23,433,759
<b>Food at Home</b>	126	\$5,634.16	\$13,336,047
Bakery and Cereal Products	124	\$740.98	\$1,753,898
Meat, Poultry, Fish, and Eggs	125	\$1,299.93	\$3,076,943
Dairy Products	125	\$619.64	\$1,466,689
Fruit and Vegetables	125	\$984.50	\$2,330,319
Snacks and Other Food at Home <sup>10</sup>	128	\$1,989.10	\$4,708,198
<b>Food Away from Home</b>	133	\$4,266.04	\$10,097,711
Alcoholic Beverages	130	\$741.50	\$1,755,123
Nonalcoholic Beverages at Home	127	\$555.16	\$1,314,073

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	109	\$1,898.46	\$4,493,645
Vehicle Loans	140	\$6,878.23	\$16,280,778
<b>Health</b>			
Nonprescription Drugs	123	\$126.98	\$300,573
Prescription Drugs	110	\$550.84	\$1,303,829
Eyeglasses and Contact Lenses	125	\$95.99	\$227,210
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	148	\$13,855.95	\$32,797,045
Maintenance and Remodeling Services	134	\$2,657.32	\$6,289,877
Maintenance and Remodeling Materials <sup>12</sup>	133	\$495.66	\$1,173,228
Utilities, Fuel, and Public Services	124	\$5,608.20	\$13,274,621
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	132	\$175.90	\$416,358
Furniture	138	\$826.57	\$1,956,498
Floor Coverings	120	\$90.16	\$213,398
Major Appliances <sup>14</sup>	130	\$393.39	\$931,151
Housewares <sup>15</sup>	118	\$101.37	\$239,934
Small Appliances	123	\$40.29	\$95,369
Luggage	136	\$12.59	\$29,807
Telephones and Accessories	96	\$41.08	\$97,242
<b>Household Operations</b>			
Child Care	164	\$757.44	\$1,792,864
Lawn and Garden <sup>16</sup>	126	\$525.51	\$1,243,878
Moving/Storage/Freight Express	133	\$80.51	\$190,574
Housekeeping Supplies <sup>17</sup>	128	\$897.18	\$2,123,621
<b>Insurance</b>			
Owners and Renters Insurance	134	\$618.67	\$1,464,396
Vehicle Insurance	129	\$1,504.90	\$3,562,106
Life/Other Insurance	123	\$513.79	\$1,216,149
Health Insurance	117	\$2,260.48	\$5,350,557
Personal Care Products <sup>18</sup>	135	\$539.21	\$1,276,311
School Books and Supplies <sup>19</sup>	131	\$140.16	\$331,759
Smoking Products	110	\$470.17	\$1,112,902
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	138	\$6,062.13	\$14,349,065
Gasoline and Motor Oil	130	\$3,730.10	\$8,829,137
Vehicle Maintenance and Repairs	130	\$1,228.77	\$2,908,501
<b>Travel</b>			
Airline Fares	137	\$628.17	\$1,486,870
Lodging on Trips	130	\$568.04	\$1,344,539
Auto/Truck/Van Rental on Trips	143	\$52.63	\$124,566
Food and Drink on Trips	131	\$570.55	\$1,350,494

**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.

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- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**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.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**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.
- <sup>13</sup>**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.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**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.
- <sup>18</sup>**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.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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Top Tapestry Segments:		Demographic Summary		2010	2015
Up and Coming Families	63.0%	Population		44,767	52,098
Sophisticated Squires	8.3%	Households		14,688	17,120
Aspiring Young Families	8.0%	Families		10,900	12,574
Milk and Cookies	7.9%	Median Age		31.0	31.5
Industrious Urban Fringe	6.0%	Median Household Income		\$72,235	\$78,943

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	80	\$1,914.32	\$28,117,482
Men's	75	\$342.93	\$5,036,999
Women's	70	\$579.27	\$8,508,360
Children's	90	\$362.37	\$5,322,431
Footwear	56	\$235.29	\$3,455,941
Watches & Jewelry	114	\$221.24	\$3,249,563
Apparel Products and Services <sup>1</sup>	185	\$173.22	\$2,544,186
<b>Computer</b>			
Computers and Hardware for Home Use	119	\$227.46	\$3,340,978
Software and Accessories for Home Use	119	\$33.95	\$498,665
<b>Entertainment &amp; Recreation</b>	116	\$3,753.74	\$55,134,920
<b>Fees and Admissions</b>	120	\$741.78	\$10,895,261
Membership Fees for Clubs <sup>2</sup>	114	\$186.23	\$2,735,310
Fees for Participant Sports, excl. Trips	122	\$130.61	\$1,918,362
Admission to Movie/Theatre/Opera/Ballet	119	\$180.11	\$2,645,419
Admission to Sporting Events, excl. Trips	125	\$74.62	\$1,096,078
Fees for Recreational Lessons	124	\$169.52	\$2,489,885
Dating Services	90	\$0.69	\$10,207
<b>TV/Video/Audio</b>	112	\$1,392.21	\$20,448,750
Community Antenna or Cable TV	107	\$769.40	\$11,300,920
Televisions	124	\$240.35	\$3,530,292
VCRs, Video Cameras, and DVD Players	119	\$24.17	\$354,944
Video Cassettes and DVDs	118	\$61.93	\$909,619
Video and Computer Game Hardware and Software	124	\$69.25	\$1,017,162
Satellite Dishes	134	\$1.69	\$24,862
Rental of Video Cassettes and DVDs	122	\$50.42	\$740,554
Streaming/Downloaded Video	112	\$1.57	\$23,116
Audio <sup>3</sup>	112	\$164.70	\$2,419,129
Rental and Repair of TV/Radio/Audio	115	\$8.72	\$128,152
Pets	141	\$604.89	\$8,884,656
Toys and Games <sup>4</sup>	117	\$170.70	\$2,507,179
Recreational Vehicles and Fees <sup>5</sup>	111	\$357.49	\$5,250,768
Sports/Recreation/Exercise Equipment <sup>6</sup>	94	\$171.08	\$2,512,825
Photo Equipment and Supplies <sup>7</sup>	119	\$123.16	\$1,808,903
Reading <sup>8</sup>	105	\$162.83	\$2,391,677
Catered Affairs <sup>9</sup>	120	\$29.61	\$434,899
<b>Food</b>	112	\$8,617.14	\$126,568,585
<b>Food at Home</b>	110	\$4,915.77	\$72,202,842
Bakery and Cereal Products	108	\$646.71	\$9,498,865
Meat, Poultry, Fish, and Eggs	110	\$1,136.42	\$16,691,740
Dairy Products	109	\$540.75	\$7,942,567
Fruit and Vegetables	110	\$861.52	\$12,654,014
Snacks and Other Food at Home <sup>10</sup>	111	\$1,730.37	\$25,415,657
<b>Food Away from Home</b>	115	\$3,701.37	\$54,365,742
Alcoholic Beverages	112	\$638.79	\$9,382,566
Nonalcoholic Beverages at Home	110	\$483.69	\$7,104,454

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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	97	\$1,682.16	\$24,707,612
Vehicle Loans	121	\$5,944.46	\$87,312,262
<b>Health</b>			
Nonprescription Drugs	108	\$111.03	\$1,630,795
Prescription Drugs	97	\$485.97	\$7,137,962
Eyeglasses and Contact Lenses	110	\$84.40	\$1,239,649
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	130	\$12,164.22	\$178,668,056
Maintenance and Remodeling Services	119	\$2,354.88	\$34,588,477
Maintenance and Remodeling Materials <sup>12</sup>	118	\$437.36	\$6,423,968
Utilities, Fuel, and Public Services	108	\$4,906.51	\$72,066,885
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	115	\$153.42	\$2,253,422
Furniture	120	\$719.07	\$10,561,753
Floor Coverings	106	\$79.64	\$1,169,746
Major Appliances <sup>14</sup>	114	\$344.98	\$5,067,077
Housewares <sup>15</sup>	102	\$88.15	\$1,294,699
Small Appliances	107	\$35.20	\$517,028
Luggage	119	\$10.99	\$161,379
Telephones and Accessories	83	\$35.25	\$517,755
<b>Household Operations</b>			
Child Care	140	\$645.12	\$9,475,463
Lawn and Garden <sup>16</sup>	111	\$464.51	\$6,822,710
Moving/Storage/Freight Express	115	\$69.59	\$1,022,075
Housekeeping Supplies <sup>17</sup>	112	\$784.14	\$11,517,398
<b>Insurance</b>			
Owners and Renters Insurance	118	\$544.25	\$7,993,944
Vehicle Insurance	113	\$1,312.51	\$19,278,187
Life/Other Insurance	109	\$453.07	\$6,654,716
Health Insurance	103	\$1,983.36	\$29,131,564
Personal Care Products <sup>18</sup>	118	\$468.71	\$6,884,428
School Books and Supplies <sup>19</sup>	112	\$119.68	\$1,757,811
Smoking Products	95	\$404.97	\$5,948,272
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	120	\$5,253.88	\$77,168,931
Gasoline and Motor Oil	113	\$3,243.35	\$47,638,293
Vehicle Maintenance and Repairs	114	\$1,071.17	\$15,733,331
<b>Travel</b>			
Airline Fares	120	\$548.78	\$8,060,545
Lodging on Trips	114	\$499.06	\$7,330,243
Auto/Truck/Van Rental on Trips	124	\$45.84	\$673,360
Food and Drink on Trips	115	\$499.44	\$7,335,726

**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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- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**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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Up and Coming Families	28.7%	Population		102,168	111,885
Inner City Tenants	13.2%	Households		32,556	35,719
Cozy and Comfortable	12.0%	Families		23,018	25,009
Industrious Urban Fringe	10.1%	Median Age		30.6	30.9
Milk and Cookies	6.2%	Median Household Income		\$60,047	\$66,398

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	69	\$1,660.03	\$54,043,965
Men's	65	\$297.46	\$9,683,951
Women's	60	\$500.02	\$16,278,704
Children's	77	\$310.05	\$10,093,903
Footwear	50	\$206.80	\$6,732,480
Watches & Jewelry	95	\$184.15	\$5,995,345
Apparel Products and Services <sup>1</sup>	173	\$161.55	\$5,259,584
<b>Computer</b>			
Computers and Hardware for Home Use	101	\$193.75	\$6,307,681
Software and Accessories for Home Use	102	\$29.15	\$949,008
<b>Entertainment &amp; Recreation</b>	97	\$3,132.92	\$101,995,460
<b>Fees and Admissions</b>	98	\$603.56	\$19,649,648
Membership Fees for Clubs <sup>2</sup>	93	\$152.73	\$4,972,366
Fees for Participant Sports, excl. Trips	98	\$104.83	\$3,412,890
Admission to Movie/Theatre/Opera/Ballet	101	\$153.54	\$4,998,733
Admission to Sporting Events, excl. Trips	99	\$58.66	\$1,909,855
Fees for Recreational Lessons	97	\$133.07	\$4,332,341
Dating Services	94	\$0.72	\$23,463
<b>TV/Video/Audio</b>	97	\$1,203.32	\$39,175,303
Community Antenna or Cable TV	94	\$676.90	\$22,037,192
Televisions	102	\$196.88	\$6,409,564
VCRs, Video Cameras, and DVD Players	104	\$21.10	\$686,803
Video Cassettes and DVDs	104	\$54.69	\$1,780,512
Video and Computer Game Hardware and Software	105	\$58.65	\$1,909,446
Satellite Dishes	105	\$1.32	\$42,997
Rental of Video Cassettes and DVDs	106	\$43.73	\$1,423,688
Streaming/Downloaded Video	94	\$1.32	\$43,091
Audio <sup>3</sup>	96	\$141.22	\$4,597,541
Rental and Repair of TV/Radio/Audio	99	\$7.51	\$244,470
Pets	116	\$497.31	\$16,190,302
Toys and Games <sup>4</sup>	99	\$144.25	\$4,696,098
Recreational Vehicles and Fees <sup>5</sup>	86	\$276.65	\$9,006,496
Sports/Recreation/Exercise Equipment <sup>6</sup>	77	\$139.32	\$4,535,772
Photo Equipment and Supplies <sup>7</sup>	99	\$101.99	\$3,320,458
Reading <sup>8</sup>	90	\$140.03	\$4,558,673
Catered Affairs <sup>9</sup>	108	\$26.50	\$862,712
<b>Food</b>	98	\$7,543.85	\$245,597,423
<b>Food at Home</b>	97	\$4,342.71	\$141,381,325
Bakery and Cereal Products	95	\$568.41	\$18,505,306
Meat, Poultry, Fish, and Eggs	98	\$1,013.45	\$32,993,925
Dairy Products	96	\$476.42	\$15,510,249
Fruit and Vegetables	97	\$763.47	\$24,855,619
Snacks and Other Food at Home <sup>10</sup>	98	\$1,520.96	\$49,516,223
<b>Food Away from Home</b>	99	\$3,201.13	\$104,216,100
Alcoholic Beverages	99	\$567.64	\$18,479,936
Nonalcoholic Beverages at Home	98	\$427.97	\$13,933,014

4763 Tower Rd, Denver, CO, 80249-6679  
Ring: 5 miles radius

Latitude: 39.783023  
Longitude: -104.772282

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	81	\$1,414.79	\$46,059,989
Vehicle Loans	100	\$4,940.56	\$160,844,942
<b>Health</b>			
Nonprescription Drugs	92	\$95.09	\$3,095,785
Prescription Drugs	85	\$423.93	\$13,801,593
Eyeglasses and Contact Lenses	93	\$71.43	\$2,325,574
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	98	\$9,197.88	\$299,446,232
Maintenance and Remodeling Services	91	\$1,809.35	\$58,905,355
Maintenance and Remodeling Materials <sup>12</sup>	90	\$335.32	\$10,916,583
Utilities, Fuel, and Public Services	94	\$4,277.77	\$139,267,086
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	96	\$128.36	\$4,178,811
Furniture	99	\$592.77	\$19,298,249
Floor Coverings	88	\$66.08	\$2,151,349
Major Appliances <sup>14</sup>	93	\$280.76	\$9,140,323
Housewares <sup>15</sup>	89	\$76.38	\$2,486,650
Small Appliances	94	\$30.66	\$998,130
Luggage	97	\$9.01	\$293,255
Telephones and Accessories	71	\$30.40	\$989,629
<b>Household Operations</b>			
Child Care	110	\$510.58	\$16,622,511
Lawn and Garden <sup>16</sup>	88	\$369.48	\$12,028,702
Moving/Storage/Freight Express	101	\$61.31	\$1,995,871
Housekeeping Supplies <sup>17</sup>	96	\$674.71	\$21,965,706
<b>Insurance</b>			
Owners and Renters Insurance	92	\$424.67	\$13,825,416
Vehicle Insurance	97	\$1,131.49	\$36,836,793
Life/Other Insurance	88	\$368.68	\$12,002,609
Health Insurance	88	\$1,706.19	\$55,546,843
Personal Care Products <sup>18</sup>	100	\$400.56	\$13,040,533
School Books and Supplies <sup>19</sup>	102	\$109.18	\$3,554,337
Smoking Products	91	\$388.33	\$12,642,610
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	100	\$4,394.06	\$143,053,074
Gasoline and Motor Oil	98	\$2,805.73	\$91,343,267
Vehicle Maintenance and Repairs	97	\$915.25	\$29,797,030
<b>Travel</b>			
Airline Fares	99	\$451.93	\$14,712,896
Lodging on Trips	93	\$403.56	\$13,138,413
Auto/Truck/Van Rental on Trips	100	\$36.96	\$1,203,378
Food and Drink on Trips	94	\$410.72	\$13,371,437

**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.

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- <sup>1</sup>**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.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**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.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**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.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**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.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**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.
- <sup>13</sup>**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.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**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.
- <sup>18</sup>**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.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.