



Retail Goods and Services Expenditures

Los Alamos_1
 Los Alamos, NM
 Drive Time: 10 minutes

Latitude: 35.88064
 Longitude: -106.30439

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
In Style	33.6%	Population	8,440	8,278
Metropolitans	14.9%	Households	3,907	3,847
Wealthy Seaboard Suburbs	14.5%	Families	2,285	2,226
Trendsetters	11.6%	Median Age	42.3	42.6
Sophisticated Squires	10.4%	Median Household Income	\$84,734	\$90,280
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		103	\$2,464.25	\$9,628,099
Men's		97	\$446.00	\$1,742,566
Women's		93	\$770.17	\$3,009,131
Children's		105	\$419.80	\$1,640,199
Footwear		70	\$292.87	\$1,144,270
Watches & Jewelry		154	\$298.85	\$1,167,627
Apparel Products and Services (1)		253	\$236.57	\$924,306
Computer				
Computers and Hardware for Home Use		147	\$282.12	\$1,102,290
Software and Accessories for Home Use		150	\$42.73	\$166,949
Entertainment & Recreation		149	\$4,807.36	\$18,782,848
Fees and Admissions		161	\$995.71	\$3,890,335
Membership Fees for Clubs (2)		163	\$266.81	\$1,042,468
Fees for Participant Sports, excl. Trips		156	\$166.59	\$650,892
Admission to Movie/Theatre/Opera/Ballet		155	\$235.00	\$918,176
Admission to Sporting Events, excl. Trips		157	\$93.26	\$364,359
Fees for Recreational Lessons		171	\$232.85	\$909,783
Dating Services		155	\$1.19	\$4,656
TV/Video/Audio		141	\$1,749.95	\$6,837,231
Community Antenna or Cable TV		138	\$998.49	\$3,901,190
Televisions		149	\$288.78	\$1,128,280
VCRs, Video Cameras, and DVD Players		144	\$29.33	\$114,602
Video Cassettes and DVDs		140	\$73.82	\$288,412
Video and Computer Game Hardware and Software		147	\$81.84	\$319,762
Satellite Dishes		146	\$1.84	\$7,171
Rental of Video Cassettes and DVDs		141	\$58.25	\$227,605
Streaming/Downloaded Video		156	\$2.18	\$8,518
Audio (3)		139	\$203.93	\$796,778
Rental and Repair of TV/Radio/Sound Equipment		152	\$11.50	\$44,913
Pets		176	\$758.61	\$2,963,966
Toys and Games (4)		142	\$206.85	\$808,194
Recreational Vehicles and Fees (5)		143	\$460.28	\$1,798,342
Sports/Recreation/Exercise Equipment (6)		116	\$210.77	\$823,503
Photo Equipment and Supplies (7)		149	\$154.29	\$602,829
Reading (8)		151	\$233.67	\$912,985
Catered Affairs (9)		151	\$37.23	\$145,464
Food		142	\$10,957.33	\$42,811,464
Food at Home		141	\$6,295.05	\$24,595,444
Bakery and Cereal Products		141	\$838.91	\$3,277,717
Meats, Poultry, Fish, and Eggs		140	\$1,455.18	\$5,685,558
Dairy Products		140	\$694.79	\$2,714,621
Fruits and Vegetables		144	\$1,126.79	\$4,402,468
Snacks and Other Food at Home (10)		140	\$2,179.38	\$8,515,081
Food Away from Home		145	\$4,662.28	\$18,216,020
Alcoholic Beverages		150	\$856.36	\$3,345,890
Nonalcoholic Beverages at Home		139	\$609.05	\$2,379,634

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.

April 05, 2012

Made with Esri Business Analyst



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	154	\$2,671.24	\$10,436,813
Vehicle Loans	135	\$6,641.45	\$25,948,862
Health			
Nonprescription Drugs	133	\$136.70	\$534,113
Prescription Drugs	131	\$655.00	\$2,559,149
Eyeglasses and Contact Lenses	146	\$112.44	\$439,298
Home			
Mortgage Payment and Basics (11)	158	\$14,807.71	\$57,855,307
Maintenance and Remodeling Services	162	\$3,216.85	\$12,568,571
Maintenance and Remodeling Materials (12)	146	\$544.38	\$2,126,948
Utilities, Fuel, and Public Services	139	\$6,307.87	\$24,645,507
Household Furnishings and Equipment			
Household Textiles (13)	148	\$196.70	\$768,532
Furniture	151	\$907.17	\$3,544,398
Floor Coverings	160	\$119.67	\$467,542
Major Appliances (14)	143	\$433.70	\$1,694,511
Housewares (15)	130	\$112.00	\$437,591
Small Appliances	142	\$46.70	\$182,445
Luggage	156	\$14.40	\$56,264
Telephones and Accessories	96	\$40.77	\$159,309
Household Operations			
Child Care	151	\$696.44	\$2,721,057
Lawn and Garden (16)	149	\$625.47	\$2,443,787
Moving/Storage/Freight Express	149	\$90.52	\$353,688
Housekeeping Supplies (17)	140	\$983.80	\$3,843,796
Insurance			
Owners and Renters Insurance	143	\$662.65	\$2,589,038
Vehicle Insurance	143	\$1,666.19	\$6,509,971
Life/Other Insurance	147	\$612.23	\$2,392,060
Health Insurance	138	\$2,673.20	\$10,444,459
Personal Care Products (18)	142	\$567.89	\$2,218,805
School Books and Supplies (19)	139	\$147.87	\$577,744
Smoking Products	126	\$540.05	\$2,110,045
Transportation			
Vehicle Purchases (Net Outlay) (20)	140	\$6,159.27	\$24,064,915
Gasoline and Motor Oil	135	\$3,881.55	\$15,165,614
Vehicle Maintenance and Repairs	144	\$1,359.01	\$5,309,810
Travel			
Airline Fares	164	\$751.12	\$2,934,700
Lodging on Trips	159	\$694.85	\$2,714,858
Auto/Truck/Van Rental on Trips	166	\$61.18	\$239,043
Food and Drink on Trips	154	\$672.21	\$2,626,378

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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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Sophisticated Squires	22.8%	Population	17,446	16,969
In Style	19.2%	Households	7,324	7,163
Wealthy Seaboard Suburbs	14.1%	Families	5,017	4,862
Exurbanites	11.6%	Median Age	44.0	44.5
Metropolitans	8.8%	Median Household Income	\$102,284	\$113,365
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		117	\$2,792.02	\$20,447,762
Men's		110	\$507.22	\$3,714,668
Women's		106	\$877.14	\$6,423,867
Children's		118	\$474.56	\$3,475,475
Footwear		79	\$329.32	\$2,411,819
Watches & Jewelry		177	\$343.68	\$2,516,992
Apparel Products and Services (1)		278	\$260.11	\$1,904,942
Computer				
Computers and Hardware for Home Use		167	\$319.98	\$2,343,408
Software and Accessories for Home Use		170	\$48.45	\$354,843
Entertainment & Recreation		172	\$5,539.71	\$40,570,829
Fees and Admissions		189	\$1,167.73	\$8,551,999
Membership Fees for Clubs (2)		192	\$313.87	\$2,298,658
Fees for Participant Sports, excl. Trips		183	\$195.27	\$1,430,102
Admission to Movie/Theatre/Opera/Ballet		178	\$269.25	\$1,971,891
Admission to Sporting Events, excl. Trips		184	\$109.70	\$803,388
Fees for Recreational Lessons		204	\$278.37	\$2,038,678
Dating Services		165	\$1.27	\$9,282
TV/Video/Audio		159	\$1,974.92	\$14,463,566
Community Antenna or Cable TV		156	\$1,122.78	\$8,222,802
Televisions		172	\$332.20	\$2,432,935
VCRs, Video Cameras, and DVD Players		161	\$32.77	\$240,005
Video Cassettes and DVDs		155	\$81.64	\$597,906
Video and Computer Game Hardware and Software		166	\$92.37	\$676,452
Satellite Dishes		167	\$2.11	\$15,442
Rental of Video Cassettes and DVDs		158	\$64.97	\$475,804
Streaming/Downloaded Video		178	\$2.49	\$18,245
Audio (3)		157	\$230.59	\$1,688,754
Rental and Repair of TV/Radio/Sound Equipment		171	\$13.00	\$95,222
Pets		204	\$876.06	\$6,415,917
Toys and Games (4)		161	\$234.55	\$1,717,732
Recreational Vehicles and Fees (5)		171	\$552.87	\$4,049,040
Sports/Recreation/Exercise Equipment (6)		135	\$244.31	\$1,789,208
Photo Equipment and Supplies (7)		172	\$177.89	\$1,302,779
Reading (8)		173	\$268.58	\$1,966,998
Catered Affairs (9)		174	\$42.82	\$313,590
Food		161	\$12,352.92	\$90,468,322
Food at Home		158	\$7,085.13	\$51,888,906
Bakery and Cereal Products		159	\$946.76	\$6,933,721
Meats, Poultry, Fish, and Eggs		158	\$1,634.99	\$11,974,080
Dairy Products		157	\$782.70	\$5,732,215
Fruits and Vegetables		162	\$1,270.08	\$9,301,610
Snacks and Other Food at Home (10)		157	\$2,450.60	\$17,947,280
Food Away from Home		164	\$5,267.79	\$38,579,416
Alcoholic Beverages		168	\$959.15	\$7,024,496
Nonalcoholic Beverages at Home		156	\$683.55	\$5,006,074

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	182	\$3,166.32	\$23,188,974
Vehicle Loans	153	\$7,536.03	\$55,191,124
Health			
Nonprescription Drugs	150	\$154.97	\$1,134,913
Prescription Drugs	150	\$745.98	\$5,463,290
Eyeglasses and Contact Lenses	170	\$130.46	\$955,418
Home			
Mortgage Payment and Basics (11)	189	\$17,688.16	\$129,541,705
Maintenance and Remodeling Services	196	\$3,880.02	\$28,415,853
Maintenance and Remodeling Materials (12)	174	\$647.63	\$4,743,028
Utilities, Fuel, and Public Services	158	\$7,164.44	\$52,469,778
Household Furnishings and Equipment			
Household Textiles (13)	171	\$227.20	\$1,663,934
Furniture	175	\$1,049.97	\$7,689,624
Floor Coverings	188	\$140.76	\$1,030,903
Major Appliances (14)	167	\$505.39	\$3,701,278
Housewares (15)	148	\$127.07	\$930,595
Small Appliances	162	\$53.05	\$388,487
Luggage	181	\$16.80	\$123,019
Telephones and Accessories	107	\$45.68	\$334,521
Household Operations			
Child Care	172	\$796.64	\$5,834,292
Lawn and Garden (16)	178	\$744.78	\$5,454,519
Moving/Storage/Freight Express	168	\$102.06	\$747,442
Housekeeping Supplies (17)	160	\$1,119.58	\$8,199,395
Insurance			
Owners and Renters Insurance	169	\$781.46	\$5,723,131
Vehicle Insurance	163	\$1,894.03	\$13,871,218
Life/Other Insurance	173	\$723.39	\$5,297,845
Health Insurance	158	\$3,051.81	\$22,350,365
Personal Care Products (18)	162	\$643.97	\$4,716,224
School Books and Supplies (19)	153	\$163.23	\$1,195,444
Smoking Products	137	\$584.08	\$4,277,597
Transportation			
Vehicle Purchases (Net Outlay) (20)	160	\$7,027.26	\$51,465,123
Gasoline and Motor Oil	153	\$4,385.58	\$32,118,373
Vehicle Maintenance and Repairs	165	\$1,551.68	\$11,363,912
Travel			
Airline Fares	191	\$876.29	\$6,417,648
Lodging on Trips	188	\$820.23	\$6,007,036
Auto/Truck/Van Rental on Trips	196	\$72.12	\$528,170
Food and Drink on Trips	180	\$784.72	\$5,746,974

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- (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.
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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.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
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- (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.
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Sophisticated Squires	18.8%	Population	21,553	21,151
In Style	17.2%	Households	8,871	8,742
Wealthy Seaboard Suburbs	11.7%	Families	6,125	5,978
Exurbanites	9.5%	Median Age	43.4	43.7
Connoisseurs	8.8%	Median Household Income	\$92,354	\$102,509
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		109	\$2,604.27	\$23,101,644
Men's		103	\$472.61	\$4,192,367
Women's		98	\$816.14	\$7,239,757
Children's		112	\$446.69	\$3,962,408
Footwear		74	\$309.42	\$2,744,807
Watches & Jewelry		164	\$317.86	\$2,819,676
Apparel Products and Services (1)		258	\$241.54	\$2,142,630
Computer				
Computers and Hardware for Home Use		156	\$298.72	\$2,649,848
Software and Accessories for Home Use		158	\$45.15	\$400,522
Entertainment & Recreation		161	\$5,183.93	\$45,985,030
Fees and Admissions		173	\$1,072.66	\$9,515,258
Membership Fees for Clubs (2)		176	\$287.72	\$2,552,283
Fees for Participant Sports, excl. Trips		170	\$181.02	\$1,605,753
Admission to Movie/Theatre/Opera/Ballet		164	\$249.05	\$2,209,250
Admission to Sporting Events, excl. Trips		170	\$101.03	\$896,202
Fees for Recreational Lessons		185	\$252.69	\$2,241,573
Dating Services		149	\$1.15	\$10,196
TV/Video/Audio		150	\$1,857.13	\$16,473,981
Community Antenna or Cable TV		147	\$1,061.32	\$9,414,657
Televisions		160	\$309.75	\$2,747,733
VCRs, Video Cameras, and DVD Players		151	\$30.75	\$272,754
Video Cassettes and DVDs		146	\$76.93	\$682,412
Video and Computer Game Hardware and Software		154	\$85.85	\$761,574
Satellite Dishes		158	\$1.99	\$17,673
Rental of Video Cassettes and DVDs		148	\$61.10	\$542,033
Streaming/Downloaded Video		163	\$2.28	\$20,229
Audio (3)		146	\$215.03	\$1,907,458
Rental and Repair of TV/Radio/Sound Equipment		160	\$12.11	\$107,458
Pets		192	\$825.84	\$7,325,725
Toys and Games (4)		151	\$220.19	\$1,953,198
Recreational Vehicles and Fees (5)		162	\$524.20	\$4,649,996
Sports/Recreation/Exercise Equipment (6)		126	\$229.02	\$2,031,599
Photo Equipment and Supplies (7)		160	\$165.69	\$1,469,737
Reading (8)		161	\$249.63	\$2,214,421
Catered Affairs (9)		161	\$39.58	\$351,115
Food		151	\$11,619.78	\$103,075,375
Food at Home		149	\$6,683.37	\$59,286,102
Bakery and Cereal Products		150	\$892.55	\$7,917,491
Meats, Poultry, Fish, and Eggs		149	\$1,543.16	\$13,688,842
Dairy Products		149	\$739.36	\$6,558,617
Fruits and Vegetables		152	\$1,194.03	\$10,591,822
Snacks and Other Food at Home (10)		148	\$2,314.29	\$20,529,331
Food Away from Home		153	\$4,936.40	\$43,789,273
Alcoholic Beverages		156	\$890.12	\$7,895,927
Nonalcoholic Beverages at Home		148	\$646.31	\$5,733,190

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

Los Alamos_1
 Los Alamos, NM
 Drive Time: 30 minutes

Latitude: 35.88064
 Longitude: -106.30439

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	169	\$2,938.92	\$26,070,272
Vehicle Loans	146	\$7,186.75	\$63,751,409
Health			
Nonprescription Drugs	144	\$148.63	\$1,318,460
Prescription Drugs	144	\$716.36	\$6,354,630
Eyeglasses and Contact Lenses	159	\$122.22	\$1,084,193
Home			
Mortgage Payment and Basics (11)	175	\$16,383.66	\$145,334,302
Maintenance and Remodeling Services	180	\$3,577.30	\$31,733,091
Maintenance and Remodeling Materials (12)	164	\$609.43	\$5,406,083
Utilities, Fuel, and Public Services	150	\$6,773.35	\$60,084,249
Household Furnishings and Equipment			
Household Textiles (13)	160	\$212.47	\$1,884,736
Furniture	163	\$976.92	\$8,665,954
Floor Coverings	172	\$129.34	\$1,147,372
Major Appliances (14)	157	\$476.58	\$4,227,598
Housewares (15)	138	\$119.11	\$1,056,553
Small Appliances	152	\$49.91	\$442,769
Luggage	168	\$15.54	\$137,880
Telephones and Accessories	101	\$43.00	\$381,428
Household Operations			
Child Care	160	\$738.01	\$6,546,674
Lawn and Garden (16)	167	\$697.48	\$6,187,100
Moving/Storage/Freight Express	158	\$95.65	\$848,507
Housekeeping Supplies (17)	151	\$1,058.12	\$9,386,256
Insurance			
Owners and Renters Insurance	160	\$738.82	\$6,553,843
Vehicle Insurance	153	\$1,782.76	\$15,814,325
Life/Other Insurance	162	\$677.16	\$6,006,884
Health Insurance	150	\$2,893.60	\$25,668,194
Personal Care Products (18)	152	\$607.10	\$5,385,418
School Books and Supplies (19)	143	\$152.86	\$1,355,933
Smoking Products	131	\$560.82	\$4,974,858
Transportation			
Vehicle Purchases (Net Outlay) (20)	151	\$6,646.47	\$58,958,714
Gasoline and Motor Oil	146	\$4,175.91	\$37,043,183
Vehicle Maintenance and Repairs	155	\$1,458.85	\$12,941,037
Travel			
Airline Fares	175	\$804.15	\$7,133,348
Lodging on Trips	174	\$756.44	\$6,710,110
Auto/Truck/Van Rental on Trips	178	\$66.00	\$585,465
Food and Drink on Trips	167	\$727.96	\$6,457,469

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Retail Goods and Services Expenditures

Los Alamos_1
Los Alamos, NM
Drive Time: 30 minutes

Latitude: 35.88064
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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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April 05, 2012