

City of Greeneville, TN 5-10-15 Minute Drive Time 2  
 100 S Main St, Greeneville, Tennessee, 37743  
 Drive Time: 5 minute

Latitude: 36.16316  
 Longitude: -82.83099

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Midlife Constants (5E)	35.2%	Population	10,789	10,812
Small Town Simplicity (12C)	27.9%	Households	4,597	4,590
Heartland Communities (6F)	18.5%	Families	2,651	2,619
Social Security Set (9F)	10.0%	Median Age	43.8	45.8
Rural Bypasses (10E)	3.5%	Median Household Income	\$26,864	\$31,829
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		34	\$776.69	\$3,570,429
Men's		33	\$140.39	\$645,395
Women's		30	\$236.91	\$1,089,077
Children's		38	\$137.82	\$633,554
Footwear		27	\$118.90	\$546,600
Watches & Jewelry		49	\$69.40	\$319,020
Apparel Products and Services (1)		77	\$73.26	\$336,783
<b>Computer</b>				
Computers and Hardware for Home Use		52	\$110.16	\$506,404
Portable Memory		52	\$2.73	\$12,565
Computer Software		46	\$9.06	\$41,647
Computer Accessories		53	\$9.90	\$45,503
<b>Entertainment &amp; Recreation</b>		57	\$1,829.85	\$8,411,798
Fees and Admissions		46	\$289.12	\$1,329,083
Membership Fees for Clubs (2)		46	\$77.23	\$355,039
Fees for Participant Sports, excl. Trips		45	\$52.71	\$242,319
Admission to Movie/Theatre/Opera/Ballet		47	\$75.73	\$348,113
Admission to Sporting Events, excl. Trips		50	\$32.41	\$149,000
Fees for Recreational Lessons		42	\$50.70	\$233,045
Dating Services		59	\$0.34	\$1,568
TV/Video/Audio		58	\$738.35	\$3,394,212
Cable and Satellite Television Services		61	\$530.21	\$2,437,376
Televisions		54	\$77.84	\$357,835
Satellite Dishes		56	\$0.85	\$3,918
VCRs, Video Cameras, and DVD Players		56	\$5.96	\$27,413
Miscellaneous Video Equipment		43	\$4.52	\$20,798
Video Cassettes and DVDs		55	\$17.31	\$79,589
Video Game Hardware/Accessories		57	\$12.88	\$59,202
Video Game Software		56	\$14.93	\$68,652
Streaming/Downloaded Video		44	\$2.46	\$11,318
Rental of Video Cassettes and DVDs		54	\$12.35	\$56,768
Installation of Televisions		42	\$0.46	\$2,104
Audio (3)		46	\$55.59	\$255,552
Rental and Repair of TV/Radio/Sound Equipment		57	\$2.98	\$13,687
Pets		70	\$388.44	\$1,785,668
Toys and Games (4)		56	\$67.08	\$308,368
Recreational Vehicles and Fees (5)		59	\$124.54	\$572,533
Sports/Recreation/Exercise Equipment (6)		50	\$92.27	\$424,179
Photo Equipment and Supplies (7)		48	\$37.75	\$173,556
Reading (8)		56	\$82.49	\$379,202
Catered Affairs (9)		42	\$9.79	\$44,998
<b>Food</b>		56	\$4,639.45	\$21,327,557
Food at Home		58	\$2,934.52	\$13,489,984
Bakery and Cereal Products		58	\$414.75	\$1,906,614
Meats, Poultry, Fish, and Eggs		58	\$646.33	\$2,971,192
Dairy Products		58	\$317.90	\$1,461,408
Fruits and Vegetables		56	\$534.22	\$2,455,787
Snacks and Other Food at Home (10)		58	\$1,021.31	\$4,694,982
Food Away from Home		53	\$1,704.93	\$7,837,573
Alcoholic Beverages		50	\$271.50	\$1,248,064
Nonalcoholic Beverages at Home		59	\$286.82	\$1,318,499

**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 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	51	\$1,357.73	\$6,241,462
Vehicle Loans	55	\$2,289.33	\$10,524,036
<b>Health</b>			
Nonprescription Drugs	62	\$78.66	\$361,581
Prescription Drugs	64	\$312.54	\$1,436,750
Eyeglasses and Contact Lenses	58	\$51.01	\$234,474
<b>Home</b>			
Mortgage Payment and Basics (11)	49	\$4,493.06	\$20,654,580
Maintenance and Remodeling Services	54	\$881.03	\$4,050,081
Maintenance and Remodeling Materials (12)	63	\$184.27	\$847,097
Utilities, Fuel, and Public Services	59	\$2,927.77	\$13,458,966
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	54	\$52.26	\$240,220
Furniture	53	\$267.22	\$1,228,431
Rugs	54	\$12.91	\$59,365
Major Appliances (14)	56	\$147.59	\$678,480
Housewares (15)	44	\$30.78	\$141,478
Small Appliances	58	\$26.08	\$119,877
Luggage	46	\$4.12	\$18,933
Telephones and Accessories	55	\$26.91	\$123,717
<b>Household Operations</b>			
Child Care	46	\$199.01	\$914,850
Lawn and Garden (16)	58	\$247.42	\$1,137,383
Moving/Storage/Freight Express	50	\$36.05	\$165,710
Housekeeping Supplies (17)	58	\$410.42	\$1,886,716
<b>Insurance</b>			
Owners and Renters Insurance	59	\$291.07	\$1,338,053
Vehicle Insurance	56	\$661.89	\$3,042,694
Life/Other Insurance	58	\$261.08	\$1,200,201
Health Insurance	60	\$1,543.36	\$7,094,825
Personal Care Products (18)	55	\$250.89	\$1,153,355
School Books and Supplies (19)	54	\$94.97	\$436,595
Smoking Products	71	\$321.59	\$1,478,346
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	58	\$2,299.94	\$10,572,806
Gasoline and Motor Oil	60	\$2,036.15	\$9,360,182
Vehicle Maintenance and Repairs	55	\$597.46	\$2,746,515
<b>Travel</b>			
Airline Fares	45	\$209.68	\$963,899
Lodging on Trips	50	\$221.65	\$1,018,921
Auto/Truck/Van Rental on Trips	42	\$13.99	\$64,293
Food and Drink on Trips	51	\$233.54	\$1,073,579

**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 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

- (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.
- (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.

**Source:** Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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 100 S Main St, Greeneville, Tennessee, 37743  
 Drive Time: 10 minute

Latitude: 36.16316  
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Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Midlife Constants (5E)	22.5%	Population	25,291	25,228
Small Town Simplicity (12C)	19.5%	Households	10,423	10,358
Rooted Rural (10B)	15.8%	Families	6,517	6,415
Heartland Communities (6F)	12.3%	Median Age	43.0	44.9
Comfortable Empty Nesters (5A)	6.2%	Median Household Income	\$30,596	\$35,476
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		37	\$838.72	\$8,741,960
Men's		36	\$151.19	\$1,575,848
Women's		33	\$256.24	\$2,670,788
Children's		41	\$150.52	\$1,568,879
Footwear		29	\$129.34	\$1,348,109
Watches & Jewelry		54	\$75.71	\$789,095
Apparel Products and Services (1)		80	\$75.72	\$789,241
<b>Computer</b>				
Computers and Hardware for Home Use		57	\$120.33	\$1,254,197
Portable Memory		56	\$2.91	\$30,304
Computer Software		49	\$9.74	\$101,548
Computer Accessories		59	\$10.95	\$114,182
<b>Entertainment &amp; Recreation</b>		63	\$2,026.89	\$21,126,270
Fees and Admissions		49	\$311.57	\$3,247,513
Membership Fees for Clubs (2)		50	\$83.45	\$869,821
Fees for Participant Sports, excl. Trips		48	\$56.99	\$593,957
Admission to Movie/Theatre/Opera/Ballet		51	\$81.77	\$852,294
Admission to Sporting Events, excl. Trips		54	\$35.00	\$364,769
Fees for Recreational Lessons		45	\$54.03	\$563,193
Dating Services		57	\$0.33	\$3,480
TV/Video/Audio		64	\$811.59	\$8,459,207
Cable and Satellite Television Services		67	\$585.79	\$6,105,720
Televisions		59	\$84.65	\$882,272
Satellite Dishes		61	\$0.94	\$9,808
VCRs, Video Cameras, and DVD Players		60	\$6.45	\$67,214
Miscellaneous Video Equipment		48	\$5.05	\$52,641
Video Cassettes and DVDs		60	\$18.78	\$195,751
Video Game Hardware/Accessories		61	\$13.80	\$143,843
Video Game Software		60	\$16.09	\$167,758
Streaming/Downloaded Video		47	\$2.62	\$27,353
Rental of Video Cassettes and DVDs		59	\$13.50	\$140,723
Installation of Televisions		46	\$0.50	\$5,218
Audio (3)		50	\$60.09	\$626,274
Rental and Repair of TV/Radio/Sound Equipment		63	\$3.32	\$34,632
Pets		80	\$442.02	\$4,607,200
Toys and Games (4)		61	\$72.82	\$759,035
Recreational Vehicles and Fees (5)		68	\$144.69	\$1,508,120
Sports/Recreation/Exercise Equipment (6)		56	\$102.58	\$1,069,188
Photo Equipment and Supplies (7)		52	\$41.07	\$428,092
Reading (8)		61	\$90.09	\$939,009
Catered Affairs (9)		45	\$10.45	\$108,906
<b>Food</b>		62	\$5,112.34	\$53,285,950
Food at Home		64	\$3,236.34	\$33,732,376
Bakery and Cereal Products		64	\$455.89	\$4,751,764
Meats, Poultry, Fish, and Eggs		64	\$715.51	\$7,457,722
Dairy Products		64	\$351.87	\$3,667,522
Fruits and Vegetables		61	\$584.89	\$6,096,308
Snacks and Other Food at Home (10)		64	\$1,128.18	\$11,759,061
Food Away from Home		59	\$1,876.00	\$19,553,573
Alcoholic Beverages		54	\$293.95	\$3,063,823
Nonalcoholic Beverages at Home		65	\$317.02	\$3,304,268

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 100 S Main St, Greeneville, Tennessee, 37743  
 Drive Time: 10 minute

Latitude: 36.16316  
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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	59	\$1,595.61	\$16,631,050
Vehicle Loans	62	\$2,554.66	\$26,627,176
<b>Health</b>			
Nonprescription Drugs	70	\$88.36	\$920,961
Prescription Drugs	72	\$351.48	\$3,663,475
Eyeglasses and Contact Lenses	64	\$56.49	\$588,772
<b>Home</b>			
Mortgage Payment and Basics (11)	55	\$5,038.67	\$52,518,027
Maintenance and Remodeling Services	60	\$993.64	\$10,356,714
Maintenance and Remodeling Materials (12)	73	\$212.57	\$2,215,588
Utilities, Fuel, and Public Services	66	\$3,246.80	\$33,841,355
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	59	\$56.90	\$593,113
Furniture	58	\$293.23	\$3,056,302
Rugs	58	\$13.95	\$145,351
Major Appliances (14)	63	\$165.65	\$1,726,558
Housewares (15)	48	\$33.82	\$352,551
Small Appliances	64	\$28.62	\$298,259
Luggage	50	\$4.52	\$47,099
Telephones and Accessories	60	\$29.11	\$303,383
<b>Household Operations</b>			
Child Care	49	\$213.78	\$2,228,222
Lawn and Garden (16)	66	\$280.83	\$2,927,054
Moving/Storage/Freight Express	53	\$38.22	\$398,390
Housekeeping Supplies (17)	65	\$457.91	\$4,772,744
<b>Insurance</b>			
Owners and Renters Insurance	68	\$331.70	\$3,457,264
Vehicle Insurance	62	\$733.70	\$7,647,331
Life/Other Insurance	66	\$296.97	\$3,095,279
Health Insurance	67	\$1,716.48	\$17,890,910
Personal Care Products (18)	61	\$279.41	\$2,912,339
School Books and Supplies (19)	59	\$102.98	\$1,073,412
Smoking Products	78	\$355.59	\$3,706,286
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	65	\$2,576.97	\$26,859,749
Gasoline and Motor Oil	67	\$2,276.56	\$23,728,561
Vehicle Maintenance and Repairs	61	\$659.22	\$6,871,036
<b>Travel</b>			
Airline Fares	48	\$225.57	\$2,351,096
Lodging on Trips	56	\$247.05	\$2,574,964
Auto/Truck/Van Rental on Trips	46	\$15.25	\$158,979
Food and Drink on Trips	57	\$258.97	\$2,699,207

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 100 S Main St, Greeneville, Tennessee, 37743  
 Drive Time: 15 minute

Latitude: 36.16316  
 Longitude: -82.83099

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Rooted Rural (10B)	29.1%	Population	38,878	38,931
Midlife Constants (5E)	16.8%	Households	15,895	15,875
Small Town Simplicity (12C)	13.0%	Families	10,381	10,283
Southern Satellites (10A)	11.1%	Median Age	43.5	45.2
Heartland Communities (6F)	8.0%	Median Household Income	\$33,168	\$37,647
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		38	\$864.15	\$13,735,588
Men's		37	\$154.87	\$2,461,663
Women's		34	\$264.04	\$4,196,944
Children's		43	\$157.20	\$2,498,695
Footwear		30	\$134.44	\$2,136,920
Watches & Jewelry		56	\$78.48	\$1,247,487
Apparel Products and Services (1)		79	\$75.11	\$1,193,880
<b>Computer</b>				
Computers and Hardware for Home Use		59	\$125.23	\$1,990,489
Portable Memory		56	\$2.94	\$46,753
Computer Software		50	\$9.89	\$157,195
Computer Accessories		62	\$11.49	\$182,672
<b>Entertainment &amp; Recreation</b>		66	\$2,136.37	\$33,957,660
Fees and Admissions		50	\$315.15	\$5,009,243
Membership Fees for Clubs (2)		51	\$84.78	\$1,347,639
Fees for Participant Sports, excl. Trips		49	\$57.70	\$917,153
Admission to Movie/Theatre/Opera/Ballet		52	\$83.44	\$1,326,289
Admission to Sporting Events, excl. Trips		55	\$35.46	\$563,702
Fees for Recreational Lessons		45	\$53.45	\$849,531
Dating Services		53	\$0.31	\$4,929
TV/Video/Audio		67	\$853.50	\$13,566,391
Cable and Satellite Television Services		71	\$620.29	\$9,859,541
Televisions		61	\$87.74	\$1,394,654
Satellite Dishes		63	\$0.97	\$15,356
VCRs, Video Cameras, and DVD Players		62	\$6.63	\$105,455
Miscellaneous Video Equipment		51	\$5.33	\$84,660
Video Cassettes and DVDs		62	\$19.44	\$308,984
Video Game Hardware/Accessories		63	\$14.20	\$225,671
Video Game Software		62	\$16.62	\$264,113
Streaming/Downloaded Video		47	\$2.63	\$41,736
Rental of Video Cassettes and DVDs		61	\$14.07	\$223,710
Installation of Televisions		47	\$0.51	\$8,154
Audio (3)		51	\$61.55	\$978,258
Rental and Repair of TV/Radio/Sound Equipment		67	\$3.53	\$56,099
Pets		86	\$479.57	\$7,622,754
Toys and Games (4)		63	\$75.36	\$1,197,820
Recreational Vehicles and Fees (5)		75	\$158.49	\$2,519,186
Sports/Recreation/Exercise Equipment (6)		59	\$108.54	\$1,725,207
Photo Equipment and Supplies (7)		53	\$42.15	\$669,967
Reading (8)		63	\$93.26	\$1,482,323
Catered Affairs (9)		45	\$10.37	\$164,769
<b>Food</b>		65	\$5,369.88	\$85,354,224
Food at Home		67	\$3,404.18	\$54,109,506
Bakery and Cereal Products		67	\$477.83	\$7,595,096
Meats, Poultry, Fish, and Eggs		68	\$757.11	\$12,034,325
Dairy Products		68	\$371.10	\$5,898,570
Fruits and Vegetables		63	\$609.40	\$9,686,417
Snacks and Other Food at Home (10)		68	\$1,188.74	\$18,895,098
Food Away from Home		61	\$1,965.69	\$31,244,719
Alcoholic Beverages		56	\$302.20	\$4,803,497
Nonalcoholic Beverages at Home		69	\$334.89	\$5,323,079

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**Source:** Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	65	\$1,745.78	\$27,749,215
Vehicle Loans	66	\$2,726.20	\$43,332,929
<b>Health</b>			
Nonprescription Drugs	75	\$94.81	\$1,506,981
Prescription Drugs	78	\$376.92	\$5,991,068
Eyeglasses and Contact Lenses	68	\$59.39	\$944,082
<b>Home</b>			
Mortgage Payment and Basics (11)	58	\$5,312.47	\$84,441,735
Maintenance and Remodeling Services	64	\$1,059.16	\$16,835,279
Maintenance and Remodeling Materials (12)	79	\$232.12	\$3,689,586
Utilities, Fuel, and Public Services	70	\$3,443.32	\$54,731,620
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	62	\$59.08	\$939,094
Furniture	61	\$306.98	\$4,879,496
Rugs	59	\$14.17	\$225,278
Major Appliances (14)	68	\$176.95	\$2,812,692
Housewares (15)	50	\$35.36	\$562,009
Small Appliances	67	\$30.04	\$477,449
Luggage	52	\$4.68	\$74,446
Telephones and Accessories	62	\$30.15	\$479,187
<b>Household Operations</b>			
Child Care	50	\$217.38	\$3,455,233
Lawn and Garden (16)	71	\$302.07	\$4,801,354
Moving/Storage/Freight Express	54	\$38.78	\$616,394
Housekeeping Supplies (17)	69	\$486.57	\$7,734,007
<b>Insurance</b>			
Owners and Renters Insurance	73	\$359.23	\$5,710,034
Vehicle Insurance	66	\$776.56	\$12,343,494
Life/Other Insurance	72	\$321.69	\$5,113,226
Health Insurance	70	\$1,814.13	\$28,835,670
Personal Care Products (18)	65	\$296.70	\$4,716,122
School Books and Supplies (19)	61	\$106.84	\$1,698,255
Smoking Products	84	\$379.74	\$6,035,912
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	70	\$2,756.29	\$43,811,254
Gasoline and Motor Oil	71	\$2,435.40	\$38,710,688
Vehicle Maintenance and Repairs	64	\$692.20	\$11,002,451
<b>Travel</b>			
Airline Fares	49	\$227.80	\$3,620,901
Lodging on Trips	59	\$259.94	\$4,131,728
Auto/Truck/Van Rental on Trips	47	\$15.55	\$247,199
Food and Drink on Trips	60	\$271.93	\$4,322,292

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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.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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