

Sharonville Convention Center 11355 Chester Rd, Cincinnati, Ohio, 45246 Ring: 3 mile radius

Latitude: 39.27938 Longitude: -84.44362

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Rustbelt Traditions (5D)	17.8%	Population	36,668	37,268
Retirement Communities (9E)	12.9%	Households	15,405	15,642
Metro Fusion (11C)	9.9%	Families	9,249	9,338
Comfortable Empty Nesters (5A)	8.0%	Median Age	38.9	39.4
Modest Income Homes (12D)	7.6%	Median Household Income	\$51,122	\$57,556
		Spending Potential	Average Amount	
		Index	Spent	Total
Apparel and Services		90	\$1,811.15	\$27,900,842
Men's		90	\$359.24	\$5,534,061
Women's		90	\$618.54	\$9,528,565
Children's		90	\$291.37	\$4,488,489
Footwear		89	\$383.35	\$5,905,489
Watches & Jewelry		90	\$92.88	\$1,430,748
Apparel Products and Services (1)		91	\$65.79	\$1,013,491
Computer				
Computers and Hardware for Home	Use	91	\$157.91	\$2,432,655
Portable Memory		92	\$4.33	\$66,760
Computer Software		94	\$12.16	\$187,356
Computer Accessories		91	\$16.10	\$247,991
Entertainment & Recreation		89	\$2,591.73	\$39,925,566
Fees and Admissions		88	\$510.38	\$7,862,465
Membership Fees for Clubs (2)		88	\$168.13	\$2,589,997
Fees for Participant Sports, excl. T	-	90	\$80.79	\$1,244,567
Tickets to Theatre/Operas/Concert	ts	90	\$47.53	\$732,239
Tickets to Movies/Museums/Parks		90	\$59.62	\$918,464
Admission to Sporting Events, exc	I. Trips	93	\$49.42	\$761,392
Fees for Recreational Lessons		85	\$104.17	\$1,604,763
Dating Services		104	\$0.72	\$11,043
TV/Video/Audio		91	\$1,097.07	\$16,900,319
Cable and Satellite Television Serv	rices	91	\$818.57	\$12,610,073
Televisions		92	\$100.81	\$1,552,989
Satellite Dishes		83	\$1.21	\$18,701
VCRs, Video Cameras, and DVD Pl	ayers	91	\$7.35	\$113,235
Miscellaneous Video Equipment		100	\$7.71	\$118,789
Video Cassettes and DVDs Video Game Hardware/Accessories	_	90	\$16.64	\$256,347
	5	93 95	\$23.96	\$369,151
Video Game Software		95	\$13.08	\$201,550
Streaming/Downloaded Video Rental of Video Cassettes and DVI	25	91	\$16.49 \$14.86	\$254,056
Installation of Televisions	25	96	\$0.88	\$228,845 \$13,610
Audio (3)		88	\$72.01	\$1,109,296
Rental and Repair of TV/Radio/Sou	ınd Fauinment	89	\$3.48	\$53,677
Pets	ind Equipment	87	\$463.94	\$7,147,033
Toys/Games/Crafts/Hobbies (4)		89	\$101.64	\$1,565,790
Recreational Vehicles and Fees (5)		85	\$91.48	\$1,409,176
Sports/Recreation/Exercise Equipme	nt (6)	83	\$137.00	\$2,110,512
Photo Equipment and Supplies (7)	110 (0)	89	\$49.18	\$757,614
Reading (8)		91	\$118.81	\$1,830,341
Catered Affairs (9)		86	\$22.22	\$342,317
Food		91	\$7,333.33	\$112,969,880
Food at Home		91	\$4,539.73	\$69,934,466
Bakery and Cereal Products		91	\$614.11	\$9,460,324
Meats, Poultry, Fish, and Eggs		91	\$1,011.59	\$15,583,543
Dairy Products		90	\$478.26	\$7,367,588
Fruits and Vegetables		91	\$872.19	\$13,436,020
Snacks and Other Food at Home (10)	91	\$1,563.58	\$24,086,991
Food Away from Home	,	90	\$2,793.60	\$43,035,414
Alcoholic Beverages		91	\$465.58	\$7,172,242
Ata Nata: The Spending Petential Index (SDI) is			+	+.,,

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	94	\$7,041.65	\$108,476,554
Value of Retirement Plans	87	\$22,710.14	\$349,849,774
Value of Other Financial Assets	97	\$1,098.66	\$16,924,786
Vehicle Loan Amount excluding Interest	90	\$2,201.61	\$33,915,822
Value of Credit Card Debt	89	\$508.39	\$7,831,763
Health			
Nonprescription Drugs	89	\$111.22	\$1,713,298
Prescription Drugs	89	\$375.04	\$5,777,550
Eyeglasses and Contact Lenses	88	\$78.85	\$1,214,726
Home			
Mortgage Payment and Basics (11)	86	\$7,360.45	\$113,387,777
Maintenance and Remodeling Services	87	\$1,521.95	\$23,445,701
Maintenance and Remodeling Materials (12)	85	\$309.29	\$4,764,684
Utilities, Fuel, and Public Services	90	\$4,405.49	\$67,866,497
Household Furnishings and Equipment			
Household Textiles (13)	90	\$78.36	\$1,207,093
Furniture	91	\$448.19	\$6,904,325
Rugs	90	\$21.92	\$337,661
Major Appliances (14)	86	\$243.71	\$3,754,419
Housewares (15)	91	\$76.16	\$1,173,288
Small Appliances	90	\$42.45	\$653,955
Luggage	90	\$8.36	\$128,761
Telephones and Accessories	94	\$67.04	\$1,032,692
Household Operations			
Child Care	88	\$372.28	\$5,734,961
Lawn and Garden (16)	85	\$346.87	\$5,343,532
Moving/Storage/Freight Express	91	\$57.50	\$885,790
Housekeeping Supplies (17)	91	\$636.56	\$9,806,278
Insurance			
Owners and Renters Insurance	87	\$404.18	\$6,226,432
Vehicle Insurance	90	\$1,011.82	\$15,587,131
Life/Other Insurance	87	\$360.98	\$5,560,968
Health Insurance	90	\$3,034.01	\$46,738,935
Personal Care Products (18)	90	\$392.93	\$6,053,088
School Books and Supplies (19)	89	\$145.79	\$2,245,826
Smoking Products	91	\$371.67	\$5,725,547
Transportation			
Payments on Vehicles excluding Leases	89	\$1,845.97	\$28,437,179
Gasoline and Motor Oil	90	\$2,761.48	\$42,540,666
Vehicle Maintenance and Repairs	90	\$927.07	\$14,281,450
Travel			
Airline Fares	88	\$401.94	\$6,191,916
Lodging on Trips	88	\$406.66	\$6,264,542
Auto/Truck Rental on Trips	87	\$20.82	\$320,771
Food and Drink on Trips	88	\$385.04	\$5,931,561

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April 10, 2017

- (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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Sharonville Convention Center 11355 Chester Rd, Cincinnati, Ohio, 45246 Ring: 5 mile radius

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April 10, 2017

T T	Danasah	Dama	2016	2024
Top Tapestry Segments Rustbelt Traditions (5D)	Percent 13.7%	Demographic Summary Population	2016 139,380	2021 141,685
Comfortable Empty Nesters (5A)	9.8%	Households	57,317	58,281
Savvy Suburbanites (1D)	9.3%	Families	36,363	36,726
Exurbanites (1E)	5.5%	Median Age	40.4	41.0
Parks and Rec (5C)	4.8%	Median Household Income	\$57,977	\$65,708
raiks and Rec (3C)	4.070			\$05,706
		Spending Potential	Average Amount	Total
Annaval and Camiras		Index	Spent	Total
Apparel and Services Men's		102 102	\$2,060.84	\$118,121,146
Women's		102	\$409.47 \$703.39	\$23,469,605 \$40,316,214
		103	•	
Children's		102	\$328.31 \$435.99	\$18,817,964 \$24,989,483
Footwear		102	·	
Watches & Jewelry		105	\$108.05	\$6,193,018
Apparel Products and Services (1)		105	\$75.63	\$4,334,862
Computer			1	
Computers and Hardware for Home U	se	104	\$180.13	\$10,324,662
Portable Memory		105	\$4.95	\$283,812
Computer Software		107	\$13.90	\$796,614
Computer Accessories		104	\$18.53	\$1,062,345
Entertainment & Recreation		102	\$2,972.06	\$170,349,351
Fees and Admissions		104	\$601.43	\$34,472,058
Membership Fees for Clubs (2)		104	\$199.02	\$11,407,000
Fees for Participant Sports, excl. Tri	•	105	\$94.23	\$5,400,825
Tickets to Theatre/Operas/Concerts		106	\$56.00	\$3,209,699
Tickets to Movies/Museums/Parks		102	\$67.99	\$3,896,757
Admission to Sporting Events, excl.	Trips	109	\$58.00	\$3,324,643
Fees for Recreational Lessons		102	\$125.41	\$7,188,321
Dating Services		113	\$0.78	\$44,813
TV/Video/Audio		102	\$1,232.85	\$70,663,145
Cable and Satellite Television Service	ces	102	\$916.86	\$52,551,569
Televisions		104	\$114.34	\$6,553,598
Satellite Dishes		95	\$1.38	\$78,963
VCRs, Video Cameras, and DVD Pla	yers	102	\$8.27	\$473,983
Miscellaneous Video Equipment		112	\$8.62	\$494,053
Video Cassettes and DVDs		101	\$18.60	\$1,065,941
Video Game Hardware/Accessories		105	\$26.91	\$1,542,670
Video Game Software		105	\$14.51	\$831,552
Streaming/Downloaded Video	-	102	\$18.60	\$1,066,039
Rental of Video Cassettes and DVDs	5	101	\$16.56	\$949,145
Installation of Televisions		113 102	\$1.04 \$83.29	\$59,424
Audio (3)	J F:	99	· · · · · · · · · · · · · · · · · · ·	\$4,774,112
Rental and Repair of TV/Radio/Sour Pets	ia Equipment		\$3.87	\$222,095
Toys/Games/Crafts/Hobbies (4)		100 102	\$533.35 \$116.16	\$30,569,807
Recreational Vehicles and Fees (5)		102	•	\$6,657,725
Sports/Recreation/Exercise Equipmen	+ (6)	96	\$108.93	\$6,243,741
Photo Equipment and Supplies (7)	(6)	104	\$158.92	\$9,108,988
Reading (8)		104	\$57.15	\$3,275,583
Catered Affairs (9)		104	\$136.41	\$7,818,339
. ,			\$26.87	\$1,539,965
Food Food at Home		102 102	\$8,272.28 ¢5 103 22	\$474,142,245 \$202,501,352
Bakery and Cereal Products		102	\$5,103.22 \$692.33	\$292,501,352 \$39,682,482
Meats, Poultry, Fish, and Eggs		103		
Dairy Products		102	\$1,132.60 \$530.52	\$64,917,266
Fruits and Vegetables			\$539.52 \$981.48	\$30,923,608 \$56,255,539
	0)	103 103	\$981.48 ¢1.757.20	
Snacks and Other Food at Home (1	0)	103	\$1,757.29 \$3,169.06	\$100,722,457
Food Away from Home Alcoholic Beverages		102	\$3,169.06 \$533.73	\$181,640,892 \$30,591,579
_		104 and represents the amount spent for a prod	·	\$30,591,579

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	Spending Potential Index	Average Amount Spent	Total
Financial	2	- Opolit	· Juli
Value of Stocks/Bonds/Mutual Funds	111	\$8,327.43	\$477,303,190
Value of Retirement Plans	105	\$27,452.36	\$1,573,486,883
Value of Other Financial Assets	111	\$1,251.26	\$71,718,462
Vehicle Loan Amount excluding Interest	102	\$2,482.15	\$142,269,649
Value of Credit Card Debt	103	\$587.86	\$33,694,489
Health			
Nonprescription Drugs	101	\$125.70	\$7,204,769
Prescription Drugs	101	\$422.98	\$24,243,669
Eyeglasses and Contact Lenses	102	\$91.21	\$5,227,779
Home			
Mortgage Payment and Basics (11)	103	\$8,802.32	\$504,522,560
Maintenance and Remodeling Services	104	\$1,818.58	\$104,235,537
Maintenance and Remodeling Materials (12)	101	\$367.07	\$21,039,628
Utilities, Fuel, and Public Services	102	\$4,984.52	\$285,697,873
Household Furnishings and Equipment			
Household Textiles (13)	103	\$90.08	\$5,163,016
Furniture	104	\$511.26	\$29,303,918
Rugs	107	\$26.01	\$1,490,849
Major Appliances (14)	100	\$283.01	\$16,221,144
Housewares (15)	103	\$86.31	\$4,946,911
Small Appliances	103	\$48.31	\$2,769,144
Luggage	106	\$9.81	\$562,420
Telephones and Accessories	107	\$76.00	\$4,356,000
Household Operations			
Child Care	103	\$435.91	\$24,985,258
Lawn and Garden (16)	100	\$406.53	\$23,301,332
Moving/Storage/Freight Express	100	\$63.20	\$3,622,682
Housekeeping Supplies (17)	102	\$719.89	\$41,261,911
Insurance			
Owners and Renters Insurance	102	\$471.35	\$27,016,598
Vehicle Insurance	102	\$1,144.46	\$65,596,736
Life/Other Insurance	103	\$425.30	\$24,377,085
Health Insurance	103	\$3,468.86	\$198,824,538
Personal Care Products (18)	102	\$443.11	\$25,397,512
School Books and Supplies (19)	101	\$166.65	\$9,551,942
Smoking Products	101	\$411.93	\$23,610,641
Transportation			
Payments on Vehicles excluding Leases	101	\$2,097.44	\$120,218,918
Gasoline and Motor Oil	101	\$3,110.82	\$178,303,013
Vehicle Maintenance and Repairs	102	\$1,057.02	\$60,585,236
Travel			
Airline Fares	104	\$472.72	\$27,095,132
Lodging on Trips	104	\$480.96	\$27,567,374
Auto/Truck Rental on Trips	101	\$24.28	\$1,391,536
Food and Drink on Trips	103	\$451.22	\$25,862,775

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Soccer Mome (4A) 5.9% Households 280,857 2, 2, 2, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3,	estry Segments	Percent	Demographic Summary	2016	2021
Traditional Living (12B) 5.8% Families 177,932 128 28 28 28 28 28 28	elt Traditions (5D)		Population		712,839
Savy Suburbanites (1D) 5.3% Median Age 38.8	r Moms (4A)	5.9%	Households	280,857	286,865
Spending Potential Spendin		5.8%	Families	177,932	180,556
Spending Potential Rules Spent Spent Spent	Suburbanites (1D)	5.3%	2	38.8	39.4
Apparel and Services 103 \$2,083.56 \$88.51 Men's 103 \$412.69 \$115.55 Women's 103 \$706.79 \$199.55 Children's 105 \$337.37 \$94.75 Footwaar 105 \$337.37 \$94.75 Footwaar 103 \$441.50 \$123.55 Watches & Jewelry 105 \$108.87 \$30.00 Apparel Products and Services (1) 106 \$6.34 \$21.45 Computer 107 \$5.04 \$14.75 Computer Bernor Ber	ortable Empty Nesters (5A)	5.0%	Median Household Income	\$56,806	\$64,237
Apparel and Services			Spending Potential	Average Amount	
Mems			Index	Spent	Total
Women's	and Services		103	\$2,083.56	\$585,182,177
Children's 105 \$337.37 \$944, Foothwear 103 \$441.50 \$123.5 Watches & Jewelry 105 \$108.87 \$30,5 Apparel Products and Services (1) 106 \$75.34 \$21,4 Computer 200 200 200 Computer 200 200 200 Computer 200 200 200 Computer Sand Hardware for Home Use 105 \$182.41 \$51,2 Computer Software 109 \$14.04 \$3.5 Computer Software 109 \$14.04 \$3.5 Computer Accessories 104 \$18.58 \$55,4 Computer Accessories 104 \$18.58 \$55,5 Entertainment & Recreation 103 \$3,000.19 \$84.2,6 Fees and Admissions 105 \$600.67 \$169,5 Membership Fees for Clubs (2) 104 \$198.58 \$55,5 Fees for Participant Sports, excl. Trips 106 \$94.79 \$26,6 Tickets to Theatre/Operas/Concerts 105 \$55.5 \$115,5 Tickets to Theatre/Operas/Concerts 105 \$55.5 \$115,5 Tickets to Mewies/Museums/Parks 104 \$488.86 \$19,9 Admission to Sporting Events, excl. Trips 109 \$58.29 \$15,5 Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$5,7 Tily/ideo/Audio 104 \$1,284.49 \$350,6 Cable and Satellite Television Services 103 \$926.96 \$260,5 Televisions 106 \$116.17 \$32,5 Satellite Dishes 98 \$1.43 \$3,5 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,2,3 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Game Hardware/Accessories 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,5 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Hardware/Accessories 109 \$58.86 \$4,7 Installation of Televisions 105 \$58.04 \$16,8 Audio (3) \$10.4 \$18.97 \$5,5 Pets 100 \$537.80 \$15,1,6 Recreational Vehicles and Fees (5) 103 \$110.41 \$3,1,0 Sports/Recreation/Exercise Equipment (6) 97 \$16.098 \$45,6 Photo Equipment a			103	\$412.69	\$115,905,969
Footwear 103 \$441.50 \$123.5 Watches & Jewelry 105 \$108.87 \$30.5 Apparel Products and Services (1) 106 \$76.34 \$21.4 Computer Services and Hardware for Home Use 105 \$182.41 \$51.2 Portable Memory 107 \$5.04 \$14.04 \$3.5 Portable Memory 107 \$5.04 \$1.4 Computer Software 109 \$14.04 \$3.5 Computer Accessories 104 \$18.58 \$5.5 Entertainment & Recreation 103 \$3,000.19 \$44.2 Fees and Admissions 105 \$603.67 \$169.5 Membership Fees for Clubs (2) 104 \$198.58 \$55.5 Fees for Participant Sports, excl. Trips 106 \$94.79 \$26.6 Tickets to Theatre/Operas/Concerts 105 \$55.50 \$15.5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19.3 Admission to Sporting Events, excl. Trips 109 \$58.29 \$16.5 Fees for Recreational Lessons 103 \$126.83 \$35.6 Dating Services 117 \$10.81 \$5.5 Tilly Admission to Sporting Events, excl. Trips 109 \$58.29 \$16.5 Total Services 104 \$1.248.49 \$350.6 Cable and Satellite Television Services 103 \$226.96 \$260.3 Televisions 106 \$116.17 \$32.6 Televisions 106 \$116.17 \$32.6 Satellite Dishes 98 \$1.43 \$4.4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2.5 Video Cassettes and DVDs 102 \$18.91 \$5.5 Video Game Hardware/Accessories 108 \$14.89 \$4.1 Streaming/Downloaded Video 104 \$18.97 \$5.5 Rental of Video Cassettes and DVDs 103 \$116.05 \$5.5 Rental of Video Cassettes and DVDs 103 \$116.05 \$5.5 Rental of Video Cassettes and DVDs 103 \$118.03 \$32.5 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1.4 Pets 100 \$53.80 \$15.4 Pots 100 \$53.80 \$15.5 Toys/Games/Crafts/Hobbies (4) \$18.97 \$5.5 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1.4 Pets 109 \$55.00 \$19.5 Toys/Games/Crafts/Hobbies (4) \$1.05 \$1.05 Rental and Repair of TV/Radio/Sound Equipment (6) 97 \$160.9	n's				\$198,507,073
Watches & Jewelry 105 \$108.87 \$30.2 Apparel Products and Services (1) 106 \$76.34 \$21.4 Computer 370.34 \$21.4 Computers and Hardware for Home Use 105 \$182.41 \$51.2 Portable Memory 107 \$5.04 \$14.7 Computer Software 109 \$14.04 \$3.3 Computer Accessories 104 \$18.58 \$5.5 Entertainment & Recreation 103 \$3,000.19 \$842.6 Fees and Admissions 105 \$603.67 \$168.5 Membership Fees for Clubs (2) 104 \$198.58 \$55.7 Fees for Participant Sports, excl. Trips 106 \$94.79 \$26.6 \$15.5 Tickets to Theater/Operas/Concerts 105 \$55.50 \$15.5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19.9 \$26.6 \$11.2 \$11.5 \$15.5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19.9 \$16.2 \$16.2 \$16.2 \$16.2 \$15.2 \$15.2 \$15.2 \$16.2	en's			\$337.37	\$94,752,796
Apparel Products and Services (1)	ear				\$123,999,115
Computer			105	\$108.87	\$30,577,580
Computers and Hardware for Home Use	el Products and Services (1)		106	\$76.34	\$21,439,643
Portable Memory	er				
Computer Software 109 \$14.04 \$3.5 Computer Accessories 104 \$18.58 \$5.2 Entertainment & Recreation 103 \$3,000.19 \$842,6 Fees and Admissions 105 \$603.67 \$169,9 Membership Fees for Clubs (2) 104 \$198.58 \$55,7 Fees for Participant Sports, excl. Trips 106 \$94.79 \$26,6 Tickets to Theatre/Operas/Concerts 105 \$55.50 \$15,5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19,3 Admission to Sporting Events, excl. Trips 109 \$58.29 \$16.5 Fees for Recreational Lessons 103 \$126.83 \$35,6 Peers for Recreational Lessons 103 \$126.83 \$35,6 Peers for Recreational Lessons 103 \$126.83 \$35,7 Post of Recreational Lessons 109 \$58.29 \$16.5 TV/Video/Audio 104 \$1,248.49 \$350,6 Cable and Satellite Television Services 103 \$20.60 \$260,6 Televisi	uters and Hardware for Home	Use	105	\$182.41	\$51,230,626
Computer Accessories 104 \$18.58 \$5.7 Entertainment & Recreation 103 \$3,000.19 \$842,6 Fees and Admissions 105 \$603.67 \$166,9 Membership Fees for Clubs (2) 104 \$198.58 \$55,7 Fees for Participant Sports, excl. Trips 106 \$94.79 \$26,6 Tickets to Theatre/Operas/Concerts 105 \$55.50 \$15,5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19,3 Admission to Sporting Events, excl. Trips 109 \$58.29 \$16,5 Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$3 Tevideo/Audio 104 \$1,248.49 \$350,0 Cable and Satellite Television Services 103 \$926.96 \$260,3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,7 Miscellanacous Video Equipment <t< td=""><td>ole Memory</td><td></td><td>107</td><td>\$5.04</td><td>\$1,416,702</td></t<>	ole Memory		107	\$5.04	\$1,416,702
Entertainment & Recreation 103 \$3,000.19 \$842,6 Fees and Admissions 105 \$600.57 \$169,5 Membership Fees for Clubs (2) 104 \$198.58 \$55,7 Fees for Participant Sports, excl. Trips 106 \$94.79 \$26,6 Tickets to Theatre/Operas/Concerts 105 \$55.50 \$15,5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19,3 Admission to Sporting Events, excl. Trips 109 \$55.29 \$16,3 Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$2 TV/Video/Audio 104 \$1,248.49 \$350,6 Cable and Satellite Television Services 103 \$926,0 \$260,3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.99 \$2,2 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Game Bardware/Accessories	uter Software		109	\$14.04	\$3,942,298
Fees and Admissions 105 \$603.67 \$169.9 Membership Fees for Clubs (2) 104 \$198.58 \$55.7 Fees for Participant Sports, excl. Trips 106 \$94.79 \$26,6 Tickets to Theatre/Operas/Concerts 105 \$55.50 \$15,5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19,2 Admission to Sporting Events, excl. Trips 109 \$55.29 \$16,2 Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$2 TV/Video/Audio 104 \$1,248.49 \$350,6 Cable and Satellite Television Services 103 \$926.96 \$260,3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$14.43 \$4 VCRs, Video Cameras, and DVD Players 106 \$116.17 \$32,6 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Game Hardware/Accessories 102 \$18.91 \$5,5 Video Game Software	uter Accessories		104	\$18.58	\$5,218,672
Membership Fees for Clubs (2) 104 \$198.58 \$55,7 Fees for Participant Sports, excl. Trips 106 \$94.79 \$26,6 Tickets to Theatre/Operas/Concerts 105 \$55,5 \$15,5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19,3 Admission to Sporting Events, excl. Trips 109 \$58.29 \$16,3 Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$2 TV/Video/Audio 104 \$1,248.49 \$350,6 Cable and Satellite Television Services 103 \$926.96 \$260,3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,5 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,5 Video Game Hardware/Accessories 108 \$24,7 \$2,5 Video Game Hardware/Accessories	inment & Recreation		103	\$3,000.19	\$842,625,181
Fees for Participant Sports, excl. Trips 106 \$94.79 \$26,6 Tickets to Theatre/Operas/Concerts 105 \$55.50 \$15,5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19,3 Admission to Sporting Events, excl. Trips 109 \$58.29 \$16,7 Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$35,6 Cable and Satellite Television Services 103 \$926.96 \$260,2 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,7 Miscellaneous Video Equipment 116 \$8,97 \$2,7 Video Garsettes and DVDs 102 \$18,91 \$5,5 Video Game Hardware/Accessories 108 \$27,63 \$7,7 Video Game Software 108 \$14,89 \$4,4 Streaming/Downloaded Video 104 \$18,97 \$5,5 Rental of Video Cassettes and DVDs <td>and Admissions</td> <td></td> <td>105</td> <td>\$603.67</td> <td>\$169,543,938</td>	and Admissions		105	\$603.67	\$169,543,938
Tickets to Theatre/Operas/Concerts 105 \$55.50 \$15.5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19.5 Admission to Sporting Events, excl. Trips 109 \$58.29 \$16.5 Fees for Recreational Lessons 103 \$126.83 \$35.6 Dating Services 117 \$0.81 \$35.6 Dating Services 117 \$0.81 \$35.6 Cable and Satellite Television Services 103 \$926.96 \$260.3 Televisions 106 \$116.17 \$32.6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2.5 Miscellaneous Video Equipment 116 \$8.97 \$2.5 Video Cassettes and DVDs 102 \$18.91 \$5.7 Video Game Hardware/Accessories 108 \$14.89 \$4.1 Streaming/Downloaded Video 108 \$14.89 \$4.1 Streaming/Downloaded Video 104 \$18.97 \$5.7 Quideo Game Software 103 <	nbership Fees for Clubs (2)		104	\$198.58	\$55,771,831
Tickets to Theatre/Operas/Concerts 105 \$55.50 \$15.5 Tickets to Movies/Museums/Parks 104 \$68.86 \$19.5 Admission to Sporting Events, excl. Trips 109 \$58.29 \$16.3 Fees for Recreational Lessons 103 \$126.83 \$35.6 Dating Services 117 \$0.81 \$5.7 TV/Video/Audio 104 \$1,248.49 \$350.6 Cable and Satellite Television Services 103 \$926.96 \$260.3 Televisions 106 \$116.17 \$32.6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2.5 Miscellaneous Video Equipment 116 \$8.97 \$2.5 Video Cassettes and DVDs 102 \$18.91 \$5.7 Video Game Hardware/Accessories 108 \$27.63 \$7.7 Video Game Software 108 \$14.89 \$4.1 Streaming/Downloaded Video 104 \$18.97 \$5.5 Rental of Video Cassettes and DVDs 103	s for Participant Sports, excl.	Trips	106	\$94.79	\$26,623,491
Tickets to Movies/Museums/Parks 104 \$68.86 \$19.3 Admission to Sporting Events, excl. Trips 109 \$58.29 \$16,3 Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$26 TV/Video/Audio 104 \$1,248.49 \$350,6 Cable and Satellite Television Services 103 \$926.96 \$260,7 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,2 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,7 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,2 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115	ets to Theatre/Operas/Conce	ts	105	\$55.50	\$15,587,820
Admission to Sporting Events, excl. Trips 109 \$58.29 \$16.3 Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$5,6 TV/Video/Audio 104 \$1,248.49 \$350,6 Cable and Satellite Television Services 103 \$926.96 \$260,3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,5 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,5 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,5 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$3 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90	cets to Movies/Museums/Parks	1	104	\$68.86	\$19,340,556
Fees for Recreational Lessons 103 \$126.83 \$35,6 Dating Services 117 \$0.81 \$2 TV/Video/Audio 104 \$1,248.49 \$350,6 Cable and Satellite Television Services 103 \$926.96 \$260,3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRS, Video Cameras, and DVD Players 104 \$8.39 \$2,5 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,5 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$84.33 \$23,6 \$4,7 Pets 10 \$53.90 \$11,6			109	\$58.29	\$16,372,557
TV/Video/Audio 104 \$1,248.49 \$350,6 Cable and Satellite Television Services 103 \$926.96 \$260,3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,3 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Hardware/Accessories 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41	s for Recreational Lessons		103	\$126.83	\$35,619,810
Cable and Satellite Television Services 103 \$926.96 \$260,3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,3 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,3 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$3 Audio (3) 103 \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$11,6 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$11.04 \$31,4 Sports/Recreation/Exercise Equipment (6) 97	ing Services		117		\$227,873
Cable and Satellite Television Services 103 \$926.96 \$260.3 Televisions 106 \$116.17 \$32,6 Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,5 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,7 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$16.85 \$4,7 Pets 103 \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$11,6 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,6	_		104	\$1,248.49	\$350,645,883
Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,3 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,7 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 103 \$16.85 \$4,7 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93	*	vices	103		\$260,343,617
Satellite Dishes 98 \$1.43 \$4 VCRs, Video Cameras, and DVD Players 104 \$8.39 \$2,3 Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,3 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93	evisions		106	\$116.17	\$32,625,894
Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,3 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$11,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$6.66 \$7,5 Food 104 \$8,371.37 \$2,351,1	ellite Dishes		98	\$1.43	\$401,420
Miscellaneous Video Equipment 116 \$8.97 \$2,5 Video Cassettes and DVDs 102 \$18.91 \$5,3 Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$11,0 Pets 100 \$537.80 \$151,0 Recreational Vehicles and Fees (5) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$6,26.86 \$7,5 Food 104 \$8,371.37 \$2,351,	Rs, Video Cameras, and DVD F	layers	104	\$8.39	\$2,356,711
Video Cassettes and DVDs 102 \$18.91 \$5.5 Video Game Hardware/Accessories 108 \$27.63 \$7.7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,5 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$8,371.37 \$2,351,1 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0			116	\$8.97	\$2,520,457
Video Game Hardware/Accessories 108 \$27.63 \$7,7 Video Game Software 108 \$14.89 \$4,1 Streaming/Downloaded Video 104 \$18.97 \$5,3 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$70.68 \$196,7 </td <td>eo Cassettes and DVDs</td> <td></td> <td>102</td> <td>\$18.91</td> <td>\$5,312,358</td>	eo Cassettes and DVDs		102	\$18.91	\$5,312,358
Streaming/Downloaded Video 104 \$18.97 \$5,5 Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$8,371.37 \$2,351,1 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	eo Game Hardware/Accessorie	es .	108	\$27.63	\$7,760,783
Rental of Video Cassettes and DVDs 103 \$16.85 \$4,7 Installation of Televisions 115 \$1.06 \$2 Audio (3) 103 \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	eo Game Software		108	\$14.89	\$4,183,275
Installation of Televisions 115 \$1.06 \$2.00 Audio (3) 103 \$84.33 \$23.60 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1.00 Pets 100 \$537.80 \$151.00 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	eaming/Downloaded Video		104	\$18.97	\$5,329,017
Audio (3) 103 \$84.33 \$23,6 Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	tal of Video Cassettes and DV	Ds	103	\$16.85	\$4,732,837
Rental and Repair of TV/Radio/Sound Equipment 99 \$3.90 \$1,0 Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	allation of Televisions		115	\$1.06	\$297,634
Pets 100 \$537.80 \$151,0 Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	lio (3)		103	\$84.33	\$23,685,834
Toys/Games/Crafts/Hobbies (4) 103 \$118.03 \$33,1 Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	tal and Repair of TV/Radio/So	und Equipment	99	\$3.90	\$1,096,046
Recreational Vehicles and Fees (5) 103 \$110.41 \$31,0 Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7			100	\$537.80	\$151,044,032
Sports/Recreation/Exercise Equipment (6) 97 \$160.98 \$45,2 Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	Games/Crafts/Hobbies (4)		103	\$118.03	\$33,149,143
Photo Equipment and Supplies (7) 105 \$58.04 \$16,2 Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	ational Vehicles and Fees (5)		103	\$110.41	\$31,009,838
Reading (8) 104 \$135.93 \$38,1 Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7		ent (6)	97	\$160.98	\$45,211,831
Catered Affairs (9) 104 \$26.86 \$7,5 Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	Equipment and Supplies (7)		105	\$58.04	\$16,299,760
Food 104 \$8,371.37 \$2,351,1 Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	ng (8)		104	\$135.93	\$38,176,671
Food at Home 104 \$5,162.87 \$1,450,0 Bakery and Cereal Products 104 \$700.68 \$196,7	ed Affairs (9)		104	\$26.86	\$7,544,085
Bakery and Cereal Products 104 \$700.68 \$196,7			104	\$8,371.37	\$2,351,157,844
, , , , , , , , , , , , , , , , , , , ,			104	\$5,162.87	\$1,450,028,784
	•				\$196,791,379
, , ,	its, Poultry, Fish, and Eggs		103	\$1,146.28	\$321,941,923
	•			\$544.72	\$152,987,479
-	_				\$278,140,674
. ,	cks and Other Food at Home	(10)			\$500,167,328
	•			\$3,208.50	\$901,129,060
Alcoholic Beverages 105 \$537.25 \$150,8	Beverages		105	\$537.25	\$150,891,325

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

Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Sharonville Convention Center 11355 Chester Rd, Cincinnati, Ohio, 45246 Ring: 10 mile radius Prepared by Esri Latitude: 39.27938 Longitude: -84.44362

	Spending Potential Index	Average Amount Spent	Total
Financial	Index	Эрепс	iotai
Value of Stocks/Bonds/Mutual Funds	109	\$8,171.82	\$2,295,112,038
Value of Retirement Plans	103	\$27,084.07	\$7,606,750,793
Value of Other Financial Assets	109	\$1,234.22	\$346,639,874
Vehicle Loan Amount excluding Interest	104	\$2,523.26	\$708,675,098
Value of Credit Card Debt	103	\$591.28	\$166,064,569
Health		'	, , ,
Nonprescription Drugs	101	\$126.15	\$35,431,100
Prescription Drugs	101	\$424.27	\$119,159,853
Eyeglasses and Contact Lenses	102	\$91.58	\$25,721,583
Home			
Mortgage Payment and Basics (11)	103	\$8,830.40	\$2,480,080,538
Maintenance and Remodeling Services	103	\$1,811.24	\$508,698,116
Maintenance and Remodeling Materials (12)	102	\$371.20	\$104,254,850
Utilities, Fuel, and Public Services	103	\$5,033.74	\$1,413,760,842
Household Furnishings and Equipment			
Household Textiles (13)	104	\$90.82	\$25,507,369
Furniture	105	\$517.44	\$145,325,290
Rugs	106	\$25.87	\$7,266,807
Major Appliances (14)	101	\$284.99	\$80,041,549
Housewares (15)	104	\$86.73	\$24,359,100
Small Appliances	103	\$48.55	\$13,635,239
Luggage	106	\$9.84	\$2,763,408
Telephones and Accessories	109	\$77.62	\$21,800,018
Household Operations			
Child Care	106	\$449.05	\$126,119,905
Lawn and Garden (16)	99	\$404.06	\$113,482,201
Moving/Storage/Freight Express	100	\$63.55	\$17,848,062
Housekeeping Supplies (17)	103	\$726.79	\$204,124,842
Insurance			
Owners and Renters Insurance	102	\$473.15	\$132,888,546
Vehicle Insurance	103	\$1,154.02	\$324,113,456
Life/Other Insurance	102	\$423.96	\$119,072,090
Health Insurance	103	\$3,480.43	\$977,502,369
Personal Care Products (18)	103	\$447.78	\$125,762,272
School Books and Supplies (19)	103	\$169.52	\$47,610,444
Smoking Products	103	\$422.01	\$118,525,442
Transportation			
Payments on Vehicles excluding Leases	102	\$2,129.09	\$597,969,187
Gasoline and Motor Oil	103	\$3,153.28	\$885,620,742
Vehicle Maintenance and Repairs	103	\$1,064.41	\$298,946,417
Travel			
Airline Fares	104	\$472.57	\$132,725,855
Lodging on Trips	104	\$480.97	\$135,082,862
Auto/Truck Rental on Trips	101	\$24.26	\$6,814,044
Food and Drink on Trips	103	\$451.96	\$126,937,283

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Sharonville Convention Center 11355 Chester Rd, Cincinnati, Ohio, 45246 Ring: 10 mile radius Prepared by Esri Latitude: 39.27938 Longitude: -84.44362

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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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