CIBOLO, TX

RETAIL MARKETPLACE PROFILE

cibolo tx
ECONOMIC DEVELOPMENT CORP

ECONOMICDEVELOPMENT@CIBOLOTX.GOV | (210) 658-9900

Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108
Ring: 3 mile radius

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

Summary Demographics	
2019 Population	37,412
2019 Households	12,880
2019 Median Disposable Income	$63,933
2019 Per Capita Income	$31,967

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$546,473,580	$163,394,859	$383,078,721	54.0	94
Total Retail Trade	44-45	$491,282,178	$150,629,511	$340,652,667	53.1	61
Total Food & Drink	722	$55,191,402	$12,765,348	$42,426,054	62.4	32

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$106,803,614	$7,106,890	$99,696,724	87.5	6
Automobile Dealers	4411	$85,883,661	$3,414,448	$82,469,213	92.4	2
Other Motor Vehicle Dealers	4412	$11,609,713	$692,832	$10,916,881	88.7	1
Auto Parts, Accessories & Tire Stores	4413	$9,310,240	$2,999,609	$6,310,631	51.3	2
Furniture & Home Furnishings Stores	442	$17,450,636	$2,664,162	$14,786,474	73.5	3
Furniture Stores	4421	$10,093,793	$2,219,298	$7,874,495	64.0	1
Home Furnishings Stores	4422	$7,356,843	$444,864	$6,911,979	88.6	2
Electronics & Appliance Stores	443	$18,020,525	$2,479,585	$15,540,940	75.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	$33,060,885	$31,393,015	$1,667,870	2.6	8
Bldg Material & Supplies Dealers	4441	$31,242,180	$30,998,171	$244,009	0.4	6
Lawn & Garden Equip & Supply Stores	4442	$1,818,706	$394,844	$1,423,862	64.3	2
Food & Beverage Stores	445	$87,583,907	$13,573,761	$74,010,146	73.2	9
Grocery Stores	4451	$79,420,004	$13,070,277	$66,349,727	71.7	8
Specialty Food Stores	4452	$3,712,900	$0	$3,712,900	100.0	0
Beer, Wine & Liquor Stores	4453	$4,451,003	$468,948	$3,982,055	80.9	1
Health & Personal Care Stores	446,4461	$27,615,368	$7,997,797	$19,617,571	55.1	5
Gasoline Stations	447,4471	$48,719,375	$21,385,721	$27,333,654	39.0	6
Clothing & Clothing Accessories Stores	448	$22,543,011	$1,563,163	$20,979,848	87.0	5
Clothing Stores	4481	$14,914,387	$1,251,315	$13,663,072	84.5	4
Shoe Stores	4482	$3,201,889	$0	$3,201,889	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	$4,426,736	$311,848	$4,114,888	86.8	1
Sporting Goods, Hobby, Book & Music Stores	451	$17,114,391	$1,765,774	$15,348,617	81.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	$15,293,501	$1,738,367	$13,555,134	79.6	4
Book, Periodical & Music Stores	4512	$1,820,890	$0	$1,820,890	100.0	0
General Merchandise Stores	452	$85,790,979	$56,771,154	$29,019,825	20.4	3
Department Stores Excluding Leased Depts.	4521	$59,919,043	$53,960,000	$5,959,043	5.2	1
Other General Merchandise Stores	4529	$25,871,936	$2,811,154	$23,060,782	80.4	2
Miscellaneous Store Retailers	453	$19,287,037	$3,770,826	$15,516,211	67.3	10
Florists	4531	$826,258	$342,050	$484,208	41.4	2
Office Supplies, Stationery & Gift Stores	4532	$4,192,855	$357,158	$3,835,697	84.3	3
Used Merchandise Stores	4533	$3,299,926	$148,072	$3,151,854	91.4	1
Other Miscellaneous Store Retailers	4539	$10,967,998	$2,923,546	$8,044,452	57.9	3
Nonstore Retailers	454	$7,292,449	$0	$7,292,449	100.0	0
Electronic Shopping & Mail-Order Houses	4541	$5,381,575	$0	$5,381,575	100.0	0
Vending Machine Operators	4542	$434,541	$0	$434,541	100.0	0
Direct Selling Establishments	4543	$1,476,333	$0	$1,476,333	100.0	0
Food Services & Drinking Places	722	$55,191,402	$12,765,348	$42,426,054	62.4	32
Special Food Services	7223	$669,812	$498,538	$171,274	14.7	2
Drinking Places - Alcoholic Beverages	7224	$1,996,743	$190,234	$1,806,509	82.6	1
Restaurants/Other Eating Places	7225	$52,524,848	$12,076,576	$40,448,272	62.6	29

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

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May 12, 2020

Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108
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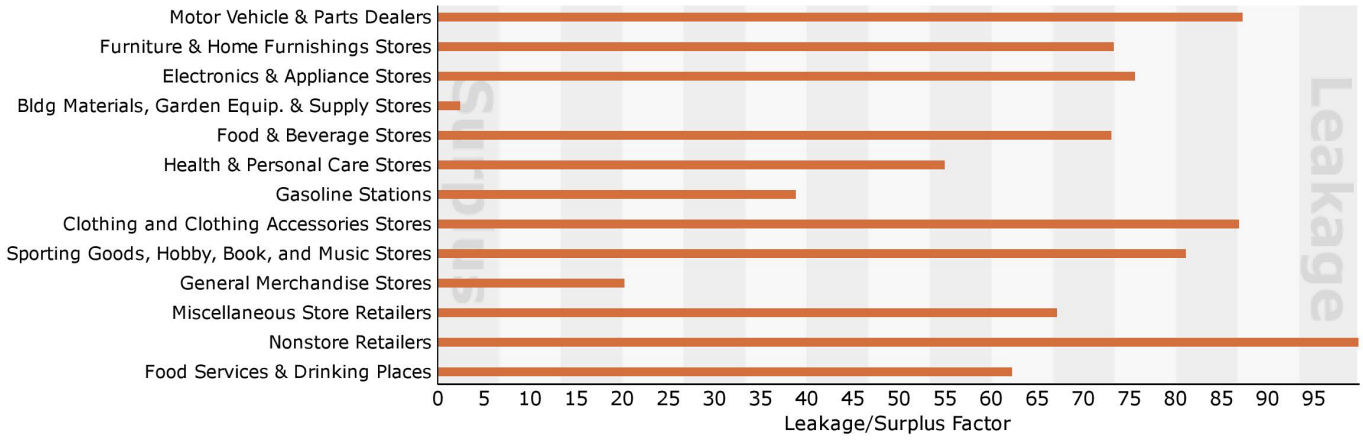
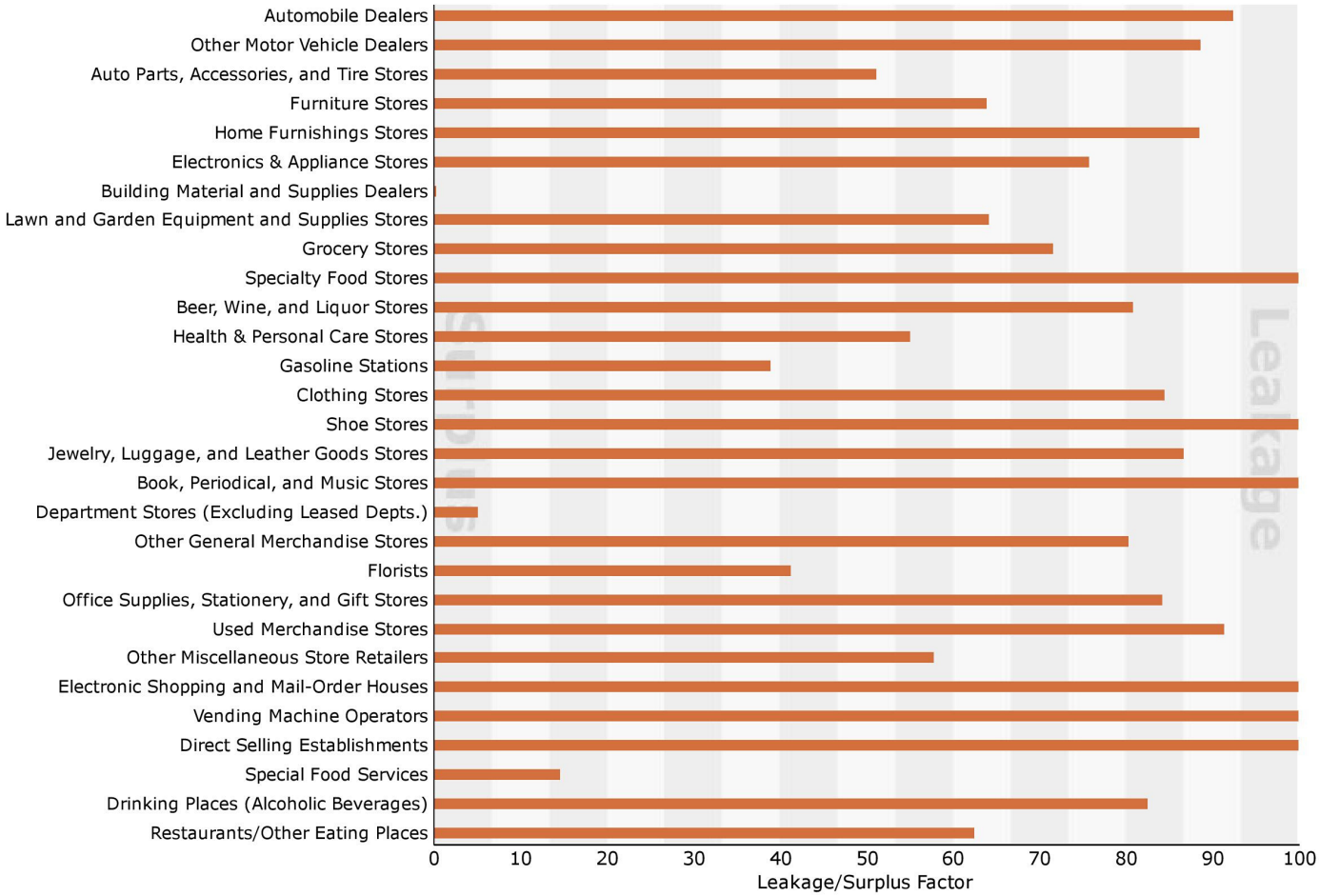
2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108
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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Up and Coming Families (7A)	29.2%	Population	37,412	42,124
Soccer Moms (4A)	14.5%	Households	12,880	14,466
Boomburbs (1C)	13.5%	Families	10,079	11,285
Old and Newcomers (8F)	8.5%	Median Age	36.8	36.1
Middleburg (4C)	6.9%	Median Household Income	$81,034	$86,161

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	109	$2,327.01	$29,971,837
Men's	107	$441.91	$5,691,797
Women's	105	$758.47	$9,769,031
Children's	121	$388.65	$5,005,841
Footwear	107	$514.19	$6,622,806
Watches & Jewelry	112	$154.78	$1,993,554
Apparel Products and Services (1)	104	$69.01	$888,808
Computer			
Computers and Hardware for Home Use	108	$179.45	$2,311,342
Portable Memory	109	$4.88	$62,879
Computer Software	104	$10.54	$135,719
Computer Accessories	113	$21.50	$276,879
Entertainment & Recreation	108	$3,520.19	$45,340,089
Fees and Admissions	110	$784.23	$10,100,825
Membership Fees for Clubs (2)	106	$250.09	$3,221,211
Fees for Participant Sports, excl. Trips	118	$126.37	$1,627,636
Tickets to Theatre/Operas/Concerts	99	$74.48	$959,252
Tickets to Movies	116	$63.62	$819,468
Tickets to Parks or Museums	107	$34.48	$444,113
Admission to Sporting Events, excl. Trips	110	$69.23	$891,670
Fees for Recreational Lessons	115	$165.31	$2,129,184
Dating Services	91	$0.64	$8,293
TV/Video/Audio	106	$1,299.79	$16,741,307
Cable and Satellite Television Services	104	$914.24	$11,775,472
Televisions	110	$118.97	$1,532,284
Satellite Dishes	115	$1.81	$23,369
VCRs, Video Cameras, and DVD Players	123	$7.07	$91,075
Miscellaneous Video Equipment	118	$30.01	$386,533
Video Cassettes and DVDs	116	$13.27	$170,932
Video Game Hardware/Accessories	112	$31.22	$402,082
Video Game Software	109	$16.61	$213,920
Rental/Streaming/Downloaded Video	114	$53.50	$689,084
Installation of Televisions	112	$1.28	$16,430
Audio (3)	111	$108.61	$1,398,953
Rental and Repair of TV/Radio/Sound Equipment	101	$3.20	$41,173
Pets	106	$698.25	$8,993,498
Toys/Games/Crafts/Hobbies (4)	115	$135.25	$1,742,061
Recreational Vehicles and Fees (5)	96	$153.78	$1,980,657
Sports/Recreation/Exercise Equipment (6)	123	$253.80	$3,268,987
Photo Equipment and Supplies (7)	113	$58.73	$756,455
Reading (8)	104	$110.59	$1,424,344
Catered Affairs (9)	97	$25.77	$331,954
Food	108	$9,528.56	$122,727,873
Food at Home	106	$5,509.18	$70,958,200
Bakery and Cereal Products	107	$725.15	$9,339,875
Meats, Poultry, Fish, and Eggs	105	$1,203.94	$15,506,706
Dairy Products	106	$565.39	$7,282,188
Fruits and Vegetables	106	$1,077.19	$13,874,203
Snacks and Other Food at Home (10)	108	$1,937.52	$24,955,227
Food Away from Home	109	$4,019.38	$51,769,672
Alcoholic Beverages	105	$606.14	$7,807,118

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

May 12, 2020

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Retail Goods and Services Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	102	$21,793.48	$280,700,042
Value of Retirement Plans	105	$100,325.60	$1,292,193,739
Value of Other Financial Assets	94	$5,320.36	$68,526,188
Vehicle Loan Amount excluding Interest	118	$3,385.86	$43,609,813
Value of Credit Card Debt	109	$2,657.44	$34,227,810
Health			
Nonprescription Drugs	108	$155.13	$1,998,013
Prescription Drugs	106	$387.15	$4,986,456
Eyeglasses and Contact Lenses	106	$96.03	$1,236,821
Home			
Mortgage Payment and Basics (11)	113	$11,403.49	$146,876,970
Maintenance and Remodeling Services	114	$2,436.26	$31,379,009
Maintenance and Remodeling Materials (12)	114	$555.98	$7,161,048
Utilities, Fuel, and Public Services	107	$5,201.29	$66,992,634
Household Furnishings and Equipment			
Household Textiles (13)	109	$109.15	$1,405,912
Furniture	111	$681.84	$8,782,116
Rugs	111	$35.97	$463,297
Major Appliances (14)	114	$402.85	$5,188,674
Housewares (15)	109	$116.24	$1,497,217
Small Appliances	105	$51.24	$659,982
Luggage	110	$15.41	$198,507
Telephones and Accessories	115	$86.69	$1,116,544
Household Operations			
Child Care	117	$595.53	$7,670,489
Lawn and Garden (16)	108	$509.55	$6,562,999
Moving/Storage/Freight Express	111	$73.99	$953,040
Housekeeping Supplies (17)	110	$821.69	$10,583,365
Insurance			
Owners and Renters Insurance	113	$656.41	$8,454,515
Vehicle Insurance	108	$1,675.21	$21,576,702
Life/Other Insurance	107	$492.64	$6,345,223
Health Insurance	107	$4,212.31	$54,254,572
Personal Care Products (18)	111	$555.38	$7,153,279
School Books and Supplies (19)	110	$170.38	$2,194,462
Smoking Products	97	$391.66	$5,044,570
Transportation			
Payments on Vehicles excluding Leases	116	$2,940.30	$37,871,012
Gasoline and Motor Oil	109	$2,496.50	$32,154,865
Vehicle Maintenance and Repairs	108	$1,240.74	$15,980,695
Travel			
Airline Fares	107	$581.49	$7,489,542
Lodging on Trips	107	$664.91	$8,564,047
Auto/Truck Rental on Trips	109	$28.66	$369,166
Food and Drink on Trips	109	$586.20	$7,550,300

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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(1) Apparel Products and Services includes 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, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.

(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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108
Ring: 5 mile radius

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Latitude: 29.55989
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Summary Demographics						
2019 Population						86,330
2019 Households						30,150
2019 Median Disposable Income						$61,751
2019 Per Capita Income						$32,284
2017 Industry Summary	**NAICS**	**Demand** (Retail Potential)	**Supply** (Retail Sales)	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Total Retail Trade and Food & Drink	44-45,722	$1,243,530,795	$788,003,545	$455,527,250	22.4	318
Total Retail Trade	44-45	$1,117,928,923	$706,962,215	$410,966,708	22.5	198
Total Food & Drink	722	$125,601,872	$81,041,330	$44,560,542	21.6	120
2017 Industry Group	**NAICS**	**Demand** (Retail Potential)	**Supply** (Retail Sales)	**Retail Gap**	**Leakage/Surplus Factor**	**Number of Businesses**
Motor Vehicle & Parts Dealers	441	$242,991,300	$154,861,401	$88,129,899	22.2	30
Automobile Dealers	4411	$195,437,980	$124,529,246	$70,908,734	22.2	11
Other Motor Vehicle Dealers	4412	$26,361,769	$10,760,690	$15,601,079	42.0	6
Auto Parts, Accessories & Tire Stores	4413	$21,191,552	$19,571,465	$1,620,087	4.0	13
Furniture & Home Furnishings Stores	442	$39,635,211	$9,476,611	$30,158,600	61.4	6
Furniture Stores	4421	$22,943,729	$8,642,839	$14,300,890	45.3	4
Home Furnishings Stores	4422	$16,691,482	$833,772	$15,857,710	90.5	3
Electronics & Appliance Stores	443	$40,927,350	$12,697,964	$28,229,386	52.6	9
Bldg Materials, Garden Equip. & Supply Stores	444	$74,886,179	$75,617,302	-$731,123	-0.5	22
Bldg Material & Supplies Dealers	4441	$70,769,693	$74,413,121	-$3,643,428	-2.5	19
Lawn & Garden Equip & Supply Stores	4442	$4,116,486	$1,204,181	$2,912,305	54.7	3
Food & Beverage Stores	445	$199,656,838	$86,481,310	$113,175,528	39.6	25
Grocery Stores	4451	$181,071,375	$82,239,771	$98,831,604	37.5	17
Specialty Food Stores	4452	$8,467,935	$1,319,868	$7,148,067	73.0	3
Beer, Wine & Liquor Stores	4453	$10,117,528	$2,921,671	$7,195,857	55.2	4
Health & Personal Care Stores	446,4461	$62,848,337	$28,726,534	$34,121,803	37.3	18
Gasoline Stations	447,4471	$111,152,174	$60,687,990	$50,464,184	29.4	20
Clothing & Clothing Accessories Stores	448	$51,235,951	$6,060,571	$45,175,380	78.8	14
Clothing Stores	4481	$33,921,851	$4,646,887	$29,274,964	75.9	11
Shoe Stores	4482	$7,286,199	$705,164	$6,581,035	82.4	1
Jewelry, Luggage & Leather Goods Stores	4483	$10,027,900	$708,521	$9,319,379	86.8	2
Sporting Goods, Hobby, Book & Music Stores	451	$38,904,079	$11,677,292	$27,226,787	53.8	14
Sporting Goods/Hobby/Musical Instr Stores	4511	$34,756,492	$7,352,439	$27,404,053	65.1	9
Book, Periodical & Music Stores	4512	$4,147,588	$4,324,853	-$177,265	-2.1	5
General Merchandise Stores	452	$195,283,739	$242,886,739	-$47,603,000	-10.9	10
Department Stores Excluding Leased Depts.	4521	$136,321,410	$203,994,637	-$67,673,227	-19.9	3
Other General Merchandise Stores	4529	$58,962,329	$38,892,102	$20,070,227	20.5	7
Miscellaneous Store Retailers	453	$43,833,234	$17,347,919	$26,485,315	43.3	29
Florists	4531	$1,868,877	$554,759	$1,314,118	54.2	4
Office Supplies, Stationery & Gift Stores	4532	$9,540,243	$837,827	$8,702,416	83.9	5
Used Merchandise Stores	4533	$7,501,829	$4,631,749	$2,870,080	23.7	8
Other Miscellaneous Store Retailers	4539	$24,922,286	$11,323,584	$13,598,702	37.5	13
Nonstore Retailers	454	$16,574,530	$440,581	$16,133,949	94.8	1
Electronic Shopping & Mail-Order Houses	4541	$12,240,468	$0	$12,240,468	100.0	0
Vending Machine Operators	4542	$991,031	$0	$991,031	100.0	0
Direct Selling Establishments	4543	$3,343,032	$440,581	$2,902,451	76.7	1
Food Services & Drinking Places	722	$125,601,872	$81,041,330	$44,560,542	21.6	120
Special Food Services	7223	$1,523,049	$726,608	$796,441	35.4	2
Drinking Places - Alcoholic Beverages	7224	$4,538,980	$1,988,626	$2,550,354	39.1	7
Restaurants/Other Eating Places	7225	$119,539,844	$78,326,097	$41,213,747	20.8	110

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

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Retail MarketPlace Profile

200 S Main St, Cibolo, Texas, 78108
Ring: 5 mile radius

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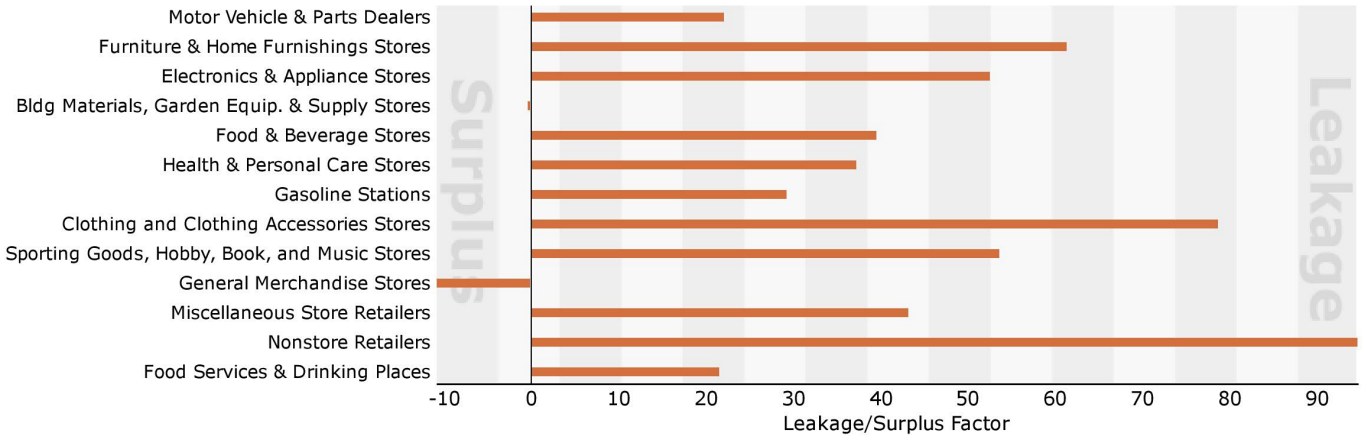
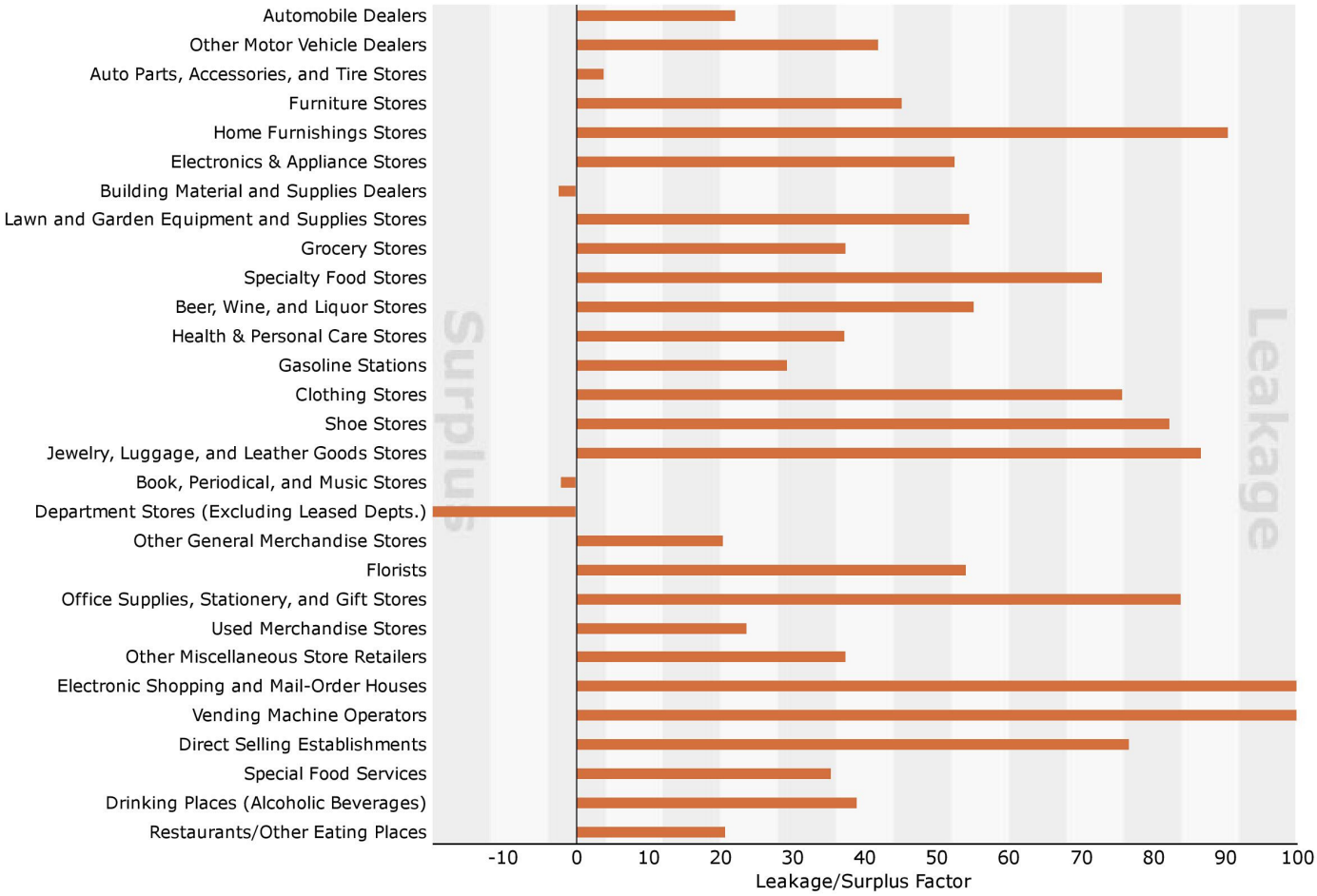
2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108
Ring: 5 mile radius

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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Up and Coming Families (7A)	29.6%	Population	86,330	98,106
Soccer Moms (4A)	20.6%	Households	30,150	34,115
Boomburbs (1C)	9.6%	Families	23,155	26,156
Middleburg (4C)	7.0%	Median Age	36.2	35.4
Down the Road (10D)	6.0%	Median Household Income	$78,697	$84,198

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	108	$2,307.37	$69,567,102
Men's	106	$437.89	$13,202,259
Women's	104	$750.40	$22,624,527
Children's	120	$386.84	$11,663,103
Footwear	106	$511.45	$15,420,342
Watches & Jewelry	111	$152.80	$4,606,862
Apparel Products and Services (1)	102	$67.99	$2,050,009
Computer			
Computers and Hardware for Home Use	108	$178.20	$5,372,657
Portable Memory	109	$4.84	$146,014
Computer Software	103	$10.44	$314,891
Computer Accessories	112	$21.21	$639,516
Entertainment & Recreation	106	$3,470.52	$104,636,219
Fees and Admissions	109	$775.50	$23,381,195
Membership Fees for Clubs (2)	105	$247.20	$7,453,199
Fees for Participant Sports, excl. Trips	116	$124.85	$3,764,208
Tickets to Theatre/Operas/Concerts	98	$73.81	$2,225,229
Tickets to Movies	116	$63.38	$1,910,913
Tickets to Parks or Museums	106	$34.35	$1,035,720
Admission to Sporting Events, excl. Trips	107	$67.75	$2,042,528
Fees for Recreational Lessons	114	$163.51	$4,929,870
Dating Services	93	$0.65	$19,528
TV/Video/Audio	105	$1,284.73	$38,734,607
Cable and Satellite Television Services	102	$901.12	$27,168,821
Televisions	109	$118.14	$3,561,815
Satellite Dishes	113	$1.78	$53,721
VCRs, Video Cameras, and DVD Players	122	$7.04	$212,233
Miscellaneous Video Equipment	117	$29.80	$898,491
Video Cassettes and DVDs	115	$13.15	$396,443
Video Game Hardware/Accessories	112	$31.27	$942,840
Video Game Software	110	$16.70	$503,393
Rental/Streaming/Downloaded Video	115	$53.61	$1,616,405
Installation of Televisions	110	$1.25	$37,554
Audio (3)	110	$107.69	$3,246,904
Rental and Repair of TV/Radio/Sound Equipment	101	$3.18	$95,987
Pets	103	$684.18	$20,628,079
Toys/Games/Crafts/Hobbies (4)	114	$134.16	$4,044,869
Recreational Vehicles and Fees (5)	93	$149.25	$4,499,988
Sports/Recreation/Exercise Equipment (6)	121	$249.71	$7,528,635
Photo Equipment and Supplies (7)	112	$58.31	$1,758,140
Reading (8)	102	$108.90	$3,283,401
Catered Affairs (9)	97	$25.78	$777,304
Food	107	$9,446.45	$284,810,387
Food at Home	106	$5,461.38	$164,660,698
Bakery and Cereal Products	106	$718.48	$21,662,184
Meats, Poultry, Fish, and Eggs	104	$1,194.46	$36,012,829
Dairy Products	105	$559.90	$16,881,028
Fruits and Vegetables	105	$1,069.32	$32,239,930
Snacks and Other Food at Home (10)	107	$1,919.23	$57,864,726
Food Away from Home	108	$3,985.06	$120,149,689
Alcoholic Beverages	104	$600.62	$18,108,557

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	99	$21,276.70	$641,492,563
Value of Retirement Plans	103	$98,066.86	$2,956,715,722
Value of Other Financial Assets	91	$5,178.71	$156,138,219
Vehicle Loan Amount excluding Interest	117	$3,348.08	$100,944,492
Value of Credit Card Debt	108	$2,633.40	$79,396,978
Health			
Nonprescription Drugs	106	$152.67	$4,603,015
Prescription Drugs	104	$378.55	$11,413,286
Eyeglasses and Contact Lenses	104	$94.33	$2,844,033
Home			
Mortgage Payment and Basics (11)	111	$11,166.20	$336,661,060
Maintenance and Remodeling Services	112	$2,382.89	$71,844,065
Maintenance and Remodeling Materials (12)	111	$541.85	$16,336,830
Utilities, Fuel, and Public Services	106	$5,140.18	$154,976,511
Household Furnishings and Equipment			
Household Textiles (13)	108	$108.05	$3,257,791
Furniture	110	$674.64	$20,340,471
Rugs	109	$35.22	$1,061,917
Major Appliances (14)	112	$396.13	$11,943,260
Housewares (15)	108	$114.57	$3,454,341
Small Appliances	105	$50.90	$1,534,738
Luggage	110	$15.31	$461,576
Telephones and Accessories	114	$86.18	$2,598,192
Household Operations			
Child Care	116	$593.60	$17,897,149
Lawn and Garden (16)	106	$497.48	$14,999,142
Moving/Storage/Freight Express	112	$74.14	$2,235,230
Housekeeping Supplies (17)	108	$810.43	$24,434,416
Insurance			
Owners and Renters Insurance	111	$640.37	$19,307,113
Vehicle Insurance	107	$1,659.94	$50,047,329
Life/Other Insurance	105	$481.78	$14,525,783
Health Insurance	105	$4,143.76	$124,934,360
Personal Care Products (18)	110	$550.01	$16,582,652
School Books and Supplies (19)	109	$169.61	$5,113,737
Smoking Products	96	$386.31	$11,647,213
Transportation			
Payments on Vehicles excluding Leases	114	$2,904.18	$87,561,153
Gasoline and Motor Oil	108	$2,477.36	$74,692,319
Vehicle Maintenance and Repairs	107	$1,224.06	$36,905,473
Travel			
Airline Fares	105	$574.93	$17,334,100
Lodging on Trips	105	$653.60	$19,706,164
Auto/Truck Rental on Trips	108	$28.32	$853,734
Food and Drink on Trips	107	$578.75	$17,449,322

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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(1) Apparel Products and Services includes 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, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.

(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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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Retail MarketPlace Profile

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Summary Demographics	
2019 Population	300,913
2019 Households	104,903
2019 Median Disposable Income	$54,822
2019 Per Capita Income	$28,886

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$3,839,228,676	$3,762,130,589	$77,098,087	1.0	1,278
Total Retail Trade	44-45	$3,453,154,303	$3,465,095,961	-$11,941,658	-0.2	887
Total Food & Drink	722	$386,074,372	$297,034,629	$89,039,743	13.0	391

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$749,357,552	$1,011,050,845	-$261,693,293	-14.9	156
Automobile Dealers	4411	$602,767,174	$851,905,078	-$249,137,904	-17.1	72
Other Motor Vehicle Dealers	4412	$80,769,778	$91,688,013	-$10,918,235	-6.3	29
Auto Parts, Accessories & Tire Stores	4413	$65,820,600	$67,457,754	-$1,637,154	-1.2	54
Furniture & Home Furnishings Stores	442	$121,969,398	$124,432,147	-$2,462,749	-1.0	48
Furniture Stores	4421	$70,714,223	$104,267,478	-$33,553,255	-19.2	29
Home Furnishings Stores	4422	$51,255,175	$20,164,669	$31,090,506	43.5	19
Electronics & Appliance Stores	443	$126,543,695	$73,599,190	$52,944,505	26.5	48
Bldg Materials, Garden Equip. & Supply Stores	444	$229,204,486	$227,452,697	$1,751,789	0.4	74
Bldg Material & Supplies Dealers	4441	$216,651,204	$220,837,127	-$4,185,923	-1.0	60
Lawn & Garden Equip & Supply Stores	4442	$12,553,282	$6,615,570	$5,937,712	31.0	14
Food & Beverage Stores	445	$619,278,374	$405,780,331	$213,498,043	20.8	89
Grocery Stores	4451	$561,714,833	$382,722,678	$178,992,155	19.0	62
Specialty Food Stores	4452	$26,266,644	$9,566,504	$16,700,140	46.6	14
Beer, Wine & Liquor Stores	4453	$31,296,897	$13,491,150	$17,805,747	39.8	13
Health & Personal Care Stores	446,4461	$195,999,520	$148,178,738	$47,820,782	13.9	69
Gasoline Stations	447,4471	$345,232,289	$250,093,234	$95,139,055	16.0	67
Clothing & Clothing Accessories Stores	448	$157,544,285	$117,636,476	$39,907,809	14.5	98
Clothing Stores	4481	$104,297,059	$78,565,155	$25,731,904	14.1	61
Shoe Stores	4482	$22,253,438	$23,507,962	-$1,254,524	-2.7	17
Jewelry, Luggage & Leather Goods Stores	4483	$30,993,788	$15,563,359	$15,430,429	33.1	21
Sporting Goods, Hobby, Book & Music Stores	451	$119,287,793	$61,051,729	$58,236,064	32.3	49
Sporting Goods/Hobby/Musical Instr Stores	4511	$106,482,401	$55,682,246	$50,800,155	31.3	41
Book, Periodical & Music Stores	4512	$12,805,392	$5,369,483	$7,435,909	40.9	8
General Merchandise Stores	452	$601,970,452	$936,009,826	-$334,039,374	-21.7	59
Department Stores Excluding Leased Depts.	4521	$419,499,633	$654,029,299	-$234,529,666	-21.8	20
Other General Merchandise Stores	4529	$182,470,819	$281,980,527	-$99,509,708	-21.4	39
Miscellaneous Store Retailers	453	$135,248,436	$87,511,232	$47,737,204	21.4	109
Florists	4531	$5,709,462	$1,479,638	$4,229,824	58.8	10
Office Supplies, Stationery & Gift Stores	4532	$29,397,335	$14,828,941	$14,568,394	32.9	25
Used Merchandise Stores	4533	$23,111,401	$9,344,605	$13,766,796	42.4	20
Other Miscellaneous Store Retailers	4539	$77,030,238	$61,858,047	$15,172,191	10.9	55
Nonstore Retailers	454	$51,518,025	$22,299,516	$29,218,509	39.6	22
Electronic Shopping & Mail-Order Houses	4541	$37,915,378	$10,464,962	$27,450,416	56.7	6
Vending Machine Operators	4542	$3,073,304	$4,165,788	-$1,092,484	-15.1	2
Direct Selling Establishments	4543	$10,529,343	$7,668,766	$2,860,577	15.7	14
Food Services & Drinking Places	722	$386,074,372	$297,034,629	$89,039,743	13.0	391
Special Food Services	7223	$4,616,053	$2,639,394	$1,976,659	27.2	5
Drinking Places - Alcoholic Beverages	7224	$13,978,062	$10,517,679	$3,460,383	14.1	28
Restaurants/Other Eating Places	7225	$367,480,257	$283,877,555	$83,602,702	12.8	359

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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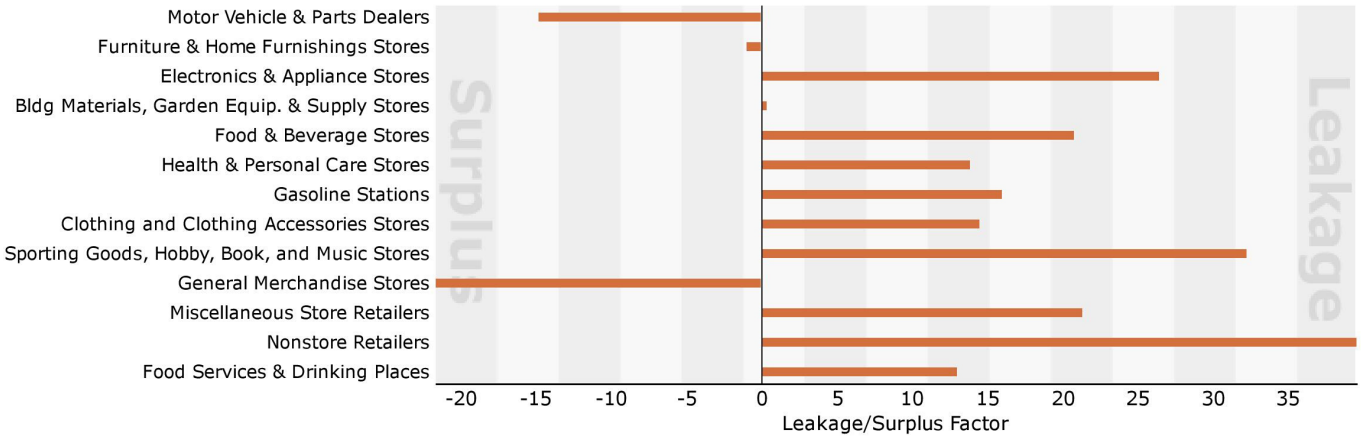
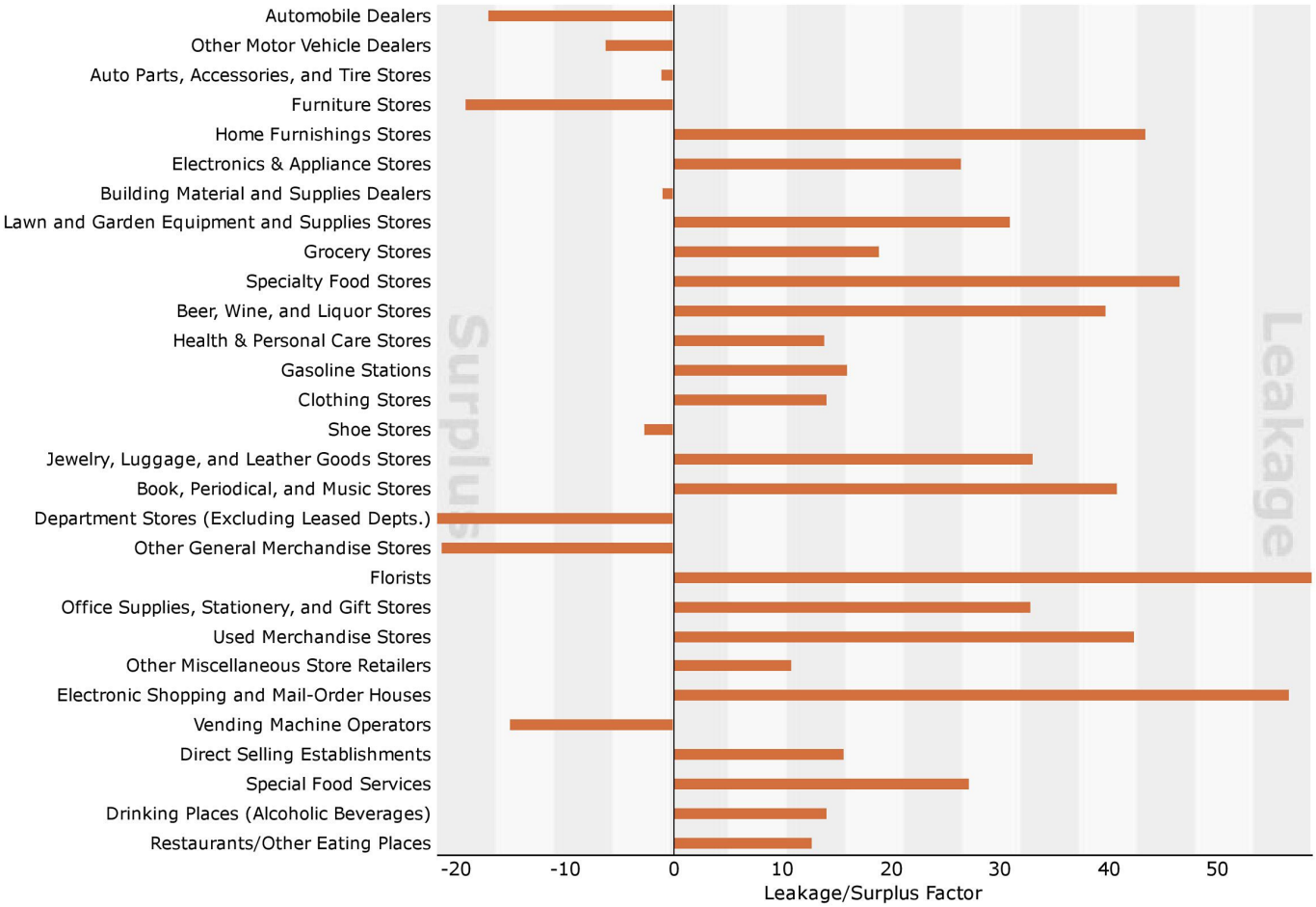
2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Up and Coming Families (7A)	24.5%	Population	300,913	335,622
Home Improvement (4B)	14.4%	Households	104,903	116,594
Middleburg (4C)	9.1%	Families	78,194	86,761
American Dreamers (7C)	7.9%	Median Age	36.0	35.7
Soccer Moms (4A)	7.9%	Median Household Income	$67,389	$75,589

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	96	$2,059.56	$216,054,023
Men's	95	$391.53	$41,073,103
Women's	94	$675.68	$70,881,365
Children's	105	$337.63	$35,418,134
Footwear	95	$457.91	$48,036,072
Watches & Jewelry	98	$135.67	$14,232,411
Apparel Products and Services (1)	92	$61.13	$6,412,938
Computer			
Computers and Hardware for Home Use	97	$159.94	$16,778,443
Portable Memory	98	$4.38	$459,336
Computer Software	94	$9.51	$998,052
Computer Accessories	100	$19.06	$1,999,912
Entertainment & Recreation	95	$3,093.27	$324,493,299
Fees and Admissions	96	$687.39	$72,109,146
Membership Fees for Clubs (2)	93	$220.89	$23,172,051
Fees for Participant Sports, excl. Trips	103	$110.61	$11,603,003
Tickets to Theatre/Operas/Concerts	88	$66.49	$6,974,952
Tickets to Movies	104	$56.79	$5,957,525
Tickets to Parks or Museums	95	$30.60	$3,210,048
Admission to Sporting Events, excl. Trips	95	$59.90	$6,283,518
Fees for Recreational Lessons	99	$141.50	$14,844,225
Dating Services	87	$0.61	$63,822
TV/Video/Audio	95	$1,158.48	$121,528,476
Cable and Satellite Television Services	93	$814.80	$85,474,454
Televisions	98	$106.36	$11,157,862
Satellite Dishes	102	$1.60	$168,053
VCRs, Video Cameras, and DVD Players	110	$6.32	$662,535
Miscellaneous Video Equipment	104	$26.56	$2,786,705
Video Cassettes and DVDs	102	$11.67	$1,223,806
Video Game Hardware/Accessories	101	$28.02	$2,939,540
Video Game Software	98	$14.87	$1,560,158
Rental/Streaming/Downloaded Video	103	$48.00	$5,035,128
Installation of Televisions	99	$1.13	$119,002
Audio (3)	99	$96.29	$10,101,546
Rental and Repair of TV/Radio/Sound Equipment	91	$2.86	$299,686
Pets	92	$606.53	$63,626,405
Toys/Games/Crafts/Hobbies (4)	101	$118.71	$12,453,284
Recreational Vehicles and Fees (5)	82	$130.80	$13,721,193
Sports/Recreation/Exercise Equipment (6)	105	$218.37	$22,907,693
Photo Equipment and Supplies (7)	99	$51.70	$5,423,083
Reading (8)	92	$98.17	$10,298,152
Catered Affairs (9)	87	$23.12	$2,425,866
Food	96	$8,460.27	$887,508,136
Food at Home	95	$4,903.05	$514,345,171
Bakery and Cereal Products	95	$643.66	$67,522,129
Meats, Poultry, Fish, and Eggs	94	$1,077.86	$113,070,595
Dairy Products	94	$501.07	$52,563,763
Fruits and Vegetables	95	$962.28	$100,946,045
Snacks and Other Food at Home (10)	95	$1,718.18	$180,242,638
Food Away from Home	97	$3,557.22	$373,162,964
Alcoholic Beverages	94	$540.69	$56,719,594

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May 12, 2020

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Retail Goods and Services Expenditures

200 S Main St, Cibolo, Texas, 78108
Ring: 10 mile radius

Prepared by Esri
Latitude: 29.55989
Longitude: -98.22583

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	89	$19,141.28	$2,007,977,822
Value of Retirement Plans	92	$87,525.25	$9,181,661,776
Value of Other Financial Assets	87	$4,920.04	$516,126,767
Vehicle Loan Amount excluding Interest	104	$2,966.30	$311,173,968
Value of Credit Card Debt	96	$2,355.97	$247,148,148
Health			
Nonprescription Drugs	96	$137.40	$14,413,279
Prescription Drugs	93	$339.79	$35,644,712
Eyeglasses and Contact Lenses	93	$83.97	$8,808,693
Home			
Mortgage Payment and Basics (11)	98	$9,894.04	$1,037,914,526
Maintenance and Remodeling Services	99	$2,123.39	$222,749,836
Maintenance and Remodeling Materials (12)	98	$476.93	$50,031,730
Utilities, Fuel, and Public Services	95	$4,636.16	$486,347,374
Household Furnishings and Equipment			
Household Textiles (13)	97	$96.88	$10,162,920
Furniture	98	$604.40	$63,403,807
Rugs	93	$30.13	$3,161,054
Major Appliances (14)	100	$352.90	$37,020,210
Housewares (15)	96	$102.15	$10,715,726
Small Appliances	94	$45.79	$4,803,388
Luggage	98	$13.72	$1,439,547
Telephones and Accessories	103	$77.73	$8,154,101
Household Operations			
Child Care	100	$512.22	$53,733,199
Lawn and Garden (16)	94	$442.12	$46,379,834
Moving/Storage/Freight Express	101	$67.34	$7,064,617
Housekeeping Supplies (17)	97	$724.63	$76,016,008
Insurance			
Owners and Renters Insurance	99	$571.77	$59,980,717
Vehicle Insurance	97	$1,497.13	$157,052,960
Life/Other Insurance	92	$426.10	$44,698,752
Health Insurance	95	$3,721.75	$390,422,503
Personal Care Products (18)	98	$492.21	$51,634,670
School Books and Supplies (19)	97	$150.90	$15,829,682
Smoking Products	86	$347.53	$36,457,197
Transportation			
Payments on Vehicles excluding Leases	101	$2,566.81	$269,265,759
Gasoline and Motor Oil	97	$2,224.99	$233,408,128
Vehicle Maintenance and Repairs	96	$1,097.12	$115,091,244
Travel			
Airline Fares	94	$515.87	$54,116,012
Lodging on Trips	94	$581.94	$61,046,737
Auto/Truck Rental on Trips	96	$25.20	$2,643,637
Food and Drink on Trips	96	$517.00	$54,234,577

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(1) Apparel Products and Services includes 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, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, 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, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.

(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 flatware, dishes, cups glasses, 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, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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