

Automotive
Prescription Drugs
Motorcycles
Apparel
College Tuition
Automotive Repair
Auto Insurance
Transportation
Tobacco
Personal Hygiene
Jewelry & Accessories
Pet Services
Child Care
Home Utilities
Vacation Homes
Furniture
Alcoholic Beverages

The Media Audit



Annual Consumer Buying Power

Household Appliances
Appliance Repair
Elderly Care
Physician Services
Moving & Storage
Power Tools
Hand Tools
Home Repair
Phone Cards
Cellular Services
TV Repair
Computer Services
Software
Video Games
Charitable Contributions
Political Contributions
Household Products
Cleaning Products
Lawn & Garden Supplies
Catered Affairs
Grocery

Expand Your Business Potential

Now you can capitalize on new research from The Media Audit to grow revenue

The Annual Consumer Buying Power Report is a powerful new research tool from The Media Audit that integrates the richness of local market socioeconomic and media data with information from the Bureau of Labor Statistics, providing the most impactful and robust marketing tool ever.

How can two separate surveys be molded into a single reliable report? The merging of the information from the two studies uses 35 socioeconomic and other consumer characteristics that are common to both surveys as the basis in fusing the two studies into a single report.

The information includes hundreds of specific goods and services not measured in The Media Audit standard surveys. From pet care to home repair to consumer household products, the extensive list of categories will help media exploit opportunities for developing new business relationships and ultimately sell more advertising.

Agencies will benefit through its multiplicity of use related to:

- New product development
- Line/brand extensions
- Product placement
- Strategic partnerships
- Couponing
- Merchandising
- Community outreach and more

To help you convert these insights into new business opportunities, The Media Audit is pleased to announce the launch of a new data analysis tool, enabling users easy access to the following information:

- The number of local consumers for hundreds of specific goods and services
- Average dollar amount per year spent on these specific goods and services
- Total dollar amount spent on these specific goods and services for the general market and for all local media audiences

In addition to conducting cross-tab analysis, the program allows for conducting inquiries at the zip code level and includes full mapping capabilities.

Visit www.themediaaudit.com today or contact us at 800.324.9921 to take advantage of this new resource.

"I just want to let you know that the Annual Consumer Buying Power has saved our year. What was looking very dim after 14 years of consecutive growth, Annual Consuming Buying Power converted a decline in our business trend and brought in new business allowing us to maintain our sales growth and make our year. We landed our first pro team, a college business school returned after a 2 year hiatus, two CPA firms, one law firm, two cultural organizations and one hospital, all within the last 6 weeks. With many of our competitors slashing rates, we were very concerned with our maintaining market share and generating much needed revenue. Consumer Buying Power allows us to sell the value of our audience without reducing our rates. The Media Audit is golden at a time when the economy is a real challenge to our industry."

Thanks,
Michael Peyton
Sr. Corporate Marketing Consultant



"Annual Consumer Buying Power from The Media Audit is amazing. As soon as I saw it I could see new business applications. Translating our readership into the buying power for the client's service is a great idea. I was amazed at the hundreds of categories. Most of which we could never get information on. When I showed my sales people the Buying Power they were very excited and started using it right away. It is helping us generate new revenue by helping us to get into new categories."

Jane Dalea-Kahn
Associate Publisher



"I've spoken with several of our AE's and they all concur that The Media Audit, especially the Annual Consumer Buying Power Report is helping them to close business as well as assisting them to get initial meetings with potential clients that they were struggling to get into to see. The Media Audit helps our sales team feel confident that we are doing our due diligence in understanding our clients (and potential clients) business' and their customers, ultimately increasing revenue for them as well as for the station."

Kim Martinez
Research Director
WUCW TV



AUTOMOTIVE

TRUCK OR VAN RENTAL OUT-OF-TOWN TRIPS
TRUCK OR VAN RENTAL
BASIC LEASE CHARGE (TRUCK/VAN LEASE)
AUTO RENTAL, OUT-OF-TOWN TRIPS
AUTO RENTAL
VEHICLE AIR CONDITIONING REPAIR
TIRES (NEW, USED OR RECAPPED) REPLACED AND MOUNTED
COOLANT, BRAKE/TRANSMISSION FLUID, ADDITIVE., RADIATOR/COOLANT
SHOCK ABSORBER REPLACEMENT
REPAIR TO STEERING OR FRONT-END
REPAIR TO ENGINE COOLING SYSTEM
REPAIR TIRES AND OTHER REPAIR WORK
(BATTERY, WIPERS)
MOTOR TUNE-UP
MOTOR REPAIR AND REPLACEMENT
MISC. AUTO REPAIR, SERVICING
GAS TANK REPAIR, REPLACEMENT
FRONT-END ALIGNMENT, WHEEL BALANCE AND ROTATION
BODY WORK, PAINTING, REPAIR/REPLACE UPHOLSTERY, SFT
EXHAUST SYSTEM REPAIR
ELECTRICAL SYSTEM REPAIR
DRIVE SHAFT AND REAR-END REPAIR
CLUTCH AND TRANSMISSION REPAIR
BRAKE WORK, INCLUDING ADJUSTMENTS
DRIVERS' LICENSE
VEHICLE AUDIO EQUIPMENT, EXCLUDING LABOR
VEHICLE AUDIO EQUIPMENT INCLUDING LABOR
TOWING CHARGES, EXCLUDING CONTRACTED OR PRE-PAID
MOTOR OIL ON OUT-OF-TOWN TRIPS
MOTOR OIL
LUBE, OIL CHANGE, AND OIL FILTERS
GASOLINE ON OUT-OF-TOWN TRIPS
GASOLINE
DIESEL FUEL
VEHICLE REGISTRATION - STATE
VEHICLE REGISTRATION - LOCAL
VEHICLE PRODUCTS
VEHICLE INSPECTION
VEHICLE ACCESSORIES INCLUDING LABOR
TOLLS, OUT-OF-TOWN TRIPS
TOLLS
VEHICLE PARTS, EQUIPMENT, AND ACCESSORIES
PARKING FEES, OUT-OF-TOWN TRIPS
PARKING FEES IN HOME CITY, EXCLUDING RESIDENTIAL

AUTO INSURANCE

VEHICLE INSURANCE

AUTO SERVICE CLUB MEMBERSHIP

AUTOMOBILE SERVICE CLUBS MEMBERSHIPS

AUTO REPAIR SERVICE POLICY

AUTO REPAIR SERVICE POLICY



TOBACCO

OTHER TOBACCO PRODUCTS
CIGARETTES
SMOKING ACCESSORIES

INFORMATIONAL READING

BOOKS NOT THROUGH BOOK CLUBS
BOOKS THROUGH BOOK CLUBS
MAGAZINES, NON-SUBSCRIPTIONS
MAGAZINE SUBSCRIPTIONS
NEWSPAPERS, NON-SUBSCRIPTIONS
NEWSPAPER SUBSCRIPTIONS

FINANCIAL

SAFE DEPOSIT BOX RENTAL
LIFE, ENDOWMENT, ANNUITY, OTHER DEATH BENEFIT INSURANCE
CREDIT CARD MEMBERSHIPS
CHECKING ACCOUNTS, OTHER BANK SERVICE CHARGES
FINANCE CHARGES EXCLUDING MORTGAGE AND VEHICLES
ACCOUNTING FEES

TRANSPORTATION NON-AUTO

TAXI FARES AND LIMOUSINE SERVICES, OUT-OF-TOWN TRIPS
TAXI FARES AND LIMOUSINE SERVICES
LOCAL TRANSPORTATION EXCLUDING TAXIS, OUT-OF-TOWN TRIPS
INTRACITY MASS TRANSIT FARES
INTERCITY TRAIN FARES
INTERCITY BUS FARES
AIRLINE FARES
USED MOTORCYCLES, MOTOR SCOOTERS, OR MOPEDS
AIRCRAFT RENTAL
SHIP FARES

MAINTENANCE

WIGS AND HAIRPIECES
SHAVING NEEDS
PERSONAL CARE SERVICES FOR MALES & FEMALES
PERSONAL CARE SERVICE FOR MALES
PERSONAL CARE SERVICE FOR FEMALES
ORAL HYGIENE PRODUCTS, ARTICLES
NONELECTRIC ARTICLES FOR THE HAIR
HAIR CARE PRODUCTS
ELECTRIC PERSONAL CARE APPLIANCES
DEODORANTS, FEMININE HYGIENE, MISCELLANEOUS
COSMETICS, PERFUME, BATH PREPARATIONS
SHOPPING CLUB MEMBERSHIPS
COIN-OPERATED HOUSEHOLD LAUNDRY AND DRY CLEANING

JEWELRY & ACCESSORIES

WATCHES
JEWELRY
STATIONERY, STATIONERY SUPPLIES, GIFT-WRAP
TRAVEL ITEMS, INCLUDING LUGGAGE
WATCH AND JEWELRY REPAIR



CHILD CARE

BABYSITTING AND CHILD CARE IN YOUR OWN HOME
BABYSITTING AND CHILD CARE IN SOMEONE ELSE'S HOME

MISCELLANEOUS PERSONAL EXPENSES

CHILD SUPPORT EXPENDITURES
ALIMONY EXPENDITURES
SUPPORT FOR COLLEGE STUDENTS
OCCUPATIONAL EXPENSES
MISCELLANEOUS PERSONAL SERVICES
LOTTERIES AND PARI-MUTUEL LOSSES
PROFESSIONAL PHOTOGRAPHER FEES
FUNERAL EXPENSES
CEMETERY LOTS, VAULTS, MAINTENANCE FEES
SHOE REPAIR AND OTHER SHOE SERVICES
COIN-OPERATED APPAREL LAUNDRY AND DRY CLEANING
CLOTHING STORAGE
APPAREL LAUNDRY AND DRY CLEANING (NOT COIN-OPERATED)
STATIONERY, STATIONERY SUPPLIES, GIFT-WRAP
POSTAGE
OTHER NONHEALTH INSURANCE
MISCELLANEOUS FEES
EXPENSES FOR OTHER PROPERTIES

PET

PETS, PET SUPPLIES AND MEDICINE FOR PETS
PET FOOD
PET SERVICES
VETERINARIAN SERVICES

HOME FUEL & UTILITIES

NATURAL GAS
ELECTRICITY
SEPTIC TANK CLEANING - OWNED VACATION
SEPTIC TANK CLEANING - OWNED HOME
TRASH AND GARBAGE COLLECTION - RENTED HOME VACATION
TRASH AND GARBAGE COLLECTION - OWNED VACATION
TRASH AND GARBAGE COLLECTION - OWNED HOME
TRASH AND GARBAGE COLLECTION - RENTED HOME
WATER AND SEWER MAINTENANCE - RENTED HOME VACATION
WATER AND SEWER MAINTENANCE - OWNED VACATION
WATER AND SEWER MAINTENANCE - OWNED HOME
WATER AND SEWER MAINTENANCE - RENTED HOME
MISCELLANEOUS FUELS
BOTTLED AND TANK GAS
FUEL OIL
LEGAL FEES, EXCLUDING REAL ESTATE CLOSING COSTS
RESIDENTIAL TELEPHONE OR PAY PHONES
WOOD/OTHER FUELS - OWNED HOME
WOOD/OTHER FUELS - RENTED HOME
GAS, BOTTLED OR TANK - OWNED VACATION
GAS, BOTTLED OR TANK - OWNED HOME
GAS, BOTTLED OR TANK - RENTED HOME
FUEL OIL - OWNED VACATION
FUEL OIL - OWNED HOME



FUEL OIL - RENTED HOME
ELECTRICITY - RENTED HOME VACATION
ELECTRICITY - OWNED VACATION
ELECTRICITY - OWNED HOME
ELECTRICITY - RENTED HOME
UTILITY--NATURAL GAS - RENTED HOME VACATION
UTILITY--NATURAL GAS - OWNED VACATION
UTILITY--NATURAL GAS - OWNED HOME
UTILITY--NATURAL GAS - RENTED HOME

VACATION HOME

LODGING ON OUT-OF-TOWN TRIPS
MORTGAGE INTEREST - VACATION HOME
PARKING AT VACATION HOME
PROPERTY TAXES - OWNED VACATION HOME
GROUND RENT - OWNED VACATION HOME
PROPERTY MANAGEMENT - VACATION HOME

RESIDENTIAL HOME & HOUSEHOLD MAINTENANCE & SERVICES

HAND TOOLS (NON-POWER)
POWER TOOLS
TOOLS AND EQUIPMENT FOR PAINTING AND PAPERING - RENTED
TOOLS AND EQUIPMENT FOR PAINTING AND PAPERING - OWNED
TENANT'S INSURANCE
RENT RECEIVED AS PAY
RENT
PARKING AT OWNED HOME
PROPERTY TAXES - OWNED HOME
PROPERTY MANAGEMENT - OWNED
MORTGAGE INTEREST - OWNED HOME
INTEREST PAID, HOME EQUITY LOAN
INTEREST PAID ON HOME EQUITY LINE OF CREDIT - OWN
HOUSING WHILE ATTENDING SCHOOL
HOMEOWNERS INSURANCE - OWNED VACATION HOME
HOMEOWNERS INSURANCE - OWNED HOME
SECURITY SERVICES FEES (GUARDS/ALARM SYSTEMS) - OWNED
GROUND RENT - OWNED HOME
WATER SOFTENING SERVICE
TERMITE/PEST CONTROL PRODUCTS
SERVICES FOR TERMITE/PEST CONTROL MAINTENANCE
MISCELLANEOUS HOME SERVICES & SMALL REPAIR
SECURITY SERVICES FEES (GUARDS/ALARM SYSTEMS) - VACATION
HOUSEKEEPING SERVICES
HOUSEHOLD LAUNDRY AND DRY CLEANING, SENT
HOME SECURITY SYSTEM SERVICE FEE
GARDENING, LAWN CARE SERVICES
ROOFING, GUTTERS (REPLACEMENT OR REPAIR/MAINTENANCE
FURNITURE REPAIR, REFINISHING, OR REUPHOLSTERING
REPAIR/RENTAL OF YARD EQUIPMENT - POWER AND NON-POWERED
REPAIR OR MAINTENANCE SERVICES - RENTED HOME
REPAIR OF COMPUTER SYSTEMS FOR NON-BUSINESS USE
REPAIR OF DISHWASHER, DISPOSAL & HOOD - RENTED
REPAIR OF DISHWASHER, DISPOSAL & HOOD - OWNED & VACATION
REPAIR OR REPLACEMENT OF HARD SURFACE FLOORING - VACATION



REPAIR OR REPLACEMENT OF HARD SURFACE FLOORING - RENTED
REPAIR OR REPLACEMENT OF HARD SURFACE FLOORING - OWNED
REPAIR AND REMODELING SERVICES - VACATION HOME
PLUMBING SUPPLIES AND EQUIPMENT - RENTED
PLUMBING SUPPLIES AND EQUIPMENT - OWNED
PLUMBING & WATER HEATING (REPLACEMENT OR REPAIR/MAINTENANCE
PAINTS, WALLPAPER AND SUPPLIES - OWNED
PAINTING & PAPERING (REPLACEMENT OR REPAIR/MAINTENANCE
PAINT, WALLPAPER, AND SUPPLIES - RENTED
OTHER REPAIR AND MAINTENANCE SERVICES - OWNED
MATERIALS FOR PLASTERING, PANELING, ROOFING, SIDING
MATERIALS FOR PLASTERING, PANELING, SIDING, WINDOW
MATERIAL/LABOR FINISH BASEMENT / ATTIC / OUTSIDE
MATERIALS FOR PATIO, WALK, FENCE, DRIVEWAY - RENT
MATERIALS FOR PATIO, WALK, FENCE, DRIVEWAY - OWNED
MATERIAL FOR REPLACEMENT/REPAIR, HARD SRFC FLOORING
MATERIALS FOR ROOFING, GUTTERS, OR DOWNSPOUTS - OWNED
MATERIAL FOR INSULATION & OTHER IMPROVEMENTS - RENTED
MATERIAL FOR REPLACEMENT/REPAIR OF INSULATION - OWNED
MATERIAL FOR REPLACEMENT/REPAIR, HARD SURFACE FLOORING
HEAT, A/C, ELECTRICAL WORK (REPLACEMENT OR REPAIR
ELECTRICAL SUPPLIES, HEATING AND COOLING - RENTED
ELECTRICAL SUPPLIES, HEATING AND COOLING - OWNED
CONSTRUCTION MATERIALS FOR ADDITIONS NOT STARTED
APPLIANCE REPAIR, EXCLUDING GARBAGE DISPOSAL, HOODS, BUILT-IN
MISCELLANEOUS HOUSEHOLD EQUIPMENT AND PARTS
MOVING, STORAGE, FREIGHT EXPRESS

COMMUNICATIONS

PHONE CARDS
PAGER SERVICES
CELLULAR PHONE SERVICE
TELEPHONE SERVICES
TELEPHONES AND ACCESSORIES
TELEPHONE ANSWERING DEVICES

ELECTRONICS

COMPUTER INFORMATION SERVICES
COMPUTER SOFTWARE AND ACCESSORIES FOR NON-BUSINESS
COMMUNITY ANTENNA, SATELLITE OR CABLE TV
SATELLITE DISHES
REPAIR OF TV, RADIO, AND SOUND EQUIPMENT
RENTAL OF VCR, RADIO, AND SOUND EQUIPMENT
RENTAL OF TELEVISIONS
RADIOS
TV VIDEO GAME EQUIPMENT AND SOFTWARE
VIDEO CASSETTES, TAPES, AND DISCS
RENTAL OF VIDEO CASSETTES, TAPES, AND DISCS
CDS, TAPES, NEEDLES OR RECORD NOT PURCHASED FROM
PINBALL, ELECTRONIC VIDEO GAMES
CDS, TAPES, VIDEOS OR RECORD PURCHASED FROM A CLUB
BLACK AND WHITE TV AND COMBINATIONS OF TV WITH OT
ACCESSORIES AND OTHER SOUND EQUIPMENT
MISCELLANEOUS SOUND EQUIPMENT
CALCULATORS



TYPE-WRITER & OTHER OFFICE MACHINE FOR HOME USE
CDS, TAPES, NEEDLES OR RECORD NOT PURCHASED FROM
COLOR TV - PORTABLE AND TABLE MODELS
COLOR TV - CONSOLE, LARGE SCREEN TV PROJECTION EQ
VCR'S, VIDEO DISC PLAYERS, VIDEO CAMERAS & CAMCORDER
TAPE RECORDERS AND PLAYERS
SOUND EQUIPMENT ACCESSORIES
SOUND COMPONENTS, COMPONENT SYSTEMS & CD SOUND SYSTEM
COMPUTERS AND COMPUTER HARDWARE FOR NON-BUSINESS

HOUSEHOLD PRODUCTS

BATHROOM LINENS
OTHER LINENS
KITCHEN AND DINING ROOM LINENS
BEDROOM LINENS
MISCELLANEOUS HOUSEHOLD PRODUCTS
CLEANSING AND TOILET TISSUE, PAPER TOWEL
OTHER LAUNDRY CLEANING PRODUCTS
SOAPS AND DETERGENTS
SEWING MATERIALS FOR SLIPCOVERS, CURTAINS & OTHER
CLOSET AND STORAGE ITEMS
INDOOR PLANTS, FRESH FLOWERS
LAMPS AND LIGHTING FIXTURES
SEWING MACHINES
OTHER HOUSEHOLD DECORATIVE ITEMS
VENITIAN BLINDS, WINDOW SHADES & OTHER WINDOW COVERINGS
PURCHASE OR RENTAL OF SMOKE ALARMS & DETECTORS - RENTED
PURCHASE OR RENTAL OF SMOKE ALARMS & DETECTORS - OWNED
CURTAINS AND DRAPERIES
LAWN AND GARDEN SUPPLIES
LAWN AND GARDEN EQUIPMENT
OUTDOOR EQUIPMENT
OTHER HARDWARE
ROOM SIZE RUGS AND OTHER FLOOR COVERING,
WALL-TO-WALL CARPET (REPLACEMENT) (OWNED)
WALL-TO-WALL CARPETING REPLACEMENT - RENTED HOME
CARPET SQUARES (NON-PERMANENT FLOOR COVERINGS)
SLIPCOVERS, DECORATIVE PILLOWS, AND CUSHIONS
INFANTS' EQUIPMENT
PLASTIC DINNERWARE
NONELECTRIC COOKWARE
SERVING PIECES OTHER THAN SILVER
FLATWARE
CHINA AND OTHER DINNERWARE
TABLEWARE, NONELECTRIC KITCHENWARE
SILVER SERVING PIECES
GLASSWARE
CLOCKS

HOUSEHOLD APPLIANCES

MISCELLANEOUS HOUSEHOLD APPLIANCES
MICROWAVE OVENS - RENTED HOME
MICROWAVE OVENS - OWNED HOME
COOKING STOVES, OVENS - RENTED HOME
COOKING STOVES, OVENS - OWNED HOME



CLOTHES DRYERS - RENTED HOME
CLOTHES DRYERS - OWNED HOME
PORTABLE DISHWASHER - RENTED HOME
PORTABLE DISHWASHER - OWNED HOME
OTHER HOUSEHOLD APPLIANCES - RENTED HOME
OTHER HOUSEHOLD APPLIANCES (OWNED HOME)
WASHING MACHINES - RENTED HOME
WASHING MACHINES - OWNED HOME
LAUNDRY AND CLEANING EQUIPMENT
ELECTRIC FLOOR CLEANING EQUIPMENT
REPAIR OF DISHWASHERS (BUILT-IN), GARBAGE DISPOSAL
SMALL ELECTRIC KITCHEN APPLIANCES
APPLIANCE RENTAL
REFRIGERATORS, FREEZERS - RENTED HOME
REFRIGERATORS, FREEZERS - OWNED HOME
WINDOW AIR CONDITIONERS - RENTED HOME
WINDOW AIR CONDITIONERS - OWNED HOME
PORTABLE HEATING AND COOLING EQUIPMENT

FURNITURE

WALL UNITS, SHELVES/CABINETS, OTHER LIVING ROOM/FAMILY ROOM
SOFAS
OTHER BEDROOM FURNITURE
MATTRESSES AND SPRINGS
LIVING ROOM TABLES
LIVING ROOM CHAIRS
ALL KITCHEN AND DINING ROOM FURNITURE
INFANTS' FURNITURE
OUTDOOR FURNITURE
RENTAL OF OFFICE EQUIPMENT FOR NON-BUSINESS USE
RENTAL OF FURNITURE
OFFICE FURNITURE FOR HOME USE

CASH GIFTS & CONTRIBUTIONS

OTHER CASH GIFTS
CASH CONTRIBUTIONS TO POLITICAL ORGANIZATIONS
CASH CONTRIBUTIONS TO EDUCATIONAL INSTITUTIONS
CASH CONTRIBUTIONS TO CHURCHES OR RELIGIOUS ORGANIZATIONS
CASH CONTRIBUTIONS TO CHARITIES AND OTHER ORGANIZATIONS
GIFT TO NON-CU MEMBERS OF STOCKS, BONDS, MUTUAL FUNDS

RESTAURANTS & MEALS OUTSIDE OF HOME

SNACKS AND NONALCOHOLIC BEVERAGES AT EMPLOYER
SNACKS AND NONALCOHOLIC BEVERAGES AT VENDING MACHINES
SNACKS AND NONALCOHOLIC BEVERAGES AT FULL SERVICE
SNACKS AND NONALCOHOLIC BEVERAGES AT FAST FOOD
DINNER AT EMPLOYER AND SCHOOL CAFETERIAS
DINNER AT VENDING MACHINES AND MOBILE CARTS
DINNER AT FULL SERVICE RESTAURANTS
DINNER AT FAST FOOD, TAKE-OUT, DELIVERY
LUNCH AT EMPLOYER AND SCHOOL CAFETERIAS
LUNCH AT VENDING MACHINES AND MOBILE CARTS
LUNCH AT FULL SERVICE RESTAURANTS
LUNCH AT FAST FOOD, TAKE-OUT, DELIVERY
BREAKFAST AND BRUNCH AT EMPLOYER AND SCHOOL CAFETERIA
BREAKFAST AND BRUNCH AT VENDING MACHINES



BREAKFAST AND BRUNCH AT FULL SERVICE RESTAURANTS
BREAKFAST AND BRUNCH AT FAST FOOD, TAKE-OUT, DELI
SCHOOL LUNCHES
FOOD ON OUT-OF-TOWN TRIPS
CATERED AFFAIRS
FOOD OR BOARD AT SCHOOL
MEALS AT RESTAURANTS, CAFETERIAS, DRIVE-INS, ETC.
MEALS RECEIVED AS PAY
FOOD PREPARED BY CONSUMER UNIT ON OUT-OF-TOWN TRIPS

MEDICAL & HEALTH CARE

CARE FOR ELDERLY, INVALIDS, HANDICAPPED, ELDERLY PE
ADULT DAY CARE CENTERS
SERVICE BY PROFESSIONALS OTHER THAN PHYSICIANS, NURSES
PHYSICIANS' SERVICES
OTHER MEDICAL CARE SERVICES (E.G. OUTPATIENT HOSPITAL
LAB TESTS AND X-RAYS
DENTAL SERVICES
TRADITIONAL FEE FOR SERVICE HEALTH PLAN (BCBS)
TRADITIONAL FEE FOR SERVICE HEALTH PLAN (NOT BCBS)
PREFERRED PROVIDER HEALTH PLAN (NOT BCBS)
PREFERRED PROVIDER HEALTH PLAN (BCBS)
OTHER HEALTH INSURANCE (NOT BCBS)
OTHER HEALTH INSURANCE (BCBS)
MEDICARE PAYMENT
HEALTH MAINTENANCE ORGANIZATION (NOT BCBS)
HEALTH MAINTENANCE ORGANIZATION (BCBS)
COMMERCIAL MEDICARE SUPPLEMENT (NOT BCBS)
COMMERCIAL MEDICARE SUPPLEMENT (BCBS)
HOSPITAL SERVICES OTHER THAN ROOM AND MEALS
HOSPITAL ROOM AND MEALS
CARE IN CONVALESCENT OR NURSING HOME
VISUAL GOODS
EYEGASSES AND CONTACT LENSES, INCLUDING WARRANTY
EYECARE SERVICES (E.G. EXAM, TREATMENT, OR SURGERY
SUPPORTIVE AND CONVALESCENT MEDICAL EQUIPMENT
RENTAL OF SUPPORTIVE AND CONVALESCENT EQUIPMENT
RENTAL OF MEDICAL OR SURGICAL EQUIPMENT FOR GENERAL USE
MEDICAL EQUIPMENT FOR GENERAL USE
HEARING AIDS
TOPICALS AND DRESSINGS
PRESCRIPTION DRUGS & MEDICINES
NONPRESCRIPTION VITAMINS
NONPRESCRIPTION DRUGS

GROCERY

SUGAR
SAUCES AND GRAVIES
SALT, SPICES, OTHER SEASONINGS
SALAD DRESSINGS
PREPARED SALADS
PREPARED DESSERTS
POTATO CHIPS AND OTHER SNACKS
PEANUT BUTTER
OTHER FROZEN PREPARED FOODS



OLIVES, PICKLES, RELISHES
NUTS
NONDAIRY CREAM AND IMITATION MILK
MISCELLANEOUS PREPARED FOODS
MARGARINE
JAMS, PRESERVES, OTHER SWEETS
FROZEN MEALS
FATS AND OILS
CANNED AND PACKAGED SOUPS
CANDY AND CHEWING GUM
BAKING NEEDS AND MISCELLANEOUS PRODUCTS
BABY FOOD
ARTIFICIAL SWEETENERS
EGGS
FROZEN FISH AND SHELLFISH
FRESH FISH AND SHELLFISH
CANNED FISH AND SEAFOOD
OTHER POULTRY
FRESH AND FROZEN CHICKEN PARTS
FRESH AND FROZEN WHOLE CHICKEN
MUTTON, GOAT AND GAME
LAMB AND ORGAN MEATS
OTHER LUNCHMEATS
BOLOGNA, LIVERWURST, SALAMI
FRANKFURTERS
OTHER PORK
SAUSAGE
CANNED HAM
HAM, NOT CANNED
PORK CHOPS
BACON
OTHER BEEF
OTHER STEAK
SIRLOIN STEAK
ROUND STEAK
OTHER ROAST
ROUND ROAST
CHUCK ROAST
GROUND BEEF
FRESH AND CANNED VEGETABLE JUICES
DRIED MISCELLANEOUS VEGETABLES
DRIED BEANS
DRIED PEAS
CANNED MISCELLANEOUS VEGETABLES
CANNED CORN
CANNED BEANS
FROZEN VEGETABLES
CANNED AND BOTTLED FRUIT JUICE
FRESH FRUIT JUICE
DRIED FRUIT
CANNED FRUITS
FROZEN VEGETABLE JUICES
FROZEN FRUIT JUICES
FROZEN FRUITS
FROZEN ORANGE JUICE



OTHER FRESH VEGETABLES
TOMATOES
LETTUCE
POTATOES
OTHER FRESH FRUITS
CITRUS FRUITS, EXCLUDING ORANGES
ORANGES
BANANAS
APPLES
MISCELLANEOUS DAIRY PRODUCTS
ICE CREAM AND RELATED PRODUCTS
CHEESE
BUTTER
CREAM
FRESH MILK, ALL TYPES
WHITE BREAD
SWEET ROLLS, COFFEE CAKES, DOUGHNUTS
RICE
READY-TO-EAT AND COOKED CEREALS
PREPARED FLOUR MIXES
PIES, TARTS, TURNOVERS
PASTA, CORNMEAL AND OTHER CEREAL PRODUCT
FROZEN AND REFRIGERATED BAKERY PRODUCTS
FLOUR
CRACKERS
COOKIES
CAKES AND CUPCAKES
BREAD, OTHER THAN WHITE
BREAD AND CRACKER PRODUCTS
BISCUITS AND ROLLS
OTHER NONALCOHOLIC BEVERAGES AND ICE
NONALCOHOLIC BEER
NONCARBONATED FRUIT FLAVORED DRINKS, INCL. LEMONADE
TEA
INSTANT AND FREEZE DRIED COFFEE
ROASTED COFFEE
OTHER CARBONATED DRINKS
COLA
CONVENIENCE STORES
GROCERY STORES

BEVERAGES

WINE AT FULL SERVICE RESTAURANTS
WINE AT FAST FOOD, TAKE-OUT, DELIVERY, CARTS
WINE AT CATERED AFFAIRS
WINE
WHISKEY
OTHER ALCOHOLIC BEVERAGES AT VENDING MACHINES
OTHER ALCOHOLIC BEVERAGES AT FULL SERVICE RESTAURANT
OTHER ALCOHOLIC BEVERAGES AT FAST FOOD
OTHER ALCOHOLIC BEVERAGES AT CATERED AFFAIRS
ALL OTHER ALCOHOLIC BEVERAGES
OTHER ALCOHOLIC BEVERAGES, EXCLUDING WHISKEY
BEER AND WINE
BEER AND ALE AT VENDING MACHINES AND MOBILE CARTS



BEER AND ALE AT FULL SERVICE RESTAURANTS
BEER AND ALE AT FAST FOOD, TAKE-OUT, DELIVERY
BEER AND ALE AT CATERED AFFAIRS
BEER AND ALE
ALCOHOLIC BEVERAGES PURCHASED ON TRIPS
ALCOHOLIC BEVERAGES AT RESTAURANTS, CAFETERAS, DRIVE-THRU

EDUCATION

SCHOOL BOOKS, SUPPLIES, EQUIP. FOR DAY CARE
SCHOOL BOOKS, SUPPLIES, EQUIP. FOR ELEMENTARY/HIGH SCHOOL
SCHOOL BOOKS, SUPPLIES & EQUIP. FOR COLLEGE
OTHER SCHOOL EXPENSES, INCL.RENTALS OF BOOKS & EQ
OTHER SCHOOLS TUITION
ELEMENTARY AND HIGH SCHOOL TUITION
COLLEGE TUITION
OTHER SCHOOL SUPPLIES, ETC., INCLUDING REFERENCE BOOKS NOT
PRIVATE SCHOOL BUS

APPAREL - WOMEN

WOMEN'S VESTS, SWEATERS AND SWEATER SETS
WOMEN'S UNIFORMS
WOMEN'S UNDERGARMENTS
WOMEN'S SUITS
WOMEN'S SPORTCOATS AND TAILORED JACKETS
WOMEN'S SLEEPWEAR
WOMEN'S SKIRTS
WOMEN'S SHORTS AND SHORTS SETS, EXCLUDING ATHLETIC GEAR
WOMEN'S SHIRTS, TOPS, AND BLOUSES
WOMEN'S PANTS
WOMEN'S HOSIERY
WOMEN'S FOOTWEAR
WOMEN'S DRESSES
WOMEN'S OTHER CLOTHING, INCLUDING COSTUMES
WOMEN'S COATS, JACKETS & FURS
WOMEN'S ACTIVE SPORTSWEAR
WOMEN'S ACCESSORIES
CLOTHING RENTAL
SEWING PATTERNS AND NOTIONS
SEWING MATERIALS FOR MAKING CLOTHES
ALTERATION, REPAIR AND TAILORING OF APPAREL

APPAREL - MEN

MEN'S UNIFORMS
MEN'S UNDERWEAR
MEN'S SWEATERS AND VESTS
MEN'S SUITS
MEN'S SPORT COATS, TAILORED JACKETS
MEN'S SHORTS AND SHORTS SETS, EXCLUDING ATHLETIC
MEN'S SHIRTS
MEN'S PANTS
MEN'S NIGHTWEAR
MEN'S HOSIERY
MEN'S FOOTWEAR
MEN'S OTHER CLOTHING, INCLUDING COSTUMES
MEN'S COATS, JACKETS & FURS



MEN'S ACTIVE SPORTSWEAR
MEN'S ACCESSORIES

APPAREL - INFANTS

INFANTS' UNDERWEAR, INCLUDING DIAPERS
INFANTS' NIGHTWEAR, LOUNGEWEAR
INFANTS' DRESSES AND OTHER OUTERWEAR
INFANTS' COATS, JACKETS, AND SNOWSUITS
INFANTS' ACCESSORIES, HOSIERY AND FOOTWEAR

APPAREL - BOYS

BOYS' UNIFORMS
BOYS' UNDERWEAR
BOYS' SWEATERS
BOYS' SUITS, SPORT COATS, AND VESTS
BOYS' SHORTS AND SHORTS SETS, EXCLUDING ATHLETIC
BOYS' SHIRTS
BOYS' PANTS
BOYS' NIGHTWEAR
BOYS' HOSIERY
BOYS' FOOTWEAR
BOYS' OTHER CLOTHING, INCLUDING COSTUMES
BOYS' COATS, JACKETS & FURS
BOYS' ACTIVE SPORTSWEAR
BOYS' ACCESSORIES

APPAREL - GIRLS

GIRLS' UNDERWEAR AND SLEEPWEAR
GIRLS' SKIRTS AND PANTS
GIRLS' SHORTS AND SHORTS SETS, EXCL. ATHLETIC GEA
GIRLS' SPORTS COATS, JACKETS, SHIRTS, BLOUSES, SWE
GIRLS' HOSIERY
GIRLS' FOOTWEAR
GIRLS' DRESSES AND SUITS
GIRLS' OTHER CLOTHING, INCLUDING COSTUMES
GIRLS' COATS, JACKETS & FURS
GIRLS' ACTIVE SPORTSWEAR
GIRLS' ACCESSORIES
GIRLS' UNIFORMS

