



Civic Dashboard

Jan 1 - Nov 30, 2025

Property:

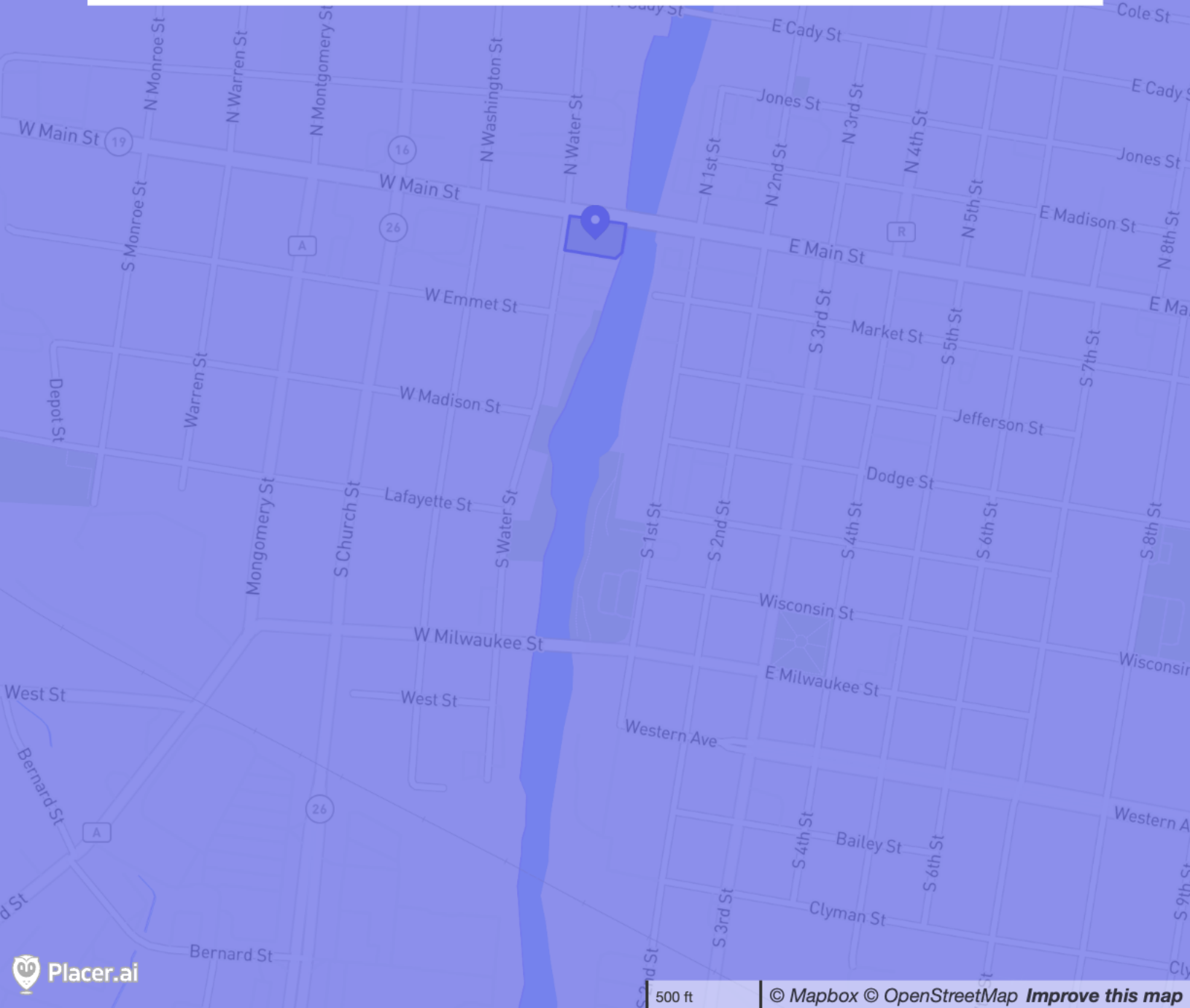
BF

Bentzin Family Town Square

1 W Main St, Watertown, WI 53094

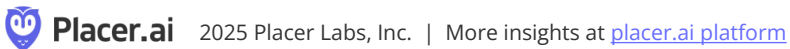


Scan to view on placer.ai platform





Jan 1 - Nov 30, 2025





Metrics

Bentzin Family Town Squ...
W Main St, Watertown, WI

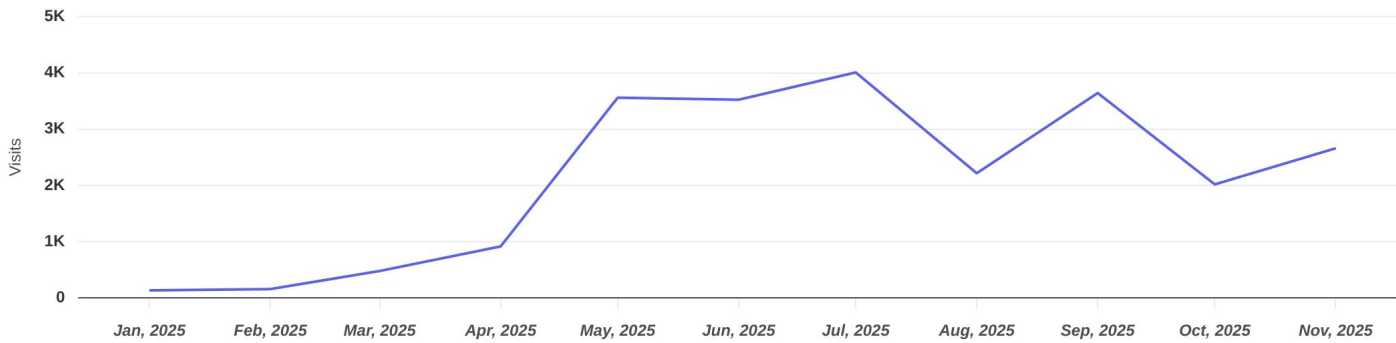
Visits	23.3K	Avg. Dwell Time	59 Min
Visitors	13.2K	Panel Visits	1.4K
Visit Frequency	1.77		

Jan 1st, 2025 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Bentzin Family Town Square
W Main St, Watertown, WI



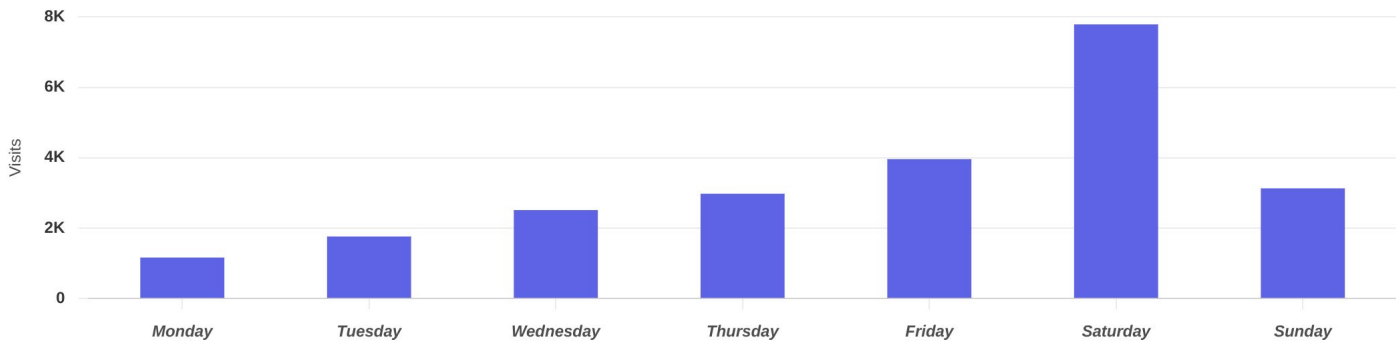
Monthly | Visits | Jan 1st, 2025 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Daily Visits

Bentzin Family Town Square
W Main St, Watertown, WI



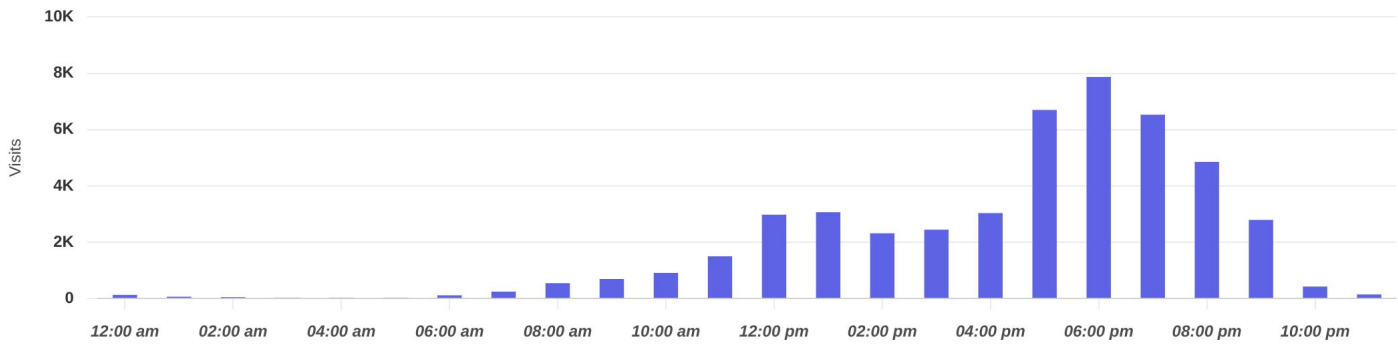
Visits | Jan 1st, 2025 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Hourly Visits

Bentzin Family Town Square
W Main St, Watertown, WI

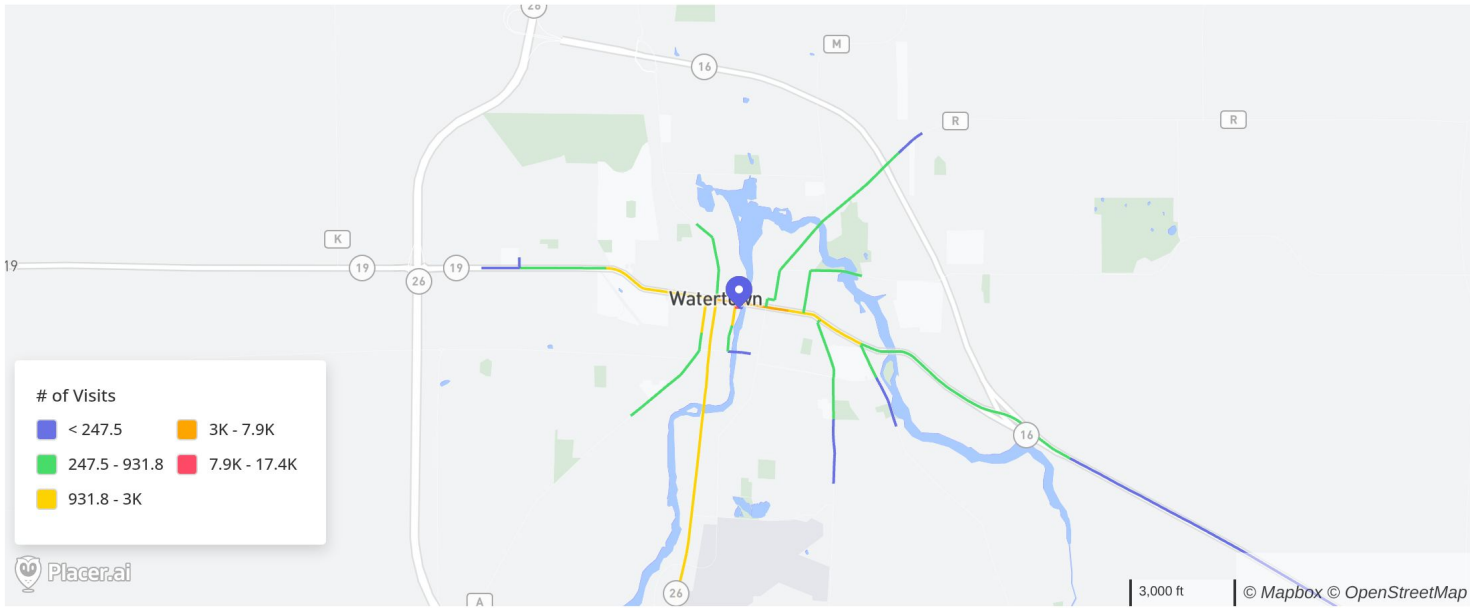


Visits | Jan 1st, 2025 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

Bentzin Family Town Squ...
W Main St, Watertown, WI



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

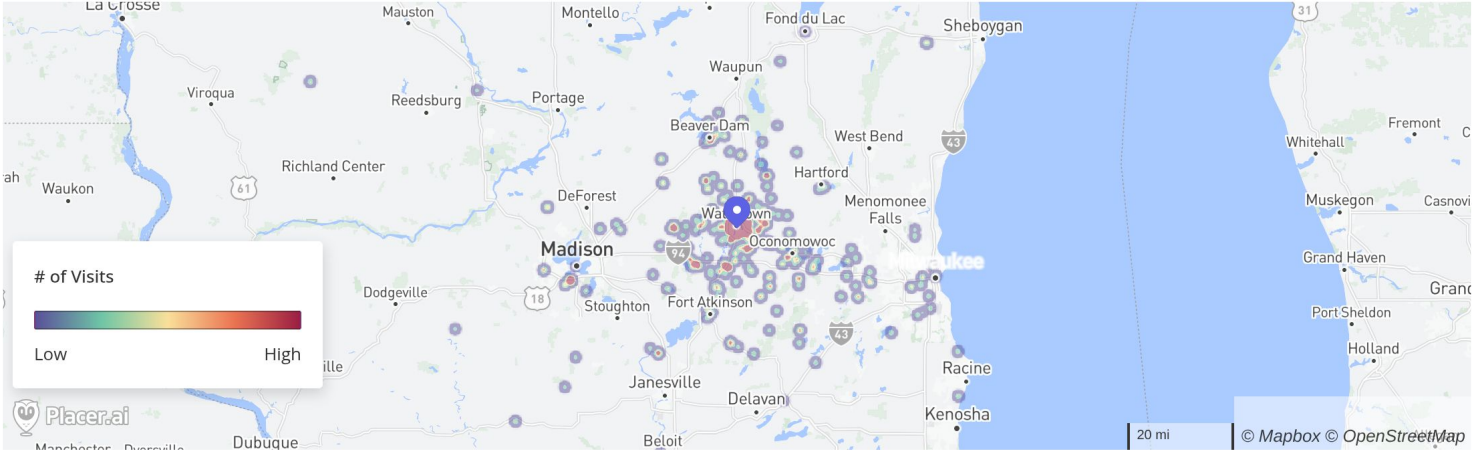
Journey Direction: To Property | Jan 1st, 2025 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Trade Area

Bentzin Family Town Squ...
W Main St, Watertown, WI



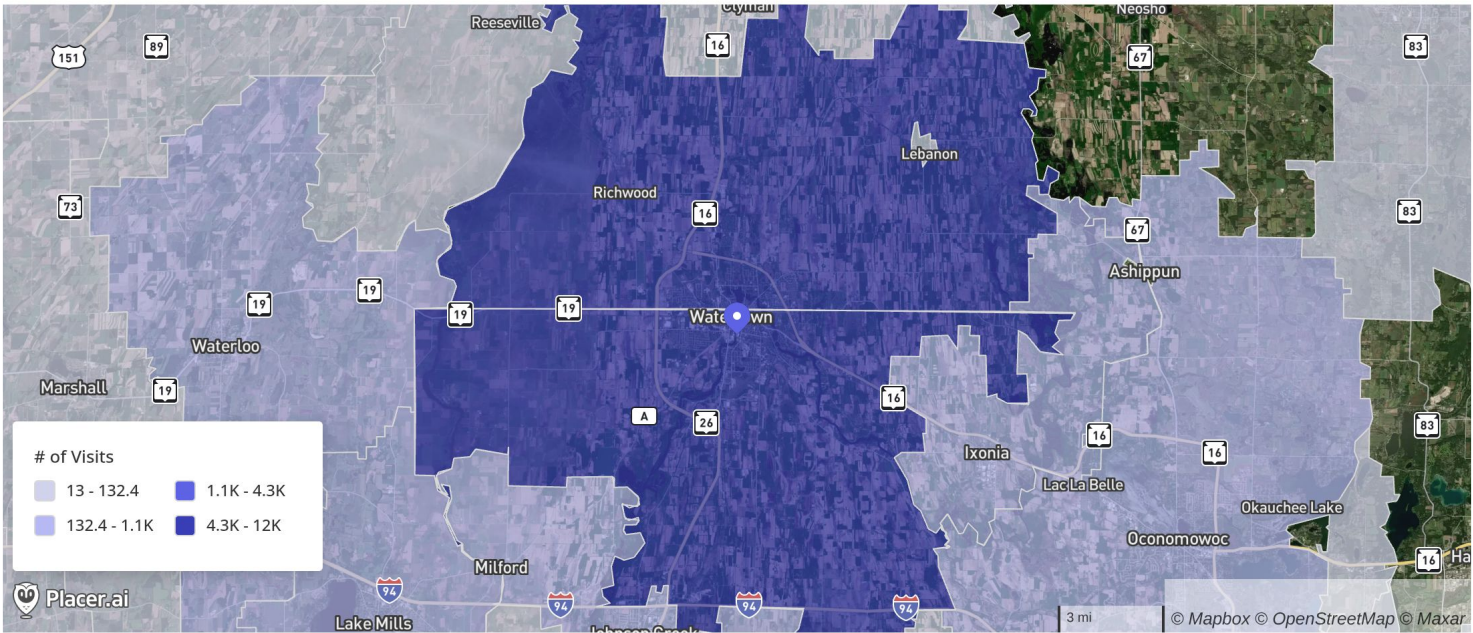
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2025 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Visitors By Origin



Zip Code	Visits (% of Total)
53094 Watertown, WI	12K (51.3%)
53098 Watertown, WI	6.2K (26.6%)
53066 Summit, WI	398 (1.7%)
53038 Johnson Creek, WI	335 (1.4%)
53916 Beaver Dam, WI	276 (1.2%)
53551 Lake Mills, WI	248 (1.1%)
53713 Madison, WI	247 (1.1%)



Civic Dashboard

Jan 1 - Nov 30, 2025

Zip Code	Visits (% of Total)
53594 Waterloo, WI	204 (0.9%)
53036 Ixonia, WI	194 (0.8%)
53549 Jefferson, WI	123 (0.5%)

Jan 1st, 2025 - Nov 30th, 2025
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


















Favorite Places

Bentzin Family Town Squ...















W Main St, Watertown, WI

Rank	Name	Distance	Visitors (%)
1	 Walmart 1901 Market Way, Watertown, WI 53094	2.2 mi	11.5K (85.9%)
2	 Johnson Creek Crossing 440 Wright Road, Johnson Creek, WI 53038	8 mi	10.6K (79.1%)
3	 Watertown Square Shopping Center 600 S Church St, Watertown, WI 53098	0.5 mi	10.1K (75.4%)
4	 Kwik Trip 1731 S Church St, Watertown, WI 53094	1.7 mi	9.8K (73.6%)
5	 Watertown Public Library 100 S Water St, Watertown, WI 53094	0 mi	9.7K (72.9%)
6	 Pick 'n Save 624 S Church St, Watertown, WI 53094	0.5 mi	9.6K (72.3%)
7	 Culver's 1722 S Church St, Watertown, WI 53094	1.6 mi	9.6K (72.1%)
8	 Kwik Trip 1184 N 4th St, Watertown, WI 53098	1.3 mi	9.4K (70.3%)
9	 Kwik Trip 900 W Main St, Watertown, WI 53098	0.9 mi	9.3K (69.3%)
10	 McDonald's 625 S Church St, Watertown, WI 53094-6298	0.5 mi	9.2K (69.3%)
11	 Johnson Creek Premium Outlets 575 Linmar Ln, Johnson Creek, WI 53038	7.5 mi	9.2K (68.8%)
12	 Riverplace Center 1602 S Church St, Watertown, WI 53094	1.4 mi	9K (67.4%)
13	 Walgreens 301 W Main St, Watertown, WI 53094	0.1 mi	8.7K (65%)
14	 Nagawaukee Center 3215 Golf Rd, Delafield, WI 53018	20.5 mi	8.2K (61.4%)
15	 Menards 440 Wright Rd, Johnson Creek, WI 53038	8 mi	7.8K (58.6%)
16	 Watertown Riverfest 900 Labaree St, Watertown, WI 53098	0.8 mi	7.6K (56.8%)



Civic Dashboard

Jan 1 - Nov 30, 2025

Rank	Name	Distance	Visitors (%)
17	 Blain's Farm & Fleet 1400 W Main St, Watertown, WI 53094	1.8 mi	7.4K (55.3%)
18	 Niemann Ace Hardware 401 Bernard St, Watertown, WI 53094	0.6 mi	7.3K (54.5%)
19	 Dollar Tree 703 S Church St, Watertown, WI 53094	0.6 mi	7.2K (53.6%)
20	 Kwik Trip 1080 Rammel Dr, Johnson Creek, WI 53094	7.2 mi	7.1K (53.3%)
21	 Aldi 1520 S Church St, Watertown, WI 53094	1.2 mi	7K (52.1%)
22	 Kohl's 570 Wright Rd, Johnson Creek, WI 53038	7.9 mi	6.7K (49.9%)
23	 Taco Bell 1729 S Church St, Watertown, WI 53094	1.7 mi	6.6K (49.5%)
24	 Mullen's Dairy Bar 212 W Main St, Watertown, WI 53094	0.1 mi	6.6K (49.1%)
25	 Pine Cone Travel Plaza 685 Linmar Ln C, Johnson Creek, WI 53038	7.5 mi	6.4K (47.8%)
26	 Piggly Wiggly 1330 Memorial Dr, Watertown, WI 53098	1.4 mi	6.4K (47.6%)
27	 Taqueria Maria's 301 S 1st St, Watertown, WI 53094	0.2 mi	5.8K (43.4%)
28	 Prairie Lakes 2804 Prairie Lakes Dr, Sun Prairie, WI 53590	27.5 mi	5.4K (40.4%)
29	 Glenn's Market & Catering 722 W Main St, Watertown, WI 53094	0.4 mi	5.3K (40%)
30	 Speedway 104 N Church St, Watertown, WI 53094	0.2 mi	5.3K (39.9%)

Category: All Categories | Min. Visits: 1 | Jan 1st, 2025 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

























Prior / Post Compare

Bentzin Family Town Squ...

W Main St, Watertown, WI

Bentzin Family Town Square / W Main St, Watertown, WI

Prior			Post		
Rank	Property	Foot-Traffic	Rank	Property	Foot-Traffic
1	 Watertown Public Library S Water St, Watertown, WI	15.9%	1	 Watertown Public Library S Water St, Watertown, WI	5.8%
2	 Mullen's Dairy Bar W Main St, Watertown, WI	6.8%	2	 Mullen's Dairy Bar W Main St, Watertown, WI	2.4%
3	 Walgreens W Main St, Watertown, WI	3.3%	3	 Culver's S Church St, Watertown, WI	1.9%
4	 2 Rivers Bicycle & Outdoor E Main St, Watertown, WI	1.7%	4	 McDonald's S Church St, Watertown, WI	1.6%
5	 McDonald's S Church St, Watertown, WI	1.4%	5	 2 Rivers Bicycle & Outdoor E Main St, Watertown, WI	1.4%
6	 Walmart Market Way, Watertown, WI	1.1%	6	 Walmart Market Way, Watertown, WI	1.4%
7	 Firehouse Lanes N Water St, Watertown, WI	1.1%	7	 Kwik Trip N 4th St, Watertown, WI	1.3%
8	 Kwik Trip W Main St, Watertown, WI	1%	8	 Speedway N Church St, Watertown, WI	1.2%
9	 Trend Fitness LLC S Water Street, Watertown, WI	1%	9	 Kwik Trip W Main St, Watertown, WI	1.1%
10	 Watertown Siding W Main St, Watertown, WI	0.9%	10	 Walgreens W Main St, Watertown, WI	1%

Jan 1st, 2025 - Nov 30th, 2025

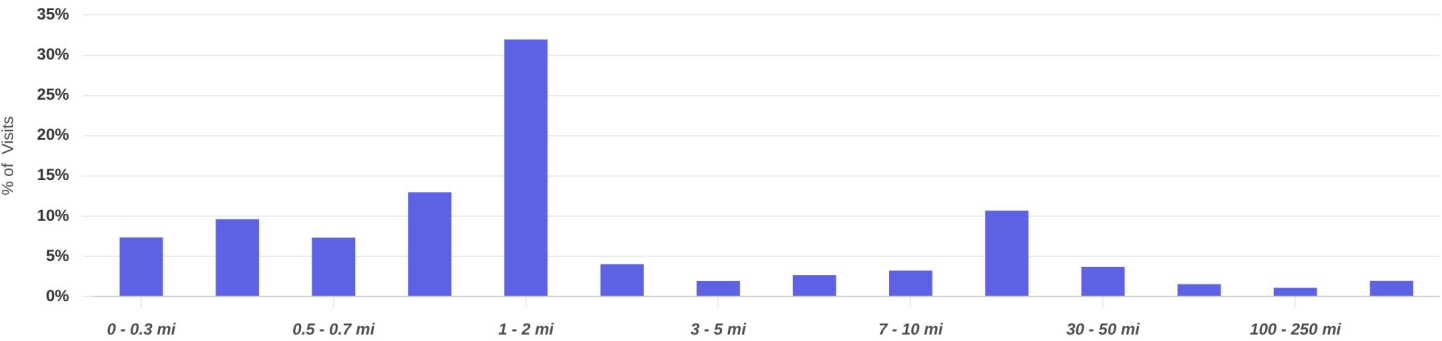
Data provided by Placer Labs Inc. (www.placer.ai)





Trade Area Coverage by Distance

Bentzin Family Town Squ...
W Main St, Watertown, WI



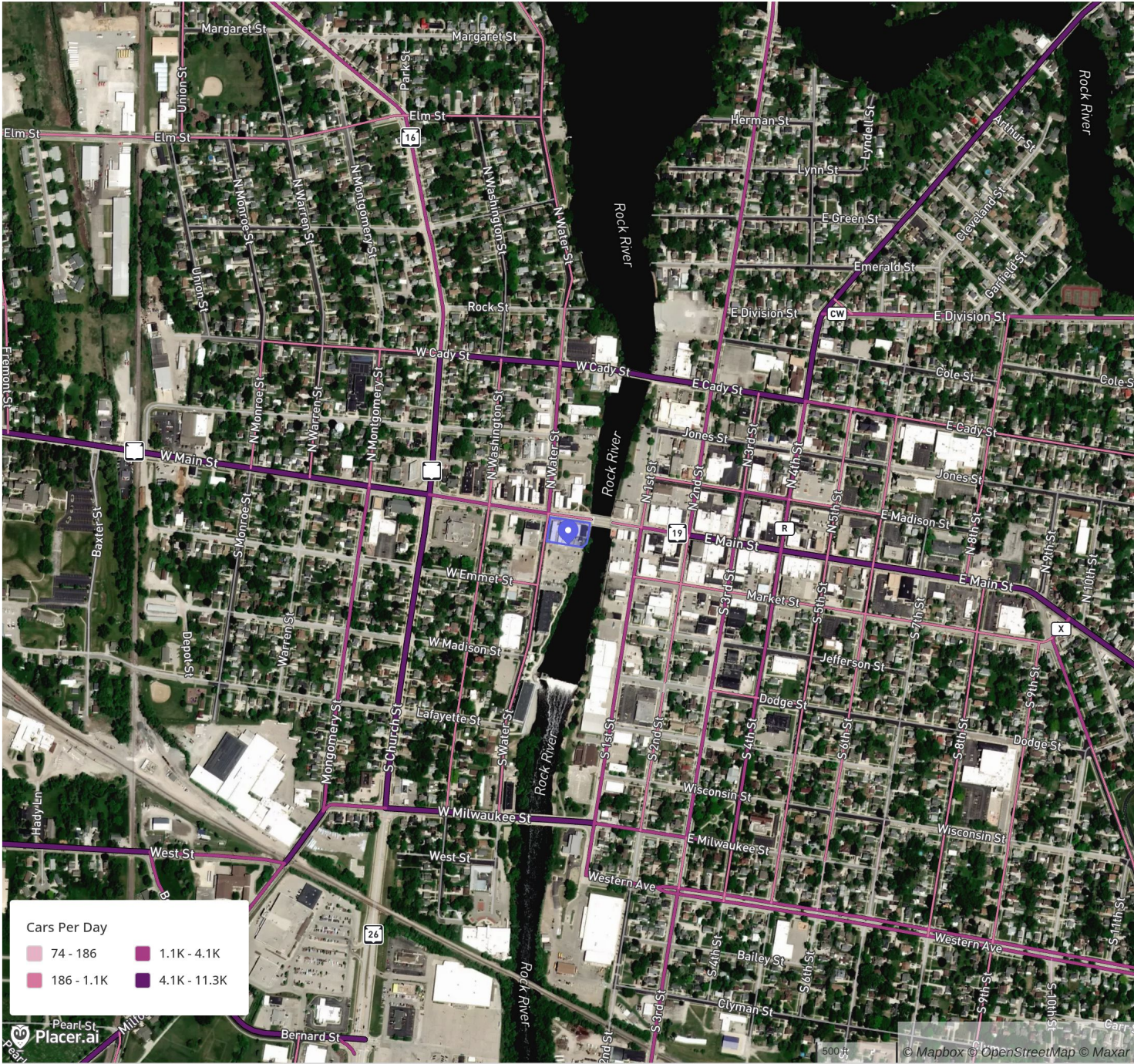
Home Location | % of Visits | Min Visits: 1 | Jan 1st, 2025 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Vehicle Traffic Volume

Bentzin Family Town Squ...
W Main St, Watertown, WI



Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Jan 1 - Nov 30, 2025

W Main St, Watertown, WI



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Civic Dashboard

Jan 1 - Nov 30, 2025

Benchmark: Nationwide

			30 % of Visits			50 % of Visits			70 % of Visits
Shelter									
Lodging on out-of-town trips	\$5.7	(1.4%)	<div><div>8</div></div>	\$5.95	(1.4%)	<div><div>84</div></div>	\$5.99	(1.4%)	<div><div>84</div></div>
Homeowners insurance	\$4.69	(1.1%)	<div><div>88</div></div>	\$4.8	(1.1%)	<div><div>90</div></div>	\$4.87	(1.1%)	<div><div>91</div></div>
Other repair and maintenance services	\$3.72	(0.9%)	<div><div>83</div></div>	\$3.86	(0.9%)	<div><div>86</div></div>	\$3.88	(0.9%)	<div><div>87</div></div>
Heat, A/C, electrical work	\$2.91	(0.7%)	<div><div>87</div></div>	\$3.02	(0.7%)	<div><div>90</div></div>	\$3.1	(0.7%)	<div><div>92</div></div>
Roofing and gutters	\$2.12	(0.5%)	<div><div>8</div></div>	\$2.17	(0.5%)	<div><div>8</div></div>	\$2.22	(0.5%)	<div><div>83</div></div>
Plumbing and water heating	\$1.39	(<0.5%)	<div><div>89</div></div>	\$1.45	(<0.5%)	<div><div>93</div></div>	\$1.47	(<0.5%)	<div><div>94</div></div>
Painting and papering	\$1.17	(<0.5%)	<div><div>8</div></div>	\$1.21	(<0.5%)	<div><div>85</div></div>	\$1.23	(<0.5%)	<div><div>86</div></div>
Property management	\$1.02	(<0.5%)	<div><div>90</div></div>	\$1.02	(<0.5%)	<div><div>90</div></div>	\$1.03	(<0.5%)	<div><div>91</div></div>
Flooring installation, repair, replacement	\$1.01	(<0.5%)	<div><div>83</div></div>	\$1.03	(<0.5%)	<div><div>85</div></div>	\$1.05	(<0.5%)	<div><div>86</div></div>
Ground rent	\$0.66	(<0.5%)	<div><div>106</div></div>	\$0.64	(<0.5%)	<div><div>102</div></div>	\$0.64	(<0.5%)	<div><div>102</div></div>
Material for insulation, other maintenance and repair	\$0.43	(<0.5%)	<div><div>89</div></div>	\$0.43	(<0.5%)	<div><div>90</div></div>	\$0.44	(<0.5%)	<div><div>91</div></div>
Paints, wallpaper and supplies	\$0.28	(<0.5%)	<div><div>91</div></div>	\$0.28	(<0.5%)	<div><div>91</div></div>	\$0.29	(<0.5%)	<div><div>94</div></div>
Materials for plaster., panel., siding, windows, doors, screens, awnings	\$0.27	(<0.5%)	<div><div>86</div></div>	\$0.28	(<0.5%)	<div><div>88</div></div>	\$0.28	(<0.5%)	<div><div>90</div></div>
Plumbing supplies and equipment	\$0.18	(<0.5%)	<div><div>89</div></div>	\$0.19	(<0.5%)	<div><div>89</div></div>	\$0.19	(<0.5%)	<div><div>92</div></div>
Materials and equipment for roof and gutters	\$0.17	(<0.5%)	<div><div>84</div></div>	\$0.17	(<0.5%)	<div><div>84</div></div>	\$0.17	(<0.5%)	<div><div>84</div></div>

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
Electrical supplies, heating and cooling equipment	\$0.15	(<0.5%)	90	\$0.16	(<0.5%)	94	\$0.16	(<0.5%)	96
Management and upkeep services for security	\$0.1	(<0.5%)	86	\$0.1	(<0.5%)	89	\$0.1	(<0.5%)	90
Parking	\$0.07	(<0.5%)	91	\$0.07	(<0.5%)	91	\$0.07	(<0.5%)	93
Tools and equipment for painting and wallpapering	\$0.03	(<0.5%)	90	\$0.03	(<0.5%)	91	\$0.03	(<0.5%)	94
Repair of built-in appliances	\$0.02	(<0.5%)	87	\$0.02	(<0.5%)	90	\$0.02	(<0.5%)	94

Utilities, Fuels and Public Services

Electricity (owned home)	\$17.48	(4.2%)	112	\$17.54	(4.1%)	113	\$17.63	(4.1%)	113
Cellular phone service	\$10.5	(2.5%)	92	\$10.59	(2.5%)	92	\$10.61	(2.5%)	93
Utility--natural gas (owned home)	\$5.6	(1.3%)	110	\$5.67	(1.3%)	111	\$5.7	(1.3%)	112
Water/sewer maint. (owned home)	\$5.28	(1.3%)	110	\$5.34	(1.3%)	111	\$5.37	(1.3%)	112
Trash/garb. coll. (owned home)	\$2.28	(0.5%)	110	\$2.3	(0.5%)	111	\$2.33	(0.5%)	112
Residential telephone including VOIP	\$1.33	(<0.5%)	92	\$1.33	(<0.5%)	93	\$1.37	(<0.5%)	95
Fuel oil (owned home)	\$0.86	(<0.5%)	104	\$0.89	(<0.5%)	107	\$0.91	(<0.5%)	110
Gas, btld/tank (owned home)	\$0.63	(<0.5%)	107	\$0.64	(<0.5%)	109	\$0.65	(<0.5%)	111
Wood/other fuels (owned home)	\$0.13	(<0.5%)	112	\$0.12	(<0.5%)	111	\$0.13	(<0.5%)	112
Septic tank clean. (owned home)	\$0.07	(<0.5%)	85	\$0.07	(<0.5%)	88	\$0.07	(<0.5%)	90

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



Benchmark: Nationwide

			30 % of Visits			50 % of Visits			70 % of Visits
Household Operations									
Computer information services	\$5.94	(1.4%)	93	\$5.96	(1.4%)	93	\$5.98	(1.4%)	94
Day care centers, nursery, and preschools	\$1.91	(<0.5%)	76	\$1.97	(<0.5%)	76	\$1.96	(<0.5%)	77
Gardening, lawn care service	\$1.51	(<0.5%)	83	\$1.56	(<0.5%)	86	\$1.58	(<0.5%)	87
Housekeeping services	\$1.3	(<0.5%)	77	\$1.37	(<0.5%)	80	\$1.38	(<0.5%)	81
Moving, storage, freight express	\$0.86	(<0.5%)	90	\$0.85	(<0.5%)	89	\$0.85	(<0.5%)	90
Babysitting and child care (own home and someone else's)	\$0.66	(<0.5%)	74	\$0.67	(<0.5%)	76	\$0.67	(<0.5%)	75
Home security system service fee	\$0.3	(<0.5%)	86	\$0.3	(<0.5%)	88	\$0.31	(<0.5%)	89
Service for termite/pest control	\$0.26	(<0.5%)	83	\$0.27	(<0.5%)	86	\$0.28	(<0.5%)	87
Other home services	\$0.21	(<0.5%)	88	\$0.21	(<0.5%)	89	\$0.21	(<0.5%)	91
Appliance repair, including service center	\$0.13	(<0.5%)	89	\$0.13	(<0.5%)	91	\$0.14	(<0.5%)	92
Repairs/rentals of lawn and garden equipment, hand or power tools,...	\$0.09	(<0.5%)	87	\$0.09	(<0.5%)	90	\$0.09	(<0.5%)	91
Termite/pest control products	\$0.07	(<0.5%)	83	\$0.07	(<0.5%)	86	\$0.07	(<0.5%)	87
Reupholstering, furniture repair	\$0.06	(<0.5%)	84	\$0.06	(<0.5%)	86	\$0.06	(<0.5%)	89
Water softening service	\$0.05	(<0.5%)	88	\$0.05	(<0.5%)	91	\$0.05	(<0.5%)	91
Coin-operated household laundry and dry cleaning (non clothing)	\$0.05	(<0.5%)	102	\$0.05	(<0.5%)	98	\$0.05	(<0.5%)	97

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
Repair of computer systems for nonbusiness use	\$0.05	(<0.5%)	95	\$0.05	(<0.5%)	96	\$0.05	(<0.5%)	97
Household laundry and dry cleaning, sent out (non clothing) not coin-...	\$0.01	(<0.5%)	7	\$0.01	(<0.5%)	8	\$0.01	(<0.5%)	84
Appliance rental	\$0.01	(<0.5%)	8	\$0.01	(<0.5%)	8	\$0.01	(<0.5%)	8

Housekeeping Supplies

Miscellaneous household products	\$2.06	(<0.5%)	88	\$2.1	(<0.5%)	89	\$2.11	(<0.5%)	90
Lawn and garden supplies	\$1.17	(<0.5%)	90	\$1.19	(<0.5%)	91	\$1.21	(<0.5%)	93
Cleansing and toilet tissue, paper towels and napkins	\$0.97	(<0.5%)	92	\$0.98	(<0.5%)	93	\$0.99	(<0.5%)	94
Other laundry cleaning products	\$0.75	(<0.5%)	94	\$0.75	(<0.5%)	94	\$0.76	(<0.5%)	94
Soaps and detergents	\$0.73	(<0.5%)	94	\$0.74	(<0.5%)	95	\$0.74	(<0.5%)	95
Stationery, stationery supplies, giftwraps	\$0.66	(<0.5%)	91	\$0.66	(<0.5%)	91	\$0.66	(<0.5%)	92
Postage	\$0.37	(<0.5%)	94	\$0.37	(<0.5%)	95	\$0.38	(<0.5%)	95

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



Benchmark: Nationwide



Household Textiles

Bedroom linens	\$0.57	(<0.5%)	<div><div>85</div></div>	\$0.59	(<0.5%)	<div><div>85</div></div>	\$0.59	(<0.5%)	<div><div>85</div></div>
Bathroom linens	\$0.21	(<0.5%)	<div><div>94</div></div>	\$0.21	(<0.5%)	<div><div>94</div></div>	\$0.21	(<0.5%)	<div><div>94</div></div>
Curtains and draperies	\$0.09	(<0.5%)	<div><div>86</div></div>	\$0.09	(<0.5%)	<div><div>87</div></div>	\$0.09	(<0.5%)	<div><div>87</div></div>
Kitchen, dining room linens, and other linens	\$0.07	(<0.5%)	<div><div>91</div></div>	\$0.07	(<0.5%)	<div><div>94</div></div>	\$0.07	(<0.5%)	<div><div>95</div></div>
Slipcovers, decorative pillows	\$0.06	(<0.5%)	<div><div>85</div></div>	\$0.06	(<0.5%)	<div><div>87</div></div>	\$0.06	(<0.5%)	<div><div>87</div></div>

Furniture

Sofas	\$1.38	(<0.5%)	<div><div>85</div></div>	\$1.43	(<0.5%)	<div><div>84</div></div>	\$1.45	(<0.5%)	<div><div>85</div></div>
Mattress and springs	\$0.99	(<0.5%)	<div><div>87</div></div>	\$1.02	(<0.5%)	<div><div>90</div></div>	\$1.02	(<0.5%)	<div><div>90</div></div>
Other bedroom furniture	\$0.67	(<0.5%)	<div><div>84</div></div>	\$0.68	(<0.5%)	<div><div>86</div></div>	\$0.68	(<0.5%)	<div><div>85</div></div>
Living room chairs	\$0.54	(<0.5%)	<div><div>84</div></div>	\$0.57	(<0.5%)	<div><div>87</div></div>	\$0.56	(<0.5%)	<div><div>87</div></div>
Kitchen, dining room furniture	\$0.39	(<0.5%)	<div><div>85</div></div>	\$0.41	(<0.5%)	<div><div>84</div></div>	\$0.41	(<0.5%)	<div><div>84</div></div>
Wall units, cabinets and other occasional furniture	\$0.35	(<0.5%)	<div><div>83</div></div>	\$0.36	(<0.5%)	<div><div>85</div></div>	\$0.36	(<0.5%)	<div><div>85</div></div>
Outdoor furniture	\$0.34	(<0.5%)	<div><div>79</div></div>	\$0.36	(<0.5%)	<div><div>83</div></div>	\$0.36	(<0.5%)	<div><div>83</div></div>
Floor coverings, nonpermanent	\$0.23	(<0.5%)	<div><div>85</div></div>	\$0.23	(<0.5%)	<div><div>83</div></div>	\$0.23	(<0.5%)	<div><div>83</div></div>
Living room tables	\$0.16	(<0.5%)	<div><div>65</div></div>	\$0.18	(<0.5%)	<div><div>72</div></div>	\$0.18	(<0.5%)	<div><div>72</div></div>

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



Benchmark: Nationwide

	30 % of Visits			50 % of Visits			70 % of Visits		
Infants' furniture	\$0.07	(<0.5%)	88	\$0.07	(<0.5%)	87	\$0.07	(<0.5%)	85

Major Appliances

Refrigerators, freezers	\$0.8	(<0.5%)	84	\$0.82	(<0.5%)	87	\$0.83	(<0.5%)	87
Washing machine or Clothes dryer	\$0.57	(<0.5%)	83	\$0.59	(<0.5%)	86	\$0.6	(<0.5%)	87
Cooking stoves, ovens	\$0.42	(<0.5%)	88	\$0.43	(<0.5%)	90	\$0.43	(<0.5%)	91
Dishwashers (built-in), garbage disposals, range hoods	\$0.25	(<0.5%)	85	\$0.26	(<0.5%)	85	\$0.26	(<0.5%)	85
Electric floor cleaning equipment	\$0.23	(<0.5%)	91	\$0.24	(<0.5%)	92	\$0.24	(<0.5%)	92
Microwave ovens	\$0.12	(<0.5%)	90	\$0.12	(<0.5%)	92	\$0.12	(<0.5%)	93
Air conditioning units	\$0.05	(<0.5%)	86	\$0.05	(<0.5%)	90	\$0.05	(<0.5%)	89
Sewing machines	\$0.05	(<0.5%)	90	\$0.05	(<0.5%)	91	\$0.05	(<0.5%)	91

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Spending Patterns



Benchmark: Nationwide

			30 % of Visits			50 % of Visits			70 % of Visits
Small Appliances & Miscellaneous Housewares									
Small electric kitchen appliances	\$0.38	(<0.5%)	91	\$0.38	(<0.5%)	91	\$0.38	(<0.5%)	91
Tableware, non electric kitchenware	\$0.28	(<0.5%)	95	\$0.27	(<0.5%)	94	\$0.28	(<0.5%)	95
Dinnerware, glassware, serving pieces	\$0.22	(<0.5%)	93	\$0.22	(<0.5%)	94	\$0.22	(<0.5%)	95
Non Electric cookware	\$0.22	(<0.5%)	95	\$0.21	(<0.5%)	93	\$0.22	(<0.5%)	95
Portable heating and cooling equipment	\$0.12	(<0.5%)	94	\$0.12	(<0.5%)	94	\$0.12	(<0.5%)	94
Flatware	\$0.04	(<0.5%)	94	\$0.04	(<0.5%)	95	\$0.04	(<0.5%)	95
Miscellaneous Household Equipment									
Clocks and Other household decorative items	\$1.49	(<0.5%)	88	\$1.5	(<0.5%)	89	\$1.51	(<0.5%)	89
Computers and computer hardware nonbusiness use	\$1.43	(<0.5%)	89	\$1.43	(<0.5%)	89	\$1.42	(<0.5%)	89
Miscellaneous household equipment and parts	\$0.66	(<0.5%)	88	\$0.68	(<0.5%)	90	\$0.69	(<0.5%)	91
Lawn and garden equipment	\$0.6	(<0.5%)	85	\$0.63	(<0.5%)	89	\$0.64	(<0.5%)	90
Indoor plants, fresh flowers	\$0.53	(<0.5%)	86	\$0.55	(<0.5%)	88	\$0.55	(<0.5%)	89
Telephones and accessories	\$0.5	(<0.5%)	88	\$0.52	(<0.5%)	91	\$0.51	(<0.5%)	91
Other hardware	\$0.38	(<0.5%)	124	\$0.35	(<0.5%)	112	\$0.34	(<0.5%)	111
Outdoor equipment	\$0.35	(<0.5%)	90	\$0.35	(<0.5%)	91	\$0.36	(<0.5%)	93

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Benchmark: Nationwide

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