

<http://www.emptytomb.org/lifestylestat.html>

Lifestyle Spending Table

A Lifestyle Fact and Quote To Ponder:

“Although it would take \$5 billion additional a year to prevent about two-thirds of the 10 million annual deaths of children under five around the globe, the church has not provided the moral leadership or organizing structure to achieve that possibility. Contrast that with the entrepreneurship of retail thieves who are estimated to have cost retailers \$41.6 billion in 2006, up slightly from 2005. One might conclude that thieves are more committed to their cause than are Christians to the mandate of Jesus to love the little children of the world.”

From *The State of Church Giving through 2005: Abolition of the Institutional Enslavement of Overseas Missions*, by John and Sylvia Ronsvalle (Champaign, IL: empty tomb, inc., October 2007), p. 110.

Retail theft statistic source: Associated Press, “Shoplifting, Employee Theft on the Rise,” appearing in the *Champaign (Ill.) News-Gazette*, June 14, 2007, p. C-9.

Mission Expenditures

The **2005 Overseas Ministries income**, including donations and other sources, to 700 Protestant mission agencies, including denominational, interdenominational and independent agencies, was \$5.2 billion.¹

The Potential

If church members in the U.S. had tithed (given 10%) in 2003 (latest year available), there would have been an additional \$156 billion available for the mission of the church. Rather than reach their potential, church member spending is similar to that of Americans in general, such as the following.

Consumer Expenditures*

"U.S. retail sales of video game consoles, hand-held devices, games and accessories were up 6 percent to \$10.5 billion in 2005, market researchers NPD Group... The 2005 result beat a previous high of \$10.3 billion in 2002." ²

Domestic **box-office receipts were \$9.4 billion [in 2004]**. "Though the year's revenues were up, higher admission prices mean movie attendance was off about 1.7.percent..."³

In **2003 American consumers spent \$53.6 billion buying jewelry and watches**, a 5.1% increase over previous year.⁴

"Two years ago, the **jewelry industry** totaled the figures and found that women had bought **\$12.1 billion worth** of these baubles [diamonds] for themselves in 1999 - a 41 percent increase from the previous year."⁵

In **1999** sales through **jewelry stores** were **\$23.9 billion**.⁶

In **1999** **expected restaurant sales** were estimated to advance 4.6% to **\$354 billion**.⁷
1999 fast food restaurant sales were at \$110 billion.⁸

The **2001 Easter holiday** sales were expected to be **\$2.8 billion**.⁹
Easter candy sales alone were expected to exceed \$1.8 billion in 2000.¹⁰

In July [2003], exactly 150 years ago, the **potato chip was first made** by a chef named George Crum in Saratoga Springs, New York. **The potato chip is now a \$6 billion industry**.¹¹

The salty snack business is now a **\$22 billion industry in the United States**. Estimated annual sales of snacks in the United States in 2002: Potato chips:\$5.9 billion; Tortilla chips:\$4.5 billion; Pretzels: \$1.3 billion; Corn snacks: \$861 million.¹²

"U.S. Consumers **spent more than \$24.3 billion on candy in 2002**, a 1.6% increase over 2001, according to figures based on the U.S. Department of Commerce 2002 Confectionary Report and issued by the National Confectioners Association. On average, consumers made \$84.34 worth of candy purchases last year [2002], up 0.3% versus the previous year, reported Candy Business."¹³

"Though the highly competitive **\$64 billion soft drink industry [2003]** is dominated by regular soda, sales of diet are surging and some industry analysts say low-cal eventually could take the lead."¹⁴

In **2000** Americans spent **\$13 billion a year** on chocolate in all its forms.¹⁵

In **2000** **annual U.S. vending machine sales** were **\$36 billion**.¹⁶
U.S. gumball sales were at \$500 million in 2000.¹⁷

In **1998** **greeting card sales** were **\$7.1 billion**.¹⁸
Of the total sales, 8%, or \$570 million, were for religious cards.

"Research firm IDC reports that **total domestic hardware and software sales for interactive games** totaled **\$8.2 billion in 2000**-vs. \$7.75 billion in U.S. movie box-office receipts. IDC expects sales of **game hardware and software to hit \$11.4 billion in 2001**"¹⁹

In **2000** **American toy sales** reached **\$23 billion**.²⁰

In **1999** the sales of single family **second homes** came to **377,000**.²¹

By **2000** spending on the **lawn and garden industry** equaled **\$85 billion**.²²
Of that, \$6.3 billion was spent on lawn and garden accessories like sundials, fountains and sculptures.

In **2001**, home automation had a **\$600 million market**. It is expected to increase to an **\$8 billion industry** in the next four years.²³

In **1999**, **9 million Americans exceeded \$100,000 in household income**.²⁴

A new trend among **affluent households** is to **hire household managers at \$25,000 to \$100,000 a year** to run their large homes.²⁵

By **1993 adventure travel** became an **\$8 billion** a year business. It comprises 20% of the \$40 billion U.S. leisure-travel industry.²⁶

Space Adventures, which helped broker Dennis Tito's **\$20 million spaceflight**, has several more potential customers for tens of millions each. The company has already booked 100 reservations for a \$98,000 suborbital space flight aboard an, as yet, unbuilt space jet.²⁷

Tempest Tours is leading adventure travelers on a trip to **Tornado Alley** to chase storms.²⁸

"Sport anglers fishing for all species spend between **\$7 billion and \$8 billion a year** in the Great Lakes states."²⁹

In **2001**, Americans spent **\$38 billion** on **state lotteries**.³⁰

"**Children aged 4 to 12** spent almost **\$27 billion** at their own discretion in 1998 and are thought to have **directly influenced \$187 billion** in parental purchases and to have **indirectly influenced another \$300 billion**. **Teenagers spent \$100 billion** and influenced the spending of another **\$50 billion**. Advertising aimed at children came to \$5 billion."³¹

"The tween (girls in the 8-12 age group) market accounts for a significant **20 percent of total toy sales which reached \$21.3 billion last year (2002)** according to NPD Group, a market information company in Port Washington, N.Y."³²

"In 2002 all **12- to 19-year-olds spent \$172 billion**, estimates Teenage Research Unlimited. That was money under their control, not what parents spent on their behalf. It amounted to an average of **\$92 a week for 16- to 17-year-olds**."³³

"Last year, **American teens spent \$170 billion in 2002** on products for themselves or their family households, up from \$155 billion in 2000, according to a survey conducted by Teenage Research Unlimited, a suburban Chicago firm that tracks youth trends."³⁴

"**Teeth whitening** is a growing **\$600 million** industry."³⁵

A new dentistry option is **tooth art**. One artist "has created dozens of one-of-a-kind crowns, adorning them with flowers, animals, and even inscriptions. Tooth art **costs between \$50 and \$200**."³⁶

"**Liposuction**, which removes fat, has become the most **common plastic surgery procedure** in the United States." In 2001 there were approximately 385,000 liposuction procedures done.³⁷

"**In 2002, Americans spent \$7.7 billion on 6.9 million cosmetic procedures**, says the American Society for Aesthetic Plastic Surgery. This was more than triple the number in 1997 (2.1 million), and included **1.7 million Botox injections for facial wrinkles**, 495,000 chemical peels, 125,000 face-lifts and 83,000 tummy tucks."³⁸

The use of the **refined natural muscle relaxant Botox** is increasing among Dermatologists and Plastic Surgeons in the U.S. "Allergan (the manufacturer of Botox) **sales of Botox for all uses were \$310 million last year (2001)**, a figure the company expects to grow by 25 to 35 percent this year (2002), and which some analysts think **could reach \$1 billion in a few years.**"³⁹

In **2003, the revenues for Hollywood studio sales of DVD's was \$9.4 billion.** The top 5 selling DVD's in terms of millions of units was: 1. "Finding Nemo" 21.5; 2. "LOTR: The Fellowship of the Ring" 18.9; 3. "LOTR: The Two Towers" 17.3; 4. "Pirates of the Carriibbean" 16.4; 5. "Spider-Man" Special Edition 13.4.⁴⁰

Limo rides as rewards for elementary age children are becoming more common. "Limousine companies said business was way up, as more parents sent limos for children as young as kindergartners."⁴¹

"The **personal chef business** is growing so quickly, it's expected to explode in the next decade—largely because working people with no time to cook just keep getting busier...the American Personal Chef Association has projected that the **current ranks of 6,000 to 7,000 personal chefs will grow to about 20,000 within five years.**"⁴²

"The average **cost of a wedding has grown 50 percent in the past decade**, from \$15,208 in 1990 to \$22,360 in 2002, according to the Conde Nast Bridal Infobank. The study also found that **43 percent of couples said they spent more on the wedding than they had planned.**"⁴³

Spending on weddings has grown to **\$57 billion in 2003**, up from \$44 billion in 2002 and \$46 billion 2001.⁴⁴

"A just-released U.S. Market Spending Report indicates that **consumer spending for online content in the United States totaled \$1.3 billion in 2002**, an increase of 95% over 2001. According to the study, conducted by comScore Networks for the Online Publishers Association, the Personal/Dating category surpassed both Business/Investment and Entertainment/Lifestyles to become the largest paid content category in 2002 with \$302 million in revenues, up nearly threefold from \$72 million in 2001"⁴⁵

"**The average household with one or more credit cards owes more than \$8,000 on those cards**, up from \$3,000 in 1990...If you are among the roughly 60% of credit-card holders who run monthly balances, you pay (on average) 14.7% interest — 14.7% more for everything you buy."⁴⁶

"**This year [2003] pet purchases are expected to rise to \$31 billion**, despite the raise-free economy, with much of the money going to products no one dreamed of 10 years ago." Some of the items include \$30-per-lb. beef patties, dog jewelry, outfits and bags.⁴⁷

The U.S. luxury market was an estimated \$400 billion in 2003. [Michael] "*Silverstein sees nothing but blue skies ahead for the rest of the 47 million households out there that long for luxury, with **the market expanding from \$400 billion to \$1 trillion by 2010.** . . . "Different kinds of emotions, in fact, spur luxury purchases," adds Silverstein. "We buy that new car or television, for example, when we're 'questing,' seeking satisfaction through material things when our life or job is unsatisfying; we buy jewelry or fine wine when we're 'connecting,' seeking romance and spending money to make ourselves look good; and we indulge in takeout food or a day at the spa to reward ourselves after a hectic workweek when we're 'taking care of me.'*"⁴⁸

Total U.S. **domestic box office receipts were \$9,185.9 million** in 2003. There were 1,523.3 million tickets sold and the top grossing movie was: *The Lord of the Ring: Return of the King*.⁴⁹

"The **portable MP3 player category** has shattered all expectations as unit sales more than doubled in 2004 to over 6.9 mln units and **dollar sales nearly tripled in revenue to \$1.2 bln**, compared to figures from 2003."⁵⁰

"Americans have an insatiable appetite for **entertainment and recreation** which resulted in **\$705.0 billion in spending in 2004**, an increase of 6.8 percent over 2003, according to a new Unity Marketing study *Entertainment and Recreational Products Report, 2005*, on consumer's entertainment and recreational product purchases."⁵¹

"**U.S. spas reported 136 million visits last year [2004]** — nearly one visit for every two residents in the nation. Men and teens are the fastest-growing segment of customers in the **\$11.2 billion industry**."⁵²

"America now has **more boats and yachts** than it has water—harbors from coast to coast have **waiting lists** for new moorings."⁵³

Cosmetics & toiletries is a **\$30-billion-a-year** business in U.S.⁵⁴

"According to the National Retail Federation, **college students spent \$2.6 billion in dorm room furnishings in 2004**, not including \$7.5 billion on consumer electronics like computers and TV's. **Students spent on average \$260.09 on dorm decor, and another \$509.14 on consumer electronics**, according to NRF."⁵⁵

"Americans have apparently run out of room, even though the **average house now has 2,330 square feet**, up 55 percent from 1970...The insatiable race for space is fueling a **\$15 billion self-storage industry** that dwarfs Hollywood's annual \$9 billion."⁵⁶

"...U.S. consumers **spend an estimated \$50 billion** a year on footwear..."⁵⁷

"Last year, Americans **spent \$31.2 billion, about \$97 each, on flowers, candy, greeting cards and other gifts** tied to the February tradition, according to the National Retail Federation."⁵⁸

"**American birders spend more than \$32 billion annually** on their hobby and about 18 million travel to see birds, according to a 2001 study by the U.S. Fish and Wildlife Service. The average birder that year was 49 with an above-average income and education level. Tour operators offer hundreds of birding trips to all points every year to cater to them."⁵⁹

Designer Robert Schoeller believes "people don't bat an eye at **routinely spending \$30,000**" on bath upgrades.⁶⁰

"The pizza industry is close to \$30 billion while two-thirds of the annual 10.6 million child deaths around the globe could be prevented for about \$5 billion a year."⁶¹

"In 2006, the average home built in America was 2,459 square feet – up from less than 2,000 square feet in the 1980s. 'The average home size has been continuously rising for the last 35 years,' Gopal

Ahuwalia, a top researcher with the National Association of Home Builders, to industry members... 'During the same period, the family size has been declining.'"⁶⁴

The Web site www.costofwedding.com provides the typical cost of weddings by zip code. The **national average cost for a wedding is \$26,800**, with the reception representing \$13,692 of that amount.

"A century ago, Americans spent 43 percent of their incomes on food and another 14 percent on clothing. By 2002, those shares were 13 percent and 4 percent. Meanwhile, family incomes (after inflation) had tripled. Filling the spending gaps are all the things we take for granted – cars, TVs, travel, telephones, the Internet. Home ownership has zipped from about 20 percent to almost 70 percent of households."⁶⁵

"A legion of aficionados across the country – usually men near or in retirement – devote their free time to buying, maintaining and playing with pricey, elaborate toy-train systems in their basements, garages or backyards. With full layouts that can cost tens of thousands of dollars, a prerequisite for toy-train junkies is plenty of expendable cash...Huff & Puff Industries...specializes in designing and installing elaborate track layouts. [Their] layouts start at \$25,000 'and go skyward from there.'"⁶⁶

"Americans spend \$22 billion a year on toys. While we have less than 4% of the world's kids we buy 40% of the toys. And many of them are Barbies. In fact, there are more Barbies than people in the U.S." ⁶⁷

"One in five American houses had at least four bedrooms in 2005. That's up from one in six in 1990, despite shrinking families and increasing costs for construction and energy. Houses with five or more bedrooms were the fastest growing type in that time, adding to the nation's consumption of resources and reputation for excess."⁶⁸

\$27 billion, the total that back-to-school sales are expected to reach in 2007

\$150 billion, total sales in the luxury market in 2006

\$179 billion, the amount spent by teenagers between the ages of 12 and 19 in 2006, this translates to \$102 per teen per week.⁶⁹

"I spend at least \$3 to \$4 a day, times five, which is \$20 a week. I spend anywhere between **\$80 and \$100 a month** on coffee."

* According to the Princeton Research Center, 84% of the U.S. Population cites a historically Christian tradition as its religious preference. Membership in these groups would be upwards of 60% of the entire population (see George H. Gallup, Jr., *Religion in America*, Princeton, NJ: The Princeton Religion Research Center, 1996). Consumer spending comes from the entire U.S. population.

1 A. Scott Moreau, "Putting the Survey in Perspective," Linda J. Weber and Dotsey Welliver, eds., *Mission Handbook 2007-2009* (Wheaton, IL: Evangelism and Missions Informational Service, 2007), p. 12, 13.

2 An online Reuters article titled "Video game sales up in 2005," posted on the SBC Yahoo News Web site

3 Appearing in an online article dated January 7, 2005, entitled "Jewelry Report, 2004: The Who, What, Where, How Much and Why of Jewelry Shopping" at <http://www.unitymarketingonline.com/reports2/jewelry/>

4 An Associated Press article appearing as " 'Meet the Fockers' holds off horror flick" in the *Champaign (Ill.) News-Gazette*, January 10, 2005, B-8.

5 An Associated Press article appearing as "Diamonds are a Girl's Best Buy" in the *Champaign (Ill.) News-Gazette*, August 22, 2002, D-1.

6 Data from U.S. Census Bureau, *Statistical Abstract of the United States:2000*, pg. 758.

7 An Associated Press article appearing as "Living High at the Millenium" in the *Champaign (Ill.) News-Gazette*, May 24,

1999, C-7.

8 An article by Kirby Pringle, staff writer, appearing as "Fast Food: How America (and the world) Traded Genteel Dining for a Good, Fast Meal" in the *Champaign (Ill.) News-Gazette*, January 23, 2000, E-1.

9 A Raleigh News & Observer article appearing as "The Easter Bunny is Taking on Santa" in the *Champaign (Ill.) News-Gazette*, April 13, 2001, C-12.

10 An Associated Press article appearing as "Hershey Faces New Challenges in Technology" in the *Champaign (Ill.) News-Gazette*, April 23, 2000, C-4.

11 A factoid provided by Alison McLean appearing in *Smithsonian* magazine, July 2003, p. 15.

12 An article by Patrick Walters an Associated Press writer appearing in the *Champaign (Ill.) News-Gazette*, March 26, 2004, D-2.

13 An article appearing online at the URL <http://www.foodinstitute.com/nasft/nasftupdate0911.htm>.

14 An Associated Press article appearing as "Diet soda inches up in soft drink market," in the *Champaign (Ill.) News-Gazette*, December 22, 2004, C-9.

15 An Associated Press article appearing as "Born Into Slavery" in the *Champaign (Ill.) News-Gazette*, July 22, 2001, B-1.

16 An Associated Press article appearing as "Vending Machines Turning High-Tech" in the *Champaign (Ill.) News-Gazette*, April 1, 2001, C-2.

17 A Milwaukee Journal Sentinel article appearing as "Gumballs: A Bit of History We Can All Chew On" in the *Champaign (Ill.) News-Gazette*, April 1, 2001, E-7.

18 A Springfield State Journal Register article appearing as "Christian Cards a Growing Business" in the *Champaign (Ill.) News-Gazette*, August 29, 1999, C-4.

19 A Business Week online article appearing as "This Three-way Slugfest is No Game" at www.businessweek.com, December 13, 2001.

20 An Associated Press article appearing as "Vintage Toy Maker Trying to Regain its Punch" in the *Champaign (Ill.) News-Gazette*, July 8, 2001, C-4.

21 A Scripps Howard News Service article appearing as "More People Buy Second Homes" in the *Champaign (Ill.) News-Gazette*, May 12, 2000, C-10.

22 An Associated Press article appearing as "Accessories Keep Lawn and Garden Industry Growing" in the *Champaign (Ill.) News-Gazette*, August 19, 2001, C-5.

23 A Knight Ridder Newspapers article appearing as "New Technology Really Hits Home in Texas" in the *Champaign (Ill.) News-Gazette*, May 26, 2001, D-4.

24 A George Will column appearing as "Where Bourgeois and Bohemians Meet" in the *Champaign (Ill.) News-Gazette*, April 9, 2000, B-2.

25 An Associated Press article appearing as "More People Hiring Pros to Run Big Homes" in the *Champaign (Ill.) News-Gazette*, March 15, 1999, B-2.

26 Jerry Adler, et al., "Been There, Done That", *Newsweek*, July 19, 1993, pg. 44.

27 An Associated Press article appearing as "Firm Books 100 Future Flights into Space" on AOL News, May 5, 2001.

28 *American Way* magazine, April 15, 2001, pg. 22.

29 A Milwaukee Journal Sentinel article appearing as "New Study Says Global Warming Could Kill Trout" in the *Champaign (Ill.) News-Gazette*, June 17, 2001, A-7.

30 A Scripps Howard News Service article appearing as "Lottery Game" in the *Champaign (Ill.) News-Gazette*, September 9, 2001, B-1.

31 A George Will column appearing as "Free Schools from Commercialism" in the *Champaign (Ill.) News-Gazette*, May 6, 2001, B-2.

32 An Associated Press article by Anne D'Innocenzio entitled "Tween Girls Are Getting Attention At Last" appearing in the *Champaign (Ill.) News-Gazette*, October 19, 2003, C-5

33 A column by Robert J. Samuelson in *Newsweek* magazine entitled "Show Kids the Money?", February 10, 2003, pg. 61.

34 An Associated Press article appearing as "Companies Look To Teen Buying Trends," in the *Champaign (Ill.) News-Gazette*, July 4, 2003, C-7.

35 An Associated Press article appearing as "Teeth Whitening Kits Not for Teens" in the *Champaign (Ill.) News-Gazette*, January 27, 2002, E-6.

36 A Press Enterprise article appearing as "Canine Crown Puts a Smile on the Face of One Dog Owner" in the *Champaign (Ill.) News-Gazette*, May 30, 2001, B-6.

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38 An article by Robert J. Samuelson, entitled "Adventure in Agelessness" appearing in *Newsweek* magazine, November 3, 2003, p. 47.

39 An article by David Noonan and Jerry Adler appearing in *Newsweek*, May 13, 2002, p.53.

40 An article by Johnnie L. Roberts appearing in *Newsweek* magazine, July 5, 2004, p. 51-53.

- 41 A Kansas City Star article appearing as "Limos Rides for Children? Opinions Differ on Values and Rewards" in *Champaign (Ill.) News-Gazette*, June 13, 2002, D-1.
- 42 An article by Debra Pressey, staff writer, appearing as "Cooked to Order" in *Champaign (Ill.) News-Gazette*, October 29, 2002, D-1.
- 43 An article by Ellen Lee entitled "Bridal Bliss Needn't Break the Bank" from the Contra Costa Times online website. Web address: http://www.bayarea.com/mld/cctimes/business/personal_finance/5524840.htm, posted March 31, 2003.
- 44 Bridal Guide InfoSource USA Today Snapshot, by Darryl Haralson and Keith Simmons, *USA Today*, June 23, 2004, Section B, pg. 1
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- 46 An article by Andrew Tobias appearing in *Parade* magazine, July 13, 2003, p. 14.
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- 50 Appearing in an online article entitled "\$125.7 bln of consumer electronics will be sold in 2005" at <http://www.itfacts.biz/index.php?id=P2397>
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- 53 Scott Burns in a column for the Universal Press Syndicate, entitled "What I Learned on my Summer Vacation" in *Champaign (Ill.) News-Gazette*, July 10, 2005, C-5.
- 54 A Knight Ridder Newspapers article appearing as "Romance Can Be Costly, But There Are Ways To Save" by Jennifer Openshaw, appearing in the *Champaign (Ill.) News-Gazette*, August 26, 2004, D-8.
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- 56 A Knight Ridder Newspapers article appearing as "American's race for space fuels boom in self-storage" by John Austin, appearing in the *Champaign (Ill.) News-Gazette*, September 17 2005, C-7.
- 57 A Knight Ridder Newspapers article appearing as "Close-to-Custom made shoes for the average guy" appearing in the *Champaign (Ill.) News-Gazette*, December 24, 2005, C-4.
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- 59 An Associated Press article appearing as "Watchers Go to Far Reaches to Follow Fowl" in the *Champaign (Ill.) News-Gazette*, January 26, 2006, C-3.
- 60 An article by David Bradley for AP Weekly Features in the *Champaign (Ill.) News-Gazette*, January 7, 2006, C-6.
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- 62 Online statistics provided by the Web site Cost of Wedding.com, at the specific URL of <http://www.costofwedding.com>.
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