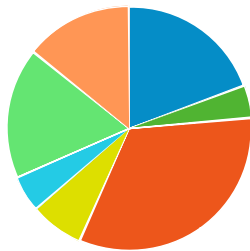


# Consumer Spending 20 Miles

Consumer Spending Report (20 mile radius around 2 Courthouse Square)

## Apparel (2015)

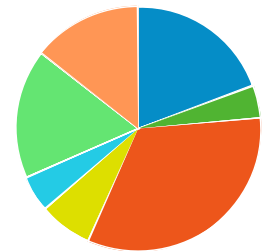
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,160</b>	<b>\$344,774</b>
Men's Apparel	\$417	\$66,578
Boys' Apparel	\$93	\$14,854
Women's Apparel	\$714	\$114,018
Girls' Apparel	\$150	\$24,001
Infants Apparel	\$103	\$16,557
Footwear	\$374	\$59,717
Apparel Services and Accessories	\$307	\$49,048

## Apparel (2020)

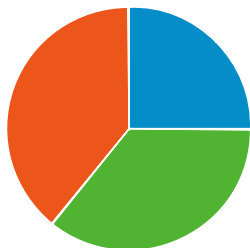
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,252</b>	<b>\$368,795</b>
Men's Apparel	\$435	\$71,243
Boys' Apparel	\$96	\$15,835
Women's Apparel	\$746	\$122,195
Girls' Apparel	\$156	\$25,549
Infants Apparel	\$107	\$17,645
Footwear	\$384	\$62,896
Apparel Services and Accessories	\$326	\$53,432

## Entertainment (2015)

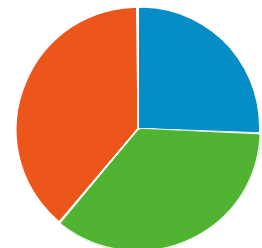
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,485</b>	<b>\$556,273</b>
Fees And Admissions	\$875	\$139,743
Video And Audio Equipment	\$1,245	\$198,788
Recreational Equipment And Supplies	\$1,364	\$217,743

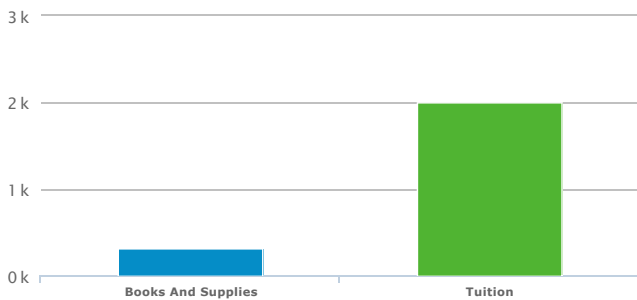
## Entertainment (2020)

- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



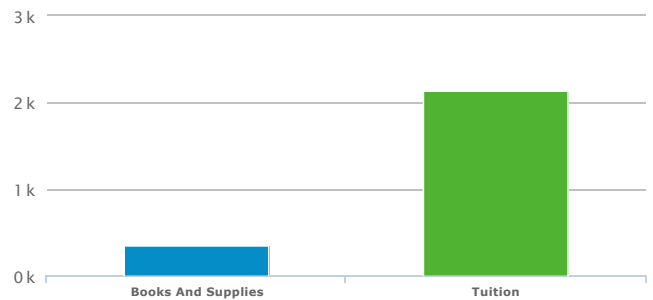
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,630</b>	<b>\$594,563</b>
Fees And Admissions	\$930	\$152,389
Video And Audio Equipment	\$1,289	\$211,236
Recreational Equipment And Supplies	\$1,410	\$230,938

## Education (2015)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Books And Supplies	\$300	\$480,000
Tuition	\$1,900	\$300,000

## Education (2020)

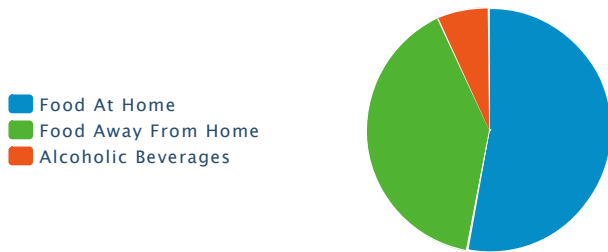


	\$ PER HOUSEHOLD	TOTAL \$000'S
Books And Supplies	\$350	\$560,000
Tuition	\$2,100	\$330,000

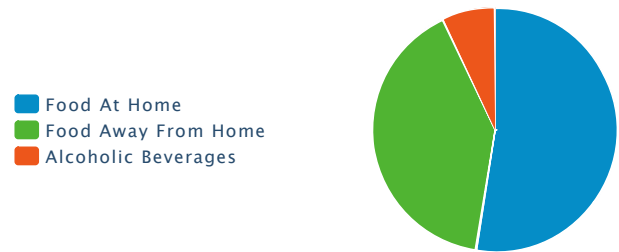
Totals:	\$2,325	\$371,120
Books And Supplies	\$325	\$51,926
Tuition	\$2,000	\$319,194

Totals:	\$2,481	\$406,384
Books And Supplies	\$347	\$56,853
Tuition	\$2,134	\$349,531

### Food and Beverages (2015)



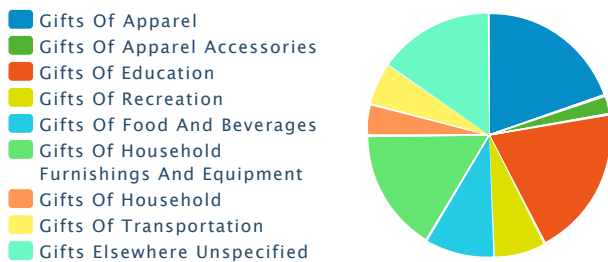
### Food and Beverages (2020)



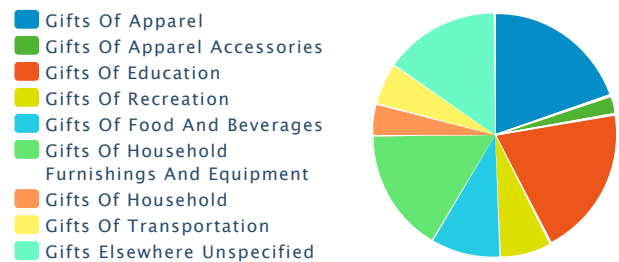
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,024	\$1,440,237
Food At Home	\$4,778	\$762,628
Food Away From Home	\$3,619	\$577,653
Alcoholic Beverages	\$626	\$99,956

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,331	\$1,527,995
Food At Home	\$4,905	\$803,329
Food Away From Home	\$3,765	\$616,607
Alcoholic Beverages	\$659	\$108,058

### Gifts (2015)



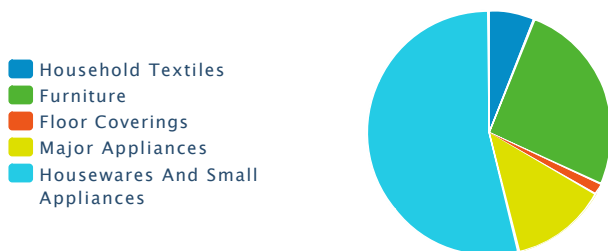
### Gifts (2020)



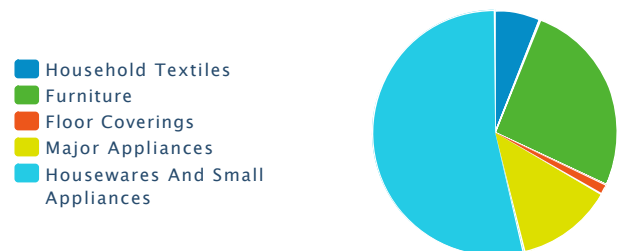
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,567	\$250,157
Gifts Of Apparel	\$310	\$49,601
Gifts Of Apparel Accessories	\$39	\$6,339
Gifts Of Education	\$315	\$50,332
Gifts Of Recreation	\$106	\$17,028
Gifts Of Food And Beverages	\$145	\$23,162
Gifts Of Household Furnishings And Equipment	\$255	\$40,844
Gifts Of Household	\$66	\$10,621
Gifts Of Transportation	\$85	\$13,640
Gifts Elsewhere Unspecified	\$241	\$38,589

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,661	\$272,155
Gifts Of Apparel	\$329	\$53,927
Gifts Of Apparel Accessories	\$42	\$6,898
Gifts Of Education	\$334	\$54,736
Gifts Of Recreation	\$113	\$18,529
Gifts Of Food And Beverages	\$153	\$25,144
Gifts Of Household Furnishings And Equipment	\$271	\$44,452
Gifts Of Household	\$70	\$11,524
Gifts Of Transportation	\$91	\$14,913
Gifts Elsewhere Unspecified	\$256	\$42,033

### Household Furnishings (2015)



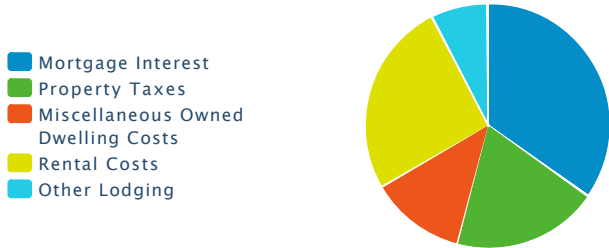
### Household Furnishings (2020)



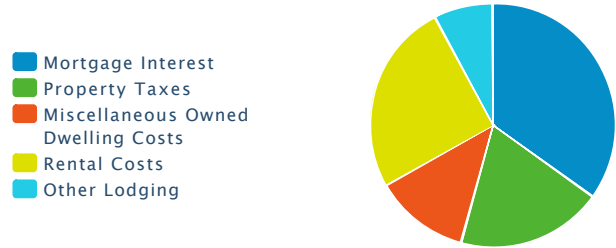
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,157</b>	<b>\$344,260</b>
Household Textiles	\$132	\$21,197
Furniture	\$556	\$88,760
Floor Coverings	\$31	\$4,985
Major Appliances	\$276	\$44,060
Housewares And Small Appliances	\$1,160	\$185,258

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,254</b>	<b>\$369,137</b>
Household Textiles	\$137	\$22,593
Furniture	\$583	\$95,516
Floor Coverings	\$33	\$5,448
Major Appliances	\$288	\$47,200
Housewares And Small Appliances	\$1,211	\$198,380

**Shelter (2015)**



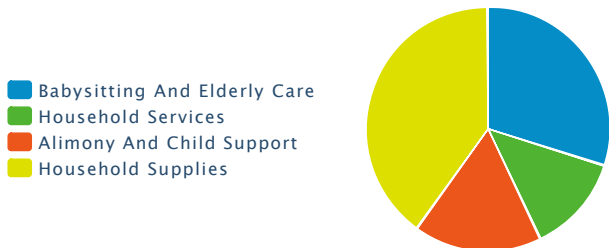
**Shelter (2020)**



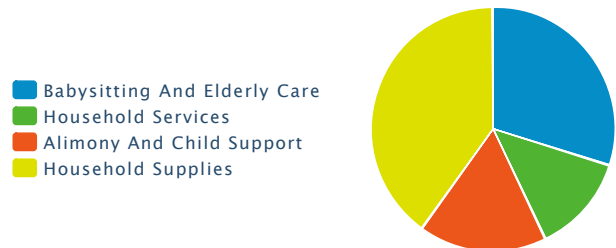
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$12,782</b>	<b>\$2,039,873</b>
Mortgage Interest	\$4,447	\$709,766
Property Taxes	\$2,462	\$393,037
Miscellaneous Owned Dwelling Costs	\$1,600	\$255,358
Rental Costs	\$3,301	\$526,837
Other Lodging	\$970	\$154,874

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$13,329</b>	<b>\$2,182,800</b>
Mortgage Interest	\$4,652	\$761,794
Property Taxes	\$2,591	\$424,365
Miscellaneous Owned Dwelling Costs	\$1,673	\$274,074
Rental Costs	\$3,369	\$551,797
Other Lodging	\$1,042	\$170,771

**Household Operations (2015)**



**Household Operations (2020)**



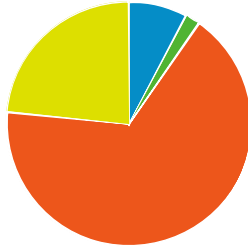
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,794</b>	<b>\$286,319</b>
Babysitting And Elderly Care	\$537	\$85,728
Household Services	\$234	\$37,405
Alimony And Child Support	\$303	\$48,411
Household Supplies	\$719	\$114,775

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,894</b>	<b>\$310,236</b>
Babysitting And Elderly Care	\$567	\$92,867
Household Services	\$247	\$40,480
Alimony And Child Support	\$321	\$52,593
Household Supplies	\$759	\$124,297

**Personal Care (2015)**

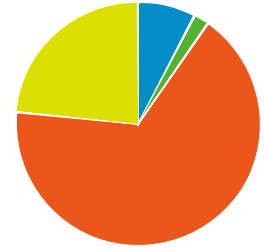
**Personal Care (2020)**

- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$802</b>	<b>\$128,106</b>
Hair Care	\$62	\$9,961
Electric Personal Care Appliances	\$15	\$2,522
Personal Care Services	\$537	\$85,708
Personal Care Products	\$187	\$29,915

- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$833</b>	<b>\$136,530</b>
Hair Care	\$64	\$10,626
Electric Personal Care Appliances	\$16	\$2,691
Personal Care Services	\$557	\$91,326
Personal Care Products	\$194	\$31,887

#### Utilities (2015)

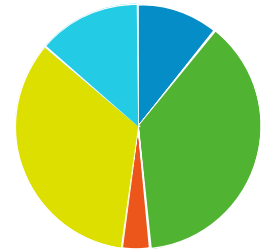
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,585</b>	<b>\$731,737</b>
Natural Gas	\$491	\$78,431
Electricity	\$1,731	\$276,381
Fuel Oil And Other Fuels	\$167	\$26,760
Telephone Service	\$1,565	\$249,757
Other Utilities	\$629	\$100,409

#### Utilities (2020)

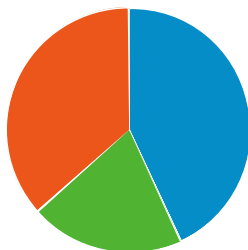
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,722</b>	<b>\$773,255</b>
Natural Gas	\$508	\$83,190
Electricity	\$1,780	\$291,603
Fuel Oil And Other Fuels	\$172	\$28,286
Telephone Service	\$1,611	\$263,840
Other Utilities	\$649	\$106,337

#### Reading (2015)

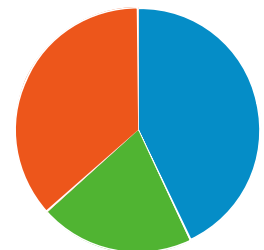
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$138</b>	<b>\$22,041</b>
Newspapers	\$59	\$9,457
Magazines	\$28	\$4,517
Books	\$50	\$8,067

#### Reading (2020)

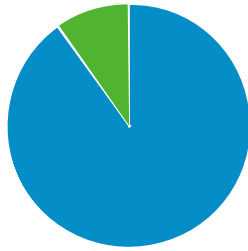
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$144</b>	<b>\$23,580</b>
Newspapers	\$61	\$10,124
Magazines	\$29	\$4,832
Books	\$52	\$8,625

**Tobacco (2015)**

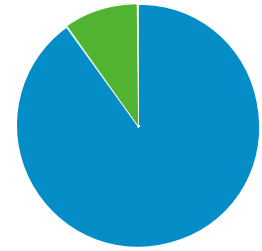
- Cigarettes
- Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$367</b>	<b>\$58,591</b>
<b>Cigarettes</b>	<b>\$330</b>	<b>\$52,725</b>
<b>Other Tobacco Products</b>	<b>\$36</b>	<b>\$5,866</b>

**Tobacco (2020)**

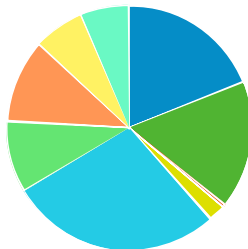
- Cigarettes
- Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$372</b>	<b>\$61,054</b>
<b>Cigarettes</b>	<b>\$335</b>	<b>\$54,941</b>
<b>Other Tobacco Products</b>	<b>\$37</b>	<b>\$6,113</b>

**Transportation (2015)**

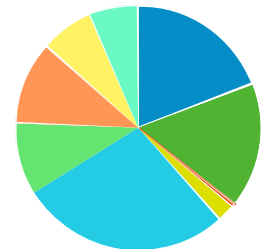
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$11,716</b>	<b>\$1,869,863</b>
<b>New Vehicle Purchase</b>	<b>\$2,232</b>	<b>\$356,322</b>
<b>Used Vehicle Purchase</b>	<b>\$1,956</b>	<b>\$312,158</b>
<b>Motorcycles (New And Used)</b>	<b>\$49</b>	<b>\$7,864</b>
<b>Vehicle Finance Charges</b>	<b>\$267</b>	<b>\$42,669</b>
<b>Gasoline And Oil</b>	<b>\$3,273</b>	<b>\$522,359</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$1,107</b>	<b>\$176,768</b>
<b>Vehicle Insurance</b>	<b>\$1,300</b>	<b>\$207,576</b>
<b>Public Transportation</b>	<b>\$781</b>	<b>\$124,727</b>
<b>Other Transportation Costs</b>	<b>\$748</b>	<b>\$119,422</b>

**Transportation (2020)**

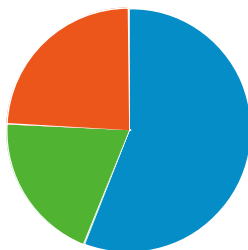
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$12,091</b>	<b>\$1,980,075</b>
<b>New Vehicle Purchase</b>	<b>\$2,320</b>	<b>\$379,940</b>
<b>Used Vehicle Purchase</b>	<b>\$1,995</b>	<b>\$326,719</b>
<b>Motorcycles (New And Used)</b>	<b>\$50</b>	<b>\$8,195</b>
<b>Vehicle Finance Charges</b>	<b>\$274</b>	<b>\$44,906</b>
<b>Gasoline And Oil</b>	<b>\$3,355</b>	<b>\$549,408</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$1,143</b>	<b>\$187,229</b>
<b>Vehicle Insurance</b>	<b>\$1,338</b>	<b>\$219,141</b>
<b>Public Transportation</b>	<b>\$830</b>	<b>\$135,978</b>
<b>Other Transportation Costs</b>	<b>\$785</b>	<b>\$128,558</b>

**Health Care (2015)**

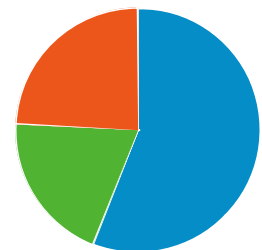
- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,910</b>	<b>\$783,643</b>
<b>Health Care Insurance</b>	<b>\$2,748</b>	<b>\$438,680</b>
<b>Health Care Services</b>	<b>\$972</b>	<b>\$155,133</b>

**Health Care (2020)**

- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



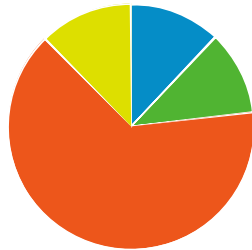
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$5,065</b>	<b>\$829,555</b>
<b>Health Care Insurance</b>	<b>\$2,835</b>	<b>\$464,342</b>
<b>Health Care Services</b>	<b>\$1,002</b>	<b>\$164,136</b>

Health Care Supplies And Equipment	\$1,189	\$189,830
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Health Care Supplies And Equipment	\$1,227	\$201,077
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#### Miscellaneous Expenses (2015)

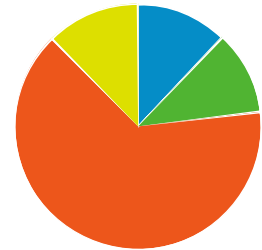
- Legal And Accounting
- Funeral And Cemetery
- Finance Charges Excluding Mortgage And Vehicle
- Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$909	\$145,197
Legal And Accounting	\$109	\$17,554
Funeral And Cemetery	\$101	\$16,125
Finance Charges Excluding Mortgage And Vehicle	\$585	\$93,497
Other Miscellaneous Expenses	\$112	\$18,020

#### Miscellaneous Expenses (2020)

- Legal And Accounting
- Funeral And Cemetery
- Finance Charges Excluding Mortgage And Vehicle
- Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$940	\$154,077
Legal And Accounting	\$113	\$18,639
Funeral And Cemetery	\$104	\$17,179
Finance Charges Excluding Mortgage And Vehicle	\$605	\$99,140
Other Miscellaneous Expenses	\$116	\$19,119

#### Personal Insurance (2015)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$467	\$74,630

#### Personal Insurance (2020)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$495	\$81,206

#### Contributions (2015)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,755	\$439,677

#### Contributions (2020)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,955	\$484,010

#### Retail Potential (2015)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$4,212	\$672,301
User Car Dealers	\$251	\$40,177
Recreational Vehicle Dealers	\$12	\$2,074
Motorcycle and Boat Dealers	\$182	\$29,138
Auto Parts and Accessories	\$655	\$104,665
Tire Dealers	\$298	\$47,680
Furniture Stores	\$429	\$68,595
Floor Covering Stores	\$152	\$24,273
Other Home Furnishing Stores	\$143	\$22,850
Appliances and Electronics Stores	\$988	\$157,698
Computer Stores	\$1,788	\$285,352
Camera and Photography Stores	\$110	\$17,667
Hardware Stores	\$232	\$37,055
Paint and Wallpaper Stores	\$21	\$3,403
Home Centers	\$513	\$81,888
Other Building Materials Stores	\$619	\$98,822
Outdoor Power Equipment Stores	\$19	\$3,095
Nursery and Garden Stores	\$154	\$24,640
Grocery Stores	\$7,021	\$1,120,584
Convenience Stores	\$297	\$47,517
Meat Markets	\$70	\$11,187
Fish and Seafood Markets	\$16	\$2,640
Fruit and Vegetable Markets	\$33	\$5,272

Source: Applied Geographic Solutions, 2015

Other Specialty Food Markets	\$51	\$8,243
Liquor Stores	\$168	\$26,915
Pharmacy and Drug Stores	\$1,483	\$236,803
Costmetics and Beauty Stores	\$63	\$10,093
Optical Goods Stores	\$147	\$23,617
Other Health and Personal Care Stores	\$119	\$19,094
Gasoline Stations with Convenience Stores	\$1,122	\$179,140
Gasoline Stations without Convenience Stores	\$182	\$29,141
Men's Clothing Stores	\$62	\$9,973
Women's Clothing Stores	\$200	\$31,941
Childrens' and Infant's Clothing Stores	\$111	\$17,735
Family Clothing Stores	\$421	\$67,287
Clothing Accessory Stores	\$22	\$3,655
Other Apparel Stores	\$49	\$7,975
Shoe Stores	\$133	\$21,296
Jewelry Stores	\$277	\$44,340
Luggage Stores	\$252	\$40,336
Sporting Goods Stores	\$185	\$29,570
Hobby, Toy, and Game Stores	\$55	\$8,929
Sewing and Needlecraft Stores	\$21	\$3,474
Musical Instrument Stores	\$44	\$7,076
Book Stores	\$389	\$62,123
Record, Tape, and CD Stores	\$105	\$16,778
Department Stores	\$3,364	\$536,933
Warehouse Superstores	\$1,421	\$226,818
Other General Merchandise Stores	\$403	\$64,410
Florists	\$33	\$5,268
Office and Stationary Stores	\$309	\$49,392
Gift and Souvenir Stores	\$98	\$15,776
Used Merchandise Stores	\$64	\$10,289
Pet and Pet Supply Stores	\$128	\$20,581
Art Dealers	\$12	\$2,011
Mobile Home Dealers	\$0	\$130
Other Miscellaneous Retail Stores	\$133	\$21,329
Mail Order and Catalog Stores	\$2,455	\$391,798
Vending Machines	\$100	\$16,065
Fuel Dealers	\$411	\$65,718
Other Direct Selling Establishments	\$213	\$34,146
Hotels and Other Travel Accomodations	\$160	\$25,614
RV Parks	\$2	\$409
Rooming and Boarding Houses	\$1	\$168
Full Service Restaurants	\$1,078	\$172,049
Limited Service Restaurants	\$1,066	\$170,170
Special Food Services and Catering	\$179	\$28,595
Drinking Places	\$98	\$15,769