

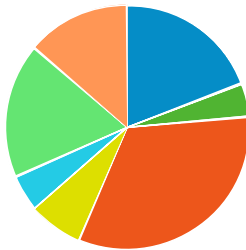


## 250 E Main St. Consumer Spending Report

Consumer Spending Report (-15 mile radius around Lat: 34.2369967 Lng: -84.4895403)

### Apparel (2016)

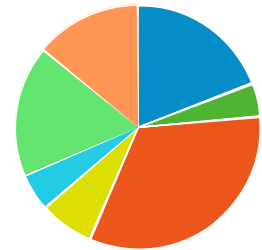
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,988</b>	<b>\$31,874</b>
Men's Apparel	\$382	\$6,127
Boys' Apparel	\$87	\$1,411
Women's Apparel	\$651	\$10,442
Girls' Apparel	\$141	\$2,273
Infants Apparel	\$96	\$1,554
Footwear	\$355	\$5,702
Apparel Services and Accessories	\$272	\$4,365

### Apparel (2021)

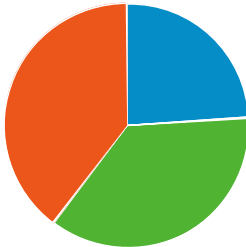
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,198</b>	<b>\$38,551</b>
Men's Apparel	\$422	\$7,414
Boys' Apparel	\$97	\$1,704
Women's Apparel	\$722	\$12,665
Girls' Apparel	\$157	\$2,760
Infants Apparel	\$107	\$1,888
Footwear	\$381	\$6,695
Apparel Services and Accessories	\$309	\$5,425

### Entertainment (2016)

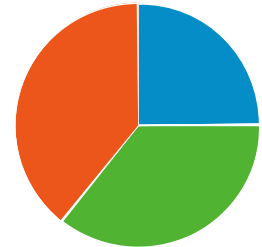
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,181</b>	<b>\$51,015</b>
Fees And Admissions	\$765	\$12,275
Video And Audio Equipment	\$1,154	\$18,514
Recreational Equipment And Supplies	\$1,261	\$20,226

### Entertainment (2021)

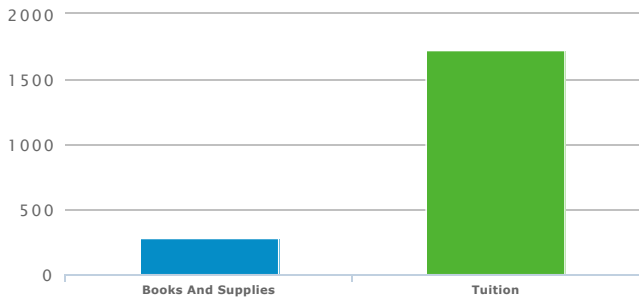
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



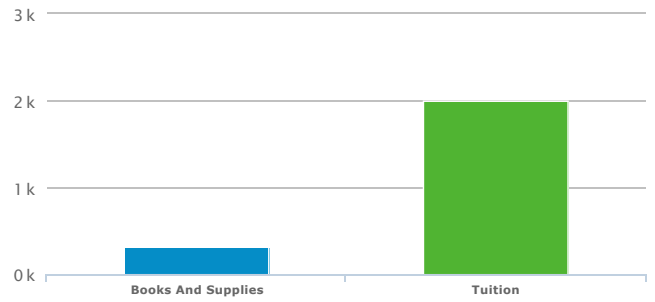
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,523</b>	<b>\$61,786</b>
Fees And Admissions	\$879	\$15,422
Video And Audio Equipment	\$1,261	\$22,126
Recreational Equipment And Supplies	\$1,382	\$24,238

### Education (2016)

### Education (2021)

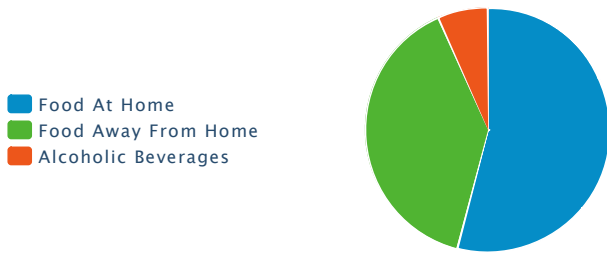


	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,008</b>	<b>\$32,198</b>
Books And Supplies	\$280	\$4,502
Tuition	\$1,727	\$27,697



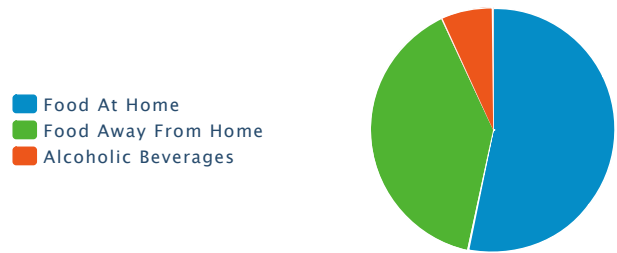
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,319</b>	<b>\$40,662</b>
Books And Supplies	\$324	\$5,687
Tuition	\$1,994	\$34,975

### Food and Beverages (2016)



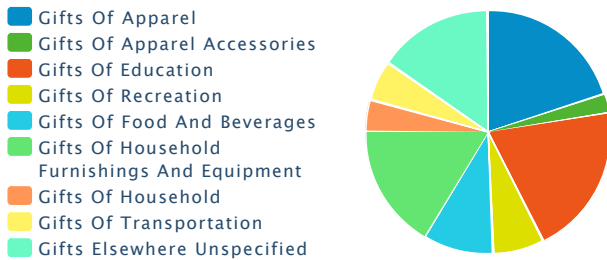
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$8,405</b>	<b>\$134,765</b>
Food At Home	\$4,544	\$72,869
Food Away From Home	\$3,300	\$52,922
Alcoholic Beverages	\$559	\$8,974

### Food and Beverages (2021)



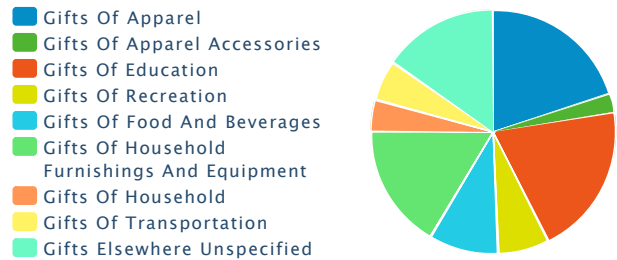
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$9,160</b>	<b>\$160,621</b>
Food At Home	\$4,891	\$85,766
Food Away From Home	\$3,639	\$63,822
Alcoholic Beverages	\$629	\$11,033

### Gifts (2016)



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,365</b>	<b>\$21,899</b>
Gifts Of Apparel	\$272	\$4,370
Gifts Of Apparel Accessories	\$34	\$555
Gifts Of Education	\$274	\$4,403
Gifts Of Recreation	\$93	\$1,492
Gifts Of Food And Beverages	\$126	\$2,029
Gifts Of Household Furnishings And Equipment	\$223	\$3,590
Gifts Of Household	\$58	\$939
Gifts Of Transportation	\$73	\$1,171
Gifts Elsewhere Unspecified	\$209	\$3,351

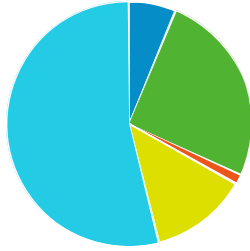
### Gifts (2021)



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,558</b>	<b>\$27,327</b>
Gifts Of Apparel	\$310	\$5,443
Gifts Of Apparel Accessories	\$39	\$692
Gifts Of Education	\$313	\$5,492
Gifts Of Recreation	\$106	\$1,860
Gifts Of Food And Beverages	\$144	\$2,528
Gifts Of Household Furnishings And Equipment	\$255	\$4,479
Gifts Of Household	\$66	\$1,168
Gifts Of Transportation	\$84	\$1,477
Gifts Elsewhere Unspecified	\$238	\$4,187

### Household Furnishings (2016)

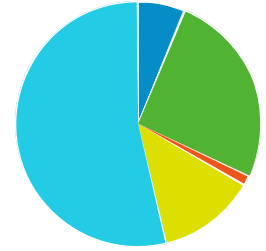
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,935</b>	<b>\$31,035</b>
Household Textiles	\$120	\$1,936
Furniture	\$495	\$7,950
Floor Coverings	\$26	\$424
Major Appliances	\$250	\$4,010
Housewares And Small Appliances	\$1,042	\$16,714

### Household Furnishings (2021)

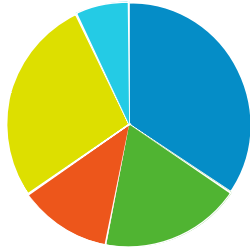
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,158</b>	<b>\$37,848</b>
Household Textiles	\$133	\$2,334
Furniture	\$557	\$9,769
Floor Coverings	\$30	\$534
Major Appliances	\$278	\$4,883
Housewares And Small Appliances	\$1,159	\$20,327

### Shelter (2016)

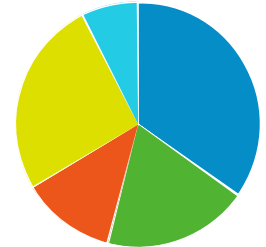
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$11,674</b>	<b>\$187,181</b>
Mortgage Interest	\$4,012	\$64,327
Property Taxes	\$2,182	\$34,988
Miscellaneous Owned Dwelling Costs	\$1,443	\$23,144
Rental Costs	\$3,203	\$51,361
Other Lodging	\$833	\$13,360

### Shelter (2021)

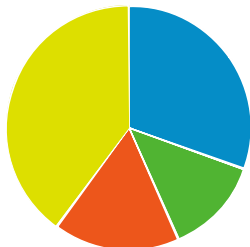
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$12,879</b>	<b>\$225,823</b>
Mortgage Interest	\$4,485	\$78,643
Property Taxes	\$2,465	\$43,236
Miscellaneous Owned Dwelling Costs	\$1,597	\$28,016
Rental Costs	\$3,359	\$58,912
Other Lodging	\$970	\$17,016

### Household Operations (2016)

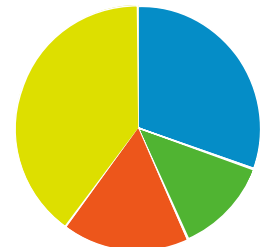
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,600</b>	<b>\$25,656</b>
Babysitting And Elderly Care	\$488	\$7,832
Household Services	\$206	\$3,310
Alimony And Child Support	\$267	\$4,286
Household Supplies	\$637	\$10,227

### Household Operations (2021)

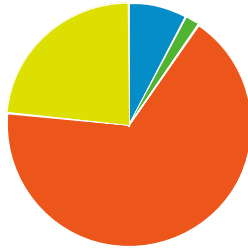
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,811</b>	<b>\$31,764</b>
Babysitting And Elderly Care	\$552	\$9,683
Household Services	\$233	\$4,096
Alimony And Child Support	\$303	\$5,320
Household Supplies	\$722	\$12,665

### Personal Care (2016)

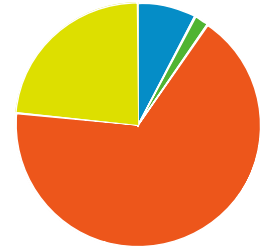
- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$739</b>	<b>\$11,855</b>
Hair Care	\$57	\$921
Electric Personal Care Appliances	\$14	\$233
Personal Care Services	\$494	\$7,936
Personal Care Products	\$172	\$2,766

### Personal Care (2021)

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$810</b>	<b>\$14,219</b>
Hair Care	\$63	\$1,106
Electric Personal Care Appliances	\$15	\$280
Personal Care Services	\$542	\$9,514
Personal Care Products	\$189	\$3,319

### Utilities (2016)

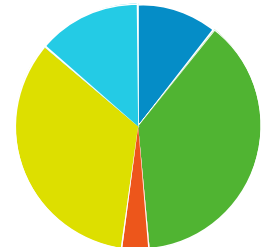
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,316</b>	<b>\$69,213</b>
Natural Gas	\$458	\$7,350
Electricity	\$1,639	\$26,287
Fuel Oil And Other Fuels	\$156	\$2,510
Telephone Service	\$1,472	\$23,616
Other Utilities	\$589	\$9,451

### Utilities (2021)

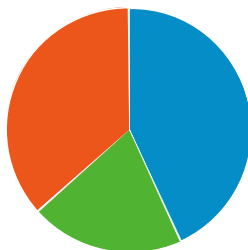
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,662</b>	<b>\$81,756</b>
Natural Gas	\$498	\$8,738
Electricity	\$1,765	\$30,950
Fuel Oil And Other Fuels	\$169	\$2,974
Telephone Service	\$1,589	\$27,866
Other Utilities	\$640	\$11,228

### Reading (2016)

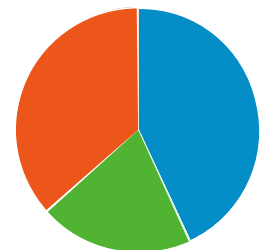
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$125</b>	<b>\$2,012</b>
Newspapers	\$53	\$863
Magazines	\$25	\$413
Books	\$45	\$737

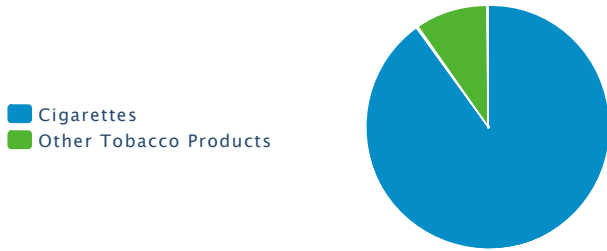
### Reading (2021)

- Newspapers
- Magazines
- Books



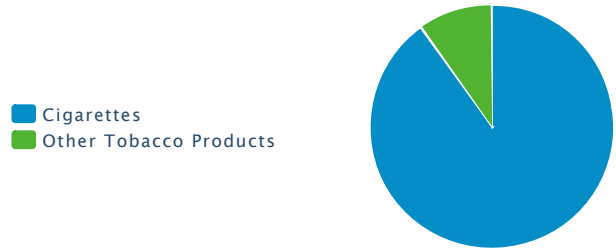
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$138</b>	<b>\$2,429</b>
Newspapers	\$59	\$1,042
Magazines	\$28	\$498
Books	\$50	\$889

### Tobacco (2016)



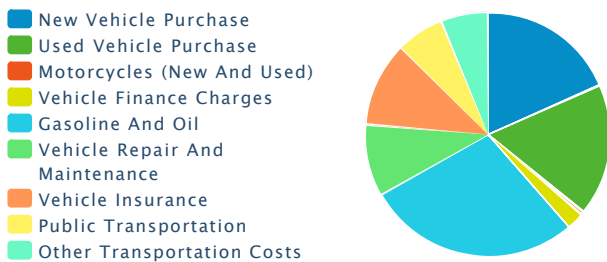
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$357</b>	<b>\$5,737</b>
<b>Cigarettes</b>	<b>\$322</b>	<b>\$5,163</b>
<b>Other Tobacco Products</b>	<b>\$35</b>	<b>\$575</b>

### Tobacco (2021)



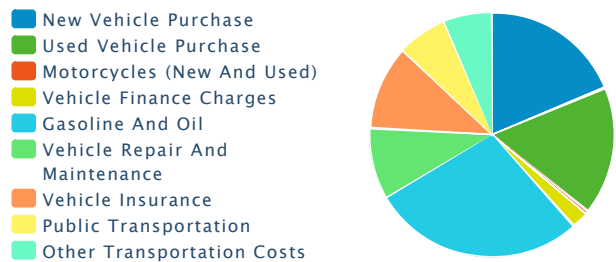
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$376</b>	<b>\$6,606</b>
<b>Cigarettes</b>	<b>\$339</b>	<b>\$5,944</b>
<b>Other Tobacco Products</b>	<b>\$37</b>	<b>\$662</b>

### Transportation (2016)



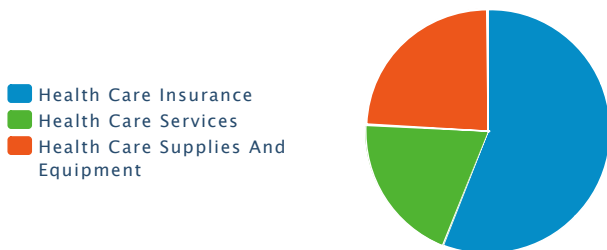
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$10,905</b>	<b>\$174,855</b>
<b>New Vehicle Purchase</b>	<b>\$2,008</b>	<b>\$32,203</b>
<b>Used Vehicle Purchase</b>	<b>\$1,899</b>	<b>\$30,449</b>
<b>Motorcycles (New And Used)</b>	<b>\$45</b>	<b>\$733</b>
<b>Vehicle Finance Charges</b>	<b>\$250</b>	<b>\$4,022</b>
<b>Gasoline And Oil</b>	<b>\$3,087</b>	<b>\$49,504</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$1,032</b>	<b>\$16,559</b>
<b>Vehicle Insurance</b>	<b>\$1,213</b>	<b>\$19,449</b>
<b>Public Transportation</b>	<b>\$690</b>	<b>\$11,066</b>
<b>Other Transportation Costs</b>	<b>\$677</b>	<b>\$10,870</b>

### Transportation (2021)



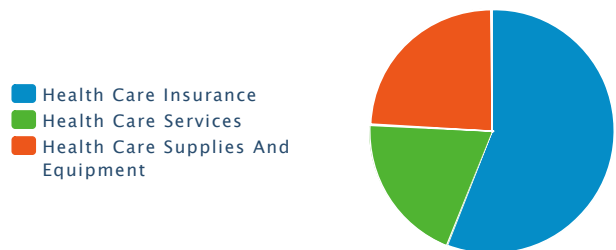
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$11,864</b>	<b>\$208,034</b>
<b>New Vehicle Purchase</b>	<b>\$2,230</b>	<b>\$39,104</b>
<b>Used Vehicle Purchase</b>	<b>\$2,012</b>	<b>\$35,284</b>
<b>Motorcycles (New And Used)</b>	<b>\$48</b>	<b>\$842</b>
<b>Vehicle Finance Charges</b>	<b>\$271</b>	<b>\$4,759</b>
<b>Gasoline And Oil</b>	<b>\$3,322</b>	<b>\$58,262</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$1,122</b>	<b>\$19,687</b>
<b>Vehicle Insurance</b>	<b>\$1,313</b>	<b>\$23,039</b>
<b>Public Transportation</b>	<b>\$785</b>	<b>\$13,775</b>
<b>Other Transportation Costs</b>	<b>\$757</b>	<b>\$13,282</b>

### Health Care (2016)



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,571</b>	<b>\$73,289</b>
<b>Health Care Insurance</b>	<b>\$2,558</b>	<b>\$41,025</b>
<b>Health Care Services</b>	<b>\$910</b>	<b>\$14,604</b>
<b>Health Care Supplies And Equipment</b>	<b>\$1,101</b>	<b>\$17,661</b>

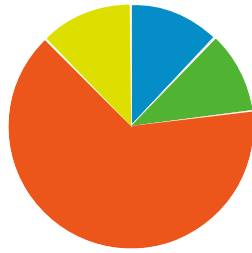
### Health Care (2021)



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,947</b>	<b>\$86,745</b>
<b>Health Care Insurance</b>	<b>\$2,768</b>	<b>\$48,551</b>
<b>Health Care Services</b>	<b>\$985</b>	<b>\$17,277</b>
<b>Health Care Supplies And Equipment</b>	<b>\$1,192</b>	<b>\$20,917</b>

### Miscellaneous Expenses (2016)

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$838</b>	<b>\$13,444</b>
Legal And Accounting	\$101	\$1,621
Funeral And Cemetery	\$92	\$1,479
Finance Charges Excluding Mortgage And Vehicle	\$541	\$8,674
Other Miscellaneous Expenses	\$104	\$1,670

### Personal Insurance (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$413	\$6,634

### Contributions (2016)

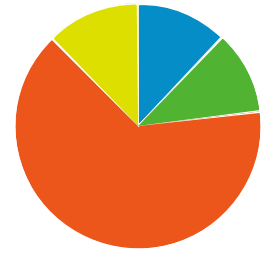
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,381	\$38,187

### Retail Potential (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$3,961	\$63,512
User Car Dealers	\$237	\$3,805
Recreational Vehicle Dealers	\$12	\$194
Motorcycle and Boat Dealers	\$169	\$2,721
Auto Parts and Accessories	\$611	\$9,801
Tire Dealers	\$278	\$4,468
Furniture Stores	\$382	\$6,137
Floor Covering Stores	\$137	\$2,198
Other Home Furnishing Stores	\$128	\$2,060
Appliances and Electronics Stores	\$896	\$14,375
Computer Stores	\$1,611	\$25,832
Camera and Photography Stores	\$102	\$1,644
Hardware Stores	\$208	\$3,351
Paint and Wallpaper Stores	\$19	\$308
Home Centers	\$463	\$7,428
Other Building Materials Stores	\$558	\$8,949
Outdoor Power Equipment Stores	\$17	\$279
Nursery and Garden Stores	\$139	\$2,235
Grocery Stores	\$6,456	\$103,520
Convenience Stores	\$273	\$4,391
Meat Markets	\$65	\$1,058
Fish and Seafood Markets	\$15	\$248
Fruit and Vegetable Markets	\$31	\$500
Other Specialty Food Markets	\$48	\$783
Liquor Stores	\$152	\$2,438

### Miscellaneous Expenses (2021)

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$913</b>	<b>\$16,016</b>
Legal And Accounting	\$110	\$1,934
Funeral And Cemetery	\$101	\$1,774
Finance Charges Excluding Mortgage And Vehicle	\$588	\$10,320
Other Miscellaneous Expenses	\$113	\$1,989

### Personal Insurance (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$471	\$8,268

### Contributions (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,774	\$48,655

Source: Applied Geographic Solutions, 2016

Pharmacy and Drug Stores	\$1,353	\$21,696
Costmetics and Beauty Stores	\$57	\$929
Optical Goods Stores	\$137	\$2,202
Other Health and Personal Care Stores	\$109	\$1,755
Gasoline Stations with Convenience Stores	\$1,028	\$16,498
Gasoline Stations without Convenience Stores	\$169	\$2,713
Men's Clothing Stores	\$57	\$918
Women's Clothing Stores	\$182	\$2,919
Childrens' and Infant's Clothing Stores	\$102	\$1,643
Family Clothing Stores	\$384	\$6,169
Clothing Accessory Stores	\$20	\$327
Other Apparel Stores	\$45	\$734
Shoe Stores	\$125	\$2,018
Jewelry Stores	\$243	\$3,901
Luggage Stores	\$226	\$3,639
Sporting Goods Stores	\$170	\$2,738
Hobby, Toy, and Game Stores	\$51	\$819
Sewing and Needlecraft Stores	\$19	\$311
Musical Instrument Stores	\$40	\$652
Book Stores	\$361	\$5,789
Record, Tape, and CD Stores	\$96	\$1,544
Department Stores	\$3,033	\$48,636
Warehouse Superstores	\$1,301	\$20,867
Other General Merchandise Stores	\$363	\$5,831
Florists	\$29	\$472
Office and Stationary Stores	\$278	\$4,462
Gift and Souvenir Stores	\$88	\$1,426
Used Merchandise Stores	\$58	\$941
Pet and Pet Supply Stores	\$119	\$1,922
Art Dealers	\$11	\$180
Mobile Home Dealers	\$0	\$13
Other Miscellaneous Retail Stores	\$120	\$1,928
Mail Order and Catalog Stores	\$2,219	\$35,580
Vending Machines	\$94	\$1,509
Fuel Dealers	\$386	\$6,202
Other Direct Selling Establishments	\$196	\$3,143
Hotels and Other Travel Accomodations	\$145	\$2,337
RV Parks	\$2	\$37
Rooming and Boarding Houses	\$1	\$17
Full Service Restaurants	\$978	\$15,694
Limited Service Restaurants	\$971	\$15,571
Special Food Services and Catering	\$163	\$2,615
Drinking Places	\$88	\$1,413

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