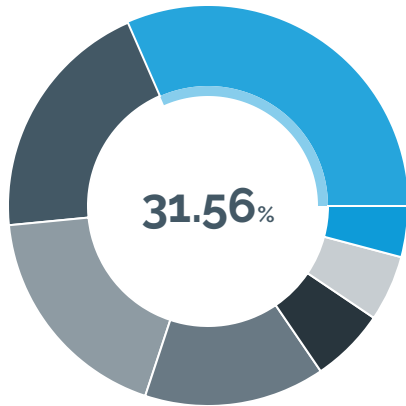




Consumer Expenditures Report

30 minute drive time from Montgomery, Illinois

Apparel

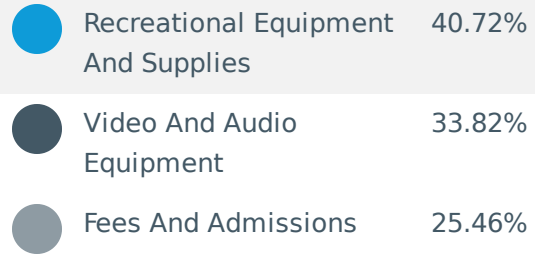
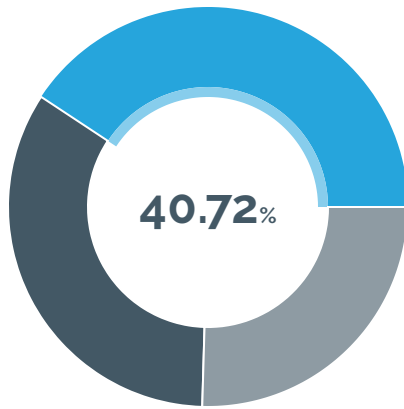


- Women's Apparel 31.56%
- Footwear 19.98%
- Men's Apparel 18.38%
- Apparel Services and Accessories 14.61%
- Girls' Apparel 6.02%
- Boys' Apparel 5.32%
- Infants Apparel 4.12%

2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,576	\$357,832
Men's Apparel	\$473	\$65,793
Boys' Apparel	\$137	\$19,074
Women's Apparel	\$812	\$112,815
Girls' Apparel	\$155	\$21,555
Infants Apparel	\$106	\$14,785
Footwear	\$514	\$71,500
Apparel Services and Accessories	\$376	\$52,309

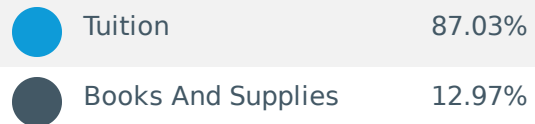
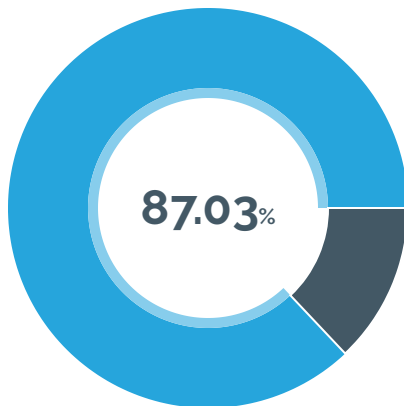
Entertainment



2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$4,137	\$574,691
Fees And Admissions	\$1,053	\$146,363
Video And Audio Equipment	\$1,399	\$194,346
Recreational Equipment And Supplies	\$1,684	\$233,982

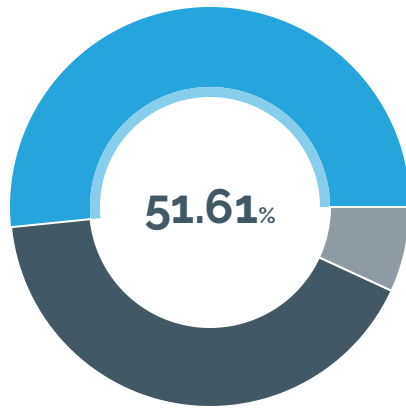
Education






2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,244	\$311,784
Books And Supplies	\$291	\$40,480
Tuition	\$1,953	\$271,305

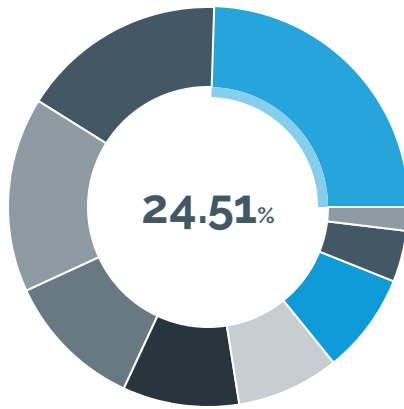
Food and Beverages



	Food At Home	51.61%
	Food Away From Home	41.51%
	Alcoholic Beverages	6.88%

2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$10,586	\$1,470,588
Food At Home	\$5,463	\$758,896
Food Away From Home	\$4,394	\$610,458
Alcoholic Beverages	\$728	\$101,234

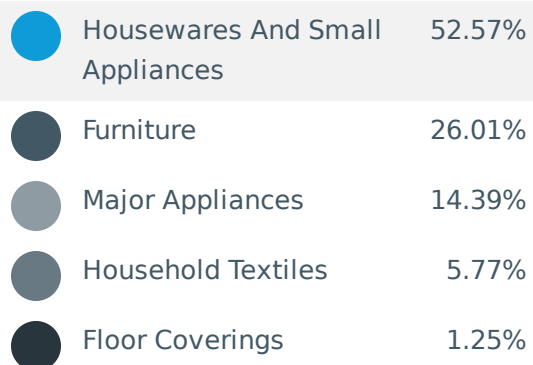
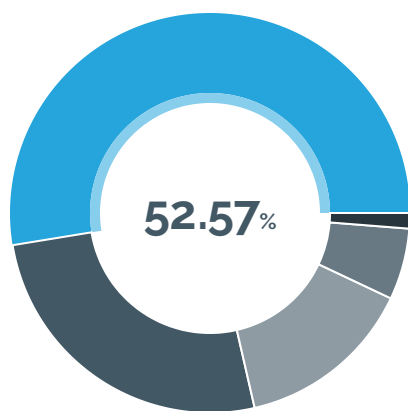


● Gifts Of Education	24.51%
● Gifts Of Apparel	16.6%
● Gifts Of Household Furnishings And Equipment	15.76%
● Gifts Elsewhere Unspecified	11.22%
● Gifts Of Transportation	9.42%
● Gifts Of Food And Beverages	8.3%
● Gifts Of Recreation	8.13%
● Gifts Of Household	4.15%
● Gifts Of Apparel Accessories	1.91%

2019

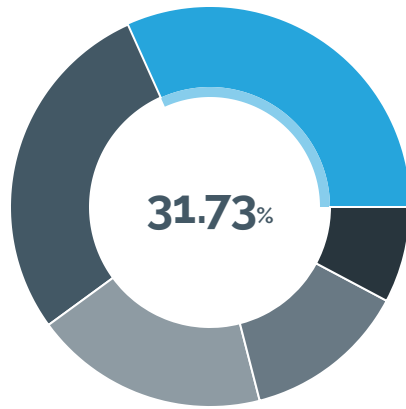
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,787	\$248,235
Gifts Of Apparel	\$296	\$41,142
Gifts Of Apparel Accessories	\$34	\$4,799
Gifts Of Education	\$437	\$60,704
Gifts Of Recreation	\$145	\$20,178
Gifts Of Food And Beverages	\$148	\$20,646
Gifts Of Household Furnishings And Equipment	\$281	\$39,132
Gifts Of Household	\$74	\$10,413
Gifts Of Transportation	\$168	\$23,354
Gifts Elsewhere Unspecified	\$200	\$27,867



Household Furnishings



2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,566	\$356,564
Household Textiles	\$148	\$20,598
Furniture	\$667	\$92,731
Floor Coverings	\$32	\$4,578
Major Appliances	\$369	\$51,373
Housewares And Small Appliances	\$1,348	\$187,283

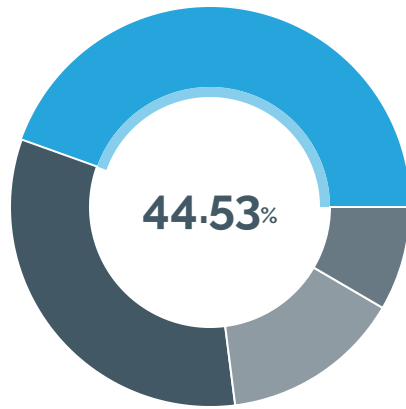


	Mortgage Interest	31.73%
	Rental Costs	28.31%
	Property Taxes	18.96%
	Miscellaneous Owned Dwelling Costs	13.23%
	Other Lodging	7.77%

2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$15,103	\$2,098,019
Mortgage Interest	\$4,792	\$665,733
Property Taxes	\$2,863	\$397,697
Miscellaneous Owned Dwelling Costs	\$1,998	\$277,648
Rental Costs	\$4,275	\$593,904
Other Lodging	\$1,173	\$163,036

Household Operations

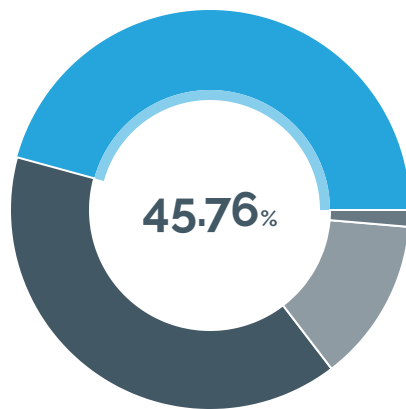


Household Services	44.53%
Household Supplies	32.49%
Alimony And Child Support	14.57%
Babysitting And Elderly Care	8.41%

2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,842	\$394,875
Babysitting And Elderly Care	\$239	\$33,233
Household Services	\$1,265	\$175,781
Alimony And Child Support	\$414	\$57,614
Household Supplies	\$923	\$128,247

Personal Care

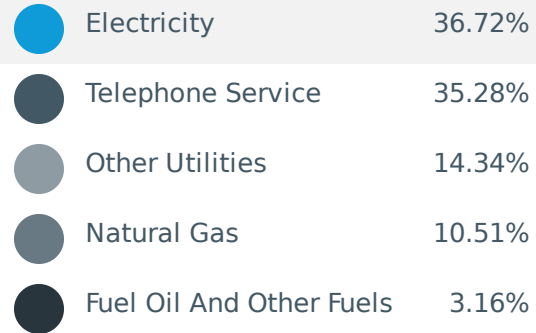
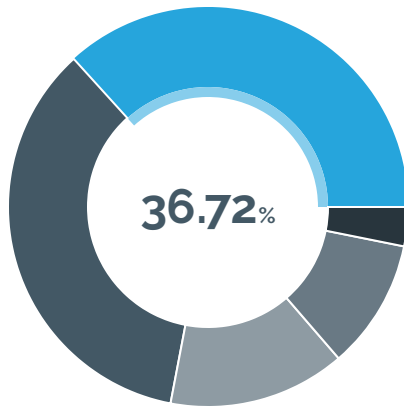


Personal Care Services	45.76%
Personal Care Products	39.65%
Hair Care	13.25%
Electric Personal Care Appliances	1.35%

2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$968	\$134,515
Hair Care	\$128	\$17,895
Electric Personal Care Appliances	\$13	\$1,890
Personal Care Services	\$442	\$61,483
Personal Care Products	\$383	\$53,247

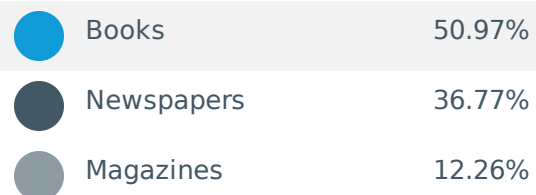
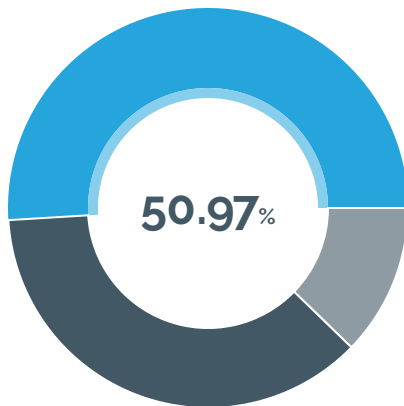
Utilities



2019

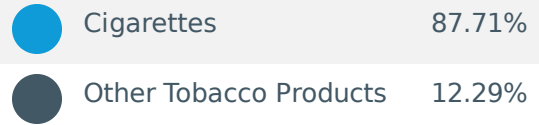
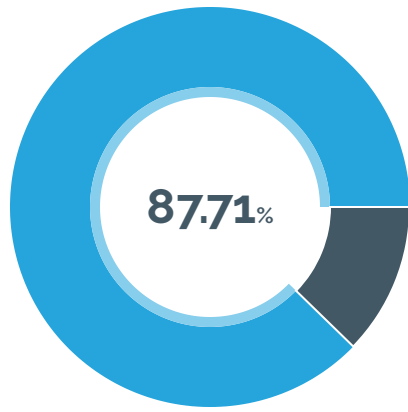
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$5,198	\$722,113
Natural Gas	\$546	\$75,915
Electricity	\$1,908	\$265,088
Fuel Oil And Other Fuels	\$164	\$22,876
Telephone Service	\$1,833	\$254,729
Other Utilities	\$745	\$103,506

Reading



2019

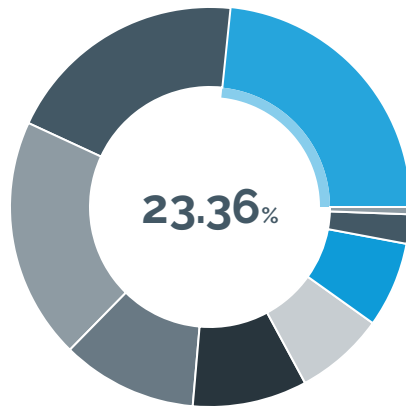
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$156	\$21,689
Newspapers	\$57	\$7,981
Magazines	\$19	\$2,657
Books	\$79	\$11,051



2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$408	\$56,693
Cigarettes	\$357	\$49,616
Other Tobacco Products	\$50	\$7,077

Transportation

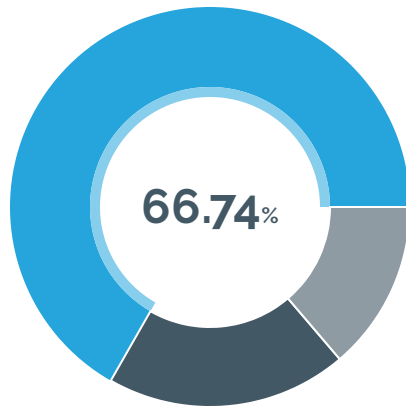


● Gasoline And Oil	23.36%
● New Vehicle Purchase	19.75%
● Used Vehicle Purchase	19.54%
● Vehicle Insurance	10.97%
● Vehicle Repair And Maintenance	9.26%
● Public Transportation	7.25%
Other Transportation Costs	6.91%
Vehicle Finance Charges	2.37%
Motorcycles (New And Used)	0.58%

2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$13,227	\$1,837,475
New Vehicle Purchase	\$2,611	\$362,711
Used Vehicle Purchase	\$2,584	\$359,073
Motorcycles (New And Used)	\$77	\$10,705
Vehicle Finance Charges	\$313	\$43,614
Gasoline And Oil	\$3,089	\$429,155
Vehicle Repair And Maintenance	\$1,225	\$170,246
Vehicle Insurance	\$1,451	\$201,635
Public Transportation	\$959	\$133,264
Other Transportation Costs	\$914	\$127,072

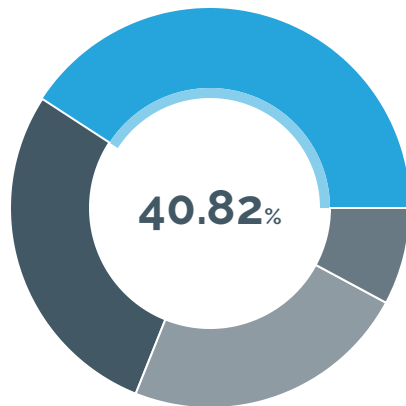
Health Care



2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$5,990	\$832,190
Health Care Insurance	\$3,997	\$555,339
Health Care Services	\$1,168	\$162,319
Health Care Supplies And Equipment	\$824	\$114,531

Miscellaneous Expenses



2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,363	\$189,384
Legal And Accounting	\$316	\$43,987
Funeral And Cemetery	\$107	\$14,871
Finance Charges Excluding Mortgage And Vehicle	\$556	\$77,315
Other Miscellaneous Expenses	\$383	\$53,210

Personal Insurance

2019

**\$ PER
HOUSEHOLD TOTAL
\$000'S**

Total

\$523 \$72,752

Contributions

2019

**\$ PER
HOUSEHOLD TOTAL
\$000'S**

Total

\$2,378 \$330,401

Retail Potential

	\$ PER HOUSEHOLD	TOTAL \$000'S
Other Health and Personal Care Stores	\$69	\$9,611
Gasoline Stations with Convenience Stores	\$0	n/a
Gasoline Stations without Convenience Stores	\$3,576	\$496,863
Men's Clothing Stores	\$55	\$7,669
Women's Clothing Stores	\$238	\$33,071
Childrens' and Infant's Clothing Stores	\$104	\$14,552
Family Clothing Stores	\$638	\$88,728
Clothing Accessory Stores	\$51	\$7,120
Other Apparel Stores	\$77	\$10,793
Shoe Stores	\$261	\$36,346
Jewelry Stores	\$125	\$17,498
Luggage Stores	\$9	\$1,353
Sporting Goods Stores	\$328	\$45,653
Hobby, Toy, and Game Stores	\$93	\$12,945
Sewing and Needlecraft Stores	\$29	\$4,123
Musical Instrument Stores	\$25	\$3,543
Book Stores	\$117	\$16,278
Record,Tape,and CD Stores	\$0	n/a
Department Stores	\$1,273	\$176,939
Warehouse Superstores	\$3,115	\$432,798
Other General Merchandise Stores	\$476	\$66,226
Florists	\$23	\$3,323
Office and Stationary Stores	\$66	\$9,254
Gift and Souvenir Stores	\$80	\$11,198
Used Merchandise Stores	\$46	\$6,410
Pet and Pet Supply Stores	\$271	\$37,678
Art Dealers	\$21	\$3,012
Mobile Home Dealers	\$39	\$5,520
Other Miscellaneous Retail Stores	\$115	\$15,984
Mail Order and Catalog Stores	\$1,879	\$261,132
Vending Machines	\$50	\$7,041
Fuel Dealers	\$181	\$25,168

	\$ PER HOUSEHOLD	TOTAL \$000'S
Other Direct Selling Establishments	\$142	\$19,839
Hotels and Other Travel Accommodations	\$240	\$33,465
RV Parks	\$2	\$328
Rooming and Boarding Houses	\$1	\$237
Full Service Restaurants	\$3,418	\$474,854
Limited Service Restaurants	\$337	\$46,878
Special Food Services and Catering	\$380	\$52,860
Drinking Places	\$109	\$15,264

Data Source: Applied Geographic Solutions 2019