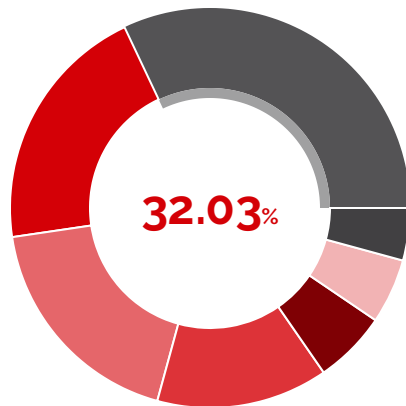




# Consumer Expenditures Report

## Williamsburg, Ohio

### Apparel

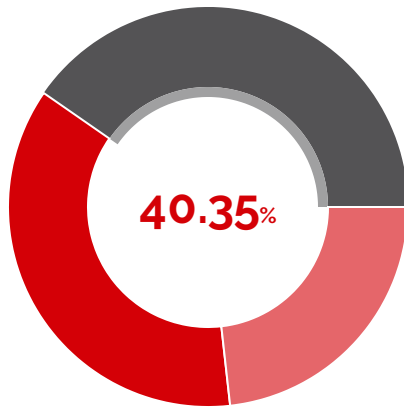


Women's Apparel	32.03%
Footwear	20.3%
Men's Apparel	18.43%
Apparel Services and Accessories	13.87%
Girls' Apparel	5.89%
Boys' Apparel	5.25%
Infants Apparel	4.23%

### 2019

	\$ PER HOUSEHOLD	TOTAL \$'000'S
<b>Total</b>	<b>\$1,870</b>	<b>\$1,893</b>
<b>Men's Apparel</b>	<b>\$344</b>	<b>\$349</b>
<b>Boys' Apparel</b>	<b>\$98</b>	<b>\$100</b>
<b>Women's Apparel</b>	<b>\$598</b>	<b>\$605</b>
<b>Girls' Apparel</b>	<b>\$110</b>	<b>\$112</b>
<b>Infants Apparel</b>	<b>\$79</b>	<b>\$80</b>
<b>Footwear</b>	<b>\$379</b>	<b>\$384</b>
<b>Apparel Services and Accessories</b>	<b>\$259</b>	<b>\$263</b>

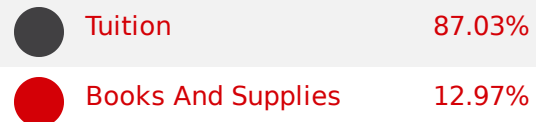
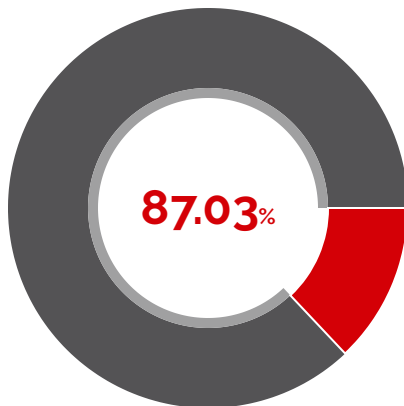
## Entertainment



**2019**

	\$ PER HOUSEHOLD	TOTAL \$'000'S
<b>Total</b>	<b>\$3,011</b>	<b>\$3,047</b>
<b>Fees And Admissions</b>	<b>\$699</b>	<b>\$708</b>
<b>Video And Audio Equipment</b>	<b>\$1,096</b>	<b>\$1,110</b>
<b>Recreational Equipment And Supplies</b>	<b>\$1,214</b>	<b>\$1,229</b>

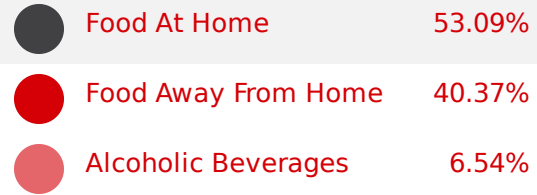
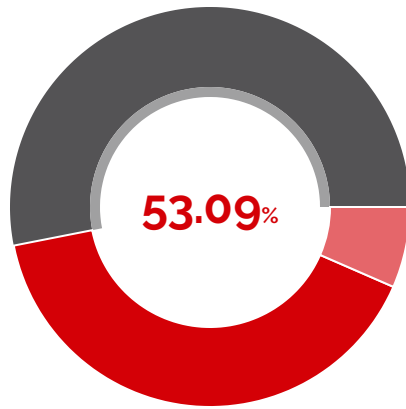
## Education



**2019**

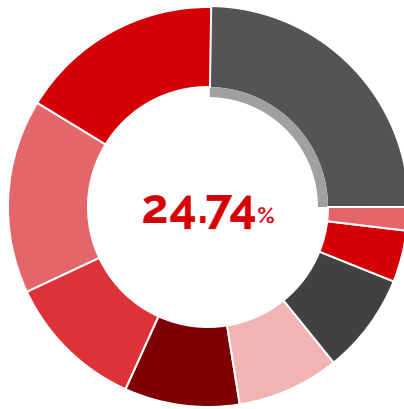
	\$ PER HOUSEHOLD	TOTAL \$'000'S
<b>Total</b>	<b>\$1,488</b>	<b>\$1,506</b>
<b>Books And Supplies</b>	<b>\$193</b>	<b>\$195</b>
<b>Tuition</b>	<b>\$1,295</b>	<b>\$1,311</b>

## Food and Beverages



**2019**

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$8,004</b>	<b>\$8,101</b>
<b>Food At Home</b>	<b>\$4,249</b>	<b>\$4,301</b>
<b>Food Away From Home</b>	<b>\$3,231</b>	<b>\$3,270</b>
<b>Alcoholic Beverages</b>	<b>\$523</b>	<b>\$530</b>

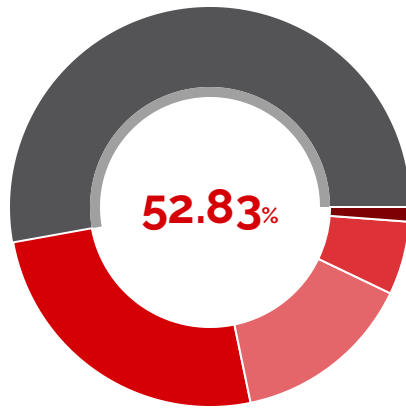


● Gifts Of Education	24.74%
● Gifts Of Apparel	16.55%
● Gifts Of Household Furnishings And Equipment	15.68%
● Gifts Elsewhere Unspecified	11.27%
● Gifts Of Transportation	9.3%
● Gifts Of Food And Beverages	8.27%
● Gifts Of Recreation	8.12%
● Gifts Of Household	4.18%
● Gifts Of Apparel Accessories	1.89%

**2019**

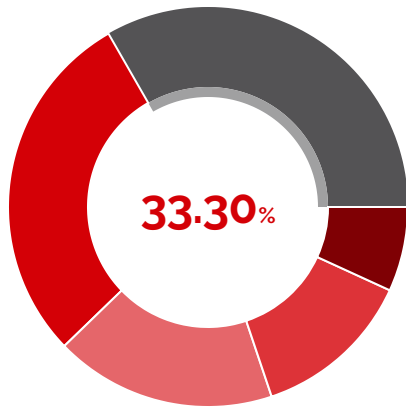
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$1,273</b>	<b>\$1,288</b>
<b>Gifts Of Apparel</b>	<b>\$210</b>	<b>\$213</b>
<b>Gifts Of Apparel Accessories</b>	<b>\$24</b>	<b>\$25</b>
<b>Gifts Of Education</b>	<b>\$314</b>	<b>\$318</b>
<b>Gifts Of Recreation</b>	<b>\$103</b>	<b>\$105</b>
<b>Gifts Of Food And Beverages</b>	<b>\$105</b>	<b>\$107</b>
<b>Gifts Of Household Furnishings And Equipment</b>	<b>\$199</b>	<b>\$202</b>
<b>Gifts Of Household</b>	<b>\$53</b>	<b>\$54</b>
<b>Gifts Of Transportation</b>	<b>\$118</b>	<b>\$120</b>
<b>Gifts Elsewhere Unspecified</b>	<b>\$143</b>	<b>\$145</b>

## Household Furnishings



**2019**

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$1,875</b>	<b>\$1,898</b>
<b>Household Textiles</b>	<b>\$111</b>	<b>\$113</b>
<b>Furniture</b>	<b>\$476</b>	<b>\$483</b>
<b>Floor Coverings</b>	<b>\$22</b>	<b>\$23</b>
<b>Major Appliances</b>	<b>\$274</b>	<b>\$278</b>
<b>Housewares And Small Appliances</b>	<b>\$989</b>	<b>\$1,002</b>

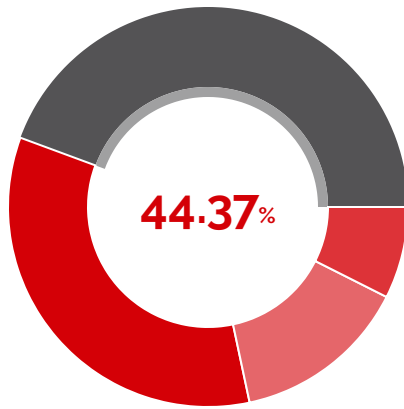


Rental Costs	33.3%
Mortgage Interest	28.94%
Property Taxes	17.92%
Miscellaneous Owned Dwelling Costs	13%
Other Lodging	6.84%

**2019**

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$11,351</b>	<b>\$11,488</b>
<b>Mortgage Interest</b>	<b>\$3,285</b>	<b>\$3,325</b>
<b>Property Taxes</b>	<b>\$2,034</b>	<b>\$2,059</b>
<b>Miscellaneous Owned Dwelling Costs</b>	<b>\$1,476</b>	<b>\$1,494</b>
<b>Rental Costs</b>	<b>\$3,779</b>	<b>\$3,824</b>
<b>Other Lodging</b>	<b>\$776</b>	<b>\$786</b>

## Household Operations

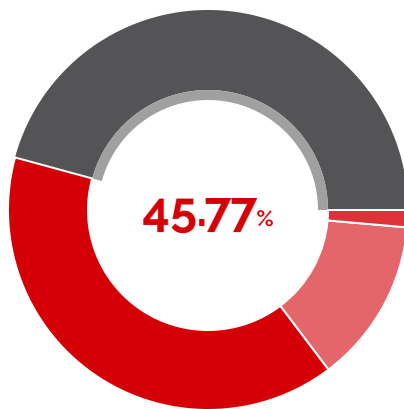


Household Services	44.37%
Household Supplies	33.97%
Alimony And Child Support	14.23%
Babysitting And Elderly Care	7.43%

**2019**

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$2,089</b>	<b>\$2,115</b>
<b>Babysitting And Elderly Care</b>	<b>\$155</b>	<b>\$157</b>
<b>Household Services</b>	<b>\$926</b>	<b>\$938</b>
<b>Alimony And Child Support</b>	<b>\$297</b>	<b>\$301</b>
<b>Household Supplies</b>	<b>\$709</b>	<b>\$718</b>

## Personal Care

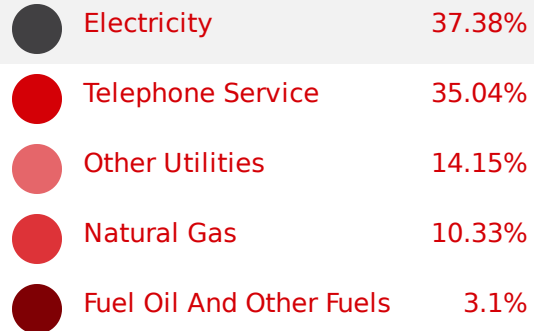
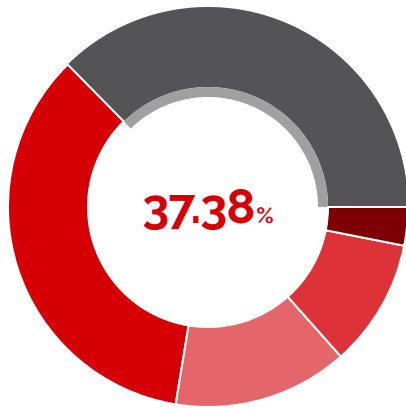


Personal Care Services	45.77%
Personal Care Products	39.53%
Hair Care	13.31%
Electric Personal Care Appliances	1.39%

**2019**

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$722</b>	<b>\$731</b>
<b>Hair Care</b>	<b>\$96</b>	<b>\$97</b>
<b>Electric Personal Care Appliances</b>	<b>\$10</b>	<b>\$10</b>
<b>Personal Care Services</b>	<b>\$330</b>	<b>\$334</b>
<b>Personal Care Products</b>	<b>\$285</b>	<b>\$289</b>

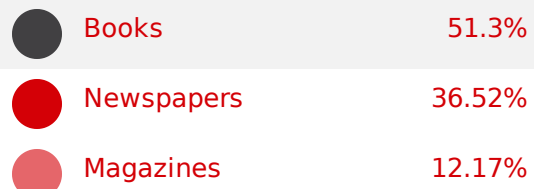
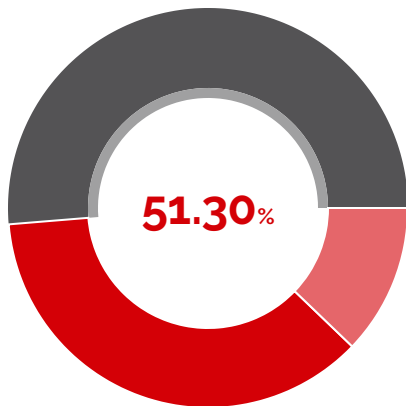
## Utilities



### 2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$4,095</b>	<b>\$4,144</b>
<b>Natural Gas</b>	<b>\$423</b>	<b>\$429</b>
<b>Electricity</b>	<b>\$1,530</b>	<b>\$1,549</b>
<b>Fuel Oil And Other Fuels</b>	<b>\$127</b>	<b>\$129</b>
<b>Telephone Service</b>	<b>\$1,434</b>	<b>\$1,452</b>
<b>Other Utilities</b>	<b>\$579</b>	<b>\$587</b>

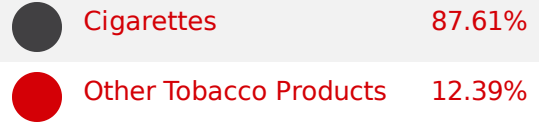
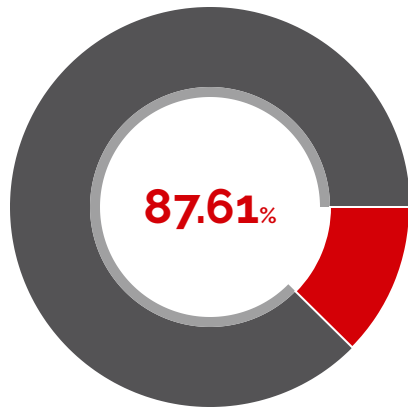
## Reading



### 2019

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$116</b>	<b>\$118</b>
<b>Newspapers</b>	<b>\$42</b>	<b>\$44</b>
<b>Magazines</b>	<b>\$14</b>	<b>\$14</b>
<b>Books</b>	<b>\$59</b>	<b>\$60</b>

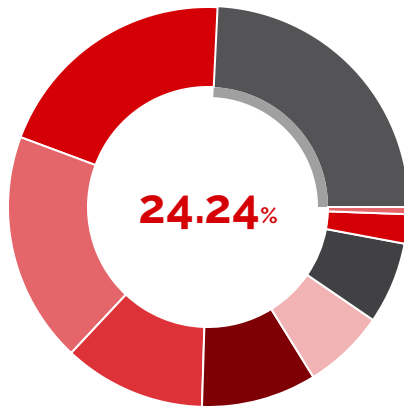




**2019**

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$347</b>	<b>\$352</b>
<b>Cigarettes</b>	<b>\$304</b>	<b>\$308</b>
<b>Other Tobacco Products</b>	<b>\$43</b>	<b>\$44</b>

## Transportation

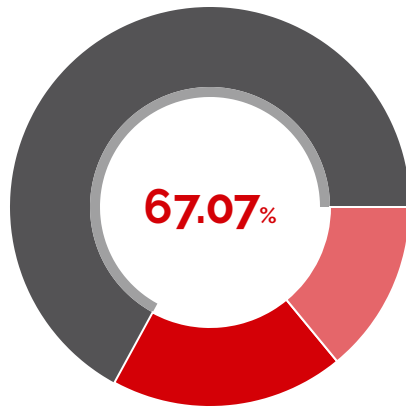


Gasoline And Oil	24.24%
Used Vehicle Purchase	20.09%
New Vehicle Purchase	18.69%
Vehicle Insurance	11.5%
Vehicle Repair And Maintenance	9.31%
Public Transportation	6.61%
Other Transportation Costs	6.61%
Vehicle Finance Charges	2.36%
Motorcycles (New And Used)	0.58%

### 2019

	\$ PER HOUSEHOLD	TOTAL \$'000'S
<b>Total</b>	<b>\$9,907</b>	<b>\$10,026</b>
<b>New Vehicle Purchase</b>	<b>\$1,851</b>	<b>\$1,874</b>
<b>Used Vehicle Purchase</b>	<b>\$1,989</b>	<b>\$2,014</b>
<b>Motorcycles (New And Used)</b>	<b>\$57</b>	<b>\$58</b>
<b>Vehicle Finance Charges</b>	<b>\$234</b>	<b>\$237</b>
<b>Gasoline And Oil</b>	<b>\$2,400</b>	<b>\$2,429</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$922</b>	<b>\$934</b>
<b>Vehicle Insurance</b>	<b>\$1,139</b>	<b>\$1,154</b>
<b>Public Transportation</b>	<b>\$655</b>	<b>\$664</b>
<b>Other Transportation Costs</b>	<b>\$655</b>	<b>\$663</b>

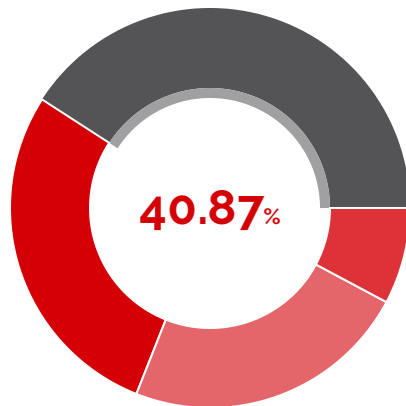
## Health Care



**2019**

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$4,663</b>	<b>\$4,719</b>
<b>Health Care Insurance</b>	<b>\$3,126</b>	<b>\$3,164</b>
<b>Health Care Services</b>	<b>\$881</b>	<b>\$893</b>
<b>Health Care Supplies And Equipment</b>	<b>\$654</b>	<b>\$663</b>

## Miscellaneous Expenses



**2019**

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Total</b>	<b>\$1,015</b>	<b>\$1,028</b>
<b>Legal And Accounting</b>	<b>\$235</b>	<b>\$239</b>
<b>Funeral And Cemetery</b>	<b>\$79</b>	<b>\$81</b>
<b>Finance Charges Excluding Mortgage And Vehicle</b>	<b>\$414</b>	<b>\$420</b>
<b>Other Miscellaneous Expenses</b>	<b>\$285</b>	<b>\$289</b>

## Personal Insurance

**2019**

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

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**Total**

**\$367    \$371**

## Contributions

**2019**

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

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**Total**

**\$1,699    \$1,720**

## Retail Potential

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Other Health and Personal Care Stores</b>	\$52	\$54
<b>Gasoline Stations with Convenience Stores</b>	\$0	n/a
<b>Gasoline Stations without Convenience Stores</b>	\$2,784	\$2,818
<b>Men's Clothing Stores</b>	\$39	\$40
<b>Women's Clothing Stores</b>	\$174	\$177
<b>Childrens' and Infant's Clothing Stores</b>	\$75	\$77
<b>Family Clothing Stores</b>	\$465	\$471
<b>Clothing Accessory Stores</b>	\$36	\$37
<b>Other Apparel Stores</b>	\$56	\$58
<b>Shoe Stores</b>	\$192	\$195
<b>Jewelry Stores</b>	\$87	\$89
<b>Luggage Stores</b>	\$7	\$7
<b>Sporting Goods Stores</b>	\$231	\$234
<b>Hobby, Toy, and Game Stores</b>	\$68	\$69
<b>Sewing and Needlecraft Stores</b>	\$20	\$21
<b>Musical Instrument Stores</b>	\$19	\$19
<b>Book Stores</b>	\$83	\$84
<b>Record,Tape,and CD Stores</b>	\$0	n/a
<b>Department Stores</b>	\$941	\$953
<b>Warehouse Superstores</b>	\$2,369	\$2,397
<b>Other General Merchandise Stores</b>	\$358	\$362
<b>Florists</b>	\$17	\$17
<b>Office and Stationary Stores</b>	\$48	\$50
<b>Gift and Souvenir Stores</b>	\$59	\$60
<b>Used Merchandise Stores</b>	\$33	\$34
<b>Pet and Pet Supply Stores</b>	\$201	\$204
<b>Art Dealers</b>	\$16	\$16
<b>Mobile Home Dealers</b>	\$29	\$30
<b>Other Miscellaneous Retail Stores</b>	\$89	\$91
<b>Mail Order and Catalog Stores</b>	\$1,390	\$1,407
<b>Vending Machines</b>	\$38	\$39
<b>Fuel Dealers</b>	\$139	\$141

	<b>\$ PER HOUSEHOLD</b>	<b>TOTAL \$000'S</b>
<b>Other Direct Selling Establishments</b>	<b>\$107</b>	<b>\$109</b>
<b>Hotels and Other Travel Accommodations</b>	<b>\$176</b>	<b>\$179</b>
<b>RV Parks</b>	<b>\$1</b>	<b>\$2</b>
<b>Rooming and Boarding Houses</b>	<b>\$1</b>	<b>\$1</b>
<b>Full Service Restaurants</b>	<b>\$2,510</b>	<b>\$2,541</b>
<b>Limited Service Restaurants</b>	<b>\$247</b>	<b>\$251</b>
<b>Special Food Services and Catering</b>	<b>\$279</b>	<b>\$283</b>
<b>Drinking Places</b>	<b>\$79</b>	<b>\$80</b>

Data Source: Applied Geographic Solutions 2019