

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Health Care	Total Health Care	\$162,640,112
	Total drugs	\$12,408,531
	Prescription drugs	\$4,904,702
	Nonprescription drugs	\$2,511,618
	Nonprescription vitamins	\$4,992,227
	Health Insurance	\$121,748,577
	Total commercial health insurance (Not BCBS)	\$22,330,438
	Preferred provider health plan (Not BCBS)	\$22,330,438
	Total Blue Cross, Blue Shield	\$36,636,787
	Preferred provider health plan (BCBS)	\$19,443,039
	Health maintenance organization (BCBS)	\$14,170,091
	Commercial medicare supplement (BCBS)	\$2,182,780
	Other health insurance (BCBS)	\$840,903
	Health maintenance organization (not BCBS)	\$22,130,295
	Medicare payments	\$28,349,177
	Total Commercial medicare supplements and other health insurance	\$12,301,909
	Commercial medicare supplement (Not BCBS)	\$5,425,343
	Other health insurance (Not BCBS)	\$3,234,222
	Long-term care insurance (Not BCBS)	\$3,642,351
	Total medical supplies	\$4,769,775
	Eyeglasses and contact lenses	\$2,130,566
	Hearing aids	\$717,954
	Topicals and dressings	\$1,921,227
Total Medical services	\$23,713,195	
Physician's services	\$6,045,881	
Dental services	\$8,493,523	
Eyecare services	\$1,476,252	
Service by professionals other than physician	\$2,124,291	
Lab tests, x-rays	\$1,321,857	
Hospital room and services	\$3,680,998	
Other medical care services	\$570,449	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Reading	Total Reading	\$2,397,207
	Magazine/Newspaper subscriptions	\$1,183,266
	Magazines/Newspapers, non-subscription	\$191,903
	Books thru book clubs	\$151,829
	Books not thru book clubs	\$870,196
Tobacco	Total Tobacco Products & Smoking Supplies	\$14,487,424
	Cigarettes	\$12,849,961
	Other tobacco products	\$1,309,690
	Smoking accessories	\$327,808
Personal Care	Total Personal Care Products/Services	\$27,729,047
	Total personal care products	\$15,857,836
	Total personal care products	\$15,857,836
	Hair care products	\$3,662,673
	Nonelectric articles for the hair	\$458,556
	Wigs and hairpieces	\$162,075
	Oral hygiene products, articles	\$1,591,629
	Shaving needs	\$826,022
	Cosmetics, perfume, bath preparations	\$6,941,126
	Deodorants, feminine hygiene, miscellaneous personal care	\$1,776,950
	Electric personal care appliances	\$279,504
Total personal care services	\$11,871,219	
Personal care service	\$11,871,219	
Alcoholic	Total Alcoholic Beverages	\$18,866,280
	Beer and ale	\$4,968,746
	Whiskey	\$541,773
	Wine	\$4,354,747
	Other alcoholic beverages	\$963,736
	Total away from home(except on trips)	\$8,037,339
Alcoholic beverages purchased on trips	\$1,816,120	
Housing	Total Housing	\$348,194,463
	Total shelter	\$68,213,967
	Total owned dwellings	\$68,213,967
	Total maintenance, repairs, insurance, other expenses	\$53,503,452

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Housing	Homeowners insurance	\$16,093,571
	Ground rent	\$2,638,121
	Total maintenance and repair services	\$24,893,175
	Painting and papering	\$2,767,570
	Plumbing and water heating	\$2,718,026
	Heat, A/C, electrical work	\$5,243,232
	Roofing and gutters	\$6,102,360
	Other repair and maintenance services	\$7,972,128
	Repair of built-in appliances	\$89,781
	Total maintenance and repair commodities	\$6,508,795
	Paints, wallpaper and supplies	\$824,480
	Tools and equipment for painting and wallpapering	\$88,560
	Plumbing supplies and equipment	\$361,888
	Electrical supplies, heating and cooling equipment	\$204,105
	Materials for hard surface flooring, repair and replacement	\$3,141,540
	Materials and equipment for roof and gutters	\$388,439
	Materials for walls, doors & windows	\$498,313
	Material for insulation, other maintenance and repair	\$1,001,386
	Property management and security	\$2,872,853
	Property management	\$2,383,410
	Management and upkeep services for security	\$489,409
	Parking	\$497,018
	Total utilities, fuels, and public services	\$146,945,478
	Total natural gas	\$13,185,592
	Total Electricity	\$54,373,869
	Total fuel oil and other fuels	\$3,098,816
	Total Fuel oil	\$1,602,930
	Total Bottled gas	\$1,307,882
	Total wood and other fuels	\$188,057
	Total telephone services	\$55,495,399
	Residential telephone/pay phones including VOIP	\$12,423,933
	Cellular phone service	\$42,690,853
Phone cards	\$380,634	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Housing	Total water and other public services	\$20,791,783
	Total water and sewerage maintenance	\$15,325,492
	Total trash and garbage collection	\$5,301,116
	Septic tank cleaning	\$165,157
	Total household operations	\$44,832,912
	Total personal services	\$10,319,510
	Babysitting and child care in your own home	\$2,983,908
	Day care centers, nursery, and preschools	\$7,335,611
	Total other household expenses	\$34,513,397
	Housekeeping services	\$4,261,163
	Gardening, lawn care service	\$4,999,740
	Water softening service	\$168,023
	Household laundry and dry cleaning, sent out (nonclothing) not coin-operated	\$33,063
	Coin-operated household laundry and dry cleaning (nonclothing)	\$204,832
	Service for termite/pest control	\$785,600
	Home security system service fee	\$1,070,626
	Other home services	\$633,598
	Termite/pest control products	\$196,395
	Moving, storage, freight express	\$1,838,607
	Appliance repair, including service center	\$579,135
	Reupholstering, furniture repair	\$233,221
	Repairs/rentals of lawn and garden equipment, hand or power tools, other household equipment	\$304,882
	Appliance rental	\$35,221
	Repair of computer systems for nonbusiness use	\$215,772
	Computer information services	\$17,853,123
	Total housekeeping supplies	\$27,582,139
	Total laundry and cleaning supplies	\$7,013,467
	Soaps and detergents	\$3,650,364
	Other laundry cleaning products	\$3,363,072
	Total other household products	\$15,536,328
	Cleansing and toilet tissue, paper towels and napkins	\$5,380,878

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Housing	Miscellaneous household products	\$6,615,358
	Lawn and garden supplies	\$3,540,100
	Total postage and stationery	\$5,032,308
	Stationery, stationery supplies, giftwraps	\$2,814,834
	Postage	\$2,217,475
	Total household furnishings and equipment	\$60,620,040
	Total household textiles	\$3,639,196
	Bathroom linens	\$869,228
	Bedroom linens	\$1,913,212
	Kitchen, dining room, and other linens	\$312,786
	Curtains and draperies	\$412,479
	Slipcovers, decorative pillows	\$131,514
	Total furniture	\$16,236,318
	Mattress and springs	\$3,549,077
	Other bedroom furniture	\$2,758,726
	Sofas	\$4,665,289
	Living room chairs	\$1,553,354
	Living room tables	\$431,233
	Kitchen, dining room furniture	\$1,135,267
	Infants' furniture	\$256,837
	Outdoor furniture	\$743,646
	Wall units, cabinets and other occasional furniture	\$1,142,752
	Total floor coverings	\$708,758
	Floor coverings, nonpermanent	\$708,758
	Total major appliances	\$8,028,071
	Dishwashers (built-in), garbage disposals, range hoods	\$752,769
	Refrigerators, freezers	\$2,748,160
	Washing machines and Clothes dryers	\$2,023,170
	Cooking stoves, ovens	\$1,319,031
	Microwave ovens	\$301,535
	Electric floor cleaning equipment	\$876,467
	Sewing machines	\$172,264
Total small appliances, miscellaneous housewares	\$4,611,841	
Total Housewares	\$3,198,714	
Flatware	\$102,284	
Dinnerware, Glassware, serving pieces	\$1,166,949	
Tableware, nonelectric kitchenware	\$953,208	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Housing	Nonelectric cookware	\$976,278
	Small appliances	\$1,413,148
	Small electric kitchen appliances	\$1,123,364
	Portable heating and cooling equipment	\$289,756
	Total miscellaneous household equipment	\$27,395,853
	Window coverings	\$524,873
	Infants' equipment	\$646,962
	Laundry and cleaning equipment	\$929,178
	Outdoor equipment	\$1,079,816
	Lamps, lighting fixtures, and ceiling fans	\$497,086
	Clocks and other household decorative items	\$5,762,120
	Telephones and accessories	\$2,087,780
	Lawn and garden equipment	\$2,451,048
	Power tools	\$2,030,603
	Other hardware	\$625,641
	Small miscellaneous furnishings	\$222,779
	Hand tools	\$221,000
	Indoor plants, fresh flowers	\$1,508,248
	Closet and storage items	\$706,197
	Miscellaneous household equipment and parts	\$1,865,102
	Luggage	\$335,880
	Computers and computer hardware nonbusiness use	\$4,516,082
	Internet services away from home	\$325,443
	Computer software and accessories for nonbusiness use	\$875,314
Business equipment for home use	\$92,259	
Other household appliances	\$417,856	
Entertainment	Total Entertainment	\$87,420,557
	Total fees and admissions	\$20,028,572
	Recreation expenses, out-of-town trips	\$726,527
	Social, recreation, civic club membership	\$5,148,902
	Fees for participant sports	\$3,140,632
	Participant sports, out-of-town trips	\$489,258
	Movie, theater, opera, ballet	\$1,705,097
	Movie, other admissions, out-of-town trips	\$1,417,374

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Entertainment	Admission to sporting events	\$1,366,658
	Admission to sports events, out-of-town trips	\$472,143
	Fees for recreational lessons	\$2,745,501
	Other entertainment services, out-of-town trips	\$726,527
	Total television, radios, sound equipment	\$38,564,033
	Total televisions	\$35,719,649
	Cable, satellite, community antenna service	\$29,602,257
	Televisions	\$3,228,488
	VCR's and video disc players	\$162,114
	Video cassettes, tapes, and discs	\$342,545
	Video game hardware and software	\$1,191,984
	Streaming/Downloaded Video	\$1,116,795
	Repair of TV, radio, and sound equipment	\$75,494
	Total radios, sound equipment	\$2,844,393
	Stereos, radios, speakers, and sound components including auto	\$439,130
	Digital Audio Players	\$55,661
	Satellite radio service	\$522,798
	Streaming/Downloaded Audio	\$219,694
	Records, CDs, and audio tapes	\$213,783
	Musical instruments and accessories	\$616,163
	Rental and repair of musical instruments	\$44,871
	Rental of video cassettes, tapes, films, and discs	\$337,358
	Total pets, toys and playground equipment	\$22,233,862
	Total pets	\$20,025,344
	Pet food	\$8,926,868
	Pet purchase, supplies, medicine	\$4,687,550
	Pet services	\$1,696,627
Vet services	\$4,714,313	
Toys, games, hobbies, and tricycles	\$2,135,246	
Playground equipment	\$73,330	
Total other entertainment supplies, equipment, and services	\$6,594,038	
Total sports, recreation and exercise equipment	\$5,372,215	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Entertainment	Athletic gear, game tables, and exercise equipment	\$1,447,994
	Bicycles	\$616,694
	Camping equipment	\$504,393
	Hunting and fishing equipment	\$2,284,031
	Winter sports equipment	\$129,842
	Water sports equipment	\$169,461
	Other sports equipment	\$148,376
	Rental and repair of miscellaneous sports equipment	\$71,423
	Total photographic equipment, supplies and services	\$1,221,810
	Film	\$38,684
Film processing	\$222,446	
Photographic equipment	\$531,048	
Photographer fees	\$429,687	
Food at Home	Total Food at home	\$178,401,431
	Total Cereals and bakery products	\$23,242,507
	Total Cereals and cereal products	\$7,695,654
	Flour	\$467,169
	Prepared flour mixes	\$576,497
	Ready-to-eat and cooked cereals	\$3,611,988
	Rice	\$1,384,683
	Pasta, cornmeal and other cereal products	\$1,655,353
	Total Bakery products	\$15,546,850
	Total Bread	\$4,673,737
	White bread	\$2,053,253
	Bread, other than white	\$2,620,507
	Total Cookies and crackers	\$3,861,039
	Cookies	\$2,203,200
	Crackers	\$1,657,927
	Frozen and refrigerated bakery products	\$1,165,421
	Total Other bakery products	\$5,846,677
	Biscuits and rolls	\$2,226,977
	Cakes and cupcakes	\$1,546,062
	Bread and cracker products	\$281,992
	Sweetrolls, coffee cakes, doughnuts	\$1,099,207
	Pies, tarts, turnovers	\$692,401
	Total Meats, poultry, fish, and eggs	\$39,173,410
Total Beef	\$10,689,009	



# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Food at Home	Total Ground beef	\$4,398,441
	Total Roast	\$1,525,813
	Chuck roast	\$515,810
	Round roast	\$205,481
	Other roast	\$804,555
	Total Steak	\$3,930,508
	Round steak	\$753,233
	Sirloin steak	\$1,092,153
	Other steak	\$2,085,115
	Total Other beef	\$834,218
	Total Pork	\$7,717,977
	Bacon	\$1,777,902
	Pork chops	\$1,178,497
	Ham	\$1,444,091
	Sausage	\$1,466,722
	Other pork	\$1,850,728
	Total Other meats	\$5,202,564
	Frankfurters	\$1,021,380
	Total Lunch meats (cold cuts)	\$3,905,504
	Bologna, liverwurst, salami	\$1,276,013
	Other lunchmeats	\$2,629,483
	Total Lamb & Organ meats	\$275,651
	Total Poultry	\$7,501,436
	Total Fresh and frozen chickens	\$6,140,183
	Fresh and frozen whole chicken	\$1,879,544
	Fresh and frozen chicken parts	\$4,260,629
	Total other poultry	\$1,361,272
	Total fish and seafood	\$5,462,664
	Canned fish and seafood	\$849,653
	Fresh fish and shellfish	\$2,722,978
	Frozen fish and shellfish	\$1,890,071
	Total Eggs	\$2,599,733
	Total dairy products	\$18,443,168
Total fresh milk and cream	\$6,310,440	
Fresh milk, all types	\$5,232,173	
Cream	\$1,078,199	
Total other dairy products	\$12,132,772	
Butter	\$1,310,152	
Cheese	\$5,651,346	
Ice cream and related products	\$2,711,615	
Miscellaneous dairy products	\$2,459,673	
Total fruits and vegetables	\$34,484,996	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Food at Home	Total Fresh fruits	\$12,743,423
	Apples	\$1,908,104
	Bananas	\$2,021,743
	Oranges	\$1,351,346
	Citrus fruits, excluding oranges	\$1,994,046
	Other fresh fruits	\$5,468,166
	Total fresh vegetables	\$11,209,020
	Potatoes	\$1,815,774
	Lettuce	\$1,429,802
	Tomatoes	\$1,928,299
	Other fresh vegetables	\$6,035,161
	Total processed fruits	\$4,811,267
	Total frozen fruits and fruit juices	\$544,111
	Frozen orange juice	\$81,918
	Frozen fruits	\$388,204
	Frozen fruit juices	\$74,020
	Canned fruits	\$906,557
	Dried fruit	\$355,880
	Fresh fruit juice	\$519,976
	Canned and bottled fruit juice	\$2,484,787
	Total processed vegetables	\$5,721,218
	Frozen vegetables	\$1,518,203
	Total canned and dried vegetables and juices	\$4,202,941
	Canned beans	\$1,126,736
	Canned corn	\$528,986
	Canned miscellaneous vegetables	\$1,103,107
	Dried beans	\$224,297
	Dried miscellaneous vegetables	\$475,785
	Fresh and canned vegetable juices	\$744,115
	Total other food at home	\$63,057,341
	Total sugar and other sweets	\$6,085,602
	Candy and chewing gum	\$3,678,658
Sugar	\$875,753	
Artificial sweeteners	\$240,841	
Jams, preserves, other sweets	\$1,290,330	
Total fats and oils	\$4,948,501	
Margarine	\$265,753	
Fats and oils	\$1,638,264	
Salad dressings	\$1,299,811	
Nondairy cream and imitation milk	\$931,486	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Food at Home	Peanut butter	\$813,239
	Total miscellaneous foods	\$32,290,702
	Total frozen prepared foods	\$6,023,303
	Frozen meals	\$2,843,196
	Other frozen prepared foods	\$3,180,069
	Canned and packaged soups	\$2,076,041
	Total potato chips, nuts, and other snacks	\$7,300,362
	Potato chips and other snacks	\$5,145,040
	Nuts	\$2,155,363
	Total condiments and seasonings	\$6,444,635
	Salt, spices, other seasonings	\$1,873,572
	Olives, pickles, relishes	\$753,588
	Sauces and gravies	\$2,608,969
	Baking needs and miscellaneous products	\$1,208,549
	Total Other canned and packaged prepared foods	\$10,446,320
	Prepared salads	\$1,895,468
	Prepared desserts	\$579,444
	Baby food	\$853,620
	Miscellaneous prepared foods	\$7,117,788
	Total nonalcoholic beverages	\$17,793,421
	Cola	\$3,148,509
	Other carbonated drinks	\$3,102,231
	Total Coffee	\$4,464,454
	Roasted coffee	\$2,570,482
	Instant and freeze dried coffee	\$1,893,876
	Noncarbonated fruit flavored drinks, including non-frozen lemonade	\$1,130,055
	Tea	\$1,478,212
	Other nonalcoholic beverages and ice	\$4,469,949
	Food prepared by consumer unit on out-of-town trips	\$1,939,208
	Total food away from home	\$116,464,769
	Total meals at restaurants (except on trips)	\$106,834,291
	Total lunch	\$33,721,661

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area	
Food at Home	Lunch at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$18,280,801	
	Lunch at full service restaurants	\$15,440,824	
	Total dinner	\$51,893,775	
	Dinner at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$18,860,920	
	Dinner at full service restaurants	\$33,032,910	
	Total snacks and nonalcoholic beverages	\$8,145,476	
	Snacks and nonalcoholic beverages at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$6,053,959	
	Snacks and nonalcoholic beverages at full service restaurants	\$2,091,578	
	Breakfast and brunch	\$13,073,326	
	Breakfast and brunch at fast food, take-out, delivery, concession stands, buffet and cafeteria (other than employer and school cafeteria)	\$7,154,542	
	Breakfast and brunch at full service restaurants	\$5,918,779	
	Total food on out-of-town trips	\$9,630,531	
	Food/Goods/Beverages at Grocery Stores	\$253,612,167	
	Food/Nonalcoholic Beverages at Grocery Stores	\$215,743,168	
	Apparel and Services	Total Apparel and Services	\$61,125,253
		Total men and boys	\$14,103,794
		Total men, 16 and over	\$11,409,145
Men's suits		\$651,554	
Men's sportcoats, tailored jackets		\$259,948	
Men's coats and jackets		\$1,025,619	
Men's underwear		\$1,120,769	
Men's hosiery		\$618,920	
Men's nightwear		\$46,353	
Men's accessories	\$886,401		

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Apparel and Services	Men's active sportswear	\$768,921
	Men's shirts, sweaters, and vests	\$3,138,152
	Mens pants and shorts	\$2,760,176
	Men's uniforms	\$106,496
	Men's costumes	\$25,822
	Total boys, 2 to 15	\$2,694,613
	Boys' coats and jackets	\$167,136
	Boys' shirts and sweaters	\$788,214
	Boys' underwear	\$375,574
	Boys' nightwear	\$25,195
	Boys' hosiery	\$237,726
	Boys' accessories	\$160,627
	Boys' suits, sportcoats, vests	\$55,493
	Boys pants and shorts	\$748,696
	Boys' uniforms	\$58,180
	Boys' active sportswear	\$43,560
	Boys' costumes	\$34,171
	Total women and girls	\$24,162,250
	Total women, 16 and over	\$21,491,075
	Women's coats and jackets	\$1,498,088
	Women's dresses	\$2,203,158
	Women's sportcoats, tailored jackets	\$159,620
	Women's shirts, tops, blouses, vests and sweaters	\$5,823,691
	Women's skirts	\$470,023
	Womens pants and shorts	\$3,933,673
	Women's active sportswear	\$1,563,903
	Women's sleepwear	\$792,053
	Women's undergarments	\$1,483,083
	Women's hosiery	\$1,043,081
	Women's suits	\$140,973
	Women's accessories	\$2,172,272
	Women's uniforms	\$167,474
	Women's costumes	\$40,056
Total girls, 2 to 15	\$2,671,122	
Girls' coats and jackets	\$133,932	
Girls' dresses, suits	\$313,266	
Girls' shirts, blouses, sweaters	\$823,491	
Girls pants and shorts	\$592,220	
Girls' active sportswear	\$226,585	
Girls' underwear and sleepwear	\$143,480	
Girls' hosiery	\$178,856	
Girls' accessories	\$139,751	
Girls' uniforms	\$65,285	
Girls' costumes	\$54,376	
Total children under 2	\$1,395,871	
Infant coat, jacket, snowsuit	\$30,239	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Apparel and Services	Infant dresses, outerwear	\$248,733
	Infant undergarments	\$928,108
	Infant nightwear, loungewear	\$26,048
	Infant accessories	\$162,724
	Total Footwear	\$14,270,957
	Men's footwear	\$4,366,059
	Boys' footwear	\$1,484,484
	Women's footwear	\$7,469,418
	Girls' footwear	\$951,014
	Total other apparel products and services	\$7,192,429
	Material and supplies for sewing, needlework, quilting	\$925,717
	Watches	\$377,351
	Jewelry	\$2,084,030
	Shoe repair and other shoe service	\$65,682
	Coin-operated apparel laundry and dry cleaning	\$2,055,387
	Alteration, repair and tailoring of apparel and accessories	\$227,594
	Clothing rental	\$55,319
	Watch and jewelry repair	\$139,555
	Apparel laundry and dry cleaning not coin-operated	\$1,261,787
Transportation	Total Transportation	\$325,593,258
	Total vehicle purchases (net outlay)	\$130,581,822
	Total cars and trucks, new	\$59,156,919
	New cars	\$27,120,304
	New trucks	\$32,036,630
	Total Cars and trucks, used	\$71,424,942
	Used cars	\$31,241,054
	Used trucks	\$40,183,828
	Total gasoline and motor oil	\$73,933,048
	Gasoline	\$68,499,916
	Diesel fuel	\$1,411,687
	Gasoline on out-of-town trips	\$3,456,884
	Motor oil	\$529,610
	Motor oil on out-of-town trips	\$34,923
Total other vehicle expenses	\$101,199,085	
Total vehicle finance charges	\$7,944,924	
Automobile finance charges	\$3,230,501	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Transportation	Truck finance charges	\$4,300,691
	Motorcycle and plane finance charges	\$66,853
	Other vehicle finance charges	\$346,796
	Total vehicle maintenance and repairs	\$32,024,765
	Coolant, additives, brake, transmission fluids	\$294,137
	Tires - purchased, replaced, installed	\$5,339,004
	Parts, equipment, and accessories	\$2,258,895
	Body work and painting	\$982,707
	Motor tune-up	\$1,403,829
	Lube, oil change, and oil filters	\$3,525,376
	Front end alignment, wheel balance and rotation	\$885,695
	Shock absorber replacement	\$476,977
	Repair tires and other repair work	\$4,548,029
	Vehicle cleaning services including car wash	\$735,393
	Vehicle products, such as wax, touch up paint, etc	\$501,493
	Miscellaneous auto repair and servicing	\$3,431,396
	Vehicle or engine repairs	\$7,641,886
	Vehicle insurance	\$41,006,693
	Total vehicle rental, licenses, other charges	\$20,222,620
	Total leased and rented vehicles	\$10,955,105
	Total rented vehicles	\$1,882,425
	Auto/Truck rental	\$1,404,137
	Auto/Truck rental, out-of-town trips	\$478,228
	Total leased vehicles	\$9,072,728
	Auto/Truck lease payments	\$9,072,728
	Vehicle registration state/local	\$4,104,276
	Drivers' license	\$368,140
Vehicle inspection	\$466,695	
Total parking fees	\$1,630,711	
Parking fees in home city, excluding residence	\$1,391,654	
Parking fees, out-of-town trips	\$239,142	
Tolls	\$1,244,693	
Tolls on out-of-town trips	\$137,445	
Towing charges	\$254,855	

# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Transportation	Automobile service clubs and GPS	\$1,060,737
	Total public transportation	\$19,879,267
	Airline fares	\$12,603,299
	Intercity bus fares	\$380,375
	Intracity mass transit fares	\$3,234,482
	Local trans. on out-of-town trips	\$397,906
	Taxi fares and limousine services on trips	\$233,671
	Taxi fares and limousine services	\$1,126,804
	Intercity train fares	\$401,941
	Ship fares	\$1,500,919
Education	Total Education	\$24,478,708
	College tuition	\$17,318,082
	Elementary and high school tuition	\$2,985,600
	Other schools tuition	\$280,168
	Other school expenses including rentals	\$1,274,695
	School books, supplies, equipment for college	\$1,587,098
	School books, supplies, equipment for elementary, high school	\$538,480
	School books, supplies, equipment for day care, nursery, other	\$57,417
Cash	Total Cash Contributions	\$64,986,855
	Support for college students	\$3,188,629
	Child support expenditures	\$7,626,677
	Cash contributions to charities and other organizations	\$9,006,498
	Cash contributions to church, religious organizations	\$26,670,826
	Cash contributions to educational institutions	\$1,832,326
	Other cash gifts	\$16,046,965
Personal	Total Personal Insurance	\$10,740,559
	Life, endowment, annuity, other personal insurance	\$10,033,114
	Other nonhealth insurance	\$707,385



# Consumer Spending Patterns - Annual Expenditure



2018 Expenditure  
Calculated using TAS Retrieval

Jan 16, 2019

Latitude: 33.102094 Longitude: -84.342194

Zebulon, GA		Regional Trade Area
Miscellaneous	Total Miscellaneous	\$20,010,695
	Lotteries and parimutuel losses	\$2,175,208
	Online Entertainment and games	\$108,176
	Legal fees	\$6,482,353
	Funeral expenses	\$1,830,194
	Safe deposit box rental	\$174,578
	Checking accounts, other bank service charges	\$1,239,623
	Cemetery lots, vaults, maintenance fees	\$270,043
	Accounting fees	\$2,701,888
	Miscellaneous personal services	\$118,928
	Dating Services	\$21,211
	Occupational expenses	\$1,493,612
	Expenses for other properties	\$2,440,427
	Credit card memberships	\$229,652
	Shopping club membership fees	\$724,826