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Marlborough, Massachusetts

Consumer Expenditures Report

Apparel	2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,994	n/a	\$3,097	n/a
Men's Apparel	\$556	\$9,382	\$574	\$9,811
Boys' Apparel	\$148	\$2,505	\$154	\$2,644
Women's Apparel	\$953	\$16,077	\$983	\$16,796
Girls' Apparel	\$169	\$2,857	\$176	\$3,014
Infants Apparel	\$115	\$1,941	\$119	\$2,048
Footwear	\$586	\$9,886	\$605	\$10,347
Apparel Services and Accessories	\$465	\$7,844	\$482	\$8,247

Entertainment	2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$4,830	n/a	\$4,982	n/a
Fees And Admissions	\$1,281	\$21,601	\$1,330	\$22,717
Video And Audio Equipment	\$1,594	\$26,886	\$1,638	\$27,990
Recreational Equipment And Supplies	\$1,954	\$32,945	\$2,013	\$34,398

Education	2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,832	n/a	\$2,944	n/a
Books And Supplies	\$365	\$6,163	\$379	\$6,490
Tuition	\$2,467	\$41,594	\$2,564	\$43,802

Food and Beverages		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$12,101	n/a	\$12,472	n/a	
Food At Home	\$6,132	\$103,385	\$6,313	\$107,834	
Food Away From Home	\$5,093	\$85,866	\$5,256	\$89,781	
Alcoholic Beverages	\$875	\$14,760	\$902	\$15,420	

Gifts		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$2,250	n/a	\$2,330	n/a	
Gifts Of Apparel	\$370	\$6,246	\$384	\$6,560	
Gifts Of Apparel Accessories	\$44	\$750	\$46	\$787	
Gifts Of Education	\$551	\$9,294	\$570	\$9,744	
Gifts Of Recreation	\$183	\$3,101	\$190	\$3,253	
Gifts Of Food And Beverages	\$185	\$3,119	\$191	\$3,269	
Gifts Of Household Furnishings And Equipment	\$353	\$5,968	\$367	\$6,270	
Gifts Of Household	\$94	\$1,595	\$97	\$1,674	
Gifts Of Transportation	\$212	\$3,577	\$219	\$3,746	
Gifts Elsewhere Unspecified	\$254	\$4,298	\$263	\$4,499	

Household Furnishings		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$2,990	n/a	\$3,082	n/a	
Household Textiles	\$171	\$2,892	\$176	\$3,016	
Furniture	\$789	\$13,307	\$815	\$13,928	
Floor Coverings	\$41	\$700	\$42	\$734	
Major Appliances	\$423	\$7,144	\$436	\$7,454	
Housewares And Small Appliances	\$1,564	\$26,379	\$1,611	\$27,524	

Shelter		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$17,686	n/a	\$18,243	n/a	
Mortgage Interest	\$5,513	\$92,947	\$5,701	\$97,374	
Property Taxes	\$3,306	\$55,748	\$3,407	\$58,195	
Miscellaneous Owned Dwelling Costs	\$2,321	\$39,144	\$2,385	\$40,749	
Rental Costs	\$5,063	\$85,359	\$5,216	\$89,092	
Other Lodging	\$1,481	\$24,971	\$1,533	\$26,186	

Household Operations		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$3,352	n/a	\$3,460	n/a	
Babysitting And Elderly Care	\$279	\$4,714	\$293	\$5,009	
Household Services	\$1,506	\$25,399	\$1,554	\$26,549	
Alimony And Child Support	\$513	\$8,652	\$529	\$9,047	
Household Supplies	\$1,053	\$17,756	\$1,083	\$18,499	

Personal Care		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$1,123	n/a	\$1,157	n/a	
Hair Care	\$149	\$2,522	\$154	\$2,632	
Electric Personal Care Appliances	\$15	\$265	\$16	\$277	
Personal Care Services	\$513	\$8,651	\$528	\$9,031	
Personal Care Products	\$444	\$7,495	\$458	\$7,825	

Utilities		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$5,828	n/a	\$5,989	n/a	
Natural Gas	\$620	\$10,457	\$637	\$10,894	
Electricity	\$2,135	\$36,008	\$2,193	\$37,464	
Fuel Oil And Other Fuels	\$188	\$3,185	\$193	\$3,311	
Telephone Service	\$2,048	\$34,541	\$2,106	\$35,972	
Other Utilities	\$834	\$14,077	\$858	\$14,660	

Reading		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$185	n/a	\$190	n/a	
Newspapers	\$68	\$1,150	\$70	\$1,200	
Magazines	\$22	\$383	\$23	\$399	
Books	\$94	\$1,591	\$97	\$1,660	

Tobacco		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$445	n/a	\$454	n/a	
Cigarettes	\$389	\$6,567	\$398	\$6,799	
Other Tobacco Products	\$55	\$938	\$56	\$971	

Transportation		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$15,006	n/a	\$15,457	n/a	
New Vehicle Purchase	\$3,040	\$51,263	\$3,136	\$53,574	
Used Vehicle Purchase	\$2,835	\$47,806	\$2,921	\$49,894	
Motorcycles (New And Used)	\$85	\$1,442	\$87	\$1,501	
Vehicle Finance Charges	\$348	\$5,878	\$359	\$6,136	
Gasoline And Oil	\$3,393	\$57,204	\$3,487	\$59,575	
Vehicle Repair And Maintenance	\$1,406	\$23,717	\$1,447	\$24,718	
Vehicle Insurance	\$1,636	\$27,583	\$1,679	\$28,685	
Public Transportation	\$1,185	\$19,993	\$1,228	\$20,985	
Other Transportation Costs	\$1,074	\$18,108	\$1,108	\$18,939	

Health Care		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$6,836	n/a	\$7,016	n/a	
Health Care Insurance	\$4,545	\$76,626	\$4,664	\$79,663	
Health Care Services	\$1,344	\$22,662	\$1,381	\$23,604	
Health Care Supplies And Equipment	\$947	\$15,973	\$970	\$16,579	

Miscellaneous Expenses		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S	\$ PER HOUSEHOLD	TOTAL \$000'S	
Total	\$1,601	n/a	\$1,648	n/a	
Legal And Accounting	\$371	\$6,271	\$383	\$6,542	
Funeral And Cemetery	\$125	\$2,124	\$129	\$2,215	
Finance Charges Excluding Mortgage And Vehicle	\$653	\$11,012	\$672	\$11,487	
Other Miscellaneous Expenses	\$450	\$7,590	\$463	\$7,918	

Personal Insurance		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S		\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$622	n/a		\$642	n/a

Contributions		2024		2029	
	\$ PER HOUSEHOLD	TOTAL \$000'S		\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,922	n/a		\$3,016	n/a

Retail Potential		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Other Health and Personal Care Stores	\$80	\$1,355
Gasoline Stations with Convenience Stores	\$0	n/a
Gasoline Stations without Convenience Stores	\$3,951	\$66,617
Men's Clothing Stores	\$65	\$1,099
Women's Clothing Stores	\$280	\$4,735
Childrens' and Infant's Clothing Stores	\$117	\$1,987
Family Clothing Stores	\$745	\$12,575
Clothing Accessory Stores	\$61	\$1,031
Other Apparel Stores	\$91	\$1,540
Shoe Stores	\$301	\$5,076
Jewelry Stores	\$156	\$2,631
Luggage Stores	\$11	\$193
Sporting Goods Stores	\$388	\$6,557
Hobby, Toy, and Game Stores	\$107	\$1,807
Sewing and Needlecraft Stores	\$36	\$609
Musical Instrument Stores	\$29	\$501
Book Stores	\$142	\$2,395
Record,Tape,and CD Stores	\$0	n/a
Department Stores	\$1,478	\$24,924
Warehouse Superstores	\$3,559	\$60,015
Other General Merchandise Stores	\$549	\$9,256
Florists	\$27	\$471
Office and Stationary Stores	\$79	\$1,332
Gift and Souvenir Stores	\$93	\$1,584
Used Merchandise Stores	\$54	\$923
Pet and Pet Supply Stores	\$311	\$5,257
Art Dealers	\$25	\$436

	\$ PER HOUSEHOLD	TOTAL \$000'S
Mobile Home Dealers	\$46	\$776
Other Miscellaneous Retail Stores	\$131	\$2,221
Mail Order and Catalog Stores	\$2,197	\$37,044
Vending Machines	\$57	\$968
Fuel Dealers	\$207	\$3,491
Other Direct Selling Establishments	\$165	\$2,783
Hotels and Other Travel Accommodations	\$280	\$4,732
RV Parks	\$2	\$45
Rooming and Boarding Houses	\$1	\$33
Full Service Restaurants	\$2,978	\$50,212
Limited Service Restaurants	\$1,383	\$23,328
Special Food Services and Catering	\$441	\$7,437
Drinking Places	\$131	\$2,209

Source: Applied Geographic Solutions, August 2024

For finding sites in Massachusetts, contact MassEcon at 617-924-4600