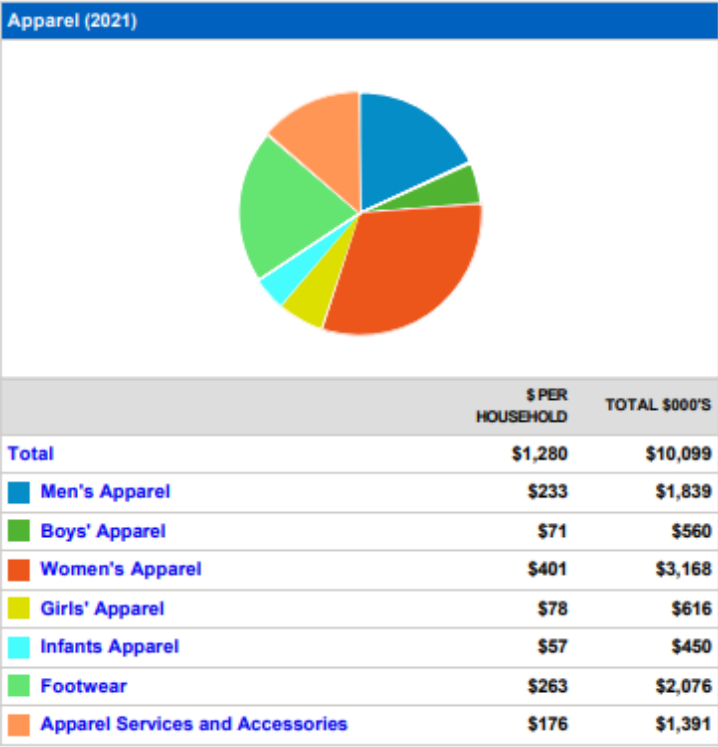


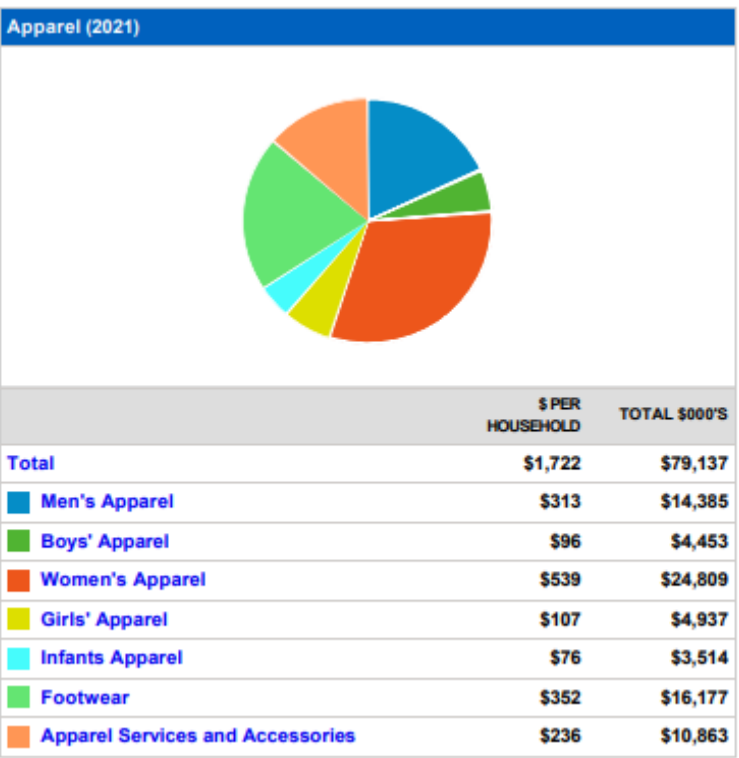
# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA

All data in this document is drawn from [Advantage Stockton](#).

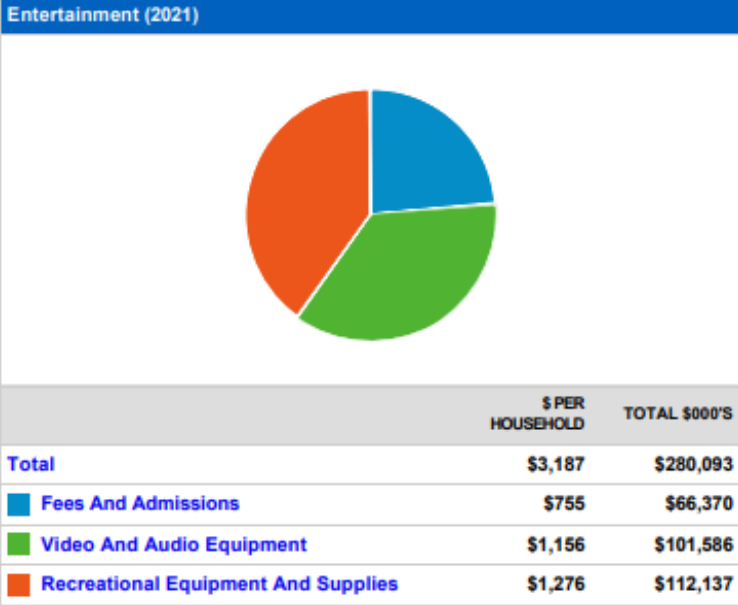
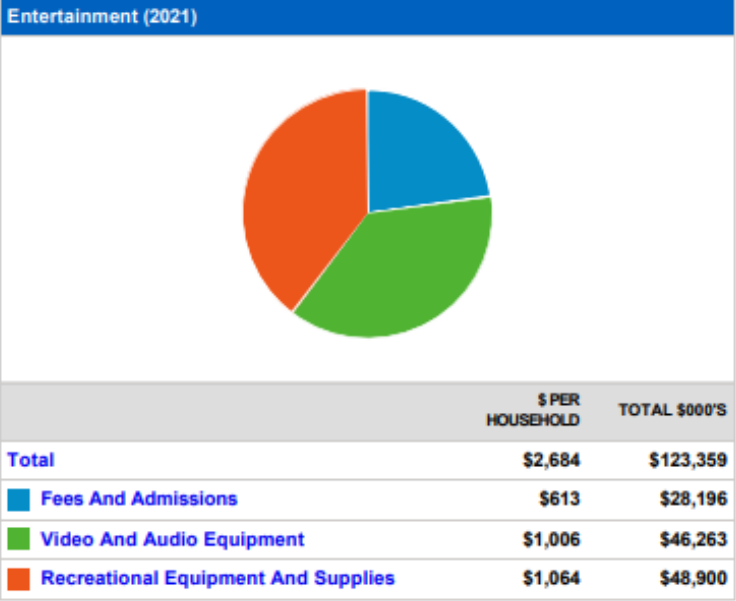
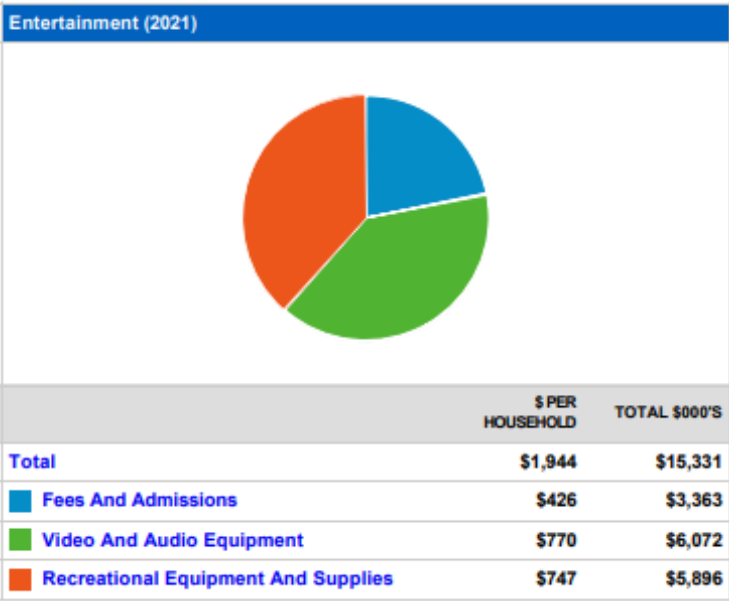
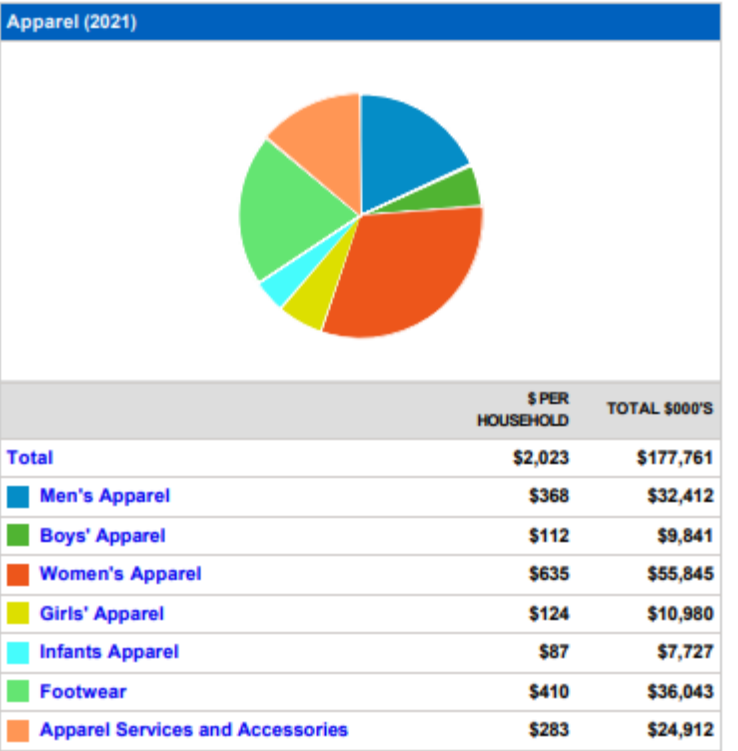
## WITHIN 1 MILE



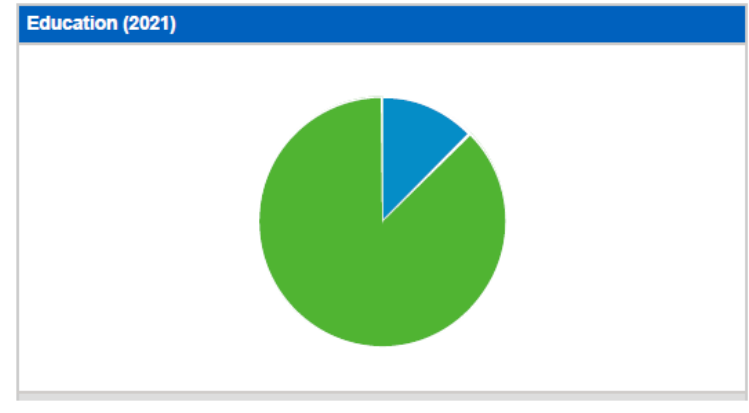
## WITHIN 3 MILES



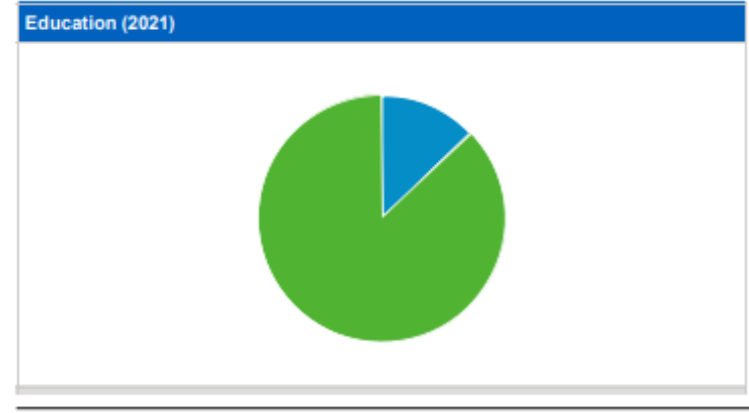
## WITHIN 5 MILES



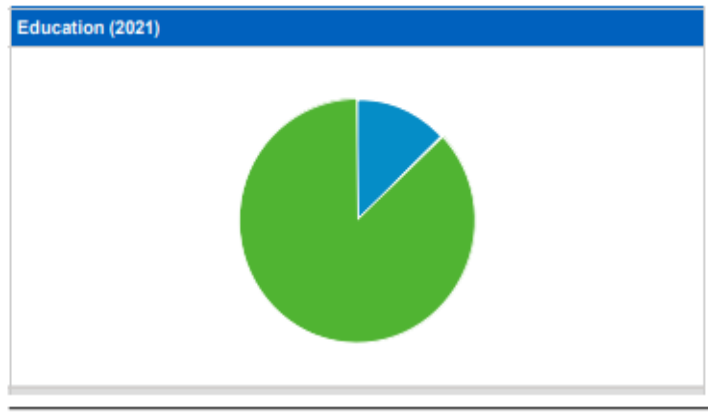
# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA



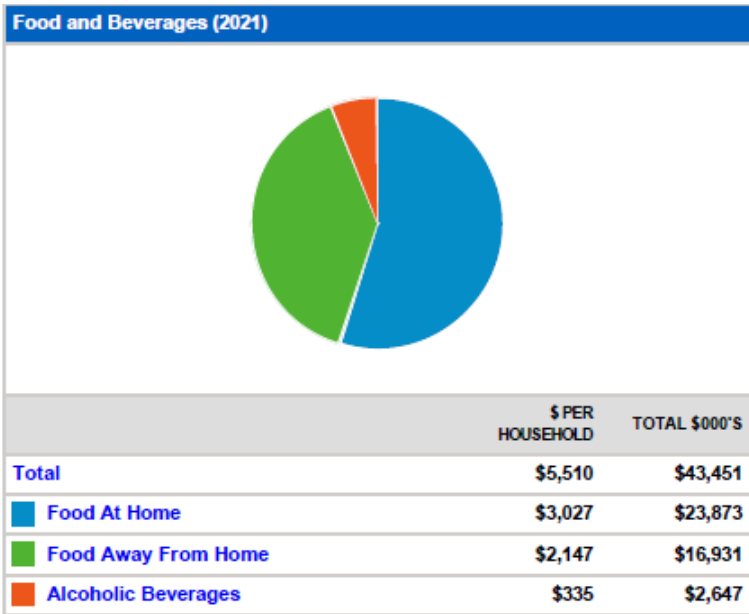
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,029	\$8,120
Books And Supplies	\$130	\$1,025
Tuition	\$899	\$7,094



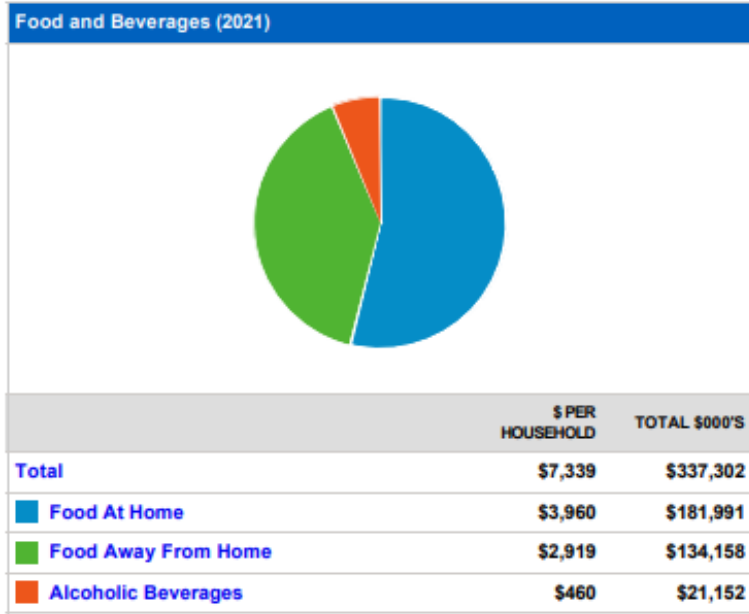
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,361	\$62,565
Books And Supplies	\$175	\$8,065
Tuition	\$1,185	\$54,500



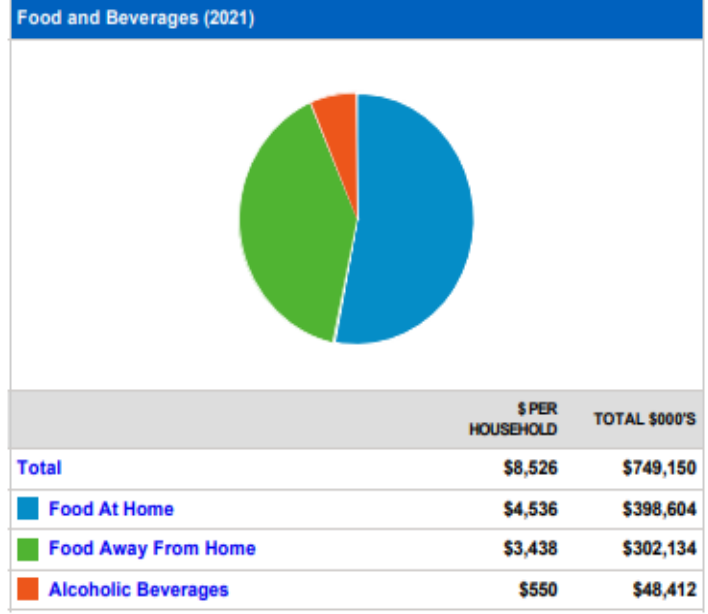
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,646	\$144,674
Books And Supplies	\$212	\$18,713
Tuition	\$1,433	\$125,961



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$5,510	\$43,451
Food At Home	\$3,027	\$23,873
Food Away From Home	\$2,147	\$16,931
Alcoholic Beverages	\$335	\$2,647

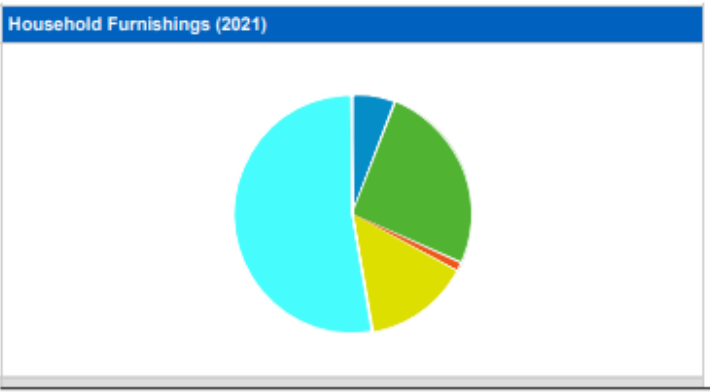
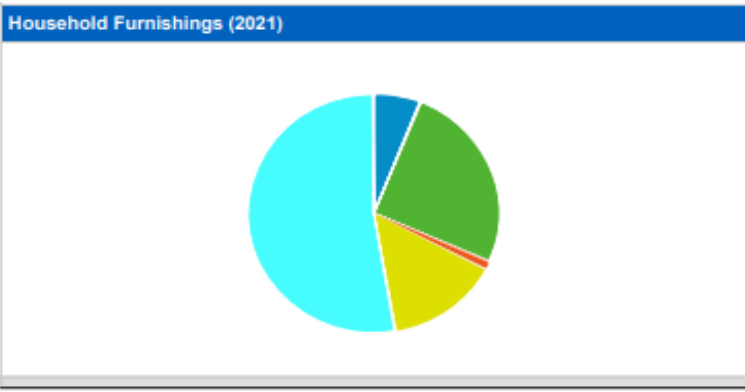
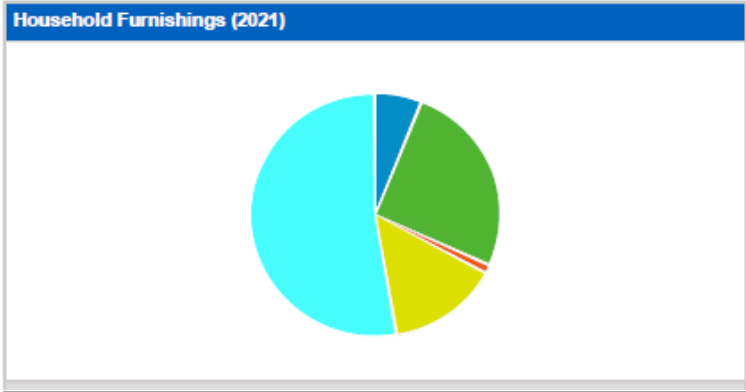
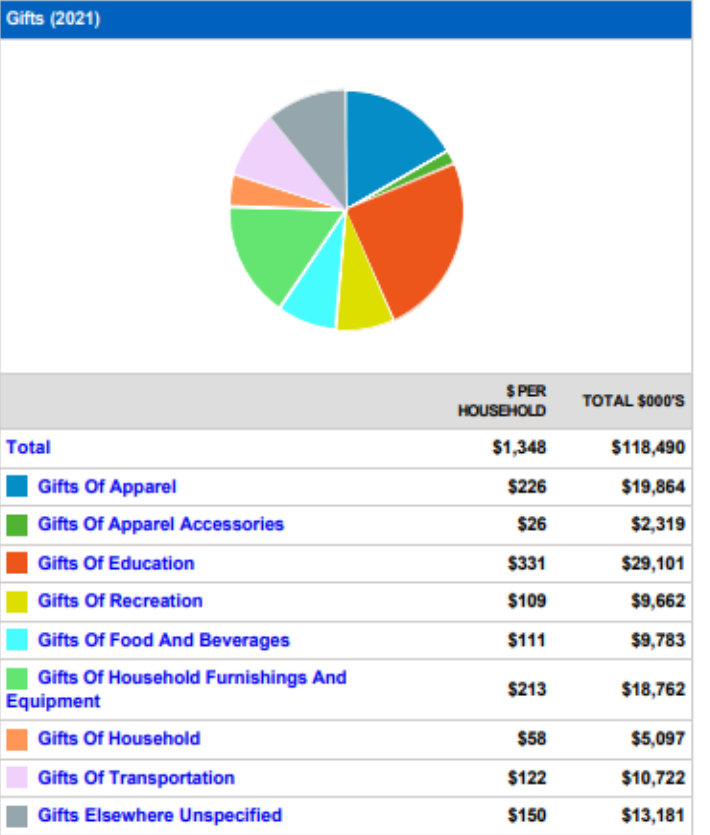
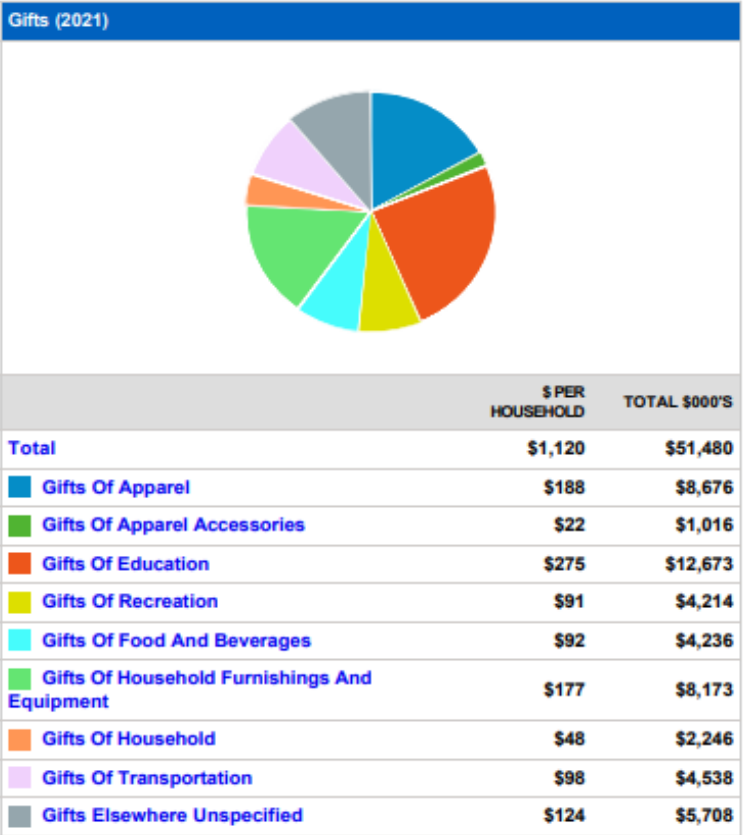
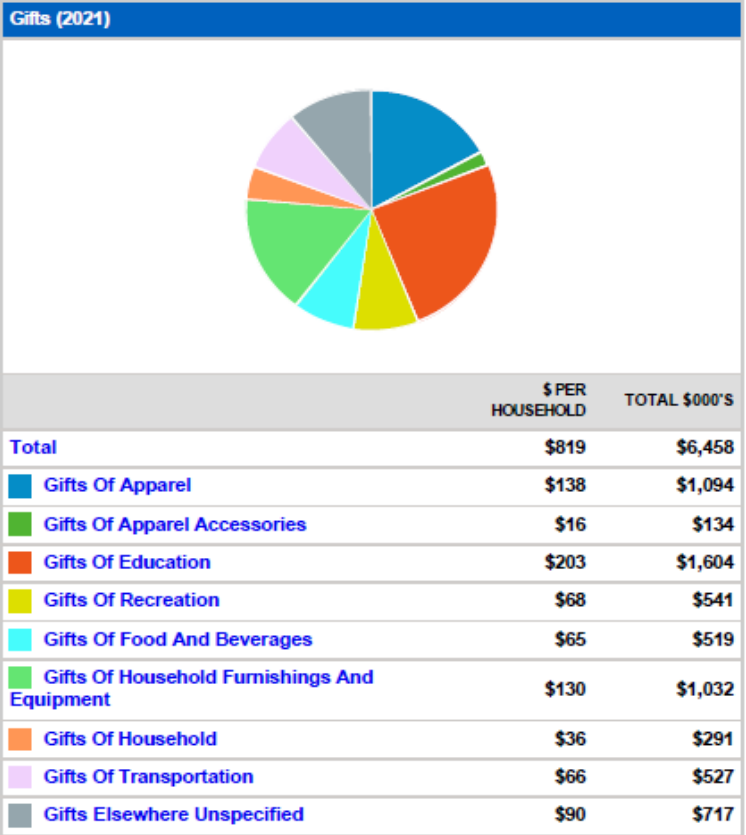


	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$7,339	\$337,302
Food At Home	\$3,960	\$181,991
Food Away From Home	\$2,919	\$134,158
Alcoholic Beverages	\$460	\$21,152



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$8,526	\$749,150
Food At Home	\$4,536	\$398,604
Food Away From Home	\$3,438	\$302,134
Alcoholic Beverages	\$550	\$48,412

# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA

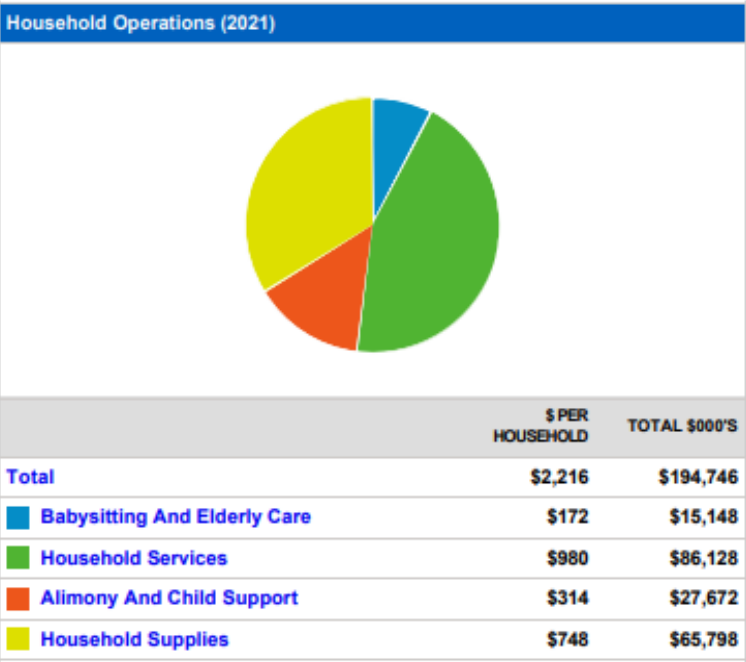
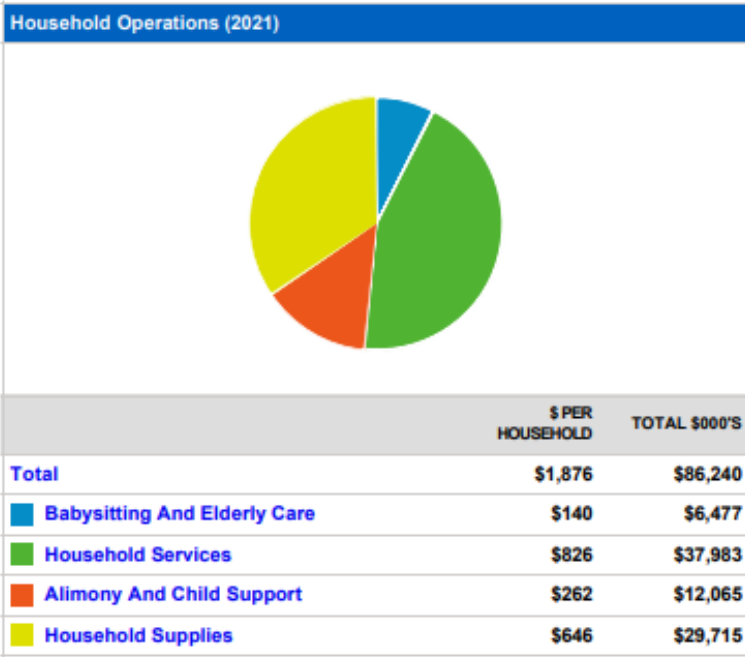
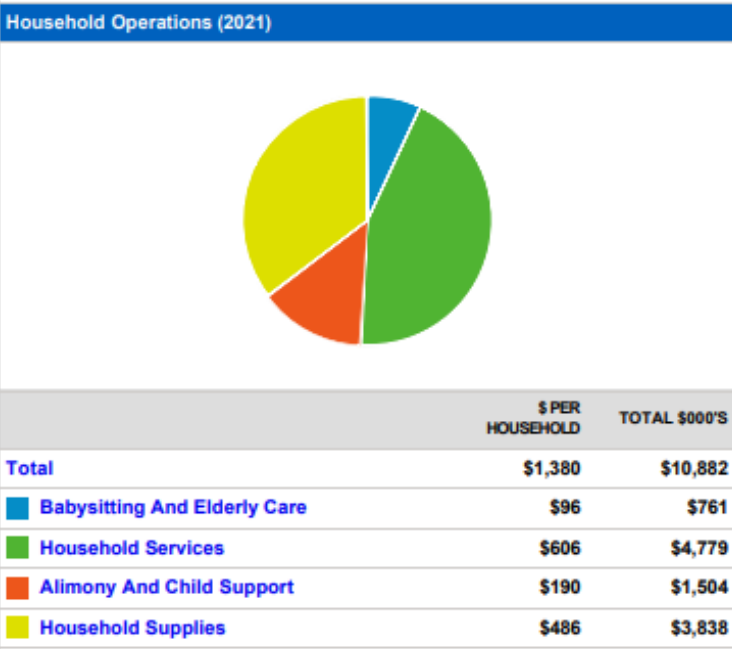
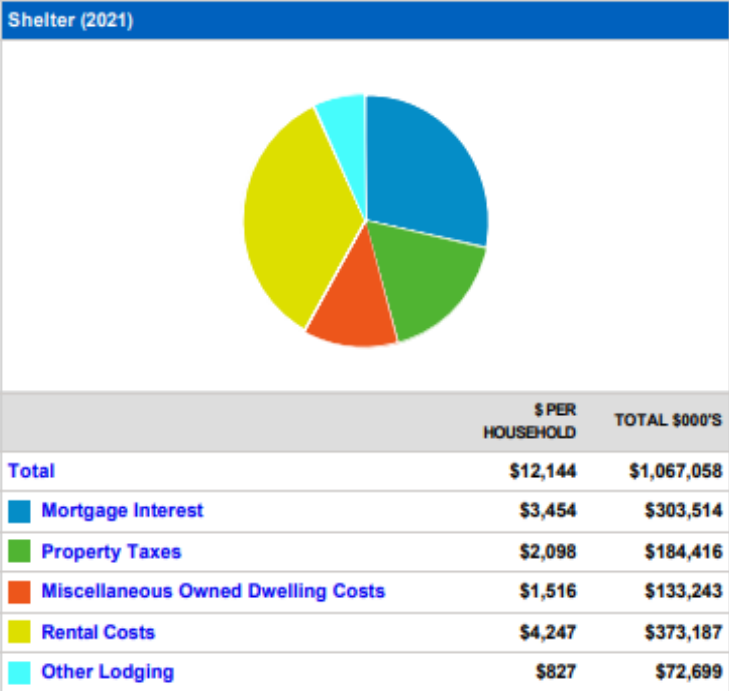
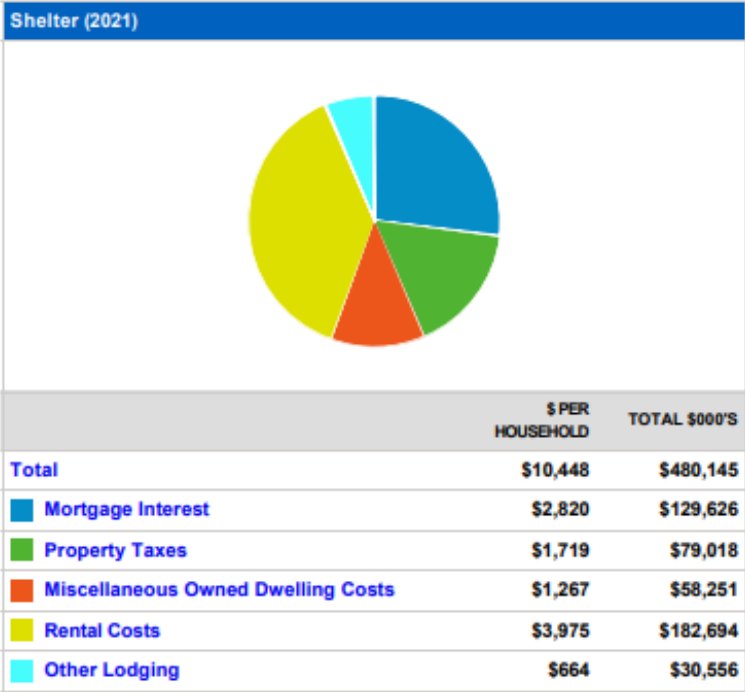
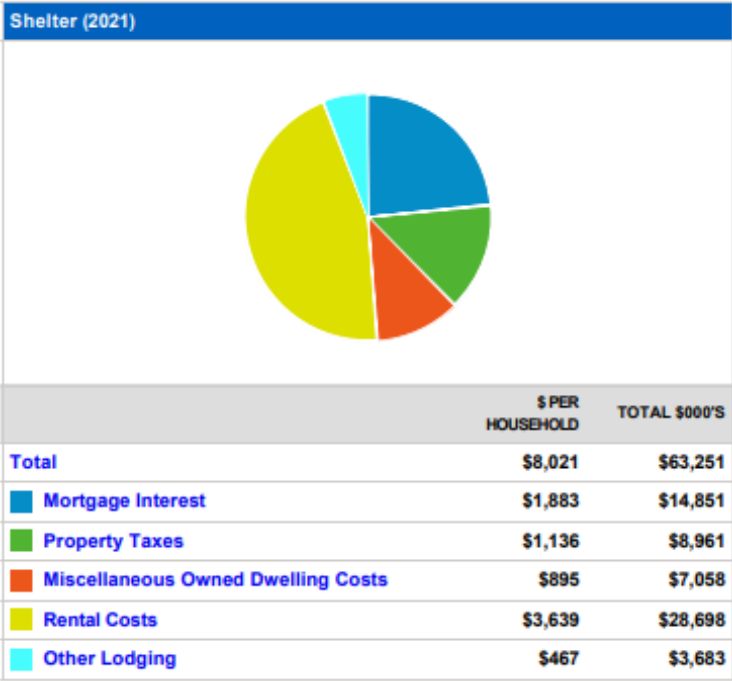


	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,205	\$9,503
Household Textiles	\$74	\$589
Furniture	\$309	\$2,437
Floor Coverings	\$14	\$111
Major Appliances	\$173	\$1,366
Housewares And Small Appliances	\$634	\$5,000

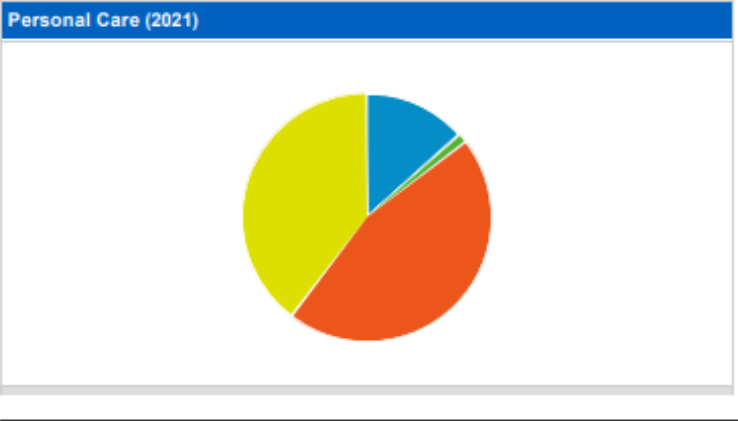
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,664	\$76,503
Household Textiles	\$100	\$4,628
Furniture	\$425	\$19,572
Floor Coverings	\$19	\$898
Major Appliances	\$242	\$11,137
Housewares And Small Appliances	\$876	\$40,269

	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,975	\$173,610
Household Textiles	\$117	\$10,336
Furniture	\$508	\$44,658
Floor Coverings	\$23	\$2,101
Major Appliances	\$286	\$25,196
Housewares And Small Appliances	\$1,039	\$91,320

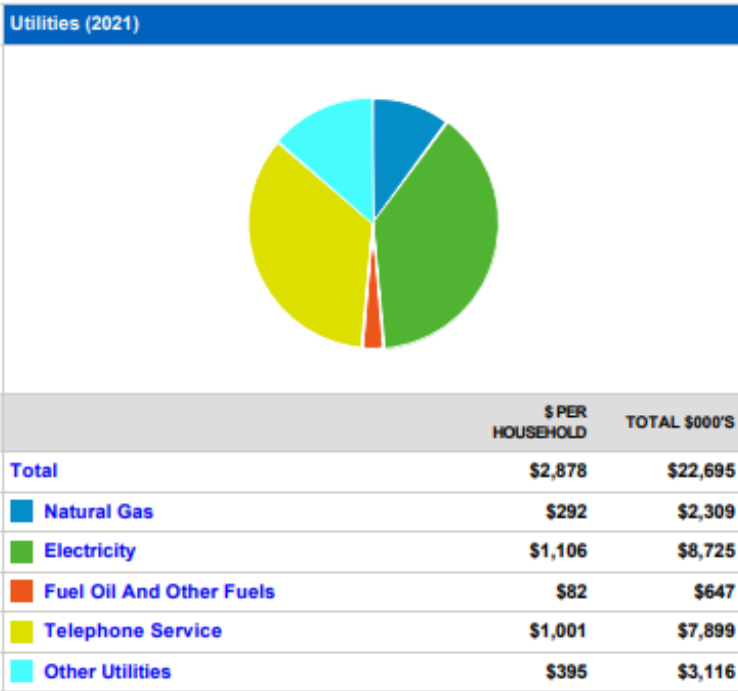
# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA



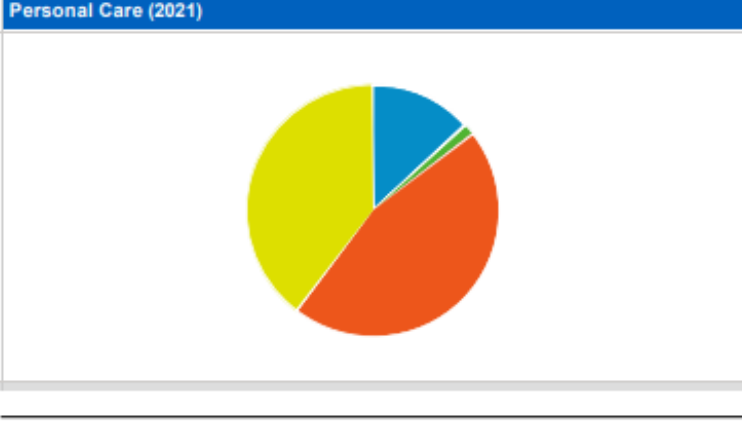
# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA



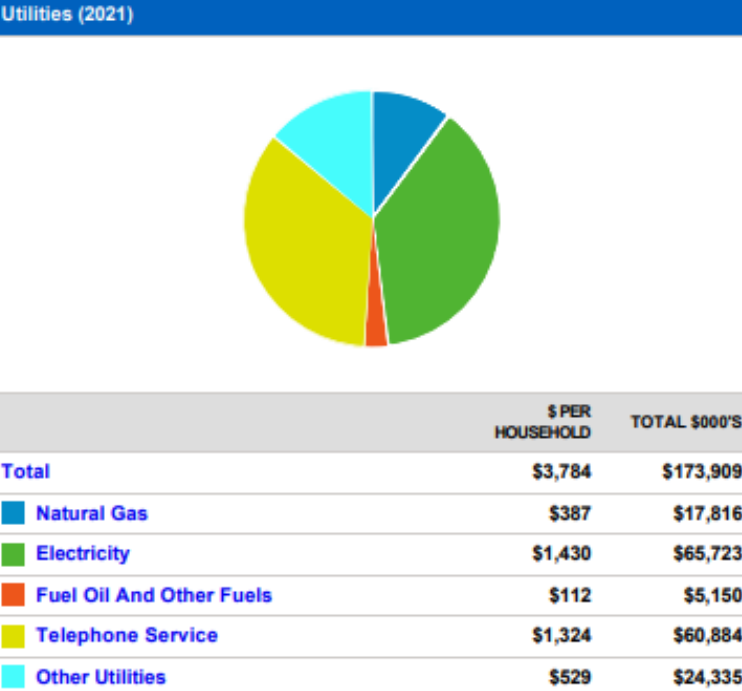
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$486	\$3,837
Hair Care	\$65	\$513
Electric Personal Care Appliances	\$6	\$53
Personal Care Services	\$222	\$1,752
Personal Care Products	\$192	\$1,519



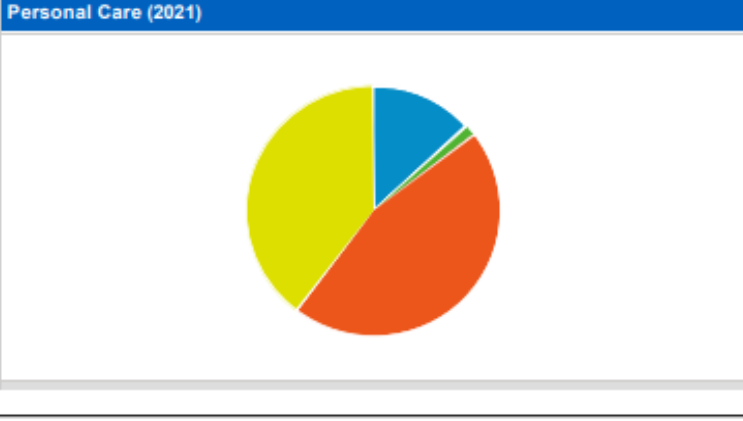
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$2,878	\$22,695
Natural Gas	\$292	\$2,309
Electricity	\$1,106	\$8,725
Fuel Oil And Other Fuels	\$82	\$647
Telephone Service	\$1,001	\$7,899
Other Utilities	\$395	\$3,116



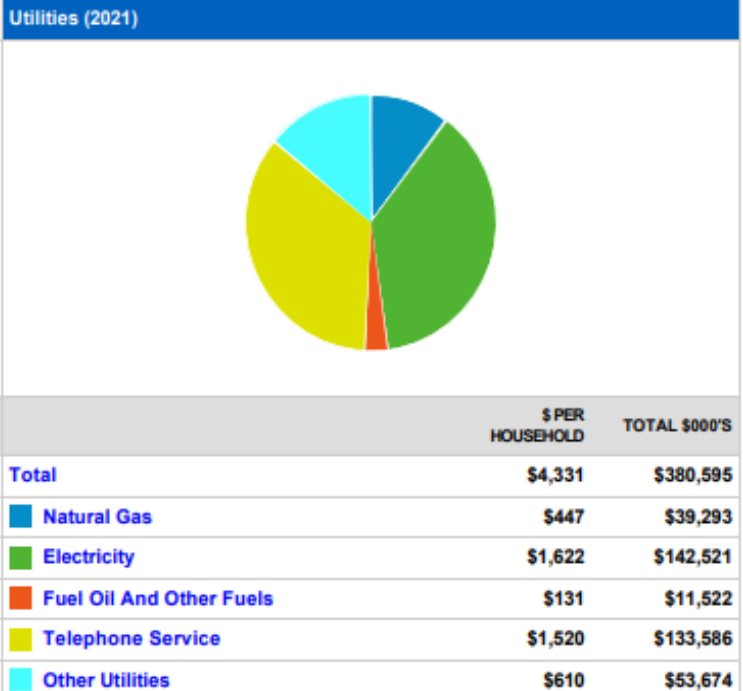
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$652	\$29,983
Hair Care	\$86	\$3,994
Electric Personal Care Appliances	\$9	\$420
Personal Care Services	\$298	\$13,699
Personal Care Products	\$258	\$11,870



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$3,784	\$173,909
Natural Gas	\$387	\$17,816
Electricity	\$1,430	\$65,723
Fuel Oil And Other Fuels	\$112	\$5,150
Telephone Service	\$1,324	\$60,884
Other Utilities	\$529	\$24,335

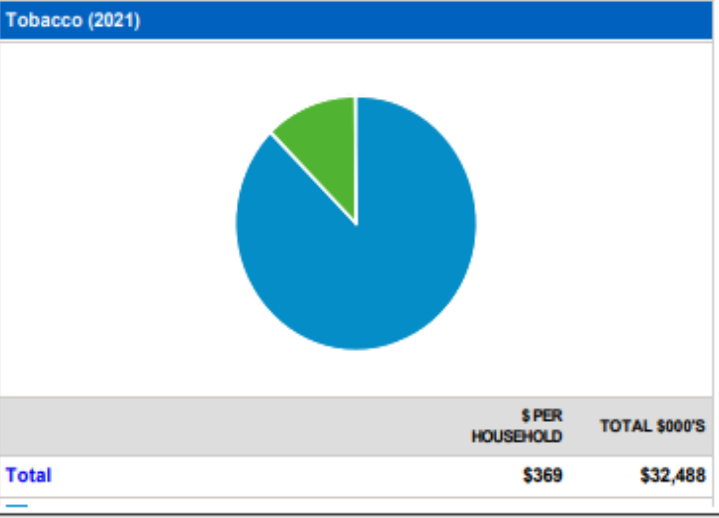
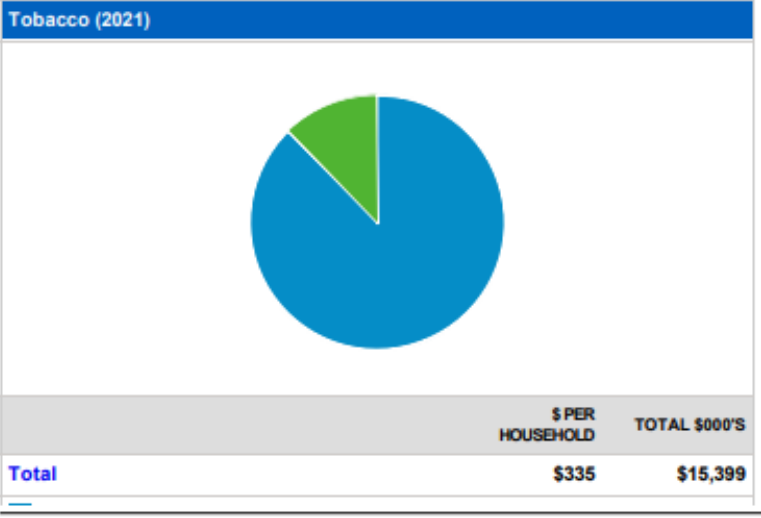
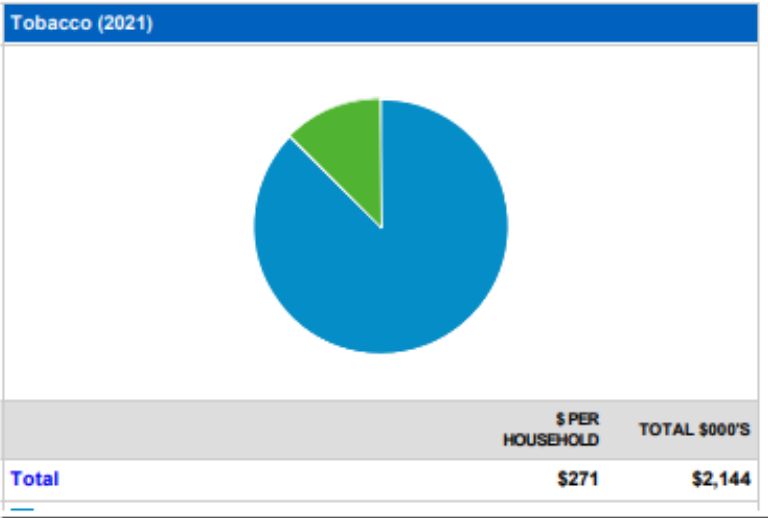
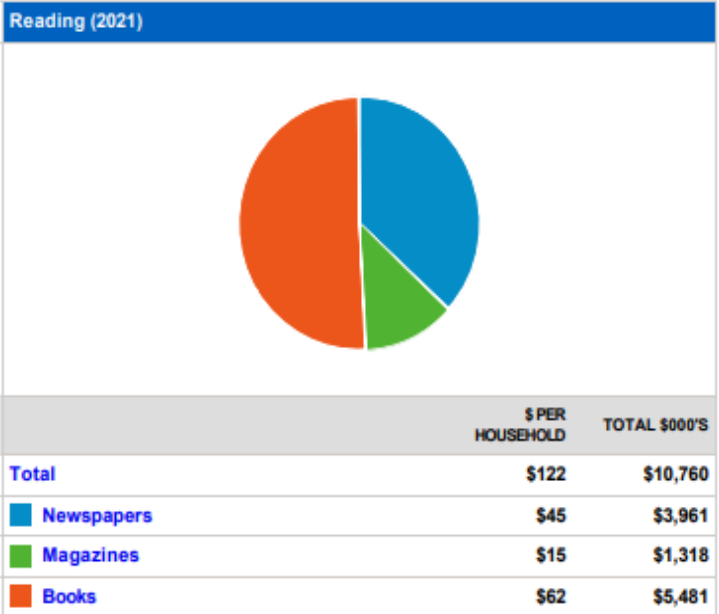
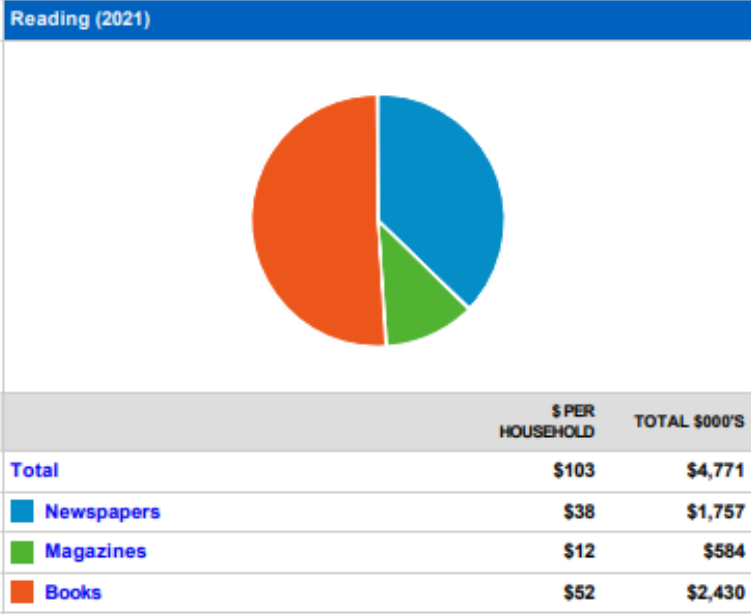
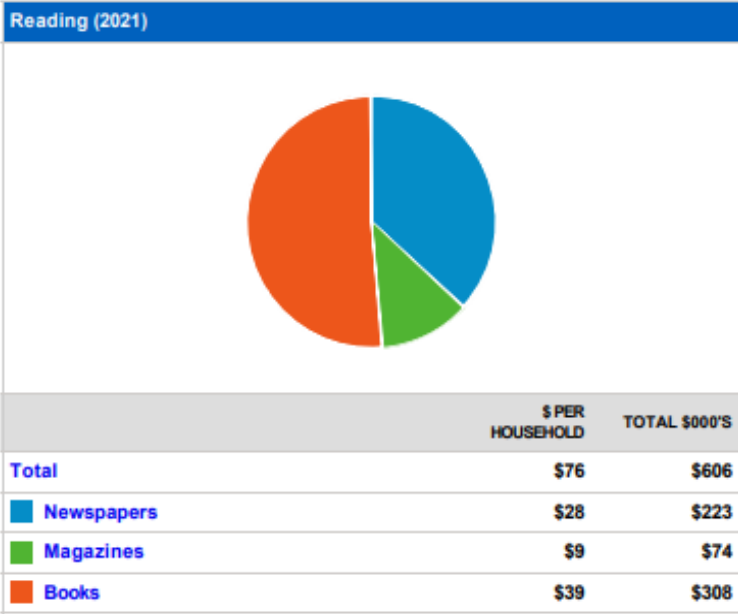


	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$764	\$67,164
Hair Care	\$101	\$8,941
Electric Personal Care Appliances	\$10	\$942
Personal Care Services	\$349	\$30,693
Personal Care Products	\$302	\$26,588



	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$4,331	\$380,595
Natural Gas	\$447	\$39,293
Electricity	\$1,622	\$142,521
Fuel Oil And Other Fuels	\$131	\$11,522
Telephone Service	\$1,520	\$133,586
Other Utilities	\$610	\$53,674

# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA



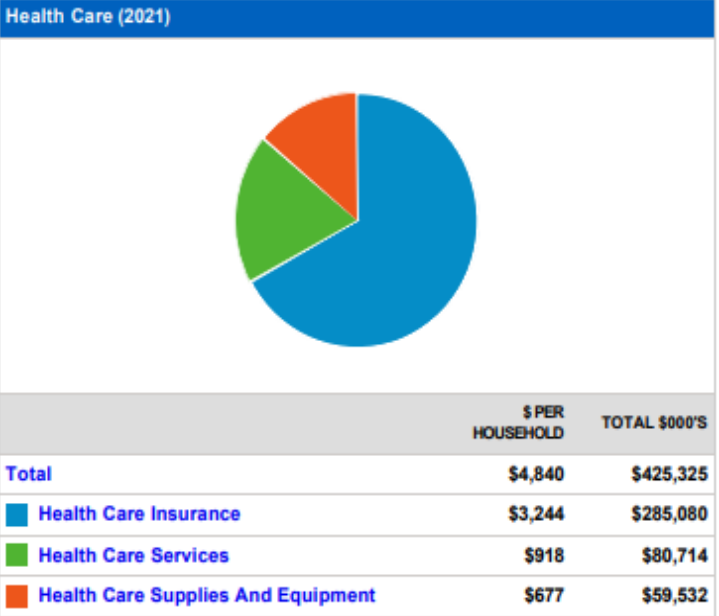
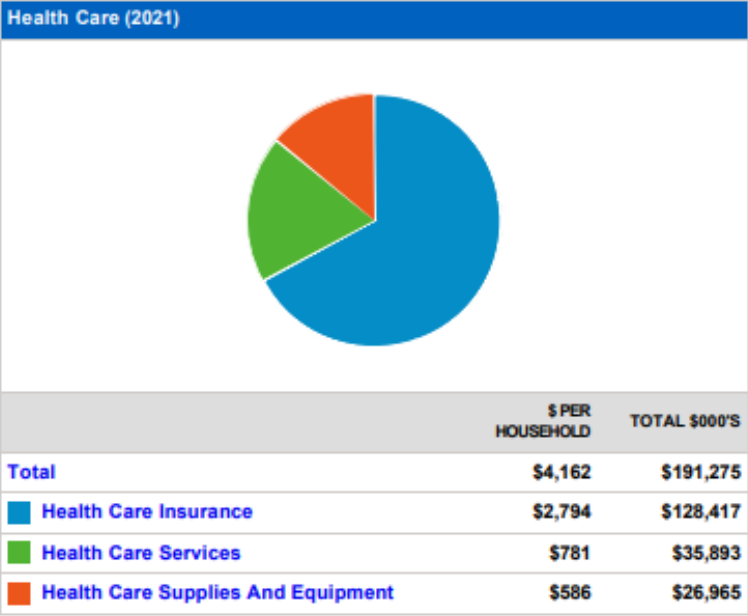
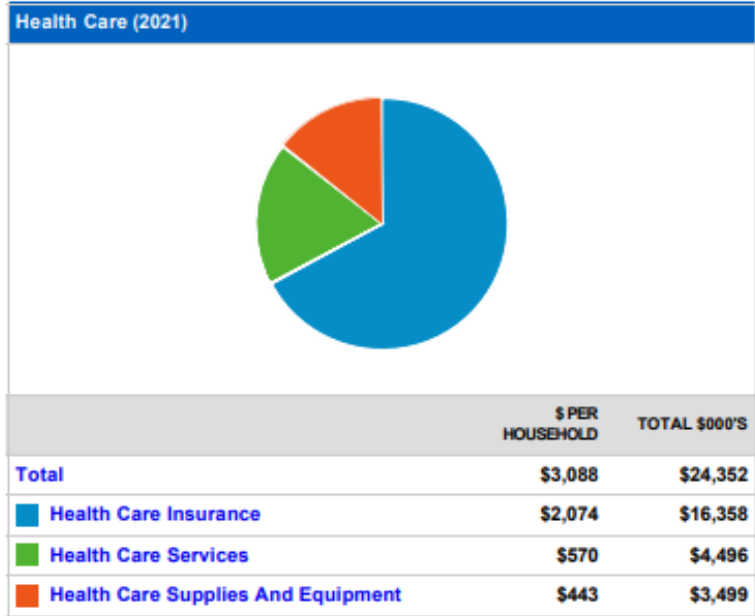
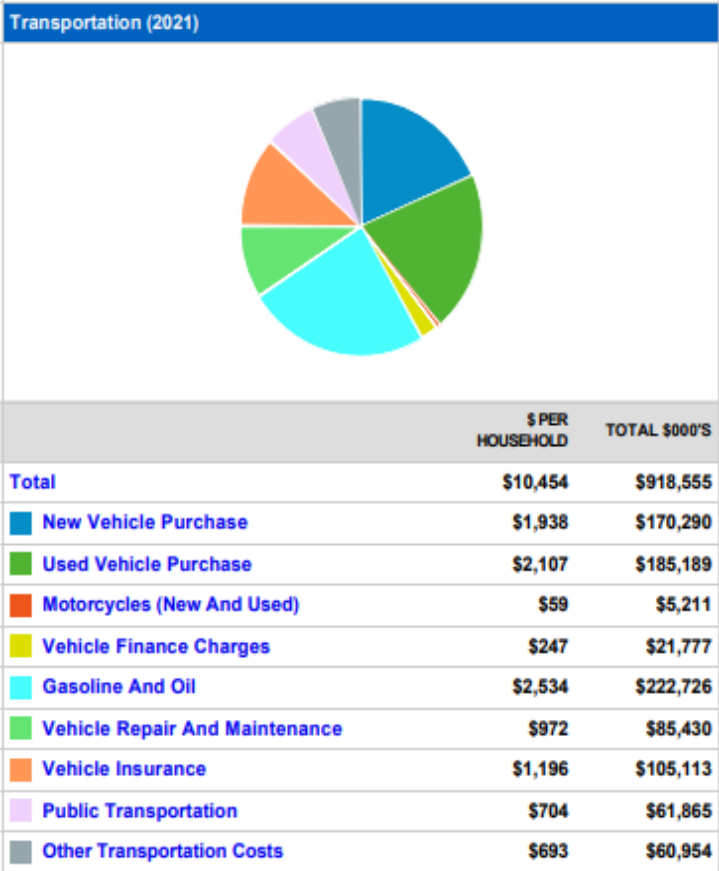
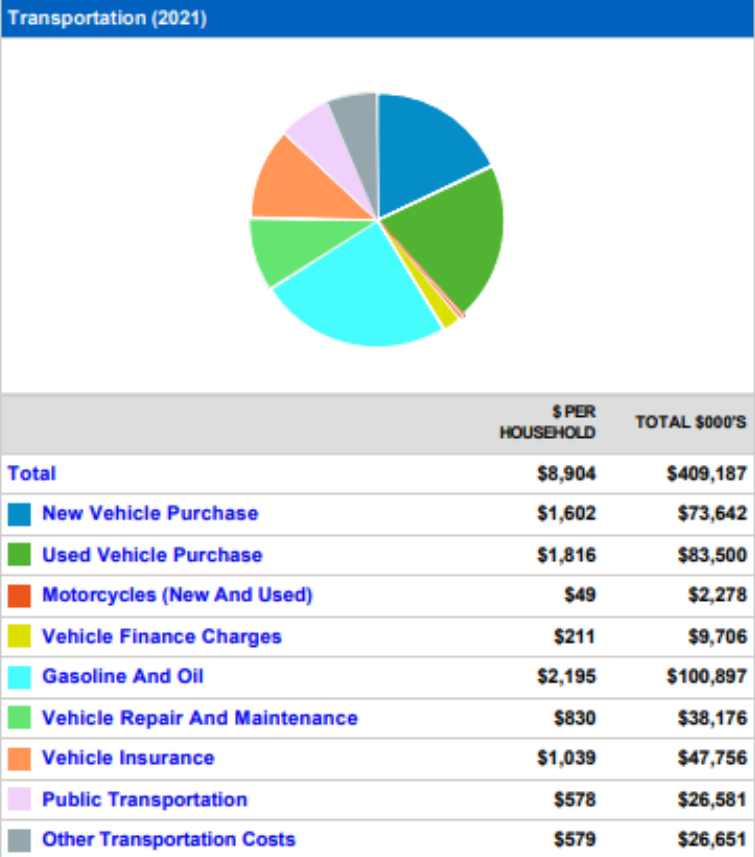
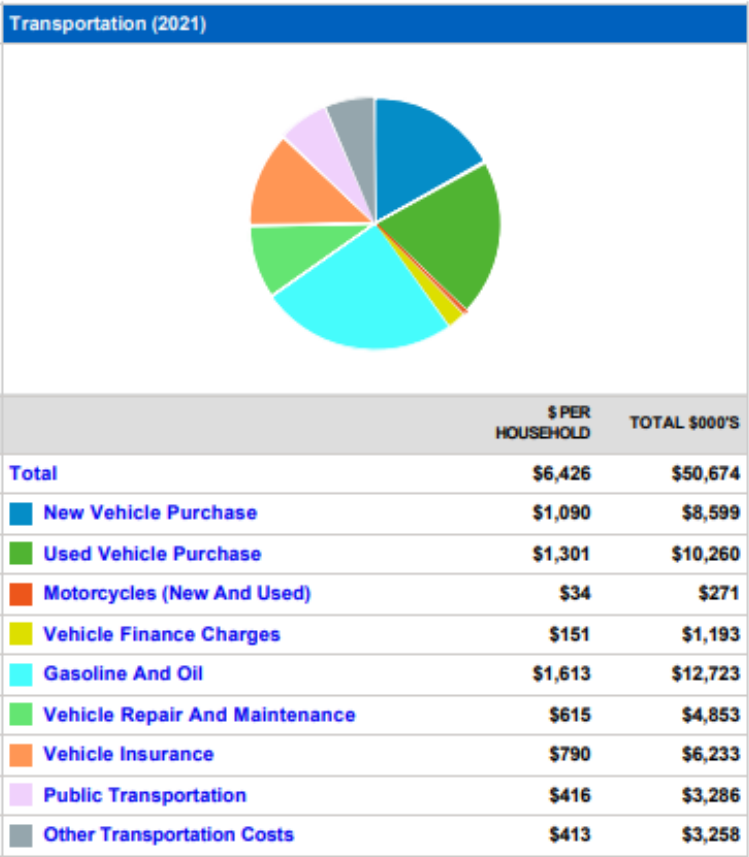
Cigarettes	\$237	\$1,875
Other Tobacco Products	\$34	\$269

Cigarettes	\$293	\$13,474
Other Tobacco Products	\$41	\$1,925


Cigarettes	\$323	\$28,429
Other Tobacco Products	\$46	\$4,059





# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA



# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA

Miscellaneous Expenses (2021)		
		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$672	\$5,303
Legal And Accounting	\$156	\$1,234
Funeral And Cemetery	\$53	\$419
Finance Charges Excluding Mortgage And Vehicle	\$273	\$2,159
Other Miscellaneous Expenses	\$189	\$1,492
Personal Insurance (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$222	\$1,752
Contributions (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,068	\$8,427
Retail Potential (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Other Health and Personal Care Stores	\$35	\$281
Gasoline Stations with Convenience Stores	\$0	\$0
Gasoline Stations without Convenience Stores	\$1,898	\$14,967
Men's Clothing Stores	\$27	\$214
Women's Clothing Stores	\$117	\$925
Childrens' and Infant's Clothing Stores	\$52	\$417
Family Clothing Stores	\$315	\$2,485
Clothing Accessory Stores	\$24	\$197
Other Apparel Stores	\$38	\$302
Shoe Stores	\$132	\$1,046
Jewelry Stores	\$59	\$467
Luggage Stores	\$4	\$38
Sporting Goods Stores	\$143	\$1,132
Hobby, Toy, and Game Stores	\$44	\$355
Sewing and Needlecraft Stores	\$14	\$112
Musical Instrument Stores	\$13	\$107
Book Stores	\$55	\$441

Miscellaneous Expenses (2021)		
		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$908	\$41,729
Legal And Accounting	\$210	\$9,694
Funeral And Cemetery	\$71	\$3,283
Finance Charges Excluding Mortgage And Vehicle	\$370	\$17,020
Other Miscellaneous Expenses	\$255	\$11,732
Personal Insurance (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$318	\$14,644
Contributions (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,488	\$68,387
Retail Potential (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Other Health and Personal Care Stores	\$47	\$2,188
Gasoline Stations with Convenience Stores	\$0	\$0
Gasoline Stations without Convenience Stores	\$2,556	\$117,497
Men's Clothing Stores	\$36	\$1,674
Women's Clothing Stores	\$157	\$7,251
Childrens' and Infant's Clothing Stores	\$71	\$3,308
Family Clothing Stores	\$425	\$19,555
Clothing Accessory Stores	\$33	\$1,545
Other Apparel Stores	\$51	\$2,370
Shoe Stores	\$177	\$8,164
Jewelry Stores	\$79	\$3,646
Luggage Stores	\$6	\$298
Sporting Goods Stores	\$204	\$9,386
Hobby, Toy, and Game Stores	\$61	\$2,838
Sewing and Needlecraft Stores	\$19	\$874
Musical Instrument Stores	\$17	\$816
Book Stores	\$75	\$3,459

Miscellaneous Expenses (2021)		
		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Total	\$1,068	\$93,844
Legal And Accounting	\$248	\$21,800
Funeral And Cemetery	\$83	\$7,377
Finance Charges Excluding Mortgage And Vehicle	\$435	\$38,292
Other Miscellaneous Expenses	\$300	\$26,375
Personal Insurance (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$386	\$33,982
Contributions (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,794	\$157,695
Retail Potential (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Other Health and Personal Care Stores	\$55	\$4,875
Gasoline Stations with Convenience Stores	\$0	\$0
Gasoline Stations without Convenience Stores	\$2,945	\$258,803
Men's Clothing Stores	\$42	\$3,778
Women's Clothing Stores	\$185	\$16,340
Childrens' and Infant's Clothing Stores	\$83	\$7,374
Family Clothing Stores	\$500	\$43,992
Clothing Accessory Stores	\$39	\$3,496
Other Apparel Stores	\$60	\$5,337
Shoe Stores	\$207	\$18,239
Jewelry Stores	\$95	\$8,355
Luggage Stores	\$7	\$669
Sporting Goods Stores	\$246	\$21,659
Hobby, Toy, and Game Stores	\$72	\$6,394
Sewing and Needlecraft Stores	\$22	\$1,991
Musical Instrument Stores	\$20	\$1,814
Book Stores	\$89	\$7,872



# 2021 DOWNTOWN STOCKTON CONSUMER EXPENDITURE DATA

Record,Tape,and CD Stores	\$0	\$0
Department Stores	\$632	\$4,984
Warehouse Superstores	\$1,624	\$12,810
Other General Merchandise Stores	\$242	\$1,909
Florists	\$10	\$86
Office and Stationary Stores	\$32	\$253
Gift and Souvenir Stores	\$39	\$315
Used Merchandise Stores	\$22	\$179
Pet and Pet Supply Stores	\$128	\$1,015
Art Dealers	\$10	\$84
Mobile Home Dealers	\$18	\$145
Other Miscellaneous Retail Stores	\$64	\$505
Mail Order and Catalog Stores	\$918	\$7,246
Vending Machines	\$27	\$214
Fuel Dealers	\$90	\$714
Other Direct Selling Establishments	\$72	\$572
Hotels and Other Travel Accommodations	\$117	\$925
RV Parks	\$1	\$9
Rooming and Boarding Houses	\$1	\$8
Full Service Restaurants	\$1,250	\$9,858

Limited Service Restaurants	\$580	\$4,580
Special Food Services and Catering	\$185	\$1,467
Drinking Places	\$51	\$409

Record,Tape,and CD Stores	\$0	\$0
Department Stores	\$854	\$39,269
Warehouse Superstores	\$2,166	\$99,542
Other General Merchandise Stores	\$325	\$14,948
Florists	\$15	\$711
Office and Stationary Stores	\$43	\$2,002
Gift and Souvenir Stores	\$54	\$2,482
Used Merchandise Stores	\$30	\$1,402
Pet and Pet Supply Stores	\$177	\$8,173
Art Dealers	\$14	\$662
Mobile Home Dealers	\$25	\$1,186
Other Miscellaneous Retail Stores	\$83	\$3,819
Mail Order and Catalog Stores	\$1,247	\$57,332
Vending Machines	\$35	\$1,651
Fuel Dealers	\$123	\$5,684
Other Direct Selling Establishments	\$97	\$4,473
Hotels and Other Travel Accommodations	\$159	\$7,324
RV Parks	\$1	\$70
Rooming and Boarding Houses	\$1	\$54
Full Service Restaurants	\$1,699	\$78,110

Limited Service Restaurants	\$789	\$36,289
Special Food Services and Catering	\$252	\$11,617
Drinking Places	\$70	\$3,241

Record,Tape,and CD Stores	\$0	\$0
Department Stores	\$1,003	\$88,163
Warehouse Superstores	\$2,514	\$220,947
Other General Merchandise Stores	\$379	\$33,380
Florists	\$18	\$1,619
Office and Stationary Stores	\$51	\$4,535
Gift and Souvenir Stores	\$63	\$5,577
Used Merchandise Stores	\$36	\$3,164
Pet and Pet Supply Stores	\$210	\$18,487
Art Dealers	\$16	\$1,489
Mobile Home Dealers	\$30	\$2,689
Other Miscellaneous Retail Stores	\$95	\$8,374
Mail Order and Catalog Stores	\$1,470	\$129,198
Vending Machines	\$41	\$3,642
Fuel Dealers	\$144	\$12,704
Other Direct Selling Establishments	\$113	\$9,996
Hotels and Other Travel Accommodations	\$187	\$16,513
RV Parks	\$1	\$155
Rooming and Boarding Houses	\$1	\$118
Full Service Restaurants	\$2,003	\$176,032

Limited Service Restaurants	\$930	\$81,782
Special Food Services and Catering	\$297	\$26,163
Drinking Places	\$83	\$7,379