

Consumer Spending Report

Piedmont Center Plaza

6820-6868 Piedmont Center Plz, Gainesville, VA 20155

Building Type: **Retail**
 Secondary: -
 GLA: **13,344 SF**
 Year Built: **2007**
 Total Available: **0 SF**
 % Leased: **100%**
 Rent/SF/Yr: -



2010 Annual Spending (in Thousands)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$193,682	\$700,365	\$1,284,522
Total Apparel	\$6,551	\$23,686	\$43,842
Women's Apparel	2,653	9,732	17,876
Men's Apparel	1,549	5,648	10,469
Girl's Apparel	629	2,212	4,161
Boy's Apparel	485	1,683	3,157
Infant Apparel	483	1,660	3,092
Footwear (excl. Infants)	1,043	3,729	6,869
Other Apparel Prod/Services	752	2,751	5,087
Total Entertainment	\$18,250	\$67,588	\$124,711
Sports and Recreation	780	2,846	5,355
TV, Radio and Sound Equipment	6,292	22,561	41,126
Reading Materials	777	2,910	5,272
Travel	10,173	38,434	71,380
Photographic Equipment	229	836	1,578
Total Food At Home	\$15,262	\$54,933	\$99,295
Cereal Products	927	3,310	5,995
Bread & Bakery Products	2,040	7,333	13,214
Seafood	805	2,945	5,353
Meat/Poultry/Fish/Eggs	5,145	18,409	33,218
Dairy Products	2,462	8,831	15,962
Fruits and Vegetables	3,883	14,104	25,552
Total Food Away From Home	\$15,740	\$56,551	\$103,547
Breakfast and Brunch	1,433	5,139	9,263
Dinner	7,410	26,716	48,972
Lunch	5,204	18,556	33,957
Snacks and Non Alcoholic Bev	1,142	4,055	7,441
Catered Affairs	550	2,085	3,914

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Annual Spending (in Thousands)	1 Mile	3 Mile	5 Mile
Total Alcoholic Beverages	\$2,856	\$10,387	\$19,072
Alcoholic Bev. at Home	1,694	6,191	11,352
Alcoholic Bev. away from Home	1,162	4,196	7,721
Total Furniture/Appliances	\$18,198	\$66,816	\$124,144
Bedroom Furniture	1,005	3,668	6,906
Living Room Furniture	1,574	5,796	10,798
Other Living & Family Room Furniture	455	1,696	3,225
Other Furniture	213	801	1,511
Major Appliances	1,616	5,909	10,823
Small Appliances	3,687	13,489	25,035
Misc Household Equipment	9,648	35,456	65,847
Total Transportation/Maint.	\$43,751	\$156,800	\$286,749
New Autos/Trucks/Vans	12,317	45,207	83,812
Used Vehicles	10,459	36,620	67,002
Purchase of RVs or Boats	1,429	5,540	10,244
Gasoline	14,392	50,727	91,717
Diesel Fuel	275	986	1,801
Automotive Maintenance/Repair	4,878	17,719	32,174
Total Health Care	\$7,953	\$29,339	\$52,344
Medical Services	4,785	17,608	31,870
Prescription Drugs	2,390	8,824	15,285
Medical Supplies	777	2,907	5,188
Total Education/Day Care	\$14,913	\$54,699	\$103,225
Education	6,441	23,710	44,475
Room and Board	740	2,841	5,291
Tuition/School Supplies	5,619	20,731	38,872
Day Care, Nursery & Preschool	2,112	7,416	14,587