



Guin City, AL_1
 Guin city, AL (0132224)
 Geography: Place

Top Tapestry Segments:		Demographic Summary		2010	2015
Southern Satellites	62.0%	Population		2,353	2,315
Heartland Communities	38.0%	Households		1,046	1,038
		Families		687	676
		Median Age		42.0	42.8
		Median Household Income		\$31,929	\$36,422

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	41	\$979.73	\$1,024,794
Men's	38	\$173.96	\$181,963
Women's	35	\$291.51	\$304,922
Children's	50	\$200.17	\$209,379
Footwear	31	\$129.07	\$135,005
Watches & Jewelry	56	\$108.12	\$113,095
Apparel Products and Services ¹	82	\$76.89	\$80,429
Computer			
Computers and Hardware for Home Use	57	\$109.93	\$114,986
Software and Accessories for Home Use	55	\$15.73	\$16,453
Entertainment & Recreation	65	\$2,109.54	\$2,206,574
Fees and Admissions	45	\$280.65	\$293,562
Membership Fees for Clubs ²	44	\$72.61	\$75,953
Fees for Participant Sports, excl. Trips	50	\$53.18	\$55,627
Admission to Movie/Theatre/Opera/Ballet	48	\$72.05	\$75,365
Admission to Sporting Events, excl. Trips	52	\$30.94	\$32,360
Fees for Recreational Lessons	38	\$51.60	\$53,974
Dating Services	35	\$0.27	\$283
TV/Video/Audio	65	\$807.45	\$844,588
Community Antenna or Cable TV	72	\$515.93	\$539,667
Televisions	56	\$107.81	\$112,769
VCRs, Video Cameras, and DVD Players	60	\$12.22	\$12,780
Video Cassettes and DVDs	65	\$34.02	\$35,580
Video and Computer Game Hardware and Software	55	\$30.43	\$31,826
Satellite Dishes	77	\$0.97	\$1,016
Rental of Video Cassettes and DVDs	60	\$24.68	\$25,819
Streaming/Downloaded Video	37	\$0.52	\$544
Audio ³	52	\$76.57	\$80,087
Rental and Repair of TV/Radio/Audio	57	\$4.30	\$4,501
Pets	89	\$381.26	\$398,794
Toys and Games ⁴	68	\$98.45	\$102,981
Recreational Vehicles and Fees ⁵	85	\$273.47	\$286,046
Sports/Recreation/Exercise Equipment ⁶	56	\$101.95	\$106,641
Photo Equipment and Supplies ⁷	60	\$62.08	\$64,934
Reading ⁸	60	\$92.35	\$96,596
Catered Affairs ⁹	48	\$11.88	\$12,431
Food	65	\$4,965.04	\$5,193,427
Food at Home	67	\$2,975.87	\$3,112,765
Bakery and Cereal Products	68	\$405.31	\$423,957
Meat, Poultry, Fish, and Eggs	66	\$685.01	\$716,520
Dairy Products	69	\$342.82	\$358,587
Fruit and Vegetables	62	\$484.80	\$507,099
Snacks and Other Food at Home ¹⁰	68	\$1,057.94	\$1,106,603
Food Away from Home	62	\$1,989.16	\$2,080,662
Alcoholic Beverages	52	\$299.25	\$313,017
Nonalcoholic Beverages at Home	68	\$296.83	\$310,489



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Financial			
Investments	63	\$1,101.96	\$1,152,649
Vehicle Loans	79	\$3,868.87	\$4,046,835
Health			
Nonprescription Drugs	83	\$85.47	\$89,404
Prescription Drugs	88	\$439.82	\$460,047
Eyeglasses and Contact Lenses	64	\$49.00	\$51,252
Home			
Mortgage Payment and Basics ¹¹	53	\$4,997.98	\$5,227,883
Maintenance and Remodeling Services	51	\$1,011.70	\$1,058,240
Maintenance and Remodeling Materials ¹²	75	\$279.56	\$292,415
Utilities, Fuel, and Public Services	72	\$3,242.33	\$3,391,472
Household Furnishings and Equipment			
Household Textiles ¹³	62	\$81.94	\$85,709
Furniture	58	\$346.90	\$362,862
Floor Coverings	52	\$38.66	\$40,436
Major Appliances ¹⁴	73	\$221.15	\$231,318
Housewares ¹⁵	54	\$46.76	\$48,907
Small Appliances	68	\$22.16	\$23,179
Luggage	54	\$5.01	\$5,239
Telephones and Accessories	42	\$17.98	\$18,812
Household Operations			
Child Care	54	\$250.46	\$261,979
Lawn and Garden ¹⁶	69	\$287.79	\$301,028
Moving/Storage/Freight Express	57	\$34.86	\$36,467
Housekeeping Supplies ¹⁷	70	\$490.46	\$513,017
Insurance			
Owners and Renters Insurance	75	\$349.13	\$365,193
Vehicle Insurance	67	\$776.91	\$812,643
Life/Other Insurance	72	\$298.70	\$312,439
Health Insurance	76	\$1,464.58	\$1,531,951
Personal Care Products ¹⁸	64	\$254.70	\$266,420
School Books and Supplies ¹⁹	61	\$64.64	\$67,616
Smoking Products	85	\$363.37	\$380,081
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	71	\$3,118.24	\$3,261,684
Gasoline and Motor Oil	77	\$2,201.30	\$2,302,564
Vehicle Maintenance and Repairs	65	\$611.41	\$639,530
Travel			
Airline Fares	40	\$185.72	\$194,262
Lodging on Trips	53	\$230.12	\$240,708
Auto/Truck/Van Rental on Trips	38	\$13.95	\$14,591
Food and Drink on Trips	57	\$247.37	\$258,753

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.