

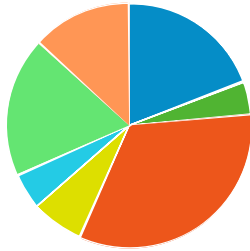


Portage County Consumer Spending Report

Consumer Spending Report (Portage County, Wisconsin)

Apparel (2015)

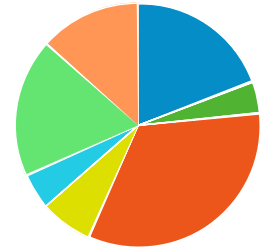
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,733	\$49,718
Men's Apparel	\$333	\$9,564
Boys' Apparel	\$74	\$2,145
Women's Apparel	\$572	\$16,436
Girls' Apparel	\$120	\$3,463
Infants Apparel	\$83	\$2,397
Footwear	\$319	\$9,151
Apparel Services and Accessories	\$228	\$6,562

Apparel (2020)

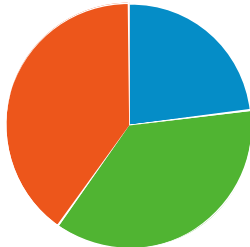
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,800	\$53,379
Men's Apparel	\$346	\$10,282
Boys' Apparel	\$76	\$2,282
Women's Apparel	\$596	\$17,692
Girls' Apparel	\$124	\$3,680
Infants Apparel	\$86	\$2,552
Footwear	\$328	\$9,729
Apparel Services and Accessories	\$241	\$7,163

Entertainment (2015)

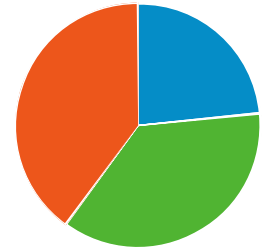
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,791	\$80,085
Fees And Admissions	\$643	\$18,462
Video And Audio Equipment	\$1,026	\$29,447
Recreational Equipment And Supplies	\$1,121	\$32,176

Entertainment (2020)

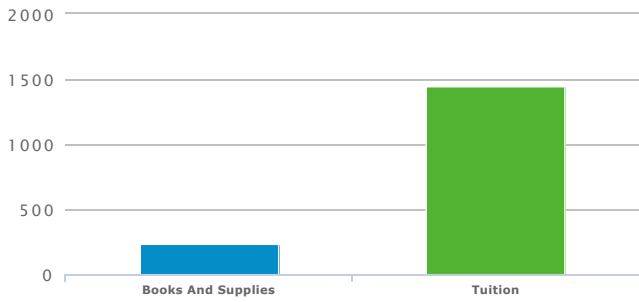
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



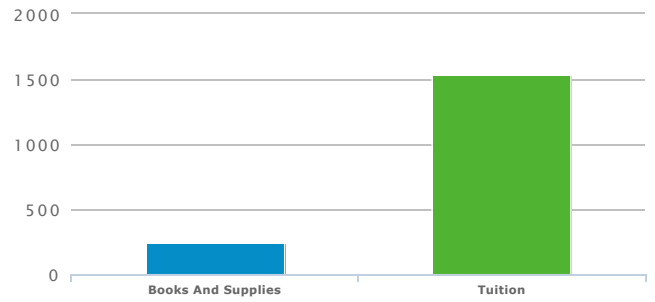
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,902	\$86,069
Fees And Admissions	\$680	\$20,176
Video And Audio Equipment	\$1,062	\$31,506
Recreational Equipment And Supplies	\$1,159	\$34,387

Education (2015)

Education (2020)

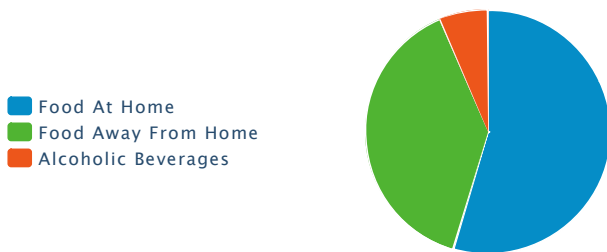


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,683	\$48,297
Books And Supplies	\$236	\$6,771
Tuition	\$1,447	\$41,526



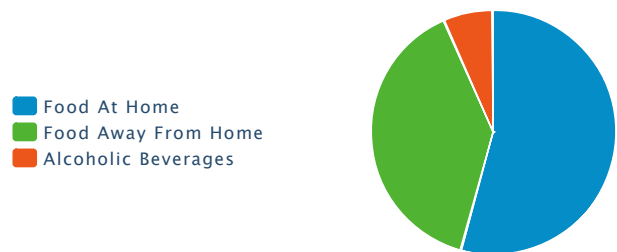
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,782	\$52,862
Books And Supplies	\$250	\$7,414
Tuition	\$1,532	\$45,448

Food and Beverages (2015)



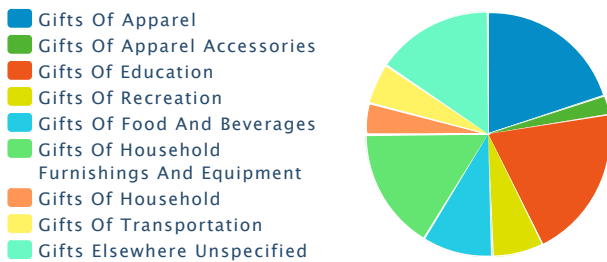
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$7,491	\$214,914
Food At Home	\$4,089	\$117,329
Food Away From Home	\$2,913	\$83,585
Alcoholic Beverages	\$488	\$14,000

Food and Beverages (2020)



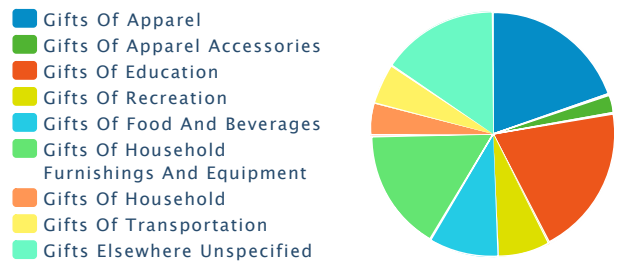
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$7,743	\$229,636
Food At Home	\$4,200	\$124,567
Food Away From Home	\$3,031	\$89,888
Alcoholic Beverages	\$511	\$15,180

Gifts (2015)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,173	\$33,673
Gifts Of Apparel	\$233	\$6,688
Gifts Of Apparel Accessories	\$29	\$853
Gifts Of Education	\$237	\$6,802
Gifts Of Recreation	\$79	\$2,294
Gifts Of Food And Beverages	\$108	\$3,119
Gifts Of Household Furnishings And Equipment	\$190	\$5,476
Gifts Of Household	\$49	\$1,429
Gifts Of Transportation	\$63	\$1,816
Gifts Elsewhere Unspecified	\$181	\$5,196

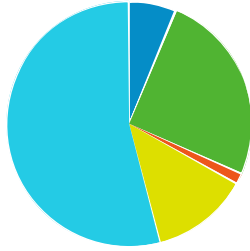
Gifts (2020)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,238	\$36,738
Gifts Of Apparel	\$245	\$7,285
Gifts Of Apparel Accessories	\$31	\$927
Gifts Of Education	\$249	\$7,412
Gifts Of Recreation	\$84	\$2,505
Gifts Of Food And Beverages	\$114	\$3,393
Gifts Of Household Furnishings And Equipment	\$201	\$5,975
Gifts Of Household	\$52	\$1,551
Gifts Of Transportation	\$67	\$1,996
Gifts Elsewhere Unspecified	\$192	\$5,694

Household Furnishings (2015)

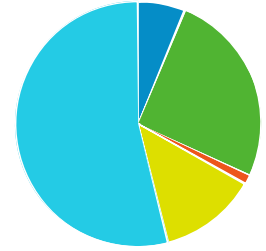
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,688	\$48,440
Household Textiles	\$106	\$3,065
Furniture	\$429	\$12,319
Floor Coverings	\$22	\$643
Major Appliances	\$219	\$6,303
Housewares And Small Appliances	\$910	\$26,111

Household Furnishings (2020)

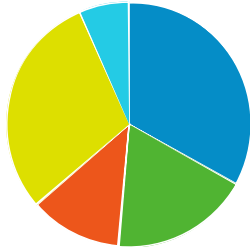
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,763	\$52,287
Household Textiles	\$111	\$3,287
Furniture	\$450	\$13,346
Floor Coverings	\$23	\$707
Major Appliances	\$228	\$6,785
Housewares And Small Appliances	\$949	\$28,151

Shelter (2015)

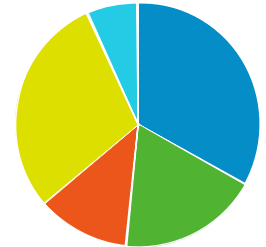
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,308	\$295,708
Mortgage Interest	\$3,413	\$97,909
Property Taxes	\$1,890	\$54,221
Miscellaneous Owned Dwelling Costs	\$1,258	\$36,104
Rental Costs	\$3,064	\$87,901
Other Lodging	\$682	\$19,573

Shelter (2020)

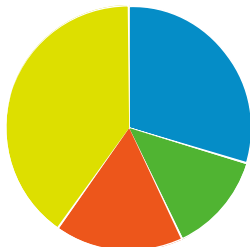
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,749	\$318,756
Mortgage Interest	\$3,562	\$105,635
Property Taxes	\$1,982	\$58,802
Miscellaneous Owned Dwelling Costs	\$1,317	\$39,082
Rental Costs	\$3,158	\$93,672
Other Lodging	\$727	\$21,566

Household Operations (2015)

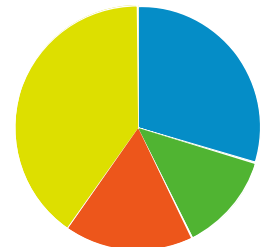
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,347	\$38,659
Babysitting And Elderly Care	\$400	\$11,500
Household Services	\$177	\$5,080
Alimony And Child Support	\$228	\$6,556
Household Supplies	\$541	\$15,522

Household Operations (2020)

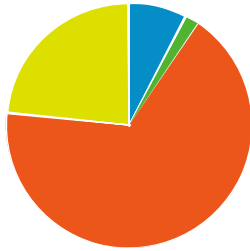
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,416	\$41,997
Babysitting And Elderly Care	\$419	\$12,437
Household Services	\$186	\$5,528
Alimony And Child Support	\$241	\$7,153
Household Supplies	\$569	\$16,878

Personal Care (2015)

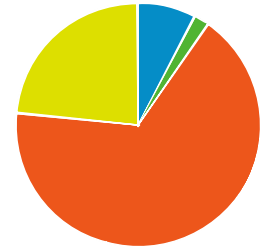
- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$652	\$18,714
Hair Care	\$50	\$1,456
Electric Personal Care Appliances	\$12	\$368
Personal Care Services	\$436	\$12,521
Personal Care Products	\$152	\$4,369

Personal Care (2020)

- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$677	\$20,078
Hair Care	\$52	\$1,563
Electric Personal Care Appliances	\$13	\$396
Personal Care Services	\$452	\$13,431
Personal Care Products	\$158	\$4,689

Utilities (2015)

- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,885	\$111,455
Natural Gas	\$409	\$11,761
Electricity	\$1,481	\$42,502
Fuel Oil And Other Fuels	\$141	\$4,051
Telephone Service	\$1,325	\$38,019
Other Utilities	\$527	\$15,122

Utilities (2020)

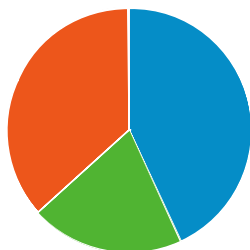
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,002	\$118,695
Natural Gas	\$423	\$12,564
Electricity	\$1,523	\$45,186
Fuel Oil And Other Fuels	\$145	\$4,325
Telephone Service	\$1,365	\$40,496
Other Utilities	\$543	\$16,125

Reading (2015)

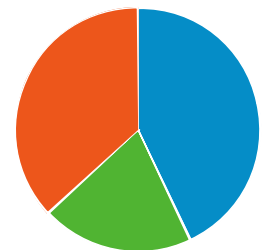
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$110	\$3,183
Newspapers	\$47	\$1,365
Magazines	\$22	\$653
Books	\$40	\$1,165

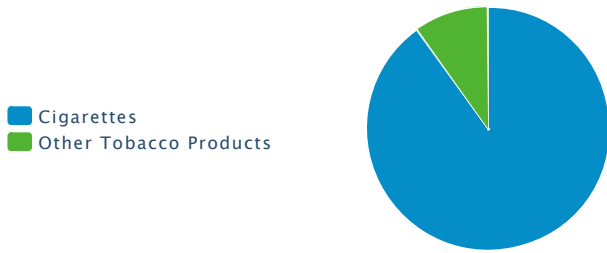
Reading (2020)

- Newspapers
- Magazines
- Books



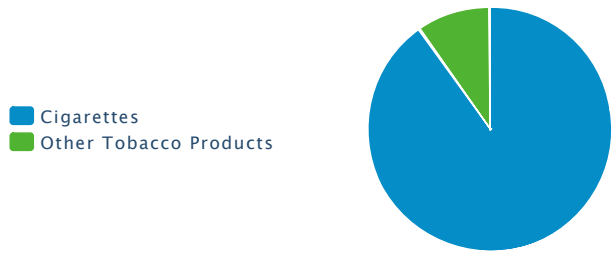
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$115	\$3,430
Newspapers	\$49	\$1,472
Magazines	\$23	\$703
Books	\$42	\$1,255

Tobacco (2015)



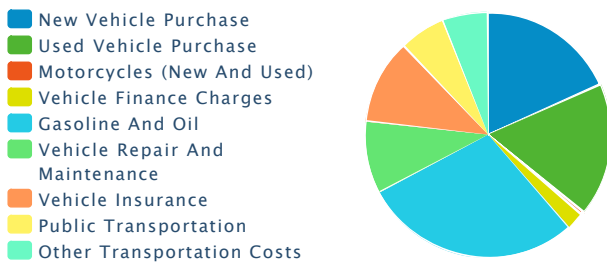
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$332	\$9,528
Cigarettes	\$298	\$8,574
Other Tobacco Products	\$33	\$953

Tobacco (2020)



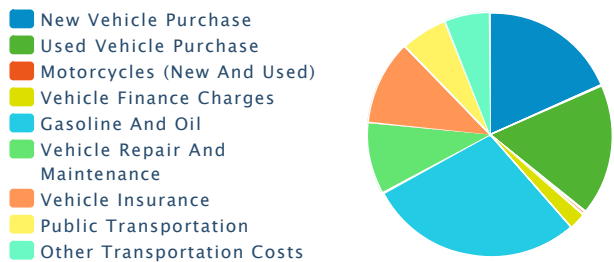
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$338	\$10,049
Cigarettes	\$304	\$9,043
Other Tobacco Products	\$33	\$1,006

Transportation (2015)



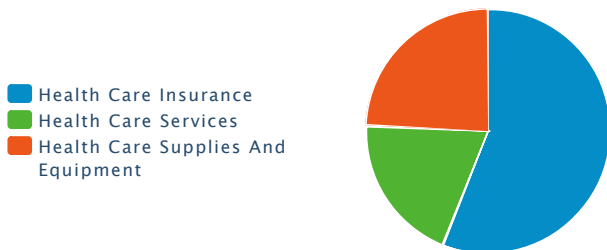
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,689	\$277,958
New Vehicle Purchase	\$1,772	\$50,849
Used Vehicle Purchase	\$1,703	\$48,865
Motorcycles (New And Used)	\$41	\$1,197
Vehicle Finance Charges	\$223	\$6,413
Gasoline And Oil	\$2,774	\$79,601
Vehicle Repair And Maintenance	\$917	\$26,330
Vehicle Insurance	\$1,088	\$31,224
Public Transportation	\$584	\$16,780
Other Transportation Costs	\$582	\$16,699

Transportation (2020)



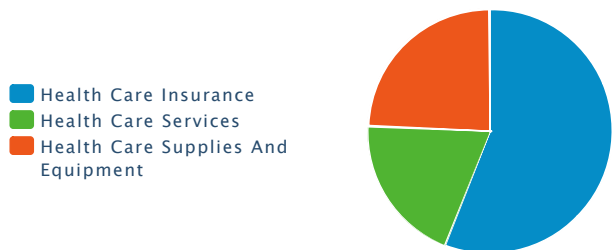
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,016	\$297,027
New Vehicle Purchase	\$1,845	\$54,737
Used Vehicle Purchase	\$1,745	\$51,756
Motorcycles (New And Used)	\$43	\$1,284
Vehicle Finance Charges	\$230	\$6,822
Gasoline And Oil	\$2,853	\$84,619
Vehicle Repair And Maintenance	\$948	\$28,124
Vehicle Insurance	\$1,122	\$33,277
Public Transportation	\$618	\$18,354
Other Transportation Costs	\$608	\$18,053

Health Care (2015)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,162	\$119,416
Health Care Insurance	\$2,331	\$66,890
Health Care Services	\$821	\$23,573
Health Care Supplies And Equipment	\$1,009	\$28,953

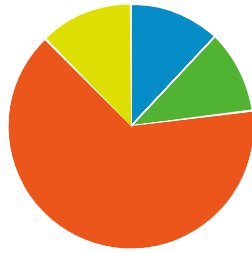
Health Care (2020)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,304	\$127,631
Health Care Insurance	\$2,409	\$71,464
Health Care Services	\$847	\$25,145
Health Care Supplies And Equipment	\$1,046	\$31,022

Miscellaneous Expenses (2015)

- Legal And Accounting
- Funeral And Cemetery
- Finance Charges Excluding Mortgage And Vehicle
- Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$753	\$21,614
Legal And Accounting	\$90	\$2,610
Funeral And Cemetery	\$83	\$2,388
Finance Charges Excluding Mortgage And Vehicle	\$485	\$13,932
Other Miscellaneous Expenses	\$93	\$2,684

Personal Insurance (2015)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$349	\$10,027

Contributions (2015)

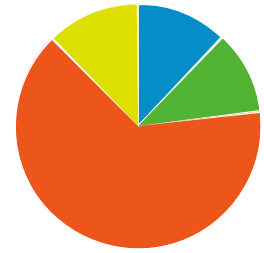
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,004	\$57,504

Retail Potential (2015)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$3,534	\$101,396
User Car Dealers	\$211	\$6,068
Recreational Vehicle Dealers	\$10	\$311
Motorcycle and Boat Dealers	\$150	\$4,327
Auto Parts and Accessories	\$546	\$15,668
Tire Dealers	\$248	\$7,140
Furniture Stores	\$331	\$9,515
Floor Covering Stores	\$119	\$3,424
Other Home Furnishing Stores	\$111	\$3,203
Appliances and Electronics Stores	\$776	\$22,278
Computer Stores	\$1,371	\$39,353
Camera and Photography Stores	\$91	\$2,614
Hardware Stores	\$182	\$5,231
Paint and Wallpaper Stores	\$16	\$476
Home Centers	\$405	\$11,628
Other Building Materials Stores	\$486	\$13,948
Outdoor Power Equipment Stores	\$15	\$435
Nursery and Garden Stores	\$122	\$3,505
Grocery Stores	\$5,696	\$163,426
Convenience Stores	\$242	\$6,961
Meat Markets	\$59	\$1,696
Fish and Seafood Markets	\$13	\$400
Fruit and Vegetable Markets	\$27	\$799
Other Specialty Food Markets	\$43	\$1,247
Liquor Stores	\$133	\$3,817

Miscellaneous Expenses (2020)

- Legal And Accounting
- Funeral And Cemetery
- Finance Charges Excluding Mortgage And Vehicle
- Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$780	\$23,148
Legal And Accounting	\$94	\$2,800
Funeral And Cemetery	\$86	\$2,575
Finance Charges Excluding Mortgage And Vehicle	\$502	\$14,901
Other Miscellaneous Expenses	\$96	\$2,873

Personal Insurance (2020)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$367	\$10,909

Contributions (2020)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,132	\$63,251

Source: Applied Geographic Solutions, 2015

Pharmacy and Drug Stores	\$1,199	\$34,407
Costmetics and Beauty Stores	\$51	\$1,472
Optical Goods Stores	\$125	\$3,604
Other Health and Personal Care Stores	\$97	\$2,797
Gasoline Stations with Convenience Stores	\$911	\$26,153
Gasoline Stations without Convenience Stores	\$150	\$4,330
Men's Clothing Stores	\$49	\$1,431
Women's Clothing Stores	\$159	\$4,582
Childrens' and Infant's Clothing Stores	\$88	\$2,548
Family Clothing Stores	\$336	\$9,640
Clothing Accessory Stores	\$17	\$502
Other Apparel Stores	\$40	\$1,148
Shoe Stores	\$112	\$3,222
Jewelry Stores	\$208	\$5,979
Luggage Stores	\$198	\$5,698
Sporting Goods Stores	\$151	\$4,348
Hobby, Toy, and Game Stores	\$44	\$1,283
Sewing and Needlecraft Stores	\$16	\$471
Musical Instrument Stores	\$35	\$1,029
Book Stores	\$323	\$9,282
Record, Tape, and CD Stores	\$85	\$2,442
Department Stores	\$2,637	\$75,670
Warehouse Superstores	\$1,145	\$32,866
Other General Merchandise Stores	\$316	\$9,083
Florists	\$25	\$741
Office and Stationary Stores	\$237	\$6,812
Gift and Souvenir Stores	\$77	\$2,218
Used Merchandise Stores	\$51	\$1,470
Pet and Pet Supply Stores	\$106	\$3,047
Art Dealers	\$9	\$277
Mobile Home Dealers	\$0	\$16
Other Miscellaneous Retail Stores	\$105	\$3,023
Mail Order and Catalog Stores	\$1,906	\$54,683
Vending Machines	\$84	\$2,416
Fuel Dealers	\$348	\$9,985
Other Direct Selling Establishments	\$172	\$4,949
Hotels and Other Travel Accomodations	\$128	\$3,677
RV Parks	\$2	\$59
Rooming and Boarding Houses	\$1	\$29
Full Service Restaurants	\$861	\$24,728
Limited Service Restaurants	\$856	\$24,582
Special Food Services and Catering	\$143	\$4,128
Drinking Places	\$76	\$2,203