

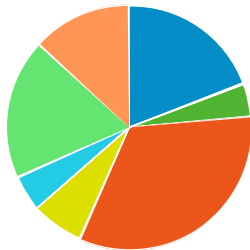


Portage County Consumer Spending Report

Consumer Spending Report (Portage County, Wisconsin)

Apparel (2015)

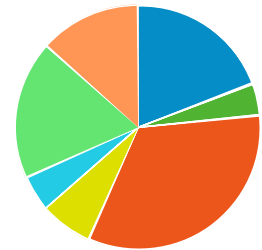
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



| | \$ 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)

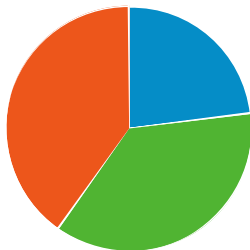
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



| | \$ 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)

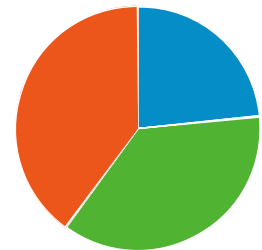
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



| | \$ 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)

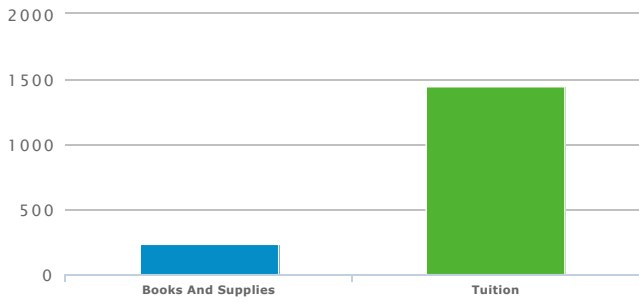
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



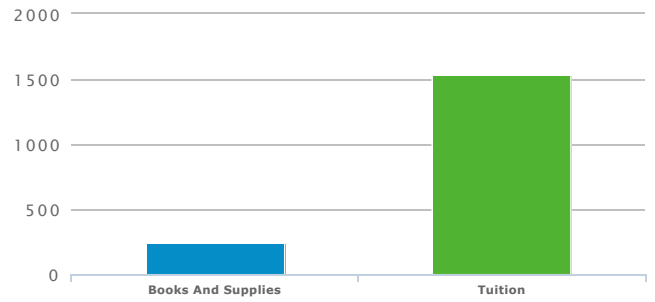
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|-------------------------------------|------------------|-----------------|
| Totals: | \$2,902 | \$86,069 |
| Fees And Admissions | \$680 | \$20,176 |
| Video And Audio Equipment | \$1,062 | \$31,506 |
| Recreational Equipment And Supplies | \$1,159 | \$34,387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

Education (2015)

Education (2020)

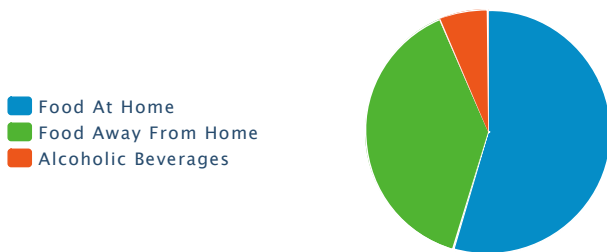


| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|--------------------|------------------|-----------------|
| Totals: | \$1,683 | \$48,297 |
| Books And Supplies | \$236 | \$6,771 |
| Tuition | \$1,447 | \$41,526 |



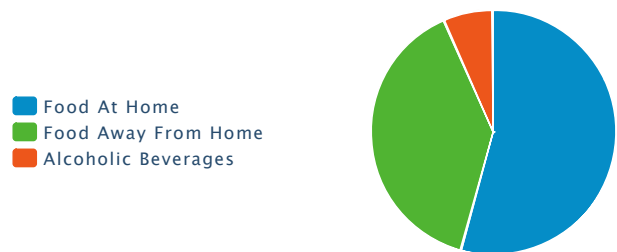
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|--------------------|------------------|-----------------|
| Totals: | \$1,782 | \$52,862 |
| Books And Supplies | \$250 | \$7,414 |
| Tuition | \$1,532 | \$45,448 |

Food and Beverages (2015)



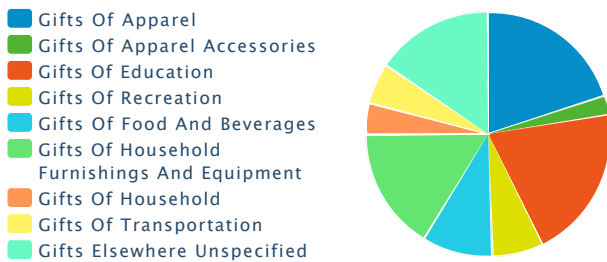
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|---------------------|------------------|------------------|
| Totals: | \$7,491 | \$214,914 |
| Food At Home | \$4,089 | \$117,329 |
| Food Away From Home | \$2,913 | \$83,585 |
| Alcoholic Beverages | \$488 | \$14,000 |

Food and Beverages (2020)



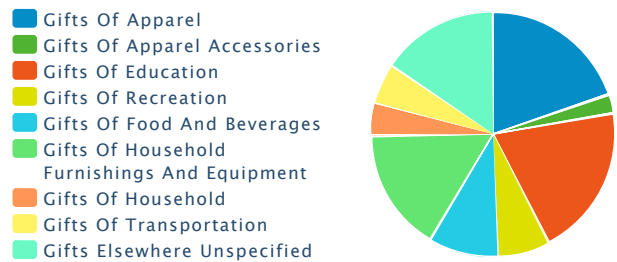
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|---------------------|------------------|------------------|
| Totals: | \$7,743 | \$229,636 |
| Food At Home | \$4,200 | \$124,567 |
| Food Away From Home | \$3,031 | \$89,888 |
| Alcoholic Beverages | \$511 | \$15,180 |

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 |

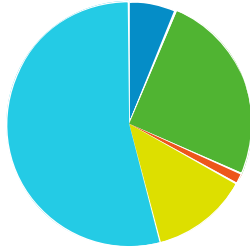
Gifts (2020)



| | \$ 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)

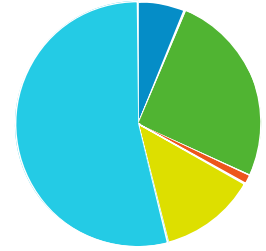
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



| | \$ 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)

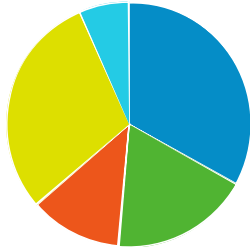
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



| | \$ 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)

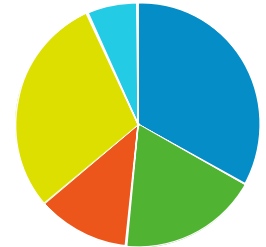
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



| | \$ 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)

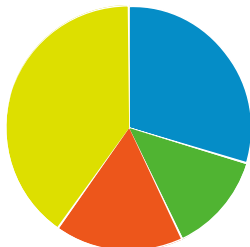
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



| | \$ 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)

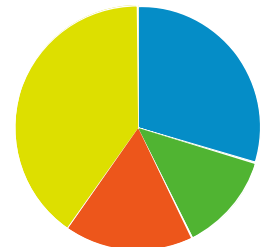
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



| | \$ 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)

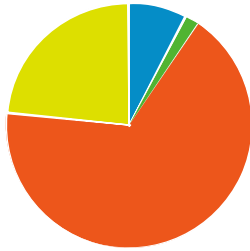
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



| | \$ 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)

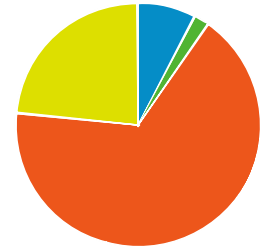
- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



| | \$ 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)

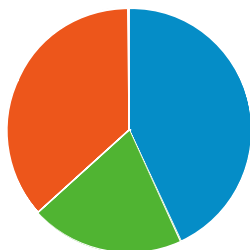
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



| | \$ 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)

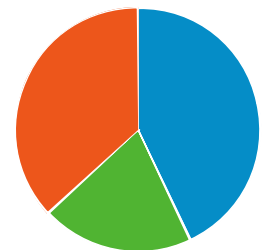
- Newspapers
- Magazines
- Books



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

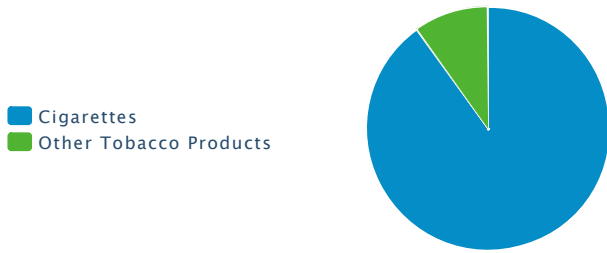
Reading (2020)

- Newspapers
- Magazines
- Books



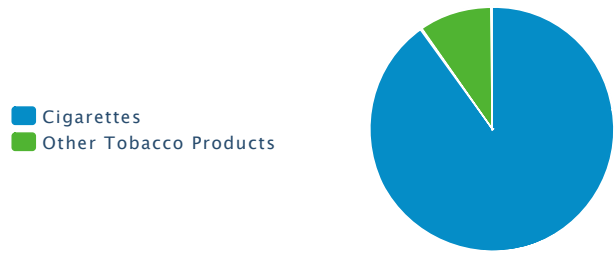
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|----------------|------------------|----------------|
| Totals: | \$115 | \$3,430 |
| Newspapers | \$49 | \$1,472 |
| Magazines | \$23 | \$703 |
| Books | \$42 | \$1,255 |

Tobacco (2015)



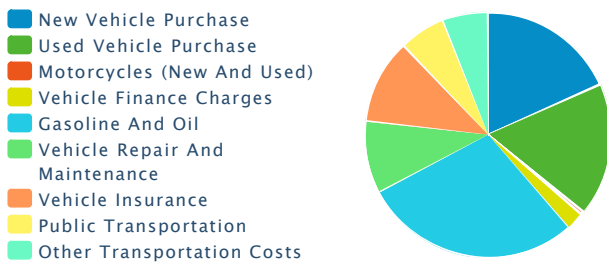
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|------------------------|------------------|----------------|
| Totals: | \$332 | \$9,528 |
| Cigarettes | \$298 | \$8,574 |
| Other Tobacco Products | \$33 | \$953 |

Tobacco (2020)



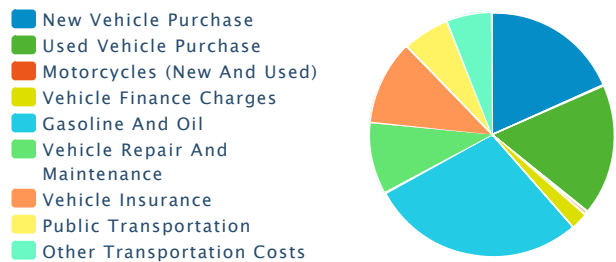
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|------------------------|------------------|-----------------|
| Totals: | \$338 | \$10,049 |
| Cigarettes | \$304 | \$9,043 |
| Other Tobacco Products | \$33 | \$1,006 |

Transportation (2015)



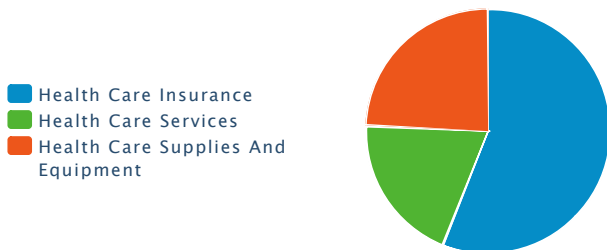
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|--------------------------------|------------------|------------------|
| Totals: | \$9,689 | \$277,958 |
| New Vehicle Purchase | \$1,772 | \$50,849 |
| Used Vehicle Purchase | \$1,703 | \$48,865 |
| Motorcycles (New And Used) | \$41 | \$1,197 |
| Vehicle Finance 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)



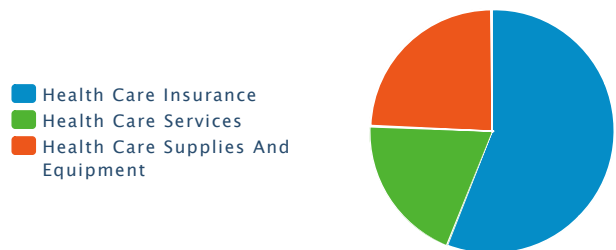
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|--------------------------------|------------------|------------------|
| Totals: | \$10,016 | \$297,027 |
| New Vehicle Purchase | \$1,845 | \$54,737 |
| Used Vehicle Purchase | \$1,745 | \$51,756 |
| Motorcycles (New And Used) | \$43 | \$1,284 |
| Vehicle Finance 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 |

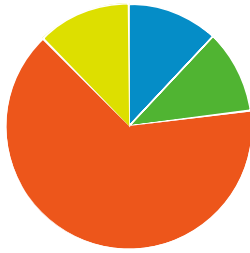
Health Care (2020)



| | \$ 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)

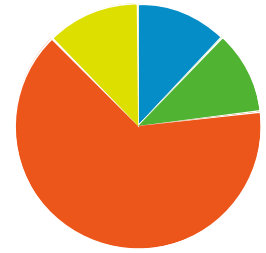
| | \$ PER HOUSEHOLD | TOTAL \$000'S |
|--|------------------|---------------|
| | \$2,004 | \$57,504 |

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 |