

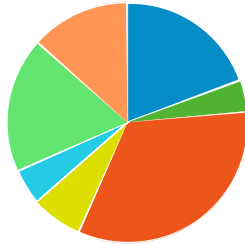


## Consumer Spending

Consumer Spending Report (Portage County, Wisconsin)

### Apparel (2016)

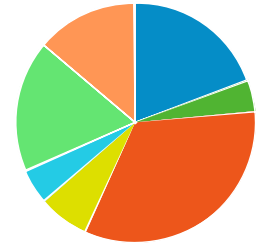
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,813</b>	<b>\$52,281</b>
Men's Apparel	\$349	\$10,077
Boys' Apparel	\$77	\$2,249
Women's Apparel	\$599	\$17,286
Girls' Apparel	\$125	\$3,632
Infants Apparel	\$87	\$2,514
Footwear	\$329	\$9,507
Apparel Services and Accessories	\$243	\$7,017

### Apparel (2021)

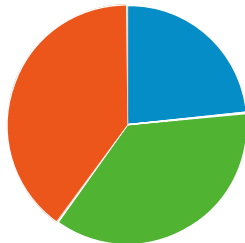
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,987</b>	<b>\$59,580</b>
Men's Apparel	\$384	\$11,513
Boys' Apparel	\$84	\$2,533
Women's Apparel	\$659	\$19,771
Girls' Apparel	\$136	\$4,098
Infants Apparel	\$94	\$2,840
Footwear	\$353	\$10,589
Apparel Services and Accessories	\$274	\$8,235

### Entertainment (2016)

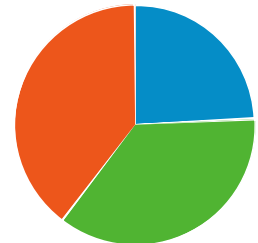
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,923</b>	<b>\$84,275</b>
Fees And Admissions	\$685	\$19,754
Video And Audio Equipment	\$1,068	\$30,809
Recreational Equipment And Supplies	\$1,169	\$33,712

### Entertainment (2021)

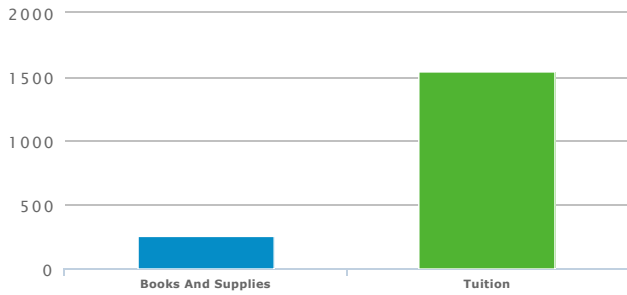
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



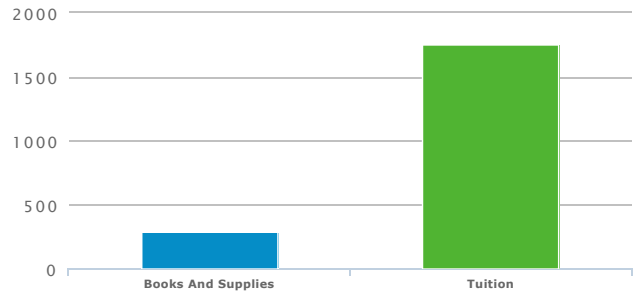
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,210</b>	<b>\$96,220</b>
Fees And Admissions	\$778	\$23,325
Video And Audio Equipment	\$1,161	\$34,811
Recreational Equipment And Supplies	\$1,270	\$38,084

### Education (2016)

### Education (2021)

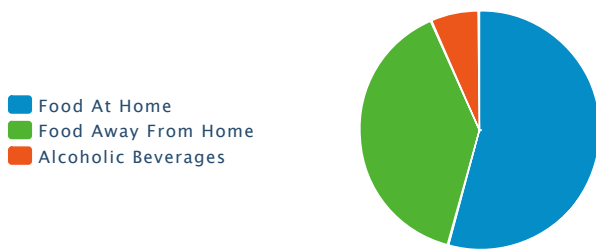


	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,792</b>	<b>\$51,677</b>
<b>Books And Supplies</b>	<b>\$251</b>	<b>\$7,244</b>
<b>Tuition</b>	<b>\$1,541</b>	<b>\$44,433</b>



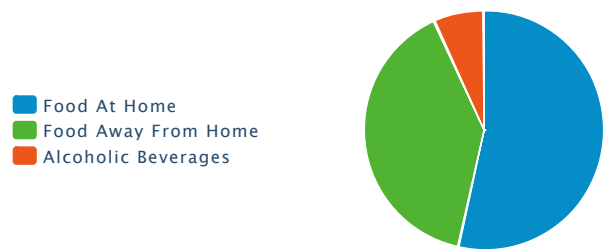
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$2,047</b>	<b>\$61,375</b>
<b>Books And Supplies</b>	<b>\$287</b>	<b>\$8,604</b>
<b>Tuition</b>	<b>\$1,760</b>	<b>\$52,771</b>

### Food and Beverages (2016)



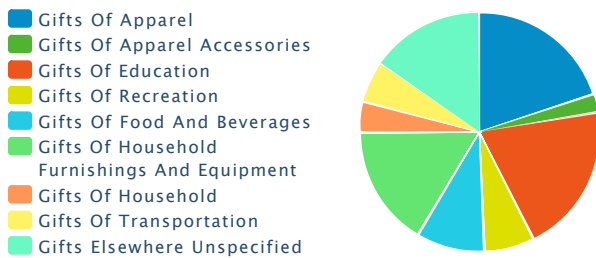
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$7,786</b>	<b>\$224,502</b>
<b>Food At Home</b>	<b>\$4,226</b>	<b>\$121,846</b>
<b>Food Away From Home</b>	<b>\$3,046</b>	<b>\$87,848</b>
<b>Alcoholic Beverages</b>	<b>\$513</b>	<b>\$14,808</b>

### Food and Beverages (2021)



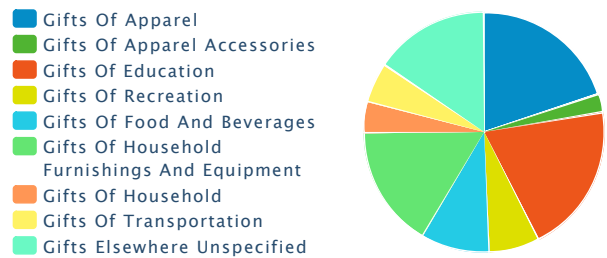
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$8,439</b>	<b>\$252,936</b>
<b>Food At Home</b>	<b>\$4,519</b>	<b>\$135,461</b>
<b>Food Away From Home</b>	<b>\$3,346</b>	<b>\$100,304</b>
<b>Alcoholic Beverages</b>	<b>\$572</b>	<b>\$17,171</b>

### Gifts (2016)



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,243</b>	<b>\$35,841</b>
<b>Gifts Of Apparel</b>	<b>\$246</b>	<b>\$7,116</b>
<b>Gifts Of Apparel Accessories</b>	<b>\$31</b>	<b>\$907</b>
<b>Gifts Of Education</b>	<b>\$250</b>	<b>\$7,235</b>
<b>Gifts Of Recreation</b>	<b>\$84</b>	<b>\$2,441</b>
<b>Gifts Of Food And Beverages</b>	<b>\$115</b>	<b>\$3,319</b>
<b>Gifts Of Household Furnishings And Equipment</b>	<b>\$202</b>	<b>\$5,830</b>
<b>Gifts Of Household</b>	<b>\$52</b>	<b>\$1,517</b>
<b>Gifts Of Transportation</b>	<b>\$67</b>	<b>\$1,941</b>
<b>Gifts Elsewhere Unspecified</b>	<b>\$191</b>	<b>\$5,533</b>

### Gifts (2021)

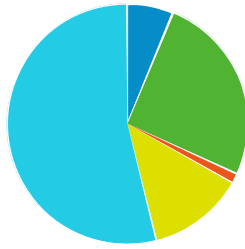


	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,404</b>	<b>\$42,108</b>
<b>Gifts Of Apparel</b>	<b>\$278</b>	<b>\$8,343</b>
<b>Gifts Of Apparel Accessories</b>	<b>\$35</b>	<b>\$1,062</b>
<b>Gifts Of Education</b>	<b>\$282</b>	<b>\$8,482</b>
<b>Gifts Of Recreation</b>	<b>\$95</b>	<b>\$2,870</b>
<b>Gifts Of Food And Beverages</b>	<b>\$129</b>	<b>\$3,889</b>
<b>Gifts Of Household Furnishings And Equipment</b>	<b>\$228</b>	<b>\$6,852</b>
<b>Gifts Of Household</b>	<b>\$59</b>	<b>\$1,772</b>
<b>Gifts Of Transportation</b>	<b>\$76</b>	<b>\$2,305</b>
<b>Gifts Elsewhere Unspecified</b>	<b>\$217</b>	<b>\$6,533</b>

### Household Furnishings (2016)

### Household Furnishings (2021)

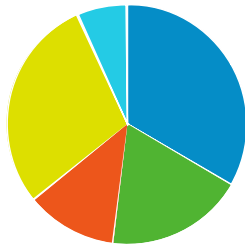
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,775</b>	<b>\$51,199</b>
Household Textiles	\$111	\$3,219
Furniture	\$453	\$13,066
Floor Coverings	\$24	\$692
Major Appliances	\$230	\$6,649
Housewares And Small Appliances	\$956	\$27,573

### Shelter (2016)

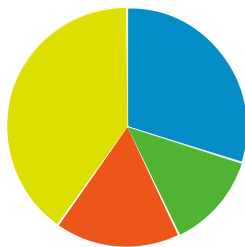
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$10,778</b>	<b>\$310,742</b>
Mortgage Interest	\$3,604	\$103,909
Property Taxes	\$1,995	\$57,523
Miscellaneous Owned Dwelling Costs	\$1,323	\$38,163
Rental Costs	\$3,121	\$89,997
Other Lodging	\$733	\$21,151

### Household Operations (2016)

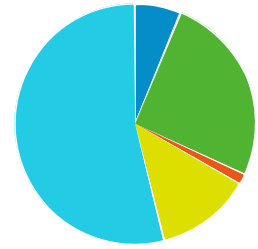
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,426</b>	<b>\$41,138</b>
Babysitting And Elderly Care	\$424	\$12,245
Household Services	\$187	\$5,402
Alimony And Child Support	\$241	\$6,972
Household Supplies	\$572	\$16,518

### Personal Care (2016)

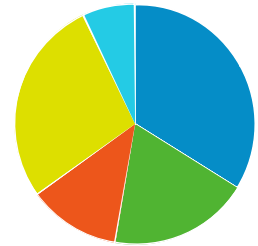
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,969</b>	<b>\$59,016</b>
Household Textiles	\$122	\$3,683
Furniture	\$505	\$15,156
Floor Coverings	\$27	\$827
Major Appliances	\$253	\$7,604
Housewares And Small Appliances	\$1,059	\$31,746

### Shelter (2021)

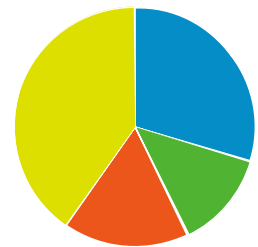
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$11,844</b>	<b>\$354,996</b>
Mortgage Interest	\$4,011	\$120,242
Property Taxes	\$2,229	\$66,831
Miscellaneous Owned Dwelling Costs	\$1,469	\$44,029
Rental Costs	\$3,285	\$98,479
Other Lodging	\$847	\$25,416

### Household Operations (2021)

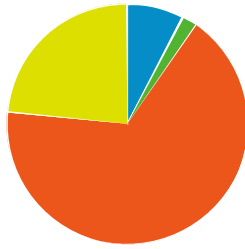
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,601</b>	<b>\$48,010</b>
Babysitting And Elderly Care	\$474	\$14,225
Household Services	\$210	\$6,315
Alimony And Child Support	\$272	\$8,175
Household Supplies	\$643	\$19,296

### Personal Care (2021)

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$681</b>	<b>\$19,637</b>
Hair Care	\$52	\$1,527
Electric Personal Care Appliances	\$13	\$386
Personal Care Services	\$455	\$13,138
Personal Care Products	\$159	\$4,584

#### Utilities (2016)

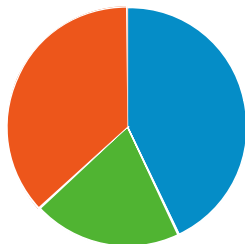
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,021</b>	<b>\$115,949</b>
Natural Gas	\$425	\$12,261
Electricity	\$1,530	\$44,128
Fuel Oil And Other Fuels	\$146	\$4,221
Telephone Service	\$1,372	\$39,571
Other Utilities	\$546	\$15,767

#### Reading (2016)

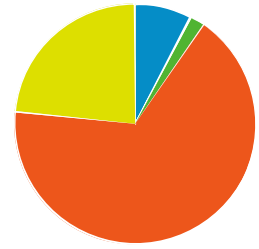
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$116</b>	<b>\$3,349</b>
Newspapers	\$49	\$1,436
Magazines	\$23	\$687
Books	\$42	\$1,226

#### Tobacco (2016)

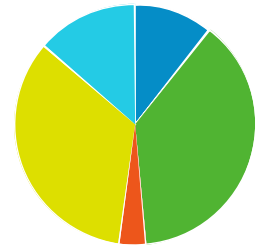
- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$744</b>	<b>\$22,306</b>
Hair Care	\$57	\$1,735
Electric Personal Care Appliances	\$14	\$440
Personal Care Services	\$497	\$14,922
Personal Care Products	\$173	\$5,208

#### Utilities (2021)

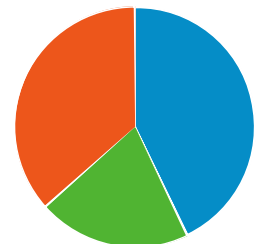
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,325</b>	<b>\$129,630</b>
Natural Gas	\$460	\$13,787
Electricity	\$1,639	\$49,143
Fuel Oil And Other Fuels	\$158	\$4,738
Telephone Service	\$1,476	\$44,266
Other Utilities	\$590	\$17,697

#### Reading (2021)

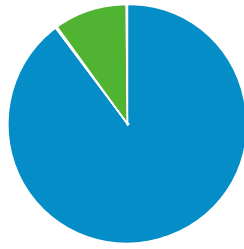
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$127</b>	<b>\$3,833</b>
Newspapers	\$54	\$1,645
Magazines	\$26	\$786
Books	\$46	\$1,402

#### Tobacco (2021)

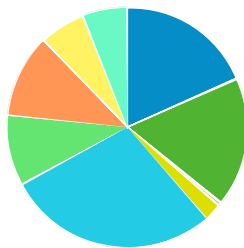
■ Cigarettes  
■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$339</b>	<b>\$9,802</b>
Cigarettes	\$305	\$8,821
Other Tobacco Products	\$34	\$981

### Transportation (2016)

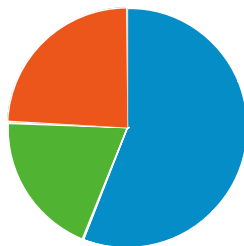
■ New Vehicle Purchase  
■ Used Vehicle Purchase  
■ Motorcycles (New And Used)  
■ Vehicle Finance Charges  
■ Gasoline And Oil  
■ Vehicle Repair And Maintenance  
■ Vehicle Insurance  
■ Public Transportation  
■ Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$10,089</b>	<b>\$290,881</b>
New Vehicle Purchase	\$1,856	\$53,535
Used Vehicle Purchase	\$1,760	\$50,763
Motorcycles (New And Used)	\$43	\$1,254
Vehicle Finance Charges	\$232	\$6,694
Gasoline And Oil	\$2,875	\$82,908
Vehicle Repair And Maintenance	\$954	\$27,531
Vehicle Insurance	\$1,130	\$32,581
Public Transportation	\$621	\$17,925
Other Transportation Costs	\$613	\$17,689

### Health Care (2016)

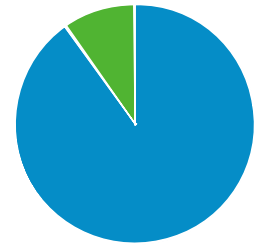
■ Health Care Insurance  
■ Health Care Services  
■ Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,310</b>	<b>\$124,264</b>
Health Care Insurance	\$2,414	\$69,606
Health Care Services	\$850	\$24,524
Health Care Supplies And Equipment	\$1,045	\$30,133

### Miscellaneous Expenses (2016)

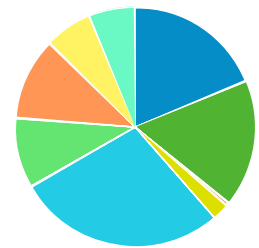
■ Cigarettes  
■ Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$356</b>	<b>\$10,696</b>
Cigarettes	\$321	\$9,625
Other Tobacco Products	\$35	\$1,071

### Transportation (2021)

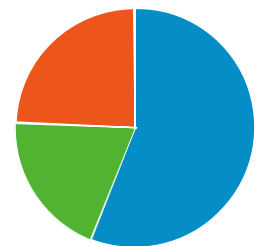
■ New Vehicle Purchase  
■ Used Vehicle Purchase  
■ Motorcycles (New And Used)  
■ Vehicle Finance Charges  
■ Gasoline And Oil  
■ Vehicle Repair And Maintenance  
■ Vehicle Insurance  
■ Public Transportation  
■ Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$10,946</b>	<b>\$328,094</b>
New Vehicle Purchase	\$2,053	\$61,542
Used Vehicle Purchase	\$1,868	\$55,988
Motorcycles (New And Used)	\$47	\$1,415
Vehicle Finance Charges	\$250	\$7,508
Gasoline And Oil	\$3,088	\$92,564
Vehicle Repair And Maintenance	\$1,035	\$31,024
Vehicle Insurance	\$1,219	\$36,558
Public Transportation	\$702	\$21,062
Other Transportation Costs	\$681	\$20,433

### Health Care (2021)

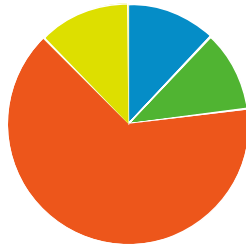
■ Health Care Insurance  
■ Health Care Services  
■ Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,650</b>	<b>\$139,383</b>
Health Care Insurance	\$2,603	\$78,044
Health Care Services	\$915	\$27,450
Health Care Supplies And Equipment	\$1,130	\$33,889

### Miscellaneous Expenses (2021)

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



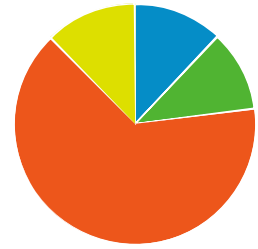
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$782</b>	<b>\$22,559</b>
Legal And Accounting	\$94	\$2,724
Funeral And Cemetery	\$86	\$2,496
Finance Charges Excluding Mortgage And Vehicle	\$504	\$14,539
Other Miscellaneous Expenses	\$97	\$2,801

Personal Insurance (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$370	\$10,693

Contributions (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,139	\$61,675

Retail Potential (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$3,671	\$105,867
User Car Dealers	\$219	\$6,333
Recreational Vehicle Dealers	\$11	\$324
Motorcycle and Boat Dealers	\$157	\$4,531
Auto Parts and Accessories	\$567	\$16,364
Tire Dealers	\$258	\$7,460
Furniture Stores	\$350	\$10,093
Floor Covering Stores	\$125	\$3,618
Other Home Furnishing Stores	\$117	\$3,384
Appliances and Electronics Stores	\$816	\$23,537
Computer Stores	\$1,448	\$41,765
Camera and Photography Stores	\$94	\$2,737
Hardware Stores	\$191	\$5,529
Paint and Wallpaper Stores	\$17	\$507
Home Centers	\$425	\$12,268
Other Building Materials Stores	\$511	\$14,746
Outdoor Power Equipment Stores	\$15	\$461
Nursery and Garden Stores	\$128	\$3,694
Grocery Stores	\$5,946	\$171,452
Convenience Stores	\$253	\$7,295
Meat Markets	\$61	\$1,764
Fish and Seafood Markets	\$14	\$416
Fruit and Vegetable Markets	\$28	\$831
Other Specialty Food Markets	\$45	\$1,301
Liquor Stores	\$139	\$4,029
Pharmacy and Drug Stores	\$1,253	\$36,137
Costmetics and Beauty Stores	\$53	\$1,544
Optical Goods Stores	\$129	\$3,747

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



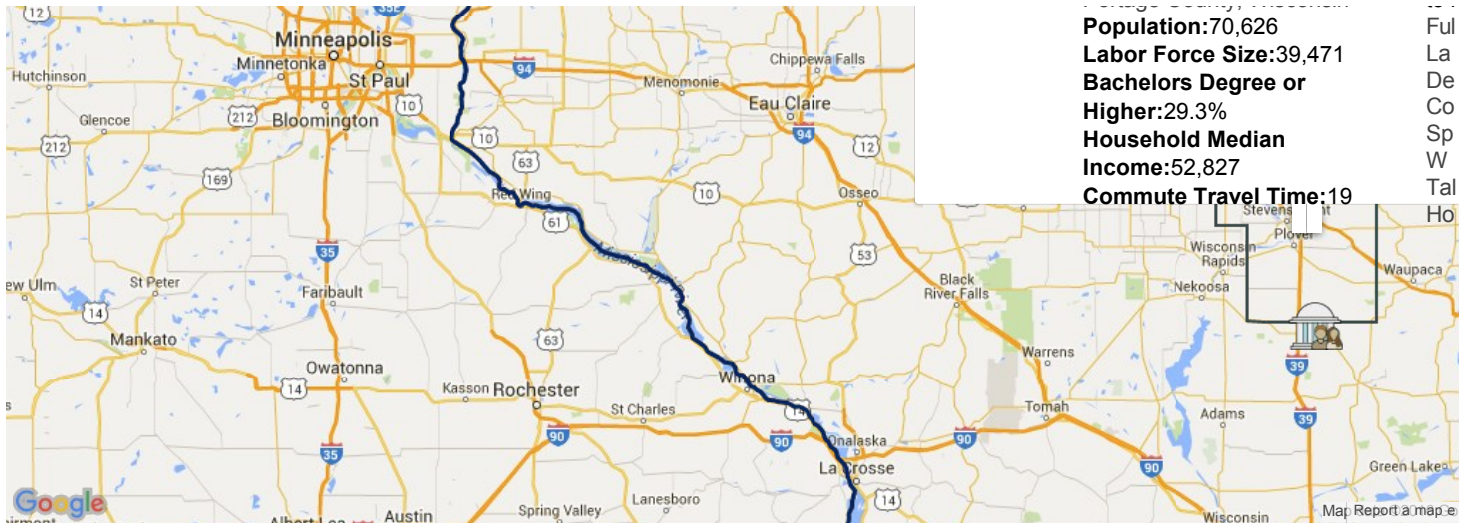
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$850</b>	<b>\$25,499</b>
Legal And Accounting	\$102	\$3,084
Funeral And Cemetery	\$94	\$2,839
Finance Charges Excluding Mortgage And Vehicle	\$547	\$16,412
Other Miscellaneous Expenses	\$105	\$3,164

Personal Insurance (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$417	\$12,516

Contributions (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,445	\$73,310

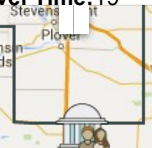
Source: Applied Geographic Solutions, 2016

Other Health and Personal Care Stores	\$101	\$2,932
Gasoline Stations with Convenience Stores	\$951	\$27,432
Gasoline Stations without Convenience Stores	\$157	\$4,529
Men's Clothing Stores	\$52	\$1,507
Women's Clothing Stores	\$167	\$4,822
Childrens' and Infant's Clothing Stores	\$92	\$2,674
Family Clothing Stores	\$352	\$10,149
Clothing Accessory Stores	\$18	\$534
Other Apparel Stores	\$41	\$1,209
Shoe Stores	\$116	\$3,354
Jewelry Stores	\$220	\$6,371
Luggage Stores	\$208	\$6,012
Sporting Goods Stores	\$158	\$4,555
Hobby, Toy, and Game Stores	\$46	\$1,354
Sewing and Needlecraft Stores	\$17	\$502
Musical Instrument Stores	\$37	\$1,081
Book Stores	\$336	\$9,689
Record,Tape,and CD Stores	\$88	\$2,565
Department Stores	\$2,772	\$79,923
Warehouse Superstores	\$1,197	\$34,524
Other General Merchandise Stores	\$332	\$9,594
Florists	\$27	\$782
Office and Stationary Stores	\$250	\$7,229
Gift and Souvenir Stores	\$81	\$2,343
Used Merchandise Stores	\$53	\$1,548
Pet and Pet Supply Stores	\$110	\$3,190
Art Dealers	\$10	\$294
Mobile Home Dealers	\$0	\$17
Other Miscellaneous Retail Stores	\$110	\$3,188
Mail Order and Catalog Stores	\$2,007	\$57,892
Vending Machines	\$87	\$2,516
Fuel Dealers	\$360	\$10,395
Other Direct Selling Establishments	\$180	\$5,199
Hotels and Other Travel Accomodations	\$134	\$3,868
RV Parks	\$2	\$61
Rooming and Boarding Houses	\$1	\$29
Full Service Restaurants	\$902	\$26,020
Limited Service Restaurants	\$896	\$25,843
Special Food Services and Catering	\$150	\$4,341
Drinking Places	\$80	\$2,333



**Population:**70,626  
**Labor Force Size:**39,471  
**Bachelors Degree or Higher:**29.3%  
**Household Median Income:**52,827  
**Commute Travel Time:**19

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