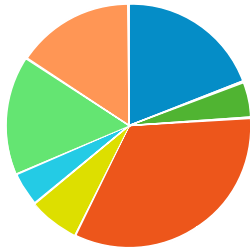


# fredonia consumer spending

Consumer Spending Report (Fredonia, Wisconsin)

## Apparel (2014)

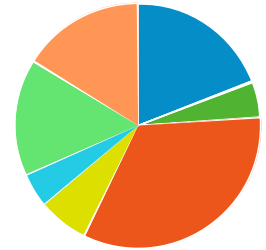
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,029</b>	<b>\$2,542</b>
Men's Apparel	\$582	\$488
Boys' Apparel	\$144	\$121
Women's Apparel	\$1,008	\$847
Girls' Apparel	\$204	\$172
Infants Apparel	\$138	\$116
Footwear	\$473	\$397
Apparel Services and Accessories	\$477	\$400

## Apparel (2019)

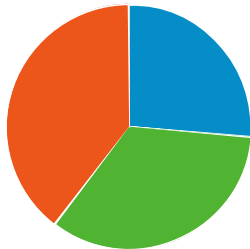
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,236</b>	<b>\$2,812</b>
Men's Apparel	\$621	\$540
Boys' Apparel	\$153	\$133
Women's Apparel	\$1,076	\$935
Girls' Apparel	\$215	\$188
Infants Apparel	\$145	\$127
Footwear	\$498	\$433
Apparel Services and Accessories	\$524	\$456

## Entertainment (2014)

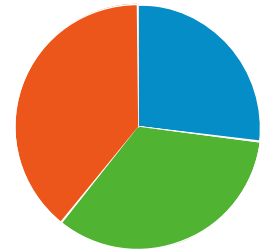
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,573</b>	<b>\$2,998</b>
Fees And Admissions	\$942	\$791
Video And Audio Equipment	\$1,217	\$1,021
Recreational Equipment And Supplies	\$1,413	\$1,186

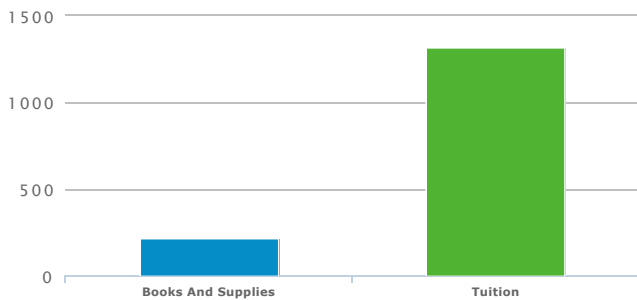
## Entertainment (2019)

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



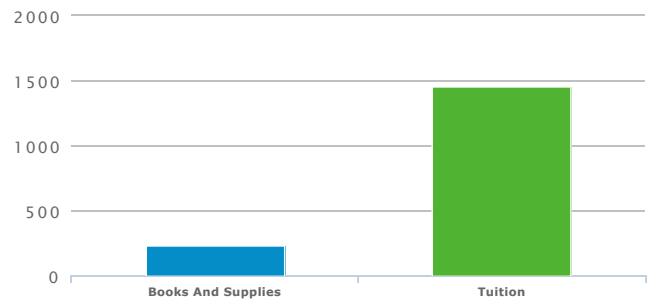
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,822</b>	<b>\$3,322</b>
Fees And Admissions	\$1,033	\$898
Video And Audio Equipment	\$1,289	\$1,121
Recreational Equipment And Supplies	\$1,499	\$1,303

## Education (2014)



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,527</b>	<b>\$1,282</b>

## Education (2019)

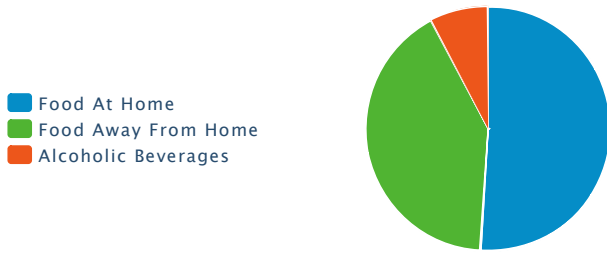


	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,693</b>	<b>\$1,472</b>

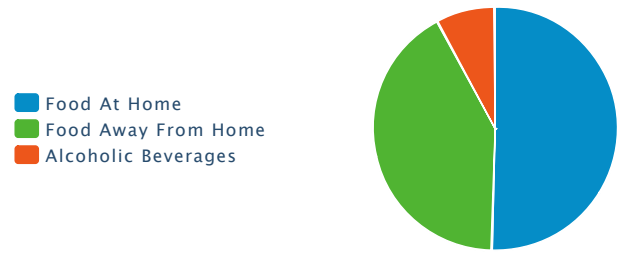
Books And Supplies	\$214	\$180
Tuition	\$1,313	\$1,102

Books And Supplies	\$237	\$207
Tuition	\$1,455	\$1,265

### Food and Beverages (2014)



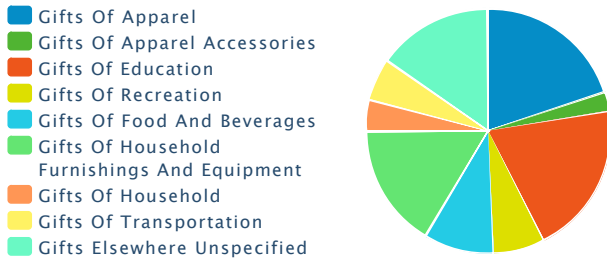
### Food and Beverages (2019)



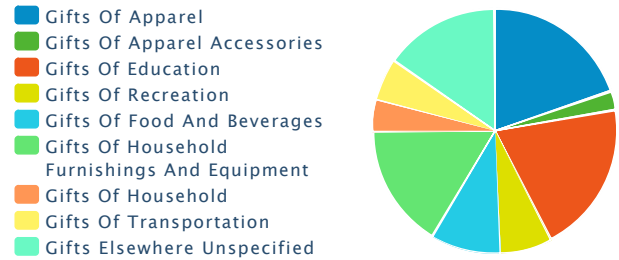
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,618	\$8,070
Food At Home	\$4,914	\$4,123
Food Away From Home	\$3,961	\$3,324
Alcoholic Beverages	\$742	\$623

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,179	\$8,846
Food At Home	\$5,147	\$4,473
Food Away From Home	\$4,233	\$3,679
Alcoholic Beverages	\$799	\$694

### Gifts (2014)



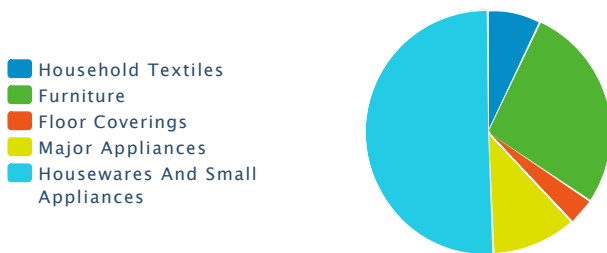
### Gifts (2019)



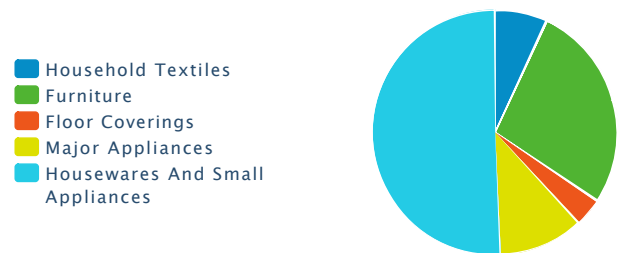
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,689	\$1,417
Gifts Of Apparel	\$335	\$281
Gifts Of Apparel Accessories	\$42	\$35
Gifts Of Education	\$339	\$285
Gifts Of Recreation	\$114	\$96
Gifts Of Food And Beverages	\$157	\$132
Gifts Of Household Furnishings And Equipment	\$275	\$231
Gifts Of Household	\$71	\$60
Gifts Of Transportation	\$92	\$78
Gifts Elsewhere Unspecified	\$259	\$218

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,844	\$1,603
Gifts Of Apparel	\$365	\$318
Gifts Of Apparel Accessories	\$46	\$40
Gifts Of Education	\$371	\$323
Gifts Of Recreation	\$125	\$109
Gifts Of Food And Beverages	\$171	\$149
Gifts Of Household Furnishings And Equipment	\$300	\$261
Gifts Of Household	\$77	\$67
Gifts Of Transportation	\$102	\$89
Gifts Elsewhere Unspecified	\$283	\$247

### Household Furnishings (2014)



### Household Furnishings (2019)



	\$ PER HOUSEHOLD	TOTAL \$000'S
--	------------------	---------------

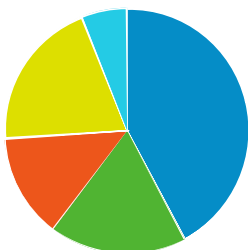
	\$ PER HOUSEHOLD	TOTAL \$000'S
--	------------------	---------------

<b>Totals:</b>	<b>\$2,872</b>	<b>\$2,410</b>
Household Textiles	\$201	\$169
Furniture	\$790	\$663
Floor Coverings	\$100	\$84
Major Appliances	\$323	\$272
Housewares And Small Appliances	\$1,456	\$1,222

<b>Totals:</b>	<b>\$3,097</b>	<b>\$2,692</b>
Household Textiles	\$215	\$188
Furniture	\$853	\$742
Floor Coverings	\$111	\$97
Major Appliances	\$346	\$301
Housewares And Small Appliances	\$1,569	\$1,364

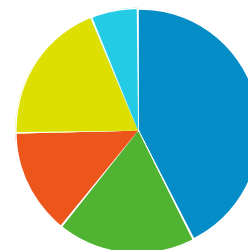
#### Shelter (2014)

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



#### Shelter (2019)

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

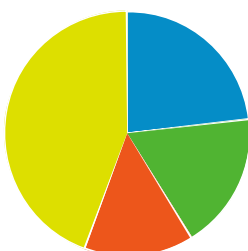


	<b>\$ PER HOUSEHOLD</b>	<b>TOTAL \$000'S</b>
<b>Totals:</b>	<b>\$12,240</b>	<b>\$10,270</b>
Mortgage Interest	\$5,166	\$4,335
Property Taxes	\$2,210	\$1,854
Miscellaneous Owned Dwelling Costs	\$1,682	\$1,412
Rental Costs	\$2,441	\$2,049
Other Lodging	\$739	\$620

	<b>\$ PER HOUSEHOLD</b>	<b>TOTAL \$000'S</b>
<b>Totals:</b>	<b>\$13,133</b>	<b>\$11,413</b>
Mortgage Interest	\$5,583	\$4,852
Property Taxes	\$2,397	\$2,084
Miscellaneous Owned Dwelling Costs	\$1,823	\$1,584
Rental Costs	\$2,503	\$2,176
Other Lodging	\$824	\$717

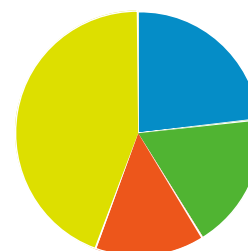
#### Household Operations (2014)

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



#### Household Operations (2019)

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

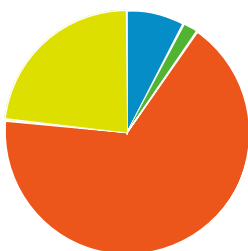


	<b>\$ PER HOUSEHOLD</b>	<b>TOTAL \$000'S</b>
<b>Totals:</b>	<b>\$2,304</b>	<b>\$1,933</b>
Babysitting And Elderly Care	\$533	\$448
Household Services	\$416	\$350
Alimony And Child Support	\$333	\$279
Household Supplies	\$1,020	\$856

	<b>\$ PER HOUSEHOLD</b>	<b>TOTAL \$000'S</b>
<b>Totals:</b>	<b>\$2,512</b>	<b>\$2,183</b>
Babysitting And Elderly Care	\$582	\$506
Household Services	\$453	\$394
Alimony And Child Support	\$364	\$317
Household Supplies	\$1,112	\$966

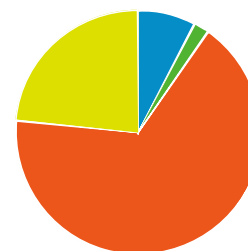
#### Personal Care (2014)

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



#### Personal Care (2019)

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$916</b>	<b>\$769</b>
Hair Care	\$70	\$60
Electric Personal Care Appliances	\$18	\$15
Personal Care Services	\$613	\$515
Personal Care Products	\$213	\$179

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$977</b>	<b>\$849</b>
Hair Care	\$75	\$66
Electric Personal Care Appliances	\$19	\$17
Personal Care Services	\$654	\$568
Personal Care Products	\$228	\$198

#### Utilities (2014)

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



#### Utilities (2019)

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

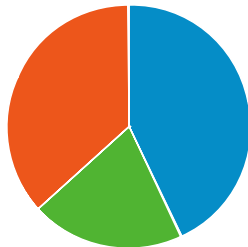


	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,319</b>	<b>\$3,624</b>
Natural Gas	\$605	\$508
Electricity	\$1,564	\$1,313
Fuel Oil And Other Fuels	\$164	\$138
Telephone Service	\$1,479	\$1,242
Other Utilities	\$505	\$424

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$4,537</b>	<b>\$3,943</b>
Natural Gas	\$638	\$555
Electricity	\$1,637	\$1,423
Fuel Oil And Other Fuels	\$173	\$151
Telephone Service	\$1,555	\$1,352
Other Utilities	\$532	\$462

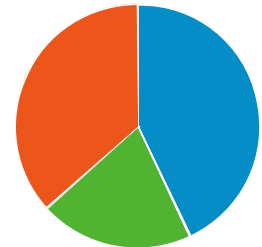
#### Reading (2014)

- Newspapers
- Magazines
- Books



#### Reading (2019)

- Newspapers
- Magazines
- Books

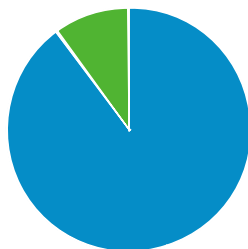


	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$208</b>	<b>\$175</b>
Newspapers	\$89	\$75
Magazines	\$42	\$36
Books	\$76	\$64

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$222</b>	<b>\$194</b>
Newspapers	\$95	\$83
Magazines	\$45	\$40
Books	\$81	\$71

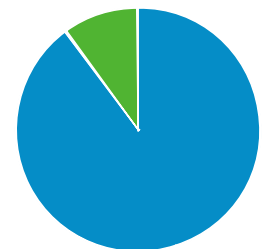
#### Tobacco (2014)

- Cigarettes
- Other Tobacco Products



#### Tobacco (2019)

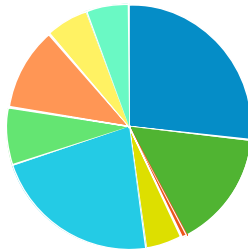
- Cigarettes
- Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$389</b>	<b>\$327</b>
<b>Cigarettes</b>	<b>\$350</b>	<b>\$294</b>
<b>Other Tobacco Products</b>	<b>\$39</b>	<b>\$33</b>

#### Transportation (2014)

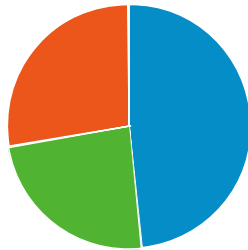
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$12,917</b>	<b>\$10,838</b>
<b>New Vehicle Purchase</b>	<b>\$3,469</b>	<b>\$2,911</b>
<b>Used Vehicle Purchase</b>	<b>\$1,993</b>	<b>\$1,673</b>
<b>Motorcycles (New And Used)</b>	<b>\$93</b>	<b>\$79</b>
<b>Vehicle Finance Charges</b>	<b>\$622</b>	<b>\$523</b>
<b>Gasoline And Oil</b>	<b>\$2,847</b>	<b>\$2,389</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$989</b>	<b>\$831</b>
<b>Vehicle Insurance</b>	<b>\$1,443</b>	<b>\$1,211</b>
<b>Public Transportation</b>	<b>\$726</b>	<b>\$609</b>
<b>Other Transportation Costs</b>	<b>\$730</b>	<b>\$613</b>

#### Health Care (2014)

- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



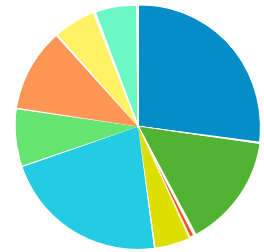
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,779</b>	<b>\$3,171</b>
<b>Health Care Insurance</b>	<b>\$1,826</b>	<b>\$1,533</b>
<b>Health Care Services</b>	<b>\$906</b>	<b>\$761</b>
<b>Health Care Supplies And Equipment</b>	<b>\$1,046</b>	<b>\$878</b>

#### Miscellaneous Expenses (2014)

	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$399</b>	<b>\$347</b>
<b>Cigarettes</b>	<b>\$359</b>	<b>\$313</b>
<b>Other Tobacco Products</b>	<b>\$40</b>	<b>\$35</b>

#### Transportation (2019)

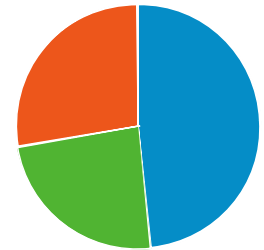
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$13,699</b>	<b>\$11,905</b>
<b>New Vehicle Purchase</b>	<b>\$3,725</b>	<b>\$3,237</b>
<b>Used Vehicle Purchase</b>	<b>\$2,078</b>	<b>\$1,806</b>
<b>Motorcycles (New And Used)</b>	<b>\$100</b>	<b>\$87</b>
<b>Vehicle Finance Charges</b>	<b>\$655</b>	<b>\$569</b>
<b>Gasoline And Oil</b>	<b>\$2,985</b>	<b>\$2,594</b>
<b>Vehicle Repair And Maintenance</b>	<b>\$1,047</b>	<b>\$910</b>
<b>Vehicle Insurance</b>	<b>\$1,522</b>	<b>\$1,323</b>
<b>Public Transportation</b>	<b>\$796</b>	<b>\$692</b>
<b>Other Transportation Costs</b>	<b>\$788</b>	<b>\$685</b>

#### Health Care (2019)

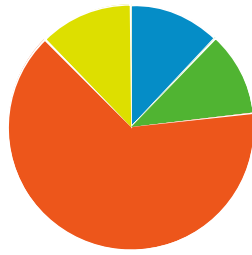
- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$3,979</b>	<b>\$3,458</b>
<b>Health Care Insurance</b>	<b>\$1,923</b>	<b>\$1,671</b>
<b>Health Care Services</b>	<b>\$954</b>	<b>\$830</b>
<b>Health Care Supplies And Equipment</b>	<b>\$1,101</b>	<b>\$957</b>

#### Miscellaneous Expenses (2019)

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



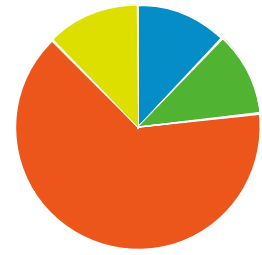
	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,046</b>	<b>\$878</b>
Legal And Accounting	\$126	\$106
Funeral And Cemetery	\$116	\$97
Finance Charges Excluding Mortgage And Vehicle	\$674	\$566
Other Miscellaneous Expenses	\$129	\$109

Personal Insurance (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$655	\$550

Contributions (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,335	\$1,960

Retail Potential (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$5,117	\$4,293
User Car Dealers	\$318	\$267
Recreational Vehicle Dealers	\$14	\$12
Motorcycle and Boat Dealers	\$234	\$197
Auto Parts and Accessories	\$666	\$559
Tire Dealers	\$304	\$256
Furniture Stores	\$636	\$534
Floor Covering Stores	\$162	\$137
Other Home Furnishing Stores	\$191	\$161
Appliances and Electronics Stores	\$1,143	\$959
Computer Stores	\$2,071	\$1,738
Camera and Photography Stores	\$83	\$70
Hardware Stores	\$259	\$218
Paint and Wallpaper Stores	\$22	\$19
Home Centers	\$661	\$555
Other Building Materials Stores	\$666	\$559
Outdoor Power Equipment Stores	\$22	\$19
Nursery and Garden Stores	\$178	\$150
Grocery Stores	\$7,197	\$6,038
Convenience Stores	\$352	\$296
Meat Markets	\$71	\$60
Fish and Seafood Markets	\$17	\$14
Fruit and Vegetable Markets	\$33	\$28
Other Specialty Food Markets	\$52	\$44
Liquor Stores	\$208	\$175
Pharmacy and Drug Stores	\$1,590	\$1,334
Costmetics and Beauty Stores	\$68	\$57

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
<b>Totals:</b>	<b>\$1,107</b>	<b>\$962</b>
Legal And Accounting	\$134	\$117
Funeral And Cemetery	\$123	\$107
Finance Charges Excluding Mortgage And Vehicle	\$712	\$619
Other Miscellaneous Expenses	\$137	\$119

Personal Insurance (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$715	\$622

Contributions (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,561	\$2,226

Source: Applied Geographic Solutions, 2014

Optical Goods Stores	\$146	\$123
Other Health and Personal Care Stores	\$127	\$107
Gasoline Stations with Convenience Stores	\$1,367	\$1,148
Gasoline Stations without Convenience Stores	\$225	\$189
Men's Clothing Stores	\$85	\$72
Women's Clothing Stores	\$275	\$231
Childrens' and Infant's Clothing Stores	\$144	\$121
Family Clothing Stores	\$550	\$462
Clothing Accessory Stores	\$28	\$24
Other Apparel Stores	\$68	\$57
Shoe Stores	\$170	\$143
Jewelry Stores	\$338	\$284
Luggage Stores	\$264	\$222
Sporting Goods Stores	\$251	\$211
Hobby, Toy, and Game Stores	\$72	\$60
Sewing and Needlecraft Stores	\$31	\$26
Musical Instrument Stores	\$44	\$37
Book Stores	\$384	\$323
Record, Tape, and CD Stores	\$112	\$94
Department Stores	\$3,842	\$3,224
Warehouse Superstores	\$1,506	\$1,264
Other General Merchandise Stores	\$450	\$378
Florists	\$38	\$32
Office and Stationary Stores	\$366	\$308
Gift and Souvenir Stores	\$121	\$102
Used Merchandise Stores	\$79	\$66
Pet and Pet Supply Stores	\$77	\$65
Art Dealers	\$15	\$13
Mobile Home Dealers	\$1	\$1
Other Miscellaneous Retail Stores	\$183	\$154
Mail Order and Catalog Stores	\$2,840	\$2,383
Vending Machines	\$107	\$91
Fuel Dealers	\$900	\$756
Other Direct Selling Establishments	\$236	\$199
Hotels and Other Travel Accommodations	\$187	\$157
RV Parks	\$2	\$2
Rooming and Boarding Houses	\$1	\$1
Full Service Restaurants	\$1,260	\$1,058
Limited Service Restaurants	\$1,245	\$1,045
Special Food Services and Catering	\$209	\$176
Drinking Places	\$115	\$97

---

---