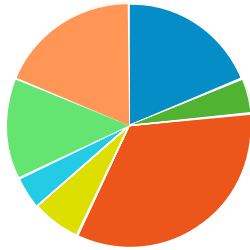


mequon spending

Consumer Spending Report (Mequon, Wisconsin)

Apparel (2014)

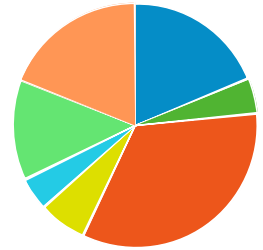
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,951	\$43,696
Men's Apparel	\$929	\$8,198
Boys' Apparel	\$232	\$2,054
Women's Apparel	\$1,663	\$14,678
Girls' Apparel	\$320	\$2,826
Infants Apparel	\$215	\$1,904
Footwear	\$666	\$5,883
Apparel Services and Accessories	\$923	\$8,152

Apparel (2019)

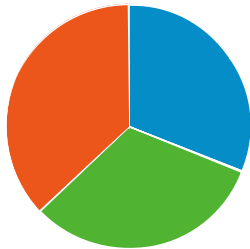
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$5,359	\$49,047
Men's Apparel	\$1,006	\$9,208
Boys' Apparel	\$251	\$2,302
Women's Apparel	\$1,799	\$16,468
Girls' Apparel	\$344	\$3,152
Infants Apparel	\$232	\$2,125
Footwear	\$705	\$6,460
Apparel Services and Accessories	\$1,019	\$9,334

Entertainment (2014)

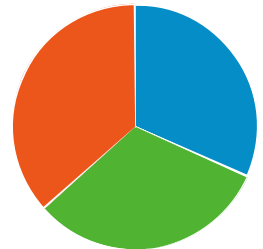
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$5,822	\$51,374
Fees And Admissions	\$1,808	\$15,959
Video And Audio Equipment	\$1,859	\$16,411
Recreational Equipment And Supplies	\$2,153	\$19,004

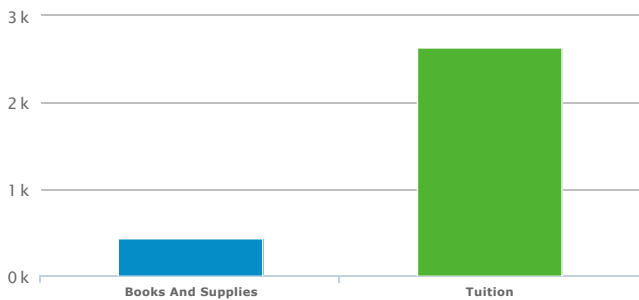
Entertainment (2019)

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



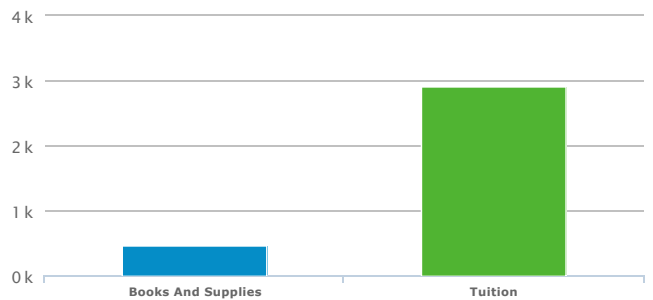
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$6,284	\$57,514
Fees And Admissions	\$1,993	\$18,243
Video And Audio Equipment	\$1,991	\$18,225
Recreational Equipment And Supplies	\$2,299	\$21,046

Education (2014)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,056	\$26,974

Education (2019)

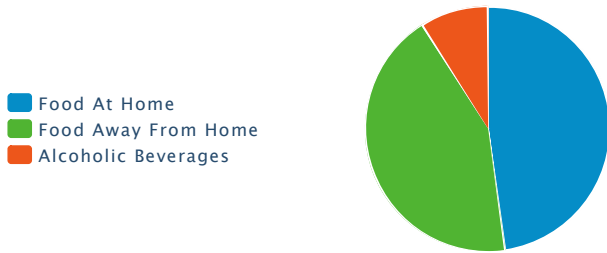


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,376	\$30,895

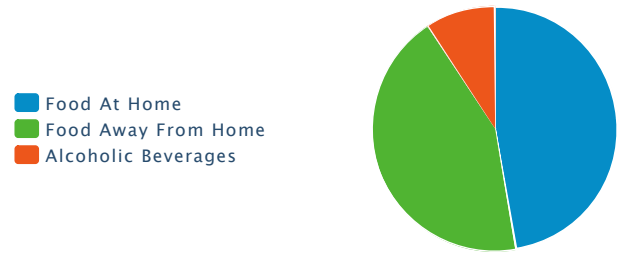
Books And Supplies	\$428	\$3,785
Tuition	\$2,627	\$23,188

Books And Supplies	\$473	\$4,335
Tuition	\$2,902	\$26,560

Food and Beverages (2014)



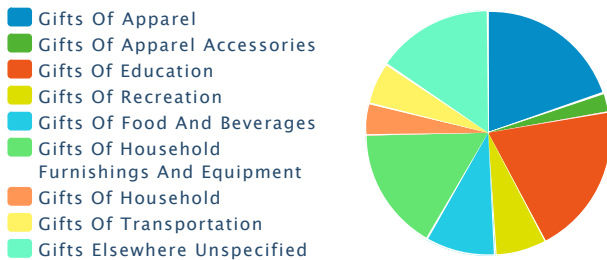
Food and Beverages (2019)



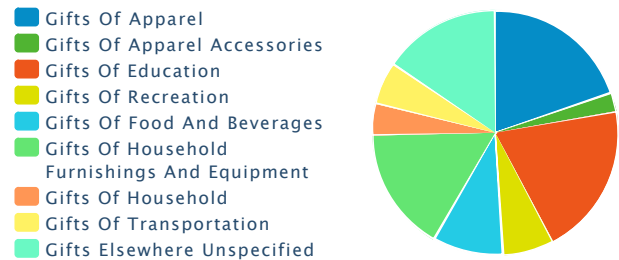
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$14,592	\$128,760
Food At Home	\$6,971	\$61,515
Food Away From Home	\$6,299	\$55,583
Alcoholic Beverages	\$1,321	\$11,663

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$15,604	\$142,798
Food At Home	\$7,379	\$67,529
Food Away From Home	\$6,782	\$62,063
Alcoholic Beverages	\$1,443	\$13,206

Gifts (2014)



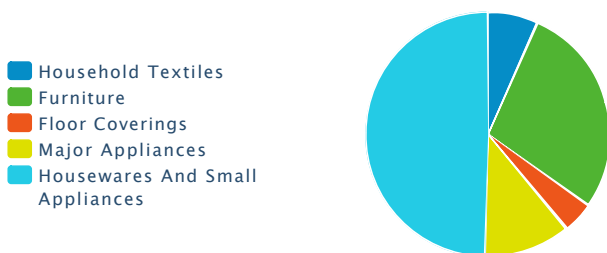
Gifts (2019)



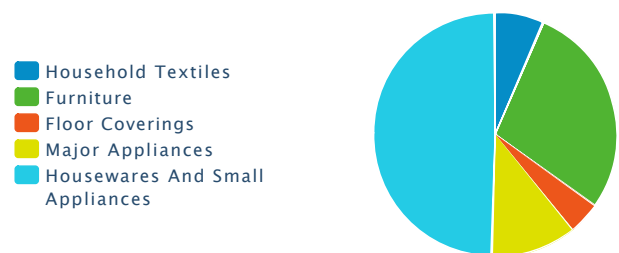
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,231	\$28,514
Gifts Of Apparel	\$638	\$5,634
Gifts Of Apparel Accessories	\$80	\$714
Gifts Of Education	\$646	\$5,706
Gifts Of Recreation	\$219	\$1,934
Gifts Of Food And Beverages	\$300	\$2,655
Gifts Of Household Furnishings And Equipment	\$526	\$4,650
Gifts Of Household	\$134	\$1,190
Gifts Of Transportation	\$183	\$1,616
Gifts Elsewhere Unspecified	\$500	\$4,416

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,547	\$32,467
Gifts Of Apparel	\$700	\$6,413
Gifts Of Apparel Accessories	\$88	\$813
Gifts Of Education	\$709	\$6,497
Gifts Of Recreation	\$240	\$2,201
Gifts Of Food And Beverages	\$329	\$3,018
Gifts Of Household Furnishings And Equipment	\$578	\$5,297
Gifts Of Household	\$147	\$1,352
Gifts Of Transportation	\$201	\$1,848
Gifts Elsewhere Unspecified	\$549	\$5,028

Household Furnishings (2014)



Household Furnishings (2019)



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

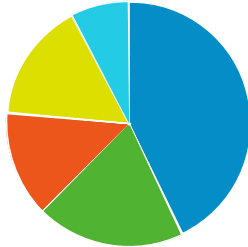
	\$ PER HOUSEHOLD	TOTAL \$000'S
--	------------------	---------------

Totals:	\$4,757	\$41,983
Household Textiles	\$315	\$2,784
Furniture	\$1,341	\$11,840
Floor Coverings	\$199	\$1,759
Major Appliances	\$542	\$4,789
Housewares And Small Appliances	\$2,358	\$20,811

Totals:	\$5,157	\$47,195
Household Textiles	\$338	\$3,096
Furniture	\$1,460	\$13,367
Floor Coverings	\$220	\$2,014
Major Appliances	\$588	\$5,387
Housewares And Small Appliances	\$2,549	\$23,332

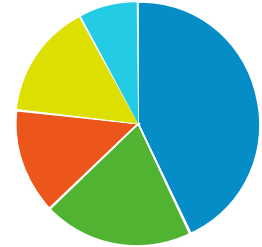
Shelter (2014)

- 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

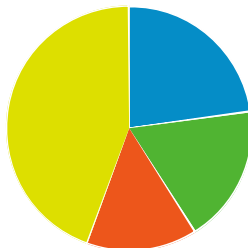


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$20,101	\$177,379
Mortgage Interest	\$8,617	\$76,039
Property Taxes	\$3,940	\$34,774
Miscellaneous Owned Dwelling Costs	\$2,808	\$24,786
Rental Costs	\$3,188	\$28,132
Other Lodging	\$1,546	\$13,649

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$21,733	\$198,884
Mortgage Interest	\$9,344	\$85,509
Property Taxes	\$4,303	\$39,382
Miscellaneous Owned Dwelling Costs	\$3,042	\$27,843
Rental Costs	\$3,321	\$30,398
Other Lodging	\$1,721	\$15,751

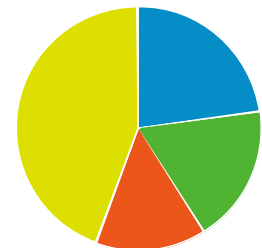
Household Operations (2014)

- 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

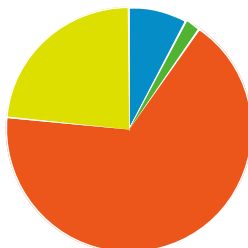


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,236	\$37,387
Babysitting And Elderly Care	\$969	\$8,552
Household Services	\$767	\$6,774
Alimony And Child Support	\$619	\$5,469
Household Supplies	\$1,880	\$16,592

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,645	\$42,513
Babysitting And Elderly Care	\$1,064	\$9,739
Household Services	\$840	\$7,687
Alimony And Child Support	\$680	\$6,228
Household Supplies	\$2,060	\$18,858

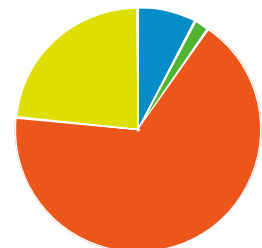
Personal Care (2014)

- 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
Totals:	\$1,435	\$12,671
Hair Care	\$111	\$984
Electric Personal Care Appliances	\$28	\$251
Personal Care Services	\$960	\$8,473
Personal Care Products	\$335	\$2,962

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,545	\$14,140
Hair Care	\$120	\$1,099
Electric Personal Care Appliances	\$30	\$281
Personal Care Services	\$1,033	\$9,454
Personal Care Products	\$361	\$3,306

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

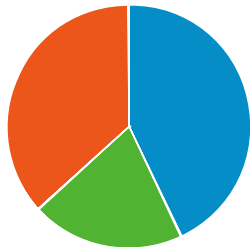


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$6,278	\$55,403
Natural Gas	\$921	\$8,134
Electricity	\$2,240	\$19,771
Fuel Oil And Other Fuels	\$239	\$2,115
Telephone Service	\$2,127	\$18,769
Other Utilities	\$749	\$6,613

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$6,672	\$61,060
Natural Gas	\$984	\$9,008
Electricity	\$2,376	\$21,747
Fuel Oil And Other Fuels	\$254	\$2,332
Telephone Service	\$2,257	\$20,660
Other Utilities	\$799	\$7,313

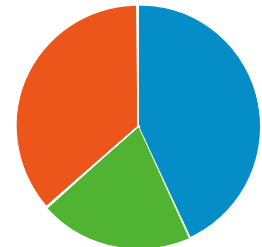
Reading (2014)

- Newspapers
- Magazines
- Books



Reading (2019)

- Newspapers
- Magazines
- Books

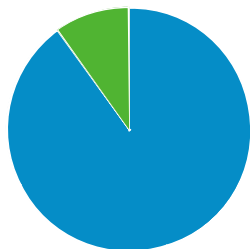


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$336	\$2,969
Newspapers	\$144	\$1,275
Magazines	\$68	\$608
Books	\$123	\$1,086

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$363	\$3,324
Newspapers	\$156	\$1,428
Magazines	\$74	\$680
Books	\$132	\$1,215

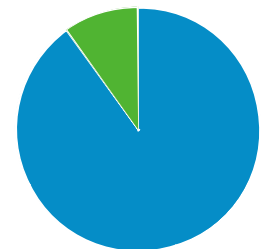
Tobacco (2014)

- Cigarettes
- Other Tobacco Products



Tobacco (2019)

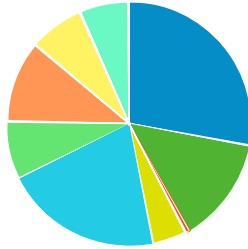
- Cigarettes
- Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$494	\$4,367
Cigarettes	\$445	\$3,930
Other Tobacco Products	\$49	\$437

Transportation (2014)

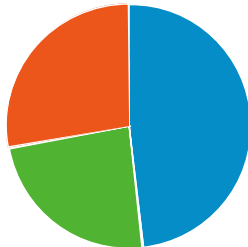
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$19,136	\$168,856
New Vehicle Purchase	\$5,349	\$47,207
Used Vehicle Purchase	\$2,652	\$23,408
Motorcycles (New And Used)	\$112	\$992
Vehicle Finance Charges	\$845	\$7,464
Gasoline And Oil	\$3,990	\$35,214
Vehicle Repair And Maintenance	\$1,456	\$12,855
Vehicle Insurance	\$2,078	\$18,340
Public Transportation	\$1,395	\$12,318
Other Transportation Costs	\$1,253	\$11,060

Health Care (2014)

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$5,585	\$49,282
Health Care Insurance	\$2,696	\$23,790
Health Care Services	\$1,335	\$11,784
Health Care Supplies And Equipment	\$1,553	\$13,708

Miscellaneous Expenses (2014)

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$514	\$4,708
Cigarettes	\$463	\$4,237
Other Tobacco Products	\$51	\$471

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
Totals:	\$20,426	\$186,920
New Vehicle Purchase	\$5,737	\$52,504
Used Vehicle Purchase	\$2,794	\$25,575
Motorcycles (New And Used)	\$117	\$1,077
Vehicle Finance Charges	\$893	\$8,179
Gasoline And Oil	\$4,217	\$38,592
Vehicle Repair And Maintenance	\$1,553	\$14,220
Vehicle Insurance	\$2,205	\$20,185
Public Transportation	\$1,541	\$14,105
Other Transportation Costs	\$1,364	\$12,483

Health Care (2019)

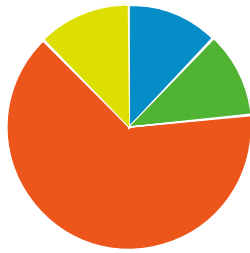
- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$5,945	\$54,411
Health Care Insurance	\$2,870	\$26,266
Health Care Services	\$1,421	\$13,010
Health Care Supplies And Equipment	\$1,654	\$15,136

Miscellaneous Expenses (2019)

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



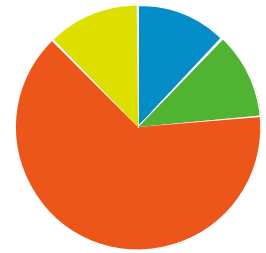
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,584	\$13,979
Legal And Accounting	\$192	\$1,700
Funeral And Cemetery	\$179	\$1,583
Finance Charges Excluding Mortgage And Vehicle	\$1,016	\$8,967
Other Miscellaneous Expenses	\$195	\$1,729

Personal Insurance (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,246	\$11,000

Contributions (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$4,899	\$43,235

Retail Potential (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$7,309	\$64,497
User Car Dealers	\$453	\$3,998
Recreational Vehicle Dealers	\$20	\$180
Motorcycle and Boat Dealers	\$351	\$3,103
Auto Parts and Accessories	\$969	\$8,558
Tire Dealers	\$442	\$3,909
Furniture Stores	\$1,097	\$9,688
Floor Covering Stores	\$274	\$2,418
Other Home Furnishing Stores	\$318	\$2,809
Appliances and Electronics Stores	\$1,876	\$16,561
Computer Stores	\$3,467	\$30,601
Camera and Photography Stores	\$127	\$1,123
Hardware Stores	\$435	\$3,843
Paint and Wallpaper Stores	\$38	\$341
Home Centers	\$1,089	\$9,610
Other Building Materials Stores	\$1,124	\$9,924
Outdoor Power Equipment Stores	\$36	\$323
Nursery and Garden Stores	\$289	\$2,555
Grocery Stores	\$11,615	\$102,492
Convenience Stores	\$547	\$4,835
Meat Markets	\$104	\$919
Fish and Seafood Markets	\$24	\$217
Fruit and Vegetable Markets	\$48	\$431
Other Specialty Food Markets	\$77	\$681
Liquor Stores	\$352	\$3,112
Pharmacy and Drug Stores	\$2,618	\$23,110
Costmetics and Beauty Stores	\$112	\$995

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,688	\$15,455
Legal And Accounting	\$205	\$1,881
Funeral And Cemetery	\$192	\$1,759
Finance Charges Excluding Mortgage And Vehicle	\$1,082	\$9,904
Other Miscellaneous Expenses	\$208	\$1,911

Personal Insurance (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,374	\$12,574

Contributions (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$5,454	\$49,913

Source: Applied Geographic Solutions, 2014

Optical Goods Stores	\$216	\$1,910
Other Health and Personal Care Stores	\$206	\$1,824
Gasoline Stations with Convenience Stores	\$2,126	\$18,764
Gasoline Stations without Convenience Stores	\$334	\$2,951
Men's Clothing Stores	\$137	\$1,215
Women's Clothing Stores	\$457	\$4,034
Childrens' and Infant's Clothing Stores	\$233	\$2,063
Family Clothing Stores	\$899	\$7,936
Clothing Accessory Stores	\$52	\$462
Other Apparel Stores	\$111	\$983
Shoe Stores	\$248	\$2,192
Jewelry Stores	\$645	\$5,693
Luggage Stores	\$429	\$3,789
Sporting Goods Stores	\$387	\$3,422
Hobby, Toy, and Game Stores	\$117	\$1,038
Sewing and Needlecraft Stores	\$58	\$518
Musical Instrument Stores	\$71	\$627
Book Stores	\$586	\$5,174
Record, Tape, and CD Stores	\$178	\$1,576
Department Stores	\$6,583	\$58,096
Warehouse Superstores	\$2,446	\$21,587
Other General Merchandise Stores	\$774	\$6,831
Florists	\$63	\$562
Office and Stationary Stores	\$625	\$5,518
Gift and Souvenir Stores	\$208	\$1,836
Used Merchandise Stores	\$131	\$1,161
Pet and Pet Supply Stores	\$116	\$1,026
Art Dealers	\$28	\$249
Mobile Home Dealers	\$1	\$12
Other Miscellaneous Retail Stores	\$297	\$2,628
Mail Order and Catalog Stores	\$4,729	\$41,736
Vending Machines	\$160	\$1,415
Fuel Dealers	\$1,297	\$11,451
Other Direct Selling Establishments	\$381	\$3,364
Hotels and Other Travel Accommodations	\$307	\$2,710
RV Parks	\$4	\$38
Rooming and Boarding Houses	\$1	\$17
Full Service Restaurants	\$2,051	\$18,103
Limited Service Restaurants	\$1,997	\$17,622
Special Food Services and Catering	\$336	\$2,970
Drinking Places	\$204	\$1,804