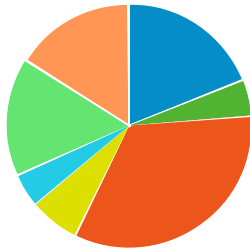


Saukville Consumer Spending

Consumer Spending Report (Saukville, Wisconsin)

Apparel (2014)

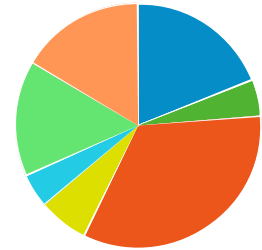
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,825	\$5,120
Men's Apparel	\$537	\$975
Boys' Apparel	\$134	\$243
Women's Apparel	\$945	\$1,713
Girls' Apparel	\$187	\$339
Infants Apparel	\$126	\$230
Footwear	\$440	\$798
Apparel Services and Accessories	\$453	\$822

Apparel (2019)

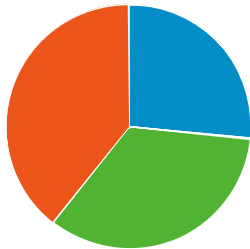
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,012	\$5,661
Men's Apparel	\$573	\$1,078
Boys' Apparel	\$142	\$268
Women's Apparel	\$1,008	\$1,895
Girls' Apparel	\$198	\$373
Infants Apparel	\$134	\$253
Footwear	\$457	\$860
Apparel Services and Accessories	\$496	\$933

Entertainment (2014)

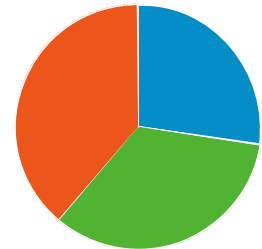
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,322	\$6,020
Fees And Admissions	\$883	\$1,600
Video And Audio Equipment	\$1,134	\$2,055
Recreational Equipment And Supplies	\$1,304	\$2,365

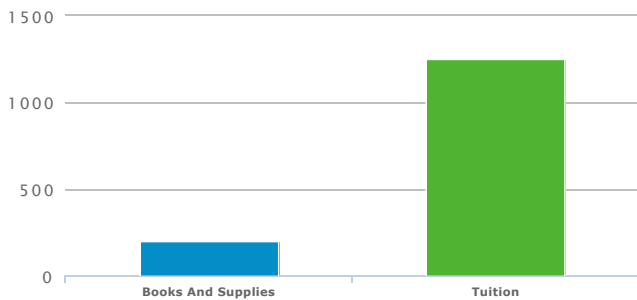
Entertainment (2019)

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



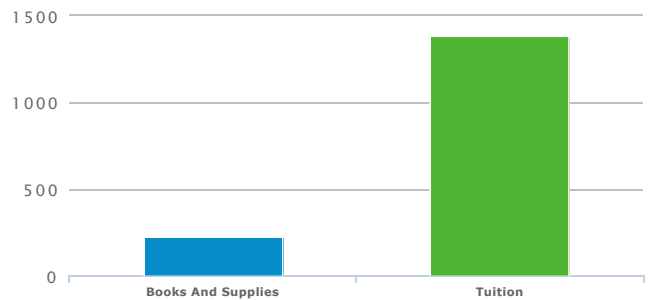
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,532	\$6,638
Fees And Admissions	\$968	\$1,820
Video And Audio Equipment	\$1,193	\$2,242
Recreational Equipment And Supplies	\$1,370	\$2,575

Education (2014)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,454	\$2,636

Education (2019)

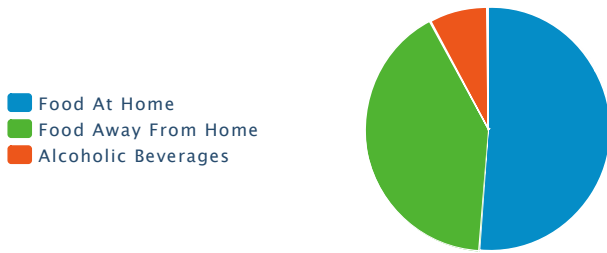


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,606	\$3,018

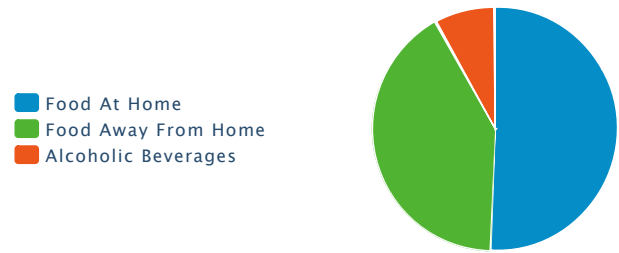
Books And Supplies	\$203	\$369
Tuition	\$1,251	\$2,267

Books And Supplies	\$225	\$423
Tuition	\$1,381	\$2,595

Food and Beverages (2014)



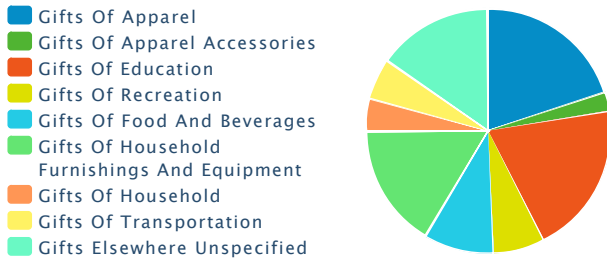
Food and Beverages (2019)



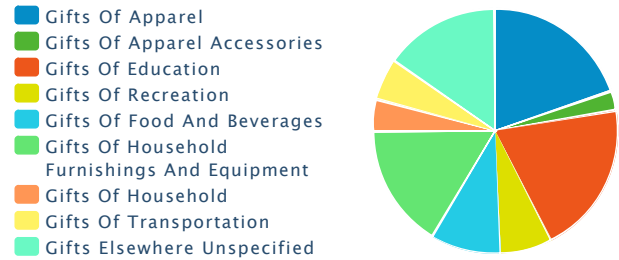
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,952	\$16,223
Food At Home	\$4,580	\$8,301
Food Away From Home	\$3,668	\$6,647
Alcoholic Beverages	\$703	\$1,275

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,410	\$17,682
Food At Home	\$4,760	\$8,945
Food Away From Home	\$3,891	\$7,312
Alcoholic Beverages	\$758	\$1,425

Gifts (2014)



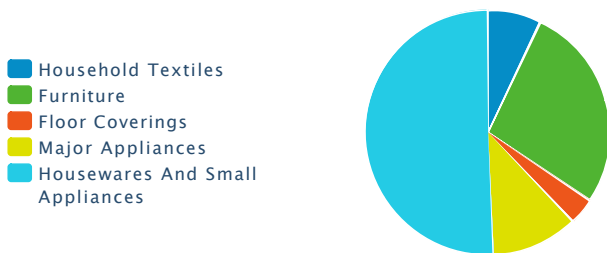
Gifts (2019)



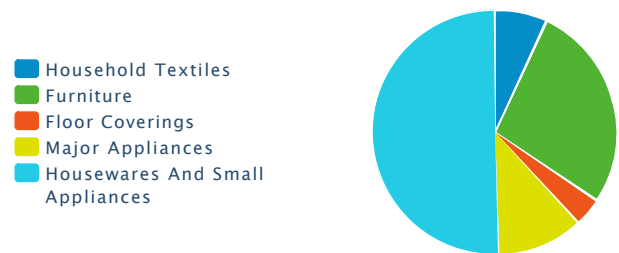
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,602	\$2,904
Gifts Of Apparel	\$318	\$577
Gifts Of Apparel Accessories	\$40	\$74
Gifts Of Education	\$322	\$584
Gifts Of Recreation	\$108	\$197
Gifts Of Food And Beverages	\$149	\$270
Gifts Of Household Furnishings And Equipment	\$261	\$475
Gifts Of Household	\$68	\$124
Gifts Of Transportation	\$86	\$158
Gifts Elsewhere Unspecified	\$246	\$446

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,745	\$3,280
Gifts Of Apparel	\$346	\$651
Gifts Of Apparel Accessories	\$44	\$83
Gifts Of Education	\$351	\$660
Gifts Of Recreation	\$118	\$223
Gifts Of Food And Beverages	\$162	\$305
Gifts Of Household Furnishings And Equipment	\$285	\$536
Gifts Of Household	\$74	\$140
Gifts Of Transportation	\$95	\$179
Gifts Elsewhere Unspecified	\$268	\$504

Household Furnishings (2014)



Household Furnishings (2019)



	\$ PER HOUSEHOLD	TOTAL \$000'S
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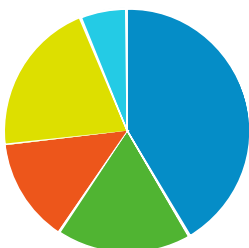
	\$ PER HOUSEHOLD	TOTAL \$000'S
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Totals:	\$2,634	\$4,774
Household Textiles	\$185	\$336
Furniture	\$721	\$1,307
Floor Coverings	\$92	\$168
Major Appliances	\$300	\$545
Housewares And Small Appliances	\$1,334	\$2,417

Totals:	\$2,820	\$5,299
Household Textiles	\$196	\$370
Furniture	\$776	\$1,459
Floor Coverings	\$102	\$193
Major Appliances	\$320	\$602
Housewares And Small Appliances	\$1,424	\$2,676

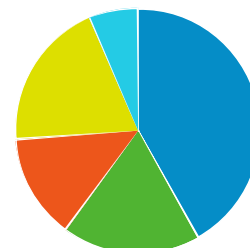
Shelter (2014)

- 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

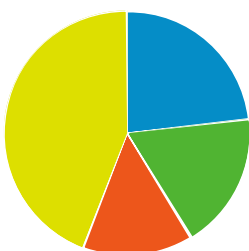


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,415	\$20,685
Mortgage Interest	\$4,743	\$8,595
Property Taxes	\$2,042	\$3,702
Miscellaneous Owned Dwelling Costs	\$1,569	\$2,843
Rental Costs	\$2,351	\$4,261
Other Lodging	\$708	\$1,284

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$12,161	\$22,851
Mortgage Interest	\$5,093	\$9,571
Property Taxes	\$2,210	\$4,153
Miscellaneous Owned Dwelling Costs	\$1,679	\$3,157
Rental Costs	\$2,387	\$4,485
Other Lodging	\$790	\$1,485

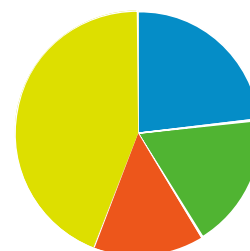
Household Operations (2014)

- 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

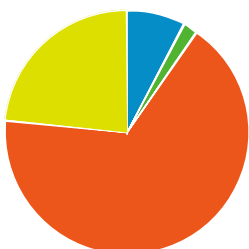


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,156	\$3,907
Babysitting And Elderly Care	\$500	\$908
Household Services	\$390	\$707
Alimony And Child Support	\$315	\$571
Household Supplies	\$950	\$1,721

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,343	\$4,403
Babysitting And Elderly Care	\$544	\$1,023
Household Services	\$423	\$795
Alimony And Child Support	\$343	\$645
Household Supplies	\$1,032	\$1,939

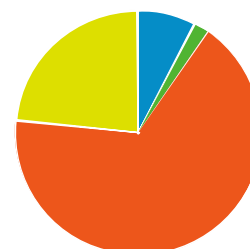
Personal Care (2014)

- 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:	\$850	\$1,542
Hair Care	\$66	\$120
Electric Personal Care Appliances	\$16	\$30
Personal Care Services	\$569	\$1,032
Personal Care Products	\$198	\$360

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$900	\$1,693
Hair Care	\$69	\$132
Electric Personal Care Appliances	\$17	\$33
Personal Care Services	\$602	\$1,133
Personal Care Products	\$210	\$395

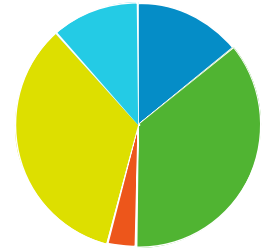
Utilities (2014)

- 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

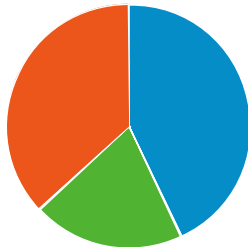


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,033	\$7,308
Natural Gas	\$567	\$1,028
Electricity	\$1,464	\$2,653
Fuel Oil And Other Fuels	\$151	\$275
Telephone Service	\$1,381	\$2,503
Other Utilities	\$468	\$850

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,203	\$7,898
Natural Gas	\$594	\$1,117
Electricity	\$1,521	\$2,858
Fuel Oil And Other Fuels	\$158	\$298
Telephone Service	\$1,438	\$2,702
Other Utilities	\$490	\$922

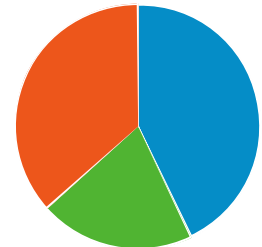
Reading (2014)

- Newspapers
- Magazines
- Books



Reading (2019)

- Newspapers
- Magazines
- Books

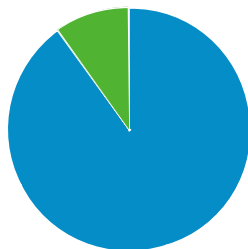


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$194	\$352
Newspapers	\$83	\$151
Magazines	\$39	\$72
Books	\$71	\$129

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$206	\$389
Newspapers	\$88	\$167
Magazines	\$42	\$80
Books	\$75	\$142

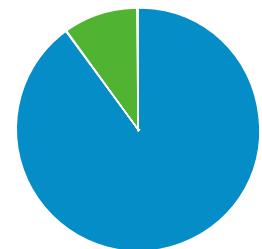
Tobacco (2014)

- Cigarettes
- Other Tobacco Products



Tobacco (2019)

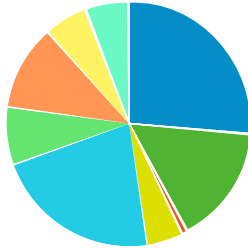
- Cigarettes
- Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$363	\$659
Cigarettes	\$327	\$593
Other Tobacco Products	\$36	\$66

Transportation (2014)

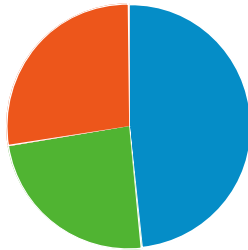
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,883	\$21,533
New Vehicle Purchase	\$3,146	\$5,702
Used Vehicle Purchase	\$1,864	\$3,378
Motorcycles (New And Used)	\$81	\$147
Vehicle Finance Charges	\$562	\$1,020
Gasoline And Oil	\$2,610	\$4,730
Vehicle Repair And Maintenance	\$911	\$1,652
Vehicle Insurance	\$1,327	\$2,405
Public Transportation	\$691	\$1,254
Other Transportation Costs	\$687	\$1,246

Health Care (2014)

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



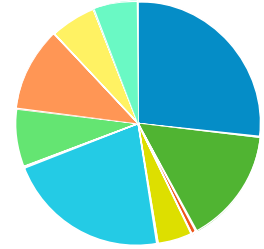
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,522	\$6,383
Health Care Insurance	\$1,702	\$3,085
Health Care Services	\$848	\$1,537
Health Care Supplies And Equipment	\$971	\$1,761

Miscellaneous Expenses (2014)

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$370	\$696
Cigarettes	\$333	\$626
Other Tobacco Products	\$37	\$70

Transportation (2019)

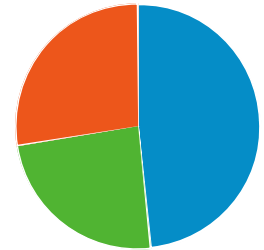
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$12,481	\$23,452
New Vehicle Purchase	\$3,343	\$6,282
Used Vehicle Purchase	\$1,919	\$3,607
Motorcycles (New And Used)	\$83	\$157
Vehicle Finance Charges	\$586	\$1,101
Gasoline And Oil	\$2,710	\$5,092
Vehicle Repair And Maintenance	\$956	\$1,797
Vehicle Insurance	\$1,385	\$2,604
Public Transportation	\$756	\$1,421
Other Transportation Costs	\$739	\$1,390

Health Care (2019)

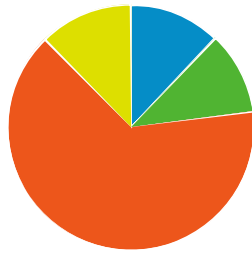
- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,674	\$6,904
Health Care Insurance	\$1,775	\$3,336
Health Care Services	\$884	\$1,663
Health Care Supplies And Equipment	\$1,013	\$1,905

Miscellaneous Expenses (2019)

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



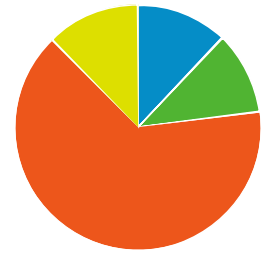
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$979	\$1,776
Legal And Accounting	\$118	\$214
Funeral And Cemetery	\$107	\$195
Finance Charges Excluding Mortgage And Vehicle	\$632	\$1,146
Other Miscellaneous Expenses	\$121	\$221

Personal Insurance (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$615	\$1,115

Contributions (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,235	\$4,052

Retail Potential (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$4,701	\$8,519
User Car Dealers	\$292	\$530
Recreational Vehicle Dealers	\$13	\$24
Motorcycle and Boat Dealers	\$216	\$393
Auto Parts and Accessories	\$613	\$1,112
Tire Dealers	\$280	\$509
Furniture Stores	\$582	\$1,055
Floor Covering Stores	\$152	\$276
Other Home Furnishing Stores	\$177	\$322
Appliances and Electronics Stores	\$1,053	\$1,908
Computer Stores	\$1,902	\$3,448
Camera and Photography Stores	\$77	\$141
Hardware Stores	\$241	\$437
Paint and Wallpaper Stores	\$21	\$39
Home Centers	\$611	\$1,109
Other Building Materials Stores	\$623	\$1,130
Outdoor Power Equipment Stores	\$20	\$37
Nursery and Garden Stores	\$164	\$298
Grocery Stores	\$6,727	\$12,190
Convenience Stores	\$325	\$590
Meat Markets	\$66	\$120
Fish and Seafood Markets	\$16	\$29
Fruit and Vegetable Markets	\$31	\$57
Other Specialty Food Markets	\$49	\$89
Liquor Stores	\$195	\$354
Pharmacy and Drug Stores	\$1,481	\$2,685
Costmetics and Beauty Stores	\$63	\$116

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,025	\$1,927
Legal And Accounting	\$123	\$232
Funeral And Cemetery	\$113	\$213
Finance Charges Excluding Mortgage And Vehicle	\$661	\$1,242
Other Miscellaneous Expenses	\$127	\$239

Personal Insurance (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$672	\$1,263

Contributions (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,474	\$4,650

Source: Applied Geographic Solutions, 2014

Optical Goods Stores	\$137	\$249
Other Health and Personal Care Stores	\$118	\$215
Gasoline Stations with Convenience Stores	\$1,262	\$2,287
Gasoline Stations without Convenience Stores	\$207	\$375
Men's Clothing Stores	\$79	\$143
Women's Clothing Stores	\$257	\$467
Childrens' and Infant's Clothing Stores	\$133	\$242
Family Clothing Stores	\$511	\$927
Clothing Accessory Stores	\$27	\$50
Other Apparel Stores	\$63	\$116
Shoe Stores	\$158	\$287
Jewelry Stores	\$320	\$581
Luggage Stores	\$242	\$439
Sporting Goods Stores	\$233	\$422
Hobby, Toy, and Game Stores	\$67	\$122
Sewing and Needlecraft Stores	\$29	\$53
Musical Instrument Stores	\$41	\$75
Book Stores	\$361	\$654
Record, Tape, and CD Stores	\$104	\$189
Department Stores	\$3,587	\$6,501
Warehouse Superstores	\$1,404	\$2,544
Other General Merchandise Stores	\$420	\$763
Florists	\$35	\$64
Office and Stationary Stores	\$338	\$613
Gift and Souvenir Stores	\$113	\$205
Used Merchandise Stores	\$73	\$133
Pet and Pet Supply Stores	\$71	\$130
Art Dealers	\$14	\$26
Mobile Home Dealers	\$1	\$2
Other Miscellaneous Retail Stores	\$168	\$306
Mail Order and Catalog Stores	\$2,618	\$4,745
Vending Machines	\$100	\$181
Fuel Dealers	\$839	\$1,522
Other Direct Selling Establishments	\$219	\$398
Hotels and Other Travel Accommodations	\$174	\$316
RV Parks	\$2	\$5
Rooming and Boarding Houses	\$1	\$2
Full Service Restaurants	\$1,171	\$2,123
Limited Service Restaurants	\$1,155	\$2,093
Special Food Services and Catering	\$194	\$352
Drinking Places	\$109	\$198