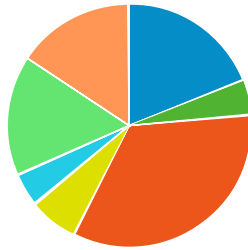


thiensville spending

Consumer Spending Report (Thiensville, Wisconsin)

Apparel (2014)

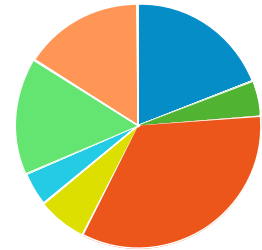
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,714	\$4,251
Men's Apparel	\$515	\$806
Boys' Apparel	\$127	\$199
Women's Apparel	\$918	\$1,438
Girls' Apparel	\$176	\$276
Infants Apparel	\$120	\$189
Footwear	\$431	\$675
Apparel Services and Accessories	\$425	\$666

Apparel (2019)

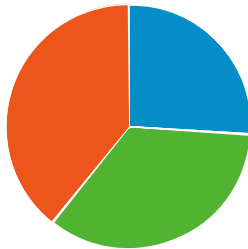
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,892	\$4,694
Men's Apparel	\$551	\$896
Boys' Apparel	\$135	\$220
Women's Apparel	\$976	\$1,585
Girls' Apparel	\$188	\$305
Infants Apparel	\$128	\$209
Footwear	\$447	\$727
Apparel Services and Accessories	\$464	\$753

Entertainment (2014)

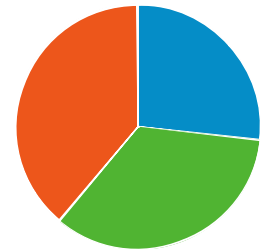
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,170	\$4,966
Fees And Admissions	\$825	\$1,293
Video And Audio Equipment	\$1,100	\$1,724
Recreational Equipment And Supplies	\$1,244	\$1,949

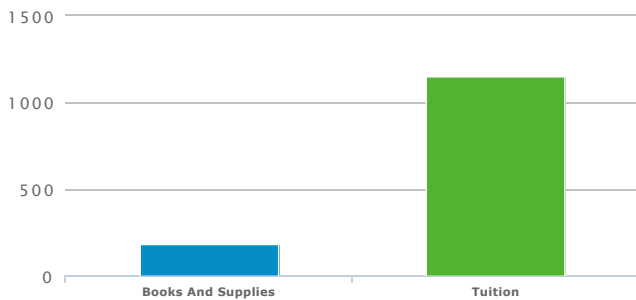
Entertainment (2019)

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



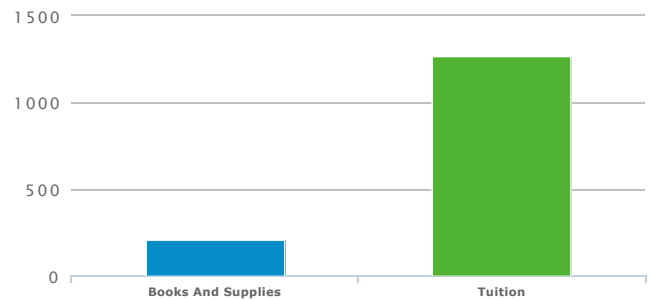
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,377	\$5,482
Fees And Admissions	\$904	\$1,468
Video And Audio Equipment	\$1,161	\$1,885
Recreational Equipment And Supplies	\$1,312	\$2,130

Education (2014)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,340	\$2,100

Education (2019)

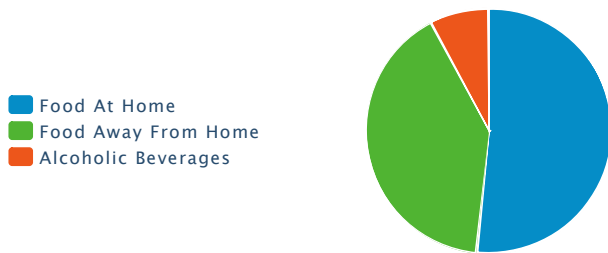


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,472	\$2,390

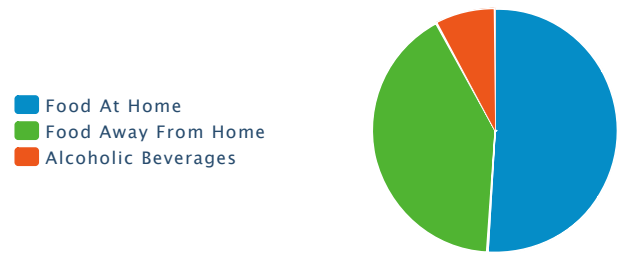
Books And Supplies	\$187	\$294
Tuition	\$1,153	\$1,806

Books And Supplies	\$206	\$335
Tuition	\$1,266	\$2,055

Food and Beverages (2014)



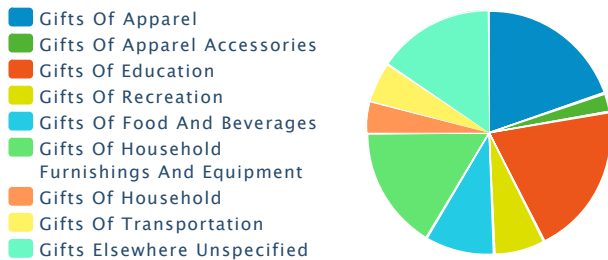
Food and Beverages (2019)



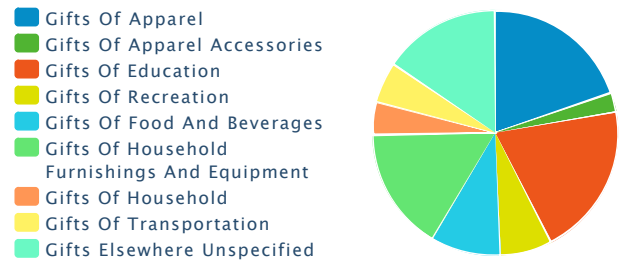
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,694	\$13,615
Food At Home	\$4,493	\$7,036
Food Away From Home	\$3,520	\$5,513
Alcoholic Beverages	\$680	\$1,066

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,146	\$14,845
Food At Home	\$4,673	\$7,585
Food Away From Home	\$3,742	\$6,075
Alcoholic Beverages	\$730	\$1,185

Gifts (2014)



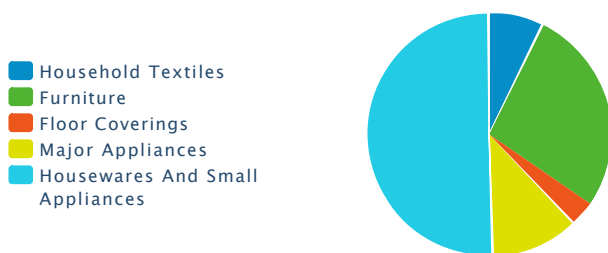
Gifts (2019)



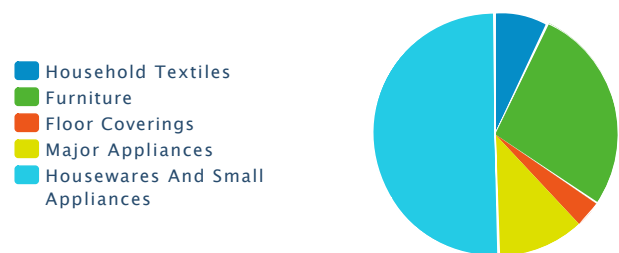
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,517	\$2,377
Gifts Of Apparel	\$300	\$470
Gifts Of Apparel Accessories	\$38	\$60
Gifts Of Education	\$306	\$480
Gifts Of Recreation	\$103	\$162
Gifts Of Food And Beverages	\$139	\$219
Gifts Of Household Furnishings And Equipment	\$247	\$387
Gifts Of Household	\$64	\$102
Gifts Of Transportation	\$81	\$128
Gifts Elsewhere Unspecified	\$235	\$369

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,646	\$2,673
Gifts Of Apparel	\$325	\$528
Gifts Of Apparel Accessories	\$41	\$68
Gifts Of Education	\$332	\$539
Gifts Of Recreation	\$112	\$182
Gifts Of Food And Beverages	\$151	\$245
Gifts Of Household Furnishings And Equipment	\$268	\$436
Gifts Of Household	\$70	\$114
Gifts Of Transportation	\$89	\$145
Gifts Elsewhere Unspecified	\$255	\$415

Household Furnishings (2014)



Household Furnishings (2019)



	\$ PER HOUSEHOLD	TOTAL \$000'S
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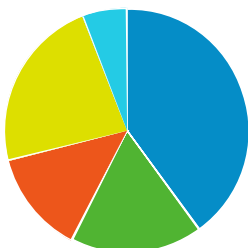
	\$ PER HOUSEHOLD	TOTAL \$000'S
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Totals:	\$2,482	\$3,888
Household Textiles	\$179	\$280
Furniture	\$678	\$1,062
Floor Coverings	\$85	\$133
Major Appliances	\$287	\$450
Housewares And Small Appliances	\$1,252	\$1,962

Totals:	\$2,674	\$4,341
Household Textiles	\$190	\$309
Furniture	\$733	\$1,191
Floor Coverings	\$94	\$153
Major Appliances	\$308	\$500
Housewares And Small Appliances	\$1,348	\$2,188

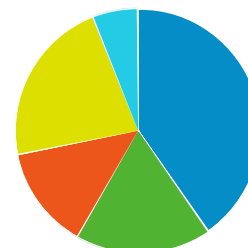
Shelter (2014)

- 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

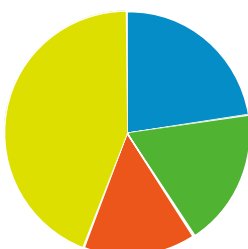


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,974	\$17,186
Mortgage Interest	\$4,390	\$6,876
Property Taxes	\$1,923	\$3,012
Miscellaneous Owned Dwelling Costs	\$1,492	\$2,337
Rental Costs	\$2,522	\$3,950
Other Lodging	\$646	\$1,012

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,679	\$18,955
Mortgage Interest	\$4,721	\$7,664
Property Taxes	\$2,080	\$3,377
Miscellaneous Owned Dwelling Costs	\$1,592	\$2,585
Rental Costs	\$2,567	\$4,167
Other Lodging	\$716	\$1,163

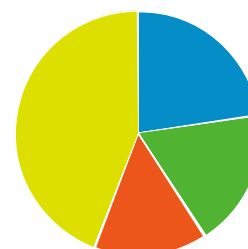
Household Operations (2014)

- 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

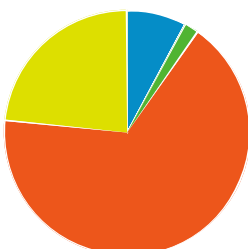


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,020	\$3,164
Babysitting And Elderly Care	\$457	\$717
Household Services	\$368	\$577
Alimony And Child Support	\$302	\$474
Household Supplies	\$892	\$1,397

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,191	\$3,557
Babysitting And Elderly Care	\$497	\$807
Household Services	\$398	\$646
Alimony And Child Support	\$328	\$533
Household Supplies	\$967	\$1,570

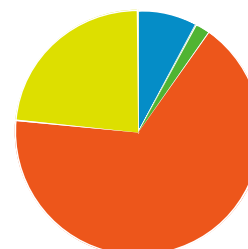
Personal Care (2014)

- 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:	\$821	\$1,286
Hair Care	\$64	\$100
Electric Personal Care Appliances	\$16	\$25
Personal Care Services	\$548	\$859
Personal Care Products	\$191	\$301

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$870	\$1,413
Hair Care	\$68	\$110
Electric Personal Care Appliances	\$17	\$28
Personal Care Services	\$581	\$944
Personal Care Products	\$203	\$330

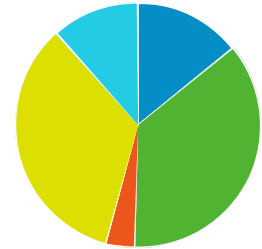
Utilities (2014)

- 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

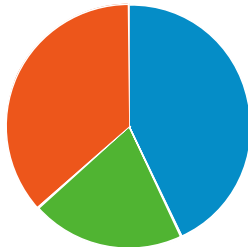


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,952	\$6,190
Natural Gas	\$556	\$871
Electricity	\$1,440	\$2,255
Fuel Oil And Other Fuels	\$148	\$232
Telephone Service	\$1,350	\$2,114
Other Utilities	\$458	\$717

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,133	\$6,709
Natural Gas	\$583	\$946
Electricity	\$1,502	\$2,439
Fuel Oil And Other Fuels	\$155	\$252
Telephone Service	\$1,411	\$2,290
Other Utilities	\$481	\$781

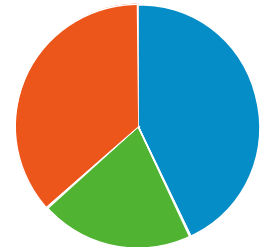
Reading (2014)

- Newspapers
- Magazines
- Books



Reading (2019)

- Newspapers
- Magazines
- Books

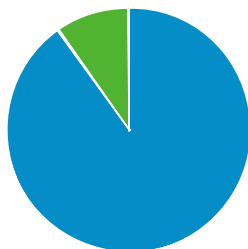


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$188	\$295
Newspapers	\$80	\$127
Magazines	\$38	\$60
Books	\$68	\$108

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$200	\$325
Newspapers	\$86	\$140
Magazines	\$41	\$67
Books	\$73	\$119

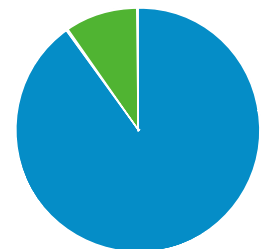
Tobacco (2014)

- Cigarettes
- Other Tobacco Products



Tobacco (2019)

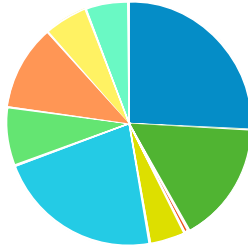
- Cigarettes
- Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$368	\$578
Cigarettes	\$331	\$520
Other Tobacco Products	\$36	\$58

Transportation (2014)

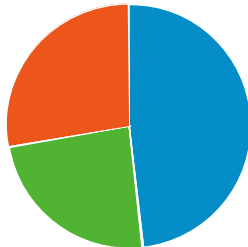
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,378	\$17,818
New Vehicle Purchase	\$2,934	\$4,595
Used Vehicle Purchase	\$1,837	\$2,878
Motorcycles (New And Used)	\$75	\$119
Vehicle Finance Charges	\$538	\$843
Gasoline And Oil	\$2,512	\$3,935
Vehicle Repair And Maintenance	\$881	\$1,381
Vehicle Insurance	\$1,287	\$2,016
Public Transportation	\$657	\$1,030
Other Transportation Costs	\$652	\$1,023

Health Care (2014)

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



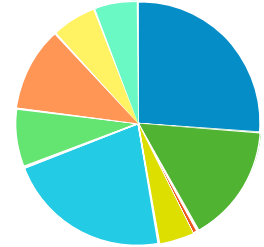
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,493	\$5,470
Health Care Insurance	\$1,686	\$2,640
Health Care Services	\$838	\$1,313
Health Care Supplies And Equipment	\$968	\$1,517

Miscellaneous Expenses (2014)

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$378	\$615
Cigarettes	\$340	\$553
Other Tobacco Products	\$37	\$62

Transportation (2019)

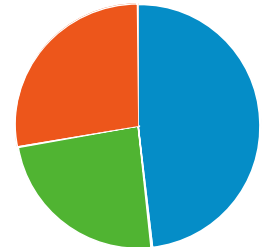
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,996	\$19,471
New Vehicle Purchase	\$3,137	\$5,092
Used Vehicle Purchase	\$1,896	\$3,079
Motorcycles (New And Used)	\$79	\$129
Vehicle Finance Charges	\$566	\$920
Gasoline And Oil	\$2,623	\$4,258
Vehicle Repair And Maintenance	\$929	\$1,508
Vehicle Insurance	\$1,350	\$2,192
Public Transportation	\$714	\$1,160
Other Transportation Costs	\$697	\$1,133

Health Care (2019)

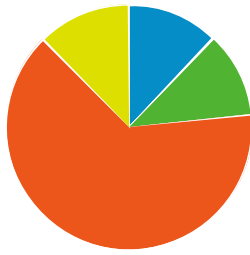
- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,659	\$5,940
Health Care Insurance	\$1,766	\$2,867
Health Care Services	\$878	\$1,425
Health Care Supplies And Equipment	\$1,014	\$1,647

Miscellaneous Expenses (2019)

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



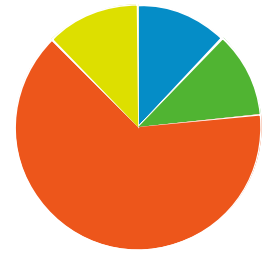
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$957	\$1,499
Legal And Accounting	\$116	\$182
Funeral And Cemetery	\$107	\$168
Finance Charges Excluding Mortgage And Vehicle	\$615	\$963
Other Miscellaneous Expenses	\$118	\$186

Personal Insurance (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$578	\$905

Contributions (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,132	\$3,340

Retail Potential (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$4,518	\$7,077
User Car Dealers	\$280	\$439
Recreational Vehicle Dealers	\$12	\$19
Motorcycle and Boat Dealers	\$208	\$326
Auto Parts and Accessories	\$593	\$930
Tire Dealers	\$271	\$426
Furniture Stores	\$546	\$856
Floor Covering Stores	\$144	\$226
Other Home Furnishing Stores	\$167	\$262
Appliances and Electronics Stores	\$989	\$1,550
Computer Stores	\$1,762	\$2,759
Camera and Photography Stores	\$73	\$116
Hardware Stores	\$228	\$358
Paint and Wallpaper Stores	\$19	\$31
Home Centers	\$579	\$907
Other Building Materials Stores	\$589	\$923
Outdoor Power Equipment Stores	\$19	\$30
Nursery and Garden Stores	\$156	\$244
Grocery Stores	\$6,508	\$10,192
Convenience Stores	\$312	\$489
Meat Markets	\$64	\$101
Fish and Seafood Markets	\$15	\$24
Fruit and Vegetable Markets	\$30	\$48
Other Specialty Food Markets	\$47	\$75
Liquor Stores	\$187	\$293
Pharmacy and Drug Stores	\$1,430	\$2,240
Costmetics and Beauty Stores	\$62	\$97

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,003	\$1,628
Legal And Accounting	\$121	\$198
Funeral And Cemetery	\$113	\$184
Finance Charges Excluding Mortgage And Vehicle	\$643	\$1,045
Other Miscellaneous Expenses	\$124	\$202

Personal Insurance (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$631	\$1,025

Contributions (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,358	\$3,828

Source: Applied Geographic Solutions, 2014

Optical Goods Stores	\$137	\$216
Other Health and Personal Care Stores	\$114	\$180
Gasoline Stations with Convenience Stores	\$1,206	\$1,889
Gasoline Stations without Convenience Stores	\$198	\$312
Men's Clothing Stores	\$75	\$118
Women's Clothing Stores	\$249	\$391
Childrens' and Infant's Clothing Stores	\$127	\$199
Family Clothing Stores	\$491	\$769
Clothing Accessory Stores	\$25	\$40
Other Apparel Stores	\$61	\$97
Shoe Stores	\$154	\$242
Jewelry Stores	\$302	\$474
Luggage Stores	\$228	\$357
Sporting Goods Stores	\$223	\$351
Hobby, Toy, and Game Stores	\$64	\$100
Sewing and Needlecraft Stores	\$28	\$44
Musical Instrument Stores	\$40	\$63
Book Stores	\$354	\$555
Record, Tape, and CD Stores	\$99	\$156
Department Stores	\$3,431	\$5,374
Warehouse Superstores	\$1,351	\$2,117
Other General Merchandise Stores	\$401	\$629
Florists	\$33	\$52
Office and Stationary Stores	\$315	\$494
Gift and Souvenir Stores	\$107	\$169
Used Merchandise Stores	\$70	\$110
Pet and Pet Supply Stores	\$68	\$108
Art Dealers	\$14	\$22
Mobile Home Dealers	\$1	\$2
Other Miscellaneous Retail Stores	\$159	\$249
Mail Order and Catalog Stores	\$2,448	\$3,835
Vending Machines	\$97	\$152
Fuel Dealers	\$820	\$1,285
Other Direct Selling Establishments	\$211	\$330
Hotels and Other Travel Accommodations	\$168	\$263
RV Parks	\$2	\$4
Rooming and Boarding Houses	\$1	\$2
Full Service Restaurants	\$1,124	\$1,761
Limited Service Restaurants	\$1,108	\$1,735
Special Food Services and Catering	\$186	\$292
Drinking Places	\$105	\$165
