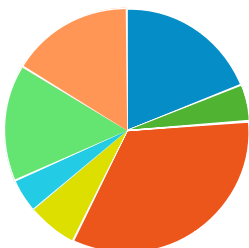


grafton spending

Consumer Spending Report (Grafton, Wisconsin)

Apparel (2014)

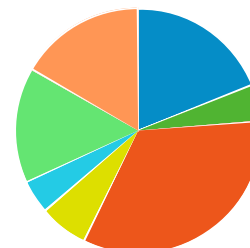
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,898	\$14,264
Men's Apparel	\$552	\$2,720
Boys' Apparel	\$137	\$676
Women's Apparel	\$971	\$4,781
Girls' Apparel	\$189	\$932
Infants Apparel	\$128	\$634
Footwear	\$446	\$2,195
Apparel Services and Accessories	\$472	\$2,327

Apparel (2019)

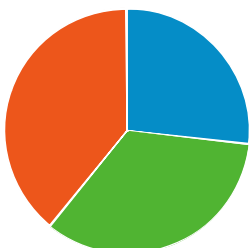
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,088	\$15,762
Men's Apparel	\$588	\$3,004
Boys' Apparel	\$145	\$743
Women's Apparel	\$1,034	\$5,281
Girls' Apparel	\$200	\$1,022
Infants Apparel	\$136	\$696
Footwear	\$467	\$2,385
Apparel Services and Accessories	\$515	\$2,630

Entertainment (2014)

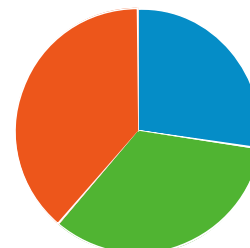
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,416	\$16,813
Fees And Admissions	\$915	\$4,505
Video And Audio Equipment	\$1,164	\$5,732
Recreational Equipment And Supplies	\$1,336	\$6,575

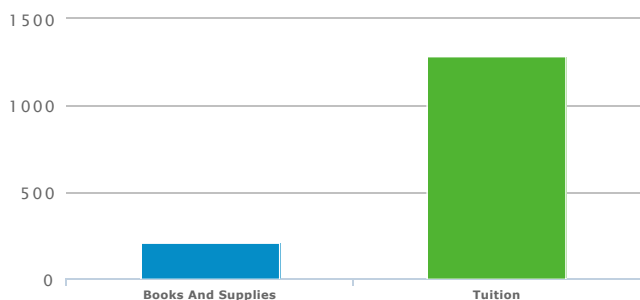
Entertainment (2019)

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



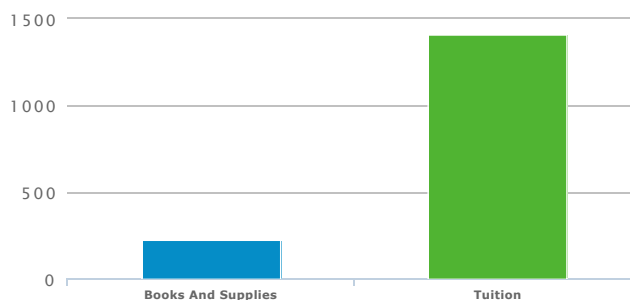
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,641	\$18,585
Fees And Admissions	\$999	\$5,099
Video And Audio Equipment	\$1,231	\$6,284
Recreational Equipment And Supplies	\$1,411	\$7,201

Education (2014)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,494	\$7,352

Education (2019)

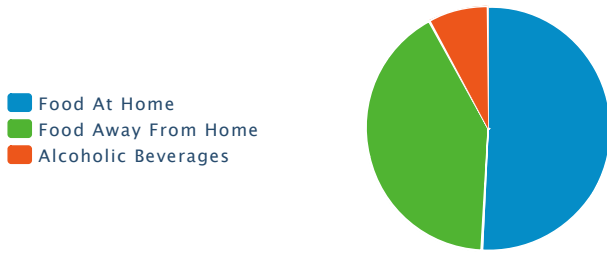


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,640	\$8,374

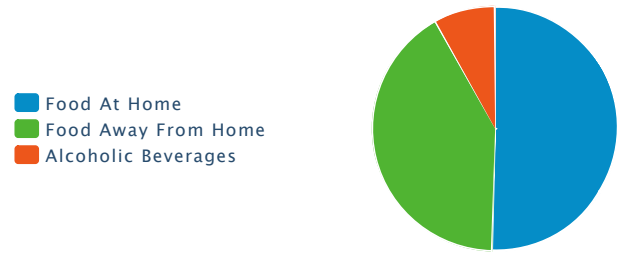
Books And Supplies	\$209	\$1,030
Tuition	\$1,284	\$6,322

Books And Supplies	\$229	\$1,173
Tuition	\$1,410	\$7,200

Food and Beverages (2014)



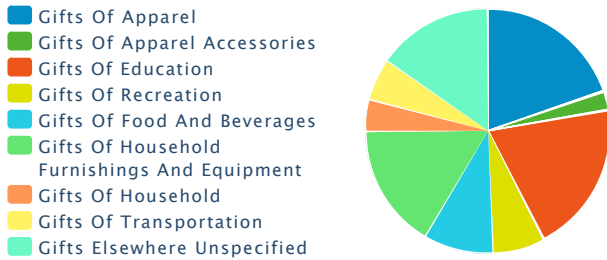
Food and Beverages (2019)



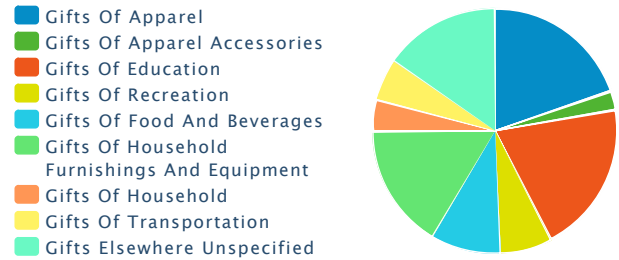
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,168	\$45,118
Food At Home	\$4,669	\$22,978
Food Away From Home	\$3,770	\$18,555
Alcoholic Beverages	\$728	\$3,585

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,681	\$49,406
Food At Home	\$4,881	\$24,910
Food Away From Home	\$4,015	\$20,493
Alcoholic Beverages	\$784	\$4,003

Gifts (2014)



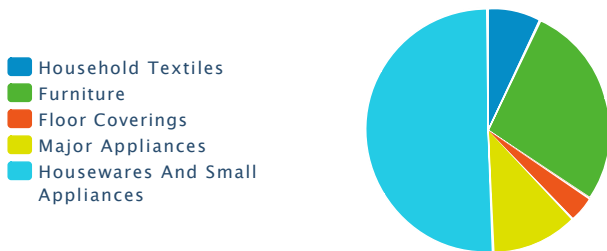
Gifts (2019)



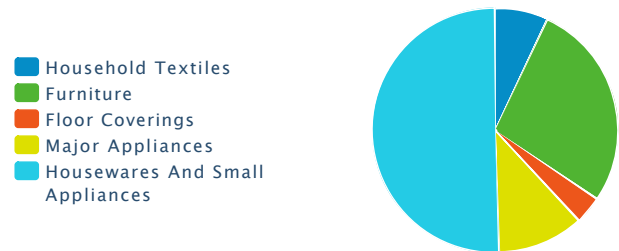
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,669	\$8,214
Gifts Of Apparel	\$330	\$1,629
Gifts Of Apparel Accessories	\$42	\$208
Gifts Of Education	\$336	\$1,654
Gifts Of Recreation	\$113	\$559
Gifts Of Food And Beverages	\$154	\$761
Gifts Of Household Furnishings And Equipment	\$272	\$1,340
Gifts Of Household	\$71	\$349
Gifts Of Transportation	\$91	\$448
Gifts Elsewhere Unspecified	\$257	\$1,266

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,814	\$9,257
Gifts Of Apparel	\$359	\$1,834
Gifts Of Apparel Accessories	\$45	\$234
Gifts Of Education	\$365	\$1,863
Gifts Of Recreation	\$123	\$629
Gifts Of Food And Beverages	\$167	\$856
Gifts Of Household Furnishings And Equipment	\$296	\$1,511
Gifts Of Household	\$76	\$393
Gifts Of Transportation	\$99	\$508
Gifts Elsewhere Unspecified	\$279	\$1,427

Household Furnishings (2014)



Household Furnishings (2019)



	\$ PER HOUSEHOLD	TOTAL \$000'S
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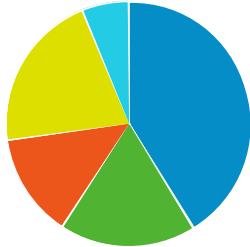
	\$ PER HOUSEHOLD	TOTAL \$000'S
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Totals:	\$2,722	\$13,396
Household Textiles	\$191	\$943
Furniture	\$745	\$3,668
Floor Coverings	\$96	\$476
Major Appliances	\$312	\$1,539
Housewares And Small Appliances	\$1,375	\$6,770

Totals:	\$2,919	\$14,897
Household Textiles	\$204	\$1,043
Furniture	\$801	\$4,088
Floor Coverings	\$106	\$543
Major Appliances	\$333	\$1,700
Housewares And Small Appliances	\$1,474	\$7,523

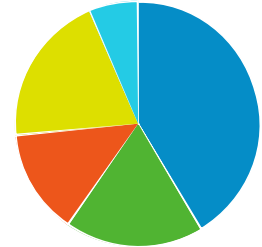
Shelter (2014)

- 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

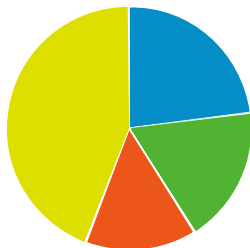


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,745	\$57,799
Mortgage Interest	\$4,836	\$23,800
Property Taxes	\$2,112	\$10,393
Miscellaneous Owned Dwelling Costs	\$1,613	\$7,942
Rental Costs	\$2,449	\$12,055
Other Lodging	\$733	\$3,610

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$12,544	\$64,013
Mortgage Interest	\$5,206	\$26,569
Property Taxes	\$2,281	\$11,641
Miscellaneous Owned Dwelling Costs	\$1,732	\$8,843
Rental Costs	\$2,512	\$12,820
Other Lodging	\$811	\$4,141

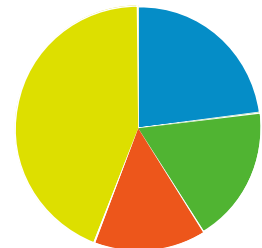
Household Operations (2014)

- 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

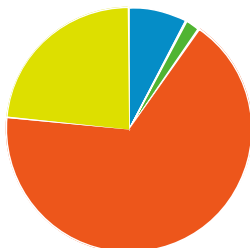


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,230	\$10,977
Babysitting And Elderly Care	\$512	\$2,523
Household Services	\$404	\$1,989
Alimony And Child Support	\$329	\$1,619
Household Supplies	\$984	\$4,846

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,416	\$12,330
Babysitting And Elderly Care	\$555	\$2,837
Household Services	\$436	\$2,229
Alimony And Child Support	\$357	\$1,822
Household Supplies	\$1,066	\$5,442

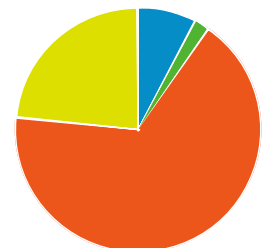
Personal Care (2014)

- 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

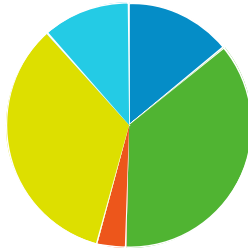


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$874	\$4,306
Hair Care	\$68	\$335
Electric Personal Care Appliances	\$17	\$85
Personal Care Services	\$585	\$2,880
Personal Care Products	\$204	\$1,006

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$929	\$4,742
Hair Care	\$72	\$369
Electric Personal Care Appliances	\$18	\$94
Personal Care Services	\$621	\$3,171
Personal Care Products	\$217	\$1,108

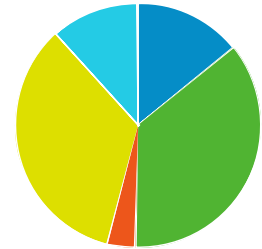
Utilities (2014)

- 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

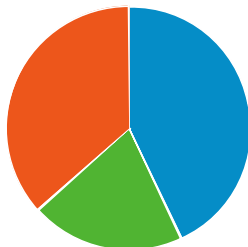


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,138	\$20,367
Natural Gas	\$583	\$2,871
Electricity	\$1,503	\$7,400
Fuel Oil And Other Fuels	\$155	\$765
Telephone Service	\$1,413	\$6,956
Other Utilities	\$482	\$2,374

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,339	\$22,144
Natural Gas	\$614	\$3,136
Electricity	\$1,571	\$8,021
Fuel Oil And Other Fuels	\$163	\$833
Telephone Service	\$1,482	\$7,563
Other Utilities	\$507	\$2,590

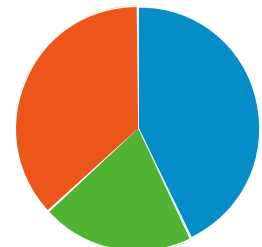
Reading (2014)

- Newspapers
- Magazines
- Books



Reading (2019)

- Newspapers
- Magazines
- Books

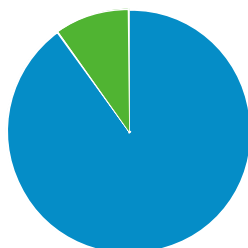


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$200	\$986
Newspapers	\$86	\$423
Magazines	\$41	\$202
Books	\$73	\$361

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$213	\$1,091
Newspapers	\$91	\$468
Magazines	\$43	\$223
Books	\$78	\$399

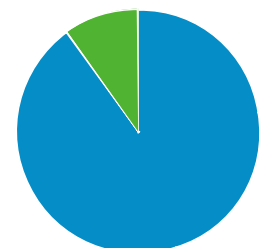
Tobacco (2014)

- Cigarettes
- Other Tobacco Products



Tobacco (2019)

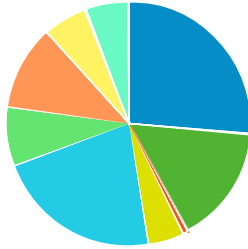
- Cigarettes
- Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$375	\$1,847
Cigarettes	\$337	\$1,662
Other Tobacco Products	\$37	\$185

Transportation (2014)

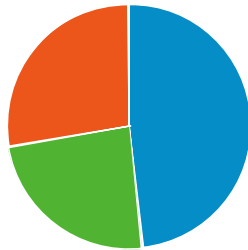
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$12,142	\$59,755
New Vehicle Purchase	\$3,204	\$15,770
Used Vehicle Purchase	\$1,903	\$9,365
Motorcycles (New And Used)	\$83	\$408
Vehicle Finance Charges	\$573	\$2,824
Gasoline And Oil	\$2,660	\$13,092
Vehicle Repair And Maintenance	\$935	\$4,602
Vehicle Insurance	\$1,361	\$6,701
Public Transportation	\$718	\$3,534
Other Transportation Costs	\$702	\$3,459

Health Care (2014)

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



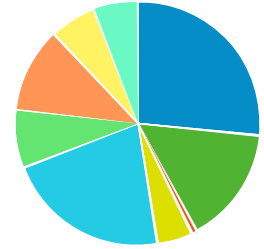
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,655	\$17,987
Health Care Insurance	\$1,765	\$8,690
Health Care Services	\$877	\$4,321
Health Care Supplies And Equipment	\$1,011	\$4,977

Miscellaneous Expenses (2014)

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$386	\$1,971
Cigarettes	\$347	\$1,774
Other Tobacco Products	\$38	\$197

Transportation (2019)

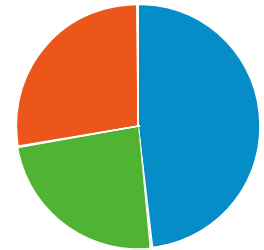
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$12,837	\$65,509
New Vehicle Purchase	\$3,417	\$17,438
Used Vehicle Purchase	\$1,987	\$10,140
Motorcycles (New And Used)	\$87	\$447
Vehicle Finance Charges	\$603	\$3,078
Gasoline And Oil	\$2,784	\$14,211
Vehicle Repair And Maintenance	\$986	\$5,036
Vehicle Insurance	\$1,432	\$7,308
Public Transportation	\$781	\$3,988
Other Transportation Costs	\$757	\$3,864

Health Care (2019)

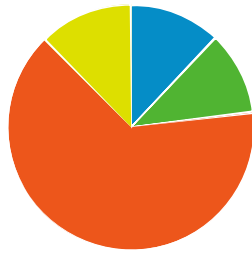
- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,838	\$19,586
Health Care Insurance	\$1,854	\$9,462
Health Care Services	\$921	\$4,704
Health Care Supplies And Equipment	\$1,062	\$5,420

Miscellaneous Expenses (2019)

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



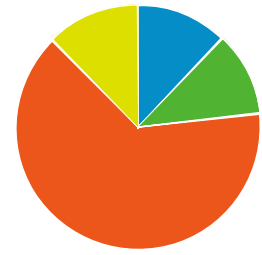
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,008	\$4,962
Legal And Accounting	\$121	\$600
Funeral And Cemetery	\$112	\$552
Finance Charges Excluding Mortgage And Vehicle	\$649	\$3,194
Other Miscellaneous Expenses	\$125	\$616

Personal Insurance (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$642	\$3,159

Contributions (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,365	\$11,638

Retail Potential (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$4,799	\$23,620
User Car Dealers	\$298	\$1,467
Recreational Vehicle Dealers	\$13	\$65
Motorcycle and Boat Dealers	\$222	\$1,093
Auto Parts and Accessories	\$629	\$3,097
Tire Dealers	\$288	\$1,418
Furniture Stores	\$602	\$2,965
Floor Covering Stores	\$156	\$771
Other Home Furnishing Stores	\$183	\$901
Appliances and Electronics Stores	\$1,079	\$5,313
Computer Stores	\$1,941	\$9,553
Camera and Photography Stores	\$79	\$389
Hardware Stores	\$248	\$1,223
Paint and Wallpaper Stores	\$21	\$107
Home Centers	\$630	\$3,103
Other Building Materials Stores	\$640	\$3,151
Outdoor Power Equipment Stores	\$21	\$104
Nursery and Garden Stores	\$169	\$834
Grocery Stores	\$6,929	\$34,099
Convenience Stores	\$333	\$1,643
Meat Markets	\$67	\$333
Fish and Seafood Markets	\$15	\$78
Fruit and Vegetable Markets	\$32	\$158
Other Specialty Food Markets	\$49	\$246
Liquor Stores	\$201	\$989
Pharmacy and Drug Stores	\$1,534	\$7,550
Costmetics and Beauty Stores	\$66	\$326

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,066	\$5,443
Legal And Accounting	\$129	\$659
Funeral And Cemetery	\$119	\$609
Finance Charges Excluding Mortgage And Vehicle	\$685	\$3,499
Other Miscellaneous Expenses	\$132	\$675

Personal Insurance (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$697	\$3,561

Contributions (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,586	\$13,197

Source: Applied Geographic Solutions, 2014

Optical Goods Stores	\$142	\$704
Other Health and Personal Care Stores	\$122	\$604
Gasoline Stations with Convenience Stores	\$1,292	\$6,361
Gasoline Stations without Convenience Stores	\$211	\$1,043
Men's Clothing Stores	\$81	\$401
Women's Clothing Stores	\$265	\$1,305
Childrens' and Infant's Clothing Stores	\$136	\$673
Family Clothing Stores	\$525	\$2,587
Clothing Accessory Stores	\$28	\$139
Other Apparel Stores	\$65	\$323
Shoe Stores	\$161	\$793
Jewelry Stores	\$333	\$1,643
Luggage Stores	\$250	\$1,232
Sporting Goods Stores	\$238	\$1,175
Hobby, Toy, and Game Stores	\$69	\$341
Sewing and Needlecraft Stores	\$30	\$151
Musical Instrument Stores	\$42	\$210
Book Stores	\$372	\$1,833
Record, Tape, and CD Stores	\$107	\$528
Department Stores	\$3,710	\$18,260
Warehouse Superstores	\$1,446	\$7,118
Other General Merchandise Stores	\$435	\$2,142
Florists	\$36	\$179
Office and Stationary Stores	\$346	\$1,707
Gift and Souvenir Stores	\$117	\$576
Used Merchandise Stores	\$75	\$374
Pet and Pet Supply Stores	\$73	\$362
Art Dealers	\$15	\$74
Mobile Home Dealers	\$1	\$5
Other Miscellaneous Retail Stores	\$173	\$852
Mail Order and Catalog Stores	\$2,679	\$13,185
Vending Machines	\$102	\$503
Fuel Dealers	\$859	\$4,230
Other Direct Selling Establishments	\$226	\$1,114
Hotels and Other Travel Accommodations	\$179	\$884
RV Parks	\$2	\$14
Rooming and Boarding Houses	\$1	\$5
Full Service Restaurants	\$1,205	\$5,934
Limited Service Restaurants	\$1,187	\$5,844
Special Food Services and Catering	\$199	\$983
Drinking Places	\$113	\$557
