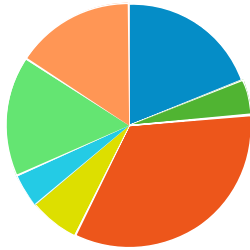


Port Washington Spending

Consumer Spending Report (Port Washington, Wisconsin)

Apparel (2014)

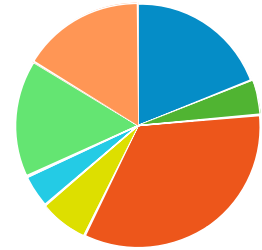
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,714	\$12,968
Men's Apparel	\$513	\$2,452
Boys' Apparel	\$128	\$615
Women's Apparel	\$912	\$4,361
Girls' Apparel	\$177	\$849
Infants Apparel	\$121	\$579
Footwear	\$429	\$2,053
Apparel Services and Accessories	\$430	\$2,059

Apparel (2019)

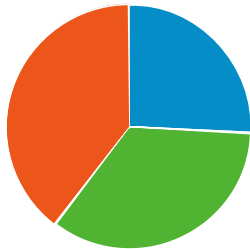
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,878	\$14,264
Men's Apparel	\$545	\$2,705
Boys' Apparel	\$135	\$673
Women's Apparel	\$966	\$4,790
Girls' Apparel	\$187	\$929
Infants Apparel	\$127	\$633
Footwear	\$446	\$2,211
Apparel Services and Accessories	\$468	\$2,323

Entertainment (2014)

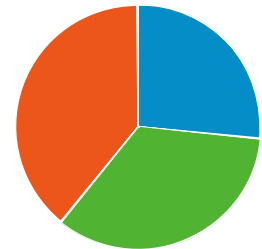
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,191	\$15,248
Fees And Admissions	\$827	\$3,952
Video And Audio Equipment	\$1,101	\$5,264
Recreational Equipment And Supplies	\$1,262	\$6,033

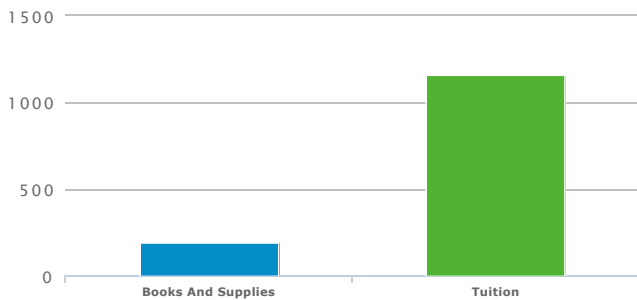
Entertainment (2019)

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



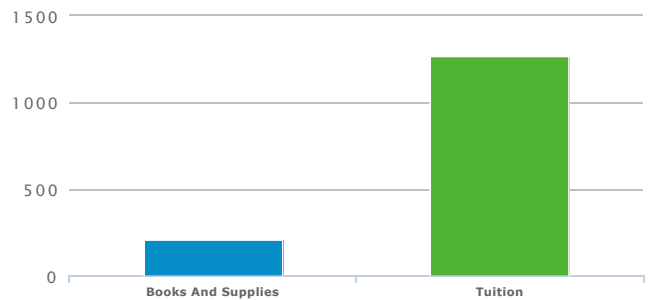
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,383	\$16,765
Fees And Admissions	\$901	\$4,467
Video And Audio Equipment	\$1,157	\$5,733
Recreational Equipment And Supplies	\$1,324	\$6,565

Education (2014)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,349	\$6,448

Education (2019)

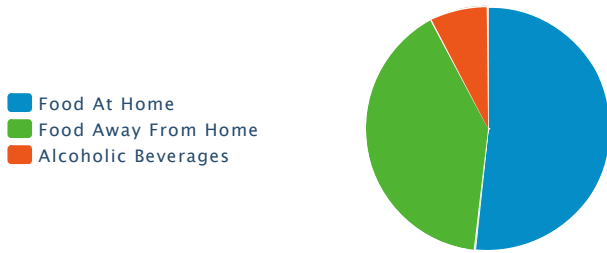


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,476	\$7,318

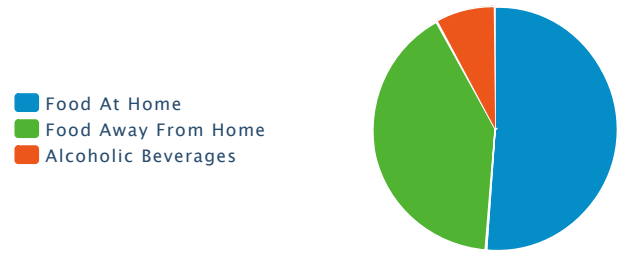
Books And Supplies	\$188	\$902
Tuition	\$1,160	\$5,546

Books And Supplies	\$206	\$1,024
Tuition	\$1,270	\$6,294

Food and Beverages (2014)



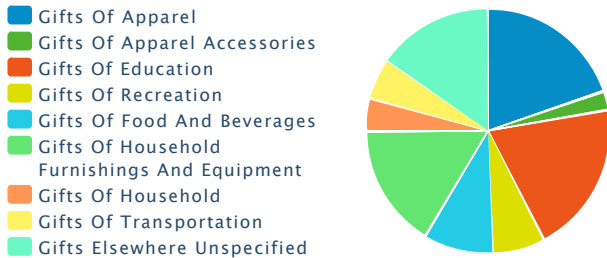
Food and Beverages (2019)



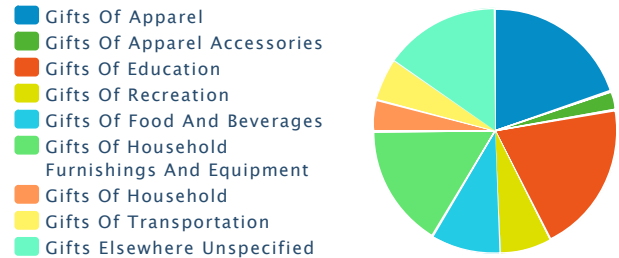
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,697	\$41,557
Food At Home	\$4,503	\$21,516
Food Away From Home	\$3,520	\$16,819
Alcoholic Beverages	\$674	\$3,222

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,117	\$45,176
Food At Home	\$4,668	\$23,133
Food Away From Home	\$3,726	\$18,466
Alcoholic Beverages	\$721	\$3,577

Gifts (2014)



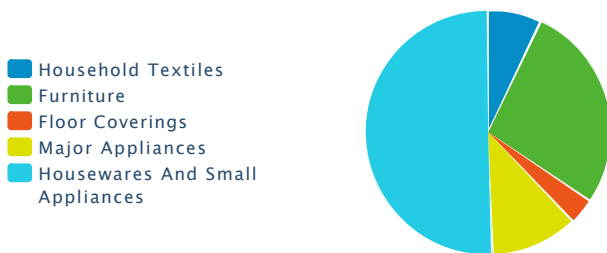
Gifts (2019)



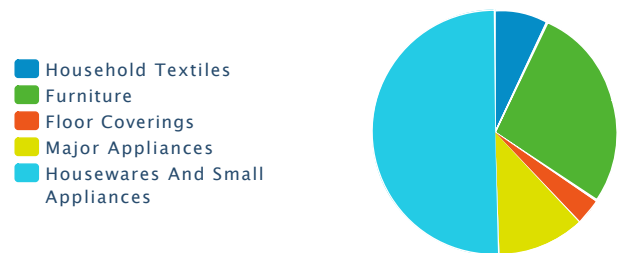
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,525	\$7,290
Gifts Of Apparel	\$302	\$1,447
Gifts Of Apparel Accessories	\$38	\$185
Gifts Of Education	\$307	\$1,469
Gifts Of Recreation	\$104	\$497
Gifts Of Food And Beverages	\$141	\$674
Gifts Of Household Furnishings And Equipment	\$249	\$1,190
Gifts Of Household	\$65	\$311
Gifts Of Transportation	\$82	\$393
Gifts Elsewhere Unspecified	\$235	\$1,124

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,649	\$8,175
Gifts Of Apparel	\$327	\$1,622
Gifts Of Apparel Accessories	\$41	\$208
Gifts Of Education	\$332	\$1,648
Gifts Of Recreation	\$112	\$557
Gifts Of Food And Beverages	\$152	\$754
Gifts Of Household Furnishings And Equipment	\$269	\$1,335
Gifts Of Household	\$70	\$348
Gifts Of Transportation	\$89	\$444
Gifts Elsewhere Unspecified	\$254	\$1,261

Household Furnishings (2014)



Household Furnishings (2019)



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

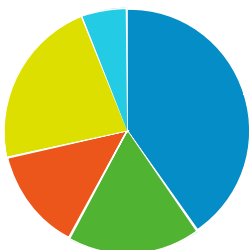
	\$ PER HOUSEHOLD	TOTAL \$000'S
--	------------------	---------------

Totals:	\$2,502	\$11,957
Household Textiles	\$178	\$855
Furniture	\$682	\$3,259
Floor Coverings	\$86	\$415
Major Appliances	\$290	\$1,386
Housewares And Small Appliances	\$1,264	\$6,042

Totals:	\$2,675	\$13,258
Household Textiles	\$189	\$938
Furniture	\$732	\$3,628
Floor Coverings	\$95	\$472
Major Appliances	\$308	\$1,528
Housewares And Small Appliances	\$1,350	\$6,692

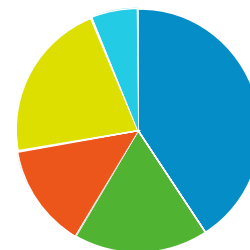
Shelter (2014)

- 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

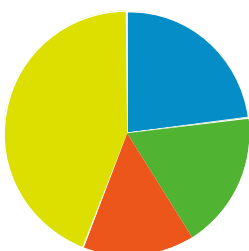


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,997	\$52,546
Mortgage Interest	\$4,432	\$21,180
Property Taxes	\$1,929	\$9,221
Miscellaneous Owned Dwelling Costs	\$1,508	\$7,209
Rental Costs	\$2,468	\$11,794
Other Lodging	\$657	\$3,141

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,668	\$57,819
Mortgage Interest	\$4,748	\$23,531
Property Taxes	\$2,078	\$10,297
Miscellaneous Owned Dwelling Costs	\$1,608	\$7,972
Rental Costs	\$2,506	\$12,419
Other Lodging	\$726	\$3,600

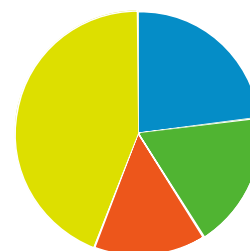
Household Operations (2014)

- 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

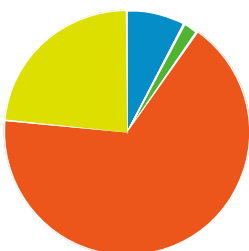


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,041	\$9,755
Babysitting And Elderly Care	\$469	\$2,243
Household Services	\$370	\$1,768
Alimony And Child Support	\$301	\$1,442
Household Supplies	\$900	\$4,302

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,204	\$10,925
Babysitting And Elderly Care	\$507	\$2,514
Household Services	\$398	\$1,976
Alimony And Child Support	\$326	\$1,618
Household Supplies	\$972	\$4,817

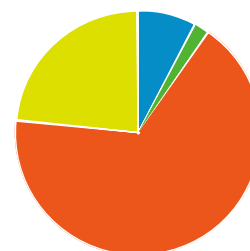
Personal Care (2014)

- 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:	\$823	\$3,935
Hair Care	\$64	\$306
Electric Personal Care Appliances	\$16	\$77
Personal Care Services	\$550	\$2,633
Personal Care Products	\$192	\$919

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$869	\$4,308
Hair Care	\$67	\$336
Electric Personal Care Appliances	\$17	\$85
Personal Care Services	\$581	\$2,881
Personal Care Products	\$203	\$1,006

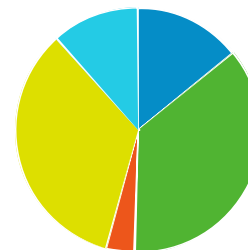
Utilities (2014)

- 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

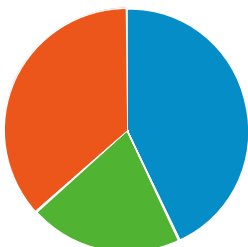


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,966	\$18,951
Natural Gas	\$558	\$2,666
Electricity	\$1,446	\$6,911
Fuel Oil And Other Fuels	\$148	\$709
Telephone Service	\$1,354	\$6,470
Other Utilities	\$459	\$2,194

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,128	\$20,457
Natural Gas	\$582	\$2,888
Electricity	\$1,501	\$7,439
Fuel Oil And Other Fuels	\$154	\$767
Telephone Service	\$1,409	\$6,984
Other Utilities	\$479	\$2,378

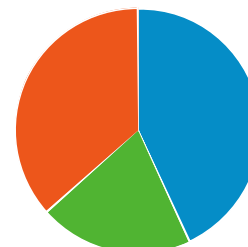
Reading (2014)

- Newspapers
- Magazines
- Books



Reading (2019)

- Newspapers
- Magazines
- Books

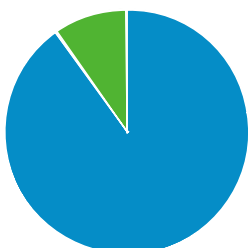


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$188	\$899
Newspapers	\$80	\$386
Magazines	\$38	\$184
Books	\$68	\$329

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$199	\$988
Newspapers	\$85	\$424
Magazines	\$40	\$203
Books	\$72	\$361

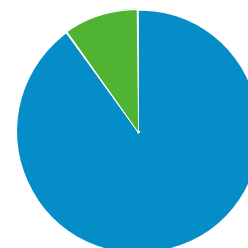
Tobacco (2014)

- Cigarettes
- Other Tobacco Products



Tobacco (2019)

- Cigarettes
- Other Tobacco Products

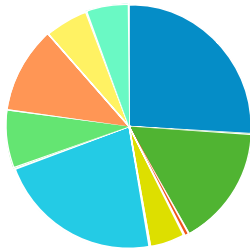


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$368	\$1,759
Cigarettes	\$331	\$1,583
Other Tobacco Products	\$36	\$176

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$376	\$1,863
Cigarettes	\$338	\$1,677
Other Tobacco Products	\$37	\$187

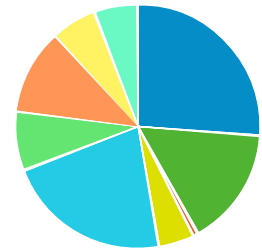
Transportation (2014)

- 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



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

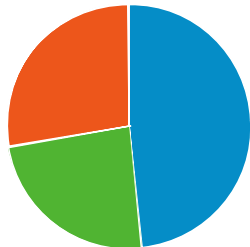


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,417	\$54,552
New Vehicle Purchase	\$2,963	\$14,161
Used Vehicle Purchase	\$1,821	\$8,704
Motorcycles (New And Used)	\$76	\$364
Vehicle Finance Charges	\$539	\$2,579
Gasoline And Oil	\$2,530	\$12,090
Vehicle Repair And Maintenance	\$884	\$4,227
Vehicle Insurance	\$1,293	\$6,180
Public Transportation	\$658	\$3,144
Other Transportation Costs	\$649	\$3,103

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$11,992	\$59,423
New Vehicle Purchase	\$3,144	\$15,582
Used Vehicle Purchase	\$1,885	\$9,341
Motorcycles (New And Used)	\$80	\$397
Vehicle Finance Charges	\$564	\$2,795
Gasoline And Oil	\$2,629	\$13,031
Vehicle Repair And Maintenance	\$928	\$4,599
Vehicle Insurance	\$1,350	\$6,693
Public Transportation	\$714	\$3,541
Other Transportation Costs	\$694	\$3,443

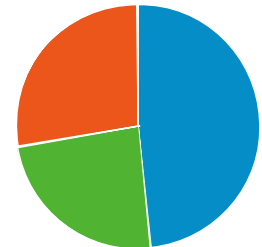
Health Care (2014)

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



Health Care (2019)

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



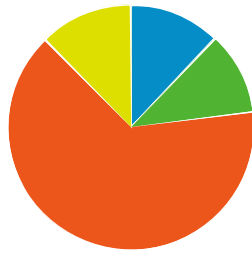
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,500	\$16,728
Health Care Insurance	\$1,691	\$8,083
Health Care Services	\$841	\$4,021
Health Care Supplies And Equipment	\$967	\$4,623

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,649	\$18,085
Health Care Insurance	\$1,763	\$8,739
Health Care Services	\$877	\$4,347
Health Care Supplies And Equipment	\$1,008	\$4,999

Miscellaneous Expenses (2014)

Miscellaneous Expenses (2019)

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



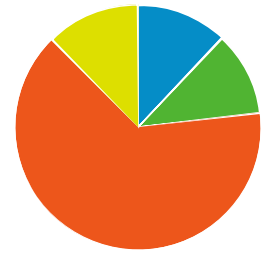
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$954	\$4,560
Legal And Accounting	\$115	\$551
Funeral And Cemetery	\$105	\$504
Finance Charges Excluding Mortgage And Vehicle	\$615	\$2,939
Other Miscellaneous Expenses	\$118	\$566

Personal Insurance (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$583	\$2,790

Contributions (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,130	\$10,182

Retail Potential (2014)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$4,525	\$21,621
User Car Dealers	\$280	\$1,341
Recreational Vehicle Dealers	\$12	\$60
Motorcycle and Boat Dealers	\$209	\$1,002
Auto Parts and Accessories	\$596	\$2,852
Tire Dealers	\$272	\$1,304
Furniture Stores	\$550	\$2,631
Floor Covering Stores	\$146	\$698
Other Home Furnishing Stores	\$168	\$806
Appliances and Electronics Stores	\$998	\$4,773
Computer Stores	\$1,779	\$8,502
Camera and Photography Stores	\$75	\$358
Hardware Stores	\$230	\$1,102
Paint and Wallpaper Stores	\$20	\$97
Home Centers	\$584	\$2,793
Other Building Materials Stores	\$596	\$2,851
Outdoor Power Equipment Stores	\$19	\$93
Nursery and Garden Stores	\$157	\$751
Grocery Stores	\$6,521	\$31,160
Convenience Stores	\$313	\$1,498
Meat Markets	\$64	\$309
Fish and Seafood Markets	\$15	\$73
Fruit and Vegetable Markets	\$30	\$146
Other Specialty Food Markets	\$48	\$230
Liquor Stores	\$186	\$891
Pharmacy and Drug Stores	\$1,435	\$6,858
Costmetics and Beauty Stores	\$62	\$297

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$999	\$4,953
Legal And Accounting	\$120	\$599
Funeral And Cemetery	\$111	\$551
Finance Charges Excluding Mortgage And Vehicle	\$643	\$3,189
Other Miscellaneous Expenses	\$124	\$615

Personal Insurance (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$634	\$3,143

Contributions (2019)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,337	\$11,580

Source: Applied Geographic Solutions, 2014

Optical Goods Stores	\$137	\$656
Other Health and Personal Care Stores	\$115	\$550
Gasoline Stations with Convenience Stores	\$1,210	\$5,784
Gasoline Stations without Convenience Stores	\$200	\$956
Men's Clothing Stores	\$75	\$361
Women's Clothing Stores	\$248	\$1,189
Childrens' and Infant's Clothing Stores	\$128	\$612
Family Clothing Stores	\$491	\$2,346
Clothing Accessory Stores	\$26	\$125
Other Apparel Stores	\$61	\$294
Shoe Stores	\$154	\$737
Jewelry Stores	\$304	\$1,457
Luggage Stores	\$230	\$1,099
Sporting Goods Stores	\$225	\$1,079
Hobby, Toy, and Game Stores	\$64	\$309
Sewing and Needlecraft Stores	\$28	\$135
Musical Instrument Stores	\$40	\$192
Book Stores	\$354	\$1,695
Record, Tape, and CD Stores	\$100	\$482
Department Stores	\$3,442	\$16,446
Warehouse Superstores	\$1,356	\$6,479
Other General Merchandise Stores	\$403	\$1,929
Florists	\$33	\$160
Office and Stationary Stores	\$318	\$1,520
Gift and Souvenir Stores	\$108	\$518
Used Merchandise Stores	\$70	\$338
Pet and Pet Supply Stores	\$69	\$333
Art Dealers	\$14	\$67
Mobile Home Dealers	\$1	\$5
Other Miscellaneous Retail Stores	\$160	\$767
Mail Order and Catalog Stores	\$2,468	\$11,795
Vending Machines	\$97	\$465
Fuel Dealers	\$822	\$3,931
Other Direct Selling Establishments	\$211	\$1,012
Hotels and Other Travel Accommodations	\$167	\$800
RV Parks	\$2	\$12
Rooming and Boarding Houses	\$1	\$5
Full Service Restaurants	\$1,123	\$5,367
Limited Service Restaurants	\$1,107	\$5,293
Special Food Services and Catering	\$186	\$891
Drinking Places	\$104	\$499
