

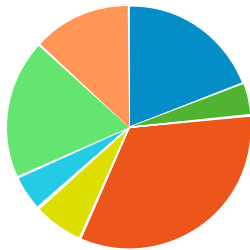


Monroe, WI Consumer Spending

Consumer Spending Report (Monroe, Wisconsin)

Apparel (2016)

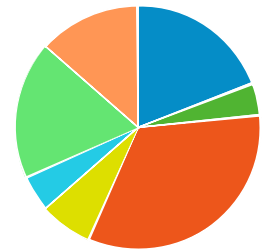
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,653	\$8,024
Men's Apparel	\$316	\$1,535
Boys' Apparel	\$71	\$347
Women's Apparel	\$548	\$2,660
Girls' Apparel	\$114	\$554
Infants Apparel	\$79	\$385
Footwear	\$306	\$1,487
Apparel Services and Accessories	\$217	\$1,055

Apparel (2021)

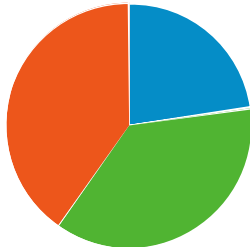
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,800	\$9,061
Men's Apparel	\$345	\$1,739
Boys' Apparel	\$76	\$388
Women's Apparel	\$598	\$3,012
Girls' Apparel	\$123	\$620
Infants Apparel	\$85	\$431
Footwear	\$326	\$1,646
Apparel Services and Accessories	\$243	\$1,227

Entertainment (2016)

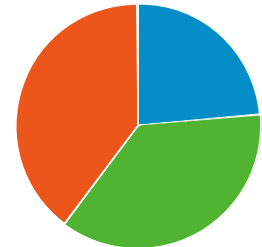
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,660	\$12,910
Fees And Admissions	\$605	\$2,937
Video And Audio Equipment	\$985	\$4,782
Recreational Equipment And Supplies	\$1,069	\$5,191

Entertainment (2021)

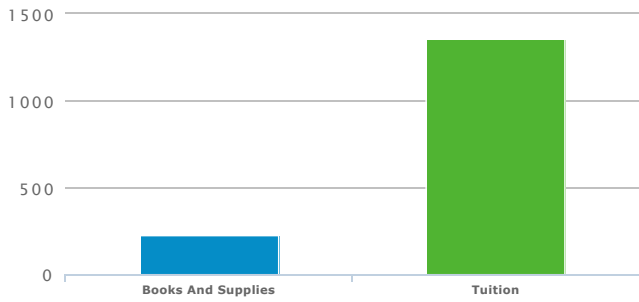
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



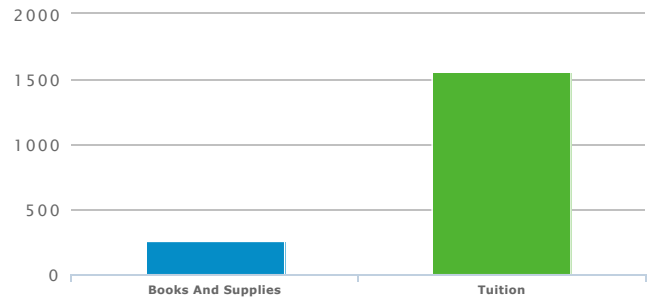
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,905	\$14,626
Fees And Admissions	\$683	\$3,440
Video And Audio Equipment	\$1,066	\$5,369
Recreational Equipment And Supplies	\$1,155	\$5,818

Education (2016)

Education (2021)

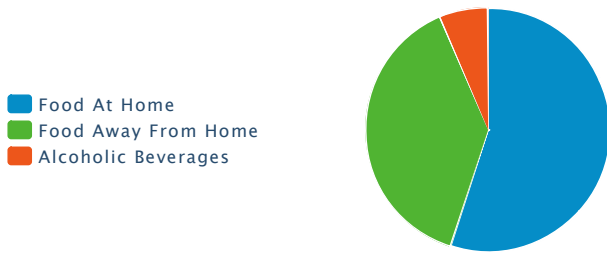


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,584	\$7,687
Books And Supplies	\$221	\$1,075
Tuition	\$1,362	\$6,613



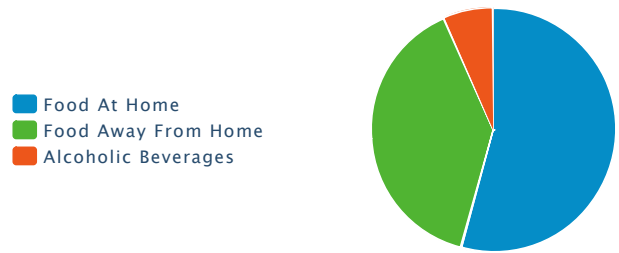
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,804	\$9,083
Books And Supplies	\$252	\$1,270
Tuition	\$1,552	\$7,813

Food and Beverages (2016)



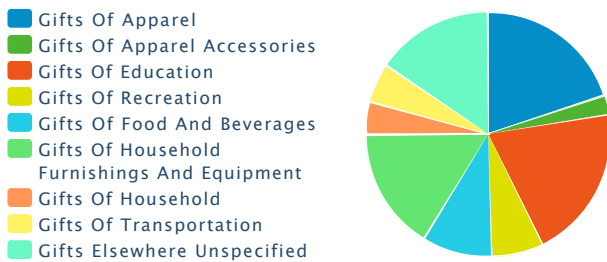
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$7,184	\$34,858
Food At Home	\$3,950	\$19,169
Food Away From Home	\$2,770	\$13,443
Alcoholic Beverages	\$462	\$2,245

Food and Beverages (2021)



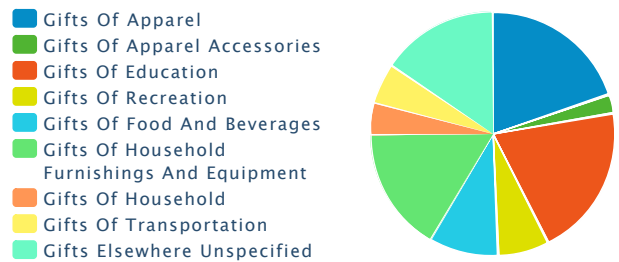
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$7,745	\$38,990
Food At Home	\$4,205	\$21,171
Food Away From Home	\$3,026	\$15,234
Alcoholic Beverages	\$513	\$2,585

Gifts (2016)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,114	\$5,408
Gifts Of Apparel	\$221	\$1,073
Gifts Of Apparel Accessories	\$28	\$138
Gifts Of Education	\$225	\$1,093
Gifts Of Recreation	\$76	\$369
Gifts Of Food And Beverages	\$102	\$496
Gifts Of Household Furnishings And Equipment	\$181	\$882
Gifts Of Household	\$47	\$233
Gifts Of Transportation	\$59	\$287
Gifts Elsewhere Unspecified	\$172	\$836

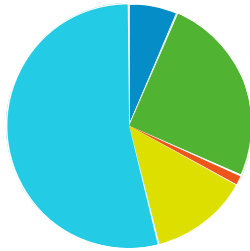
Gifts (2021)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,253	\$6,312
Gifts Of Apparel	\$248	\$1,250
Gifts Of Apparel Accessories	\$31	\$161
Gifts Of Education	\$253	\$1,275
Gifts Of Recreation	\$85	\$431
Gifts Of Food And Beverages	\$114	\$577
Gifts Of Household Furnishings And Equipment	\$204	\$1,030
Gifts Of Household	\$53	\$271
Gifts Of Transportation	\$67	\$338
Gifts Elsewhere Unspecified	\$194	\$980

Household Furnishings (2016)

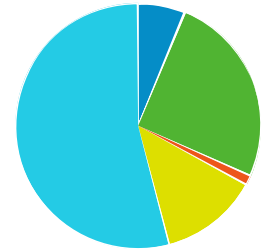
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,598	\$7,756
Household Textiles	\$102	\$496
Furniture	\$404	\$1,962
Floor Coverings	\$21	\$102
Major Appliances	\$209	\$1,018
Housewares And Small Appliances	\$860	\$4,177

Household Furnishings (2021)

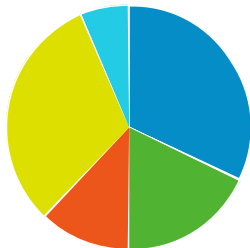
- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,760	\$8,862
Household Textiles	\$111	\$563
Furniture	\$446	\$2,248
Floor Coverings	\$23	\$120
Major Appliances	\$228	\$1,152
Housewares And Small Appliances	\$949	\$4,779

Shelter (2016)

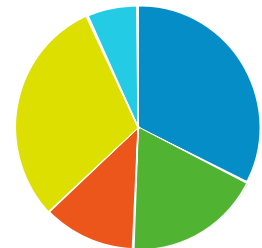
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,901	\$48,044
Mortgage Interest	\$3,178	\$15,424
Property Taxes	\$1,775	\$8,616
Miscellaneous Owned Dwelling Costs	\$1,202	\$5,836
Rental Costs	\$3,107	\$15,076
Other Lodging	\$637	\$3,093

Shelter (2021)

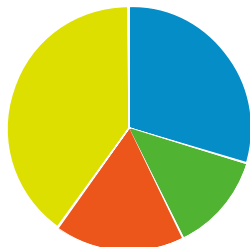
- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,815	\$54,444
Mortgage Interest	\$3,516	\$17,701
Property Taxes	\$1,971	\$9,923
Miscellaneous Owned Dwelling Costs	\$1,325	\$6,671
Rental Costs	\$3,269	\$16,456
Other Lodging	\$733	\$3,693

Household Operations (2016)

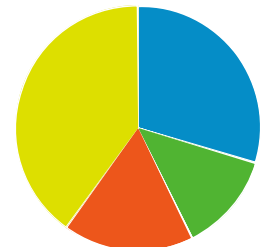
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,281	\$6,218
Babysitting And Elderly Care	\$380	\$1,845
Household Services	\$167	\$815
Alimony And Child Support	\$220	\$1,070
Household Supplies	\$512	\$2,488

Household Operations (2021)

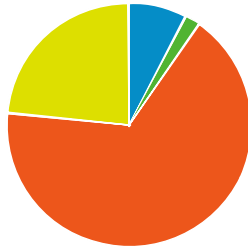
- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,426	\$7,181
Babysitting And Elderly Care	\$422	\$2,125
Household Services	\$187	\$942
Alimony And Child Support	\$246	\$1,242
Household Supplies	\$570	\$2,872

Personal Care (2016)

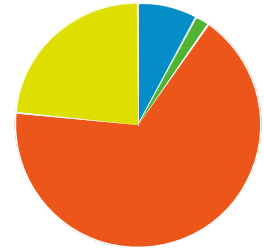
- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$625	\$3,035
Hair Care	\$48	\$237
Electric Personal Care Appliances	\$12	\$60
Personal Care Services	\$418	\$2,029
Personal Care Products	\$146	\$709

Personal Care (2021)

- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$678	\$3,417
Hair Care	\$53	\$267
Electric Personal Care Appliances	\$13	\$67
Personal Care Services	\$453	\$2,284
Personal Care Products	\$158	\$799

Utilities (2016)

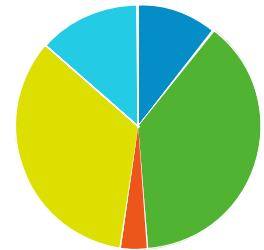
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,755	\$18,221
Natural Gas	\$396	\$1,926
Electricity	\$1,435	\$6,965
Fuel Oil And Other Fuels	\$136	\$661
Telephone Service	\$1,279	\$6,208
Other Utilities	\$507	\$2,462

Utilities (2021)

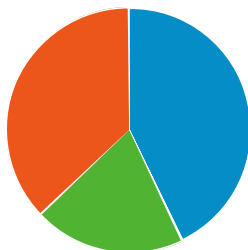
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,024	\$20,257
Natural Gas	\$427	\$2,151
Electricity	\$1,532	\$7,716
Fuel Oil And Other Fuels	\$145	\$734
Telephone Service	\$1,372	\$6,910
Other Utilities	\$545	\$2,745

Reading (2016)

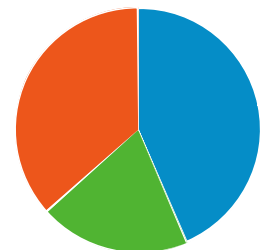
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$106	\$518
Newspapers	\$45	\$222
Magazines	\$21	\$106
Books	\$39	\$189

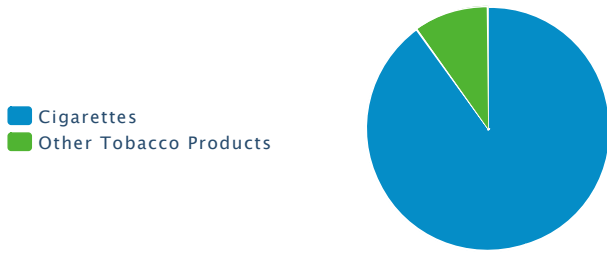
Reading (2021)

- Newspapers
- Magazines
- Books



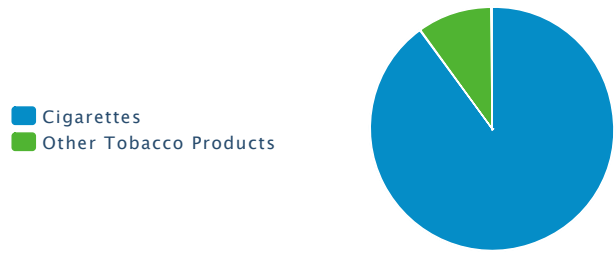
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$116	\$588
Newspapers	\$50	\$253
Magazines	\$23	\$120
Books	\$42	\$215

Tobacco (2016)



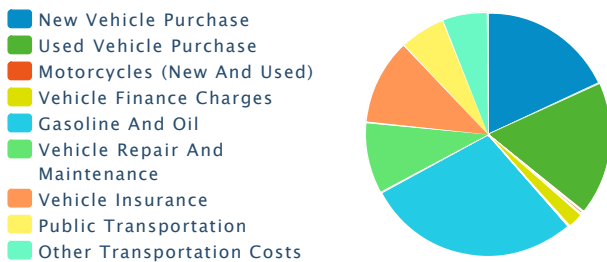
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$324	\$1,576
Cigarettes	\$292	\$1,419
Other Tobacco Products	\$32	\$158

Tobacco (2021)



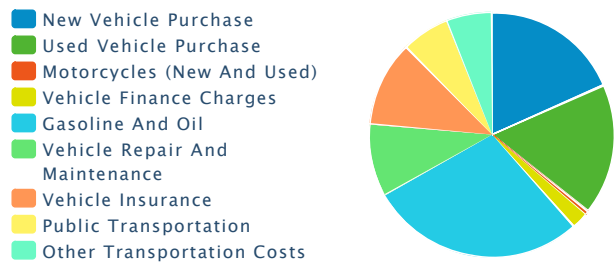
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$340	\$1,716
Cigarettes	\$306	\$1,545
Other Tobacco Products	\$34	\$172

Transportation (2016)



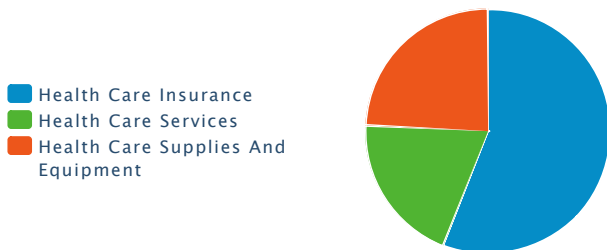
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,205	\$44,663
New Vehicle Purchase	\$1,668	\$8,097
Used Vehicle Purchase	\$1,628	\$7,899
Motorcycles (New And Used)	\$38	\$186
Vehicle Finance Charges	\$211	\$1,027
Gasoline And Oil	\$2,631	\$12,769
Vehicle Repair And Maintenance	\$878	\$4,262
Vehicle Insurance	\$1,042	\$5,059
Public Transportation	\$557	\$2,704
Other Transportation Costs	\$547	\$2,659

Transportation (2021)



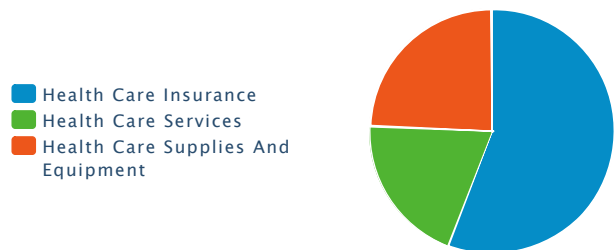
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,935	\$50,016
New Vehicle Purchase	\$1,830	\$9,215
Used Vehicle Purchase	\$1,725	\$8,684
Motorcycles (New And Used)	\$41	\$208
Vehicle Finance Charges	\$227	\$1,144
Gasoline And Oil	\$2,812	\$14,157
Vehicle Repair And Maintenance	\$947	\$4,772
Vehicle Insurance	\$1,121	\$5,645
Public Transportation	\$624	\$3,145
Other Transportation Costs	\$605	\$3,047

Health Care (2016)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,048	\$19,643
Health Care Insurance	\$2,264	\$10,990
Health Care Services	\$801	\$3,890
Health Care Supplies And Equipment	\$981	\$4,763

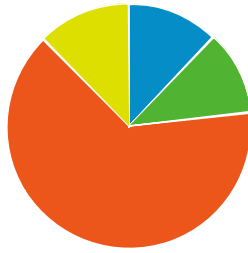
Health Care (2021)



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,349	\$21,896
Health Care Insurance	\$2,432	\$12,247
Health Care Services	\$860	\$4,334
Health Care Supplies And Equipment	\$1,055	\$5,315

Miscellaneous Expenses (2016)

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$720	\$3,497
Legal And Accounting	\$87	\$423
Funeral And Cemetery	\$80	\$389
Finance Charges Excluding Mortgage And Vehicle	\$463	\$2,250
Other Miscellaneous Expenses	\$89	\$435

Personal Insurance (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$330	\$1,602

Contributions (2016)

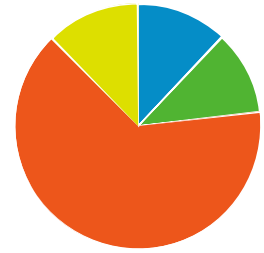
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,913	\$9,284

Retail Potential (2016)

	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$3,364	\$16,323
User Car Dealers	\$201	\$975
Recreational Vehicle Dealers	\$10	\$49
Motorcycle and Boat Dealers	\$144	\$699
Auto Parts and Accessories	\$522	\$2,537
Tire Dealers	\$238	\$1,156
Furniture Stores	\$312	\$1,516
Floor Covering Stores	\$114	\$554
Other Home Furnishing Stores	\$106	\$515
Appliances and Electronics Stores	\$731	\$3,547
Computer Stores	\$1,277	\$6,201
Camera and Photography Stores	\$86	\$421
Hardware Stores	\$173	\$842
Paint and Wallpaper Stores	\$15	\$77
Home Centers	\$385	\$1,869
Other Building Materials Stores	\$463	\$2,249
Outdoor Power Equipment Stores	\$14	\$70
Nursery and Garden Stores	\$115	\$562
Grocery Stores	\$5,469	\$26,538
Convenience Stores	\$232	\$1,126
Meat Markets	\$56	\$276
Fish and Seafood Markets	\$13	\$66
Fruit and Vegetable Markets	\$26	\$130
Other Specialty Food Markets	\$41	\$203
Liquor Stores	\$126	\$612

Miscellaneous Expenses (2021)

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



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$783	\$3,946
Legal And Accounting	\$94	\$478
Funeral And Cemetery	\$87	\$442
Finance Charges Excluding Mortgage And Vehicle	\$503	\$2,536
Other Miscellaneous Expenses	\$97	\$490

Personal Insurance (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$369	\$1,861

Contributions (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,170	\$10,928

Source: Applied Geographic Solutions, 2016

Pharmacy and Drug Stores	\$1,151	\$5,587
Costmetics and Beauty Stores	\$49	\$239
Optical Goods Stores	\$123	\$597
Other Health and Personal Care Stores	\$93	\$456
Gasoline Stations with Convenience Stores	\$869	\$4,217
Gasoline Stations without Convenience Stores	\$144	\$699
Men's Clothing Stores	\$47	\$230
Women's Clothing Stores	\$152	\$741
Childrens' and Infant's Clothing Stores	\$84	\$410
Family Clothing Stores	\$320	\$1,554
Clothing Accessory Stores	\$16	\$82
Other Apparel Stores	\$38	\$185
Shoe Stores	\$107	\$523
Jewelry Stores	\$198	\$961
Luggage Stores	\$187	\$910
Sporting Goods Stores	\$144	\$703
Hobby, Toy, and Game Stores	\$42	\$207
Sewing and Needlecraft Stores	\$15	\$76
Musical Instrument Stores	\$34	\$167
Book Stores	\$311	\$1,513
Record, Tape, and CD Stores	\$81	\$393
Department Stores	\$2,516	\$12,209
Warehouse Superstores	\$1,097	\$5,325
Other General Merchandise Stores	\$302	\$1,466
Florists	\$24	\$119
Office and Stationary Stores	\$222	\$1,079
Gift and Souvenir Stores	\$73	\$358
Used Merchandise Stores	\$48	\$237
Pet and Pet Supply Stores	\$102	\$495
Art Dealers	\$9	\$44
Mobile Home Dealers	\$0	\$2
Other Miscellaneous Retail Stores	\$100	\$486
Mail Order and Catalog Stores	\$1,788	\$8,678
Vending Machines	\$80	\$392
Fuel Dealers	\$335	\$1,628
Other Direct Selling Establishments	\$164	\$800
Hotels and Other Travel Accomodations	\$121	\$590
RV Parks	\$2	\$10
Rooming and Boarding Houses	\$1	\$5
Full Service Restaurants	\$818	\$3,972
Limited Service Restaurants	\$813	\$3,949
Special Food Services and Catering	\$136	\$664
Drinking Places	\$72	\$354

