



Retail Goods and Services Expenditures

Prepared by WCEDC

ZIP: 54981 Waupaca, WI

Top Tapestry Segments:		Demographic Summary		2006	2011
Salt of the Earth	32.5%	Population		16,105	16,660
Rural Resort Dwellers	23.7%	Households		6,271	6,562
Midlife Junction	21.2%	Families		4,226	4,346
Heartland Communities	9.8%	Median Age		42.4	44.4
Simple Living	6.9%	Median Household Income		\$47,822	\$54,867

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	60	\$1,628.45	\$10,211,990
Men's	64	\$331.40	\$2,078,201
Women's	57	\$525.53	\$3,295,577
Children's	72	\$321.00	\$2,012,990
Footwear	34	\$167.62	\$1,051,125
Watches & Jewelry	75	\$139.59	\$875,353
Apparel Products and Services ¹	97	\$143.32	\$898,744
Computer			
Computers and Hardware for Home Use	82	\$185.48	\$1,163,135
Software and Accessories for Home Use	81	\$25.40	\$159,303
Entertainment & Recreation	89	\$2,942.38	\$18,451,644
Fees and Admissions	76	\$461.90	\$2,896,558
Membership Fees for Clubs ²	80	\$130.30	\$817,089
Fees for Participant Sports, excl. Trips	79	\$89.69	\$562,468
Admission to Movie/Theatre/Opera/Ballet	74	\$108.58	\$680,914
Admission to Sporting Events, excl. Trips	76	\$43.32	\$271,691
Fees for Recreational Lessons	71	\$90.00	\$564,396
TV/Video/Sound Equipment	87	\$948.60	\$5,948,652
Community Antenna or Cable Television	92	\$551.61	\$3,459,117
Color Televisions	80	\$100.72	\$631,621
VCRs, Video Cameras, and DVD Players	84	\$33.57	\$210,534
Video Cassettes and DVDs	85	\$44.27	\$277,613
Video Game Hardware and Software	81	\$28.75	\$180,277
Satellite Dishes	95	\$2.08	\$13,062
Rental of Video Cassettes and DVDs	82	\$50.48	\$316,578
Sound Equipment ³	79	\$132.21	\$829,093
Rental and Repair of TV/Sound Equipment	82	\$4.90	\$30,757
Pets	107	\$444.50	\$2,787,486
Toys and Games	89	\$173.61	\$1,088,709
Recreational Vehicles and Fees ⁴	108	\$443.27	\$2,779,763
Sports/Recreation/Exercise Equipment ⁵	71	\$159.74	\$1,001,731
Photo Equipment and Supplies ⁶	86	\$121.43	\$761,490
Reading ⁷	87	\$189.32	\$1,187,255
Food	88	\$7,290.48	\$45,718,623
Food at Home	91	\$4,456.89	\$27,949,138
Bakery and Cereal Products	90	\$650.09	\$4,076,706
Meat, Poultry, Fish, and Eggs	92	\$1,189.39	\$7,458,678
Dairy Products	91	\$487.34	\$3,056,091
Fruit and Vegetables	87	\$746.29	\$4,679,996
Snacks and Other Food at Home ⁸	91	\$1,383.78	\$8,677,667
Food Away from Home	85	\$2,833.60	\$17,769,485
Alcoholic Beverages	82	\$469.99	\$2,947,333
Nonalcoholic Beverages at Home	93	\$392.10	\$2,458,863



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	59	\$2,778.76	\$17,425,582
Vehicle Loans	98	\$5,822.12	\$36,510,539
Health			
Nonprescription Drugs	97	\$110.33	\$691,874
Prescription Drugs	110	\$628.15	\$3,939,136
Eyeglasses and Contact Lenses	93	\$80.09	\$502,262
Home			
Mortgage Payment and Basics ⁹	80	\$6,573.20	\$41,220,544
Maintenance and Remodeling Services	84	\$1,497.24	\$9,389,223
Maintenance and Remodeling Materials ¹⁰	97	\$352.29	\$2,209,188
Utilities, Fuel, and Public Services	92	\$3,908.93	\$24,512,897
Household Furnishings and Equipment			
Household Textiles ¹¹	83	\$109.92	\$689,301
Furniture	82	\$507.14	\$3,180,273
Floor Coverings	72	\$61.00	\$382,514
Major Appliances ¹²	92	\$262.20	\$1,644,235
Housewares ¹³	72	\$73.62	\$461,647
Small Appliances	92	\$34.21	\$214,536
Luggage	74	\$7.56	\$47,400
Telephones and Accessories	33	\$18.65	\$116,963
Household Operations			
Child Care	69	\$288.39	\$1,808,484
Lawn and Garden ¹⁴	103	\$447.84	\$2,808,396
Moving/Storage/Freight Express	75	\$39.00	\$244,595
Housekeeping Supplies ¹⁵	92	\$695.31	\$4,360,281
Insurance			
Owners and Renters Insurance	97	\$427.84	\$2,682,971
Vehicle Insurance	91	\$1,245.43	\$7,810,122
Life/Other Insurance	97	\$625.87	\$3,924,829
Health Insurance	102	\$1,846.14	\$11,577,143
Personal Care Products ¹⁶	87	\$394.15	\$2,471,711
School Books and Supplies ¹⁷	87	\$102.49	\$642,739
Smoking Products	102	\$506.97	\$3,179,186
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	97	\$5,696.17	\$35,720,672
Gasoline and Motor Oil	96	\$1,783.14	\$11,182,061
Vehicle Maintenance and Repairs	88	\$947.49	\$5,941,710
Travel			
Airline Fares	78	\$305.89	\$1,918,242
Lodging on Trips	87	\$343.77	\$2,155,773
Auto/Truck/Van Rental on Trips	76	\$34.44	\$215,996
Food and Drink on Trips	88	\$402.18	\$2,522,099

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2006 and 2011.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.