



Retail Goods and Services Expenditures

Oconomowoc Economic Development Department

329 E Wisconsin Ave, Oconomowoc, WI 53066
 Drive Time: 5 Minutes

Latitude: 43.10962
 Longitude: -88.49454

Top Tapestry Segments:		Demographic Summary		2009	2014
In Style	28.5%	Population		13,251	13,720
Exurbanites	21.3%	Households		5,509	5,775
Main Street, USA	16.0%	Families		3,719	3,865
Retirement Communities	9.0%	Median Age		40.8	41.3
Cozy and Comfortable	8.1%	Median Household Income		\$69,499	\$73,052

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	83	\$2,088.71	\$11,506,729
Men's	80	\$384.23	\$2,116,747
Women's	76	\$661.90	\$3,646,405
Children's	85	\$349.04	\$1,922,852
Footwear	56	\$240.66	\$1,325,809
Watches & Jewelry	122	\$260.90	\$1,437,310
Apparel Products and Services ¹	189	\$191.98	\$1,057,608
Computer			
Computers and Hardware for Home Use	119	\$237.74	\$1,309,728
Software and Accessories for Home Use	121	\$34.45	\$189,801
Entertainment & Recreation	121	\$3,909.40	\$21,536,878
Fees and Admissions	129	\$805.65	\$4,438,348
Membership Fees for Clubs ²	131	\$223.21	\$1,229,645
Fees for Participant Sports, excl. Trips	131	\$144.73	\$797,291
Admission to Movie/Theatre/Opera/Ballet	124	\$187.59	\$1,033,452
Admission to Sporting Events, excl. Trips	128	\$74.80	\$412,050
Fees for Recreational Lessons	134	\$174.41	\$960,804
Dating Services	118	\$0.93	\$5,106
TV/Video/Sound Equipment	116	\$1,414.96	\$7,795,025
Community Antenna or Cable TV	116	\$842.11	\$4,639,169
Televisions	122	\$197.81	\$1,089,711
VCRs, Video Cameras, and DVD Players	116	\$29.30	\$161,420
Video Cassettes and DVDs	113	\$67.14	\$369,866
Video Game Hardware and Software	115	\$50.49	\$278,153
Satellite Dishes	101	\$1.15	\$6,326
Rental of Video Cassettes and DVDs	114	\$50.09	\$275,950
Streaming/Downloaded Video	131	\$1.40	\$7,712
Sound Equipment ³	115	\$167.45	\$922,504
Rental and Repair of TV/Radio/Sound Equipment	118	\$8.03	\$44,213
Pets	139	\$609.60	\$3,358,312
Toys and Games ⁴	116	\$150.58	\$829,544
Recreational Vehicles and Fees ⁵	114	\$402.94	\$2,219,798
Sports/Recreation/Exercise Equipment ⁶	91	\$181.29	\$998,721
Photo Equipment and Supplies ⁷	120	\$140.22	\$772,480
Reading ⁸	126	\$204.15	\$1,124,651
Food	117	\$9,237.34	\$50,888,496
Food at Home	117	\$5,314.78	\$29,279,113
Bakery and Cereal Products	117	\$715.59	\$3,942,183
Meat, Poultry, Fish, and Eggs	116	\$1,240.08	\$6,831,597
Dairy Products	116	\$594.77	\$3,276,590
Fruit and Vegetables	118	\$929.02	\$5,117,969
Snacks and Other Food at Home ⁹	116	\$1,835.32	\$10,110,772
Food Away from Home	118	\$3,922.56	\$21,609,385
Alcoholic Beverages	121	\$693.32	\$3,819,488
Nonalcoholic Beverages at Home	115	\$518.23	\$2,854,920



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	128	\$1,845.38	\$10,166,187
Vehicle Loans	111	\$5,940.23	\$32,724,734
Health			
Nonprescription Drugs	111	\$116.18	\$640,043
Prescription Drugs	119	\$652.55	\$3,594,883
Eyeglasses and Contact Lenses	122	\$92.25	\$508,224
Home			
Mortgage Payment and Basics ¹⁰	129	\$11,791.05	\$64,956,887
Maintenance and Remodeling Services	133	\$2,810.10	\$15,480,840
Maintenance and Remodeling Materials ¹¹	120	\$498.77	\$2,747,724
Utilities, Fuel, and Public Services	116	\$5,240.03	\$28,867,327
Household Furnishings and Equipment			
Household Textiles ¹²	122	\$169.22	\$932,242
Furniture	122	\$778.59	\$4,289,242
Floor Coverings	130	\$113.64	\$626,026
Major Appliances ¹³	120	\$364.81	\$2,009,733
Housewares ¹⁴	98	\$92.38	\$508,897
Small Appliances	120	\$41.10	\$226,431
Luggage	127	\$12.81	\$70,589
Telephones and Accessories	66	\$29.75	\$163,896
Household Operations			
Child Care	117	\$514.70	\$2,835,499
Lawn and Garden ¹⁵	124	\$511.10	\$2,815,649
Moving/Storage/Freight Express	116	\$62.48	\$344,176
Housekeeping Supplies ¹⁶	118	\$854.46	\$4,707,241
Insurance			
Owners and Renters Insurance	122	\$578.39	\$3,186,357
Vehicle Insurance	118	\$1,455.94	\$8,020,783
Life/Other Insurance	123	\$593.16	\$3,267,710
Health Insurance	121	\$2,313.20	\$12,743,439
Personal Care Products ¹⁷	117	\$460.09	\$2,534,625
School Books and Supplies ¹⁸	113	\$127.17	\$700,578
Smoking Products	107	\$472.60	\$2,603,569
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	116	\$5,518.86	\$30,403,418
Gasoline and Motor Oil	112	\$3,078.81	\$16,961,138
Vehicle Maintenance and Repairs	119	\$1,110.96	\$6,120,253
Travel			
Airline Fares	130	\$552.89	\$3,045,862
Lodging on Trips	129	\$546.07	\$3,008,277
Auto/Truck/Van Rental on Trips	133	\$49.54	\$272,932
Food and Drink on Trips	126	\$560.35	\$3,086,960

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: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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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, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**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.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**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.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**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, and insulation materials for owned homes.
- ¹²**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.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁷**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.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



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Top Tapestry Segments:		Demographic Summary		
			2009	2014
In Style	33.2%	Population	33,294	34,614
Exurbanites	22.4%	Households	13,219	13,879
Main Street, USA	9.5%	Families	9,306	9,701
Sophisticated Squires	6.0%	Median Age	41.0	41.3
Prosperous Empty Nesters	3.9%	Median Household Income	\$76,761	\$80,037

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	94	\$2,354.51	\$31,124,253
Men's	90	\$433.66	\$5,732,525
Women's	86	\$742.51	\$9,815,232
Children's	97	\$397.63	\$5,256,261
Footwear	63	\$270.89	\$3,580,873
Watches & Jewelry	139	\$296.65	\$3,921,396
Apparel Products and Services ¹	210	\$213.18	\$2,817,969
Computer			
Computers and Hardware for Home Use	135	\$268.83	\$3,553,687
Software and Accessories for Home Use	137	\$38.96	\$515,075
Entertainment & Recreation	136	\$4,401.22	\$58,179,752
Fees and Admissions	146	\$911.95	\$12,055,029
Membership Fees for Clubs ²	147	\$251.60	\$3,325,903
Fees for Participant Sports, excl. Trips	147	\$163.06	\$2,155,522
Admission to Movie/Theatre/Opera/Ballet	140	\$211.67	\$2,798,044
Admission to Sporting Events, excl. Trips	145	\$85.02	\$1,123,919
Fees for Recreational Lessons	153	\$199.58	\$2,638,291
Dating Services	128	\$1.01	\$13,350
TV/Video/Sound Equipment	130	\$1,585.59	\$20,959,877
Community Antenna or Cable TV	129	\$934.40	\$12,351,789
Televisions	139	\$224.97	\$2,973,857
VCRs, Video Cameras, and DVD Players	131	\$32.99	\$436,036
Video Cassettes and DVDs	128	\$76.00	\$1,004,636
Video Game Hardware and Software	131	\$57.43	\$759,154
Satellite Dishes	116	\$1.32	\$17,449
Rental of Video Cassettes and DVDs	130	\$57.03	\$753,900
Streaming/Downloaded Video	148	\$1.58	\$20,947
Sound Equipment ³	131	\$190.99	\$2,524,730
Rental and Repair of TV/Radio/Sound Equipment	131	\$8.88	\$117,378
Pets	157	\$686.31	\$9,072,336
Toys and Games⁴	131	\$170.60	\$2,255,106
Recreational Vehicles and Fees⁵	129	\$456.14	\$6,029,759
Sports/Recreation/Exercise Equipment⁶	104	\$206.30	\$2,727,076
Photo Equipment and Supplies⁷	136	\$158.78	\$2,098,880
Reading⁸	139	\$225.56	\$2,981,688
Food	131	\$10,328.43	\$136,531,454
Food at Home	130	\$5,917.81	\$78,227,477
Bakery and Cereal Products	130	\$795.00	\$10,509,156
Meat, Poultry, Fish, and Eggs	129	\$1,380.94	\$18,254,608
Dairy Products	129	\$661.31	\$8,741,793
Fruit and Vegetables	131	\$1,030.53	\$13,622,624
Snacks and Other Food at Home ⁹	130	\$2,050.03	\$27,099,296
Food Away from Home	133	\$4,410.62	\$58,303,978
Alcoholic Beverages	136	\$779.72	\$10,307,116
Nonalcoholic Beverages at Home	128	\$579.66	\$7,662,480



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	144	\$2,070.37	\$27,368,187
Vehicle Loans	127	\$6,785.65	\$89,699,518
Health			
Nonprescription Drugs	123	\$128.62	\$1,700,196
Prescription Drugs	129	\$709.61	\$9,380,293
Eyeglasses and Contact Lenses	137	\$103.22	\$1,364,412
Home			
Mortgage Payment and Basics ¹⁰	146	\$13,419.71	\$177,395,150
Maintenance and Remodeling Services	150	\$3,177.81	\$42,007,425
Maintenance and Remodeling Materials ¹¹	136	\$566.05	\$7,482,569
Utilities, Fuel, and Public Services	129	\$5,843.29	\$77,242,414
Household Furnishings and Equipment			
Household Textiles ¹²	138	\$190.77	\$2,521,782
Furniture	139	\$887.63	\$11,733,633
Floor Coverings	147	\$128.23	\$1,695,122
Major Appliances ¹³	135	\$409.74	\$5,416,291
Housewares ¹⁴	111	\$104.11	\$1,376,172
Small Appliances	133	\$45.75	\$604,830
Luggage	145	\$14.63	\$193,346
Telephones and Accessories	75	\$33.71	\$445,606
Household Operations			
Child Care	135	\$597.81	\$7,902,435
Lawn and Garden ¹⁵	138	\$571.12	\$7,549,602
Moving/Storage/Freight Express	130	\$69.72	\$921,594
Housekeeping Supplies ¹⁶	132	\$955.67	\$12,632,967
Insurance			
Owners and Renters Insurance	137	\$649.59	\$8,586,912
Vehicle Insurance	132	\$1,631.65	\$21,568,774
Life/Other Insurance	138	\$667.74	\$8,826,791
Health Insurance	132	\$2,530.55	\$33,451,306
Personal Care Products ¹⁷	132	\$517.83	\$6,845,156
School Books and Supplies ¹⁸	128	\$143.82	\$1,901,131
Smoking Products	118	\$522.15	\$6,902,348
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	131	\$6,270.88	\$82,894,705
Gasoline and Motor Oil	127	\$3,469.67	\$45,865,505
Vehicle Maintenance and Repairs	133	\$1,244.85	\$16,455,706
Travel			
Airline Fares	146	\$622.61	\$8,230,263
Lodging on Trips	146	\$614.68	\$8,125,471
Auto/Truck/Van Rental on Trips	151	\$56.20	\$742,885
Food and Drink on Trips	142	\$630.45	\$8,333,973

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: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**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.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**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.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**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, and insulation materials for owned homes.
- ¹²**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.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁷**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.
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In Style	30.1%	Population		63,783	66,316
Exurbanites	22.0%	Households		24,590	25,838
Suburban Splendor	13.6%	Families		18,029	18,825
Green Acres	6.3%	Median Age		40.8	40.9
Main Street, USA	5.1%	Median Household Income		\$82,477	\$86,984

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	105	\$2,620.18	\$64,430,295
Men's	100	\$483.10	\$11,879,529
Women's	95	\$824.98	\$20,286,357
Children's	108	\$444.57	\$10,931,900
Footwear	70	\$299.83	\$7,372,762
Watches & Jewelry	157	\$335.55	\$8,251,196
Apparel Products and Services ¹	229	\$232.15	\$5,708,549
Computer			
Computers and Hardware for Home Use	150	\$299.56	\$7,366,075
Software and Accessories for Home Use	152	\$43.45	\$1,068,480
Entertainment & Recreation	152	\$4,924.70	\$121,098,350
Fees and Admissions	166	\$1,031.27	\$25,358,905
Membership Fees for Clubs ²	167	\$284.49	\$6,995,577
Fees for Participant Sports, excl. Trips	166	\$183.53	\$4,513,089
Admission to Movie/Theatre/Opera/Ballet	156	\$235.73	\$5,796,576
Admission to Sporting Events, excl. Trips	165	\$96.45	\$2,371,725
Fees for Recreational Lessons	176	\$230.00	\$5,655,711
Dating Services	135	\$1.07	\$26,227
TV/Video/Sound Equipment	144	\$1,752.35	\$43,090,221
Community Antenna or Cable TV	141	\$1,023.98	\$25,179,600
Televisions	156	\$253.07	\$6,223,064
VCRs, Video Cameras, and DVD Players	145	\$36.49	\$897,260
Video Cassettes and DVDs	141	\$83.64	\$2,056,752
Video Game Hardware and Software	145	\$63.84	\$1,569,922
Satellite Dishes	132	\$1.50	\$36,839
Rental of Video Cassettes and DVDs	144	\$63.18	\$1,553,602
Streaming/Downloaded Video	164	\$1.76	\$43,400
Sound Equipment ³	147	\$215.19	\$5,291,608
Rental and Repair of TV/Radio/Sound Equipment	143	\$9.69	\$238,175
Pets	175	\$767.66	\$18,876,671
Toys and Games ⁴	146	\$190.08	\$4,674,094
Recreational Vehicles and Fees ⁵	147	\$522.17	\$12,840,165
Sports/Recreation/Exercise Equipment ⁶	117	\$233.42	\$5,739,878
Photo Equipment and Supplies ⁷	153	\$178.62	\$4,392,208
Reading ⁸	153	\$249.13	\$6,126,212
Food	144	\$11,397.85	\$280,273,113
Food at Home	143	\$6,510.61	\$160,096,000
Bakery and Cereal Products	143	\$874.20	\$21,496,608
Meat, Poultry, Fish, and Eggs	142	\$1,517.06	\$37,304,467
Dairy Products	142	\$727.66	\$17,893,122
Fruit and Vegetables	144	\$1,132.26	\$27,842,375
Snacks and Other Food at Home ⁹	143	\$2,259.43	\$55,559,430
Food Away from Home	147	\$4,887.24	\$120,177,112
Alcoholic Beverages	150	\$859.51	\$21,135,412
Nonalcoholic Beverages at Home	142	\$638.56	\$15,702,214



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	164	\$2,353.84	\$57,880,972
Vehicle Loans	142	\$7,597.84	\$186,830,819
Health			
Nonprescription Drugs	135	\$141.60	\$3,481,862
Prescription Drugs	140	\$772.71	\$19,000,941
Eyeglasses and Contact Lenses	152	\$114.90	\$2,825,397
Home			
Mortgage Payment and Basics ¹⁰	167	\$15,359.60	\$377,692,559
Maintenance and Remodeling Services	172	\$3,640.48	\$89,519,432
Maintenance and Remodeling Materials ¹¹	156	\$647.56	\$15,923,385
Utilities, Fuel, and Public Services	143	\$6,443.55	\$158,446,920
Household Furnishings and Equipment			
Household Textiles ¹²	154	\$213.38	\$5,247,042
Furniture	157	\$1,001.65	\$24,630,455
Floor Coverings	167	\$145.36	\$3,574,330
Major Appliances ¹³	152	\$460.48	\$11,323,304
Housewares ¹⁴	124	\$116.04	\$2,853,521
Small Appliances	147	\$50.54	\$1,242,720
Luggage	165	\$16.63	\$408,935
Telephones and Accessories	83	\$37.32	\$917,654
Household Operations			
Child Care	155	\$685.09	\$16,846,303
Lawn and Garden ¹⁵	156	\$643.38	\$15,820,604
Moving/Storage/Freight Express	142	\$75.93	\$1,867,006
Housekeeping Supplies ¹⁶	146	\$1,058.83	\$26,036,652
Insurance			
Owners and Renters Insurance	155	\$733.10	\$18,026,872
Vehicle Insurance	146	\$1,803.97	\$44,359,524
Life/Other Insurance	156	\$754.65	\$18,556,721
Health Insurance	144	\$2,770.78	\$68,133,569
Personal Care Products ¹⁷	146	\$574.79	\$14,134,163
School Books and Supplies ¹⁸	141	\$158.32	\$3,893,115
Smoking Products	127	\$560.54	\$13,783,673
Transportation			
Vehicle Purchases (Net Outlay) ¹⁹	147	\$7,018.46	\$172,583,962
Gasoline and Motor Oil	140	\$3,843.79	\$94,518,793
Vehicle Maintenance and Repairs	147	\$1,378.99	\$33,909,430
Travel			
Airline Fares	164	\$699.14	\$17,191,850
Lodging on Trips	165	\$693.88	\$17,062,418
Auto/Truck/Van Rental on Trips	171	\$63.58	\$1,563,456
Food and Drink on Trips	159	\$707.55	\$17,398,698

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: ESRI forecasts for 2009 and 2014. Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Oconomowoc Economic Development Department

329 E Wisconsin Ave, Oconomowoc, WI 53066
Drive Time: 15 Minutes

Latitude: 43.10962
Longitude: -88.49454

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, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**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.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**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.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**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, and insulation materials for owned homes.

¹²**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.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**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.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.