



Report

Consumer Spending Report (Langlade County, Wisconsin)

Apparel (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,576	\$13,462
Men's Apparel	\$301	\$2,576
Boys' Apparel	\$67	\$580
Women's Apparel	\$522	\$4,459
Girls' Apparel	\$108	\$925
Infants Apparel	\$75	\$644
Footwear	\$295	\$2,525
Apparel Services and Accessories	\$205	\$1,753

Entertainment (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,541	\$21,703
Fees And Admissions	\$569	\$4,863
Video And Audio Equipment	\$942	\$8,051
Recreational Equipment And Supplies	\$1,029	\$8,789

Education (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,461	\$12,483
Books And Supplies	\$205	\$1,754
Tuition	\$1,256	\$10,728

Food and Beverages (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$6,896	\$58,900
Food At Home	\$3,805	\$32,502
Food Away From Home	\$2,649	\$22,633
Alcoholic Beverages	\$440	\$3,765

Gifts (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,050	\$8,970
Gifts Of Apparel	\$208	\$1,777
Gifts Of Apparel Accessories	\$26	\$226
Gifts Of Education	\$212	\$1,819
Gifts Of Recreation	\$71	\$612
Gifts Of Food And Beverages	\$97	\$829
Gifts Of Household Furnishings And Equipment	\$170	\$1,454
Gifts Of Household	\$44	\$380
Gifts Of Transportation	\$56	\$485
Gifts Elsewhere Unspecified	\$162	\$1,389

Household Furnishings (2016)		
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Apparel (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,717	\$15,000
Men's Apparel	\$329	\$2,880
Boys' Apparel	\$73	\$642
Women's Apparel	\$569	\$4,979
Girls' Apparel	\$117	\$1,027
Infants Apparel	\$81	\$716
Footwear	\$316	\$2,767
Apparel Services and Accessories	\$227	\$1,989

Entertainment (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,768	\$24,181
Fees And Admissions	\$638	\$5,578
Video And Audio Equipment	\$1,018	\$8,898
Recreational Equipment And Supplies	\$1,110	\$9,705

Education (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,649	\$14,409
Books And Supplies	\$231	\$2,024
Tuition	\$1,417	\$12,385

Food and Beverages (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$7,439	\$64,995
Food At Home	\$4,062	\$35,490
Food Away From Home	\$2,891	\$25,260
Alcoholic Beverages	\$486	\$4,246

Gifts (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,170	\$10,226
Gifts Of Apparel	\$231	\$2,023
Gifts Of Apparel Accessories	\$29	\$257
Gifts Of Education	\$237	\$2,071
Gifts Of Recreation	\$79	\$698
Gifts Of Food And Beverages	\$107	\$942
Gifts Of Household Furnishings And Equipment	\$189	\$1,659
Gifts Of Household	\$49	\$432
Gifts Of Transportation	\$63	\$557
Gifts Elsewhere Unspecified	\$181	\$1,586

Household Furnishings (2021)		
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	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,517	\$12,961
Household Textiles	\$97	\$833
Furniture	\$384	\$3,288
Floor Coverings	\$19	\$168
Major Appliances	\$202	\$1,727
Housewares And Small Appliances	\$813	\$6,945

Shelter (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,469	\$80,879
Mortgage Interest	\$3,001	\$25,635
Property Taxes	\$1,703	\$14,547
Miscellaneous Owned Dwelling Costs	\$1,135	\$9,701
Rental Costs	\$3,046	\$26,016
Other Lodging	\$583	\$4,981

Household Operations (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,202	\$10,273
Babysitting And Elderly Care	\$351	\$3,005
Household Services	\$159	\$1,358
Alimony And Child Support	\$206	\$1,761
Household Supplies	\$485	\$4,148

Personal Care (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$596	\$5,095
Hair Care	\$46	\$397
Electric Personal Care Appliances	\$11	\$101
Personal Care Services	\$398	\$3,404
Personal Care Products	\$139	\$1,192

Utilities (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,600	\$30,752
Natural Gas	\$380	\$3,248
Electricity	\$1,379	\$11,778
Fuel Oil And Other Fuels	\$131	\$1,119
Telephone Service	\$1,222	\$10,444
Other Utilities	\$487	\$4,163

Reading (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$101	\$865
Newspapers	\$43	\$372
Magazines	\$20	\$177
Books	\$37	\$316

Tobacco (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$318	\$2,719

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,668	\$14,574
Household Textiles	\$106	\$931
Furniture	\$425	\$3,714
Floor Coverings	\$22	\$194
Major Appliances	\$219	\$1,916
Housewares And Small Appliances	\$895	\$7,819

Shelter (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$10,303	\$90,012
Mortgage Interest	\$3,330	\$29,093
Property Taxes	\$1,880	\$16,432
Miscellaneous Owned Dwelling Costs	\$1,247	\$10,894
Rental Costs	\$3,180	\$27,782
Other Lodging	\$665	\$5,811

Household Operations (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,332	\$11,642
Babysitting And Elderly Care	\$389	\$3,406
Household Services	\$175	\$1,537
Alimony And Child Support	\$229	\$2,001
Household Supplies	\$537	\$4,697

Personal Care (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$647	\$5,654
Hair Care	\$50	\$442
Electric Personal Care Appliances	\$12	\$112
Personal Care Services	\$432	\$3,778
Personal Care Products	\$151	\$1,323

Utilities (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,856	\$33,687
Natural Gas	\$408	\$3,568
Electricity	\$1,471	\$12,853
Fuel Oil And Other Fuels	\$140	\$1,230
Telephone Service	\$1,311	\$11,459
Other Utilities	\$523	\$4,577

Reading (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$110	\$965
Newspapers	\$47	\$415
Magazines	\$22	\$198
Books	\$40	\$353

Tobacco (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$333	\$2,911

Cigarettes	\$286	\$2,447
Other Tobacco Products	\$31	\$272

Cigarettes	\$299	\$2,620
Other Tobacco Products	\$33	\$291

Transportation (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,860	\$75,674
New Vehicle Purchase	\$1,568	\$13,398
Used Vehicle Purchase	\$1,602	\$13,690
Motorcycles (New And Used)	\$37	\$321
Vehicle Finance Charges	\$203	\$1,734
Gasoline And Oil	\$2,553	\$21,811
Vehicle Repair And Maintenance	\$841	\$7,184
Vehicle Insurance	\$1,002	\$8,564
Public Transportation	\$527	\$4,507
Other Transportation Costs	\$522	\$4,464

Transportation (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,589	\$83,773
New Vehicle Purchase	\$1,734	\$15,156
Used Vehicle Purchase	\$1,703	\$14,882
Motorcycles (New And Used)	\$40	\$357
Vehicle Finance Charges	\$220	\$1,922
Gasoline And Oil	\$2,737	\$23,913
Vehicle Repair And Maintenance	\$909	\$7,941
Vehicle Insurance	\$1,080	\$9,441
Public Transportation	\$586	\$5,122
Other Transportation Costs	\$576	\$5,040

Health Care (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,905	\$33,355
Health Care Insurance	\$2,185	\$18,670
Health Care Services	\$768	\$6,561
Health Care Supplies And Equipment	\$951	\$8,125

Health Care (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,182	\$36,542
Health Care Insurance	\$2,340	\$20,451
Health Care Services	\$822	\$7,184
Health Care Supplies And Equipment	\$1,019	\$8,907

Miscellaneous Expenses (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$694	\$5,930
Legal And Accounting	\$84	\$721
Funeral And Cemetery	\$78	\$668
Finance Charges Excluding Mortgage And Vehicle	\$445	\$3,805
Other Miscellaneous Expenses	\$86	\$735

Miscellaneous Expenses (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$751	\$6,569
Legal And Accounting	\$91	\$799
Funeral And Cemetery	\$85	\$744
Finance Charges Excluding Mortgage And Vehicle	\$482	\$4,212
Other Miscellaneous Expenses	\$93	\$814

Personal Insurance (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$312	\$2,671

Personal Insurance (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$346	\$3,031

Contributions (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,809	\$15,456

Contributions (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$2,021	\$17,663

Retail Potential (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$3,250	\$27,762
User Car Dealers	\$194	\$1,661
Recreational Vehicle Dealers	\$10	\$86
Motorcycle and Boat Dealers	\$138	\$1,184
Auto Parts and Accessories	\$502	\$4,288
Tire Dealers	\$228	\$1,955
Furniture Stores	\$297	\$2,540
Floor Covering Stores	\$107	\$921
Other Home Furnishing Stores	\$99	\$852
Appliances and Electronics Stores	\$696	\$5,950
Computer Stores	\$1,207	\$10,311
Camera and Photography Stores	\$83	\$712

Source: Applied Geographic Solutions, 2016

Hardware Stores	\$164	\$1,403
Paint and Wallpaper Stores	\$15	\$128
Home Centers	\$366	\$3,131
Other Building Materials Stores	\$437	\$3,738
Outdoor Power Equipment Stores	\$13	\$117
Nursery and Garden Stores	\$110	\$941
Grocery Stores	\$5,233	\$44,704
Convenience Stores	\$221	\$1,890
Meat Markets	\$54	\$467
Fish and Seafood Markets	\$12	\$111
Fruit and Vegetable Markets	\$25	\$220
Other Specialty Food Markets	\$40	\$345
Liquor Stores	\$120	\$1,026
Pharmacy and Drug Stores	\$1,103	\$9,424
Costmetics and Beauty Stores	\$47	\$404
Optical Goods Stores	\$118	\$1,008
Other Health and Personal Care Stores	\$90	\$769
Gasoline Stations with Convenience Stores	\$828	\$7,076
Gasoline Stations without Convenience Stores	\$137	\$1,177
Men's Clothing Stores	\$45	\$386
Women's Clothing Stores	\$145	\$1,241
Childrens' and Infant's Clothing Stores	\$80	\$686
Family Clothing Stores	\$304	\$2,602
Clothing Accessory Stores	\$15	\$136
Other Apparel Stores	\$36	\$311
Shoe Stores	\$103	\$886
Jewelry Stores	\$187	\$1,598
Luggage Stores	\$177	\$1,519
Sporting Goods Stores	\$139	\$1,187
Hobby, Toy, and Game Stores	\$40	\$347
Sewing and Needlecraft Stores	\$14	\$125
Musical Instrument Stores	\$32	\$280
Book Stores	\$300	\$2,563
Record, Tape, and CD Stores	\$77	\$663
Department Stores	\$2,396	\$20,470
Warehouse Superstores	\$1,048	\$8,956
Other General Merchandise Stores	\$287	\$2,457
Florists	\$23	\$198
Office and Stationary Stores	\$210	\$1,794
Gift and Souvenir Stores	\$70	\$598
Used Merchandise Stores	\$46	\$398
Pet and Pet Supply Stores	\$97	\$831
Art Dealers	\$8	\$74
Mobile Home Dealers	\$0	\$3
Other Miscellaneous Retail Stores	\$94	\$808
Mail Order and Catalog Stores	\$1,694	\$14,474
Vending Machines	\$77	\$663
Fuel Dealers	\$321	\$2,745
Other Direct Selling Establishments	\$157	\$1,345
Hotels and Other Travel Accomodations	\$116	\$993
RV Parks	\$1	\$16
Rooming and Boarding Houses	\$0	\$8
Full Service Restaurants	\$782	\$6,685
Limited Service Restaurants	\$778	\$6,652
Special Food Services and Catering	\$130	\$1,116
Drinking Places	\$69	\$592
