



Retail Goods and Services Expenditures

Prepared by Fond du Lac County Economic Development Corporation
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Fond du Lac Metropolitan Statistical Area

Top Tapestry Segments:		Demographic Summary	2010	2015
Rustbelt Traditions	20.5%	Population	101,946	103,258
Salt of the Earth	20.0%	Households	39,755	40,574
Green Acres	16.0%	Families	27,255	27,724
Midlife Junction	7.2%	Median Age	39.4	39.8
In Style	6.8%	Median Household Income	\$57,435	\$63,664

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	63	\$1,504.80	\$59,823,392
Men's	59	\$272.48	\$10,832,331
Women's	57	\$469.30	\$18,656,920
Children's	68	\$271.20	\$10,781,704
Footwear	44	\$184.20	\$7,322,778
Watches & Jewelry	90	\$175.05	\$6,959,084
Apparel Products and Services (1)	142	\$132.58	\$5,270,576
Computer			
Computers and Hardware for Home Use	91	\$174.03	\$6,918,498
Software and Accessories for Home Use	90	\$25.62	\$1,018,450
Entertainment & Recreation	94	\$3,028.05	\$120,380,318
Fees and Admissions	90	\$554.48	\$22,043,167
Membership Fees for Clubs (2)	91	\$148.50	\$5,903,448
Fees for Participant Sports, excl. Trips	91	\$96.74	\$3,845,790
Admission to Movie/Theatre/Opera/Ballet	88	\$133.34	\$5,300,809
Admission to Sporting Events, excl. Trips	94	\$55.94	\$2,224,072
Fees for Recreational Lessons	87	\$119.35	\$4,744,582
Dating Services	81	\$0.62	\$24,466
TV/Video/Audio	92	\$1,141.82	\$45,392,888
Community Antenna or Cable TV	94	\$680.35	\$27,047,122
Televisions	89	\$172.44	\$6,855,163
VCRs, Video Cameras, and DVD Players	90	\$18.40	\$731,646
Video Cassettes and DVDs	90	\$47.48	\$1,887,646
Video and Computer Game Hardware and Software	95	\$52.98	\$2,106,302
Satellite Dishes	89	\$1.12	\$44,383
Rental of Video Cassettes and DVDs	93	\$38.27	\$1,521,400
Streaming/Downloaded Video	86	\$1.20	\$47,748
Audio (3)	84	\$123.47	\$4,908,688
Rental and Repair of TV/Radio/Audio	81	\$6.11	\$242,791
Pets	116	\$500.79	\$19,908,799
Toys and Games (4)	94	\$136.91	\$5,442,902
Recreational Vehicles and Fees (5)	90	\$290.04	\$11,530,531
Sports/Recreation/Exercise Equipment (6)	74	\$134.23	\$5,336,244
Photo Equipment and Supplies (7)	94	\$96.92	\$3,853,185
Reading (8)	96	\$148.21	\$5,891,926
Catered Affairs (9)	100	\$24.67	\$980,674
Food	92	\$7,055.24	\$280,481,041
Food at Home	92	\$4,116.37	\$163,646,309
Bakery and Cereal Products	93	\$557.61	\$22,167,723
Meat, Poultry, Fish, and Eggs	91	\$942.19	\$37,456,692
Dairy Products	93	\$464.44	\$18,463,897
Fruit and Vegetables	90	\$705.28	\$28,038,220
Snacks and Other Food at Home (10)	93	\$1,446.86	\$57,519,778
Food Away from Home	91	\$2,938.87	\$116,834,733
Alcoholic Beverages	92	\$527.01	\$20,951,299
Nonalcoholic Beverages at Home	92	\$403.21	\$16,029,807



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	95	\$1,659.69	\$65,980,837
Vehicle Loans	94	\$4,627.44	\$183,964,011
Health			
Nonprescription Drugs	95	\$97.49	\$3,875,641
Prescription Drugs	101	\$502.55	\$19,979,025
Eyeglasses and Contact Lenses	98	\$75.28	\$2,992,803
Home			
Mortgage Payment and Basics (11)	92	\$8,586.18	\$341,343,444
Maintenance and Remodeling Services	92	\$1,823.26	\$72,483,771
Maintenance and Remodeling Materials (12)	96	\$358.66	\$14,258,653
Utilities, Fuel, and Public Services	95	\$4,314.66	\$171,529,296
Household Furnishings and Equipment			
Household Textiles (13)	91	\$120.45	\$4,788,335
Furniture	88	\$531.24	\$21,119,588
Floor Coverings	98	\$73.58	\$2,925,206
Major Appliances (14)	95	\$288.12	\$11,454,142
Housewares (15)	79	\$68.35	\$2,717,228
Small Appliances	96	\$31.39	\$1,247,891
Luggage	91	\$8.47	\$336,791
Telephones and Accessories	61	\$25.96	\$1,032,024
Household Operations			
Child Care	87	\$401.53	\$15,962,713
Lawn and Garden (16)	94	\$395.05	\$15,705,235
Moving/Storage/Freight Express	77	\$46.92	\$1,865,247
Housekeeping Supplies (17)	94	\$657.63	\$26,144,226
Insurance			
Owners and Renters Insurance	97	\$451.08	\$17,932,515
Vehicle Insurance	93	\$1,078.21	\$42,864,397
Life/Other Insurance	100	\$417.09	\$16,581,236
Health Insurance	99	\$1,915.48	\$76,149,924
Personal Care Products (18)	91	\$362.32	\$14,404,022
School Books and Supplies (19)	96	\$102.85	\$4,088,894
Smoking Products	100	\$427.46	\$16,993,821
Transportation			
Vehicle Purchases (Net Outlay) (20)	92	\$4,053.15	\$161,132,962
Gasoline and Motor Oil	95	\$2,727.39	\$108,427,512
Vehicle Maintenance and Repairs	92	\$868.12	\$34,512,012
Travel			
Airline Fares	85	\$392.13	\$15,589,085
Lodging on Trips	91	\$395.70	\$15,730,929
Auto/Truck/Van Rental on Trips	85	\$31.48	\$1,251,555
Food and Drink on Trips	91	\$394.94	\$15,700,709

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Fond du Lac Metropolitan Statistical Area

- (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) **Audio** includes satellite radio service, 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) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **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.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) **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.
- (13) **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.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **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.
- (18) **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.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.
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