



# Household Budget Expenditures

Prepared by Wisconsin Main Street

441 Main Ave  
De Pere, WI 54115

Site Type: Radius

Latitude: 44.447494  
Longitude: -88.07182  
Radius: 1.0 miles

## Demographic Summary

	2007	2012
Population	9,314	9,709
Households	3,588	3,808
Families	1,907	1,952
Median Age	31.5	32.4
Median Household Income	\$51,230	\$59,860

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	91	\$62,904.31	\$225,700,647	100.0%
Food	92	\$7,734.12	\$27,750,018	12.3%
Food at Home	91	\$4,574.93	\$16,414,840	7.3%
Food Away from Home	93	\$3,159.19	\$11,335,178	5.0%
Alcoholic Beverages	98	\$603.42	\$2,165,059	1.0%
Housing	92	\$17,913.92	\$64,275,159	28.5%
Shelter	93	\$13,932.33	\$49,989,186	22.1%
Utilities, Fuel and Public Services	91	\$3,981.60	\$14,285,973	6.3%
Household Operations	89	\$1,302.31	\$4,672,700	2.1%
Housekeeping Supplies	90	\$695.43	\$2,495,211	1.1%
Household Furnishings and Equipment	86	\$1,954.28	\$7,011,958	3.1%
Apparel and Services	84	\$2,305.68	\$8,272,763	3.7%
Transportation	89	\$9,817.13	\$35,223,870	15.6%
Travel	91	\$1,679.16	\$6,024,821	2.7%
Health Care	89	\$3,473.27	\$12,462,109	5.5%
Entertainment and Recreation	89	\$3,067.37	\$11,005,723	4.9%
Personal Care	93	\$769.59	\$2,761,288	1.2%
Education	108	\$1,381.33	\$4,956,211	2.2%
Smoking Products	93	\$449.44	\$1,612,589	0.7%
Miscellaneous (1)	97	\$1,246.39	\$4,472,035	2.0%
Support Payments/Cash Contributions/Gifts in Kind	91	\$1,996.60	\$7,163,789	3.2%
Life/Other Insurance	85	\$544.15	\$1,952,427	0.9%
Pensions and Social Security	89	\$5,970.71	\$21,422,913	9.5%

**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.

(1) **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral/cemetery expenses, safe deposit box rental, checking account/banking service charges, accounting fees, occupational expenses, expenses for other properties, credit card membership fees, shopping club membership fees etc.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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441 Main Ave  
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## Demographic Summary

	2007	2012
Population	42,727	45,454
Households	16,180	17,482
Families	10,343	10,917
Median Age	35.4	35.6
Median Household Income	\$65,678	\$77,520

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	113	\$78,565.42	\$1,271,188,470	100.0%
Food	111	\$9,385.96	\$151,864,777	11.9%
Food at Home	110	\$5,544.92	\$89,716,868	7.1%
Food Away from Home	113	\$3,841.03	\$62,147,909	4.9%
Alcoholic Beverages	114	\$702.30	\$11,363,294	0.9%
Housing	115	\$22,279.87	\$360,488,354	28.4%
Shelter	116	\$17,378.99	\$281,192,030	22.1%
Utilities, Fuel and Public Services	112	\$4,900.89	\$79,296,324	6.2%
Household Operations	116	\$1,691.02	\$27,360,650	2.2%
Housekeeping Supplies	111	\$859.00	\$13,898,586	1.1%
Household Furnishings and Equipment	112	\$2,528.31	\$40,908,072	3.2%
Apparel and Services	103	\$2,827.48	\$45,748,570	3.6%
Transportation	112	\$12,390.20	\$200,473,428	15.8%
Travel	116	\$2,141.16	\$34,643,997	2.7%
Health Care	109	\$4,274.35	\$69,159,011	5.4%
Entertainment and Recreation	114	\$3,898.80	\$63,082,575	5.0%
Personal Care	114	\$943.76	\$15,270,112	1.2%
Education	120	\$1,537.72	\$24,880,267	2.0%
Smoking Products	105	\$509.48	\$8,243,381	0.6%
Miscellaneous (1)	112	\$1,436.87	\$23,248,554	1.8%
Support Payments/Cash Contributions/Gifts in Kind	115	\$2,537.70	\$41,060,015	3.2%
Life/Other Insurance	113	\$720.76	\$11,661,936	0.9%
Pensions and Social Security	118	\$7,900.67	\$127,832,883	10.1%

**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.

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441 Main Ave  
 De Pere, WI 54115

Site Type: Radius

## Demographic Summary

	2007	2012
Population	93,665	98,776
Households	37,544	40,099
Families	24,418	25,452
Median Age	37.1	37.8
Median Household Income	\$61,450	\$71,478

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	103	\$71,764.04	\$2,694,309,088	100.0%
Food	102	\$8,617.64	\$323,540,606	12.0%
Food at Home	101	\$5,102.02	\$191,550,124	7.1%
Food Away from Home	104	\$3,515.62	\$131,990,482	4.9%
Alcoholic Beverages	104	\$643.80	\$24,170,763	0.9%
Housing	104	\$20,261.32	\$760,691,032	28.2%
Shelter	105	\$15,738.09	\$590,870,752	21.9%
Utilities, Fuel and Public Services	103	\$4,523.23	\$169,820,280	6.3%
Household Operations	104	\$1,527.01	\$57,330,132	2.1%
Housekeeping Supplies	103	\$794.69	\$29,835,746	1.1%
Household Furnishings and Equipment	102	\$2,296.21	\$86,208,936	3.2%
Apparel and Services	94	\$2,586.43	\$97,104,787	3.6%
Transportation	102	\$11,310.94	\$424,658,115	15.8%
Travel	106	\$1,953.85	\$73,355,328	2.7%
Health Care	102	\$3,976.78	\$149,304,135	5.5%
Entertainment and Recreation	104	\$3,554.32	\$133,443,361	5.0%
Personal Care	104	\$860.72	\$32,314,940	1.2%
Education	109	\$1,405.54	\$52,769,440	2.0%
Smoking Products	100	\$485.27	\$18,218,981	0.7%
Miscellaneous (1)	105	\$1,343.04	\$50,423,080	1.9%
Support Payments/Cash Contributions/Gifts in Kind	106	\$2,335.13	\$87,669,935	3.3%
Life/Other Insurance	104	\$665.99	\$25,003,910	0.9%
Pensions and Social Security	106	\$7,145.37	\$268,265,864	10.0%

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