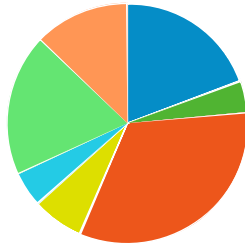


Platteville, Wisconsin

Consumer Spending Report (Platteville, Wisconsin)

Apparel (2016)

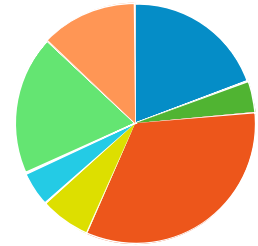
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,534	\$5,618
Men's Apparel	\$295	\$1,083
Boys' Apparel	\$66	\$242
Women's Apparel	\$504	\$1,846
Girls' Apparel	\$105	\$388
Infants Apparel	\$73	\$269
Footwear	\$292	\$1,071
Apparel Services and Accessories	\$196	\$719

Apparel (2021)

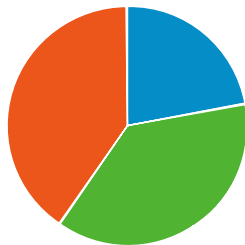
- Men's Apparel
- Boys' Apparel
- Women's Apparel
- Girls' Apparel
- Infants Apparel
- Footwear
- Apparel Services and Accessories



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,665	\$6,377
Men's Apparel	\$320	\$1,229
Boys' Apparel	\$71	\$272
Women's Apparel	\$549	\$2,106
Girls' Apparel	\$114	\$439
Infants Apparel	\$79	\$305
Footwear	\$312	\$1,196
Apparel Services and Accessories	\$216	\$830

Entertainment (2016)

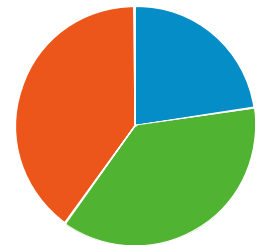
- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,452	\$8,980
Fees And Admissions	\$543	\$1,989
Video And Audio Equipment	\$919	\$3,368
Recreational Equipment And Supplies	\$989	\$3,624

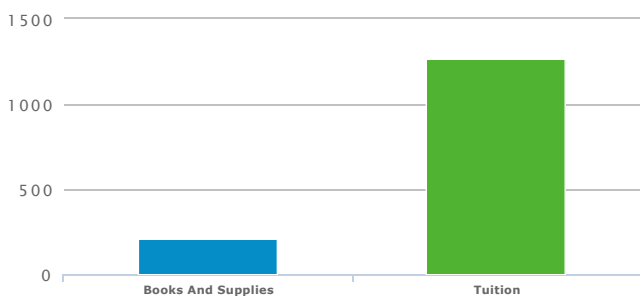
Entertainment (2021)

- Fees And Admissions
- Video And Audio Equipment
- Recreational Equipment And Supplies

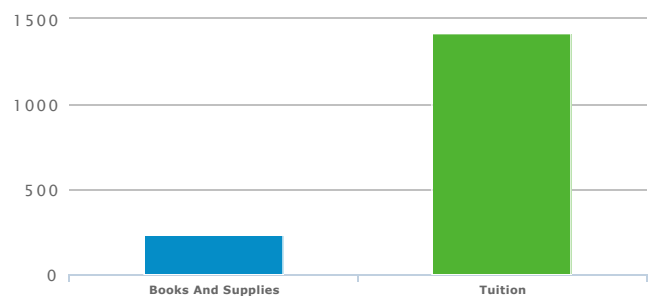


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$2,664	\$10,204
Fees And Admissions	\$605	\$2,321
Video And Audio Equipment	\$990	\$3,795
Recreational Equipment And Supplies	\$1,067	\$4,088

Education (2016)



Education (2021)

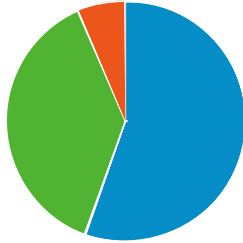


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,470	\$5,386
Books And Supplies	\$205	\$753
Tuition	\$1,265	\$4,633

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,647	\$6,309
Books And Supplies	\$230	\$882
Tuition	\$1,416	\$5,427

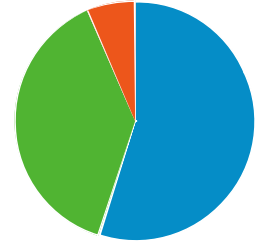
Food and Beverages (2016)

- Food At Home
- Food Away From Home
- Alcoholic Beverages



Food and Beverages (2021)

- Food At Home
- Food Away From Home
- Alcoholic Beverages

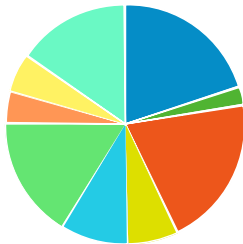


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$6,725	\$24,630
Food At Home	\$3,731	\$13,664
Food Away From Home	\$2,565	\$9,396
Alcoholic Beverages	\$428	\$1,570

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$7,239	\$27,728
Food At Home	\$3,978	\$15,237
Food Away From Home	\$2,791	\$10,690
Alcoholic Beverages	\$470	\$1,801

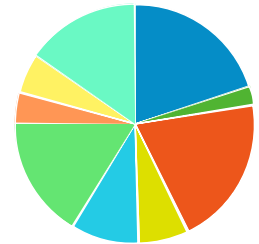
Gifts (2016)

- Gifts Of Apparel
- Gifts Of Apparel Accessories
- Gifts Of Education
- Gifts Of Recreation
- Gifts Of Food And Beverages
- Gifts Of Household Furnishings And Equipment
- Gifts Of Household
- Gifts Of Transportation
- Gifts Elsewhere Unspecified



Gifts (2021)

- Gifts Of Apparel
- Gifts Of Apparel Accessories
- Gifts Of Education
- Gifts Of Recreation
- Gifts Of Food And Beverages
- Gifts Of Household Furnishings And Equipment
- Gifts Of Household
- Gifts Of Transportation
- Gifts Elsewhere Unspecified

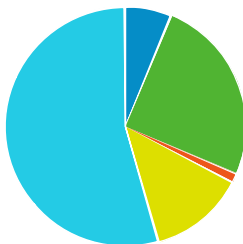


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$996	\$3,650
Gifts Of Apparel	\$198	\$728
Gifts Of Apparel Accessories	\$25	\$94
Gifts Of Education	\$202	\$742
Gifts Of Recreation	\$67	\$248
Gifts Of Food And Beverages	\$91	\$336
Gifts Of Household Furnishings And Equipment	\$162	\$594
Gifts Of Household	\$42	\$157
Gifts Of Transportation	\$52	\$192
Gifts Elsewhere Unspecified	\$152	\$559

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,106	\$4,238
Gifts Of Apparel	\$220	\$844
Gifts Of Apparel Accessories	\$28	\$109
Gifts Of Education	\$224	\$859
Gifts Of Recreation	\$75	\$289
Gifts Of Food And Beverages	\$101	\$389
Gifts Of Household Furnishings And Equipment	\$180	\$691
Gifts Of Household	\$47	\$182
Gifts Of Transportation	\$58	\$225
Gifts Elsewhere Unspecified	\$170	\$651

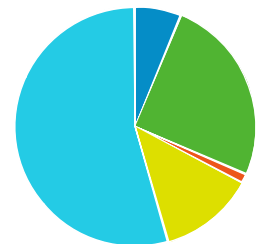
Household Furnishings (2016)

- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



Household Furnishings (2021)

- Household Textiles
- Furniture
- Floor Coverings
- Major Appliances
- Housewares And Small Appliances



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,465	\$5,368
Household Textiles	\$92	\$340

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,602	\$6,136
Household Textiles	\$101	\$389

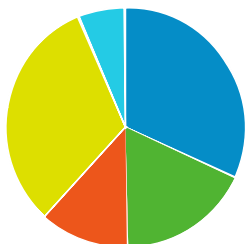
Furniture	\$367	\$1,345
Floor Coverings	\$18	\$67
Major Appliances	\$190	\$699
Housewares And Small Appliances	\$796	\$2,917

Furniture	\$403	\$1,544
Floor Coverings	\$20	\$80
Major Appliances	\$206	\$790
Housewares And Small Appliances	\$870	\$3,334

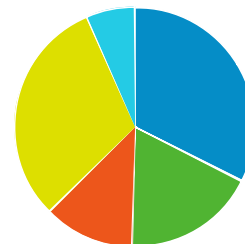
Shelter (2016)

Shelter (2021)

- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



- Mortgage Interest
- Property Taxes
- Miscellaneous Owned Dwelling Costs
- Rental Costs
- Other Lodging



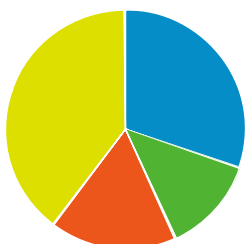
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,108	\$33,356
Mortgage Interest	\$2,908	\$10,653
Property Taxes	\$1,614	\$5,912
Miscellaneous Owned Dwelling Costs	\$1,095	\$4,014
Rental Costs	\$2,910	\$10,658
Other Lodging	\$578	\$2,120

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,900	\$37,921
Mortgage Interest	\$3,214	\$12,313
Property Taxes	\$1,777	\$6,809
Miscellaneous Owned Dwelling Costs	\$1,205	\$4,617
Rental Costs	\$3,046	\$11,668
Other Lodging	\$656	\$2,514

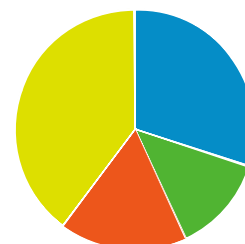
Household Operations (2016)

Household Operations (2021)

- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



- Babysitting And Elderly Care
- Household Services
- Alimony And Child Support
- Household Supplies



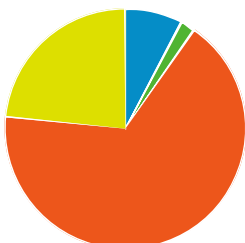
	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,147	\$4,202
Babysitting And Elderly Care	\$346	\$1,267
Household Services	\$149	\$548
Alimony And Child Support	\$196	\$718
Household Supplies	\$455	\$1,669

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$1,268	\$4,860
Babysitting And Elderly Care	\$381	\$1,462
Household Services	\$165	\$634
Alimony And Child Support	\$217	\$833
Household Supplies	\$504	\$1,930

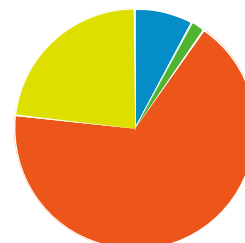
Personal Care (2016)

Personal Care (2021)

- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



- Hair Care
- Electric Personal Care Appliances
- Personal Care Services
- Personal Care Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$580	\$2,127
Hair Care	\$45	\$166
Electric Personal Care Appliances	\$11	\$41
Personal Care Services	\$388	\$1,423
Personal Care Products	\$135	\$496

	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$628	\$2,406
Hair Care	\$49	\$188
Electric Personal Care Appliances	\$12	\$47
Personal Care Services	\$420	\$1,609
Personal Care Products	\$146	\$561

Utilities (2016)

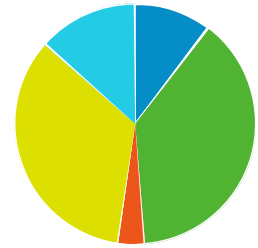
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,540	\$12,966
Natural Gas	\$368	\$1,349
Electricity	\$1,359	\$4,980
Fuel Oil And Other Fuels	\$125	\$461
Telephone Service	\$1,212	\$4,439
Other Utilities	\$474	\$1,737

Utilities (2021)

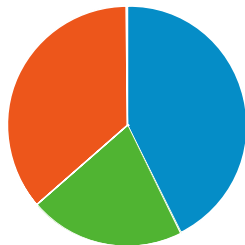
- Natural Gas
- Electricity
- Fuel Oil And Other Fuels
- Telephone Service
- Other Utilities



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,779	\$14,477
Natural Gas	\$395	\$1,515
Electricity	\$1,446	\$5,538
Fuel Oil And Other Fuels	\$135	\$518
Telephone Service	\$1,295	\$4,960
Other Utilities	\$508	\$1,946

Reading (2016)

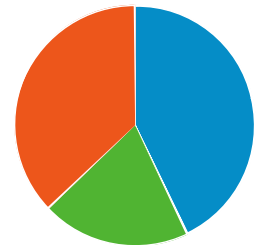
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$97	\$359
Newspapers	\$41	\$154
Magazines	\$20	\$74
Books	\$35	\$131

Reading (2021)

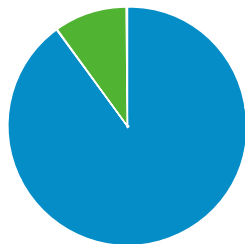
- Newspapers
- Magazines
- Books



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$106	\$409
Newspapers	\$45	\$175
Magazines	\$21	\$84
Books	\$39	\$150

Tobacco (2016)

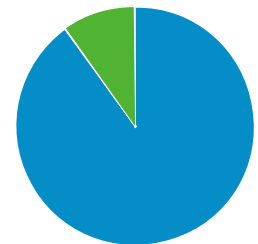
- Cigarettes
- Other Tobacco Products



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$310	\$1,139
Cigarettes	\$279	\$1,025
Other Tobacco Products	\$31	\$114

Tobacco (2021)

- Cigarettes
- Other Tobacco Products

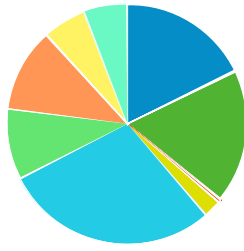


	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$325	\$1,246
Cigarettes	\$292	\$1,122
Other Tobacco Products	\$32	\$125

Transportation (2016)

Transportation (2021)

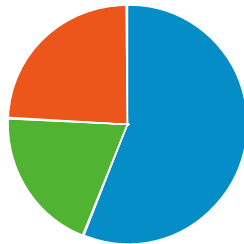
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$8,595	\$31,478
New Vehicle Purchase	\$1,531	\$5,608
Used Vehicle Purchase	\$1,554	\$5,694
Motorcycles (New And Used)	\$37	\$138
Vehicle Finance Charges	\$198	\$725
Gasoline And Oil	\$2,477	\$9,074
Vehicle Repair And Maintenance	\$818	\$2,999
Vehicle Insurance	\$967	\$3,544
Public Transportation	\$503	\$1,844
Other Transportation Costs	\$505	\$1,851

Health Care (2016)

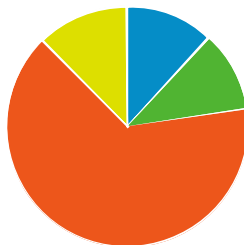
- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$3,756	\$13,757
Health Care Insurance	\$2,106	\$7,716
Health Care Services	\$745	\$2,731
Health Care Supplies And Equipment	\$904	\$3,311

Miscellaneous Expenses (2016)

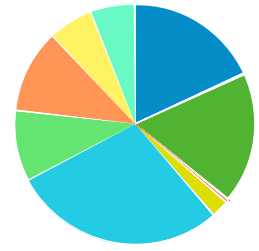
- Legal And Accounting
- Funeral And Cemetery
- Finance Charges Excluding Mortgage And Vehicle
- Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$674	\$2,470
Legal And Accounting	\$80	\$296
Funeral And Cemetery	\$73	\$268
Finance Charges Excluding Mortgage And Vehicle	\$436	\$1,598
Other Miscellaneous Expenses	\$84	\$308

Personal Insurance (2016)

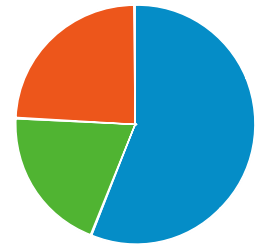
- New Vehicle Purchase
- Used Vehicle Purchase
- Motorcycles (New And Used)
- Vehicle Finance Charges
- Gasoline And Oil
- Vehicle Repair And Maintenance
- Vehicle Insurance
- Public Transportation
- Other Transportation Costs



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$9,268	\$35,499
New Vehicle Purchase	\$1,686	\$6,459
Used Vehicle Purchase	\$1,642	\$6,292
Motorcycles (New And Used)	\$40	\$154
Vehicle Finance Charges	\$213	\$818
Gasoline And Oil	\$2,651	\$10,154
Vehicle Repair And Maintenance	\$881	\$3,377
Vehicle Insurance	\$1,039	\$3,981
Public Transportation	\$556	\$2,132
Other Transportation Costs	\$556	\$2,132

Health Care (2021)

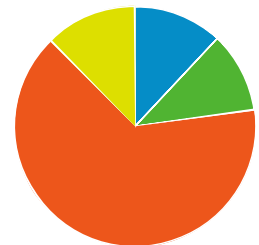
- Health Care Insurance
- Health Care Services
- Health Care Supplies And Equipment



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$4,013	\$15,370
Health Care Insurance	\$2,249	\$8,616
Health Care Services	\$795	\$3,046
Health Care Supplies And Equipment	\$968	\$3,708

Miscellaneous Expenses (2021)

- Legal And Accounting
- Funeral And Cemetery
- Finance Charges Excluding Mortgage And Vehicle
- Other Miscellaneous Expenses



	\$ PER HOUSEHOLD	TOTAL \$000'S
Totals:	\$727	\$2,785
Legal And Accounting	\$87	\$334
Funeral And Cemetery	\$79	\$304
Finance Charges Excluding Mortgage And Vehicle	\$470	\$1,800
Other Miscellaneous Expenses	\$90	\$347

Personal Insurance (2021)

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$299	\$1,096

Contributions (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,691	\$6,196

Retail Potential (2016)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
New Car Dealers	\$3,157	\$11,562
User Car Dealers	\$189	\$693
Recreational Vehicle Dealers	\$9	\$35
Motorcycle and Boat Dealers	\$133	\$490
Auto Parts and Accessories	\$486	\$1,780
Tire Dealers	\$221	\$812
Furniture Stores	\$283	\$1,039
Floor Covering Stores	\$103	\$379
Other Home Furnishing Stores	\$97	\$357
Appliances and Electronics Stores	\$670	\$2,456
Computer Stores	\$1,168	\$4,281
Camera and Photography Stores	\$80	\$295
Hardware Stores	\$158	\$581
Paint and Wallpaper Stores	\$14	\$52
Home Centers	\$352	\$1,293
Other Building Materials Stores	\$424	\$1,554
Outdoor Power Equipment Stores	\$13	\$48
Nursery and Garden Stores	\$106	\$391
Grocery Stores	\$5,062	\$18,538
Convenience Stores	\$215	\$789
Meat Markets	\$53	\$196
Fish and Seafood Markets	\$12	\$47
Fruit and Vegetable Markets	\$25	\$92
Other Specialty Food Markets	\$39	\$144
Liquor Stores	\$116	\$428
Pharmacy and Drug Stores	\$1,058	\$3,875
Costmetics and Beauty Stores	\$45	\$166
Optical Goods Stores	\$113	\$417
Other Health and Personal Care Stores	\$86	\$317
Gasoline Stations with Convenience Stores	\$806	\$2,953
Gasoline Stations without Convenience Stores	\$134	\$492
Men's Clothing Stores	\$44	\$161
Women's Clothing Stores	\$140	\$515
Childrens' and Infant's Clothing Stores	\$77	\$285
Family Clothing Stores	\$296	\$1,084
Clothing Accessory Stores	\$15	\$56
Other Apparel Stores	\$35	\$129
Shoe Stores	\$101	\$373
Jewelry Stores	\$178	\$654
Luggage Stores	\$173	\$634
Sporting Goods Stores	\$134	\$492
Hobby, Toy, and Game Stores	\$39	\$144
Sewing and Needlecraft Stores	\$14	\$51
Musical Instrument Stores	\$31	\$117
Book Stores	\$293	\$1,074
Record,Tape,and CD Stores	\$75	\$275
Department Stores	\$2,298	\$8,417
Warehouse Superstores	\$1,013	\$3,712
Other General Merchandise Stores	\$276	\$1,011
Florists	\$22	\$82
Office and Stationary Stores	\$202	\$743

	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$329	\$1,262

Contributions (2021)		
	\$ PER HOUSEHOLD	TOTAL \$000'S
	\$1,874	\$7,181

Source: Applied Geographic Solutions, 2016

Gift and Souvenir Stores	\$67	\$248
Used Merchandise Stores	\$44	\$164
Pet and Pet Supply Stores	\$95	\$348
Art Dealers	\$8	\$31
Mobile Home Dealers	\$0	\$1
Other Miscellaneous Retail Stores	\$91	\$335
Mail Order and Catalog Stores	\$1,639	\$6,005
Vending Machines	\$75	\$277
Fuel Dealers	\$316	\$1,159
Other Direct Selling Establishments	\$152	\$558
Hotels and Other Travel Accomodations	\$112	\$413
RV Parks	\$2	\$7
Rooming and Boarding Houses	\$1	\$4
Full Service Restaurants	\$757	\$2,773
Limited Service Restaurants	\$754	\$2,761
Special Food Services and Catering	\$126	\$464
Drinking Places	\$67	\$245

A Google Map of Platteville, Wisconsin, showing a blue highlighted area. A popup window is open over the location, displaying demographic and economic data. The popup includes a small map of Wisconsin with a green pin on Platteville, and a list of report options on the right side.

PROSPERITY
SOUTH WEST
WISCONSIN

Platteville, Wisconsin
Population: 13,160
Labor Force Size: 7,380
Bachelors Degree or Higher: 32.77%
Household Median Income: 42,234
Commute Travel Time: 19

- Save to folder
- Full Report
- Labor Force Report
- Demographics Report
- Consumer
- Spending Report
- Wages Report
- Business Report
- Talent Pool Report

Map Terrain Hybrid

Woodfi: Map data ©2017 Google Terms of Use Report a map error