

Resident Demographics and Lifestyles Analysis

The demographic and lifestyle characteristics of these trade area residents provide valuable information for analyzing local spending potential, purchasing preferences and marketing strategies.

To assist in understanding the tastes and preferences of regional consumers, the following tables compare demographic traits for the Convenience Trade Area and Destination Trade Area, along with the state of Wisconsin. Comparing demographics within each of these geographic areas helps to differentiate local consumers and may identify potential customer niches. Demographic and lifestyle characteristics are derived from a variety of public and private datasets, including ESRI Business Information Solutions (ESRI BIS) and the 2000 Decennial Census. The most current demographic information is used whenever possible and the figures produced by these sources may differ from other published estimates. Note that the demographics for each geographic area are not mutually exclusive. The Destination Trade Area includes the figures from the Convenience Trade Area. Similarly, figures for Wisconsin contain the numbers from the convenience and destination trade areas.

Population Trends

Population is the basis for quantifying market size and growth trends, both of which are necessary to determine consumer demand. In examining the population change in Rhinelander over the past seven years, 2000-2007, all three sectors experience only nominal growth rates, with the state slightly out pacing the Convenience Trade Area and the Destination Trade Area.

Population Trends

	Convenience Trade Area	Destination Trade Area	Wisconsin
2000 Total Population	26,449	149,702	5,363,675
2000 Group Quarters	794	4,544	155,958
2007 Total Population	27,605	154,078	5,687,426
2012 Total Population	28,426	156,340	5,902,771
2007 - 2012 Annual Rate	0.59%	0.29%	0.75%

Source: ESRI Business Information Solutions, 2007 estimates

Housing Units - 2007

Occupancy rate reveals the percentage of housing units that were occupied during a given year, while housing tenure characterizes the differences between owner-occupied and renter-occupied housing units. Housing tenure and occupancy rate figures are useful in analyzing the



potential for a variety of different home-related products and services. As the Rhinelander region is predominately owner occupied, we expect to see consumer spending habits to be tied to home-owner expenses. Looking at the information below, the high vacancy rate stands out, as it is nearly four times the national average. In a region like Rhinelander, census vacancy typically equates to seasonal occupancy, as the home owners were not living in their second homes during the census. This strong seasonally based occupancy holds true in both the Convenience Trade Area and the Destination Trade Area, tending to congregate amongst lake front properties.

Housing Units

	Convenience Trade Area	Destination Trade Area	Wisconsin
Owner Occupied Housing Units	51%	45%	63%
Renter Occupied Housing Units	13%	11%	27%
Vacant Housing Units	36%	44%	11%

Source: ESRI Business Information Solutions, 2007 estimates. Note: Vacant housing units include 2nd-home inventory in the trade area.

Housing Values - 2000

In 2000, a majority of housing values in the Convenience Trade Area and the Destination Trade Area were below \$100,000, at 54% and 63% respectively. This is lower than the state average. As the per capita income is also lower than the state average, this suggests that the housing market is in proper proportion to incomes.

Housing Values

	Convenience Trade Area	Destination Trade Area	Wisconsin
< \$50,000	14%	26%	10%
\$50,000 - \$99,999	40%	37%	34%
\$100,000 - \$149,999	22%	18%	29%
\$150,000 - \$199,999	12%	9%	15%
\$200,000 - \$299,999	8%	7%	9%
\$300,000 - \$499,999	3%	3%	3%
\$500,000 - \$999,999	0.8%	0.7%	0.8%
\$1,000,000+	0.2%	0.2%	0.2%

Source: ESRI Business Information Solutions, 2007 estimates. Note: Vacant housing units include second-home inventory in the trade area

In the Convenience Trade Area, the market predominately contains homes in the \$50,000 to \$150,000 range. For the the Destination Trade Area, home values are skewed slightly lower.

It is interesting to note that although neither the Convenience Trade Area or the Destination Trade Area match the state in per capita incomes of \$75,000-\$150,000, both are able to match the state in homes \$300,000 and up. Many of these upper end houses are likely second homes owned by seasonal residents.

Per Capita Income Trends

Using 2000 census data as a baseline, the Convenience Trade Area and the Destination Trade Area are behind the state average in per capita incomes. It is likely that both the Convenience Trade Area and the Destination Trade Area cost of living is adjusted to meet these incomes; as was seen in the housing values. However, it is important to note the proportional changes in growth.

Even though the Convenience Trade Area and the Destination Trade Area saw an increase in their per capita incomes from 2000 to 2007, according to ESRI both areas grew at a slower rate than the state. This diminished local growth is projected to continue out to 2012, with both the Convenience Trade Area and the Destination Trade Area continuing to lag behind state overall growth rates. From 2000 to 2012 the Convenience Trade Area is expected to see a increase in per capita income of 32.4%, the Destination Trade Area 31.7%, while the state is expected to grow by 36.5%.

Per Capita Income

	Convenience Trade Area	Destination Trade Area	Wisconsin
2000	\$18,897	\$17,781	\$21,271
2007	\$23,783	\$22,237	\$27,589
2012	\$27,949	\$26,034	\$33,489

Source: ESRI Business Information Solutions, 2007 estimates.

Household Income - 2007

Income is positively correlated with expenditures on many product categories and is one indicator of spending power; although it should not be used as the only indicator for the market's purchasing power and spending preferences. Both average and median household incomes in the Convenience Trade Area and the Destination Trade Area are below their respective state averages. The lower average and median household incomes are largely driven by the reality of the regional location of the Rhinelander trade areas. As it is rural, lower income levels are not surprising, and as long as the rest of the economy bears out this regional adjustment a lower income level is not a point for concern.

Household Income

	Convenience Trade Area	Destination Trade Area	Wisconsin
< \$15,000	13%	15%	10%
\$15,000 - \$24,999	13%	15%	10%
\$25,000 - \$34,999	14%	14%	11%
\$35,000 - \$49,999	18%	18%	16%
\$50,000 - \$74,999	22%	20%	23%
\$75,000 - \$99,999	10%	10%	14%
\$100,000 - \$149,999	8%	6%	12%
\$150,000 - \$199,999	2%	1%	3%
\$200,000 +	2%	1%	3%
Average Household Income	\$55,677	\$50,871	\$68,215

Source: ESRI Business Information Solutions, 2007 estimates.

These numbers show the Rhinelander trade areas have lower household incomes than the rest of the state. What is important to note is the change which took place from 2000 to 2007. In

2000, the Convenience Trade Area and the Destination Trade Area had 48% and 52%, respectively, of their households living below \$35,000, this is high when compared to the state average of 26%. However, by 2007 both the Convenience Trade Area and the Destination Trade Area experienced a 9% decrease in this category. ESRI projections for 2012 indicate a continuation of these trends.

Age - 2007

Expenditures and consumer preferences change with age. Accordingly, retail, service and restaurants often target certain age segments. The following table presents age distribution data.

Age Distribution

	Convenience Trade Area	Destination Trade Area	Wisconsin
Total	27,605	154,078	5,687,426
0 – 4	5%	5%	7%
5 – 9	5%	5%	6%
10 – 14	5%	5%	6%
15 – 19	6%	7%	7%
20 – 24	7%	7%	8%
25 – 34	9%	9%	12%
35 – 44	13%	13%	14%
45 – 54	18%	17%	16%
55 – 64	14%	14%	11%
65 – 74	10%	10%	6%
75 – 84	6%	7%	5%

Source: ESRI Business Information Solutions, 2007 estimates.

ESRI points to a growing elderly population (55-up) for both the Convenience Trade Area and the Destination Trade Area which outpaces the state. Such a trend helps to explain the large health care and social service work force in both the Convenience Trade Area (19.4%) and the Destination Trade Area (15.4%). This trend in elderly population growth is projected to continue out to 2012, doubling to 4% for both the Convenience Trade Area and the Destination Trade Area.

Retailers and service providers may want to focus here as it is a growing demographic in the region's population. It is likely that growth in the 55 and up crowd can be attributed to retiring baby boomers making their second homes on the lake their new full time residences. Increases in this crowd allow for more expendable income in the service and retail sector.

Gender - 2007

Both the Convenience Trade Area and Destination Trade Area are similar to Wisconsin in the ratio of males to females as presented below.

Gender

	Convenience Trade Area	Destination Trade Area	Wisconsin
Male	50%	50%	50%
Female	50%	50%	51%

Source: ESRI Business Information Solutions, 2007 estimates.

Race/Ethnicity – 2007

Both trade areas are extremely homogenous, as they are primarily “White Alone.” However, the Destination Trade Area has a high Native American population of 4%, well above the state average of 0.9%. The following table presents data on the ethnic diversity of the community.

	Convenience Trade Area	Destination Trade Area	Wisconsin
Total	27,605	154,078	5,687,426
White Alone	97%	94%	87%
Black Alone	1%	1%	6%
American Indian Alone	1%	4%	1%
Asian/Pacific Islander Alone	1%	0.4%	2%
Some Other Race Alone	0.2%	0.3%	2%
Two or More Races	1%	1%	1%
Hispanic Origin	1%	1%	5%
Diversity Index	6.9	13.8	29.8

Source: ESRI Business Information Solutions, 2007 estimates.

Educational Attainment (Population 25+) – 2000

When looking at education, we see that both the Convenience Trade Area and the Destination Trade Area closely mirrors the state, The Destination Trade Area has a slightly higher percentage of high school (only) graduates.

Educational Attainment

	Convenience Trade Area	Destination Trade Area	Wisconsin
Total	18,679	105,946	3,475,878
Less than 9th Grade	5%	5%	5%
9th-12th Grade, No Diploma	11%	11%	10%
High School Graduate	38%	40%	35%
Some College, No Degree	21%	21%	21%
Associate Degree	7%	7%	8%
Bachelor's Degree	13%	11%	15%
Master's/Prof/Doctorate	7%	5%	7%

Source: ESRI Business Information Solutions, 2007 estimates.

Employment Occupations (Population 16+) – 2007

The Convenience Trade Area has higher white collar employment than the Destination Trade Area, and is similar to state levels. Even though the Destination Trade Area lags behind, over 50% of it is labor force is still employed in white collar professions.

Employment Occupations

	Convenience Trade Area	Destination Trade Area	Wisconsin
TOTAL	13,911	75,207	2,863,687
White Collar	56%	51%	58%
Management/Business/Financial	10%	10%	13%
Professional	22%	18%	20%
Sales	12%	11%	11%
Administrative Support	12%	12%	13%
Services	17%	20%	15%
Blue Collar	28%	30%	27%
Farming/Forestry/Fishing	1%	2%	1%
Construction/Extraction	8%	8%	6%
Installation/Maintenance/Repair	5%	5%	4%
Production	7%	8%	10%
Transportation/Material Moving	7%	7%	7%

Source: ESRI Business Information Solutions, 2007 estimates.

The Destination Trade Area is slightly more blue collar than both the Convenience Trade Area or the state, with more farming and production based jobs. Outside of these differences, all three sectors have similar breakdowns.

Employment Occupations- NAICS Business Summary

For both the Convenience Trade Area and the Destination Trade Area, health care is the top employer at 19.4% and 15.4% respectively. As stated early, this is more than likely a result of the above average elderly population.

Employment Occupations Summary

	Convenience Trade Area	Destination Trade Area	Wisconsin
Manufacturing	11%	13%	16%
Health Care	19%	15%	14%
Retail	18%	15%	13%
Accommodations	11%	14%	7%

Source: NAICS Business Summary, 2007 estimates, 2007 estimates.

When looking at the NAICS Business summary, we also see large retail and accommodation sectors for both the Convenience Trade Area and the Destination Trade Area.

Lifestyles

Trade area resident lifestyles can also be studied using lifestyle segmentation information. Lifestyle segmentation systems examine the buying habits and preferences of consumers in a trade area. One lifestyle segmentation system is Tapestry™, by ESRI Business Information Solutions. Consumers are classified into 65 demographic and behaviorally distinct segments. The segments are based on type of neighborhood (urban, suburban, rural); the residents' socioeconomic status (age, income, occupation, type and value of residence); and their buying behaviors. A brief snapshot of the segments for the Rhinelander trade areas, as described by ESRI, is presented below. Note that the income and home values data in these descriptions are from a 2006 ESRI staff paper (*Community Tapestry – The Fabric of America's Neighborhoods*)

Rural Resort Dwellers (38% of Convenience Trade Area and 39% of Destination Trade Area): Favoring milder climates and pastoral settings, *Rural Resort Dwellers* residents live in rural, non-farm areas. These small, growing communities mainly consist of single-family and mobile homes, with a significant inventory of seasonal housing. This somewhat older market has a median age of 46.0 years. Most households consist of married couples with no children living at home or singles who live alone. A higher-than-average proportion of residents are self employed and work from home. The median household income is \$45,600. Modest living and simple consumer tastes describe this market. Because of the rural setting, residents have riding lawn mowers and satellite dishes. Lawn maintenance and gardening is a priority, and households own a plethora of tools and equipment. Many households own or lease a truck. Residents enjoy boating, hunting, fishing, snorkeling, canoeing, and listening to country music.

Heartland Communities (6% of Convenience Trade Area and 20% of Destination Trade Area): Neighborhoods are preferred by approximately six million people. These neighborhoods can be found primarily in small towns in the Midwest and South. More than 75 percent of the households are single-family dwellings with a median home value of \$74,400. Most homes are older, built before 1960. The median age is 41.3 years; nearly one-third of the householders are aged 65 years or older. The distinctly country lifestyle of these residents is reflected in their interest in hunting, fishing, woodworking, playing bingo, and listening to country music. In addition to working on home improvement projects, they are avid gardeners and read gardening magazines. They participate in civic activities and take an interest in local politics. Residents order items from catalogs, QVC, and Avon sales representatives.

Salt of the Earth (13% of Convenience Trade Area and 9% of Destination Trade Area): A rural or small-town lifestyle best describes the *Salt of the Earth* market. The median age is 40. Labor force participation is higher than the U.S. level, and unemployment is lower. Above-average numbers of employed residents work in the manufacturing, construction, mining, and agricultural industries. The median household income is \$48,800. Households are dominated by married-couple families who live in single-family dwellings, with homeownership at 86 percent. Twenty-eight percent of the households own three or more vehicles. Most homes own a truck; many own a motorcycle. Residents are settled, hardworking, and self-reliant, taking on small home projects as well as vehicle maintenance. Families often own two or more pets. Residents enjoy fishing, hunting, target shooting, country music, auto races, and kite flying.

Further Study of Tapestry Segments -For more information on these lifestyle categories, a database describing detailed consumer purchasing patterns for each segment is available on the Community Tapestry CD accompanying this report and available through the Main Street office. These patterns are expressed using a purchase potential index (PPI). The PPI examines a wide range of retail, service, entertainment and psychographic categories to determine a household's propensity for purchasing products or participating in activities.

Consumer Spending Potential of Residents

Consumer spending potential data for 2007 for the Rhinelander Convenience Trade Area and Destination Trade Area are presented in the following tables. Displayed are the expected amounts spent on a variety of goods and services by households that reside in the trade area (excludes visitors and nonresidents).



Retail Goods and Services Expenditures

Prepared by Wisconsin Main Street

Convenience Trade Area

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Resort Dwellers	38.1%	Population		27,605	28,426
Midlife Junction	14.1%	Households		11,613	12,076
Salt of the Earth	12.7%	Families		7,754	7,898
Great Expectations	8.9%	Median Age		45.0	47.3
Green Acres	8.1%	Median Household Income		\$43,452	\$49,205

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	66	\$1,808.92	\$21,006,940
Men's	69	\$341.57	\$3,966,660
Women's	65	\$621.09	\$7,212,668
Children's	71	\$311.12	\$3,612,997
Footwear	58	\$295.23	\$3,428,547
Watches & Jewelry	67	\$133.14	\$1,546,159
Apparel Products and Services (1)	72	\$106.77	\$1,239,909
Computer			
Computers and Hardware for Home Use	74	\$161.73	\$1,878,167
Software and Accessories for Home Use	70	\$20.92	\$242,904
Entertainment & Recreation	78	\$2,687.56	\$31,210,598
Fees and Admissions	68	\$412.46	\$4,789,896
Membership Fees for Clubs (2)	71	\$112.45	\$1,305,895
Fees for Participant Sports, excl. Trips	70	\$79.47	\$922,848
Admission to Movie/Theatre/Opera/Ballet	65	\$97.09	\$1,127,449
Admission to Sporting Events, excl. Trips	68	\$39.28	\$456,209
Fees for Recreational Lessons	64	\$84.17	\$977,495
TV/Video/Sound Equipment	77	\$893.71	\$10,378,628
Community Antenna or Cable Television	80	\$534.75	\$6,210,048
Color Televisions	70	\$96.13	\$1,116,386
VCRs, Video Cameras, and DVD Players	77	\$29.69	\$344,794
Video Cassettes and DVDs	78	\$47.39	\$550,298
Video Game Hardware and Software	74	\$24.45	\$283,984
Satellite Dishes	81	\$1.24	\$14,375
Rental of Video Cassettes and DVDs	74	\$44.16	\$512,834
Sound Equipment (3)	71	\$111.69	\$1,297,039
Rental and Repair of TV/Sound Equipment	73	\$4.21	\$48,870
Pets	87	\$382.45	\$4,441,339
Toys and Games	78	\$141.25	\$1,640,392
Recreational Vehicles and Fees (4)	92	\$419.02	\$4,866,026
Sports/Recreation/Exercise Equipment (5)	74	\$170.27	\$1,977,380
Photo Equipment and Supplies (6)	77	\$105.45	\$1,224,612
Reading (7)	77	\$162.95	\$1,892,325
Food	78	\$6,551.35	\$76,080,843
Food at Home	79	\$3,993.91	\$46,381,270
Bakery and Cereal Products	79	\$572.22	\$6,645,207
Meat, Poultry, Fish, and Eggs	80	\$1,054.50	\$12,245,928
Dairy Products	80	\$439.90	\$5,108,528
Fruit and Vegetables	76	\$667.74	\$7,754,445
Snacks and Other Food at Home (8)	80	\$1,259.55	\$14,627,162
Food Away from Home	76	\$2,557.44	\$29,699,573
Alcoholic Beverages	72	\$442.62	\$5,140,176
Nonalcoholic Beverages at Home	82	\$358.40	\$4,162,061



Retail Goods and Services Expenditures

Prepared by Wisconsin Main Street

Convenience Trade Area

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	64	\$947.15	\$10,999,219
Vehicle Loans	85	\$5,204.12	\$60,435,470
Health			
Nonprescription Drugs	86	\$104.22	\$1,210,323
Prescription Drugs	97	\$558.80	\$6,489,398
Eyeglasses and Contact Lenses	83	\$69.38	\$805,659
Home			
Mortgage Payment and Basics (9)	71	\$6,179.52	\$71,762,729
Maintenance and Remodeling Services	75	\$1,477.33	\$17,156,290
Maintenance and Remodeling Materials (10)	89	\$333.89	\$3,877,410
Utilities, Fuel, and Public Services	81	\$3,547.59	\$41,198,130
Household Furnishings and Equipment			
Household Textiles (11)	74	\$103.06	\$1,196,878
Furniture	70	\$451.21	\$5,239,902
Floor Coverings	71	\$63.83	\$741,267
Major Appliances (12)	85	\$248.63	\$2,887,335
Housewares (13)	74	\$77.42	\$899,056
Small Appliances	81	\$30.02	\$348,642
Luggage	65	\$6.72	\$78,055
Telephones and Accessories	68	\$32.47	\$377,053
Household Operations			
Child Care	60	\$250.01	\$2,903,356
Lawn and Garden (14)	93	\$414.39	\$4,812,349
Moving/Storage/Freight Express	76	\$40.42	\$469,426
Housekeeping Supplies (15)	83	\$637.32	\$7,401,191
Insurance			
Owners and Renters Insurance	85	\$408.65	\$4,745,660
Vehicle Insurance	80	\$1,166.32	\$13,544,474
Life/Other Insurance	84	\$538.46	\$6,253,147
Health Insurance	89	\$1,747.40	\$20,292,560
Personal Care Products (16)	77	\$365.54	\$4,245,053
School Books and Supplies (17)	78	\$93.66	\$1,087,690
Smoking Products	89	\$431.13	\$5,006,756
Transportation			
Vehicle Purchases (Net Outlay) (18)	84	\$4,850.85	\$56,332,867
Gasoline and Motor Oil	85	\$1,737.16	\$20,173,649
Vehicle Maintenance and Repairs	79	\$845.89	\$9,823,341
Travel			
Airline Fares	68	\$279.00	\$3,240,052
Lodging on Trips	75	\$306.48	\$3,559,115
Auto/Truck/Van Rental on Trips	66	\$28.81	\$334,599
Food and Drink on Trips	77	\$360.90	\$4,191,077

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



Retail Goods and Services Expenditures

Prepared by Wisconsin Main Street

Destination Trade Area

Top Tapestry Segments:		Demographic Summary		2007	2012
Rural Resort Dwellers	38.6%	Population	154,078	156,340	
Heartland Communities	19.6%	Households	66,034	67,699	
Salt of the Earth	9.0%	Families	43,068	43,223	
Midlife Junction	7.7%	Median Age	45.2	47.5	
Rooted Rural	6.6%	Median Household Income	\$40,185	\$45,619	

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	60	\$1,644.88	\$108,618,175
Men's	63	\$310.61	\$20,511,054
Women's	59	\$566.91	\$37,435,033
Children's	65	\$285.35	\$18,843,049
Footwear	53	\$268.88	\$17,755,525
Watches & Jewelry	60	\$117.74	\$7,774,770
Apparel Products and Services (1)	64	\$95.39	\$6,298,744
Computer			
Computers and Hardware for Home Use	66	\$145.68	\$9,620,011
Software and Accessories for Home Use	62	\$18.64	\$1,230,995
Entertainment & Recreation	72	\$2,459.11	\$162,384,899
Fees and Admissions	59	\$362.70	\$23,950,828
Membership Fees for Clubs (2)	63	\$99.49	\$6,569,425
Fees for Participant Sports, excl. Trips	62	\$70.34	\$4,644,576
Admission to Movie/Theatre/Opera/Ballet	57	\$85.34	\$5,635,553
Admission to Sporting Events, excl. Trips	60	\$34.22	\$2,259,598
Fees for Recreational Lessons	56	\$73.32	\$4,841,676
TV/Video/Sound Equipment	71	\$824.17	\$54,423,299
Community Antenna or Cable Television	75	\$499.42	\$32,978,473
Color Televisions	63	\$86.62	\$5,719,956
VCRs, Video Cameras, and DVD Players	70	\$27.15	\$1,793,142
Video Cassettes and DVDs	71	\$43.30	\$2,859,523
Video Game Hardware and Software	67	\$22.10	\$1,459,245
Satellite Dishes	74	\$1.14	\$75,476
Rental of Video Cassettes and DVDs	67	\$40.16	\$2,651,775
Sound Equipment (3)	63	\$100.40	\$6,629,636
Rental and Repair of TV/Sound Equipment	67	\$3.88	\$256,073
Pets	81	\$355.19	\$23,454,593
Toys and Games	71	\$129.65	\$8,561,162
Recreational Vehicles and Fees (4)	85	\$386.46	\$25,519,436
Sports/Recreation/Exercise Equipment (5)	68	\$156.64	\$10,343,558
Photo Equipment and Supplies (6)	70	\$95.76	\$6,323,325
Reading (7)	70	\$148.54	\$9,808,698
Food	72	\$6,051.39	\$399,597,322
Food at Home	74	\$3,709.01	\$244,920,550
Bakery and Cereal Products	74	\$531.34	\$35,086,207
Meat, Poultry, Fish, and Eggs	75	\$983.64	\$64,953,912
Dairy Products	74	\$408.95	\$27,004,657
Fruit and Vegetables	70	\$616.34	\$40,699,347
Snacks and Other Food at Home (8)	75	\$1,168.74	\$77,176,427
Food Away from Home	69	\$2,342.38	\$154,676,772
Alcoholic Beverages	65	\$401.59	\$26,518,821
Nonalcoholic Beverages at Home	77	\$334.17	\$22,066,417



Retail Goods and Services Expenditures

Prepared by Wisconsin Main Street

Destination Trade Area

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	54	\$800.98	\$52,891,807
Vehicle Loans	79	\$4,839.89	\$319,597,346
Health			
Nonprescription Drugs	80	\$97.91	\$6,465,397
Prescription Drugs	94	\$540.95	\$35,720,825
Eyeglasses and Contact Lenses	77	\$63.98	\$4,225,003
Home			
Mortgage Payment and Basics (9)	63	\$5,489.28	\$362,479,317
Maintenance and Remodeling Services	67	\$1,329.88	\$87,817,154
Maintenance and Remodeling Materials (10)	82	\$307.55	\$20,308,625
Utilities, Fuel, and Public Services	75	\$3,299.95	\$217,908,849
Household Furnishings and Equipment			
Household Textiles (11)	67	\$93.26	\$6,158,124
Furniture	63	\$402.20	\$26,558,902
Floor Coverings	63	\$57.03	\$3,765,986
Major Appliances (12)	78	\$229.95	\$15,184,747
Housewares (13)	67	\$70.62	\$4,663,568
Small Appliances	76	\$27.88	\$1,841,300
Luggage	57	\$5.90	\$389,922
Telephones and Accessories	63	\$29.90	\$1,974,398
Household Operations			
Child Care	52	\$216.81	\$14,316,971
Lawn and Garden (14)	87	\$388.79	\$25,673,566
Moving/Storage/Freight Express	67	\$36.03	\$2,379,136
Housekeeping Supplies (15)	77	\$592.68	\$39,136,951
Insurance			
Owners and Renters Insurance	79	\$379.79	\$25,078,936
Vehicle Insurance	74	\$1,076.64	\$71,095,027
Life/Other Insurance	78	\$499.41	\$32,978,330
Health Insurance	84	\$1,659.24	\$109,566,147
Personal Care Products (16)	71	\$336.72	\$22,234,702
School Books and Supplies (17)	70	\$84.82	\$5,601,210
Smoking Products	85	\$409.62	\$27,048,940
Transportation			
Vehicle Purchases (Net Outlay) (18)	79	\$4,511.55	\$297,915,377
Gasoline and Motor Oil	80	\$1,623.51	\$107,206,666
Vehicle Maintenance and Repairs	73	\$776.72	\$51,289,703
Travel			
Airline Fares	60	\$247.06	\$16,314,620
Lodging on Trips	68	\$276.14	\$18,234,525
Auto/Truck/Van Rental on Trips	57	\$24.99	\$1,650,323
Food and Drink on Trips	69	\$326.13	\$21,535,406

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

Notes to Tables

(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, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

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

(5) 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.

(6) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(7) Reading includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

"(8) 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."

(9) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

(10) 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, insulation materials, and materials to finish a basement, for owned homes.

(11) 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.

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

(13) Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

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

(15) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

(16) 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.

(17) School Books and Supplies includes books and supplies for college, elementary school, high school, and preschool.

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

Conclusions

Based on the demographic and lifestyle data on the Rhinelander trade areas, a number of conclusions can be drawn:

- Demographic trends on the trade area indicate:
 - Modestly growing elderly population;
 - High owner occupied housing inventory with many seasonal homes;
 - Per capita and household incomes below Wisconsin levels;
 - Slightly older residents;
 - Limited ethnic diversity;
 - Tourism based economy; and
 - High proportion of service based employees.
- Most of the households in the trade area are described by the ESRI Tapestry segmentation system as representative of small towns and farm life. Employment in manufacturing and agricultural industries is typical. Most households are families, either married couples or married couples with children. Some are retired. Their lifestyle reflects their locale emphasizing home and garden care, vehicles, fishing and hunting, boating, pets, and local clubs.
- Based on consumer spending potential data, residents of the Rhinelander Concenice and Destination Trade Areas have lower spending potential per household than the U.S. average (as reflected by the SPI figures that are less than 100). This is consistent with the demographic and lifestyle data. Those products and services that have relatively higher spending activity and closer to the U.S. average include:
 - Cable and Satellite Dishes;
 - Health related items including drugs, eyeglasses contact lenses;
 - Pets;
 - Home improvement including maintenance and remodeling materials;
 - Appliances, both major and small;
 - Lawn and garden supplies and housekeeping supplies;
 - Vehicles and their maintenance;
 - Smoking products;
 - Recreational Vehicles and fees; and
 - Health Insurance.