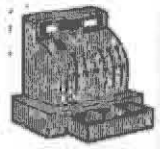
2000 Consumer Spending Patterns

6/22/01

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

Study Area: AGGREGATED ZIP CODES
Base Area: US Total

Study Area Summary
Weight: 100.00



2000 Consumer Expenditures

	Annual Average Household	Weekly Expenditures Aggregate	Per Capita	Average Household	*Index to Base Area
Grocery and Other Misc. Expenses					
Total Food Expenses	8,838.54	7,044,489	66.11	169.97	99.3
Food at Home	4,618.89	3,681,345	34.55	88.82	97.6
Cereal Products	266.09	212,080	1.99	5.12	97.7
Bakery Products	513.97	409,645	3.84	9.88	100.8
Meats	563.25	448,924	4.21	10.83	92.0
Poultry	238.22	189,870	1.78	4.58	79.7
Seafood	77.41	61,697	0.58	1.49	85.4
Dairy Products	519.73	414,233	3.89	9.99	98.5
Fruits & Vegetables	523.44	417,189	3.92	10.07	91.3
Juices	114.83	91,525	0.86	2.21	83.9
Sugar & Other Sweets	372.62	296,988	2.79	7.17	109.8
Fats & Oils	44.29	35,298	0.33	0.85	97.3
Nonalcoholic Beverages	631.52	503,331	4.72	12.14	102.7
Prepared Foods	753.51	600,566	5.64	14.49	105.7
Food Away From Home	4,219.65	3,363,144	31.56	81.15	101.2
Other Miscellaneous Expenses					
Housekeeping Supplies	296.16	236,044	2.22	5.70	98.5
Alcoholic Beverages at Home	665.22	530,195	4.98	12.79	98.4
Alcoholic Beverages Away from Home	759.32	605,190	5.68	14.60	103.7
Over the Counter Drugs	166.21	132,473	1.24	3.20	99.1

The data contained on this page of the Consumer Spending Patterns Report are from Claritas' Consumer Buying Power database, derived using information from the Consumer Expenditure Survey (CES), which is conducted by the Bureau of Labor statistics.

The Per Capita data presented on this page is the weekly Aggregate divided by the total household population for the area. The Average Household is the weekly aggregate divided by the total number of households. The Annual Average Household Expenditure reflects our estimate of annual expenditures for all households in a geography, divided by the number of households in the geography.

* Index to Base Area identifies how the 2000 Average Household Expenditures for the Study Area compare to the 2000 Average Household Expenditures of the Base Area. An index greater than 100 reflects an average expenditure higher than the Base Area.

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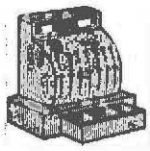
2000 Consumer Spending Patterns

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

Study Area: AGGREGATED ZIP CODES
Base Area: US Total

Study Area Summary
Weight: 100.00



2000 Consumer Expenditures

	Annual Expenditures				
	Aggregate (in $000s)	Per Capita	Average Household	Weekly Average Household	*Index to Base Area
Miscellaneous Personal Items					
Smoking Products & Supplies	32,485	305	784	15.07	108.6
Personal Care Services	31,398	295	758	14.57	94.3
Household Equipment					
Household Textiles	21,503	202	519	9.98	95.5
Furniture	26,748	251	645	12.41	96.2
Floor Coverings	1,432	13	35	0.66	77.9
Major Appliances	13,871	130	335	6.44	97.4
Small Appliances & Houseware	24,432	229	590	11.34	98.1
Miscellaneous Household Equipment	22,756	214	549	10.56	105.0
Home Computer Software & Access.	1,783	17	43	0.83	93.3
Home Computer Hardware	13,643	128	329	6.33	105.0
Apparel					
Women's Apparel	47,873	449	1,155	22.21	95.8
Men's Apparel	29,523	277	712	13.70	97.4
Girls' Apparel	10,908	102	263	5.06	99.5
Boys' Apparel	8,655	81	209	4.02	98.9
Infants' Apparel	4,817	45	116	2.24	92.8
Footwear	17,293	162	417	8.02	97.4
Other Apparel Products & Services	32,610	306	787	15.13	90.1
Entertainment					
Sports & Recreation	44,137	414	1,065	20.48	94.3
TV, Radio & Sound Equipment	60,495	568	1,460	28.07	96.4
Reading Materials	20,980	197	506	9.74	101.3
Travel	48,198	452	1,163	22.36	83.9
Photographic Equipment	8,916	84	215	4.14	98.5

The data contained on pages 2 and 5 of the Consumer Spending Patterns Report are from Claritas' Consumer Buying Power database, derived using information from the Consumer Expenditure Survey (CES)

On pages 2 and 5, the Weekly Average Household Expenditure is obtained by dividing the Annual Average Household Expenditure by 52. The Annual Aggregate is used to obtain the Per Capita and the Average Household data by dividing the aggregate by the corresponding total household population and total households, respectively.

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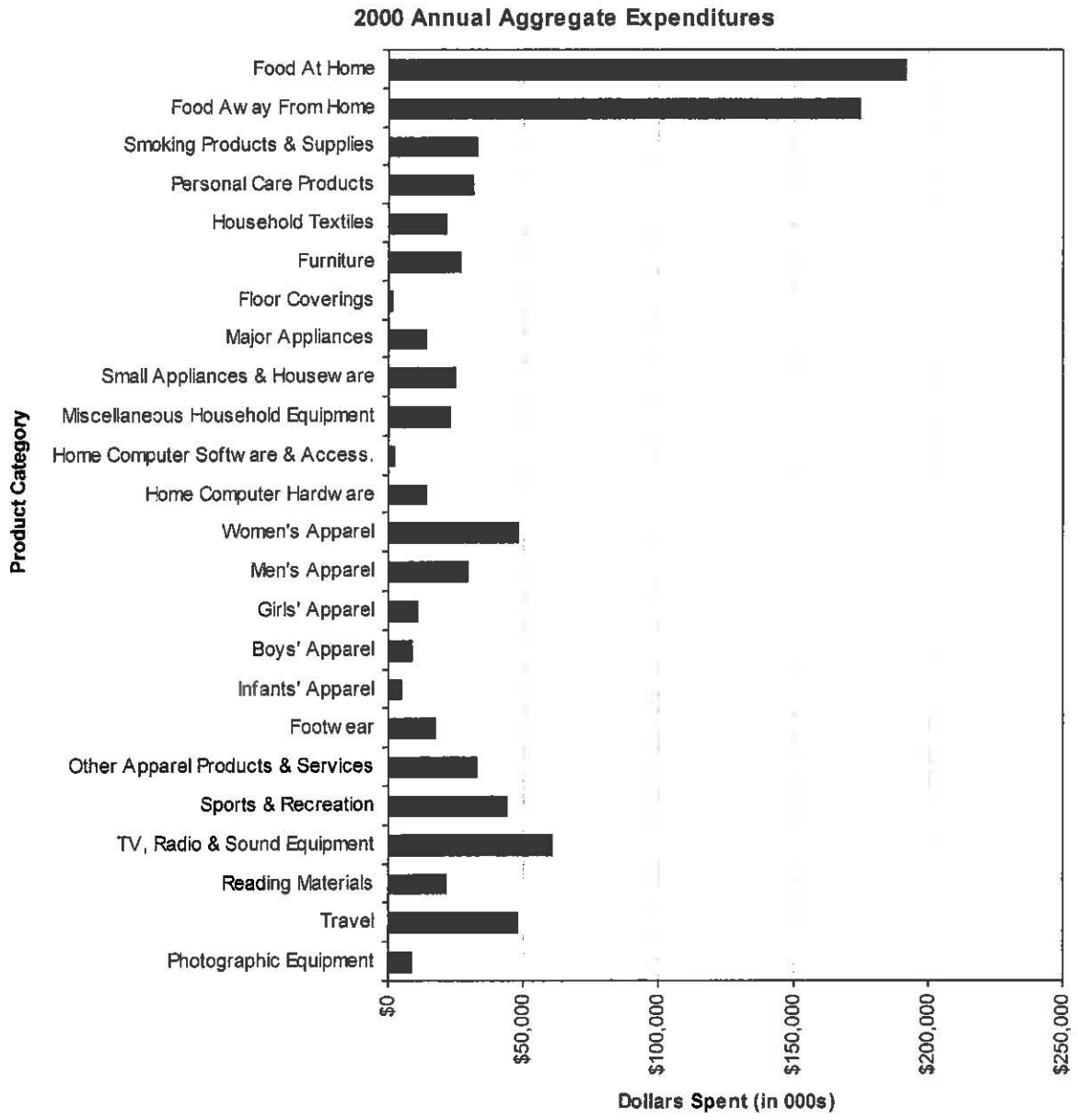
2000 Consumer Spending Patterns

PREPARED FOR: DALE HELMICH, LTD
STEVENS POINT PRIMARY TRADE AREA

Study Area: AGGREGATED ZIP CODES
Base Area: US Total

Study Area Summary
Weight: 100.00



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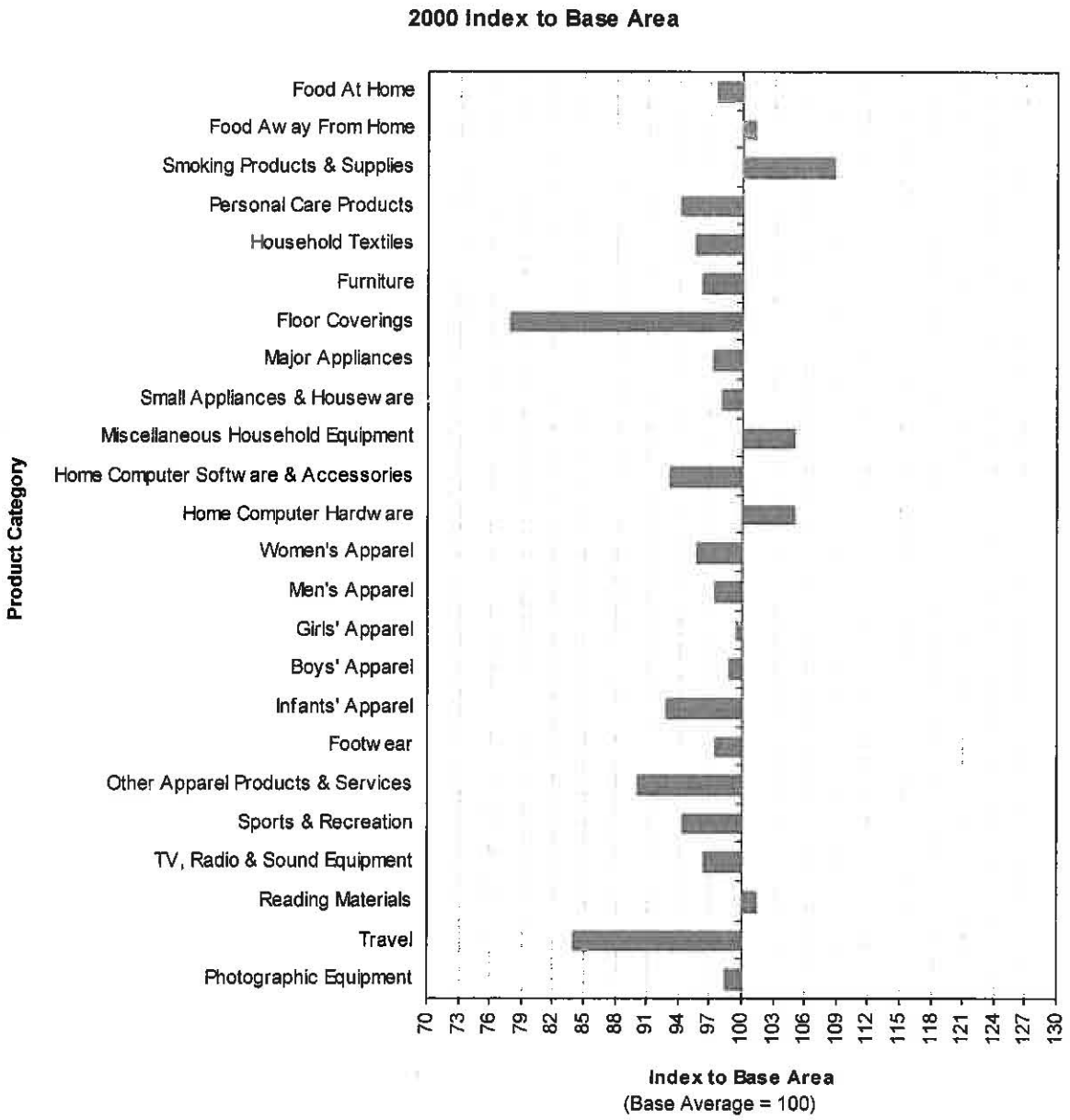

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2000 Consumer Spending Patterns

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STEVENS POINT PRIMARY TRADE AREA

Study Area: AGGREGATED ZIP CODES
Base Area: US Total

Study Area Summary
Weight: 100.00

2000 Consumer Expenditures

	Annual Expenditures				
	Aggregate ($000s)	Per Capita	Average Household	Weekly Average Household	*Index to Base Area
Shelter and Related Expenses					
Household Services	10,070	95	243	4.67	55.6
Household Repairs	34,625	325	835	16.07	95.8
Fuels	6,572	62	159	3.05	100.1
Telephone Service	28,960	272	699	13.44	92.6
Room & Board	3,597	34	87	1.67	91.0
Lodging Away from Home	9,740	91	235	4.52	91.8
Transportation Expenses					
New Autos, Trucks & Vans	95,515	896	2,305	44.32	100.6
Used Vehicles	92,880	872	2,241	43.10	113.0
Gasoline	55,258	519	1,333	25.64	118.3
Motor Oil	1,599	15	39	0.74	110.4
Automotive Repairs & Maintenance	61,705	579	1,489	28.63	105.5
Rented Vehicles	4,087	38	99	1.90	85.1
Health Care					
Medical Services	47,982	450	1,158	22.26	98.2
Prescription Drugs & Medicine	42,225	396	1,019	19.59	103.5
Medical Supplies	6,903	65	167	3.20	96.2
Miscellaneous Items					
Tuition & School Supplies	32,530	305	785	15.09	89.0
Pet Expenses	13,445	126	324	6.24	111.4
Day Care	8,000	75	193	3.71	93.49
Cash Contributions	54,785	514	1,322	25.42	90.76

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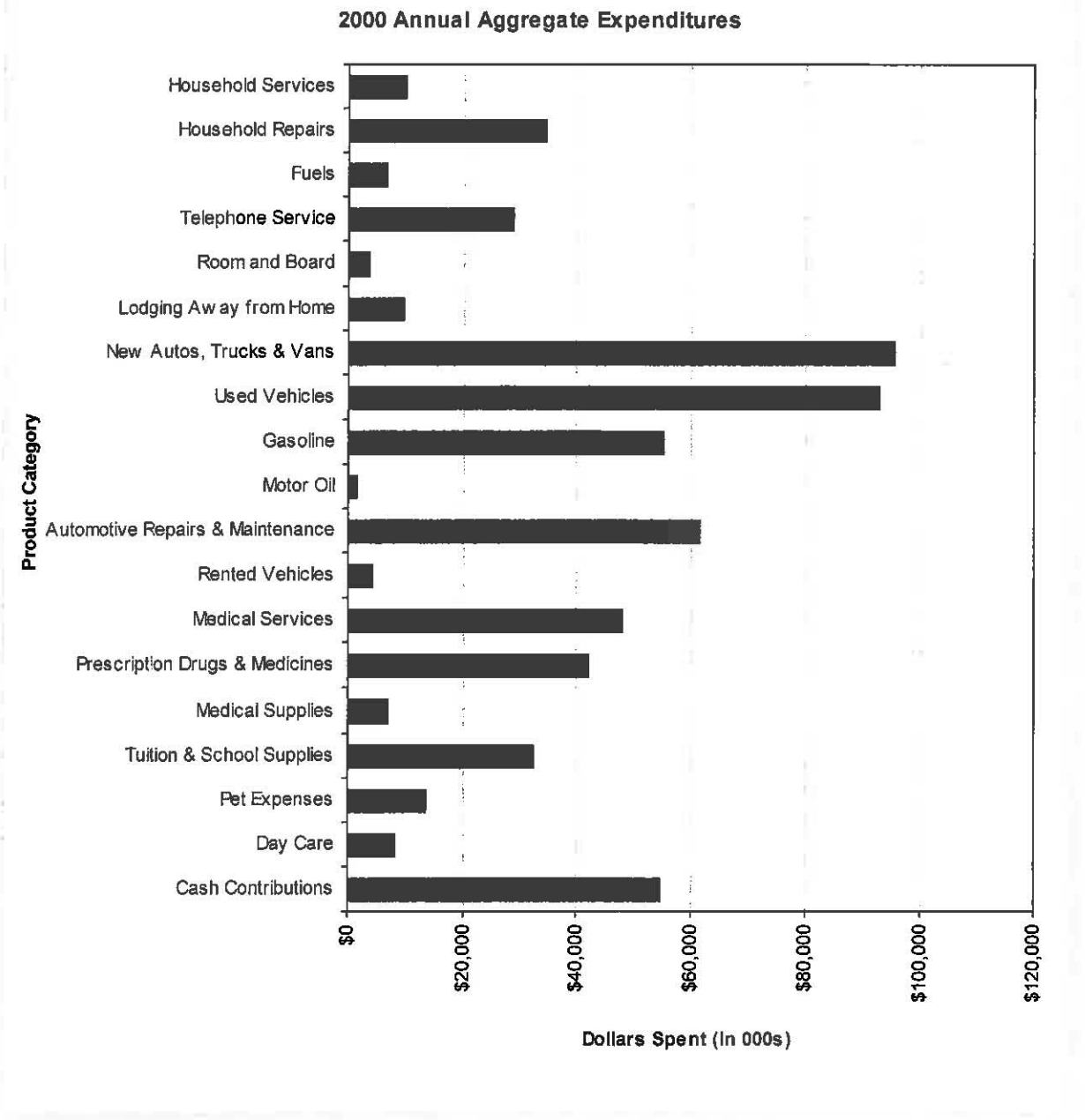

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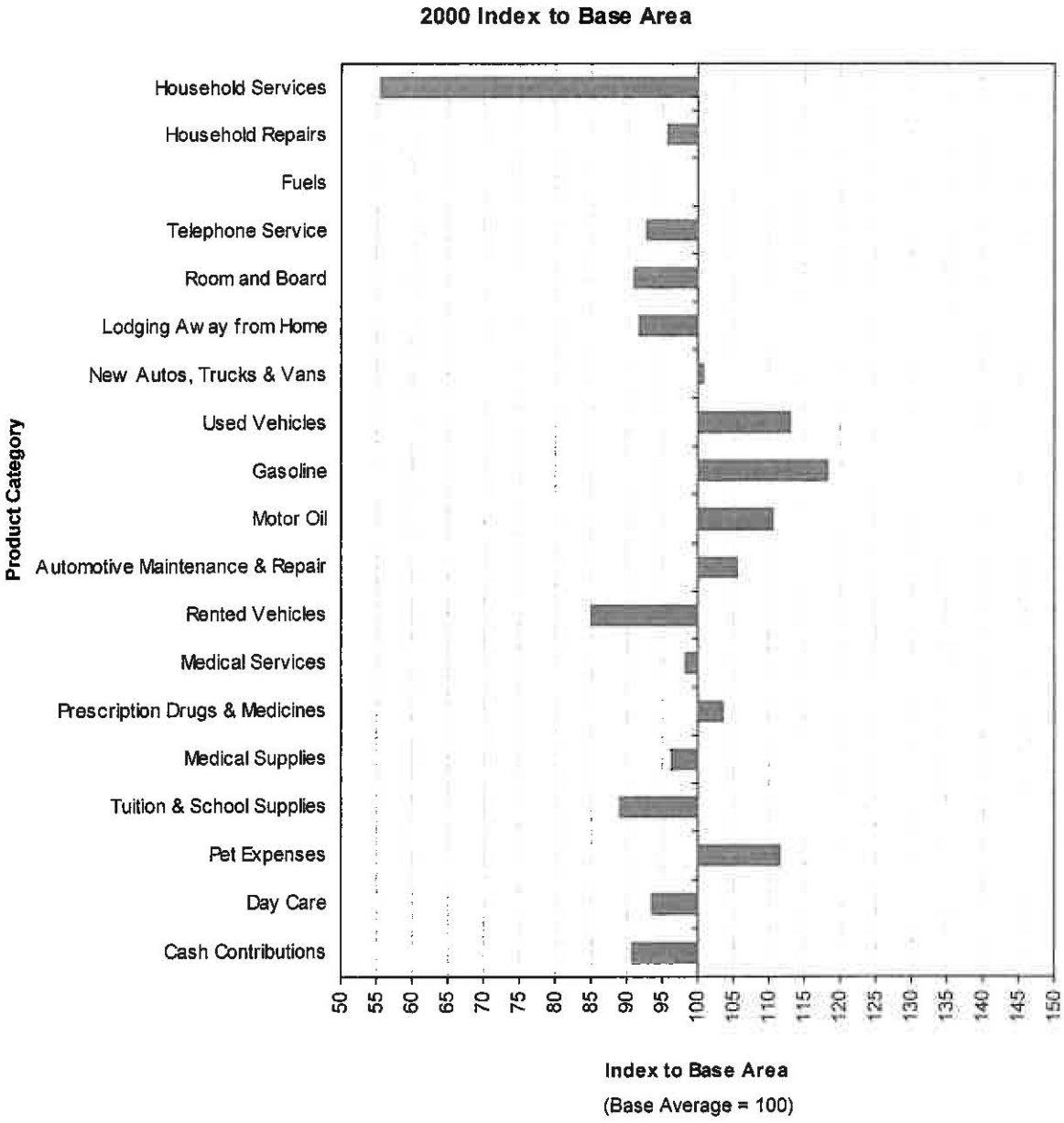

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2000 Consumer Spending Patterns

6/22/01

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STEVENS POINT SECONDARY TRADE AREA

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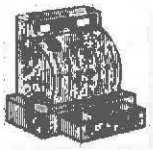
Base Area: US Total

Study Area Summary
Weight: 100.00



2000 Consumer Expenditures

	Annual Average Household	Weekly Expenditures Aggregate	Per Capita	Average Household	*Index to Base Area
Grocery and Other Misc. Expenses					
Total Food Expenses	8,575.38	6,331,267	64.58	164.91	96.3
Food at Home	4,564.06	3,369,679	34.37	87.77	96.4
Cereal Products	262.84	194,060	1.98	5.05	96.5
Bakery Products	507.03	374,346	3.82	9.75	99.5
Meats	561.97	414,907	4.23	10.81	91.8
Poultry	229.63	169,538	1.73	4.42	76.8
Seafood	76.55	56,518	0.58	1.47	84.5
Dairy Products	514.84	380,109	3.88	9.90	97.6
Fruits & Vegetables	519.18	383,312	3.91	9.98	90.6
Juices	111.81	82,548	0.84	2.15	81.7
Sugar & Other Sweets	373.05	275,428	2.81	7.17	109.9
Fats & Oils	45.22	33,389	0.34	0.87	99.3
Nonalcoholic Beverages	625.09	461,508	4.71	12.02	101.6
Prepared Foods	736.84	544,016	5.55	14.17	103.4
Food Away From Home	4,011.32	2,961,588	30.21	77.14	96.2
Other Miscellaneous Expenses					
Housekeeping Supplies	295.09	217,868	2.22	5.67	98.2
Alcoholic Beverages at Home	634.62	468,541	4.78	12.20	93.8
Alcoholic Beverages Away from Home	701.41	517,859	5.28	13.49	95.8
Over the Counter Drugs	169.81	125,374	1.28	3.27	101.3

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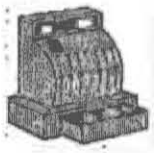

2000 Consumer Expenditures

	Annual Expenditures				
	Aggregate (in $000s)	Per Capita	Average Household	Weekly Average Household	*Index to Base Area
Miscellaneous Personal Items					
Smoking Products & Supplies	30,782	314	802	15.42	111.1
Personal Care Services	28,048	286	731	14.05	90.9
Household Equipment					
Household Textiles	19,120	195	498	9.58	91.7
Furniture	23,874	244	622	11.96	92.7
Floor Coverings	1,263	13	33	0.63	74.2
Major Appliances	12,758	130	332	6.39	96.7
Small Appliances & Houseware	21,992	224	573	11.02	95.3
Miscellaneous Household Equipment	21,015	214	547	10.53	104.7
Home Computer Software & Access.	1,536	16	40	0.77	86.7
Home Computer Hardware	11,452	117	298	5.74	95.1
Apparel					
Women's Apparel	42,000	428	1,094	21.04	90.7
Men's Apparel	25,711	262	670	12.88	91.6
Girls' Apparel	9,672	99	252	4.84	95.3
Boys' Apparel	7,801	80	203	3.91	96.2
Infants' Apparel	4,301	44	112	2.15	89.4
Footwear	15,276	156	398	7.65	92.9
Other Apparel Products & Services	28,338	289	738	14.19	84.5
Entertainment					
Sports & Recreation	38,706	395	1,008	19.39	89.3
TV, Radio & Sound Equipment	52,740	538	1,374	26.42	90.7
Reading Materials	18,960	193	494	9.50	98.9
Travel	42,331	432	1,103	21.20	79.6
Photographic Equipment	7,868	80	205	3.94	93.9

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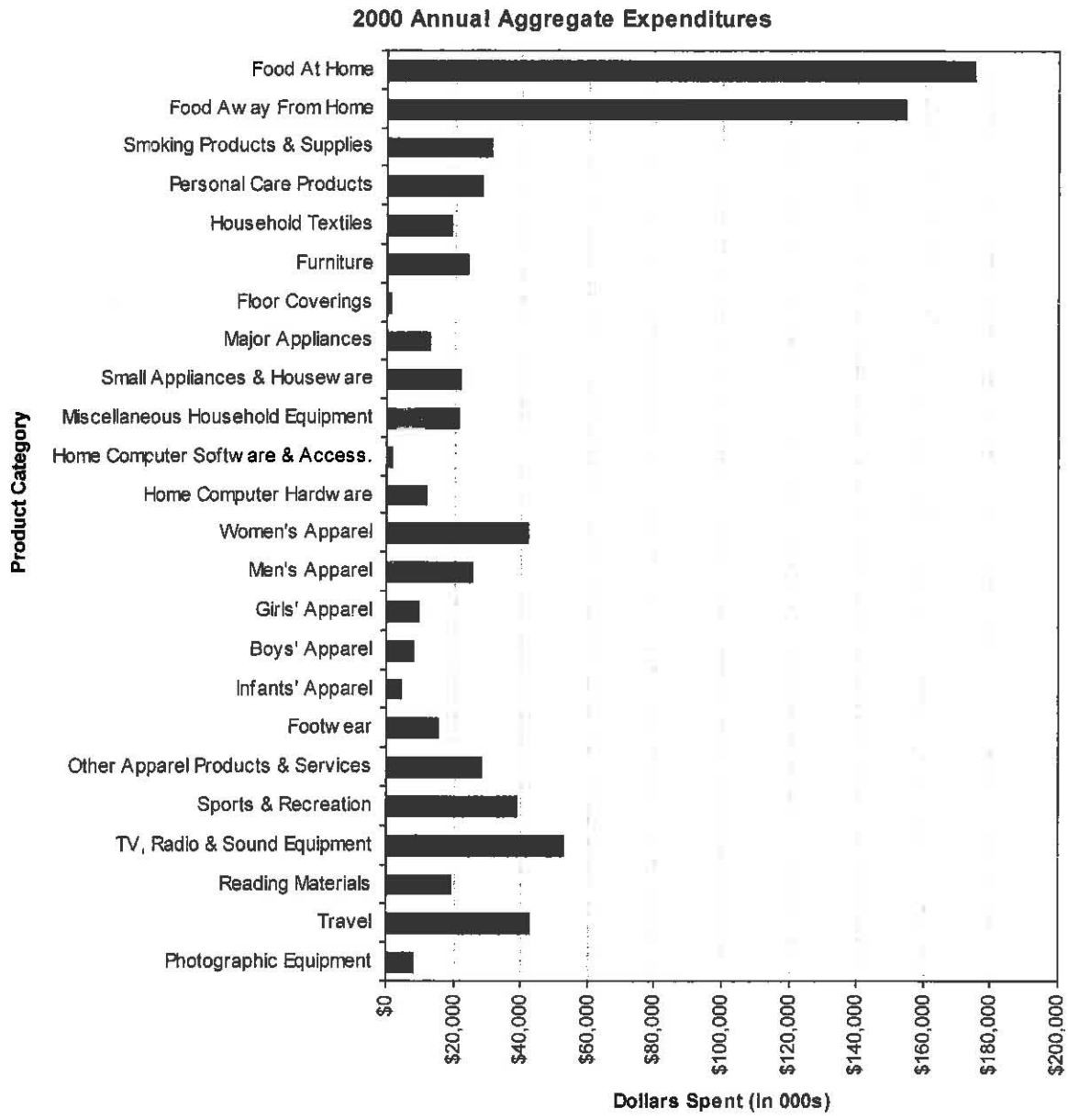
Study Area Summary
Weight: 100.00



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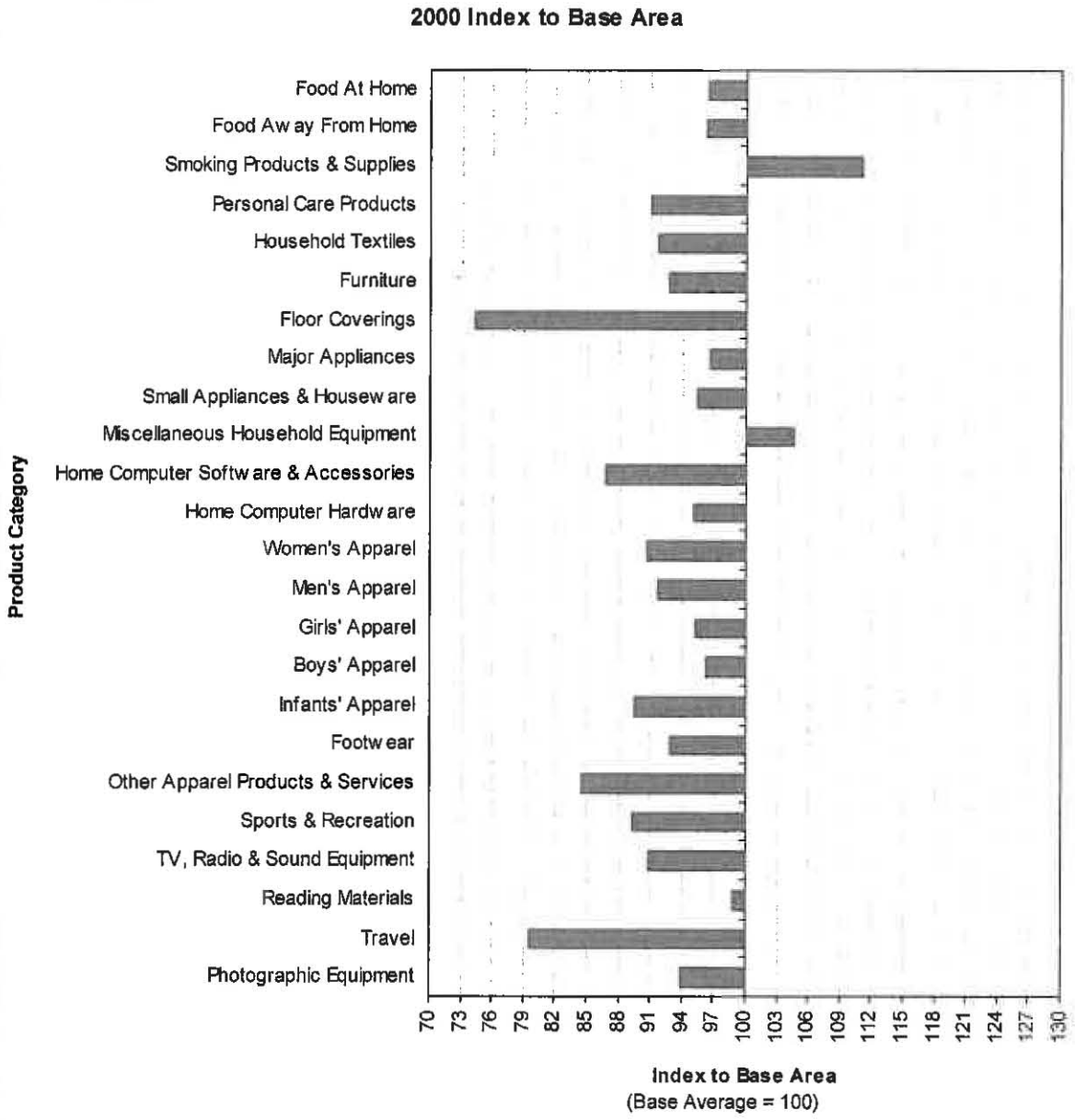

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Study Area Summary
Weight: 100.00

2000 Consumer Expenditures

	Annual Expenditures				
	Aggregate ($000s)	Per Capita	Average Household	Weekly Average Household	*Index to Base Area
Shelter and Related Expenses					
Household Services	8,787	90	229	4.40	52.4
Household Repairs	31,467	321	820	15.76	93.9
Fuels	6,231	64	162	3.12	102.4
Telephone Service	25,938	265	676	12.99	89.6
Room & Board	3,180	32	83	1.59	86.8
Lodging Away from Home	8,680	89	226	4.35	88.3
Transportation Expenses					
New Autos, Trucks & Vans	83,539	852	2,176	41.85	95.0
Used Vehicles	85,049	868	2,215	42.60	111.7
Gasoline	48,917	499	1,274	24.50	113.1
Motor Oil	1,477	15	38	0.74	110.1
Automotive Repairs & Maintenance	55,139	562	1,436	27.62	101.8
Rented Vehicles	3,380	34	88	1.69	76.0
Health Care					
Medical Services	44,555	454	1,161	22.32	98.4
Prescription Drugs & Medicine	41,197	420	1,073	20.64	109.0
Medical Supplies	6,338	65	165	3.17	95.3
Miscellaneous Items					
Tuition & School Supplies	27,457	280	715	13.75	81.1
Pet Expenses	12,194	124	318	6.11	109.0
Day Care	7,210	74	188	3.61	90.96
Cash Contributions	49,169	502	1,281	24.63	87.94

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2000 Consumer Spending Patterns

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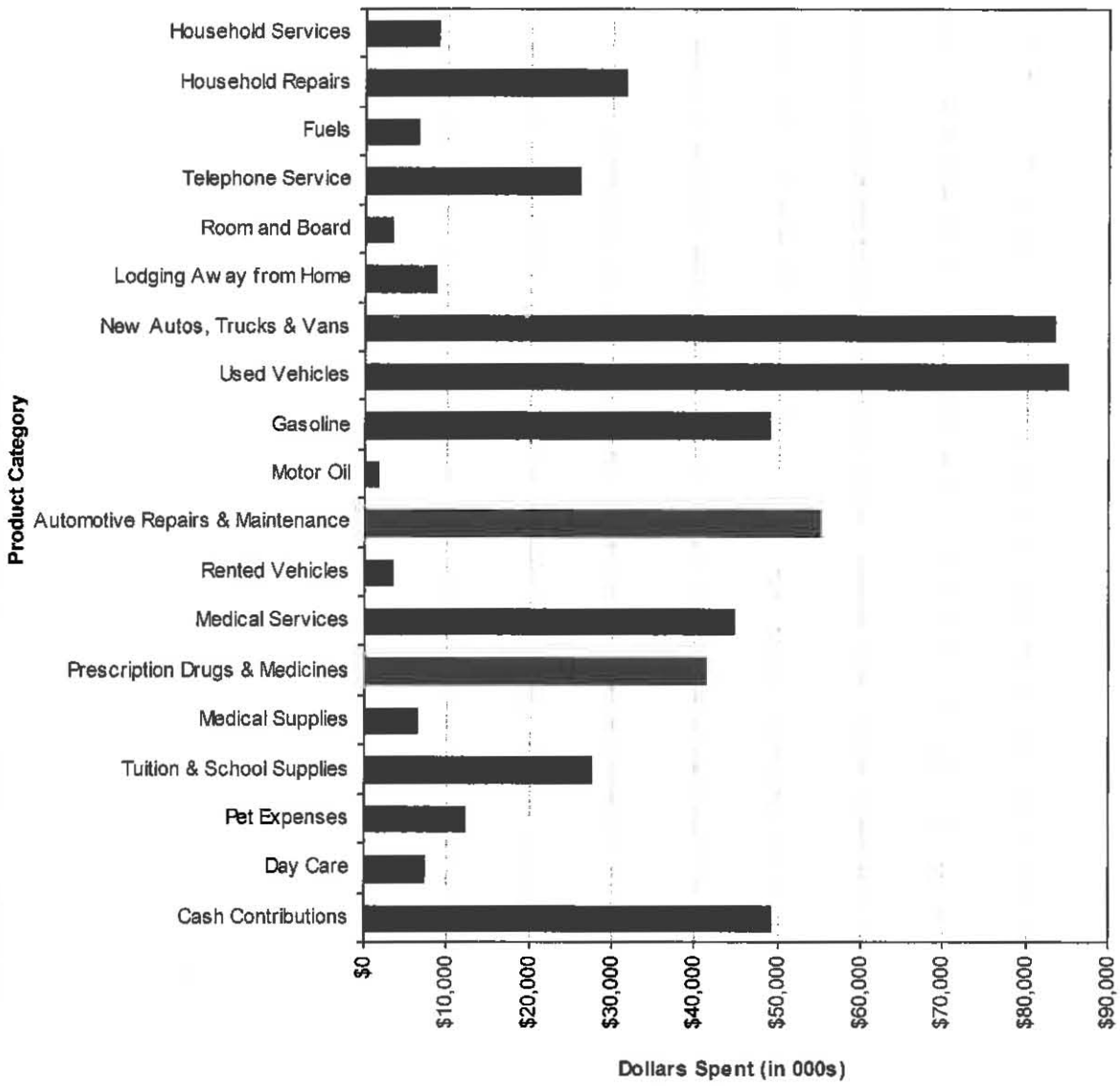
Study Area Summary
Weight: 100.00

2000 Annual Aggregate Expenditures



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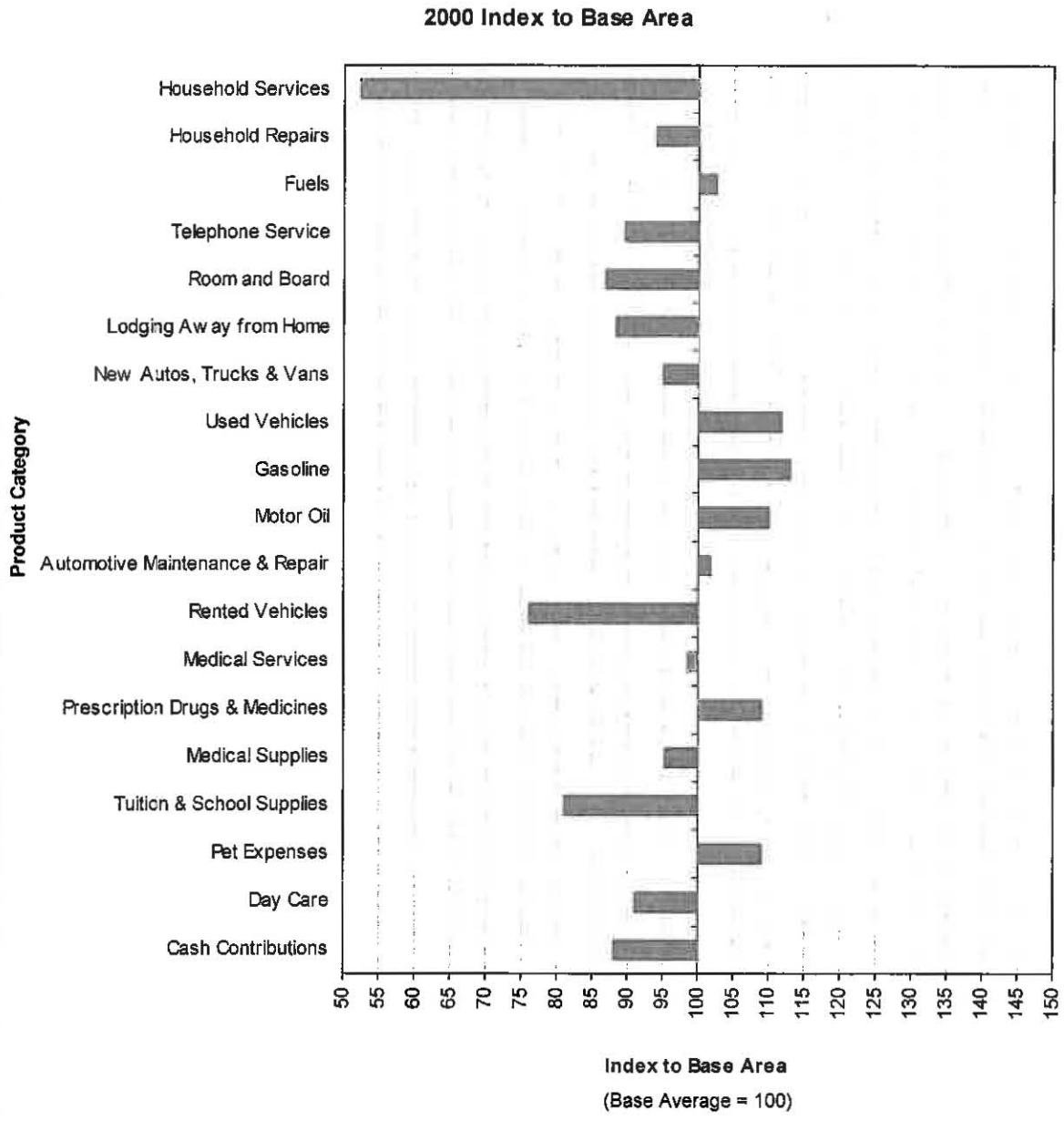

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