



# House and Home Expenditures

Trade area  
Area: 93.8 square miles

Prepared by Esri

2022 Housing Summary		2022 Demographic Summary	
Housing Units	55,108	Population	157,916
2022-2027 Percent Change	16.30%	Households	52,747
Percent Occupied	95.7%	Families	39,535
Percent Owner Households	70.7%	Median Age	33.2
Median Home Value	\$249,233	Median Household Income	\$94,222
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>		113	\$18,256.76
Mortgage/Other Loan Payments & Basics		114	\$13,784.75
Mortgage Interest		127	\$4,730.36
Interest Paid on Home Equity Loan		84	\$32.66
Interest Paid on Home Equity Line of Credit		96	\$138.33
Mortgage Principal		120	\$3,247.14
Principal Paid on Home Equity Loan		83	\$65.80
Principal Paid on Home Equity Line of Credit		112	\$354.39
Special Lump Sum Mortgage Payments		104	\$915.54
Special Assessments		87	\$11.11
Closing Costs		129	\$449.07
Property Taxes		97	\$3,012.52
Homeowners Insurance		111	\$750.01
Ground Rent		99	\$77.82
Maintenance and Remodeling Services		108	\$3,540.96
Maintenance and Remodeling Materials		113	\$790.11
Property Management and Security		104	\$140.94
<b>Rented Dwellings</b>		95	\$5,727.60
Rent		95	\$5,581.12
Tenant's Insurance		107	\$39.77
Maintenance and Repair Services		99	\$73.51
Maintenance and Repair Materials		100	\$33.19
<b>Other Lodging</b>		96	\$619.44
Owned Vacation Homes		93	\$508.87
Principal Paid on Home Loans		97	\$71.27
Closing Costs on Purchase of Property		97	\$36.98
Interest Paid on Home Loans		95	\$92.07
Property Taxes		89	\$137.89
Homeowners Insurance		88	\$13.52
Maintenance and Remodeling		94	\$128.81
Property Management and Security		89	\$28.32
Housing While Attending School		112	\$110.58
<b>Household Operations</b>		111	\$2,798.10
Child Care		124	\$750.05
Care for Elderly or Handicapped		90	\$63.99
Appliance Rental and Repair		113	\$32.15
Computer Information Services		108	\$809.22
Home Security System Services		128	\$62.27
Non-Apparel Household Laundry/Dry Cleaning		94	\$25.95
Housekeeping Services		107	\$230.03
Lawn and Garden		104	\$593.02
Moving/Storage/Freight Express		118	\$95.21
Installation of Computers		110	\$0.46
PC Repair (Personal Use)		105	\$8.25
Reupholstering/Furniture Repair		104	\$11.97
Termite/Pest Control		125	\$60.14
Water Softening Services		109	\$7.34
Internet Services Away from Home		107	\$5.05
Other Home Services (1)		122	\$43.01

**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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	109	\$6,152.88	\$324,546,178
Bottled Gas	74	\$44.20	\$2,331,289
Electricity	110	\$2,279.86	\$120,255,547
Fuel Oil	33	\$30.52	\$1,609,974
Natural Gas	96	\$567.34	\$29,925,616
Phone Services	111	\$2,185.84	\$115,296,722
Water and Other Public Services	119	\$1,040.35	\$54,875,590
Coal/Wood/Other Fuel	55	\$4.77	\$251,440
<b>Housekeeping Supplies</b>	109	\$966.23	\$50,965,977
Laundry and Cleaning Supplies	114	\$290.15	\$15,304,376
Postage and Stationery	109	\$193.00	\$10,180,242
Other HH Products (2)	106	\$483.09	\$25,481,358
<b>Household Textiles</b>	111	\$127.81	\$6,741,659
Bathroom Linens	111	\$20.35	\$1,073,480
Bedroom Linens	111	\$67.01	\$3,534,523
Kitchen, Dining Room and other Linens	106	\$11.44	\$603,256
Curtains and Draperies	117	\$21.21	\$1,118,716
Slipcovers, Decorative Pillows	105	\$7.80	\$411,683
<b>Furniture</b>	115	\$832.37	\$43,905,077
Mattresses and Box Springs	114	\$150.26	\$7,925,756
Other Bedroom Furniture	119	\$155.71	\$8,213,108
Sofas	114	\$231.11	\$12,190,284
Living Room Chairs	109	\$64.51	\$3,402,539
Living Room Tables	118	\$23.84	\$1,257,358
Kitchen, Dining Room Furniture	111	\$66.35	\$3,499,841
Infant Furniture	124	\$17.78	\$937,640
Outdoor Furniture	113	\$47.68	\$2,515,077
Wall Units, Cabinets, Other Furniture (3)	116	\$75.14	\$3,963,475
<b>Major Appliances</b>	116	\$497.69	\$26,251,593
Dishwashers, Disposals & Range Hoods	118	\$43.69	\$2,304,604
Refrigerators and Freezers	122	\$145.00	\$7,648,222
Clothes Washers & Dryers	119	\$144.07	\$7,599,143
Cooking Stoves and Ovens	118	\$73.07	\$3,854,455
Microwave Ovens	108	\$23.01	\$1,213,497
Window Air Conditioners	76	\$6.77	\$357,089
Electric Floor Cleaning Equipment	112	\$35.52	\$1,873,448
Sewing Machines and Miscellaneous Appliances	95	\$26.56	\$1,401,136

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	108	\$38.52	\$2,031,733
Housewares	112	\$112.07	\$5,911,106
Small Appliances	111	\$66.32	\$3,498,029
Sewing/Needlework/Quilt Materials/Items	97	\$12.27	\$647,271
Window Coverings	119	\$39.47	\$2,081,889
Lamps/Lighting Fixtures/Ceiling Fans	113	\$67.00	\$3,533,794
Infant Equipment	137	\$30.50	\$1,608,980
Rental of Furniture	128	\$9.57	\$504,721
Laundry and Cleaning Equipment	106	\$35.00	\$1,846,022
Closet and Storage Items	127	\$34.66	\$1,828,090
Luggage	119	\$22.63	\$1,193,748
Clocks and Other Household Decoratives	109	\$271.31	\$14,310,842
Telephones and Accessories	103	\$116.61	\$6,150,668
Outdoor Equipment	126	\$65.17	\$3,437,577
Power Tools	102	\$52.91	\$2,790,685
Hand Tools	123	\$13.90	\$733,207
Office Furniture/Equipment for Home Use	117	\$19.59	\$1,033,177
Computers and Hardware for Home Use	114	\$217.16	\$11,454,529
Portable Memory	110	\$5.44	\$287,054
Computer Software	107	\$11.67	\$615,781
Computer Accessories	119	\$24.29	\$1,281,018
Other Household Appliances	117	\$30.17	\$1,591,210
Misc Equipment incl Ladders/Sheds/Etc	113	\$152.11	\$8,023,280

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units, Cabinets, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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