



House and Home Expenditures

Ring: 5 mile radius

Prepared by Esri
Latitude: 43.99140
Longitude: -75.69811

2015 Housing Summary		2015 Demographic Summary	
Housing Units	5,200	Population	13,902
2015-2020 Percent Change	3.40%	Households	4,741
Percent Occupied	91.2%	Families	3,404
Percent Owner Households	56.5%	Median Age	30.9
Median Home Value	\$149,818	Median Household Income	\$48,688
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	75	\$8,607.04	\$40,805,969
Mortgage Interest	76	\$3,105.34	\$14,722,416
Mortgage Principal	76	\$1,644.35	\$7,795,847
Property Taxes	74	\$1,866.49	\$8,849,016
Homeowners Insurance	78	\$379.16	\$1,797,587
Ground Rent	80	\$56.19	\$266,403
Maintenance and Remodeling Services	74	\$1,245.20	\$5,903,486
Maintenance and Remodeling Materials	77	\$230.02	\$1,090,525
Property Management and Security	70	\$80.30	\$380,689
Rented Dwellings	84	\$3,578.04	\$16,963,499
Rent	84	\$3,439.44	\$16,306,394
Rent Received as Pay	81	\$94.43	\$447,695
Renters' Insurance	85	\$15.93	\$75,536
Maintenance and Repair Services	81	\$17.33	\$82,165
Maintenance and Repair Materials	82	\$10.91	\$51,708
Owned Vacation Homes	67	\$407.21	\$1,930,605
Mortgage Payment	69	\$120.44	\$571,007
Property Taxes	71	\$103.44	\$490,428
Homeowners Insurance	71	\$12.55	\$59,508
Maintenance and Remodeling	63	\$147.95	\$701,443
Property Management and Security	71	\$22.83	\$108,218
Housing While Attending School	73	\$69.12	\$327,715
Household Operations	77	\$1,415.93	\$6,712,928
Child Care	80	\$355.75	\$1,686,632
Care for Elderly or Handicapped	68	\$53.12	\$251,827
Appliance Rental and Repair	77	\$18.79	\$89,065
Computer Information Services	80	\$357.59	\$1,695,345
Home Security System Services	80	\$29.01	\$137,538
Non-Apparel Household Laundry/Dry Cleaning	75	\$22.96	\$108,863
Housekeeping Services	69	\$112.55	\$533,622
Lawn and Garden	75	\$327.66	\$1,553,436
Moving/Storage/Freight Express	79	\$58.35	\$276,658
Installation of Computers	72	\$0.48	\$2,277
PC Repair (Personal Use)	77	\$6.37	\$30,191
Reupholstering/Furniture Repair	70	\$4.31	\$20,451
Termite/Pest Control	79	\$26.66	\$126,373
Water Softening Services	83	\$5.27	\$24,988
Internet Services Away from Home	79	\$8.34	\$39,548
Voice Over IP Service	71	\$10.17	\$48,208
Other Home Services (1)	71	\$18.54	\$87,906

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	80	\$4,071.05	\$19,300,848
Bottled Gas	79	\$56.01	\$265,560
Electricity	82	\$1,592.62	\$7,550,631
Fuel Oil	64	\$74.75	\$354,377
Natural Gas	77	\$411.82	\$1,952,447
Phone Services	81	\$1,365.27	\$6,472,722
Water and Other Public Services	80	\$561.39	\$2,661,548
Coal/Wood/Other Fuel	76	\$9.19	\$43,563
Housekeeping Supplies	79	\$571.31	\$2,708,586
Laundry and Cleaning Supplies	80	\$165.00	\$782,252
Postage and Stationery	77	\$139.95	\$663,516
Other HH Products (2)	79	\$266.36	\$1,262,818
Household Textiles	78	\$77.23	\$366,170
Bathroom Linens	80	\$10.78	\$51,103
Bedroom Linens	79	\$39.66	\$188,028
Kitchen and Dining Room Linens	79	\$2.01	\$9,525
Curtains and Draperies	78	\$11.45	\$54,301
Slipcovers, Decorative Pillows	73	\$3.75	\$17,797
Materials for Slipcovers/Curtains	76	\$8.49	\$40,249
Other Linens	81	\$1.09	\$5,167
Furniture	80	\$412.78	\$1,957,011
Mattresses and Box Springs	78	\$74.52	\$353,308
Other Bedroom Furniture	82	\$75.98	\$360,223
Sofas	82	\$108.62	\$514,991
Living Room Tables and Chairs	81	\$53.21	\$252,285
Kitchen, Dining Room Furniture	77	\$31.70	\$150,308
Infant Furniture	82	\$10.04	\$47,608
Outdoor Furniture	77	\$20.23	\$95,888
Wall Units, Cabinets, Other Furniture (3)	76	\$38.47	\$182,400
Major Appliances	79	\$212.06	\$1,005,363
Dishwashers and Disposals	75	\$16.58	\$78,627
Refrigerators and Freezers	78	\$60.98	\$289,112
Clothes Washers	81	\$37.74	\$178,930
Clothes Dryers	82	\$27.44	\$130,101
Cooking Stoves and Ovens	76	\$28.16	\$133,498
Microwave Ovens	80	\$10.73	\$50,868
Window Air Conditioners	77	\$5.20	\$24,645
Electric Floor Cleaning Equipment	81	\$18.05	\$85,568
Sewing Machines and Miscellaneous Appliances	80	\$7.17	\$34,013

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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April 06, 2016



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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	74	\$18.30	\$86,774
Housewares	78	\$56.61	\$268,370
Small Appliances	79	\$36.11	\$171,176
Window Coverings	74	\$15.26	\$72,366
Lamps and Other Lighting Fixtures	78	\$12.74	\$60,415
Infant Equipment	79	\$15.10	\$71,601
Rental of Furniture	96	\$7.02	\$33,259
Laundry and Cleaning Equipment	80	\$20.25	\$96,026
Closet and Storage Items	77	\$15.52	\$73,597
Luggage	73	\$6.73	\$31,908
Clocks and Other Household Decoratives	80	\$133.94	\$634,999
Telephones and Accessories	79	\$39.65	\$187,974
Telephone Answering Devices	79	\$0.65	\$3,065
Grills and Outdoor Equipment	81	\$32.09	\$152,129
Power Tools	80	\$42.00	\$199,101
Hand Tools	79	\$6.87	\$32,558
Office Furniture/Equipment for Home Use	80	\$11.74	\$55,678
Computers and Hardware for Home Use	78	\$169.32	\$802,746
Portable Memory	80	\$4.31	\$20,434
Computer Software	77	\$15.51	\$73,511
Computer Accessories	77	\$14.69	\$69,629
Personal Digital Assistants	81	\$5.97	\$28,315
Other Household Items (4)	79	\$74.89	\$355,058

(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 and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

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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 Ring: 20 mile radius

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2015 Housing Summary		2015 Demographic Summary	
Housing Units	46,764	Population	110,281
2015-2020 Percent Change	4.10%	Households	41,095
Percent Occupied	87.9%	Families	28,049
Percent Owner Households	54.7%	Median Age	32.0
Median Home Value	\$138,088	Median Household Income	\$44,763
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	70	\$8,027.78	\$329,901,786
Mortgage Interest	70	\$2,851.39	\$117,177,847
Mortgage Principal	70	\$1,526.04	\$62,712,515
Property Taxes	70	\$1,764.93	\$72,529,921
Homeowners Insurance	74	\$356.93	\$14,668,098
Ground Rent	78	\$54.97	\$2,259,111
Maintenance and Remodeling Services	70	\$1,172.83	\$48,197,402
Maintenance and Remodeling Materials	75	\$224.74	\$9,235,669
Property Management and Security	67	\$75.95	\$3,121,221
Rented Dwellings	89	\$3,797.62	\$156,063,148
Rent	89	\$3,648.45	\$149,932,884
Rent Received as Pay	89	\$103.58	\$4,256,746
Renters' Insurance	90	\$16.95	\$696,442
Maintenance and Repair Services	81	\$17.45	\$716,977
Maintenance and Repair Materials	84	\$11.20	\$460,099
Owned Vacation Homes	63	\$380.82	\$15,649,755
Mortgage Payment	64	\$112.37	\$4,617,910
Property Taxes	66	\$96.47	\$3,964,414
Homeowners Insurance	68	\$12.01	\$493,377
Maintenance and Remodeling	59	\$138.53	\$5,692,901
Property Management and Security	67	\$21.44	\$881,153
Housing While Attending School	70	\$66.05	\$2,714,315
Household Operations	73	\$1,350.80	\$55,511,122
Child Care	75	\$336.45	\$13,826,385
Care for Elderly or Handicapped	62	\$48.95	\$2,011,722
Appliance Rental and Repair	74	\$17.90	\$735,563
Computer Information Services	78	\$348.72	\$14,330,565
Home Security System Services	72	\$26.22	\$1,077,575
Non-Apparel Household Laundry/Dry Cleaning	71	\$21.86	\$898,384
Housekeeping Services	63	\$103.87	\$4,268,638
Lawn and Garden	72	\$314.34	\$12,917,713
Moving/Storage/Freight Express	77	\$56.99	\$2,341,814
Installation of Computers	72	\$0.48	\$19,906
PC Repair (Personal Use)	77	\$6.34	\$260,348
Reupholstering/Furniture Repair	65	\$4.02	\$165,279
Termite/Pest Control	71	\$23.99	\$985,821
Water Softening Services	83	\$5.25	\$215,827
Internet Services Away from Home	79	\$8.29	\$340,597
Voice Over IP Service	66	\$9.46	\$388,932
Other Home Services (1)	67	\$17.67	\$726,055

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	78	\$3,949.06	\$162,286,630
Bottled Gas	84	\$59.85	\$2,459,613
Electricity	80	\$1,542.25	\$63,378,720
Fuel Oil	66	\$77.72	\$3,193,816
Natural Gas	75	\$400.79	\$16,470,329
Phone Services	79	\$1,328.71	\$54,603,146
Water and Other Public Services	75	\$529.43	\$21,756,786
Coal/Wood/Other Fuel	86	\$10.32	\$424,219
Housekeeping Supplies	77	\$557.80	\$22,922,695
Laundry and Cleaning Supplies	79	\$162.21	\$6,666,147
Postage and Stationery	75	\$136.05	\$5,590,899
Other HH Products (2)	77	\$259.54	\$10,665,649
Household Textiles	76	\$74.96	\$3,080,333
Bathroom Linens	78	\$10.45	\$429,458
Bedroom Linens	77	\$38.42	\$1,578,722
Kitchen and Dining Room Linens	76	\$1.94	\$79,529
Curtains and Draperies	77	\$11.23	\$461,692
Slipcovers, Decorative Pillows	69	\$3.55	\$145,688
Materials for Slipcovers/Curtains	75	\$8.35	\$343,025
Other Linens	77	\$1.03	\$42,219
Furniture	77	\$396.34	\$16,287,469
Mattresses and Box Springs	75	\$71.09	\$2,921,559
Other Bedroom Furniture	79	\$73.17	\$3,006,778
Sofas	79	\$104.71	\$4,303,259
Living Room Tables and Chairs	78	\$51.44	\$2,113,810
Kitchen, Dining Room Furniture	75	\$30.64	\$1,259,074
Infant Furniture	80	\$9.83	\$403,950
Outdoor Furniture	71	\$18.72	\$769,237
Wall Units, Cabinets, Other Furniture (3)	73	\$36.74	\$1,509,801
Major Appliances	75	\$202.84	\$8,335,784
Dishwashers and Disposals	70	\$15.60	\$641,257
Refrigerators and Freezers	74	\$57.85	\$2,377,253
Clothes Washers	78	\$36.40	\$1,495,948
Clothes Dryers	79	\$26.39	\$1,084,595
Cooking Stoves and Ovens	71	\$26.31	\$1,081,284
Microwave Ovens	77	\$10.30	\$423,076
Window Air Conditioners	78	\$5.22	\$214,415
Electric Floor Cleaning Equipment	80	\$17.66	\$725,841
Sewing Machines and Miscellaneous Appliances	79	\$7.11	\$292,116

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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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	72	\$17.83	\$732,893
Housewares	76	\$55.05	\$2,262,390
Small Appliances	78	\$35.49	\$1,458,527
Window Coverings	67	\$13.89	\$570,940
Lamps and Other Lighting Fixtures	75	\$12.24	\$503,148
Infant Equipment	76	\$14.56	\$598,452
Rental of Furniture	93	\$6.78	\$278,766
Laundry and Cleaning Equipment	78	\$19.65	\$807,589
Closet and Storage Items	75	\$15.08	\$619,545
Luggage	70	\$6.40	\$263,123
Clocks and Other Household Decoratives	79	\$131.79	\$5,415,886
Telephones and Accessories	78	\$39.25	\$1,612,907
Telephone Answering Devices	77	\$0.63	\$25,923
Grills and Outdoor Equipment	75	\$29.67	\$1,219,471
Power Tools	81	\$42.22	\$1,734,919
Hand Tools	78	\$6.79	\$278,955
Office Furniture/Equipment for Home Use	75	\$11.08	\$455,324
Computers and Hardware for Home Use	76	\$164.90	\$6,776,580
Portable Memory	78	\$4.20	\$172,508
Computer Software	75	\$15.09	\$620,272
Computer Accessories	74	\$14.15	\$581,634
Personal Digital Assistants	78	\$5.75	\$236,248
Other Household Items (4)	77	\$72.97	\$2,998,893

(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 and Other Furniture** includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) **Other Household Items** includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

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 Ring: 30 mile radius

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2015 Housing Summary		2015 Demographic Summary	
Housing Units	77,064	Population	154,222
2015-2020 Percent Change	3.60%	Households	58,226
Percent Occupied	75.6%	Families	39,710
Percent Owner Households	60.6%	Median Age	34.3
Median Home Value	\$132,584	Median Household Income	\$45,718
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	73	\$8,333.01	\$485,197,754
Mortgage Interest	71	\$2,908.19	\$169,331,992
Mortgage Principal	73	\$1,579.10	\$91,944,432
Property Taxes	72	\$1,827.04	\$106,381,388
Homeowners Insurance	80	\$386.23	\$22,488,538
Ground Rent	85	\$59.40	\$3,458,693
Maintenance and Remodeling Services	74	\$1,249.19	\$72,735,337
Maintenance and Remodeling Materials	84	\$251.52	\$14,645,287
Property Management and Security	63	\$72.34	\$4,212,087
Rented Dwellings	79	\$3,373.41	\$196,420,080
Rent	79	\$3,231.44	\$188,153,906
Rent Received as Pay	85	\$99.04	\$5,766,419
Renters' Insurance	83	\$15.57	\$906,634
Maintenance and Repair Services	79	\$16.85	\$980,930
Maintenance and Repair Materials	79	\$10.51	\$612,192
Owned Vacation Homes	64	\$388.55	\$22,623,724
Mortgage Payment	67	\$117.36	\$6,833,413
Property Taxes	68	\$99.53	\$5,794,987
Homeowners Insurance	72	\$12.74	\$741,849
Maintenance and Remodeling	57	\$135.73	\$7,902,793
Property Management and Security	73	\$23.20	\$1,350,681
Housing While Attending School	70	\$66.28	\$3,859,273
Household Operations	74	\$1,367.82	\$79,642,648
Child Care	72	\$323.30	\$18,824,359
Care for Elderly or Handicapped	60	\$47.36	\$2,757,502
Appliance Rental and Repair	78	\$18.95	\$1,103,600
Computer Information Services	79	\$352.46	\$20,522,130
Home Security System Services	75	\$27.17	\$1,582,165
Non-Apparel Household Laundry/Dry Cleaning	70	\$21.42	\$1,247,365
Housekeeping Services	64	\$103.95	\$6,052,490
Lawn and Garden	78	\$339.59	\$19,772,872
Moving/Storage/Freight Express	74	\$54.98	\$3,201,001
Installation of Computers	73	\$0.49	\$28,653
PC Repair (Personal Use)	80	\$6.61	\$385,046
Reupholstering/Furniture Repair	64	\$3.99	\$232,509
Termite/Pest Control	77	\$25.77	\$1,500,750
Water Softening Services	94	\$5.99	\$348,632
Internet Services Away from Home	79	\$8.33	\$485,269
Voice Over IP Service	64	\$9.15	\$533,031
Other Home Services (1)	70	\$18.30	\$1,065,274

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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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	81	\$4,083.58	\$237,770,316
Bottled Gas	105	\$75.16	\$4,376,520
Electricity	83	\$1,611.50	\$93,831,199
Fuel Oil	74	\$86.03	\$5,009,021
Natural Gas	75	\$399.85	\$23,281,557
Phone Services	81	\$1,357.63	\$79,049,542
Water and Other Public Services	77	\$540.15	\$31,450,536
Coal/Wood/Other Fuel	110	\$13.26	\$771,942
Housekeeping Supplies	80	\$579.57	\$33,746,035
Laundry and Cleaning Supplies	82	\$168.97	\$9,838,673
Postage and Stationery	78	\$141.56	\$8,242,433
Other HH Products (2)	80	\$269.04	\$15,664,929
Household Textiles	77	\$75.80	\$4,413,421
Bathroom Linens	77	\$10.37	\$603,737
Bedroom Linens	76	\$38.09	\$2,217,547
Kitchen and Dining Room Linens	76	\$1.94	\$112,767
Curtains and Draperies	81	\$11.83	\$689,057
Slipcovers, Decorative Pillows	68	\$3.48	\$202,355
Materials for Slipcovers/Curtains	81	\$9.10	\$529,952
Other Linens	75	\$1.00	\$58,006
Furniture	77	\$397.79	\$23,161,450
Mattresses and Box Springs	75	\$71.43	\$4,158,969
Other Bedroom Furniture	80	\$73.70	\$4,291,075
Sofas	77	\$102.91	\$5,992,112
Living Room Tables and Chairs	81	\$53.02	\$3,087,078
Kitchen, Dining Room Furniture	75	\$30.78	\$1,792,262
Infant Furniture	78	\$9.59	\$558,200
Outdoor Furniture	73	\$19.16	\$1,115,678
Wall Units, Cabinets, Other Furniture (3)	74	\$37.20	\$2,166,076
Major Appliances	79	\$212.07	\$12,347,958
Dishwashers and Disposals	73	\$16.13	\$938,911
Refrigerators and Freezers	78	\$60.84	\$3,542,276
Clothes Washers	81	\$37.73	\$2,197,069
Clothes Dryers	83	\$27.87	\$1,622,606
Cooking Stoves and Ovens	75	\$27.83	\$1,620,521
Microwave Ovens	76	\$10.26	\$597,559
Window Air Conditioners	87	\$5.83	\$339,549
Electric Floor Cleaning Equipment	82	\$18.17	\$1,058,179
Sewing Machines and Miscellaneous Appliances	83	\$7.41	\$431,289

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	74	\$18.32	\$1,066,576
Housewares	78	\$56.13	\$3,268,514
Small Appliances	80	\$36.59	\$2,130,221
Window Coverings	67	\$13.84	\$805,902
Lamps and Other Lighting Fixtures	74	\$12.14	\$707,018
Infant Equipment	76	\$14.66	\$853,833
Rental of Furniture	99	\$7.24	\$421,549
Laundry and Cleaning Equipment	80	\$20.28	\$1,180,991
Closet and Storage Items	77	\$15.44	\$898,834
Luggage	70	\$6.41	\$372,953
Clocks and Other Household Decoratives	82	\$137.90	\$8,029,248
Telephones and Accessories	82	\$40.95	\$2,384,139
Telephone Answering Devices	76	\$0.62	\$36,255
Grills and Outdoor Equipment	79	\$30.98	\$1,804,110
Power Tools	88	\$45.89	\$2,672,009
Hand Tools	83	\$7.22	\$420,499
Office Furniture/Equipment for Home Use	75	\$11.05	\$643,285
Computers and Hardware for Home Use	77	\$165.52	\$9,637,656
Portable Memory	76	\$4.10	\$238,990
Computer Software	72	\$14.63	\$851,675
Computer Accessories	76	\$14.49	\$843,942
Personal Digital Assistants	78	\$5.74	\$334,324
Other Household Items (4)	80	\$75.66	\$4,405,125

(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 and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

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 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.