



House and Home Expenditures

Norfolk city, NE (3134615)

Geography: Place

2017 Housing Summary		2017 Demographic Summary	
Housing Units	10,797	Population	24,277
2017-2022 Percent Change	1.31%	Households	10,002
Percent Occupied	92.6%	Families	6,003
Percent Owner Households	59.3%	Median Age	36.7
Median Home Value	\$130,953	Median Household Income	\$44,438
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	79	\$8,779.44	\$87,811,946
Mortgage Interest	79	\$2,853.26	\$28,538,280
Mortgage Principal	80	\$1,540.86	\$15,411,688
Property Taxes	80	\$1,979.00	\$19,793,912
Homeowners Insurance	84	\$411.95	\$4,120,284
Ground Rent	85	\$71.44	\$714,532
Maintenance and Remodeling Services	79	\$1,529.23	\$15,295,378
Maintenance and Remodeling Materials	80	\$324.20	\$3,242,682
Property Management and Security	73	\$69.51	\$695,189
Rented Dwellings	80	\$3,737.61	\$37,383,553
Rent	80	\$3,657.45	\$36,581,857
Renters' Insurance	87	\$22.15	\$221,527
Maintenance and Repair Services	88	\$40.59	\$405,950
Maintenance and Repair Materials	91	\$17.42	\$174,219
Other Lodging	76	\$384.38	\$3,844,560
Owned Vacation Homes	76	\$330.97	\$3,310,405
Mortgage Payment	74	\$128.29	\$1,283,134
Property Taxes	80	\$103.48	\$1,035,054
Homeowners Insurance	80	\$13.96	\$139,649
Maintenance and Remodeling	74	\$64.46	\$644,775
Property Management and Security	78	\$20.78	\$207,792
Housing While Attending School	76	\$53.40	\$534,155
Household Operations	79	\$1,466.81	\$14,670,994
Child Care	77	\$370.84	\$3,709,097
Care for Elderly or Handicapped	73	\$29.74	\$297,456
Appliance Rental and Repair	83	16	164,803
Computer Information Services	83	\$413.93	\$4,140,129
Home Security System Services	78	\$29.23	\$292,313
Non-Apparel Household Laundry/Dry Cleaning	72	\$19.38	\$193,797
Housekeeping Services	70	\$130.22	\$1,302,412
Lawn and Garden	82	\$343.31	\$3,433,777
Moving/Storage/Freight Express	78	\$49.76	\$497,704
Installation of Computers	78	\$0.31	\$3,130
PC Repair (Personal Use)	83	\$4.80	\$47,997
Reupholstering/Furniture Repair	80	\$5.13	\$51,269
Termite/Pest Control	76	\$23.78	\$237,805
Water Softening Services	84	\$7.02	\$70,176
Internet Services Away from Home	80	\$4.91	\$49,067
Other Home Services (1)	74	\$18.00	\$180,060

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 2017 and 2022; Consumer Spending data are derived from the 2014 and 2015 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	83	\$4,166.78	\$41,676,162
Bottled Gas	92	\$59.36	\$593,725
Electricity	83	\$1,570.75	\$15,710,601
Fuel Oil	67	\$62.84	\$628,552
Natural Gas	88	\$493.35	\$4,934,526
Phone Services	82	\$1,414.96	\$14,152,467
Water and Other Public Services	81	\$555.96	\$5,560,737
Coal/Wood/Other Fuel	82	\$9.55	\$95,555
Housekeeping Supplies	83	\$588.40	\$5,885,131
Laundry and Cleaning Supplies	84	\$161.43	\$1,614,648
Postage and Stationery	82	\$136.78	\$1,368,114
Other HH Products (2)	82	\$290.18	\$2,902,369
Household Textiles	81	\$77.20	\$772,159
Bathroom Linens	83	\$11.42	\$114,230
Bedroom Linens	82	\$39.54	\$395,451
Kitchen, Dining Room and other Linens	78	\$8.56	\$85,618
Curtains and Draperies	79	\$13.20	\$132,020
Slipcovers, Decorative Pillows	80	\$4.48	\$44,840
Furniture	82	\$469.69	\$4,697,848
Mattresses and Box Springs	83	\$89.18	\$891,953
Other Bedroom Furniture	83	\$83.99	\$840,030
Sofas	81	\$130.93	\$1,309,534
Living Room Chairs	84	\$42.06	\$420,701
Living Room Tables	82	\$11.94	\$119,398
Kitchen, Dining Room Furniture	80	\$37.99	\$379,971
Infant Furniture	86	\$9.36	\$93,610
Outdoor Furniture	81	\$26.15	\$261,505
Wall Units, Cabinets, Other Furniture (3)	80	\$38.11	\$381,146
Major Appliances	83	\$266.02	\$2,660,756
Dishwashers and Disposals	84	\$23.82	\$238,289
Refrigerators and Freezers	84	\$80.92	\$809,386
Clothes Washers & Dryers	84	\$73.65	\$736,695
Cooking Stoves and Ovens	84	\$37.38	\$373,838
Microwave Ovens	85	\$14.04	\$140,395
Window Air Conditioners	75	\$5.66	\$56,652
Electric Floor Cleaning Equipment	85	\$19.90	\$199,089
Sewing Machines and Miscellaneous Appliances	64	\$10.64	\$106,412

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	80	\$18.63	\$186,312
Housewares	83	\$78.48	\$784,907
Small Appliances	82	\$39.56	\$395,657
Sewing/Needlework/Quilt Materials/Items	84	\$10.92	\$109,182
Window Coverings	84	\$16.93	\$169,361
Lamps/Lighting Fixtures/Ceiling Fans	89	\$33.96	\$339,707
Infant Equipment	79	\$21.46	\$214,643
Rental of Furniture	98	\$6.10	\$61,014
Laundry and Cleaning Equipment	83	\$21.71	\$217,114
Closet and Storage Items	76	\$15.79	\$157,904
Luggage	77	\$9.09	\$90,899
Clocks and Other Household Decoratives	81	\$129.37	\$1,293,954
Telephones and Accessories	87	\$59.97	\$599,865
Grills and Outdoor Equipment	83	\$23.68	\$236,804
Power Tools	83	\$35.00	\$350,094
Hand Tools	80	\$6.89	\$68,926
Office Furniture/Equipment for Home Use	84	\$11.93	\$119,370
Computers and Hardware for Home Use	81	\$139.50	\$1,395,291
Portable Memory	84	\$4.46	\$44,609
Computer Software	79	\$9.15	\$91,528
Computer Accessories	81	\$14.55	\$145,557
Other Household Appliances	77	\$13.08	\$130,876
Misc Equipment incl Ladders/Sheds/Etc	79	\$61.79	\$618,003

(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.

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