



# House and Home Expenditures

Madison  
 Madison County, NE (31119)  
 Geography: County

2018 Housing Summary		2018 Demographic Summary	
Housing Units	15,268	Population	35,201
2018-2023 Percent Change	1.13%	Households	14,127
Percent Occupied	92.5%	Families	8,910
Percent Owner Households	62.4%	Median Age	37.7
Median Home Value	\$139,150	Median Household Income	\$50,193
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	80	\$8,963.60	\$126,628,754
Mortgage Interest	78	\$2,792.61	\$39,451,200
Mortgage Principal	81	\$1,539.45	\$21,747,761
Property Taxes	80	\$2,009.26	\$28,384,792
Homeowners Insurance	88	\$474.94	\$6,709,495
Ground Rent	87	\$63.76	\$900,737
Maintenance and Remodeling Services	77	\$1,575.50	\$22,257,150
Maintenance and Remodeling Materials	89	\$436.70	\$6,169,192
Property Management and Security	69	\$71.38	\$1,008,425
<b>Rented Dwellings</b>	71	\$3,508.59	\$49,565,902
Rent	71	\$3,421.77	\$48,339,378
Renters' Insurance	80	\$22.73	\$321,159
Maintenance and Repair Services	84	\$46.10	\$651,245
Maintenance and Repair Materials	81	\$17.99	\$254,119
<b>Other Lodging</b>	73	\$416.56	\$5,884,774
Owned Vacation Homes	73	\$371.59	\$5,249,461
Mortgage Payment	72	\$118.72	\$1,677,186
Property Taxes	76	\$106.79	\$1,508,663
Homeowners Insurance	108	\$24.23	\$342,248
Maintenance and Remodeling	66	\$100.85	\$1,424,742
Property Management and Security	76	\$21.00	\$296,622
Housing While Attending School	70	\$44.97	\$635,313
<b>Household Operations</b>	79	\$1,566.81	\$22,134,309
Child Care	74	\$380.05	\$5,369,017
Care for Elderly or Handicapped	64	\$40.99	\$579,098
Appliance Rental and Repair	81	18	248,450
Computer Information Services	84	\$457.35	\$6,461,004
Home Security System Services	74	\$29.15	\$411,809
Non-Apparel Household Laundry/Dry Cleaning	65	\$17.88	\$252,633
Housekeeping Services	68	\$132.33	\$1,869,462
Lawn and Garden	88	\$376.77	\$5,322,664
Moving/Storage/Freight Express	71	\$45.90	\$648,394
Installation of Computers	60	\$0.30	\$4,264
PC Repair (Personal Use)	82	\$4.87	\$68,746
Reupholstering/Furniture Repair	75	\$5.98	\$84,545
Termite/Pest Control	74	\$25.38	\$358,539
Water Softening Services	83	\$6.56	\$92,605
Internet Services Away from Home	75	\$6.98	\$98,605
Other Home Services (1)	74	\$18.72	\$264,475

**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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	85	\$4,232.97	\$59,799,195
Bottled Gas	123	\$61.75	\$872,390
Electricity	88	\$1,614.59	\$22,809,303
Fuel Oil	76	\$51.08	\$721,616
Natural Gas	87	\$436.72	\$6,169,507
Phone Services	83	\$1,471.18	\$20,783,298
Water and Other Public Services	83	\$587.88	\$8,304,914
Coal/Wood/Other Fuel	120	\$9.78	\$138,168
<b>Housekeeping Supplies</b>	86	\$613.37	\$8,665,097
Laundry and Cleaning Supplies	86	\$170.04	\$2,402,206
Postage and Stationery	84	\$141.90	\$2,004,679
Other HH Products (2)	86	\$301.42	\$4,258,212
<b>Household Textiles</b>	79	\$78.10	\$1,103,292
Bathroom Linens	82	\$12.03	\$169,991
Bedroom Linens	80	\$40.89	\$577,686
Kitchen, Dining Room and other Linens	71	\$8.54	\$120,616
Curtains and Draperies	79	\$12.66	\$178,845
Slipcovers, Decorative Pillows	78	\$3.97	\$56,154
<b>Furniture</b>	80	\$487.59	\$6,888,136
Mattresses and Box Springs	83	\$101.19	\$1,429,531
Other Bedroom Furniture	81	\$85.15	\$1,202,866
Sofas	77	\$131.59	\$1,858,961
Living Room Chairs	87	\$48.84	\$690,003
Living Room Tables	83	\$11.98	\$169,301
Kitchen, Dining Room Furniture	74	\$36.43	\$514,597
Infant Furniture	84	\$10.01	\$141,407
Outdoor Furniture	75	\$24.82	\$350,583
Wall Units, Cabinets, Other Furniture (3)	78	\$37.58	\$530,888
<b>Major Appliances</b>	88	\$305.21	\$4,311,679
Dishwashers and Disposals	89	\$28.69	\$405,268
Refrigerators and Freezers	87	\$94.89	\$1,340,565
Clothes Washers & Dryers	88	\$83.52	\$1,179,839
Cooking Stoves and Ovens	87	\$44.92	\$634,596
Microwave Ovens	82	\$13.06	\$184,561
Window Air Conditioners	77	\$5.91	\$83,527
Electric Floor Cleaning Equipment	85	\$21.95	\$310,045
Sewing Machines and Miscellaneous Appliances	101	\$12.27	\$173,278

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	79	\$19.44	\$274,664
Housewares	84	\$86.74	\$1,225,437
Small Appliances	82	\$40.05	\$565,839
Sewing/Needlework/Quilt Materials/Items	93	\$11.85	\$167,420
Window Coverings	85	\$18.64	\$263,316
Lamps/Lighting Fixtures/Ceiling Fans	96	\$39.67	\$560,428
Infant Equipment	73	\$23.46	\$331,455
Rental of Furniture	92	\$6.49	\$91,687
Laundry and Cleaning Equipment	85	\$24.03	\$339,476
Closet and Storage Items	81	\$20.02	\$282,773
Luggage	72	\$9.90	\$139,902
Clocks and Other Household Decoratives	78	\$150.53	\$2,126,569
Telephones and Accessories	75	\$52.51	\$741,823
Grills and Outdoor Equipment	84	\$23.41	\$330,703
Power Tools	95	\$49.75	\$702,759
Hand Tools	82	\$6.84	\$96,581
Office Furniture/Equipment for Home Use	82	\$12.08	\$170,721
Computers and Hardware for Home Use	77	\$131.25	\$1,854,163
Portable Memory	80	\$4.34	\$61,243
Computer Software	74	\$7.79	\$110,074
Computer Accessories	79	\$14.89	\$210,361
Other Household Appliances	84	\$15.07	\$212,899
Misc Equipment incl Ladders/Sheds/Etc	79	\$63.90	\$902,649

**(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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