



House and Home Expenditures

Site 1
12900 Preston Rd, Dallas, Texas, 75230
Ring: 3 mile radius

Latitude: 32.9242
Longitude: -96.80344

2014 Housing Summary		2014 Demographic Summary	
Housing Units	62,057	Population	127,603
2014-2019 Percent Change	5.20%	Households	55,487
Percent Occupied	89.4%	Families	29,883
Percent Owner Households	39.1%	Median Age	35.0
Median Home Value	\$434,986	Median Household Income	\$54,539
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	110	\$12,294.49	\$682,184,412
Mortgage Interest	114	\$4,562.49	\$253,159,101
Mortgage Principal	110	\$2,324.23	\$128,964,543
Property Taxes	108	\$2,665.65	\$147,908,835
Homeowners Insurance	100	\$474.16	\$26,309,921
Ground Rent	106	\$72.46	\$4,020,672
Maintenance and Remodeling Services	107	\$1,757.40	\$97,512,654
Maintenance and Remodeling Materials	96	\$281.36	\$15,611,829
Property Management and Security	141	\$156.74	\$8,696,856
Rented Dwellings	211	\$8,784.20	\$487,408,650
Rent	212	\$8,485.17	\$470,816,628
Rent Received as Pay	186	\$210.90	\$11,702,065
Renters' Insurance	193	\$35.44	\$1,966,422
Maintenance and Repair Services	156	\$32.61	\$1,809,560
Maintenance and Repair Materials	155	\$20.08	\$1,113,974
Owned Vacation Homes	131	\$776.11	\$43,064,179
Mortgage Payment	122	\$208.93	\$11,592,950
Property Taxes	116	\$164.79	\$9,143,663
Homeowners Insurance	109	\$18.89	\$1,048,375
Maintenance and Remodeling	152	\$349.50	\$19,392,856
Property Management and Security	109	\$34.00	\$1,886,335
Housing While Attending School	131	\$120.77	\$6,700,962
Household Operations	126	\$2,255.29	\$125,139,014
Child Care	139	\$607.93	\$33,732,013
Care for Elderly or Handicapped	126	\$96.16	\$5,335,464
Appliance Rental and Repair	109	\$25.99	\$1,442,357
Computer Information Services	131	\$570.93	\$31,679,070
Home Security System Services	114	\$40.39	\$2,240,889
Non-Apparel Household Laundry/Dry Cleaning	44	\$13.16	\$730,237
Housekeeping Services	129	\$205.26	\$11,389,284
Lawn and Garden	109	\$459.53	\$25,497,767
Moving/Storage/Freight Express	157	\$113.38	\$6,290,952
Installation of Computers	129	\$0.85	\$47,171
PC Repair (Personal Use)	131	\$10.47	\$581,117
Reupholstering/Furniture Repair	123	\$7.44	\$412,719
Termite/Pest Control	110	\$35.93	\$1,993,693
Water Softening Services	89	\$5.48	\$304,043
Internet Services Away from Home	140	\$14.33	\$795,059
Voice Over IP Service	132	\$18.41	\$1,021,528
Other Home Services (1)	116	\$29.66	\$1,645,651

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 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

October 06, 2014

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	123	\$6,080.18	\$337,370,751
Bottled Gas	73	\$50.38	\$2,795,169
Electricity	122	\$2,306.29	\$127,969,196
Fuel Oil	101	\$115.42	\$6,404,503
Natural Gas	119	\$623.39	\$34,590,251
Phone Services	130	\$2,131.71	\$118,282,243
Water and Other Public Services	123	\$845.20	\$46,897,709
Coal/Wood/Other Fuel	66	\$7.78	\$431,680
Housekeeping Supplies	126	\$888.21	\$49,284,247
Laundry and Cleaning Supplies	128	\$257.14	\$14,267,711
Postage and Stationery	126	\$221.08	\$12,267,155
Other HH Products (2)	125	\$409.99	\$22,749,381
Household Textiles	130	\$124.70	\$6,919,178
Bathroom Linens	137	\$17.93	\$994,983
Bedroom Linens	135	\$66.23	\$3,674,687
Kitchen and Dining Room Linens	130	\$3.22	\$178,695
Curtains and Draperies	118	\$16.80	\$932,064
Slipcovers, Decorative Pillows	130	\$6.53	\$362,385
Materials for Slipcovers/Curtains	111	\$12.12	\$672,458
Other Linens	143	\$1.87	\$103,905
Furniture	131	\$660.48	\$36,648,178
Mattresses and Box Springs	133	\$122.89	\$6,818,950
Other Bedroom Furniture	137	\$122.93	\$6,820,918
Sofas	135	\$175.69	\$9,748,343
Living Room Tables and Chairs	120	\$77.08	\$4,277,004
Kitchen, Dining Room Furniture	129	\$51.41	\$2,852,444
Infant Furniture	149	\$17.76	\$985,488
Outdoor Furniture	112	\$28.81	\$1,598,366
Wall Units, Cabinets, Other Furniture (3)	130	\$63.92	\$3,546,665
Major Appliances	116	\$305.04	\$16,925,784
Dishwashers and Disposals	114	\$24.65	\$1,367,808
Refrigerators and Freezers	112	\$85.17	\$4,726,089
Clothes Washers	120	\$54.84	\$3,043,076
Clothes Dryers	119	\$38.82	\$2,153,809
Cooking Stoves and Ovens	109	\$39.59	\$2,196,532
Microwave Ovens	133	\$17.40	\$965,378
Window Air Conditioners	112	\$7.33	\$406,474
Electric Floor Cleaning Equipment	125	\$27.08	\$1,502,757
Sewing Machines and Miscellaneous Appliances	116	\$10.16	\$563,862

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	117	\$28.02	\$1,554,692
Housewares	108	\$75.93	\$4,213,178
Small Appliances	128	\$56.92	\$3,158,144
Window Coverings	126	\$25.46	\$1,412,812
Lamps and Other Lighting Fixtures	136	\$21.72	\$1,205,006
Infant Equipment	61	\$11.42	\$633,427
Rental of Furniture	134	\$9.60	\$532,418
Laundry and Cleaning Equipment	128	\$31.55	\$1,750,662
Closet and Storage Items	28	\$5.46	\$302,872
Luggage	135	\$12.06	\$669,153
Clocks and Other Household Decoratives	35	\$57.61	\$3,196,486
Telephones and Accessories	150	\$73.49	\$4,077,671
Telephone Answering Devices	126	\$1.01	\$55,934
Grills and Outdoor Equipment	59	\$22.58	\$1,252,696
Power Tools	57	\$29.19	\$1,619,863
Hand Tools	117	\$10.01	\$555,329
Office Furniture/Equipment for Home Use	130	\$18.68	\$1,036,763
Computers and Hardware for Home Use	136	\$287.55	\$15,955,434
Portable Memory	138	\$7.23	\$401,200
Computer Software	148	\$29.28	\$1,624,667
Computer Accessories	127	\$23.60	\$1,309,521
Personal Digital Assistants	142	\$10.22	\$567,049
Other Household Items (4)	121	\$112.07	\$6,218,641

(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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