



House and Home Expenditures

Norcross, GA - 1,3,5 Mile
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

2016 Housing Summary		2016 Demographic Summary		
Housing Units	2,888	Population	7,700	
2016-2021 Percent Change	9.14%	Households	2,622	
Percent Occupied	90.8%	Families	1,782	
Percent Owner Households	54.2%	Median Age	32.5	
Median Home Value	\$199,112	Median Household Income	\$54,235	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		86	\$9,275.65	\$24,320,767
Mortgage Interest		94	\$3,471.64	\$9,102,636
Mortgage Principal		89	\$1,736.60	\$4,553,354
Property Taxes		81	\$1,925.03	\$5,047,432
Homeowners Insurance		75	\$332.14	\$870,884
Ground Rent		94	\$80.55	\$211,192
Maintenance and Remodeling Services		77	\$1,353.58	\$3,549,081
Maintenance and Remodeling Materials		75	\$272.33	\$714,054
Property Management and Security		106	\$103.79	\$272,133
Rented Dwellings		173	\$7,458.55	\$19,556,311
Rent		174	\$7,379.51	\$19,349,072
Renters' Insurance		138	\$28.10	\$73,681
Maintenance and Repair Services		100	\$33.34	\$87,415
Maintenance and Repair Materials		119	\$17.60	\$46,143
Other Lodging		85	\$410.59	\$1,076,574
Owned Vacation Homes		83	\$340.79	\$893,563
Mortgage Payment		91	\$145.50	\$381,492
Property Taxes		75	\$100.69	\$264,002
Homeowners Insurance		67	\$10.21	\$26,774
Maintenance and Remodeling		89	\$61.06	\$160,088
Property Management and Security		76	\$23.34	\$61,208
Housing While Attending School		95	\$69.80	\$183,011
Household Operations		100	\$1,711.62	\$4,487,859
Child Care		115	\$488.23	\$1,280,127
Care for Elderly or Handicapped		80	\$35.60	\$93,350
Appliance Rental and Repair		89	16	42,017
Computer Information Services		106	\$479.32	\$1,256,786
Home Security System Services		90	\$32.35	\$84,831
Non-Apparel Household Laundry/Dry Cleaning		116	\$30.39	\$79,676
Housekeeping Services		90	\$148.51	\$389,384
Lawn and Garden		81	\$330.27	\$865,961
Moving/Storage/Freight Express		123	\$77.79	\$203,969
Installation of Computers		90	\$0.35	\$917
PC Repair (Personal Use)		100	\$6.42	\$16,824
Reupholstering/Furniture Repair		70	\$5.96	\$15,639
Termite/Pest Control		92	\$26.68	\$69,964
Water Softening Services		88	\$6.74	\$17,675
Internet Services Away from Home		129	\$5.47	\$14,335
Other Home Services (1)		87	\$21.51	\$56,403

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	100	\$4,886.45	\$12,812,265
Bottled Gas	51	\$34.69	\$90,956
Electricity	100	\$1,860.84	\$4,879,119
Fuel Oil	64	\$68.66	\$180,039
Natural Gas	90	\$479.52	\$1,257,292
Phone Services	107	\$1,752.53	\$4,595,139
Water and Other Public Services	103	\$684.43	\$1,794,568
Coal/Wood/Other Fuel	53	\$5.78	\$15,152
Housekeeping Supplies	103	\$720.75	\$1,889,814
Laundry and Cleaning Supplies	108	\$206.69	\$541,952
Postage and Stationery	98	\$168.57	\$441,991
Other HH Products (2)	102	\$345.49	\$905,871
Household Textiles	101	\$88.19	\$231,225
Bathroom Linens	107	\$13.73	\$35,987
Bedroom Linens	105	\$48.15	\$126,245
Kitchen, Dining Room and other Linens	91	\$6.94	\$18,184
Curtains and Draperies	89	\$14.07	\$36,899
Slipcovers, Decorative Pillows	111	\$5.31	\$13,910
Furniture	107	\$526.26	\$1,379,849
Mattresses and Box Springs	109	\$94.81	\$248,588
Other Bedroom Furniture	116	\$98.58	\$258,466
Sofas	109	\$145.75	\$382,167
Living Room Chairs	96	\$41.91	\$109,888
Living Room Tables	110	\$16.14	\$42,311
Kitchen, Dining Room Furniture	109	\$44.44	\$116,511
Infant Furniture	122	\$13.94	\$36,546
Outdoor Furniture	87	\$24.92	\$65,345
Wall Units, Cabinets, Other Furniture (3)	99	\$45.78	\$120,026
Major Appliances	93	\$262.56	\$688,420
Dishwashers and Disposals	85	\$21.14	\$55,423
Refrigerators and Freezers	93	\$74.57	\$195,535
Clothes Washers & Dryers	96	\$71.53	\$187,549
Cooking Stoves and Ovens	89	\$36.08	\$94,589
Microwave Ovens	93	\$16.01	\$41,970
Window Air Conditioners	93	\$6.97	\$18,271
Electric Floor Cleaning Equipment	101	\$21.46	\$56,277
Sewing Machines and Miscellaneous Appliances	82	\$14.80	\$38,805

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
Other Household Furnishings and Equipment			
Rugs	91	\$22.29	\$58,434
Housewares	104	\$87.13	\$228,446
Small Appliances	106	\$49.83	\$130,646
Sewing/Needlework/Quilt Materials/Items	84	\$9.91	\$25,982
Window Coverings	83	\$16.54	\$43,357
Lamps/Lighting Fixtures/Ceiling Fans	89	\$34.60	\$90,719
Infant Equipment	116	\$21.02	\$55,103
Rental of Furniture	119	\$5.12	\$13,427
Laundry and Cleaning Equipment	101	\$25.08	\$65,747
Closet and Storage Items	96	\$16.56	\$43,422
Luggage	101	\$9.35	\$24,521
Clocks and Other Household Decoratives	100	\$134.26	\$352,019
Telephones and Accessories	105	\$74.97	\$196,564
Grills and Outdoor Equipment	81	\$28.12	\$73,738
Power Tools	100	\$45.39	\$119,015
Hand Tools	103	\$8.02	\$21,030
Office Furniture/Equipment for Home Use	101	\$14.83	\$38,884
Computers and Hardware for Home Use	110	\$191.29	\$501,565
Portable Memory	107	\$5.01	\$13,130
Computer Software	107	\$13.90	\$36,455
Computer Accessories	99	\$17.69	\$46,383
Other Household Appliances	103	\$11.65	\$30,537
Misc Equipment incl Ladders/Sheds/Etc	98	\$73.77	\$193,430

(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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2016 Housing Summary		2016 Demographic Summary	
Housing Units	30,056	Population	77,945
2016-2021 Percent Change	6.86%	Households	26,271
Percent Occupied	87.4%	Families	17,141
Percent Owner Households	43.2%	Median Age	31.6
Median Home Value	\$185,664	Median Household Income	\$46,912
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	73	\$7,864.41	\$206,605,858
Mortgage Interest	80	\$2,948.50	\$77,460,169
Mortgage Principal	76	\$1,478.35	\$38,837,797
Property Taxes	66	\$1,580.81	\$41,529,380
Homeowners Insurance	66	\$294.20	\$7,728,844
Ground Rent	82	\$70.25	\$1,845,416
Maintenance and Remodeling Services	67	\$1,169.32	\$30,719,215
Maintenance and Remodeling Materials	66	\$239.33	\$6,287,393
Property Management and Security	85	\$83.65	\$2,197,644
Rented Dwellings	153	\$6,583.80	\$172,963,076
Rent	154	\$6,511.06	\$171,051,983
Renters' Insurance	128	\$26.02	\$683,442
Maintenance and Repair Services	94	\$31.05	\$815,713
Maintenance and Repair Materials	106	\$15.68	\$411,939
Other Lodging	72	\$349.23	\$9,174,636
Owned Vacation Homes	71	\$289.89	\$7,615,726
Mortgage Payment	80	\$127.63	\$3,353,001
Property Taxes	65	\$87.21	\$2,291,097
Homeowners Insurance	59	\$9.00	\$236,388
Maintenance and Remodeling	68	\$46.69	\$1,226,614
Property Management and Security	63	\$19.36	\$508,624
Housing While Attending School	81	\$59.34	\$1,558,910
Household Operations	86	\$1,473.70	\$38,715,524
Child Care	98	\$413.77	\$10,870,080
Care for Elderly or Handicapped	68	\$30.41	\$798,995
Appliance Rental and Repair	75	14	356,381
Computer Information Services	93	\$418.48	\$10,993,836
Home Security System Services	81	\$29.21	\$767,458
Non-Apparel Household Laundry/Dry Cleaning	97	\$25.49	\$669,773
Housekeeping Services	75	\$123.45	\$3,243,147
Lawn and Garden	71	\$287.56	\$7,554,443
Moving/Storage/Freight Express	106	\$67.48	\$1,772,647
Installation of Computers	82	\$0.32	\$8,350
PC Repair (Personal Use)	89	\$5.66	\$148,579
Reupholstering/Furniture Repair	62	\$5.23	\$137,475
Termite/Pest Control	85	\$24.45	\$642,449
Water Softening Services	80	\$6.06	\$159,109
Internet Services Away from Home	116	\$4.91	\$129,041
Other Home Services (1)	72	\$17.65	\$463,761

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	88	\$4,293.91	\$112,805,435
Bottled Gas	44	\$29.68	\$779,671
Electricity	90	\$1,675.82	\$44,025,394
Fuel Oil	40	\$42.91	\$1,127,199
Natural Gas	76	\$402.98	\$10,586,763
Phone Services	94	\$1,536.15	\$40,356,317
Water and Other Public Services	91	\$601.64	\$15,805,684
Coal/Wood/Other Fuel	44	\$4.74	\$124,407
Housekeeping Supplies	90	\$630.18	\$16,555,547
Laundry and Cleaning Supplies	94	\$180.67	\$4,746,304
Postage and Stationery	85	\$145.56	\$3,823,882
Other HH Products (2)	89	\$303.96	\$7,985,362
Household Textiles	88	\$76.48	\$2,009,166
Bathroom Linens	94	\$12.13	\$318,762
Bedroom Linens	91	\$41.94	\$1,101,702
Kitchen, Dining Room and other Linens	81	\$6.16	\$161,800
Curtains and Draperies	73	\$11.64	\$305,793
Slipcovers, Decorative Pillows	97	\$4.61	\$121,110
Furniture	94	\$462.90	\$12,160,871
Mattresses and Box Springs	95	\$82.35	\$2,163,440
Other Bedroom Furniture	106	\$89.83	\$2,359,887
Sofas	95	\$127.44	\$3,347,892
Living Room Chairs	86	\$37.49	\$985,027
Living Room Tables	100	\$14.57	\$382,724
Kitchen, Dining Room Furniture	94	\$38.45	\$1,010,222
Infant Furniture	106	\$12.21	\$320,784
Outdoor Furniture	73	\$21.05	\$552,949
Wall Units, Cabinets, Other Furniture (3)	85	\$39.51	\$1,037,947
Major Appliances	80	\$227.24	\$5,969,755
Dishwashers and Disposals	72	\$18.06	\$474,564
Refrigerators and Freezers	81	\$64.74	\$1,700,842
Clothes Washers & Dryers	85	\$62.87	\$1,651,753
Cooking Stoves and Ovens	76	\$30.78	\$808,648
Microwave Ovens	81	\$13.99	\$367,501
Window Air Conditioners	77	\$5.72	\$150,313
Electric Floor Cleaning Equipment	89	\$18.91	\$496,720
Sewing Machines and Miscellaneous Appliances	68	\$12.16	\$319,414

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	77	\$18.87	\$495,673
Housewares	92	\$76.97	\$2,021,962
Small Appliances	91	\$42.76	\$1,123,403
Sewing/Needlework/Quilt Materials/Items	71	\$8.39	\$220,330
Window Coverings	74	\$14.91	\$391,827
Lamps/Lighting Fixtures/Ceiling Fans	77	\$29.82	\$783,495
Infant Equipment	104	\$18.96	\$497,969
Rental of Furniture	118	\$5.07	\$133,264
Laundry and Cleaning Equipment	88	\$21.72	\$570,487
Closet and Storage Items	84	\$14.56	\$382,577
Luggage	89	\$8.21	\$215,732
Clocks and Other Household Decoratives	86	\$115.40	\$3,031,653
Telephones and Accessories	94	\$66.70	\$1,752,146
Grills and Outdoor Equipment	70	\$24.31	\$638,599
Power Tools	85	\$38.84	\$1,020,414
Hand Tools	93	\$7.22	\$189,549
Office Furniture/Equipment for Home Use	91	\$13.25	\$348,038
Computers and Hardware for Home Use	97	\$167.59	\$4,402,641
Portable Memory	94	\$4.43	\$116,441
Computer Software	97	\$12.49	\$328,183
Computer Accessories	87	\$15.48	\$406,710
Other Household Appliances	87	\$9.84	\$258,565
Misc Equipment incl Ladders/Sheds/Etc	85	\$64.16	\$1,685,435

(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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2016 Housing Summary		2016 Demographic Summary	
Housing Units	94,903	Population	245,004
2016-2021 Percent Change	5.56%	Households	84,363
Percent Occupied	88.9%	Families	55,754
Percent Owner Households	45.0%	Median Age	32.5
Median Home Value	\$213,184	Median Household Income	\$47,659
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		82	\$742,520,726
Mortgage Interest		88	\$3,251.77
Mortgage Principal		84	\$1,644.43
Property Taxes		76	\$1,818.46
Homeowners Insurance		74	\$326.72
Ground Rent		87	\$74.67
Maintenance and Remodeling Services		76	\$1,327.56
Maintenance and Remodeling Materials		73	\$265.40
Property Management and Security		94	\$92.50
Rented Dwellings		154	\$561,013,960
Rent		155	\$6,574.33
Renters' Insurance		130	\$26.48
Maintenance and Repair Services		99	\$32.84
Maintenance and Repair Materials		111	\$16.35
Other Lodging		82	\$33,570,615
Owned Vacation Homes		81	\$332.02
Mortgage Payment		90	\$143.78
Property Taxes		74	\$100.30
Homeowners Insurance		69	\$10.49
Maintenance and Remodeling		81	\$54.95
Property Management and Security		73	\$22.50
Housing While Attending School		89	\$65.91
Household Operations		93	\$135,004,375
Child Care		104	\$442.12
Care for Elderly or Handicapped		78	\$34.56
Appliance Rental and Repair		83	15
Computer Information Services		99	\$445.23
Home Security System Services		89	\$31.87
Non-Apparel Household Laundry/Dry Cleaning		105	\$27.58
Housekeeping Services		85	\$140.78
Lawn and Garden		79	\$321.28
Moving/Storage/Freight Express		112	\$71.23
Installation of Computers		90	\$0.35
PC Repair (Personal Use)		95	\$6.09
Reupholstering/Furniture Repair		72	\$6.14
Termite/Pest Control		91	\$26.35
Water Softening Services		85	\$6.44
Internet Services Away from Home		120	\$5.08
Other Home Services (1)		82	\$20.13

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Utilities, Fuels, Public Services	94	\$4,577.08	\$386,136,341
Bottled Gas	50	\$33.93	\$2,862,049
Electricity	95	\$1,765.22	\$148,919,583
Fuel Oil	53	\$56.91	\$4,801,505
Natural Gas	84	\$446.78	\$37,691,440
Phone Services	99	\$1,626.11	\$137,183,119
Water and Other Public Services	97	\$642.67	\$54,217,340
Coal/Wood/Other Fuel	50	\$5.47	\$461,304
Housekeeping Supplies	96	\$673.00	\$56,776,357
Laundry and Cleaning Supplies	100	\$190.64	\$16,083,197
Postage and Stationery	92	\$158.10	\$13,337,929
Other HH Products (2)	95	\$324.26	\$27,355,230
Household Textiles	95	\$82.60	\$6,967,962
Bathroom Linens	101	\$12.94	\$1,091,864
Bedroom Linens	98	\$44.98	\$3,794,772
Kitchen, Dining Room and other Linens	89	\$6.77	\$570,866
Curtains and Draperies	82	\$12.97	\$1,094,269
Slipcovers, Decorative Pillows	103	\$4.93	\$416,191
Furniture	101	\$495.04	\$41,763,352
Mattresses and Box Springs	101	\$88.11	\$7,433,440
Other Bedroom Furniture	110	\$93.73	\$7,907,749
Sofas	102	\$135.92	\$11,466,536
Living Room Chairs	92	\$40.40	\$3,408,159
Living Room Tables	106	\$15.49	\$1,306,619
Kitchen, Dining Room Furniture	102	\$41.56	\$3,506,029
Infant Furniture	112	\$12.80	\$1,079,745
Outdoor Furniture	83	\$23.79	\$2,007,239
Wall Units, Cabinets, Other Furniture (3)	93	\$43.24	\$3,647,835
Major Appliances	87	\$247.63	\$20,891,099
Dishwashers and Disposals	81	\$20.27	\$1,709,712
Refrigerators and Freezers	88	\$70.13	\$5,916,063
Clothes Washers & Dryers	91	\$67.71	\$5,712,228
Cooking Stoves and Ovens	84	\$33.99	\$2,867,241
Microwave Ovens	88	\$15.05	\$1,269,245
Window Air Conditioners	83	\$6.23	\$525,913
Electric Floor Cleaning Equipment	96	\$20.40	\$1,721,410
Sewing Machines and Miscellaneous Appliances	77	\$13.86	\$1,169,286

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Other Household Furnishings and Equipment			
Rugs	87	\$21.12	\$1,781,428
Housewares	98	\$82.30	\$6,942,729
Small Appliances	97	\$45.89	\$3,871,314
Sewing/Needlework/Quilt Materials/Items	79	\$9.38	\$791,540
Window Coverings	83	\$16.62	\$1,402,506
Lamps/Lighting Fixtures/Ceiling Fans	83	\$32.39	\$2,732,895
Infant Equipment	108	\$19.66	\$1,658,493
Rental of Furniture	118	\$5.09	\$429,496
Laundry and Cleaning Equipment	94	\$23.29	\$1,965,147
Closet and Storage Items	92	\$15.89	\$1,340,877
Luggage	97	\$8.97	\$756,921
Clocks and Other Household Decoratives	93	\$125.39	\$10,578,561
Telephones and Accessories	99	\$70.64	\$5,959,533
Grills and Outdoor Equipment	77	\$26.84	\$2,264,131
Power Tools	92	\$41.90	\$3,534,808
Hand Tools	99	\$7.67	\$646,917
Office Furniture/Equipment for Home Use	98	\$14.30	\$1,206,574
Computers and Hardware for Home Use	103	\$179.01	\$15,101,768
Portable Memory	101	\$4.74	\$399,673
Computer Software	103	\$13.30	\$1,122,272
Computer Accessories	94	\$16.81	\$1,418,089
Other Household Appliances	94	\$10.65	\$898,413
Misc Equipment incl Ladders/Sheds/Etc	93	\$69.93	\$5,899,292

(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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