



House and Home Expenditures

Norcross, GA - 3,5,10 Minutes
 65 Lawrenceville St NW, Norcross, Georgia, 30071
 Drive Time: 3 minute radius

Prepared by Esri
 Latitude: 33.94260
 Longitude: -84.21145

2016 Housing Summary		2016 Demographic Summary		
Housing Units	560	Population	1,063	
2016-2021 Percent Change	12.86%	Households	498	
Percent Occupied	88.9%	Families	319	
Percent Owner Households	51.4%	Median Age	34.5	
Median Home Value	\$219,444	Median Household Income	\$52,967	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		85	\$9,120.50	\$4,542,009
Mortgage Interest		87	\$3,237.05	\$1,612,052
Mortgage Principal		85	\$1,658.46	\$825,913
Property Taxes		90	\$2,146.18	\$1,068,799
Homeowners Insurance		70	\$309.54	\$154,150
Ground Rent		76	\$65.27	\$32,503
Maintenance and Remodeling Services		77	\$1,342.60	\$668,616
Maintenance and Remodeling Materials		68	\$245.55	\$122,286
Property Management and Security		118	\$115.84	\$57,689
Rented Dwellings		165	\$7,097.67	\$3,534,642
Rent		166	\$7,023.14	\$3,497,522
Renters' Insurance		131	\$26.63	\$13,260
Maintenance and Repair Services		94	\$31.11	\$15,495
Maintenance and Repair Materials		114	\$16.80	\$8,366
Other Lodging		88	\$425.67	\$211,985
Owned Vacation Homes		87	\$355.75	\$177,163
Mortgage Payment		85	\$135.76	\$67,610
Property Taxes		79	\$106.95	\$53,261
Homeowners Insurance		70	\$10.68	\$5,319
Maintenance and Remodeling		113	\$76.77	\$38,230
Property Management and Security		83	\$25.59	\$12,743
Housing While Attending School		95	\$69.92	\$34,822
Household Operations		96	\$1,652.82	\$823,106
Child Care		110	\$465.89	\$232,014
Care for Elderly or Handicapped		87	\$38.72	\$19,281
Appliance Rental and Repair		90	16	8,093
Computer Information Services		102	\$457.41	\$227,790
Home Security System Services		79	\$28.27	\$14,079
Non-Apparel Household Laundry/Dry Cleaning		121	\$31.77	\$15,819
Housekeeping Services		94	\$154.72	\$77,053
Lawn and Garden		78	\$318.38	\$158,554
Moving/Storage/Freight Express		115	\$73.13	\$36,419
Installation of Computers		79	\$0.31	\$154
PC Repair (Personal Use)		97	\$6.19	\$3,082
Reupholstering/Furniture Repair		74	\$6.30	\$3,136
Termite/Pest Control		75	\$21.58	\$10,747
Water Softening Services		75	\$5.69	\$2,835
Internet Services Away from Home		115	\$4.87	\$2,425
Other Home Services (1)		95	\$23.34	\$11,624

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	94	\$4,576.32	\$2,279,007
Bottled Gas	51	\$34.95	\$17,403
Electricity	89	\$1,655.55	\$824,462
Fuel Oil	114	\$123.55	\$61,527
Natural Gas	97	\$512.76	\$255,352
Phone Services	100	\$1,628.63	\$811,056
Water and Other Public Services	93	\$614.40	\$305,971
Coal/Wood/Other Fuel	60	\$6.50	\$3,237
Housekeeping Supplies	96	\$672.00	\$334,654
Laundry and Cleaning Supplies	98	\$187.66	\$93,456
Postage and Stationery	97	\$166.28	\$82,807
Other HH Products (2)	94	\$318.05	\$158,391
Household Textiles	98	\$85.71	\$42,684
Bathroom Linens	103	\$13.20	\$6,575
Bedroom Linens	101	\$46.25	\$23,031
Kitchen, Dining Room and other Linens	85	\$6.50	\$3,237
Curtains and Draperies	94	\$14.84	\$7,390
Slipcovers, Decorative Pillows	103	\$4.92	\$2,450
Furniture	100	\$493.36	\$245,695
Mattresses and Box Springs	103	\$90.05	\$44,846
Other Bedroom Furniture	101	\$86.03	\$42,842
Sofas	103	\$137.61	\$68,529
Living Room Chairs	88	\$38.60	\$19,223
Living Room Tables	102	\$14.97	\$7,454
Kitchen, Dining Room Furniture	106	\$43.54	\$21,681
Infant Furniture	113	\$12.98	\$6,465
Outdoor Furniture	86	\$24.90	\$12,398
Wall Units, Cabinets, Other Furniture (3)	96	\$44.69	\$22,257
Major Appliances	86	\$245.04	\$122,028
Dishwashers and Disposals	83	\$20.76	\$10,338
Refrigerators and Freezers	84	\$66.75	\$33,241
Clothes Washers & Dryers	89	\$65.98	\$32,858
Cooking Stoves and Ovens	83	\$33.60	\$16,734
Microwave Ovens	89	\$15.36	\$7,649
Window Air Conditioners	103	\$7.70	\$3,833
Electric Floor Cleaning Equipment	95	\$20.22	\$10,072
Sewing Machines and Miscellaneous Appliances	82	\$14.67	\$7,304

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	95	\$23.30	\$11,605
Housewares	97	\$80.99	\$40,333
Small Appliances	103	\$48.52	\$24,164
Sewing/Needlework/Quilt Materials/Items	85	\$10.06	\$5,009
Window Coverings	73	\$14.66	\$7,300
Lamps/Lighting Fixtures/Ceiling Fans	80	\$31.21	\$15,542
Infant Equipment	101	\$18.34	\$9,132
Rental of Furniture	104	\$4.48	\$2,233
Laundry and Cleaning Equipment	94	\$23.17	\$11,540
Closet and Storage Items	93	\$16.03	\$7,983
Luggage	99	\$9.11	\$4,536
Clocks and Other Household Decoratives	97	\$130.13	\$64,804
Telephones and Accessories	98	\$69.62	\$34,671
Grills and Outdoor Equipment	81	\$28.04	\$13,962
Power Tools	91	\$41.34	\$20,585
Hand Tools	95	\$7.42	\$3,695
Office Furniture/Equipment for Home Use	96	\$14.09	\$7,018
Computers and Hardware for Home Use	105	\$182.13	\$90,701
Portable Memory	100	\$4.69	\$2,336
Computer Software	103	\$13.39	\$6,666
Computer Accessories	97	\$17.27	\$8,602
Other Household Appliances	101	\$11.45	\$5,702
Misc Equipment incl Ladders/Sheds/Etc	93	\$70.27	\$34,992

(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.

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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2016 Housing Summary		2016 Demographic Summary		
Housing Units	3,861	Population	11,198	
2016-2021 Percent Change	9.14%	Households	3,444	
Percent Occupied	89.2%	Families	2,408	
Percent Owner Households	53.8%	Median Age	31.9	
Median Home Value	\$168,610	Median Household Income	\$47,916	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		75	\$8,087.31	\$27,852,699
Mortgage Interest		82	\$3,052.72	\$10,513,577
Mortgage Principal		78	\$1,523.64	\$5,247,400
Property Taxes		68	\$1,634.59	\$5,629,514
Homeowners Insurance		67	\$296.08	\$1,019,694
Ground Rent		88	\$76.05	\$261,908
Maintenance and Remodeling Services		67	\$1,174.91	\$4,046,407
Maintenance and Remodeling Materials		67	\$243.07	\$837,128
Property Management and Security		88	\$86.26	\$297,070
Rented Dwellings		149	\$6,436.62	\$22,167,735
Rent		150	\$6,367.92	\$21,931,121
Renters' Insurance		119	\$24.15	\$83,168
Maintenance and Repair Services		88	\$29.26	\$100,759
Maintenance and Repair Materials		103	\$15.30	\$52,687
Other Lodging		73	\$351.43	\$1,210,342
Owned Vacation Homes		71	\$291.46	\$1,003,782
Mortgage Payment		79	\$126.51	\$435,699
Property Taxes		64	\$85.87	\$295,739
Homeowners Insurance		58	\$8.77	\$30,208
Maintenance and Remodeling		74	\$50.31	\$173,271
Property Management and Security		65	\$20.00	\$68,865
Housing While Attending School		81	\$59.98	\$206,560
Household Operations		87	\$1,484.58	\$5,112,890
Child Care		99	\$417.67	\$1,438,467
Care for Elderly or Handicapped		70	\$30.89	\$106,384
Appliance Rental and Repair		77	14	48,102
Computer Information Services		93	\$418.96	\$1,442,907
Home Security System Services		81	\$28.96	\$99,740
Non-Apparel Household Laundry/Dry Cleaning		98	\$25.77	\$88,750
Housekeeping Services		77	\$126.57	\$435,912
Lawn and Garden		71	\$289.41	\$996,717
Moving/Storage/Freight Express		107	\$67.63	\$232,903
Installation of Computers		79	\$0.31	\$1,051
PC Repair (Personal Use)		87	\$5.58	\$19,226
Reupholstering/Furniture Repair		60	\$5.06	\$17,430
Termite/Pest Control		84	\$24.40	\$84,035
Water Softening Services		81	\$6.20	\$21,358
Internet Services Away from Home		114	\$4.82	\$16,617
Other Home Services (1)		75	\$18.38	\$63,294

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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Utilities, Fuels, Public Services	89	\$4,326.30	\$14,899,772
Bottled Gas	45	\$30.79	\$106,033
Electricity	90	\$1,668.80	\$5,747,334
Fuel Oil	46	\$50.25	\$173,078
Natural Gas	77	\$409.21	\$1,409,321
Phone Services	95	\$1,548.23	\$5,332,117
Water and Other Public Services	93	\$614.05	\$2,114,800
Coal/Wood/Other Fuel	46	\$4.96	\$17,090
Housekeeping Supplies	90	\$632.99	\$2,180,023
Laundry and Cleaning Supplies	96	\$183.75	\$632,842
Postage and Stationery	85	\$145.21	\$500,089
Other HH Products (2)	89	\$304.03	\$1,047,092
Household Textiles	88	\$76.41	\$263,153
Bathroom Linens	93	\$11.93	\$41,081
Bedroom Linens	91	\$41.87	\$144,184
Kitchen, Dining Room and other Linens	79	\$6.01	\$20,686
Curtains and Draperies	75	\$11.95	\$41,159
Slipcovers, Decorative Pillows	98	\$4.66	\$16,043
Furniture	93	\$458.91	\$1,580,484
Mattresses and Box Springs	95	\$82.58	\$284,416
Other Bedroom Furniture	102	\$87.16	\$300,167
Sofas	95	\$126.81	\$436,738
Living Room Chairs	84	\$36.85	\$126,911
Living Room Tables	96	\$14.03	\$48,325
Kitchen, Dining Room Furniture	94	\$38.35	\$132,069
Infant Furniture	105	\$12.08	\$41,606
Outdoor Furniture	75	\$21.57	\$74,293
Wall Units, Cabinets, Other Furniture (3)	85	\$39.48	\$135,959
Major Appliances	82	\$231.75	\$798,156
Dishwashers and Disposals	74	\$18.36	\$63,235
Refrigerators and Freezers	83	\$66.63	\$229,484
Clothes Washers & Dryers	86	\$63.46	\$218,564
Cooking Stoves and Ovens	79	\$31.95	\$110,036
Microwave Ovens	82	\$14.01	\$48,267
Window Air Conditioners	81	\$6.02	\$20,727
Electric Floor Cleaning Equipment	88	\$18.74	\$64,528
Sewing Machines and Miscellaneous Appliances	70	\$12.58	\$43,315

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Other Household Furnishings and Equipment			
Rugs	78	\$18.99	\$65,406
Housewares	91	\$76.03	\$261,856
Small Appliances	92	\$43.27	\$149,005
Sewing/Needlework/Quilt Materials/Items	72	\$8.57	\$29,501
Window Coverings	73	\$14.60	\$50,271
Lamps/Lighting Fixtures/Ceiling Fans	78	\$30.45	\$104,884
Infant Equipment	101	\$18.28	\$62,960
Rental of Furniture	106	\$4.56	\$15,690
Laundry and Cleaning Equipment	89	\$21.98	\$75,695
Closet and Storage Items	82	\$14.13	\$48,658
Luggage	88	\$8.09	\$27,845
Clocks and Other Household Decoratives	86	\$115.81	\$398,863
Telephones and Accessories	92	\$65.37	\$225,122
Grills and Outdoor Equipment	70	\$24.29	\$83,658
Power Tools	89	\$40.39	\$139,093
Hand Tools	90	\$7.04	\$24,247
Office Furniture/Equipment for Home Use	88	\$12.83	\$44,197
Computers and Hardware for Home Use	96	\$165.75	\$570,834
Portable Memory	93	\$4.35	\$14,991
Computer Software	93	\$12.02	\$41,388
Computer Accessories	86	\$15.37	\$52,935
Other Household Appliances	90	\$10.14	\$34,931
Misc Equipment incl Ladders/Sheds/Etc	85	\$63.82	\$219,780

(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	32,845	Population	82,610
2016-2021 Percent Change	6.86%	Households	28,835
Percent Occupied	87.8%	Families	18,408
Percent Owner Households	40.1%	Median Age	31.8
Median Home Value	\$175,677	Median Household Income	\$46,055

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	69	\$7,467.91	\$215,337,119
Mortgage Interest	76	\$2,804.70	\$80,873,579
Mortgage Principal	72	\$1,404.00	\$40,484,466
Property Taxes	63	\$1,500.47	\$43,266,053
Homeowners Insurance	63	\$278.38	\$8,027,174
Ground Rent	77	\$66.33	\$1,912,711
Maintenance and Remodeling Services	63	\$1,106.87	\$31,916,473
Maintenance and Remodeling Materials	62	\$226.39	\$6,527,974
Property Management and Security	82	\$80.76	\$2,328,686
Rented Dwellings	148	\$6,376.75	\$183,873,562
Rent	149	\$6,306.85	\$181,858,147
Renters' Insurance	124	\$25.13	\$724,527
Maintenance and Repair Services	89	\$29.67	\$855,584
Maintenance and Repair Materials	102	\$15.10	\$435,305
Other Lodging	68	\$330.77	\$9,537,660
Owned Vacation Homes	67	\$274.44	\$7,913,343
Mortgage Payment	75	\$120.44	\$3,472,827
Property Taxes	61	\$82.64	\$2,382,786
Homeowners Insurance	56	\$8.48	\$244,387
Maintenance and Remodeling	65	\$44.53	\$1,284,059
Property Management and Security	60	\$18.36	\$529,284
Housing While Attending School	76	\$56.33	\$1,624,316
Household Operations	82	\$1,407.80	\$40,593,823
Child Care	94	\$396.75	\$11,440,322
Care for Elderly or Handicapped	65	\$28.91	\$833,664
Appliance Rental and Repair	72	13	373,710
Computer Information Services	89	\$401.20	\$11,568,555
Home Security System Services	77	\$27.66	\$797,483
Non-Apparel Household Laundry/Dry Cleaning	93	\$24.49	\$706,063
Housekeeping Services	71	\$117.05	\$3,375,274
Lawn and Garden	67	\$272.85	\$7,867,551
Moving/Storage/Freight Express	102	\$64.92	\$1,872,060
Installation of Computers	79	\$0.31	\$8,821
PC Repair (Personal Use)	85	\$5.41	\$155,949
Reupholstering/Furniture Repair	58	\$4.94	\$142,312
Termite/Pest Control	80	\$23.10	\$666,056
Water Softening Services	75	\$5.72	\$164,818
Internet Services Away from Home	111	\$4.71	\$135,883
Other Home Services (1)	68	\$16.83	\$485,303

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Utilities, Fuels, Public Services	84	\$4,098.76	\$118,187,726
Bottled Gas	41	\$27.97	\$806,657
Electricity	86	\$1,596.78	\$46,043,182
Fuel Oil	38	\$41.26	\$1,189,835
Natural Gas	73	\$386.74	\$11,151,551
Phone Services	90	\$1,468.67	\$42,349,184
Water and Other Public Services	86	\$572.83	\$16,517,448
Coal/Wood/Other Fuel	41	\$4.50	\$129,869
Housekeeping Supplies	86	\$602.22	\$17,365,041
Laundry and Cleaning Supplies	90	\$172.56	\$4,975,692
Postage and Stationery	81	\$139.42	\$4,020,087
Other HH Products (2)	85	\$290.25	\$8,369,263
Household Textiles	84	\$73.14	\$2,108,927
Bathroom Linens	90	\$11.61	\$334,868
Bedroom Linens	87	\$40.12	\$1,157,002
Kitchen, Dining Room and other Linens	77	\$5.88	\$169,636
Curtains and Draperies	70	\$11.10	\$320,149
Slipcovers, Decorative Pillows	92	\$4.41	\$127,272
Furniture	90	\$442.41	\$12,756,892
Mattresses and Box Springs	91	\$78.92	\$2,275,794
Other Bedroom Furniture	101	\$85.80	\$2,474,020
Sofas	91	\$121.86	\$3,513,937
Living Room Chairs	82	\$35.81	\$1,032,442
Living Room Tables	95	\$13.89	\$400,382
Kitchen, Dining Room Furniture	90	\$36.75	\$1,059,615
Infant Furniture	102	\$11.71	\$337,763
Outdoor Furniture	69	\$19.92	\$574,532
Wall Units, Cabinets, Other Furniture (3)	81	\$37.75	\$1,088,406
Major Appliances	76	\$216.46	\$6,241,598
Dishwashers and Disposals	69	\$17.18	\$495,254
Refrigerators and Freezers	77	\$61.60	\$1,776,267
Clothes Washers & Dryers	81	\$59.83	\$1,725,262
Cooking Stoves and Ovens	72	\$29.24	\$842,999
Microwave Ovens	78	\$13.37	\$385,526
Window Air Conditioners	74	\$5.50	\$158,545
Electric Floor Cleaning Equipment	85	\$18.09	\$521,485
Sewing Machines and Miscellaneous Appliances	65	\$11.66	\$336,261

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Other Household Furnishings and Equipment			
Rugs	74	\$17.99	\$518,787
Housewares	88	\$73.59	\$2,122,067
Small Appliances	87	\$41.00	\$1,182,187
Sewing/Needlework/Quilt Materials/Items	68	\$8.03	\$231,603
Window Coverings	71	\$14.19	\$409,091
Lamps/Lighting Fixtures/Ceiling Fans	73	\$28.42	\$819,598
Infant Equipment	100	\$18.14	\$523,032
Rental of Furniture	113	\$4.86	\$139,994
Laundry and Cleaning Equipment	84	\$20.78	\$599,157
Closet and Storage Items	81	\$13.94	\$401,901
Luggage	85	\$7.81	\$225,169
Clocks and Other Household Decoratives	82	\$110.23	\$3,178,463
Telephones and Accessories	90	\$63.90	\$1,842,495
Grills and Outdoor Equipment	67	\$23.06	\$664,858
Power Tools	81	\$37.01	\$1,067,276
Hand Tools	89	\$6.90	\$198,853
Office Furniture/Equipment for Home Use	86	\$12.64	\$364,359
Computers and Hardware for Home Use	93	\$160.53	\$4,628,920
Portable Memory	90	\$4.24	\$122,308
Computer Software	92	\$11.94	\$344,430
Computer Accessories	83	\$14.79	\$426,612
Other Household Appliances	83	\$9.41	\$271,405
Misc Equipment incl Ladders/Sheds/Etc	81	\$61.27	\$1,766,617

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(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.

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 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.