



# House and Home Expenditures

Marion County, FL  
 Marion County, FL (12083)  
 Geography: County

2014 Housing Summary		2014 Demographic Summary	
Housing Units	166,586	Population	334,712
2014-2019 Percent Change	2.61%	Households	139,332
Percent Occupied	83.6%	Families	92,930
Percent Owner Households	72.8%	Median Age	48.6
Median Home Value	\$113,321	Median Household Income	\$37,740
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	71	\$7,924.91	\$1,104,193,765
Mortgage Interest	69	\$2,764.18	\$385,138,048
Mortgage Principal	70	\$1,477.36	\$205,843,220
Property Taxes	68	\$1,686.19	\$234,939,620
Homeowners Insurance	79	\$373.73	\$52,072,175
Ground Rent	120	\$82.15	\$11,445,710
Maintenance and Remodeling Services	75	\$1,235.10	\$172,089,250
Maintenance and Remodeling Materials	76	\$221.45	\$30,854,667
Property Management and Security	76	\$84.77	\$11,811,074
<b>Rented Dwellings</b>	64	\$2,653.02	\$369,650,274
Rent	63	\$2,535.26	\$353,243,473
Rent Received as Pay	72	\$81.58	\$11,366,509
Renters' Insurance	68	\$12.42	\$1,730,879
Maintenance and Repair Services	74	\$15.42	\$2,148,116
Maintenance and Repair Materials	64	\$8.33	\$1,161,297
<b>Owned Vacation Homes</b>	76	\$451.83	\$62,954,926
Mortgage Payment	68	\$116.88	\$16,285,412
Property Taxes	74	\$104.99	\$14,628,550
Homeowners Insurance	71	\$12.20	\$1,699,266
Maintenance and Remodeling	84	\$194.78	\$27,139,637
Property Management and Security	74	\$22.98	\$3,202,063
Housing While Attending School	62	\$57.51	\$8,012,406
<b>Household Operations</b>	71	\$1,270.74	\$177,054,673
Child Care	57	\$250.70	\$34,931,098
Care for Elderly or Handicapped	91	\$69.91	\$9,741,278
Appliance Rental and Repair	78	\$18.48	\$2,574,834
Computer Information Services	71	\$311.12	\$43,348,889
Home Security System Services	78	\$27.80	\$3,872,772
Non-Apparel Household Laundry/Dry Cleaning	15	\$4.48	\$624,777
Housekeeping Services	75	\$119.46	\$16,645,123
Lawn and Garden	80	\$336.91	\$46,942,931
Moving/Storage/Freight Express	74	\$53.80	\$7,495,978
Installation of Computers	74	\$0.49	\$68,950
PC Repair (Personal Use)	75	\$5.97	\$831,286
Reupholstering/Furniture Repair	66	\$3.97	\$553,728
Termite/Pest Control	86	\$28.23	\$3,932,992
Water Softening Services	82	\$5.10	\$711,044
Internet Services Away from Home	69	\$7.10	\$989,926
Voice Over IP Service	61	\$8.42	\$1,172,510
Other Home Services (1)	73	\$18.78	\$2,616,558

**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.



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	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	75	\$3,710.76	\$517,027,223
Bottled Gas	88	\$60.93	\$8,489,089
Electricity	79	\$1,480.45	\$206,273,867
Fuel Oil	60	\$68.57	\$9,554,659
Natural Gas	66	\$346.87	\$48,329,861
Phone Services	74	\$1,209.58	\$168,533,371
Water and Other Public Services	78	\$534.08	\$74,414,867
Coal/Wood/Other Fuel	88	\$10.27	\$1,431,509
<b>Housekeeping Supplies</b>	76	\$533.51	\$74,334,377
Laundry and Cleaning Supplies	76	\$151.99	\$21,177,326
Postage and Stationery	78	\$137.40	\$19,144,418
Other HH Products (2)	75	\$244.11	\$34,012,633
<b>Household Textiles</b>	71	\$67.95	\$9,467,776
Bathroom Linens	70	\$9.15	\$1,275,323
Bedroom Linens	69	\$33.71	\$4,697,124
Kitchen and Dining Room Linens	71	\$1.77	\$247,279
Curtains and Draperies	71	\$10.10	\$1,406,610
Slipcovers, Decorative Pillows	60	\$3.02	\$420,563
Materials for Slipcovers/Curtains	85	\$9.26	\$1,290,702
Other Linens	71	\$0.93	\$130,175
<b>Furniture</b>	70	\$350.27	\$48,803,952
Mattresses and Box Springs	70	\$65.15	\$9,077,489
Other Bedroom Furniture	70	\$62.87	\$8,759,658
Sofas	68	\$88.61	\$12,346,206
Living Room Tables and Chairs	73	\$47.07	\$6,559,038
Kitchen, Dining Room Furniture	66	\$26.48	\$3,689,367
Infant Furniture	67	\$8.02	\$1,118,078
Outdoor Furniture	71	\$18.08	\$2,519,558
Wall Units, Cabinets, Other Furniture (3)	69	\$33.98	\$4,734,557
<b>Major Appliances</b>	75	\$196.18	\$27,333,682
Dishwashers and Disposals	72	\$15.54	\$2,165,466
Refrigerators and Freezers	75	\$56.89	\$7,926,708
Clothes Washers	75	\$34.23	\$4,768,738
Clothes Dryers	77	\$25.28	\$3,522,225
Cooking Stoves and Ovens	73	\$26.54	\$3,697,621
Microwave Ovens	73	\$9.54	\$1,328,891
Window Air Conditioners	78	\$5.09	\$709,246
Electric Floor Cleaning Equipment	75	\$16.21	\$2,259,017
Sewing Machines and Miscellaneous Appliances	78	\$6.86	\$955,769

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	Spending Potential Index	Average Amount Spent	Total
<b>Household Items</b>			
Rugs	65	\$15.54	\$2,165,216
Housewares	60	\$41.86	\$5,832,546
Small Appliances	73	\$32.78	\$4,567,594
Window Coverings	72	\$14.54	\$2,025,643
Lamps and Other Lighting Fixtures	68	\$10.87	\$1,514,006
Infant Equipment	30	\$5.56	\$774,834
Rental of Furniture	84	\$5.99	\$834,285
Laundry and Cleaning Equipment	76	\$18.65	\$2,598,396
Closet and Storage Items	14	\$2.70	\$375,832
Luggage	69	\$6.15	\$857,520
Clocks and Other Household Decoratives	17	\$27.93	\$3,891,699
Telephones and Accessories	72	\$35.22	\$4,907,714
Telephone Answering Devices	69	\$0.55	\$76,663
Grills and Outdoor Equipment	33	\$12.62	\$1,758,000
Power Tools	35	\$17.90	\$2,494,447
Hand Tools	72	\$6.10	\$849,517
Office Furniture/Equipment for Home Use	69	\$9.94	\$1,384,879
Computers and Hardware for Home Use	69	\$145.99	\$20,341,373
Portable Memory	69	\$3.60	\$502,097
Computer Software	68	\$13.40	\$1,867,156
Computer Accessories	73	\$13.65	\$1,901,243
Personal Digital Assistants	70	\$5.04	\$702,210
Other Household Items (4)	76	\$69.98	\$9,750,882

**(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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