



House and Home Expenditures

Rankin County, MS (28121)
Geography: County

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2015 Housing Summary		2015 Demographic Summary	
Housing Units	59,074	Population	146,619
2015-2020 Percent Change	4.78%	Households	55,243
Percent Occupied	93.5%	Families	39,110
Percent Owner Households	74.1%	Median Age	37.2
Median Home Value	\$206,314	Median Household Income	\$56,778
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	98	\$11,255.18	\$621,770,087
Mortgage Interest	101	\$4,135.43	\$228,453,818
Mortgage Principal	100	\$2,171.54	\$119,962,464
Property Taxes	93	\$2,351.83	\$129,921,884
Homeowners Insurance	102	\$494.33	\$27,308,527
Ground Rent	106	\$74.29	\$4,104,011
Maintenance and Remodeling Services	97	\$1,636.81	\$90,422,072
Maintenance and Remodeling Materials	98	\$295.06	\$16,300,142
Property Management and Security	84	\$95.89	\$5,297,170
Rented Dwellings	79	\$3,400.95	\$187,878,921
Rent	79	\$3,263.25	\$180,271,941
Rent Received as Pay	79	\$91.45	\$5,051,837
Renters' Insurance	85	\$16.06	\$887,227
Maintenance and Repair Services	88	\$18.88	\$1,042,938
Maintenance and Repair Materials	85	\$11.31	\$624,978
Owned Vacation Homes	90	\$548.66	\$30,309,810
Mortgage Payment	92	\$161.31	\$8,911,248
Property Taxes	92	\$134.91	\$7,452,873
Homeowners Insurance	90	\$16.01	\$884,555
Maintenance and Remodeling	88	\$207.21	\$11,447,026
Property Management and Security	91	\$29.22	\$1,614,107
Housing While Attending School	90	\$84.97	\$4,693,983
Household Operations	95	\$1,753.60	\$96,873,867
Child Care	96	\$429.57	\$23,730,749
Care for Elderly or Handicapped	79	\$61.85	\$3,416,900
Appliance Rental and Repair	98	\$23.96	\$1,323,577
Computer Information Services	96	\$429.24	\$23,712,250
Home Security System Services	109	\$39.66	\$2,191,096
Non-Apparel Household Laundry/Dry Cleaning	92	\$28.28	\$1,562,187
Housekeeping Services	91	\$148.26	\$8,190,151
Lawn and Garden	97	\$422.04	\$23,315,005
Moving/Storage/Freight Express	93	\$68.97	\$3,810,080
Installation of Computers	87	\$0.58	\$31,819
PC Repair (Personal Use)	91	\$7.51	\$415,127
Reupholstering/Furniture Repair	88	\$5.43	\$300,158
Termite/Pest Control	111	\$37.28	\$2,059,351
Water Softening Services	98	\$6.25	\$345,141
Internet Services Away from Home	91	\$9.53	\$526,307
Voice Over IP Service	85	\$12.06	\$666,495
Other Home Services (1)	88	\$23.12	\$1,277,475

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 2015 and 2020; 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
Utilities, Fuels, Public Services	99	\$4,992.95	\$275,825,606
Bottled Gas	93	\$66.29	\$3,662,134
Electricity	103	\$1,982.98	\$109,545,931
Fuel Oil	65	\$76.13	\$4,205,882
Natural Gas	90	\$481.93	\$26,623,418
Phone Services	98	\$1,657.72	\$91,577,483
Water and Other Public Services	102	\$717.59	\$39,641,673
Coal/Wood/Other Fuel	86	\$10.30	\$569,086
Housekeeping Supplies	97	\$703.27	\$38,850,970
Laundry and Cleaning Supplies	97	\$199.95	\$11,045,904
Postage and Stationery	97	\$174.90	\$9,662,150
Other HH Products (2)	98	\$328.42	\$18,142,917
Household Textiles	95	\$93.70	\$5,176,531
Bathroom Linens	96	\$12.96	\$715,745
Bedroom Linens	95	\$47.89	\$2,645,373
Kitchen and Dining Room Linens	95	\$2.42	\$133,668
Curtains and Draperies	95	\$13.92	\$769,058
Slipcovers, Decorative Pillows	88	\$4.54	\$250,780
Materials for Slipcovers/Curtains	95	\$10.67	\$589,483
Other Linens	98	\$1.31	\$72,424
Furniture	99	\$513.58	\$28,371,720
Mattresses and Box Springs	97	\$92.28	\$5,098,021
Other Bedroom Furniture	104	\$95.49	\$5,275,425
Sofas	100	\$133.50	\$7,374,688
Living Room Tables and Chairs	101	\$66.34	\$3,664,923
Kitchen, Dining Room Furniture	95	\$38.72	\$2,139,010
Infant Furniture	98	\$12.05	\$665,881
Outdoor Furniture	102	\$26.90	\$1,486,262
Wall Units, Cabinets, Other Furniture (3)	96	\$48.29	\$2,667,509
Major Appliances	100	\$269.41	\$14,883,268
Dishwashers and Disposals	97	\$21.44	\$1,184,306
Refrigerators and Freezers	100	\$78.22	\$4,321,127
Clothes Washers	102	\$47.57	\$2,627,786
Clothes Dryers	105	\$35.07	\$1,937,399
Cooking Stoves and Ovens	100	\$36.98	\$2,042,962
Microwave Ovens	99	\$13.26	\$732,771
Window Air Conditioners	91	\$6.13	\$338,672
Electric Floor Cleaning Equipment	99	\$22.04	\$1,217,439
Sewing Machines and Miscellaneous Appliances	97	\$8.70	\$480,805

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	90	\$22.21	\$1,227,061
Housewares	97	\$69.64	\$3,847,190
Small Appliances	95	\$43.29	\$2,391,584
Window Coverings	100	\$20.69	\$1,142,886
Lamps and Other Lighting Fixtures	96	\$15.75	\$870,234
Infant Equipment	99	\$18.95	\$1,046,916
Rental of Furniture	111	\$8.10	\$447,533
Laundry and Cleaning Equipment	99	\$24.96	\$1,379,000
Closet and Storage Items	95	\$19.21	\$1,061,218
Luggage	93	\$8.52	\$470,488
Clocks and Other Household Decoratives	101	\$169.50	\$9,363,810
Telephones and Accessories	97	\$48.86	\$2,699,126
Telephone Answering Devices	95	\$0.78	\$43,103
Grills and Outdoor Equipment	109	\$43.17	\$2,385,067
Power Tools	101	\$52.96	\$2,925,885
Hand Tools	93	\$8.17	\$451,561
Office Furniture/Equipment for Home Use	102	\$14.99	\$827,941
Computers and Hardware for Home Use	95	\$206.37	\$11,400,260
Portable Memory	95	\$5.11	\$282,529
Computer Software	92	\$18.71	\$1,033,393
Computer Accessories	95	\$18.23	\$1,007,248
Personal Digital Assistants	101	\$7.45	\$411,312
Other Household Items (4)	97	\$92.57	\$5,113,588

(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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