



House and Home Expenditures

Osceola
Osceola County, IA (19143)
Geography: County

2018 Housing Summary		2018 Demographic Summary	
Housing Units	2,971	Population	6,191
2018-2023 Percent Change	-0.34%	Households	2,586
Percent Occupied	87.0%	Families	1,701
Percent Owner Households	78.3%	Median Age	44.6
Median Home Value	\$87,022	Median Household Income	\$50,965
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	80	\$8,958.87	\$23,167,633
Mortgage Interest	73	\$2,624.92	\$6,788,050
Mortgage Principal	80	\$1,533.91	\$3,966,700
Property Taxes	81	\$2,044.19	\$5,286,284
Homeowners Insurance	102	\$549.93	\$1,422,131
Ground Rent	92	\$67.08	\$173,456
Maintenance and Remodeling Services	77	\$1,570.17	\$4,060,465
Maintenance and Remodeling Materials	105	\$514.00	\$1,329,214
Property Management and Security	53	\$54.65	\$141,331
Rented Dwellings	52	\$2,577.05	\$6,664,250
Rent	52	\$2,498.42	\$6,460,921
Renters' Insurance	63	\$18.00	\$46,556
Maintenance and Repair Services	79	\$43.33	\$112,063
Maintenance and Repair Materials	78	\$17.29	\$44,710
Other Lodging	72	\$411.95	\$1,065,299
Owned Vacation Homes	74	\$374.52	\$968,498
Mortgage Payment	66	\$108.72	\$281,152
Property Taxes	80	\$112.69	\$291,421
Homeowners Insurance	177	\$39.64	\$102,519
Maintenance and Remodeling	62	\$93.53	\$241,871
Property Management and Security	72	\$19.93	\$51,534
Housing While Attending School	58	\$37.43	\$96,801
Household Operations	77	\$1,539.10	\$3,980,118
Child Care	65	\$334.15	\$864,107
Care for Elderly or Handicapped	53	\$34.31	\$88,731
Appliance Rental and Repair	83	18	46,262
Computer Information Services	87	\$471.91	\$1,220,372
Home Security System Services	61	\$24.10	\$62,323
Non-Apparel Household Laundry/Dry Cleaning	52	\$14.32	\$37,038
Housekeeping Services	58	\$114.03	\$294,891
Lawn and Garden	100	\$430.54	\$1,113,385
Moving/Storage/Freight Express	51	\$32.83	\$84,893
Installation of Computers	46	\$0.23	\$598
PC Repair (Personal Use)	79	\$4.71	\$12,178
Reupholstering/Furniture Repair	73	\$5.78	\$14,938
Termite/Pest Control	72	\$24.81	\$64,167
Water Softening Services	89	\$7.03	\$18,171
Internet Services Away from Home	59	\$5.48	\$14,166
Other Home Services (1)	67	\$16.98	\$43,898

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 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	93	\$4,619.33	\$11,945,596
Bottled Gas	216	\$108.46	\$280,481
Electricity	100	\$1,842.50	\$4,764,712
Fuel Oil	117	\$79.06	\$204,448
Natural Gas	86	\$436.26	\$1,128,162
Phone Services	86	\$1,521.22	\$3,933,874
Water and Other Public Services	86	\$612.63	\$1,584,254
Coal/Wood/Other Fuel	237	\$19.21	\$49,666
Housekeeping Supplies	94	\$671.40	\$1,736,228
Laundry and Cleaning Supplies	93	\$183.06	\$473,393
Postage and Stationery	90	\$152.56	\$394,525
Other HH Products (2)	96	\$335.77	\$868,310
Household Textiles	75	\$74.22	\$191,943
Bathroom Linens	78	\$11.36	\$29,385
Bedroom Linens	76	\$38.69	\$100,055
Kitchen, Dining Room and other Linens	68	\$8.19	\$21,179
Curtains and Draperies	76	\$12.22	\$31,602
Slipcovers, Decorative Pillows	74	\$3.76	\$9,722
Furniture	74	\$452.10	\$1,169,132
Mattresses and Box Springs	81	\$97.79	\$252,881
Other Bedroom Furniture	75	\$79.05	\$204,411
Sofas	67	\$114.86	\$297,036
Living Room Chairs	94	\$52.65	\$136,150
Living Room Tables	76	\$11.07	\$28,619
Kitchen, Dining Room Furniture	63	\$30.94	\$80,002
Infant Furniture	71	\$8.46	\$21,866
Outdoor Furniture	65	\$21.51	\$55,622
Wall Units, Cabinets, Other Furniture (3)	74	\$35.79	\$92,544
Major Appliances	97	\$337.41	\$872,550
Dishwashers and Disposals	96	\$30.97	\$80,081
Refrigerators and Freezers	95	\$103.06	\$266,513
Clothes Washers & Dryers	96	\$91.04	\$235,437
Cooking Stoves and Ovens	97	\$50.19	\$129,783
Microwave Ovens	80	\$12.78	\$33,038
Window Air Conditioners	82	\$6.32	\$16,348
Electric Floor Cleaning Equipment	92	\$23.91	\$61,828
Sewing Machines and Miscellaneous Appliances	158	\$19.15	\$49,523

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August 15, 2018



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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	78	\$19.14	\$49,506
Housewares	87	\$90.19	\$233,231
Small Appliances	83	\$40.83	\$105,592
Sewing/Needlework/Quilt Materials/Items	112	\$14.40	\$37,241
Window Coverings	87	\$19.03	\$49,223
Lamps/Lighting Fixtures/Ceiling Fans	112	\$46.16	\$119,368
Infant Equipment	65	\$20.93	\$54,121
Rental of Furniture	72	\$5.09	\$13,166
Laundry and Cleaning Equipment	90	\$25.44	\$65,787
Closet and Storage Items	86	\$21.07	\$54,483
Luggage	58	\$7.94	\$20,533
Clocks and Other Household Decoratives	74	\$143.12	\$370,101
Telephones and Accessories	75	\$52.39	\$135,481
Grills and Outdoor Equipment	93	\$26.03	\$67,319
Power Tools	122	\$63.75	\$164,846
Hand Tools	79	\$6.58	\$17,029
Office Furniture/Equipment for Home Use	72	\$10.70	\$27,663
Computers and Hardware for Home Use	67	\$113.91	\$294,567
Portable Memory	72	\$3.92	\$10,129
Computer Software	58	\$6.17	\$15,954
Computer Accessories	71	\$13.32	\$34,458
Other Household Appliances	105	\$18.76	\$48,510
Misc Equipment incl Ladders/Sheds/Etc	80	\$65.12	\$168,410

(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, Other Furniture includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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