



House and Home Expenditures

Prepared by George Alexander

CACaliforniaRanchoSantaFeCity

Geography: ZIP Code

2010 Housing Summary

Housing Units	1,762
2010-2015 Percent Change	7.26%
Percent Occupied	90.6%
Percent Owner HHs	85.2%
Median Home Value	\$1,000,001

2010 Demographic Summary

Population	4,280
Households	1,596
Families	1,259
Median Age	49.0
Median Household Income	\$208,898

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	442	\$52,236.34	\$83,369,205
Mortgage Interest	421	\$19,551.54	\$31,204,259
Mortgage Principal	440	\$8,726.64	\$13,927,719
Property Taxes	462	\$10,235.76	\$16,336,275
Homeowners Insurance	367	\$1,651.45	\$2,635,710
Ground Rent	289	\$209.85	\$334,922
Maintenance and Remodeling Services	501	\$9,944.83	\$15,871,950
Maintenance and Remodeling Materials	395	\$1,469.21	\$2,344,856
Property Management and Security	523	\$447.06	\$713,512
Rented Dwellings	133	\$4,570.03	\$7,293,774
Rent	132	\$4,288.39	\$6,844,273
Rent Received as Pay	112	\$102.67	\$163,856
Renters' Insurance	177	\$23.09	\$36,857
Maintenance and Repair Services	195	\$41.42	\$66,103
Maintenance and Repair Materials	216	\$114.46	\$182,686
Owned Vacation Homes	641	\$2,980.84	\$4,757,418
Mortgage Payment	607	\$1,238.52	\$1,976,683
Property Taxes	635	\$715.40	\$1,141,780
Homeowners Insurance	636	\$94.13	\$150,234
Maintenance and Remodeling	709	\$824.34	\$1,315,652
Property Management and Security	633	\$108.44	\$173,070
Housing While Attending School	474	\$386.57	\$616,962
Household Operations	389	\$6,131.37	\$9,785,659
Child Care	368	\$1,701.15	\$2,715,033
Care for Elderly and Handicapped	329	\$237.71	\$379,392
Appliance Rental and Repair	365	\$88.86	\$141,821
Computer Information Services	334	\$814.05	\$1,299,226
Home Security System Services	439	\$114.97	\$183,486
Non-apparel Household Laundry/Dry Cleaning	36	\$13.56	\$21,634
Housekeeping Services	520	\$795.48	\$1,269,580
Lawn & Garden	431	\$1,803.31	\$2,878,088
Moving/Storage/Freight Express	393	\$238.47	\$380,593
PC Repair (Personal Use)	346	\$30.62	\$48,876
Reupholstering/Furniture Repair	506	\$40.16	\$64,100
Termite/Pest Control	382	\$93.13	\$148,632
Water Softening Services	255	\$14.31	\$22,836
Internet Services Away from Home	339	\$9.04	\$14,422
Voice Over IP Service	395	\$26.36	\$42,066
Other Home Services ¹	482	\$110.20	\$175,874

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 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	322	\$14,579.63	\$23,269,085
Bottled Gas	254	\$171.95	\$274,428
Electricity	306	\$5,191.05	\$8,284,920
Fuel Oil	586	\$656.41	\$1,047,633
Natural Gas	360	\$2,355.05	\$3,758,661
Telephone Services	298	\$4,311.49	\$6,881,131
Water and Other Public Services	342	\$1,874.10	\$2,991,065
Coal/Wood/Other Fuel	227	\$19.58	\$31,249
Housekeeping Supplies	318	\$2,228.54	\$3,556,746
Laundry and Cleaning Supplies	292	\$555.25	\$886,182
Postage and Stationery	347	\$708.37	\$1,130,563
Other HH Products ²	315	\$964.91	\$1,540,001
Household Textiles	374	\$497.52	\$794,038
Bathroom Linens	327	\$57.98	\$92,544
Bedroom Linens	355	\$220.14	\$351,348
Kitchen and Dining Room Linens	357	\$11.04	\$17,627
Curtains and Draperies	462	\$133.29	\$212,732
Slipcovers, Decorative Pillows	340	\$14.56	\$23,236
Materials for Slipcovers/Curtains	351	\$53.72	\$85,734
Other Linens	387	\$6.78	\$10,817
Furniture	406	\$2,441.40	\$3,896,475
Mattresses and Box Springs	357	\$284.65	\$454,308
Other Bedroom Furniture	365	\$391.09	\$624,173
Sofas	416	\$629.80	\$1,005,167
Living Room Tables and Chairs	421	\$348.92	\$556,869
Kitchen, Dining Room Furniture	431	\$266.83	\$425,864
Infant Furniture	306	\$34.14	\$54,485
Outdoor Furniture	544	\$145.09	\$231,561
Wall Units, Cabinets and Other Furniture ³	428	\$340.88	\$544,048
Major Appliances	363	\$1,101.97	\$1,758,742
Dishwashers and Disposals	422	\$115.47	\$184,287
Refrigerators and Freezers	361	\$296.45	\$473,138
Clothes Washers	345	\$172.45	\$275,229
Clothes Dryers	330	\$126.01	\$201,114
Cooking Stoves and Ovens	413	\$195.29	\$311,686
Microwave Ovens	356	\$45.43	\$72,513
Window Air Conditioners	275	\$19.33	\$30,848
Electric Floor Cleaning Equipment	314	\$70.79	\$112,976
Sewing Machines and Miscellaneous Appliances	376	\$60.75	\$96,951

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	466	\$349.42	\$557,669
Housewares	312	\$268.84	\$429,069
Small Appliances	332	\$108.94	\$173,871
Window Coverings	495	\$192.53	\$307,279
Lamps and Other Lighting Fixtures	433	\$102.16	\$163,054
Infant Equipment	72	\$14.56	\$23,236
Rental of Furniture	157	\$7.28	\$11,618
Laundry and Cleaning Equipment	317	\$70.79	\$112,976
Closet and Storage Items	74	\$18.58	\$29,646
Luggage	398	\$36.90	\$58,892
Clocks and Other Household Decoratives	111	\$227.42	\$362,966
Telephones and Accessories	207	\$88.36	\$141,020
Telephone Answering Devices	358	\$3.01	\$4,807
Grills and Outdoor Equipment	129	\$68.28	\$108,970
Power Tools	325	\$103.92	\$165,859
Hand Tools	306	\$31.63	\$50,479
Office Furniture/Equipment for Home Use	398	\$65.01	\$103,762
Computers and Hardware for Home Use	338	\$647.88	\$1,034,012
Software and Accessories for Home Use	343	\$97.65	\$155,843
Other Household Items ⁴	372	\$385.81	\$615,760

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.

¹ **Other Home Services** includes 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, Personal Digital Assistants, and miscellaneous household equipment and parts.

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