



House and Home Expenditures

Afton Expenditures
Lincoln County, WY
Geography: County

2021 Housing Summary		2021 Demographic Summary	
Housing Units	10,102	Population	20,605
2021-2026 Percent Change	5.94%	Households	7,905
Percent Occupied	78.3%	Families	5,607
Percent Owner Households	83.6%	Median Age	39.8
Median Home Value	\$250,832	Median Household Income	\$62,737
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings			
Mortgage/Other Loan Payments & Basics		94	\$13,400.25
Mortgage Interest		93	\$9,916.59
Interest Paid on Home Equity Loan		89	\$2,914.58
Interest Paid on Home Equity Line of Credit		93	\$31.96
Mortgage Principal		95	\$120.92
Principal Paid on Home Equity Loan		92	\$2,199.67
Principal Paid on Home Equity Line of Credit		92	\$2,199.67
Special Lump Sum Mortgage Payments		102	\$71.34
Special Assessments		101	\$280.51
Closing Costs		104	\$809.12
Property Taxes		106	\$11.87
Homeowners Insurance		84	\$258.40
Ground Rent		94	\$2,569.07
Maintenance and Remodeling Services		99	\$587.64
Maintenance and Remodeling Materials		89	\$61.50
Property Management and Security		97	\$2,776.82
		101	\$620.86
		72	\$85.97
Rented Dwellings			
Rent		50	\$2,646.21
Tenant's Insurance		49	\$2,546.39
Maintenance and Repair Services		58	\$19.02
Maintenance and Repair Materials		91	\$59.69
		72	\$21.12
Other Lodging			
Owned Vacation Homes		98	\$558.33
Principal Paid on Home Loans		100	\$481.97
Closing Costs on Purchase of Property		102	\$65.82
Interest Paid on Home Loans		94	\$31.43
Property Taxes		110	\$93.11
Homeowners Insurance		99	\$135.27
Maintenance and Remodeling		115	\$15.64
Property Management and Security		94	\$113.43
Housing While Attending School		97	\$27.27
		88	\$76.36
Household Operations			
Child Care		87	\$1,933.28
Care for Elderly or Handicapped		82	\$436.86
Appliance Rental and Repair		88	\$55.31
Computer Information Services		90	\$22.66
Home Security System Services		84	\$558.18
Non-Apparel Household Laundry/Dry Cleaning		82	\$35.27
Housekeeping Services		77	\$18.70
Lawn and Garden		85	\$161.17
Moving/Storage/Freight Express		100	\$499.74
Installation of Computers		78	\$55.30
PC Repair (Personal Use)		86	\$0.32
Reupholstering/Furniture Repair		83	\$5.75
Termite/Pest Control		98	\$9.97
Water Softening Services		85	\$35.92
Internet Services Away from Home		99	\$5.83
Other Home Services (1)		83	\$3.45
		93	\$28.85

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	86	\$4,298.56	\$33,980,121
Bottled Gas	128	\$67.21	\$531,291
Electricity	85	\$1,540.28	\$12,175,913
Fuel Oil	109	\$88.05	\$696,047
Natural Gas	94	\$484.30	\$3,828,427
Phone Services	84	\$1,446.76	\$11,436,613
Water and Other Public Services	86	\$660.24	\$5,219,170
Coal/Wood/Other Fuel	153	\$11.72	\$92,660
Housekeeping Supplies	89	\$694.31	\$5,488,534
Laundry and Cleaning Supplies	88	\$197.46	\$1,560,913
Postage and Stationery	90	\$140.72	\$1,112,415
Other HH Products (2)	89	\$356.13	\$2,815,206
Household Textiles	82	\$83.26	\$658,206
Bathroom Linens	80	\$12.80	\$101,223
Bedroom Linens	82	\$43.71	\$345,561
Kitchen, Dining Room and other Linens	84	\$8.02	\$63,400
Curtains and Draperies	82	\$13.11	\$103,613
Slipcovers, Decorative Pillows	86	\$5.62	\$44,408
Furniture	85	\$540.02	\$4,268,892
Mattresses and Box Springs	82	\$95.48	\$754,805
Other Bedroom Furniture	78	\$89.68	\$708,905
Sofas	85	\$151.79	\$1,199,903
Living Room Chairs	95	\$49.34	\$390,000
Living Room Tables	83	\$14.65	\$115,816
Kitchen, Dining Room Furniture	83	\$43.37	\$342,800
Infant Furniture	79	\$10.00	\$79,072
Outdoor Furniture	93	\$34.30	\$271,172
Wall Units, Cabinets, Other Furniture (3)	90	\$51.41	\$406,418
Major Appliances	89	\$336.34	\$2,658,750
Dishwashers, Disposals & Range Hoods	94	\$30.49	\$241,057
Refrigerators and Freezers	91	\$95.11	\$751,852
Clothes Washers & Dryers	86	\$91.73	\$725,131
Cooking Stoves and Ovens	87	\$47.35	\$374,331
Microwave Ovens	89	\$16.76	\$132,480
Window Air Conditioners	82	\$6.47	\$51,171
Electric Floor Cleaning Equipment	89	\$24.99	\$197,568
Sewing Machines and Miscellaneous Appliances	96	\$23.42	\$185,160

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	87	\$27.37	\$216,358
Housewares	90	\$79.30	\$626,893
Small Appliances	85	\$44.65	\$352,931
Sewing/Needlework/Quilt Materials/Items	118	\$13.16	\$104,058
Window Coverings	87	\$25.49	\$201,475
Lamps/Lighting Fixtures/Ceiling Fans	90	\$47.10	\$372,336
Infant Equipment	95	\$18.57	\$146,787
Rental of Furniture	60	\$3.90	\$30,860
Laundry and Cleaning Equipment	89	\$25.72	\$203,325
Closet and Storage Items	84	\$20.16	\$159,349
Luggage	79	\$13.16	\$104,020
Clocks and Other Household Decoratives	86	\$188.73	\$1,491,889
Telephones and Accessories	88	\$88.37	\$698,555
Outdoor Equipment	91	\$41.30	\$326,489
Power Tools	103	\$47.16	\$372,802
Hand Tools	91	\$9.04	\$71,473
Office Furniture/Equipment for Home Use	83	\$12.21	\$96,529
Computers and Hardware for Home Use	81	\$136.59	\$1,079,711
Portable Memory	89	\$3.86	\$30,507
Computer Software	81	\$7.74	\$61,190
Computer Accessories	88	\$15.83	\$125,138
Other Household Appliances	82	\$18.73	\$148,081
Misc Equipment incl Ladders/Sheds/Etc	87	\$102.27	\$808,410

(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.

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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Retail MarketPlace Profile

Afton Expenditures
Lincoln County, WY
Geography: County

Summary Demographics

2021 Population	20,605
2021 Households	7,905
2021 Median Disposable Income	\$55,469
2021 Per Capita Income	\$30,428

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$280,460,478	\$247,647,804	\$32,812,674	6.2	183
Total Retail Trade	44-45	\$254,098,861	\$233,297,361	\$20,801,500	4.3	138
Total Food & Drink	722	\$26,361,617	\$14,350,443	\$12,011,174	29.5	45
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$56,061,496	\$70,828,628	-\$14,767,132	-11.6	20
Automobile Dealers	4411	\$45,031,768	\$61,049,730	-\$16,017,962	-15.1	7
Other Motor Vehicle Dealers	4412	\$6,458,362	\$2,349,311	\$4,109,051	46.7	2
Auto Parts, Accessories & Tire Stores	4413	\$4,571,366	\$7,429,587	-\$2,858,221	-23.8	11
Furniture & Home Furnishings Stores	442	\$6,797,708	\$4,260,630	\$2,537,078	22.9	9
Furniture Stores	4421	\$3,922,601	\$1,180,443	\$2,742,158	53.7	2
Home Furnishings Stores	4422	\$2,875,107	\$3,080,187	-\$205,080	-3.4	7
Electronics & Appliance Stores	443	\$5,850,924	\$16,501,993	-\$10,651,069	-47.6	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$18,465,993	\$15,976,122	\$2,489,871	7.2	17
Bldg Material & Supplies Dealers	4441	\$17,532,787	\$15,882,959	\$1,649,828	4.9	16
Lawn & Garden Equip & Supply Stores	4442	\$933,206	\$93,163	\$840,043	81.8	1
Food & Beverage Stores	445	\$42,060,617	\$30,049,104	\$12,011,513	16.7	12
Grocery Stores	4451	\$36,052,917	\$28,461,861	\$7,591,056	11.8	8
Specialty Food Stores	4452	\$1,331,412	\$533,716	\$797,696	42.8	3
Beer, Wine & Liquor Stores	4453	\$4,676,288	\$1,053,527	\$3,622,761	63.2	1
Health & Personal Care Stores	446,4461	\$12,330,241	\$4,576,052	\$7,754,189	45.9	8
Gasoline Stations	447,4471	\$34,801,475	\$60,411,959	-\$25,610,484	-26.9	16
Clothing & Clothing Accessories Stores	448	\$7,796,284	\$1,655,823	\$6,140,461	65.0	6
Clothing Stores	4481	\$4,626,358	\$1,108,623	\$3,517,735	61.3	4
Shoe Stores	4482	\$1,141,462	\$127,187	\$1,014,275	79.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,028,464	\$420,013	\$1,608,451	65.7	1
Sporting Goods, Hobby, Book & Music Stores	451	\$6,774,228	\$5,197,886	\$1,576,342	13.2	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,744,627	\$5,197,886	\$546,741	5.0	22
Book, Periodical & Music Stores	4512	\$1,029,601	\$0	\$1,029,601	100.0	0
General Merchandise Stores	452	\$51,988,137	\$20,639,730	\$31,348,407	43.2	10
Department Stores Excluding Leased Depts.	4521	\$43,589,188	\$18,341,538	\$25,247,650	40.8	4
Other General Merchandise Stores	4529	\$8,398,949	\$2,298,192	\$6,100,757	57.0	6
Miscellaneous Store Retailers	453	\$10,094,291	\$3,199,434	\$6,894,857	51.9	10
Florists	4531	\$791,631	\$562,599	\$229,032	16.9	2
Office Supplies, Stationery & Gift Stores	4532	\$3,017,674	\$44,436	\$2,973,238	97.1	1
Used Merchandise Stores	4533	\$976,523	\$370,180	\$606,343	45.0	4
Other Miscellaneous Store Retailers	4539	\$5,308,463	\$2,222,219	\$3,086,244	41.0	3
Nonstore Retailers	454	\$1,077,467	\$0	\$1,077,467	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$365,319	\$0	\$365,319	100.0	0
Vending Machine Operators	4542	\$128,026	\$0	\$128,026	100.0	0
Direct Selling Establishments	4543	\$584,122	\$0	\$584,122	100.0	0
Food Services & Drinking Places	722	\$26,361,617	\$14,350,443	\$12,011,174	29.5	45
Special Food Services	7223	\$241,460	\$0	\$241,460	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,257,842	\$765,446	\$492,396	24.3	6
Restaurants/Other Eating Places	7225	\$24,862,315	\$13,584,997	\$11,277,318	29.3	39

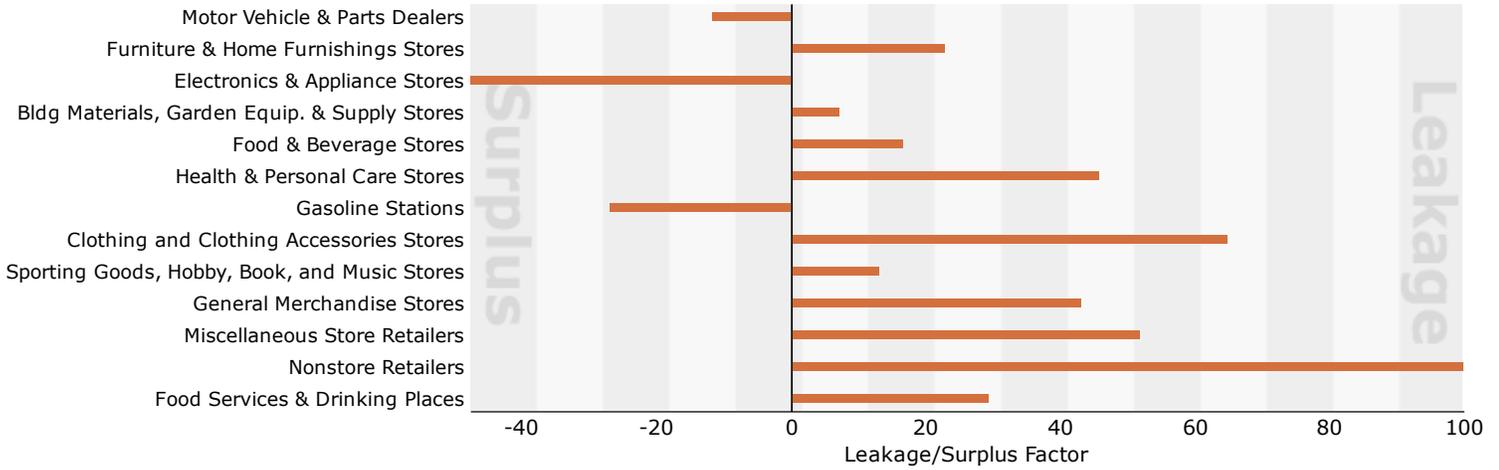
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

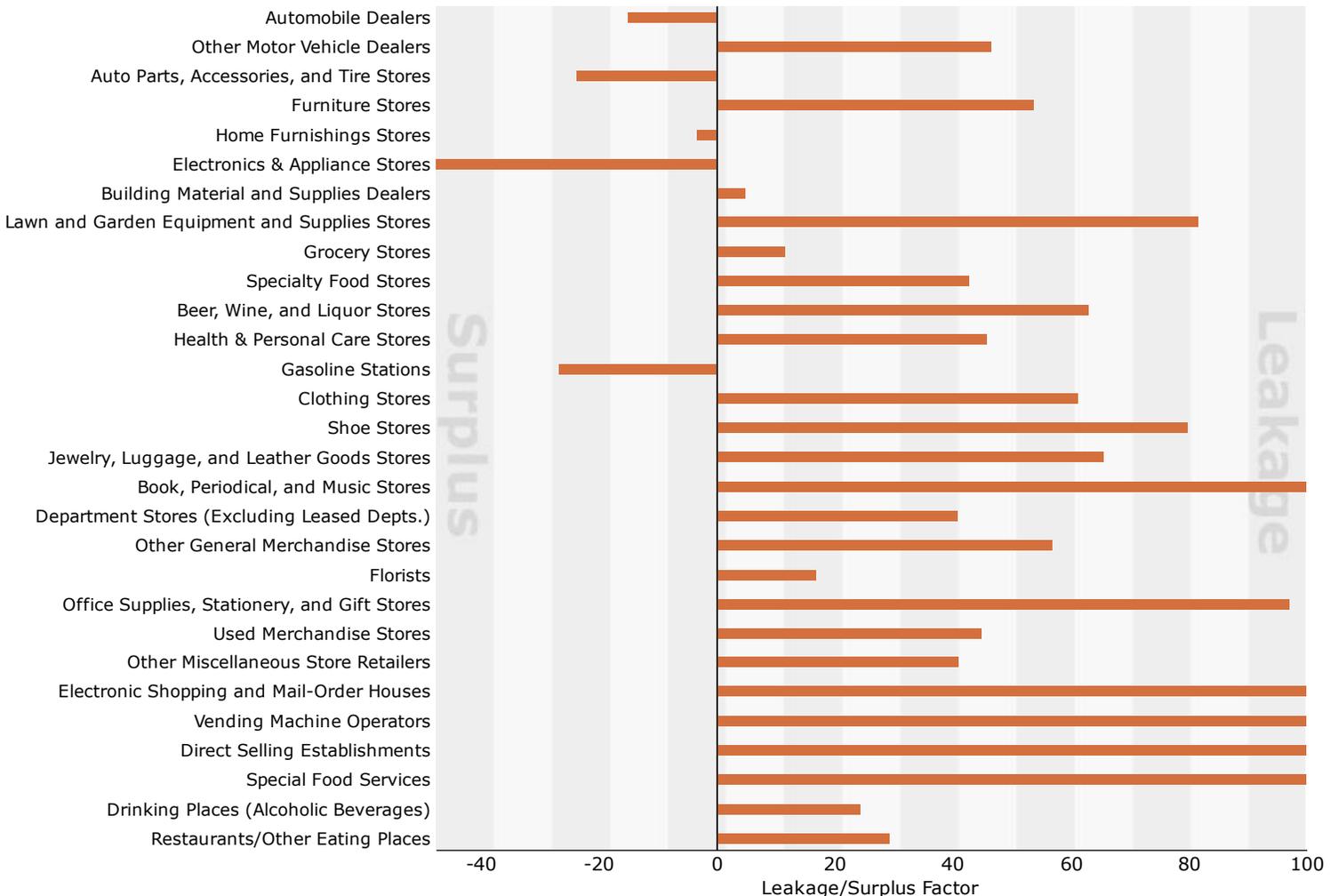
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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