



# House and Home Expenditures

BPM DRI  
 Sublette County, WY  
 Geography: County

2021 Housing Summary		2021 Demographic Summary	
Housing Units	6,132	Population	10,561
2021-2026 Percent Change	6.20%	Households	4,059
Percent Occupied	66.2%	Families	2,636
Percent Owner Households	77.9%	Median Age	40.8
Median Home Value	\$292,462	Median Household Income	\$72,695
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>			
Mortgage/Other Loan Payments & Basics	101	\$14,376.58	\$58,354,520
Mortgage Interest	100	\$10,686.93	\$43,378,263
Interest Paid on Home Equity Loan	103	\$3,379.25	\$13,716,381
Interest Paid on Home Equity Line of Credit	92	\$31.55	\$128,050
Mortgage Principal	98	\$124.75	\$506,354
Principal Paid on Home Equity Loan	102	\$2,428.81	\$9,858,539
Principal Paid on Home Equity Line of Credit	95	\$66.53	\$270,055
Special Lump Sum Mortgage Payments	101	\$281.40	\$1,142,216
Special Assessments	104	\$802.76	\$3,258,402
Closing Costs	97	\$10.86	\$44,089
Property Taxes	101	\$308.32	\$1,251,478
Homeowners Insurance	94	\$2,569.57	\$10,429,864
Ground Rent	102	\$606.17	\$2,460,435
Maintenance and Remodeling Services	111	\$76.96	\$312,399
Maintenance and Remodeling Materials	102	\$2,942.44	\$11,943,351
Property Management and Security	103	\$637.09	\$2,585,960
<b>Rented Dwellings</b>	92	\$110.11	\$446,946
Rent	76	\$4,058.27	\$16,472,521
Tenant's Insurance	76	\$3,940.00	\$15,992,448
Maintenance and Repair Services	85	\$27.94	\$113,395
Maintenance and Repair Materials	95	\$62.12	\$252,130
<b>Other Lodging</b>	97	\$28.22	\$114,550
Owned Vacation Homes	98	\$558.04	\$2,265,064
Principal Paid on Home Loans	98	\$472.38	\$1,917,382
Closing Costs on Purchase of Property	100	\$64.43	\$261,527
Interest Paid on Home Loans	94	\$31.39	\$127,397
Property Taxes	98	\$83.46	\$338,748
Homeowners Insurance	97	\$132.95	\$539,629
Maintenance and Remodeling	95	\$12.95	\$52,572
Property Management and Security	98	\$118.33	\$480,287
Housing While Attending School	103	\$28.88	\$117,223
<b>Household Operations</b>	98	\$85.66	\$347,682
Child Care	97	\$2,145.36	\$8,708,005
Care for Elderly or Handicapped	95	\$505.56	\$2,052,055
Appliance Rental and Repair	95	\$59.54	\$241,673
Computer Information Services	99	\$24.82	\$100,744
Home Security System Services	94	\$624.87	\$2,536,331
Non-Apparel Household Laundry/Dry Cleaning	103	\$44.24	\$179,573
Housekeeping Services	90	\$21.83	\$88,614
Lawn and Garden	96	\$182.34	\$740,103
Moving/Storage/Freight Express	101	\$506.81	\$2,057,159
Installation of Computers	99	\$70.79	\$287,335
PC Repair (Personal Use)	110	\$0.41	\$1,655
Reupholstering/Furniture Repair	97	\$6.74	\$27,351
Termite/Pest Control	100	\$10.14	\$41,167
Water Softening Services	107	\$45.39	\$184,231
Internet Services Away from Home	103	\$6.11	\$24,798
Other Home Services (1)	95	\$3.96	\$16,067
	102	\$31.82	\$129,150

**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
<b>Utilities, Fuels, Public Services</b>	96	\$4,793.58	\$19,457,137
Bottled Gas	110	\$57.45	\$233,204
Electricity	97	\$1,762.82	\$7,155,275
Fuel Oil	96	\$77.39	\$314,125
Natural Gas	89	\$461.53	\$1,873,336
Phone Services	96	\$1,660.70	\$6,740,765
Water and Other Public Services	99	\$761.52	\$3,091,005
Coal/Wood/Other Fuel	159	\$12.18	\$49,427
<b>Housekeeping Supplies</b>	96	\$745.86	\$3,027,452
Laundry and Cleaning Supplies	94	\$210.21	\$853,256
Postage and Stationery	97	\$151.53	\$615,078
Other HH Products (2)	96	\$384.11	\$1,559,119
<b>Household Textiles</b>	95	\$96.03	\$389,795
Bathroom Linens	93	\$14.94	\$60,627
Bedroom Linens	95	\$50.57	\$205,262
Kitchen, Dining Room and other Linens	101	\$9.66	\$39,197
Curtains and Draperies	92	\$14.63	\$59,397
Slipcovers, Decorative Pillows	95	\$6.24	\$25,312
<b>Furniture</b>	96	\$612.67	\$2,486,822
Mattresses and Box Springs	95	\$111.02	\$450,635
Other Bedroom Furniture	96	\$110.61	\$448,947
Sofas	95	\$170.22	\$690,938
Living Room Chairs	100	\$51.64	\$209,601
Living Room Tables	94	\$16.70	\$67,797
Kitchen, Dining Room Furniture	91	\$47.89	\$194,391
Infant Furniture	96	\$12.13	\$49,237
Outdoor Furniture	102	\$37.79	\$153,380
Wall Units, Cabinets, Other Furniture (3)	96	\$54.67	\$221,897
<b>Major Appliances</b>	101	\$379.80	\$1,541,618
Dishwashers, Disposals & Range Hoods	107	\$34.93	\$141,766
Refrigerators and Freezers	102	\$107.48	\$436,244
Clothes Washers & Dryers	100	\$106.03	\$430,390
Cooking Stoves and Ovens	100	\$54.50	\$221,226
Microwave Ovens	98	\$18.40	\$74,674
Window Air Conditioners	90	\$7.09	\$28,787
Electric Floor Cleaning Equipment	99	\$27.62	\$112,120
Sewing Machines and Miscellaneous Appliances	97	\$23.75	\$96,410

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November 05, 2021



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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	98	\$30.78	\$124,953
Housewares	97	\$85.78	\$348,188
Small Appliances	97	\$51.28	\$208,145
Sewing/Needlework/Quilt Materials/Items	108	\$12.05	\$48,916
Window Coverings	100	\$29.18	\$118,435
Lamps/Lighting Fixtures/Ceiling Fans	105	\$55.22	\$224,133
Infant Equipment	96	\$18.76	\$76,156
Rental of Furniture	95	\$6.22	\$25,260
Laundry and Cleaning Equipment	95	\$27.68	\$112,343
Closet and Storage Items	103	\$24.68	\$100,166
Luggage	95	\$15.95	\$64,746
Clocks and Other Household Decoratives	98	\$216.47	\$878,647
Telephones and Accessories	89	\$88.87	\$360,705
Outdoor Equipment	97	\$44.18	\$179,330
Power Tools	94	\$43.06	\$174,767
Hand Tools	101	\$10.09	\$40,946
Office Furniture/Equipment for Home Use	94	\$13.86	\$56,276
Computers and Hardware for Home Use	95	\$160.30	\$650,673
Portable Memory	104	\$4.53	\$18,369
Computer Software	96	\$9.26	\$37,603
Computer Accessories	100	\$18.00	\$73,042
Other Household Appliances	98	\$22.27	\$90,401
Misc Equipment incl Ladders/Sheds/Etc	95	\$111.81	\$453,841

**(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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# Household Budget Expenditures

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<b>Demographic Summary</b>		<b>2021</b>	<b>2026</b>		
Population		10,561	10,449		
Households		4,059	4,021		
Average Household Size		2.47	2.46		
Families		2,636	2,596		
Median Age		40.8	42.1		
Median Household Income		\$72,695	\$73,925		
		<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures		96	\$75,756.11	\$307,494,063	100.0%
Food		95	\$8,755.03	\$35,536,658	11.6%
Food at Home		95	\$5,163.47	\$20,958,518	6.8%
Food Away from Home		95	\$3,591.56	\$14,578,140	4.7%
Alcoholic Beverages		96	\$601.02	\$2,439,547	0.8%
Housing		95	\$23,786.46	\$96,549,243	31.4%
Shelter		94	\$18,992.88	\$77,092,106	25.1%
Utilities, Fuel and Public Services		96	\$4,793.58	\$19,457,137	6.3%
Household Operations		97	\$2,145.36	\$8,708,005	2.8%
Housekeeping Supplies		96	\$745.86	\$3,027,452	1.0%
Household Furnishings and Equipment		97	\$2,188.78	\$8,884,275	2.9%
Apparel and Services		94	\$1,988.39	\$8,070,873	2.6%
Transportation		96	\$8,760.47	\$35,558,742	11.6%
Travel		98	\$2,484.42	\$10,084,244	3.3%
Health Care		98	\$6,120.64	\$24,843,664	8.1%
Entertainment and Recreation		97	\$3,122.91	\$12,675,872	4.1%
Personal Care Products & Services		95	\$851.30	\$3,455,420	1.1%
Education		90	\$1,552.53	\$6,301,713	2.0%
Smoking Products		94	\$360.66	\$1,463,911	0.5%
Lotteries & Pari-mutuel Losses		94	\$49.08	\$199,216	0.1%
Legal Fees		91	\$145.58	\$590,926	0.2%
Funeral Expenses		96	\$79.32	\$321,941	0.1%
Safe Deposit Box Rentals		96	\$4.44	\$18,020	0.0%
Checking Account/Banking Service Charges		95	\$30.14	\$122,340	0.0%
Cemetery Lots/Vaults/Maintenance Fees		91	\$11.39	\$46,235	0.0%
Accounting Fees		96	\$106.67	\$432,959	0.1%
Miscellaneous Personal Services/Advertising/Fines		92	\$68.89	\$279,620	0.1%
Occupational Expenses		94	\$54.43	\$220,945	0.1%
Expenses for Other Properties		145	\$152.99	\$620,983	0.2%
Credit Card Membership Fees		96	\$8.36	\$33,916	0.0%
Shopping Club Membership Fees		100	\$39.10	\$158,692	0.1%
Support Payments/Cash Contributions/Gifts in Kind		104	\$2,488.10	\$10,099,204	3.3%
Life/Other Insurance		99	\$597.04	\$2,423,367	0.8%
Pensions and Social Security		97	\$8,049.83	\$32,674,278	10.6%

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# Retail MarketPlace Profile

BPM DRI  
Sublette County, WY  
Geography: County

## Summary Demographics

2021 Population	10,561
2021 Households	4,059
2021 Median Disposable Income	\$60,029
2021 Per Capita Income	\$34,098

**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	\$164,075,502	\$105,468,436	\$58,607,066	21.7	113
Total Retail Trade	44-45	\$148,317,548	\$94,659,112	\$53,658,436	22.1	84
Total Food & Drink	722	\$15,757,954	\$10,809,324	\$4,948,630	18.6	29
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$32,637,526	\$7,653,833	\$24,983,693	62.0	14
Automobile Dealers	4411	\$26,287,316	\$4,230,887	\$22,056,429	72.3	3
Other Motor Vehicle Dealers	4412	\$3,680,502	\$664,648	\$3,015,854	69.4	2
Auto Parts, Accessories & Tire Stores	4413	\$2,669,708	\$2,758,298	-\$88,590	-1.6	9
Furniture & Home Furnishings Stores	442	\$4,042,003	\$1,007,053	\$3,034,950	60.1	3
Furniture Stores	4421	\$2,373,761	\$701,786	\$1,671,975	54.4	2
Home Furnishings Stores	4422	\$1,668,242	\$305,267	\$1,362,975	69.1	1
Electronics & Appliance Stores	443	\$3,510,216	\$1,471,649	\$2,038,567	40.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,367,574	\$7,333,366	\$3,034,208	17.1	7
Bldg Material & Supplies Dealers	4441	\$9,865,580	\$6,484,490	\$3,381,090	20.7	6
Lawn & Garden Equip & Supply Stores	4442	\$501,994	\$848,876	-\$346,882	-25.7	1
Food & Beverage Stores	445	\$24,618,611	\$22,277,448	\$2,341,163	5.0	10
Grocery Stores	4451	\$21,096,904	\$19,107,418	\$1,989,486	4.9	5
Specialty Food Stores	4452	\$782,807	\$481,025	\$301,782	23.9	1
Beer, Wine & Liquor Stores	4453	\$2,738,900	\$2,689,005	\$49,895	0.9	4
Health & Personal Care Stores	446,4461	\$7,063,837	\$5,482,040	\$1,581,797	12.6	8
Gasoline Stations	447,4471	\$20,453,954	\$44,361,374	-\$23,907,420	-36.9	14
Clothing & Clothing Accessories Stores	448	\$4,621,041	\$1,564,067	\$3,056,974	49.4	5
Clothing Stores	4481	\$2,733,070	\$1,448,158	\$1,284,912	30.7	4
Shoe Stores	4482	\$689,410	\$115,909	\$573,501	71.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,198,561	\$0	\$1,198,561	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,982,195	\$1,784,500	\$2,197,695	38.1	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,364,401	\$1,784,500	\$1,579,901	30.7	10
Book, Periodical & Music Stores	4512	\$617,794	\$0	\$617,794	100.0	0
General Merchandise Stores	452	\$30,633,182	\$214,356	\$30,418,826	98.6	1
Department Stores Excluding Leased Depts.	4521	\$25,718,234	\$0	\$25,718,234	100.0	0
Other General Merchandise Stores	4529	\$4,914,948	\$214,356	\$4,700,592	91.6	1
Miscellaneous Store Retailers	453	\$5,798,388	\$1,509,426	\$4,288,962	58.7	9
Florists	4531	\$414,444	\$214,928	\$199,516	31.7	3
Office Supplies, Stationery & Gift Stores	4532	\$1,791,988	\$543,612	\$1,248,376	53.4	2
Used Merchandise Stores	4533	\$585,676	\$666,324	-\$80,648	-6.4	3
Other Miscellaneous Store Retailers	4539	\$3,006,280	\$84,562	\$2,921,718	94.5	1
Nonstore Retailers	454	\$589,021	\$0	\$589,021	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$219,031	\$0	\$219,031	100.0	0
Vending Machine Operators	4542	\$75,272	\$0	\$75,272	100.0	0
Direct Selling Establishments	4543	\$294,718	\$0	\$294,718	100.0	0
Food Services & Drinking Places	722	\$15,757,954	\$10,809,324	\$4,948,630	18.6	29
Special Food Services	7223	\$137,046	\$582,285	-\$445,239	-61.9	3
Drinking Places - Alcoholic Beverages	7224	\$740,381	\$2,091,786	-\$1,351,405	-47.7	6
Restaurants/Other Eating Places	7225	\$14,880,527	\$8,135,253	\$6,745,274	29.3	20

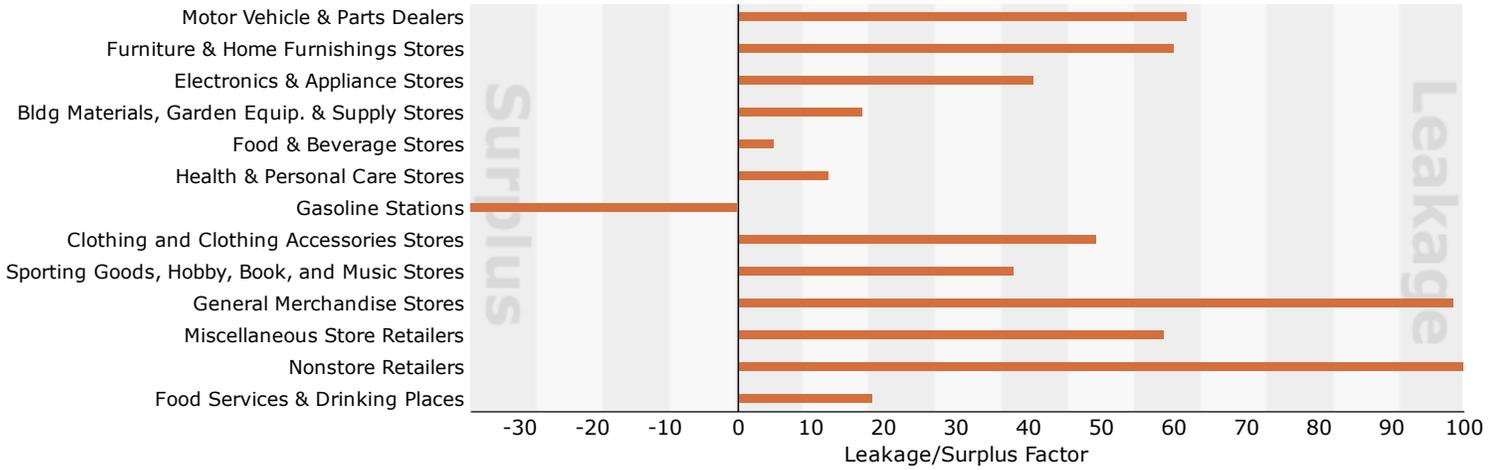
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

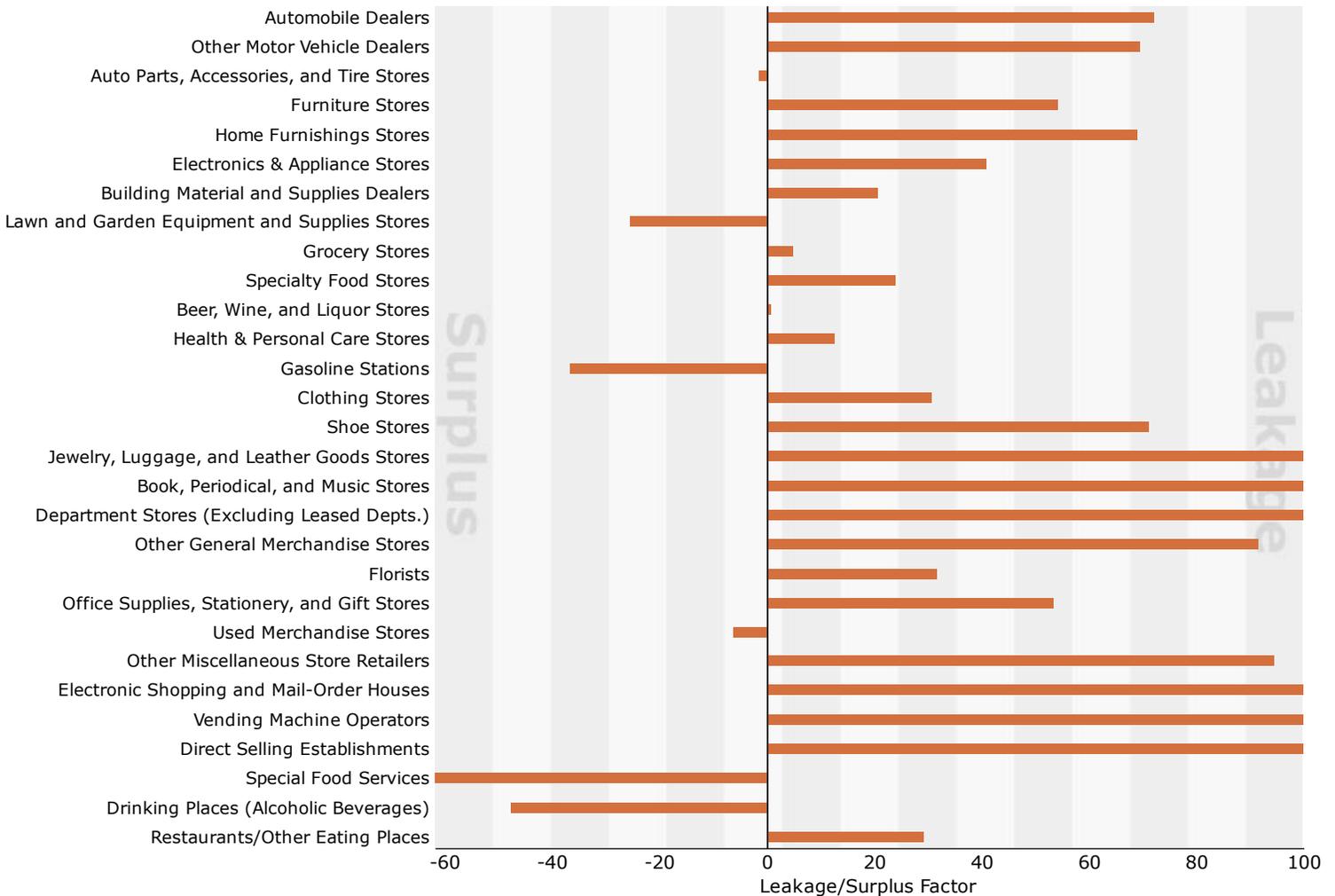
**Source:** Esri and Data Axle. Esri 2021 Updated Demographics. Esri 2017 Retail MarketPlace. ©2021 Esri. ©2017 Data Axle, Inc. All rights reserved.

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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