

Household Spending on Furnishings, Services, and Supplies by Demographic Characteristic, 2013

Spending by Age

Households headed by people aged 55 to 64 spend the most on household furnishings and supplies. Behind the higher spending is the fact that most are homeowners and many are empty-nesters with the time and money to afford to upgrade their home furnishings. Householders aged 25 to 44 spend the most on household services, most of it for day care and baby sitting. Householders aged 45 to 54 spend more than other age groups on decorative items for the home, and those aged 65 or older spend the most on gardening and lawn care services as well as postage.

Spending by Household Income

The most affluent households spend much more than average on household furnishings, services, and supplies. In 2013, households with incomes of \$100,000 or more spent twice the average on household furnishings and supplies and nearly three times the average on household services. This income group, which accounts for only 18 percent of households, controls 62 percent of the market for housekeeping services and 61 percent of the market for babysitting.

Spending by Household Type

Married couples with children at home spend 34 percent more than average on household furnishings and supplies and more than twice the average on household services. Married couples without children at home (most of them empty-nesters) spend well above average on a number of household items. They are the biggest spenders on lawn and garden equipment, supplies, and services. Married couples with preschoolers spend 11 times the average on day care centers, nursery schools, and preschools; over 10 times the average on babysitting; and six to seven times the average on infants' equipment and furniture. Couples with adult children at home spend 84 percent more than average on mattresses and springs.

Spending by Race and Hispanic Origin

Blacks and Hispanics spend less than average on household furnishings and supplies as well as household services. Asians spend less than average on furnishings and supplies, but they spend 28 percent more than average on services, including well over twice the average on day care. Blacks and Hispanics spend 23 to 56 percent more than average on babysitting.

Spending by Region

Overall household spending on furnishings and supplies varies little by region, with some notable exceptions. Households in the Northeast spend the most on portable heating and cooling equipment, for example, while those in the West are the biggest spenders on outdoor equipment. There is more variation by region in spending on household services. Northeasterners outspend householders in other regions by a large margin on care for the elderly, invalids, and handicapped as well as on day care and babysitting. Southern households spend more than those in other regions on termite and pest control products and services. Western households spend considerably more on housekeeping services.

Spending by Education

Spending on household furnishings, supplies, and services rises with education because households with educated members have higher incomes. Households with college graduates spend more than average on every category of furnishings, supplies, and services. They spend well over twice the average on housekeeping services and 73 percent more than average on gardening and lawn care services.

Table 8. Household Furnishings, Services, and Supplies: Average spending by income, 2013*(average annual spending on household furnishings, services, and supplies by before-tax income of consumer units, 2013)*

	total consumer units	under \$20,000	\$20,000– \$39,999	\$40,000– \$49,999	\$50,000– \$69,999	\$70,000– \$79,999	\$80,000– \$99,999	\$100,000 or more
Number of consumer units (in 000s)	125,670	28,373	27,781	11,179	17,887	6,681	10,781	22,989
Number of persons per consumer unit	2.5	1.7	2.2	2.5	2.7	2.7	2.9	3.2
Average before-tax income of consumer units	\$63,784.00	\$10,729.34	\$29,465.61	\$44,576.00	\$59,101.00	\$74,535.00	\$89,114.00	\$168,715.00
Average spending of consumer units, total	51,099.75	22,756.60	34,180.57	41,750.34	50,636.76	58,977.59	66,650.47	101,685.59
Household furnishings and supplies	1,696.60	708.71	1,119.59	1,263.97	1,640.17	1,998.48	2,327.32	3,466.26
Appliances, kitchen, small electric	27.38	14.02	19.57	26.55	26.11	32.47	37.20	48.61
Appliances, major	214.11	78.95	113.28	146.72	242.20	230.87	295.83	471.26
Bathroom linens	24.56	27.03	15.88	27.98	16.77	23.02	24.66	35.87
Bedroom furniture, except mattresses and springs	63.74	19.18	48.35	50.82	71.87	104.31	80.19	117.79
Bedroom linens	49.89	16.67	38.05	29.49	47.49	83.58	60.45	100.97
Cleansing and toilet tissue, paper towels, and napkins	112.88	74.03	91.96	115.85	113.21	107.88	141.58	170.60
Closet and storage items	14.00	3.93	5.80	15.49	9.67	7.91	16.90	39.74
Curtains and draperies	13.97	5.65	9.70	8.82	6.88	12.05	28.61	31.12
Decorative items for the home	102.76	42.89	62.15	71.55	97.63	108.59	208.65	194.19
Floor coverings	20.08	5.57	13.71	13.83	12.79	12.42	17.90	57.63
Housewares	63.00	31.41	35.92	53.86	71.29	99.35	70.88	118.54
Infants' equipment	14.93	10.83	8.13	7.60	6.24	6.41	21.58	40.08
Infants' furniture	10.08	3.75	4.17	5.73	8.32	17.86	13.23	24.76
Kitchen and dining room furniture	32.23	7.23	17.29	19.04	21.58	23.11	34.70	97.34
Kitchen, dining room, and other linens	4.97	1.27	5.66	4.47	4.30	3.94	9.05	7.34
Lamps, lighting fixtures, and ceiling fans	31.79	10.18	22.30	9.07	44.15	26.43	29.97	73.99
Laundry and cleaning equipment	20.67	12.29	15.02	16.13	18.05	23.11	16.59	43.09
Laundry and cleaning supplies	153.90	95.26	134.67	141.40	171.43	188.25	164.00	223.06
Lawn and garden equipment	56.51	5.79	47.87	40.06	62.45	144.70	113.00	76.66
Lawn and garden supplies	87.92	22.15	52.88	41.25	82.33	77.52	229.30	174.41
Living room chairs and tables	50.64	22.84	30.46	22.55	46.97	62.81	68.18	114.05
Mattresses and springs	66.99	21.76	36.70	54.99	83.22	59.29	95.02	141.70
Outdoor equipment	30.20	24.44	12.99	9.57	40.48	24.65	13.55	67.16
Outdoor furniture	19.02	2.11	5.51	17.01	13.75	17.19	34.93	54.34
Plants and fresh flowers, indoor	48.36	14.99	24.33	35.64	44.91	58.82	65.95	116.14
Portable heating and cooling equipment	10.05	5.80	11.62	5.33	6.20	5.99	11.17	19.35
Postage	65.36	38.35	54.16	43.70	51.75	66.61	79.67	123.81
Power and hand tools	55.43	8.01	42.18	69.51	39.37	120.29	43.67	118.37
Slipcovers and decorative pillows	3.16	0.94	1.85	2.48	3.70	1.96	3.40	7.66
Sofas	100.99	31.88	66.79	80.68	82.20	114.42	135.47	232.03
Stationery, stationery supplies, giftwrap	70.99	34.04	49.26	47.27	63.89	79.11	112.30	138.93
Wall units, cabinets, and other furniture	38.76	14.20	13.57	21.69	20.31	46.30	37.33	120.65
Window coverings	17.28	1.24	7.78	7.84	8.66	7.26	12.41	65.02
Household services	726.58	222.73	377.95	410.25	562.36	610.52	813.49	2,055.93
Appliance repair, including at service center	12.82	5.49	8.66	13.90	10.98	16.49	16.96	24.82
Babysitting and childcare	99.35	20.06	37.47	58.65	57.57	56.51	106.00	333.57
Care for the elderly, invalids, handicapped, etc.	40.23	47.31	59.00	33.54	27.68	4.37	8.08	59.02
Day care centers, nursery schools, and preschools	227.81	31.20	66.26	92.49	180.40	237.97	329.97	717.49
Gardening and lawn care service	116.80	48.22	77.99	84.96	90.18	118.47	120.13	282.48
Housekeeping services	128.18	27.95	62.26	60.14	69.03	81.96	107.35	433.85
Moving, storage, and freight express	45.36	21.93	35.38	24.60	67.76	26.04	58.94	78.23
Security system service fee	27.58	9.01	13.77	21.43	27.66	32.29	33.55	65.93
Termite and pest control products and services	21.99	8.54	12.26	14.61	21.58	26.82	23.64	52.11
Water softening service	6.46	3.03	4.90	5.93	9.52	9.60	8.87	8.43

Source: Bureau of Labor Statistics, unpublished tables from the 2013 Consumer Expenditure Survey; calculations by New Strategist

Table 17. Household Furnishings, Services, and Supplies: Indexed spending by household type, 2013

(indexed average annual spending of consumer units on household furnishings, services, and supplies by type of consumer unit, 2013; index definition: an index of 100 is the average for all consumer units; an index of 125 means that spending by consumer units in that group is 25 percent above the average for all consumer units; an index of 75 indicates spending that is 25 percent below the average for all consumer units)

	total consumer units	total married couples	married couples, no children	married couples with children			single parent with child under age 18	single person	
				total	oldest child under age 6	oldest child aged 6 to 17			oldest child aged 18 or older
Average spending of consumer units, total	\$51,100	\$66,855	\$61,246	\$72,518	\$66,247	\$72,639	\$76,085	\$37,752	31,248
Average spending of consumer units, index	100	131	120	142	130	142	149	74	61
Household furnishings and supplies	100	136	142	134	152	123	141	65	57
Appliances, kitchen, small electric	100	131	128	135	165	127	129	71	64
Appliances, major	100	137	134	144	137	137	161	109	50
Bathroom linens	100	121	111	128	70	111	191	35	96
Bedroom furniture, except mattresses and springs	100	122	97	140	161	139	129	86	57
Bedroom linens	100	137	103	180	248	151	193	111	50
Cleansing and toilet tissue, paper towels, and napkins	100	123	108	134	135	134	133	92	55
Closet and storage items	100	133	113	157	195	119	205	31	74
Curtains and draperies	100	137	188	104	92	67	168	35	74
Decorative items for the home	100	144	131	169	250	159	142	46	56
Floor coverings	100	145	197	115	119	128	91	36	47
Housewares	100	141	144	133	173	106	160	31	61
Infants' equipment	100	184	130	234	752	108	173	43	2
Infants' furniture	100	156	132	184	624	67	95	96	17
Kitchen and dining room furniture	100	133	134	137	220	80	176	58	45
Kitchen, dining room, and other linens	100	142	138	163	140	132	231	51	43
Lamps, lighting fixtures, and ceiling fans	100	129	134	133	48	95	246	1	90
Laundry and cleaning equipment	100	139	118	155	140	163	148	63	53
Laundry and cleaning supplies	100	130	119	140	133	126	168	92	51
Lawn and garden equipment	100	105	158	66	29	103	22	53	98
Lawn and garden supplies	100	139	181	94	142	86	81	44	67
Living room chairs and tables	100	136	164	117	128	92	150	49	67
Mattresses and springs	100	129	119	137	120	113	184	88	57
Outdoor equipment	100	149	232	45	24	48	53	44	36
Outdoor furniture	100	165	193	157	210	165	113	43	35
Plants and fresh flowers, indoor	100	143	163	133	103	113	182	28	59
Portable heating and cooling equipment	100	139	183	98	117	75	123	78	46
Postage	100	129	144	112	112	112	111	36	82
Power and hand tools	100	157	199	133	297	98	105	44	39
Slipcovers and decorative pillows	100	124	138	111	81	83	173	97	69
Sofas	100	137	146	142	87	164	142	55	50
Stationery, stationery supplies, giftwrap	100	135	131	137	179	135	117	52	66
Wall units, cabinets, and other furniture	100	151	179	133	145	118	150	32	56
Window coverings	100	165	283	83	78	92	70	28	50
Household services	100	148	91	210	552	168	64	102	45
Appliance repair, including at service center	100	140	171	118	80	116	144	51	54
Babysitting and childcare	100	167	2	320	1056	224	15	200	3
Care for the elderly, invalids, handicapped, etc.	100	75	93	53	0	39	106	–	140
Day care centers, nursery schools, and preschools	100	172	15	329	1106	223	16	151	3
Gardening and lawn care service	100	128	170	104	101	101	109	43	89
Housekeeping services	100	146	170	142	142	171	96	48	66
Moving, storage, and freight express	100	120	147	98	131	98	79	79	64
Security system service fee	100	136	141	137	177	144	102	91	64
Termite and pest control products and services	100	139	163	128	92	135	140	57	63
Water softening service	100	119	105	128	86	155	111	82	65

Note: "–" means sample is too small to make a reliable estimate.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Table 27. Household Furnishings, Services, and Supplies: Market shares by region, 2013*(percentage of total annual spending on household furnishings, services, and supplies accounted for by consumer units by region of residence, 2013)*

	total consumer units	Northeast	Midwest	South	West
Share of total consumer units	100.0%	18.1%	22.2%	37.3%	22.3%
Share of total before-tax income	100.0	20.3	22.0	34.3	23.4
Share of total spending	100.0	20.2	22.0	33.6	24.3
Household furnishings and supplies	100.0	19.0	22.5	32.5	26.1
Appliances, kitchen, small electric	100.0	19.2	20.7	31.6	28.4
Appliances, major	100.0	17.5	21.9	33.6	27.0
Bathroom linens	100.0	16.4	24.1	30.8	28.9
Bedroom furniture, except mattresses and springs	100.0	15.5	22.8	38.4	23.3
Bedroom linens	100.0	17.1	22.3	24.1	36.7
Cleansing and toilet tissue, paper towels, and napkins	100.0	18.9	20.5	37.1	23.5
Closet and storage items	100.0	12.3	23.4	39.9	24.4
Curtains and draperies	100.0	19.4	13.4	30.7	36.5
Decorative items for the home	100.0	25.2	20.4	29.9	24.5
Floor coverings	100.0	18.3	25.6	28.9	27.2
Housewares	100.0	19.3	19.5	32.1	29.0
Infants' equipment	100.0	18.1	18.3	51.7	11.6
Infants' furniture	100.0	20.9	18.8	42.2	18.0
Kitchen and dining room furniture	100.0	21.9	20.0	32.0	26.1
Kitchen, dining room, and other linens	100.0	19.2	29.0	35.8	16.2
Lamps, lighting fixtures, and ceiling fans	100.0	10.7	16.3	44.3	28.3
Laundry and cleaning equipment	100.0	16.9	24.1	30.5	28.7
Laundry and cleaning supplies	100.0	17.0	22.2	36.1	24.7
Lawn and garden equipment	100.0	26.2	26.4	33.7	13.8
Lawn and garden supplies	100.0	13.2	26.4	29.0	31.6
Living room chairs and tables	100.0	17.7	25.7	34.4	22.1
Mattresses and springs	100.0	20.9	21.7	30.5	26.9
Outdoor equipment	100.0	24.5	21.1	18.8	35.8
Outdoor furniture	100.0	16.7	23.3	29.9	30.2
Plants and fresh flowers, indoor	100.0	19.6	25.0	26.6	28.9
Portable heating and cooling equipment	100.0	32.4	18.8	34.1	14.7
Postage	100.0	20.2	21.1	31.5	27.2
Power and hand tools	100.0	14.9	22.2	32.3	30.6
Slipcovers and decorative pillows	100.0	16.2	17.9	32.8	33.2
Sofas	100.0	21.3	21.0	33.8	23.9
Stationery, stationery supplies, giftwrap	100.0	23.5	22.5	28.7	25.5
Wall units, cabinets, and other furniture	100.0	22.0	26.5	27.8	23.7
Window coverings	100.0	10.5	51.0	21.0	17.5
Household services	100.0	22.5	19.7	32.5	25.2
Appliance repair, including at service center	100.0	20.3	18.5	27.8	33.4
Babysitting and childcare	100.0	30.5	20.0	31.7	17.8
Care for the elderly, invalids, handicapped, etc.	100.0	36.1	27.7	18.7	17.5
Day care centers, nursery schools, and preschools	100.0	24.4	24.7	30.0	20.9
Gardening and lawn care service	100.0	18.9	14.8	36.4	29.9
Housekeeping services	100.0	20.5	17.7	29.6	32.2
Moving, storage, and freight express	100.0	10.4	13.4	32.4	43.9
Security system service fee	100.0	16.0	15.4	50.2	18.4
Termite and pest control products and services	100.0	11.3	8.4	60.4	19.9
Water softening service	100.0	11.5	24.6	47.2	16.8

*Note: Numbers may not add to total because of rounding.**Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey*

Bedroom Linens

Best customers: **Householders aged 35 to 54**
 Married couples with children at home
 Single parents
 Households in the West

Customer trends: **Average household spending on bedroom linens may rise because of pent-up demand and because the large millennial generation is beginning to fill the best-customer age groups.**

The biggest spenders on bedroom linens are married couples with children at home, which spend 80 percent more than average on this item. The figure peaks among those with preschoolers at two-and-one-half times the average. Householders aged 35 to 54, many with children, spend 24 to 47 percent more than average on bedroom linens. Single parents, whose spending approaches average on only a few items, outspend the average on bedroom lines by 11 percent. Householders in the West spend two-thirds more than average on bedroom linens.

Average household spending on bedroom linens, which had grown strongly from 2000 to 2006, fell 43 percent between 2006 and 2013. Average household spending on bedroom linens may rise because of pent-up demand and because the large millennial generation is beginning to fill the best-customer age groups.

Table 38. Bedroom linens

Total household spending	\$6,269,676,300.00		
Average household spends	49.89		
	AVERAGE	BEST	BIGGEST
	HOUSEHOLD	CUSTOMERS	CUSTOMERS
	SPENDING	(index)	(market share)
AGE OF HOUSEHOLDER			
Average household	\$49.89	100	100.0%
Under age 25	35.19	71	4.6
Aged 25 to 34	38.17	77	12.6
Aged 35 to 44	62.02	124	21.0
Aged 45 to 54	73.20	147	28.6
Aged 55 to 64	44.15	88	16.1
Aged 65 to 74	56.93	114	14.6
Aged 75 or older	13.06	26	2.5

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$49.89	100	100.0%
Under \$20,000	16.67	33	7.5
\$20,000 to \$39,999	38.05	76	16.9
\$40,000 to \$49,999	29.49	59	5.3
\$50,000 to \$69,999	47.49	95	13.5
\$70,000 to \$79,999	83.58	168	8.9
\$80,000 to \$99,999	60.45	121	10.4
\$100,000 or more	100.97	202	37.0
HOUSEHOLD TYPE			
Average household	49.89	100	100.0
Married couples	68.52	137	65.9
Married couples, no children	51.22	103	21.6
Married couples, with children	89.61	180	41.0
Oldest child under age 6	123.78	248	11.0
Oldest child aged 6 to 17	75.17	151	16.9
Oldest child aged 18 or older	96.26	193	13.9
Single parent with child under age 18	55.40	111	6.0
Single person	24.89	50	15.0
RACE AND HISPANIC ORIGIN			
Average household	49.89	100	100.0
Asian	36.54	73	3.1
Black	39.46	79	9.9
Hispanic	43.55	87	11.1
Non-Hispanic White and other	52.53	105	78.9
REGION			
Average household	49.89	100	100.0
Northeast	47.05	94	17.1
Midwest	50.11	100	22.3
South	32.15	64	24.1
West	81.95	164	36.7
EDUCATION OF HOUSEHOLD			
Average household	49.89	100	100.0
Less than high school graduate	24.13	48	3.8
High school graduate	27.42	55	11.4
Some college	26.41	53	11.2
Associate's degree	74.14	149	16.9
Bachelor's degree or more	74.15	149	57.4
Bachelor's degree	68.19	137	31.1
Master's, professional, doctoral degree	82.80	166	26.4

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Lamps, Lighting Fixtures, and Ceiling Fans

Best customers: **Householders aged 35 to 64**
 Married couples without children at home
 Married couples with adult children at home

Customer trends: **Average household spending on lamps, lighting fixtures, and ceiling fans should stabilize in the years ahead once light bulb replacement (of compact fluorescents for incandescents) is complete.**

The best customers of lamps, lighting fixtures, and ceiling fans are middle-aged and older married couples without children at home. Householders ranging in age from 35 to 64 spend 25 to 41 percent more than average on lamps, lighting fixtures, and ceiling fans. Married couples without children at home spend 34 percent more than average on this item. Married couples with adult children at home spend two-and-one-half times the average on lamps, lighting fixtures, and ceiling fans.

Average household spending on lamps and lighting fixtures climbed by an astonishing 60 percent between 2000 and 2010, after adjusting for inflation, despite the Great Recession. The growth in spending on this item continued, but the 2013 figure (36 percent higher than 2010) is not strictly comparable with previous spending averages because the Bureau of Labor Statistics added ceiling fans to the category in 2013. Behind the hefty spending increase in this category was the switch to much more energy-efficient compact fluorescent light bulbs. Average household spending on lamps, lighting fixtures, and ceiling fans should stabilize in the years ahead once light bulb replacement is complete.

Table 52. Lamps, lighting fixtures, and ceiling fans

Total household spending	\$3,995,049,300.00		
Average household spends	31.79		
	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$31.79	100	100.0%
Under age 25	5.55	17	1.1
Aged 25 to 34	8.38	26	4.3
Aged 35 to 44	44.89	141	23.9
Aged 45 to 54	39.63	125	24.3
Aged 55 to 64	42.58	134	24.4
Aged 65 to 74	36.46	115	14.6
Aged 75 or older	24.78	78	7.5

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$31.79	100	100.0%
Under \$20,000	10.18	32	7.2
\$20,000 to \$39,999	22.30	70	15.5
\$40,000 to \$49,999	9.07	29	2.5
\$50,000 to \$69,999	44.15	139	19.8
\$70,000 to \$79,999	26.43	83	4.4
\$80,000 to \$99,999	29.97	94	8.1
\$100,000 or more	73.99	233	42.6
HOUSEHOLD TYPE			
Average household	31.79	100	100.0
Married couples	41.08	129	62.0
Married couples, no children	42.51	134	28.2
Married couples, with children	42.23	133	30.3
Oldest child under age 6	15.40	48	2.1
Oldest child aged 6 to 17	30.07	95	10.6
Oldest child aged 18 or older	78.14	246	17.7
Single parent with child under age 18	0.33	1	0.1
Single person	28.46	90	26.9
RACE AND HISPANIC ORIGIN			
Average household	31.79	100	100.0
Asian	18.07	57	2.4
Black	22.86	72	9.0
Hispanic	11.52	36	4.6
Non-Hispanic White and other	36.85	116	86.9
REGION			
Average household	31.79	100	100.0
Northeast	18.85	59	10.7
Midwest	23.39	74	16.3
South	37.72	119	44.3
West	40.29	127	28.3
EDUCATION OF HOUSEHOLD			
Average household	31.79	100	100.0
Less than high school graduate	12.41	39	3.1
High school graduate	33.01	104	21.6
Some college	22.60	71	15.1
Associate's degree	23.53	74	8.4
Bachelor's degree or more	41.96	132	51.0
Bachelor's degree	48.69	153	34.8
Master's, professional, doctoral degree	32.18	101	16.1

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Security System Service Fee

Best customers: **Householders aged 35 to 74**
 Married couples without children at home
 Married couples with children under age 18
 Blacks
 Households in the South

Customer trends: **Average household spending on home security system service fees should continue to rise along with the aging of the population.**

The best customers of home security system service fees are older married couples. Married couples without children at home, most of them empty-nesters, spend 41 percent more than average on security system service fees, while those with children under age 18 spend 44 to 77 percent more than average. Householders ranging in age from 35 to 74 spend between 8 and 16 percent more than the average household on security system service fees. Black households, whose spending surpasses average on relatively few items, outspend the average on home security system service fees by 47 percent. Households in the South, where many Blacks reside, spend 35 percent more than average on home security.

Average household spending on home security system service fees fell 9 percent between 2000 and 2006, after adjusting for inflation, but then rebounded and climbed 20 percent between 2006 and 2013. Average household spending on home security system service fees should continue to rise in the years ahead along with the aging of the population.

Table 66. Security system service fee

Total household spending	\$3,465,978,600.00		
Average household spends	27.58		
	AVERAGE	BEST	BIGGEST
	HOUSEHOLD	CUSTOMERS	CUSTOMERS
	SPENDING	(index)	(market share)
AGE OF HOUSEHOLDER			
Average household	\$27.58	100	100.0%
Under age 25	3.51	13	0.8
Aged 25 to 34	23.78	86	14.2
Aged 35 to 44	32.06	116	19.7
Aged 45 to 54	29.72	108	21.0
Aged 55 to 64	31.66	115	20.9
Aged 65 to 74	30.36	110	14.0
Aged 75 or older	26.93	98	9.3

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	BIGGEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$27.58	100	100.0%
Under \$20,000	9.01	33	7.4
\$20,000 to \$39,999	13.77	50	11.0
\$40,000 to \$49,999	21.43	78	6.9
\$50,000 to \$69,999	27.66	100	14.3
\$70,000 to \$79,999	32.29	117	6.2
\$80,000 to \$99,999	33.55	122	10.4
\$100,000 or more	65.93	239	43.7
HOUSEHOLD TYPE			
Average household	27.58	100	100.0
Married couples	37.57	136	65.4
Married couples, no children	38.75	141	29.6
Married couples, with children	37.75	137	31.2
Oldest child under age 6	48.85	177	7.8
Oldest child aged 6 to 17	39.58	144	16.1
Oldest child aged 18 or older	28.06	102	7.3
Single parent with child under age 18	25.02	91	4.9
Single person	17.76	64	19.4
RACE AND HISPANIC ORIGIN			
Average household	27.58	100	100.0
Asian	26.48	96	4.1
Black	40.64	147	18.4
Hispanic	15.69	57	7.2
Non-Hispanic White and other	27.34	99	74.3
REGION			
Average household	27.58	100	100.0
Northeast	24.28	88	16.0
Midwest	19.15	69	15.4
South	37.11	135	50.2
West	22.71	82	18.4
EDUCATION OF HOUSEHOLD			
Average household	27.58	100	100.0
Less than high school graduate	3.51	13	1.0
High school graduate	14.00	51	10.6
Some college	17.25	63	13.3
Associate's degree	29.91	108	12.4
Bachelor's degree or more	44.81	162	62.8
Bachelor's degree	33.14	120	27.3
Master's, professional, doctoral degree	61.47	223	35.5

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race.

Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey