

Expendable Income Rank

The Expendable Income Rank model represents the ranking, from high to low, of the amount of monthly household income remaining after paying for shelter. It is calculated by subtracting mortgage payments and rent from monthly income utilizing a variety of self-reported consumer biographical data, public records, and census data.

The Expendable Income Rank model has 15 groups ranked from A to O, in which group A has the highest expendable income and group O has the lowest expendable income along with the actual ranges of the monthly expendable income.

Methodology

- » The name and address of each consumer is matched to available data for each individual or Family unit, in addition to a Mortgage Payment/Expense model, then supplemented by Census data to calculate a continuous value.
- » That continuous value is then transformed into a categorical Code value such that each code has 6.67% of the distribution.

Quick Facts

- » For the top 20% (Exp. Income A, B, or C) of households:
 - » Income is \$100,000 or more (50% is greater than \$150,000)
 - » 90% live in single-family homes
 - » 50% have a home value greater than \$300,000
 - » 60% of residents have lived in the same home for 10 or more years
 - » 70% are married
- » Maryland, Virginia, New Jersey, and Connecticut have the highest percentage of residents with Expendable Income A, B, or C, with at least 25% of the households from each state falling into these groups.
- » Montana, Idaho, and Nevada have the lowest percentage of residents with Expendable Income A, B, or C, with less than 14% of the households from each state falling into these groups.