

Demographic Summary		2018	2023
Population		5,157	5,997
Households		1,595	1,892
Families		1,026	1,212
Median Age		34.3	35.2
Median Household Income		\$31,237	\$35,916
	Spending Potential Index	Average Amount	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	51	\$2,112.39	\$3,369,255
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	50	\$1,860.00	\$2,966,696
Value of Stocks/Bonds/Mutual Funds	46	\$2,302.00	\$3,671,695
Value of Stocks/Bonds/Mutual Funds (1 year ago)	46	\$2,187.17	\$3,488,539
Value of Other Financial Assets	51	\$721.10	\$1,150,162
Value of Other Financial Assets (1 year ago)	51	\$686.98	\$1,095,733
Value of Retirement Plans	48	\$11,194.63	\$17,855,428
Value of Retirement Plans (1 year ago)	48	\$10,395.03	\$16,580,076
Surrender Value of Whole Life Policies	51	\$916.47	\$1,461,766
Surrender Value of Whole Life Policies (1 year ago)"	52	\$740.92	\$1,181,772
Earnings			
Interest/Dividends	45	\$491.39	\$783,760
Royalty/Estate/Trust Income	47	\$222.64	\$355,112
Liabilities			
Original Mortgage Amount (Owned Home)	51	\$5,538.45	\$8,833,827
Vehicle Loan Amount (1)	64	\$1,798.09	\$2,867,956
Value of Credit Card Debt	56	\$331.83	\$529,261
Value of Credit Card Debt (1 year ago)	55	\$301.25	\$480,491
Value Owed on Student Loans	62	\$961.88	\$1,534,197
Value Owed on Student Loans (1 year ago)	61	\$896.15	\$1,429,355
Value Owed on Non-student Loans	63	\$128.94	\$205,660
Value Owed on Non-student Loans (1 year ago)	58	\$89.75	\$143,158
Amount Paid: Interest			
Home Mortgage	53	\$1,906.71	\$3,041,208
Lump Sum Home Equity Loan	43	\$18.94	\$30,211
New Car/Truck/Van Loan	63	\$84.59	\$134,929
Used Car/Truck/Van Loan	66	\$87.78	\$140,015
Finance/Late/Interest Charges for Credit Cards	55	\$48.80	\$77,839
Finance/Late/Interest Charges for Student Loans	57	\$27.43	\$43,744
Finance/Late/Interest Charges for Non-student Loans	70	\$8.48	\$13,532
Amount Paid: Principal			
Home Mortgage	54	\$1,023.19	\$1,631,996
Lump Sum Home Equity Loan	44	\$31.53	\$50,293
New Car/Truck/Van Loan	61	\$634.03	\$1,011,272
Used Car/Truck/Van Loan	66	\$576.47	\$919,473
Checking Account and Banking Service Charges	67	\$25.00	\$39,868

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) **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, SUV, motor home, boat, camper, motorcycle, motor scooter, moped, plane, snowmobile, dune buggy, ATV, or Segway, excluding interest.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.