

2018 Housing Summary		2018 Demographic Summary	
Housing Units	1,990	Population	5,157
2018-2023 Percent Change	21.51%	Households	1,595
Percent Occupied	80.2%	Families	1,026
Percent Owner Households	45.5%	Median Age	34.3
Median Home Value	\$73,980	Median Household Income	\$31,237
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	52	\$5,837.39	\$9,310,634
Mortgage Interest	53	\$1,906.71	\$3,041,208
Mortgage Principal	54	\$1,023.19	\$1,631,996
Property Taxes	48	\$1,200.48	\$1,914,773
Homeowners Insurance	56	\$303.82	\$484,598
Ground Rent	67	\$49.19	\$78,463
Maintenance and Remodeling Services	51	\$1,047.70	\$1,671,077
Maintenance and Remodeling Materials	51	\$248.35	\$396,117
Property Management and Security	56	\$57.93	\$92,402
Rented Dwellings	73	\$3,631.09	\$5,791,581
Rent	74	\$3,559.84	\$5,677,937
Renters' Insurance	73	\$20.86	\$33,278
Maintenance and Repair Services	63	\$34.62	\$55,220
Maintenance and Repair Materials	71	\$15.77	\$25,147
Other Lodging	48	\$272.56	\$434,729
Owned Vacation Homes	47	\$237.94	\$379,522
Mortgage Payment	52	\$84.85	\$135,337
Property Taxes	46	\$64.52	\$102,915
Homeowners Insurance	47	\$10.54	\$16,805
Maintenance and Remodeling	42	\$64.43	\$102,767
Property Management and Security	49	\$13.60	\$21,698
Housing While Attending School	54	\$34.61	\$55,207
Household Operations	56	\$1,111.68	\$1,773,132
Child Care	53	\$273.00	\$435,441
Care for Elderly or Handicapped	51	\$32.52	\$51,869
Appliance Rental and Repair	58	13	19,998
Computer Information Services	61	\$331.73	\$529,111
Home Security System Services	59	\$23.40	\$37,324
Non-Apparel Household Laundry/Dry Cleaning	54	\$14.84	\$23,668
Housekeeping Services	51	\$99.13	\$158,117
Lawn and Garden	54	\$233.15	\$371,878
Moving/Storage/Freight Express	61	\$39.31	\$62,706
Installation of Computers	58	\$0.29	\$464
PC Repair (Personal Use)	58	\$3.47	\$5,529
Reupholstering/Furniture Repair	51	\$4.07	\$6,490
Termite/Pest Control	56	\$19.26	\$30,716
Water Softening Services	72	\$5.69	\$9,083
Internet Services Away from Home	71	\$6.56	\$10,469
Other Home Services (1)	50	\$12.71	\$20,268

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

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	62	\$3,085.62	\$4,921,561
Bottled Gas	48	\$24.34	\$38,827
Electricity	66	\$1,217.63	\$1,942,122
Fuel Oil	26	\$17.55	\$27,990
Natural Gas	54	\$271.46	\$432,983
Phone Services	63	\$1,110.01	\$1,770,472
Water and Other Public Services	62	\$441.64	\$704,411
Coal/Wood/Other Fuel	37	\$2.98	\$4,756
Housekeeping Supplies	60	\$432.48	\$689,808
Laundry and Cleaning Supplies	65	\$127.23	\$202,927
Postage and Stationery	55	\$93.88	\$149,743
Other HH Products (2)	60	\$211.37	\$337,137
Household Textiles	59	\$58.24	\$92,891
Bathroom Linens	65	\$9.48	\$15,120
Bedroom Linens	60	\$30.70	\$48,966
Kitchen, Dining Room and other Linens	51	\$6.07	\$9,678
Curtains and Draperies	56	\$8.98	\$14,319
Slipcovers, Decorative Pillows	59	\$3.01	\$4,807
Furniture	60	\$368.71	\$588,087
Mattresses and Box Springs	61	\$74.10	\$118,197
Other Bedroom Furniture	67	\$70.30	\$112,132
Sofas	60	\$102.22	\$163,037
Living Room Chairs	58	\$32.41	\$51,695
Living Room Tables	59	\$8.56	\$13,655
Kitchen, Dining Room Furniture	57	\$28.14	\$44,880
Infant Furniture	67	\$7.97	\$12,712
Outdoor Furniture	49	\$16.31	\$26,017
Wall Units, Cabinets, Other Furniture (3)	59	\$28.69	\$45,760
Major Appliances	60	\$210.87	\$336,330
Dishwashers and Disposals	55	\$17.65	\$28,152
Refrigerators and Freezers	61	\$66.51	\$106,084
Clothes Washers & Dryers	65	\$61.83	\$98,614
Cooking Stoves and Ovens	58	\$29.96	\$47,782
Microwave Ovens	63	\$9.98	\$15,912
Window Air Conditioners	61	\$4.73	\$7,539
Electric Floor Cleaning Equipment	56	\$14.37	\$22,914
Sewing Machines and Miscellaneous Appliances	48	\$5.85	\$9,333

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	50	\$12.38	\$19,739
Housewares	56	\$57.79	\$92,178
Small Appliances	58	\$28.52	\$45,485
Sewing/Needlework/Quilt Materials/Items	50	\$6.39	\$10,198
Window Coverings	48	\$10.43	\$16,642
Lamps/Lighting Fixtures/Ceiling Fans	49	\$20.33	\$32,426
Infant Equipment	61	\$19.45	\$31,016
Rental of Furniture	88	\$6.17	\$9,842
Laundry and Cleaning Equipment	61	\$17.03	\$27,166
Closet and Storage Items	48	\$11.85	\$18,898
Luggage	56	\$7.66	\$12,212
Clocks and Other Household Decoratives	50	\$96.44	\$153,825
Telephones and Accessories	56	\$39.25	\$62,601
Grills and Outdoor Equipment	52	\$14.48	\$23,091
Power Tools	63	\$32.89	\$52,456
Hand Tools	58	\$4.84	\$7,713
Office Furniture/Equipment for Home Use	55	\$8.08	\$12,884
Computers and Hardware for Home Use	57	\$97.68	\$155,796
Portable Memory	60	\$3.29	\$5,246
Computer Software	57	\$6.01	\$9,592
Computer Accessories	57	\$10.77	\$17,174
Other Household Appliances	58	\$10.39	\$16,566
Misc Equipment incl Ladders/Sheds/Etc	55	\$44.41	\$70,833

(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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