

<b>Demographic Summary</b>		<b>2018</b>	<b>2023</b>
Population		6,478	7,987
Households		3,295	4,225
Families		924	1,173
Median Age		41.5	42.3
Median Household Income		\$23,330	\$26,518
	<b>Spending Potential Index</b>	<b>Average Amount</b>	<b>Total</b>
<b>Assets</b>			
Value of Checking/Savings/Money Market Accounts & CDs	46	\$1,930.32	\$6,360,389
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	45	\$1,682.87	\$5,545,065
Value of Stocks/Bonds/Mutual Funds	39	\$1,947.74	\$6,417,818
Value of Stocks/Bonds/Mutual Funds (1 year ago)	38	\$1,813.07	\$5,974,067
Value of Other Financial Assets	48	\$682.97	\$2,250,370
Value of Other Financial Assets (1 year ago)	49	\$656.88	\$2,164,408
Value of Retirement Plans	37	\$8,510.17	\$28,041,014
Value of Retirement Plans (1 year ago)	37	\$7,944.77	\$26,178,009
Surrender Value of Whole Life Policies	40	\$716.45	\$2,360,694
Surrender Value of Whole Life Policies (1 year ago)"	41	\$581.15	\$1,914,875
<b>Earnings</b>			
Interest/Dividends	34	\$377.36	\$1,243,386
Royalty/Estate/Trust Income	43	\$203.76	\$671,397
<b>Liabilities</b>			
Original Mortgage Amount (Owned Home)	30	\$3,265.35	\$10,759,343
Vehicle Loan Amount (1)	43	\$1,215.73	\$4,005,840
Value of Credit Card Debt	47	\$276.07	\$909,660
Value of Credit Card Debt (1 year ago)	45	\$248.48	\$818,750
Value Owed on Student Loans	67	\$1,043.12	\$3,437,081
Value Owed on Student Loans (1 year ago)	65	\$954.78	\$3,146,010
Value Owed on Non-student Loans	58	\$118.87	\$391,677
Value Owed on Non-student Loans (1 year ago)	57	\$88.06	\$290,158
<b>Amount Paid: Interest</b>			
Home Mortgage	30	\$1,079.16	\$3,555,837
Lump Sum Home Equity Loan	33	\$14.40	\$47,441
New Car/Truck/Van Loan	41	\$54.95	\$181,074
Used Car/Truck/Van Loan	50	\$66.05	\$217,627
Finance/Late/Interest Charges for Credit Cards	51	\$45.06	\$148,458
Finance/Late/Interest Charges for Student Loans	55	\$26.53	\$87,428
Finance/Late/Interest Charges for Non-student Loans	55	\$6.62	\$21,817
<b>Amount Paid: Principal</b>			
Home Mortgage	31	\$582.79	\$1,920,300
Lump Sum Home Equity Loan	34	\$24.07	\$79,325
New Car/Truck/Van Loan	40	\$415.65	\$1,369,552
Used Car/Truck/Van Loan	49	\$431.22	\$1,420,881
Checking Account and Banking Service Charges	67	\$24.88	\$81,988

**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.