

2018 Housing Summary		2018 Demographic Summary	
Housing Units	3,755	Population	6,478
2018-2023 Percent Change	26.79%	Households	3,295
Percent Occupied	87.7%	Families	924
Percent Owner Households	6.4%	Median Age	41.5
Median Home Value	\$189,286	Median Household Income	\$23,330
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	32	\$3,606.85	\$11,884,586
Mortgage Interest	30	\$1,079.16	\$3,555,837
Mortgage Principal	31	\$582.79	\$1,920,300
Property Taxes	34	\$867.44	\$2,858,224
Homeowners Insurance	34	\$182.26	\$600,548
Ground Rent	50	\$36.37	\$119,851
Maintenance and Remodeling Services	32	\$661.74	\$2,180,425
Maintenance and Remodeling Materials	30	\$144.76	\$476,982
Property Management and Security	50	\$52.33	\$172,420
Rented Dwellings	106	\$5,224.74	\$17,215,528
Rent	106	\$5,148.13	\$16,963,091
Renters' Insurance	98	\$27.88	\$91,863
Maintenance and Repair Services	61	\$33.21	\$109,436
Maintenance and Repair Materials	70	\$15.52	\$51,138
Other Lodging	36	\$207.95	\$685,210
Owned Vacation Homes	36	\$183.11	\$603,343
Mortgage Payment	36	\$59.44	\$195,841
Property Taxes	41	\$57.75	\$190,279
Homeowners Insurance	35	\$7.77	\$25,614
Maintenance and Remodeling	31	\$46.48	\$153,136
Property Management and Security	42	\$11.68	\$38,472
Housing While Attending School	39	\$24.85	\$81,867
Household Operations	45	\$898.68	\$2,961,143
Child Care	41	\$209.81	\$691,338
Care for Elderly or Handicapped	62	\$39.50	\$130,164
Appliance Rental and Repair	42	9	29,531
Computer Information Services	55	\$297.31	\$979,623
Home Security System Services	35	\$13.75	\$45,313
Non-Apparel Household Laundry/Dry Cleaning	58	\$15.83	\$52,151
Housekeeping Services	39	\$76.52	\$252,139
Lawn and Garden	37	\$159.51	\$525,575
Moving/Storage/Freight Express	62	\$40.21	\$132,491
Installation of Computers	72	\$0.36	\$1,186
PC Repair (Personal Use)	52	\$3.08	\$10,144
Reupholstering/Furniture Repair	39	\$3.07	\$10,128
Termite/Pest Control	36	\$12.29	\$40,512
Water Softening Services	41	\$3.24	\$10,687
Internet Services Away from Home	55	\$5.13	\$16,909
Other Home Services (1)	40	\$10.09	\$33,251

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	50	\$2,468.98	\$8,135,295
Bottled Gas	33	\$16.63	\$54,791
Electricity	50	\$928.60	\$3,059,743
Fuel Oil	40	\$26.97	\$88,870
Natural Gas	52	\$260.70	\$859,019
Phone Services	52	\$930.33	\$3,065,453
Water and Other Public Services	43	\$303.00	\$998,376
Coal/Wood/Other Fuel	34	\$2.74	\$9,042
Housekeeping Supplies	50	\$357.88	\$1,179,213
Laundry and Cleaning Supplies	53	\$103.70	\$341,681
Postage and Stationery	48	\$82.23	\$270,952
Other HH Products (2)	49	\$171.95	\$566,579
Household Textiles	50	\$49.65	\$163,587
Bathroom Linens	56	\$8.22	\$27,083
Bedroom Linens	52	\$26.64	\$87,768
Kitchen, Dining Room and other Linens	40	\$4.75	\$15,655
Curtains and Draperies	46	\$7.47	\$24,604
Slipcovers, Decorative Pillows	50	\$2.57	\$8,477
Furniture	48	\$294.97	\$971,916
Mattresses and Box Springs	48	\$58.06	\$191,297
Other Bedroom Furniture	52	\$55.27	\$182,124
Sofas	49	\$84.36	\$277,978
Living Room Chairs	48	\$26.78	\$88,249
Living Room Tables	53	\$7.64	\$25,173
Kitchen, Dining Room Furniture	47	\$23.09	\$76,080
Infant Furniture	54	\$6.49	\$21,381
Outdoor Furniture	34	\$11.18	\$36,832
Wall Units, Cabinets, Other Furniture (3)	46	\$22.09	\$72,803
Major Appliances	41	\$144.36	\$475,676
Dishwashers and Disposals	34	\$11.06	\$36,435
Refrigerators and Freezers	38	\$41.37	\$136,328
Clothes Washers & Dryers	44	\$41.59	\$137,055
Cooking Stoves and Ovens	37	\$19.02	\$62,677
Microwave Ovens	55	\$8.76	\$28,849
Window Air Conditioners	64	\$4.92	\$16,197
Electric Floor Cleaning Equipment	49	\$12.73	\$41,956
Sewing Machines and Miscellaneous Appliances	40	\$4.91	\$16,180

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	50	\$12.23	\$40,307
Housewares	46	\$48.15	\$158,668
Small Appliances	54	\$26.40	\$86,987
Sewing/Needlework/Quilt Materials/Items	42	\$5.44	\$17,917
Window Coverings	39	\$8.43	\$27,767
Lamps/Lighting Fixtures/Ceiling Fans	35	\$14.63	\$48,199
Infant Equipment	53	\$16.86	\$55,545
Rental of Furniture	86	\$6.08	\$20,045
Laundry and Cleaning Equipment	53	\$14.80	\$48,758
Closet and Storage Items	42	\$10.29	\$33,910
Luggage	48	\$6.58	\$21,695
Clocks and Other Household Decoratives	39	\$75.88	\$250,028
Telephones and Accessories	47	\$32.71	\$107,769
Grills and Outdoor Equipment	37	\$10.43	\$34,368
Power Tools	39	\$20.43	\$67,321
Hand Tools	49	\$4.09	\$13,472
Office Furniture/Equipment for Home Use	46	\$6.76	\$22,290
Computers and Hardware for Home Use	53	\$89.76	\$295,757
Portable Memory	52	\$2.83	\$9,314
Computer Software	58	\$6.16	\$20,299
Computer Accessories	51	\$9.52	\$31,359
Other Household Appliances	40	\$7.24	\$23,855
Misc Equipment incl Ladders/Sheds/Etc	41	\$33.41	\$110,089

(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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