



Demographic Summary		2018	2023
Population		5,522	6,432
Households		1,987	2,322
Families		1,117	1,294
Median Age		36.3	38.0
Median Household Income		\$26,741	\$29,177
	Spending Potential Index	Average Amount	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	40	\$1,678.43	\$3,335,037
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	39	\$1,454.86	\$2,890,813
Value of Stocks/Bonds/Mutual Funds	37	\$1,854.41	\$3,684,719
Value of Stocks/Bonds/Mutual Funds (1 year ago)	38	\$1,777.54	\$3,531,978
Value of Other Financial Assets	40	\$568.30	\$1,129,214
Value of Other Financial Assets (1 year ago)	40	\$540.65	\$1,074,272
Value of Retirement Plans	38	\$8,764.34	\$17,414,746
Value of Retirement Plans (1 year ago)	38	\$8,118.06	\$16,130,587
Surrender Value of Whole Life Policies	43	\$766.19	\$1,522,411
Surrender Value of Whole Life Policies (1 year ago)"	44	\$619.06	\$1,230,063
Earnings			
Interest/Dividends	37	\$409.94	\$814,551
Royalty/Estate/Trust Income	34	\$160.55	\$319,015
Liabilities			
Original Mortgage Amount (Owned Home)	41	\$4,439.79	\$8,821,867
Vehicle Loan Amount (1)	55	\$1,532.34	\$3,044,757
Value of Credit Card Debt	45	\$263.67	\$523,911
Value of Credit Card Debt (1 year ago)	43	\$239.10	\$475,089
Value Owed on Student Loans	45	\$692.29	\$1,375,589
Value Owed on Student Loans (1 year ago)	44	\$641.61	\$1,274,886
Value Owed on Non-student Loans	51	\$104.36	\$207,362
Value Owed on Non-student Loans (1 year ago)	45	\$69.56	\$138,225
Amount Paid: Interest			
Home Mortgage	44	\$1,590.78	\$3,160,883
Lump Sum Home Equity Loan	34	\$14.66	\$29,139
New Car/Truck/Van Loan	55	\$73.59	\$146,233
Used Car/Truck/Van Loan	55	\$72.88	\$144,815
Finance/Late/Interest Charges for Credit Cards	44	\$39.30	\$78,087
Finance/Late/Interest Charges for Student Loans	43	\$20.82	\$41,365
Finance/Late/Interest Charges for Non-student Loans	59	\$7.12	\$14,156
Amount Paid: Principal			
Home Mortgage	45	\$855.91	\$1,700,693
Lump Sum Home Equity Loan	35	\$25.00	\$49,668
New Car/Truck/Van Loan	53	\$547.97	\$1,088,820
Used Car/Truck/Van Loan	55	\$476.88	\$947,564
Checking Account and Banking Service Charges	52	\$19.42	\$38,586

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.