



| 2018 Housing Summary | | 2018 Demographic Summary | |
|--|--------------------------|--------------------------|-------------|
| Housing Units | 2,254 | Population | 5,522 |
| 2018-2023 Percent Change | 16.95% | Households | 1,987 |
| Percent Occupied | 88.2% | Families | 1,117 |
| Percent Owner Households | 30.7% | Median Age | 36.3 |
| Median Home Value | \$68,552 | Median Household Income | \$26,741 |
| | Spending Potential Index | Average Amount Spent | Total |
| Owned Dwellings | 43 | \$4,828.18 | \$9,593,602 |
| Mortgage Interest | 44 | \$1,590.78 | \$3,160,883 |
| Mortgage Principal | 45 | \$855.91 | \$1,700,693 |
| Property Taxes | 37 | \$936.22 | \$1,860,262 |
| Homeowners Insurance | 48 | \$259.17 | \$514,977 |
| Ground Rent | 60 | \$43.95 | \$87,329 |
| Maintenance and Remodeling Services | 44 | \$889.61 | \$1,767,650 |
| Maintenance and Remodeling Materials | 41 | \$201.09 | \$399,571 |
| Property Management and Security | 50 | \$51.45 | \$102,237 |
| Rented Dwellings | 59 | \$2,903.70 | \$5,769,647 |
| Rent | 59 | \$2,848.23 | \$5,659,428 |
| Renters' Insurance | 55 | \$15.65 | \$31,096 |
| Maintenance and Repair Services | 49 | \$26.90 | \$53,443 |
| Maintenance and Repair Materials | 58 | \$12.92 | \$25,681 |
| Other Lodging | 40 | \$229.74 | \$456,484 |
| Owned Vacation Homes | 39 | \$199.80 | \$396,993 |
| Mortgage Payment | 45 | \$73.51 | \$146,070 |
| Property Taxes | 37 | \$52.09 | \$103,511 |
| Homeowners Insurance | 40 | \$8.97 | \$17,828 |
| Maintenance and Remodeling | 36 | \$54.36 | \$108,011 |
| Property Management and Security | 39 | \$10.86 | \$21,574 |
| Housing While Attending School | 46 | \$29.94 | \$59,491 |
| Household Operations | 46 | \$912.44 | \$1,813,014 |
| Child Care | 42 | \$215.30 | \$427,795 |
| Care for Elderly or Handicapped | 44 | \$28.41 | \$56,453 |
| Appliance Rental and Repair | 48 | 10 | 20,652 |
| Computer Information Services | 49 | \$265.89 | \$528,319 |
| Home Security System Services | 52 | \$20.57 | \$40,863 |
| Non-Apparel Household Laundry/Dry Cleaning | 46 | \$12.70 | \$25,236 |
| Housekeeping Services | 44 | \$86.23 | \$171,345 |
| Lawn and Garden | 45 | \$195.04 | \$387,543 |
| Moving/Storage/Freight Express | 50 | \$32.44 | \$64,452 |
| Installation of Computers | 56 | \$0.28 | \$553 |
| PC Repair (Personal Use) | 48 | \$2.86 | \$5,687 |
| Reupholstering/Furniture Repair | 42 | \$3.36 | \$6,677 |
| Termite/Pest Control | 50 | \$17.32 | \$34,415 |
| Water Softening Services | 68 | \$5.39 | \$10,715 |
| Internet Services Away from Home | 63 | \$5.82 | \$11,561 |
| Other Home Services (1) | 41 | \$10.44 | \$20,748 |

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 | 52 | \$2,558.19 | \$5,083,123 |
| Bottled Gas | 38 | \$19.12 | \$37,996 |
| Electricity | 56 | \$1,041.94 | \$2,070,334 |
| Fuel Oil | 16 | \$10.77 | \$21,400 |
| Natural Gas | 37 | \$188.83 | \$375,212 |
| Phone Services | 52 | \$917.73 | \$1,823,537 |
| Water and Other Public Services | 53 | \$377.51 | \$750,120 |
| Coal/Wood/Other Fuel | 28 | \$2.28 | \$4,524 |
| Housekeeping Supplies | 50 | \$361.75 | \$718,792 |
| Laundry and Cleaning Supplies | 54 | \$107.41 | \$213,421 |
| Postage and Stationery | 45 | \$77.04 | \$153,069 |
| Other HH Products (2) | 51 | \$177.30 | \$352,302 |
| Household Textiles | 48 | \$47.58 | \$94,545 |
| Bathroom Linens | 53 | \$7.76 | \$15,422 |
| Bedroom Linens | 49 | \$24.84 | \$49,360 |
| Kitchen, Dining Room and other Linens | 44 | \$5.25 | \$10,428 |
| Curtains and Draperies | 45 | \$7.22 | \$14,350 |
| Slipcovers, Decorative Pillows | 49 | \$2.51 | \$4,987 |
| Furniture | 49 | \$301.37 | \$598,831 |
| Mattresses and Box Springs | 49 | \$60.04 | \$119,294 |
| Other Bedroom Furniture | 56 | \$59.03 | \$117,284 |
| Sofas | 49 | \$83.26 | \$165,438 |
| Living Room Chairs | 46 | \$26.00 | \$51,662 |
| Living Room Tables | 46 | \$6.61 | \$13,139 |
| Kitchen, Dining Room Furniture | 46 | \$22.68 | \$45,073 |
| Infant Furniture | 52 | \$6.25 | \$12,410 |
| Outdoor Furniture | 40 | \$13.12 | \$26,076 |
| Wall Units, Cabinets, Other Furniture (3) | 50 | \$24.39 | \$48,456 |
| Major Appliances | 50 | \$175.92 | \$349,562 |
| Dishwashers and Disposals | 44 | \$14.17 | \$28,157 |
| Refrigerators and Freezers | 52 | \$56.14 | \$111,544 |
| Clothes Washers & Dryers | 55 | \$52.41 | \$104,135 |
| Cooking Stoves and Ovens | 49 | \$25.24 | \$50,160 |
| Microwave Ovens | 51 | \$8.08 | \$16,050 |
| Window Air Conditioners | 50 | \$3.84 | \$7,624 |
| Electric Floor Cleaning Equipment | 44 | \$11.42 | \$22,683 |
| Sewing Machines and Miscellaneous Appliances | 38 | \$4.64 | \$9,210 |

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| | Spending Potential Index | Average Amount Spent | Total |
|--|--------------------------|----------------------|-----------|
| Other Household Furnishings and Equipment | | | |
| Rugs | 38 | \$9.29 | \$18,461 |
| Housewares | 44 | \$46.10 | \$91,601 |
| Small Appliances | 46 | \$22.75 | \$45,205 |
| Sewing/Needlework/Quilt Materials/Items | 38 | \$4.92 | \$9,782 |
| Window Coverings | 35 | \$7.59 | \$15,079 |
| Lamps/Lighting Fixtures/Ceiling Fans | 39 | \$16.04 | \$31,865 |
| Infant Equipment | 49 | \$15.71 | \$31,207 |
| Rental of Furniture | 65 | \$4.57 | \$9,089 |
| Laundry and Cleaning Equipment | 50 | \$13.96 | \$27,743 |
| Closet and Storage Items | 38 | \$9.45 | \$18,779 |
| Luggage | 46 | \$6.29 | \$12,493 |
| Clocks and Other Household Decoratives | 40 | \$77.23 | \$153,456 |
| Telephones and Accessories | 48 | \$33.43 | \$66,431 |
| Grills and Outdoor Equipment | 45 | \$12.68 | \$25,199 |
| Power Tools | 55 | \$29.01 | \$57,647 |
| Hand Tools | 46 | \$3.79 | \$7,525 |
| Office Furniture/Equipment for Home Use | 43 | \$6.39 | \$12,697 |
| Computers and Hardware for Home Use | 46 | \$77.94 | \$154,862 |
| Portable Memory | 50 | \$2.70 | \$5,368 |
| Computer Software | 44 | \$4.66 | \$9,262 |
| Computer Accessories | 46 | \$8.57 | \$17,026 |
| Other Household Appliances | 51 | \$9.09 | \$18,059 |
| Misc Equipment incl Ladders/Sheds/Etc | 47 | \$38.38 | \$76,258 |

(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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