

2018 Housing Summary		2018 Demographic Summary	
Housing Units	5,125	Population	13,179
2018-2023 Percent Change	2.83%	Households	4,786
Percent Occupied	93.4%	Families	3,216
Percent Owner Households	58.7%	Median Age	37.2
Median Home Value	\$82,889	Median Household Income	\$37,856
	Spending Potential Index	Average Amount Spent	Total
<b>Owned Dwellings</b>	57	\$6,369.94	\$30,486,514
Mortgage Interest	57	\$2,040.35	\$9,765,133
Mortgage Principal	58	\$1,101.87	\$5,273,558
Property Taxes	54	\$1,351.99	\$6,470,615
Homeowners Insurance	61	\$330.50	\$1,581,773
Ground Rent	68	\$49.91	\$238,860
Maintenance and Remodeling Services	57	\$1,155.82	\$5,531,775
Maintenance and Remodeling Materials	56	\$276.19	\$1,321,835
Property Management and Security	61	\$63.30	\$302,966
<b>Rented Dwellings</b>	69	\$3,402.95	\$16,286,496
Rent	69	\$3,333.88	\$15,955,960
Renters' Insurance	68	\$19.29	\$92,336
Maintenance and Repair Services	64	\$34.78	\$166,447
Maintenance and Repair Materials	68	\$14.99	\$71,753
<b>Other Lodging</b>	53	\$305.64	\$1,462,775
Owned Vacation Homes	53	\$268.80	\$1,286,478
Mortgage Payment	56	\$92.46	\$442,528
Property Taxes	53	\$74.16	\$354,948
Homeowners Insurance	56	\$12.48	\$59,742
Maintenance and Remodeling	49	\$74.41	\$356,132
Property Management and Security	55	\$15.28	\$73,128
Housing While Attending School	57	\$36.84	\$176,297
<b>Household Operations</b>	59	\$1,167.27	\$5,586,533
Child Care	54	\$279.13	\$1,335,913
Care for Elderly or Handicapped	59	\$38.06	\$182,134
Appliance Rental and Repair	61	13	62,891
Computer Information Services	62	\$337.01	\$1,612,926
Home Security System Services	62	\$24.50	\$117,262
Non-Apparel Household Laundry/Dry Cleaning	57	\$15.68	\$75,046
Housekeeping Services	56	\$108.62	\$519,877
Lawn and Garden	60	\$256.16	\$1,226,000
Moving/Storage/Freight Express	61	\$39.52	\$189,161
Installation of Computers	64	\$0.32	\$1,520
PC Repair (Personal Use)	62	\$3.68	\$17,611
Reupholstering/Furniture Repair	56	\$4.47	\$21,386
Termite/Pest Control	60	\$20.75	\$99,289
Water Softening Services	73	\$5.77	\$27,614
Internet Services Away from Home	69	\$6.42	\$30,717
Other Home Services (1)	55	\$14.04	\$67,187

**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
<b>Utilities, Fuels, Public Services</b>	63	\$3,147.56	\$15,064,224
Bottled Gas	57	\$28.70	\$137,365
Electricity	67	\$1,229.19	\$5,882,898
Fuel Oil	38	\$25.31	\$121,148
Natural Gas	56	\$283.44	\$1,356,537
Phone Services	63	\$1,124.13	\$5,380,074
Water and Other Public Services	64	\$452.91	\$2,167,614
Coal/Wood/Other Fuel	48	\$3.88	\$18,588
<b>Housekeeping Supplies</b>	63	\$450.34	\$2,155,340
Laundry and Cleaning Supplies	66	\$129.29	\$618,801
Postage and Stationery	60	\$101.14	\$484,064
Other HH Products (2)	63	\$219.91	\$1,052,476
<b>Household Textiles</b>	60	\$59.64	\$285,458
Bathroom Linens	64	\$9.43	\$45,130
Bedroom Linens	61	\$31.14	\$149,019
Kitchen, Dining Room and other Linens	55	\$6.59	\$31,516
Curtains and Draperies	58	\$9.37	\$44,827
Slipcovers, Decorative Pillows	61	\$3.13	\$14,966
<b>Furniture</b>	61	\$374.14	\$1,790,626
Mattresses and Box Springs	62	\$75.15	\$359,661
Other Bedroom Furniture	65	\$68.90	\$329,739
Sofas	61	\$103.51	\$495,396
Living Room Chairs	61	\$34.18	\$163,565
Living Room Tables	60	\$8.68	\$41,565
Kitchen, Dining Room Furniture	58	\$28.71	\$137,392
Infant Furniture	64	\$7.67	\$36,732
Outdoor Furniture	54	\$17.96	\$85,942
Wall Units, Cabinets, Other Furniture (3)	61	\$29.38	\$140,635
<b>Major Appliances</b>	63	\$218.38	\$1,045,143
Dishwashers and Disposals	59	\$18.96	\$90,753
Refrigerators and Freezers	64	\$68.91	\$329,815
Clothes Washers & Dryers	66	\$62.35	\$298,423
Cooking Stoves and Ovens	61	\$31.56	\$151,058
Microwave Ovens	63	\$10.08	\$48,227
Window Air Conditioners	61	\$4.71	\$22,550
Electric Floor Cleaning Equipment	58	\$15.12	\$72,383
Sewing Machines and Miscellaneous Appliances	55	\$6.67	\$31,934

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	54	\$13.40	\$64,140
Housewares	58	\$60.51	\$289,590
Small Appliances	60	\$29.35	\$140,450
Sewing/Needlework/Quilt Materials/Items	56	\$7.17	\$34,330
Window Coverings	53	\$11.61	\$55,575
Lamps/Lighting Fixtures/Ceiling Fans	57	\$23.52	\$112,545
Infant Equipment	60	\$19.07	\$91,278
Rental of Furniture	74	\$5.22	\$24,979
Laundry and Cleaning Equipment	62	\$17.52	\$83,848
Closet and Storage Items	54	\$13.24	\$63,363
Luggage	58	\$7.92	\$37,923
Clocks and Other Household Decoratives	54	\$105.32	\$504,079
Telephones and Accessories	58	\$40.78	\$195,192
Grills and Outdoor Equipment	59	\$16.36	\$78,289
Power Tools	66	\$34.68	\$165,959
Hand Tools	59	\$4.92	\$23,537
Office Furniture/Equipment for Home Use	58	\$8.64	\$41,336
Computers and Hardware for Home Use	59	\$100.24	\$479,756
Portable Memory	62	\$3.36	\$16,063
Computer Software	58	\$6.08	\$29,103
Computer Accessories	59	\$11.17	\$53,467
Other Household Appliances	61	\$11.00	\$52,632
Misc Equipment incl Ladders/Sheds/Etc	59	\$48.15	\$230,439

**(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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