

<b>Demographic Summary</b>		<b>2018</b>	<b>2023</b>	
Population		13,179	13,578	
Households		4,786	4,921	
Average Household Size		2.75	2.76	
Families		3,216	3,294	
Median Age		37.2	38.2	
Median Household Income		\$37,856	\$41,578	
	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>	<b>Total</b>	<b>Percent</b>
Total Expenditures	60	\$42,819.18	\$204,932,607	100.0%
Food	62	\$5,255.69	\$25,153,713	12.3%
Food at Home	63	\$3,138.14	\$15,019,152	7.3%
Food Away from Home	60	\$2,117.54	\$10,134,561	4.9%
Alcoholic Beverages	57	\$318.86	\$1,526,044	0.7%
Housing	61	\$13,226.08	\$63,300,010	30.9%
Shelter	60	\$10,078.52	\$48,235,786	23.5%
Utilities, Fuel and Public Services	63	\$3,147.56	\$15,064,224	7.4%
Household Operations	59	\$1,167.27	\$5,586,533	2.7%
Housekeeping Supplies	63	\$450.34	\$2,155,340	1.1%
Household Furnishings and Equipment	60	\$1,251.38	\$5,989,102	2.9%
Apparel and Services	60	\$1,313.24	\$6,285,161	3.1%
Transportation	62	\$5,036.97	\$24,106,946	11.8%
Travel	56	\$1,199.25	\$5,739,633	2.8%
Health Care	61	\$3,495.91	\$16,731,443	8.2%
Entertainment and Recreation	59	\$1,908.09	\$9,132,107	4.5%
Personal Care Products & Services	60	\$493.77	\$2,363,182	1.2%
Education	54	\$784.49	\$3,754,558	1.8%
Smoking Products	65	\$269.76	\$1,291,091	0.6%
Lotteries & Pari-mutuel Losses	58	\$33.18	\$158,785	0.1%
Legal Fees	59	\$122.90	\$588,187	0.3%
Funeral Expenses	65	\$53.56	\$256,348	0.1%
Safe Deposit Box Rentals	58	\$3.02	\$14,453	0.0%
Checking Account/Banking Service Charges	65	\$24.04	\$115,049	0.1%
Cemetery Lots/Vaults/Maintenance Fees	61	\$4.58	\$21,908	0.0%
Accounting Fees	54	\$52.73	\$252,387	0.1%
Miscellaneous Personal Services/Advertising/Fine	54	\$27.57	\$131,951	0.1%
Occupational Expenses	52	\$30.66	\$146,762	0.1%
Expenses for Other Properties	57	\$67.58	\$323,418	0.2%
Credit Card Membership Fees	53	\$4.15	\$19,860	0.0%
Shopping Club Membership Fees	58	\$13.80	\$66,026	0.0%
Support Payments/Cash Contributions/Gifts in Kind	58	\$1,442.23	\$6,902,492	3.4%
Life/Other Insurance	56	\$232.94	\$1,114,861	0.5%
Pensions and Social Security	57	\$4,535.16	\$21,705,257	10.6%

**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.