

<b>Demographic Summary</b>		<b>2018</b>	<b>2023</b>
Population		3,042	3,175
Households		1,173	1,216
Families		732	759
Median Age		41.3	42.6
Median Household Income		\$35,141	\$37,447
	<b>Spending Potential Index</b>	<b>Average Amount</b>	<b>Total</b>
<b>Assets</b>			
Value of Checking/Savings/Money Market Accounts & CDs	56	\$2,328.78	\$2,731,663
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	55	\$2,049.68	\$2,404,274
Value of Stocks/Bonds/Mutual Funds	51	\$2,553.12	\$2,994,813
Value of Stocks/Bonds/Mutual Funds (1 year ago)	51	\$2,399.23	\$2,814,301
Value of Other Financial Assets	60	\$842.79	\$988,597
Value of Other Financial Assets (1 year ago)	60	\$804.72	\$943,939
Value of Retirement Plans	50	\$11,624.84	\$13,635,941
Value of Retirement Plans (1 year ago)	51	\$10,880.99	\$12,763,397
Surrender Value of Whole Life Policies	52	\$939.31	\$1,101,814
Surrender Value of Whole Life Policies (1 year ago)"	53	\$755.48	\$886,181
<b>Earnings</b>			
Interest/Dividends	50	\$542.44	\$636,277
Royalty/Estate/Trust Income	53	\$252.04	\$295,641
<b>Liabilities</b>			
Original Mortgage Amount (Owned Home)	43	\$4,686.92	\$5,497,758
Vehicle Loan Amount (1)	55	\$1,530.16	\$1,794,876
Value of Credit Card Debt	55	\$323.01	\$378,894
Value of Credit Card Debt (1 year ago)	54	\$295.23	\$346,302
Value Owed on Student Loans	65	\$1,009.32	\$1,183,927
Value Owed on Student Loans (1 year ago)	64	\$934.61	\$1,096,303
Value Owed on Non-student Loans	62	\$127.64	\$149,720
Value Owed on Non-student Loans (1 year ago)	62	\$94.73	\$111,116
<b>Amount Paid: Interest</b>			
Home Mortgage	44	\$1,575.65	\$1,848,240
Lump Sum Home Equity Loan	48	\$21.10	\$24,746
New Car/Truck/Van Loan	53	\$70.40	\$82,575
Used Car/Truck/Van Loan	58	\$76.42	\$89,645
Finance/Late/Interest Charges for Credit Cards	57	\$50.32	\$59,022
Finance/Late/Interest Charges for Student Loans	58	\$28.23	\$33,110
Finance/Late/Interest Charges for Non-student Loans	60	\$7.22	\$8,468
<b>Amount Paid: Principal</b>			
Home Mortgage	45	\$861.34	\$1,010,356
Lump Sum Home Equity Loan	49	\$34.65	\$40,648
New Car/Truck/Van Loan	52	\$538.63	\$631,818
Used Car/Truck/Van Loan	58	\$503.89	\$591,061
Checking Account and Banking Service Charges	67	\$24.77	\$29,054

**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.