

Demographic Summary		2018	2023
Population		8,531	8,908
Households		2,805	2,923
Families		1,977	2,054
Median Age		29.4	30.5
Median Household Income		\$23,214	\$25,573
	Spending Potential Index	Average Amount	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	34	\$1,425.74	\$3,999,187
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	33	\$1,242.17	\$3,484,280
Value of Stocks/Bonds/Mutual Funds	31	\$1,547.88	\$4,341,805
Value of Stocks/Bonds/Mutual Funds (1 year ago)	31	\$1,472.08	\$4,129,189
Value of Other Financial Assets	33	\$464.88	\$1,303,979
Value of Other Financial Assets (1 year ago)	33	\$443.76	\$1,244,748
Value of Retirement Plans	31	\$7,191.96	\$20,173,448
Value of Retirement Plans (1 year ago)	31	\$6,673.82	\$18,720,054
Surrender Value of Whole Life Policies	37	\$660.54	\$1,852,826
Surrender Value of Whole Life Policies (1 year ago)"	37	\$523.28	\$1,467,811
Earnings			
Interest/Dividends	30	\$329.05	\$922,989
Royalty/Estate/Trust Income	28	\$134.04	\$375,969
Liabilities			
Original Mortgage Amount (Owned Home)	32	\$3,495.66	\$9,805,333
Vehicle Loan Amount (1)	45	\$1,253.41	\$3,515,804
Value of Credit Card Debt	39	\$229.09	\$642,608
Value of Credit Card Debt (1 year ago)	38	\$207.52	\$582,080
Value Owed on Student Loans	44	\$689.04	\$1,932,746
Value Owed on Student Loans (1 year ago)	43	\$636.27	\$1,784,732
Value Owed on Non-student Loans	46	\$94.82	\$265,984
Value Owed on Non-student Loans (1 year ago)	42	\$64.87	\$181,948
Amount Paid: Interest			
Home Mortgage	34	\$1,230.53	\$3,451,642
Lump Sum Home Equity Loan	28	\$12.38	\$34,718
New Car/Truck/Van Loan	44	\$58.53	\$164,168
Used Car/Truck/Van Loan	46	\$61.50	\$172,505
Finance/Late/Interest Charges for Credit Cards	40	\$35.39	\$99,263
Finance/Late/Interest Charges for Student Loans	41	\$20.05	\$56,234
Finance/Late/Interest Charges for Non-student Loans	48	\$5.77	\$16,175
Amount Paid: Principal			
Home Mortgage	35	\$659.32	\$1,849,391
Lump Sum Home Equity Loan	29	\$20.96	\$58,784
New Car/Truck/Van Loan	42	\$436.85	\$1,225,357
Used Car/Truck/Van Loan	46	\$402.09	\$1,127,854
Checking Account and Banking Service Charges	49	\$18.30	\$51,319

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.