

<b>Demographic Summary</b>		<b>2018</b>	<b>2023</b>
Population		6,100	6,442
Households		1,970	2,078
Families		1,444	1,518
Median Age		30.7	31.9
Median Household Income		\$27,405	\$29,628
	<b>Spending Potential Index</b>	<b>Average Amount</b>	<b>Total</b>
<b>Assets</b>			
Value of Checking/Savings/Money Market Accounts & CDs	40	\$1,688.86	\$3,327,064
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	40	\$1,485.97	\$2,927,368
Value of Stocks/Bonds/Mutual Funds	37	\$1,881.41	\$3,706,373
Value of Stocks/Bonds/Mutual Funds (1 year ago)	37	\$1,770.97	\$3,488,819
Value of Other Financial Assets	38	\$532.96	\$1,049,936
Value of Other Financial Assets (1 year ago)	38	\$510.60	\$1,005,889
Value of Retirement Plans	38	\$8,715.43	\$17,169,389
Value of Retirement Plans (1 year ago)	38	\$8,107.24	\$15,971,255
Surrender Value of Whole Life Policies	43	\$766.79	\$1,510,573
Surrender Value of Whole Life Policies (1 year ago)"	43	\$604.69	\$1,191,246
<b>Earnings</b>			
Interest/Dividends	35	\$388.31	\$764,970
Royalty/Estate/Trust Income	35	\$165.07	\$325,190
<b>Liabilities</b>			
Original Mortgage Amount (Owned Home)	39	\$4,244.54	\$8,361,747
Vehicle Loan Amount (1)	47	\$1,315.29	\$2,591,116
Value of Credit Card Debt	45	\$267.98	\$527,915
Value of Credit Card Debt (1 year ago)	45	\$245.46	\$483,547
Value Owed on Student Loans	51	\$787.88	\$1,552,122
Value Owed on Student Loans (1 year ago)	50	\$731.48	\$1,441,019
Value Owed on Non-student Loans	51	\$104.19	\$205,245
Value Owed on Non-student Loans (1 year ago)	48	\$74.01	\$145,796
<b>Amount Paid: Interest</b>			
Home Mortgage	40	\$1,433.73	\$2,824,451
Lump Sum Home Equity Loan	37	\$16.06	\$31,639
New Car/Truck/Van Loan	46	\$61.96	\$122,059
Used Car/Truck/Van Loan	49	\$65.42	\$128,878
Finance/Late/Interest Charges for Credit Cards	47	\$41.90	\$82,538
Finance/Late/Interest Charges for Student Loans	47	\$22.60	\$44,519
Finance/Late/Interest Charges for Non-student Loans	50	\$6.03	\$11,876
<b>Amount Paid: Principal</b>			
Home Mortgage	40	\$762.26	\$1,501,660
Lump Sum Home Equity Loan	38	\$26.91	\$53,005
New Car/Truck/Van Loan	45	\$470.23	\$926,361
Used Car/Truck/Van Loan	49	\$427.62	\$842,419
Checking Account and Banking Service Charges	54	\$20.05	\$39,494

**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.