

Demographic Summary		2018	2023
Population		4,469	4,555
Households		1,313	1,337
Families		1,043	1,059
Median Age		35.6	38.0
Median Household Income		\$30,872	\$34,011
	Spending Potential Index	Average Amount	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	41	\$1,726.74	\$2,267,212
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	40	\$1,481.72	\$1,945,495
Value of Stocks/Bonds/Mutual Funds	38	\$1,934.77	\$2,540,356
Value of Stocks/Bonds/Mutual Funds (1 year ago)	39	\$1,863.07	\$2,446,214
Value of Other Financial Assets	41	\$578.30	\$759,306
Value of Other Financial Assets (1 year ago)	41	\$549.46	\$721,438
Value of Retirement Plans	39	\$8,939.15	\$11,737,101
Value of Retirement Plans (1 year ago)	38	\$8,253.04	\$10,836,239
Surrender Value of Whole Life Policies	45	\$810.75	\$1,064,516
Surrender Value of Whole Life Policies (1 year ago)"	46	\$655.74	\$860,990
Earnings			
Interest/Dividends	40	\$436.22	\$572,763
Royalty/Estate/Trust Income	33	\$154.93	\$203,420
Liabilities			
Original Mortgage Amount (Owned Home)	43	\$4,704.40	\$6,176,872
Vehicle Loan Amount (1)	59	\$1,640.86	\$2,154,453
Value of Credit Card Debt	46	\$272.30	\$357,528
Value of Credit Card Debt (1 year ago)	45	\$247.31	\$324,724
Value Owed on Student Loans	43	\$662.85	\$870,325
Value Owed on Student Loans (1 year ago)	42	\$612.08	\$803,661
Value Owed on Non-student Loans	53	\$107.93	\$141,714
Value Owed on Non-student Loans (1 year ago)	46	\$70.09	\$92,032
Amount Paid: Interest			
Home Mortgage	48	\$1,713.53	\$2,249,861
Lump Sum Home Equity Loan	34	\$14.90	\$19,567
New Car/Truck/Van Loan	60	\$79.89	\$104,901
Used Car/Truck/Van Loan	58	\$76.88	\$100,945
Finance/Late/Interest Charges for Credit Cards	46	\$40.89	\$53,690
Finance/Late/Interest Charges for Student Loans	43	\$20.69	\$27,161
Finance/Late/Interest Charges for Non-student Loans	63	\$7.55	\$9,915
Amount Paid: Principal			
Home Mortgage	48	\$919.04	\$1,206,705
Lump Sum Home Equity Loan	36	\$25.83	\$33,912
New Car/Truck/Van Loan	57	\$593.20	\$778,873
Used Car/Truck/Van Loan	57	\$501.66	\$658,677
Checking Account and Banking Service Charges	53	\$19.52	\$25,632

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.