

Demographic Summary		2018	2023
Population		5,032	5,227
Households		1,724	1,793
Families		1,111	1,150
Median Age		37.9	39.5
Median Household Income		\$34,339	\$38,465
	Spending Potential Index	Average Amount	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	45	\$1,864.30	\$3,214,059
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	43	\$1,599.76	\$2,757,984
Value of Stocks/Bonds/Mutual Funds	41	\$2,088.91	\$3,601,275
Value of Stocks/Bonds/Mutual Funds (1 year ago)	43	\$2,011.49	\$3,467,817
Value of Other Financial Assets	44	\$624.37	\$1,076,412
Value of Other Financial Assets (1 year ago)	44	\$593.23	\$1,022,730
Value of Retirement Plans	42	\$9,651.29	\$16,638,821
Value of Retirement Plans (1 year ago)	41	\$8,910.52	\$15,361,735
Surrender Value of Whole Life Policies	49	\$875.34	\$1,509,086
Surrender Value of Whole Life Policies (1 year ago)"	50	\$707.98	\$1,220,562
Earnings			
Interest/Dividends	43	\$470.98	\$811,963
Royalty/Estate/Trust Income	35	\$167.27	\$288,374
Liabilities			
Original Mortgage Amount (Owned Home)	47	\$5,079.17	\$8,756,495
Vehicle Loan Amount (1)	63	\$1,771.58	\$3,054,209
Value of Credit Card Debt	50	\$293.99	\$506,842
Value of Credit Card Debt (1 year ago)	49	\$267.02	\$460,337
Value Owed on Student Loans	46	\$715.66	\$1,233,796
Value Owed on Student Loans (1 year ago)	45	\$660.84	\$1,139,291
Value Owed on Non-student Loans	57	\$116.53	\$200,897
Value Owed on Non-student Loans (1 year ago)	49	\$75.68	\$130,467
Amount Paid: Interest			
Home Mortgage	52	\$1,850.04	\$3,189,461
Lump Sum Home Equity Loan	37	\$16.09	\$27,738
New Car/Truck/Van Loan	65	\$86.26	\$148,710
Used Car/Truck/Van Loan	63	\$83.01	\$143,103
Finance/Late/Interest Charges for Credit Cards	50	\$44.15	\$76,112
Finance/Late/Interest Charges for Student Loans	46	\$22.33	\$38,505
Finance/Late/Interest Charges for Non-student Loans	68	\$8.15	\$14,056
Amount Paid: Principal			
Home Mortgage	52	\$992.26	\$1,710,656
Lump Sum Home Equity Loan	39	\$27.89	\$48,075
New Car/Truck/Van Loan	62	\$640.46	\$1,104,151
Used Car/Truck/Van Loan	62	\$541.62	\$933,758
Checking Account and Banking Service Charges	57	\$21.08	\$36,336

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.