

2020 Housing Summary		2020 Demographic Summary		
Housing Units	4,639	Population	9,229	
2020-2025 Percent Change	1.51%	Households	4,068	
Percent Occupied	87.7%	Families	2,413	
Percent Owner Households	64.5%	Median Age	43.2	
Median Home Value	\$94,984	Median Household Income	\$44,658	
		Spending Potential Index	Average Amount Spent	
			Total	
<b>Owned Dwellings</b>		66	\$9,028.10	\$36,726,302
Mortgage/Other Loan Payments & Basics		65	\$6,845.02	\$27,845,536
Mortgage Interest		62	\$2,244.43	\$9,130,335
Interest Paid on Home Equity Loan		67	\$21.45	\$87,253
Interest Paid on Home Equity Line of Credit		67	\$84.32	\$343,015
Mortgage Principal		64	\$1,381.75	\$5,620,975
Principal Paid on Home Equity Loan		70	\$42.23	\$171,803
Principal Paid on Home Equity Line of Credit		77	\$248.79	\$1,012,087
Lump Sum Mortgage Payments		63	\$312.07	\$1,269,481
Special Assessments		87	\$13.76	\$55,978
Closing Costs		66	\$195.39	\$794,848
Property Taxes		67	\$1,794.28	\$7,299,139
Homeowners Insurance		79	\$449.73	\$1,829,483
Ground Rent		83	\$56.82	\$231,139
Maintenance and Remodeling Services		66	\$1,700.04	\$6,915,765
Maintenance and Remodeling Materials		78	\$427.31	\$1,738,310
Property Management and Security		59	\$55.73	\$226,691
<b>Rented Dwellings</b>		68	\$3,544.44	\$14,418,797
Rent		68	\$3,443.52	\$14,008,237
Tenant's Insurance		81	\$24.78	\$100,791
Maintenance and Repair Services		68	\$41.86	\$170,273
Maintenance and Repair Materials		106	\$34.29	\$139,497
<b>Other Lodging</b>		69	\$335.39	\$1,364,368
Owned Vacation Homes		71	\$293.89	\$1,195,534
Principal Paid on Home Loans		70	\$42.02	\$170,952
Closing Costs		75	\$20.53	\$83,527
Interest Paid on Home Loans		68	\$59.25	\$241,040
Property Taxes		72	\$92.69	\$377,064
Homeowners Insurance		85	\$12.30	\$50,016
Maintenance and Remodeling		73	\$50.84	\$206,832
Property Management and Security		72	\$16.25	\$66,104
Housing While Attending School		57	\$41.50	\$168,833
<b>Household Operations</b>		70	\$1,491.54	\$6,067,581
Child Care		61	\$314.77	\$1,280,495
Care for Elderly or Handicapped		77	\$45.98	\$187,054
Appliance Rental and Repair		70	\$15.82	\$64,367
Computer Information Services		76	\$474.00	\$1,928,237
Home Security System Services		69	\$29.59	\$120,389
Non-Apparel Household Laundry/Dry Cleaning		65	\$19.56	\$79,564
Housekeeping Services		60	\$115.10	\$468,209
Lawn and Garden		76	\$369.30	\$1,502,323
Moving/Storage/Freight Express		67	\$40.10	\$163,121
Installation of Computers		83	\$0.30	\$1,221
PC Repair (Personal Use)		68	\$5.11	\$20,786
Reupholstering/Furniture Repair		77	\$7.79	\$31,684
Termite/Pest Control		69	\$26.84	\$109,193
Water Softening Services		74	\$4.38	\$17,802
Internet Services Away from Home		68	\$3.69	\$15,016
Other Home Services (1)		62	\$19.20	\$78,121

**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. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Utilities, Fuels, Public Services</b>	78	\$3,797.87	\$15,449,721
Bottled Gas	118	\$59.61	\$242,478
Electricity	82	\$1,470.91	\$5,983,667
Fuel Oil	63	\$46.99	\$191,151
Natural Gas	78	\$389.20	\$1,583,255
Phone Services	75	\$1,281.02	\$5,211,170
Water and Other Public Services	73	\$541.32	\$2,202,085
Coal/Wood/Other Fuel	110	\$8.83	\$35,915
<b>Housekeeping Supplies</b>	77	\$596.29	\$2,425,724
Laundry and Cleaning Supplies	78	\$172.15	\$700,323
Postage and Stationery	74	\$129.68	\$527,555
Other HH Products (2)	77	\$294.46	\$1,197,846
<b>Household Textiles</b>	72	\$73.28	\$298,095
Bathroom Linens	73	\$11.83	\$48,125
Bedroom Linens	71	\$38.08	\$154,906
Kitchen, Dining Room and other Linens	72	\$7.56	\$30,745
Curtains and Draperies	77	\$11.65	\$47,401
Slipcovers, Decorative Pillows	70	\$4.16	\$16,917
<b>Furniture</b>	69	\$443.61	\$1,804,625
Mattresses and Box Springs	73	\$87.98	\$357,919
Other Bedroom Furniture	65	\$72.61	\$295,388
Sofas	70	\$130.73	\$531,826
Living Room Chairs	78	\$40.11	\$163,152
Living Room Tables	70	\$12.86	\$52,318
Kitchen, Dining Room Furniture	65	\$30.44	\$123,838
Infant Furniture	72	\$10.65	\$43,314
Outdoor Furniture	65	\$26.12	\$106,245
Wall Units, Cabinets, Other Furniture (3)	66	\$32.11	\$130,625
<b>Major Appliances</b>	72	\$259.87	\$1,057,166
Dishwashers, Disposals & Range Hoods	67	\$20.53	\$83,536
Refrigerators and Freezers	71	\$79.23	\$322,291
Clothes Washers & Dryers	72	\$70.03	\$284,880
Cooking Stoves and Ovens	75	\$35.53	\$144,541
Microwave Ovens	79	\$12.96	\$52,735
Window Air Conditioners	74	\$6.07	\$24,710
Electric Floor Cleaning Equipment	77	\$20.03	\$81,498
Sewing Machines and Miscellaneous Appliances	73	\$15.48	\$62,975

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	70	\$24.42	\$99,321
Housewares	78	\$75.33	\$306,423
Small Appliances	73	\$36.16	\$147,100
Sewing/Needlework/Quilt Materials/Items	98	\$11.80	\$47,997
Window Coverings	56	\$16.92	\$68,832
Lamps/Lighting Fixtures/Ceiling Fans	69	\$29.51	\$120,060
Infant Equipment	77	\$13.16	\$53,552
Rental of Furniture	96	\$5.85	\$23,802
Laundry and Cleaning Equipment	73	\$21.45	\$87,241
Closet and Storage Items	73	\$17.43	\$70,895
Luggage	63	\$9.26	\$37,688
Clocks and Other Household Decoratives	69	\$142.66	\$580,355
Telephones and Accessories	67	\$59.50	\$242,058
Outdoor Equipment	67	\$28.75	\$116,969
Power Tools	75	\$41.80	\$170,028
Hand Tools	84	\$9.04	\$36,762
Office Furniture/Equipment for Home Use	66	\$9.96	\$40,518
Computers and Hardware for Home Use	66	\$107.03	\$435,393
Portable Memory	68	\$2.62	\$10,675
Computer Software	64	\$6.19	\$25,184
Computer Accessories	69	\$12.18	\$49,534
Other Household Appliances	81	\$14.72	\$59,863
Misc Equipment incl Ladders/Sheds/Etc	76	\$73.48	\$298,932

**(1) Other Home Services** include miscellaneous home services and small repair jobs not already specified.

**(2) Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

**(3) Wall Units, Cabinets, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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