

2020 Housing Summary		2020 Demographic Summary	
Housing Units	11,203	Population	22,474
2020-2025 Percent Change	1.19%	Households	9,553
Percent Occupied	85.3%	Families	6,223
Percent Owner Households	74.8%	Median Age	45.5
Median Home Value	\$106,596	Median Household Income	\$47,554
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		70	\$9,637.73
Mortgage/Other Loan Payments & Basics		69	\$7,273.73
Mortgage Interest		66	\$2,393.05
Interest Paid on Home Equity Loan		70	\$22.47
Interest Paid on Home Equity Line of Credit		70	\$88.47
Mortgage Principal		69	\$1,479.11
Principal Paid on Home Equity Loan		75	\$45.50
Principal Paid on Home Equity Line of Credit		80	\$258.67
Lump Sum Mortgage Payments		72	\$358.71
Special Assessments		81	\$12.84
Closing Costs		68	\$202.42
Property Taxes		69	\$1,865.10
Homeowners Insurance		86	\$486.80
Ground Rent		88	\$60.61
Maintenance and Remodeling Services		71	\$1,830.35
Maintenance and Remodeling Materials		87	\$482.02
Property Management and Security		54	\$51.63
Rented Dwellings		54	\$2,796.40
Rent		53	\$2,701.88
Tenant's Insurance		66	\$20.00
Maintenance and Repair Services		66	\$40.57
Maintenance and Repair Materials		105	\$33.94
Other Lodging		71	\$342.01
Owned Vacation Homes		73	\$298.93
Principal Paid on Home Loans		72	\$43.42
Closing Costs		74	\$20.14
Interest Paid on Home Loans		70	\$61.45
Property Taxes		73	\$94.33
Homeowners Insurance		90	\$12.96
Maintenance and Remodeling		70	\$48.83
Property Management and Security		79	\$17.79
Housing While Attending School		59	\$43.08
Household Operations		72	\$1,524.91
Child Care		61	\$314.89
Care for Elderly or Handicapped		72	\$43.14
Appliance Rental and Repair		70	\$15.92
Computer Information Services		76	\$471.41
Home Security System Services		73	\$31.05
Non-Apparel Household Laundry/Dry Cleaning		64	\$19.26
Housekeeping Services		64	\$121.11
Lawn and Garden		82	\$399.91
Moving/Storage/Freight Express		63	\$37.99
Installation of Computers		76	\$0.27
PC Repair (Personal Use)		64	\$4.81
Reupholstering/Furniture Repair		84	\$8.51
Termite/Pest Control		74	\$28.92
Water Softening Services		73	\$4.32
Internet Services Away from Home		66	\$3.54
Other Home Services (1)		65	\$19.87

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
Utilities, Fuels, Public Services	79	\$3,880.48	\$37,070,253
Bottled Gas	144	\$72.97	\$697,037
Electricity	84	\$1,516.70	\$14,489,077
Fuel Oil	79	\$58.22	\$556,216
Natural Gas	74	\$372.08	\$3,554,456
Phone Services	75	\$1,290.27	\$12,325,988
Water and Other Public Services	75	\$558.19	\$5,332,384
Coal/Wood/Other Fuel	150	\$12.05	\$115,094
Housekeeping Supplies	78	\$607.81	\$5,806,396
Laundry and Cleaning Supplies	80	\$176.56	\$1,686,645
Postage and Stationery	75	\$131.60	\$1,257,178
Other HH Products (2)	79	\$299.65	\$2,862,573
Household Textiles	72	\$72.85	\$695,931
Bathroom Linens	70	\$11.42	\$109,135
Bedroom Linens	70	\$37.50	\$358,258
Kitchen, Dining Room and other Linens	75	\$7.86	\$75,073
Curtains and Draperies	78	\$11.76	\$112,320
Slipcovers, Decorative Pillows	73	\$4.31	\$41,146
Furniture	69	\$442.49	\$4,227,092
Mattresses and Box Springs	71	\$85.20	\$813,926
Other Bedroom Furniture	63	\$70.62	\$674,646
Sofas	70	\$130.82	\$1,249,695
Living Room Chairs	83	\$42.76	\$408,447
Living Room Tables	68	\$12.60	\$120,358
Kitchen, Dining Room Furniture	65	\$30.79	\$294,092
Infant Furniture	70	\$10.42	\$99,520
Outdoor Furniture	68	\$27.18	\$259,639
Wall Units, Cabinets, Other Furniture (3)	66	\$32.11	\$306,768
Major Appliances	77	\$274.65	\$2,623,736
Dishwashers, Disposals & Range Hoods	72	\$21.82	\$208,493
Refrigerators and Freezers	75	\$83.76	\$800,180
Clothes Washers & Dryers	75	\$73.47	\$701,837
Cooking Stoves and Ovens	82	\$38.64	\$369,157
Microwave Ovens	79	\$12.94	\$123,654
Window Air Conditioners	80	\$6.59	\$62,981
Electric Floor Cleaning Equipment	77	\$20.06	\$191,604
Sewing Machines and Miscellaneous Appliances	82	\$17.36	\$165,829

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	70	\$24.64	\$235,422
Housewares	80	\$77.40	\$739,379
Small Appliances	73	\$35.90	\$342,996
Sewing/Needlework/Quilt Materials/Items	110	\$13.15	\$125,588
Window Coverings	58	\$17.27	\$165,009
Lamps/Lighting Fixtures/Ceiling Fans	69	\$29.78	\$284,525
Infant Equipment	76	\$12.98	\$123,956
Rental of Furniture	84	\$5.14	\$49,111
Laundry and Cleaning Equipment	72	\$21.05	\$201,110
Closet and Storage Items	78	\$18.45	\$176,205
Luggage	60	\$8.86	\$84,681
Clocks and Other Household Decoratives	72	\$149.25	\$1,425,798
Telephones and Accessories	65	\$57.13	\$545,787
Outdoor Equipment	69	\$29.84	\$285,098
Power Tools	76	\$42.33	\$404,355
Hand Tools	85	\$9.12	\$87,081
Office Furniture/Equipment for Home Use	68	\$10.24	\$97,778
Computers and Hardware for Home Use	65	\$105.86	\$1,011,246
Portable Memory	68	\$2.65	\$25,270
Computer Software	62	\$6.08	\$58,073
Computer Accessories	67	\$11.87	\$113,418
Other Household Appliances	85	\$15.58	\$148,799
Misc Equipment incl Ladders/Sheds/Etc	78	\$74.98	\$716,259

(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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