



Demographic Summary		2019		2024	
Population		71,919		69,177	
Households		30,882		29,827	
Average Household Size		2.20		2.19	
Families		17,833		17,074	
Median Age		40.3		41.1	
Median Household Income		\$44,773		\$50,053	
		Spending Potential	Average Amount		
		Index	Spent	Total	Percent
Total Expenditures		71	\$52,988.66	\$1,636,395,807	100.0%
Food		72	\$6,333.95	\$195,604,897	12.0%
Food at Home		73	\$3,755.18	\$115,967,366	7.1%
Food Away from Home		70	\$2,578.77	\$79,637,531	4.9%
Alcoholic Beverages		67	\$386.07	\$11,922,551	0.7%
Housing		70	\$16,440.55	\$507,716,968	31.0%
Shelter		69	\$12,775.12	\$394,521,352	24.1%
Utilities, Fuel and Public Services		75	\$3,665.42	\$113,195,616	6.9%
Household Operations		70	\$1,445.70	\$44,645,962	2.7%
Housekeeping Supplies		74	\$552.06	\$17,048,693	1.0%
Household Furnishings and Equipment		70	\$1,498.60	\$46,279,619	2.8%
Apparel and Services		70	\$1,496.17	\$46,204,703	2.8%
Transportation		74	\$6,291.02	\$194,279,345	11.9%
Travel		66	\$1,489.56	\$46,000,639	2.8%
Health Care		75	\$4,456.80	\$137,634,866	8.4%
Entertainment and Recreation		71	\$2,329.86	\$71,950,794	4.4%
Personal Care Products & Services		71	\$627.24	\$19,370,371	1.2%
Education		67	\$1,066.16	\$32,925,076	2.0%
Smoking Products		86	\$345.31	\$10,663,987	0.7%
Lotteries & Pari-mutuel Losses		70	\$39.76	\$1,228,007	0.1%
Legal Fees		73	\$153.71	\$4,746,877	0.3%
Funeral Expenses		87	\$72.88	\$2,250,825	0.1%
Safe Deposit Box Rentals		75	\$3.72	\$114,866	0.0%
Checking Account/Banking Service Charges		80	\$27.64	\$853,446	0.1%
Cemetery Lots/Vaults/Maintenance Fee		84	\$7.12	\$219,926	0.0%
Accounting Fees		60	\$68.62	\$2,119,272	0.1%
Miscellaneous Personal Services/Advertising/Fine		74	\$41.17	\$1,271,261	0.1%
Occupational Expenses		65	\$39.47	\$1,218,950	0.1%
Expenses for Other Properties		57	\$77.12	\$2,381,766	0.1%
Credit Card Membership Fees		63	\$5.54	\$170,980	0.0%
Shopping Club Membership Fees		68	\$18.32	\$565,846	0.0%
Support Payments/Cash Contributions/Gifts in Kind		72	\$1,776.77	\$54,870,101	3.4%
Life/Other Insurance		74	\$340.10	\$10,503,093	0.6%
Pensions and Social Security		67	\$5,485.81	\$169,412,715	10.4%

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 2019 and 2024; Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics.