



2019 Housing Summary		2019 Demographic Summary	
Housing Units	35,507	Population	71,919
2019-2024 Percent Change	0.01%	Households	30,882
Percent Occupied	87.0%	Families	17,833
Percent Owner Households	70.2%	Median Age	40.3
Median Home Value	\$92,821	Median Household Income	\$44,773
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	67	\$8,543.95	\$263,854,316
Mortgage Interest	63	\$2,398.20	\$74,061,297
Mortgage Principal	66	\$1,267.61	\$39,146,345
Property Taxes	70	\$1,814.05	\$56,021,597
Homeowners Insurance	75	\$413.15	\$12,758,873
Ground Rent	71	\$51.70	\$1,596,735
Maintenance and Remodeling Services	65	\$1,390.95	\$42,955,211
Maintenance and Remodeling Materials	74	\$360.14	\$11,121,898
Property Management and Security	62	\$64.58	\$1,994,302
Rented Dwellings	75	\$3,856.35	\$119,091,716
Rent	75	\$3,764.76	\$116,263,345
Renters' Insurance	85	\$24.85	\$767,491
Maintenance and Repair Services	81	\$43.95	\$1,357,206
Maintenance and Repair Materials	85	\$22.79	\$703,674
Other Lodging	65	\$374.82	\$11,575,320
Owned Vacation Homes	64	\$331.12	\$10,225,723
Principal Paid on Home Loans	63	\$45.99	\$1,420,226
Closing Costs	68	\$13.12	\$405,170
Interest Paid on Home Loans	66	\$67.22	\$2,075,840
Property Taxes	69	\$95.05	\$2,935,210
Homeowners Insurance	75	\$15.79	\$487,507
Maintenance and Remodeling	58	\$79.66	\$2,459,919
Property Management and Security	63	\$14.31	\$441,851
Housing While Attending School	69	\$43.70	\$1,349,597
Household Operations	70	\$1,445.70	\$44,645,962
Child Care	64	\$328.62	\$10,148,573
Care for Elderly or Handicapped	85	\$61.63	\$1,903,140
Appliance Rental and Repair	73	\$14.88	\$459,458
Computer Information Services	75	\$438.01	\$13,526,662
Home Security System Services	69	\$28.78	\$888,850
Non-Apparel Household Laundry/Dry Cleaning	63	\$17.82	\$550,435
Housekeeping Services	61	\$113.58	\$3,507,594
Lawn and Garden	71	\$332.64	\$10,272,632
Moving/Storage/Freight Express	69	\$46.10	\$1,423,637
Installation of Computers	68	\$0.41	\$12,718
PC Repair (Personal Use)	72	\$4.69	\$144,800
Reupholstering/Furniture Repair	64	\$6.28	\$193,813
Termite/Pest Control	66	\$23.97	\$740,254
Water Softening Services	69	\$4.40	\$135,893
Internet Services Away from Home	68	\$5.65	\$174,499
Other Home Services (1)	64	\$18.23	\$563,004

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.

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	75	\$3,665.42	\$113,195,616
Bottled Gas	84	\$38.31	\$1,183,096
Electricity	77	\$1,383.19	\$42,715,822
Fuel Oil	63	\$38.10	\$1,176,610
Natural Gas	81	\$382.34	\$11,807,270
Phone Services	74	\$1,296.78	\$40,047,264
Water and Other Public Services	72	\$521.42	\$16,102,379
Coal/Wood/Other Fuel	77	\$5.28	\$163,175
Housekeeping Supplies	74	\$552.06	\$17,048,693
Laundry and Cleaning Supplies	75	\$156.08	\$4,820,044
Postage and Stationery	72	\$130.35	\$4,025,571
Other HH Products (2)	74	\$265.63	\$8,203,077
Household Textiles	73	\$72.73	\$2,245,903
Bathroom Linens	76	\$11.97	\$369,571
Bedroom Linens	72	\$38.46	\$1,187,838
Kitchen, Dining Room and other Linens	66	\$7.35	\$226,920
Curtains and Draperies	77	\$11.45	\$353,630
Slipcovers, Decorative Pillows	68	\$3.50	\$107,945
Furniture	71	\$435.86	\$13,460,155
Mattresses and Box Springs	75	\$90.41	\$2,792,075
Other Bedroom Furniture	71	\$75.02	\$2,316,881
Sofas	70	\$123.51	\$3,814,105
Living Room Chairs	74	\$38.56	\$1,190,843
Living Room Tables	75	\$11.97	\$369,516
Kitchen, Dining Room Furniture	67	\$30.62	\$945,496
Infant Furniture	73	\$10.03	\$309,594
Outdoor Furniture	65	\$25.36	\$783,204
Wall Units, Cabinets, Other Furniture (3)	67	\$30.39	\$938,439
Major Appliances	72	\$256.38	\$7,917,433
Dishwashers and Disposals	68	\$22.86	\$706,044
Refrigerators and Freezers	70	\$78.96	\$2,438,370
Clothes Washers & Dryers	74	\$68.78	\$2,124,180
Cooking Stoves and Ovens	72	\$37.93	\$1,171,284
Microwave Ovens	79	\$12.70	\$392,134
Window Air Conditioners	75	\$5.71	\$176,309
Electric Floor Cleaning Equipment	72	\$18.80	\$580,467
Sewing Machines and Miscellaneous Appliances	88	\$10.64	\$328,645

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	74	\$23.84	\$736,145
Housewares	72	\$76.27	\$2,355,305
Small Appliances	72	\$35.21	\$1,087,454
Sewing/Needlework/Quilt Materials/Items	78	\$10.11	\$312,340
Window Coverings	64	\$15.18	\$468,702
Lamps/Lighting Fixtures/Ceiling Fans	68	\$30.39	\$938,565
Infant Equipment	66	\$15.32	\$473,147
Rental of Furniture	96	\$6.70	\$206,888
Laundry and Cleaning Equipment	73	\$22.04	\$680,736
Closet and Storage Items	69	\$17.27	\$533,357
Luggage	66	\$9.19	\$283,878
Clocks and Other Household Decoratives	64	\$123.20	\$3,804,637
Telephones and Accessories	63	\$47.66	\$1,471,879
Grills and Outdoor Equipment	72	\$24.75	\$764,379
Power Tools	68	\$42.77	\$1,320,763
Hand Tools	77	\$7.23	\$223,322
Office Furniture/Equipment for Home Use	65	\$10.49	\$324,099
Computers and Hardware for Home Use	69	\$114.43	\$3,533,773
Portable Memory	65	\$2.92	\$90,215
Computer Software	72	\$7.27	\$224,618
Computer Accessories	71	\$13.48	\$416,362
Other Household Appliances	73	\$12.19	\$376,303
Misc Equipment incl Ladders/Sheds/Etc	73	\$65.71	\$2,029,263

(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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