



2020 Housing Summary		2020 Demographic Summary	
Housing Units	35,445	Population	71,548
2020-2025 Percent Change	0.01%	Households	30,910
Percent Occupied	87.2%	Families	17,828
Percent Owner Households	62.7%	Median Age	40.4
Median Home Value	\$87,791	Median Household Income	\$43,276
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		63	\$8,594.65
Mortgage/Other Loan Payments & Basics		63	\$6,608.13
Mortgage Interest		60	\$2,186.39
Interest Paid on Home Equity Loan		65	\$20.70
Interest Paid on Home Equity Line of Credit		65	\$81.97
Mortgage Principal		62	\$1,329.24
Principal Paid on Home Equity Loan		66	\$39.87
Principal Paid on Home Equity Line of Credit		74	\$237.87
Lump Sum Mortgage Payments		55	\$275.53
Special Assessments		88	\$14.01
Closing Costs		63	\$187.83
Property Taxes		66	\$1,783.78
Homeowners Insurance		71	\$404.15
Ground Rent		68	\$46.80
Maintenance and Remodeling Services		61	\$1,567.01
Maintenance and Remodeling Materials		66	\$365.15
Property Management and Security		57	\$54.37
Rented Dwellings		71	\$3,683.16
Rent		71	\$3,592.89
Tenant's Insurance		82	\$25.13
Maintenance and Repair Services		63	\$39.21
Maintenance and Repair Materials		80	\$25.93
Other Lodging		64	\$312.44
Owned Vacation Homes		65	\$267.69
Principal Paid on Home Loans		62	\$37.46
Closing Costs		60	\$16.47
Interest Paid on Home Loans		61	\$53.31
Property Taxes		68	\$87.45
Homeowners Insurance		76	\$11.01
Maintenance and Remodeling		68	\$47.55
Property Management and Security		64	\$14.43
Housing While Attending School		61	\$44.75
Household Operations		66	\$1,407.66
Child Care		61	\$316.83
Care for Elderly or Handicapped		77	\$45.92
Appliance Rental and Repair		67	\$15.21
Computer Information Services		71	\$443.86
Home Security System Services		66	\$28.24
Non-Apparel Household Laundry/Dry Cleaning		61	\$18.41
Housekeeping Services		57	\$108.25
Lawn and Garden		67	\$327.42
Moving/Storage/Freight Express		67	\$40.49
Installation of Computers		82	\$0.30
PC Repair (Personal Use)		68	\$5.13
Reupholstering/Furniture Repair		65	\$6.59
Termite/Pest Control		63	\$24.43
Water Softening Services		72	\$4.28
Internet Services Away from Home		70	\$3.77
Other Home Services (1)		60	\$18.55

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	72	\$3,500.76	\$108,208,522
Bottled Gas	80	\$40.47	\$1,250,858
Electricity	73	\$1,315.51	\$40,662,340
Fuel Oil	59	\$43.68	\$1,350,126
Natural Gas	77	\$385.04	\$11,901,695
Phone Services	70	\$1,206.24	\$37,284,920
Water and Other Public Services	68	\$503.83	\$15,573,240
Coal/Wood/Other Fuel	75	\$6.00	\$185,343
Housekeeping Supplies	70	\$543.49	\$16,799,293
Laundry and Cleaning Supplies	70	\$154.53	\$4,776,443
Postage and Stationery	68	\$118.76	\$3,670,825
Other HH Products (2)	71	\$270.20	\$8,352,025
Household Textiles	70	\$70.94	\$2,192,810
Bathroom Linens	72	\$11.74	\$362,771
Bedroom Linens	70	\$37.45	\$1,157,627
Kitchen, Dining Room and other Linens	67	\$7.04	\$217,607
Curtains and Draperies	71	\$10.69	\$330,480
Slipcovers, Decorative Pillows	68	\$4.02	\$124,325
Furniture	68	\$437.36	\$13,518,792
Mattresses and Box Springs	72	\$86.50	\$2,673,567
Other Bedroom Furniture	67	\$74.69	\$2,308,635
Sofas	68	\$127.63	\$3,944,966
Living Room Chairs	71	\$36.68	\$1,133,814
Living Room Tables	72	\$13.22	\$408,652
Kitchen, Dining Room Furniture	65	\$30.66	\$947,561
Infant Furniture	69	\$10.30	\$318,376
Outdoor Furniture	64	\$25.85	\$798,933
Wall Units, Cabinets, Other Furniture (3)	65	\$31.84	\$984,289
Major Appliances	67	\$241.32	\$7,459,189
Dishwashers, Disposals & Range Hoods	64	\$19.37	\$598,770
Refrigerators and Freezers	66	\$73.77	\$2,280,241
Clothes Washers & Dryers	66	\$64.56	\$1,995,409
Cooking Stoves and Ovens	69	\$32.40	\$1,001,601
Microwave Ovens	73	\$12.00	\$371,032
Window Air Conditioners	69	\$5.66	\$175,087
Electric Floor Cleaning Equipment	73	\$19.05	\$588,722
Sewing Machines and Miscellaneous Appliances	69	\$14.50	\$448,326

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	69	\$24.35	\$752,792
Housewares	70	\$67.63	\$2,090,463
Small Appliances	70	\$34.39	\$1,062,890
Sewing/Needlework/Quilt Materials/Items	78	\$9.29	\$287,303
Window Coverings	59	\$17.65	\$545,457
Lamps/Lighting Fixtures/Ceiling Fans	68	\$29.18	\$901,860
Infant Equipment	71	\$12.01	\$371,086
Rental of Furniture	93	\$5.70	\$176,302
Laundry and Cleaning Equipment	70	\$20.38	\$629,830
Closet and Storage Items	65	\$15.34	\$474,216
Luggage	64	\$9.45	\$292,050
Clocks and Other Household Decoratives	64	\$132.72	\$4,102,323
Telephones and Accessories	68	\$60.49	\$1,869,629
Outdoor Equipment	66	\$28.43	\$878,851
Power Tools	72	\$40.04	\$1,237,719
Hand Tools	73	\$7.84	\$242,315
Office Furniture/Equipment for Home Use	64	\$9.68	\$299,262
Computers and Hardware for Home Use	64	\$104.30	\$3,224,063
Portable Memory	65	\$2.51	\$77,607
Computer Software	64	\$6.19	\$191,197
Computer Accessories	69	\$12.10	\$374,072
Other Household Appliances	71	\$13.02	\$402,580
Misc Equipment incl Ladders/Sheds/Etc	72	\$69.79	\$2,157,088

(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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