



Demographic Summary		2020	2025		
Population		71,548	68,680		
Households		30,910	29,806		
Average Household Size		2.19	2.18		
Families		17,828	17,049		
Median Age		40.4	41.3		
Median Household Income		\$43,276	\$44,799		
		Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures		67	\$51,940.01	\$1,605,465,569	100.0%
Food		68	\$6,197.13	\$191,553,421	11.9%
Food at Home		69	\$3,676.88	\$113,652,397	7.1%
Food Away from Home		67	\$2,520.25	\$77,901,024	4.9%
Alcoholic Beverages		64	\$400.46	\$12,378,080	0.8%
Housing		66	\$16,091.01	\$497,373,075	31.0%
Shelter		65	\$12,590.25	\$389,164,553	24.2%
Utilities, Fuel and Public Services		72	\$3,500.76	\$108,208,522	6.7%
Household Operations		66	\$1,407.66	\$43,510,847	2.7%
Housekeeping Supplies		70	\$543.49	\$16,799,293	1.0%
Household Furnishings and Equipment		68	\$1,482.10	\$45,811,748	2.9%
Apparel and Services		67	\$1,441.36	\$44,552,289	2.8%
Transportation		70	\$6,309.23	\$195,018,284	12.1%
Travel		64	\$1,540.24	\$47,608,740	3.0%
Health Care		71	\$4,108.98	\$127,008,694	7.9%
Entertainment and Recreation		69	\$2,230.77	\$68,953,036	4.3%
Personal Care Products & Services		68	\$629.29	\$19,451,367	1.2%
Education		63	\$1,128.46	\$34,880,729	2.2%
Smoking Products		81	\$326.40	\$10,089,010	0.6%
Lotteries & Pari-mutuel Losses		73	\$39.16	\$1,210,396	0.1%
Legal Fees		68	\$121.65	\$3,760,260	0.2%
Funeral Expenses		75	\$68.99	\$2,132,395	0.1%
Safe Deposit Box Rentals		72	\$3.50	\$108,216	0.0%
Checking Account/Banking Service Charges		75	\$23.62	\$730,028	0.0%
Cemetery Lots/Vaults/Maintenance Fees		91	\$8.58	\$265,224	0.0%
Accounting Fees		59	\$66.54	\$2,056,709	0.1%
Miscellaneous Personal Services/Advertising/Fines		67	\$50.25	\$1,553,260	0.1%
Occupational Expenses		62	\$38.00	\$1,174,519	0.1%
Expenses for Other Properties		63	\$60.35	\$1,865,393	0.1%
Credit Card Membership Fees		60	\$4.74	\$146,364	0.0%
Shopping Club Membership Fees		67	\$21.92	\$677,427	0.0%
Support Payments/Cash Contributions/Gifts in Kind		68	\$1,593.43	\$49,252,875	3.1%
Life/Other Insurance		70	\$381.02	\$11,777,279	0.7%
Pensions and Social Security		65	\$5,322.21	\$164,509,448	10.2%

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.