



| <b>Demographic Summary</b>                        |  | <b>2020</b>                     | <b>2025</b>                 |               |                |
|---|--|---------------------------------|-----------------------------|---------------|----------------|
| Population  |  | 3,591                           | 3,555                       |               |                |
| Households  |  | 1,360                           | 1,354                       |               |                |
| Average Household Size                            |  | 2.63                            | 2.62                        |               |                |
| Families  |  | 1,044                           | 1,034                       |               |                |
| Median Age  |  | 45.4                            | 46.9                        |               |                |
| Median Household Income                           |  | \$89,765                        | \$104,461                   |               |                |
|   |  | <b>Spending Potential Index</b> | <b>Average Amount Spent</b> | <b>Total</b>  | <b>Percent</b> |
| Total Expenditures                                |  | 140                             | \$107,820.57                | \$146,635,969 | 100.0%         |
| Food  |  | 136                             | \$12,407.61                 | \$16,874,356  | 11.5%          |
| Food at Home                                      |  | 136                             | \$7,269.76                  | \$9,886,870   | 6.7%           |
| Food Away from Home                               |  | 136                             | \$5,137.86                  | \$6,987,486   | 4.8%           |
| Alcoholic Beverages                               |  | 145                             | \$898.95                    | \$1,222,576   | 0.8%           |
| Housing   |  | 135                             | \$32,814.39                 | \$44,627,568  | 30.4%          |
| Shelter   |  | 134                             | \$26,053.41                 | \$35,432,640  | 24.2%          |
| Utilities, Fuel and Public Services               |  | 138                             | \$6,760.98                  | \$9,194,928   | 6.3%           |
| Household Operations                              |  | 142                             | \$3,022.04                  | \$4,109,979   | 2.8%           |
| Housekeeping Supplies                             |  | 138                             | \$1,074.25                  | \$1,460,979   | 1.0%           |
| Household Furnishings and Equipment               |  | 147                             | \$3,205.13                  | \$4,358,974   | 3.0%           |
| Apparel and Services                              |  | 138                             | \$2,957.95                  | \$4,022,814   | 2.7%           |
| Transportation                                    |  | 138                             | \$12,371.74                 | \$16,825,564  | 11.5%          |
| Travel  |  | 146                             | \$3,527.76                  | \$4,797,754   | 3.3%           |
| Health Care                                       |  | 147                             | \$8,468.87                  | \$11,517,666  | 7.9%           |
| Entertainment and Recreation                      |  | 143                             | \$4,644.91                  | \$6,317,075   | 4.3%           |
| Personal Care Products & Services                 |  | 142                             | \$1,306.23                  | \$1,776,476   | 1.2%           |
| Education   |  | 144                             | \$2,569.95                  | \$3,495,132   | 2.4%           |
| Smoking Products                                  |  | 130                             | \$520.65                    | \$708,090     | 0.5%           |
| Lotteries & Pari-mutuel Losses                    |  | 149                             | \$79.92                     | \$108,697     | 0.1%           |
| Legal Fees  |  | 133                             | \$240.03                    | \$326,437     | 0.2%           |
| Funeral Expenses                                  |  | 144                             | \$132.27                    | \$179,888     | 0.1%           |
| Safe Deposit Box Rentals                          |  | 150                             | \$7.28                      | \$9,897       | 0.0%           |
| Checking Account/Banking Service Charges          |  | 119                             | \$37.66                     | \$51,223      | 0.0%           |
| Cemetery Lots/Vaults/Maintenance Fees             |  | 169                             | \$15.96                     | \$21,705      | 0.0%           |
| Accounting Fees                                   |  | 141                             | \$158.32                    | \$215,309     | 0.1%           |
| Miscellaneous Personal Services/Advertising/Fines |  | 118                             | \$88.61                     | \$120,504     | 0.1%           |
| Occupational Expenses                             |  | 148                             | \$90.39                     | \$122,935     | 0.1%           |
| Expenses for Other Properties                     |  | 130                             | \$124.61                    | \$169,469     | 0.1%           |
| Credit Card Membership Fees                       |  | 137                             | \$10.85                     | \$14,759      | 0.0%           |
| Shopping Club Membership Fees                     |  | 142                             | \$46.73                     | \$63,551      | 0.0%           |
| Support Payments/Cash Contributions/Gifts in Kind |  | 148                             | \$3,464.31                  | \$4,711,457   | 3.2%           |
| Life/Other Insurance                              |  | 158                             | \$855.54                    | \$1,163,539   | 0.8%           |
| Pensions and Social Security                      |  | 146                             | \$12,066.60                 | \$16,410,572  | 11.2%          |

**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.