

Demographic Summary		2024	2029
Population		137,545	141,226
Households		57,604	59,479
Families		34,828	35,777
Median Age		41.2	42.2
Median Household Income		\$65,806	\$80,114
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	87	\$26,588.70	\$1,531,615,714
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	86	\$23,760.56	\$1,368,703,072
Value of Stocks/Bonds/Mutual Funds	87	\$40,100.66	\$2,309,958,409
Value of Stocks/Bonds/Mutual Funds (1 year ago)	89	\$38,859.17	\$2,238,443,470
Value of Other Financial Assets	83	\$7,573.20	\$436,246,826
Value of Other Financial Assets (1 year ago)	83	\$7,303.47	\$420,709,114
Value of Retirement Plans	87	\$141,807.70	\$8,168,691,008
Value of Retirement Plans (1 year ago)	88	\$134,009.04	\$7,719,456,840
Surrender Value of Whole Life Policies	88	\$3,644.82	\$209,956,095
Surrender Value of Whole Life Policies (1 year ago)	89	\$3,329.48	\$191,791,191
Earnings			
Interest/Dividends	89	\$1,273.90	\$73,381,716
Royalty/Estate/Trust Income	87	\$764.70	\$44,049,633
Liabilities			
Original Mortgage Amount (Owned Home)	78	\$21,352.38	\$1,229,982,292
Vehicle Loan Amount (1)	86	\$3,051.35	\$175,769,680
Value of Credit Card Debt	85	\$2,450.39	\$141,152,408
Value of Credit Card Debt (1 year ago)	85	\$2,292.45	\$132,054,233
Value Owed on Student Loans	89	\$7,395.66	\$426,019,317
Value Owed on Student Loans (1 year ago)	89	\$7,172.71	\$413,176,552
Value Owed on Non-student Loans	95	\$941.86	\$54,254,743
Value Owed on Non-student Loans (1 year ago)	97	\$730.76	\$42,094,737
Owned Dwellings - Special Lump Sum Mortgage Payments	84	\$1,012.17	\$58,305,211
Owned Dwellings - Special Assessments	94	\$8.17	\$470,346
Owned Dwellings - Property Purchase Closing Costs	83	\$314.50	\$18,116,465
Amount Paid: Interest			
Home Mortgage	78	\$3,006.70	\$173,197,857
Home Equity Loan	74	\$36.22	\$2,086,570
Home Equity Line of Credit	88	\$81.62	\$4,701,379
New Car/Truck/Van Loan	87	\$144.15	\$8,303,639
Used Car/Truck/Van Loan	90	\$166.66	\$9,600,043
Finance/Late/Interest Charges for Credit Cards	89	\$315.33	\$18,164,547
Finance/Late/Interest Charges for Student Loans	77	\$53.76	\$3,096,545
Finance/Late/Interest Charges for Non-student Loans	89	\$315.33	\$18,164,547
Amount Paid: Principal			
Home Mortgage	80	\$2,548.90	\$146,826,613
Home Equity Loan	79	\$79.97	\$4,606,587
Home Equity Line of Credit	91	\$293.22	\$16,890,912
New Car/Truck/Van Loan	86	\$1,092.82	\$62,950,966
Used Car/Truck/Van Loan	92	\$1,043.48	\$60,108,899
Checking Account and Banking Service Charges	89	\$29.91	\$1,723,050

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.

(1) **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, SUV, motor home, boat, camper, motorcycle, motor scooter, moped, plane, snowmobile, dune buggy, ATV, or Segway, excluding interest.

Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.