



Financial Expenditures

Trade area
Area: 93.8 square miles

Prepared by Esri

Demographic Summary		2022	2027
Population		157,916	183,568
Households		52,747	61,005
Families		39,535	46,146
Median Age		33.2	32.9
Median Household Income		\$94,222	\$106,484
	Spending Potential Index	Average Amount Spent	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	101	\$21,304.59	\$1,123,753,120
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	101	\$18,819.59	\$992,676,680
Value of Stocks/Bonds/Mutual Funds	104	\$32,298.55	\$1,703,651,795
Value of Stocks/Bonds/Mutual Funds (1 year ago)	106	\$30,399.29	\$1,603,471,548
Value of Other Financial Assets	84	\$8,166.97	\$430,782,909
Value of Other Financial Assets (1 year ago)	83	\$7,638.93	\$402,930,566
Value of Retirement Plans	102	\$116,549.59	\$6,147,641,094
Value of Retirement Plans (1 year ago)	102	\$104,265.34	\$5,499,684,044
Surrender Value of Whole Life Policies	124	\$29,497.38	\$1,555,898,071
Surrender Value of Whole Life Policies (1 year ago)	126	\$25,370.47	\$1,338,215,960
Earnings			
Interest/Dividends	94	\$1,232.51	\$65,011,310
Royalty/Estate/Trust Income	91	\$497.11	\$26,220,933
Liabilities			
Original Mortgage Amount (Owned Home)	135	\$23,600.32	\$1,244,845,895
Vehicle Loan Amount (1)	123	\$3,998.85	\$210,927,567
Value of Credit Card Debt	106	\$3,352.68	\$176,843,979
Value of Credit Card Debt (1 year ago)	106	\$3,208.29	\$169,227,669
Value Owed on Student Loans	111	\$8,818.42	\$465,145,264
Value Owed on Student Loans (1 year ago)	112	\$8,425.79	\$444,435,187
Value Owed on Non-student Loans	88	\$1,093.96	\$57,703,211
Value Owed on Non-student Loans (1 year ago)	93	\$805.26	\$42,475,310
Owned Dwellings - Special Lump Sum Mortgage Payments	104	\$915.54	\$48,291,945
Owned Dwellings - Special Assessments	87	\$11.11	\$586,012
Owned Dwellings - Property Purchase Closing Costs	129	\$449.07	\$23,686,945
Amount Paid: Interest			
Home Mortgage	127	\$4,730.36	\$249,512,056
Home Equity Loan	84	\$32.66	\$1,722,560
Home Equity Line of Credit	96	\$138.33	\$7,296,694
New Car/Truck/Van Loan	124	\$188.23	\$9,928,626
Used Car/Truck/Van Loan	123	\$192.50	\$10,154,028
Finance/Late/Interest Charges for Credit Cards	100	\$431.71	\$22,771,357
Finance/Late/Interest Charges for Student Loans	108	\$233.12	\$12,296,330
Finance/Late/Interest Charges for Non-student Loans	84	\$37.35	\$1,970,280
Amount Paid: Principal			
Home Mortgage	120	\$3,247.14	\$171,276,878
Home Equity Loan	83	\$65.80	\$3,470,813
Home Equity Line of Credit	112	\$354.39	\$18,693,096
New Car/Truck/Van Loan	121	\$1,522.59	\$80,312,237
Used Car/Truck/Van Loan	122	\$1,324.38	\$69,857,026
Checking Account and Banking Service Charges	111	\$40.07	\$2,113,346

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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.