

Demographic Summary		2025	2030
Population		85,883	90,628
Households		52,380	56,302
Families		14,391	15,357
Median Age		32.5	32.9
Median Household Income		\$138,427	\$147,664
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	137	\$42,422.08	\$2,222,068,468
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	132	\$38,568.46	\$2,020,216,168
Value of Stocks/Bonds/Mutual Funds	117	\$56,045.24	\$2,935,649,512
Value of Stocks/Bonds/Mutual Funds (1 year ago)	115	\$55,844.15	\$2,925,116,429
Value of Other Financial Assets	112	\$14,768.65	\$773,581,810
Value of Other Financial Assets (1 year ago)	110	\$13,982.02	\$732,378,242
Value of Retirement Plans	108	\$165,555.52	\$8,671,797,995
Value of Retirement Plans (1 year ago)	107	\$162,739.13	\$8,524,275,726
Surrender Value of Whole Life Policies	126	\$5,135.11	\$268,977,152
Surrender Value of Whole Life Policies (1 year ago)	128	\$4,886.81	\$255,971,116
Earnings			
Interest/Dividends	107	\$1,920.48	\$100,594,751
Royalty/Estate/Trust Income	141	\$1,378.81	\$72,222,143
Liabilities			
Original Mortgage Amount (Owned Home)	130	\$20,028.12	\$1,049,072,726
Vehicle Loan Amount (1)	172	\$6,037.63	\$316,251,055
Value of Credit Card Debt	162	\$4,883.43	\$255,793,944
Value of Credit Card Debt (1 year ago)	165	\$4,390.68	\$229,983,710
Value Owed on Student Loans	251	\$19,268.69	\$1,009,294,144
Value Owed on Student Loans (1 year ago)	244	\$18,168.85	\$951,684,554
Value Owed on Non-student Loans	158	\$1,522.16	\$79,730,969
Value Owed on Non-student Loans (1 year ago)	149	\$1,040.53	\$54,503,164
Owned Dwellings - Special Lump Sum Mortgage Payments	108	\$896.17	\$46,941,433
Owned Dwellings - Special Assessments	126	\$13.43	\$703,519
Owned Dwellings - Property Purchase Closing Costs	155	\$523.63	\$27,427,761
Amount Paid: Interest			
Home Mortgage	116	\$4,690.42	\$245,684,071
Home Equity Loan	100	\$45.72	\$2,394,605
Home Equity Line of Credit	99	\$147.46	\$7,723,808
New Car/Truck/Van Loan	150	\$268.89	\$14,084,506
Used Car/Truck/Van Loan	185	\$394.14	\$20,645,097
Finance/Late/Interest Charges for Credit Cards	184	\$604.12	\$31,644,038
Finance/Late/Interest Charges for Student Loans	226	\$144.18	\$7,551,996
Finance/Late/Interest Charges for Non-student Loans	184	\$604.12	\$31,644,038
Amount Paid: Principal			
Home Mortgage	109	\$3,540.73	\$185,463,288
Home Equity Loan	100	\$81.43	\$4,265,157
Home Equity Line of Credit	89	\$297.13	\$15,563,755
New Car/Truck/Van Loan	148	\$1,803.60	\$94,472,569
Used Car/Truck/Van Loan	176	\$2,001.55	\$104,841,160
Checking Account and Banking Service Charges	204	\$76.78	\$4,021,872

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 2025 and 2030; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2025	2030
Population		404,831	413,853
Households		224,866	234,916
Families		77,401	79,857
Median Age		34.0	34.8
Median Household Income		\$118,422	\$128,064
	Spending Potential Index	Average Amount Spent	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	129	\$39,993.70	\$8,993,222,303
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	126	\$36,684.03	\$8,248,991,716
Value of Stocks/Bonds/Mutual Funds	118	\$56,279.74	\$12,655,399,965
Value of Stocks/Bonds/Mutual Funds (1 year ago)	117	\$56,830.21	\$12,779,181,658
Value of Other Financial Assets	104	\$13,776.82	\$3,097,939,017
Value of Other Financial Assets (1 year ago)	103	\$13,065.00	\$2,937,874,241
Value of Retirement Plans	108	\$164,602.21	\$37,013,439,618
Value of Retirement Plans (1 year ago)	107	\$162,080.75	\$36,446,450,292
Surrender Value of Whole Life Policies	118	\$4,839.37	\$1,088,210,095
Surrender Value of Whole Life Policies (1 year ago)	121	\$4,600.96	\$1,034,598,543
Earnings			
Interest/Dividends	109	\$1,952.67	\$439,088,164
Royalty/Estate/Trust Income	137	\$1,341.02	\$301,549,674
Liabilities			
Original Mortgage Amount (Owned Home)	118	\$18,135.92	\$4,078,151,338
Vehicle Loan Amount (1)	145	\$5,092.91	\$1,145,222,694
Value of Credit Card Debt	144	\$4,339.99	\$975,916,942
Value of Credit Card Debt (1 year ago)	146	\$3,893.97	\$875,622,291
Value Owed on Student Loans	203	\$15,579.25	\$3,503,243,098
Value Owed on Student Loans (1 year ago)	199	\$14,781.22	\$3,323,792,805
Value Owed on Non-student Loans	137	\$1,318.14	\$296,404,703
Value Owed on Non-student Loans (1 year ago)	126	\$884.15	\$198,816,179
Owned Dwellings - Special Lump Sum Mortgage Payments	106	\$876.88	\$197,179,845
Owned Dwellings - Special Assessments	117	\$12.46	\$2,802,617
Owned Dwellings - Property Purchase Closing Costs	136	\$460.75	\$103,606,111
Amount Paid: Interest			
Home Mortgage	112	\$4,541.40	\$1,021,205,973
Home Equity Loan	101	\$45.97	\$10,337,485
Home Equity Line of Credit	103	\$153.10	\$34,426,117
New Car/Truck/Van Loan	131	\$233.97	\$52,612,700
Used Car/Truck/Van Loan	152	\$324.67	\$73,006,162
Finance/Late/Interest Charges for Credit Cards	158	\$518.56	\$116,605,780
Finance/Late/Interest Charges for Student Loans	187	\$118.84	\$26,723,093
Finance/Late/Interest Charges for Non-student Loans	158	\$518.56	\$116,605,780
Amount Paid: Principal			
Home Mortgage	107	\$3,482.29	\$783,049,704
Home Equity Loan	101	\$82.24	\$18,492,354
Home Equity Line of Credit	93	\$310.23	\$69,760,029
New Car/Truck/Van Loan	131	\$1,594.27	\$358,497,489
Used Car/Truck/Van Loan	145	\$1,657.89	\$372,803,120
Checking Account and Banking Service Charges	174	\$65.36	\$14,697,440

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(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 2025 and 2030; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Demographic Summary		2025	2030
Population		860,198	862,494
Households		431,408	442,972
Families		169,567	171,987
Median Age		33.9	34.7
Median Household Income		\$102,657	\$111,418
	Spending Potential Index	Average Amount Spent	Total
Assets			
Value of Checking/Savings/Money Market Accounts & CDs	115	\$35,639.21	\$15,375,042,342
Value of Checking/Savings/Money Market Accounts & CDs (1 year ago)	112	\$32,748.76	\$14,128,077,005
Value of Stocks/Bonds/Mutual Funds	105	\$50,402.18	\$21,743,905,162
Value of Stocks/Bonds/Mutual Funds (1 year ago)	105	\$51,055.51	\$22,025,755,070
Value of Other Financial Assets	95	\$12,534.75	\$5,407,593,535
Value of Other Financial Assets (1 year ago)	94	\$11,904.93	\$5,135,880,624
Value of Retirement Plans	97	\$148,952.07	\$64,259,116,273
Value of Retirement Plans (1 year ago)	97	\$146,956.81	\$63,398,342,333
Surrender Value of Whole Life Policies	106	\$4,332.06	\$1,868,886,208
Surrender Value of Whole Life Policies (1 year ago)	108	\$4,106.89	\$1,771,745,404
Earnings			
Interest/Dividends	98	\$1,749.17	\$754,605,875
Royalty/Estate/Trust Income	121	\$1,185.57	\$511,463,474
Liabilities			
Original Mortgage Amount (Owned Home)	105	\$16,097.95	\$6,944,786,282
Vehicle Loan Amount (1)	128	\$4,498.65	\$1,940,754,309
Value of Credit Card Debt	128	\$3,874.13	\$1,671,329,244
Value of Credit Card Debt (1 year ago)	130	\$3,474.28	\$1,498,832,864
Value Owed on Student Loans	174	\$13,351.59	\$5,759,983,432
Value Owed on Student Loans (1 year ago)	171	\$12,680.93	\$5,470,654,611
Value Owed on Non-student Loans	122	\$1,174.41	\$506,650,806
Value Owed on Non-student Loans (1 year ago)	112	\$786.14	\$339,145,359
Owned Dwellings - Special Lump Sum Mortgage Payments	94	\$782.94	\$337,766,204
Owned Dwellings - Special Assessments	103	\$10.99	\$4,742,357
Owned Dwellings - Property Purchase Closing Costs	119	\$403.25	\$173,964,940
Amount Paid: Interest			
Home Mortgage	102	\$4,106.15	\$1,771,428,033
Home Equity Loan	91	\$41.58	\$17,936,470
Home Equity Line of Credit	93	\$138.44	\$59,722,693
New Car/Truck/Van Loan	117	\$208.55	\$89,968,789
Used Car/Truck/Van Loan	135	\$288.05	\$124,268,719
Finance/Late/Interest Charges for Credit Cards	140	\$458.90	\$197,972,151
Finance/Late/Interest Charges for Student Loans	160	\$101.76	\$43,901,234
Finance/Late/Interest Charges for Non-student Loans	140	\$458.90	\$197,972,151
Amount Paid: Principal			
Home Mortgage	98	\$3,165.15	\$1,365,470,639
Home Equity Loan	92	\$75.10	\$32,398,613
Home Equity Line of Credit	85	\$283.56	\$122,331,954
New Car/Truck/Van Loan	117	\$1,425.49	\$614,966,372
Used Car/Truck/Van Loan	129	\$1,473.12	\$635,515,905
Checking Account and Banking Service Charges	155	\$58.19	\$25,102,688

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