



Market Profile

AGA Service Area
Area: 428.25 square miles

Prepared by Esri

Population Summary	
2000 Total Population	17,665
2010 Total Population	18,114
2019 Total Population	19,141
2019 Group Quarters	68
2024 Total Population	19,782
2019-2024 Annual Rate	0.66%
2019 Total Daytime Population	14,020
Workers	2,241
Residents	11,779
Household Summary	
2000 Households	6,979
2000 Average Household Size	2.53
2010 Households	7,435
2010 Average Household Size	2.43
2019 Households	7,841
2019 Average Household Size	2.43
2024 Households	8,101
2024 Average Household Size	2.43
2019-2024 Annual Rate	0.65%
2010 Families	5,247
2010 Average Family Size	2.80
2019 Families	5,468
2019 Average Family Size	2.81
2024 Families	5,627
2024 Average Family Size	2.81
2019-2024 Annual Rate	0.57%
Housing Unit Summary	
2000 Housing Units	7,385
Owner Occupied Housing Units	76.5%
Renter Occupied Housing Units	18.0%
Vacant Housing Units	5.5%
2010 Housing Units	8,099
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	8.2%
2019 Housing Units	8,437
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	7.1%
2024 Housing Units	8,688
Owner Occupied Housing Units	74.8%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	6.8%
Median Household Income	
2019	\$55,600
2024	\$64,546
Median Home Value	
2019	\$401,096
2024	\$494,597
Per Capita Income	
2019	\$32,067
2024	\$38,786
Median Age	
2010	51.0
2019	54.2
2024	55.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

AGA Service Area
Area: 428.25 square miles

Prepared by Esri

2019 Households by Income

Household Income Base	7,841
<\$15,000	13.5%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	4.5%
\$200,000+	5.7%
Average Household Income	\$77,696

2024 Households by Income

Household Income Base	8,101
<\$15,000	10.1%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	6.3%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	13.9%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	6.6%
\$200,000+	7.7%
Average Household Income	\$94,039

2019 Owner Occupied Housing Units by Value

Total	6,284
<\$50,000	2.5%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	1.0%
\$150,000 - \$199,999	5.0%
\$200,000 - \$249,999	4.9%
\$250,000 - \$299,999	12.4%
\$300,000 - \$399,999	23.4%
\$400,000 - \$499,999	15.2%
\$500,000 - \$749,999	27.5%
\$750,000 - \$999,999	3.2%
\$1,000,000 - \$1,499,999	2.8%
\$1,500,000 - \$1,999,999	0.7%
\$2,000,000 +	0.7%
Average Home Value	\$469,684

2024 Owner Occupied Housing Units by Value

Total	6,498
<\$50,000	1.3%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	1.6%
\$200,000 - \$249,999	2.0%
\$250,000 - \$299,999	7.8%
\$300,000 - \$399,999	20.3%
\$400,000 - \$499,999	17.4%
\$500,000 - \$749,999	40.0%
\$750,000 - \$999,999	4.2%
\$1,000,000 - \$1,499,999	3.2%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	0.8%
Average Home Value	\$538,177

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

AGA Service Area
Area: 428.25 square miles

Prepared by Esri

2010 Population by Age	
Total	18,114
0 - 4	3.9%
5 - 9	4.4%
10 - 14	5.5%
15 - 24	9.7%
25 - 34	7.7%
35 - 44	9.9%
45 - 54	15.9%
55 - 64	19.8%
65 - 74	13.9%
75 - 84	6.9%
85 +	2.3%
18 +	82.4%
2019 Population by Age	
Total	19,141
0 - 4	3.6%
5 - 9	3.8%
10 - 14	4.5%
15 - 24	8.8%
25 - 34	8.7%
35 - 44	9.2%
45 - 54	12.4%
55 - 64	19.6%
65 - 74	18.4%
75 - 84	8.3%
85 +	2.7%
18 +	85.0%
2024 Population by Age	
Total	19,783
0 - 4	3.5%
5 - 9	3.7%
10 - 14	4.4%
15 - 24	7.9%
25 - 34	8.5%
35 - 44	9.7%
45 - 54	11.6%
55 - 64	17.3%
65 - 74	20.0%
75 - 84	10.5%
85 +	3.0%
18 +	85.5%
2010 Population by Sex	
Males	9,004
Females	9,110
2019 Population by Sex	
Males	9,544
Females	9,597
2024 Population by Sex	
Males	9,918
Females	9,864

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

AGA Service Area
Area: 428.25 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	18,114
White Alone	94.1%
Black Alone	0.3%
American Indian Alone	1.2%
Asian Alone	0.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.0%
Two or More Races	2.6%
Hispanic Origin	4.6%
Diversity Index	19.1

2019 Population by Race/Ethnicity

Total	19,141
White Alone	92.9%
Black Alone	0.3%
American Indian Alone	1.3%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	3.2%
Hispanic Origin	5.8%
Diversity Index	23.0

2024 Population by Race/Ethnicity

Total	19,783
White Alone	92.2%
Black Alone	0.4%
American Indian Alone	1.4%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.5%
Two or More Races	3.5%
Hispanic Origin	6.6%
Diversity Index	25.6

2010 Population by Relationship and Household Type

Total	18,114
In Households	99.6%
In Family Households	84.0%
Householder	29.2%
Spouse	24.1%
Child	24.4%
Other relative	3.4%
Nonrelative	2.9%
In Nonfamily Households	15.6%
In Group Quarters	0.4%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

AGA Service Area
Area: 428.25 square miles

Prepared by Esri

2019 Population 25+ by Educational Attainment	
Total	15,164
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	6.6%
High School Graduate	24.4%
GED/Alternative Credential	4.3%
Some College, No Degree	28.9%
Associate Degree	8.0%
Bachelor's Degree	15.4%
Graduate/Professional Degree	10.2%
2019 Population 15+ by Marital Status	
Total	16,852
Never Married	19.4%
Married	61.1%
Widowed	5.5%
Divorced	14.1%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	93.5%
Civilian Unemployed (Unemployment Rate)	6.5%
2019 Employed Population 16+ by Industry	
Total	7,498
Agriculture/Mining	7.1%
Construction	7.7%
Manufacturing	11.8%
Wholesale Trade	2.7%
Retail Trade	13.1%
Transportation/Utilities	5.5%
Information	0.7%
Finance/Insurance/Real Estate	4.9%
Services	44.0%
Public Administration	2.6%
2019 Employed Population 16+ by Occupation	
Total	7,498
White Collar	58.6%
Management/Business/Financial	13.8%
Professional	22.2%
Sales	10.0%
Administrative Support	12.6%
Services	16.8%
Blue Collar	24.6%
Farming/Forestry/Fishing	2.7%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	3.4%
Production	5.6%
Transportation/Material Moving	7.6%
2010 Population By Urban/ Rural Status	
Total Population	18,114
Population Inside Urbanized Area	23.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	77.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type

Total	7,435
Households with 1 Person	22.9%
Households with 2+ People	77.1%
Family Households	70.6%
Husband-wife Families	58.3%
With Related Children	15.7%
Other Family (No Spouse Present)	12.2%
Other Family with Male Householder	4.4%
With Related Children	2.4%
Other Family with Female Householder	7.9%
With Related Children	4.3%
Nonfamily Households	6.5%
All Households with Children	23.0%
Multigenerational Households	3.5%
Unmarried Partner Households	6.8%
Male-female	6.0%
Same-sex	0.8%

2010 Households by Size

Total	7,433
1 Person Household	22.9%
2 Person Household	45.0%
3 Person Household	14.5%
4 Person Household	9.6%
5 Person Household	4.6%
6 Person Household	2.1%
7 + Person Household	1.3%

2010 Households by Tenure and Mortgage Status

Total	7,435
Owner Occupied	79.9%
Owned with a Mortgage/Loan	49.0%
Owned Free and Clear	30.9%
Renter Occupied	20.1%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	8,099
Housing Units Inside Urbanized Area	21.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	78.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

AGA Service Area
Area: 428.25 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. The Great Outdoors (6C)
2. Rural Resort Dwellers (6E)
3. Senior Escapes (9D)

2019 Consumer Spending

Apparel & Services: Total \$	\$14,243,389
Average Spent	\$1,816.53
Spending Potential Index	85
Education: Total \$	\$9,506,989
Average Spent	\$1,212.47
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$24,596,095
Average Spent	\$3,136.86
Spending Potential Index	96
Food at Home: Total \$	\$38,255,818
Average Spent	\$4,878.95
Spending Potential Index	94
Food Away from Home: Total \$	\$25,024,962
Average Spent	\$3,191.55
Spending Potential Index	87
Health Care: Total \$	\$46,007,961
Average Spent	\$5,867.61
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$15,050,362
Average Spent	\$1,919.44
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$5,876,903
Average Spent	\$749.51
Spending Potential Index	85
Shelter: Total \$	\$126,957,468
Average Spent	\$16,191.49
Spending Potential Index	88
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,945,697
Average Spent	\$2,288.70
Spending Potential Index	92
Travel: Total \$	\$16,062,888
Average Spent	\$2,048.58
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$8,479,866
Average Spent	\$1,081.48
Spending Potential Index	95

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

August 13, 2019