



# Community Profile

Harrisburg Trade Area  
Area: 118.33 square miles

Prepared by Esri

<b>Population Summary</b>	
2010 Total Population	5,084
2020 Total Population	4,740
2020 Group Quarters	95
2022 Total Population	4,663
2022 Group Quarters	95
2027 Total Population	4,551
2022-2027 Annual Rate	-0.49%
2022 Total Daytime Population	4,137
Workers	1,499
Residents	2,638
<b>Household Summary</b>	
2010 Households	1,944
2010 Average Household Size	2.54
2020 Total Households	1,909
2020 Average Household Size	2.43
2022 Households	1,882
2022 Average Household Size	2.43
2027 Households	1,846
2027 Average Household Size	2.41
2022-2027 Annual Rate	-0.39%
2010 Families	1,407
2010 Average Family Size	2.99
2022 Families	1,332
2022 Average Family Size	2.87
2027 Families	1,304
2027 Average Family Size	2.84
2022-2027 Annual Rate	-0.42%
<b>Housing Unit Summary</b>	
2000 Housing Units	2,144
Owner Occupied Housing Units	68.7%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	7.9%
2010 Housing Units	2,179
Owner Occupied Housing Units	63.3%
Renter Occupied Housing Units	25.9%
Vacant Housing Units	10.8%
2020 Housing Units	2,098
Vacant Housing Units	9.0%
2022 Housing Units	2,091
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	10.0%
2027 Housing Units	2,055
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	27.3%
Vacant Housing Units	10.2%
<b>Median Household Income</b>	
2022	\$42,825
2027	\$50,035
<b>Median Home Value</b>	
2022	\$89,524
2027	\$131,977
<b>Per Capita Income</b>	
2022	\$21,138
2027	\$24,606
<b>Median Age</b>	
2010	39.3
2022	42.7
2027	44.5

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## 2022 Households by Income

Household Income Base	1,882
<\$15,000	12.2%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	14.3%
\$35,000 - \$49,999	22.5%
\$50,000 - \$74,999	26.2%
\$75,000 - \$99,999	8.4%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	2.0%
\$200,000+	0.4%
Average Household Income	\$52,996

## 2027 Households by Income

Household Income Base	1,846
<\$15,000	10.2%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	21.9%
\$50,000 - \$74,999	30.7%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	2.9%
\$200,000+	0.5%
Average Household Income	\$61,386

## 2022 Owner Occupied Housing Units by Value

Total	1,296
<\$50,000	24.4%
\$50,000 - \$99,999	32.4%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	8.6%
\$250,000 - \$299,999	2.2%
\$300,000 - \$399,999	3.6%
\$400,000 - \$499,999	0.2%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$113,059

## 2027 Owner Occupied Housing Units by Value

Total	1,284
<\$50,000	22.2%
\$50,000 - \$99,999	21.4%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	19.6%
\$200,000 - \$249,999	14.5%
\$250,000 - \$299,999	4.5%
\$300,000 - \$399,999	7.4%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$141,070

**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.

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## 2010 Population by Age

Total	5,083
0 - 4	5.7%
5 - 9	6.9%
10 - 14	7.6%
15 - 24	12.7%
25 - 34	11.1%
35 - 44	13.9%
45 - 54	13.1%
55 - 64	12.9%
65 - 74	9.6%
75 - 84	5.0%
85 +	1.5%
18 +	75.6%

## 2022 Population by Age

Total	4,663
0 - 4	5.4%
5 - 9	5.6%
10 - 14	5.6%
15 - 24	11.6%
25 - 34	12.9%
35 - 44	11.7%
45 - 54	13.3%
55 - 64	12.7%
65 - 74	12.5%
75 - 84	6.6%
85 +	2.1%
18 +	80.1%

## 2027 Population by Age

Total	4,553
0 - 4	5.2%
5 - 9	5.5%
10 - 14	5.8%
15 - 24	10.7%
25 - 34	11.7%
35 - 44	11.5%
45 - 54	13.2%
55 - 64	13.0%
65 - 74	12.7%
75 - 84	8.2%
85 +	2.4%
18 +	80.2%

## 2010 Population by Sex

Males	2,473
Females	2,611

## 2022 Population by Sex

Males	2,257
Females	2,406

## 2027 Population by Sex

Males	2,202
Females	2,350

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## 2010 Population by Race/Ethnicity

Total	5,083
White Alone	94.6%
Black Alone	2.4%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.9%
Hispanic Origin	1.5%
Diversity Index	13.1

## 2020 Population by Race/Ethnicity

Total	4,740
White Alone	91.7%
Black Alone	2.0%
American Indian Alone	0.7%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	4.4%
Hispanic Origin	2.0%
Diversity Index	18.9

## 2022 Population by Race/Ethnicity

Total	4,663
White Alone	91.3%
Black Alone	2.0%
American Indian Alone	0.8%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	4.7%
Hispanic Origin	2.0%
Diversity Index	19.6

## 2027 Population by Race/Ethnicity

Total	4,552
White Alone	90.2%
Black Alone	2.1%
American Indian Alone	0.8%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	5.4%
Hispanic Origin	2.2%
Diversity Index	21.7

## 2010 Population by Relationship and Household Type

Total	5,084
In Households	97.0%
In Family Households	84.9%
Householder	27.3%
Spouse	19.8%
Child	32.5%
Other relative	3.1%
Nonrelative	2.2%
In Nonfamily Households	12.1%
In Group Quarters	3.0%
Institutionalized Population	3.0%
Noninstitutionalized Population	0.0%

**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.

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## 2022 Population 25+ by Educational Attainment

Total	3,348
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	8.3%
High School Graduate	44.1%
GED/Alternative Credential	7.3%
Some College, No Degree	19.4%
Associate Degree	6.1%
Bachelor's Degree	8.1%
Graduate/Professional Degree	2.4%

## 2022 Population 15+ by Marital Status

Total	3,888
Never Married	22.6%
Married	52.7%
Widowed	9.0%
Divorced	15.7%

## 2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	2,086
Population 16+ Employed	97.8%
Population 16+ Unemployment rate	2.2%
Population 16-24 Employed	15.1%
Population 16-24 Unemployment rate	1.3%
Population 25-54 Employed	60.6%
Population 25-54 Unemployment rate	2.7%
Population 55-64 Employed	13.4%
Population 55-64 Unemployment rate	2.5%
Population 65+ Employed	10.9%
Population 65+ Unemployment rate	0.0%

## 2022 Employed Population 16+ by Industry

Total	2,041
Agriculture/Mining	7.3%
Construction	9.4%
Manufacturing	14.1%
Wholesale Trade	0.7%
Retail Trade	8.7%
Transportation/Utilities	7.8%
Information	0.4%
Finance/Insurance/Real Estate	2.3%
Services	43.0%
Public Administration	6.4%

## 2022 Employed Population 16+ by Occupation

Total	2,043
White Collar	42.2%
Management/Business/Financial	10.8%
Professional	8.7%
Sales	10.2%
Administrative Support	12.5%
Services	20.0%
Blue Collar	37.8%
Farming/Forestry/Fishing	3.5%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	5.2%
Production	13.8%
Transportation/Material Moving	8.1%

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## 2010 Households by Type

Total	1,943
Households with 1 Person	24.1%
Households with 2+ People	75.9%
Family Households	72.4%
Husband-wife Families	52.5%
With Related Children	22.0%
Other Family (No Spouse Present)	19.9%
Other Family with Male Householder	5.9%
With Related Children	3.3%
Other Family with Female Householder	14.1%
With Related Children	9.4%
Nonfamily Households	3.5%
All Households with Children	35.0%
Multigenerational Households	5.2%
Unmarried Partner Households	5.3%
Male-female	5.0%
Same-sex	0.3%

## 2010 Households by Size

Total	1,943
1 Person Household	24.1%
2 Person Household	33.7%
3 Person Household	18.0%
4 Person Household	14.7%
5 Person Household	6.2%
6 Person Household	1.9%
7 + Person Household	1.4%

## 2010 Households by Tenure and Mortgage Status

Total	1,944
Owner Occupied	71.0%
Owned with a Mortgage/Loan	36.0%
Owned Free and Clear	35.0%
Renter Occupied	29.0%

## 2022 Affordability, Mortgage and Wealth

Housing Affordability Index	234
Percent of Income for Mortgage	11.0%
Wealth Index	35

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	2,179
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

## 2010 Population By Urban/ Rural Status

Total Population	5,084
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

**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.

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## Top 3 Tapestry Segments

1. Small Town Sincerity (12C)
2. Rural Bypasses (10E)
3. Rooted Rural (10B)

## 2022 Consumer Spending

Apparel & Services: Total \$	\$2,257,225
Average Spent	\$1,199.38
Spending Potential Index	50
Education: Total \$	\$1,453,350
Average Spent	\$772.24
Spending Potential Index	39
Entertainment/Recreation: Total \$	\$3,918,803
Average Spent	\$2,082.25
Spending Potential Index	57
Food at Home: Total \$	\$6,714,940
Average Spent	\$3,567.98
Spending Potential Index	58
Food Away from Home: Total \$	\$4,205,606
Average Spent	\$2,234.65
Spending Potential Index	52
Health Care: Total \$	\$8,143,236
Average Spent	\$4,326.91
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$2,530,800
Average Spent	\$1,344.74
Spending Potential Index	52
Personal Care Products & Services: Total \$	\$946,925
Average Spent	\$503.15
Spending Potential Index	49
Shelter: Total \$	\$19,122,729
Average Spent	\$10,160.85
Spending Potential Index	44
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,877,401
Average Spent	\$1,528.91
Spending Potential Index	56
Travel: Total \$	\$2,426,307
Average Spent	\$1,289.22
Spending Potential Index	45
Vehicle Maintenance & Repairs: Total \$	\$1,425,259
Average Spent	\$757.31
Spending Potential Index	60

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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