

Population Summary

2000 Total Population	21,997
2010 Total Population	22,272
2020 Total Population	22,474
2020 Group Quarters	233
2025 Total Population	22,388
2020-2025 Annual Rate	-0.08%
2020 Total Daytime Population	22,010
Workers	7,899
Residents	14,111

Household Summary

2000 Households	9,133
2000 Average Household Size	2.37
2010 Households	9,405
2010 Average Household Size	2.34
2020 Households	9,553
2020 Average Household Size	2.33
2025 Households	9,535
2025 Average Household Size	2.32
2020-2025 Annual Rate	-0.04%
2010 Families	6,224
2010 Average Family Size	2.85
2020 Families	6,223
2020 Average Family Size	2.84
2025 Families	6,178
2025 Average Family Size	2.83
2020-2025 Annual Rate	-0.15%

Housing Unit Summary

2000 Housing Units	10,261
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	11.0%
2010 Housing Units	10,886
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	23.2%
Vacant Housing Units	13.6%
2020 Housing Units	11,203
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	14.7%
2025 Housing Units	11,336
Owner Occupied Housing Units	62.9%
Renter Occupied Housing Units	21.2%
Vacant Housing Units	15.9%

Median Household Income

2020	\$47,554
2025	\$50,764

Median Home Value

2020	\$106,596
2025	\$117,050

Per Capita Income

2020	\$27,045
2025	\$29,930

Median Age

2010	43.5
2020	45.5
2025	46.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	9,553
<\$15,000	12.1%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	10.2%
\$150,000 - \$199,999	4.0%
\$200,000+	2.4%
Average Household Income	\$63,585

2025 Households by Income

Household Income Base	9,535
<\$15,000	10.7%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	16.0%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	4.5%
\$200,000+	2.9%
Average Household Income	\$70,235

2020 Owner Occupied Housing Units by Value

Total	7,142
<\$50,000	16.7%
\$50,000 - \$99,999	30.8%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	12.6%
\$200,000 - \$249,999	7.6%
\$250,000 - \$299,999	4.6%
\$300,000 - \$399,999	6.0%
\$400,000 - \$499,999	1.0%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$144,543

2025 Owner Occupied Housing Units by Value

Total	7,133
<\$50,000	14.7%
\$50,000 - \$99,999	29.0%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	13.1%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	7.3%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	2.4%
\$750,000 - \$999,999	0.2%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$155,226

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age

Total	22,272
0 - 4	6.0%
5 - 9	6.3%
10 - 14	6.3%
15 - 24	10.9%
25 - 34	10.9%
35 - 44	11.4%
45 - 54	15.0%
55 - 64	13.7%
65 - 74	10.5%
75 - 84	6.3%
85 +	2.7%
18 +	77.7%

2020 Population by Age

Total	22,474
0 - 4	5.5%
5 - 9	5.7%
10 - 14	5.8%
15 - 24	10.2%
25 - 34	11.3%
35 - 44	10.9%
45 - 54	11.9%
55 - 64	15.3%
65 - 74	13.1%
75 - 84	7.4%
85 +	3.0%
18 +	79.8%

2025 Population by Age

Total	22,388
0 - 4	5.3%
5 - 9	5.6%
10 - 14	6.1%
15 - 24	9.9%
25 - 34	10.3%
35 - 44	11.0%
45 - 54	11.5%
55 - 64	14.1%
65 - 74	14.3%
75 - 84	8.8%
85 +	3.1%
18 +	79.7%

2010 Population by Sex

Males	10,890
Females	11,382

2020 Population by Sex

Males	10,975
Females	11,499

2025 Population by Sex

Males	10,944
Females	11,444

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	22,272
White Alone	96.4%
Black Alone	1.0%
American Indian Alone	0.5%
Asian Alone	0.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.3%
Two or More Races	1.5%
Hispanic Origin	1.7%
Diversity Index	10.1

2020 Population by Race/Ethnicity

Total	22,474
White Alone	94.6%
Black Alone	1.3%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	2.2%
Hispanic Origin	2.9%
Diversity Index	15.6

2025 Population by Race/Ethnicity

Total	22,388
White Alone	94.5%
Black Alone	1.3%
American Indian Alone	0.7%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	2.3%
Hispanic Origin	2.9%
Diversity Index	15.6

2010 Population by Relationship and Household Type

Total	22,272
In Households	99.0%
In Family Households	82.1%
Householder	27.9%
Spouse	21.6%
Child	27.6%
Other relative	2.5%
Nonrelative	2.6%
In Nonfamily Households	16.8%
In Group Quarters	1.0%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.2%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment

Total	16,375
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	35.3%
GED/Alternative Credential	6.7%
Some College, No Degree	23.7%
Associate Degree	7.2%
Bachelor's Degree	11.0%
Graduate/Professional Degree	5.4%

2020 Population 15+ by Marital Status

Total	18,672
Never Married	21.2%
Married	55.6%
Widowed	8.5%
Divorced	14.7%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	9,391
Population 16+ Employed	88.4%
Population 16+ Unemployment rate	11.6%
Population 16-24 Employed	10.6%
Population 16-24 Unemployment rate	20.4%
Population 25-54 Employed	60.2%
Population 25-54 Unemployment rate	11.3%
Population 55-64 Employed	20.8%
Population 55-64 Unemployment rate	8.8%
Population 65+ Employed	8.5%
Population 65+ Unemployment rate	8.1%

2020 Employed Population 16+ by Industry

Total	8,303
Agriculture/Mining	4.2%
Construction	9.3%
Manufacturing	14.2%
Wholesale Trade	2.1%
Retail Trade	9.2%
Transportation/Utilities	8.9%
Information	0.3%
Finance/Insurance/Real Estate	6.3%
Services	42.0%
Public Administration	3.5%

2020 Employed Population 16+ by Occupation

Total	8,303
White Collar	51.4%
Management/Business/Financial	11.3%
Professional	19.7%
Sales	8.4%
Administrative Support	11.9%
Services	16.3%
Blue Collar	32.3%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	8.4%
Installation/Maintenance/Repair	5.2%
Production	9.8%
Transportation/Material Moving	7.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	9,405
Households with 1 Person	28.9%
Households with 2+ People	71.1%
Family Households	66.2%
Husband-wife Families	51.1%
With Related Children	17.6%
Other Family (No Spouse Present)	15.1%
Other Family with Male Householder	4.7%
With Related Children	2.9%
Other Family with Female Householder	10.4%
With Related Children	6.8%
Nonfamily Households	4.9%
All Households with Children	27.9%
Multigenerational Households	2.8%
Unmarried Partner Households	6.9%
Male-female	6.6%
Same-sex	0.4%
2010 Households by Size	
Total	9,405
1 Person Household	28.9%
2 Person Household	38.4%
3 Person Household	14.2%
4 Person Household	10.7%
5 Person Household	5.2%
6 Person Household	1.5%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	9,405
Owner Occupied	73.1%
Owned with a Mortgage/Loan	41.4%
Owned Free and Clear	31.7%
Renter Occupied	26.9%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	245
Percent of Income for Mortgage	9.4%
Wealth Index	67
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	10,886
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	50.9%
Rural Housing Units	49.1%
2010 Population By Urban/ Rural Status	
Total Population	22,272
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	50.5%
Rural Population	49.5%

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Heartland Communities (6F)
2. Small Town Simplicity (12C)
3. Rooted Rural (10B)

2020 Consumer Spending

Apparel & Services: Total \$	\$14,058,750
Average Spent	\$1,471.66
Spending Potential Index	69
Education: Total \$	\$10,559,948
Average Spent	\$1,105.41
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$23,854,020
Average Spent	\$2,497.02
Spending Potential Index	77
Food at Home: Total \$	\$38,532,625
Average Spent	\$4,033.56
Spending Potential Index	76
Food Away from Home: Total \$	\$25,321,084
Average Spent	\$2,650.59
Spending Potential Index	70
Health Care: Total \$	\$44,040,579
Average Spent	\$4,610.13
Spending Potential Index	80
HH Furnishings & Equipment: Total \$	\$14,993,703
Average Spent	\$1,569.53
Spending Potential Index	72
Personal Care Products & Services: Total \$	\$6,147,686
Average Spent	\$643.53
Spending Potential Index	70
Shelter: Total \$	\$122,050,452
Average Spent	\$12,776.14
Spending Potential Index	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,475,777
Average Spent	\$1,829.35
Spending Potential Index	78
Travel: Total \$	\$15,714,608
Average Spent	\$1,644.99
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$8,645,184
Average Spent	\$904.97
Spending Potential Index	78

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.