

Industry and Employment - Laconia, NH

Industry	Laconia, NH	Counties Belknap County	States New Hampshire	Entire Country United States
Health Care & Social Assistance	18%	16%	16%	15%
Retail Trade	15%	13%	11%	10%
Manufacturing	12%	11%	14%	11%
Construction	9%	10%	8%	7%
Admin, Support, Waste Management Services	7%	4%	4%	4%
Educational Services	7%	10%	10%	10%
Accommodation & Food Services	6%	5%	4%	6%
Professional/Scientific/Tech Services	5%	6%	8%	8%
Other Services (excl Public Administration)	5%	5%	4%	5%
Finance & Insurance	4%	4%	5%	5%
Transportation & Warehousing	3%	2%	3%	5%
Public Administration	3%	5%	4%	5%
Information	2%	1%	2%	2%
Real Estate	2%	3%	2%	2%
Wholesale Trade	1%	1%	2%	3%
Arts, Entertainment & Recreation	1%	1%	1%	2%
Agriculture, Forestry, Fishing, Hunting	0%	1%	1%	1%
Mining, Quarrying, Oil & Gas Extraction	0%	0%	0%	1%
Utilities	0%	0%	1%	1%
Management of Companies/Enterprises	0%	0%	0%	0%

Employment



61%

White Collar



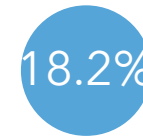
21%

Blue Collar



18%

Services



Unemployment
Rate

Businesses



1,010

Total Businesses



11,882

Total Employees



No High School
Diploma



29%

High School
Graduate



32%

Some College



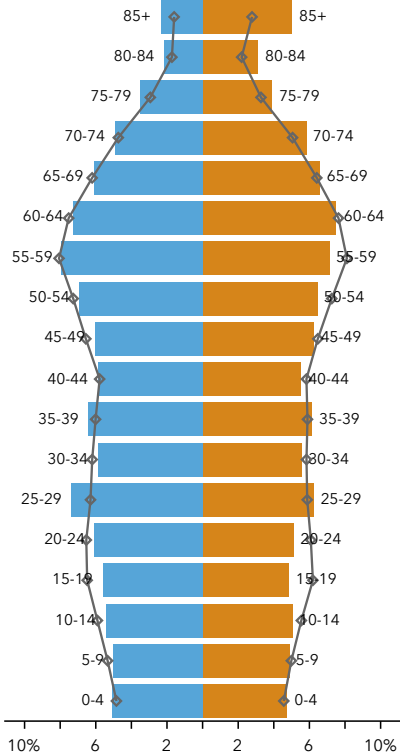
30%

Bachelor's/Grad/Prof Degree

Educational Attainment

Population and Age - Laconia, NH

Age Pyramid



The largest group:
2020 Females Age 60-64

The smallest group:
2020 Males Age 80-84

Median Age



44.7

Area Population

16,980

Dots show comparison to
New Hampshire

2020 Generational Makeup



4%

Generation Alpha
Population (Born 2017 or
later)



19%

Generation Z Population
(Born 1999 to 2016)



22%

Millennial Population (Born
1981 to 1998)



20%

Generation X Population
(Born 1965 to 1980)



25%

Baby Boomer (Born 1946 to
1964)



10%

Silent & Greatest
Generations (Born
1945/Earlier)

Tapestry Segments



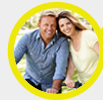
6C

The Great Outdoors

2,089 households

29.0%

of Households



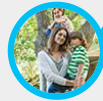
5C

Parks and Rec

1,093 households

15.2%

of Households



8E

Front Porches

1,083 households

15.0%

of Households

2010 Population (U.S. Census)

2000-2010 Population: Annual Growth Rate (U.S. Census) -0.28%

2010-2020 Population: Annual Growth Rate (Esri) 0.61%

2020-2025 Population: Annual Growth Rate (Esri) 0.53%

Housing - Laconia, NH

Housing Statistics



\$196,094

Median Home Value



\$8,482

Average Spent on Mortgage & Basics



\$839

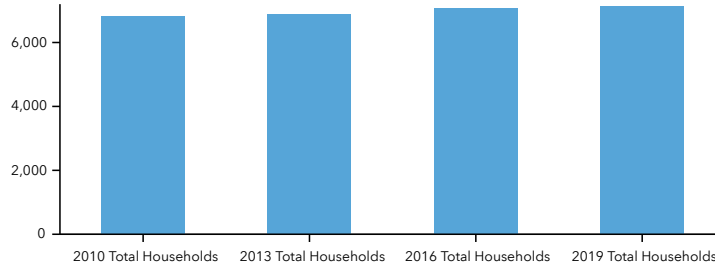
Median Contract Rent



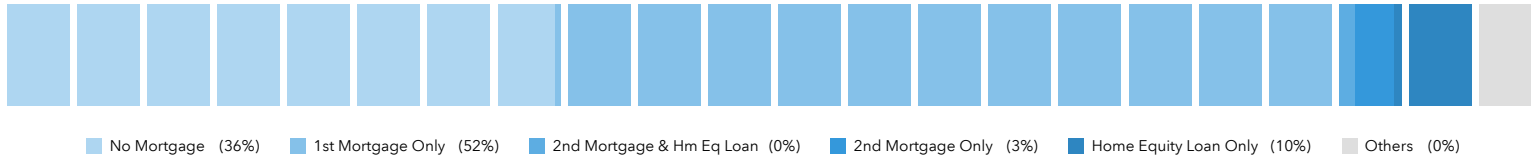
2.28

2020 Average Household Size (Esri)

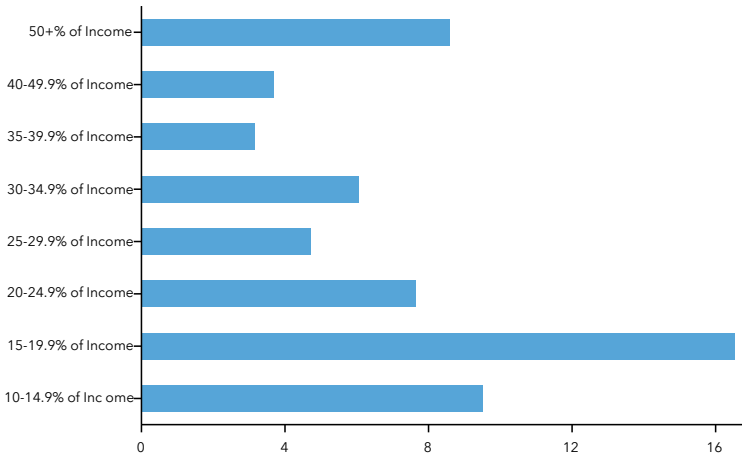
Total Households 2010 -2019



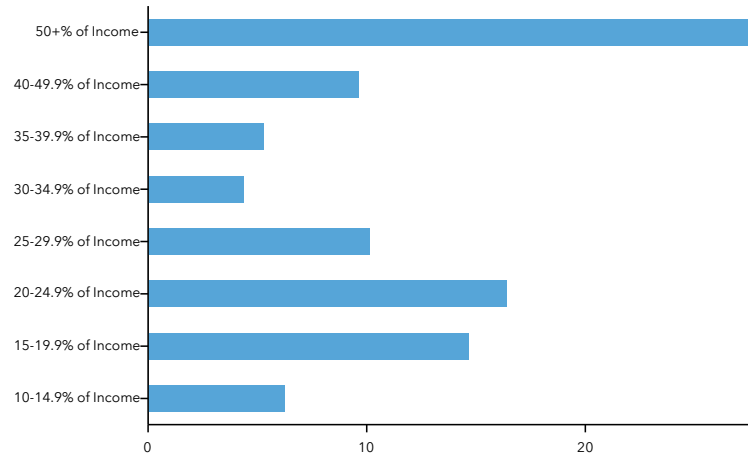
Mortgage Spectrum



Mortgage Payments as a % of Income



Rent as a % of Income



Income - Laconia, NH

2020 HH Net Worth



\$65,321

Median Net Worth



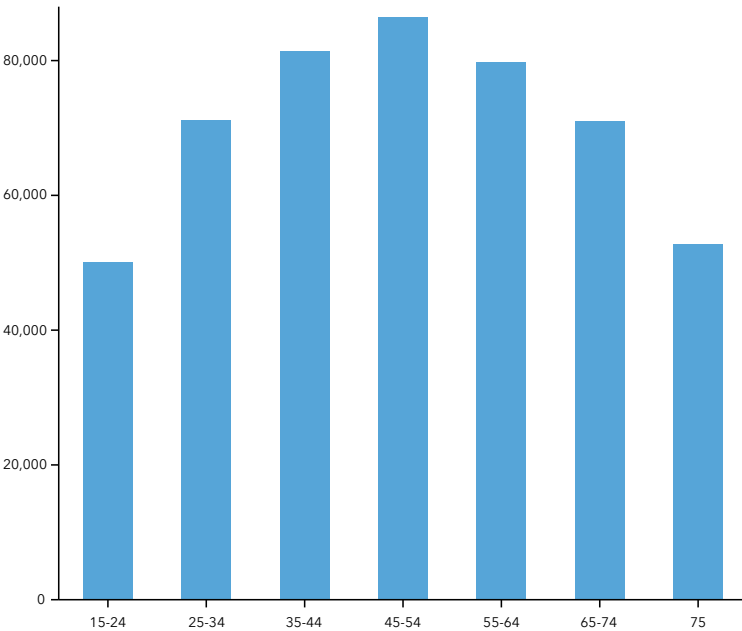
\$488,635

Average Net Worth

Income Statistics

	Laconia, NH	Counties Belknap County	States New Hampshire	Entire Country United States
2020 Per Capita Income	\$31,341	\$33,374	\$39,400	\$34,136
2020 Median Household Income	\$54,206	\$63,522	\$75,181	\$62,203
2020 Average Household Income	\$73,732	\$81,469	\$98,779	\$90,054

2020 Income by Age



2020 Household Income

