

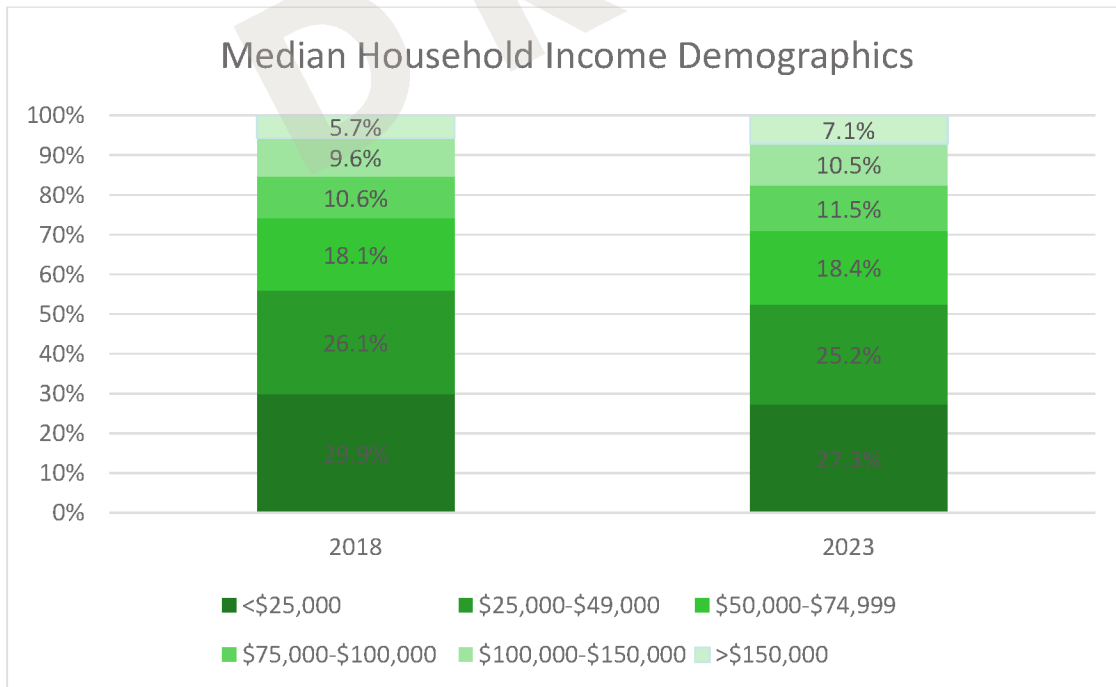
Household Income

Household income also provides parks planners with a glimpse of the purchasing power of residents. Simply stated, the higher the household income, the higher potential residents may have to pay for leisure programs and activities. The lower the household income, the less they may be able to pay for leisure programs and activities and the more residents may rely on the local government to provide affordable parks, recreation, and social programs and services.

Figure 1.9 illustrates the median household income and percentage distribution of income ranges in Valdosta-Lowndes County. In 2018, 56 percent of the population had a median household income of less than \$49,000, specifically \$42,535. This is lower than the state of Georgia’s median household income of \$52,997. The median household income in the County is projected to increase to \$46,504 by 2023, which would still be below the state’s median household income. However, the County is projected to experience a 1.4 percent increase in households making over \$75,000 by 2023.

Considering the county’s existing and projected median household income within the context of an increase in the county’s population, a decrease in households with individuals under 18 years of age, and an increase in individuals over the age of 25, suggests that adults with limited disposable income will continue to be the dominant cohort in Valdosta-Lowndes County by the 2023. This is inconsistent with the implications regarding educational attainment, perhaps because new seniors with more buying power than existing senior residents may be moving into the county and may be able to spend more for leisure programs and activities. This suggests that while most county residents may continue to prefer affordable recreation options, social programs, and services, it may be important to identify the recreation needs and desires of seniors with more buying power to ensure that recreation programs and facilities are provided to sustain and attract them while also addressing the needs of the broader senior and youth population.

FIGURE 1.9 - HOUSEHOLD INCOME



Source: ESRI Community Profile data