

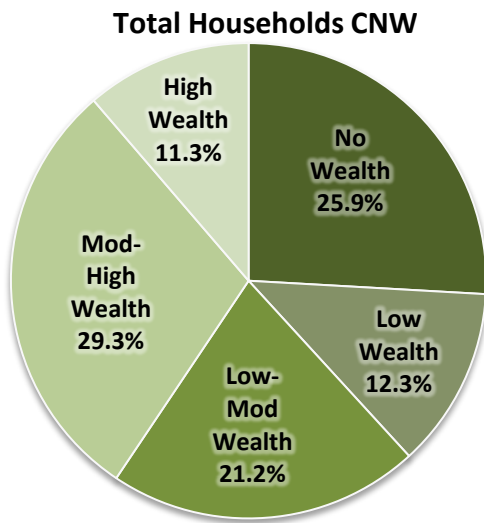
# Household Net Worth Profile Potter County

Every community has a unique household wealth profile. The following is the Household Net Worth Profile, based on 2015 data, for Potter County. Documentation, definitions and interpretative analysis are on the back of this profile.

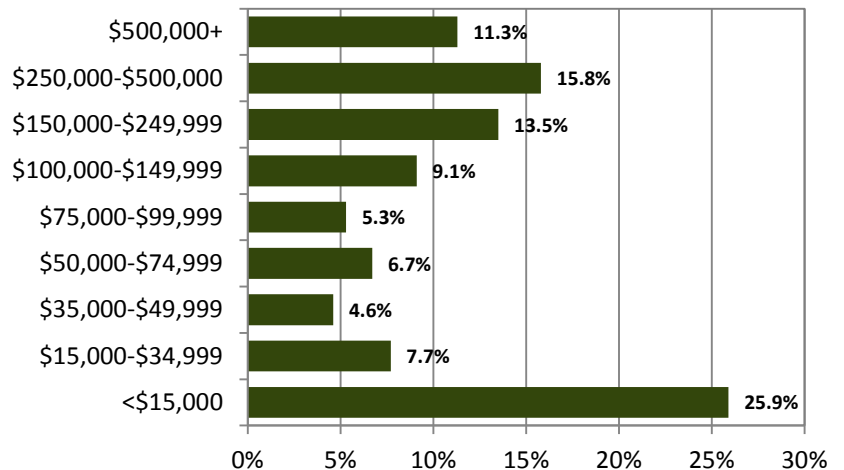
## Total Household Current Net Worth (CNW) \$3.27 Billion

**10-Year TOW Opportunity  
 \$330 Million**

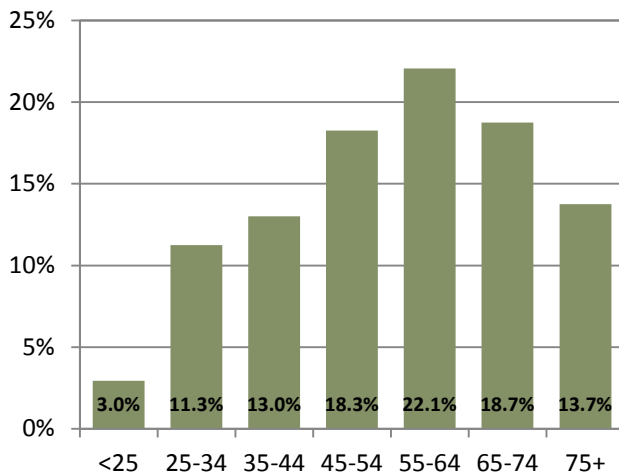
**50-Year TOW Opportunity  
 \$2.34 Billion**



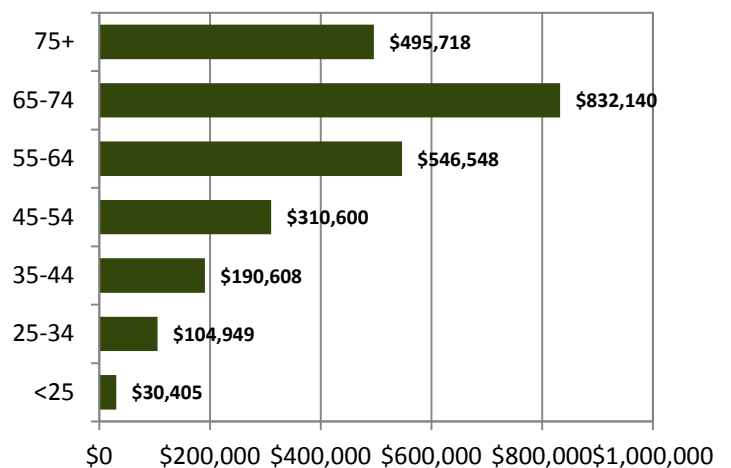
**Percent of Households by CNW**



**Percent of Households by Age Cohort**



**Average CNW by Age Cohort**



## Community Wealth Profile Explained...

**Sources.** The research employed in the Community Wealth Profiles is from [Esri](#). Source data for this series of Profiles is July 2015. Analysis and profile preparation is by the Center for Rural Entrepreneurship ([www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org)). Data year is 2015 provided in 2015 dollars.

### Definitions:

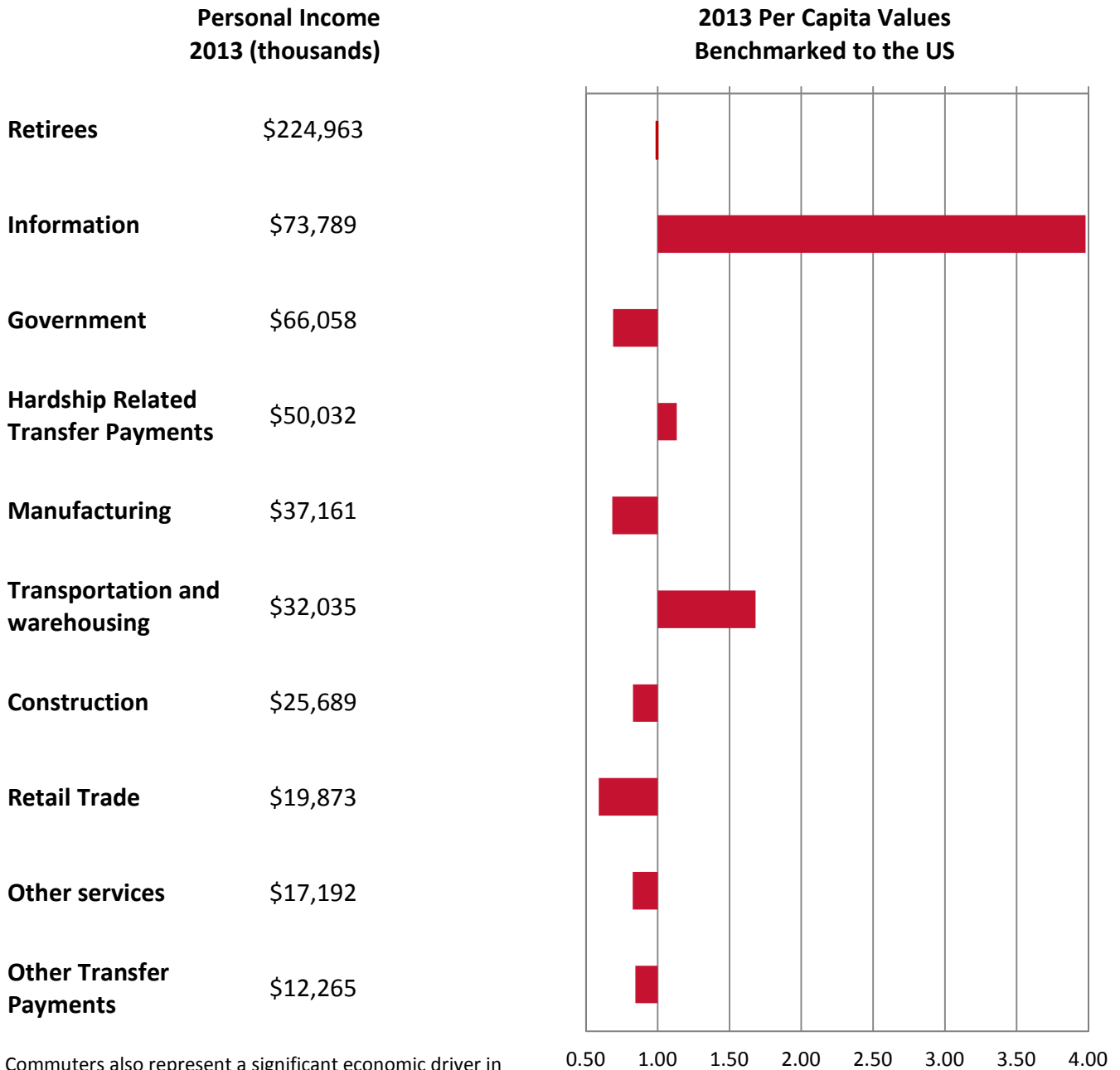
- **Total Households Current Net Worth.** Total household current net worth is derived by multiplying the mean CNW times the number of households in the group.
- **No Wealth.** Refers to those households with less than \$15,000 in current net worth.
- **Low Wealth.** Refers to those households with between \$15,000 and \$49,999 in current net worth.
- **Low-Moderate Wealth.** Refers to those households with between \$50,000 and \$149,999 in current net worth.
- **Moderate-High Wealth.** Refers to those households with between \$150,000 and \$500,000 in current net worth.
- **High Wealth.** Refers to those households with more than \$500,000 in current net worth and a mean net worth in the millions on average.

**Household Life Cycle and Wealth Formation.** In general, there is a strong correlation between a household's life cycle and wealth formation. As we age and evolve in our careers, we accumulate wealth build and estate. The average household estate size for those 65 to 74 is nearly 41 times larger (\$1.1 million versus \$26,267) when compared to households under 25. Estate formation, on average, increases as we mature into our careers, accumulate assets until we retire. Upon retirement our estates generally decline as we age. For example in Pennsylvania, the average estate for 75+ household is about half the size of the estates for those 65-74.

**Averages.** Average values create a reasonable picture of what is happening. But it is important to remember that with averages there can be 65-74 age households with little or no wealth and some under 25 households with significant wealth.

# Economic Drivers Potter County PA

Every community or state is shaped by certain economic drivers that generate income for that place. This Economic Drivers report uses data on personal income to create a profile for your county. This profile highlights the top 10 economic drivers for the county and the relative importance of each when benchmarked to U.S. averages.



Commuters also represent a significant economic driver in Potter County and bring in more income dollars than any other sector apart from information and retirees. Personal income for Commuters has seen a 5.4% decrease from 2000-2013.

## Economic Drivers Explained

### Sources

The research used in this **Economic Drivers** profile is provided by Headwaters Economics ([www.headwaterseconomics.org](http://www.headwaterseconomics.org)) as part of *A Profile of Socioeconomic Measures* and *Non-Labor Income* reports. Source data for these reports is provided by the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., Tables CA05N, CA35, CA30 and CA91.

### Definitions

The first column identifies **economic drivers** ranked from the largest to smallest as measured by personal income generated in 2013 (these values are represented in inflation adjusted dollars), as reflected in the second column. Both traditional economic **sectors** (e.g. manufacturing) and non-traditional **sources of income** are included. These non-traditional drivers include:

- **Retirees.** The personal income contributed by retirees includes “Dividend, Interest and Rent” income (these assets are largely held by the elderly and retirees) and “Age-Related Transfer Payments” including Social Security and Medicare.
- **Hardship-Related.** “Hardship-Related Transfer Payments” are associated with those unable to work, and underemployed and unemployed persons receiving assistance including Medicaid, Other Medical Assistance, income maintenance (welfare), food assistance and unemployment insurance compensation.
- **Commuters.** For many communities, workers are mobile and may live in one county but work in another county. The inflow (live in the county, but work in another county – import income) and outflow (live outside the county, but work in the county – export income) measures the impact of commuters on an area’s economy.

The chart illustrates state 2013 per capita personal income values benchmarked to the corresponding values for the U.S. Values to the right of “1.00” (the center axis) indicate that the economic driver generates more income per capita within the county than nationally, suggesting that this driver is more important in the region than nationally. Values to the left of the center axis indicate that the driver is less important in the county than nationally. A value equal to “1.00” indicates that the county per capita income associated with the driver is the same as that of the U.S.