



Market Profile

Hope Highway 32 Industrial Site Hope, AR
 Drive Times: 20, 40, 60 minute radii

Latitude: 33.7238
 Longitude: -93.6299

	20 minute	40 minute	60 minute
Population Summary			
2000 Total Population	15,180	80,893	210,694
2010 Total Population	14,442	81,740	210,992
2017 Total Population	14,108	81,189	212,303
2017 Group Quarters	258	1,853	8,519
2022 Total Population	13,708	80,314	212,164
2017-2022 Annual Rate	-0.57%	-0.22%	-0.01%
2017 Total Daytime Population	16,474	93,380	217,705
Workers	8,068	47,408	96,680
Residents	8,406	45,972	121,025
Household Summary			
2000 Households	5,784	32,033	80,332
2000 Average Household Size	2.59	2.46	2.50
2010 Households	5,585	33,055	82,375
2010 Average Household Size	2.54	2.42	2.46
2017 Households	5,492	33,077	83,160
2017 Average Household Size	2.52	2.40	2.45
2022 Households	5,352	32,828	83,196
2022 Average Household Size	2.51	2.39	2.45
2017-2022 Annual Rate	-0.52%	-0.15%	0.01%
2010 Families	3,820	21,725	55,677
2010 Average Family Size	3.08	2.99	2.99
2017 Families	3,709	21,422	55,615
2017 Average Family Size	3.07	2.97	2.99
2022 Families	3,594	21,113	55,373
2022 Average Family Size	3.06	2.97	2.99
2017-2022 Annual Rate	-0.63%	-0.29%	-0.09%
Housing Unit Summary			
2000 Housing Units	6,408	36,126	91,069
Owner Occupied Housing Units	57.3%	57.7%	61.5%
Renter Occupied Housing Units	32.9%	31.0%	26.7%
Vacant Housing Units	9.7%	11.3%	11.8%
2010 Housing Units	6,485	37,642	94,381
Owner Occupied Housing Units	52.5%	52.6%	57.2%
Renter Occupied Housing Units	33.6%	35.2%	30.1%
Vacant Housing Units	13.9%	12.2%	12.7%
2017 Housing Units	6,565	38,304	96,411
Owner Occupied Housing Units	50.1%	50.0%	55.0%
Renter Occupied Housing Units	33.5%	36.3%	31.3%
Vacant Housing Units	16.3%	13.6%	13.7%
2022 Housing Units	6,612	38,701	97,843
Owner Occupied Housing Units	48.6%	48.9%	54.0%
Renter Occupied Housing Units	32.4%	35.9%	31.0%
Vacant Housing Units	19.1%	15.2%	15.0%
Median Household Income			
2017	\$35,164	\$39,172	\$40,938
2022	\$36,151	\$40,985	\$43,850
Median Home Value			
2017	\$83,109	\$95,898	\$98,412
2022	\$98,816	\$117,662	\$127,594
Per Capita Income			
2017	\$18,438	\$22,736	\$23,417
2022	\$20,241	\$25,105	\$26,091
Median Age			
2010	35.2	37.3	37.7
2017	36.6	38.5	39.0
2022	37.7	39.5	40.1

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	5,492	33,071	83,154
<\$15,000	19.9%	17.1%	17.2%
\$15,000 - \$24,999	15.2%	14.3%	13.8%
\$25,000 - \$34,999	14.6%	12.8%	11.9%
\$35,000 - \$49,999	16.2%	16.1%	14.8%
\$50,000 - \$74,999	17.7%	18.1%	17.7%
\$75,000 - \$99,999	7.7%	9.0%	10.5%
\$100,000 - \$149,999	6.5%	8.3%	9.0%
\$150,000 - \$199,999	1.2%	2.2%	2.5%
\$200,000+	1.0%	2.0%	2.5%
Average Household Income	\$46,979	\$54,510	\$57,777
2022 Households by Income			
Household Income Base	5,352	32,822	83,190
<\$15,000	20.2%	17.3%	17.2%
\$15,000 - \$24,999	14.5%	13.7%	13.1%
\$25,000 - \$34,999	13.7%	11.9%	10.9%
\$35,000 - \$49,999	15.1%	14.7%	13.4%
\$50,000 - \$74,999	17.9%	18.0%	17.2%
\$75,000 - \$99,999	8.4%	9.9%	11.7%
\$100,000 - \$149,999	7.5%	9.6%	10.7%
\$150,000 - \$199,999	1.5%	2.6%	3.0%
\$200,000+	1.2%	2.2%	2.9%
Average Household Income	\$51,494	\$60,128	\$64,524
2017 Owner Occupied Housing Units by Value			
Total	3,292	19,161	52,975
<\$50,000	29.1%	20.0%	23.0%
\$50,000 - \$99,999	31.6%	32.7%	27.8%
\$100,000 - \$149,999	19.3%	17.3%	16.7%
\$150,000 - \$199,999	9.8%	13.0%	12.9%
\$200,000 - \$249,999	3.4%	6.5%	6.8%
\$250,000 - \$299,999	5.2%	4.6%	5.2%
\$300,000 - \$399,999	0.2%	3.7%	3.7%
\$400,000 - \$499,999	0.8%	0.8%	1.4%
\$500,000 - \$749,999	0.3%	0.8%	1.6%
\$750,000 - \$999,999	0.4%	0.4%	0.5%
\$1,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$103,752	\$129,294	\$137,427
2022 Owner Occupied Housing Units by Value			
Total	3,212	18,923	52,849
<\$50,000	21.7%	15.3%	17.7%
\$50,000 - \$99,999	28.9%	28.1%	23.0%
\$100,000 - \$149,999	24.8%	18.7%	16.9%
\$150,000 - \$199,999	11.5%	14.2%	14.0%
\$200,000 - \$249,999	3.2%	7.1%	7.9%
\$250,000 - \$299,999	5.9%	5.8%	7.1%
\$300,000 - \$399,999	0.3%	6.2%	6.2%
\$400,000 - \$499,999	2.0%	1.7%	2.7%
\$500,000 - \$749,999	0.8%	1.6%	2.9%
\$750,000 - \$999,999	0.9%	0.8%	0.9%
\$1,000,000 +	0.0%	0.4%	0.6%
Average Home Value	\$124,206	\$156,676	\$172,284

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	14,444	81,739	210,992
0 - 4	8.7%	7.4%	6.8%
5 - 9	7.7%	6.9%	6.6%
10 - 14	7.2%	6.8%	6.7%
15 - 24	13.0%	13.1%	14.2%
25 - 34	13.2%	13.0%	12.3%
35 - 44	11.3%	12.1%	12.2%
45 - 54	13.7%	13.7%	14.1%
55 - 64	11.3%	11.9%	12.2%
65 - 74	7.6%	7.8%	8.1%
75 - 84	4.4%	5.0%	4.7%
85 +	1.9%	2.3%	2.0%
18 +	72.4%	74.8%	75.8%
2017 Population by Age			
Total	14,108	81,187	212,304
0 - 4	8.1%	6.9%	6.3%
5 - 9	7.5%	6.6%	6.3%
10 - 14	7.1%	6.4%	6.2%
15 - 24	11.9%	12.2%	13.3%
25 - 34	13.5%	13.6%	13.1%
35 - 44	11.2%	11.9%	11.8%
45 - 54	11.9%	12.3%	12.6%
55 - 64	12.4%	12.7%	13.1%
65 - 74	9.7%	9.9%	10.2%
75 - 84	4.6%	5.1%	5.0%
85 +	2.0%	2.4%	2.1%
18 +	74.0%	76.5%	77.6%
2022 Population by Age			
Total	13,709	80,312	212,164
0 - 4	7.8%	6.7%	6.2%
5 - 9	7.5%	6.5%	6.1%
10 - 14	7.4%	6.6%	6.3%
15 - 24	11.7%	11.8%	12.7%
25 - 34	12.5%	13.0%	12.5%
35 - 44	11.7%	12.2%	12.0%
45 - 54	11.0%	11.5%	11.8%
55 - 64	12.2%	12.7%	13.0%
65 - 74	10.7%	10.7%	11.2%
75 - 84	5.6%	6.1%	6.1%
85 +	2.0%	2.4%	2.1%
18 +	73.7%	76.6%	77.8%
2010 Population by Sex			
Males	6,862	38,908	102,785
Females	7,580	42,832	108,207
2017 Population by Sex			
Males	6,733	38,898	103,742
Females	7,375	42,291	108,561
2022 Population by Sex			
Males	6,576	38,680	104,117
Females	7,133	41,634	108,047

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Market Profile

Hope Highway 32 Industrial Site Hope, AR
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	20 minute	40 minute	60 minute
2010 Population by Race/Ethnicity			
Total	14,441	81,739	210,993
White Alone	49.4%	61.4%	68.1%
Black Alone	36.4%	31.1%	25.9%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	0.3%	0.7%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	11.3%	4.2%	2.9%
Two or More Races	2.2%	1.9%	1.8%
Hispanic Origin	15.9%	7.2%	5.4%
Diversity Index	72.4	58.9	52.4
2017 Population by Race/Ethnicity			
Total	14,108	81,189	212,304
White Alone	47.9%	59.2%	66.4%
Black Alone	36.0%	31.5%	26.1%
American Indian Alone	0.5%	0.6%	0.7%
Asian Alone	0.5%	1.1%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.2%	5.0%	3.5%
Two or More Races	2.8%	2.5%	2.4%
Hispanic Origin	17.1%	8.6%	6.6%
Diversity Index	74.2	62.1	55.4
2022 Population by Race/Ethnicity			
Total	13,708	80,313	212,163
White Alone	46.5%	57.4%	65.0%
Black Alone	35.4%	31.7%	26.1%
American Indian Alone	0.5%	0.6%	0.8%
Asian Alone	0.6%	1.5%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	13.6%	5.7%	4.0%
Two or More Races	3.3%	3.0%	2.8%
Hispanic Origin	18.7%	9.9%	7.6%
Diversity Index	76.2	64.7	57.8
2010 Population by Relationship and Household Type			
Total	14,442	81,740	210,992
In Households	98.2%	97.7%	95.9%
In Family Households	84.4%	81.7%	81.1%
Householder	26.2%	26.6%	26.4%
Spouse	16.3%	17.2%	18.1%
Child	34.3%	31.8%	30.9%
Other relative	4.8%	3.8%	3.5%
Nonrelative	2.9%	2.3%	2.1%
In Nonfamily Households	13.8%	16.1%	14.8%
In Group Quarters	1.8%	2.3%	4.1%
Institutionalized Population	1.3%	2.0%	2.7%
Noninstitutionalized Population	0.5%	0.3%	1.3%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	9,225	55,099	144,019
Less than 9th Grade	10.5%	5.8%	4.6%
9th - 12th Grade, No Diploma	14.6%	9.9%	9.6%
High School Graduate	32.7%	29.3%	30.0%
GED/Alternative Credential	2.9%	5.5%	6.4%
Some College, No Degree	21.1%	24.8%	24.7%
Associate Degree	7.3%	7.0%	7.0%
Bachelor's Degree	6.8%	12.1%	11.5%
Graduate/Professional Degree	4.1%	5.6%	6.1%
2017 Population 15+ by Marital Status			
Total	10,908	64,990	172,288
Never Married	30.8%	29.1%	30.0%
Married	47.0%	46.9%	48.1%
Widowed	8.2%	8.8%	8.2%
Divorced	14.0%	15.2%	13.6%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.2%	94.4%	94.3%
Civilian Unemployed (Unemployment Rate)	5.8%	5.6%	5.7%
2017 Employed Population 16+ by Industry			
Total	5,720	35,449	89,945
Agriculture/Mining	7.9%	4.4%	3.6%
Construction	7.3%	5.4%	6.2%
Manufacturing	23.1%	17.4%	14.6%
Wholesale Trade	1.8%	2.5%	2.4%
Retail Trade	6.8%	12.2%	11.8%
Transportation/Utilities	8.1%	6.4%	5.4%
Information	0.2%	0.7%	0.8%
Finance/Insurance/Real Estate	2.5%	4.5%	4.5%
Services	36.3%	40.1%	43.5%
Public Administration	5.9%	6.5%	7.2%
2017 Employed Population 16+ by Occupation			
Total	5,719	35,447	89,943
White Collar	44.6%	50.6%	50.9%
Management/Business/Financial	6.5%	9.0%	9.6%
Professional	18.6%	18.7%	18.5%
Sales	8.6%	9.8%	10.5%
Administrative Support	10.9%	13.2%	12.4%
Services	12.2%	18.1%	19.0%
Blue Collar	43.2%	31.3%	30.0%
Farming/Forestry/Fishing	6.2%	2.9%	2.0%
Construction/Extraction	7.8%	5.2%	5.8%
Installation/Maintenance/Repair	6.6%	4.3%	4.7%
Production	14.2%	10.3%	9.4%
Transportation/Material Moving	8.4%	8.6%	8.0%
2010 Population By Urban/ Rural Status			
Total Population	14,442	81,740	210,992
Population Inside Urbanized Area	0.0%	47.7%	37.0%
Population Inside Urbanized Cluster	63.7%	21.1%	19.4%
Rural Population	36.3%	31.2%	43.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	5,585	33,055	82,374
Households with 1 Person	28.0%	29.9%	28.0%
Households with 2+ People	72.0%	70.1%	72.0%
Family Households	68.4%	65.7%	67.6%
Husband-wife Families	42.5%	42.6%	46.3%
With Related Children	18.8%	17.7%	19.0%
Other Family (No Spouse Present)	25.9%	23.1%	21.3%
Other Family with Male Householder	6.0%	4.8%	4.7%
With Related Children	3.5%	2.8%	2.7%
Other Family with Female Householder	19.8%	18.3%	16.6%
With Related Children	14.2%	12.8%	11.5%
Nonfamily Households	3.6%	4.4%	4.4%
All Households with Children	36.9%	33.8%	33.5%
Multigenerational Households	5.7%	4.4%	4.3%
Unmarried Partner Households	5.8%	5.7%	5.4%
Male-female	5.4%	5.2%	4.9%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	5,584	33,055	82,376
1 Person Household	28.0%	29.9%	28.0%
2 Person Household	31.8%	33.0%	34.1%
3 Person Household	16.1%	16.6%	16.8%
4 Person Household	13.0%	12.0%	12.5%
5 Person Household	6.6%	5.3%	5.5%
6 Person Household	2.4%	1.9%	1.9%
7 + Person Household	2.2%	1.3%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	5,585	33,055	82,375
Owner Occupied	61.0%	59.9%	65.5%
Owned with a Mortgage/Loan	32.4%	33.0%	35.0%
Owned Free and Clear	28.6%	27.0%	30.5%
Renter Occupied	39.0%	40.1%	34.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,485	37,642	94,381
Housing Units Inside Urbanized Area	0.0%	47.4%	35.6%
Housing Units Inside Urbanized Cluster	60.1%	19.9%	18.4%
Rural Housing Units	39.9%	32.7%	46.0%

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.	Rooted Rural (10B)	Rooted Rural (10B)	Rooted Rural (10B)
2.	Small Town Simplicity	Small Town Simplicity	Southern Satellites (10A)
3.	Heartland Communities	Old and Newcomers (8F)	Rural Bypasses (10E)
2017 Consumer Spending			
Apparel & Services: Total \$	\$6,740,149	\$47,491,556	\$125,698,629
Average Spent	\$1,227.27	\$1,435.79	\$1,511.53
Spending Potential Index	57	66	70
Education: Total \$	\$3,737,125	\$28,600,964	\$72,712,084
Average Spent	\$680.47	\$864.68	\$874.36
Spending Potential Index	47	59	60
Entertainment/Recreation: Total \$	\$10,537,602	\$72,525,886	\$194,853,720
Average Spent	\$1,918.72	\$2,192.64	\$2,343.12
Spending Potential Index	62	70	75
Food at Home: Total \$	\$17,818,248	\$121,453,932	\$325,617,114
Average Spent	\$3,244.40	\$3,671.85	\$3,915.55
Spending Potential Index	64	73	78
Food Away from Home: Total \$	\$10,802,810	\$75,557,665	\$200,875,944
Average Spent	\$1,967.01	\$2,284.30	\$2,415.54
Spending Potential Index	59	69	72
Health Care: Total \$	\$20,230,515	\$136,023,321	\$370,878,295
Average Spent	\$3,683.63	\$4,112.32	\$4,459.82
Spending Potential Index	66	74	80
HH Furnishings & Equipment: Total \$	\$6,451,126	\$44,662,564	\$119,368,433
Average Spent	\$1,174.64	\$1,350.26	\$1,435.41
Spending Potential Index	60	69	74
Personal Care Products & Services: Total \$	\$2,518,266	\$17,739,510	\$47,059,355
Average Spent	\$458.53	\$536.31	\$565.89
Spending Potential Index	58	67	71
Shelter: Total \$	\$49,098,114	\$350,952,167	\$916,769,293
Average Spent	\$8,939.93	\$10,610.16	\$11,024.16
Spending Potential Index	55	65	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,793,007	\$53,723,018	\$145,054,414
Average Spent	\$1,418.97	\$1,624.18	\$1,744.28
Spending Potential Index	61	69	74
Travel: Total \$	\$6,028,775	\$43,098,572	\$114,120,679
Average Spent	\$1,097.74	\$1,302.98	\$1,372.30
Spending Potential Index	53	63	66
Vehicle Maintenance & Repairs: Total \$	\$3,758,748	\$25,595,168	\$68,917,536
Average Spent	\$684.40	\$773.81	\$828.73
Spending Potential Index	64	72	77

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.