



# Market Profile

Hope Highway 32 Industrial Site Hope, AR  
Rings: 10, 30, 50 mile radii

Latitude: 33.7238  
Longitude: -93.6299

	10 mile	30 mile	50 mile
<b>Population Summary</b>			
2000 Total Population	17,757	84,857	297,222
2010 Total Population	17,045	83,592	297,678
2017 Total Population	16,747	82,057	298,672
2017 Group Quarters	301	1,294	10,568
2022 Total Population	16,301	80,304	297,014
2017-2022 Annual Rate	-0.54%	-0.43%	-0.11%
2017 Total Daytime Population	18,430	82,854	296,430
Workers	8,450	36,622	124,243
Residents	9,980	46,232	172,187
<b>Household Summary</b>			
2000 Households	6,752	33,256	114,688
2000 Average Household Size	2.59	2.50	2.50
2010 Households	6,588	33,846	116,852
2010 Average Household Size	2.54	2.43	2.46
2017 Households	6,518	33,451	117,417
2017 Average Household Size	2.52	2.41	2.45
2022 Households	6,363	32,832	116,821
2022 Average Household Size	2.51	2.41	2.45
2017-2022 Annual Rate	-0.48%	-0.37%	-0.10%
2010 Families	4,511	23,150	79,268
2010 Average Family Size	3.08	2.95	2.99
2017 Families	4,406	22,588	78,785
2017 Average Family Size	3.06	2.94	2.99
2022 Families	4,276	22,042	78,011
2022 Average Family Size	3.06	2.93	3.00
2017-2022 Annual Rate	-0.60%	-0.49%	-0.20%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,460	38,442	131,443
Owner Occupied Housing Units	59.1%	62.6%	62.1%
Renter Occupied Housing Units	31.4%	23.9%	25.2%
Vacant Housing Units	9.5%	13.5%	12.7%
2010 Housing Units	7,602	39,554	135,787
Owner Occupied Housing Units	54.2%	58.6%	57.8%
Renter Occupied Housing Units	32.4%	26.9%	28.2%
Vacant Housing Units	13.3%	14.4%	13.9%
2017 Housing Units	7,707	39,764	138,350
Owner Occupied Housing Units	52.1%	56.6%	55.7%
Renter Occupied Housing Units	32.5%	27.5%	29.2%
Vacant Housing Units	15.4%	15.9%	15.1%
2022 Housing Units	7,762	40,053	140,094
Owner Occupied Housing Units	50.6%	55.1%	54.6%
Renter Occupied Housing Units	31.4%	26.9%	28.8%
Vacant Housing Units	18.0%	18.0%	16.6%
<b>Median Household Income</b>			
2017	\$35,388	\$39,744	\$39,671
2022	\$36,470	\$42,053	\$42,217
<b>Median Home Value</b>			
2017	\$82,767	\$91,919	\$94,359
2022	\$97,883	\$113,396	\$119,969
<b>Per Capita Income</b>			
2017	\$18,863	\$22,488	\$22,512
2022	\$20,725	\$24,964	\$25,028
<b>Median Age</b>			
2010	35.9	39.5	38.1
2017	37.3	40.9	39.3
2022	38.4	42.2	40.5

**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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<b>2017 Households by Income</b>			
Household Income Base	6,518	33,445	117,411
<\$15,000	19.5%	17.5%	17.6%
\$15,000 - \$24,999	15.3%	13.9%	14.1%
\$25,000 - \$34,999	14.7%	12.4%	12.6%
\$35,000 - \$49,999	15.8%	15.8%	14.8%
\$50,000 - \$74,999	17.3%	18.2%	17.7%
\$75,000 - \$99,999	8.1%	9.9%	10.2%
\$100,000 - \$149,999	7.0%	8.2%	8.7%
\$150,000 - \$199,999	1.2%	2.4%	2.3%
\$200,000+	1.1%	1.8%	2.2%
Average Household Income	\$47,812	\$54,583	\$55,712
<b>2022 Households by Income</b>			
Household Income Base	6,363	32,826	116,815
<\$15,000	19.7%	17.6%	17.6%
\$15,000 - \$24,999	14.6%	13.2%	13.4%
\$25,000 - \$34,999	13.7%	11.4%	11.5%
\$35,000 - \$49,999	14.8%	14.2%	13.4%
\$50,000 - \$74,999	17.5%	18.2%	17.4%
\$75,000 - \$99,999	8.9%	11.1%	11.3%
\$100,000 - \$149,999	8.2%	9.4%	10.2%
\$150,000 - \$199,999	1.5%	2.9%	2.7%
\$200,000+	1.2%	2.0%	2.5%
Average Household Income	\$52,451	\$60,491	\$62,074
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	4,014	22,493	77,045
<\$50,000	28.9%	24.5%	24.4%
\$50,000 - \$99,999	32.2%	30.4%	28.9%
\$100,000 - \$149,999	18.9%	16.9%	16.4%
\$150,000 - \$199,999	9.5%	12.8%	12.4%
\$200,000 - \$249,999	3.5%	5.7%	6.4%
\$250,000 - \$299,999	5.1%	4.3%	5.0%
\$300,000 - \$399,999	0.3%	3.0%	3.1%
\$400,000 - \$499,999	0.7%	0.9%	1.3%
\$500,000 - \$749,999	0.5%	0.8%	1.4%
\$750,000 - \$999,999	0.4%	0.4%	0.4%
\$1,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$104,154	\$123,644	\$131,461
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	3,927	22,054	76,496
<\$50,000	21.5%	18.6%	18.8%
\$50,000 - \$99,999	29.8%	26.2%	24.3%
\$100,000 - \$149,999	24.3%	19.4%	17.2%
\$150,000 - \$199,999	11.1%	14.7%	13.8%
\$200,000 - \$249,999	3.4%	6.4%	7.4%
\$250,000 - \$299,999	5.8%	5.6%	6.8%
\$300,000 - \$399,999	0.6%	4.3%	5.2%
\$400,000 - \$499,999	1.8%	1.6%	2.6%
\$500,000 - \$749,999	1.1%	1.8%	2.5%
\$750,000 - \$999,999	0.8%	0.8%	0.7%
\$1,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$124,866	\$151,406	\$163,603

**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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<b>2010 Population by Age</b>			
Total	17,046	83,591	297,681
0 - 4	8.4%	7.0%	6.8%
5 - 9	7.6%	6.6%	6.6%
10 - 14	7.2%	6.8%	6.7%
15 - 24	12.9%	12.4%	14.2%
25 - 34	12.9%	11.9%	12.0%
35 - 44	11.5%	12.1%	12.1%
45 - 54	13.8%	14.4%	14.1%
55 - 64	11.5%	12.8%	12.3%
65 - 74	7.9%	9.1%	8.3%
75 - 84	4.5%	5.0%	4.9%
85 +	1.9%	2.0%	2.0%
18 +	72.8%	75.5%	75.7%
<b>2017 Population by Age</b>			
Total	16,747	82,055	298,673
0 - 4	7.8%	6.4%	6.4%
5 - 9	7.4%	6.4%	6.3%
10 - 14	7.0%	6.3%	6.2%
15 - 24	11.9%	11.4%	13.1%
25 - 34	13.2%	12.5%	12.8%
35 - 44	11.4%	11.6%	11.6%
45 - 54	12.0%	12.8%	12.6%
55 - 64	12.6%	13.7%	13.2%
65 - 74	10.0%	11.2%	10.4%
75 - 84	4.7%	5.4%	5.1%
85 +	2.0%	2.2%	2.2%
18 +	74.4%	77.3%	77.5%
<b>2022 Population by Age</b>			
Total	16,300	80,306	297,014
0 - 4	7.5%	6.2%	6.1%
5 - 9	7.3%	6.2%	6.1%
10 - 14	7.4%	6.5%	6.4%
15 - 24	11.6%	11.0%	12.5%
25 - 34	12.2%	11.5%	12.2%
35 - 44	11.8%	11.9%	11.9%
45 - 54	11.2%	11.9%	11.7%
55 - 64	12.3%	13.7%	13.1%
65 - 74	10.9%	12.1%	11.4%
75 - 84	5.8%	6.7%	6.2%
85 +	2.0%	2.2%	2.2%
18 +	74.1%	77.4%	77.6%
<b>2010 Population by Sex</b>			
Males	8,129	40,313	144,796
Females	8,916	43,279	152,882
<b>2017 Population by Sex</b>			
Males	8,035	39,813	145,773
Females	8,712	42,244	152,899
<b>2022 Population by Sex</b>			
Males	7,865	39,175	145,567
Females	8,435	41,129	151,447

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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Hope Highway 32 Industrial Site Hope, AR  
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<b>2010 Population by Race/Ethnicity</b>			
Total	17,046	83,593	297,679
White Alone	53.4%	67.7%	68.5%
Black Alone	33.6%	26.0%	24.8%
American Indian Alone	0.4%	0.5%	0.7%
Asian Alone	0.3%	0.5%	0.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	10.2%	3.6%	3.6%
Two or More Races	2.1%	1.6%	1.8%
Hispanic Origin	14.5%	6.0%	6.3%
Diversity Index	70.1	53.3	53.1
<b>2017 Population by Race/Ethnicity</b>			
Total	16,747	82,056	298,671
White Alone	51.9%	66.0%	67.0%
Black Alone	33.2%	26.3%	24.7%
American Indian Alone	0.5%	0.6%	0.8%
Asian Alone	0.5%	0.7%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	11.1%	4.2%	4.2%
Two or More Races	2.7%	2.1%	2.3%
Hispanic Origin	15.7%	7.1%	7.5%
Diversity Index	72.1	56.2	56.1
<b>2022 Population by Race/Ethnicity</b>			
Total	16,301	80,305	297,014
White Alone	50.4%	64.7%	65.7%
Black Alone	32.8%	26.2%	24.6%
American Indian Alone	0.5%	0.7%	0.9%
Asian Alone	0.7%	0.8%	1.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	12.3%	4.9%	4.8%
Two or More Races	3.2%	2.5%	2.8%
Hispanic Origin	17.2%	8.3%	8.6%
Diversity Index	74.2	58.6	58.5
<b>2010 Population by Relationship and Household Type</b>			
Total	17,045	83,592	297,678
In Households	98.2%	98.5%	96.5%
In Family Households	84.3%	83.9%	81.8%
Householder	26.4%	27.6%	26.6%
Spouse	16.7%	19.3%	18.6%
Child	33.8%	31.2%	31.0%
Other relative	4.7%	3.5%	3.5%
Nonrelative	2.8%	2.2%	2.1%
In Nonfamily Households	13.9%	14.6%	14.7%
In Group Quarters	1.8%	1.5%	3.5%
Institutionalized Population	1.4%	1.4%	2.2%
Noninstitutionalized Population	0.4%	0.2%	1.2%

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



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	11,042	56,961	202,977
Less than 9th Grade	9.6%	5.6%	5.1%
9th - 12th Grade, No Diploma	13.9%	10.5%	10.1%
High School Graduate	32.8%	31.0%	30.2%
GED/Alternative Credential	3.1%	6.0%	6.5%
Some College, No Degree	21.6%	25.0%	23.9%
Associate Degree	7.4%	7.1%	7.2%
Bachelor's Degree	7.3%	10.1%	10.9%
Graduate/Professional Degree	4.3%	4.7%	6.0%
<b>2017 Population 15+ by Marital Status</b>			
Total	13,029	66,333	242,219
Never Married	30.4%	26.1%	29.0%
Married	47.0%	50.0%	49.4%
Widowed	8.4%	9.2%	8.4%
Divorced	14.1%	14.6%	13.2%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.1%	94.9%	94.2%
Civilian Unemployed (Unemployment Rate)	5.9%	5.1%	5.8%
<b>2017 Employed Population 16+ by Industry</b>			
Total	6,825	36,136	125,357
Agriculture/Mining	7.8%	5.6%	4.5%
Construction	7.1%	5.2%	6.1%
Manufacturing	23.0%	21.2%	16.6%
Wholesale Trade	1.7%	2.5%	2.2%
Retail Trade	7.8%	11.0%	11.7%
Transportation/Utilities	7.7%	6.1%	5.3%
Information	0.3%	0.7%	0.8%
Finance/Insurance/Real Estate	2.9%	3.6%	4.2%
Services	35.7%	38.0%	42.2%
Public Administration	5.9%	6.2%	6.5%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	6,826	36,137	125,358
White Collar	46.2%	47.4%	49.9%
Management/Business/Financial	6.5%	9.4%	9.5%
Professional	18.9%	17.7%	18.0%
Sales	9.1%	9.1%	10.3%
Administrative Support	11.6%	11.2%	12.2%
Services	12.4%	16.9%	18.5%
Blue Collar	41.4%	35.7%	31.5%
Farming/Forestry/Fishing	6.0%	3.9%	2.5%
Construction/Extraction	7.5%	5.7%	6.1%
Installation/Maintenance/Repair	6.1%	5.2%	4.7%
Production	13.7%	11.9%	10.0%
Transportation/Material Moving	8.1%	9.0%	8.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	17,045	83,592	297,678
Population Inside Urbanized Area	0.0%	16.6%	26.3%
Population Inside Urbanized Cluster	58.0%	25.5%	23.1%
Rural Population	42.0%	57.9%	50.7%

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<b>2010 Households by Type</b>			
Total	6,588	33,845	116,851
Households with 1 Person	27.8%	27.9%	27.9%
Households with 2+ People	72.2%	72.1%	72.1%
Family Households	68.5%	68.4%	67.8%
Husband-wife Families	43.5%	47.9%	47.3%
With Related Children	19.2%	19.2%	19.3%
Other Family (No Spouse Present)	24.9%	20.5%	20.6%
Other Family with Male Householder	5.9%	4.7%	4.7%
With Related Children	3.5%	2.8%	2.7%
Other Family with Female Householder	19.0%	15.8%	15.9%
With Related Children	13.5%	10.8%	10.9%
Nonfamily Households	3.7%	3.7%	4.2%
All Households with Children	36.6%	33.1%	33.3%
Multigenerational Households	5.6%	4.3%	4.3%
Unmarried Partner Households	5.7%	5.2%	5.2%
Male-female	5.3%	4.8%	4.8%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	6,587	33,846	116,852
1 Person Household	27.8%	27.9%	27.9%
2 Person Household	32.3%	34.8%	34.2%
3 Person Household	16.1%	16.6%	16.6%
4 Person Household	13.0%	12.3%	12.4%
5 Person Household	6.4%	5.4%	5.7%
6 Person Household	2.3%	1.8%	2.0%
7 + Person Household	2.1%	1.2%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,588	33,846	116,852
Owner Occupied	62.6%	68.5%	67.2%
Owned with a Mortgage/Loan	33.1%	36.0%	35.1%
Owned Free and Clear	29.5%	32.6%	32.1%
Renter Occupied	37.4%	31.5%	32.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,602	39,554	135,787
Housing Units Inside Urbanized Area	0.0%	16.4%	24.8%
Housing Units Inside Urbanized Cluster	55.0%	23.6%	22.2%
Rural Housing Units	45.0%	59.9%	53.0%

**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.

**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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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Rooted Rural (10B)	Rooted Rural (10B)	Rooted Rural (10B)
<b>2.</b>	Small Town Simplicity	Rural Bypasses (10E)	Southern Satellites (10A)
<b>3.</b>	Heartland Communities	Small Town Simplicity	Rural Bypasses (10E)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,112,380	\$47,175,445	\$170,664,089
Average Spent	\$1,244.61	\$1,410.29	\$1,453.49
Spending Potential Index	58	65	67
Education: Total \$	\$4,446,161	\$25,557,616	\$95,273,317
Average Spent	\$682.14	\$764.03	\$811.41
Spending Potential Index	47	52	56
Entertainment/Recreation: Total \$	\$12,768,366	\$75,204,280	\$266,930,677
Average Spent	\$1,958.94	\$2,248.19	\$2,273.36
Spending Potential Index	63	72	73
Food at Home: Total \$	\$21,551,006	\$126,082,283	\$447,026,251
Average Spent	\$3,306.38	\$3,769.16	\$3,807.17
Spending Potential Index	66	75	76
Food Away from Home: Total \$	\$13,027,779	\$76,001,340	\$273,502,864
Average Spent	\$1,998.74	\$2,272.02	\$2,329.33
Spending Potential Index	60	68	70
Health Care: Total \$	\$24,638,153	\$145,960,217	\$512,812,826
Average Spent	\$3,780.02	\$4,363.40	\$4,367.45
Spending Potential Index	68	78	78
HH Furnishings & Equipment: Total \$	\$7,798,628	\$45,681,309	\$162,983,339
Average Spent	\$1,196.48	\$1,365.62	\$1,388.07
Spending Potential Index	62	70	71
Personal Care Products & Services: Total \$	\$3,037,728	\$17,779,469	\$63,893,325
Average Spent	\$466.05	\$531.51	\$544.16
Spending Potential Index	59	67	68
Shelter: Total \$	\$58,851,614	\$339,748,958	\$1,235,270,950
Average Spent	\$9,029.09	\$10,156.62	\$10,520.38
Spending Potential Index	56	63	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,458,162	\$55,793,432	\$198,994,370
Average Spent	\$1,451.08	\$1,667.92	\$1,694.77
Spending Potential Index	62	71	72
Travel: Total \$	\$7,275,550	\$42,849,372	\$154,100,861
Average Spent	\$1,116.22	\$1,280.96	\$1,312.42
Spending Potential Index	54	62	63
Vehicle Maintenance & Repairs: Total \$	\$4,555,568	\$26,765,517	\$94,709,284
Average Spent	\$698.92	\$800.14	\$806.61
Spending Potential Index	65	75	75

**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.