



# Market Profile

Maxwell 37 Site Texarkana, AR  
 Drive Times: 20, 40, 60 minute radii

Latitude: 33.4404  
 Longitude: -94.0059

	20 minute	40 minute	60 minute
<b>Population Summary</b>			
2000 Total Population	92,881	162,585	249,956
2010 Total Population	98,620	167,927	252,070
2017 Total Population	100,896	170,661	255,675
2017 Group Quarters	4,401	7,828	8,740
2022 Total Population	102,649	172,398	256,990
2017-2022 Annual Rate	0.35%	0.20%	0.10%
2017 Total Daytime Population	110,054	173,213	248,105
Workers	53,654	77,398	100,604
Residents	56,400	95,815	147,501
<b>Household Summary</b>			
2000 Households	35,407	61,448	95,791
2000 Average Household Size	2.49	2.51	2.51
2010 Households	38,297	64,649	98,523
2010 Average Household Size	2.45	2.47	2.47
2017 Households	39,478	65,952	100,152
2017 Average Household Size	2.44	2.47	2.47
2022 Households	40,242	66,678	100,684
2022 Average Household Size	2.44	2.47	2.47
2017-2022 Annual Rate	0.38%	0.22%	0.11%
2010 Families	25,565	44,044	67,408
2010 Average Family Size	3.00	3.00	2.99
2017 Families	26,119	44,538	67,843
2017 Average Family Size	3.00	3.01	3.00
2022 Families	26,518	44,850	67,900
2022 Average Family Size	3.00	3.01	3.01
2017-2022 Annual Rate	0.30%	0.14%	0.02%
<b>Housing Unit Summary</b>			
2000 Housing Units	39,384	68,567	109,018
Owner Occupied Housing Units	59.5%	62.7%	63.7%
Renter Occupied Housing Units	30.4%	26.9%	24.1%
Vacant Housing Units	10.1%	10.4%	12.1%
2010 Housing Units	42,364	72,552	113,126
Owner Occupied Housing Units	54.5%	58.0%	59.7%
Renter Occupied Housing Units	35.9%	31.1%	27.4%
Vacant Housing Units	9.6%	10.9%	12.9%
2017 Housing Units	43,789	74,643	116,007
Owner Occupied Housing Units	52.5%	55.8%	57.4%
Renter Occupied Housing Units	37.7%	32.5%	29.0%
Vacant Housing Units	9.8%	11.6%	13.7%
2022 Housing Units	44,788	76,106	117,936
Owner Occupied Housing Units	52.2%	55.2%	56.6%
Renter Occupied Housing Units	37.7%	32.4%	28.7%
Vacant Housing Units	10.2%	12.4%	14.6%
<b>Median Household Income</b>			
2017	\$43,346	\$43,004	\$41,606
2022	\$46,620	\$46,630	\$44,850
<b>Median Home Value</b>			
2017	\$121,270	\$106,385	\$96,401
2022	\$158,495	\$140,374	\$125,302
<b>Per Capita Income</b>			
2017	\$24,898	\$23,864	\$23,323
2022	\$27,648	\$26,733	\$26,162
<b>Median Age</b>			
2010	37.0	37.8	38.9
2017	38.3	39.1	40.1
2022	39.2	40.2	41.3

**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	39,472	65,946	100,146
<\$15,000	16.4%	16.3%	16.8%
\$15,000 - \$24,999	13.3%	13.3%	13.8%
\$25,000 - \$34,999	10.8%	11.1%	11.4%
\$35,000 - \$49,999	15.0%	15.0%	15.2%
\$50,000 - \$74,999	18.1%	18.5%	18.0%
\$75,000 - \$99,999	10.6%	10.6%	10.3%
\$100,000 - \$149,999	9.9%	9.4%	9.3%
\$150,000 - \$199,999	3.0%	2.8%	2.6%
\$200,000+	2.9%	2.8%	2.5%
Average Household Income	\$61,015	\$59,973	\$58,161
<b>2022 Households by Income</b>			
Household Income Base	40,236	66,672	100,678
<\$15,000	16.5%	16.3%	16.8%
\$15,000 - \$24,999	12.7%	12.6%	13.1%
\$25,000 - \$34,999	9.8%	10.1%	10.4%
\$35,000 - \$49,999	13.3%	13.3%	13.5%
\$50,000 - \$74,999	17.4%	17.8%	17.3%
\$75,000 - \$99,999	11.6%	11.8%	11.5%
\$100,000 - \$149,999	11.7%	11.4%	11.2%
\$150,000 - \$199,999	3.6%	3.4%	3.3%
\$200,000+	3.3%	3.2%	2.9%
Average Household Income	\$67,954	\$67,358	\$65,404
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	22,978	41,662	66,556
<\$50,000	17.8%	20.5%	23.5%
\$50,000 - \$99,999	25.5%	27.3%	28.5%
\$100,000 - \$149,999	15.9%	16.9%	16.8%
\$150,000 - \$199,999	16.2%	13.6%	12.3%
\$200,000 - \$249,999	8.7%	7.4%	6.6%
\$250,000 - \$299,999	6.3%	5.7%	5.0%
\$300,000 - \$399,999	4.9%	4.2%	3.5%
\$400,000 - \$499,999	1.5%	1.3%	1.2%
\$500,000 - \$749,999	2.1%	1.8%	1.6%
\$750,000 - \$999,999	0.7%	0.8%	0.6%
\$1,000,000 +	0.5%	0.5%	0.4%
Average Home Value	\$157,634	\$147,330	\$135,987
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	23,367	42,014	66,782
<\$50,000	13.9%	15.8%	18.5%
\$50,000 - \$99,999	19.6%	21.6%	23.2%
\$100,000 - \$149,999	13.7%	15.6%	16.4%
\$150,000 - \$199,999	16.8%	14.6%	13.7%
\$200,000 - \$249,999	10.4%	9.2%	8.3%
\$250,000 - \$299,999	9.1%	8.1%	7.2%
\$300,000 - \$399,999	8.2%	7.1%	6.0%
\$400,000 - \$499,999	2.7%	2.7%	2.4%
\$500,000 - \$749,999	3.7%	3.3%	2.8%
\$750,000 - \$999,999	1.2%	1.3%	1.1%
\$1,000,000 +	0.8%	0.7%	0.6%
Average Home Value	\$197,515	\$186,116	\$170,032

**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	98,619	167,925	252,070
0 - 4	7.0%	6.8%	6.7%
5 - 9	6.8%	6.8%	6.7%
10 - 14	6.7%	6.8%	6.8%
15 - 24	13.2%	12.9%	12.7%
25 - 34	13.7%	13.2%	12.4%
35 - 44	13.0%	12.8%	12.5%
45 - 54	13.9%	14.2%	14.4%
55 - 64	11.9%	12.1%	12.6%
65 - 74	7.4%	7.9%	8.6%
75 - 84	4.5%	4.6%	4.8%
85 +	2.0%	1.9%	1.9%
18 +	75.4%	75.5%	75.7%
<b>2017 Population by Age</b>			
Total	100,895	170,659	255,675
0 - 4	6.6%	6.3%	6.2%
5 - 9	6.4%	6.3%	6.3%
10 - 14	6.3%	6.3%	6.3%
15 - 24	12.6%	12.3%	12.0%
25 - 34	13.8%	13.6%	13.0%
35 - 44	12.7%	12.4%	12.0%
45 - 54	12.7%	12.8%	12.8%
55 - 64	12.7%	13.0%	13.5%
65 - 74	9.5%	10.1%	10.7%
75 - 84	4.7%	4.8%	5.2%
85 +	2.1%	2.1%	2.1%
18 +	77.0%	77.5%	77.7%
<b>2022 Population by Age</b>			
Total	102,650	172,398	256,990
0 - 4	6.5%	6.2%	6.0%
5 - 9	6.2%	6.1%	6.1%
10 - 14	6.3%	6.3%	6.3%
15 - 24	12.1%	11.7%	11.4%
25 - 34	13.5%	13.1%	12.4%
35 - 44	12.8%	12.6%	12.2%
45 - 54	12.1%	12.0%	12.0%
55 - 64	12.5%	12.9%	13.4%
65 - 74	10.4%	11.0%	11.6%
75 - 84	5.6%	6.0%	6.4%
85 +	2.1%	2.1%	2.1%
18 +	77.3%	77.8%	77.9%
<b>2010 Population by Sex</b>			
Males	48,474	83,323	124,416
Females	50,146	84,604	127,654
<b>2017 Population by Sex</b>			
Males	49,597	84,861	126,589
Females	51,299	85,800	129,086
<b>2022 Population by Sex</b>			
Males	50,646	86,070	127,762
Females	52,003	86,329	129,228

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 Race/Ethnicity</b>			
Total	98,620	167,927	252,070
White Alone	65.2%	67.8%	69.1%
Black Alone	28.7%	25.8%	24.8%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	0.8%	0.6%	0.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	3.2%	3.0%
Two or More Races	2.1%	1.9%	1.8%
Hispanic Origin	5.2%	5.8%	5.6%
Diversity Index	54.2	53.2	51.7
<b>2017 Population by Race/Ethnicity</b>			
Total	100,895	170,661	255,674
White Alone	63.0%	66.1%	67.3%
Black Alone	29.1%	25.9%	25.1%
American Indian Alone	0.7%	0.8%	0.8%
Asian Alone	1.3%	1.0%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.1%	3.7%	3.6%
Two or More Races	2.7%	2.5%	2.4%
Hispanic Origin	6.5%	7.1%	6.8%
Diversity Index	57.6	56.2	55.0
<b>2022 Population by Race/Ethnicity</b>			
Total	102,649	172,398	256,990
White Alone	61.3%	64.7%	65.9%
Black Alone	29.3%	25.9%	25.1%
American Indian Alone	0.8%	0.8%	0.9%
Asian Alone	1.8%	1.3%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.6%	4.2%	4.1%
Two or More Races	3.1%	3.0%	2.8%
Hispanic Origin	7.5%	8.0%	7.9%
Diversity Index	60.2	58.6	57.5
<b>2010 Population by Relationship and Household Type</b>			
Total	98,620	167,927	252,070
In Households	95.2%	95.1%	96.4%
In Family Households	80.0%	80.9%	82.2%
Householder	25.9%	26.2%	26.7%
Spouse	17.0%	17.8%	18.5%
Child	31.3%	31.2%	31.3%
Other relative	3.6%	3.5%	3.5%
Nonrelative	2.2%	2.1%	2.1%
In Nonfamily Households	15.2%	14.2%	14.2%
In Group Quarters	4.8%	4.9%	3.6%
Institutionalized Population	4.4%	4.6%	3.4%
Noninstitutionalized Population	0.4%	0.3%	0.2%

**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	68,692	117,353	177,168
Less than 9th Grade	4.0%	4.4%	4.6%
9th - 12th Grade, No Diploma	8.3%	9.4%	10.1%
High School Graduate	28.3%	30.1%	31.4%
GED/Alternative Credential	6.9%	7.4%	7.0%
Some College, No Degree	26.1%	25.2%	24.4%
Associate Degree	6.8%	6.7%	6.6%
Bachelor's Degree	13.0%	11.3%	10.8%
Graduate/Professional Degree	6.5%	5.4%	5.2%
<b>2017 Population 15+ by Marital Status</b>			
Total	81,433	138,339	207,739
Never Married	31.2%	29.8%	28.3%
Married	46.6%	48.2%	49.3%
Widowed	7.8%	8.0%	8.4%
Divorced	14.4%	14.0%	13.9%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.3%	94.3%	94.0%
Civilian Unemployed (Unemployment Rate)	5.7%	5.7%	6.0%
<b>2017 Employed Population 16+ by Industry</b>			
Total	42,772	70,605	104,122
Agriculture/Mining	1.4%	2.2%	3.5%
Construction	6.5%	7.0%	6.8%
Manufacturing	10.9%	12.5%	14.2%
Wholesale Trade	2.9%	2.6%	2.6%
Retail Trade	13.6%	12.4%	12.0%
Transportation/Utilities	5.2%	6.0%	5.9%
Information	0.9%	0.7%	0.8%
Finance/Insurance/Real Estate	5.5%	4.8%	4.4%
Services	45.3%	43.4%	42.0%
Public Administration	7.8%	8.4%	7.8%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	42,773	70,605	104,124
White Collar	53.2%	51.3%	50.1%
Management/Business/Financial	9.8%	9.2%	9.1%
Professional	17.7%	17.5%	17.4%
Sales	11.8%	11.2%	10.7%
Administrative Support	13.9%	13.5%	13.0%
Services	20.9%	19.1%	18.5%
Blue Collar	25.8%	29.6%	31.3%
Farming/Forestry/Fishing	0.3%	1.0%	1.7%
Construction/Extraction	5.9%	6.3%	6.4%
Installation/Maintenance/Repair	4.1%	5.2%	5.3%
Production	7.7%	9.2%	9.6%
Transportation/Material Moving	7.8%	7.9%	8.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	98,620	167,927	252,070
Population Inside Urbanized Area	78.4%	46.5%	32.7%
Population Inside Urbanized Cluster	0.1%	15.7%	15.2%
Rural Population	21.5%	37.8%	52.1%

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 Households by Type</b>			
Total	38,297	64,650	98,524
Households with 1 Person	28.5%	27.7%	27.7%
Households with 2+ People	71.5%	72.3%	72.3%
Family Households	66.8%	68.1%	68.4%
Husband-wife Families	43.8%	46.3%	47.3%
With Related Children	18.2%	19.2%	19.2%
Other Family (No Spouse Present)	22.9%	21.9%	21.1%
Other Family with Male Householder	4.7%	4.7%	4.8%
With Related Children	2.7%	2.7%	2.8%
Other Family with Female Householder	18.3%	17.1%	16.2%
With Related Children	12.8%	11.9%	11.1%
Nonfamily Households	4.7%	4.1%	3.9%
All Households with Children	34.2%	34.2%	33.5%
Multigenerational Households	4.5%	4.7%	4.7%
Unmarried Partner Households	5.9%	5.5%	5.3%
Male-female	5.4%	5.0%	4.8%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	38,297	64,648	98,525
1 Person Household	28.5%	27.7%	27.7%
2 Person Household	33.2%	33.7%	34.1%
3 Person Household	17.2%	16.9%	16.7%
4 Person Household	12.3%	12.6%	12.5%
5 Person Household	5.5%	5.7%	5.7%
6 Person Household	2.1%	2.1%	2.1%
7 + Person Household	1.2%	1.3%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	38,297	64,649	98,523
Owner Occupied	60.3%	65.1%	68.5%
Owned with a Mortgage/Loan	34.2%	34.8%	35.2%
Owned Free and Clear	26.1%	30.4%	33.3%
Renter Occupied	39.7%	34.9%	31.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	42,364	72,552	113,126
Housing Units Inside Urbanized Area	78.7%	46.4%	31.3%
Housing Units Inside Urbanized Cluster	0.1%	16.3%	15.2%
Rural Housing Units	21.2%	37.4%	53.5%

**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>	Southern Satellites (10A)	Rooted Rural (10B)	Rooted Rural (10B)
<b>2.</b>	Old and Newcomers (8F)	Southern Satellites (10A)	Southern Satellites (10A)
<b>3.</b>	In Style (5B)	Small Town Simplicity	Rural Bypasses (10E)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$64,143,480	\$103,826,297	\$151,693,790
Average Spent	\$1,624.79	\$1,574.27	\$1,514.64
Spending Potential Index	75	73	70
Education: Total \$	\$40,804,787	\$61,573,889	\$84,516,097
Average Spent	\$1,033.61	\$933.62	\$843.88
Spending Potential Index	71	64	58
Entertainment/Recreation: Total \$	\$95,140,969	\$159,256,665	\$237,897,742
Average Spent	\$2,409.97	\$2,414.74	\$2,375.37
Spending Potential Index	77	77	76
Food at Home: Total \$	\$157,747,332	\$265,335,211	\$398,130,197
Average Spent	\$3,995.83	\$4,023.16	\$3,975.26
Spending Potential Index	79	80	79
Food Away from Home: Total \$	\$101,040,683	\$165,274,168	\$243,257,866
Average Spent	\$2,559.42	\$2,505.98	\$2,428.89
Spending Potential Index	77	75	73
Health Care: Total \$	\$174,938,594	\$300,910,796	\$457,345,895
Average Spent	\$4,431.29	\$4,562.57	\$4,566.52
Spending Potential Index	79	82	82
HH Furnishings & Equipment: Total \$	\$59,147,000	\$97,946,213	\$145,179,756
Average Spent	\$1,498.23	\$1,485.11	\$1,449.59
Spending Potential Index	77	76	75
Personal Care Products & Services: Total \$	\$23,823,745	\$38,821,566	\$56,870,343
Average Spent	\$603.47	\$588.63	\$567.84
Spending Potential Index	76	74	71
Shelter: Total \$	\$477,955,425	\$761,494,418	\$1,097,472,508
Average Spent	\$12,106.88	\$11,546.19	\$10,958.07
Spending Potential Index	75	71	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$71,212,430	\$118,884,895	\$177,317,319
Average Spent	\$1,803.85	\$1,802.60	\$1,770.48
Spending Potential Index	77	77	76
Travel: Total \$	\$58,708,657	\$94,701,095	\$137,226,088
Average Spent	\$1,487.12	\$1,435.91	\$1,370.18
Spending Potential Index	72	69	66
Vehicle Maintenance & Repairs: Total \$	\$33,276,725	\$56,161,693	\$84,395,331
Average Spent	\$842.92	\$851.55	\$842.67
Spending Potential Index	79	79	79

**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.