



# Market Profile

Prescott Industrial Park Prescott, AR  
 Drive Times: 20, 40, 60 minute radii

Latitude: 33.8026  
 Longitude: -93.3810

	20 minute	40 minute	60 minute
<b>Population Summary</b>			
2000 Total Population	8,396	53,310	231,752
2010 Total Population	7,766	50,689	232,995
2017 Total Population	7,417	49,927	233,022
2017 Group Quarters	160	3,178	11,783
2022 Total Population	7,111	48,847	231,308
2017-2022 Annual Rate	-0.84%	-0.44%	-0.15%
2017 Total Daytime Population	7,341	50,656	243,252
Workers	2,982	21,697	111,109
Residents	4,359	28,959	132,143
<b>Household Summary</b>			
2000 Households	3,289	20,373	89,821
2000 Average Household Size	2.46	2.48	2.47
2010 Households	3,140	19,776	91,568
2010 Average Household Size	2.42	2.41	2.42
2017 Households	3,005	19,545	91,616
2017 Average Household Size	2.41	2.39	2.41
2022 Households	2,882	19,158	91,050
2022 Average Household Size	2.41	2.38	2.41
2017-2022 Annual Rate	-0.83%	-0.40%	-0.12%
2010 Families	2,162	13,118	61,033
2010 Average Family Size	2.93	2.95	2.97
2017 Families	2,042	12,781	60,368
2017 Average Family Size	2.93	2.94	2.97
2022 Families	1,948	12,442	59,694
2022 Average Family Size	2.92	2.93	2.96
2017-2022 Annual Rate	-0.94%	-0.54%	-0.22%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,846	23,460	101,933
Owner Occupied Housing Units	60.1%	59.3%	60.6%
Renter Occupied Housing Units	25.4%	27.6%	27.6%
Vacant Housing Units	14.5%	13.2%	11.9%
2010 Housing Units	3,723	23,447	105,279
Owner Occupied Housing Units	57.5%	55.7%	56.1%
Renter Occupied Housing Units	26.8%	28.6%	30.9%
Vacant Housing Units	15.7%	15.7%	13.0%
2017 Housing Units	3,645	23,672	106,975
Owner Occupied Housing Units	54.8%	53.5%	53.8%
Renter Occupied Housing Units	27.6%	29.1%	31.9%
Vacant Housing Units	17.6%	17.4%	14.4%
2022 Housing Units	3,643	23,817	108,270
Owner Occupied Housing Units	52.6%	52.1%	52.7%
Renter Occupied Housing Units	26.5%	28.3%	31.4%
Vacant Housing Units	20.9%	19.6%	15.9%
<b>Median Household Income</b>			
2017	\$37,217	\$36,228	\$39,090
2022	\$39,134	\$37,973	\$41,314
<b>Median Home Value</b>			
2017	\$82,048	\$88,544	\$97,066
2022	\$94,553	\$106,269	\$121,705
<b>Per Capita Income</b>			
2017	\$21,062	\$20,890	\$22,714
2022	\$23,396	\$23,049	\$25,119
<b>Median Age</b>			
2010	40.3	36.6	37.7
2017	41.8	37.7	38.9
2022	43.1	38.9	40.0

**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	3,005	19,545	91,610
<\$15,000	20.8%	19.9%	18.1%
\$15,000 - \$24,999	13.5%	14.9%	14.1%
\$25,000 - \$34,999	12.4%	13.7%	12.9%
\$35,000 - \$49,999	16.1%	14.0%	14.4%
\$50,000 - \$74,999	16.3%	16.3%	17.3%
\$75,000 - \$99,999	9.5%	10.2%	10.2%
\$100,000 - \$149,999	7.8%	7.4%	8.6%
\$150,000 - \$199,999	1.9%	1.8%	2.3%
\$200,000+	1.6%	1.8%	2.2%
Average Household Income	\$51,146	\$51,724	\$55,611
<b>2022 Households by Income</b>			
Household Income Base	2,882	19,158	91,044
<\$15,000	20.7%	20.0%	18.2%
\$15,000 - \$24,999	12.6%	14.0%	13.4%
\$25,000 - \$34,999	11.6%	12.7%	11.9%
\$35,000 - \$49,999	14.7%	13.0%	13.1%
\$50,000 - \$74,999	16.3%	16.4%	17.0%
\$75,000 - \$99,999	10.6%	11.2%	11.2%
\$100,000 - \$149,999	9.5%	8.5%	10.1%
\$150,000 - \$199,999	2.3%	2.2%	2.7%
\$200,000+	1.7%	2.0%	2.5%
Average Household Income	\$56,876	\$57,094	\$61,626
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	1,999	12,666	57,513
<\$50,000	27.2%	27.0%	23.0%
\$50,000 - \$99,999	35.7%	29.9%	28.6%
\$100,000 - \$149,999	18.9%	18.6%	17.1%
\$150,000 - \$199,999	10.1%	10.8%	13.0%
\$200,000 - \$249,999	4.3%	5.4%	6.5%
\$250,000 - \$299,999	1.9%	4.4%	5.0%
\$300,000 - \$399,999	1.3%	1.7%	3.2%
\$400,000 - \$499,999	0.0%	1.0%	1.2%
\$500,000 - \$749,999	1.0%	0.8%	1.5%
\$750,000 - \$999,999	0.0%	0.2%	0.4%
\$1,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$99,638	\$115,656	\$134,306
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,916	12,413	57,047
<\$50,000	20.3%	19.9%	17.5%
\$50,000 - \$99,999	33.3%	27.2%	24.4%
\$100,000 - \$149,999	24.4%	23.3%	18.6%
\$150,000 - \$199,999	11.4%	12.1%	14.0%
\$200,000 - \$249,999	4.0%	5.2%	7.1%
\$250,000 - \$299,999	2.1%	5.0%	6.5%
\$300,000 - \$399,999	2.1%	2.9%	5.3%
\$400,000 - \$499,999	0.0%	1.8%	2.4%
\$500,000 - \$749,999	2.2%	1.8%	2.7%
\$750,000 - \$999,999	0.0%	0.4%	0.8%
\$1,000,000 +	0.0%	0.4%	0.6%
Average Home Value	\$116,762	\$139,297	\$165,706

**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	7,765	50,691	232,993
0 - 4	7.1%	6.7%	6.8%
5 - 9	6.6%	6.2%	6.5%
10 - 14	6.6%	6.2%	6.5%
15 - 24	12.3%	17.9%	14.7%
25 - 34	11.3%	11.3%	12.3%
35 - 44	11.8%	10.9%	12.0%
45 - 54	14.3%	13.5%	13.9%
55 - 64	13.3%	11.9%	12.2%
65 - 74	9.1%	8.4%	8.1%
75 - 84	5.3%	5.1%	5.0%
85 +	2.3%	2.0%	2.1%
18 +	75.6%	77.2%	76.1%
<b>2017 Population by Age</b>			
Total	7,416	49,929	233,022
0 - 4	6.6%	6.2%	6.3%
5 - 9	6.5%	6.0%	6.2%
10 - 14	6.2%	5.8%	6.1%
15 - 24	11.3%	16.5%	13.6%
25 - 34	11.7%	12.6%	13.2%
35 - 44	11.2%	10.5%	11.6%
45 - 54	12.8%	11.7%	12.4%
55 - 64	14.3%	12.9%	13.1%
65 - 74	11.3%	10.3%	10.2%
75 - 84	5.7%	5.3%	5.1%
85 +	2.4%	2.2%	2.3%
18 +	77.3%	78.9%	77.9%
<b>2022 Population by Age</b>			
Total	7,114	48,845	231,307
0 - 4	6.3%	5.9%	6.1%
5 - 9	6.4%	5.9%	6.0%
10 - 14	6.6%	6.1%	6.2%
15 - 24	10.8%	15.9%	13.0%
25 - 34	10.8%	11.8%	12.6%
35 - 44	11.3%	11.0%	11.9%
45 - 54	11.9%	10.8%	11.6%
55 - 64	14.1%	12.7%	12.9%
65 - 74	12.5%	11.3%	11.2%
75 - 84	6.9%	6.3%	6.2%
85 +	2.4%	2.3%	2.3%
18 +	77.0%	78.8%	78.0%
<b>2010 Population by Sex</b>			
Males	3,762	24,329	113,397
Females	4,004	26,360	119,598
<b>2017 Population by Sex</b>			
Males	3,619	24,096	114,146
Females	3,798	25,831	118,876
<b>2022 Population by Sex</b>			
Males	3,493	23,683	113,820
Females	3,619	25,164	117,488

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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Prescott Industrial Park Prescott, AR  
 Drive Times: 20, 40, 60 minute radii

Latitude: 33.8026  
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	20 minute	40 minute	60 minute
<b>2010 Population by Race/Ethnicity</b>			
Total	7,766	50,690	232,994
White Alone	65.8%	65.2%	65.7%
Black Alone	29.0%	27.6%	28.6%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	0.3%	0.4%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	4.7%	2.7%
Two or More Races	1.7%	1.7%	1.8%
Hispanic Origin	4.4%	7.2%	5.0%
Diversity Index	52.6	56.6	53.5
<b>2017 Population by Race/Ethnicity</b>			
Total	7,416	49,926	233,022
White Alone	63.8%	63.8%	64.2%
Black Alone	28.7%	27.6%	28.6%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	0.5%	0.6%	1.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.0%	5.3%	3.2%
Two or More Races	2.6%	2.1%	2.3%
Hispanic Origin	6.2%	8.1%	6.2%
Diversity Index	56.8	58.8	56.3
<b>2022 Population by Race/Ethnicity</b>			
Total	7,111	48,847	231,308
White Alone	62.1%	62.7%	62.9%
Black Alone	28.2%	27.5%	28.5%
American Indian Alone	0.5%	0.5%	0.7%
Asian Alone	0.7%	0.7%	1.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.1%	6.0%	3.7%
Two or More Races	3.4%	2.5%	2.8%
Hispanic Origin	7.9%	9.1%	7.2%
Diversity Index	60.2	60.9	58.7
<b>2010 Population by Relationship and Household Type</b>			
Total	7,766	50,689	232,995
In Households	97.9%	94.0%	95.3%
In Family Households	83.8%	78.4%	79.9%
Householder	27.7%	25.9%	26.2%
Spouse	18.7%	17.9%	17.7%
Child	31.3%	29.1%	30.4%
Other relative	3.8%	3.5%	3.5%
Nonrelative	2.3%	2.0%	2.1%
In Nonfamily Households	14.1%	15.6%	15.4%
In Group Quarters	2.1%	6.0%	4.7%
Institutionalized Population	1.9%	1.5%	3.1%
Noninstitutionalized Population	0.1%	4.5%	1.6%

**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	5,147	32,696	158,081
Less than 9th Grade	5.8%	6.3%	4.7%
9th - 12th Grade, No Diploma	9.6%	10.5%	9.8%
High School Graduate	32.2%	30.8%	29.9%
GED/Alternative Credential	6.8%	4.9%	6.5%
Some College, No Degree	23.7%	22.5%	23.5%
Associate Degree	5.4%	7.1%	7.6%
Bachelor's Degree	10.9%	10.8%	11.6%
Graduate/Professional Degree	5.7%	7.1%	6.4%
<b>2017 Population 15+ by Marital Status</b>			
Total	5,988	40,939	189,838
Never Married	21.4%	32.9%	30.7%
Married	56.0%	46.6%	47.4%
Widowed	8.7%	8.7%	8.2%
Divorced	13.9%	11.8%	13.7%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.6%	94.3%	94.5%
Civilian Unemployed (Unemployment Rate)	7.4%	5.7%	5.5%
<b>2017 Employed Population 16+ by Industry</b>			
Total	3,067	21,090	98,624
Agriculture/Mining	5.5%	5.8%	3.6%
Construction	6.9%	5.2%	5.8%
Manufacturing	19.4%	18.7%	15.4%
Wholesale Trade	3.5%	1.7%	2.2%
Retail Trade	13.1%	9.7%	11.7%
Transportation/Utilities	6.3%	5.4%	5.1%
Information	0.2%	0.6%	0.8%
Finance/Insurance/Real Estate	3.5%	4.1%	4.6%
Services	36.3%	43.4%	44.4%
Public Administration	5.3%	5.4%	6.2%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	3,066	21,090	98,622
White Collar	41.4%	50.7%	51.0%
Management/Business/Financial	9.4%	9.1%	9.6%
Professional	13.4%	21.6%	19.0%
Sales	9.5%	8.7%	10.3%
Administrative Support	9.2%	11.2%	12.1%
Services	23.9%	17.6%	19.4%
Blue Collar	34.7%	31.7%	29.6%
Farming/Forestry/Fishing	5.6%	3.9%	2.0%
Construction/Extraction	6.7%	5.6%	5.8%
Installation/Maintenance/Repair	3.7%	4.2%	4.3%
Production	9.2%	10.3%	9.3%
Transportation/Material Moving	9.5%	7.8%	8.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,766	50,689	232,995
Population Inside Urbanized Area	0.0%	0.0%	33.6%
Population Inside Urbanized Cluster	38.7%	45.8%	26.0%
Rural Population	61.3%	54.2%	40.4%

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	3,140	19,777	91,568
Households with 1 Person	27.9%	28.7%	28.8%
Households with 2+ People	72.1%	71.3%	71.2%
Family Households	68.9%	66.3%	66.7%
Husband-wife Families	46.4%	45.9%	45.0%
With Related Children	17.9%	18.1%	18.0%
Other Family (No Spouse Present)	22.5%	20.5%	21.6%
Other Family with Male Householder	5.1%	4.8%	4.6%
With Related Children	3.0%	2.7%	2.6%
Other Family with Female Householder	17.4%	15.7%	17.0%
With Related Children	11.6%	10.6%	11.7%
Nonfamily Households	3.2%	5.0%	4.6%
All Households with Children	32.8%	31.7%	32.7%
Multigenerational Households	3.8%	3.9%	4.3%
Unmarried Partner Households	4.8%	4.9%	5.4%
Male-female	4.2%	4.4%	4.9%
Same-sex	0.6%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	3,139	19,776	91,568
1 Person Household	27.9%	28.7%	28.8%
2 Person Household	34.4%	35.1%	34.2%
3 Person Household	17.4%	16.2%	16.7%
4 Person Household	12.1%	11.8%	11.9%
5 Person Household	5.2%	5.2%	5.4%
6 Person Household	1.7%	1.7%	1.9%
7 + Person Household	1.2%	1.3%	1.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,140	19,776	91,568
Owner Occupied	68.2%	66.0%	64.5%
Owned with a Mortgage/Loan	34.4%	34.0%	34.6%
Owned Free and Clear	33.8%	32.1%	29.9%
Renter Occupied	31.8%	34.0%	35.5%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,723	23,447	105,279
Housing Units Inside Urbanized Area	0.0%	0.0%	32.1%
Housing Units Inside Urbanized Cluster	38.6%	40.9%	25.4%
Rural Housing Units	61.4%	59.1%	42.6%

**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	Small Town Simplicity	Southern Satellites (10A)
<b>3.</b>	Hardscrabble Road (8G)	Midlife Constants (5E)	Small Town Simplicity
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,945,469	\$26,144,096	\$133,263,922
Average Spent	\$1,312.97	\$1,337.64	\$1,454.59
Spending Potential Index	61	62	67
Education: Total \$	\$2,055,720	\$14,474,626	\$77,368,228
Average Spent	\$684.10	\$740.58	\$844.48
Spending Potential Index	47	51	58
Entertainment/Recreation: Total \$	\$6,413,924	\$41,630,356	\$206,501,730
Average Spent	\$2,134.42	\$2,129.97	\$2,253.99
Spending Potential Index	68	68	72
Food at Home: Total \$	\$10,874,852	\$70,018,909	\$345,250,861
Average Spent	\$3,618.92	\$3,582.45	\$3,768.46
Spending Potential Index	72	71	75
Food Away from Home: Total \$	\$6,409,733	\$42,210,897	\$212,950,887
Average Spent	\$2,133.02	\$2,159.68	\$2,324.39
Spending Potential Index	64	65	70
Health Care: Total \$	\$12,584,669	\$80,651,130	\$393,051,153
Average Spent	\$4,187.91	\$4,126.43	\$4,290.20
Spending Potential Index	75	74	77
HH Furnishings & Equipment: Total \$	\$3,862,306	\$25,288,571	\$126,455,289
Average Spent	\$1,285.29	\$1,293.86	\$1,380.28
Spending Potential Index	66	67	71
Personal Care Products & Services: Total \$	\$1,486,041	\$9,851,009	\$49,861,084
Average Spent	\$494.52	\$504.02	\$544.24
Spending Potential Index	62	63	68
Shelter: Total \$	\$28,352,737	\$189,846,469	\$974,256,123
Average Spent	\$9,435.19	\$9,713.30	\$10,634.13
Spending Potential Index	58	60	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,718,495	\$30,770,856	\$153,985,596
Average Spent	\$1,570.21	\$1,574.36	\$1,680.77
Spending Potential Index	67	67	72
Travel: Total \$	\$3,513,739	\$23,657,258	\$120,750,582
Average Spent	\$1,169.30	\$1,210.40	\$1,318.01
Spending Potential Index	56	58	64
Vehicle Maintenance & Repairs: Total \$	\$2,297,702	\$14,831,602	\$73,069,097
Average Spent	\$764.63	\$758.84	\$797.56
Spending Potential Index	71	71	74

**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.