

## Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd Prescott, AZ 86301							1 mi radius	3 mi radius	5 mi radius
Population									
Estimated Population (2022)	5,618		23,860		50,969				
Projected Population (2027)	6,227		25,585		54,211				
Census Population (2020)	5,552		23,277		49,558				
Census Population (2010)	4,127		19,058		43,368				
Projected Annual Growth (2022-2027)	609	2.2%	1,725	1.4%	3,242	1.3%			
Historical Annual Growth (2020-2022)	66	-	583	1.3%	1,411	1.4%			
Historical Annual Growth (2010-2020)	1,426	3.5%	4,219	2.2%	6,190	1.4%			
Estimated Population Density (2022)	1,789	psm	844	psm	649	psm			
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi			
Households									
Estimated Households (2022)	2,822		10,801		24,133				
Projected Households (2027)	3,123		11,628		25,691				
Census Households (2020)	2,783		10,512		23,409				
Census Households (2010)	1,930		8,585		20,025				
Projected Annual Growth (2022-2027)	301	2.1%	827	1.5%	1,558	1.3%			
Historical Annual Change (2010-2022)	892	3.8%	2,217	2.2%	4,108	1.7%			
Average Household Income									
Estimated Average Household Income (2022)	\$81,016		\$81,953		\$78,299				
Projected Average Household Income (2027)	\$84,034		\$88,853		\$86,448				
Census Average Household Income (2010)	\$54,826		\$66,645		\$58,358				
Census Average Household Income (2000)	\$45,741		\$53,101		\$49,068				
Projected Annual Change (2022-2027)	\$3,019	0.7%	\$6,900	1.7%	\$8,150	2.1%			
Historical Annual Change (2000-2022)	\$35,274	3.5%	\$28,852	2.5%	\$29,231	2.7%			
Median Household Income									
Estimated Median Household Income (2022)	\$56,272		\$67,852		\$63,825				
Projected Median Household Income (2027)	\$68,278		\$82,076		\$77,824				
Census Median Household Income (2010)	\$40,478		\$47,001		\$44,054				
Census Median Household Income (2000)	\$30,025		\$38,268		\$35,773				
Projected Annual Change (2022-2027)	\$12,005	4.3%	\$14,224	4.2%	\$13,999	4.4%			
Historical Annual Change (2000-2022)	\$26,247	4.0%	\$29,584	3.5%	\$28,053	3.6%			
Per Capita Income									
Estimated Per Capita Income (2022)	\$40,808		\$37,545		\$37,421				
Projected Per Capita Income (2027)	\$42,253		\$40,797		\$41,295				
Census Per Capita Income (2010)	\$25,630		\$30,033		\$26,956				
Census Per Capita Income (2000)	\$21,220		\$22,471		\$21,608				
Projected Annual Change (2022-2027)	\$1,445	0.7%	\$3,252	1.7%	\$3,874	2.1%			
Historical Annual Change (2000-2022)	\$19,588	4.2%	\$15,074	3.0%	\$15,814	3.3%			
Estimated Average Household Net Worth (2022)	\$928,941		\$900,803		\$783,103				

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Prescott, AZ 86301							
	1 mi radius		3 mi radius		5 mi radius		
Race and Ethnicity							
Total Population (2022)	5,618		23,860		50,969		
White (2022)	4,866	86.6%	19,469	81.6%	42,306	83.0%	
Black or African American (2022)	32	0.6%	125	0.5%	301	0.6%	
American Indian or Alaska Native (2022)	35	0.6%	200	0.8%	583	1.1%	
Asian (2022)	171	3.0%	1,705	7.1%	2,292	4.5%	
Hawaiian or Pacific Islander (2022)	-	-	26	0.1%	47	-	
Other Race (2022)	57	1.0%	408	1.7%	1,303	2.6%	
Two or More Races (2022)	457	8.1%	1,929	8.1%	4,137	8.1%	
Population < 18 (2022)	629	11.2%	2,836	11.9%	5,999	11.8%	
White Not Hispanic	451	71.7%	2,020	71.2%	4,054	67.6%	
Black or African American	2	0.3%	13	0.4%	27	0.5%	
Asian	17	2.6%	58	2.0%	85	1.4%	
Other Race Not Hispanic	54	8.5%	255	9.0%	581	9.7%	
Hispanic	106	16.9%	490	17.3%	1,251	20.9%	
Not Hispanic or Latino Population (2022)	5,154	91.7%	21,745	91.1%	45,704	89.7%	
Not Hispanic White	4,627	89.8%	18,367	84.5%	39,744	87.0%	
Not Hispanic Black or African American	16	0.3%	102	0.5%	267	0.6%	
Not Hispanic American Indian or Alaska Native	29	0.6%	160	0.7%	476	1.0%	
Not Hispanic Asian	131	2.6%	1,620	7.4%	2,055	4.5%	
Not Hispanic Hawaiian or Pacific Islander	-	-	11	-	24	-	
Not Hispanic Other Race	15	0.3%	26	0.1%	71	0.2%	
Not Hispanic Two or More Races	336	6.5%	1,461	6.7%	3,067	6.7%	
Hispanic or Latino Population (2022)	464	8.3%	2,115	8.9%	5,265	10.3%	
Hispanic White	239	51.5%	1,102	52.1%	2,562	48.7%	
Hispanic Black or African American	16	3.5%	23	1.1%	34	0.6%	
Hispanic American Indian or Alaska Native	6	1.3%	40	1.9%	106	2.0%	
Hispanic Asian	40	8.6%	85	4.0%	237	4.5%	
Hispanic Hawaiian or Pacific Islander	-	-	15	0.7%	24	0.5%	
Hispanic Other Race	42	9.0%	382	18.1%	1,232	23.4%	
Hispanic Two or More Races	121	26.1%	468	22.1%	1,070	20.3%	
Not Hispanic or Latino Population (2020)	5,149	92.7%	21,364	91.8%	44,953	90.7%	
Hispanic or Latino Population (2020)	403	7.3%	1,913	8.2%	4,605	9.3%	
Not Hispanic or Latino Population (2010)	3,860	93.5%	17,821	93.5%	39,601	91.3%	
Hispanic or Latino Population (2010)	267	6.5%	1,237	6.5%	3,767	8.7%	
Not Hispanic or Latino Population (2027)	5,718	91.8%	23,341	91.2%	48,671	89.8%	
Hispanic or Latino Population (2027)	509	8.2%	2,245	8.8%	5,540	10.2%	
Projected Annual Growth (2022-2027)	45	1.9%	130	1.2%	275	1.0%	
Historical Annual Growth (2010-2020)	136	5.1%	676	5.5%	838	2.2%	

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Prescott, AZ 86301							
Total Age Distribution (2022)							
Total Population	5,618			23,860		50,969	
Age Under 5 Years	149	2.6%		528	2.2%	1,278	2.5%
Age 5 to 9 Years	195	3.5%		774	3.2%	1,618	3.2%
Age 10 to 14 Years	169	3.0%		928	3.9%	1,909	3.7%
Age 15 to 19 Years	246	4.4%		1,762	7.4%	2,903	5.7%
Age 20 to 24 Years	331	5.9%		1,533	6.4%	3,087	6.1%
Age 25 to 29 Years	213	3.8%		759	3.2%	1,914	3.8%
Age 30 to 34 Years	218	3.9%		775	3.2%	1,916	3.8%
Age 35 to 39 Years	181	3.2%		767	3.2%	1,840	3.6%
Age 40 to 44 Years	184	3.3%		865	3.6%	2,017	4.0%
Age 45 to 49 Years	198	3.5%		955	4.0%	2,217	4.3%
Age 50 to 54 Years	347	6.2%		1,383	5.8%	3,123	6.1%
Age 55 to 59 Years	396	7.0%		1,777	7.4%	4,141	8.1%
Age 60 to 64 Years	608	10.8%		2,401	10.1%	5,248	10.3%
Age 65 to 69 Years	665	11.8%		2,621	11.0%	5,556	10.9%
Age 70 to 74 Years	637	11.3%		2,382	10.0%	4,910	9.6%
Age 75 to 79 Years	421	7.5%		1,599	6.7%	3,299	6.5%
Age 80 to 84 Years	235	4.2%		990	4.1%	2,035	4.0%
Age 85 Years or Over	226	4.0%		1,062	4.5%	1,959	3.8%
Median Age	57.7			53.5		53.9	
Age 19 Years or Less	758	13.5%		3,992	16.7%	7,707	15.1%
Age 20 to 64 Years	2,677	47.6%		11,214	47.0%	25,504	50.0%
Age 65 Years or Over	2,183	38.9%		8,654	36.3%	17,758	34.8%
Female Age Distribution (2022)							
Female Population	2,898	51.6%		11,751	49.2%	25,226	49.5%
Age Under 5 Years	72	2.5%		251	2.1%	614	2.4%
Age 5 to 9 Years	94	3.2%		381	3.2%	795	3.2%
Age 10 to 14 Years	93	3.2%		454	3.9%	919	3.6%
Age 15 to 19 Years	112	3.8%		639	5.4%	1,166	4.6%
Age 20 to 24 Years	122	4.2%		466	4.0%	1,188	4.7%
Age 25 to 29 Years	97	3.3%		317	2.7%	853	3.4%
Age 30 to 34 Years	110	3.8%		395	3.4%	910	3.6%
Age 35 to 39 Years	94	3.2%		400	3.4%	933	3.7%
Age 40 to 44 Years	99	3.4%		456	3.9%	1,017	4.0%
Age 45 to 49 Years	106	3.6%		509	4.3%	1,138	4.5%
Age 50 to 54 Years	194	6.7%		750	6.4%	1,633	6.5%
Age 55 to 59 Years	231	8.0%		977	8.3%	2,215	8.8%
Age 60 to 64 Years	331	11.4%		1,240	10.5%	2,653	10.5%
Age 65 to 69 Years	361	12.5%		1,399	11.9%	2,910	11.5%
Age 70 to 74 Years	327	11.3%		1,186	10.1%	2,487	9.9%
Age 75 to 79 Years	212	7.3%		785	6.7%	1,607	6.4%
Age 80 to 84 Years	125	4.3%		529	4.5%	1,040	4.1%
Age 85 Years or Over	120	4.1%		618	5.3%	1,149	4.6%
Female Median Age	59.0			58.1		56.4	
Age 19 Years or Less	371	12.8%		1,724	14.7%	3,494	13.8%
Age 20 to 64 Years	1,382	47.7%		5,510	46.9%	12,539	49.7%
Age 65 Years or Over	1,145	39.5%		4,516	38.4%	9,193	36.4%

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	1 mi radius		3 mi radius		5 mi radius		
Male Age Distribution (2022)							
Male Population	2,720	48.4%	12,109	50.8%	25,743	50.5%	
Age Under 5 Years	76	2.8%	277	2.3%	664	2.6%	
Age 5 to 9 Years	101	3.7%	393	3.2%	822	3.2%	
Age 10 to 14 Years	75	2.8%	474	3.9%	990	3.8%	
Age 15 to 19 Years	135	4.9%	1,123	9.3%	1,737	6.7%	
Age 20 to 24 Years	209	7.7%	1,066	8.8%	1,899	7.4%	
Age 25 to 29 Years	117	4.3%	441	3.6%	1,061	4.1%	
Age 30 to 34 Years	108	4.0%	379	3.1%	1,006	3.9%	
Age 35 to 39 Years	87	3.2%	367	3.0%	908	3.5%	
Age 40 to 44 Years	85	3.1%	409	3.4%	1,001	3.9%	
Age 45 to 49 Years	92	3.4%	446	3.7%	1,079	4.2%	
Age 50 to 54 Years	154	5.6%	633	5.2%	1,490	5.8%	
Age 55 to 59 Years	164	6.0%	800	6.6%	1,925	7.5%	
Age 60 to 64 Years	278	10.2%	1,161	9.6%	2,596	10.1%	
Age 65 to 69 Years	304	11.2%	1,222	10.1%	2,646	10.3%	
Age 70 to 74 Years	310	11.4%	1,196	9.9%	2,422	9.4%	
Age 75 to 79 Years	208	7.7%	815	6.7%	1,692	6.6%	
Age 80 to 84 Years	111	4.1%	461	3.8%	995	3.9%	
Age 85 Years or Over	106	3.9%	444	3.7%	810	3.1%	
Male Median Age	56.6		51.0		52.2		
Age 19 Years or Less	387	14.2%	2,268	18.7%	4,214	16.4%	
Age 20 to 64 Years	1,295	47.6%	5,703	47.1%	12,964	50.4%	
Age 65 Years or Over	1,038	38.2%	4,138	34.2%	8,565	33.3%	
Males per 100 Females (2022)							
Overall Comparison	94		103		102		
Age Under 5 Years	105	51.3%	110	52.5%	108	52.0%	
Age 5 to 9 Years	108	51.9%	103	50.8%	103	50.8%	
Age 10 to 14 Years	81	44.7%	104	51.1%	108	51.9%	
Age 15 to 19 Years	121	54.7%	176	63.7%	149	59.8%	
Age 20 to 24 Years	172	63.2%	229	69.6%	160	61.5%	
Age 25 to 29 Years	121	54.8%	139	58.2%	124	55.4%	
Age 30 to 34 Years	99	49.7%	96	49.0%	111	52.5%	
Age 35 to 39 Years	93	48.1%	92	47.8%	97	49.3%	
Age 40 to 44 Years	87	46.4%	90	47.3%	98	49.6%	
Age 45 to 49 Years	87	46.7%	88	46.7%	95	48.7%	
Age 50 to 54 Years	79	44.2%	84	45.8%	91	47.7%	
Age 55 to 59 Years	71	41.6%	82	45.0%	87	46.5%	
Age 60 to 64 Years	84	45.6%	94	48.4%	98	49.5%	
Age 65 to 69 Years	84	45.6%	87	46.6%	91	47.6%	
Age 70 to 74 Years	95	48.7%	101	50.2%	97	49.3%	
Age 75 to 79 Years	98	49.5%	104	50.9%	105	51.3%	
Age 80 to 84 Years	89	47.0%	87	46.6%	96	48.9%	
Age 85 Years or Over	88	46.8%	72	41.8%	71	41.4%	
Age 19 Years or Less	104	51.1%	132	56.8%	121	54.7%	
Age 20 to 39 Years	124	55.3%	143	58.8%	125	55.7%	
Age 40 to 64 Years	81	44.6%	88	46.7%	93	48.3%	
Age 65 Years or Over	91	47.5%	92	47.8%	93	48.2%	

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	1 mi radius		3 mi radius		5 mi radius		
Household Type (2022)							
Total Households	2,822		10,801		24,133		
Households with Children	383	13.6%	1,655	15.3%	3,695	15.3%	
Average Household Size	2.0		2.1		2.0		
Household Density per Square Mile	899		382		307		
Population Family	3,950	70.3%	16,762	70.3%	35,035	68.7%	
Population Non-Family	1,564	27.8%	5,474	22.9%	13,573	26.6%	
Population Group Quarters	104	1.9%	1,624	6.8%	2,361	4.6%	
Family Households	1,548	54.9%	6,373	59.0%	13,359	55.4%	
Married Couple Households	1,278	82.5%	5,395	84.7%	10,818	81.0%	
Other Family Households with Children	271	17.5%	978	15.3%	2,542	19.0%	
Family Households with Children	383	24.7%	1,655	26.0%	3,690	27.6%	
Married Couple with Children	252	65.8%	1,172	70.8%	2,356	63.9%	
Other Family Households with Children	131	34.2%	482	29.2%	1,334	36.1%	
Family Households No Children	1,165	75.3%	4,719	74.0%	9,670	72.4%	
Married Couple No Children	1,026	88.0%	4,223	89.5%	8,462	87.5%	
Other Family Households No Children	140	12.0%	496	10.5%	1,208	12.5%	
Non-Family Households	1,273	45.1%	4,428	41.0%	10,774	44.6%	
Non-Family Households with Children	-	-	-	-	6	-	
Non-Family Households No Children	1,273	100.0%	4,427	100.0%	10,768	99.9%	
Average Family Household Size	2.6		2.6		2.6		
Average Family Income	\$101,090		\$105,941		\$107,785		
Median Family Income	\$72,311		\$85,325		\$82,759		
Average Non-Family Household Size	1.2		1.2		1.3		
Marital Status (2022)							
Population Age 15 Years or Over	5,106		21,630		46,165		
Never Married	925	18.1%	4,746	21.9%	10,166	22.0%	
Currently Married	2,863	56.1%	11,788	54.5%	23,687	51.3%	
Previously Married	1,317	25.8%	5,096	23.6%	12,312	26.7%	
Separated	293	22.2%	684	13.4%	1,502	12.2%	
Widowed	306	23.2%	1,728	33.9%	3,817	31.0%	
Divorced	719	54.6%	2,683	52.7%	6,993	56.8%	
Educational Attainment (2022)							
Adult Population Age 25 Years or Over	4,529		18,335		40,174		
Elementary (Grade Level 0 to 8)	63	1.4%	209	1.1%	525	1.3%	
Some High School (Grade Level 9 to 11)	182	4.0%	805	4.4%	1,948	4.8%	
High School Graduate	930	20.5%	3,518	19.2%	7,714	19.2%	
Some College	1,399	30.9%	5,081	27.7%	11,747	29.2%	
Associate Degree Only	375	8.3%	1,722	9.4%	4,178	10.4%	
Bachelor Degree Only	838	18.5%	3,942	21.5%	7,996	19.9%	
Graduate Degree	742	16.4%	3,058	16.7%	6,066	15.1%	
Any College (Some College or Higher)	3,353	74.0%	13,803	75.3%	29,987	74.6%	
College Degree + (Bachelor Degree or Higher)	1,579	34.9%	6,999	38.2%	14,062	35.0%	

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Housing							
Total Housing Units (2022)	3,224		12,096		27,645		
Total Housing Units (2020)	3,184		11,759		26,862		
Historical Annual Growth (2020-2022)	40	-	337	-	783	-	
Housing Units Occupied (2022)	2,822	87.5%	10,801	89.3%	24,133	87.3%	
Housing Units Owner-Occupied	2,001	70.9%	8,090	74.9%	16,271	67.4%	
Housing Units Renter-Occupied	821	29.1%	2,711	25.1%	7,863	32.6%	
Housing Units Vacant (2022)	403	12.5%	1,295	10.7%	3,512	12.7%	
Household Size (2022)							
Total Households	2,822		10,801		24,133		
1 Person Households	1,049	37.2%	3,765	34.9%	8,867	36.7%	
2 Person Households	1,302	46.1%	4,966	46.0%	10,778	44.7%	
3 Person Households	241	8.6%	985	9.1%	2,224	9.2%	
4 Person Households	136	4.8%	650	6.0%	1,338	5.5%	
5 Person Households	61	2.2%	278	2.6%	579	2.4%	
6 Person Households	22	0.8%	113	1.0%	245	1.0%	
7 or More Person Households	11	0.4%	44	0.4%	101	0.4%	
Household Income Distribution (2022)							
HH Income \$200,000 or More	245	8.7%	775	7.2%	1,455	6.0%	
HH Income \$150,000 to \$199,999	148	5.2%	838	7.8%	1,393	5.8%	
HH Income \$125,000 to \$149,999	226	8.0%	731	6.8%	1,377	5.7%	
HH Income \$100,000 to \$124,999	171	6.1%	969	9.0%	1,944	8.1%	
HH Income \$75,000 to \$99,999	172	6.1%	1,281	11.9%	3,060	12.7%	
HH Income \$50,000 to \$74,999	625	22.2%	2,488	23.0%	5,294	21.9%	
HH Income \$35,000 to \$49,999	359	12.7%	1,220	11.3%	3,134	13.0%	
HH Income \$25,000 to \$34,999	276	9.8%	751	6.9%	2,217	9.2%	
HH Income \$15,000 to \$24,999	332	11.8%	900	8.3%	2,103	8.7%	
HH Income \$10,000 to \$14,999	119	4.2%	366	3.4%	947	3.9%	
HH Income Under \$10,000	149	5.3%	484	4.5%	1,211	5.0%	
Household Vehicles (2022)							
Households 0 Vehicles Available	126	4.5%	780	7.2%	1,759	7.3%	
Households 1 Vehicle Available	1,045	37.0%	3,368	31.2%	7,956	33.0%	
Households 2 Vehicles Available	1,228	43.5%	4,603	42.6%	9,514	39.4%	
Households 3 or More Vehicles Available	423	15.0%	2,050	19.0%	4,905	20.3%	
Total Vehicles Available	4,887		19,498		43,494		
Average Vehicles per Household	1.7		1.8		1.8		
Owner-Occupied Household Vehicles	3,598	73.6%	15,684	80.4%	32,582	74.9%	
Average Vehicles per Owner-Occupied Household	1.8		1.9		2.0		
Renter-Occupied Household Vehicles	1,289	26.4%	3,814	19.6%	10,912	25.1%	
Average Vehicles per Renter-Occupied Household	1.6		1.4		1.4		
Travel Time (2022)							
Worker Base Age 16 years or Over	1,699		7,892		18,908		
Travel to Work in 14 Minutes or Less	865	50.9%	3,985	50.5%	9,007	47.6%	
Travel to Work in 15 to 29 Minutes	531	31.3%	2,513	31.8%	5,973	31.6%	
Travel to Work in 30 to 59 Minutes	103	6.0%	458	5.8%	1,609	8.5%	
Travel to Work in 60 Minutes or More	13	0.8%	331	4.2%	853	4.5%	
Work at Home	187	11.0%	604	7.7%	1,467	7.8%	
Average Minutes Travel to Work	12.4		13.3		13.8		

## Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd							
Prescott, AZ 86301							
		1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2022)							
Worker Base Age 16 years or Over		1,699		7,892		18,908	
Drive to Work Alone		1,341	78.9%	5,868	74.4%	13,909	73.6%
Drive to Work in Carpool		95	5.6%	663	8.4%	1,799	9.5%
Travel to Work by Public Transportation		1	-	9	0.1%	149	0.8%
Drive to Work on Motorcycle		-	-	63	0.8%	73	0.4%
Bicycle to Work		25	1.5%	69	0.9%	156	0.8%
Walk to Work		48	2.8%	459	5.8%	1,051	5.6%
Other Means		-	-	157	2.0%	304	1.6%
Work at Home		187	11.0%	604	7.7%	1,467	7.8%
Daytime Demographics (2022)							
Total Businesses		343		1,021		3,275	
Total Employees		5,256		16,463		33,818	
Company Headquarter Businesses		9	2.6%	26	2.5%	97	2.9%
Company Headquarter Employees		144	2.7%	693	4.2%	1,916	5.7%
Employee Population per Business		15.3	to 1	16.1	to 1	10.3	to 1
Residential Population per Business		16.4	to 1	23.4	to 1	15.6	to 1
Adj. Daytime Demographics Age 16 Years or Over		8,612		29,959		60,629	
Labor Force							
Labor Population Age 16 Years or Over (2022)		5,055		21,405		45,736	
Labor Force Total Males (2022)		2,444	48.4%	10,859	50.7%	23,052	50.4%
Male Civilian Employed		816	33.4%	4,093	37.7%	9,850	42.7%
Male Civilian Unemployed		32	1.3%	210	1.9%	345	1.5%
Males in Armed Forces		-	-	17	0.2%	17	-
Males Not in Labor Force		1,596	65.3%	6,539	60.2%	12,840	55.7%
Labor Force Total Females (2022)		2,610	51.6%	10,546	49.3%	22,684	49.6%
Female Civilian Employed		883	33.8%	3,799	36.0%	9,058	39.9%
Female Civilian Unemployed		33	1.3%	114	1.1%	272	1.2%
Females in Armed Forces		-	-	-	-	-	-
Females Not in Labor Force		1,694	64.9%	6,633	62.9%	13,354	58.9%
Unemployment Rate		65	1.3%	323	1.5%	617	1.3%
Occupation (2022)							
Occupation Population Age 16 Years or Over		1,699		7,892		18,908	
Occupation Total Males		816	48.0%	4,093	51.9%	9,850	52.1%
Occupation Total Females		883	52.0%	3,799	48.1%	9,058	47.9%
Management, Business, Financial Operations		327	-	1,258	15.9%	2,665	14.1%
Professional, Related		447	26.3%	2,415	30.6%	5,186	27.4%
Service		362	21.3%	1,639	20.8%	4,326	22.9%
Sales, Office		275	16.2%	1,325	16.8%	3,476	18.4%
Farming, Fishing, Forestry		-	-	7	-	66	0.3%
Construction, Extraction, Maintenance		130	7.7%	623	7.9%	1,710	9.0%
Production, Transport, Material Moving		158	9.3%	624	7.9%	1,481	7.8%
White Collar Workers		1,048	61.7%	4,999	63.3%	11,326	59.9%
Blue Collar Workers		651	38.3%	2,893	36.7%	7,582	40.1%



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Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd							
Prescott, AZ 86301							
	1 mi radius		3 mi radius		5 mi radius		
Units In Structure (2022)							
Total Units	2,822		10,801		24,133		
1 Detached Unit	1,758	62.3%	7,862	72.8%	16,521	68.5%	
1 Attached Unit	77	2.7%	425	3.9%	913	3.8%	
2 Units	15	0.5%	119	1.1%	520	2.2%	
3 to 4 Units	111	3.9%	211	2.0%	1,018	4.2%	
5 to 9 Units	352	12.5%	498	4.6%	889	3.7%	
10 to 19 Units	43	1.5%	110	1.0%	454	1.9%	
20 to 49 Units	20	0.7%	84	0.8%	262	1.1%	
50 or More Units	67	2.4%	548	5.1%	1,002	4.2%	
Mobile Home or Trailer	375	13.3%	847	7.8%	2,201	9.1%	
Other Structure	4	0.1%	98	0.9%	352	1.5%	
Homes Built By Year (2022)							
Homes Built 2014 or later	404	12.5%	775	6.4%	1,215	4.4%	
Homes Built 2010 to 2013	145	4.5%	300	2.5%	573	2.1%	
Homes Built 2000 to 2009	586	18.2%	2,775	22.9%	4,972	18.0%	
Homes Built 1990 to 1999	652	20.2%	2,535	21.0%	5,226	18.9%	
Homes Built 1980 to 1989	549	17.0%	1,794	14.8%	4,768	17.2%	
Homes Built 1970 to 1979	355	11.0%	1,451	12.0%	3,340	12.1%	
Homes Built 1960 to 1969	55	1.7%	547	4.5%	1,502	5.4%	
Homes Built 1950 to 1959	61	1.9%	453	3.7%	1,421	5.1%	
Homes Built 1940 to 1949	6	0.2%	65	0.5%	401	1.4%	
Homes Built Before 1939	8	0.3%	107	0.9%	716	2.6%	
Median Age of Homes	22.1	yrs	24.9	yrs	29.0	yrs	
Home Values (2022)							
Owner Specified Housing Units	2,001		8,090		16,271		
Home Values \$1,000,000 or More	14	0.7%	70	0.9%	201	1.2%	
Home Values \$750,000 to \$999,999	245	12.2%	833	10.3%	1,518	9.3%	
Home Values \$500,000 to \$749,999	253	12.7%	1,183	14.6%	2,512	15.4%	
Home Values \$400,000 to \$499,999	436	21.8%	1,395	17.2%	2,750	16.9%	
Home Values \$300,000 to \$399,999	305	15.3%	1,675	20.7%	3,206	19.7%	
Home Values \$250,000 to \$299,999	236	11.8%	1,196	14.8%	2,248	13.8%	
Home Values \$200,000 to \$249,999	135	6.7%	691	8.5%	1,393	8.6%	
Home Values \$175,000 to \$199,999	120	6.0%	309	3.8%	410	2.5%	
Home Values \$150,000 to \$174,999	64	3.2%	186	2.3%	596	3.7%	
Home Values \$125,000 to \$149,999	63	3.1%	102	1.3%	207	1.3%	
Home Values \$100,000 to \$124,999	42	2.1%	91	1.1%	187	1.1%	
Home Values \$90,000 to \$99,999	4	0.2%	13	0.2%	31	0.2%	
Home Values \$80,000 to \$89,999	14	0.7%	40	0.5%	87	0.5%	
Home Values \$70,000 to \$79,999	8	0.4%	28	0.3%	66	0.4%	
Home Values \$60,000 to \$69,999	3	0.2%	10	0.1%	23	0.1%	
Home Values \$50,000 to \$59,999	5	0.3%	66	0.8%	117	0.7%	
Home Values \$35,000 to \$49,999	5	0.3%	36	0.4%	84	0.5%	
Home Values \$25,000 to \$34,999	4	0.2%	65	0.8%	201	1.2%	
Home Values \$10,000 to \$24,999	3	0.2%	31	0.4%	227	1.4%	
Home Values Under \$10,000	41	2.1%	71	0.9%	206	1.3%	
Owner-Occupied Median Home Value	\$359,153		\$363,786		\$370,711		
Renter-Occupied Median Rent	\$937		\$996		\$877		



## Complete Profile

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Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd Prescott, AZ 86301							1 mi radius	3 mi radius	5 mi radius
Total Annual Consumer Expenditure (2022)									
Total Household Expenditure			\$172.48 M		\$662.86 M		\$1.43 B		
Total Non-Retail Expenditure			\$91.41 M		\$350.57 M		\$755.36 M		
Total Retail Expenditure			\$81.07 M		\$312.29 M		\$672.07 M		
Apparel			\$5.93 M		\$22.94 M		\$49.31 M		
Contributions			\$5.82 M		\$22.29 M		\$47.76 M		
Education			\$5.02 M		\$19.42 M		\$41.35 M		
Entertainment			\$9.69 M		\$37.63 M		\$80.56 M		
Food and Beverages			\$25.22 M		\$96.93 M		\$209.11 M		
Furnishings and Equipment			\$6.04 M		\$23.44 M		\$50.16 M		
Gifts			\$4.38 M		\$16.5 M		\$35.54 M		
Health Care			\$15.03 M		\$57.56 M		\$124.06 M		
Household Operations			\$6.84 M		\$26.28 M		\$56.39 M		
Miscellaneous Expenses			\$3.3 M		\$12.68 M		\$27.22 M		
Personal Care			\$2.31 M		\$8.9 M		\$19.16 M		
Personal Insurance			\$1.22 M		\$4.75 M		\$10.11 M		
Reading			\$388.36 K		\$1.49 M		\$3.2 M		
Shelter			\$36.27 M		\$138.97 M		\$300.27 M		
Tobacco			\$1.06 M		\$3.95 M		\$8.73 M		
Transportation			\$31.08 M		\$120.16 M		\$258.38 M		
Utilities			\$12.87 M		\$48.96 M		\$106.13 M		
Monthly Household Consumer Expenditure (2022)									
Total Household Expenditure			\$5,094		\$5,114		\$4,929		
Total Non-Retail Expenditure			\$2,700 53.0%		\$2,705 52.9%		\$2,608 52.9%		
Total Retail Expenditures			\$2,394 47.0%		\$2,409 47.1%		\$2,321 47.1%		
Apparel			\$175 3.4%		\$177 3.5%		\$170 3.5%		
Contributions			\$172 3.4%		\$172 3.4%		\$165 3.3%		
Education			\$148 2.9%		\$150 2.9%		\$143 2.9%		
Entertainment			\$286 5.6%		\$290 5.7%		\$278 5.6%		
Food and Beverages			\$745 14.6%		\$748 14.6%		\$722 14.6%		
Furnishings and Equipment			\$178 3.5%		\$181 3.5%		\$173 3.5%		
Gifts			\$129 2.5%		\$127 2.5%		\$123 2.5%		
Health Care			\$444 8.7%		\$444 8.7%		\$428 8.7%		
Household Operations			\$202 4.0%		\$203 4.0%		\$195 4.0%		
Miscellaneous Expenses			\$97 1.9%		\$98 1.9%		\$94 1.9%		
Personal Care			\$68 1.3%		\$69 1.3%		\$66 1.3%		
Personal Insurance			\$36 0.7%		\$37 0.7%		\$35 0.7%		
Reading			\$11 0.2%		\$11 0.2%		\$11 0.2%		
Shelter			\$1,071 21.0%		\$1,072 21.0%		\$1,037 21.0%		
Tobacco			\$31 0.6%		\$30 0.6%		\$30 0.6%		
Transportation			\$918 18.0%		\$927 18.1%		\$892 18.1%		
Utilities			\$380 7.5%		\$378 7.4%		\$366 7.4%		