

Complete Profile



2010-2020 Census, 2024 Estimates with 2029 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 (2024)	5,589		23,463		53,372	
Projected Population (2029)	5,872		24,606		57,227	
Census Population (2020)	5,758		23,316		49,124	
Census Population (2010)	4,349		19,124		43,008	
Projected Annual Growth (2024-2029)	283	1.0%	1,143	1.0%	3,855	1.4%
Historical Annual Growth (2020-2024)	-169	-	147	0.2%	4,248	2.2%
Historical Annual Growth (2010-2020)	1,409	3.2%	4,193	2.2%	6,115	1.4%
Estimated Population Density (2024)	1,780 <i>psm</i>		830 <i>psm</i>		680 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
Households						
Estimated Households (2024)	2,893		10,651		25,318	
Projected Households (2029)	2,959		10,953		26,501	
Census Households (2020)	2,917		10,521		23,222	
Census Households (2010)	2,016		8,608		19,871	
Projected Annual Growth (2024-2029)	66	0.5%	301	0.6%	1,182	0.9%
Historical Annual Change (2010-2024)	876	3.1%	2,043	1.7%	5,447	2.0%
Average Household Income						
Estimated Average Household Income (2024)	\$123,120		\$118,345		\$108,156	
Projected Average Household Income (2029)	\$128,168		\$122,946		\$111,900	
Census Average Household Income (2010)	\$55,326		\$66,789		\$58,486	
Census Average Household Income (2000)	\$45,871		\$53,198		\$49,099	
Projected Annual Change (2024-2029)	\$5,048	0.8%	\$4,601	0.8%	\$3,744	0.7%
Historical Annual Change (2000-2024)	\$77,249	7.0%	\$65,147	5.1%	\$59,056	5.0%
Median Household Income						
Estimated Median Household Income (2024)	\$74,249		\$85,735		\$77,219	
Projected Median Household Income (2029)	\$74,939		\$86,846		\$78,005	
Census Median Household Income (2010)	\$41,134		\$47,069		\$44,083	
Census Median Household Income (2000)	\$29,943		\$38,338		\$35,712	
Projected Annual Change (2024-2029)	\$690	0.2%	\$1,111	0.3%	\$786	0.2%
Historical Annual Change (2000-2024)	\$44,306	6.2%	\$47,397	5.2%	\$41,507	4.8%
Per Capita Income						
Estimated Per Capita Income (2024)	\$63,788		\$54,180		\$51,631	
Projected Per Capita Income (2029)	\$64,638		\$55,161		\$52,122	
Census Per Capita Income (2010)	\$25,633		\$30,078		\$27,031	
Census Per Capita Income (2000)	\$20,971		\$22,508		\$21,644	
Projected Annual Change (2024-2029)	\$850	0.3%	\$981	0.4%	\$491	0.2%
Historical Annual Change (2000-2024)	\$42,817	8.5%	\$31,673	5.9%	\$29,987	5.8%
Estimated Average Household Net Worth (2024)	\$1.54 M		\$1.63 M		\$1.43 M	

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901 Willow Lake Rd Prescott, AZ 86301	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2024)	5,589		23,463		53,372	
White (2024)	4,790	85.7%	19,795	84.4%	45,293	84.9%
Black or African American (2024)	59	1.1%	232	1.0%	542	1.0%
American Indian or Alaska Native (2024)	39	0.7%	209	0.9%	600	1.1%
Asian (2024)	132	2.4%	598	2.5%	1,015	1.9%
Hawaiian or Pacific Islander (2024)	-	-	30	0.1%	52	-
Other Race (2024)	165	3.0%	726	3.1%	1,720	3.2%
Two or More Races (2024)	403	7.2%	1,873	8.0%	4,149	7.8%
Population < 18 (2024)	734	13.1%	3,226	13.8%	7,479	14.0%
White Not Hispanic	501	68.3%	2,096	65.0%	4,751	63.5%
Black or African American	3	0.4%	22	0.7%	70	0.9%
Asian	23	3.2%	62	1.9%	97	1.3%
Other Race Not Hispanic	43	5.8%	179	5.5%	429	5.7%
Hispanic	164	22.3%	867	26.9%	2,133	28.5%
Not Hispanic or Latino Population (2024)	4,878	87.3%	20,216	86.2%	45,752	85.7%
Not Hispanic White	4,517	92.6%	18,560	91.8%	42,351	92.6%
Not Hispanic Black or African American	54	1.1%	199	1.0%	499	1.1%
Not Hispanic American Indian or Alaska Native	21	0.4%	114	0.6%	321	0.7%
Not Hispanic Asian	130	2.7%	550	2.7%	955	2.1%
Not Hispanic Hawaiian or Pacific Islander	-	-	21	0.1%	36	-
Not Hispanic Other Race	6	0.1%	39	0.2%	76	0.2%
Not Hispanic Two or More Races	148	3.0%	734	3.6%	1,515	3.3%
Hispanic or Latino Population (2024)	711	12.7%	3,247	13.8%	7,620	14.3%
Hispanic White	273	38.3%	1,235	38.0%	2,942	38.6%
Hispanic Black or African American	5	0.7%	33	1.0%	43	0.6%
Hispanic American Indian or Alaska Native	18	2.5%	95	2.9%	280	3.7%
Hispanic Asian	2	0.3%	48	1.5%	60	0.8%
Hispanic Hawaiian or Pacific Islander	-	-	9	0.3%	16	0.2%
Hispanic Other Race	159	22.3%	687	21.2%	1,645	21.6%
Hispanic Two or More Races	255	35.8%	1,139	35.1%	2,634	34.6%
Not Hispanic or Latino Population (2020)	5,335	92.6%	21,551	92.4%	44,469	90.5%
Hispanic or Latino Population (2020)	423	7.4%	1,766	7.6%	4,655	9.5%
Not Hispanic or Latino Population (2010)	4,067	93.5%	17,889	93.5%	39,294	91.4%
Hispanic or Latino Population (2010)	283	6.5%	1,235	6.5%	3,714	8.6%
Not Hispanic or Latino Population (2029)	4,852	82.6%	20,337	82.7%	47,292	82.6%
Hispanic or Latino Population (2029)	1,020	17.4%	4,269	17.3%	9,935	17.4%
Projected Annual Growth (2024-2029)	309	8.7%	1,022	6.3%	2,315	6.1%
Historical Annual Growth (2010-2020)	141	5.0%	531	4.3%	941	2.5%

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901 Willow Lake Rd Prescott, AZ 86301		1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2024)							
Total Population		5,589		23,463		53,372	
Age Under 5 Years		172	3.1%	718	3.1%	1,678	3.1%
Age 5 to 9 Years		194	3.5%	876	3.7%	2,133	4.0%
Age 10 to 14 Years		176	3.2%	873	3.7%	2,096	3.9%
Age 15 to 19 Years		274	4.9%	1,858	7.9%	3,246	6.1%
Age 20 to 24 Years		317	5.7%	1,501	6.4%	2,965	5.6%
Age 25 to 29 Years		241	4.3%	774	3.3%	2,164	4.1%
Age 30 to 34 Years		174	3.1%	791	3.4%	2,201	4.1%
Age 35 to 39 Years		181	3.2%	850	3.6%	2,136	4.0%
Age 40 to 44 Years		198	3.5%	824	3.5%	2,033	3.8%
Age 45 to 49 Years		191	3.4%	803	3.4%	1,961	3.7%
Age 50 to 54 Years		247	4.4%	1,052	4.5%	2,500	4.7%
Age 55 to 59 Years		277	4.9%	1,192	5.1%	3,080	5.8%
Age 60 to 64 Years		465	8.3%	1,807	7.7%	4,584	8.6%
Age 65 to 69 Years		636	11.4%	2,433	10.4%	5,687	10.7%
Age 70 to 74 Years		680	12.2%	2,495	10.6%	5,521	10.3%
Age 75 to 79 Years		578	10.3%	2,145	9.1%	4,441	8.3%
Age 80 to 84 Years		351	6.3%	1,321	5.6%	2,710	5.1%
Age 85 Years or Over		237	4.2%	1,148	4.9%	2,236	4.2%
Median Age		60.0		54.5		54.2	
Age 19 Years or Less		817	14.6%	4,325	18.4%	9,154	17.2%
Age 20 to 64 Years		2,290	41.0%	9,595	40.9%	23,624	44.3%
Age 65 Years or Over		2,482	44.4%	9,543	40.7%	20,595	38.6%
Female Age Distribution (2024)							
Female Population		2,947	52.7%	11,459	48.8%	26,140	49.0%
Age Under 5 Years		83	2.8%	337	2.9%	807	3.1%
Age 5 to 9 Years		76	2.6%	409	3.6%	1,034	4.0%
Age 10 to 14 Years		81	2.7%	439	3.8%	1,057	4.0%
Age 15 to 19 Years		120	4.1%	511	4.5%	1,089	4.2%
Age 20 to 24 Years		128	4.3%	409	3.6%	1,007	3.9%
Age 25 to 29 Years		118	4.0%	363	3.2%	1,000	3.8%
Age 30 to 34 Years		87	3.0%	380	3.3%	1,014	3.9%
Age 35 to 39 Years		102	3.5%	434	3.8%	1,023	3.9%
Age 40 to 44 Years		107	3.6%	403	3.5%	969	3.7%
Age 45 to 49 Years		113	3.8%	450	3.9%	1,013	3.9%
Age 50 to 54 Years		138	4.7%	565	4.9%	1,314	5.0%
Age 55 to 59 Years		157	5.3%	637	5.6%	1,615	6.2%
Age 60 to 64 Years		279	9.5%	1,005	8.8%	2,491	9.5%
Age 65 to 69 Years		362	12.3%	1,359	11.9%	3,056	11.7%
Age 70 to 74 Years		376	12.7%	1,340	11.7%	2,863	11.0%
Age 75 to 79 Years		300	10.2%	1,100	9.6%	2,279	8.7%
Age 80 to 84 Years		193	6.5%	690	6.0%	1,368	5.2%
Age 85 Years or Over		127	4.3%	629	5.5%	1,142	4.4%
Female Median Age		61.5		60.3		57.8	
Age 19 Years or Less		360	12.2%	1,696	14.8%	3,988	15.3%
Age 20 to 64 Years		1,229	41.7%	4,646	40.5%	11,445	43.8%
Age 65 Years or Over		1,357	46.1%	5,118	44.7%	10,708	41.0%

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901 Willow Lake Rd Prescott, AZ 86301		1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2024)							
Male Population	2,642	47.3%	12,004	51.2%	27,232	51.0%	
Age Under 5 Years	89	3.4%	382	3.2%	871	3.2%	
Age 5 to 9 Years	118	4.5%	466	3.9%	1,099	4.0%	
Age 10 to 14 Years	96	3.6%	435	3.6%	1,039	3.8%	
Age 15 to 19 Years	154	5.8%	1,346	11.2%	2,157	7.9%	
Age 20 to 24 Years	189	7.1%	1,093	9.1%	1,957	7.2%	
Age 25 to 29 Years	123	4.7%	411	3.4%	1,163	4.3%	
Age 30 to 34 Years	87	3.3%	412	3.4%	1,187	4.4%	
Age 35 to 39 Years	79	3.0%	416	3.5%	1,113	4.1%	
Age 40 to 44 Years	91	3.4%	421	3.5%	1,065	3.9%	
Age 45 to 49 Years	78	3.0%	353	2.9%	948	3.5%	
Age 50 to 54 Years	109	4.1%	487	4.1%	1,187	4.4%	
Age 55 to 59 Years	119	4.5%	555	4.6%	1,465	5.4%	
Age 60 to 64 Years	186	7.0%	802	6.7%	2,093	7.7%	
Age 65 to 69 Years	274	10.4%	1,075	9.0%	2,631	9.7%	
Age 70 to 74 Years	305	11.5%	1,155	9.6%	2,658	9.8%	
Age 75 to 79 Years	278	10.5%	1,045	8.7%	2,162	7.9%	
Age 80 to 84 Years	158	6.0%	631	5.3%	1,342	4.9%	
Age 85 Years or Over	110	4.2%	519	4.3%	1,094	4.0%	
Male Median Age	57.3		50.6		51.6		
Age 19 Years or Less	456	17.3%	2,629	21.9%	5,166	19.0%	
Age 20 to 64 Years	1,061	40.2%	4,949	41.2%	12,179	44.7%	
Age 65 Years or Over	1,125	42.6%	4,425	36.9%	9,887	36.3%	
Males per 100 Females (2024)							
Overall Comparison	90		105		104		
Age Under 5 Years	107	51.8%	113	53.1%	108	51.9%	
Age 5 to 9 Years	154	60.7%	114	53.2%	106	51.5%	
Age 10 to 14 Years	118	54.2%	99	49.8%	98	49.6%	
Age 15 to 19 Years	128	56.1%	263	72.5%	198	66.4%	
Age 20 to 24 Years	148	59.6%	267	72.8%	194	66.0%	
Age 25 to 29 Years	104	51.0%	113	53.1%	116	53.8%	
Age 30 to 34 Years	100	49.9%	108	52.0%	117	53.9%	
Age 35 to 39 Years	77	43.6%	96	49.0%	109	52.1%	
Age 40 to 44 Years	85	46.0%	104	51.1%	110	52.4%	
Age 45 to 49 Years	69	41.0%	78	44.0%	94	48.4%	
Age 50 to 54 Years	79	44.0%	86	46.3%	90	47.5%	
Age 55 to 59 Years	76	43.1%	87	46.5%	91	47.6%	
Age 60 to 64 Years	67	40.0%	80	44.4%	84	45.7%	
Age 65 to 69 Years	76	43.1%	79	44.2%	86	46.3%	
Age 70 to 74 Years	81	44.8%	86	46.3%	93	48.1%	
Age 75 to 79 Years	93	48.1%	95	48.7%	95	48.7%	
Age 80 to 84 Years	82	45.1%	91	47.8%	98	49.5%	
Age 85 Years or Over	86	46.3%	83	45.2%	96	48.9%	
Age 19 Years or Less	127	55.9%	155	60.8%	130	56.4%	
Age 20 to 39 Years	110	52.3%	147	59.5%	134	57.3%	
Age 40 to 64 Years	74	42.4%	86	46.1%	91	47.7%	
Age 65 Years or Over	83	45.3%	86	46.4%	92	48.0%	

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901 Willow Lake Rd Prescott, AZ 86301		1 mi radius		3 mi radius		5 mi radius	
Household Type (2024)							
Total Households		2,893		10,651		25,318	
Households with Children		284	9.8%	1,436	13.5%	3,399	13.4%
Average Household Size		1.9		2.1		2.0	
Household Density per Square Mile		921		377		322	
Population Family		3,514	62.9%	15,634	66.6%	34,998	65.6%
Population Non-Family		2,020	36.1%	6,223	26.5%	16,046	30.1%
Population Group Quarters		55	1.0%	1,605	6.8%	2,329	4.4%
Family Households		1,254	43.3%	5,535	52.0%	12,384	48.9%
Married Couple Households		1,052	83.9%	4,647	84.0%	10,058	81.2%
Other Family Households with Children		202	16.1%	888	16.0%	2,326	18.8%
Family Households with Children		283	22.6%	1,430	25.8%	3,383	27.3%
Married Couple with Children		220	77.7%	1,086	75.9%	2,418	71.5%
Other Family Households with Children		63	22.3%	345	24.1%	965	28.5%
Family Households No Children		971	77.4%	4,104	74.2%	9,001	72.7%
Married Couple No Children		832	85.7%	3,561	86.8%	7,640	84.9%
Other Family Households No Children		139	14.3%	543	13.2%	1,361	15.1%
Non-Family Households		1,639	56.7%	5,117	48.0%	12,934	51.1%
Non-Family Households with Children		1	-	5	0.1%	16	0.1%
Non-Family Households No Children		1,638	99.9%	5,111	99.9%	12,917	99.9%
Average Family Household Size		2.8		2.8		2.8	
Average Family Income		\$138,925		\$141,830		\$142,725	
Median Family Income		\$83,509		\$98,595		\$98,957	
Average Non-Family Household Size		1.2		1.2		1.2	
Marital Status (2024)							
Population Age 15 Years or Over		5,047		20,996		47,465	
Never Married		831	16.5%	3,965	18.9%	9,531	20.1%
Currently Married		2,945	58.3%	12,251	58.4%	25,914	54.6%
Previously Married		1,271	25.2%	4,779	22.8%	12,020	25.3%
Separated		247	19.4%	621	13.0%	1,589	13.2%
Widowed		366	28.8%	1,870	39.1%	4,494	37.4%
Divorced		658	51.8%	2,288	47.9%	5,937	49.4%
Educational Attainment (2024)							
Adult Population Age 25 Years or Over		4,456		17,637		41,253	
Elementary (Grade Level 0 to 8)		53	1.2%	240	1.4%	603	1.5%
Some High School (Grade Level 9 to 11)		105	2.4%	441	2.5%	1,446	3.5%
High School Graduate		961	21.6%	3,530	20.0%	8,185	19.8%
Some College		1,089	24.4%	4,025	22.8%	10,264	24.9%
Associate Degree Only		376	8.4%	1,676	9.5%	3,907	9.5%
Bachelor Degree Only		979	22.0%	4,396	24.9%	9,638	23.4%
Graduate Degree		892	20.0%	3,327	18.9%	7,211	17.5%
Any College (Some College or Higher)		3,336	74.9%	13,425	76.1%	31,020	75.2%
College Degree + (Bachelor Degree or Higher)		1,871	42.0%	7,724	43.8%	16,849	40.8%

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Housing							
Total Housing Units (2024)		3,365		12,144		29,180	
Total Housing Units (2020)		3,332		11,766		26,703	
Historical Annual Growth (2020-2024)		33	-	378	-	2,477	-
Housing Units Occupied (2024)		2,893	86.0%	10,651	87.7%	25,318	86.8%
Housing Units Owner-Occupied		2,019	69.8%	7,719	72.5%	17,010	67.2%
Housing Units Renter-Occupied		874	30.2%	2,932	27.5%	8,308	32.8%
Housing Units Vacant (2024)		473	14.0%	1,493	12.3%	3,861	13.2%
Household Size (2024)							
Total Households		2,893		10,651		25,318	
1 Person Households		1,298	44.9%	4,210	39.5%	10,492	41.4%
2 Person Households		1,021	35.3%	3,989	37.5%	9,376	37.0%
3 Person Households		278	9.6%	1,144	10.7%	2,581	10.2%
4 Person Households		190	6.6%	778	7.3%	1,638	6.5%
5 Person Households		67	2.3%	332	3.1%	748	3.0%
6 Person Households		25	0.9%	118	1.1%	282	1.1%
7 or More Person Households		15	0.5%	81	0.8%	201	0.8%
Household Income Distribution (2024)							
HH Income \$200,000 or More		312	10.8%	1,247	11.7%	2,576	10.2%
HH Income \$150,000 to \$199,999		169	5.9%	954	9.0%	1,968	7.8%
HH Income \$125,000 to \$149,999		266	9.2%	744	7.0%	1,630	6.4%
HH Income \$100,000 to \$124,999		272	9.4%	1,213	11.4%	2,342	9.2%
HH Income \$75,000 to \$99,999		276	9.5%	1,422	13.4%	3,510	13.9%
HH Income \$50,000 to \$74,999		529	18.3%	1,975	18.5%	4,595	18.2%
HH Income \$35,000 to \$49,999		343	11.9%	984	9.2%	2,411	9.5%
HH Income \$25,000 to \$34,999		212	7.3%	582	5.5%	2,297	9.1%
HH Income \$15,000 to \$24,999		384	13.3%	939	8.8%	2,090	8.3%
HH Income \$10,000 to \$14,999		39	1.4%	192	1.8%	740	2.9%
HH Income Under \$10,000		90	3.1%	399	3.7%	1,159	4.6%
Household Vehicles (2024)							
Households 0 Vehicles Available		181	6.3%	813	7.6%	1,846	7.3%
Households 1 Vehicle Available		1,077	37.2%	3,271	30.7%	8,394	33.2%
Households 2 Vehicles Available		1,265	43.7%	4,527	42.5%	9,835	38.8%
Households 3 or More Vehicles Available		370	12.8%	2,041	19.2%	5,243	20.7%
Total Vehicles Available		4,992		19,663		46,434	
Average Vehicles per Household		1.7		1.8		1.8	
Owner-Occupied Household Vehicles		3,726	74.6%	15,293	77.8%	34,699	74.7%
Average Vehicles per Owner-Occupied Household		1.8		2.0		2.0	
Renter-Occupied Household Vehicles		1,266	25.4%	4,370	22.2%	11,735	25.3%
Average Vehicles per Renter-Occupied Household		1.4		1.5		1.4	
Travel Time (2024)							
Worker Base Age 16 years or Over		1,963		8,381		21,000	
Travel to Work in 14 Minutes or Less		976	49.8%	3,895	46.5%	9,098	43.3%
Travel to Work in 15 to 29 Minutes		679	34.6%	2,791	33.3%	7,239	34.5%
Travel to Work in 30 to 59 Minutes		97	5.0%	616	7.4%	1,831	8.7%
Travel to Work in 60 Minutes or More		11	0.6%	123	1.5%	614	2.9%
Work at Home		199	10.1%	956	11.4%	2,218	10.6%
Average Minutes Travel to Work		12.2		13.2		14.5	

Complete Profile



2010-2020 Census, 2024 Estimates with 2029 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 (2024)						
Worker Base Age 16 years or Over	1,963		8,381		21,000	
Drive to Work Alone	1,652	84.2%	6,059	72.3%	15,333	73.0%
Drive to Work in Carpool	68	3.4%	632	7.5%	1,788	8.5%
Travel to Work by Public Transportation	-	-	2	-	65	0.3%
Drive to Work on Motorcycle	-	-	27	0.3%	34	0.2%
Bicycle to Work	19	1.0%	38	0.5%	133	0.6%
Walk to Work	25	1.3%	421	5.0%	992	4.7%
Other Means	-	-	245	2.9%	437	2.1%
Work at Home	199	10.1%	956	11.4%	2,218	10.6%
Daytime Demographics (2024)						
Total Businesses	318		1,012		3,256	
Total Employees	3,531		8,214		25,222	
Company Headquarter Businesses	8	2.6%	20	2.0%	71	2.2%
Company Headquarter Employees	141	4.0%	641	7.8%	1,690	6.7%
Employee Population per Business	11.1 to 1		8.1 to 1		7.7 to 1	
Residential Population per Business	17.6 to 1		23.2 to 1		16.4 to 1	
Adj. Daytime Demographics Age 16 Years or Over	6,564		20,553		51,087	
Labor Force						
Labor Population Age 16 Years or Over (2024)	4,996		20,752		46,943	
Labor Force Total Males (2024)	2,320	46.4%	10,591	51.0%	23,939	51.0%
Male Civilian Employed	906	39.0%	4,299	40.6%	10,953	45.8%
Male Civilian Unemployed	50	2.2%	284	2.7%	555	2.3%
Males in Armed Forces	-	-	31	0.3%	31	0.1%
Males Not in Labor Force	1,364	58.8%	5,978	56.4%	12,401	51.8%
Labor Force Total Females (2024)	2,675	53.6%	10,161	49.0%	23,004	49.0%
Female Civilian Employed	1,057	39.5%	4,083	40.2%	10,048	43.7%
Female Civilian Unemployed	43	1.6%	171	1.7%	363	1.6%
Females in Armed Forces	-	-	-	-	46	0.2%
Females Not in Labor Force	1,576	58.9%	5,907	58.1%	12,547	54.5%
Unemployment Rate	93	1.9%	455	2.2%	918	2.0%
Occupation (2024)						
Occupation Population Age 16 Years or Over	1,963		8,381		21,000	
Occupation Total Males	906	46.2%	4,298	51.3%	10,952	52.2%
Occupation Total Females	1,057	53.8%	4,083	48.7%	10,048	47.8%
Management, Business, Financial Operations	318	16.2%	1,293	15.4%	3,025	14.4%
Professional, Related	558	28.4%	2,366	28.2%	5,181	24.7%
Service	244	12.4%	1,218	14.5%	3,434	16.4%
Sales, Office	471	24.0%	1,993	23.8%	5,333	25.4%
Farming, Fishing, Forestry	2	-	9	0.1%	134	0.6%
Construction, Extraction, Maintenance	149	7.6%	734	8.8%	1,984	9.4%
Production, Transport, Material Moving	222	11.3%	769	9.2%	1,910	9.1%
White Collar Workers	1,347	68.6%	5,652	67.4%	13,538	64.5%
Blue Collar Workers	616	31.4%	2,729	32.6%	7,462	35.5%

Complete Profile



2010-2020 Census, 2024 Estimates with 2029 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	
Units In Structure (2024)							
Total Units		2,893		10,651		25,318	
1 Detached Unit		1,890	65.3%	7,718	72.5%	16,940	66.9%
1 Attached Unit		107	3.7%	422	4.0%	968	3.8%
2 Units		56	1.9%	243	2.3%	858	3.4%
3 to 4 Units		102	3.5%	225	2.1%	1,008	4.0%
5 to 9 Units		202	7.0%	248	2.3%	524	2.1%
10 to 19 Units		38	1.3%	110	1.0%	501	2.0%
20 to 49 Units		70	2.4%	177	1.7%	709	2.8%
50 or More Units		147	5.1%	748	7.0%	1,400	5.5%
Mobile Home or Trailer		264	9.1%	692	6.5%	2,055	8.1%
Other Structure		18	0.6%	67	0.6%	354	1.4%
Homes Built By Year (2024)							
Homes Built 2020 or later		106	3.2%	340	2.8%	860	2.9%
Homes Built 2010 to 2019		717	21.3%	1,520	12.5%	3,026	10.4%
Homes Built 2000 to 2009		754	22.4%	2,998	24.7%	5,641	19.3%
Homes Built 1990 to 1999		511	15.2%	2,045	16.8%	4,513	15.5%
Homes Built 1980 to 1989		333	9.9%	1,365	11.2%	3,894	13.3%
Homes Built 1970 to 1979		360	10.7%	1,315	10.8%	3,243	11.1%
Homes Built 1960 to 1969		71	2.1%	637	5.2%	1,943	6.7%
Homes Built 1950 to 1959		30	0.9%	273	2.2%	860	2.9%
Homes Built 1940 to 1949		3	-	58	0.5%	332	1.1%
Homes Built Before 1939		9	0.3%	100	0.8%	1,007	3.4%
Median Age of Homes		26.4 yrs		30.8 yrs		35.2 yrs	
Home Values (2024)							
Owner Specified Housing Units		2,019		7,719		17,010	
Home Values \$1,000,000 or More		182	9.0%	494	6.4%	1,148	6.8%
Home Values \$750,000 to \$999,999		268	13.3%	1,058	13.7%	2,511	14.8%
Home Values \$500,000 to \$749,999		720	35.6%	2,584	33.5%	5,274	31.0%
Home Values \$400,000 to \$499,999		292	14.5%	1,318	17.1%	2,835	16.7%
Home Values \$300,000 to \$399,999		203	10.1%	1,071	13.9%	2,328	13.7%
Home Values \$250,000 to \$299,999		44	2.2%	350	4.5%	738	4.3%
Home Values \$200,000 to \$249,999		177	8.8%	403	5.2%	721	4.2%
Home Values \$175,000 to \$199,999		28	1.4%	67	0.9%	134	0.8%
Home Values \$150,000 to \$174,999		24	1.2%	75	1.0%	253	1.5%
Home Values \$125,000 to \$149,999		-	-	15	0.2%	56	0.3%
Home Values \$100,000 to \$124,999		23	1.1%	62	0.8%	163	1.0%
Home Values \$90,000 to \$99,999		-	-	11	0.1%	44	0.3%
Home Values \$80,000 to \$89,999		4	0.2%	17	0.2%	38	0.2%
Home Values \$70,000 to \$79,999		3	0.1%	23	0.3%	41	0.2%
Home Values \$60,000 to \$69,999		1	-	15	0.2%	39	0.2%
Home Values \$50,000 to \$59,999		1	-	19	0.3%	42	0.2%
Home Values \$35,000 to \$49,999		5	0.2%	23	0.3%	71	0.4%
Home Values \$25,000 to \$34,999		6	0.3%	15	0.2%	47	0.3%
Home Values \$10,000 to \$24,999		5	0.3%	26	0.3%	187	1.1%
Home Values Under \$10,000		32	1.6%	71	0.9%	340	2.0%
Owner-Occupied Median Home Value		\$543,293		\$533,517		\$530,149	
Renter-Occupied Median Rent		\$1,235		\$1,261		\$1,093	

Complete Profile



2010-2020 Census, 2024 Estimates with 2029 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
Total Annual Consumer Expenditure (2024)			
Total Household Expenditure	\$270.65 M	\$1.07 B	\$2.39 B
Total Non-Retail Expenditure	\$132.58 M	\$524.34 M	\$1.17 B
Total Retail Expenditure	\$138.07 M	\$540.9 M	\$1.22 B
Alcoholic Beverages	\$1.64 M	\$6.48 M	\$14.43 M
Apparel	\$4.87 M	\$19.23 M	\$43.04 M
Contributions	\$8.82 M	\$35.04 M	\$77.13 M
Education	\$6.21 M	\$24.62 M	\$54.43 M
Entertainment	\$15.05 M	\$59.41 M	\$133.15 M
Food Away From Home	\$11.64 M	\$45.97 M	\$102.74 M
Grocery	\$16.02 M	\$62.58 M	\$144.05 M
Health Care	\$21.24 M	\$79.09 M	\$183.55 M
Household Furnishings and Equipment	\$7.08 M	\$27.98 M	\$62.43 M
Household Operations	\$4.85 M	\$19.14 M	\$42.98 M
Miscellaneous Expenses	\$4.57 M	\$18.04 M	\$40.29 M
Personal Care	\$3.21 M	\$12.56 M	\$28.68 M
Shelter	\$40.69 M	\$159.13 M	\$364.19 M
Tax and Retirement	\$68.42 M	\$275.04 M	\$590.89 M
Tobacco and Related	\$1.07 M	\$4.06 M	\$9.89 M
Transportation	\$43.94 M	\$172.64 M	\$395.83 M
Utilities	\$11.33 M	\$44.24 M	\$102.13 M
Monthly Household Consumer Expenditure (2024)			
Total Household Expenditure	\$7,797	\$8,334	\$7,866
Total Non-Retail Expenditure	\$3,819 49.0%	\$4,102 49.2%	\$3,852 49.0%
Total Retail Expenditures	\$3,978 51.0%	\$4,232 50.8%	\$4,014 51.0%
Alcoholic Beverages	\$47 0.6%	\$51 0.6%	\$47 0.6%
Apparel	\$140 1.8%	\$150 1.8%	\$142 1.8%
Contributions	\$254 3.3%	\$274 3.3%	\$254 3.2%
Education	\$179 2.3%	\$193 2.3%	\$179 2.3%
Entertainment	\$434 5.6%	\$465 5.6%	\$438 5.6%
Food Away From Home	\$335 4.3%	\$360 4.3%	\$338 4.3%
Grocery	\$462 5.9%	\$490 5.9%	\$474 6.0%
Health Care	\$612 7.8%	\$619 7.4%	\$604 7.7%
Household Furnishings and Equipment	\$204 2.6%	\$219 2.6%	\$205 2.6%
Household Operations	\$140 1.8%	\$150 1.8%	\$141 1.8%
Miscellaneous Expenses	\$132 1.7%	\$141 1.7%	\$133 1.7%
Personal Care	\$92 1.2%	\$98 1.2%	\$94 1.2%
Shelter	\$1,172 15.0%	\$1,245 14.9%	\$1,199 15.2%
Tax and Retirement	\$1,971 25.3%	\$2,152 25.8%	\$1,945 25.8%
Tobacco and Related	\$31 0.4%	\$32 0.4%	\$33 0.4%
Transportation	\$1,266 16.2%	\$1,351 16.2%	\$1,303 16.6%
Utilities	\$327 4.2%	\$346 4.2%	\$336 4.3%