



Prescott Valley Town Center

Latitude: 34.586

Longitude: -112.3221

Radius: 20.0 Miles

Radius: 30.0 Miles

Radius: 40.0 Miles



The Market Profile includes key demographic characteristics from the Census 2000 and the 1990 Census, updated to 2001 and forecast to 2006.



Population measures the size of the market area and rates of growth. The resident population is enumerated by usual place of residence. Group quarters population, such as college students, are counted at school or the facility site.

2000 Total Population	106,551	138,866	164,737
2000 Group Quarters	2,706	3,553	3,767
2001 Total Population	110,936	144,782	171,754
2000 - 2001 Annual Rate	3.3%	3.4%	3.4%
2006 Total Population	129,410	169,759	201,525
2001 - 2006 Annual Rate	3.1%	3.2%	3.2%



Households represent all occupied housing units. 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.

2000 Households	44,356	57,079	69,275
2000 Average Household Size	2.34	2.37	2.32
2001 Households	46,233	59,552	72,245
2001 Average Household Size	2.34	2.37	2.33
2000 - 2001 Annual Rate	3.4%	3.5%	3.4%
2006 Households	54,090	69,948	84,806
2006 Average Household Size	2.34	2.38	2.33
2001 - 2006 Annual Rate	3.2%	3.3%	3.3%
2000 Families	29,908	38,456	45,910
2000 Average Family Size	2.78	2.83	2.78
2001 Families	31,226	40,184	47,951
2001 Average Family Size	2.79	2.83	2.79
2000 - 2001 Annual Rate	3.5%	3.6%	3.5%
2006 Families	36,743	47,440	56,557
2006 Average Family Size	2.83	2.87	2.83
2001 - 2006 Annual Rate	3.3%	3.4%	3.4%



Summary Characteristics highlight the demographic characteristics of the market area. More detailed information is included on the following pages.

Median Age			
2000	44.3	43.6	44.8
2001	44.6	44.0	45.1
2006	46.5	45.9	47.0
Median Household Income			
1990	22,540	21,802	22,060
2001	37,355	35,988	36,466
2006	42,587	40,827	41,393
Median Home Value			
1990	82,923	80,330	86,825
2001	125,118	122,642	131,407
2006	140,427	139,335	145,687

Source:Detail may not sum to totals due to rounding.

Source:U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography.



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 **Income** is shown in current dollars, which includes the effects of inflation. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Per capita income represents the income received by all persons aged 15 years and over divided by total population.

1990 Household Income

Household Income Base	27,601	36,006	44,394
< \$15,000	30.6%	32.6%	32.2%
\$15,000 - \$24,999	24.4%	24.2%	23.7%
\$25,000 - \$34,999	16.7%	16.9%	17.0%
\$35,000 - \$49,999	14.9%	14.4%	14.2%
\$50,000 - \$74,999	8.8%	8.0%	8.1%
\$75,000 - \$99,999	2.7%	2.4%	2.6%
\$100,000 - \$149,999	1.2%	1.0%	1.4%
\$150,000+	0.7%	0.6%	0.8%
Average Household Income	\$28,924	\$27,636	\$28,868

2001 Household Income

Household Income Base	46,232	59,553	72,242
< \$15,000	16.1%	16.9%	16.3%
\$15,000 - \$24,999	16.7%	17.5%	17.6%
\$25,000 - \$34,999	13.8%	14.3%	14.0%
\$35,000 - \$49,999	17.0%	16.8%	17.1%
\$50,000 - \$74,999	17.6%	17.2%	17.1%
\$75,000 - \$99,999	8.4%	8.1%	8.2%
\$100,000 - \$149,999	6.7%	6.0%	6.2%
\$150,000+	3.7%	3.3%	3.5%
Average Household Income	\$51,712	\$49,572	\$50,393

2006 Household Income

Household Income Base	54,089	69,948	84,805
< \$15,000	13.4%	14.0%	13.5%
\$15,000 - \$24,999	14.1%	14.8%	14.8%
\$25,000 - \$34,999	14.2%	15.0%	14.9%
\$35,000 - \$49,999	15.8%	15.8%	15.7%
\$50,000 - \$74,999	17.8%	17.6%	17.7%
\$75,000 - \$99,999	9.1%	8.8%	8.8%
\$100,000 - \$149,999	10.3%	9.5%	9.8%
\$150,000+	5.2%	4.6%	4.9%
Average Household Income	\$61,113	\$58,447	\$59,410

Per Capita Income

1990	\$12,119	\$12,244	\$12,926
2001	\$21,700	\$21,177	\$21,853
2006	\$25,683	\$24,846	\$25,631

Data Note: Income represents the preceding year, expressed in current dollars.

Source: ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography.



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Population by Age shows the composition of the market area—young, old, working age.

Census 2000

Total	106,551	138,866	164,737
0 - 4	5.2%	5.4%	5.1%
5 - 9	5.7%	5.9%	5.6%
10 - 14	6.4%	6.6%	6.3%
15 - 24	11.6%	11.5%	11.0%
25 - 34	9.2%	9.4%	9.1%
35 - 44	12.9%	13.2%	13.2%
45 - 54	14.1%	14.2%	14.6%
55 - 64	12.6%	12.3%	12.9%
65 - 74	12.2%	11.8%	12.1%
75 - 84	7.9%	7.7%	7.9%
85+	2.1%	2.1%	2.2%
18+	78.9%	78.2%	79.1%
Males	49.1%	49.1%	48.9%
Females	50.9%	50.9%	51.1%

2001

Total	110,936	144,782	171,754
0 - 4	5.1%	5.3%	5.1%
5 - 9	5.6%	5.7%	5.5%
10 - 14	6.4%	6.6%	6.3%
15 - 24	11.6%	11.5%	11.0%
25 - 34	9.0%	9.2%	8.9%
35 - 44	12.8%	13.1%	13.0%
45 - 54	14.5%	14.6%	15.0%
55 - 64	12.8%	12.5%	13.0%
65 - 74	12.1%	11.6%	11.9%
75 - 84	8.0%	7.7%	8.0%
85+	2.2%	2.2%	2.3%
18+	79.0%	78.4%	79.3%
Males	49.2%	49.2%	49.0%
Females	50.8%	50.8%	51.0%

2006

Total	129,410	169,759	201,525
0 - 4	5.0%	5.2%	5.0%
5 - 9	5.3%	5.4%	5.2%
10 - 14	6.0%	6.2%	5.9%
15 - 24	11.6%	11.5%	10.9%
25 - 34	8.5%	8.7%	8.5%
35 - 44	11.4%	11.6%	11.6%
45 - 54	14.8%	14.9%	15.3%
55 - 64	14.9%	14.6%	15.2%
65 - 74	12.5%	12.1%	12.4%
75 - 84	7.7%	7.4%	7.7%
85+	2.3%	2.3%	2.4%
18+	79.9%	79.3%	80.2%
Males	49.5%	49.5%	49.4%
Females	50.5%	50.5%	50.6%

Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001 and 2006.



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Population by Race/Ethnicity are reported by self-identification. Census 2000 options include reporting multiple races for the first time. 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.

Census 2000

Total	106,551	138,866	164,737
White Alone	92.5%	91.7%	91.9%
Black Alone	0.4%	0.4%	0.4%
American Indian Alone	1.4%	1.7%	1.6%
Asian or Pacific Islander Alone	0.6%	0.6%	0.6%
Some Other Race Alone	3.2%	3.7%	3.6%
Two or More Races	1.8%	2.0%	1.9%
Hispanic Origin	8.9%	9.8%	9.5%
Diversity Index	28.2	30.8	30.1

2001

Total	110,936	144,782	171,754
White Alone	92.4%	91.5%	91.7%
Black Alone	0.4%	0.4%	0.4%
American Indian Alone	1.4%	1.7%	1.6%
Asian or Pacific Islander Alone	0.6%	0.6%	0.6%
Some Other Race Alone	3.4%	3.9%	3.8%
Two or More Races	1.8%	1.9%	1.9%
Hispanic Origin	9.2%	10.2%	9.9%
Diversity Index	29.0	31.6	30.9

2006

Total	129,410	169,759	201,525
White Alone	91.4%	90.5%	90.7%
Black Alone	0.5%	0.4%	0.4%
American Indian Alone	1.5%	1.8%	1.7%
Asian or Pacific Islander Alone	0.7%	0.7%	0.7%
Some Other Race Alone	4.2%	4.8%	4.6%
Two or More Races	1.8%	1.9%	1.9%
Hispanic Origin	10.9%	12.0%	11.7%
Diversity Index	32.6	35.5	34.7



Civilian Labor Force includes the civilian employed and unemployed population aged 16+ years. The civilian employed population is shown by industry (SIC) and occupation.

1990 Civilian Labor Force

Total	26,887	34,862	41,921
Employed	93.7%	93.4%	93.9%
Unemployed	6.3%	6.6%	6.1%

2001 Civilian Labor Force

Total	40,112	51,494	61,478
Employed	94.8%	94.6%	95.0%
Unemployed	5.2%	5.4%	5.0%

2006 Civilian Labor Force

Total	45,211	58,360	69,871
Employed	95.6%	95.5%	95.8%
Unemployed	4.4%	4.5%	4.2%

Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography.



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2001 Employment by Industry

	20.0 Miles	30.0 Miles	40.0 Miles
Total	38,045	48,738	58,411
Agriculture	1.8%	2.3%	2.3%
Mining	0.3%	0.4%	0.4%
Construction	11.4%	12.5%	12.3%
Transport/Comm/Utilities	4.4%	4.5%	4.3%
Manufacturing	8.1%	7.6%	7.1%
Finance/Insurance/Real Estate	8.3%	7.8%	8.3%
Trade	21.9%	22.5%	22.9%
Services	39.6%	38.3%	38.6%
Public Administration	4.2%	4.2%	3.8%

2001 Employment by Occupation

	20.0 Miles	30.0 Miles	40.0 Miles
Total	38,045	48,737	58,411
White Collar	51.1%	48.9%	49.4%
Management/Professional	20.9%	19.4%	19.7%
Technicians/Related Support	3.7%	3.3%	3.1%
Sales	11.4%	11.3%	12.3%
Administrative Support	15.1%	15.0%	14.3%
Services	20.2%	20.9%	21.5%
Blue Collar	28.7%	30.3%	29.1%
Farming/Forestry/Fishing	1.6%	2.2%	2.2%
Precision Prod/Craft/Repair	14.4%	14.8%	14.5%
Operator/Assembler/Inspector	3.8%	3.6%	3.3%
Transportation/Moving/Labor	8.8%	9.6%	9.0%

2000 Household Size and Type provides detailed information on the household composition of the market area.



Census 2000 Household by Type

	20.0 Miles	30.0 Miles	40.0 Miles
Total	44,356	57,079	69,275
Family Households	67.4%	67.4%	66.3%
Married-couple Families	55.9%	55.3%	54.6%
With Related Children	18.2%	18.7%	17.6%
Other Family (No Spouse)	11.5%	12.1%	11.6%
With Related Children	7.7%	8.1%	7.7%
Nonfamily Households	32.6%	32.6%	33.7%
Householder Living Alone	25.9%	26.0%	26.9%
Householder Not Living Alone	6.7%	6.6%	6.9%
Households with Related Children	26.0%	26.8%	25.3%
Households with Persons 65+	35.8%	35.1%	35.8%

Census 2000 Households by Size

	20.0 Miles	30.0 Miles	40.0 Miles
Total	44,356	57,079	69,275
1 Person Household	25.9%	26.0%	26.9%
2 Person Household	43.8%	42.8%	43.5%
3 Person Household	12.8%	13.0%	12.6%
4 Person Household	9.9%	10.1%	9.5%
5 Person Household	4.6%	4.9%	4.6%
6 Person Household	1.8%	1.9%	1.8%
7+ Person Household	1.1%	1.2%	1.1%

Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001.



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Housing adds another dimension to the profile of the market area with available data on occupancy, tenure, home value and the residential mix of housing units.

Census 2000 Housing Units	50,974	65,466	79,897
Owner-occupied Housing Units	64.1%	64.0%	63.8%
Renter-occupied Housing Units	22.9%	23.2%	22.9%
Vacant Housing Units	13.0%	12.8%	13.3%
2001 Housing Units	52,956	68,219	83,361
Owner-occupied Housing Units	64.5%	64.2%	63.9%
Renter-occupied Housing Units	22.8%	23.1%	22.7%
Vacant Housing Units	12.7%	12.7%	13.3%
2006 Housing Units	61,462	79,541	97,177
Owner-occupied Housing Units	65.6%	65.2%	64.8%
Renter-occupied Housing Units	22.4%	22.8%	22.5%
Vacant Housing Units	12.0%	12.1%	12.7%
2000 - 2001 Housing Units Annual Rate	3.1%	3.4%	3.5%
2001 - 2006 Housing Units Annual Rate	3.0%	3.1%	3.1%
2001 Specified Owner-occupied Units by Home Value			
Total	22,805	27,936	33,959
Under \$100,000	31.0%	32.8%	29.2%
\$100,000 - 199,999	49.8%	49.2%	47.0%
\$200,000 - \$299,999	13.4%	12.6%	15.3%
\$300,000 - 399,999	3.7%	3.4%	4.9%
\$400,000 - 499,999	1.5%	1.5%	2.3%
\$500,000+	0.5%	0.5%	1.3%
Average Home Value	\$150,118	\$146,943	\$163,226
2006 Specified Owner-occupied Units by Home Value			
Total	26,654	32,779	39,770
Under \$100,000	25.7%	26.2%	24.0%
\$100,000 - 199,999	46.7%	46.8%	46.0%
\$200,000 - \$299,999	16.9%	16.4%	17.9%
\$300,000 - 399,999	6.6%	6.6%	7.3%
\$400,000 - 499,999	2.4%	2.4%	2.8%
\$500,000+	1.6%	1.6%	2.0%
Average Home Value	\$173,860	\$172,794	\$181,245
1990 Total Units in Structure			
Total	33,137	43,302	54,210
1 Unit, Detached	62.0%	59.6%	59.0%
1 Unit, Attached	2.8%	2.3%	2.7%
2 Units	2.3%	2.4%	2.2%
3 -9 Units	5.8%	5.1%	4.8%
10 - 49 Units	3.0%	2.8%	2.9%
50+ Units	0.9%	0.9%	0.9%
Mobile Home/Other Units	23.2%	26.9%	27.4%

Data Note: Specified Owner-occupied Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office.

Source: U.S. Census Bureau, Census 2000 Summary File 1. ESRI BIS forecasts for 2001 and 2006. ESRI BIS converted 1990 Census data into 2000 geography.



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Top 3 ACORN Consumer Groups

1.	Wealthiest Seniors	Senior Sun Seekers	Senior Sun Seekers
2.	Senior Sun Seekers	Wealthiest Seniors	Wealthiest Seniors
3.	Young Frequent Movers	Young Frequent Movers	Young Frequent Movers



2001 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Consumer spending does not equal retail sales. Resident households may be spending outside the market area.

Apparel: Total \$	\$102,879,624	\$127,190,966	\$156,251,122
Average Spent	\$2,225	\$2,135	\$2,162
Spending Potential Index	87	83	84
Computers and Accessories: Total \$	\$11,374,102	\$13,942,560	\$17,200,889
Average Spent	\$246	\$234	\$238
Spending Potential Index	88	84	86
Education: Total \$	\$31,336,645	\$38,708,274	\$47,078,646
Average Spent	\$677	\$649	\$651
Spending Potential Index	80	77	77
Entertainment: Total \$	\$118,425,864	\$146,271,771	\$180,316,436
Average Spent	\$2,561	\$2,456	\$2,495
Spending Potential Index	92	88	89
Food at Home: Total \$	\$177,624,205	\$221,462,659	\$272,001,966
Average Spent	\$3,841	\$3,718	\$3,764
Spending Potential Index	91	88	89
Food Away from Home: Total \$	\$99,588,980	\$123,283,083	\$151,476,725
Average Spent	\$2,154	\$2,070	\$2,096
Spending Potential Index	89	85	86
Health Care: Total \$	\$132,360,112	\$165,578,344	\$205,166,534
Average Spent	\$2,862	\$2,780	\$2,839
Spending Potential Index	103	100	103
HH Furnishings and Equip: Total \$	\$90,072,946	\$111,028,692	\$137,262,223
Average Spent	\$1,948	\$1,864	\$1,899
Spending Potential Index	93	89	91
Investments: Total \$	\$136,900,188	\$167,574,851	\$211,200,302
Average Spent	\$2,961	\$2,813	\$2,923
Spending Potential Index	111	105	109
Shelter: Total \$	\$369,850,938	\$457,661,382	\$563,424,964
Average Spent	\$7,999	\$7,685	\$7,798
Spending Potential Index	86	83	84
Television, Radio, and Sound: Total \$	\$36,567,377	\$45,432,339	\$55,890,340
Average Spent	\$790	\$762	\$773
Spending Potential Index	91	88	89
Travel: Total \$	\$76,132,089	\$93,583,367	\$116,080,861
Average Spent	\$1,646	\$1,571	\$1,606
Spending Potential Index	93	89	91
Vehicle Maint and Repair: Total \$	\$43,223,472	\$53,646,145	\$66,191,969
Average Spent	\$934	\$900	\$916
Spending Potential Index	95	92	93

Data Note: The Spending Potential Index represents the amount spent relative to a national average of 100.

Source: Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics.