



# Market Profile

Garland County, AR  
Garland County, AR (05051)  
Geography: County

Garland County, AR (05051...

## Population Summary

2000 Total Population	88,068
2000 Group Quarters	1,861
2010 Total Population	98,758
2015 Total Population	104,249
2010-2015 Annual Rate	1.09%

## Household Summary

2000 Households	37,813
2000 Average Household Size	2.28
2010 Households	41,742
2010 Average Household Size	2.32
2015 Households	43,979
2015 Average Household Size	2.33
2010-2015 Annual Rate	1.05%
2000 Families	25,250
2000 Average Family Size	2.78
2010 Families	27,012
2010 Average Family Size	2.85
2015 Families	28,169
2015 Average Family Size	2.86
2010-2015 Annual Rate	0.84%

## Housing Unit Summary

2000 Housing Units	44,953
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	24.3%
Vacant Housing Units	15.9%
2010 Housing Units	49,707
Owner Occupied Housing Units	59.6%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	16.0%
2015 Housing Units	52,150
Owner Occupied Housing Units	60.0%
Renter Occupied Housing Units	24.4%
Vacant Housing Units	15.7%

## Median Household Income

2000	\$31,610
2010	\$41,380
2015	\$46,752

## Median Home Value

2000	\$77,224
2010	\$106,181
2015	\$126,130

## Per Capita Income

2000	\$18,631
2010	\$22,646
2015	\$23,436

## Median Age

2000	42.4
2010	46.2
2015	47.7

**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. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## 2000 Households by Income

Household Income Base	37,796
<\$15,000	20.8%
\$15,000 - \$24,999	18.4%
\$25,000 - \$34,999	16.0%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	0.7%
\$200,000+	1.3%

Average Household Income \$42,947

## 2010 Households by Income

Household Income Base	41,742
<\$15,000	13.7%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	19.3%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	1.6%
\$200,000+	1.5%

Average Household Income \$53,170

## 2015 Households by Income

Household Income Base	43,979
<\$15,000	13.7%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	18.4%
\$50,000 - \$74,999	26.8%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	1.7%
\$200,000+	1.6%

Average Household Income \$55,112

## 2000 Owner Occupied Housing Units by Value

Total	26,908
<\$50,000	27.3%
\$50,000 - \$99,999	38.7%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	8.6%
\$200,000 - \$299,999	5.7%
\$300,000 - \$499,999	2.9%
\$500,000 - \$999,999	0.9%
\$1,000,000 +	0.1%

Average Home Value \$103,278

## 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	10,764
With Cash Rent	89.9%
No Cash Rent	10.1%
Median Rent	\$361
Average Rent	\$394

**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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

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## 2000 Population by Age

Total	88,068
0 - 4	5.5%
5 - 9	5.7%
10 - 14	6.2%
15 - 24	11.1%
25 - 34	11.1%
35 - 44	14.1%
45 - 54	13.5%
55 - 64	11.6%
65 - 74	11.4%
75 - 84	7.4%
85 +	2.4%
18 +	78.7%

## 2010 Population by Age

Total	98,758
0 - 4	5.3%
5 - 9	5.3%
10 - 14	5.4%
15 - 24	10.3%
25 - 34	10.2%
35 - 44	11.6%
45 - 54	14.4%
55 - 64	15.0%
65 - 74	11.5%
75 - 84	7.7%
85 +	3.1%
18 +	80.5%

## 2015 Population by Age

Total	104,249
0 - 4	5.1%
5 - 9	5.2%
10 - 14	5.6%
15 - 24	10.0%
25 - 34	9.9%
35 - 44	11.1%
45 - 54	12.7%
55 - 64	15.8%
65 - 74	13.7%
75 - 84	7.7%
85 +	3.2%
18 +	80.8%

## 2000 Population by Sex

Males	48.6%
Females	51.4%

## 2010 Population by Sex

Males	48.7%
Females	51.3%

## 2015 Population by Sex

Males	48.8%
Females	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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# Market Profile

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## 2000 Population by Race/Ethnicity

Total	88,068
White Alone	88.9%
Black Alone	7.8%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.7%
Two or More Races	1.5%
Hispanic Origin	2.6%
Diversity Index	24.4

## 2010 Population by Race/Ethnicity

Total	98,758
White Alone	86.9%
Black Alone	8.3%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	1.3%
Two or More Races	2.1%
Hispanic Origin	4.6%
Diversity Index	30.4

## 2015 Population by Race/Ethnicity

Total	104,249
White Alone	86.1%
Black Alone	8.5%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	1.4%
Two or More Races	2.4%
Hispanic Origin	5.5%
Diversity Index	32.9

## 2000 Population 3+ by School Enrollment

Total	85,043
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	10.7%
Enrolled in Grade 9-12	5.1%
Enrolled in College	2.8%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	78.6%

## 2010 Population 25+ by Educational Attainment

Total	72,621
Less Than 9th Grade	5.1%
9th to 12th Grade, No Diploma	10.2%
High School Graduate	34.1%
Some College, No Degree	23.3%
Associate Degree	6.7%
Bachelor's Degree	13.4%
Graduate/Professional Degree	7.2%

**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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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## 2010 Population 15+ by Marital Status

Total	82,828
Never Married	20.2%
Married	55.7%
Widowed	8.6%
Divorced	15.5%

## 2000 Population 16+ by Employment Status

Total	71,338
In Labor Force	54.1%
Civilian Employed	51.2%
Civilian Unemployed	2.7%
In Armed Forces	0.1%
Not In Labor Force	45.9%

## 2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.1%
Civilian Unemployed	8.9%

## 2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.6%
Civilian Unemployed	7.4%

## 2000 Females 16+ by Employment Status and Age of Children

Total	37,512
Own Children < 6 Only	6.1%
Employed/in Armed Forces	3.7%
Unemployed	0.3%
Not in Labor Force	2.1%
Own Children <6 and 6-17 Only	4.0%
Employed/in Armed Forces	2.3%
Unemployed	0.2%
Not in Labor Force	1.6%
Own Children 6-17 Only	15.0%
Employed/in Armed Forces	11.0%
Unemployed	0.4%
Not in Labor Force	3.6%
No Own Children < 18	74.9%
Employed/in Armed Forces	29.0%
Unemployed	1.4%
Not in Labor Force	44.5%

## 2010 Employed Population 16+ by Industry

Total	38,150
Agriculture/Mining	1.6%
Construction	10.8%
Manufacturing	8.7%
Wholesale Trade	2.5%
Retail Trade	13.2%
Transportation/Utilities	3.3%
Information	1.0%
Finance/Insurance/Real Estate	5.5%
Services	50.0%
Public Administration	3.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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## 2010 Employed Population 16+ by Occupation

Total	38,150
White Collar	53.1%
Management/Business/Financial	10.0%
Professional	20.0%
Sales	12.6%
Administrative Support	10.6%
Services	22.0%
Blue Collar	24.9%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	8.9%
Installation/Maintenance/Repair	3.8%
Production	6.0%
Transportation/Material Moving	5.9%

## 2000 Workers 16+ by Means of Transportation to Work

Total	36,185
Drove Alone - Car, Truck, or Van	78.9%
Carpooled - Car, Truck, or Van	13.9%
Public Transportation	1.0%
Walked	2.4%
Other Means	1.1%
Worked at Home	2.7%

## 2000 Workers 16+ by Travel Time to Work

Total	36,185
Did not Work at Home	97.3%
Less than 5 minutes	3.4%
5 to 9 minutes	12.4%
10 to 19 minutes	39.9%
20 to 24 minutes	14.7%
25 to 34 minutes	15.0%
35 to 44 minutes	3.1%
45 to 59 minutes	3.3%
60 to 89 minutes	3.5%
90 or more minutes	1.9%
Worked at Home	2.7%
Average Travel Time to Work (in min)	21.1

## 2000 Households by Vehicles Available

Total	37,813
None	8.5%
1	38.7%
2	39.7%
3	10.3%
4	2.1%
5+	0.8%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## 2000 Households by Type

Total	37,813
Family Households	66.8%
Married-couple Family	53.2%
With Related Children	18.6%
Other Family (No Spouse)	13.6%
With Related Children	9.0%
Nonfamily Households	33.2%
Householder Living Alone	28.8%
Householder Not Living Alone	4.4%
Households with Related Children	27.5%
Households with Persons 65+	34.2%

## 2000 Households by Size

Total	37,813
1 Person Household	28.8%
2 Person Household	40.1%
3 Person Household	14.3%
4 Person Household	10.7%
5 Person Household	4.2%
6 Person Household	1.2%
7 + Person Household	0.6%

## 2000 Households by Year Householder Moved In

Total	37,813
Moved in 1999 to March 2000	20.9%
Moved in 1995 to 1998	29.2%
Moved in 1990 to 1994	17.1%
Moved in 1980 to 1989	16.6%
Moved in 1970 to 1979	9.1%
Moved in 1969 or Earlier	7.2%
Median Year Householder Moved In	1995

## 2000 Housing Units by Units in Structure

Total	44,953
1, Detached	64.5%
1, Attached	3.2%
2	1.9%
3 or 4	4.2%
5 to 9	3.7%
10 to 19	1.5%
20 +	4.2%
Mobile Home	16.4%
Other	0.4%

## 2000 Housing Units by Year Structure Built

Total	44,953
1999 to March 2000	2.1%
1995 to 1998	9.5%
1990 to 1994	8.5%
1980 to 1989	20.8%
1970 to 1979	21.0%
1969 or Earlier	38.1%
Median Year Structure Built	1976

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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## Top 3 Tapestry Segments

1. Rooted Rural
2. Rural Resort Dwellers
3. Midland Crowd

## 2010 Consumer Spending

Apparel & Services: Total \$	\$51,121,950
Average Spent	\$1,224.71
Spending Potential Index	51
Computers & Accessories: Total \$	\$6,725,245
Average Spent	\$161.12
Spending Potential Index	73
Education: Total \$	\$34,251,419
Average Spent	\$820.55
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$107,784,602
Average Spent	\$2,582.16
Spending Potential Index	80
Food at Home: Total \$	\$148,737,483
Average Spent	\$3,563.26
Spending Potential Index	80
Food Away from Home: Total \$	\$101,580,430
Average Spent	\$2,433.53
Spending Potential Index	76
Health Care: Total \$	\$140,206,919
Average Spent	\$3,358.89
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$57,724,012
Average Spent	\$1,382.88
Spending Potential Index	67
Investments: Total \$	\$61,574,849
Average Spent	\$1,475.13
Spending Potential Index	85
Retail Goods: Total \$	\$801,941,524
Average Spent	\$19,211.86
Spending Potential Index	77
Shelter: Total \$	\$465,029,679
Average Spent	\$11,140.57
Spending Potential Index	71
TV/Video/Audio: Total \$	\$40,530,712
Average Spent	\$970.98
Spending Potential Index	78
Travel: Total \$	\$57,983,382
Average Spent	\$1,389.09
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$31,361,922
Average Spent	\$751.33
Spending Potential Index	80

**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 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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