



Market Profile

5 Counties
Garland County, AR (05051) et al.
Geographies: 5 Counties

Garland County, AR (05051...

Population Summary	
2000 Total Population	162,515
2000 Group Quarters	4,836
2010 Total Population	175,207
2015 Total Population	180,410
2010-2015 Annual Rate	0.59%
Household Summary	
2000 Households	67,018
2000 Average Household Size	2.35
2010 Households	71,701
2010 Average Household Size	2.36
2015 Households	73,913
2015 Average Household Size	2.36
2010-2015 Annual Rate	0.61%
2000 Families	45,925
2000 Average Family Size	2.84
2010 Families	47,649
2010 Average Family Size	2.87
2015 Families	48,602
2015 Average Family Size	2.88
2010-2015 Annual Rate	0.40%
Housing Unit Summary	
2000 Housing Units	79,087
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	15.3%
2010 Housing Units	85,732
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	16.4%
2015 Housing Units	88,672
Owner Occupied Housing Units	60.5%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	16.6%
Median Household Income	
2000	\$30,855
2010	\$39,343
2015	\$45,013
Median Home Value	
2000	\$67,388
2010	\$94,323
2015	\$111,618
Per Capita Income	
2000	\$16,948
2010	\$20,810
2015	\$21,621
Median Age	
2000	40.1
2010	43.4
2015	44.5

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	66,935
<\$15,000	22.7%
\$15,000 - \$24,999	17.8%
\$25,000 - \$34,999	16.1%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	0.7%
\$200,000+	1.0%

Average Household Income \$40,650

2010 Households by Income

Household Income Base	71,701
<\$15,000	15.6%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	18.7%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	6.4%
\$150,000 - \$199,999	1.2%
\$200,000+	1.2%

Average Household Income \$50,099

2015 Households by Income

Household Income Base	73,913
<\$15,000	15.5%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	26.4%
\$75,000 - \$99,999	7.2%
\$100,000 - \$149,999	7.0%
\$150,000 - \$199,999	1.4%
\$200,000+	1.3%

Average Household Income \$51,946

2000 Owner Occupied Housing Units by Value

Total	48,793
<\$50,000	34.8%
\$50,000 - \$99,999	38.1%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	6.7%
\$200,000 - \$299,999	4.0%
\$300,000 - \$499,999	1.9%
\$500,000 - \$999,999	0.7%
\$1,000,000 +	0.1%

Average Home Value \$89,428

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	17,743
With Cash Rent	87.3%
No Cash Rent	12.7%
Median Rent	\$328
Average Rent	\$347

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.

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



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2000 Population by Age	
Total	162,515
0 - 4	5.8%
5 - 9	6.1%
10 - 14	6.5%
15 - 24	13.2%
25 - 34	11.3%
35 - 44	14.0%
45 - 54	13.2%
55 - 64	11.0%
65 - 74	10.0%
75 - 84	6.6%
85 +	2.2%
18 +	77.6%
2010 Population by Age	
Total	175,207
0 - 4	5.7%
5 - 9	5.6%
10 - 14	5.8%
15 - 24	12.3%
25 - 34	10.7%
35 - 44	11.9%
45 - 54	14.2%
55 - 64	14.1%
65 - 74	10.3%
75 - 84	6.7%
85 +	2.8%
18 +	79.4%
2015 Population by Age	
Total	180,410
0 - 4	5.4%
5 - 9	5.5%
10 - 14	5.9%
15 - 24	12.0%
25 - 34	10.1%
35 - 44	11.7%
45 - 54	12.7%
55 - 64	14.9%
65 - 74	12.2%
75 - 84	6.8%
85 +	2.9%
18 +	79.7%
2000 Population by Sex	
Males	48.6%
Females	51.4%
2010 Population by Sex	
Males	49.1%
Females	50.9%
2015 Population by Sex	
Males	49.2%
Females	50.8%

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

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2000 Population by Race/Ethnicity

Total	162,515
White Alone	87.1%
Black Alone	9.6%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.9%
Two or More Races	1.4%
Hispanic Origin	2.4%
Diversity Index	26.8

2010 Population by Race/Ethnicity

Total	175,207
White Alone	85.1%
Black Alone	10.0%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	1.7%
Two or More Races	1.9%
Hispanic Origin	4.3%
Diversity Index	32.6

2015 Population by Race/Ethnicity

Total	180,410
White Alone	84.5%
Black Alone	10.1%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	1.8%
Two or More Races	2.2%
Hispanic Origin	5.0%
Diversity Index	34.5

2000 Population 3+ by School Enrollment

Total	156,804
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.1%
Enrolled in Grade 1-8	11.0%
Enrolled in Grade 9-12	5.3%
Enrolled in College	4.7%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	75.9%

2010 Population 25+ by Educational Attainment

Total	123,888
Less Than 9th Grade	6.2%
9th to 12th Grade, No Diploma	11.8%
High School Graduate	36.2%
Some College, No Degree	21.5%
Associate Degree	6.0%
Bachelor's Degree	11.7%
Graduate/Professional Degree	6.5%

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	145,399
Never Married	21.9%
Married	56.1%
Widowed	8.2%
Divorced	13.7%

2000 Population 16+ by Employment Status

Total	130,101
In Labor Force	56.2%
Civilian Employed	53.3%
Civilian Unemployed	2.8%
In Armed Forces	0.1%
Not In Labor Force	43.8%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.5%
Civilian Unemployed	8.5%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.0%
Civilian Unemployed	7.0%

2000 Females 16+ by Employment Status and Age of Children

Total	67,895
Own Children < 6 Only	6.5%
Employed/in Armed Forces	3.9%
Unemployed	0.4%
Not in Labor Force	2.2%
Own Children <6 and 6-17 Only	4.7%
Employed/in Armed Forces	2.8%
Unemployed	0.2%
Not in Labor Force	1.7%
Own Children 6-17 Only	15.7%
Employed/in Armed Forces	11.7%
Unemployed	0.4%
Not in Labor Force	3.6%
No Own Children < 18	73.1%
Employed/in Armed Forces	29.3%
Unemployed	1.5%
Not in Labor Force	42.4%

2010 Employed Population 16+ by Industry

Total	70,256
Agriculture/Mining	3.3%
Construction	9.8%
Manufacturing	11.9%
Wholesale Trade	2.4%
Retail Trade	12.7%
Transportation/Utilities	3.7%
Information	0.9%
Finance/Insurance/Real Estate	5.1%
Services	46.4%
Public Administration	3.9%

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	70,256
White Collar	51.3%
Management/Business/Financial	9.5%
Professional	19.4%
Sales	11.3%
Administrative Support	11.1%
Services	20.0%
Blue Collar	28.7%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	8.5%
Installation/Maintenance/Repair	4.2%
Production	7.9%
Transportation/Material Moving	7.1%

2000 Workers 16+ by Means of Transportation to Work

Total	68,570
Drove Alone - Car, Truck, or Van	78.4%
Carpooled - Car, Truck, or Van	14.2%
Public Transportation	0.6%
Walked	2.9%
Other Means	1.1%
Worked at Home	2.7%

2000 Workers 16+ by Travel Time to Work

Total	68,570
Did not Work at Home	97.3%
Less than 5 minutes	4.8%
5 to 9 minutes	13.4%
10 to 19 minutes	34.5%
20 to 24 minutes	13.1%
25 to 34 minutes	15.2%
35 to 44 minutes	4.0%
45 to 59 minutes	5.6%
60 to 89 minutes	4.2%
90 or more minutes	2.5%
Worked at Home	2.7%
Average Travel Time to Work (in min)	22.9

2000 Households by Vehicles Available

Total	67,018
None	8.4%
1	35.7%
2	39.8%
3	12.2%
4	2.8%
5+	1.0%
Average Number of Vehicles Available	1.7

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	67,018
Family Households	68.5%
Married-couple Family	54.9%
With Related Children	21.1%
Other Family (No Spouse)	13.7%
With Related Children	9.1%
Nonfamily Households	31.5%
Householder Living Alone	27.2%
Householder Not Living Alone	4.2%
Households with Related Children	30.2%
Households with Persons 65+	31.8%

2000 Households by Size

Total	67,018
1 Person Household	27.2%
2 Person Household	38.7%
3 Person Household	15.5%
4 Person Household	11.8%
5 Person Household	4.7%
6 Person Household	1.3%
7 + Person Household	0.7%

2000 Households by Year Householder Moved In

Total	67,018
Moved in 1999 to March 2000	19.7%
Moved in 1995 to 1998	28.2%
Moved in 1990 to 1994	16.6%
Moved in 1980 to 1989	16.3%
Moved in 1970 to 1979	10.3%
Moved in 1969 or Earlier	8.9%
Median Year Householder Moved In	1994

2000 Housing Units by Units in Structure

Total	79,087
1, Detached	65.7%
1, Attached	2.1%
2	1.9%
3 or 4	3.1%
5 to 9	2.8%
10 to 19	1.2%
20 +	3.2%
Mobile Home	19.4%
Other	0.6%

2000 Housing Units by Year Structure Built

Total	79,087
1999 to March 2000	2.3%
1995 to 1998	9.6%
1990 to 1994	8.2%
1980 to 1989	19.4%
1970 to 1979	21.4%
1969 or Earlier	39.1%
Median Year Structure Built	1975

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. Midland Crowd
3. Rural Resort Dwellers

2010 Consumer Spending

Apparel & Services: Total \$	\$82,827,506
Average Spent	\$1,155.18
Spending Potential Index	48
Computers & Accessories: Total \$	\$10,872,715
Average Spent	\$151.64
Spending Potential Index	69
Education: Total \$	\$54,341,378
Average Spent	\$757.89
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$175,923,529
Average Spent	\$2,453.57
Spending Potential Index	76
Food at Home: Total \$	\$244,236,962
Average Spent	\$3,406.33
Spending Potential Index	76
Food Away from Home: Total \$	\$165,553,171
Average Spent	\$2,308.94
Spending Potential Index	72
Health Care: Total \$	\$229,127,276
Average Spent	\$3,195.59
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$93,491,329
Average Spent	\$1,303.91
Spending Potential Index	63
Investments: Total \$	\$97,714,911
Average Spent	\$1,362.81
Spending Potential Index	78
Retail Goods: Total \$	\$1,318,951,156
Average Spent	\$18,395.16
Spending Potential Index	74
Shelter: Total \$	\$730,117,107
Average Spent	\$10,182.80
Spending Potential Index	64
TV/Video/Audio: Total \$	\$66,265,695
Average Spent	\$924.20
Spending Potential Index	74
Travel: Total \$	\$90,962,814
Average Spent	\$1,268.64
Spending Potential Index	67
Vehicle Maintenance & Repairs: Total \$	\$51,072,549
Average Spent	\$712.30
Spending Potential Index	76

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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