

# Community Profile

## Greater Prescott Region, Arizona

### POPULATION & DEMOGRAPHICS

#### POPULATION

Year	Population
1990	49,273
2000	78,489
2010	113,477
2015	129,020
Change 1990 - 2000	59.3%
Change 2000 - 2010	44.6%
Change 1990 - 2010	130.3%
Change 2010 - 2015	13.7%

SOURCES: Nielsen-Claritas, Inc.

#### DIVERSITY (2010)

Race/Ethnicity	Percent
White	90.1%
Black/African American	0.9%
Asian	1.0%
American Indian	1.3%
Pacific Islander	0.1%
Other	6.7%
Hispanic or Latino	13.0%
Not Hispanic or Latino	87.0%

SOURCES: Nielsen-Claritas, Inc.

#### HOUSEHOLD INCOME

##### Median Household Income

Year	Amount
2000	\$34,440
2010	\$44,173
2015	\$47,594
Change '10 - '15	7.7%

SOURCE: Nielsen-Claritas, Inc.

##### Household Income Distribution (2010)

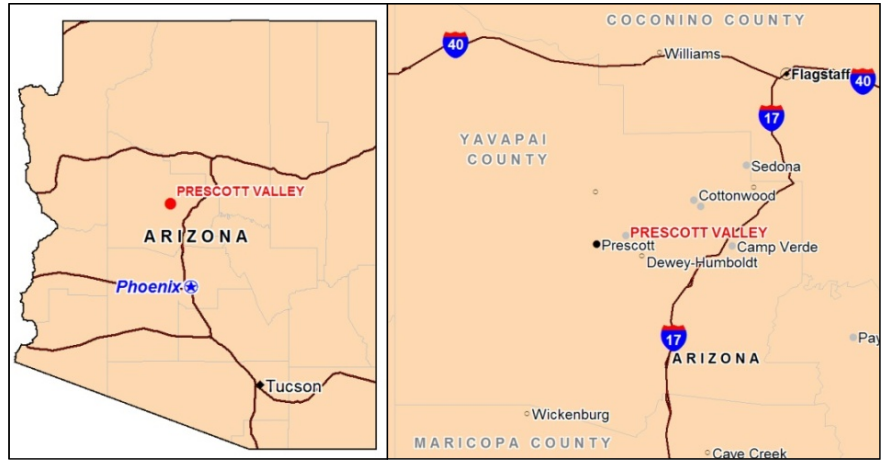
Households	46,308
Less than \$35,000	38.6%
Between \$35,000 and \$75,000	38.3%
Greater than \$75,000	23.1%

SOURCE: Nielsen-Claritas, Inc.

#### EDUCATIONAL ATTAINMENT

Highest Level	2010
No High School Diploma	10.9%
High School Diploma Only	28.8%
1 to 3 Years College	37.7%
Associate Degree	7.7%
Bachelors Degree	13.7%
Graduate Degree	9.0%
12 to 15 years of education	66.4%
16 or more years of education	22.7%

SOURCE: Nielsen-Claritas, Inc.



#### AGE DISTRIBUTION

##### Percent

Age Group (in years)	2000	2010	2015
0-17	21.2%	20.8%	21.2%
18-34	18.3%	21.5%	20.1%
35-54	26.1%	22.9%	22.7%
55-64	12.1%	12.1%	11.9%
65-74	12.2%	11.4%	12.6%
75 and over	10.0%	11.4%	11.5%

SOURCE: Nielsen-Claritas, Inc.

##### Numeric

Age Group (in years)	2010	2015
0-17	23,556	27,314
18-34	24,437	25,996
35-54	25,978	29,302
55-64	13,679	15,295
65-74	12,880	16,216
75 and over	12,947	14,897

SOURCE: Nielsen-Claritas, Inc.

##### Change in Population by Age Group 2010-2015

Age Group (in years)	Number	Percent
0-17	3,758	16.0%
18-34	1,559	6.4%
35-54	3,324	12.8%
55-64	1,616	11.8%
65-74	3,336	25.9%
75 and over	1,950	15.1%

SOURCE: Nielsen-Claritas, Inc.

#### MEDIAN AGE

Year	Age
2000	43.3
2010	42.1
2015	42.4

SOURCE: Nielsen-Claritas, Inc.

# Community Profile: Greater Prescott Region, Arizona

## LABOR FORCE

### CIVILIAN LABOR FORCE

	Number
2000	32,820
2010	52,002
% Change 2000 - 2010	36.9%

SOURCE: Nielsen-Claritas, Inc.

### EMPLOYMENT

	Number	Percent
2000	31,194	95.0%
2010	48,721	93.7%

SOURCE: Nielsen-Claritas, Inc.

### UNEMPLOYMENT

	Number	Percent
2000	1,626	5.0%
2010	3,281	6.3%

SOURCE: Nielsen-Claritas, Inc.

### LABOR PARTICIPATION (2010)

	Percent
Male	77.4%
Female	64.0%
Total	70.5%

SOURCE: Nielsen-Claritas, Inc.

### RESIDENT EMPLOYMENT BY INDUSTRY (2010)

Industry	Employment	Percent
Total	48,721	100%
Agriculture/Forest/Fish/Hunt	586	1.2%
Construction	6,294	12.9%
Manufacturing	3,195	6.6%
Wholesale Trade	1,277	2.6%
Retail Trade	7,613	15.6%
Transport/Warehouse/Utils	1,513	3.1%
Information	738	1.5%
Fin/Insur/RE/Rent/Lse	1,811	3.7%
Prof/Sci/Tech/Admin	2,342	4.8%
Mgmt of Companies	14	0.0%
Admin/Spprt/Waste Mgmt	1,497	3.1%
Educational Svcs	4,827	9.9%
Health Care/Soc Asst	6,714	13.8%
Entertainment/Rec Svcs	1,185	2.4%
Accommodation and Food Services	4,261	8.7%
Other Services (excluding Public Administration)	2,698	5.5%
Public Administration	2,156	4.4%

SOURCE: Nielsen-Claritas, Inc.

### RESIDENT EMPLOYMENT BY OCCUPATION (2010)

Occupational Group	Employment	Percent
Total	48,721	100%
Management, Including Farmers and Farm Managers	4,133	8.5%
Business and Financial Operations	972	2.0%
Computer and Mathematical	538	1.1%
Architecture and Engineering	481	1.0%
Life, Physical, and Social Science	107	0.2%
Community and Social Services	1,226	2.5%
Legal	322	0.7%
Education, Training, and Library	2,714	5.6%
Arts, Design, Entertainment, Sports, and Media	689	1.4%
Healthcare Practitioners and Technical	2,607	5.4%
Healthcare Support	1,222	2.5%
Protective Service	1,243	2.6%
Food Preparation and Serving Related	3,701	7.6%
Building and Grounds Cleaning, and Maintenance*	1,777	3.6%
Service: Personal Care and Service	1,934	4.0%
Sales and Related Occupations	6,879	14.1%
Office and Administrative Support	6,842	14.0%
Farming, Fishing, and Forestry*	271	0.6%
Construction and Extraction*	4,735	9.7%
Installation, Maintenance, and Repair*	1,463	3.0%
Production*	2,539	5.2%
Transportation and Material Moving*	2,326	4.8%

SOURCE: Nielsen-Claritas, Inc.

\*Blue-collar occupations

### RESIDENT HIGH-KNOWLEDGE OCCUPATIONAL EMPLOYMENT (2010)

Occupational Group	Employment	Percent
Total	12,564	100%
Healthcare Practitioner/Technician	2,607	20.8%
Life/Physical/Social Science	107	0.8%
Architecture/Engineering	481	3.8%
Arts/Design/Entertainment/Sports/Media	689	5.5%
Business and Financial Operations	972	7.7%
Computer and Mathematical	538	4.3%
Education/Training/Library	2,714	21.6%
Legal	322	2.6%
Management including Farmers/Farm Mgrs	4,133	32.9%

SOURCE: Nielsen-Claritas, Inc.

### WHITE- AND BLUE-COLLAR OCCUPATIONAL DISTRIBUTION (2010)

Occupational Group	Employment	Percent
Blue-Collar	13,110	26.9%
White-Collar	35,611	73.1%

SOURCE: Nielsen-Claritas, Inc.

**FOR MORE INFORMATION, PLEASE CONTACT**  
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