

Market Profile

245 S Main St, Jonesboro, Arkansas, 72401
 Drive Time Bands: 0-5, 5-10, 10-15 minute radii

Prepared by ESRI / Jonesboro Unlimited

Latitude: 35.84066
 Longitude: -90.70495

	0 - 5 minute	5 - 10 minute	10 - 15 minute
Population Summary			
2000 Total Population	11,851	23,224	24,449
2010 Total Population	12,768	25,127	32,544
2017 Total Population	13,906	26,430	38,399
2017 Group Quarters	1,268	1,723	538
2022 Total Population	14,707	27,831	42,332
2017-2022 Annual Rate	1.13%	1.04%	1.97%
2017 Total Daytime Population	16,969	39,276	34,423
Workers	8,614	24,511	15,105
Residents	8,355	14,765	19,318
Household Summary			
2000 Households	4,971	9,315	9,444
2000 Average Household Size	2.23	2.34	2.56
2010 Households	4,900	9,890	12,623
2010 Average Household Size	2.36	2.38	2.54
2017 Households	5,314	10,350	14,986
2017 Average Household Size	2.38	2.39	2.53
2022 Households	5,643	10,923	16,579
2022 Average Household Size	2.38	2.39	2.52
2017-2022 Annual Rate	1.21%	1.08%	2.04%
2010 Families	2,609	6,186	8,830
2010 Average Family Size	3.15	2.94	3.01
2017 Families	2,752	6,350	10,291
2017 Average Family Size	3.18	2.95	3.01
2022 Families	2,887	6,649	11,294
2022 Average Family Size	3.18	2.96	3.01
2017-2022 Annual Rate	0.96%	0.92%	1.88%
Housing Unit Summary			
2000 Housing Units	5,742	10,042	10,093
Owner Occupied Housing Units	31.9%	58.6%	63.4%
Renter Occupied Housing Units	54.7%	34.1%	30.2%
Vacant Housing Units	13.4%	7.2%	6.4%
2010 Housing Units	5,715	10,661	13,323
Owner Occupied Housing Units	26.3%	53.5%	59.3%
Renter Occupied Housing Units	59.4%	39.2%	35.4%
Vacant Housing Units	14.3%	7.2%	5.3%
2017 Housing Units	6,274	11,296	16,007
Owner Occupied Housing Units	24.0%	51.1%	56.9%
Renter Occupied Housing Units	60.7%	40.6%	36.7%
Vacant Housing Units	15.3%	8.4%	6.4%
2022 Housing Units	6,645	11,896	17,643
Owner Occupied Housing Units	23.5%	51.0%	57.0%
Renter Occupied Housing Units	61.5%	40.8%	37.0%
Vacant Housing Units	15.1%	8.2%	6.0%
Median Household Income			
2017	\$24,175	\$39,477	\$48,947
2022	\$23,537	\$40,846	\$51,780
Median Home Value			
2017	\$88,947	\$136,189	\$149,376
2022	\$99,751	\$153,761	\$184,232
Per Capita Income			
2017	\$15,968	\$24,079	\$28,987
2022	\$16,751	\$26,102	\$32,193
Median Age			
2010	27.4	32.9	32.9
2017	28.1	34.4	34.1
2022	28.4	35.7	35.2

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2017 Households by Income			
Household Income Base	5,314	10,350	14,986
<\$15,000	31.7%	19.8%	13.6%
\$15,000 - \$24,999	19.3%	12.6%	12.0%
\$25,000 - \$34,999	13.9%	12.4%	10.7%
\$35,000 - \$49,999	10.5%	13.9%	14.5%
\$50,000 - \$74,999	12.6%	16.6%	17.5%
\$75,000 - \$99,999	5.6%	10.4%	11.4%
\$100,000 - \$149,999	4.5%	8.9%	10.4%
\$150,000 - \$199,999	0.8%	2.0%	3.5%
\$200,000+	1.1%	3.3%	6.5%
Average Household Income	\$37,606	\$58,837	\$73,629
2022 Households by Income			
Household Income Base	5,643	10,923	16,579
<\$15,000	33.1%	20.6%	14.1%
\$15,000 - \$24,999	18.8%	12.1%	11.6%
\$25,000 - \$34,999	13.4%	11.7%	9.9%
\$35,000 - \$49,999	9.3%	12.1%	12.7%
\$50,000 - \$74,999	12.8%	16.6%	17.5%
\$75,000 - \$99,999	6.1%	11.4%	12.1%
\$100,000 - \$149,999	4.7%	9.7%	10.9%
\$150,000 - \$199,999	0.9%	2.2%	3.8%
\$200,000+	1.0%	3.6%	7.5%
Average Household Income	\$39,669	\$63,995	\$81,651
2017 Owner Occupied Housing Units by Value			
Total	1,505	5,766	9,109
<\$50,000	15.1%	4.7%	6.8%
\$50,000 - \$99,999	44.8%	24.2%	16.7%
\$100,000 - \$149,999	17.4%	29.1%	26.8%
\$150,000 - \$199,999	12.6%	18.8%	17.8%
\$200,000 - \$249,999	4.6%	9.2%	10.8%
\$250,000 - \$299,999	2.7%	5.1%	7.0%
\$300,000 - \$399,999	1.9%	5.1%	6.9%
\$400,000 - \$499,999	0.4%	1.8%	2.8%
\$500,000 - \$749,999	0.4%	0.6%	1.7%
\$750,000 - \$999,999	0.1%	0.7%	1.8%
\$1,000,000 +	0.0%	0.7%	0.8%
Average Home Value	\$110,588	\$167,678	\$196,070
2022 Owner Occupied Housing Units by Value			
Total	1,558	6,065	10,059
<\$50,000	11.5%	3.4%	4.5%
\$50,000 - \$99,999	38.7%	19.2%	12.9%
\$100,000 - \$149,999	17.7%	25.9%	21.3%
\$150,000 - \$199,999	16.5%	19.6%	16.5%
\$200,000 - \$249,999	6.5%	11.2%	12.0%
\$250,000 - \$299,999	4.0%	6.4%	8.7%
\$300,000 - \$399,999	3.3%	7.0%	8.4%
\$400,000 - \$499,999	1.0%	3.8%	5.8%
\$500,000 - \$749,999	0.6%	1.2%	3.9%
\$750,000 - \$999,999	0.1%	0.9%	4.4%
\$1,000,000 +	0.0%	1.3%	1.5%
Average Home Value	\$129,766	\$198,484	\$254,941

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	12,768	25,126	32,547
0 - 4	8.8%	6.9%	7.5%
5 - 9	7.1%	6.3%	7.6%
10 - 14	5.9%	5.7%	7.1%
15 - 24	24.0%	19.9%	15.2%
25 - 34	15.6%	13.9%	15.6%
35 - 44	10.3%	10.4%	13.5%
45 - 54	10.3%	11.4%	13.1%
55 - 64	8.3%	10.7%	10.2%
65 - 74	4.8%	7.3%	6.0%
75 - 84	3.4%	5.4%	3.2%
85 +	1.7%	2.2%	1.1%
18 +	74.7%	77.8%	73.7%
2017 Population by Age			
Total	13,906	26,428	38,399
0 - 4	8.2%	6.4%	7.0%
5 - 9	6.8%	6.0%	7.0%
10 - 14	6.0%	5.4%	6.9%
15 - 24	23.3%	18.0%	13.4%
25 - 34	16.2%	15.0%	17.1%
35 - 44	10.3%	10.8%	13.5%
45 - 54	9.2%	10.1%	11.9%
55 - 64	8.9%	10.9%	10.6%
65 - 74	6.1%	9.3%	7.7%
75 - 84	3.2%	5.5%	3.5%
85 +	1.7%	2.5%	1.3%
18 +	75.6%	79.1%	75.3%
2022 Population by Age			
Total	14,709	27,830	42,330
0 - 4	8.4%	6.3%	6.9%
5 - 9	6.7%	5.9%	6.7%
10 - 14	5.8%	5.6%	6.8%
15 - 24	22.8%	17.3%	13.1%
25 - 34	16.2%	14.0%	16.1%
35 - 44	10.9%	11.8%	14.3%
45 - 54	8.7%	9.7%	11.4%
55 - 64	8.8%	10.5%	10.6%
65 - 74	6.7%	10.1%	8.3%
75 - 84	3.5%	6.2%	4.3%
85 +	1.5%	2.5%	1.4%
18 +	75.8%	79.1%	75.8%
2010 Population by Sex			
Males	6,146	12,080	15,901
Females	6,622	13,047	16,643
2017 Population by Sex			
Males	6,743	12,767	18,828
Females	7,164	13,663	19,571
2022 Population by Sex			
Males	7,171	13,498	20,757
Females	7,536	14,333	21,574

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	12,768	25,128	32,544
White Alone	56.8%	76.3%	83.4%
Black Alone	31.8%	17.5%	11.6%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	2.3%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	2.6%	1.9%
Two or More Races	3.0%	1.8%	1.7%
Hispanic Origin	8.9%	4.7%	3.8%
Diversity Index	64.5	44.1	34.2
2017 Population by Race/Ethnicity			
Total	13,907	26,430	38,399
White Alone	50.8%	72.0%	80.4%
Black Alone	36.6%	20.9%	13.7%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	2.4%	1.5%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.3%	3.0%	2.2%
Two or More Races	3.4%	2.1%	2.0%
Hispanic Origin	9.9%	5.5%	4.5%
Diversity Index	67.8	49.6	39.1
2022 Population by Race/Ethnicity			
Total	14,707	27,830	42,331
White Alone	45.8%	68.2%	77.6%
Black Alone	40.9%	24.0%	15.8%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	2.5%	1.6%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.6%	3.3%	2.4%
Two or More Races	3.6%	2.3%	2.2%
Hispanic Origin	10.5%	6.0%	5.0%
Diversity Index	69.4	53.6	43.3
2010 Population by Relationship and Household Type			
Total	12,768	25,127	32,544
In Households	90.7%	93.7%	98.5%
In Family Households	67.3%	74.6%	83.7%
Householder	20.6%	24.6%	27.0%
Spouse	10.2%	17.2%	20.3%
Child	29.5%	27.3%	31.6%
Other relative	4.1%	3.4%	2.9%
Nonrelative	3.0%	2.2%	1.9%
In Nonfamily Households	23.4%	19.1%	14.8%
In Group Quarters	9.3%	6.3%	1.5%
Institutionalized Population	2.5%	1.7%	1.4%
Noninstitutionalized Population	6.8%	4.7%	0.1%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	0 - 5 minute	5 - 10 minute	10 - 15 minute
2017 Population 25+ by Educational Attainment			
Total	7,740	16,941	25,220
Less than 9th Grade	7.4%	2.8%	2.7%
9th - 12th Grade, No Diploma	11.1%	7.5%	6.7%
High School Graduate	24.1%	23.3%	23.2%
GED/Alternative Credential	9.0%	6.4%	5.8%
Some College, No Degree	21.0%	26.3%	23.2%
Associate Degree	7.5%	6.2%	7.1%
Bachelor's Degree	12.7%	16.8%	18.9%
Graduate/Professional Degree	7.2%	10.8%	12.4%
2017 Population 15+ by Marital Status			
Total	10,979	21,711	30,364
Never Married	47.3%	34.4%	27.9%
Married	29.5%	43.7%	54.2%
Widowed	6.4%	8.2%	6.1%
Divorced	16.8%	13.7%	11.8%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	91.1%	94.6%	96.8%
Civilian Unemployed (Unemployment Rate)	8.9%	5.4%	3.2%
2017 Employed Population 16+ by Industry			
Total	5,668	11,733	19,415
Agriculture/Mining	2.5%	1.1%	2.2%
Construction	6.3%	6.8%	7.7%
Manufacturing	11.0%	12.4%	13.3%
Wholesale Trade	1.5%	2.2%	2.7%
Retail Trade	13.9%	13.4%	14.0%
Transportation/Utilities	2.2%	3.0%	4.7%
Information	0.6%	1.8%	1.0%
Finance/Insurance/Real Estate	2.8%	4.6%	5.0%
Services	57.7%	52.1%	46.8%
Public Administration	1.5%	2.6%	2.6%
2017 Employed Population 16+ by Occupation			
Total	5,668	11,735	19,415
White Collar	38.2%	56.3%	63.1%
Management/Business/Financial	6.0%	10.2%	12.7%
Professional	12.1%	23.6%	26.9%
Sales	11.8%	9.9%	10.7%
Administrative Support	8.3%	12.6%	12.8%
Services	36.6%	19.5%	13.2%
Blue Collar	25.1%	24.2%	23.7%
Farming/Forestry/Fishing	2.2%	0.5%	0.9%
Construction/Extraction	6.6%	5.7%	5.8%
Installation/Maintenance/Repair	1.8%	2.4%	2.7%
Production	8.2%	8.9%	7.1%
Transportation/Material Moving	6.3%	6.8%	7.2%
2010 Population By Urban/ Rural Status			
Total Population	12,768	25,127	32,544
Population Inside Urbanized Area	99.5%	92.0%	76.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.5%	8.0%	23.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

	0 - 5 minute	5 - 10 minute	10 - 15 minute
2010 Households by Type			
Total	4,901	9,890	12,623
Households with 1 Person	35.4%	29.6%	23.6%
Households with 2+ People	64.6%	70.4%	76.4%
Family Households	53.2%	62.5%	70.0%
Husband-wife Families	26.3%	43.6%	52.6%
With Related Children	12.4%	17.2%	24.7%
Other Family (No Spouse Present)	26.9%	19.0%	17.4%
Other Family with Male Householder	5.3%	4.4%	4.3%
With Related Children	2.8%	2.3%	2.5%
Other Family with Female Householder	21.6%	14.6%	13.1%
With Related Children	16.6%	10.2%	9.5%
Nonfamily Households	11.4%	7.9%	6.5%
All Households with Children	32.3%	30.2%	37.1%
Multigenerational Households	3.4%	3.3%	2.9%
Unmarried Partner Households	8.3%	6.2%	5.6%
Male-female	7.6%	5.6%	5.0%
Same-sex	0.7%	0.5%	0.6%
2010 Households by Size			
Total	4,901	9,890	12,622
1 Person Household	35.4%	29.6%	23.6%
2 Person Household	30.2%	35.0%	34.7%
3 Person Household	14.6%	16.1%	18.6%
4 Person Household	10.7%	11.6%	14.2%
5 Person Household	4.9%	4.8%	6.0%
6 Person Household	2.4%	1.7%	2.0%
7 + Person Household	1.9%	1.2%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	4,900	9,890	12,623
Owner Occupied	30.7%	57.7%	62.6%
Owned with a Mortgage/Loan	19.1%	36.5%	45.7%
Owned Free and Clear	11.7%	21.2%	17.0%
Renter Occupied	69.3%	42.3%	37.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,715	10,661	13,323
Housing Units Inside Urbanized Area	99.5%	92.3%	77.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.5%	7.7%	22.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Set to Impress (11D)	Set to Impress (11D)	Soccer Moms (4A)
2.	College Towns (14B)	Retirement Communities	Bright Young Professionals
3.	City Commons (11E)	Southern Satellites (10A)	Young and Restless (11B)
2017 Consumer Spending			
Apparel & Services: Total \$	\$5,619,588	\$16,403,115	\$30,223,519
Average Spent	\$1,057.51	\$1,584.84	\$2,016.78
Spending Potential Index	49	73	93
Education: Total \$	\$4,385,189	\$11,228,082	\$19,500,778
Average Spent	\$825.21	\$1,084.84	\$1,301.27
Spending Potential Index	57	75	89
Entertainment/Recreation: Total \$	\$7,763,515	\$23,764,131	\$42,904,492
Average Spent	\$1,460.96	\$2,296.05	\$2,862.97
Spending Potential Index	47	74	92
Food at Home: Total \$	\$13,497,417	\$39,565,068	\$71,226,083
Average Spent	\$2,539.97	\$3,822.71	\$4,752.84
Spending Potential Index	50	76	94
Food Away from Home: Total \$	\$8,864,678	\$25,778,267	\$47,552,531
Average Spent	\$1,668.17	\$2,490.65	\$3,173.13
Spending Potential Index	50	75	95
Health Care: Total \$	\$13,051,159	\$42,843,643	\$75,905,117
Average Spent	\$2,456.00	\$4,139.48	\$5,065.07
Spending Potential Index	44	74	91
HH Furnishings & Equipment: Total \$	\$4,868,256	\$14,837,864	\$27,097,912
Average Spent	\$916.12	\$1,433.61	\$1,808.22
Spending Potential Index	47	74	93
Personal Care Products & Services: Total \$	\$2,000,249	\$6,078,109	\$11,024,908
Average Spent	\$376.41	\$587.26	\$735.68
Spending Potential Index	47	74	92
Shelter: Total \$	\$43,530,587	\$124,917,801	\$222,899,122
Average Spent	\$8,191.68	\$12,069.35	\$14,873.82
Spending Potential Index	50	74	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,378,119	\$17,742,770	\$31,677,773
Average Spent	\$1,012.07	\$1,714.28	\$2,113.82
Spending Potential Index	43	73	90
Travel: Total \$	\$4,663,708	\$14,943,532	\$27,180,564
Average Spent	\$877.63	\$1,443.82	\$1,813.73
Spending Potential Index	42	70	88
Vehicle Maintenance & Repairs: Total \$	\$2,721,776	\$8,272,355	\$14,951,587
Average Spent	\$512.19	\$799.26	\$997.70
Spending Potential Index	48	75	93

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.