

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd Prescott, AZ 86301							1 mi radius	3 mi radius	5 mi radius
Population									
Estimated Population (2023)	6,173		25,338		54,920				
Projected Population (2028)	6,994		28,880		64,367				
Census Population (2020)	5,758		23,316		49,124				
Census Population (2010)	4,349		19,124		43,008				
Projected Annual Growth (2023-2028)	821	2.7%	3,542	2.8%	9,447	3.4%			
Historical Annual Growth (2020-2023)	415	-	2,021	2.9%	5,796	3.9%			
Historical Annual Growth (2010-2020)	1,409	3.2%	4,193	2.2%	6,115	1.4%			
Estimated Population Density (2023)	1,966	psm	897	psm	700	psm			
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi			
Households									
Estimated Households (2023)	3,024		10,898		25,578				
Projected Households (2028)	3,383		12,414		29,810				
Census Households (2020)	2,917		10,521		23,222				
Census Households (2010)	2,016		8,608		19,871				
Projected Annual Growth (2023-2028)	359	2.4%	1,516	2.8%	4,232	3.3%			
Historical Annual Change (2010-2023)	1,008	3.8%	2,289	2.0%	5,707	2.2%			
Average Household Income									
Estimated Average Household Income (2023)	\$115,607		\$112,029		\$96,743				
Projected Average Household Income (2028)	\$110,581		\$105,154		\$88,744				
Census Average Household Income (2010)	\$55,326		\$66,789		\$58,486				
Census Average Household Income (2000)	\$45,871		\$53,198		\$49,099				
Projected Annual Change (2023-2028)	-\$5,025	-0.9%	-\$6,876	-1.2%	-\$7,999	-1.7%			
Historical Annual Change (2000-2023)	\$69,736	6.6%	\$58,831	4.8%	\$47,644	4.2%			
Median Household Income									
Estimated Median Household Income (2023)	\$73,447		\$80,962		\$73,745				
Projected Median Household Income (2028)	\$73,586		\$82,126		\$74,479				
Census Median Household Income (2010)	\$41,134		\$47,069		\$44,083				
Census Median Household Income (2000)	\$29,943		\$38,338		\$35,712				
Projected Annual Change (2023-2028)	\$139	-	\$1,164	0.3%	\$734	0.2%			
Historical Annual Change (2000-2023)	\$43,504	6.3%	\$42,624	4.8%	\$38,033	4.6%			
Per Capita Income									
Estimated Per Capita Income (2023)	\$56,698		\$48,620		\$45,391				
Projected Per Capita Income (2028)	\$53,538		\$45,582		\$41,385				
Census Per Capita Income (2010)	\$25,633		\$30,078		\$27,031				
Census Per Capita Income (2000)	\$20,971		\$22,508		\$21,644				
Projected Annual Change (2023-2028)	-\$3,160	-1.1%	-\$3,038	-1.2%	-\$4,006	-1.8%			
Historical Annual Change (2000-2023)	\$35,727	7.4%	\$26,112	5.0%	\$23,746	4.8%			
Estimated Average Household Net Worth (2023)	\$972,304		\$929,971		\$822,264				

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd							
Prescott, AZ 86301							
	1 mi radius		3 mi radius		5 mi radius		
Race and Ethnicity							
Total Population (2023)	6,173		25,338		54,920		
White (2023)	5,326	86.3%	20,960	82.7%	46,118	84.0%	
Black or African American (2023)	84	1.4%	225	0.9%	514	0.9%	
American Indian or Alaska Native (2023)	59	0.9%	227	0.9%	593	1.1%	
Asian (2023)	130	2.1%	1,786	7.1%	2,472	4.5%	
Hawaiian or Pacific Islander (2023)	2	-	18	-	42	-	
Other Race (2023)	146	2.4%	491	1.9%	1,310	2.4%	
Two or More Races (2023)	426	6.9%	1,630	6.4%	3,871	7.0%	
Population < 18 (2023)	681	11.0%	2,811	11.1%	6,268	11.4%	
White Not Hispanic	578	84.9%	2,443	86.9%	5,347	85.3%	
Black or African American	18	2.7%	54	1.9%	116	1.8%	
Asian	7	1.1%	31	1.1%	106	1.7%	
Other Race Not Hispanic	20	3.0%	69	2.5%	145	2.3%	
Hispanic	57	8.4%	214	7.6%	554	8.8%	
Not Hispanic or Latino Population (2023)	5,411	87.7%	22,344	88.2%	47,726	86.9%	
Not Hispanic White	5,037	93.1%	19,696	88.2%	43,222	90.6%	
Not Hispanic Black or African American	69	1.3%	204	0.9%	482	1.0%	
Not Hispanic American Indian or Alaska Native	29	0.5%	123	0.6%	313	0.7%	
Not Hispanic Asian	126	2.3%	1,732	7.8%	2,362	4.9%	
Not Hispanic Hawaiian or Pacific Islander	-	-	11	-	26	-	
Not Hispanic Other Race	11	0.2%	39	0.2%	99	0.2%	
Not Hispanic Two or More Races	138	2.6%	539	2.4%	1,222	2.6%	
Hispanic or Latino Population (2023)	762	12.3%	2,994	11.8%	7,194	13.1%	
Hispanic White	289	38.0%	1,264	42.2%	2,896	40.3%	
Hispanic Black or African American	15	2.0%	22	0.7%	32	0.4%	
Hispanic American Indian or Alaska Native	30	3.9%	104	3.5%	280	3.9%	
Hispanic Asian	4	0.5%	55	1.8%	110	1.5%	
Hispanic Hawaiian or Pacific Islander	2	0.3%	7	0.2%	16	0.2%	
Hispanic Other Race	134	17.6%	452	15.1%	1,211	16.8%	
Hispanic Two or More Races	287	37.7%	1,092	36.5%	2,649	36.8%	
Not Hispanic or Latino Population (2020)	5,335	92.6%	21,551	92.4%	44,469	90.5%	
Hispanic or Latino Population (2020)	423	7.4%	1,766	7.6%	4,655	9.5%	
Not Hispanic or Latino Population (2010)	4,067	93.5%	17,889	93.5%	39,294	91.4%	
Hispanic or Latino Population (2010)	283	6.5%	1,235	6.5%	3,714	8.6%	
Not Hispanic or Latino Population (2028)	6,129	87.6%	25,414	88.0%	55,911	86.9%	
Hispanic or Latino Population (2028)	865	12.4%	3,467	12.0%	8,456	13.1%	
Projected Annual Growth (2023-2028)	104	2.7%	472	3.2%	1,262	3.5%	
Historical Annual Growth (2010-2020)	141	5.0%	531	4.3%	941	2.5%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd							
Prescott, AZ 86301							
	1 mi radius		3 mi radius		5 mi radius		
Total Age Distribution (2023)							
Total Population	6,173		25,338		54,920		
Age Under 5 Years	170	2.8%	576	2.3%	1,384	2.5%	
Age 5 to 9 Years	203	3.3%	763	3.0%	1,715	3.1%	
Age 10 to 14 Years	179	2.9%	856	3.4%	1,858	3.4%	
Age 15 to 19 Years	207	3.4%	1,741	6.9%	2,959	5.4%	
Age 20 to 24 Years	349	5.6%	1,591	6.3%	3,304	6.0%	
Age 25 to 29 Years	230	3.7%	794	3.1%	2,057	3.7%	
Age 30 to 34 Years	243	3.9%	824	3.3%	2,082	3.8%	
Age 35 to 39 Years	199	3.2%	782	3.1%	1,919	3.5%	
Age 40 to 44 Years	201	3.3%	893	3.5%	2,096	3.8%	
Age 45 to 49 Years	197	3.2%	875	3.5%	2,081	3.8%	
Age 50 to 54 Years	312	5.1%	1,220	4.8%	2,827	5.1%	
Age 55 to 59 Years	363	5.9%	1,593	6.3%	3,726	6.8%	
Age 60 to 64 Years	632	10.2%	2,439	9.6%	5,317	9.7%	
Age 65 to 69 Years	737	11.9%	2,847	11.2%	6,130	11.2%	
Age 70 to 74 Years	742	12.0%	2,777	11.0%	5,833	10.6%	
Age 75 to 79 Years	603	9.8%	2,233	8.8%	4,656	8.5%	
Age 80 to 84 Years	330	5.3%	1,324	5.2%	2,710	4.9%	
Age 85 Years or Over	276	4.5%	1,210	4.8%	2,266	4.1%	
Median Age	60.8		56.0		55.7		
Age 19 Years or Less	760	12.3%	3,936	15.5%	7,916	14.4%	
Age 20 to 64 Years	2,726	44.2%	11,011	43.5%	25,409	46.3%	
Age 65 Years or Over	2,688	43.5%	10,391	41.0%	21,595	39.3%	
Female Age Distribution (2023)							
Female Population	3,258 52.8%		12,711 50.2%		27,663 50.4%		
Age Under 5 Years	85	2.6%	281	2.2%	671	2.4%	
Age 5 to 9 Years	98	3.0%	368	2.9%	822	3.0%	
Age 10 to 14 Years	96	2.9%	422	3.3%	922	3.3%	
Age 15 to 19 Years	107	3.3%	649	5.1%	1,221	4.4%	
Age 20 to 24 Years	127	3.9%	482	3.8%	1,262	4.6%	
Age 25 to 29 Years	104	3.2%	335	2.6%	922	3.3%	
Age 30 to 34 Years	119	3.7%	420	3.3%	990	3.6%	
Age 35 to 39 Years	100	3.1%	400	3.1%	955	3.5%	
Age 40 to 44 Years	105	3.2%	450	3.5%	1,021	3.7%	
Age 45 to 49 Years	104	3.2%	464	3.7%	1,059	3.8%	
Age 50 to 54 Years	172	5.3%	664	5.2%	1,465	5.3%	
Age 55 to 59 Years	213	6.5%	874	6.9%	1,988	7.2%	
Age 60 to 64 Years	362	11.1%	1,311	10.3%	2,818	10.2%	
Age 65 to 69 Years	415	12.7%	1,561	12.3%	3,319	12.0%	
Age 70 to 74 Years	400	12.3%	1,455	11.5%	3,096	11.2%	
Age 75 to 79 Years	320	9.8%	1,142	9.0%	2,357	8.5%	
Age 80 to 84 Years	179	5.5%	731	5.7%	1,450	5.2%	
Age 85 Years or Over	152	4.7%	701	5.5%	1,324	4.8%	
Female Median Age	61.6		60.9		58.6		
Age 19 Years or Less	385	11.8%	1,720	13.5%	3,636	13.1%	
Age 20 to 64 Years	1,408	43.2%	5,400	42.5%	12,480	45.1%	
Age 65 Years or Over	1,465	45.0%	5,591	44.0%	11,547	41.7%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd							
Prescott, AZ 86301							
	1 mi radius		3 mi radius		5 mi radius		
Male Age Distribution (2023)							
Male Population	2,915	47.2%	12,627	49.8%	27,257	49.6%	
Age Under 5 Years	86	2.9%	294	2.3%	713	2.6%	
Age 5 to 9 Years	105	3.6%	395	3.1%	893	3.3%	
Age 10 to 14 Years	83	2.8%	434	3.4%	937	3.4%	
Age 15 to 19 Years	101	3.5%	1,092	8.6%	1,737	6.4%	
Age 20 to 24 Years	221	7.6%	1,110	8.8%	2,042	7.5%	
Age 25 to 29 Years	126	4.3%	459	3.6%	1,134	4.2%	
Age 30 to 34 Years	124	4.2%	404	3.2%	1,092	4.0%	
Age 35 to 39 Years	98	3.4%	382	3.0%	964	3.5%	
Age 40 to 44 Years	96	3.3%	442	3.5%	1,075	3.9%	
Age 45 to 49 Years	93	3.2%	410	3.3%	1,022	3.7%	
Age 50 to 54 Years	140	4.8%	556	4.4%	1,362	5.0%	
Age 55 to 59 Years	150	5.2%	719	5.7%	1,738	6.4%	
Age 60 to 64 Years	269	9.2%	1,128	8.9%	2,500	9.2%	
Age 65 to 69 Years	323	11.1%	1,285	10.2%	2,811	10.3%	
Age 70 to 74 Years	342	11.7%	1,321	10.5%	2,737	10.0%	
Age 75 to 79 Years	283	9.7%	1,092	8.6%	2,299	8.4%	
Age 80 to 84 Years	151	5.2%	594	4.7%	1,260	4.6%	
Age 85 Years or Over	125	4.3%	508	4.0%	941	3.5%	
Male Median Age	59.4		53.0		53.5		
Age 19 Years or Less	374	12.8%	2,216	17.5%	4,280	15.7%	
Age 20 to 64 Years	1,318	45.2%	5,610	44.4%	12,929	47.4%	
Age 65 Years or Over	1,223	42.0%	4,801	38.0%	10,048	36.9%	
Males per 100 Females (2023)							
Overall Comparison	89		99		99		
Age Under 5 Years	101	50.2%	105	51.1%	106	51.5%	
Age 5 to 9 Years	107	51.7%	107	51.8%	109	52.1%	
Age 10 to 14 Years	86	46.4%	103	50.7%	102	50.4%	
Age 15 to 19 Years	94	48.5%	168	62.7%	142	58.7%	
Age 20 to 24 Years	174	63.4%	230	69.7%	162	61.8%	
Age 25 to 29 Years	121	54.7%	137	57.8%	123	55.2%	
Age 30 to 34 Years	104	50.9%	96	49.0%	110	52.5%	
Age 35 to 39 Years	98	49.6%	95	48.8%	101	50.2%	
Age 40 to 44 Years	91	47.7%	98	49.6%	105	51.3%	
Age 45 to 49 Years	90	47.3%	88	46.9%	96	49.1%	
Age 50 to 54 Years	81	44.8%	84	45.6%	93	48.2%	
Age 55 to 59 Years	70	41.3%	82	45.1%	87	46.7%	
Age 60 to 64 Years	74	42.7%	86	46.2%	89	47.0%	
Age 65 to 69 Years	78	43.8%	82	45.2%	85	45.9%	
Age 70 to 74 Years	85	46.1%	91	47.6%	88	46.9%	
Age 75 to 79 Years	88	46.9%	96	48.9%	97	49.4%	
Age 80 to 84 Years	85	45.9%	81	44.8%	87	46.5%	
Age 85 Years or Over	82	45.1%	72	42.0%	71	41.5%	
Age 19 Years or Less	97	49.3%	129	56.3%	118	54.1%	
Age 20 to 39 Years	126	55.8%	144	59.0%	127	55.9%	
Age 40 to 64 Years	78	43.9%	87	46.4%	92	48.0%	
Age 65 Years or Over	83	45.5%	86	46.2%	87	46.5%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd							
Prescott, AZ 86301							
	1 mi radius		3 mi radius		5 mi radius		
Household Type (2023)							
Total Households	3,024		10,898		25,578		
Households with Children	296	9.8%	977	9.0%	2,101	8.2%	
Average Household Size	2.0		2.2		2.1		
Household Density per Square Mile	963		386		326		
Population Family	4,697	76.1%	18,234	72.0%	38,033	69.3%	
Population Non-Family	1,420	23.0%	5,481	21.6%	14,528	26.5%	
Population Group Quarters	56	0.9%	1,623	6.4%	2,359	4.3%	
Family Households	1,847	61.1%	6,667	61.2%	14,063	55.0%	
Married Couple Households	1,497	81.0%	5,392	80.9%	11,178	79.5%	
Other Family Households with Children	350	19.0%	1,274	19.1%	2,884	20.5%	
Family Households with Children	272	14.7%	927	13.9%	2,039	14.5%	
Married Couple with Children	185	67.9%	554	59.8%	1,020	50.0%	
Other Family Households with Children	87	32.1%	373	40.2%	1,020	50.0%	
Family Households No Children	1,575	85.3%	5,739	86.1%	12,023	85.5%	
Married Couple No Children	1,312	83.3%	4,838	84.3%	10,159	84.5%	
Other Family Households No Children	263	16.7%	901	15.7%	1,864	15.5%	
Non-Family Households	1,177	38.9%	4,231	38.8%	11,516	45.0%	
Non-Family Households with Children	23	2.0%	49	1.2%	62	0.5%	
Non-Family Households No Children	1,153	98.0%	4,181	98.8%	11,454	99.5%	
Average Family Household Size	2.5		2.7		2.7		
Average Family Income	\$122,279		\$135,264		\$128,511		
Median Family Income	\$86,057		\$99,852		\$97,263		
Average Non-Family Household Size	1.2		1.3		1.3		
Marital Status (2023)							
Population Age 15 Years or Over	5,620		23,143		49,963		
Never Married	927	16.5%	4,348	18.8%	9,970	20.0%	
Currently Married	3,281	58.4%	13,531	58.5%	27,249	54.5%	
Previously Married	1,412	25.1%	5,264	22.7%	12,743	25.5%	
Separated	276	19.5%	694	13.2%	1,703	13.4%	
Widowed	401	28.4%	2,047	38.9%	4,739	37.2%	
Divorced	735	52.0%	2,523	47.9%	6,301	49.4%	
Educational Attainment (2023)							
Adult Population Age 25 Years or Over	5,065		19,811		43,701		
Elementary (Grade Level 0 to 8)	70	1.4%	242	1.2%	572	1.3%	
Some High School (Grade Level 9 to 11)	159	3.1%	628	3.2%	1,881	4.3%	
High School Graduate	1,169	23.1%	4,017	20.3%	8,770	20.1%	
Some College	1,363	26.9%	4,886	24.7%	11,601	26.5%	
Associate Degree Only	411	8.1%	1,886	9.5%	4,416	10.1%	
Bachelor Degree Only	990	19.5%	4,583	23.1%	9,036	20.7%	
Graduate Degree	903	17.8%	3,567	18.0%	7,425	17.0%	
Any College (Some College or Higher)	3,667	72.4%	14,922	75.3%	32,478	74.3%	
College Degree + (Bachelor Degree or Higher)	1,893	37.4%	8,150	41.1%	16,461	37.7%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd							
Prescott, AZ 86301							
		1 mi radius		3 mi radius		5 mi radius	
Housing							
Total Housing Units (2023)		3,516		12,637		29,790	
Total Housing Units (2020)		3,332		11,766		26,703	
Historical Annual Growth (2020-2023)		184 -		871 -		3,088 -	
Housing Units Occupied (2023)		3,024 86.0%		10,898 86.2%		25,578 85.9%	
Housing Units Owner-Occupied		2,212 73.2%		7,949 72.9%		18,613 72.8%	
Housing Units Renter-Occupied		812 26.8%		2,949 27.1%		6,965 27.2%	
Housing Units Vacant (2023)		492 14.0%		1,739 13.8%		4,212 14.1%	
Household Size (2023)							
Total Households		3,024		10,898		25,578	
1 Person Households		938 31.0%		3,457 31.7%		9,637 37.7%	
2 Person Households		1,441 47.7%		5,053 46.4%		10,970 42.9%	
3 Person Households		311 10.3%		1,080 9.9%		2,362 9.2%	
4 Person Households		208 6.9%		760 7.0%		1,506 5.9%	
5 Person Households		76 2.5%		335 3.1%		657 2.6%	
6 Person Households		31 1.0%		140 1.3%		281 1.1%	
7 or More Person Households		19 0.6%		73 0.7%		166 0.6%	
Household Income Distribution (2023)							
HH Income \$200,000 or More		404 13.4%		1,293 11.9%		2,618 10.2%	
HH Income \$150,000 to \$199,999		168 5.6%		1,011 9.3%		1,758 6.9%	
HH Income \$125,000 to \$149,999		326 10.8%		903 8.3%		1,653 6.5%	
HH Income \$100,000 to \$124,999		243 8.0%		965 8.9%		2,138 8.4%	
HH Income \$75,000 to \$99,999		176 5.8%		1,280 11.7%		3,306 12.9%	
HH Income \$50,000 to \$74,999		573 18.9%		2,126 19.5%		4,857 19.0%	
HH Income \$35,000 to \$49,999		387 12.8%		1,244 11.4%		3,276 12.8%	
HH Income \$25,000 to \$34,999		200 6.6%		631 5.8%		2,118 8.3%	
HH Income \$15,000 to \$24,999		347 11.5%		780 7.2%		1,851 7.2%	
HH Income \$10,000 to \$14,999		108 3.6%		271 2.5%		905 3.5%	
HH Income Under \$10,000		92 3.0%		394 3.6%		1,098 4.3%	
Household Vehicles (2023)							
Households 0 Vehicles Available		143 4.7%		639 5.9%		1,470 5.7%	
Households 1 Vehicle Available		1,087 35.9%		3,406 31.3%		8,623 33.7%	
Households 2 Vehicles Available		1,309 43.3%		4,575 42.0%		9,873 38.6%	
Households 3 or More Vehicles Available		485 16.1%		2,277 20.9%		5,613 21.9%	
Total Vehicles Available		5,423		20,438		47,503	
Average Vehicles per Household		1.8		1.9		1.9	
Owner-Occupied Household Vehicles		4,249 78.4%		15,901 77.8%		37,489 78.9%	
Average Vehicles per Owner-Occupied Household		1.9		2.0		2.0	
Renter-Occupied Household Vehicles		1,174 21.6%		4,536 22.2%		10,014 21.1%	
Average Vehicles per Renter-Occupied Household		1.4		1.5		1.4	
Travel Time (2023)							
Worker Base Age 16 years or Over		2,277		9,225		21,759	
Travel to Work in 14 Minutes or Less		1,165 51.2%		4,431 48.0%		9,491 43.6%	
Travel to Work in 15 to 29 Minutes		716 31.4%		2,726 29.5%		6,966 32.0%	
Travel to Work in 30 to 59 Minutes		92 4.0%		381 4.1%		1,521 7.0%	
Travel to Work in 60 Minutes or More		11 0.5%		211 2.3%		848 3.9%	
Work at Home		293 12.9%		1,475 16.0%		2,934 13.5%	
Average Minutes Travel to Work		11.2		12.3		13.8	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd							
Prescott, AZ 86301							
Transportation To Work (2023)							
Worker Base Age 16 years or Over	2,277		9,225		21,759		
Drive to Work Alone	1,823	80.1%	6,425	69.6%	15,649	71.9%	
Drive to Work in Carpool	98	4.3%	566	6.1%	1,527	7.0%	
Travel to Work by Public Transportation	3	0.1%	11	0.1%	46	0.2%	
Drive to Work on Motorcycle	1	-	15	0.2%	39	0.2%	
Bicycle to Work	24	1.0%	49	0.5%	167	0.8%	
Walk to Work	32	1.4%	320	3.5%	747	3.4%	
Other Means	4	0.2%	364	3.9%	651	3.0%	
Work at Home	293	12.9%	1,475	16.0%	2,934	13.5%	
Daytime Demographics (2023)							
Total Businesses	314		1,010		3,262		
Total Employees	3,515		8,200		25,256		
Company Headquarter Businesses	8	2.6%	20	2.0%	71	2.2%	
Company Headquarter Employees	141	4.0%	638	7.8%	1,694	6.7%	
Employee Population per Business	11.2	to 1	8.1	to 1	7.7	to 1	
Residential Population per Business	19.6	to 1	25.1	to 1	16.8	to 1	
Adj. Daytime Demographics Age 16 Years or Over	6,807		21,871		52,964		
Labor Force							
Labor Population Age 16 Years or Over (2023)	5,569		22,919		49,509		
Labor Force Total Males (2023)	2,618	47.0%	11,403	49.8%	24,496	49.5%	
Male Civilian Employed	1,055	40.3%	4,691	41.1%	11,022	45.0%	
Male Civilian Unemployed	63	2.4%	281	2.5%	493	2.0%	
Males in Armed Forces	-	-	24	0.2%	24	-	
Males Not in Labor Force	1,500	57.3%	6,407	56.2%	12,957	52.9%	
Labor Force Total Females (2023)	2,951	53.0%	11,516	50.2%	25,014	50.5%	
Female Civilian Employed	1,222	41.4%	4,534	39.4%	10,737	42.9%	
Female Civilian Unemployed	52	1.7%	217	1.9%	536	2.1%	
Females in Armed Forces	-	-	-	-	18	-	
Females Not in Labor Force	1,677	56.8%	6,766	58.8%	13,723	54.9%	
Unemployment Rate	115	2.1%	498	2.2%	1,029	2.1%	
Occupation (2023)							
Occupation Population Age 16 Years or Over	2,277		9,225		21,759		
Occupation Total Males	1,055	46.3%	4,691	50.9%	11,022	50.7%	
Occupation Total Females	1,222	53.7%	4,534	49.1%	10,737	49.3%	
Management, Business, Financial Operations	429	18.8%	1,558	16.9%	3,248	14.9%	
Professional, Related	570	25.0%	2,582	28.0%	5,392	24.8%	
Service	377	16.5%	1,528	16.6%	4,126	19.0%	
Sales, Office	394	17.3%	1,779	19.3%	4,622	21.2%	
Farming, Fishing, Forestry	1	-	2	-	13	-	
Construction, Extraction, Maintenance	204	9.0%	764	8.3%	2,000	9.2%	
Production, Transport, Material Moving	303	13.3%	1,011	11.0%	2,360	10.8%	
White Collar Workers	1,392	61.1%	5,919	64.2%	13,261	60.9%	
Blue Collar Workers	885	38.9%	3,306	35.8%	8,499	39.1%	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd		1 mi radius		3 mi radius		5 mi radius	
Prescott, AZ 86301							
Units In Structure (2023)							
Total Units	3,024			10,898		25,578	
1 Detached Unit	1,957	64.7%		7,694	70.6%	17,733	69.3%
1 Attached Unit	117	3.9%		508	4.7%	1,177	4.6%
2 Units	30	1.0%		282	2.6%	654	2.6%
3 to 4 Units	104	3.5%		290	2.7%	873	3.4%
5 to 9 Units	323	10.7%		532	4.9%	917	3.6%
10 to 19 Units	20	0.7%		58	0.5%	177	0.7%
20 to 49 Units	42	1.4%		205	1.9%	695	2.7%
50 or More Units	69	2.3%		311	2.9%	597	2.3%
Mobile Home or Trailer	353	11.7%		979	9.0%	2,622	10.3%
Other Structure	9	0.3%		39	0.4%	135	0.5%
Homes Built By Year (2023)							
Homes Built 2020 or later	66	1.9%		218	1.7%	308	1.0%
Homes Built 2010 to 2019	748	21.3%		1,536	12.2%	3,035	10.2%
Homes Built 2000 to 2009	606	17.2%		2,754	21.8%	5,349	18.0%
Homes Built 1990 to 1999	707	20.1%		2,470	19.5%	5,222	17.5%
Homes Built 1980 to 1989	389	11.1%		1,536	12.2%	4,204	14.1%
Homes Built 1970 to 1979	395	11.2%		1,492	11.8%	3,556	11.9%
Homes Built 1960 to 1969	58	1.7%		354	2.8%	1,129	3.8%
Homes Built 1950 to 1959	34	1.0%		289	2.3%	987	3.3%
Homes Built 1940 to 1949	9	0.3%		73	0.6%	547	1.8%
Homes Built Before 1939	11	0.3%		175	1.4%	1,243	4.2%
Median Age of Homes	27.7	yrs		31.6	yrs	36.5	yrs
Home Values (2023)							
Owner Specified Housing Units	2,212			7,949		18,613	
Home Values \$1,000,000 or More	29	1.3%		146	1.8%	381	2.0%
Home Values \$750,000 to \$999,999	212	9.6%		588	7.4%	1,315	7.1%
Home Values \$500,000 to \$749,999	567	25.6%		2,017	25.4%	4,638	24.9%
Home Values \$400,000 to \$499,999	500	22.6%		1,711	21.5%	3,623	19.5%
Home Values \$300,000 to \$399,999	403	18.2%		1,633	20.5%	3,743	20.1%
Home Values \$250,000 to \$299,999	131	5.9%		624	7.9%	1,370	7.4%
Home Values \$200,000 to \$249,999	128	5.8%		487	6.1%	1,352	7.3%
Home Values \$175,000 to \$199,999	73	3.3%		156	2.0%	216	1.2%
Home Values \$150,000 to \$174,999	50	2.2%		129	1.6%	503	2.7%
Home Values \$125,000 to \$149,999	30	1.4%		70	0.9%	174	0.9%
Home Values \$100,000 to \$124,999	24	1.1%		51	0.6%	138	0.7%
Home Values \$90,000 to \$99,999	7	0.3%		30	0.4%	86	0.5%
Home Values \$80,000 to \$89,999	5	0.2%		13	0.2%	60	0.3%
Home Values \$70,000 to \$79,999	4	0.2%		14	0.2%	32	0.2%
Home Values \$60,000 to \$69,999	5	0.2%		37	0.5%	105	0.6%
Home Values \$50,000 to \$59,999	4	0.2%		21	0.3%	43	0.2%
Home Values \$35,000 to \$49,999	3	0.1%		20	0.2%	91	0.5%
Home Values \$25,000 to \$34,999	7	0.3%		78	1.0%	289	1.6%
Home Values \$10,000 to \$24,999	19	0.9%		100	1.3%	362	1.9%
Home Values Under \$10,000	12	0.6%		23	0.3%	93	0.5%
Owner-Occupied Median Home Value	\$439,262			\$436,351		\$426,031	
Renter-Occupied Median Rent	\$1,089			\$1,090		\$1,005	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 34.5982/-112.4569

901 Willow Lake Rd Prescott, AZ 86301							1 mi radius	3 mi radius	5 mi radius
Total Annual Consumer Expenditure (2023)									
Total Household Expenditure							\$238.78 M	\$836.99 M	\$1.76 B
Total Non-Retail Expenditure							\$126.65 M	\$443.58 M	\$932.87 M
Total Retail Expenditure							\$112.14 M	\$393.41 M	\$826.69 M
Apparel							\$8.28 M	\$29.22 M	\$61.17 M
Contributions							\$8.27 M	\$28.94 M	\$60.53 M
Education							\$7.28 M	\$25.78 M	\$53.24 M
Entertainment							\$13.56 M	\$47.93 M	\$100.17 M
Food and Beverages							\$34.7 M	\$121.6 M	\$256.13 M
Furnishings and Equipment							\$8.44 M	\$29.8 M	\$62.26 M
Gifts							\$6.31 M	\$21.71 M	\$45.35 M
Health Care							\$20.59 M	\$71.68 M	\$151.36 M
Household Operations							\$9.57 M	\$33.49 M	\$70.22 M
Miscellaneous Expenses							\$4.57 M	\$16.03 M	\$33.68 M
Personal Care							\$3.21 M	\$11.24 M	\$23.62 M
Personal Insurance							\$1.74 M	\$6.16 M	\$12.77 M
Reading							\$539.59 K	\$1.89 M	\$3.97 M
Shelter							\$49.95 M	\$175.21 M	\$369.19 M
Tobacco							\$1.38 M	\$4.71 M	\$10.21 M
Transportation							\$42.99 M	\$151.19 M	\$317.34 M
Utilities							\$17.4 M	\$60.4 M	\$128.35 M
Monthly Household Consumer Expenditure (2023)									
Total Household Expenditure							\$6,580	\$6,400	\$5,733
Total Non-Retail Expenditure							\$3,490 53.0%	\$3,392 53.0%	\$3,039 53.0%
Total Retail Expenditures							\$3,090 47.0%	\$3,008 47.0%	\$2,693 47.0%
Apparel							\$228 3.5%	\$223 3.5%	\$199 3.5%
Contributions							\$228 3.5%	\$221 3.5%	\$197 3.4%
Education							\$201 3.0%	\$197 3.1%	\$173 3.0%
Entertainment							\$374 5.7%	\$367 5.7%	\$326 5.7%
Food and Beverages							\$956 14.5%	\$930 14.5%	\$834 14.6%
Furnishings and Equipment							\$233 3.5%	\$228 3.6%	\$203 3.5%
Gifts							\$174 2.6%	\$166 2.6%	\$148 2.6%
Health Care							\$567 8.6%	\$548 8.6%	\$493 8.6%
Household Operations							\$264 4.0%	\$256 4.0%	\$229 4.0%
Miscellaneous Expenses							\$126 1.9%	\$123 1.9%	\$110 1.9%
Personal Care							\$88 1.3%	\$86 1.3%	\$77 1.3%
Personal Insurance							\$48 0.7%	\$47 0.7%	\$42 0.7%
Reading							\$15 0.2%	\$14 0.2%	\$13 0.2%
Shelter							\$1,377 20.9%	\$1,340 20.9%	\$1,203 21.0%
Tobacco							\$38 0.6%	\$36 0.6%	\$33 0.6%
Transportation							\$1,185 18.0%	\$1,156 18.1%	\$1,034 18.0%
Utilities							\$480 7.3%	\$462 7.2%	\$418 7.3%