

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

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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%

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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%

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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%

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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%

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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
Housing Units Occupied (2023)	3,024	86.0%	10,898
Housing Units Owner-Occupied	2,212	73.2%	7,949
Housing Units Renter-Occupied	812	26.8%	2,949
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
2 Person Households	1,441	47.7%	5,053
3 Person Households	311	10.3%	1,080
4 Person Households	208	6.9%	760
5 Person Households	76	2.5%	335
6 Person Households	31	1.0%	140
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
HH Income \$150,000 to \$199,999	168	5.6%	1,011
HH Income \$125,000 to \$149,999	326	10.8%	903
HH Income \$100,000 to \$124,999	243	8.0%	965
HH Income \$75,000 to \$99,999	176	5.8%	1,280
HH Income \$50,000 to \$74,999	573	18.9%	2,126
HH Income \$35,000 to \$49,999	387	12.8%	1,244
HH Income \$25,000 to \$34,999	200	6.6%	631
HH Income \$15,000 to \$24,999	347	11.5%	780
HH Income \$10,000 to \$14,999	108	3.6%	271
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
Households 1 Vehicle Available	1,087	35.9%	3,406
Households 2 Vehicles Available	1,309	43.3%	4,575
Households 3 or More Vehicles Available	485	16.1%	2,277
Total Vehicles Available	5,423		20,438
Average Vehicles per Household	1.8		1.9
Owner-Occupied Household Vehicles	4,249	78.4%	15,901
Average Vehicles per Owner-Occupied Household	1.9		2.0
Renter-Occupied Household Vehicles	1,174	21.6%	4,536
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
Travel to Work in 14 Minutes or Less	1,165	51.2%	4,431
Travel to Work in 15 to 29 Minutes	716	31.4%	2,726
Travel to Work in 30 to 59 Minutes	92	4.0%	381
Travel to Work in 60 Minutes or More	11	0.5%	211
Work at Home	293	12.9%	1,475
Average Minutes Travel to Work	11.2		12.3
			13.8

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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 Prescott, AZ 86301		1 mi radius	3 mi radius	5 mi radius
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%