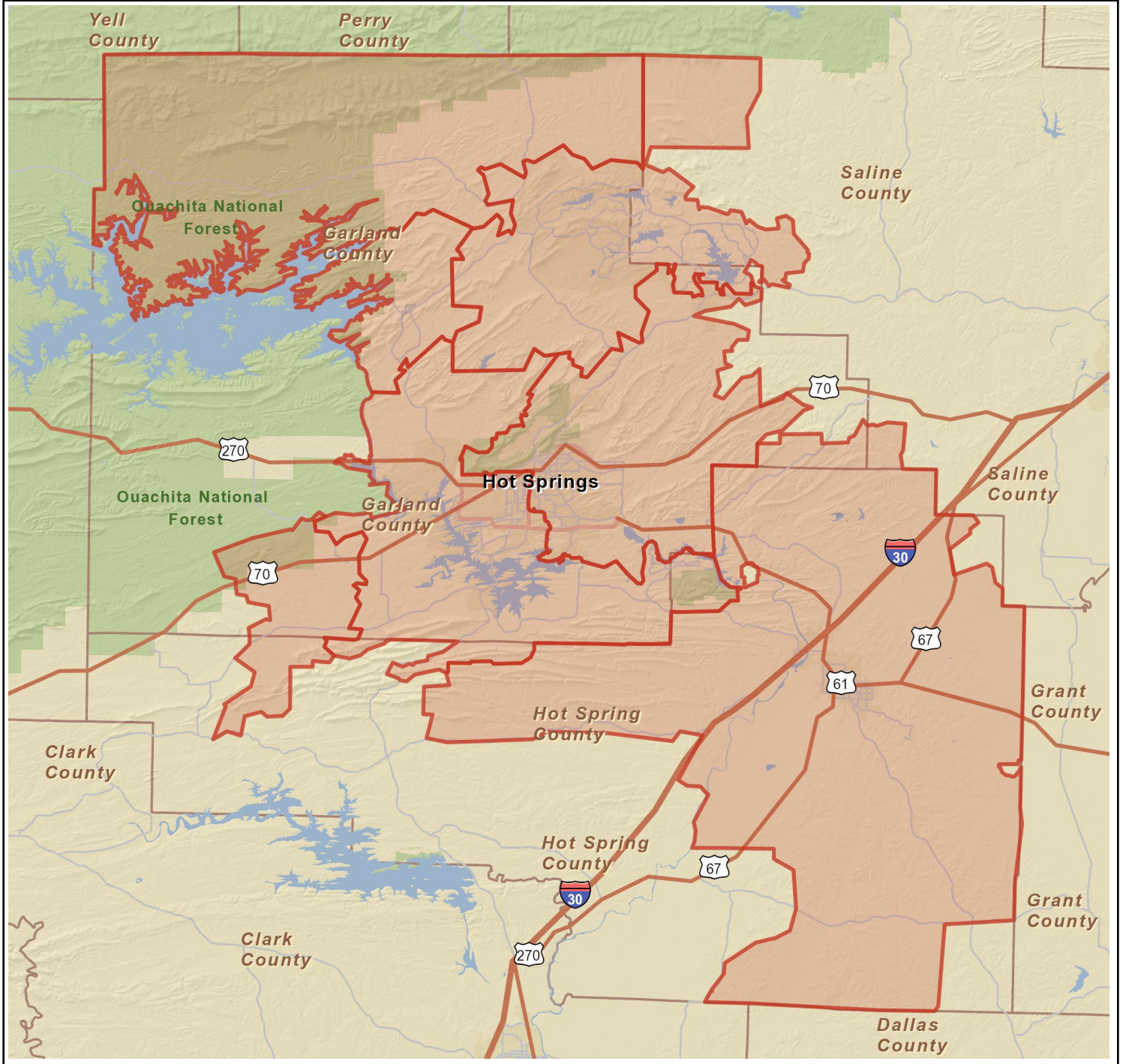




Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Percy), et.al.

Site Type: Geography





Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Pearcy), et.al.

Site Type: Geography



| | |
|-------------------------|---------|
| 2000 Total Population | 108,698 |
| 2000 Group Quarters | 2,042 |
| 2009 Total Population | 120,898 |
| 2014 Total Population | 126,790 |
| 2009 - 2014 Annual Rate | 0.96% |



| | |
|-----------------------------|--------|
| 2000 Households | 46,547 |
| 2000 Average Household Size | 2.29 |
| 2009 Households | 51,364 |
| 2009 Average Household Size | 2.3 |
| 2014 Households | 54,102 |
| 2014 Average Household Size | 2.29 |
| 2009 - 2014 Annual Rate | 1.04% |
| 2000 Families | 31,699 |
| 2000 Average Family Size | 2.77 |
| 2009 Families | 33,730 |
| 2009 Average Family Size | 2.8 |
| 2014 Families | 35,091 |
| 2014 Average Family Size | 2.8 |
| 2009 - 2014 Annual Rate | 0.79% |



| | |
|-------------------------------|--------|
| 2000 Housing Units | 54,385 |
| Owner Occupied Housing Units | 61.8% |
| Renter Occupied Housing Units | 23.8% |
| Vacant Housing Units | 14.4% |
| 2009 Housing Units | 60,044 |
| Owner Occupied Housing Units | 62.0% |
| Renter Occupied Housing Units | 23.6% |
| Vacant Housing Units | 14.5% |
| 2014 Housing Units | 63,082 |
| Owner Occupied Housing Units | 61.9% |
| Renter Occupied Housing Units | 23.8% |
| Vacant Housing Units | 14.2% |

Median Household Income

| | |
|------|----------|
| 2000 | \$32,087 |
| 2009 | \$42,976 |
| 2014 | \$45,177 |

Median Home Value

| | |
|------|-----------|
| 2000 | \$75,628 |
| 2009 | \$107,494 |
| 2014 | \$121,829 |

Per Capita Income

| | |
|------|----------|
| 2000 | \$18,555 |
| 2009 | \$23,598 |
| 2014 | \$24,488 |

Median Age

| | |
|------|------|
| 2000 | 42.8 |
| 2009 | 46.6 |
| 2014 | 48.5 |

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 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 2009 and 2014.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Percy), et.al.

Site Type: Geography



2000 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 46,548 |
| < \$15,000 | 20.8% |
| \$15,000 - \$24,999 | 17.7% |
| \$25,000 - \$34,999 | 15.9% |
| \$35,000 - \$49,999 | 17.4% |
| \$50,000 - \$74,999 | 15.7% |
| \$75,000 - \$99,999 | 6.5% |
| \$100,000 - \$149,999 | 4.0% |
| \$150,000 - \$199,999 | 0.7% |
| \$200,000+ | 1.2% |
| Average Household Income | \$42,995 |

2009 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 51,364 |
| < \$15,000 | 14.5% |
| \$15,000 - \$24,999 | 13.3% |
| \$25,000 - \$34,999 | 12.4% |
| \$35,000 - \$49,999 | 17.6% |
| \$50,000 - \$74,999 | 21.3% |
| \$75,000 - \$99,999 | 10.1% |
| \$100,000 - \$149,999 | 7.1% |
| \$150,000 - \$199,999 | 1.9% |
| \$200,000+ | 1.8% |
| Average Household Income | \$55,039 |

2014 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 54,102 |
| < \$15,000 | 13.7% |
| \$15,000 - \$24,999 | 12.2% |
| \$25,000 - \$34,999 | 11.2% |
| \$35,000 - \$49,999 | 19.3% |
| \$50,000 - \$74,999 | 22.0% |
| \$75,000 - \$99,999 | 10.3% |
| \$100,000 - \$149,999 | 7.6% |
| \$150,000 - \$199,999 | 2.0% |
| \$200,000+ | 1.8% |
| Average Household Income | \$56,847 |

2000 Owner Occupied HUs by Value

| | |
|-----------------------|-----------|
| Total | 33,559 |
| <\$50,000 | 29.1% |
| \$50,000 - 99,999 | 37.8% |
| \$100,000 - 149,999 | 14.9% |
| \$150,000 - 199,999 | 8.5% |
| \$200,000 - \$299,999 | 5.8% |
| \$300,000 - 499,999 | 3.0% |
| \$500,000 - 999,999 | 0.8% |
| \$1,000,000+ | 0.1% |
| Average Home Value | \$102,053 |

2000 Specified Renter Occupied HUs by Contract Rent

| | |
|----------------|--------|
| Total | 12,799 |
| With Cash Rent | 88.7% |
| No Cash Rent | 11.3% |
| Median Rent | \$347 |
| Average Rent | \$382 |

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 rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Pearcy), et.al.

Site Type: Geography



2000 Population by Age

| | |
|-------------|---------|
| Total | 108,692 |
| Age 0 - 4 | 5.6% |
| Age 5 - 9 | 5.8% |
| Age 10 - 14 | 6.2% |
| Age 15 - 19 | 5.9% |
| Age 20 - 24 | 5.0% |
| Age 25 - 34 | 10.9% |
| Age 35 - 44 | 13.7% |
| Age 45 - 54 | 13.3% |
| Age 55 - 64 | 12.0% |
| Age 65 - 74 | 11.7% |
| Age 75 - 84 | 7.4% |
| Age 85+ | 2.4% |
| Age 18+ | 78.7% |

2009 Population by Age

| | |
|-------------|---------|
| Total | 120,898 |
| Age 0 - 4 | 5.3% |
| Age 5 - 9 | 5.2% |
| Age 10 - 14 | 5.4% |
| Age 15 - 19 | 5.5% |
| Age 20 - 24 | 4.8% |
| Age 25 - 34 | 10.1% |
| Age 35 - 44 | 11.5% |
| Age 45 - 54 | 13.9% |
| Age 55 - 64 | 14.7% |
| Age 65 - 74 | 12.4% |
| Age 75 - 84 | 8.2% |
| Age 85+ | 3.1% |
| Age 18+ | 80.8% |

2014 Population by Age

| | |
|-------------|---------|
| Total | 126,790 |
| Age 0 - 4 | 5.1% |
| Age 5 - 9 | 5.1% |
| Age 10 - 14 | 5.3% |
| Age 15 - 19 | 5.1% |
| Age 20 - 24 | 4.7% |
| Age 25 - 34 | 9.8% |
| Age 35 - 44 | 10.9% |
| Age 45 - 54 | 12.5% |
| Age 55 - 64 | 15.2% |
| Age 65 - 74 | 14.4% |
| Age 75 - 84 | 8.6% |
| Age 85+ | 3.3% |
| Age 18+ | 81.3% |

2000 Population by Sex

| | |
|---------|-------|
| Males | 48.3% |
| Females | 51.7% |

2009 Population by Sex

| | |
|---------|-------|
| Males | 48.6% |
| Females | 51.4% |

2014 Population by Sex

| | |
|---------|-------|
| Males | 48.6% |
| Females | 51.4% |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Percy), et.al.

Site Type: Geography



2000 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 108,697 |
| White Alone | 87.9% |
| Black Alone | 9.0% |
| American Indian Alone | 0.5% |
| Asian or Pacific Islander Alone | 0.5% |
| Some Other Race Alone | 0.7% |
| Two or More Races | 1.4% |
| Hispanic Origin | 2.2% |
| Diversity Index | 25.4 |

2009 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 120,898 |
| White Alone | 86.0% |
| Black Alone | 10.0% |
| American Indian Alone | 0.6% |
| Asian or Pacific Islander Alone | 0.7% |
| Some Other Race Alone | 1.0% |
| Two or More Races | 1.7% |
| Hispanic Origin | 3.4% |
| Diversity Index | 29.9 |

2014 Population by Race/Ethnicity

| | |
|---------------------------------|---------|
| Total | 126,790 |
| White Alone | 84.9% |
| Black Alone | 10.5% |
| American Indian Alone | 0.6% |
| Asian or Pacific Islander Alone | 0.9% |
| Some Other Race Alone | 1.2% |
| Two or More Races | 1.8% |
| Hispanic Origin | 4.3% |
| Diversity Index | 32.8 |



2000 Population 3+ by School Enrollment

| | |
|-------------------------------|---------|
| Total | 105,067 |
| Enrolled in Nursery/Preschool | 1.6% |
| Enrolled in Kindergarten | 1.0% |
| Enrolled in Grade 1-8 | 10.6% |
| Enrolled in Grade 9-12 | 5.0% |
| Enrolled in College | 2.8% |
| Enrolled in Grad/Prof School | 0.4% |
| Not Enrolled in School | 78.6% |

2009 Population 25+ by Educational Attainment

| | |
|------------------------------|--------|
| Total | 89,296 |
| Less than 9th Grade | 5.7% |
| 9th - 12th Grade, No Diploma | 12.0% |
| High School Graduate | 34.0% |
| Some College, No Degree | 22.9% |
| Associate Degree | 5.4% |
| Bachelor's Degree | 13.2% |
| Graduate/Professional Degree | 6.7% |

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 2009 and 2014.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Percy), et.al.

Site Type: Geography



2009 Population 15+ by Marital Status

| | |
|---------------|---------|
| Total | 101,688 |
| Never Married | 18.1% |
| Married | 58.9% |
| Widowed | 9.1% |
| Divorced | 13.9% |



2000 Population 16+ by Employment Status

| | |
|---------------------|--------|
| Total | 87,945 |
| In Labor Force | 53.8% |
| Civilian Employed | 51.0% |
| Civilian Unemployed | 2.7% |
| In Armed Forces | 0.1% |
| Not in Labor Force | 46.2% |

2009 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 91.5% |
| Civilian Unemployed | 8.5% |

2014 Civilian Population 16+ in Labor Force

| | |
|---------------------|-------|
| Civilian Employed | 94.1% |
| Civilian Unemployed | 5.9% |

2000 Females 16+ by Employment Status and Age of Children

| | |
|--------------------------------|--------|
| Total | 46,153 |
| Own Children < 6 Only | 6.1% |
| Employed/in Armed Forces | 3.6% |
| Unemployed | 0.3% |
| Not in Labor Force | 2.2% |
| Own Children < 6 and 6-17 Only | 4.2% |
| Employed/in Armed Forces | 2.5% |
| Unemployed | 0.2% |
| Not in Labor Force | 1.5% |
| Own Children 6-17 Only | 14.7% |
| Employed/in Armed Forces | 10.9% |
| Unemployed | 0.4% |
| Not in Labor Force | 3.4% |
| No Own Children < 18 | 75.1% |
| Employed/in Armed Forces | 28.7% |
| Unemployed | 1.4% |
| Not in Labor Force | 45.0% |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Percy), et.al.

Site Type: Geography



2009 Employed Population 16+ by Industry

| | |
|-------------------------------|--------|
| Total | 48,760 |
| Agriculture/Mining | 1.8% |
| Construction | 10.2% |
| Manufacturing | 9.9% |
| Wholesale Trade | 2.5% |
| Retail Trade | 13.7% |
| Transportation/Utilities | 3.7% |
| Information | 1.0% |
| Finance/Insurance/Real Estate | 5.3% |
| Services | 47.9% |
| Public Administration | 4.0% |

2009 Employed Population 16+ by Occupation

| | |
|---------------------------------|--------|
| Total | 48,760 |
| White Collar | 52.2% |
| Management/Business/Financial | 9.6% |
| Professional | 19.4% |
| Sales | 12.7% |
| Administrative Support | 10.5% |
| Services | 21.5% |
| Blue Collar | 26.3% |
| Farming/Forestry/Fishing | 0.5% |
| Construction/Extraction | 8.7% |
| Installation/Maintenance/Repair | 3.9% |
| Production | 6.7% |
| Transportation/Material Moving | 6.5% |



2000 Workers 16+ by Means of Transportation to Work

| | |
|----------------------------------|--------|
| Total | 44,321 |
| Drove Alone - Car, Truck, or Van | 79.6% |
| Carpooled - Car, Truck, or Van | 13.7% |
| Public Transportation | 0.8% |
| Walked | 2.1% |
| Other Means | 1.2% |
| Worked at Home | 2.6% |

2000 Workers 16+ by Travel Time to Work

| | |
|--------------------------------------|--------|
| Total | 44,323 |
| Did Not Work at Home | 97.4% |
| Less than 5 minutes | 3.5% |
| 5 to 9 minutes | 12.9% |
| 10 to 19 minutes | 38.2% |
| 20 to 24 minutes | 13.6% |
| 25 to 34 minutes | 15.1% |
| 35 to 44 minutes | 3.6% |
| 45 to 59 minutes | 4.5% |
| 60 to 89 minutes | 4.0% |
| 90 or more minutes | 1.9% |
| Worked at Home | 2.6% |
| Average Travel Time to Work (in min) | 21.9 |

2000 Households by Vehicles Available

| | |
|--------------------------------------|--------|
| Total | 46,554 |
| None | 8.4% |
| 1 | 37.2% |
| 2 | 40.5% |
| 3 | 10.8% |
| 4 | 2.3% |
| 5+ | 0.8% |
| Average Number of Vehicles Available | 1.6 |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Percy), et.al.

Site Type: Geography



2000 Households by Type

| | |
|----------------------------------|--------|
| Total | 46,546 |
| Family Households | 68.1% |
| Married-couple Family | 54.5% |
| With Related Children | 18.7% |
| Other Family (No Spouse) | 13.6% |
| With Related Children | 9.0% |
| Nonfamily Households | 31.9% |
| Householder Living Alone | 27.9% |
| Householder Not Living Alone | 4.0% |
| Households with Related Children | 27.7% |
| Households with Persons 65+ | 34.7% |

2000 Households by Size

| | |
|---------------------|--------|
| Total | 46,547 |
| 1 Person Household | 27.9% |
| 2 Person Household | 40.8% |
| 3 Person Household | 14.6% |
| 4 Person Household | 10.7% |
| 5 Person Household | 4.3% |
| 6 Person Household | 1.2% |
| 7+ Person Household | 0.7% |

2000 Households by Year Householder Moved In

| | |
|----------------------------------|--------|
| Total | 46,552 |
| Moved in 1999 to March 2000 | 20.1% |
| Moved in 1995 to 1998 | 29.0% |
| Moved in 1990 to 1994 | 17.1% |
| Moved in 1980 to 1989 | 16.3% |
| Moved in 1970 to 1979 | 9.8% |
| Moved in 1969 or Earlier | 7.6% |
| Median Year Householder Moved In | 1995 |



2000 Housing Units by Units in Structure

| | |
|-------------|--------|
| Total | 54,416 |
| 1, Detached | 67.3% |
| 1, Attached | 2.8% |
| 2 | 2.0% |
| 3 or 4 | 3.7% |
| 5 to 9 | 3.3% |
| 10 to 19 | 1.3% |
| 20+ | 3.8% |
| Mobile Home | 15.4% |
| Other | 0.4% |

2000 Housing Units by Year Structure Built

| | |
|-----------------------------|--------|
| Total | 54,410 |
| 1999 to March 2000 | 2.3% |
| 1995 to 1998 | 9.8% |
| 1990 to 1994 | 8.6% |
| 1980 to 1989 | 19.9% |
| 1970 to 1979 | 21.0% |
| 1969 or Earlier | 38.5% |
| Median Year Structure Built | 1975 |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Pearcy), et.al.

Site Type: Geography

Top 3 Tapestry Segments

- 1. The Elders
- 2. Midland Crowd
- 3. Rooted Rural

2009 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

| | |
|-----------------------------------------|-----------------|
| Apparel & Services: Total \$ | \$67,684,531 |
| Average Spent | \$1,317.74 |
| Spending Potential Index | 53 |
| Computers & Accessories: Total \$ | \$8,706,819 |
| Average Spent | \$169.51 |
| Spending Potential Index | 74 |
| Education: Total \$ | \$42,420,052 |
| Average Spent | \$825.87 |
| Spending Potential Index | 66 |
| Entertainment/Recreation: Total \$ | \$134,797,275 |
| Average Spent | \$2,624.35 |
| Spending Potential Index | 81 |
| Food at Home: Total \$ | \$189,327,139 |
| Average Spent | \$3,685.99 |
| Spending Potential Index | 81 |
| Food Away from Home: Total \$ | \$132,199,996 |
| Average Spent | \$2,573.79 |
| Spending Potential Index | 77 |
| Health Care: Total \$ | \$178,919,274 |
| Average Spent | \$3,483.36 |
| Spending Potential Index | 92 |
| HH Furnishings & Equipment: Total \$ | \$76,366,939 |
| Average Spent | \$1,486.78 |
| Spending Potential Index | 68 |
| Investments: Total \$ | \$65,140,189 |
| Average Spent | \$1,268.21 |
| Spending Potential Index | 88 |
| Retail Goods: Total \$ | \$1,034,471,206 |
| Average Spent | \$20,140.00 |
| Spending Potential Index | 78 |
| Shelter: Total \$ | \$576,464,885 |
| Average Spent | \$11,223.13 |
| Spending Potential Index | 72 |
| TV/Video/Sound Equipment: Total \$ | \$49,571,341 |
| Average Spent | \$965.10 |
| Spending Potential Index | 79 |
| Travel: Total \$ | \$71,924,018 |
| Average Spent | \$1,400.28 |
| Spending Potential Index | 76 |
| Vehicle Maintenance & Repairs: Total \$ | \$39,225,554 |
| Average Spent | \$763.68 |
| Spending Potential Index | 82 |

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.



Demographic and Income Profile

Prepared by AEDC Research Division

Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Percy), et.al.

Site Type: Geography

| Summary | 2000 | 2009 | 2014 |
|------------------------|---------|---------|---------|
| Population | 108,698 | 120,898 | 126,790 |
| Households | 46,547 | 51,364 | 54,102 |
| Families | 31,699 | 33,730 | 35,091 |
| Average Household Size | 2.29 | 2.30 | 2.29 |
| Owner Occupied HUs | 33,593 | 37,216 | 39,061 |
| Renter Occupied HUs | 12,954 | 14,148 | 15,041 |
| Median Age | 42.8 | 46.6 | 48.5 |

| Trends: 2009-2014 Annual Rate | Area | National |
|-------------------------------|-------|----------|
| Population | 0.96% | 0.91% |
| Households | 1.04% | 0.94% |
| Families | 0.79% | 0.74% |
| Owner HHs | 0.97% | 1.19% |
| Median Household Income | 1% | 0.80% |

| Households by Income | 2000 | | 2009 | | 2014 | |
|--------------------------|----------|---------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| < \$15,000 | 9,669 | 20.8% | 7,431 | 14.5% | 7,392 | 13.7% |
| \$15,000 - \$24,999 | 8,239 | 17.7% | 6,842 | 13.3% | 6,577 | 12.2% |
| \$25,000 - \$34,999 | 7,423 | 15.9% | 6,360 | 12.4% | 6,054 | 11.2% |
| \$35,000 - \$49,999 | 8,118 | 17.4% | 9,065 | 17.6% | 10,468 | 19.3% |
| \$50,000 - \$74,999 | 7,322 | 15.7% | 10,930 | 21.3% | 11,876 | 22.0% |
| \$75,000 - \$99,999 | 3,047 | 6.5% | 5,191 | 10.1% | 5,563 | 10.3% |
| \$100,000 - \$149,999 | 1,842 | 4.0% | 3,657 | 7.1% | 4,100 | 7.6% |
| \$150,000 - \$199,000 | 341 | 0.7% | 987 | 1.9% | 1,079 | 2.0% |
| \$200,000+ | 547 | 1.2% | 901 | 1.8% | 993 | 1.8% |
| Median Household Income | \$32,087 | | \$42,976 | | \$45,177 | |
| Average Household Income | \$42,995 | | \$55,039 | | \$56,847 | |
| Per Capita Income | \$18,555 | | \$23,598 | | \$24,488 | |

| Population by Age | 2000 | | 2009 | | 2014 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 6,052 | 5.6% | 6,425 | 5.3% | 6,469 | 5.1% |
| 5 - 9 | 6,334 | 5.8% | 6,313 | 5.2% | 6,463 | 5.1% |
| 10 - 14 | 6,726 | 6.2% | 6,472 | 5.4% | 6,769 | 5.3% |
| 15 - 19 | 6,443 | 5.9% | 6,590 | 5.5% | 6,488 | 5.1% |
| 20 - 24 | 5,451 | 5.0% | 5,802 | 4.8% | 5,918 | 4.7% |
| 25 - 34 | 11,882 | 10.9% | 12,208 | 10.1% | 12,390 | 9.8% |
| 35 - 44 | 14,874 | 13.7% | 13,951 | 11.5% | 13,772 | 10.9% |
| 45 - 54 | 14,500 | 13.3% | 16,806 | 13.9% | 15,790 | 12.5% |
| 55 - 64 | 13,018 | 12.0% | 17,769 | 14.7% | 19,335 | 15.2% |
| 65 - 74 | 12,749 | 11.7% | 14,973 | 12.4% | 18,253 | 14.4% |
| 75 - 84 | 8,048 | 7.4% | 9,858 | 8.2% | 10,962 | 8.6% |
| 85+ | 2,615 | 2.4% | 3,731 | 3.1% | 4,181 | 3.3% |

| Race and Ethnicity | 2000 | | 2009 | | 2014 | |
|----------------------------|--------|---------|---------|---------|---------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 95,508 | 87.9% | 103,997 | 86.0% | 107,655 | 84.9% |
| Black Alone | 9,811 | 9.0% | 12,081 | 10.0% | 13,320 | 10.5% |
| American Indian Alone | 586 | 0.5% | 725 | 0.6% | 801 | 0.6% |
| Asian Alone | 501 | 0.5% | 823 | 0.7% | 1,064 | 0.8% |
| Pacific Islander Alone | 40 | 0.0% | 50 | 0.0% | 57 | 0.0% |
| Some Other Race Alone | 707 | 0.7% | 1,192 | 1.0% | 1,557 | 1.2% |
| Two or More Races | 1,544 | 1.4% | 2,030 | 1.7% | 2,336 | 1.8% |
| Hispanic Origin (Any Race) | 2,429 | 2.2% | 4,129 | 3.4% | 5,410 | 4.3% |

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



Demographic and Income Profile

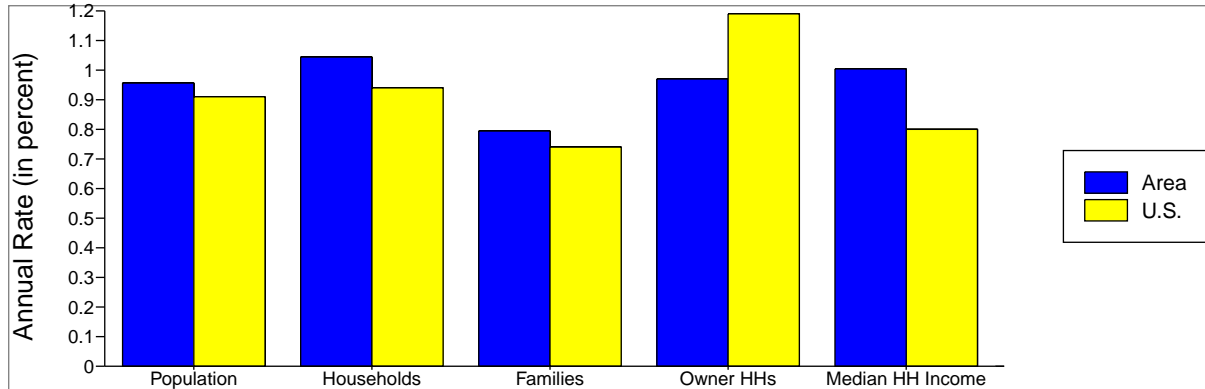
Prepared by AEDC Research Division

Hot Springs Primary LS

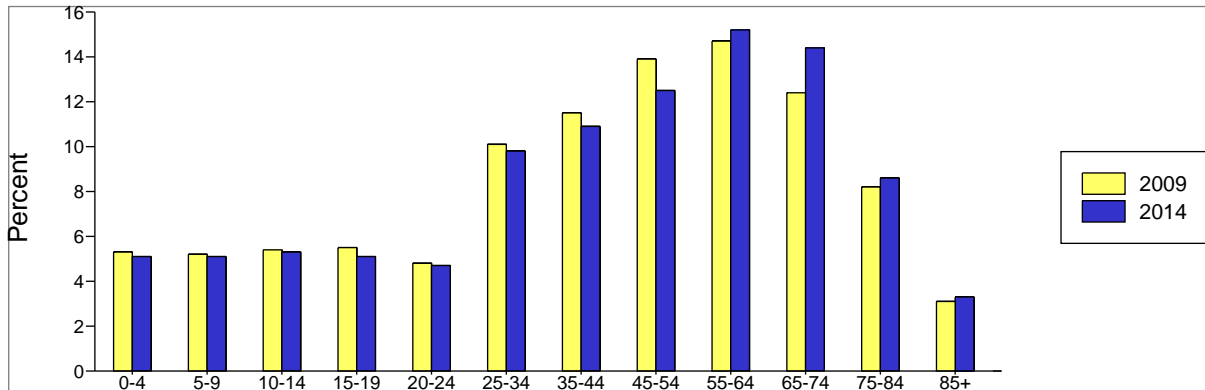
ZIP Codes: 71913 (Hot springs national park), 71964 (Pearcy), et.al.

Site Type: Geography

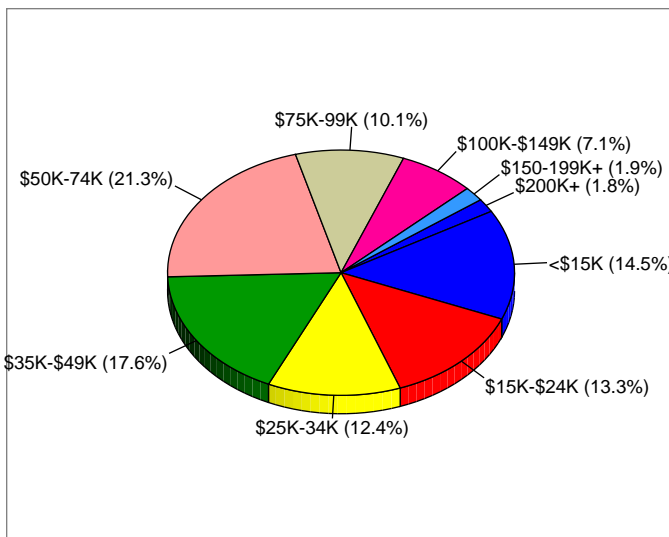
Trends 2009-2014



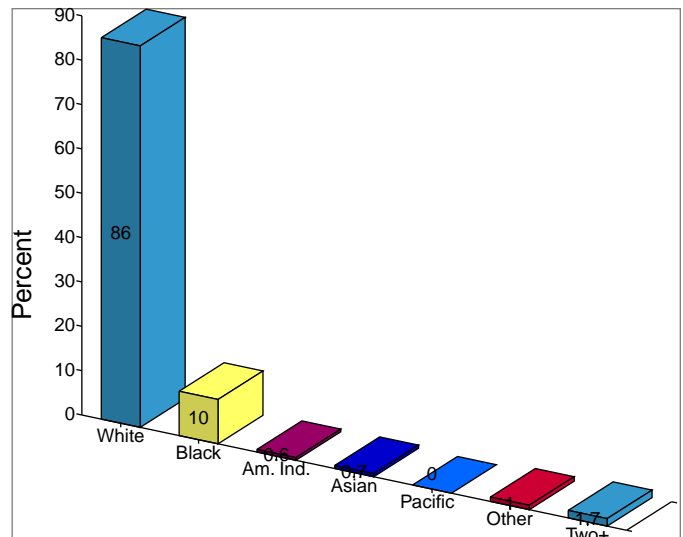
Population by Age



2009 Household Income



2009 Population by Race



2009 Percent Hispanic Origin: 3.4%



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Pearcy), et.al.

Site Type: Geography

| | | | |
|-------------------------|---------|-------------------------|----------|
| 2000 Total Population | 108,698 | 2000 Median HH Income | \$32,087 |
| 2009 Total Population | 120,898 | 2009 Median HH Income | \$42,976 |
| 2014 Total Population | 126,790 | 2014 Median HH Income | \$45,177 |
| 2009 - 2014 Annual Rate | 0.96% | 2009 - 2014 Annual Rate | 1% |

Housing Units by Occupancy Status and Tenure

| | Census 2000 | | 2009 | | 2014 | |
|---------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total Housing Units | 54,392 | 100.0% | 60,044 | 100.0% | 63,082 | 100.0% |
| Occupied | 46,547 | 85.6% | 51,364 | 85.5% | 54,102 | 85.8% |
| Owner | 33,593 | 61.8% | 37,216 | 62.0% | 39,061 | 61.9% |
| Renter | 12,954 | 23.8% | 14,148 | 23.6% | 15,041 | 23.8% |
| Vacant | 7,845 | 14.4% | 8,680 | 14.5% | 8,980 | 14.2% |

Owner Occupied Housing Units by Value

| | Census 2000 | | 2009 | | 2014 | |
|-----------------------|-------------|---------|-----------|---------|-----------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| Total | 33,559 | 100.0% | 37,216 | 100.0% | 39,061 | 100.0% |
| < \$10,000 | 1,015 | 3.0% | 871 | 2.3% | 798 | 2.0% |
| \$10,000 - \$14,999 | 924 | 2.8% | 423 | 1.1% | 396 | 1.0% |
| \$15,000 - \$19,999 | 991 | 3.0% | 755 | 2.0% | 580 | 1.5% |
| \$20,000 - \$24,999 | 1,019 | 3.0% | 905 | 2.4% | 742 | 1.9% |
| \$25,000 - \$29,999 | 990 | 3.0% | 657 | 1.8% | 745 | 1.9% |
| \$30,000 - \$34,999 | 1,218 | 3.6% | 797 | 2.1% | 640 | 1.6% |
| \$35,000 - \$39,999 | 1,318 | 3.9% | 817 | 2.2% | 738 | 1.9% |
| \$40,000 - \$49,999 | 2,296 | 6.8% | 2,069 | 5.6% | 1,688 | 4.3% |
| \$50,000 - \$59,999 | 2,746 | 8.2% | 1,851 | 5.0% | 1,770 | 4.5% |
| \$60,000 - \$69,999 | 2,731 | 8.1% | 1,844 | 5.0% | 1,767 | 4.5% |
| \$70,000 - \$79,999 | 2,721 | 8.1% | 2,002 | 5.4% | 1,716 | 4.4% |
| \$80,000 - \$89,999 | 2,519 | 7.5% | 2,120 | 5.7% | 1,688 | 4.3% |
| \$90,000 - \$99,999 | 1,955 | 5.8% | 1,992 | 5.4% | 1,929 | 4.9% |
| \$100,000 - \$124,999 | 2,728 | 8.1% | 5,021 | 13.5% | 4,963 | 12.7% |
| \$125,000 - \$149,999 | 2,269 | 6.8% | 3,326 | 8.9% | 3,920 | 10.0% |
| \$150,000 - \$174,999 | 1,705 | 5.1% | 2,026 | 5.4% | 3,052 | 7.8% |
| \$175,000 - \$199,999 | 1,144 | 3.4% | 1,664 | 4.5% | 1,831 | 4.7% |
| \$200,000 - \$249,999 | 1,256 | 3.7% | 3,065 | 8.2% | 2,900 | 7.4% |
| \$250,000 - \$299,999 | 690 | 2.1% | 1,452 | 3.9% | 2,416 | 6.2% |
| \$300,000 - \$399,999 | 638 | 1.9% | 1,625 | 4.4% | 1,849 | 4.7% |
| \$400,000 - \$499,999 | 377 | 1.1% | 855 | 2.3% | 1,339 | 3.4% |
| \$500,000 - \$749,999 | 186 | 0.6% | 719 | 1.9% | 995 | 2.5% |
| \$750,000 - \$999,999 | 83 | 0.2% | 197 | 0.5% | 343 | 0.9% |
| \$1,000,000+ | 40 | 0.1% | 163 | 0.4% | 256 | 0.7% |
| Median Value | \$75,628 | | \$107,494 | | \$121,829 | |
| Average Value | \$102,053 | | \$147,343 | | \$168,801 | |

Data Note: 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 2009 and 2014.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Pearcy), et.al.

Site Type: Geography

Census 2000 Vacant Housing Units by Status

| | Number | Percent |
|--------------------------------------|--------|---------|
| Total | 7,842 | 100.0% |
| For Rent | 2,063 | 26.3% |
| For Sale Only | 910 | 11.6% |
| Rented/Sold, Unoccupied | 365 | 4.7% |
| Seasonal/Recreational/Occasional Use | 2,771 | 35.3% |
| For Migrant Workers | 13 | 0.2% |
| Other Vacant | 1,720 | 21.9% |

Census 2000 Occupied Housing Units by Age of Householder and Home Ownership

| | Occupied Units | | Owner Occupied Units | |
|---------|----------------|---------------|----------------------|---------------|
| | Number | % of Occupied | Number | % of Occupied |
| Total | 46,546 | 72.2% | 33,594 | 72.2% |
| 15 - 24 | 2,033 | 26.8% | 544 | 26.8% |
| 25 - 34 | 5,799 | 50.6% | 2,932 | 50.6% |
| 35 - 44 | 8,058 | 63.9% | 5,152 | 63.9% |
| 45 - 54 | 8,100 | 74.8% | 6,062 | 74.8% |
| 55 - 64 | 7,364 | 83.8% | 6,170 | 83.8% |
| 65 - 74 | 8,011 | 87.9% | 7,045 | 87.9% |
| 75 - 84 | 5,543 | 82.6% | 4,579 | 82.6% |
| 85+ | 1,638 | 67.8% | 1,110 | 67.8% |

Census 2000 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

| | Occupied Units | | Owner Occupied Units | |
|------------------------|----------------|---------------|----------------------|---------------|
| | Number | % of Occupied | Number | % of Occupied |
| Total | 46,542 | 72.2% | 33,591 | 72.2% |
| White Alone | 41,720 | 74.9% | 31,232 | 74.9% |
| Black Alone | 3,732 | 46.8% | 1,745 | 46.8% |
| American Indian Alone | 236 | 59.7% | 141 | 59.7% |
| Asian Alone | 146 | 65.1% | 95 | 65.1% |
| Pacific Islander Alone | 2 | 50.0% | 1 | 50.0% |
| Some Other Race Alone | 180 | 42.8% | 77 | 42.8% |
| Two or More Races | 526 | 57.0% | 300 | 57.0% |
| Hispanic Origin | 743 | 40.9% | 304 | 40.9% |

Census 2000 Housing Units by Units in Structure and Occupancy

| | Housing Units | | Occupied Units | |
|-------------|---------------|---------|----------------|---------|
| | Number | Percent | Number | Percent |
| Total | 54,416 | 100.0% | 46,554 | 100.0% |
| 1, Detached | 36,597 | 67.3% | 32,708 | 70.3% |
| 1, Attached | 1,510 | 2.8% | 1,010 | 2.2% |
| 2 | 1,091 | 2.0% | 791 | 1.7% |
| 3 to 4 | 2,038 | 3.7% | 1,435 | 3.1% |
| 5 to 9 | 1,810 | 3.3% | 1,159 | 2.5% |
| 10 to 19 | 697 | 1.3% | 511 | 1.1% |
| 20 to 49 | 681 | 1.3% | 473 | 1.0% |
| 50 or More | 1,392 | 2.6% | 1,172 | 2.5% |
| Mobile Home | 8,385 | 15.4% | 7,167 | 15.4% |
| Other | 215 | 0.4% | 128 | 0.3% |

Data Note: Persons of Hispanic Origin may be of any race.
 Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Percy), et.al.

Site Type: Geography

Census 2000 Specified Owner Occupied Housing Units by Selected Monthly Owner Cost

| | Number | Percent |
|-----------------------------------------------------|--------|---------|
| Total | 24,848 | 100.0% |
| With Mortgage | 13,004 | 52.3% |
| <\$200 | 35 | 0.1% |
| \$200 - \$299 | 189 | 0.8% |
| \$300 - \$399 | 705 | 2.8% |
| \$400 - \$499 | 1,334 | 5.4% |
| \$500 - \$599 | 1,851 | 7.4% |
| \$600 - \$699 | 1,789 | 7.2% |
| \$700 - \$799 | 1,557 | 6.3% |
| \$800 - \$899 | 1,322 | 5.3% |
| \$900 - \$999 | 942 | 3.8% |
| \$1000 - \$1249 | 1,476 | 5.9% |
| \$1250 - \$1499 | 629 | 2.5% |
| \$1500 - \$1999 | 695 | 2.8% |
| \$2000 - \$2499 | 230 | 0.9% |
| \$2500 - \$2999 | 131 | 0.5% |
| \$3000+ | 119 | 0.5% |
| With No Mortgage | 11,844 | 47.7% |
| Median Monthly Owner Costs for Units with Mortgage | \$738 | |
| Average Monthly Owner Costs for Units with Mortgage | \$868 | |

Census 2000 Specified Renter Occupied Housing Units by Contract Rent

| | Number | Percent |
|-------------------------------------|--------|---------|
| Total | 12,799 | 100.0% |
| Paying Cash Rent | 11,355 | 88.7% |
| < \$100 | 435 | 3.4% |
| \$100 - \$149 | 763 | 6.0% |
| \$150 - \$199 | 649 | 5.1% |
| \$200 - \$249 | 1,001 | 7.8% |
| \$250 - \$299 | 1,265 | 9.9% |
| \$300 - \$349 | 1,654 | 12.9% |
| \$350 - \$399 | 1,305 | 10.2% |
| \$400 - \$449 | 1,406 | 11.0% |
| \$450 - \$499 | 833 | 6.5% |
| \$500 - \$549 | 539 | 4.2% |
| \$550 - \$599 | 260 | 2.0% |
| \$600 - \$649 | 260 | 2.0% |
| \$650 - \$699 | 154 | 1.2% |
| \$700 - \$749 | 85 | 0.7% |
| \$750 - \$799 | 81 | 0.6% |
| \$800 - \$899 | 62 | 0.5% |
| \$900 - \$999 | 116 | 0.9% |
| \$1000 - \$1249 | 203 | 1.6% |
| \$1250 - \$1499 | 164 | 1.3% |
| \$1500 - \$1999 | 103 | 0.8% |
| \$2000+ | 17 | 0.1% |
| No Cash Rent | 1,444 | 11.3% |
| Median Rent | \$347 | |
| Average Rent | \$382 | |
| Average Gross Rent (with Utilities) | \$503 | |

Data Note: Specified Owner Occupied Housing Units exclude houses on 10+ acres, mobile homes, units in multiunit buildings, and houses with a business or medical office. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Contract Rent and Average Gross Rent exclude units paying no cash rent. Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Hot Springs Primary LS

Business Summary by SIC Codes

Prepared by AEDC Research Division

ZIP Codes: 71913 (Hot springs national park), 71964 (Pearcy), et.al.

Site Type: Geography

| | |
|----------------------------------------|---------|
| Total Businesses: | 5,289 |
| Total Employees: | 53,766 |
| Total Residential Population: | 120,898 |
| Employee/Residential Population Ratio: | 0.44 |

| | Businesses | | Employees | |
|------------------------------------------------|--------------|---------------|---------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture & Mining | 150 | 2.8% | 597 | 1.1% |
| Construction | 543 | 10.3% | 2,530 | 4.7% |
| Manufacturing | 145 | 2.7% | 4,834 | 9.0% |
| Transportation | 169 | 3.2% | 1,050 | 2.0% |
| Communication | 29 | 0.5% | 172 | 0.3% |
| Utility | 14 | 0.3% | 135 | 0.3% |
| Wholesale Trade | 202 | 3.8% | 6,254 | 11.6% |
| Retail Trade Summary | 1,266 | 23.9% | 11,521 | 21.4% |
| Home Improvement | 103 | 1.9% | 889 | 1.7% |
| General Merchandise Stores | 43 | 0.8% | 1,982 | 3.7% |
| Food Stores | 94 | 1.8% | 1,002 | 1.9% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 180 | 3.4% | 1,355 | 2.5% |
| Apparel & Accessory Stores | 95 | 1.8% | 480 | 0.9% |
| Furniture & Home Furnishings | 102 | 1.9% | 430 | 0.8% |
| Eating & Drinking Places | 279 | 5.3% | 3,896 | 7.2% |
| Miscellaneous Retail | 370 | 7.0% | 1,487 | 2.8% |
| Finance, Insurance, Real Estate Summary | 532 | 10.1% | 3,204 | 6.0% |
| Banks, Savings & Lending Institutions | 125 | 2.4% | 1,184 | 2.2% |
| Securities Brokers | 46 | 0.9% | 176 | 0.3% |
| Insurance Carriers & Agents | 117 | 2.2% | 424 | 0.8% |
| Real Estate, Holding, Other Investment Offices | 244 | 4.6% | 1,420 | 2.6% |
| Services Summary | 2,013 | 38.1% | 20,418 | 38.0% |
| Hotels & Lodging | 110 | 2.1% | 1,044 | 1.9% |
| Automotive Services | 163 | 3.1% | 520 | 1.0% |
| Motion Pictures & Amusements | 128 | 2.4% | 2,036 | 3.8% |
| Health Services | 284 | 5.4% | 6,924 | 12.9% |
| Legal Services | 51 | 1.0% | 251 | 0.5% |
| Education Institutions & Libraries | 99 | 1.9% | 4,174 | 7.8% |
| Other Services | 1,178 | 22.3% | 5,469 | 10.2% |
| Government | 192 | 3.6% | 3,038 | 5.7% |
| Other | 34 | 0.6% | 13 | 0.0% |
| Totals | 5,289 | 100.0% | 53,766 | 100.0% |

Source: Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved. ESRI forecasts for 2009.



Business Summary by NAICS Codes

Prepared by AEDC Research Division

Hot Springs Primary LS

ZIP Codes: 71913 (Hot springs national park), 71964 (Pearcy), et.al.

Site Type: Geography

| | |
|----------------------------------------|---------|
| Total Businesses: | 5,289 |
| Total Employees: | 53,766 |
| Total Residential Population: | 120,898 |
| Employee/Residential Population Ratio: | 0.44 |

| | Businesses | | Employees | |
|------------------------------------------------------------------------------------------|--------------|---------------|---------------|---------------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 36 | 0.7% | 194 | 0.4% |
| Mining | 5 | 0.1% | 104 | 0.2% |
| Utilities | 9 | 0.2% | 84 | 0.2% |
| Construction | 574 | 10.9% | 2,641 | 4.9% |
| Manufacturing | 168 | 3.2% | 4,845 | 9.0% |
| Wholesale Trade | 195 | 3.7% | 6,210 | 11.6% |
| Retail Trade | 941 | 17.8% | 7,432 | 13.8% |
| Motor Vehicle & Parts Dealers | 135 | 2.6% | 1,085 | 2.0% |
| Furniture & Home Furnishings Stores | 50 | 0.9% | 256 | 0.5% |
| Electronics & Appliance Stores | 32 | 0.6% | 88 | 0.2% |
| Bldg Material & Garden Equipment & Supplies Dealers | 98 | 1.9% | 880 | 1.6% |
| Food & Beverage Stores | 95 | 1.8% | 1,017 | 1.9% |
| Health & Personal Care Stores | 71 | 1.3% | 401 | 0.7% |
| Gasoline Stations | 45 | 0.9% | 270 | 0.5% |
| Clothing & Clothing Accessories Stores | 112 | 2.1% | 536 | 1.0% |
| Sport Goods, Hobby, Book, & Music Stores | 64 | 1.2% | 272 | 0.5% |
| General Merchandise Stores | 43 | 0.8% | 1,982 | 3.7% |
| Miscellaneous Store Retailers | 189 | 3.6% | 624 | 1.2% |
| Nonstore Retailers | 7 | 0.1% | 21 | 0.0% |
| Transportation & Warehousing | 109 | 2.1% | 924 | 1.7% |
| Information | 66 | 1.2% | 495 | 0.9% |
| Finance & Insurance | 306 | 5.8% | 1,841 | 3.4% |
| Central Bank/Credit Intermediation & Related Activities | 135 | 2.6% | 1,184 | 2.2% |
| Securities, Commodity Contracts & Other Financial Investments & Other Related Activities | 54 | 1.0% | 233 | 0.4% |
| Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles | 117 | 2.2% | 424 | 0.8% |
| Real Estate, Rental & Leasing | 292 | 5.5% | 1,490 | 2.8% |
| Professional, Scientific & Tech Services | 299 | 5.7% | 1,192 | 2.2% |
| Legal Services | 67 | 1.3% | 314 | 0.6% |
| Management of Companies & Enterprises | 1 | 0.0% | 2 | 0.0% |
| Administrative & Support & Waste Management & Remediation Services | 210 | 4.0% | 1,075 | 2.0% |
| Educational Services | 118 | 2.2% | 4,162 | 7.7% |
| Health Care & Social Assistance | 395 | 7.5% | 8,008 | 14.9% |
| Arts, Entertainment & Recreation | 113 | 2.1% | 2,063 | 3.8% |
| Accommodation & Food Services | 396 | 7.5% | 4,969 | 9.2% |
| Accommodation | 110 | 2.1% | 1,044 | 1.9% |
| Food Services & Drinking Places | 286 | 5.4% | 3,925 | 7.3% |
| Other Services (except Public Administration) | 825 | 15.6% | 2,926 | 5.4% |
| Automotive Repair & Maintenance | 129 | 2.4% | 422 | 0.8% |
| Public Administration | 196 | 3.7% | 3,064 | 5.7% |
| Unclassified Establishments | 35 | 0.7% | 45 | 0.1% |
| Total | 5,289 | 100.0% | 53,766 | 100.0% |

Source: Business data provided by InfoUSA, Omaha NE Copyright 2009, all rights reserved. ESRI forecasts for 2009.