



Market Profile

2908 E Harding Ave, Pine Bluff, Arkansas, 71601
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 34.20968
Longitude: -91.96913

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	20,735	43,424	69,179
2010 Total Population	17,865	38,489	63,052
2016 Total Population	16,753	36,025	59,558
2016 Group Quarters	349	1,769	3,532
2021 Total Population	16,034	34,464	57,258
2016-2021 Annual Rate	-0.87%	-0.88%	-0.78%
2016 Total Daytime Population	22,422	43,332	64,421
Workers	11,661	20,653	28,690
Residents	10,761	22,679	35,731
Household Summary			
2000 Households	7,738	16,264	25,364
2000 Average Household Size	2.65	2.57	2.58
2010 Households	6,910	14,694	23,712
2010 Average Household Size	2.53	2.48	2.49
2016 Households	6,573	13,961	22,801
2016 Average Household Size	2.50	2.45	2.46
2021 Households	6,328	13,406	22,003
2021 Average Household Size	2.48	2.44	2.44
2016-2021 Annual Rate	-0.76%	-0.81%	-0.71%
2010 Families	4,390	9,309	15,730
2010 Average Family Size	3.21	3.15	3.07
2016 Families	4,092	8,673	14,865
2016 Average Family Size	3.20	3.14	3.06
2021 Families	3,898	8,243	14,216
2021 Average Family Size	3.19	3.14	3.05
2016-2021 Annual Rate	-0.97%	-1.01%	-0.89%
Housing Unit Summary			
2000 Housing Units	8,940	18,517	28,345
Owner Occupied Housing Units	48.5%	50.7%	57.1%
Renter Occupied Housing Units	38.0%	37.1%	32.3%
Vacant Housing Units	13.4%	12.2%	10.5%
2010 Housing Units	8,168	17,100	27,033
Owner Occupied Housing Units	42.9%	45.9%	53.0%
Renter Occupied Housing Units	41.7%	40.0%	34.7%
Vacant Housing Units	15.4%	14.1%	12.3%
2016 Housing Units	8,184	17,127	27,045
Owner Occupied Housing Units	38.5%	41.3%	48.8%
Renter Occupied Housing Units	41.8%	40.2%	35.5%
Vacant Housing Units	19.7%	18.5%	15.7%
2021 Housing Units	8,137	17,000	26,779
Owner Occupied Housing Units	37.3%	39.9%	47.5%
Renter Occupied Housing Units	40.5%	39.0%	34.6%
Vacant Housing Units	22.2%	21.1%	17.8%
Median Household Income			
2016	\$26,519	\$30,187	\$36,398
2021	\$25,532	\$29,822	\$37,367
Median Home Value			
2016	\$65,534	\$70,981	\$81,780
2021	\$73,523	\$81,613	\$97,420
Per Capita Income			
2016	\$15,595	\$18,201	\$20,782
2021	\$16,623	\$19,517	\$22,439
Median Age			
2010	32.7	32.8	36.1
2016	33.6	33.8	37.0
2021	34.8	34.9	38.0

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2016 Households by Income			
Household Income Base	6,573	13,961	22,801
<\$15,000	28.5%	26.4%	21.9%
\$15,000 - \$24,999	18.7%	15.9%	13.9%
\$25,000 - \$34,999	14.2%	13.1%	12.2%
\$35,000 - \$49,999	15.2%	15.6%	15.6%
\$50,000 - \$74,999	11.9%	13.6%	15.7%
\$75,000 - \$99,999	5.6%	6.6%	9.4%
\$100,000 - \$149,999	4.1%	6.1%	7.8%
\$150,000 - \$199,999	0.9%	1.4%	2.1%
\$200,000+	0.8%	1.3%	1.4%
Average Household Income	\$38,563	\$44,513	\$50,938
2021 Households by Income			
Household Income Base	6,328	13,406	22,003
<\$15,000	28.0%	26.2%	21.9%
\$15,000 - \$24,999	21.2%	18.1%	15.9%
\$25,000 - \$34,999	12.1%	10.3%	9.7%
\$35,000 - \$49,999	12.7%	13.0%	12.5%
\$50,000 - \$74,999	13.0%	15.0%	16.5%
\$75,000 - \$99,999	6.5%	7.3%	10.3%
\$100,000 - \$149,999	4.6%	6.8%	9.1%
\$150,000 - \$199,999	1.2%	1.8%	2.6%
\$200,000+	0.9%	1.4%	1.6%
Average Household Income	\$40,896	\$47,634	\$54,924
2016 Owner Occupied Housing Units by Value			
Total	3,150	7,073	13,205
<\$50,000	35.4%	34.1%	28.6%
\$50,000 - \$99,999	47.0%	37.8%	33.7%
\$100,000 - \$149,999	6.3%	11.1%	14.8%
\$150,000 - \$199,999	6.0%	9.3%	10.7%
\$200,000 - \$249,999	3.5%	4.9%	7.0%
\$250,000 - \$299,999	0.5%	0.6%	1.6%
\$300,000 - \$399,999	0.5%	0.9%	2.0%
\$400,000 - \$499,999	0.4%	0.7%	0.8%
\$500,000 - \$749,999	0.1%	0.3%	0.6%
\$750,000 - \$999,999	0.3%	0.2%	0.1%
\$1,000,000 +	0.0%	0.1%	0.0%
Average Home Value	\$78,287	\$89,902	\$105,746
2021 Owner Occupied Housing Units by Value			
Total	3,032	6,785	12,733
<\$50,000	28.5%	27.8%	22.1%
\$50,000 - \$99,999	45.8%	35.0%	29.4%
\$100,000 - \$149,999	7.0%	11.3%	14.8%
\$150,000 - \$199,999	9.2%	13.6%	15.3%
\$200,000 - \$249,999	7.0%	8.9%	11.7%
\$250,000 - \$299,999	0.9%	0.9%	2.5%
\$300,000 - \$399,999	0.7%	1.0%	2.3%
\$400,000 - \$499,999	0.5%	0.7%	0.9%
\$500,000 - \$749,999	0.2%	0.5%	0.8%
\$750,000 - \$999,999	0.3%	0.2%	0.1%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$93,301	\$105,656	\$124,819

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	17,864	38,489	63,051
0 - 4	8.1%	7.6%	6.8%
5 - 9	7.6%	7.0%	6.7%
10 - 14	7.5%	7.2%	6.9%
15 - 24	16.6%	18.6%	16.1%
25 - 34	12.9%	12.0%	12.3%
35 - 44	10.9%	10.6%	11.6%
45 - 54	14.0%	13.1%	14.1%
55 - 64	11.2%	11.2%	12.3%
65 - 74	6.1%	6.3%	7.1%
75 - 84	3.6%	4.3%	4.2%
85 +	1.5%	2.2%	1.9%
18 +	71.9%	73.8%	75.4%
2016 Population by Age			
Total	16,753	36,027	59,559
0 - 4	7.7%	7.2%	6.5%
5 - 9	7.4%	6.8%	6.3%
10 - 14	7.3%	6.7%	6.4%
15 - 24	15.4%	17.5%	15.2%
25 - 34	13.9%	13.2%	13.4%
35 - 44	10.7%	10.3%	11.2%
45 - 54	12.2%	11.6%	12.5%
55 - 64	12.3%	12.2%	13.2%
65 - 74	7.7%	8.0%	9.0%
75 - 84	3.7%	4.2%	4.4%
85 +	1.6%	2.2%	2.0%
18 +	73.1%	75.2%	77.0%
2021 Population by Age			
Total	16,035	34,465	57,259
0 - 4	7.5%	7.0%	6.3%
5 - 9	7.2%	6.7%	6.2%
10 - 14	7.4%	6.7%	6.3%
15 - 24	14.4%	16.4%	14.2%
25 - 34	13.8%	13.3%	13.3%
35 - 44	11.4%	10.8%	11.7%
45 - 54	11.3%	10.6%	11.3%
55 - 64	12.2%	12.1%	12.9%
65 - 74	9.2%	9.5%	10.5%
75 - 84	4.1%	4.7%	5.1%
85 +	1.6%	2.1%	2.0%
18 +	73.6%	75.7%	77.5%
2010 Population by Sex			
Males	8,336	17,755	30,131
Females	9,529	20,734	32,921
2016 Population by Sex			
Males	7,843	16,698	28,520
Females	8,910	19,328	31,038
2021 Population by Sex			
Males	7,557	16,084	27,556
Females	8,478	18,380	29,702

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	17,865	38,490	63,051
White Alone	12.6%	14.9%	34.5%
Black Alone	85.4%	82.7%	62.5%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	0.3%	0.6%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.5%	0.7%
Two or More Races	1.0%	1.1%	1.2%
Hispanic Origin	1.3%	1.2%	1.5%
Diversity Index	27.3	30.9	50.4
2016 Population by Race/Ethnicity			
Total	16,753	36,026	59,558
White Alone	11.7%	14.0%	33.3%
Black Alone	85.7%	83.0%	62.7%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	0.3%	0.7%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.7%	0.9%
Two or More Races	1.3%	1.5%	1.6%
Hispanic Origin	1.6%	1.5%	2.0%
Diversity Index	27.6	31.2	51.5
2021 Population by Race/Ethnicity			
Total	16,034	34,464	57,258
White Alone	10.9%	13.0%	32.0%
Black Alone	85.9%	83.3%	63.1%
American Indian Alone	0.3%	0.3%	0.5%
Asian Alone	0.3%	0.7%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.9%	1.2%
Two or More Races	1.6%	1.8%	2.1%
Hispanic Origin	2.0%	1.8%	2.5%
Diversity Index	27.9	31.5	52.4
2010 Population by Relationship and Household Type			
Total	17,865	38,489	63,052
In Households	97.7%	94.7%	93.5%
In Family Households	81.4%	78.6%	78.9%
Householder	24.6%	24.2%	24.9%
Spouse	10.8%	11.4%	14.2%
Child	38.0%	35.5%	33.2%
Other relative	5.4%	5.0%	4.3%
Nonrelative	2.5%	2.5%	2.3%
In Nonfamily Households	16.4%	16.1%	14.6%
In Group Quarters	2.3%	5.3%	6.5%
Institutionalized Population	1.8%	1.6%	4.1%
Noninstitutionalized Population	0.5%	3.7%	2.4%

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.

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2016 Population 25+ by Educational Attainment			
Total	10,409	22,242	39,070
Less than 9th Grade	4.4%	4.8%	4.9%
9th - 12th Grade, No Diploma	8.2%	8.4%	8.7%
High School Graduate	33.0%	31.5%	31.2%
GED/Alternative Credential	4.0%	4.0%	5.4%
Some College, No Degree	26.2%	25.8%	25.0%
Associate Degree	5.2%	5.9%	6.1%
Bachelor's Degree	12.5%	12.3%	12.1%
Graduate/Professional Degree	6.5%	7.4%	6.7%
2016 Population 15+ by Marital Status			
Total	12,984	28,542	48,110
Never Married	42.9%	44.3%	39.4%
Married	34.6%	34.2%	39.9%
Widowed	9.1%	8.3%	7.5%
Divorced	13.4%	13.3%	13.2%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	86.9%	88.4%	89.9%
Civilian Unemployed	13.1%	11.6%	10.1%
2016 Employed Population 16+ by Industry			
Total	5,934	13,405	22,644
Agriculture/Mining	1.1%	0.8%	1.1%
Construction	3.1%	2.4%	3.1%
Manufacturing	16.6%	16.3%	14.8%
Wholesale Trade	1.6%	2.2%	2.8%
Retail Trade	11.5%	10.8%	11.7%
Transportation/Utilities	3.5%	3.3%	4.1%
Information	1.0%	1.3%	1.1%
Finance/Insurance/Real Estate	3.3%	3.6%	4.5%
Services	47.8%	48.6%	46.4%
Public Administration	10.5%	10.8%	10.4%
2016 Employed Population 16+ by Occupation			
Total	5,935	13,406	22,644
White Collar	44.3%	48.7%	52.5%
Management/Business/Financial	8.8%	7.8%	9.6%
Professional	15.8%	20.0%	19.9%
Sales	7.9%	8.5%	9.6%
Administrative Support	11.7%	12.4%	13.4%
Services	28.9%	26.7%	23.5%
Blue Collar	26.8%	24.6%	24.0%
Farming/Forestry/Fishing	0.8%	0.5%	0.5%
Construction/Extraction	2.6%	2.1%	2.8%
Installation/Maintenance/Repair	2.2%	2.3%	2.9%
Production	12.2%	11.0%	9.3%
Transportation/Material Moving	9.0%	8.9%	8.4%
2010 Population By Urban/ Rural Status			
Total Population	17,865	38,489	63,052
Population Inside Urbanized Area	95.8%	96.2%	83.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	4.2%	3.8%	16.2%

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2010 Households by Type			
Total	6,909	14,694	23,711
Households with 1 Person	31.6%	32.0%	29.2%
Households with 2+ People	68.4%	68.0%	70.8%
Family Households	63.5%	63.4%	66.3%
Husband-wife Families	27.8%	29.9%	37.7%
With Related Children	11.3%	11.9%	14.7%
Other Family (No Spouse Present)	35.7%	33.4%	28.6%
Other Family with Male Householder	5.4%	5.2%	4.9%
With Related Children	2.7%	2.6%	2.7%
Other Family with Female Householder	30.4%	28.2%	23.7%
With Related Children	21.8%	20.1%	16.6%
Nonfamily Households	4.9%	4.6%	4.4%
All Households with Children	36.1%	35.0%	34.4%
Multigenerational Households	7.7%	7.0%	6.2%
Unmarried Partner Households	6.0%	5.9%	5.7%
Male-female	5.4%	5.4%	5.2%
Same-sex	0.6%	0.5%	0.5%
2010 Households by Size			
Total	6,909	14,693	23,710
1 Person Household	31.6%	32.0%	29.2%
2 Person Household	28.6%	29.1%	31.7%
3 Person Household	17.2%	17.1%	17.4%
4 Person Household	11.3%	11.3%	11.9%
5 Person Household	6.1%	5.9%	5.6%
6 Person Household	2.8%	2.5%	2.3%
7 + Person Household	2.4%	2.2%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	6,910	14,694	23,712
Owner Occupied	50.8%	53.4%	60.4%
Owned with a Mortgage/Loan	29.9%	31.9%	35.5%
Owned Free and Clear	20.9%	21.5%	24.9%
Renter Occupied	49.2%	46.6%	39.6%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,168	17,100	27,033
Housing Units Inside Urbanized Area	95.6%	95.9%	82.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	4.4%	4.1%	17.3%

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.

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Top 3 Tapestry Segments			
1.	Modest Income Homes	Modest Income Homes	Modest Income Homes
2.	Family Foundations (12A)	Traditional Living (12B)	Traditional Living (12B)
3.	Rural Bypasses (10E)	Midlife Constants (5E)	Rural Bypasses (10E)
2016 Consumer Spending			
Apparel & Services: Total \$	\$6,643,749	\$16,234,574	\$30,194,629
Average Spent	\$1,010.76	\$1,162.85	\$1,324.27
Spending Potential Index	50	58	66
Education: Total \$	\$4,318,048	\$10,805,408	\$19,451,587
Average Spent	\$656.94	\$773.97	\$853.10
Spending Potential Index	46	55	60
Entertainment/Recreation: Total \$	\$9,673,504	\$23,760,189	\$44,791,980
Average Spent	\$1,471.70	\$1,701.90	\$1,964.47
Spending Potential Index	50	58	67
Food at Home: Total \$	\$17,755,974	\$43,221,215	\$80,429,493
Average Spent	\$2,701.35	\$3,095.85	\$3,527.45
Spending Potential Index	54	62	71
Food Away from Home: Total \$	\$10,335,557	\$25,238,575	\$47,154,389
Average Spent	\$1,572.43	\$1,807.79	\$2,068.08
Spending Potential Index	51	58	67
Health Care: Total \$	\$18,252,189	\$44,888,427	\$85,354,027
Average Spent	\$2,776.84	\$3,215.27	\$3,743.43
Spending Potential Index	52	61	71
HH Furnishings & Equipment: Total \$	\$5,780,195	\$14,214,063	\$26,654,921
Average Spent	\$879.38	\$1,018.13	\$1,169.02
Spending Potential Index	50	58	66
Personal Care Products & Services: Total \$	\$2,374,646	\$5,823,190	\$10,932,762
Average Spent	\$361.27	\$417.10	\$479.49
Spending Potential Index	49	57	65
Shelter: Total \$	\$51,600,247	\$125,641,994	\$229,029,282
Average Spent	\$7,850.33	\$8,999.50	\$10,044.70
Spending Potential Index	50	58	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,834,499	\$19,306,585	\$36,428,918
Average Spent	\$1,191.92	\$1,382.89	\$1,597.69
Spending Potential Index	51	60	69
Travel: Total \$	\$5,463,105	\$13,651,847	\$25,796,536
Average Spent	\$831.14	\$977.86	\$1,131.38
Spending Potential Index	45	53	61
Vehicle Maintenance & Repairs: Total \$	\$3,510,425	\$8,624,047	\$16,268,426
Average Spent	\$534.07	\$617.72	\$713.50
Spending Potential Index	52	60	69

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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