



### PRESCOTT IS RANKED...

1. **One of the Top 5 Places to Retire** – *Money Magazine*
2. **3<sup>rd</sup> in the country (all metro areas) for job growth and economic vitality** – *INC. Magazine*
3. **3<sup>rd</sup> Best Metro in the Country for Job Creation** – Milken Institute
4. **An Emerging Art Town** – *American Southwest Magazine*
5. **One of 100 Best Communities for Young People** – *American Promise*
6. **Top “Green” Arizona City** – Sperling’s Best Places
7. **One of Top 10 Most Popular Retirement Towns** – [www.topretirements.com](http://www.topretirements.com)
8. **One of a dozen “Distinctive Destinations”** – National Trust for Historic Preservation
9. **Top 10 True Western Towns** – *True West Magazine*
10. **Top 20 Medium County Hospitals** – Solucient
11. **1 of 7 Greatest Places to Live** – *Bottom Line*
12. **Among Top 100 Cities to Live and Launch a Business** – *Fortune SmallBusiness*
13. **3<sup>rd</sup> Skinniest City by AARP** (lowest average body mass index)
14. **In Top 10 “Dream Cities”** – *Sunset Magazine*
15. **#47 among Best Small Places for Business and Careers** – [Forbes.com](http://Forbes.com)
16. **#5 among Fastest-Growing Small Metro Areas** – [Forbes.com](http://Forbes.com)
17. **One of 50 Best Places to Live: The Next Great Adventure Towns** – *National Geographic Adventure Magazine*
18. **Top Ten Public Spaces: #3 Courthouse Plaza** – American Planning Association



## 2006-2007 PRESCOTT HIGHLIGHTS

**2007 Governor's Heritage Preservation Honor Award** for excellence in design, execution and outstanding achievements in preservation for the City's development of Watson and Willow Lakes, and devoting substantial expenditures of time, energy and resources to protection and preservation of the area's archaeological richness.

**Inc. Magazine** ranks Prescott #3 out of 393 cities in its **Boomtowns '07** list of The 10 Top Cities. The ranking calls attention to Prescott's robust growth and highlights job growth as a measure of economic vitality. The ranking includes all of the statistical areas for which the Bureau of Labor and Statistics reports unemployment data, and is calculated from a weighted summary of growth trends and rates.

**Forbes.com** Prescott was recognized as 42<sup>nd</sup> on its List of Best Small Places for Business and Careers. Prescott received high marks for its highly ranked job growth, the low cost of doing business, net migration, highly rated colleges and low crime rate.

**Money Magazine** calls Prescott one of the Top 5 towns in the article titled, "Best Places to Retire". Prescott attracts retirees who enjoy being outdoors with more than 6 golf courses and the Prescott National Forest, which offers 450 miles of trails among acres of ponderosa pine. Other pluses: three hospitals, a recently expanded library and a new community center opening this fall. Property taxes are relatively low and seniors enjoy some state breaks.

**MSN Real Estate** names Prescott one of 8 cheap places people want to live in the U.S. for its strong economy, colleges and low crime rate. "A real old-fashioned town square and a nearby neighborhood of Victorians give Prescott more of a sense of better Arizona towns. It's also in the mountains, where temperatures average 10 degrees cooler than big-city Phoenix about 100 miles away."

**Inc. Magazine**, Prescott was identified in the list of 25 Hottest Small Cities with an employment base of less than 150,000. "Settled during the gold rush days of the 1800s, Prescott is experiencing a boom among seniors. They're drawn to the city's numerous retirement communities, mild climate, and historic downtown area."

Prescott was chosen as one of the **Dozen Distinctive Destinations in the United States** by the National Trust for Historic Preservation. Prescott was selected from 93 destinations in 39 states that were nominated for this award. "Prescott offers visitors an opportunity to experience a vibrant and exciting city that blends the best of small-town hospitality with authentic western feel. When you combine the spectacular natural beauty of the region with Prescott's architectural and cultural heritage, it's easy to see why this is such an ideal destination."



## 2006-2007 PRESCOTT HIGHLIGHTS

**Bottom Line** listed Prescott one of the 7 Great Places to Live. "Prescott is little more than an hour northwest to Phoenix, close enough to take advantage of the big city's entertainment and health-care options. The town is situated more than 5,300 feet up in the mountains, so the weather isn't as hot as elsewhere in Arizona and downright crisp at night. This clean, quiet city has a decidedly Western feel."

**Milken Institute** gave Prescott an overall ranking of 3 in the 2005 Best Performing Cities. The Milken Institute Best Performing Cities Index measures include; jobs are being created, jobs are being maintained, wages and salaries are increasing, economies are growing, businesses are thriving. "Third on the list is Prescott Arizona. Health care and social assistance account for nearly 12 percent of the total metro employment. Together, Yavapai Regional Medical Center and VA Medical Center employ nearly 1,800 workers. Prescott's beautiful climate and historical attractions enhance its leisure and hospitality sector."

Prescott was listed in **True West** magazine, as one of the top ten Western Towns. "Prescott is recognized for its effort to maintain the historic areas and the community has come together to assure preservation of buildings and landmarks. More than 700 buildings are listed as historic. The courthouse plaza area is lined with brick structures erected after a huge fire in 1900. Many house quaint shops or restaurants and they maintain the homey feeling of the early 20<sup>th</sup> century. Prescott is home to the "World's Oldest Rodeo" which gets international attention and is known as "Arizona's Christmas City"."

**The Business Journal.** Prescott may be better known for its fragrant pines and historical Whiskey Row saloons, but it ranked an impressive 5th (population 100,000 – 500,000) on the survey conducted by the American City Business Journals, well ahead of Phoenix. Small-business owners in Prescott described the town's attraction for small businesses include: population growth, strong school system, growing health care system, good transportation, government access, retail growth, rural lifestyle and recreational opportunities."



## 2008 PRESCOTT HIGHLIGHTS

**01/30/08 Forbes.com** ranks Prescott #5 in **America's Fastest Growing Small Metros List**. Projected economic growth in the next 5 years is a whopping **25.49%**. The close proximity to booming Phoenix, just 90 miles away, contributes to the expansion. Prescott's population is expected to grow by **more than 16% from 2007-2012**.

**03/19/08 Forbes.com**. In the 10<sup>th</sup> **Annual Best Places for Business and Careers**, Prescott is ranked #47 overall. Data for the rankings includes job and income growth, as well as migration trends. Other data includes Economy.com's business cost index, which looks at labor, tax, energy and office space costs and its living cost index, which factors in housing, transportation, food and other household expenditures.

**03/25/08 CNNMoney.com and Fortune Small Business Magazine** list Prescott among the **100 Best Places to Live and Launch 2008**. Prescott is ripe for startups in the tourism and service industries, as well as manufacturers looking to take advantage of a tax-friendly environment and easy access to truck freight lines and interstates running through Arizona.

**05/04/08 The Associated Press/ azstarnet.com** Prescott is among U.S. cities labeled 'recession-proof'. Prescott is one of about 2 dozen areas where jobs outpaces the work force during the recessions of 1990 and 2001, and in the past years and will likely fare well in another downturn. Data was collected from the Bureau of Labor Statistics, comparing job expansion in key industries and work force growth in various metropolitan areas.

**09/04/08 Sunset Magazine** named Prescott, Arizona in its Top Ten Dream Towns for its wealth of outdoor recreation. With 850 miles of trails, they called the Granite Mountain hike "one of the best". Prescott is a natural destination for hikers, and Granite Mountain Trail #261 offers 8 miles of trails among mammoth boulders that bring to mind the setting for *Lost is Space*. Your motivation to reach the top: a possible up-close view of endangered peregrine falcons.

**09/06/08 National Geographic Adventure Magazine** selected Prescott, Arizona one of 50 Next Great Adventure Towns. These are innovative towns that aren't just prime relocation spots right now, but smart choices for the future. Not only do they have the action. They've got a plan. Folks have flocked to Prescott recently and the city is working to protect what drew everyone here in the first place: access to the pine-capped mountains, granite cliffs, and alpine lakes around town.



## 2008 PRESCOTT HIGHLIGHTS

**09/08 Milken Institute** gave Prescott an overall ranking of 9 in the 2008 Best Performing Small Cities. The Milken Institute Best Performing Cities Index measures include; jobs are being created, jobs are being maintained, wages and salaries are increasing, economies are growing, businesses are thriving. During the five-year periods examined in the indicators, job and wage growth have remained strong, with Prescott ranking 4<sup>th</sup> and 3<sup>rd</sup>, respectively. Despite a weak concentration of high-tech industry, relative high-tech GDP growth increased 12.4 percentage points above the national average between 2006 and 2007, ranking 3<sup>rd</sup> among small cities.

**09/25/08 AARP** Ranked Prescott #3 of the leanest cities in America. With the average BMI coming in at 27.4, Prescott's average is 25.75.

## **2050 Forecast: There's Room for Sustainable, Smart Growth in Prescott**

A "Better Prescott" will require growth. Growth can occur in ways that are sustainable and responsible...when we grow smarter, everyone wins. The Quad-city area would not be able to offer employment prospects to our local citizens, excellent infrastructure, or amenities such as entertainment, dining, or shopping unless we continue to grow and develop in an orderly, sustainable direction. Clearly, the attractiveness of this region has been enhanced by many of the residential, retail, and employment projects developed over the past 15 years which have improved our quality of life.

Some are quick to criticize every aspect of growth that has been promoted in the past 2 decades. It is evident that Prescott must be doing something right in order to be recognized as:

- **One of a Dozen "Distinctive Destinations"** by the National Trust for Historic Preservation
- **A Top 10 True Western Town** by True West Magazine
- **One of "7 Great Places to Live"** by Bottom Line
- **One of "Top 100 Cities to Live and Launch a Business"** by Fortune Small Business
- **"Top Green Arizona City "** by Sperlings Best Places
- **One of "100 Best Communities for Young People"** by America's Promise
- **One of "Top 5 Places to Retire"** by Money Magazine

In regards to the way Prescott is being marketed, all one has to do is check out the Chamber's website at [www.prescott.org](http://www.prescott.org) or [www.arizonaguide.com](http://www.arizonaguide.com) to see that Prescott's history and charm are highly valued and represented. Headlines such as "Everybody's Hometown" and "Prescott....Where History Lives On" are key attractions for tourism along with the outdoor beauty of the national forest, lakes, and hiking trails. A previous article stated that "Prescott's tourism has been declining in recent years ". Here are some facts regarding tourism in Prescott from the Prescott Area Coalition for Tourism:

**Prescott's tourism's numbers have increased over 70% in the past 7 years. In 2006 Prescott's increase was 15.3%-vs.- the State of AZ increase of 4.9%. The 2007 number shows a 6.7% increase. The current number in the face of the \$4.00 per gallon for gasoline is a decrease of only 2.6% year to date, however, the high tourist season is just beginning. The Frontier Days Rodeo has set record ticket numbers the past two years. One in four jobs is dependent on tourism in our city.**

Regarding recent remarks concerning retail and office buildings as "doing nothing for our economy". According to Economic research, each 100,000 square feet of retail space generates 250 direct jobs and an additional 58 indirect and induced jobs, for a total of 308 jobs. These jobs create total wages of 7.3 million and generate total economic output of \$15.1 million annually.

It is undeniable that the economy is struggling throughout the nation as well as the Quad-City area; however, it is not a solution to have a "temporary moratorium on construction." If residents think this economic slump is bad, wait until a suggested moratorium kicks in! The tax dollars and impact fees that new developments have created are necessary to our economy. They provide major funding towards the improvements made to our infrastructure as well as improving our city related services. The old adage, "If one is not growing, one is dying", is applicable to healthy communities such as ours. As a region, it is incumbent upon us to continue to grow and develop while preserving the natural and limited resources upon which we depend.

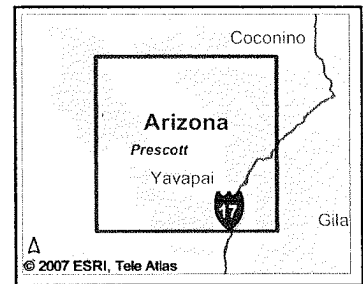
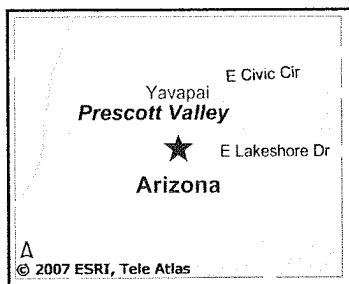
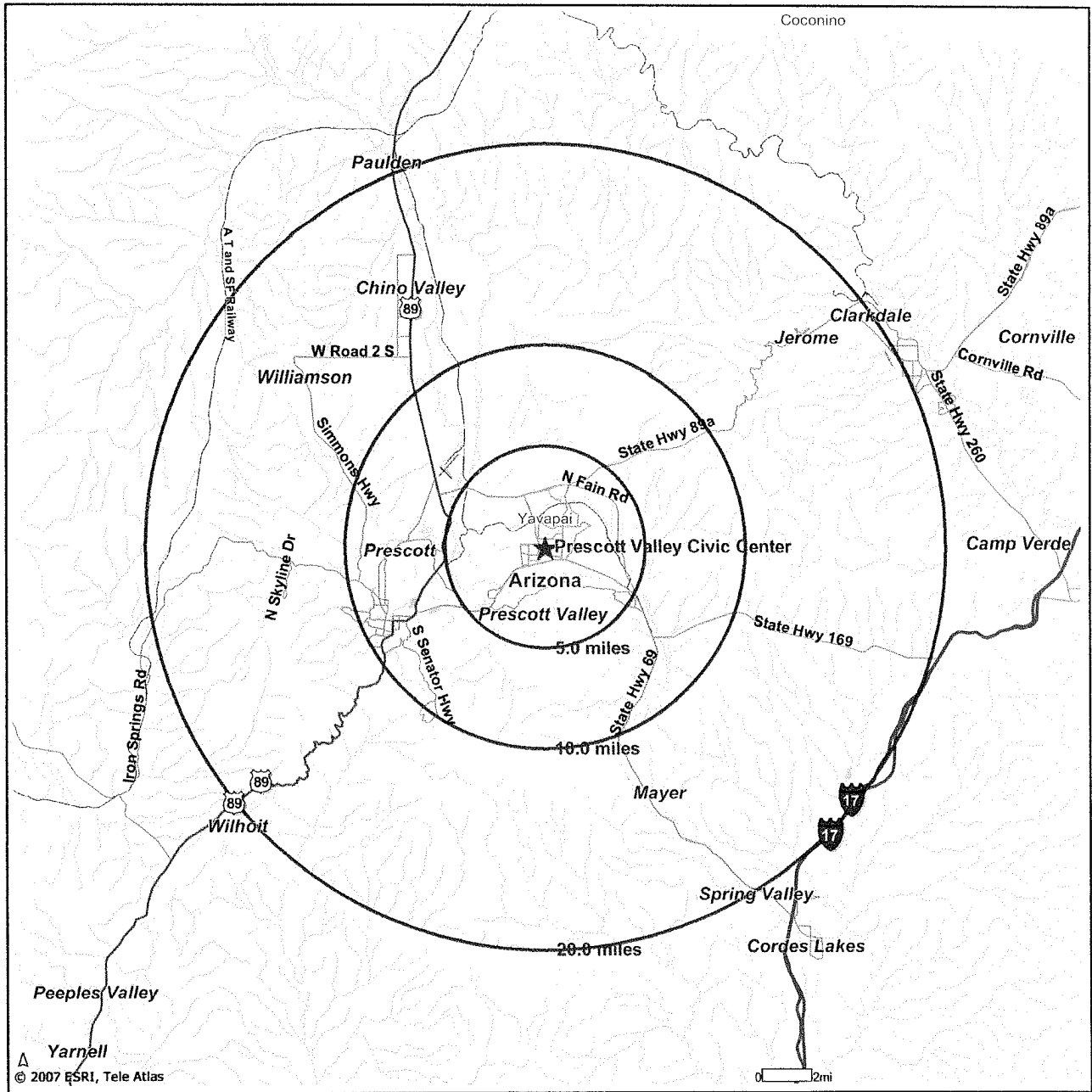
**Steve Conrad**  
**Executive Director**  
**Central Arizona Partnership**

Prescott Valley Civic Center  
7501 E Civic Cir  
Prescott Valley, AZ 86314

# Site Map

September 12, 2008

Latitude: 34.594608  
Longitude: -112.336404





# Market Profile

Prescott Valley Civic Center  
 Latitude: 34.594608  
 Longitude: -112.336404

7501 E Civic Cir  
 Prescott Valley, AZ 863  
 Radius: 5.0 miles

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	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
2000 Total Population	31,811	72,218	103,354
2000 Group Quarters	286	2,474	2,660
2008 Total Population	46,663	99,221	141,381
2013 Total Population	56,645	118,545	169,265
2008 - 2013 Annual Rate	3.95%	3.62%	3.67%



2000 Households	12,383	30,208	43,059
2000 Average Household Size	2.55	2.31	2.34
2008 Households	18,074	41,125	58,375
2008 Average Household Size	2.57	2.35	2.38
2013 Households	21,992	49,277	70,044
2013 Average Household Size	2.56	2.36	2.38
2008 - 2013 Annual Rate	4%	3.68%	3.71%
2000 Families	9,052	19,804	29,031
2000 Average Family Size	2.91	2.77	2.78
2008 Families	13,106	27,132	39,208
2008 Average Family Size	2.95	2.82	2.84
2013 Families	15,807	32,323	46,708
2013 Average Family Size	2.97	2.84	2.86
2008 - 2013 Annual Rate	3.82%	3.56%	3.56%



<b>2000 Housing Units</b>	13,323	34,062	49,435
Owner Occupied Housing Units	67.7%	61.8%	64.2%
Renter Occupied Housing Units	24.6%	26.8%	22.7%
Vacant Housing Units	7.7%	11.4%	13.1%
<b>2008 Housing Units</b>	19,940	47,014	67,728
Owner Occupied Housing Units	68.8%	63.7%	65.6%
Renter Occupied Housing Units	21.9%	23.8%	20.6%
Vacant Housing Units	9.4%	12.5%	13.8%
<b>2013 Housing Units</b>	24,206	55,935	80,490
Owner Occupied Housing Units	68.1%	63.7%	65.7%
Renter Occupied Housing Units	22.8%	24.4%	21.3%
Vacant Housing Units	9.1%	11.9%	13.0%

### Median Household Income

2000	\$34,870	\$34,987	\$35,620
2008	\$46,690	\$46,714	\$47,371
2013	\$55,878	\$55,110	\$55,816

### Median Home Value

2000	\$100,232	\$118,641	\$119,551
2008	\$195,662	\$224,459	\$225,229
2013	\$203,057	\$231,218	\$231,781

### Per Capita Income

2000	\$17,330	\$19,852	\$20,102
2008	\$23,352	\$26,700	\$26,770
2013	\$26,612	\$30,355	\$30,308

### Median Age

2000	39.6	43.6	44.3
2008	42.7	46.9	47.4
2013	44.2	48.5	49.1

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 2008 and 2013.



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## 2000 Households by Income

Household Income Base	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
< \$15,000	12,382 14.6%	30,258 17.1%	43,060 16.5%
\$15,000 - \$24,999	17.3%	16.8%	16.4%
\$25,000 - \$34,999	18.3%	16.2%	16.1%
\$35,000 - \$49,999	21.7%	19.2%	18.9%
\$50,000 - \$74,999	16.5%	16.3%	16.9%
\$75,000 - \$99,999	6.2%	6.9%	7.4%
\$100,000 - \$149,999	3.7%	4.9%	5.1%
\$150,000 - \$199,999	0.5%	1.0%	1.0%
\$200,000+	1.2%	1.8%	1.8%
Average Household Income	\$43,512	\$46,264	\$47,383

## 2008 Households by Income

Household Income Base	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
< \$15,000	18,075 8.1%	41,125 9.9%	58,374 10.1%
\$15,000 - \$24,999	14.2%	14.1%	13.5%
\$25,000 - \$34,999	11.3%	11.3%	11.2%
\$35,000 - \$49,999	20.4%	18.3%	18.1%
\$50,000 - \$74,999	24.1%	21.4%	21.6%
\$75,000 - \$99,999	9.8%	10.2%	10.4%
\$100,000 - \$149,999	8.2%	9.3%	9.8%
\$150,000 - \$199,999	1.8%	2.3%	2.3%
\$200,000+	2.0%	3.1%	3.1%
Average Household Income	\$59,563	\$63,485	\$64,138

## 2013 Households by Income

Household Income Base	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
< \$15,000	21,991 6.6%	49,278 8.4%	70,045 8.6%
\$15,000 - \$24,999	8.7%	9.2%	9.0%
\$25,000 - \$34,999	11.0%	11.1%	11.0%
\$35,000 - \$49,999	17.3%	16.3%	16.2%
\$50,000 - \$74,999	27.9%	24.4%	24.2%
\$75,000 - \$99,999	11.9%	11.2%	11.4%
\$100,000 - \$149,999	12.4%	13.3%	13.6%
\$150,000 - \$199,999	1.6%	2.2%	2.3%
\$200,000+	2.5%	3.7%	3.7%
Average Household Income	\$67,730	\$72,155	\$72,586

## 2000 Owner Occupied HUs by Value

Total	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
<\$50,000	9,083 7.3%	21,135 8.4%	31,838 9.8%
\$50,000 - 99,999	42.5%	30.5%	29.0%
\$100,000 - 149,999	32.8%	27.6%	26.7%
\$150,000 - 199,999	11.4%	16.6%	16.1%
\$200,000 - \$299,999	4.1%	11.2%	11.7%
\$300,000 - 499,999	1.5%	4.6%	5.3%
\$500,000 - 999,999	0.3%	0.9%	1.2%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$115,064	\$142,375	\$145,172

## 2000 Specified Renter Occupied HUs by Contract Rent

Total	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
With Cash Rent	3,292 96.4%	9,078 95.3%	11,161 93.4%
No Cash Rent	3.6%	4.7%	6.6%
Median Rent	\$557	\$524	\$519
Average Rent	\$557	\$564	\$553

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 HUs 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 2008 and 2013.



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**2000 Population by Age**

	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
Total	31,810	72,219	103,355
0 - 4	7.0%	5.3%	5.2%
5 - 9	7.1%	5.6%	5.7%
10 - 14	7.0%	6.1%	6.4%
15 - 19	6.2%	6.4%	6.4%
20 - 24	4.8%	6.0%	5.2%
25 - 34	11.6%	9.7%	9.1%
35 - 44	14.1%	12.7%	12.9%
45 - 54	12.0%	13.5%	14.2%
55 - 64	10.6%	12.1%	12.7%
65 - 74	11.3%	12.1%	12.3%
75 - 84	6.8%	8.1%	7.9%
85+	1.5%	2.3%	2.1%
18+	74.7%	79.4%	79.0%

**2008 Population by Age**

	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
Total	46,662	99,222	141,380
0 - 4	6.6%	5.1%	5.0%
5 - 9	6.0%	4.9%	5.0%
10 - 14	6.2%	5.4%	5.5%
15 - 19	6.1%	5.9%	5.9%
20 - 24	5.6%	5.7%	5.3%
25 - 34	10.5%	9.8%	9.2%
35 - 44	11.8%	10.7%	10.6%
45 - 54	13.9%	14.3%	14.9%
55 - 64	12.9%	15.1%	15.8%
65 - 74	10.3%	11.4%	11.7%
75 - 84	7.6%	8.5%	8.1%
85+	2.4%	3.2%	2.9%
18+	77.2%	81.2%	81.0%

**2013 Population by Age**

	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
Total	56,644	118,543	169,264
0 - 4	6.5%	5.1%	5.0%
5 - 9	5.8%	4.7%	4.7%
10 - 14	5.9%	5.0%	5.2%
15 - 19	5.8%	5.5%	5.5%
20 - 24	5.7%	5.6%	5.1%
25 - 34	10.7%	9.5%	9.2%
35 - 44	10.6%	10.0%	9.8%
45 - 54	13.7%	13.7%	14.2%
55 - 64	14.9%	16.8%	17.5%
65 - 74	10.5%	12.2%	12.6%
75 - 84	7.1%	8.1%	7.8%
85+	2.9%	3.7%	3.3%
18+	78.1%	82.0%	81.7%

**2000 Population by Sex**

	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
Males	48.9%	49.3%	49.2%
Females	51.1%	50.7%	50.8%

**2008 Population by Sex**

	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
Males	48.7%	49.0%	49.0%
Females	51.3%	51.0%	51.0%

**2013 Population by Sex**

	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 5.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 10.0 miles	7501 E Civic Cir Prescott Valley, AZ 863 Radius: 20.0 miles
Males	48.7%	48.9%	48.9%
Females	51.3%	51.1%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Prescott Valley Civic Center  
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Prescott Valley, AZ 863  
Radius: 10.0 miles

7501 E Civic Cir  
Prescott Valley, AZ 863  
Radius: 20.0 miles



2000 Population by Race/Ethnicity

Total	31,812	72,218	103,354
White Alone	91.4%	92.2%	92.7%
Black Alone	0.4%	0.4%	0.4%
American Indian Alone	0.9%	1.3%	1.4%
Asian or Pacific Islander Alone	0.6%	0.7%	0.6%
Some Other Race Alone	4.5%	3.4%	3.1%
Two or More Races	2.2%	1.9%	1.8%
Hispanic Origin	10.7%	9.1%	8.7%
Diversity Index	32.5	29.0	27.8

2008 Population by Race/Ethnicity

Total	46,662	99,221	141,380
White Alone	89.8%	90.8%	91.2%
Black Alone	0.5%	0.5%	0.4%
American Indian Alone	0.9%	1.2%	1.4%
Asian or Pacific Islander Alone	0.8%	0.9%	0.8%
Some Other Race Alone	5.6%	4.4%	4.0%
Two or More Races	2.5%	2.2%	2.1%
Hispanic Origin	13.1%	11.3%	11.0%
Diversity Index	37.8	34.0	33.1

2013 Population by Race/Ethnicity

Total	56,645	118,545	169,264
White Alone	88.8%	90.0%	90.4%
Black Alone	0.5%	0.5%	0.5%
American Indian Alone	0.9%	1.2%	1.4%
Asian or Pacific Islander Alone	0.9%	1.1%	0.9%
Some Other Race Alone	6.3%	4.9%	4.5%
Two or More Races	2.7%	2.3%	2.3%
Hispanic Origin	14.8%	12.7%	12.5%
Diversity Index	41.1	37.0	36.1



2000 Population 3+ by School Enrollment

Total	30,508	70,075	100,299
Enrolled in Nursery/Preschool	1.2%	1.1%	1.3%
Enrolled in Kindergarten	1.4%	1.0%	1.1%
Enrolled in Grade 1-8	11.8%	9.8%	10.2%
Enrolled in Grade 9-12	5.6%	5.0%	5.2%
Enrolled in College	3.3%	6.4%	5.6%
Enrolled in Grad/Prof School	0.5%	0.6%	0.7%
Not Enrolled in School	76.3%	76.0%	75.9%

2008 Population 25+ by Educational Attainment

Total	32,403	72,433	103,673
Less than 9th Grade	3.5%	3.2%	3.1%
9th - 12th Grade, No Diploma	8.7%	7.5%	7.7%
High School Graduate	32.1%	28.5%	29.2%
Some College, No Degree	29.5%	28.9%	28.3%
Associate Degree	8.2%	8.4%	8.3%
Bachelor's Degree	11.3%	14.4%	14.1%
Graduate/Professional Degree	6.6%	9.2%	9.2%

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 2008 and 2013.



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Radius: 5.0 miles

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**2008 Population 15+ by Marital Status**

Total	37,882	83,979	119,492
Never Married	18.4%	20.8%	19.7%
Married	63.0%	58.7%	60.3%
Widowed	6.4%	7.6%	7.2%
Divorced	12.3%	12.8%	12.8%



**2000 Population 16+ by Employment Status**

Total	24,625	59,140	84,038
In Labor Force	53.9%	51.4%	51.6%
Civilian Employed	51.3%	48.9%	49.1%
Civilian Unemployed	2.6%	2.4%	2.4%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	46.1%	48.6%	48.4%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	94.5%	94.7%	94.7%
Civilian Unemployed	5.5%	5.3%	5.3%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	94.7%	94.9%	94.9%
Civilian Unemployed	5.3%	5.1%	5.1%

**2000 Females 16+ by Employment Status and Age of Children**

Total	12,847	30,535	43,481
Own Children < 6 Only	7.2%	5.2%	5.1%
Employed/in Armed Forces	3.8%	2.8%	2.7%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	3.3%	2.3%	2.2%
Own Children < 6 and 6-17 Only	6.2%	4.5%	4.5%
Employed/in Armed Forces	2.5%	2.3%	2.4%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	3.4%	2.0%	1.9%
Own Children 6-17 Only	14.3%	13.2%	13.9%
Employed/in Armed Forces	10.0%	9.5%	9.8%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	4.0%	3.5%	3.8%
No Own Children < 18	72.4%	77.1%	76.5%
Employed/in Armed Forces	26.9%	28.4%	28.6%
Unemployed	1.9%	1.5%	1.5%
Not in Labor Force	43.6%	47.1%	46.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



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**2008 Employed Population 16+ by Industry**

Total	18,515	39,385	56,430
Agriculture/Mining	2.2%	2.0%	2.5%
Construction	16.5%	14.9%	14.8%
Manufacturing	6.5%	5.3%	5.2%
Wholesale Trade	2.7%	2.1%	2.1%
Retail Trade	14.6%	13.1%	13.2%
Transportation/Utilities	3.2%	3.1%	3.5%
Information	1.7%	1.9%	1.8%
Finance/Insurance/Real Estate	5.1%	5.2%	5.6%
Services	42.5%	47.3%	46.5%
Public Administration	5.0%	4.9%	4.8%

**2008 Employed Population 16+ by Occupation**

Total	18,514	39,385	56,425
White Collar	53.4%	57.0%	57.1%
Management/Business/Financial	10.8%	11.9%	12.4%
Professional	15.4%	20.0%	19.4%
Sales	14.0%	12.9%	13.0%
Administrative Support	13.1%	12.2%	12.3%
Services	19.5%	19.5%	19.3%
Blue Collar	27.1%	23.5%	23.6%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	11.7%	10.3%	10.1%
Installation/Maintenance/Repair	3.5%	3.2%	3.5%
Production	6.0%	4.7%	4.5%
Transportation/Material Moving	5.7%	5.0%	5.1%



**2000 Workers 16+ by Means of Transportation to Work**

Total	12,450	28,515	40,743
Drove Alone - Car, Truck, or Van	79.4%	77.4%	77.1%
Carpooled - Car, Truck, or Van	14.1%	12.1%	12.6%
Public Transportation	0.2%	0.4%	0.3%
Walked	1.1%	3.5%	3.2%
Other Means	1.4%	1.7%	1.5%
Worked at Home	3.8%	4.9%	5.2%

**2000 Workers 16+ by Travel Time to Work**

Total	12,450	28,513	40,740
Did Not Work at Home	96.2%	95.1%	94.8%
Less than 5 minutes	2.7%	4.4%	4.7%
5 to 9 minutes	14.4%	17.3%	16.6%
10 to 19 minutes	31.9%	36.8%	33.7%
20 to 24 minutes	17.1%	13.9%	13.2%
25 to 34 minutes	21.7%	14.5%	15.9%
35 to 44 minutes	1.3%	1.1%	2.4%
45 to 59 minutes	1.8%	1.9%	2.7%
60 to 89 minutes	2.0%	1.6%	1.8%
90 or more minutes	3.3%	3.5%	3.8%
Worked at Home	3.8%	4.9%	5.2%
Average Travel Time to Work (in min)	21.8	20.5	21.7

**2000 Households by Vehicles Available**

Total	12,379	30,221	43,078
None	3.6%	5.2%	4.6%
1	35.9%	38.1%	36.3%
2	43.1%	40.6%	41.7%
3	12.6%	11.6%	12.6%
4	3.7%	3.2%	3.4%
5+	1.1%	1.3%	1.4%
Average Number of Vehicles Available	1.8	1.7	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



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**2000 Households by Type**

Total	12,384	30,207	43,059
Family Households	73.1%	65.6%	67.4%
Married-couple Family	59.5%	53.6%	56.0%
With Related Children	22.9%	17.4%	18.2%
Other Family (No Spouse)	13.6%	11.9%	11.4%
With Related Children	9.5%	8.0%	7.7%
Nonfamily Households	26.9%	34.4%	32.6%
Householder Living Alone	21.0%	27.1%	25.8%
Householder Not Living Alone	5.9%	7.3%	6.8%
Households with Related Children	32.4%	25.4%	25.9%
Households with Persons 65+	33.1%	35.7%	35.8%

**2000 Households by Size**

Total	12,383	30,208	43,059
1 Person Household	21.0%	27.1%	25.8%
2 Person Household	42.4%	43.2%	44.0%
3 Person Household	14.6%	12.9%	12.8%
4 Person Household	12.3%	9.7%	9.9%
5 Person Household	6.0%	4.3%	4.6%
6 Person Household	2.3%	1.7%	1.8%
7+ Person Household	1.4%	1.0%	1.1%

**2000 Households by Year Householder Moved In**

Total	12,379	30,219	43,077
Moved in 1999 to March 2000	26.8%	25.6%	24.0%
Moved in 1995 to 1998	37.8%	34.8%	35.3%
Moved in 1990 to 1994	18.9%	17.7%	18.4%
Moved in 1980 to 1989	13.5%	14.1%	14.9%
Moved in 1970 to 1979	2.9%	5.4%	5.2%
Moved in 1969 or Earlier	0.1%	2.4%	2.2%
Median Year Householder Moved In	1997	1996	1996



**2000 Housing Units by Units in Structure**

Total	13,412	34,085	49,578
1, Detached	64.1%	63.2%	64.0%
1, Attached	2.3%	2.6%	2.2%
2	6.8%	3.8%	2.8%
3 or 4	4.6%	5.2%	3.9%
5 to 9	0.5%	2.5%	2.0%
10 to 19	0.1%	0.8%	0.7%
20+	0.3%	3.6%	2.6%
Mobile Home	21.1%	17.7%	21.1%
Other	0.1%	0.6%	0.7%

**2000 Housing Units by Year Structure Built**

Total	13,319	34,068	49,461
1999 to March 2000	5.2%	4.2%	4.8%
1995 to 1998	24.3%	17.1%	17.6%
1990 to 1994	20.6%	15.7%	15.1%
1980 to 1989	32.8%	26.6%	26.2%
1970 to 1979	15.2%	18.6%	18.8%
1969 or Earlier	1.9%	17.8%	17.5%
Median Year Structure Built	1990	1985	1985

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



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Top 3 Tapestry Segments

1.	Midlife Junction	Silver and Gold	Silver and Gold
2.	Silver and Gold	Senior Sun Seekers	Senior Sun Seekers
3.	Midland Crowd	Midlife Junction	Rural Resort Dwellers



**2008 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 \$	\$32,271,072	\$77,737,079	\$110,762,839
Average Spent	\$1,785.50	\$1,890.26	\$1,897.44
Spending Potential Index	67	70	71
Computers & Accessories: Total \$	\$3,417,638	\$8,227,270	\$11,685,598
Average Spent	\$189.09	\$200.06	\$200.18
Spending Potential Index	79	84	84
Education: Total \$	\$18,990,118	\$45,260,933	\$63,174,479
Average Spent	\$1,050.69	\$1,100.57	\$1,082.22
Spending Potential Index	76	80	79
Entertainment/Recreation: Total \$	\$56,028,715	\$135,312,229	\$195,212,911
Average Spent	\$3,099.96	\$3,290.27	\$3,344.12
Spending Potential Index	83	89	90
Food at Home: Total \$	\$72,153,851	\$175,120,068	\$250,901,051
Average Spent	\$3,992.14	\$4,258.24	\$4,298.09
Spending Potential Index	82	87	88
Food Away from Home: Total \$	\$49,821,466	\$119,888,874	\$171,126,908
Average Spent	\$2,756.53	\$2,915.23	\$2,931.51
Spending Potential Index	80	85	86
Health Care: Total \$	\$66,661,123	\$164,375,206	\$237,875,111
Average Spent	\$3,688.23	\$3,996.97	\$4,074.95
Spending Potential Index	90	98	100
HH Furnishings & Equipment: Total \$	\$31,868,774	\$77,347,542	\$111,145,203
Average Spent	\$1,763.24	\$1,880.79	\$1,903.99
Spending Potential Index	77	82	83
Investments: Total \$	\$14,856,986	\$37,078,770	\$52,497,372
Average Spent	\$822.01	\$901.61	\$899.31
Spending Potential Index	81	89	89
Retail Goods: Total \$	\$399,002,192	\$964,892,968	\$1,393,017,832
Average Spent	\$22,076.03	\$23,462.44	\$23,863.26
Spending Potential Index	81	86	88
Shelter: Total \$	\$214,584,229	\$527,842,213	\$749,660,353
Average Spent	\$11,872.54	\$12,835.07	\$12,842.15
Spending Potential Index	76	83	83
TV/Video/Sound Equipment: Total \$	\$21,079,079	\$50,944,474	\$72,674,992
Average Spent	\$1,166.27	\$1,238.77	\$1,244.97
Spending Potential Index	81	86	87
Travel: Total \$	\$27,551,198	\$67,864,316	\$97,340,422
Average Spent	\$1,524.36	\$1,650.20	\$1,667.50
Spending Potential Index	81	88	88
Vehicle Maintenance & Repairs: Total \$	\$14,972,291	\$36,438,604	\$52,515,203
Average Spent	\$828.39	\$886.05	\$899.62
Spending Potential Index	83	89	91

**Data Note:** The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.