



# Executive Summary

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

Greenwood cit...

## Population

|                        |       |
|------------------------|-------|
| 2000 Population        | 7,488 |
| 2010 Population        | 9,013 |
| 2018 Population        | 9,450 |
| 2023 Population        | 9,694 |
| 2000-2010 Annual Rate  | 1.87% |
| 2010-2018 Annual Rate  | 0.58% |
| 2018-2023 Annual Rate  | 0.51% |
| 2018 Male Population   | 48.3% |
| 2018 Female Population | 51.6% |
| 2018 Median Age        | 36.8  |

In the identified area, the current year population is 9,450. In 2010, the Census count in the area was 9,013. The rate of change since 2010 was 0.58% annually. The five-year projection for the population in the area is 9,694 representing a change of 0.51% annually from 2018 to 2023. Currently, the population is 48.3% male and 51.6% female.

## Median Age

The median age in this area is 36.8, compared to U.S. median age of 38.3.

## Race and Ethnicity

|  |       |
|--|-------|
| 2018 White Alone                         | 91.6% |
| 2018 Black Alone                         | 0.3%  |
| 2018 American Indian/Alaska Native Alone | 2.4%  |
| 2018 Asian Alone                         | 1.2%  |
| 2018 Pacific Islander Alone              | 0.0%  |
| 2018 Other Race                          | 1.3%  |
| 2018 Two or More Races                   | 3.2%  |
| 2018 Hispanic Origin (Any Race)          | 4.5%  |

Persons of Hispanic origin represent 4.5% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 23.2 in the identified area, compared to 64.3 for the U.S. as a whole.

## Households

|                             |       |
|-----------------------------|-------|
| 2000 Households             | 2,666 |
| 2010 Households             | 3,328 |
| 2018 Total Households       | 3,499 |
| 2023 Total Households       | 3,592 |
| 2000-2010 Annual Rate       | 2.24% |
| 2010-2018 Annual Rate       | 0.61% |
| 2018-2023 Annual Rate       | 0.53% |
| 2018 Average Household Size | 2.68  |

The household count in this area has changed from 3,328 in 2010 to 3,499 in the current year, a change of 0.61% annually. The five-year projection of households is 3,592, a change of 0.53% annually from the current year total. Average household size is currently 2.68, compared to 2.68 in the year 2010. The number of families in the current year is 2,603 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.



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### Median Household Income

|                              |          |
|------------------------------|----------|
| 2018 Median Household Income | \$52,361 |
| 2023 Median Household Income | \$60,963 |
| 2018-2023 Annual Rate        | 3.09%    |

### Average Household Income

|                               |          |
|-------------------------------|----------|
| 2018 Average Household Income | \$71,327 |
| 2023 Average Household Income | \$84,003 |
| 2018-2023 Annual Rate         | 3.33%    |

### Per Capita Income

|                        |          |
|------------------------|----------|
| 2018 Per Capita Income | \$26,739 |
| 2023 Per Capita Income | \$31,467 |
| 2018-2023 Annual Rate  | 3.31%    |

### Households by Income

Current median household income is \$52,361 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$60,963 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$71,327 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$84,003 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$26,739 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$31,467 in five years, compared to \$36,530 for all U.S. households

### Housing

|                                    |       |
|------------------------------------|-------|
| 2000 Total Housing Units           | 2,831 |
| 2000 Owner Occupied Housing Units  | 2,061 |
| 2000 Renter Occupied Housing Units | 605   |
| 2000 Vacant Housing Units          | 165   |
| 2010 Total Housing Units           | 3,569 |
| 2010 Owner Occupied Housing Units  | 2,473 |
| 2010 Renter Occupied Housing Units | 855   |
| 2010 Vacant Housing Units          | 241   |
| 2018 Total Housing Units           | 3,766 |
| 2018 Owner Occupied Housing Units  | 2,540 |
| 2018 Renter Occupied Housing Units | 958   |
| 2018 Vacant Housing Units          | 267   |
| 2023 Total Housing Units           | 3,894 |
| 2023 Owner Occupied Housing Units  | 2,600 |
| 2023 Renter Occupied Housing Units | 992   |
| 2023 Vacant Housing Units          | 302   |

Currently, 67.4% of the 3,766 housing units in the area are owner occupied; 25.4%, renter occupied; and 7.1% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 3,569 housing units in the area - 69.3% owner occupied, 24.0% renter occupied, and 6.8% vacant. The annual rate of change in housing units since 2010 is 2.42%. Median home value in the area is \$146,042, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 3.17% annually to \$170,703.

**Data Note:** Income is expressed in current dollars

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|  | 2000  | 2010          | 2000-2010<br>Annual Rate |
|--|-------|---------------|--------------------------|
| Population                             | 7,488 | 9,013         | 1.87%                    |
| Households                             | 2,666 | 3,328         | 2.24%                    |
| Housing Units                          | 2,831 | 3,569         | 2.34%                    |
| <b>Population by Race</b>              |       |               |                          |
|  |       | <b>Number</b> | <b>Percent</b>           |
| Total                                  |       | 9,013         | 100.0%                   |
| Population Reporting One Race          |       | 8,800         | 97.6%                    |
| White                                  |       | 8,384         | 93.0%                    |
| Black                                  |       | 22            | 0.2%                     |
| American Indian                        |       | 232           | 2.6%                     |
| Asian                                  |       | 75            | 0.8%                     |
| Pacific Islander                       |       | 2             | 0.0%                     |
| Some Other Race                        |       | 85            | 0.9%                     |
| Population Reporting Two or More Races |       | 213           | 2.4%                     |
| Total Hispanic Population              |       | 331           | 3.7%                     |
| <b>Population by Sex</b>               |       |               |                          |
| Male                                   |       | 4,323         | 48.0%                    |
| Female                                 |       | 4,690         | 52.0%                    |
| <b>Population by Age</b>               |       |               |                          |
| Total                                  |       | 9,013         | 100.0%                   |
| Age 0 - 4                              |       | 744           | 8.3%                     |
| Age 5 - 9                              |       | 805           | 8.9%                     |
| Age 10 - 14                            |       | 721           | 8.0%                     |
| Age 15 - 19                            |       | 627           | 7.0%                     |
| Age 20 - 24                            |       | 522           | 5.8%                     |
| Age 25 - 29                            |       | 644           | 7.1%                     |
| Age 30 - 34                            |       | 678           | 7.5%                     |
| Age 35 - 39                            |       | 702           | 7.8%                     |
| Age 40 - 44                            |       | 627           | 7.0%                     |
| Age 45 - 49                            |       | 631           | 7.0%                     |
| Age 50 - 54                            |       | 554           | 6.1%                     |
| Age 55 - 59                            |       | 435           | 4.8%                     |
| Age 60 - 64                            |       | 359           | 4.0%                     |
| Age 65 - 69                            |       | 300           | 3.3%                     |
| Age 70 - 74                            |       | 223           | 2.5%                     |
| Age 75 - 79                            |       | 186           | 2.1%                     |
| Age 80 - 84                            |       | 114           | 1.3%                     |
| Age 85+                                |       | 141           | 1.6%                     |
| Age 18+                                |       | 6,331         | 70.2%                    |
| Age 65+                                |       | 964           | 10.7%                    |

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

| <b>Households by Type</b>        |       |        |
|----------------------------------|-------|--------|
| Total                            | 3,328 | 100.0% |
| Households with 1 Person         | 705   | 21.2%  |
| Households with 2+ People        | 2,623 | 78.8%  |
| Family Households                | 2,494 | 74.9%  |
| Husband-wife Families            | 1,919 | 57.7%  |
| With Own Children                | 984   | 29.6%  |
| Other Family (No Spouse Present) | 575   | 17.3%  |
| With Own Children                | 378   | 11.4%  |
| Nonfamily Households             | 129   | 3.9%   |
| All Households with Children     | 1,475 | 44.3%  |
| Multigenerational Households     | 112   | 3.4%   |
| Unmarried Partner Households     | 148   | 4.4%   |
| Male-female                      | 131   | 3.9%   |
| Same-sex                         | 17    | 0.5%   |
| Average Household Size           | 2.68  |        |

| <b>Family Households by Size</b> |       |        |
|----------------------------------|-------|--------|
| Total                            | 2,494 | 100.0% |
| 2 People                         | 955   | 38.3%  |
| 3 People                         | 618   | 24.8%  |
| 4 People                         | 572   | 22.9%  |
| 5 People                         | 252   | 10.1%  |
| 6 People                         | 77    | 3.1%   |
| 7+ People                        | 20    | 0.8%   |
| Average Family Size              | 3.12  |        |

| <b>Nonfamily Households by Size</b> |      |        |
|-------------------------------------|------|--------|
| Total                               | 834  | 100.0% |
| 1 Person                            | 705  | 84.5%  |
| 2 People                            | 109  | 13.1%  |
| 3 People                            | 14   | 1.7%   |
| 4 People                            | 3    | 0.4%   |
| 5 People                            | 1    | 0.1%   |
| 6 People                            | 0    | 0.0%   |
| 7+ People                           | 2    | 0.2%   |
| Average Nonfamily Size              | 1.20 |        |

| <b>Population by Relationship and Household Type</b> |       |        |
|--|-------|--------|
| Total  | 9,013 | 100.0% |
| In Households  | 8,921 | 99.0%  |
| In Family Households                                 | 7,924 | 87.9%  |
| Householder  | 2,494 | 27.7%  |
| Spouse   | 1,919 | 21.3%  |
| Child  | 3,160 | 35.1%  |
| Other relative                                       | 200   | 2.2%   |
| Nonrelative  | 151   | 1.7%   |
| In Nonfamily Households                              | 997   | 11.1%  |
| In Group Quarters                                    | 92    | 1.0%   |
| Institutionalized Population                         | 92    | 1.0%   |
| Noninstitutionalized Population                      | 0     | 0.0%   |

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



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| Family Households by Age of Householder |       |        |
|---|-------|--------|
| Total                                   | 2,494 | 100.0% |
| Householder Age 15 - 44                 | 1,343 | 53.8%  |
| Householder Age 45 - 54                 | 521   | 20.9%  |
| Householder Age 55 - 64                 | 310   | 12.4%  |
| Householder Age 65 - 74                 | 208   | 8.3%   |
| Householder Age 75+                     | 112   | 4.5%   |

| Nonfamily Households by Age of Householder |     |        |
|--|-----|--------|
| Total                                      | 834 | 100.0% |
| Householder Age 15 - 44                    | 237 | 28.4%  |
| Householder Age 45 - 54                    | 155 | 18.6%  |
| Householder Age 55 - 64                    | 166 | 19.9%  |
| Householder Age 65 - 74                    | 112 | 13.4%  |
| Householder Age 75+                        | 164 | 19.7%  |

| Households by Race of Householder     |       |        |
|---------------------------------------|-------|--------|
| Total                                 | 3,328 | 100.0% |
| Householder is White Alone            | 3,166 | 95.1%  |
| Householder is Black Alone            | 7     | 0.2%   |
| Householder is American Indian Alone  | 54    | 1.6%   |
| Householder is Asian Alone            | 21    | 0.6%   |
| Householder is Pacific Islander Alone | 0     | 0.0%   |
| Householder is Some Other Race Alone  | 17    | 0.5%   |
| Householder is Two or More Races      | 63    | 1.9%   |
| Households with Hispanic Householder  | 86    | 2.6%   |

| Husband-wife Families by Race of Householder    |       |        |
|---|-------|--------|
| Total   | 1,919 | 100.0% |
| Householder is White Alone                      | 1,828 | 95.3%  |
| Householder is Black Alone                      | 3     | 0.2%   |
| Householder is American Indian Alone            | 28    | 1.5%   |
| Householder is Asian Alone                      | 16    | 0.8%   |
| Householder is Pacific Islander Alone           | 0     | 0.0%   |
| Householder is Some Other Race Alone            | 10    | 0.5%   |
| Householder is Two or More Races                | 34    | 1.8%   |
| Husband-wife Families with Hispanic Householder | 55    | 2.9%   |

| Other Families (No Spouse) by Race of Householder |     |        |
|---|-----|--------|
| Total   | 575 | 100.0% |
| Householder is White Alone                        | 539 | 93.7%  |
| Householder is Black Alone                        | 1   | 0.2%   |
| Householder is American Indian Alone              | 16  | 2.8%   |
| Householder is Asian Alone                        | 3   | 0.5%   |
| Householder is Pacific Islander Alone             | 0   | 0.0%   |
| Householder is Some Other Race Alone              | 3   | 0.5%   |
| Householder is Two or More Races                  | 13  | 2.3%   |
| Other Families with Hispanic Householder          | 17  | 3.0%   |

| Nonfamily Households by Race of Householder    |     |        |
|--|-----|--------|
| Total  | 834 | 100.0% |
| Householder is White Alone                     | 799 | 95.8%  |
| Householder is Black Alone                     | 3   | 0.4%   |
| Householder is American Indian Alone           | 10  | 1.2%   |
| Householder is Asian Alone                     | 2   | 0.2%   |
| Householder is Pacific Islander Alone          | 0   | 0.0%   |
| Householder is Some Other Race Alone           | 4   | 0.5%   |
| Householder is Two or More Races               | 16  | 1.9%   |
| Nonfamily Households with Hispanic Householder | 14  | 1.7%   |

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

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## Total Housing Units by Occupancy

|  |       |        |
|--|-------|--------|
| Total                                    | 3,569 | 100.0% |
| Occupied Housing Units                   | 3,328 | 93.2%  |
| Vacant Housing Units                     |       |        |
| For Rent                                 | 68    | 1.9%   |
| Rented, not Occupied                     | 6     | 0.2%   |
| For Sale Only                            | 80    | 2.2%   |
| Sold, not Occupied                       | 3     | 0.1%   |
| For Seasonal/Recreational/Occasional Use | 10    | 0.3%   |
| For Migrant Workers                      | 0     | 0.0%   |
| Other Vacant                             | 74    | 2.1%   |
| Total Vacancy Rate                       | 6.8%  |        |

## Households by Tenure and Mortgage Status

|                            |       |        |
|----------------------------|-------|--------|
| Total                      | 3,328 | 100.0% |
| Owner Occupied             | 2,473 | 74.3%  |
| Owned with a Mortgage/Loan | 1,979 | 59.5%  |
| Owned Free and Clear       | 494   | 14.8%  |
| Average Household Size     | 2.74  |        |
| Renter Occupied            | 855   | 25.7%  |
| Average Household Size     | 2.50  |        |

## Owner-occupied Housing Units by Race of Householder

|  |       |        |
|--|-------|--------|
| Total  | 2,473 | 100.0% |
| Householder is White Alone                             | 2,374 | 96.0%  |
| Householder is Black Alone                             | 2     | 0.1%   |
| Householder is American Indian Alone                   | 32    | 1.3%   |
| Householder is Asian Alone                             | 17    | 0.7%   |
| Householder is Pacific Islander Alone                  | 0     | 0.0%   |
| Householder is Some Other Race Alone                   | 11    | 0.4%   |
| Householder is Two or More Races                       | 37    | 1.5%   |
| Owner-occupied Housing Units with Hispanic Householder | 61    | 2.5%   |

## Renter-occupied Housing Units by Race of Householder

|   |     |        |
|---|-----|--------|
| Total   | 855 | 100.0% |
| Householder is White Alone                              | 792 | 92.6%  |
| Householder is Black Alone                              | 5   | 0.6%   |
| Householder is American Indian Alone                    | 22  | 2.6%   |
| Householder is Asian Alone                              | 4   | 0.5%   |
| Householder is Pacific Islander Alone                   | 0   | 0.0%   |
| Householder is Some Other Race Alone                    | 6   | 0.7%   |
| Householder is Two or More Races                        | 26  | 3.0%   |
| Renter-occupied Housing Units with Hispanic Householder | 25  | 2.9%   |

## Average Household Size by Race/Hispanic Origin of Householder

|                                       |      |
|---------------------------------------|------|
| Householder is White Alone            | 2.67 |
| Householder is Black Alone            | 1.86 |
| Householder is American Indian Alone  | 2.98 |
| Householder is Asian Alone            | 3.14 |
| Householder is Pacific Islander Alone | 0.00 |
| Householder is Some Other Race Alone  | 3.35 |
| Householder is Two or More Races      | 2.87 |
| Householder is Hispanic               | 3.31 |

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# ACS Housing Summary

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Greenwood, AR

|   | 2012-2016<br>ACS Estimate | Percent | MOE(±)    | Reliability |
|---|---------------------------|---------|-----------|-------------|
| <b>TOTALS</b>   |                           |         |           |             |
| Total Population  | 9,296                     |         | 28        | High        |
| Total Households  | 3,263                     |         | 222       | High        |
| Total Housing Units   | 3,530                     |         | 273       | High        |
| <b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS</b>  |                           |         |           |             |
| Total   | 2,366                     | 100.0%  | 254       | High        |
| Housing units with a mortgage/contract to purchase/similar debt                               | 1,637                     | 69.2%   | 239       | High        |
| Second mortgage only  | 20                        | 0.8%    | 22        | Low         |
| Home equity loan only   | 92                        | 3.9%    | 94        | Low         |
| Both second mortgage and home equity loan   | 0                         | 0.0%    | 16        | Low         |
| No second mortgage and no home equity loan  | 1,525                     | 64.5%   | 232       | High        |
| Housing units without a mortgage  | 729                       | 30.8%   | 166       | Medium      |
| <b>AVERAGE VALUE BY MORTGAGE STATUS</b>   |                           |         |           |             |
| Housing units with a mortgage   | \$143,135                 |         | \$33,926  | Medium      |
| Housing units without a mortgage  | \$419,094                 |         | \$355,771 | Low         |
| <b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS &amp; SELECTED MONTHLY OWNER COSTS</b>     |                           |         |           |             |
| Total   | 2,366                     | 100.0%  | 254       | High        |
| With a mortgage: Monthly owner costs as a percentage of household income in past 12 months    |                           |         |           |             |
| Less than 10.0 percent  | 242                       | 10.2%   | 105       | Medium      |
| 10.0 to 14.9 percent  | 538                       | 22.7%   | 127       | Medium      |
| 15.0 to 19.9 percent  | 248                       | 10.5%   | 109       | Medium      |
| 20.0 to 24.9 percent  | 125                       | 5.3%    | 71        | Medium      |
| 25.0 to 29.9 percent  | 112                       | 4.7%    | 78        | Low         |
| 30.0 to 34.9 percent  | 123                       | 5.2%    | 99        | Low         |
| 35.0 to 39.9 percent  | 59                        | 2.5%    | 48        | Low         |
| 40.0 to 49.9 percent  | 77                        | 3.3%    | 88        | Low         |
| 50.0 percent or more  | 106                       | 4.5%    | 64        | Medium      |
| Not computed  | 7                         | 0.3%    | 11        | Low         |
| Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months |                           |         |           |             |
| Less than 10.0 percent  | 406                       | 17.2%   | 133       | Medium      |
| 10.0 to 14.9 percent  | 168                       | 7.1%    | 95        | Medium      |
| 15.0 to 19.9 percent  | 6                         | 0.3%    | 11        | Low         |
| 20.0 to 24.9 percent  | 23                        | 1.0%    | 21        | Low         |
| 25.0 to 29.9 percent  | 34                        | 1.4%    | 44        | Low         |
| 30.0 to 34.9 percent  | 10                        | 0.4%    | 17        | Low         |
| 35.0 to 39.9 percent  | 6                         | 0.3%    | 10        | Low         |
| 40.0 to 49.9 percent  | 0                         | 0.0%    | 16        | Low         |
| 50.0 percent or more  | 76                        | 3.2%    | 55        | Low         |
| Not computed  | 0                         | 0.0%    | 16        | Low         |



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|  | 2012-2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|--|---------------------------|---------|--------|-------------|
| <b>RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT</b>                  |                           |         |        |             |
| Total  | 897                       | 100.0%  | 182    | ■ ■         |
| With cash rent   | 897                       | 100.0%  | 182    | ■ ■         |
| Less than \$100  | 38                        | 4.2%    | 38     | ■           |
| \$100 to \$149   | 0                         | 0.0%    | 16     |             |
| \$150 to \$199   | 14                        | 1.6%    | 20     | ■           |
| \$200 to \$249   | 25                        | 2.8%    | 23     | ■           |
| \$250 to \$299   | 45                        | 5.0%    | 38     | ■           |
| \$300 to \$349   | 6                         | 0.7%    | 10     | ■           |
| \$350 to \$399   | 28                        | 3.1%    | 44     | ■           |
| \$400 to \$449   | 153                       | 17.1%   | 98     | ■ ■         |
| \$450 to \$499   | 50                        | 5.6%    | 49     | ■           |
| \$500 to \$549   | 140                       | 15.6%   | 88     | ■ ■         |
| \$550 to \$599   | 45                        | 5.0%    | 40     | ■           |
| \$600 to \$649   | 126                       | 14.0%   | 86     | ■           |
| \$650 to \$699   | 98                        | 10.9%   | 71     | ■           |
| \$700 to \$749   | 29                        | 3.2%    | 47     | ■           |
| \$750 to \$799   | 37                        | 4.1%    | 39     | ■           |
| \$800 to \$899   | 0                         | 0.0%    | 16     |             |
| \$900 to \$999   | 63                        | 7.0%    | 65     | ■           |
| \$1,000 to \$1,249   | 0                         | 0.0%    | 16     |             |
| \$1,250 to \$1,499   | 0                         | 0.0%    | 16     |             |
| \$1,500 to \$1,999   | 0                         | 0.0%    | 16     |             |
| \$2,000 to \$2,499   | 0                         | 0.0%    | 16     |             |
| \$2,500 to \$2,999   | 0                         | 0.0%    | 16     |             |
| \$3,000 to \$3,499   | 0                         | 0.0%    | 16     |             |
| \$3,500 or more  | 0                         | 0.0%    | 16     |             |
| No cash rent   | 0                         | 0.0%    | 16     |             |
| Median Contract Rent   | \$532                     |         | \$41   | ■ ■ ■       |
| Average Contract Rent  | \$522                     |         | \$159  | ■ ■         |
| <b>RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT</b> |                           |         |        |             |
| Total  | 897                       | 100.0%  | 182    | ■ ■         |
| Pay extra for one or more utilities                                    | 840                       | 93.6%   | 194    | ■ ■         |
| No extra payment for any utilities                                     | 57                        | 6.4%    | 64     | ■           |



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|   | 2012-2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|---|---------------------------|---------|--------|-------------|
| <b>HOUSING UNITS BY UNITS IN STRUCTURE</b>                        |                           |         |        |             |
| Total   | 3,530                     | 100.0%  | 273    | High        |
| 1, detached   | 2,904                     | 82.3%   | 250    | High        |
| 1, attached   | 24                        | 0.7%    | 26     | Low         |
| 2   | 141                       | 4.0%    | 75     | Medium      |
| 3 or 4  | 187                       | 5.3%    | 108    | Medium      |
| 5 to 9  | 79                        | 2.2%    | 63     | Low         |
| 10 to 19  | 66                        | 1.9%    | 47     | Low         |
| 20 to 49  | 76                        | 2.2%    | 67     | Low         |
| 50 or more  | 6                         | 0.2%    | 10     | Low         |
| Mobile home   | 47                        | 1.3%    | 65     | Low         |
| Boat, RV, van, etc.   | 0                         | 0.0%    | 16     | Low         |
| <b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>                      |                           |         |        |             |
| Total   | 3,530                     | 100.0%  | 273    | High        |
| Built 2014 or later   | 0                         | 0.0%    | 16     | Low         |
| Built 2010 to 2013  | 111                       | 3.1%    | 95     | Low         |
| Built 2000 to 2009  | 855                       | 24.2%   | 196    | Medium      |
| Built 1990 to 1999  | 1,059                     | 30.0%   | 201    | High        |
| Built 1980 to 1989  | 361                       | 10.2%   | 91     | Medium      |
| Built 1970 to 1979  | 632                       | 17.9%   | 145    | Medium      |
| Built 1960 to 1969  | 252                       | 7.1%    | 95     | Medium      |
| Built 1950 to 1959  | 104                       | 2.9%    | 68     | Medium      |
| Built 1940 to 1949  | 41                        | 1.2%    | 47     | Low         |
| Built 1939 or earlier   | 115                       | 3.3%    | 87     | Low         |
| Median Year Structure Built                                       | 1992                      |         | 2      | High        |
| <b>OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT</b> |                           |         |        |             |
| Total   | 3,263                     | 100.0%  | 222    | High        |
| Owner occupied  |                           |         |        |             |
| Moved in 2015 or later  | 8                         | 0.2%    | 12     | Low         |
| Moved in 2010 to 2014   | 445                       | 13.6%   | 131    | Medium      |
| Moved in 2000 to 2009   | 1,290                     | 39.5%   | 244    | High        |
| Moved in 1990 to 1999   | 422                       | 12.9%   | 142    | Medium      |
| Moved in 1980 to 1989   | 84                        | 2.6%    | 52     | Medium      |
| Moved in 1979 or earlier  | 117                       | 3.6%    | 61     | Medium      |
| Renter occupied   |                           |         |        |             |
| Moved in 2015 or later  | 158                       | 4.8%    | 90     | Medium      |
| Moved in 2010 to 2014   | 631                       | 19.3%   | 179    | Medium      |
| Moved in 2000 to 2009   | 76                        | 2.3%    | 42     | Medium      |
| Moved in 1990 to 1999   | 5                         | 0.2%    | 11     | Low         |
| Moved in 1980 to 1989   | 27                        | 0.8%    | 45     | Low         |
| Moved in 1979 or earlier  | 0                         | 0.0%    | 16     | Low         |
| Median Year Householder Moved Into Unit                           | 2007                      |         | 1      | High        |

|   | 2012-2016<br>ACS Estimate | Percent | MOE(±) | Reliability   |
|---|---------------------------|---------|--------|---|
| <b>OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL</b> |                           |         |        |   |
| Total   | 3,263                     | 100.0%  | 222    |    |
| Utility gas   | 2,044                     | 62.6%   | 253    |    |
| Bottled, tank, or LP gas                            | 33                        | 1.0%    | 30     |    |
| Electricity   | 1,076                     | 33.0%   | 196    |    |
| Fuel oil, kerosene, etc.                            | 0                         | 0.0%    | 16     |   |
| Coal or coke  | 0                         | 0.0%    | 16     |   |
| Wood  | 55                        | 1.7%    | 54     |    |
| Solar energy  | 0                         | 0.0%    | 16     |   |
| Other fuel  | 0                         | 0.0%    | 16     |   |
| No fuel used  | 55                        | 1.7%    | 55     |    |
| <b>OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE</b> |                           |         |        |   |
| Total   | 3,263                     | 100.0%  | 222    |    |
| Owner occupied                                      |                           |         |        |   |
| No vehicle available                                | 57                        | 1.7%    | 55     |    |
| 1 vehicle available                                 | 536                       | 16.4%   | 152    |    |
| 2 vehicles available                                | 1,022                     | 31.3%   | 218    |    |
| 3 vehicles available                                | 517                       | 15.8%   | 169    |    |
| 4 vehicles available                                | 131                       | 4.0%    | 79     |    |
| 5 or more vehicles available                        | 103                       | 3.2%    | 57     |    |
| Renter occupied                                     |                           |         |        |   |
| No vehicle available                                | 104                       | 3.2%    | 62     |    |
| 1 vehicle available                                 | 318                       | 9.7%    | 114    |    |
| 2 vehicles available                                | 348                       | 10.7%   | 136    |   |
| 3 vehicles available                                | 76                        | 2.3%    | 62     |  |
| 4 vehicles available                                | 38                        | 1.2%    | 55     |  |
| 5 or more vehicles available                        | 13                        | 0.4%    | 23     |  |
| Average Number of Vehicles Available                | 2.1                       |         | 0.2    |  |

**Data Note:** N/A means not available.

**2012-2016 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2012-2016 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

-  High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
-  Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
-  Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



# ACS Population Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | 2012 - 2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|-------------|
| <b>TOTALS</b>  |                             |         |        |             |
| Total Population   | 9,296                       |         | 28     | High        |
| Total Households   | 3,263                       |         | 222    | High        |
| Total Housing Units  | 3,530                       |         | 273    | High        |
| <b>POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT</b>          |                             |         |        |             |
| Total  | 8,834                       | 100.0%  | 170    | High        |
| Enrolled in school   | 2,785                       | 31.5%   | 321    | High        |
| Enrolled in nursery school, preschool                        | 193                         | 2.2%    | 118    | Medium      |
| Public school  | 113                         | 1.3%    | 97     | Low         |
| Private school   | 80                          | 0.9%    | 69     | Low         |
| Enrolled in kindergarten                                     | 137                         | 1.6%    | 81     | Medium      |
| Public school  | 137                         | 1.6%    | 81     | Medium      |
| Private school   | 0                           | 0.0%    | 16     |             |
| Enrolled in grade 1 to grade 4                               | 541                         | 6.1%    | 153    | Medium      |
| Public school  | 541                         | 6.1%    | 153    | Medium      |
| Private school   | 0                           | 0.0%    | 16     |             |
| Enrolled in grade 5 to grade 8                               | 688                         | 7.8%    | 175    | Medium      |
| Public school  | 688                         | 7.8%    | 175    | Medium      |
| Private school   | 0                           | 0.0%    | 16     |             |
| Enrolled in grade 9 to grade 12                              | 656                         | 7.4%    | 156    | Medium      |
| Public school  | 656                         | 7.4%    | 156    | Medium      |
| Private school   | 0                           | 0.0%    | 16     |             |
| Enrolled in college undergraduate years                      | 405                         | 4.6%    | 125    | Medium      |
| Public school  | 394                         | 4.5%    | 125    | Medium      |
| Private school   | 11                          | 0.1%    | 17     | Low         |
| Enrolled in graduate or professional school                  | 165                         | 1.9%    | 99     | Medium      |
| Public school  | 137                         | 1.6%    | 89     | Medium      |
| Private school   | 28                          | 0.3%    | 29     | Low         |
| Not enrolled in school                                       | 6,049                       | 68.5%   | 320    | High        |
| <b>POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE</b> |                             |         |        |             |
| Total  | 1,015                       | 100.0%  | 205    | Medium      |
| Living in Households   | 933                         | 91.9%   | 210    | Medium      |
| Living in Family Households                                  | 636                         | 62.7%   | 224    | Medium      |
| Householder  | 340                         | 33.5%   | 128    | Medium      |
| Spouse   | 236                         | 23.3%   | 77     | Medium      |
| Parent   | 0                           | 0.0%    | 16     |             |
| Parent-in-law  | 0                           | 0.0%    | 16     |             |
| Other Relative   | 60                          | 5.9%    | 81     | Low         |
| Nonrelative  | 0                           | 0.0%    | 16     |             |
| Living in Nonfamily Households                               | 297                         | 29.3%   | 112    | Medium      |
| Householder  | 278                         | 27.4%   | 107    | Medium      |
| Nonrelative  | 19                          | 1.9%    | 3      | Low         |
| Living in Group Quarters                                     | 82                          | 8.1%    | 71     | Low         |



# ACS Population Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | 2012 - 2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|-------------|
| <b>HOUSEHOLDS BY TYPE AND SIZE AND AGE</b>   |                             |         |        |             |
| Family Households  | 2,373                       | 72.7%   | 157    | High        |
| 2-Person   | 788                         | 24.1%   | 191    | Medium      |
| 3-Person   | 748                         | 22.9%   | 204    | Medium      |
| 4-Person   | 463                         | 14.2%   | 127    | Medium      |
| 5-Person   | 236                         | 7.2%    | 108    | Medium      |
| 6-Person   | 26                          | 0.8%    | 21     | Low         |
| 7+ Person  | 112                         | 3.4%    | 79     | Low         |
| Nonfamily Households   | 890                         | 27.3%   | 201    | Medium      |
| 1-Person   | 801                         | 24.5%   | 206    | Medium      |
| 2-Person   | 74                          | 2.3%    | 59     | Low         |
| 3-Person   | 15                          | 0.5%    | 22     | Low         |
| 4-Person   | 0                           | 0.0%    | 16     | Low         |
| 5-Person   | 0                           | 0.0%    | 16     | Low         |
| 6-Person   | 0                           | 0.0%    | 16     | Low         |
| 7+ Person  | 0                           | 0.0%    | 16     | Low         |
| <b>HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE</b>                     |                             |         |        |             |
| Households with one or more people under 18 years  | 1,557                       | 47.7%   | 122    | High        |
| Family households  | 1,557                       | 47.7%   | 122    | High        |
| Married-couple family  | 1,199                       | 36.7%   | 146    | High        |
| Male householder, no wife present  | 40                          | 1.2%    | 31     | Low         |
| Female householder, no husband present   | 318                         | 9.7%    | 125    | Medium      |
| Nonfamily households   | 0                           | 0.0%    | 16     | Low         |
| Households with no people under 18 years   | 1,706                       | 52.3%   | 231    | High        |
| Married-couple family  | 704                         | 21.6%   | 147    | Medium      |
| Other family   | 112                         | 3.4%    | 91     | Low         |
| Nonfamily households   | 890                         | 27.3%   | 201    | Medium      |
| <b>HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE</b> |                             |         |        |             |
| Households with Pop 65+  | 666                         | 20.4%   | 140    | Medium      |
| 1-Person   | 278                         | 8.5%    | 107    | Medium      |
| 2+ Person Family   | 370                         | 11.3%   | 123    | Medium      |
| 2+ Person Nonfamily  | 18                          | 0.6%    | 25     | Low         |
| Households with No Pop 65+   | 2,597                       | 79.6%   | 228    | High        |
| 1-Person   | 523                         | 16.0%   | 173    | Medium      |
| 2+ Person Family   | 2,003                       | 61.4%   | 176    | High        |
| 2+ Person Nonfamily  | 71                          | 2.2%    | 59     | Low         |



# ACS Population Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | 2012 - 2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|-------------|
| <b>POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH</b> |                             |         |        |             |
| Total  | 8,568                       | 100.0%  | 206    |             |
| 5 to 17 years  |                             |         |        |             |
| Speak only English   | 2,020                       | 23.6%   | 252    |             |
| Speak Spanish  | 13                          | 0.2%    | 23     |             |
| Speak English "very well" or "well"  | 13                          | 0.2%    | 23     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak other Indo-European languages  | 0                           | 0.0%    | 16     |             |
| Speak English "very well" or "well"  | 0                           | 0.0%    | 16     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak Asian and Pacific Island languages   | 0                           | 0.0%    | 16     |             |
| Speak English "very well" or "well"  | 0                           | 0.0%    | 16     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak other languages  | 0                           | 0.0%    | 16     |             |
| Speak English "very well" or "well"  | 0                           | 0.0%    | 16     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| 18 to 64 years   |                             |         |        |             |
| Speak only English   | 5,371                       | 62.7%   | 342    |             |
| Speak Spanish  | 67                          | 0.8%    | 83     |             |
| Speak English "very well" or "well"  | 67                          | 0.8%    | 80     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak other Indo-European languages  | 66                          | 0.8%    | 75     |             |
| Speak English "very well" or "well"  | 66                          | 0.8%    | 75     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak Asian and Pacific Island languages   | 0                           | 0.0%    | 16     |             |
| Speak English "very well" or "well"  | 0                           | 0.0%    | 16     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak other languages  | 16                          | 0.2%    | 32     |             |
| Speak English "very well" or "well"  | 7                           | 0.1%    | 14     |             |
| Speak English "not well"   | 9                           | 0.1%    | 18     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| 65 years and over  |                             |         |        |             |
| Speak only English   | 971                         | 11.3%   | 203    |             |
| Speak Spanish  | 12                          | 0.1%    | 18     |             |
| Speak English "very well" or "well"  | 12                          | 0.1%    | 18     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak other Indo-European languages  | 32                          | 0.4%    | 49     |             |
| Speak English "very well" or "well"  | 32                          | 0.4%    | 49     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak Asian and Pacific Island languages   | 0                           | 0.0%    | 16     |             |
| Speak English "very well" or "well"  | 0                           | 0.0%    | 16     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |
| Speak other languages  | 0                           | 0.0%    | 16     |             |
| Speak English "very well" or "well"  | 0                           | 0.0%    | 16     |             |
| Speak English "not well"   | 0                           | 0.0%    | 16     |             |
| Speak English "not at all"   | 0                           | 0.0%    | 16     |             |

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: high medium low

January 29, 2019



# ACS Population Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | 2012 - 2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|-------------|
| <b>WORKERS AGE 16+ YEARS BY PLACE OF WORK</b>                                    |                             |         |        |             |
| Total  | 4,250                       | 100.0%  | 364    | High        |
| Worked in state and in county of residence                                       | 3,708                       | 87.2%   | 356    | High        |
| Worked in state and outside county of residence                                  | 355                         | 8.4%    | 167    | Medium      |
| Worked outside state of residence  | 187                         | 4.4%    | 118    | Medium      |
| <b>WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK</b>                  |                             |         |        |             |
| Total  | 4,250                       | 100.0%  | 364    | High        |
| Drove alone  | 3,787                       | 89.1%   | 356    | High        |
| Carpooled  | 384                         | 9.0%    | 138    | Medium      |
| Public transportation (excluding taxicab)  | 0                           | 0.0%    | 16     |             |
| Bus or trolley bus   | 0                           | 0.0%    | 16     |             |
| Streetcar or trolley car   | 0                           | 0.0%    | 16     |             |
| Subway or elevated   | 0                           | 0.0%    | 16     |             |
| Railroad   | 0                           | 0.0%    | 16     |             |
| Ferryboat  | 0                           | 0.0%    | 16     |             |
| Taxicab  | 0                           | 0.0%    | 16     |             |
| Motorcycle   | 21                          | 0.5%    | 34     | Low         |
| Bicycle  | 0                           | 0.0%    | 16     |             |
| Walked   | 25                          | 0.6%    | 33     | Low         |
| Other means  | 0                           | 0.0%    | 16     |             |
| Worked at home   | 33                          | 0.8%    | 24     | Low         |
| <b>WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK</b> |                             |         |        |             |
| Total  | 4,217                       | 100.0%  | 363    | High        |
| Less than 5 minutes  | 219                         | 5.2%    | 136    | Medium      |
| 5 to 9 minutes   | 451                         | 10.7%   | 159    | Medium      |
| 10 to 14 minutes   | 276                         | 6.5%    | 134    | Medium      |
| 15 to 19 minutes   | 402                         | 9.5%    | 148    | Medium      |
| 20 to 24 minutes   | 701                         | 16.6%   | 176    | Medium      |
| 25 to 29 minutes   | 472                         | 11.2%   | 152    | Medium      |
| 30 to 34 minutes   | 1,124                       | 26.7%   | 299    | Medium      |
| 35 to 39 minutes   | 180                         | 4.3%    | 123    | Low         |
| 40 to 44 minutes   | 123                         | 2.9%    | 102    | Low         |
| 45 to 59 minutes   | 146                         | 3.5%    | 96     | Medium      |
| 60 to 89 minutes   | 37                          | 0.9%    | 38     | Low         |
| 90 or more minutes   | 86                          | 2.0%    | 57     | Low         |
| Average Travel Time to Work (in minutes)   | 24.0                        |         | 3.7    | High        |
| <b>FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS</b>      |                             |         |        |             |
| Total  | 2,847                       | 100.0%  | 207    | High        |
| Own children under 6 years only  | 439                         | 15.4%   | 145    | Medium      |
| In labor force   | 275                         | 9.7%    | 116    | Medium      |
| Not in labor force   | 164                         | 5.8%    | 103    | Medium      |
| Own children under 6 years and 6 to 17 years                                     | 198                         | 7.0%    | 108    | Medium      |
| In labor force   | 150                         | 5.3%    | 98     | Medium      |
| Not in labor force   | 48                          | 1.7%    | 45     | Low         |
| Own children 6 to 17 years only  | 895                         | 31.4%   | 167    | High        |
| In labor force   | 758                         | 26.6%   | 169    | Medium      |
| Not in labor force   | 137                         | 4.8%    | 77     | Medium      |
| No own children under 18 years   | 1,315                       | 46.2%   | 223    | High        |
| In labor force   | 877                         | 30.8%   | 174    | Medium      |
| Not in labor force   | 438                         | 15.4%   | 146    | Medium      |

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: High Medium Low

January 29, 2019



# ACS Population Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|   | 2012 - 2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|---|-----------------------------|---------|--------|-------------|
| <b>CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE &amp; TYPES OF HEALTH INSURANCE COVERAGE</b> |                             |         |        |             |
| Total   | 9,198                       | 100.0%  | 75     |             |
| Under 18 years:   | 2,761                       | 30.0%   | 273    |             |
| One Type of Health Insurance:   | 2,430                       | 26.4%   | 255    |             |
| Employer-Based Health Ins Only  | 1,536                       | 16.7%   | 319    |             |
| Direct-Purchase Health Ins Only   | 95                          | 1.0%    | 82     |             |
| Medicare Coverage Only  | 0                           | 0.0%    | 16     |             |
| Medicaid Coverage Only  | 769                         | 8.4%    | 294    |             |
| TRICARE/Military Hlth Cov Only  | 30                          | 0.3%    | 46     |             |
| VA Health Care Only   | 0                           | 0.0%    | 16     |             |
| 2+ Types of Health Insurance  | 262                         | 2.8%    | 169    |             |
| No Health Insurance Coverage  | 69                          | 0.8%    | 45     |             |
| 18 to 34 years:   | 1,999                       | 21.7%   | 316    |             |
| One Type of Health Insurance:   | 1,685                       | 18.3%   | 301    |             |
| Employer-Based Health Ins Only  | 1,437                       | 15.6%   | 319    |             |
| Direct-Purchase Health Ins Only   | 146                         | 1.6%    | 132    |             |
| Medicare Coverage Only  | 0                           | 0.0%    | 16     |             |
| Medicaid Coverage Only  | 52                          | 0.6%    | 38     |             |
| TRICARE/Military Hlth Cov Only  | 50                          | 0.5%    | 49     |             |
| VA Health Care Only   | 0                           | 0.0%    | 16     |             |
| 2+ Types of Health Insurance  | 64                          | 0.7%    | 64     |             |
| No Health Insurance Coverage  | 250                         | 2.7%    | 118    |             |
| 35 to 64 years:   | 3,505                       | 38.1%   | 306    |             |
| One Type of Health Insurance:   | 2,905                       | 31.6%   | 285    |             |
| Employer-Based Health Ins Only  | 2,480                       | 27.0%   | 259    |             |
| Direct-Purchase Health Ins Only   | 226                         | 2.5%    | 124    |             |
| Medicare Coverage Only  | 81                          | 0.9%    | 84     |             |
| Medicaid Coverage Only  | 81                          | 0.9%    | 56     |             |
| TRICARE/Military Hlth Cov Only  | 13                          | 0.1%    | 20     |             |
| VA Health Care Only   | 24                          | 0.3%    | 30     |             |
| 2+ Types of Health Insurance  | 453                         | 4.9%    | 159    |             |
| No Health Insurance Coverage  | 147                         | 1.6%    | 74     |             |
| 65+ years:  | 933                         | 10.1%   | 210    |             |
| One Type of Health Insurance:   | 358                         | 3.9%    | 186    |             |
| Employer-Based Health Ins Only  | 60                          | 0.7%    | 82     |             |
| Direct-Purchase Health Ins Only   | 0                           | 0.0%    | 16     |             |
| Medicare Coverage Only  | 298                         | 3.2%    | 146    |             |
| TRICARE/Military Hlth Cov Only  | 0                           | 0.0%    | 16     |             |
| VA Health Care Only   | 0                           | 0.0%    | 16     |             |
| 2+ Types of Health Insurance:   | 575                         | 6.3%    | 158    |             |
| Employer-Based & Direct-Purchase Health Insurance   | 0                           | 0.0%    | 16     |             |
| Employer-Based Health & Medicare Insurance  | 172                         | 1.9%    | 92     |             |
| Direct-Purchase Health & Medicare Insurance   | 230                         | 2.5%    | 112    |             |
| Medicare & Medicaid Coverage  | 0                           | 0.0%    | 16     |             |
| Other Private Health Insurance Combos   | 0                           | 0.0%    | 16     |             |
| Other Public Health Insurance Combos  | 23                          | 0.3%    | 24     |             |
| Other Health Insurance Combinations   | 150                         | 1.6%    | 80     |             |
| No Health Insurance Coverage  | 0                           | 0.0%    | 16     |             |



# ACS Population Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | 2012 - 2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|--|-----------------------------|---------|--------|-------------|
| <b>POPULATION BY RATIO OF INCOME TO POVERTY LEVEL</b>                  |                             |         |        |             |
| Total  | 9,153                       | 100.0%  | 77     | High        |
| Under .50  | 242                         | 2.6%    | 126    | Medium      |
| .50 to .99   | 747                         | 8.2%    | 404    | Medium      |
| 1.00 to 1.24   | 174                         | 1.9%    | 104    | Medium      |
| 1.25 to 1.49   | 706                         | 7.7%    | 283    | Medium      |
| 1.50 to 1.84   | 662                         | 7.2%    | 316    | Medium      |
| 1.85 to 1.99   | 22                          | 0.2%    | 34     | Low         |
| 2.00 and over  | 6,600                       | 72.1%   | 562    | High        |
| <b>CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS</b>           |                             |         |        |             |
| Total  | 6,527                       | 100.0%  | 280    | High        |
| Veteran  | 649                         | 9.9%    | 148    | Medium      |
| Nonveteran   | 5,878                       | 90.1%   | 337    | High        |
| Male   | 2,933                       | 44.9%   | 219    | High        |
| Veteran  | 623                         | 9.5%    | 151    | Medium      |
| Nonveteran   | 2,310                       | 35.4%   | 277    | High        |
| Female   | 3,594                       | 55.1%   | 220    | High        |
| Veteran  | 26                          | 0.4%    | 32     | Low         |
| Nonveteran   | 3,568                       | 54.7%   | 220    | High        |
| <b>CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE</b> |                             |         |        |             |
| Total  | 649                         | 100.0%  | 148    | Medium      |
| Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era   | 140                         | 21.6%   | 87     | Medium      |
| Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era   | 37                          | 5.7%    | 34     | High        |
| Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era | 0                           | 0.0%    | 16     | High        |
| Gulf War (8/90 to 8/01), no Vietnam Era                                | 144                         | 22.2%   | 72     | Medium      |
| Gulf War (8/90 to 8/01) and Vietnam Era                                | 0                           | 0.0%    | 16     | High        |
| Vietnam Era, no Korean War, no World War II                            | 160                         | 24.7%   | 73     | Medium      |
| Vietnam Era and Korean War, no World War II                            | 0                           | 0.0%    | 16     | High        |
| Vietnam Era and Korean War and World War II                            | 0                           | 0.0%    | 16     | High        |
| Korean War, no Vietnam Era, no World War II                            | 28                          | 4.3%    | 27     | Low         |
| Korean War and World War II, no Vietnam Era                            | 0                           | 0.0%    | 16     | High        |
| World War II, no Korean War, no Vietnam Era                            | 3                           | 0.5%    | 6      | Low         |
| Between Gulf War and Vietnam Era only                                  | 31                          | 4.8%    | 30     | Low         |
| Between Vietnam Era and Korean War only                                | 106                         | 16.3%   | 83     | Low         |
| Between Korean War and World War II only                               | 0                           | 0.0%    | 16     | High        |
| Pre-World War II only  | 0                           | 0.0%    | 16     | High        |
| <b>HOUSEHOLDS BY POVERTY STATUS</b>                                    |                             |         |        |             |
| Total  | 3,263                       | 100.0%  | 222    | High        |
| Income in the past 12 months below poverty level                       | 340                         | 10.4%   | 111    | Medium      |
| Married-couple family  | 78                          | 2.4%    | 66     | Low         |
| Other family - male householder (no wife present)                      | 29                          | 0.9%    | 29     | Low         |
| Other family - female householder (no husband present)                 | 114                         | 3.5%    | 68     | Medium      |
| Nonfamily household - male householder                                 | 83                          | 2.5%    | 65     | Low         |
| Nonfamily household - female householder                               | 36                          | 1.1%    | 30     | Low         |
| Income in the past 12 months at or above poverty level                 | 2,923                       | 89.6%   | 237    | High        |
| Married-couple family  | 1,825                       | 55.9%   | 182    | High        |
| Other family - male householder (no wife present)                      | 67                          | 2.1%    | 62     | Low         |
| Other family - female householder (no husband present)                 | 260                         | 8.0%    | 114    | Medium      |
| Nonfamily household - male householder                                 | 312                         | 9.6%    | 119    | Medium      |
| Nonfamily household - female householder                               | 459                         | 14.1%   | 137    | Medium      |

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: High Medium Low

January 29, 2019



# ACS Population Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|   | 2012 - 2016<br>ACS Estimate | Percent | MOE(±) | Reliability |
|---|-----------------------------|---------|--------|-------------|
| <b>HOUSEHOLDS BY OTHER INCOME</b>   |                             |         |        |             |
| Social Security Income  | 891                         | 27.3%   | 159    | High        |
| No Social Security Income   | 2,372                       | 72.7%   | 234    | High        |
| Retirement Income   | 417                         | 12.8%   | 118    | Medium      |
| No Retirement Income  | 2,846                       | 87.2%   | 255    | High        |
| <b>GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS</b> |                             |         |        |             |
| <10% of Income  | 89                          | 9.9%    | 61     | Low         |
| 10-14.9% of Income  | 95                          | 10.6%   | 73     | Low         |
| 15-19.9% of Income  | 160                         | 17.8%   | 91     | Medium      |
| 20-24.9% of Income  | 56                          | 6.2%    | 45     | Low         |
| 25-29.9% of Income  | 102                         | 11.4%   | 76     | Low         |
| 30-34.9% of Income  | 64                          | 7.1%    | 55     | Low         |
| 35-39.9% of Income  | 77                          | 8.6%    | 62     | Low         |
| 40-49.9% of Income  | 61                          | 6.8%    | 47     | Low         |
| 50+% of Income  | 193                         | 21.5%   | 98     | Medium      |
| Gross Rent % Inc Not Computed   | 0                           | 0.0%    | 16     |             |
| <b>HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS</b>         |                             |         |        |             |
| Total   | 3,263                       | 100.0%  | 222    | High        |
| With public assistance income   | 22                          | 0.7%    | 25     | Low         |
| No public assistance income   | 3,241                       | 99.3%   | 224    | High        |
| <b>HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS</b>                                |                             |         |        |             |
| Total   | 3,263                       | 100.0%  | 222    | High        |
| With Food Stamps/SNAP   | 302                         | 9.3%    | 114    | Medium      |
| With No Food Stamps/SNAP  | 2,961                       | 90.7%   | 269    | High        |
| <b>HOUSEHOLDS BY DISABILITY STATUS</b>                                      |                             |         |        |             |
| Total   | 3,263                       | 100.0%  | 222    | High        |
| With 1+ Persons w/Disability  | 1,008                       | 30.9%   | 195    | High        |
| With No Person w/Disability   | 2,255                       | 69.1%   | 291    | High        |

**Data Note:** N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2014, adjusted for inflation.

**2012-2016 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2012-2016 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



# Age 50+ Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Demographic Summary                         | Census 2010 |          |                | 2018      |          |                | 2018-2023 |             |
|---|-------------|----------|----------------|-----------|----------|----------------|-----------|-------------|
|   | Number      | % of 50+ | % of Total Pop | Number    | % of 50+ | % of Total Pop | Change    | Annual Rate |
| Total Population                            | 9,013       |          |                | 9,450     |          |                | 244       | 0.51%       |
| Population 50+                              | 2,312       |          |                | 2,985     |          |                | 302       | 1.95%       |
| Median Age                                  | 33.3        |          |                | 36.8      |          |                | 1.6       | 0.85%       |
| Households                                  | 3,328       |          |                | 3,499     |          |                | 93        | 0.53%       |
| % Householders 55+                          | 32.2%       |          |                | 39.3%     |          |                | 2.8       | 1.39%       |
| Total Owner-Occupied Housing Units          | 2,473       |          |                | 2,540     |          |                | 60        | 0.47%       |
| Total Renter-Occupied Housing Units         | 855         |          |                | 958       |          |                | 34        | 0.70%       |
| Owner/Renter Ratio (per 100 renters)        | 2.9         |          |                | 2.7       |          |                | -0.1      | -0.75%      |
| Median Home Value                           | -           |          |                | \$146,042 |          |                | \$24,661  | 3.17%       |
| Average Home Value                          | -           |          |                | \$182,192 |          |                | \$27,481  | 2.85%       |
| Median Household Income                     | -           |          |                | \$52,361  |          |                | \$8,602   | 3.09%       |
| Median Household Income for Householder 55+ | -           |          |                | \$40,324  |          |                | \$8,240   | 3.79%       |

| Population by Age and Sex |             |          |        |          |        |          |
|---------------------------|-------------|----------|--------|----------|--------|----------|
| Male Population           | Census 2010 |          | 2018   |          | 2023   |          |
|                           | Number      | % of 50+ | Number | % of 50+ | Number | % of 50+ |
| Total (50+)               | 1,011       | 100.0%   | 1,385  | 100.0%   | 1,542  | 100.0%   |
| 50-54                     | 260         | 25.7%    | 311    | 22.5%    | 320    | 20.8%    |
| 55-59                     | 199         | 19.7%    | 286    | 20.6%    | 297    | 19.3%    |
| 60-64                     | 161         | 15.9%    | 244    | 17.6%    | 271    | 17.6%    |
| 65-69                     | 147         | 14.5%    | 193    | 13.9%    | 229    | 14.9%    |
| 70-74                     | 98          | 9.7%     | 144    | 10.4%    | 171    | 11.1%    |
| 75-79                     | 69          | 6.8%     | 102    | 7.4%     | 122    | 7.9%     |
| 80-84                     | 37          | 3.7%     | 58     | 4.2%     | 76     | 4.9%     |
| 85+                       | 40          | 4.0%     | 47     | 3.4%     | 56     | 3.6%     |

| Female Population | Census 2010 |          | 2018   |          | 2023   |          |
|-------------------|-------------|----------|--------|----------|--------|----------|
|                   | Number      | % of 50+ | Number | % of 50+ | Number | % of 50+ |
| Total (50+)       | 1,301       | 100.0%   | 1,600  | 100.0%   | 1,745  | 100.0%   |
| 50-54             | 294         | 22.6%    | 302    | 18.9%    | 320    | 18.3%    |
| 55-59             | 236         | 18.1%    | 317    | 19.8%    | 290    | 16.6%    |
| 60-64             | 198         | 15.2%    | 270    | 16.9%    | 304    | 17.4%    |
| 65-69             | 153         | 11.8%    | 225    | 14.1%    | 257    | 14.7%    |
| 70-74             | 125         | 9.6%     | 176    | 11.0%    | 208    | 11.9%    |
| 75-79             | 117         | 9.0%     | 120    | 7.5%     | 152    | 8.7%     |
| 80-84             | 77          | 5.9%     | 86     | 5.4%     | 102    | 5.8%     |
| 85+               | 101         | 7.8%     | 104    | 6.5%     | 112    | 6.4%     |

| Total Population | Census 2010 |                | 2018   |                | 2023   |                |
|------------------|-------------|----------------|--------|----------------|--------|----------------|
|                  | Number      | % of Total Pop | Number | % of Total Pop | Number | % of Total Pop |
| Total(50+)       | 2,312       | 25.7%          | 2,985  | 31.6%          | 3,287  | 33.9%          |
| 50-54            | 554         | 6.1%           | 613    | 6.5%           | 640    | 6.6%           |
| 55-59            | 435         | 4.8%           | 603    | 6.4%           | 587    | 6.1%           |
| 60-64            | 359         | 4.0%           | 514    | 5.4%           | 575    | 5.9%           |
| 65-69            | 300         | 3.3%           | 418    | 4.4%           | 486    | 5.0%           |
| 70-74            | 223         | 2.5%           | 320    | 3.4%           | 379    | 3.9%           |
| 75-79            | 186         | 2.1%           | 222    | 2.3%           | 274    | 2.8%           |
| 80-84            | 114         | 1.3%           | 144    | 1.5%           | 178    | 1.8%           |
| 85+              | 141         | 1.6%           | 151    | 1.6%           | 168    | 1.7%           |
| 65+              | 964         | 10.7%          | 1,255  | 13.3%          | 1,485  | 15.3%          |
| 75+              | 441         | 4.9%           | 517    | 5.5%           | 620    | 6.4%           |

**Data Note** - A "-" indicates that the variable was not collected in the 2010 Census.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age 50+ Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## 2018 Households by Income and Age of Householder 55+

|                     | 55-64    | Percent | 65-74    | Percent | 75+      | Percent | Total    | Percent |
|---------------------|----------|---------|----------|---------|----------|---------|----------|---------|
| Total               | 629      | 100%    | 425      | 100%    | 320      | 100%    | 1,374    | 100%    |
| <\$15,000           | 92       | 14.6%   | 59       | 13.9%   | 55       | 17.2%   | 206      | 15.0%   |
| \$15,000-\$24,999   | 68       | 10.8%   | 55       | 12.9%   | 75       | 23.4%   | 198      | 14.4%   |
| \$25,000-\$34,999   | 65       | 10.3%   | 64       | 15.1%   | 73       | 22.8%   | 202      | 14.7%   |
| \$35,000-\$49,999   | 82       | 13.0%   | 57       | 13.4%   | 49       | 15.3%   | 188      | 13.7%   |
| \$50,000-\$74,999   | 106      | 16.9%   | 69       | 16.2%   | 40       | 12.5%   | 215      | 15.6%   |
| \$75,000-\$99,999   | 72       | 11.4%   | 42       | 9.9%    | 14       | 4.4%    | 128      | 9.3%    |
| \$100,000-\$149,999 | 88       | 14.0%   | 49       | 11.5%   | 11       | 3.4%    | 148      | 10.8%   |
| \$150,000-\$199,999 | 26       | 4.1%    | 14       | 3.3%    | 2        | 0.6%    | 42       | 3.1%    |
| \$200,000+          | 30       | 4.8%    | 16       | 3.8%    | 1        | 0.3%    | 47       | 3.4%    |
| Median HH Income    | \$51,211 |         | \$42,943 |         | \$28,167 |         | \$40,324 |         |
| Average HH Income   | \$72,253 |         | \$64,767 |         | \$38,628 |         | \$62,106 |         |

## 2023 Households by Income and Age of Householder 55+

|                     | 55-64    | Percent | 65-74    | Percent | 75+      | Percent | Total    | Percent |
|---------------------|----------|---------|----------|---------|----------|---------|----------|---------|
| Total               | 644      | 100%    | 490      | 100%    | 380      | 100%    | 1,514    | 100%    |
| <\$15,000           | 72       | 11.2%   | 54       | 11.0%   | 57       | 15.0%   | 183      | 12.1%   |
| \$15,000-\$24,999   | 53       | 8.2%    | 49       | 10.0%   | 77       | 20.3%   | 179      | 11.8%   |
| \$25,000-\$34,999   | 57       | 8.9%    | 64       | 13.1%   | 83       | 21.8%   | 204      | 13.5%   |
| \$35,000-\$49,999   | 80       | 12.4%   | 65       | 13.3%   | 61       | 16.1%   | 206      | 13.6%   |
| \$50,000-\$74,999   | 106      | 16.5%   | 81       | 16.5%   | 53       | 13.9%   | 240      | 15.9%   |
| \$75,000-\$99,999   | 82       | 12.7%   | 53       | 10.8%   | 21       | 5.5%    | 156      | 10.3%   |
| \$100,000-\$149,999 | 123      | 19.1%   | 79       | 16.1%   | 22       | 5.8%    | 224      | 14.8%   |
| \$150,000-\$199,999 | 30       | 4.7%    | 19       | 3.9%    | 3        | 0.8%    | 52       | 3.4%    |
| \$200,000+          | 41       | 6.4%    | 26       | 5.3%    | 3        | 0.8%    | 70       | 4.6%    |
| Median HH Income    | \$61,879 |         | \$52,860 |         | \$30,878 |         | \$48,564 |         |
| Average HH Income   | \$86,737 |         | \$78,107 |         | \$45,404 |         | \$73,570 |         |

**Data Note:** Income is reported for households as of July 1, 2018 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2023 and represents annual income for the preceding year, expressed in 2022 dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age 50+ Profile

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

| Census 2010 Households and Age of Householder | Number | Percent | % Total HHs |
|---|--------|---------|-------------|
| Total   | 1,072  | 100.0%  | 32.2%       |
| Family Households                             | 630    | 58.8%   | 18.9%       |
| Householder Age 55-64                         | 310    | 28.9%   | 9.3%        |
| Householder Age 65-74                         | 208    | 19.4%   | 6.2%        |
| Householder Age 75-84                         | 92     | 8.6%    | 2.8%        |
| Householder Age 85+                           | 20     | 1.9%    | 0.6%        |
| Nonfamily Households                          | 442    | 41.2%   | 13.3%       |
| Householder Age 55-64                         | 166    | 15.5%   | 5.0%        |
| Householder Age 65-74                         | 112    | 10.4%   | 3.4%        |
| Householder Age 75-84                         | 107    | 10.0%   | 3.2%        |
| Householder Age 85+                           | 57     | 5.3%    | 1.7%        |

| Census 2010 Occupied Housing Units by Age of Householder | Number | Percent | % Total HHs |
|--|--------|---------|-------------|
| Total  | 1,072  | 100.0%  | 32.2%       |
| Owner Occupied Housing Units                             | 848    | 79.1%   | 25.5%       |
| Householder Age 55-64                                    | 375    | 35.0%   | 11.3%       |
| Householder Age 65-74                                    | 265    | 24.7%   | 8.0%        |
| Householder Age 75-84                                    | 161    | 15.0%   | 4.8%        |
| Householder Age 85+                                      | 47     | 4.4%    | 1.4%        |
| Renter Occupied Housing Units                            | 224    | 20.9%   | 6.7%        |
| Householder Age 55-64                                    | 101    | 9.4%    | 3.0%        |
| Householder Age 65-74                                    | 55     | 5.1%    | 1.7%        |
| Householder Age 75-84                                    | 38     | 3.5%    | 1.1%        |
| Householder Age 85+                                      | 30     | 2.8%    | 0.9%        |

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex by Race Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Summary           | Census 2010 | 2018  | 2023  | 2018-2023 Change | 2018-2023 Annual Rate |
|-------------------|-------------|-------|-------|------------------|-----------------------|
| Population        | 9,013       | 9,450 | 9,694 | 244              | 0.51%                 |
| Households        | 3,328       | 3,499 | 3,592 | 93               | 0.53%                 |
| Median Age        | 33.3        | 36.8  | 38.4  | 1.6              | 0.85%                 |
| Median Male Age   | 32.2        | 35.9  | 37.5  | 1.6              | 0.88%                 |
| Median Female Age | 34.2        | 37.6  | 39.2  | 1.6              | 0.84%                 |

## 2018 Hispanic Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 425    | 100.0%  | 204    | 100.0%  | 221     | 100.0%  |
| 0 - 4      | 52     | 12.2%   | 24     | 11.8%   | 28      | 12.7%   |
| 5 - 9      | 40     | 9.4%    | 19     | 9.3%    | 21      | 9.5%    |
| 10 - 14    | 57     | 13.4%   | 24     | 11.8%   | 33      | 14.9%   |
| 15 - 19    | 39     | 9.2%    | 23     | 11.3%   | 16      | 7.2%    |
| 20 - 24    | 24     | 5.6%    | 15     | 7.4%    | 9       | 4.1%    |
| 25 - 29    | 29     | 6.8%    | 8      | 3.9%    | 21      | 9.5%    |
| 30 - 34    | 43     | 10.1%   | 27     | 13.2%   | 16      | 7.2%    |
| 35 - 39    | 35     | 8.2%    | 19     | 9.3%    | 16      | 7.2%    |
| 40 - 44    | 31     | 7.3%    | 12     | 5.9%    | 19      | 8.6%    |
| 45 - 49    | 24     | 5.6%    | 8      | 3.9%    | 16      | 7.2%    |
| 50 - 54    | 22     | 5.2%    | 11     | 5.4%    | 11      | 5.0%    |
| 55 - 59    | 9      | 2.1%    | 4      | 2.0%    | 5       | 2.3%    |
| 60 - 64    | 8      | 1.9%    | 4      | 2.0%    | 4       | 1.8%    |
| 65 - 69    | 6      | 1.4%    | 3      | 1.5%    | 3       | 1.4%    |
| 70 - 74    | 3      | 0.7%    | 2      | 1.0%    | 1       | 0.5%    |
| 75 - 79    | 2      | 0.5%    | 0      | 0.0%    | 2       | 0.9%    |
| 80 - 84    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 85+        | 1      | 0.2%    | 1      | 0.5%    | 0       | 0.0%    |
| Median Age | 25.1   |         | 24.0   |         | 25.8    |         |

## 2023 Hispanic Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 545    | 100.0%  | 264    | 100.0%  | 281     | 100.0%  |
| 0 - 4      | 68     | 12.5%   | 31     | 11.7%   | 37      | 13.2%   |
| 5 - 9      | 50     | 9.2%    | 24     | 9.1%    | 26      | 9.3%    |
| 10 - 14    | 73     | 13.4%   | 29     | 11.0%   | 44      | 15.7%   |
| 15 - 19    | 56     | 10.3%   | 33     | 12.5%   | 23      | 8.2%    |
| 20 - 24    | 27     | 5.0%    | 18     | 6.8%    | 9       | 3.2%    |
| 25 - 29    | 28     | 5.1%    | 8      | 3.0%    | 20      | 7.1%    |
| 30 - 34    | 56     | 10.3%   | 34     | 12.9%   | 22      | 7.8%    |
| 35 - 39    | 46     | 8.4%    | 26     | 9.8%    | 20      | 7.1%    |
| 40 - 44    | 44     | 8.1%    | 18     | 6.8%    | 26      | 9.3%    |
| 45 - 49    | 30     | 5.5%    | 8      | 3.0%    | 22      | 7.8%    |
| 50 - 54    | 29     | 5.3%    | 15     | 5.7%    | 14      | 5.0%    |
| 55 - 59    | 11     | 2.0%    | 6      | 2.3%    | 5       | 1.8%    |
| 60 - 64    | 12     | 2.2%    | 6      | 2.3%    | 6       | 2.1%    |
| 65 - 69    | 9      | 1.7%    | 5      | 1.9%    | 4       | 1.4%    |
| 70 - 74    | 3      | 0.6%    | 2      | 0.8%    | 1       | 0.4%    |
| 75 - 79    | 2      | 0.4%    | 0      | 0.0%    | 2       | 0.7%    |
| 80 - 84    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 85+        | 1      | 0.2%    | 1      | 0.4%    | 0       | 0.0%    |
| Median Age | 24.7   |         | 24.2   |         | 25.4    |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex by Race Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## 2018 White Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 8,655  | 100.0%  | 4,215  | 100.0%  | 4,440   | 100.0%  |
| 0 - 4      | 578    | 6.7%    | 289    | 6.9%    | 289     | 6.5%    |
| 5 - 9      | 610    | 7.0%    | 311    | 7.4%    | 299     | 6.7%    |
| 10 - 14    | 635    | 7.3%    | 325    | 7.7%    | 310     | 7.0%    |
| 15 - 19    | 557    | 6.4%    | 297    | 7.0%    | 260     | 5.9%    |
| 20 - 24    | 451    | 5.2%    | 226    | 5.4%    | 225     | 5.1%    |
| 25 - 29    | 563    | 6.5%    | 273    | 6.5%    | 290     | 6.5%    |
| 30 - 34    | 604    | 7.0%    | 276    | 6.5%    | 328     | 7.4%    |
| 35 - 39    | 624    | 7.2%    | 301    | 7.1%    | 323     | 7.3%    |
| 40 - 44    | 577    | 6.7%    | 282    | 6.7%    | 295     | 6.6%    |
| 45 - 49    | 605    | 7.0%    | 306    | 7.3%    | 299     | 6.7%    |
| 50 - 54    | 574    | 6.6%    | 293    | 7.0%    | 281     | 6.3%    |
| 55 - 59    | 564    | 6.5%    | 269    | 6.4%    | 295     | 6.6%    |
| 60 - 64    | 493    | 5.7%    | 236    | 5.6%    | 257     | 5.8%    |
| 65 - 69    | 408    | 4.7%    | 191    | 4.5%    | 217     | 4.9%    |
| 70 - 74    | 307    | 3.5%    | 138    | 3.3%    | 169     | 3.8%    |
| 75 - 79    | 216    | 2.5%    | 99     | 2.3%    | 117     | 2.6%    |
| 80 - 84    | 141    | 1.6%    | 57     | 1.4%    | 84      | 1.9%    |
| 85+        | 148    | 1.7%    | 46     | 1.1%    | 102     | 2.3%    |
| Median Age | 37.6   |         | 36.8   |         | 38.4    |         |

## 2023 White Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 8,749  | 100.0%  | 4,277  | 100.0%  | 4,472   | 100.0%  |
| 0 - 4      | 559    | 6.4%    | 282    | 6.6%    | 277     | 6.2%    |
| 5 - 9      | 589    | 6.7%    | 302    | 7.1%    | 287     | 6.4%    |
| 10 - 14    | 617    | 7.1%    | 312    | 7.3%    | 305     | 6.8%    |
| 15 - 19    | 583    | 6.7%    | 310    | 7.2%    | 273     | 6.1%    |
| 20 - 24    | 408    | 4.7%    | 211    | 4.9%    | 197     | 4.4%    |
| 25 - 29    | 445    | 5.1%    | 223    | 5.2%    | 222     | 5.0%    |
| 30 - 34    | 603    | 6.9%    | 278    | 6.5%    | 325     | 7.3%    |
| 35 - 39    | 642    | 7.3%    | 307    | 7.2%    | 335     | 7.5%    |
| 40 - 44    | 608    | 6.9%    | 306    | 7.2%    | 302     | 6.8%    |
| 45 - 49    | 578    | 6.6%    | 280    | 6.5%    | 298     | 6.7%    |
| 50 - 54    | 593    | 6.8%    | 297    | 6.9%    | 296     | 6.6%    |
| 55 - 59    | 542    | 6.2%    | 276    | 6.5%    | 266     | 5.9%    |
| 60 - 64    | 548    | 6.3%    | 261    | 6.1%    | 287     | 6.4%    |
| 65 - 69    | 472    | 5.4%    | 226    | 5.3%    | 246     | 5.5%    |
| 70 - 74    | 360    | 4.1%    | 161    | 3.8%    | 199     | 4.4%    |
| 75 - 79    | 266    | 3.0%    | 118    | 2.8%    | 148     | 3.3%    |
| 80 - 84    | 173    | 2.0%    | 74     | 1.7%    | 99      | 2.2%    |
| 85+        | 163    | 1.9%    | 53     | 1.2%    | 110     | 2.5%    |
| Median Age | 39.4   |         | 38.6   |         | 40.2    |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex by Race Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## 2018 Black Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 30     | 100.0%  | 15     | 100.0%  | 15      | 100.0%  |
| 0 - 4      | 2      | 6.7%    | 1      | 6.7%    | 1       | 6.7%    |
| 5 - 9      | 4      | 13.3%   | 3      | 20.0%   | 1       | 6.7%    |
| 10 - 14    | 4      | 13.3%   | 2      | 13.3%   | 2       | 13.3%   |
| 15 - 19    | 3      | 10.0%   | 1      | 6.7%    | 2       | 13.3%   |
| 20 - 24    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 25 - 29    | 1      | 3.3%    | 0      | 0.0%    | 1       | 6.7%    |
| 30 - 34    | 2      | 6.7%    | 2      | 13.3%   | 0       | 0.0%    |
| 35 - 39    | 2      | 6.7%    | 1      | 6.7%    | 1       | 6.7%    |
| 40 - 44    | 2      | 6.7%    | 1      | 6.7%    | 1       | 6.7%    |
| 45 - 49    | 4      | 13.3%   | 1      | 6.7%    | 3       | 20.0%   |
| 50 - 54    | 3      | 10.0%   | 1      | 6.7%    | 2       | 13.3%   |
| 55 - 59    | 2      | 6.7%    | 1      | 6.7%    | 1       | 6.7%    |
| 60 - 64    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 65 - 69    | 1      | 3.3%    | 1      | 6.7%    | 0       | 0.0%    |
| 70 - 74    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 75 - 79    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 80 - 84    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 85+        | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| Median Age | 32.5   |         | 31.3   |         | 37.5    |         |

## 2023 Black Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 35     | 100.0%  | 18     | 100.0%  | 17      | 100.0%  |
| 0 - 4      | 2      | 5.7%    | 1      | 5.6%    | 1       | 5.9%    |
| 5 - 9      | 3      | 8.6%    | 2      | 11.1%   | 1       | 5.9%    |
| 10 - 14    | 7      | 20.0%   | 4      | 22.2%   | 3       | 17.6%   |
| 15 - 19    | 4      | 11.4%   | 1      | 5.6%    | 3       | 17.6%   |
| 20 - 24    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 25 - 29    | 1      | 2.9%    | 0      | 0.0%    | 1       | 5.9%    |
| 30 - 34    | 2      | 5.7%    | 2      | 11.1%   | 0       | 0.0%    |
| 35 - 39    | 3      | 8.6%    | 2      | 11.1%   | 1       | 5.9%    |
| 40 - 44    | 3      | 8.6%    | 2      | 11.1%   | 1       | 5.9%    |
| 45 - 49    | 4      | 11.4%   | 1      | 5.6%    | 3       | 17.6%   |
| 50 - 54    | 3      | 8.6%    | 1      | 5.6%    | 2       | 11.8%   |
| 55 - 59    | 2      | 5.7%    | 1      | 5.6%    | 1       | 5.9%    |
| 60 - 64    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 65 - 69    | 1      | 2.9%    | 1      | 5.6%    | 0       | 0.0%    |
| 70 - 74    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 75 - 79    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 80 - 84    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 85+        | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| Median Age | 31.3   |         | 32.5   |         | 27.5    |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex by Race Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## 2018 American Indian Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 227    | 100.0%  | 106    | 100.0%  | 121     | 100.0%  |
| 0 - 4      | 29     | 12.8%   | 17     | 16.0%   | 12      | 9.9%    |
| 5 - 9      | 27     | 11.9%   | 10     | 9.4%    | 17      | 14.0%   |
| 10 - 14    | 19     | 8.4%    | 13     | 12.3%   | 6       | 5.0%    |
| 15 - 19    | 20     | 8.8%    | 11     | 10.4%   | 9       | 7.4%    |
| 20 - 24    | 16     | 7.0%    | 7      | 6.6%    | 9       | 7.4%    |
| 25 - 29    | 12     | 5.3%    | 7      | 6.6%    | 5       | 4.1%    |
| 30 - 34    | 17     | 7.5%    | 8      | 7.5%    | 9       | 7.4%    |
| 35 - 39    | 14     | 6.2%    | 6      | 5.7%    | 8       | 6.6%    |
| 40 - 44    | 16     | 7.0%    | 6      | 5.7%    | 10      | 8.3%    |
| 45 - 49    | 17     | 7.5%    | 5      | 4.7%    | 12      | 9.9%    |
| 50 - 54    | 12     | 5.3%    | 3      | 2.8%    | 9       | 7.4%    |
| 55 - 59    | 12     | 5.3%    | 6      | 5.7%    | 6       | 5.0%    |
| 60 - 64    | 7      | 3.1%    | 5      | 4.7%    | 2       | 1.7%    |
| 65 - 69    | 1      | 0.4%    | 0      | 0.0%    | 1       | 0.8%    |
| 70 - 74    | 2      | 0.9%    | 1      | 0.9%    | 1       | 0.8%    |
| 75 - 79    | 3      | 1.3%    | 1      | 0.9%    | 2       | 1.7%    |
| 80 - 84    | 1      | 0.4%    | 0      | 0.0%    | 1       | 0.8%    |
| 85+        | 2      | 0.9%    | 0      | 0.0%    | 2       | 1.7%    |
| Median Age | 26.0   |         | 21.4   |         | 31.4    |         |

## 2023 American Indian Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 243    | 100.0%  | 114    | 100.0%  | 129     | 100.0%  |
| 0 - 4      | 31     | 12.8%   | 18     | 15.8%   | 13      | 10.1%   |
| 5 - 9      | 28     | 11.5%   | 10     | 8.8%    | 18      | 14.0%   |
| 10 - 14    | 19     | 7.8%    | 13     | 11.4%   | 6       | 4.7%    |
| 15 - 19    | 21     | 8.6%    | 12     | 10.5%   | 9       | 7.0%    |
| 20 - 24    | 17     | 7.0%    | 8      | 7.0%    | 9       | 7.0%    |
| 25 - 29    | 12     | 4.9%    | 7      | 6.1%    | 5       | 3.9%    |
| 30 - 34    | 18     | 7.4%    | 9      | 7.9%    | 9       | 7.0%    |
| 35 - 39    | 16     | 6.6%    | 7      | 6.1%    | 9       | 7.0%    |
| 40 - 44    | 17     | 7.0%    | 7      | 6.1%    | 10      | 7.8%    |
| 45 - 49    | 18     | 7.4%    | 5      | 4.4%    | 13      | 10.1%   |
| 50 - 54    | 12     | 4.9%    | 3      | 2.6%    | 9       | 7.0%    |
| 55 - 59    | 13     | 5.3%    | 6      | 5.3%    | 7       | 5.4%    |
| 60 - 64    | 9      | 3.7%    | 7      | 6.1%    | 2       | 1.6%    |
| 65 - 69    | 2      | 0.8%    | 0      | 0.0%    | 2       | 1.6%    |
| 70 - 74    | 2      | 0.8%    | 1      | 0.9%    | 1       | 0.8%    |
| 75 - 79    | 5      | 2.1%    | 1      | 0.9%    | 4       | 3.1%    |
| 80 - 84    | 1      | 0.4%    | 0      | 0.0%    | 1       | 0.8%    |
| 85+        | 2      | 0.8%    | 0      | 0.0%    | 2       | 1.6%    |
| Median Age | 27.3   |         | 22.5   |         | 32.5    |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex by Race Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## 2018 Asian Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 109    | 100.0%  | 43     | 100.0%  | 66      | 100.0%  |
| 0 - 4      | 3      | 2.8%    | 2      | 4.7%    | 1       | 1.5%    |
| 5 - 9      | 11     | 10.1%   | 6      | 14.0%   | 5       | 7.6%    |
| 10 - 14    | 5      | 4.6%    | 5      | 11.6%   | 0       | 0.0%    |
| 15 - 19    | 8      | 7.3%    | 2      | 4.7%    | 6       | 9.1%    |
| 20 - 24    | 6      | 5.5%    | 1      | 2.3%    | 5       | 7.6%    |
| 25 - 29    | 11     | 10.1%   | 4      | 9.3%    | 7       | 10.6%   |
| 30 - 34    | 10     | 9.2%    | 5      | 11.6%   | 5       | 7.6%    |
| 35 - 39    | 15     | 13.8%   | 6      | 14.0%   | 9       | 13.6%   |
| 40 - 44    | 16     | 14.7%   | 4      | 9.3%    | 12      | 18.2%   |
| 45 - 49    | 3      | 2.8%    | 1      | 2.3%    | 2       | 3.0%    |
| 50 - 54    | 4      | 3.7%    | 3      | 7.0%    | 1       | 1.5%    |
| 55 - 59    | 6      | 5.5%    | 3      | 7.0%    | 3       | 4.5%    |
| 60 - 64    | 4      | 3.7%    | 0      | 0.0%    | 4       | 6.1%    |
| 65 - 69    | 3      | 2.8%    | 0      | 0.0%    | 3       | 4.5%    |
| 70 - 74    | 2      | 1.8%    | 0      | 0.0%    | 2       | 3.0%    |
| 75 - 79    | 1      | 0.9%    | 0      | 0.0%    | 1       | 1.5%    |
| 80 - 84    | 1      | 0.9%    | 1      | 2.3%    | 0       | 0.0%    |
| 85+        | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| Median Age | 35.2   |         | 31.5   |         | 37.2    |         |

## 2023 Asian Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 135    | 100.0%  | 54     | 100.0%  | 81      | 100.0%  |
| 0 - 4      | 5      | 3.7%    | 3      | 5.6%    | 2       | 2.5%    |
| 5 - 9      | 12     | 8.9%    | 6      | 11.1%   | 6       | 7.4%    |
| 10 - 14    | 6      | 4.4%    | 6      | 11.1%   | 0       | 0.0%    |
| 15 - 19    | 9      | 6.7%    | 2      | 3.7%    | 7       | 8.6%    |
| 20 - 24    | 6      | 4.4%    | 1      | 1.9%    | 5       | 6.2%    |
| 25 - 29    | 10     | 7.4%    | 4      | 7.4%    | 6       | 7.4%    |
| 30 - 34    | 13     | 9.6%    | 7      | 13.0%   | 6       | 7.4%    |
| 35 - 39    | 18     | 13.3%   | 7      | 13.0%   | 11      | 13.6%   |
| 40 - 44    | 24     | 17.8%   | 7      | 13.0%   | 17      | 21.0%   |
| 45 - 49    | 3      | 2.2%    | 1      | 1.9%    | 2       | 2.5%    |
| 50 - 54    | 7      | 5.2%    | 5      | 9.3%    | 2       | 2.5%    |
| 55 - 59    | 6      | 4.4%    | 3      | 5.6%    | 3       | 3.7%    |
| 60 - 64    | 5      | 3.7%    | 0      | 0.0%    | 5       | 6.2%    |
| 65 - 69    | 6      | 4.4%    | 0      | 0.0%    | 6       | 7.4%    |
| 70 - 74    | 2      | 1.5%    | 0      | 0.0%    | 2       | 2.5%    |
| 75 - 79    | 1      | 0.7%    | 0      | 0.0%    | 1       | 1.2%    |
| 80 - 84    | 2      | 1.5%    | 2      | 3.7%    | 0       | 0.0%    |
| 85+        | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| Median Age | 36.8   |         | 33.6   |         | 38.9    |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex by Race Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## 2018 Pacific Islander Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 4      | 100.0%  | 0      | 100.0%  | 4       | 100.0%  |
| 0 - 4      | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 5 - 9      | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 10 - 14    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 15 - 19    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 20 - 24    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 25 - 29    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 30 - 34    | 1      | 25.0%   | 0      | 0.0%    | 1       | 25.0%   |
| 35 - 39    | 1      | 25.0%   | 0      | 0.0%    | 1       | 25.0%   |
| 40 - 44    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 45 - 49    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 50 - 54    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 55 - 59    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 60 - 64    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 65 - 69    | 1      | 25.0%   | 0      | 0.0%    | 1       | 25.0%   |
| 70 - 74    | 1      | 25.0%   | 0      | 0.0%    | 1       | 25.0%   |
| 75 - 79    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 80 - 84    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 85+        | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| Median Age | 52.5   |         | 0.0    |         | 52.5    |         |

## 2023 Pacific Islander Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 5      | 100.0%  | 0      | 100.0%  | 5       | 100.0%  |
| 0 - 4      | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 5 - 9      | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 10 - 14    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 15 - 19    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 20 - 24    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 25 - 29    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 30 - 34    | 1      | 20.0%   | 0      | 0.0%    | 1       | 20.0%   |
| 35 - 39    | 1      | 20.0%   | 0      | 0.0%    | 1       | 20.0%   |
| 40 - 44    | 1      | 20.0%   | 0      | 0.0%    | 1       | 20.0%   |
| 45 - 49    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 50 - 54    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 55 - 59    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 60 - 64    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 65 - 69    | 1      | 20.0%   | 0      | 0.0%    | 1       | 20.0%   |
| 70 - 74    | 1      | 20.0%   | 0      | 0.0%    | 1       | 20.0%   |
| 75 - 79    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 80 - 84    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 85+        | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| Median Age | 42.5   |         | 0.0    |         | 42.5    |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex by Race Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## 2018 Some Other Race Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 123    | 100.0%  | 57     | 100.0%  | 66      | 100.0%  |
| 0 - 4      | 6      | 4.9%    | 1      | 1.8%    | 5       | 7.6%    |
| 5 - 9      | 8      | 6.5%    | 5      | 8.8%    | 3       | 4.5%    |
| 10 - 14    | 22     | 17.9%   | 7      | 12.3%   | 15      | 22.7%   |
| 15 - 19    | 10     | 8.1%    | 2      | 3.5%    | 8       | 12.1%   |
| 20 - 24    | 9      | 7.3%    | 7      | 12.3%   | 2       | 3.0%    |
| 25 - 29    | 9      | 7.3%    | 4      | 7.0%    | 5       | 7.6%    |
| 30 - 34    | 18     | 14.6%   | 15     | 26.3%   | 3       | 4.5%    |
| 35 - 39    | 10     | 8.1%    | 6      | 10.5%   | 4       | 6.1%    |
| 40 - 44    | 12     | 9.8%    | 3      | 5.3%    | 9       | 13.6%   |
| 45 - 49    | 6      | 4.9%    | 1      | 1.8%    | 5       | 7.6%    |
| 50 - 54    | 5      | 4.1%    | 2      | 3.5%    | 3       | 4.5%    |
| 55 - 59    | 4      | 3.3%    | 1      | 1.8%    | 3       | 4.5%    |
| 60 - 64    | 2      | 1.6%    | 1      | 1.8%    | 1       | 1.5%    |
| 65 - 69    | 2      | 1.6%    | 2      | 3.5%    | 0       | 0.0%    |
| 70 - 74    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 75 - 79    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 80 - 84    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 85+        | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| Median Age | 28.6   |         | 30.8   |         | 25.0    |         |

## 2023 Some Other Race Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 158    | 100.0%  | 73     | 100.0%  | 85      | 100.0%  |
| 0 - 4      | 6      | 3.8%    | 1      | 1.4%    | 5       | 5.9%    |
| 5 - 9      | 11     | 7.0%    | 7      | 9.6%    | 4       | 4.7%    |
| 10 - 14    | 30     | 19.0%   | 9      | 12.3%   | 21      | 24.7%   |
| 15 - 19    | 13     | 8.2%    | 2      | 2.7%    | 11      | 12.9%   |
| 20 - 24    | 11     | 7.0%    | 9      | 12.3%   | 2       | 2.4%    |
| 25 - 29    | 10     | 6.3%    | 4      | 5.5%    | 6       | 7.1%    |
| 30 - 34    | 25     | 15.8%   | 21     | 28.8%   | 4       | 4.7%    |
| 35 - 39    | 13     | 8.2%    | 8      | 11.0%   | 5       | 5.9%    |
| 40 - 44    | 15     | 9.5%    | 3      | 4.1%    | 12      | 14.1%   |
| 45 - 49    | 9      | 5.7%    | 2      | 2.7%    | 7       | 8.2%    |
| 50 - 54    | 5      | 3.2%    | 2      | 2.7%    | 3       | 3.5%    |
| 55 - 59    | 6      | 3.8%    | 2      | 2.7%    | 4       | 4.7%    |
| 60 - 64    | 2      | 1.3%    | 1      | 1.4%    | 1       | 1.2%    |
| 65 - 69    | 2      | 1.3%    | 2      | 2.7%    | 0       | 0.0%    |
| 70 - 74    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 75 - 79    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 80 - 84    | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| 85+        | 0      | 0.0%    | 0      | 0.0%    | 0       | 0.0%    |
| Median Age | 29.0   |         | 31.1   |         | 23.8    |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

## 2018 Multiple Races Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 302    | 100.0%  | 133    | 100.0%  | 169     | 100.0%  |
| 0 - 4      | 36     | 11.9%   | 17     | 12.8%   | 19      | 11.2%   |
| 5 - 9      | 32     | 10.6%   | 12     | 9.0%    | 20      | 11.8%   |
| 10 - 14    | 39     | 12.9%   | 17     | 12.8%   | 22      | 13.0%   |
| 15 - 19    | 31     | 10.3%   | 15     | 11.3%   | 16      | 9.5%    |
| 20 - 24    | 15     | 5.0%    | 6      | 4.5%    | 9       | 5.3%    |
| 25 - 29    | 17     | 5.6%    | 5      | 3.8%    | 12      | 7.1%    |
| 30 - 34    | 13     | 4.3%    | 6      | 4.5%    | 7       | 4.1%    |
| 35 - 39    | 21     | 7.0%    | 8      | 6.0%    | 13      | 7.7%    |
| 40 - 44    | 26     | 8.6%    | 10     | 7.5%    | 16      | 9.5%    |
| 45 - 49    | 16     | 5.3%    | 10     | 7.5%    | 6       | 3.6%    |
| 50 - 54    | 15     | 5.0%    | 9      | 6.8%    | 6       | 3.6%    |
| 55 - 59    | 15     | 5.0%    | 6      | 4.5%    | 9       | 5.3%    |
| 60 - 64    | 8      | 2.6%    | 2      | 1.5%    | 6       | 3.6%    |
| 65 - 69    | 3      | 1.0%    | 0      | 0.0%    | 3       | 1.8%    |
| 70 - 74    | 10     | 3.3%    | 6      | 4.5%    | 4       | 2.4%    |
| 75 - 79    | 2      | 0.7%    | 2      | 1.5%    | 0       | 0.0%    |
| 80 - 84    | 1      | 0.3%    | 0      | 0.0%    | 1       | 0.6%    |
| 85+        | 2      | 0.7%    | 2      | 1.5%    | 0       | 0.0%    |
| Median Age | 24.3   |         | 24.6   |         | 24.2    |         |

## 2023 Multiple Races Population by Age

|            | Total  |         | Males  |         | Females |         |
|------------|--------|---------|--------|---------|---------|---------|
|            | Number | Percent | Number | Percent | Number  | Percent |
| Total      | 366    | 100.0%  | 163    | 100.0%  | 203     | 100.0%  |
| 0 - 4      | 43     | 11.7%   | 21     | 12.9%   | 22      | 10.8%   |
| 5 - 9      | 39     | 10.7%   | 15     | 9.2%    | 24      | 11.8%   |
| 10 - 14    | 48     | 13.1%   | 20     | 12.3%   | 28      | 13.8%   |
| 15 - 19    | 40     | 10.9%   | 19     | 11.7%   | 21      | 10.3%   |
| 20 - 24    | 15     | 4.1%    | 6      | 3.7%    | 9       | 4.4%    |
| 25 - 29    | 16     | 4.4%    | 5      | 3.1%    | 11      | 5.4%    |
| 30 - 34    | 16     | 4.4%    | 7      | 4.3%    | 9       | 4.4%    |
| 35 - 39    | 25     | 6.8%    | 9      | 5.5%    | 16      | 7.9%    |
| 40 - 44    | 33     | 9.0%    | 14     | 8.6%    | 19      | 9.4%    |
| 45 - 49    | 19     | 5.2%    | 11     | 6.7%    | 8       | 3.9%    |
| 50 - 54    | 19     | 5.2%    | 11     | 6.7%    | 8       | 3.9%    |
| 55 - 59    | 18     | 4.9%    | 9      | 5.5%    | 9       | 4.4%    |
| 60 - 64    | 10     | 2.7%    | 2      | 1.2%    | 8       | 3.9%    |
| 65 - 69    | 3      | 0.8%    | 0      | 0.0%    | 3       | 1.5%    |
| 70 - 74    | 15     | 4.1%    | 9      | 5.5%    | 6       | 3.0%    |
| 75 - 79    | 3      | 0.8%    | 3      | 1.8%    | 0       | 0.0%    |
| 80 - 84    | 2      | 0.5%    | 0      | 0.0%    | 2       | 1.0%    |
| 85+        | 2      | 0.5%    | 2      | 1.2%    | 0       | 0.0%    |
| Median Age | 24.3   |         | 25.5   |         | 23.6    |         |

**Data Note:** Multiple Races population includes unique counts of the population who reported at least two races.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Summary                | Census 2010 | 2018  | 2023  | 2018-2023 Change | 2018-2023 Annual Rate |
|------------------------|-------------|-------|-------|------------------|-----------------------|
| Population             | 9,013       | 9,450 | 9,694 | 244              | 0.51%                 |
| Households             | 3,328       | 3,499 | 3,592 | 93               | 0.53%                 |
| Average Household Size | 2.68        | 2.68  | 2.68  | 0.00             | 0.00%                 |
| Median Age             | 33.3        | 36.8  | 38.4  | 1.6              | 0.85%                 |
| Median Male Age        | 32.2        | 35.9  | 37.5  | 1.6              | 0.88%                 |
| Median Female Age      | 34.2        | 37.6  | 39.2  | 1.6              | 0.84%                 |

| Total Population by Age | Census 2010 |         | 2018   |         | 2023   |         |
|-------------------------|-------------|---------|--------|---------|--------|---------|
|                         | Number      | Percent | Number | Percent | Number | Percent |
| Total                   | 9,013       | 100.0%  | 9,448  | 100.0%  | 9,694  | 100.0%  |
| 0 - 4                   | 744         | 8.3%    | 655    | 6.9%    | 647    | 6.7%    |
| 5 - 9                   | 805         | 8.9%    | 692    | 7.3%    | 683    | 7.0%    |
| 10 - 14                 | 721         | 8.0%    | 725    | 7.7%    | 728    | 7.5%    |
| 15 - 19                 | 627         | 7.0%    | 629    | 6.7%    | 670    | 6.9%    |
| 20 - 24                 | 522         | 5.8%    | 495    | 5.2%    | 457    | 4.7%    |
| 25 - 29                 | 644         | 7.1%    | 613    | 6.5%    | 493    | 5.1%    |
| 30 - 34                 | 678         | 7.5%    | 666    | 7.0%    | 677    | 7.0%    |
| 35 - 39                 | 702         | 7.8%    | 687    | 7.3%    | 718    | 7.4%    |
| 40 - 44                 | 627         | 7.0%    | 647    | 6.8%    | 701    | 7.2%    |
| 45 - 49                 | 631         | 7.0%    | 654    | 6.9%    | 633    | 6.5%    |
| 50 - 54                 | 554         | 6.1%    | 613    | 6.5%    | 640    | 6.6%    |
| 55 - 59                 | 435         | 4.8%    | 603    | 6.4%    | 587    | 6.1%    |
| 60 - 64                 | 359         | 4.0%    | 514    | 5.4%    | 575    | 5.9%    |
| 65 - 69                 | 300         | 3.3%    | 418    | 4.4%    | 486    | 5.0%    |
| 70 - 74                 | 223         | 2.5%    | 320    | 3.4%    | 379    | 3.9%    |
| 75 - 79                 | 186         | 2.1%    | 222    | 2.3%    | 274    | 2.8%    |
| 80 - 84                 | 114         | 1.3%    | 144    | 1.5%    | 178    | 1.8%    |
| 85+                     | 141         | 1.6%    | 151    | 1.6%    | 168    | 1.7%    |
| 18+                     | 6,331       | 70.2%   | 6,983  | 73.9%   | 7,215  | 74.4%   |
| 21+                     | 6,005       | 66.6%   | 6,642  | 70.3%   | 6,863  | 70.8%   |

**Data Note:** Detail may not sum to totals due to rounding.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Age by Sex Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

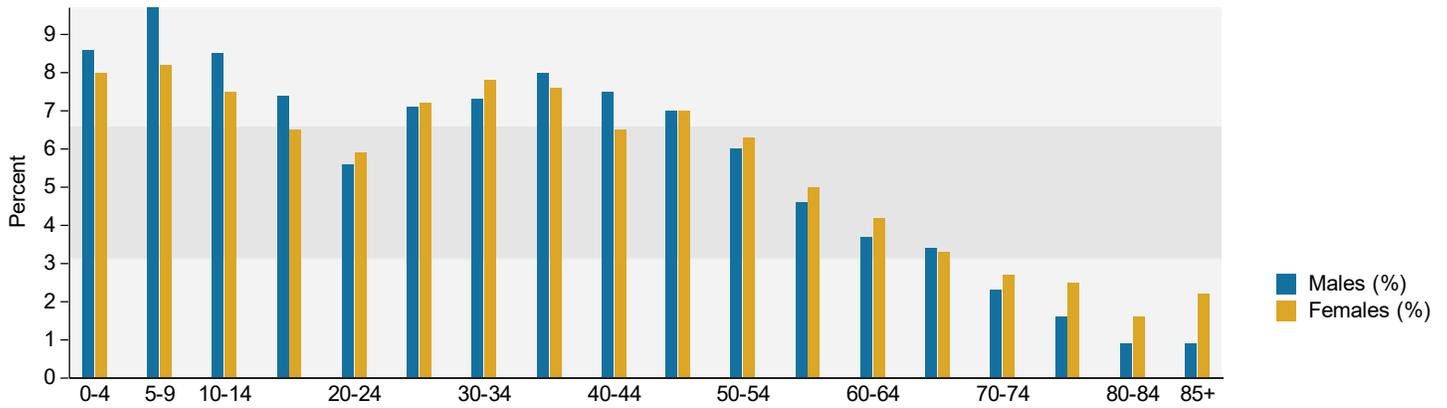
Greenwood, AR

| Male Population by Age | Census 2010 |         | 2018   |         | 2023   |         |
|------------------------|-------------|---------|--------|---------|--------|---------|
|                        | Number      | Percent | Number | Percent | Number | Percent |
| Total                  | 4,323       | 100.0%  | 4,569  | 100.0%  | 4,703  | 100.0%  |
| 0 - 4                  | 370         | 8.6%    | 328    | 7.2%    | 326    | 6.9%    |
| 5 - 9                  | 419         | 9.7%    | 347    | 7.6%    | 343    | 7.3%    |
| 10 - 14                | 368         | 8.5%    | 370    | 8.1%    | 365    | 7.8%    |
| 15 - 19                | 321         | 7.4%    | 327    | 7.2%    | 346    | 7.4%    |
| 20 - 24                | 243         | 5.6%    | 246    | 5.4%    | 235    | 5.0%    |
| 25 - 29                | 305         | 7.1%    | 293    | 6.4%    | 242    | 5.1%    |
| 30 - 34                | 314         | 7.3%    | 313    | 6.9%    | 323    | 6.9%    |
| 35 - 39                | 345         | 8.0%    | 329    | 7.2%    | 340    | 7.2%    |
| 40 - 44                | 324         | 7.5%    | 305    | 6.7%    | 340    | 7.2%    |
| 45 - 49                | 303         | 7.0%    | 326    | 7.1%    | 301    | 6.4%    |
| 50 - 54                | 260         | 6.0%    | 311    | 6.8%    | 320    | 6.8%    |
| 55 - 59                | 199         | 4.6%    | 286    | 6.3%    | 297    | 6.3%    |
| 60 - 64                | 161         | 3.7%    | 244    | 5.3%    | 271    | 5.8%    |
| 65 - 69                | 147         | 3.4%    | 193    | 4.2%    | 229    | 4.9%    |
| 70 - 74                | 98          | 2.3%    | 144    | 3.2%    | 171    | 3.6%    |
| 75 - 79                | 69          | 1.6%    | 102    | 2.2%    | 122    | 2.6%    |
| 80 - 84                | 37          | 0.9%    | 58     | 1.3%    | 76     | 1.6%    |
| 85+                    | 40          | 0.9%    | 47     | 1.0%    | 56     | 1.2%    |
| 18+                    | 2,958       | 68.4%   | 3,322  | 72.7%   | 3,455  | 73.5%   |

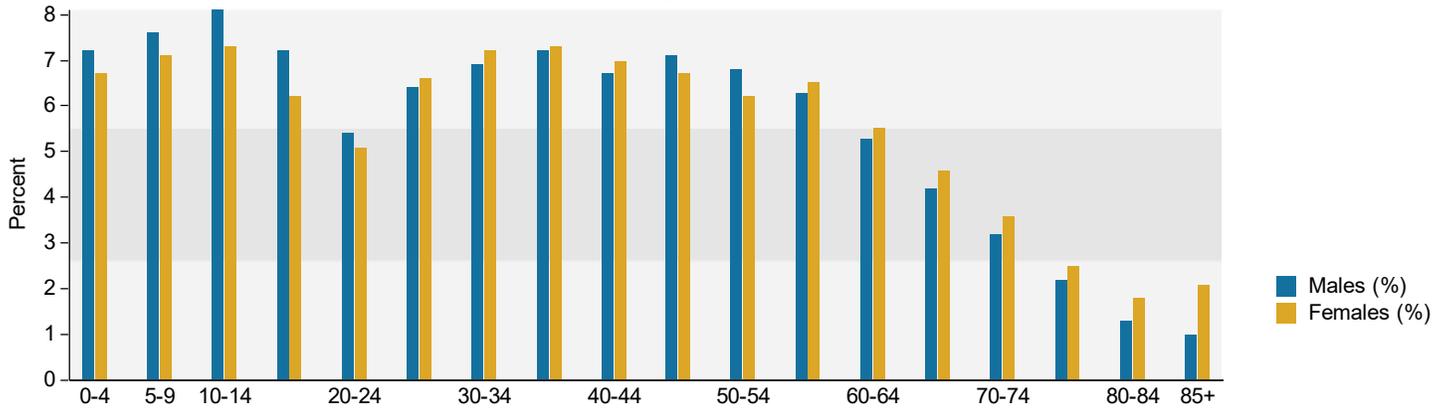
| Female Population by Age | Census 2010 |         | 2018   |         | 2023   |         |
|--------------------------|-------------|---------|--------|---------|--------|---------|
|                          | Number      | Percent | Number | Percent | Number | Percent |
| Total                    | 4,690       | 100.0%  | 4,879  | 100.0%  | 4,991  | 100.0%  |
| 0 - 4                    | 374         | 8.0%    | 327    | 6.7%    | 321    | 6.4%    |
| 5 - 9                    | 386         | 8.2%    | 345    | 7.1%    | 340    | 6.8%    |
| 10 - 14                  | 353         | 7.5%    | 355    | 7.3%    | 363    | 7.3%    |
| 15 - 19                  | 306         | 6.5%    | 302    | 6.2%    | 324    | 6.5%    |
| 20 - 24                  | 279         | 5.9%    | 249    | 5.1%    | 222    | 4.4%    |
| 25 - 29                  | 339         | 7.2%    | 320    | 6.6%    | 251    | 5.0%    |
| 30 - 34                  | 364         | 7.8%    | 353    | 7.2%    | 354    | 7.1%    |
| 35 - 39                  | 357         | 7.6%    | 358    | 7.3%    | 378    | 7.6%    |
| 40 - 44                  | 303         | 6.5%    | 342    | 7.0%    | 361    | 7.2%    |
| 45 - 49                  | 328         | 7.0%    | 328    | 6.7%    | 332    | 6.7%    |
| 50 - 54                  | 294         | 6.3%    | 302    | 6.2%    | 320    | 6.4%    |
| 55 - 59                  | 236         | 5.0%    | 317    | 6.5%    | 290    | 5.8%    |
| 60 - 64                  | 198         | 4.2%    | 270    | 5.5%    | 304    | 6.1%    |
| 65 - 69                  | 153         | 3.3%    | 225    | 4.6%    | 257    | 5.1%    |
| 70 - 74                  | 125         | 2.7%    | 176    | 3.6%    | 208    | 4.2%    |
| 75 - 79                  | 117         | 2.5%    | 120    | 2.5%    | 152    | 3.0%    |
| 80 - 84                  | 77          | 1.6%    | 86     | 1.8%    | 102    | 2.0%    |
| 85+                      | 101         | 2.2%    | 104    | 2.1%    | 112    | 2.2%    |
| 18+                      | 3,373       | 71.9%   | 3,661  | 75.0%   | 3,760  | 75.3%   |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

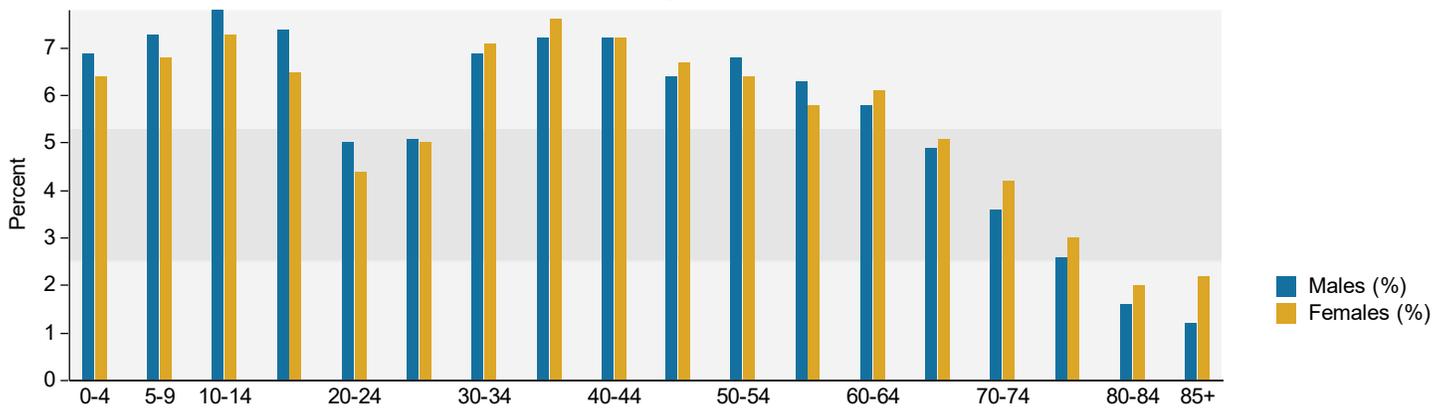
### Census 2010 Population by Age and Sex



### 2018 Population by Age and Sex



### 2023 Population by Age and Sex



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Automotive Aftermarket Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| <b>Demographic Summary</b> |  | <b>2018</b> | <b>2023</b> |
|----------------------------|--|-------------|-------------|
| Population                 |  | 9,450       | 9,694       |
| Households                 |  | 3,499       | 3,592       |
| Families                   |  | 2,603       | 2,654       |
| Median Age                 |  | 36.8        | 38.4        |
| Median Household Income    |  | \$52,361    | \$60,963    |

|  | <b>Spending Potential Index</b> | <b>Average Amount Spent</b> | <b>Total</b> |
|--|---------------------------------|-----------------------------|--------------|
| <b>Payments on Vehicles excluding Leases</b>           | 94                              | \$2,241.22                  | \$7,842,012  |
| <b>Gasoline and Motor Oil</b>                          |                                 |                             |              |
| Gasoline   | 89                              | \$2,069.42                  | \$7,240,912  |
| Diesel Fuel  | 99                              | \$52.05                     | \$182,113    |
| Motor Oil  | 96                              | \$15.77                     | \$55,177     |
| <b>Other Vehicle Expenses</b>                          |                                 |                             |              |
| Vehicle Maintenance & Repairs                          | 88                              | \$941.49                    | \$3,294,257  |
| Vehicle Coolant/Brake/Transmission Fluids              | 92                              | \$7.88                      | \$27,575     |
| Tire Purchase/Replacement                              | 92                              | \$153.59                    | \$537,423    |
| Vehicle Parts/Equipment/Accessories                    | 90                              | \$57.61                     | \$201,570    |
| Vehicle Accessories including Labor                    | 81                              | \$8.72                      | \$30,516     |
| Vehicle Cleaning Services including Car Washes         | 79                              | \$20.59                     | \$72,054     |
| Miscellaneous Auto Repair/Service                      | 91                              | \$104.20                    | \$364,585    |
| Vehicle Body Work & Painting                           | 88                              | \$34.16                     | \$119,540    |
| Vehicle or Engine Repairs                              | 84                              | \$206.20                    | \$721,486    |
| Vehicle Motor Tune-up                                  | 78                              | \$39.87                     | \$139,508    |
| Lube/Oil Change & Oil Filters                          | 90                              | \$102.89                    | \$360,027    |
| Vehicle Front End Alignment/Wheel Balance & Rotation   | 89                              | \$27.95                     | \$97,791     |
| Vehicle Shock Absorber Replacement                     | 90                              | \$15.06                     | \$52,701     |
| Tire Repair and Other Repair Work                      | 85                              | \$122.93                    | \$430,117    |
| Auto Repair Service Policy                             | 94                              | \$39.83                     | \$139,365    |
| Vehicle Insurance                                      | 88                              | \$1,102.70                  | \$3,858,359  |
| Rental of Vehicles excluding Trips                     | 79                              | \$43.46                     | \$152,050    |
| Leased Vehicles  | 86                              | \$328.92                    | \$1,150,894  |
| Basic Lease Charge for Cars/Trucks                     | 87                              | \$297.67                    | \$1,041,530  |
| Car/Truck Lease Fees & Down Payments                   | 83                              | \$31.26                     | \$109,364    |
| Vehicle Pers Property Taxes/State & Local Registr Fees | 93                              | \$168.70                    | \$590,297    |
| Driver`s License Fees                                  | 86                              | \$10.17                     | \$35,589     |
| Vehicle Inspection Fees                                | 72                              | \$11.16                     | \$39,064     |
| Parking Fees & Tolls excluding Trips                   | 73                              | \$78.23                     | \$273,721    |
| Parking Fees excluding Residence (Not on Trips)        | 72                              | \$39.81                     | \$139,287    |
| Tolls/Electronic Toll Passes excluding Trips           | 74                              | \$38.42                     | \$134,434    |
| Towing Charges   | 82                              | \$5.49                      | \$19,221     |
| Auto Service Clubs & GPS Services                      | 84                              | \$28.74                     | \$100,576    |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Business Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Data for all businesses in area                           |            | Greenwood cit... |           |         |  |
|---|------------|------------------|-----------|---------|--|
| Total Businesses:   |            | 273              |           |         |  |
| Total Employees:  |            | 2,646            |           |         |  |
| Total Residential Population:                             |            | 9,450            |           |         |  |
| Employee/Residential Population Ratio (per 100 Residents) |            | 28               |           |         |  |
| by SIC Codes  | Businesses |                  | Employees |         |  |
|   | Number     | Percent          | Number    | Percent |  |
| Agriculture & Mining                                      | 5          | 1.8%             | 36        | 1.4%    |  |
| Construction  | 11         | 4.0%             | 66        | 2.5%    |  |
| Manufacturing   | 7          | 2.6%             | 163       | 6.2%    |  |
| Transportation  | 5          | 1.8%             | 45        | 1.7%    |  |
| Communication   | 0          | 0.0%             | 0         | 0.0%    |  |
| Utility   | 3          | 1.1%             | 19        | 0.7%    |  |
| Wholesale Trade   | 6          | 2.2%             | 46        | 1.7%    |  |
| Retail Trade Summary                                      | 61         | 22.3%            | 800       | 30.2%   |  |
| Home Improvement  | 4          | 1.5%             | 18        | 0.7%    |  |
| General Merchandise Stores                                | 4          | 1.5%             | 322       | 12.2%   |  |
| Food Stores   | 6          | 2.2%             | 30        | 1.1%    |  |
| Auto Dealers, Gas Stations, Auto Aftermarket              | 13         | 4.8%             | 61        | 2.3%    |  |
| Apparel & Accessory Stores                                | 0          | 0.0%             | 0         | 0.0%    |  |
| Furniture & Home Furnishings                              | 2          | 0.7%             | 6         | 0.2%    |  |
| Eating & Drinking Places                                  | 20         | 7.3%             | 291       | 11.0%   |  |
| Miscellaneous Retail                                      | 12         | 4.4%             | 72        | 2.7%    |  |
| Finance, Insurance, Real Estate Summary                   | 33         | 12.1%            | 188       | 7.1%    |  |
| Banks, Savings & Lending Institutions                     | 7          | 2.6%             | 83        | 3.1%    |  |
| Securities Brokers  | 4          | 1.5%             | 9         | 0.3%    |  |
| Insurance Carriers & Agents                               | 12         | 4.4%             | 31        | 1.2%    |  |
| Real Estate, Holding, Other Investment Offices            | 10         | 3.7%             | 65        | 2.5%    |  |
| Services Summary  | 111        | 40.7%            | 1,095     | 41.4%   |  |
| Hotels & Lodging  | 0          | 0.0%             | 0         | 0.0%    |  |
| Automotive Services                                       | 11         | 4.0%             | 21        | 0.8%    |  |
| Motion Pictures & Amusements                              | 6          | 2.2%             | 23        | 0.9%    |  |
| Health Services   | 19         | 7.0%             | 202       | 7.6%    |  |
| Legal Services  | 7          | 2.6%             | 24        | 0.9%    |  |
| Education Institutions & Libraries                        | 16         | 5.9%             | 564       | 21.3%   |  |
| Other Services  | 52         | 19.0%            | 261       | 9.9%    |  |
| Government  | 24         | 8.8%             | 188       | 7.1%    |  |
| Unclassified Establishments                               | 7          | 2.6%             | 0         | 0.0%    |  |
| Totals  | 273        | 100.0%           | 2,646     | 100.0%  |  |

**Source:** Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.



# Business Summary

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| by NAICS Codes  | Businesses |               | Employees    |               |
|---|------------|---------------|--------------|---------------|
|   | Number     | Percent       | Number       | Percent       |
| Agriculture, Forestry, Fishing & Hunting                  | 0          | 0.0%          | 0            | 0.0%          |
| Mining  | 0          | 0.0%          | 0            | 0.0%          |
| Utilities   | 3          | 1.1%          | 19           | 0.7%          |
| Construction  | 12         | 4.4%          | 76           | 2.9%          |
| Manufacturing   | 8          | 2.9%          | 171          | 6.5%          |
| Wholesale Trade   | 6          | 2.2%          | 46           | 1.7%          |
| Retail Trade  | 37         | 13.6%         | 500          | 18.9%         |
| Motor Vehicle & Parts Dealers                             | 10         | 3.7%          | 41           | 1.5%          |
| Furniture & Home Furnishings Stores                       | 0          | 0.0%          | 0            | 0.0%          |
| Electronics & Appliance Stores                            | 3          | 1.1%          | 9            | 0.3%          |
| Bldg Material & Garden Equipment & Supplies Dealers       | 4          | 1.5%          | 18           | 0.7%          |
| Food & Beverage Stores                                    | 4          | 1.5%          | 23           | 0.9%          |
| Health & Personal Care Stores                             | 5          | 1.8%          | 53           | 2.0%          |
| Gasoline Stations   | 3          | 1.1%          | 20           | 0.8%          |
| Clothing & Clothing Accessories Stores                    | 0          | 0.0%          | 0            | 0.0%          |
| Sport Goods, Hobby, Book, & Music Stores                  | 1          | 0.4%          | 2            | 0.1%          |
| General Merchandise Stores                                | 4          | 1.5%          | 322          | 12.2%         |
| Miscellaneous Store Retailers                             | 3          | 1.1%          | 12           | 0.5%          |
| Nonstore Retailers  | 0          | 0.0%          | 0            | 0.0%          |
| Transportation & Warehousing                              | 5          | 1.8%          | 39           | 1.5%          |
| Information   | 4          | 1.5%          | 20           | 0.8%          |
| Finance & Insurance                                       | 25         | 9.2%          | 125          | 4.7%          |
| Central Bank/Credit Intermediation & Related Activities   | 9          | 3.3%          | 85           | 3.2%          |
| Securities, Commodity Contracts & Other Financial         | 4          | 1.5%          | 9            | 0.3%          |
| Insurance Carriers & Related Activities; Funds, Trusts &  | 12         | 4.4%          | 31           | 1.2%          |
| Real Estate, Rental & Leasing                             | 12         | 4.4%          | 28           | 1.1%          |
| Professional, Scientific & Tech Services                  | 21         | 7.7%          | 100          | 3.8%          |
| Legal Services  | 9          | 3.3%          | 29           | 1.1%          |
| Management of Companies & Enterprises                     | 1          | 0.4%          | 30           | 1.1%          |
| Administrative & Support & Waste Management & Remediation | 5          | 1.8%          | 55           | 2.1%          |
| Educational Services                                      | 13         | 4.8%          | 547          | 20.7%         |
| Health Care & Social Assistance                           | 26         | 9.5%          | 258          | 9.8%          |
| Arts, Entertainment & Recreation                          | 5          | 1.8%          | 26           | 1.0%          |
| Accommodation & Food Services                             | 21         | 7.7%          | 292          | 11.0%         |
| Accommodation   | 0          | 0.0%          | 0            | 0.0%          |
| Food Services & Drinking Places                           | 21         | 7.7%          | 292          | 11.0%         |
| Other Services (except Public Administration)             | 38         | 13.9%         | 126          | 4.8%          |
| Automotive Repair & Maintenance                           | 7          | 2.6%          | 16           | 0.6%          |
| Public Administration                                     | 24         | 8.8%          | 188          | 7.1%          |
| Unclassified Establishments                               | 7          | 2.6%          | 0            | 0.0%          |
| <b>Total</b>  | <b>273</b> | <b>100.0%</b> | <b>2,646</b> | <b>100.0%</b> |

**Source:** Copyright 2018 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2018.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

January 29, 2019



# Community Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|                                | Greenwood cit... |
|--------------------------------|------------------|
| <b>Population Summary</b>      |                  |
| 2000 Total Population          | 7,488            |
| 2010 Total Population          | 9,013            |
| 2018 Total Population          | 9,450            |
| 2018 Group Quarters            | 83               |
| 2023 Total Population          | 9,694            |
| 2018-2023 Annual Rate          | 0.51%            |
| 2018 Total Daytime Population  | 7,597            |
| Workers                        | 2,342            |
| Residents                      | 5,255            |
| <b>Household Summary</b>       |                  |
| 2000 Households                | 2,666            |
| 2000 Average Household Size    | 2.76             |
| 2010 Households                | 3,328            |
| 2010 Average Household Size    | 2.68             |
| 2018 Households                | 3,499            |
| 2018 Average Household Size    | 2.68             |
| 2023 Households                | 3,592            |
| 2023 Average Household Size    | 2.68             |
| 2018-2023 Annual Rate          | 0.53%            |
| 2010 Families                  | 2,494            |
| 2010 Average Family Size       | 3.12             |
| 2018 Families                  | 2,603            |
| 2018 Average Family Size       | 3.11             |
| 2023 Families                  | 2,654            |
| 2023 Average Family Size       | 3.11             |
| 2018-2023 Annual Rate          | 0.39%            |
| <b>Housing Unit Summary</b>    |                  |
| 2000 Housing Units             | 2,831            |
| Owner Occupied Housing Units   | 72.8%            |
| Renter Occupied Housing Units  | 21.4%            |
| Vacant Housing Units           | 5.8%             |
| 2010 Housing Units             | 3,569            |
| Owner Occupied Housing Units   | 69.3%            |
| Renter Occupied Housing Units  | 24.0%            |
| Vacant Housing Units           | 6.8%             |
| 2018 Housing Units             | 3,766            |
| Owner Occupied Housing Units   | 67.4%            |
| Renter Occupied Housing Units  | 25.4%            |
| Vacant Housing Units           | 7.1%             |
| 2023 Housing Units             | 3,894            |
| Owner Occupied Housing Units   | 66.8%            |
| Renter Occupied Housing Units  | 25.5%            |
| Vacant Housing Units           | 7.8%             |
| <b>Median Household Income</b> |                  |
| 2018                           | \$52,361         |
| 2023                           | \$60,963         |
| <b>Median Home Value</b>       |                  |
| 2018                           | \$146,042        |
| 2023                           | \$170,703        |
| <b>Per Capita Income</b>       |                  |
| 2018                           | \$26,739         |
| 2023                           | \$31,467         |
| <b>Median Age</b>              |                  |
| 2010                           | 33.3             |
| 2018                           | 36.8             |
| 2023                           | 38.4             |

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

**Greenwood cit...**

## 2018 Households by Income

|                          |          |
|--------------------------|----------|
| Household Income Base    | 3,498    |
| <\$15,000                | 11.0%    |
| \$15,000 - \$24,999      | 10.8%    |
| \$25,000 - \$34,999      | 12.7%    |
| \$35,000 - \$49,999      | 13.1%    |
| \$50,000 - \$74,999      | 17.5%    |
| \$75,000 - \$99,999      | 12.7%    |
| \$100,000 - \$149,999    | 14.0%    |
| \$150,000 - \$199,999    | 4.2%     |
| \$200,000+               | 3.9%     |
| Average Household Income | \$71,327 |

## 2023 Households by Income

|                          |          |
|--------------------------|----------|
| Household Income Base    | 3,591    |
| <\$15,000                | 8.8%     |
| \$15,000 - \$24,999      | 8.6%     |
| \$25,000 - \$34,999      | 11.0%    |
| \$35,000 - \$49,999      | 12.5%    |
| \$50,000 - \$74,999      | 17.0%    |
| \$75,000 - \$99,999      | 13.4%    |
| \$100,000 - \$149,999    | 18.6%    |
| \$150,000 - \$199,999    | 4.7%     |
| \$200,000+               | 5.3%     |
| Average Household Income | \$84,003 |

## 2018 Owner Occupied Housing Units by Value

|                           |           |
|---------------------------|-----------|
| Total                     | 2,541     |
| <\$50,000                 | 3.4%      |
| \$50,000 - \$99,999       | 16.2%     |
| \$100,000 - \$149,999     | 33.1%     |
| \$150,000 - \$199,999     | 18.9%     |
| \$200,000 - \$249,999     | 12.3%     |
| \$250,000 - \$299,999     | 6.6%      |
| \$300,000 - \$399,999     | 3.8%      |
| \$400,000 - \$499,999     | 2.4%      |
| \$500,000 - \$749,999     | 2.4%      |
| \$750,000 - \$999,999     | 0.6%      |
| \$1,000,000 - \$1,499,999 | 0.4%      |
| \$1,500,000 - \$1,999,999 | 0.0%      |
| \$2,000,000 +             | 0.0%      |
| Average Home Value        | \$182,192 |

## 2023 Owner Occupied Housing Units by Value

|                           |           |
|---------------------------|-----------|
| Total                     | 2,600     |
| <\$50,000                 | 1.8%      |
| \$50,000 - \$99,999       | 11.3%     |
| \$100,000 - \$149,999     | 28.7%     |
| \$150,000 - \$199,999     | 19.7%     |
| \$200,000 - \$249,999     | 15.5%     |
| \$250,000 - \$299,999     | 9.0%      |
| \$300,000 - \$399,999     | 5.3%      |
| \$400,000 - \$499,999     | 3.6%      |
| \$500,000 - \$749,999     | 3.8%      |
| \$750,000 - \$999,999     | 0.8%      |
| \$1,000,000 - \$1,499,999 | 0.4%      |
| \$1,500,000 - \$1,999,999 | 0.0%      |
| \$2,000,000 +             | 0.0%      |
| Average Home Value        | \$209,673 |

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|                               | <b>Greenwood cit...</b> |
|-------------------------------|-------------------------|
| <b>2010 Population by Age</b> |                         |
| Total                         | 9,013                   |
| 0 - 4                         | 8.3%                    |
| 5 - 9                         | 8.9%                    |
| 10 - 14                       | 8.0%                    |
| 15 - 24                       | 12.7%                   |
| 25 - 34                       | 14.7%                   |
| 35 - 44                       | 14.7%                   |
| 45 - 54                       | 13.1%                   |
| 55 - 64                       | 8.8%                    |
| 65 - 74                       | 5.8%                    |
| 75 - 84                       | 3.3%                    |
| 85 +                          | 1.6%                    |
| 18 +                          | 70.2%                   |
| <b>2018 Population by Age</b> |                         |
| Total                         | 9,448                   |
| 0 - 4                         | 6.9%                    |
| 5 - 9                         | 7.3%                    |
| 10 - 14                       | 7.7%                    |
| 15 - 24                       | 11.9%                   |
| 25 - 34                       | 13.5%                   |
| 35 - 44                       | 14.1%                   |
| 45 - 54                       | 13.4%                   |
| 55 - 64                       | 11.8%                   |
| 65 - 74                       | 7.8%                    |
| 75 - 84                       | 3.9%                    |
| 85 +                          | 1.6%                    |
| 18 +                          | 73.9%                   |
| <b>2023 Population by Age</b> |                         |
| Total                         | 9,694                   |
| 0 - 4                         | 6.7%                    |
| 5 - 9                         | 7.0%                    |
| 10 - 14                       | 7.5%                    |
| 15 - 24                       | 11.6%                   |
| 25 - 34                       | 12.1%                   |
| 35 - 44                       | 14.6%                   |
| 45 - 54                       | 13.1%                   |
| 55 - 64                       | 12.0%                   |
| 65 - 74                       | 8.9%                    |
| 75 - 84                       | 4.7%                    |
| 85 +                          | 1.7%                    |
| 18 +                          | 74.4%                   |
| <b>2010 Population by Sex</b> |                         |
| Males                         | 4,323                   |
| Females                       | 4,690                   |
| <b>2018 Population by Sex</b> |                         |
| Males                         | 4,569                   |
| Females                       | 4,879                   |
| <b>2023 Population by Sex</b> |                         |
| Males                         | 4,703                   |
| Females                       | 4,991                   |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|   | Greenwood cit... |
|---|------------------|
| <b>2010 Population by Race/Ethnicity</b>                  |                  |
| Total   | 9,013            |
| White Alone   | 93.0%            |
| Black Alone   | 0.2%             |
| American Indian Alone                                     | 2.6%             |
| Asian Alone   | 0.8%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 0.9%             |
| Two or More Races   | 2.4%             |
| Hispanic Origin   | 3.7%             |
| Diversity Index   | 19.5             |
| <b>2018 Population by Race/Ethnicity</b>                  |                  |
| Total   | 9,449            |
| White Alone   | 91.6%            |
| Black Alone   | 0.3%             |
| American Indian Alone                                     | 2.4%             |
| Asian Alone   | 1.2%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 1.3%             |
| Two or More Races   | 3.2%             |
| Hispanic Origin   | 4.5%             |
| Diversity Index   | 23.2             |
| <b>2023 Population by Race/Ethnicity</b>                  |                  |
| Total   | 9,694            |
| White Alone   | 90.3%            |
| Black Alone   | 0.4%             |
| American Indian Alone                                     | 2.5%             |
| Asian Alone   | 1.4%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 1.6%             |
| Two or More Races   | 3.8%             |
| Hispanic Origin   | 5.6%             |
| Diversity Index   | 27.1             |
| <b>2010 Population by Relationship and Household Type</b> |                  |
| Total   | 9,013            |
| In Households   | 99.0%            |
| In Family Households                                      | 87.9%            |
| Householder   | 27.7%            |
| Spouse  | 21.3%            |
| Child   | 35.1%            |
| Other relative  | 2.2%             |
| Nonrelative   | 1.7%             |
| In Nonfamily Households                                   | 11.1%            |
| In Group Quarters   | 1.0%             |
| Institutionalized Population                              | 1.0%             |
| Noninstitutionalized Population                           | 0.0%             |

**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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | Greenwood cit... |
|--|------------------|
| <b>2018 Population 25+ by Educational Attainment</b> |                  |
| Total  | 6,253            |
| Less than 9th Grade                                  | 1.4%             |
| 9th - 12th Grade, No Diploma                         | 6.4%             |
| High School Graduate                                 | 24.5%            |
| GED/Alternative Credential                           | 3.9%             |
| Some College, No Degree                              | 27.9%            |
| Associate Degree                                     | 11.0%            |
| Bachelor's Degree                                    | 18.2%            |
| Graduate/Professional Degree                         | 6.6%             |
| <b>2018 Population 15+ by Marital Status</b>         |                  |
| Total  | 7,379            |
| Never Married  | 24.1%            |
| Married  | 56.3%            |
| Widowed  | 4.1%             |
| Divorced   | 15.5%            |
| <b>2018 Civilian Population 16+ in Labor Force</b>   |                  |
| Civilian Employed                                    | 97.6%            |
| Civilian Unemployed (Unemployment Rate)              | 2.4%             |
| <b>2018 Employed Population 16+ by Industry</b>      |                  |
| Total  | 4,246            |
| Agriculture/Mining                                   | 0.7%             |
| Construction   | 7.5%             |
| Manufacturing  | 18.7%            |
| Wholesale Trade                                      | 1.2%             |
| Retail Trade   | 9.5%             |
| Transportation/Utilities                             | 6.9%             |
| Information  | 0.3%             |
| Finance/Insurance/Real Estate                        | 4.2%             |
| Services   | 48.0%            |
| Public Administration                                | 3.1%             |
| <b>2018 Employed Population 16+ by Occupation</b>    |                  |
| Total  | 4,247            |
| White Collar   | 63.3%            |
| Management/Business/Financial                        | 14.2%            |
| Professional   | 22.3%            |
| Sales  | 9.1%             |
| Administrative Support                               | 17.7%            |
| Services   | 9.9%             |
| Blue Collar  | 26.7%            |
| Farming/Forestry/Fishing                             | 0.0%             |
| Construction/Extraction                              | 7.1%             |
| Installation/Maintenance/Repair                      | 2.4%             |
| Production   | 11.4%            |
| Transportation/Material Moving                       | 5.8%             |
| <b>2010 Population By Urban/ Rural Status</b>        |                  |
| Total Population                                     | 9,013            |
| Population Inside Urbanized Area                     | 0.0%             |
| Population Inside Urbanized Cluster                  | 90.4%            |
| Rural Population                                     | 9.6%             |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | Greenwood cit... |
|--|------------------|
| <b>2010 Households by Type</b>                       |                  |
| Total  | 3,328            |
| Households with 1 Person                             | 21.2%            |
| Households with 2+ People                            | 78.8%            |
| Family Households                                    | 74.9%            |
| Husband-wife Families                                | 57.7%            |
| With Related Children                                | 31.2%            |
| Other Family (No Spouse Present)                     | 17.3%            |
| Other Family with Male Householder                   | 4.3%             |
| With Related Children                                | 3.1%             |
| Other Family with Female Householder                 | 13.0%            |
| With Related Children                                | 9.5%             |
| Nonfamily Households                                 | 3.9%             |
| All Households with Children                         | 44.3%            |
| Multigenerational Households                         | 3.4%             |
| Unmarried Partner Households                         | 4.4%             |
| Male-female  | 3.9%             |
| Same-sex   | 0.5%             |
| <b>2010 Households by Size</b>                       |                  |
| Total  | 3,328            |
| 1 Person Household                                   | 21.2%            |
| 2 Person Household                                   | 32.0%            |
| 3 Person Household                                   | 19.0%            |
| 4 Person Household                                   | 17.3%            |
| 5 Person Household                                   | 7.6%             |
| 6 Person Household                                   | 2.3%             |
| 7 + Person Household                                 | 0.7%             |
| <b>2010 Households by Tenure and Mortgage Status</b> |                  |
| Total  | 3,328            |
| Owner Occupied                                       | 74.3%            |
| Owned with a Mortgage/Loan                           | 59.5%            |
| Owned Free and Clear                                 | 14.8%            |
| Renter Occupied                                      | 25.7%            |
| <b>2010 Housing Units By Urban/ Rural Status</b>     |                  |
| Total Housing Units                                  | 3,569            |
| Housing Units Inside Urbanized Area                  | 0.0%             |
| Housing Units Inside Urbanized Cluster               | 91.6%            |
| Rural Housing Units                                  | 8.4%             |

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## Greenwood cit...

### Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Soccer Moms (4A)
3. Heartland Communities

### 2018 Consumer Spending

|   |              |
|---|--------------|
| Apparel & Services: Total \$                                | \$6,360,133  |
| Average Spent   | \$1,817.70   |
| Spending Potential Index                                    | 84           |
| Education: Total \$   | \$4,062,364  |
| Average Spent   | \$1,161.01   |
| Spending Potential Index                                    | 80           |
| Entertainment/Recreation: Total \$                          | \$9,916,671  |
| Average Spent   | \$2,834.14   |
| Spending Potential Index                                    | 88           |
| Food at Home: Total \$                                      | \$15,336,224 |
| Average Spent   | \$4,383.03   |
| Spending Potential Index                                    | 87           |
| Food Away from Home: Total \$                               | \$10,416,548 |
| Average Spent   | \$2,977.01   |
| Spending Potential Index                                    | 85           |
| Health Care: Total \$                                       | \$18,361,428 |
| Average Spent   | \$5,247.62   |
| Spending Potential Index                                    | 92           |
| HH Furnishings & Equipment: Total \$                        | \$6,344,697  |
| Average Spent   | \$1,813.29   |
| Spending Potential Index                                    | 87           |
| Personal Care Products & Services: Total \$                 | \$2,465,575  |
| Average Spent   | \$704.65     |
| Spending Potential Index                                    | 85           |
| Shelter: Total \$   | \$47,201,100 |
| Average Spent   | \$13,489.88  |
| Spending Potential Index                                    | 80           |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$7,349,527  |
| Average Spent   | \$2,100.46   |
| Spending Potential Index                                    | 84           |
| Travel: Total \$  | \$6,254,390  |
| Average Spent   | \$1,787.48   |
| Spending Potential Index                                    | 83           |
| Vehicle Maintenance & Repairs: Total \$                     | \$3,294,257  |
| Average Spent   | \$941.49     |
| Spending Potential Index                                    | 88           |

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

January 29, 2019



# Demographic and Income Comparison Profile

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

|                                      | Greenwood cit... |
|--------------------------------------|------------------|
| <b>Census 2010 Summary</b>           |                  |
| Population                           | 9,013            |
| Households                           | 3,328            |
| Families                             | 2,494            |
| Average Household Size               | 2.68             |
| Owner Occupied Housing Units         | 2,473            |
| Renter Occupied Housing Units        | 855              |
| Median Age                           | 33.3             |
| <b>2018 Summary</b>                  |                  |
| Population                           | 9,450            |
| Households                           | 3,499            |
| Families                             | 2,603            |
| Average Household Size               | 2.68             |
| Owner Occupied Housing Units         | 2,540            |
| Renter Occupied Housing Units        | 958              |
| Median Age                           | 36.8             |
| Median Household Income              | \$52,361         |
| Average Household Income             | \$71,327         |
| <b>2023 Summary</b>                  |                  |
| Population                           | 9,694            |
| Households                           | 3,592            |
| Families                             | 2,654            |
| Average Household Size               | 2.68             |
| Owner Occupied Housing Units         | 2,600            |
| Renter Occupied Housing Units        | 992              |
| Median Age                           | 38.4             |
| Median Household Income              | \$60,963         |
| Average Household Income             | \$84,003         |
| <b>Trends: 2018-2023 Annual Rate</b> |                  |
| Population                           | 0.51%            |
| Households                           | 0.53%            |
| Families                             | 0.39%            |
| Owner Households                     | 0.47%            |
| Median Household Income              | 3.09%            |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Demographic and Income Comparison Profile

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

| 2018 Households by Income | Greenwood cit... |         |
|---------------------------|------------------|---------|
|                           | Number           | Percent |
| <\$15,000                 | 384              | 11.0%   |
| \$15,000 - \$24,999       | 378              | 10.8%   |
| \$25,000 - \$34,999       | 445              | 12.7%   |
| \$35,000 - \$49,999       | 459              | 13.1%   |
| \$50,000 - \$74,999       | 613              | 17.5%   |
| \$75,000 - \$99,999       | 444              | 12.7%   |
| \$100,000 - \$149,999     | 491              | 14.0%   |
| \$150,000 - \$199,999     | 148              | 4.2%    |
| \$200,000+                | 136              | 3.9%    |
| Median Household Income   | \$52,361         |         |
| Average Household Income  | \$71,327         |         |
| Per Capita Income         | \$26,739         |         |

| 2023 Households by Income | Greenwood cit... |         |
|---------------------------|------------------|---------|
|                           | Number           | Percent |
| <\$15,000                 | 317              | 8.8%    |
| \$15,000 - \$24,999       | 309              | 8.6%    |
| \$25,000 - \$34,999       | 396              | 11.0%   |
| \$35,000 - \$49,999       | 450              | 12.5%   |
| \$50,000 - \$74,999       | 609              | 17.0%   |
| \$75,000 - \$99,999       | 481              | 13.4%   |
| \$100,000 - \$149,999     | 669              | 18.6%   |
| \$150,000 - \$199,999     | 170              | 4.7%    |
| \$200,000+                | 190              | 5.3%    |
| Median Household Income   | \$60,963         |         |
| Average Household Income  | \$84,003         |         |
| Per Capita Income         | \$31,467         |         |

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Demographic and Income Comparison Profile

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

| 2010 Population by Age | Greenwood cit... |         |
|------------------------|------------------|---------|
|                        | Number           | Percent |
| Age 0 - 4              | 744              | 8.3%    |
| Age 5 - 9              | 805              | 8.9%    |
| Age 10 - 14            | 721              | 8.0%    |
| Age 15 - 19            | 627              | 7.0%    |
| Age 20 - 24            | 522              | 5.8%    |
| Age 25 - 34            | 1,322            | 14.7%   |
| Age 35 - 44            | 1,329            | 14.7%   |
| Age 45 - 54            | 1,185            | 13.1%   |
| Age 55 - 64            | 794              | 8.8%    |
| Age 65 - 74            | 523              | 5.8%    |
| Age 75 - 84            | 300              | 3.3%    |
| Age 85+                | 141              | 1.6%    |

| 2018 Population by Age | Greenwood cit... |         |
|------------------------|------------------|---------|
|                        | Number           | Percent |
| Age 0 - 4              | 655              | 6.9%    |
| Age 5 - 9              | 692              | 7.3%    |
| Age 10 - 14            | 725              | 7.7%    |
| Age 15 - 19            | 629              | 6.7%    |
| Age 20 - 24            | 495              | 5.2%    |
| Age 25 - 34            | 1,279            | 13.5%   |
| Age 35 - 44            | 1,334            | 14.1%   |
| Age 45 - 54            | 1,267            | 13.4%   |
| Age 55 - 64            | 1,117            | 11.8%   |
| Age 65 - 74            | 738              | 7.8%    |
| Age 75 - 84            | 366              | 3.9%    |
| Age 85+                | 151              | 1.6%    |

| 2023 Population by Age | Greenwood cit... |         |
|------------------------|------------------|---------|
|                        | Number           | Percent |
| Age 0 - 4              | 647              | 6.7%    |
| Age 5 - 9              | 683              | 7.0%    |
| Age 10 - 14            | 728              | 7.5%    |
| Age 15 - 19            | 670              | 6.9%    |
| Age 20 - 24            | 457              | 4.7%    |
| Age 25 - 34            | 1,170            | 12.1%   |
| Age 35 - 44            | 1,419            | 14.6%   |
| Age 45 - 54            | 1,273            | 13.1%   |
| Age 55 - 64            | 1,162            | 12.0%   |
| Age 65 - 74            | 865              | 8.9%    |
| Age 75 - 84            | 452              | 4.7%    |
| Age 85+                | 168              | 1.7%    |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Demographic and Income Comparison Profile

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

| 2010 Race and Ethnicity    | Greenwood cit... |         |
|----------------------------|------------------|---------|
|                            | Number           | Percent |
| White Alone                | 8,384            | 93.0%   |
| Black Alone                | 22               | 0.2%    |
| American Indian Alone      | 232              | 2.6%    |
| Asian Alone                | 75               | 0.8%    |
| Pacific Islander Alone     | 2                | 0.0%    |
| Some Other Race Alone      | 85               | 0.9%    |
| Two or More Races          | 213              | 2.4%    |
| Hispanic Origin (Any Race) | 331              | 3.7%    |

| 2018 Race and Ethnicity    | Number |  | Percent |  |
|----------------------------|--------|--|---------|--|
|                            |        |  |         |  |
| White Alone                | 8,656  |  | 91.6%   |  |
| Black Alone                | 30     |  | 0.3%    |  |
| American Indian Alone      | 228    |  | 2.4%    |  |
| Asian Alone                | 110    |  | 1.2%    |  |
| Pacific Islander Alone     | 3      |  | 0.0%    |  |
| Some Other Race Alone      | 121    |  | 1.3%    |  |
| Two or More Races          | 301    |  | 3.2%    |  |
| Hispanic Origin (Any Race) | 424    |  | 4.5%    |  |

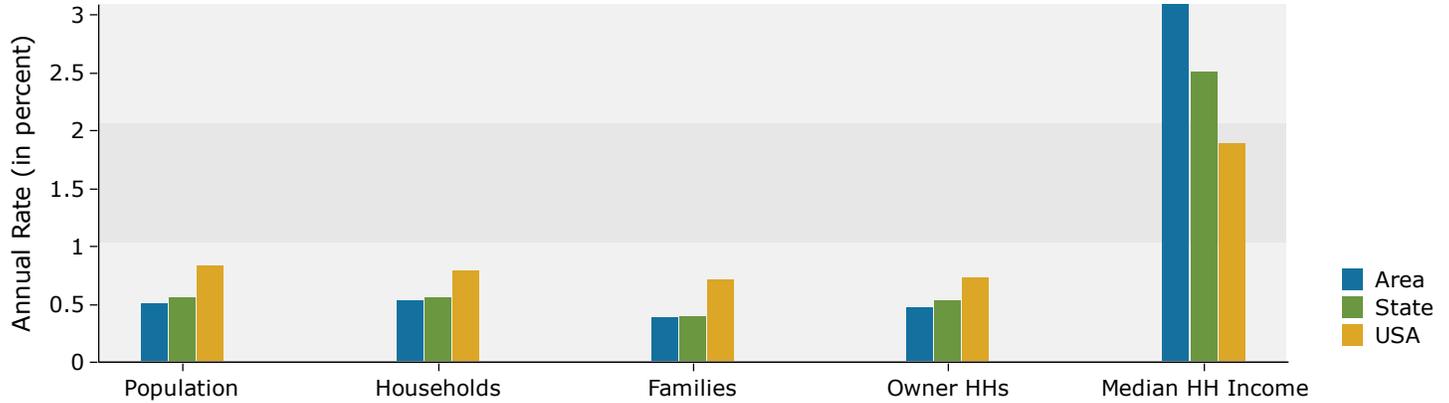
  

| 2023 Race and Ethnicity    | Number |  | Percent |  |
|----------------------------|--------|--|---------|--|
|                            |        |  |         |  |
| White Alone                | 8,751  |  | 90.3%   |  |
| Black Alone                | 34     |  | 0.4%    |  |
| American Indian Alone      | 245    |  | 2.5%    |  |
| Asian Alone                | 134    |  | 1.4%    |  |
| Pacific Islander Alone     | 4      |  | 0.0%    |  |
| Some Other Race Alone      | 159    |  | 1.6%    |  |
| Two or More Races          | 367    |  | 3.8%    |  |
| Hispanic Origin (Any Race) | 545    |  | 5.6%    |  |

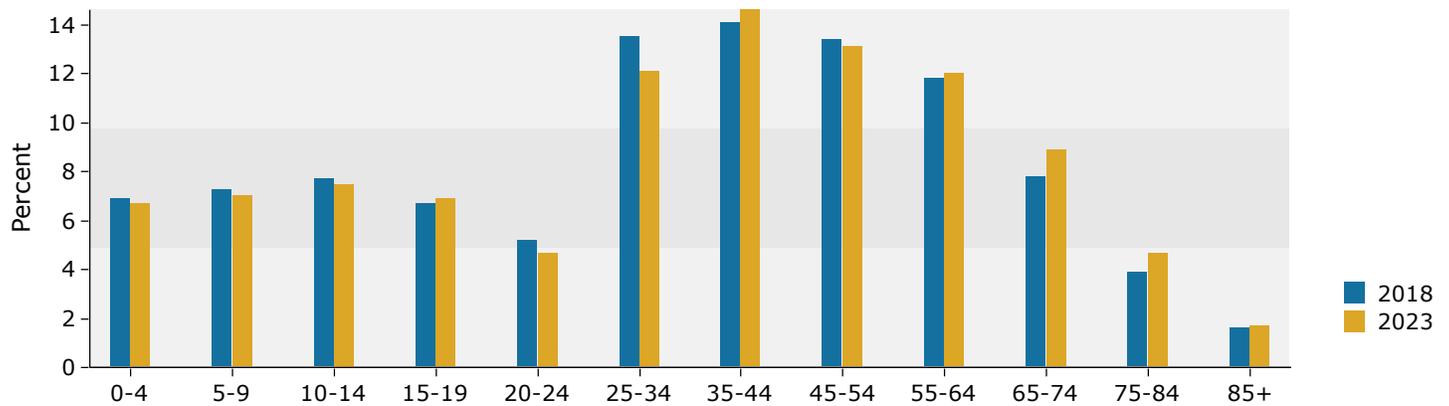
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

## Greenwood cit...

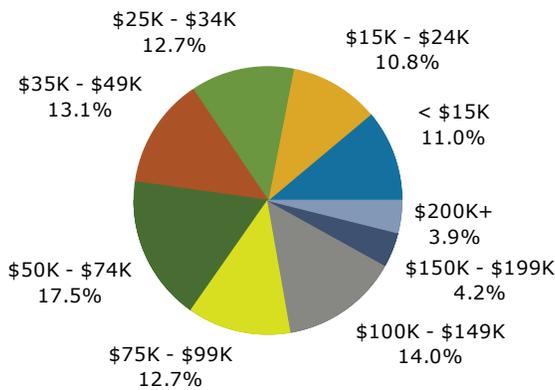
### Trends 2018-2023



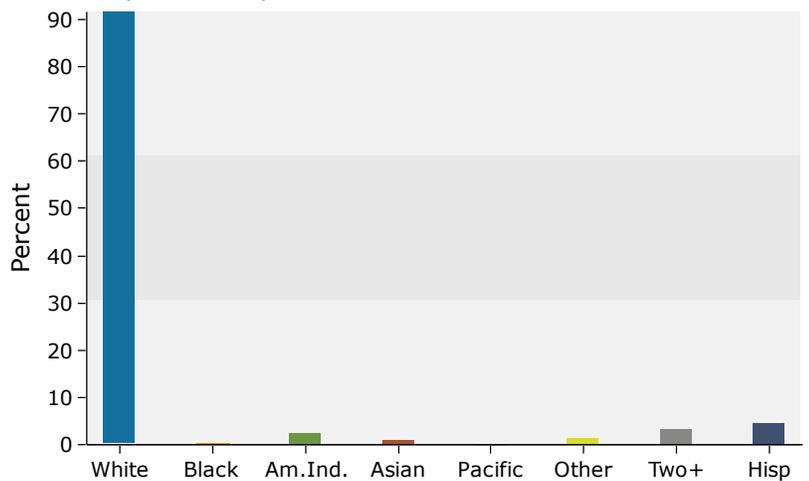
### Population by Age



### 2018 Household Income



### 2018 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Demographic and Income Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Summary                         | Census 2010 | 2018  | 2023     |
|---------------------------------|-------------|-------|----------|
| Population                      | 9,013       | 9,450 | 9,694    |
| Households                      | 3,328       | 3,499 | 3,592    |
| Families                        | 2,494       | 2,603 | 2,654    |
| Average Household Size          | 2.68        | 2.68  | 2.68     |
| Owner Occupied Housing Units    | 2,473       | 2,540 | 2,600    |
| Renter Occupied Housing Units   | 855         | 958   | 992      |
| Median Age                      | 33.3        | 36.8  | 38.4     |
| Trends: 2018 - 2023 Annual Rate | Area        | State | National |
| Population                      | 0.51%       | 0.56% | 0.83%    |
| Households                      | 0.53%       | 0.56% | 0.79%    |
| Families                        | 0.39%       | 0.40% | 0.71%    |
| Owner HHs                       | 0.47%       | 0.53% | 1.16%    |
| Median Household Income         | 3.09%       | 2.51% | 2.50%    |

| Households by Income     | 2018     |         | 2023     |         |
|--------------------------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent |
| <\$15,000                | 384      | 11.0%   | 317      | 8.8%    |
| \$15,000 - \$24,999      | 378      | 10.8%   | 309      | 8.6%    |
| \$25,000 - \$34,999      | 445      | 12.7%   | 396      | 11.0%   |
| \$35,000 - \$49,999      | 459      | 13.1%   | 450      | 12.5%   |
| \$50,000 - \$74,999      | 613      | 17.5%   | 609      | 17.0%   |
| \$75,000 - \$99,999      | 444      | 12.7%   | 481      | 13.4%   |
| \$100,000 - \$149,999    | 491      | 14.0%   | 669      | 18.6%   |
| \$150,000 - \$199,999    | 148      | 4.2%    | 170      | 4.7%    |
| \$200,000+               | 136      | 3.9%    | 190      | 5.3%    |
| Median Household Income  | \$52,361 |         | \$60,963 |         |
| Average Household Income | \$71,327 |         | \$84,003 |         |
| Per Capita Income        | \$26,739 |         | \$31,467 |         |

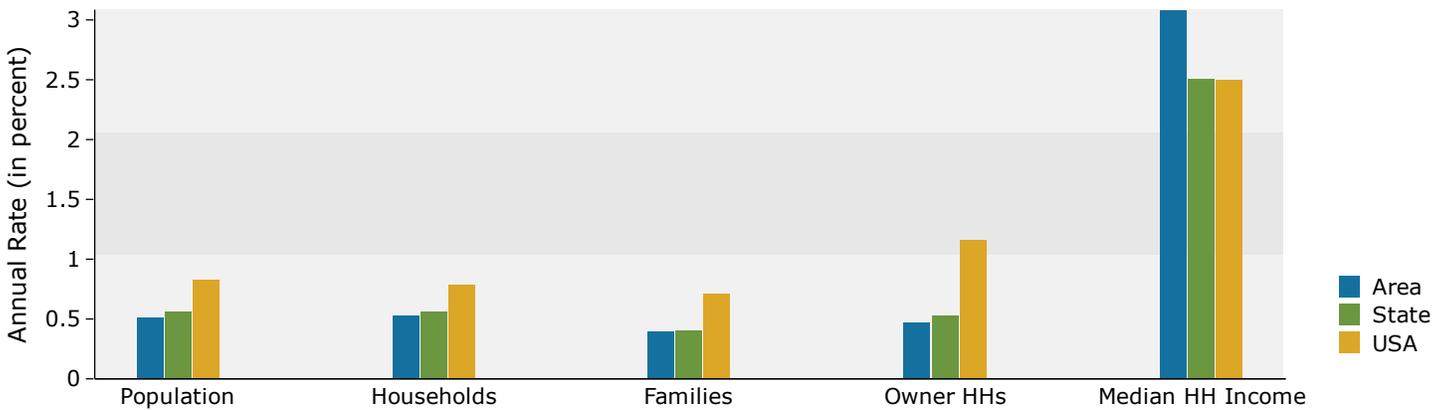
| Population by Age | Census 2010 |         | 2018   |         | 2023   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 744         | 8.3%    | 655    | 6.9%    | 647    | 6.7%    |
| 5 - 9             | 805         | 8.9%    | 692    | 7.3%    | 683    | 7.0%    |
| 10 - 14           | 721         | 8.0%    | 725    | 7.7%    | 728    | 7.5%    |
| 15 - 19           | 627         | 7.0%    | 629    | 6.7%    | 670    | 6.9%    |
| 20 - 24           | 522         | 5.8%    | 495    | 5.2%    | 457    | 4.7%    |
| 25 - 34           | 1,322       | 14.7%   | 1,279  | 13.5%   | 1,170  | 12.1%   |
| 35 - 44           | 1,329       | 14.7%   | 1,334  | 14.1%   | 1,419  | 14.6%   |
| 45 - 54           | 1,185       | 13.1%   | 1,267  | 13.4%   | 1,273  | 13.1%   |
| 55 - 64           | 794         | 8.8%    | 1,117  | 11.8%   | 1,162  | 12.0%   |
| 65 - 74           | 523         | 5.8%    | 738    | 7.8%    | 865    | 8.9%    |
| 75 - 84           | 300         | 3.3%    | 366    | 3.9%    | 452    | 4.7%    |
| 85+               | 141         | 1.6%    | 151    | 1.6%    | 168    | 1.7%    |

| Race and Ethnicity         | Census 2010 |         | 2018   |         | 2023   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 8,384       | 93.0%   | 8,656  | 91.6%   | 8,751  | 90.3%   |
| Black Alone                | 22          | 0.2%    | 30     | 0.3%    | 34     | 0.4%    |
| American Indian Alone      | 232         | 2.6%    | 228    | 2.4%    | 245    | 2.5%    |
| Asian Alone                | 75          | 0.8%    | 110    | 1.2%    | 134    | 1.4%    |
| Pacific Islander Alone     | 2           | 0.0%    | 3      | 0.0%    | 4      | 0.0%    |
| Some Other Race Alone      | 85          | 0.9%    | 121    | 1.3%    | 159    | 1.6%    |
| Two or More Races          | 213         | 2.4%    | 301    | 3.2%    | 367    | 3.8%    |
| Hispanic Origin (Any Race) | 331         | 3.7%    | 424    | 4.5%    | 545    | 5.6%    |

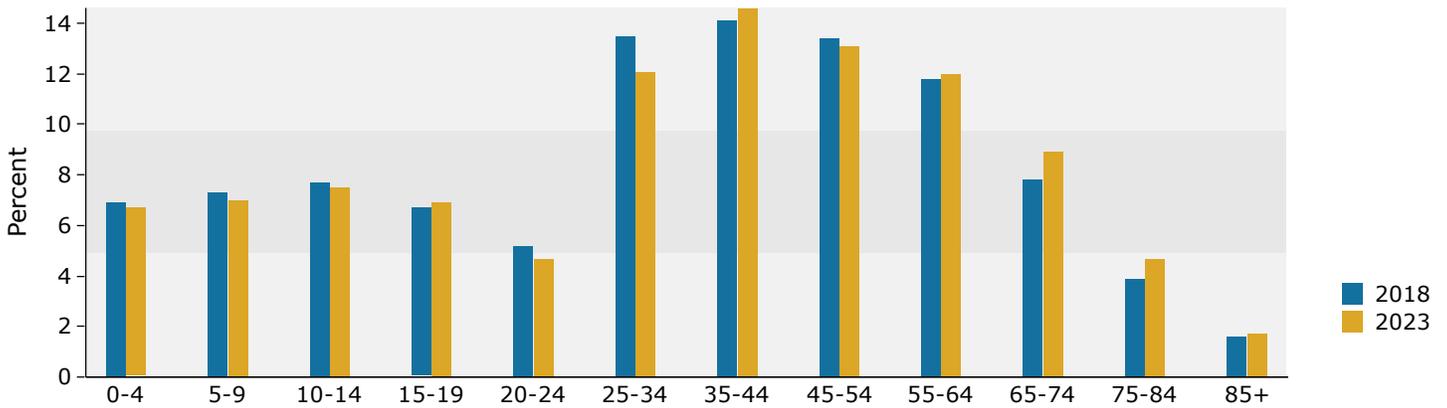
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

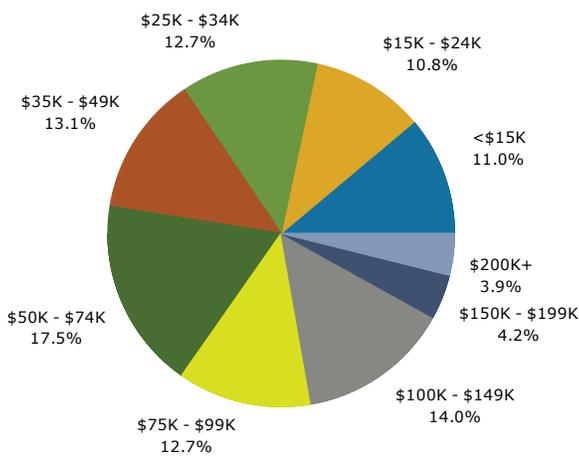
## Trends 2018-2023



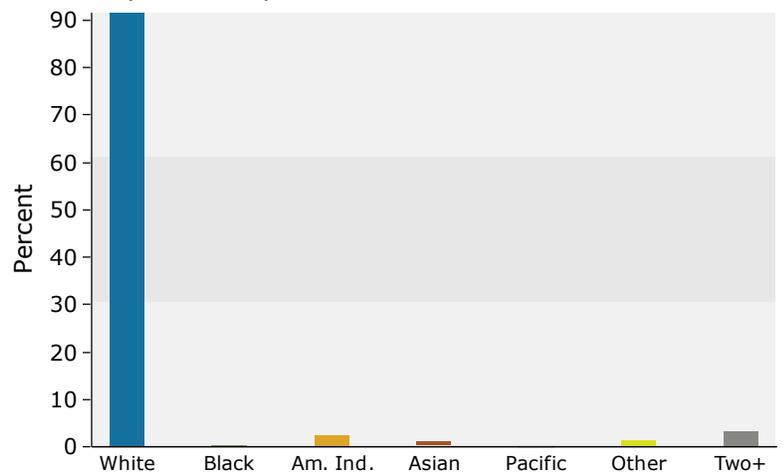
## Population by Age



## 2018 Household Income



## 2018 Population by Race



2018 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Detailed Age Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

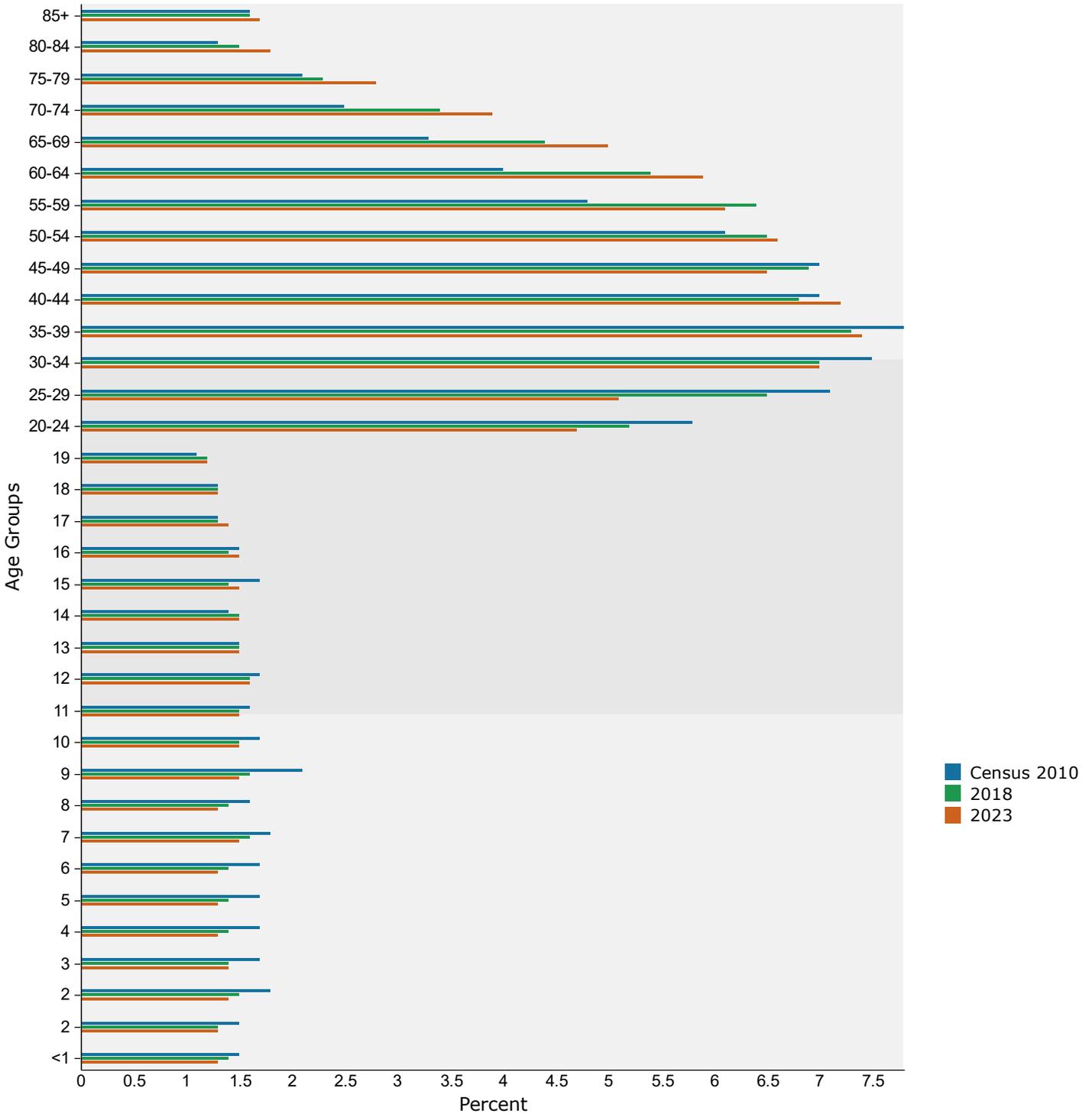
Greenwood, AR

| Summary                | Census 2010 | 2018  | 2023  | 2018-2023 Change | 2018-2023 Annual Rate |
|------------------------|-------------|-------|-------|------------------|-----------------------|
| Population             | 9,013       | 9,450 | 9,694 | 244              | 0.51%                 |
| Households             | 3,328       | 3,499 | 3,592 | 93               | 0.53%                 |
| Average Household Size | 2.68        | 2.68  | 2.68  | 0.00             | 0.00%                 |

| Total Population by Detailed Age | Census 2010 |         | 2018   |         | 2023   |         |
|----------------------------------|-------------|---------|--------|---------|--------|---------|
|                                  | Number      | Percent | Number | Percent | Number | Percent |
| Total                            | 9,013       | 100.0%  | 9,447  | 100.0%  | 9,692  | 100.0%  |
| <1                               | 138         | 1.5%    | 130    | 1.4%    | 128    | 1.3%    |
| 1                                | 137         | 1.5%    | 125    | 1.3%    | 122    | 1.3%    |
| 2                                | 165         | 1.8%    | 139    | 1.5%    | 137    | 1.4%    |
| 3                                | 152         | 1.7%    | 132    | 1.4%    | 131    | 1.4%    |
| 4                                | 152         | 1.7%    | 129    | 1.4%    | 128    | 1.3%    |
| 5                                | 151         | 1.7%    | 130    | 1.4%    | 130    | 1.3%    |
| 6                                | 152         | 1.7%    | 133    | 1.4%    | 130    | 1.3%    |
| 7                                | 166         | 1.8%    | 151    | 1.6%    | 148    | 1.5%    |
| 8                                | 147         | 1.6%    | 131    | 1.4%    | 128    | 1.3%    |
| 9                                | 189         | 2.1%    | 147    | 1.6%    | 148    | 1.5%    |
| 10                               | 153         | 1.7%    | 143    | 1.5%    | 141    | 1.5%    |
| 11                               | 146         | 1.6%    | 143    | 1.5%    | 143    | 1.5%    |
| 12                               | 156         | 1.7%    | 152    | 1.6%    | 152    | 1.6%    |
| 13                               | 139         | 1.5%    | 143    | 1.5%    | 146    | 1.5%    |
| 14                               | 127         | 1.4%    | 142    | 1.5%    | 145    | 1.5%    |
| 15                               | 157         | 1.7%    | 135    | 1.4%    | 144    | 1.5%    |
| 16                               | 136         | 1.5%    | 135    | 1.4%    | 143    | 1.5%    |
| 17                               | 119         | 1.3%    | 124    | 1.3%    | 133    | 1.4%    |
| 18                               | 119         | 1.3%    | 119    | 1.3%    | 128    | 1.3%    |
| 19                               | 96          | 1.1%    | 117    | 1.2%    | 121    | 1.2%    |
| 20 - 24                          | 522         | 5.8%    | 495    | 5.2%    | 457    | 4.7%    |
| 25 - 29                          | 644         | 7.1%    | 613    | 6.5%    | 493    | 5.1%    |
| 30 - 34                          | 678         | 7.5%    | 666    | 7.0%    | 677    | 7.0%    |
| 35 - 39                          | 702         | 7.8%    | 687    | 7.3%    | 718    | 7.4%    |
| 40 - 44                          | 627         | 7.0%    | 647    | 6.8%    | 701    | 7.2%    |
| 45 - 49                          | 631         | 7.0%    | 654    | 6.9%    | 633    | 6.5%    |
| 50 - 54                          | 554         | 6.1%    | 613    | 6.5%    | 640    | 6.6%    |
| 55 - 59                          | 435         | 4.8%    | 603    | 6.4%    | 587    | 6.1%    |
| 60 - 64                          | 359         | 4.0%    | 514    | 5.4%    | 575    | 5.9%    |
| 65 - 69                          | 300         | 3.3%    | 418    | 4.4%    | 486    | 5.0%    |
| 70 - 74                          | 223         | 2.5%    | 320    | 3.4%    | 379    | 3.9%    |
| 75 - 79                          | 186         | 2.1%    | 222    | 2.3%    | 274    | 2.8%    |
| 80 - 84                          | 114         | 1.3%    | 144    | 1.5%    | 178    | 1.8%    |
| 85+                              | 141         | 1.6%    | 151    | 1.6%    | 168    | 1.7%    |
| <18                              | 2,682       | 29.8%   | 2,466  | 26.1%   | 2,478  | 25.6%   |
| 18+                              | 6,331       | 70.2%   | 6,983  | 73.9%   | 7,215  | 74.4%   |
| 21+                              | 6,005       | 66.6%   | 6,642  | 70.3%   | 6,863  | 70.8%   |
| Median Age                       | 33.3        |         | 36.8   |         | 38.4   |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

## Total Population by Detailed Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Detailed Age Profile

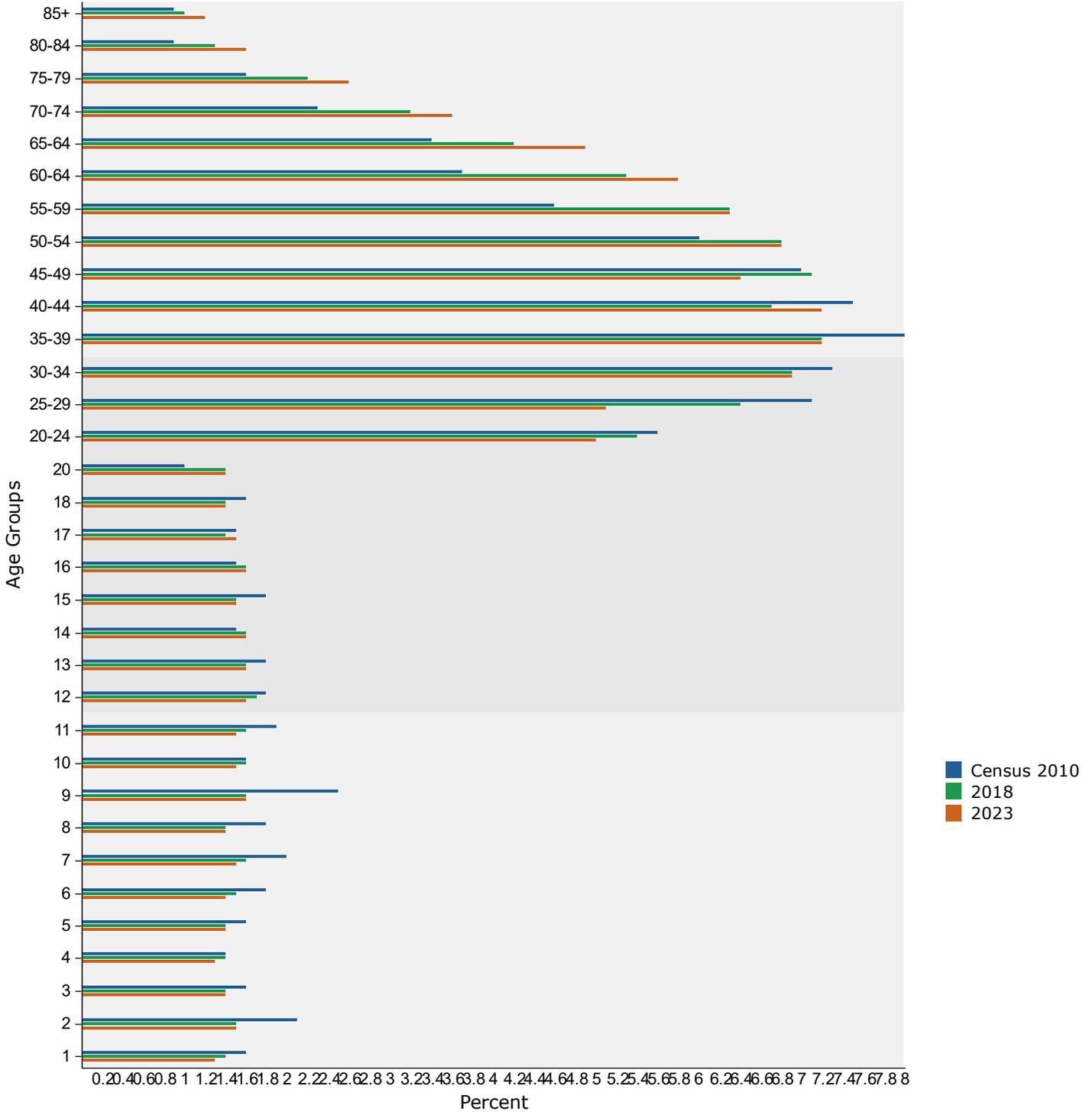
Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Male Population by Detailed Age | Census 2010 |         | 2018   |         | 2023   |         |
|---------------------------------|-------------|---------|--------|---------|--------|---------|
|                                 | Number      | Percent | Number | Percent | Number | Percent |
| Total                           | 4,323       | 100.0%  | 4,568  | 100.0%  | 4,702  | 100.0%  |
| <1                              | 79          | 1.8%    | 68     | 1.5%    | 67     | 1.4%    |
| 1                               | 71          | 1.6%    | 63     | 1.4%    | 61     | 1.3%    |
| 2                               | 91          | 2.1%    | 70     | 1.5%    | 70     | 1.5%    |
| 3                               | 68          | 1.6%    | 64     | 1.4%    | 64     | 1.4%    |
| 4                               | 61          | 1.4%    | 63     | 1.4%    | 63     | 1.3%    |
| 5                               | 70          | 1.6%    | 66     | 1.4%    | 66     | 1.4%    |
| 6                               | 77          | 1.8%    | 69     | 1.5%    | 68     | 1.4%    |
| 7                               | 86          | 2.0%    | 73     | 1.6%    | 71     | 1.5%    |
| 8                               | 79          | 1.8%    | 66     | 1.4%    | 64     | 1.4%    |
| 9                               | 107         | 2.5%    | 73     | 1.6%    | 75     | 1.6%    |
| 10                              | 68          | 1.6%    | 71     | 1.6%    | 70     | 1.5%    |
| 11                              | 80          | 1.9%    | 74     | 1.6%    | 72     | 1.5%    |
| 12                              | 76          | 1.8%    | 76     | 1.7%    | 75     | 1.6%    |
| 13                              | 77          | 1.8%    | 73     | 1.6%    | 73     | 1.6%    |
| 14                              | 67          | 1.5%    | 75     | 1.6%    | 74     | 1.6%    |
| 15                              | 78          | 1.8%    | 67     | 1.5%    | 71     | 1.5%    |
| 16                              | 66          | 1.5%    | 71     | 1.6%    | 74     | 1.6%    |
| 17                              | 64          | 1.5%    | 64     | 1.4%    | 69     | 1.5%    |
| 18                              | 69          | 1.6%    | 62     | 1.4%    | 66     | 1.4%    |
| 19                              | 44          | 1.0%    | 63     | 1.4%    | 66     | 1.4%    |
| 20 - 24                         | 243         | 5.6%    | 246    | 5.4%    | 235    | 5.0%    |
| 25 - 29                         | 305         | 7.1%    | 293    | 6.4%    | 242    | 5.1%    |
| 30 - 34                         | 314         | 7.3%    | 313    | 6.9%    | 323    | 6.9%    |
| 35 - 39                         | 345         | 8.0%    | 329    | 7.2%    | 340    | 7.2%    |
| 40 - 44                         | 324         | 7.5%    | 305    | 6.7%    | 340    | 7.2%    |
| 45 - 49                         | 303         | 7.0%    | 326    | 7.1%    | 301    | 6.4%    |
| 50 - 54                         | 260         | 6.0%    | 311    | 6.8%    | 320    | 6.8%    |
| 55 - 59                         | 199         | 4.6%    | 286    | 6.3%    | 297    | 6.3%    |
| 60 - 64                         | 161         | 3.7%    | 244    | 5.3%    | 271    | 5.8%    |
| 65 - 69                         | 147         | 3.4%    | 193    | 4.2%    | 229    | 4.9%    |
| 70 - 74                         | 98          | 2.3%    | 144    | 3.2%    | 171    | 3.6%    |
| 75 - 79                         | 69          | 1.6%    | 102    | 2.2%    | 122    | 2.6%    |
| 80 - 84                         | 37          | 0.9%    | 58     | 1.3%    | 76     | 1.6%    |
| 85+                             | 40          | 0.9%    | 47     | 1.0%    | 56     | 1.2%    |
| <18                             | 1,365       | 31.6%   | 1,247  | 27.3%   | 1,248  | 26.5%   |
| 18+                             | 2,958       | 68.4%   | 3,322  | 72.7%   | 3,455  | 73.5%   |
| 21+                             | 2,789       | 64.5%   | 3,142  | 68.8%   | 3,269  | 69.5%   |
| Median Age                      | 32.2        |         | 35.9   |         | 37.5   |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

## Male Population by Detailed Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Detailed Age Profile

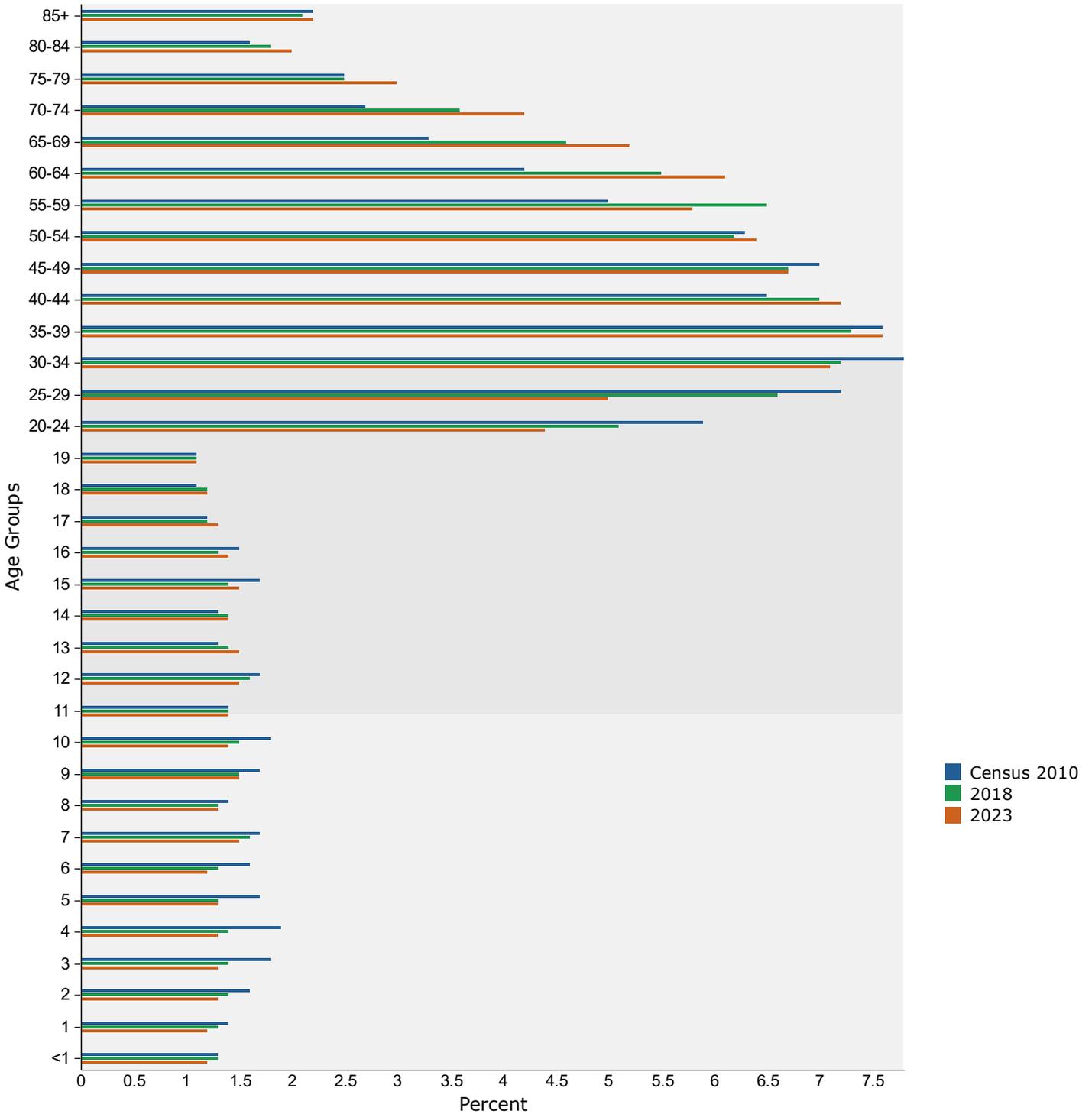
Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Female Population by Detailed Age | Census 2010 |         | 2018   |         | 2023   |         |
|-----------------------------------|-------------|---------|--------|---------|--------|---------|
|                                   | Number      | Percent | Number | Percent | Number | Percent |
| Total                             | 4,690       | 100.0%  | 4,879  | 100.0%  | 4,990  | 100.0%  |
| <1                                | 59          | 1.3%    | 62     | 1.3%    | 61     | 1.2%    |
| 1                                 | 66          | 1.4%    | 62     | 1.3%    | 61     | 1.2%    |
| 2                                 | 74          | 1.6%    | 69     | 1.4%    | 67     | 1.3%    |
| 3                                 | 84          | 1.8%    | 68     | 1.4%    | 67     | 1.3%    |
| 4                                 | 91          | 1.9%    | 66     | 1.4%    | 65     | 1.3%    |
| 5                                 | 81          | 1.7%    | 64     | 1.3%    | 64     | 1.3%    |
| 6                                 | 75          | 1.6%    | 64     | 1.3%    | 62     | 1.2%    |
| 7                                 | 80          | 1.7%    | 78     | 1.6%    | 77     | 1.5%    |
| 8                                 | 68          | 1.4%    | 65     | 1.3%    | 64     | 1.3%    |
| 9                                 | 82          | 1.7%    | 74     | 1.5%    | 73     | 1.5%    |
| 10                                | 85          | 1.8%    | 72     | 1.5%    | 71     | 1.4%    |
| 11                                | 66          | 1.4%    | 69     | 1.4%    | 71     | 1.4%    |
| 12                                | 80          | 1.7%    | 76     | 1.6%    | 77     | 1.5%    |
| 13                                | 62          | 1.3%    | 70     | 1.4%    | 73     | 1.5%    |
| 14                                | 60          | 1.3%    | 67     | 1.4%    | 71     | 1.4%    |
| 15                                | 79          | 1.7%    | 68     | 1.4%    | 73     | 1.5%    |
| 16                                | 70          | 1.5%    | 64     | 1.3%    | 69     | 1.4%    |
| 17                                | 55          | 1.2%    | 60     | 1.2%    | 64     | 1.3%    |
| 18                                | 50          | 1.1%    | 57     | 1.2%    | 62     | 1.2%    |
| 19                                | 52          | 1.1%    | 54     | 1.1%    | 55     | 1.1%    |
| 20 - 24                           | 279         | 5.9%    | 249    | 5.1%    | 222    | 4.4%    |
| 25 - 29                           | 339         | 7.2%    | 320    | 6.6%    | 251    | 5.0%    |
| 30 - 34                           | 364         | 7.8%    | 353    | 7.2%    | 354    | 7.1%    |
| 35 - 39                           | 357         | 7.6%    | 358    | 7.3%    | 378    | 7.6%    |
| 40 - 44                           | 303         | 6.5%    | 342    | 7.0%    | 361    | 7.2%    |
| 45 - 49                           | 328         | 7.0%    | 328    | 6.7%    | 332    | 6.7%    |
| 50 - 54                           | 294         | 6.3%    | 302    | 6.2%    | 320    | 6.4%    |
| 55 - 59                           | 236         | 5.0%    | 317    | 6.5%    | 290    | 5.8%    |
| 60 - 64                           | 198         | 4.2%    | 270    | 5.5%    | 304    | 6.1%    |
| 65 - 69                           | 153         | 3.3%    | 225    | 4.6%    | 257    | 5.2%    |
| 70 - 74                           | 125         | 2.7%    | 176    | 3.6%    | 208    | 4.2%    |
| 75 - 79                           | 117         | 2.5%    | 120    | 2.5%    | 152    | 3.0%    |
| 80 - 84                           | 77          | 1.6%    | 86     | 1.8%    | 102    | 2.0%    |
| 85+                               | 101         | 2.2%    | 104    | 2.1%    | 112    | 2.2%    |
| <18                               | 1,317       | 28.1%   | 1,219  | 25.0%   | 1,230  | 24.6%   |
| 18+                               | 3,373       | 71.9%   | 3,661  | 75.0%   | 3,760  | 75.3%   |
| 21+                               | 3,216       | 68.6%   | 3,500  | 71.7%   | 3,594  | 72.0%   |
| Median Age                        | 34.2        |         | 37.6   |         | 39.2   |         |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

## Female Population by Detailed Age



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Disposable Income Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

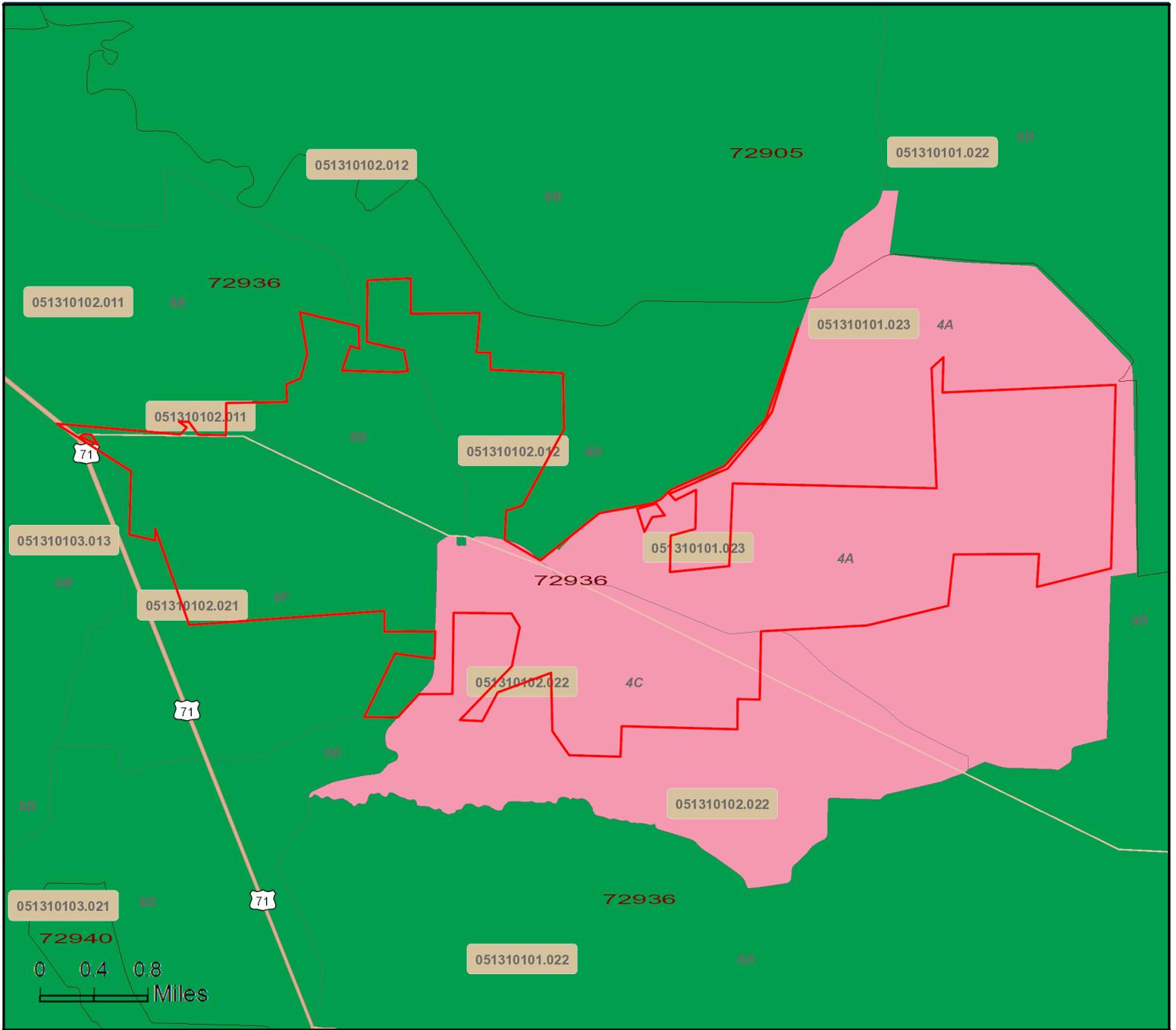
|                        | Census 2010 | 2018  | 2023  | 2018-2023<br>Change | 2018-2023<br>Annual Rate |
|------------------------|-------------|-------|-------|---------------------|--------------------------|
| Population             | 9,013       | 9,450 | 9,694 | 244                 | 0.51%                    |
| Median Age             | 33.3        | 36.8  | 38.4  | 1.6                 | 0.85%                    |
| Households             | 3,328       | 3,499 | 3,592 | 93                  | 0.53%                    |
| Average Household Size | 2.68        | 2.68  | 2.68  | 0.00                | 0.00%                    |

| 2018 Households by Disposable Income | Number   | Percent |
|--------------------------------------|----------|---------|
| Total                                | 3,498    | 100.0%  |
| <\$15,000                            | 415      | 11.9%   |
| \$15,000-\$24,999                    | 489      | 14.0%   |
| \$25,000-\$34,999                    | 515      | 14.7%   |
| \$35,000-\$49,999                    | 539      | 15.4%   |
| \$50,000-\$74,999                    | 682      | 19.5%   |
| \$75,000-\$99,999                    | 423      | 12.1%   |
| \$100,000-\$149,999                  | 320      | 9.1%    |
| \$150,000-\$199,999                  | 73       | 2.1%    |
| \$200,000+                           | 42       | 1.2%    |
| Median Disposable Income             | \$42,982 |         |
| Average Disposable Income            | \$55,894 |         |

| 2018 Disposable Income by Age of Householder | Number of Households |          |          |          |          |          |          |
|--|----------------------|----------|----------|----------|----------|----------|----------|
|  | <25                  | 25-34    | 35-44    | 45-54    | 55-64    | 65-74    | 75+      |
| Total  | 139                  | 588      | 714      | 683      | 630      | 425      | 321      |
| <\$15,000                                    | 20                   | 54       | 59       | 58       | 98       | 64       | 63       |
| \$15,000-\$24,999                            | 24                   | 64       | 78       | 67       | 93       | 74       | 88       |
| \$25,000-\$34,999                            | 26                   | 103      | 92       | 81       | 82       | 61       | 71       |
| \$35,000-\$49,999                            | 27                   | 113      | 113      | 89       | 86       | 62       | 49       |
| \$50,000-\$74,999                            | 24                   | 133      | 164      | 148      | 111      | 72       | 31       |
| \$75,000-\$99,999                            | 9                    | 66       | 110      | 104      | 76       | 47       | 11       |
| \$100,000-\$149,999                          | 7                    | 48       | 75       | 98       | 56       | 30       | 7        |
| \$150,000-\$199,999                          | 1                    | 5        | 19       | 21       | 16       | 9        | 1        |
| \$200,000+                                   | 1                    | 2        | 4        | 17       | 12       | 6        | 0        |
| Median Disposable Income                     | \$34,735             | \$43,393 | \$51,456 | \$55,689 | \$41,154 | \$37,482 | \$25,911 |
| Average Disposable Income                    | \$43,363             | \$53,148 | \$60,560 | \$68,737 | \$56,204 | \$52,024 | \$32,813 |

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



### Tapestry LifeMode

- |   |   |
|---|---|
| <span style="color: orange;">■</span> L1: Affluent Estates      | <span style="color: blue;">■</span> L8: Middle Ground           |
| <span style="color: green;">■</span> L2: Upscale Avenues        | <span style="color: red;">■</span> L9: Senior Styles            |
| <span style="color: lightblue;">■</span> L3: Uptown Individuals | <span style="color: tan;">■</span> L10: Rustic Outposts         |
| <span style="color: pink;">■</span> L4: Family Landscapes       | <span style="color: teal;">■</span> L11: Midtown Singles        |
| <span style="color: yellow;">■</span> L5: GenXurban             | <span style="color: orange;">■</span> L12: Hometown             |
| <span style="color: darkgreen;">■</span> L6: Cozy Country       | <span style="color: purple;">■</span> L13: Next Wave            |
| <span style="color: grey;">■</span> L7: Ethnic Enclaves         | <span style="color: olive;">■</span> L14: Scholars and Patriots |



Source: Esri

## Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- |   |   |
|---|---|
| <a href="#">Segment 1A (Top Tier)</a>                   | <a href="#">Segment 8C (Bright Young Professionals)</a> |
| <a href="#">Segment 1B (Professional Pride)</a>         | <a href="#">Segment 8D (Downtown Melting Pot)</a>       |
| <a href="#">Segment 1C (Boomburbs)</a>                  | <a href="#">Segment 8E (Front Porches)</a>              |
| <a href="#">Segment 1D (Savvy Suburbanites)</a>         | <a href="#">Segment 8F (Old and Newcomers)</a>          |
| <a href="#">Segment 1E (Exurbanites)</a>                | <a href="#">Segment 8G (Hardscrabble Road)</a>          |
| <a href="#">Segment 2A (Urban Chic)</a>                 | <a href="#">Segment 9A (Silver &amp; Gold)</a>          |
| <a href="#">Segment 2B (Pleasantville)</a>              | <a href="#">Segment 9B (Golden Years)</a>               |
| <a href="#">Segment 2C (Pacific Heights)</a>            | <a href="#">Segment 9C (The Elders)</a>                 |
| <a href="#">Segment 2D (Enterprising Professionals)</a> | <a href="#">Segment 9D (Senior Escapes)</a>             |
| <a href="#">Segment 3A (Laptops and Lattes)</a>         | <a href="#">Segment 9E (Retirement Communities)</a>     |
| <a href="#">Segment 3B (Metro Renters)</a>              | <a href="#">Segment 9F (Social Security Set)</a>        |
| <a href="#">Segment 3C (Trendsetters)</a>               | <a href="#">Segment 10A (Southern Satellites)</a>       |
| <a href="#">Segment 4A (Soccer Moms)</a>                | <a href="#">Segment 10B (Rooted Rural)</a>              |
| <a href="#">Segment 4B (Home Improvement)</a>           | <a href="#">Segment 10C (Diners &amp; Miners)</a>       |
| <a href="#">Segment 4C (Middleburg)</a>                 | <a href="#">Segment 10D (Down the Road)</a>             |
| <a href="#">Segment 5A (Comfortable Empty Nesters)</a>  | <a href="#">Segment 10E (Rural Bypasses)</a>            |
| <a href="#">Segment 5B (In Style)</a>                   | <a href="#">Segment 11A (City Strivers)</a>             |
| <a href="#">Segment 5C (Parks and Rec)</a>              | <a href="#">Segment 11B (Young and Restless)</a>        |
| <a href="#">Segment 5D (Rustbelt Traditions)</a>        | <a href="#">Segment 11C (Metro Fusion)</a>              |
| <a href="#">Segment 5E (Midlife Constants)</a>          | <a href="#">Segment 11D (Set to Impress)</a>            |
| <a href="#">Segment 6A (Green Acres)</a>                | <a href="#">Segment 11E (City Commons)</a>              |
| <a href="#">Segment 6B (Salt of the Earth)</a>          | <a href="#">Segment 12A (Family Foundations)</a>        |
| <a href="#">Segment 6C (The Great Outdoors)</a>         | <a href="#">Segment 12B (Traditional Living)</a>        |
| <a href="#">Segment 6D (Prairie Living)</a>             | <a href="#">Segment 12C (Small Town Simplicity)</a>     |
| <a href="#">Segment 6E (Rural Resort Dwellers)</a>      | <a href="#">Segment 12D (Modest Income Homes)</a>       |
| <a href="#">Segment 6F (Heartland Communities)</a>      | <a href="#">Segment 13A (International Marketplace)</a> |
| <a href="#">Segment 7A (Up and Coming Families)</a>     | <a href="#">Segment 13B (Las Casas)</a>                 |
| <a href="#">Segment 7B (Urban Villages)</a>             | <a href="#">Segment 13C (NeWest Residents)</a>          |
| <a href="#">Segment 7C (American Dreamers)</a>          | <a href="#">Segment 13D (Fresh Ambitions)</a>           |
| <a href="#">Segment 7D (Barrios Urbanos)</a>            | <a href="#">Segment 13E (High Rise Renters)</a>         |
| <a href="#">Segment 7E (Valley Growers)</a>             | <a href="#">Segment 14A (Military Proximity)</a>        |
| <a href="#">Segment 7F (Southwestern Families)</a>      | <a href="#">Segment 14B (College Towns)</a>             |
| <a href="#">Segment 8A (City Lights)</a>                | <a href="#">Segment 14C (Dorms to Diplomas)</a>         |
| <a href="#">Segment 8B (Emerald City)</a>               | <a href="#">Segment 15 (Unclassified)</a>               |



# Electronics and Internet Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| <b>Demographic Summary</b> |  | <b>2018</b> | <b>2023</b> |
|----------------------------|--|-------------|-------------|
| Population                 |  | 9,450       | 9,694       |
| Population 18+             |  | 6,983       | 7,215       |
| Households                 |  | 3,499       | 3,592       |
| Median Household Income    |  | \$52,361    | \$60,963    |

| <b>Product/Consumer Behavior</b>             | <b>Expected</b>             |                | <b>MPI</b> |
|--|-----------------------------|----------------|------------|
|  | <b>Number of Adults/HHs</b> | <b>Percent</b> |            |
| Own any tablet                               | 3,297                       | 47.2%          | 103        |
| Own any e-reader                             | 532                         | 7.6%           | 103        |
| Own e-reader/tablet: iPad                    | 1,855                       | 26.6%          | 100        |
| Own e-reader/tablet: Amazon Kindle           | 1,014                       | 14.5%          | 111        |
| Own any portable MP3 player                  | 1,475                       | 21.1%          | 98         |
| Own portable MP3 player: Apple iPod          | 1,152                       | 16.5%          | 97         |
| Own wearable tech: wristband fitness tracker | 635                         | 9.1%           | 105        |
| Own wearable tech: smartwatch                | 144                         | 2.1%           | 68         |
| Own any camera/camcorder                     | 714                         | 10.2%          | 113        |
| Own digital point & shoot camera/camcorder   | 957                         | 13.7%          | 117        |
| Own digital SLR camera/camcorder             | 611                         | 8.7%           | 112        |
| Own 35mm camera/camcorder                    | 492                         | 7.0%           | 118        |
| Own telephoto/zoom lens                      | 306                         | 4.4%           | 104        |
| Own wideangle lens                           | 215                         | 3.1%           | 97         |
| Printed digital photos in last 12 months     | 1,834                       | 26.3%          | 113        |
| Use a computer at work                       | 3,065                       | 43.9%          | 105        |
| Use desktop computer at work                 | 1,778                       | 25.5%          | 110        |
| Use laptop/notebook at work                  | 1,151                       | 16.5%          | 99         |
| HH owns a computer                           | 2,662                       | 76.1%          | 102        |
| Purchased home computer in last 12 months    | 398                         | 11.4%          | 101        |
| HH owns desktop computer                     | 1,498                       | 42.8%          | 112        |
| HH owns laptop/notebook                      | 1,989                       | 56.8%          | 101        |
| Child (under 18 yrs) uses home computer      | 566                         | 16.2%          | 117        |
| HH owns any Apple/Mac brand computer         | 454                         | 13.0%          | 73         |
| HH owns any PC/non-Apple brand computer      | 2,393                       | 68.4%          | 109        |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Electronics and Internet Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                         | Expected Number of Adults/HHs | Percent | MPI |
|---|-------------------------------|---------|-----|
| Purchased most recent home computer 1-2 years ago | 641                           | 18.3%   | 108 |
| Purchased most recent home computer 3-4 years ago | 589                           | 16.8%   | 106 |
| Purchased most recent home computer 5+ years ago  | 430                           | 12.3%   | 118 |
| HH purchased most recent computer in a store      | 1,408                         | 40.2%   | 109 |
| HH purchased most recent computer online          | 477                           | 13.6%   | 102 |
| Spent on most recent home computer: <\$500        | 663                           | 18.9%   | 125 |
| Spent on most recent home computer: \$500-\$999   | 696                           | 19.9%   | 113 |
| Spent on most recent home computer: \$1000-\$1499 | 335                           | 9.6%    | 101 |
| Spent on most recent home computer: \$1500-\$1999 | 132                           | 3.8%    | 82  |
| Spent on most recent home computer: \$2000+       | 94                            | 2.7%    | 66  |
| HH owns webcam                                    | 671                           | 19.2%   | 105 |
| HH owns wireless router                           | 1,058                         | 30.2%   | 110 |
| HH owns software: accounting                      | 223                           | 6.4%    | 103 |
| HH owns software: communications/fax              | 147                           | 4.2%    | 89  |
| HH owns software: database/filing                 | 163                           | 4.7%    | 85  |
| HH owns software: desktop publishing              | 242                           | 6.9%    | 95  |
| HH owns software: education/training              | 288                           | 8.2%    | 92  |
| HH owns software: entertainment/games             | 663                           | 18.9%   | 108 |
| HH owns software: personal finance/tax prep       | 422                           | 12.1%   | 103 |
| HH owns software: presentation graphics           | 191                           | 5.5%    | 95  |
| HH owns software: multimedia                      | 415                           | 11.9%   | 105 |
| HH owns software: networking                      | 412                           | 11.8%   | 96  |
| HH owns software: online meeting/conference       | 116                           | 3.3%    | 88  |
| HH owns software: security/anti-virus             | 740                           | 21.1%   | 98  |
| HH owns software: spreadsheet                     | 753                           | 21.5%   | 97  |
| HH owns software: utility                         | 136                           | 3.9%    | 77  |
| HH owns software: web authoring                   | 63                            | 1.8%    | 91  |
| HH owns software: word processing                 | 1,003                         | 28.7%   | 98  |
| HH owns CD player                                 | 602                           | 17.2%   | 118 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Electronics and Internet Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                          | Expected Number of Adults/HHs | Percent | MPI |
|--|-------------------------------|---------|-----|
| HH owns portable GPS navigation device             | 1,064                         | 30.4%   | 122 |
| HH purchased portable GPS navigation device/12 mo  | 76                            | 2.2%    | 114 |
| HH owns headphones (ear buds)                      | 1,395                         | 39.9%   | 99  |
| HH owns noise reduction headphones                 | 324                           | 9.3%    | 96  |
| HH owns home theater/entertainment system          | 375                           | 10.7%   | 120 |
| HH owns 1 TV                                       | 593                           | 16.9%   | 81  |
| HH owns 2 TVs                                      | 910                           | 26.0%   | 96  |
| HH owns 3 TVs                                      | 842                           | 24.1%   | 115 |
| HH owns 4+ TVs                                     | 783                           | 22.4%   | 126 |
| HH owns LCD TV                                     | 1,002                         | 28.6%   | 107 |
| HH owns LED TV                                     | 1,317                         | 37.6%   | 118 |
| HH owns plasma TV                                  | 463                           | 13.2%   | 97  |
| HH has 3D TV                                       | 190                           | 5.4%    | 96  |
| HH has HDTV  | 1,749                         | 50.0%   | 110 |
| HH has Internet connectable TV                     | 953                           | 27.2%   | 105 |
| HH owns small screen TV (<27 in)                   | 690                           | 19.7%   | 111 |
| HH owns medium screen TV (27-35 in)                | 1,289                         | 36.8%   | 110 |
| HH owns large screen TV (36-42 in)                 | 1,272                         | 36.4%   | 106 |
| HH owns XLarge screen TV (over 43-54 in)           | 1,036                         | 29.6%   | 112 |
| HH owns XXL screen TV (over 55 in)                 | 843                           | 24.1%   | 114 |
| HH most recent TV purch: small screen (<27 in)     | 239                           | 6.8%    | 90  |
| HH most recent TV purch: medium screen (27-35 in)  | 667                           | 19.1%   | 102 |
| HH most recent TV purch: large screen (36-42 in)   | 724                           | 20.7%   | 102 |
| HH most recent TV purch: Xlarge screen (43-54 in)  | 650                           | 18.6%   | 109 |
| HH most recent TV purch: XXL screen (over 55 in)   | 667                           | 19.1%   | 117 |
| HH owns Internet video device for TV               | 658                           | 18.8%   | 92  |
| HH owns internet device for TV - Amazon Fire       | 163                           | 4.7%    | 93  |
| HH owns internet device for TV - Apple TV          | 168                           | 4.8%    | 81  |
| HH owns internet device for TV - Google Chromecast | 154                           | 4.4%    | 83  |
| HH owns internet device for TV - Roku              | 280                           | 8.0%    | 105 |
| HH purchased video game system in last 12 months   | 241                           | 6.9%    | 81  |
| HH owns video game system: handheld                | 318                           | 9.1%    | 105 |
| HH owns video game system: attached to TV/computer | 1,551                         | 44.3%   | 106 |
| HH owns video game system: Nintendo 3DS            | 100                           | 2.9%    | 108 |
| HH owns video game system: Nintendo DS/DS Lite     | 133                           | 3.8%    | 122 |
| HH owns video game system: Nintendo DSi            | 61                            | 1.7%    | 104 |
| HH owns video game system: Nintendo Wii            | 689                           | 19.7%   | 125 |
| HH owns video game system: PlayStation 2 (PS2)     | 268                           | 7.7%    | 123 |
| HH owns video game system: PlayStation 3 (PS3)     | 429                           | 12.3%   | 110 |
| HH owns video game system: Xbox 360                | 633                           | 18.1%   | 109 |
| HH purchased 5+ video games in last 12 months      | 204                           | 5.8%    | 106 |
| HH spent \$101+ on video games in last 12 months   | 283                           | 8.1%    | 108 |
| Have access to Internet at home                    | 6,185                         | 88.6%   | 101 |
| Connection to Internet at home: via cable modem    | 2,886                         | 41.3%   | 94  |
| Connection to Internet at home: via DSL            | 1,145                         | 16.4%   | 143 |
| Connection to Internet at home: via fiber optic    | 709                           | 10.2%   | 67  |
| Access Internet at home via high speed connection  | 6,049                         | 86.6%   | 100 |
| Spend 10+ hrs online (excl email/IM time) daily    | 258                           | 3.7%    | 76  |
| Spend 5-9.9 hrs online (excl email/IM time) daily  | 809                           | 11.6%   | 87  |
| Spend 2-4.9 hrs online (excl email/IM time) daily  | 1,483                         | 21.2%   | 89  |
| Spend 1-1.9 hrs online (excl email/IM time) daily  | 1,270                         | 18.2%   | 101 |
| Spend 0.5-0.9 hrs online(excl email/IM time) daily | 874                           | 12.5%   | 109 |
| Spend <0.5 hrs online (excl email/IM time) daily   | 768                           | 11.0%   | 138 |
| Used Internet in last 30 days                      | 5,938                         | 85.0%   | 100 |
| Used Internet/30 days: at home                     | 5,679                         | 81.3%   | 100 |
| Used Internet/30 days: at work                     | 3,139                         | 45.0%   | 103 |
| Used Internet/30 days: at school/library           | 711                           | 10.2%   | 77  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Electronics and Internet Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                           | Expected Number of Adults/HHs | Percent | MPI |
|---|-------------------------------|---------|-----|
| Used Internet/30 days: not hm/work/school/library   | 2,584                         | 37.0%   | 96  |
| Accessed Internet in last 30 days using computer    | 4,866                         | 69.7%   | 101 |
| Accessed Internet in last 30 days using cell phone  | 4,936                         | 70.7%   | 96  |
| Accessed Internet in last 30 days using tablet      | 2,477                         | 35.5%   | 99  |
| Accessed Internet in last 30 days w gaming console  | 522                           | 7.5%    | 89  |
| Accessed Internet in last 30 days using television  | 837                           | 12.0%   | 92  |
| Used Wi-Fi/wireless connection outside hm/30 days   | 1,787                         | 25.6%   | 85  |
| Used tablet last 30 days for video call             | 322                           | 4.6%    | 100 |
| Internet last 30 days: visited a chat room          | 198                           | 2.8%    | 64  |
| Internet last 30 days: used email                   | 5,082                         | 72.8%   | 100 |
| Internet last 30 days: used IM                      | 4,110                         | 58.9%   | 97  |
| Internet last 30 days: made personal purchase       | 3,368                         | 48.2%   | 98  |
| Internet last 30 days: made business purchase       | 932                           | 13.3%   | 104 |
| Internet last 30 days: paid bills online            | 3,502                         | 50.2%   | 98  |
| Internet last 30 days: took online class            | 370                           | 5.3%    | 63  |
| Internet last 30 days: looked for employment        | 820                           | 11.7%   | 79  |
| Internet last 30 days: traded/tracked investments   | 815                           | 11.7%   | 98  |
| Internet last 30 days: made travel plans            | 1,274                         | 18.2%   | 88  |
| Internet last 30 days: obtained auto info           | 867                           | 12.4%   | 100 |
| Internet last 30 days: obtained financial info      | 2,071                         | 29.7%   | 94  |
| Internet last 30 days: obtained medical info        | 1,746                         | 25.0%   | 88  |
| Internet last 30 days: checked movie listing/times  | 1,464                         | 21.0%   | 89  |
| Internet last 30 days: obtained latest news         | 2,980                         | 42.7%   | 92  |
| Internet last 30 days: obtained parenting info      | 357                           | 5.1%    | 81  |
| Internet last 30 days: obtained real estate info    | 937                           | 13.4%   | 88  |
| Internet last 30 days: obtained sports news/info    | 2,060                         | 29.5%   | 93  |
| Internet last 30 days: visited online blog          | 721                           | 10.3%   | 76  |
| Internet last 30 days: wrote online blog            | 156                           | 2.2%    | 91  |
| Internet last 30 days: used online dating website   | 101                           | 1.4%    | 57  |
| Internet last 30 days: played games online          | 2,071                         | 29.7%   | 98  |
| Internet last 30 days: sent greeting card           | 229                           | 3.3%    | 73  |
| Internet last 30 days: made phone call              | 1,797                         | 25.7%   | 90  |
| Internet last 30 days: shared photos via website    | 2,264                         | 32.4%   | 95  |
| Internet last 30 days: looked for recipes           | 2,790                         | 40.0%   | 98  |
| Internet last 30 days: added video to website       | 552                           | 7.9%    | 94  |
| Internet last 30 days: downloaded a movie           | 492                           | 7.0%    | 78  |
| Internet last 30 days: downloaded music             | 1,154                         | 16.5%   | 84  |
| Internet last 30 days: download/listen to podcast   | 375                           | 5.4%    | 74  |
| Internet last 30 days: downloaded TV program        | 232                           | 3.3%    | 67  |
| Internet last 30 days: downloaded a video game      | 679                           | 9.7%    | 83  |
| Internet last 30 days: watched movie online         | 1,333                         | 19.1%   | 80  |
| Internet last 30 days: watched TV program online    | 1,089                         | 15.6%   | 87  |
| Used online gaming srv/30 days: PlayStation Network | 303                           | 4.3%    | 77  |
| Used online gaming srv/30 days: Xbox Live           | 379                           | 5.4%    | 101 |
| Played Massive Multi-Player Online game/30 days     | 246                           | 3.5%    | 86  |
| Used Spanish language website/app last 30 days      | 80                            | 1.1%    | 31  |
| Social Media last 30 days: facebook.com             | 4,305                         | 61.6%   | 99  |
| Social media last 30 days: instagram.com            | 1,191                         | 17.1%   | 69  |
| Social Media last 30 days: linkedin.com             | 675                           | 9.7%    | 72  |
| Social Media last 30 days: shutterfly.com           | 223                           | 3.2%    | 93  |
| Social Media last 30 days: tumblr.com               | 178                           | 2.5%    | 63  |
| Social Media last 30 days: twitter.com              | 717                           | 10.3%   | 76  |
| Social Media last 30 days: yelp.com                 | 251                           | 3.6%    | 49  |
| Social Media last 30 days: youtube.com              | 3,360                         | 48.1%   | 94  |
| Social Media last 30 days: plus.google.com          | 991                           | 14.2%   | 94  |
| Social Media last 30 days: pinterest.com            | 1,650                         | 23.6%   | 117 |

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Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                             | Expected Number of Adults/HHs | Percent | MPI |
|---|-------------------------------|---------|-----|
| Social network: updated status in last 30 days        | 1,980                         | 28.4%   | 94  |
| Social network: updated profile in last 30 days       | 1,419                         | 20.3%   | 89  |
| Social network: posted picture in last 30 days        | 2,922                         | 41.8%   | 95  |
| Social network: posted video in last 30 days          | 1,093                         | 15.7%   | 87  |
| Social network: posted link in last 30 days           | 1,014                         | 14.5%   | 92  |
| Social network: saw friend's page in last 30 days     | 3,364                         | 48.2%   | 98  |
| Social network: commented on post in last 30 days     | 3,104                         | 44.5%   | 98  |
| Social network: posted a blog in last 30 days         | 286                           | 4.1%    | 97  |
| Social network: rated a product in last 30 days       | 477                           | 6.8%    | 86  |
| Social network: sent email message in last 30 days    | 3,227                         | 46.2%   | 99  |
| Social network: sent IM in last 30 days               | 1,294                         | 18.5%   | 97  |
| Social network: played a game in last 30 days         | 1,211                         | 17.3%   | 94  |
| Social network: invited to event in last 30 days      | 575                           | 8.2%    | 91  |
| Social network: liked something in last 30 days       | 2,749                         | 39.4%   | 97  |
| Social network: followed something in last 30 days    | 1,364                         | 19.5%   | 91  |
| Social network: clicked on an ad in last 30 days      | 866                           | 12.4%   | 87  |
| Social network: watched video in last 30 days         | 3,275                         | 46.9%   | 94  |
| Social network: posted location in last 30 days       | 725                           | 10.4%   | 92  |
| Social network: sent real or virtual gift/30 days     | 76                            | 1.1%    | 63  |
| Social network: used to keep in touch w/ friends      | 2,647                         | 37.9%   | 96  |
| Social network: used to reconnect w/ old friends      | 917                           | 13.1%   | 91  |
| Social network: used to meet new friends              | 437                           | 6.3%    | 78  |
| Social network: used to follow friends activities     | 1,392                         | 19.9%   | 100 |
| Social network: used to find out about new prod.      | 451                           | 6.5%    | 85  |
| Social network: used to review prod. or service       | 280                           | 4.0%    | 74  |
| Social network: used for professional contacts        | 342                           | 4.9%    | 63  |
| Social network: used to find mutual interests         | 330                           | 4.7%    | 69  |
| Social network: used to track current events          | 775                           | 11.1%   | 81  |
| Social network: used to find info on TV or movie      | 432                           | 6.2%    | 73  |
| Social network: used to find local information        | 644                           | 9.2%    | 88  |
| Social network: used for gaming                       | 381                           | 5.5%    | 78  |
| Social network: used to support favorite brands       | 260                           | 3.7%    | 72  |
| Social network: used to get coupons or discounts      | 375                           | 5.4%    | 82  |
| Social network: used to gain access to VIP events     | 227                           | 3.3%    | 75  |
| Used website/search engine/30 days: ask.com           | 209                           | 3.0%    | 90  |
| Used website/search engine/30 days: bing.com          | 899                           | 12.9%   | 107 |
| Used website/search engine/30 days: google.com        | 5,450                         | 78.0%   | 99  |
| Used website/search engine/30 days: yahoo.com         | 1,711                         | 24.5%   | 97  |
| Used entertainment website/app last 30 days: BuzzFeed | 354                           | 5.1%    | 65  |
| Used entertainment website/app last 30 days: Fandango | 324                           | 4.6%    | 66  |
| Used news website/app last 30 days: abcnews.com       | 395                           | 5.7%    | 86  |
| Used news website/app last 30 days: bbc.com           | 236                           | 3.4%    | 57  |
| Used news website/app last 30 days: cbsnews.com       | 252                           | 3.6%    | 78  |
| Used news website/app last 30 days: cnn.com           | 894                           | 12.8%   | 84  |
| Used news website/app last 30 days: foxnews.com       | 907                           | 13.0%   | 104 |
| Used news website/app last 30 days: huffpo.com        | 564                           | 8.1%    | 72  |
| Used news website/app last 30 days: nbcnews.com       | 236                           | 3.4%    | 70  |
| Used news website/app last 30 days: yahoonews.com     | 585                           | 8.4%    | 85  |
| Used sports website/app last 30 days: ESPN            | 1,148                         | 16.4%   | 90  |
| Used sports website/app last 30 days: FoxSports       | 414                           | 5.9%    | 93  |
| Used sports website/app last 30 days: NFL.com         | 530                           | 7.6%    | 89  |

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# Finances Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Demographic Summary                               |  | 2018                      | 2023     |     |
|---|--|---------------------------|----------|-----|
| Population  |  | 9,450                     | 9,694    |     |
| Population 18+                                    |  | 6,983                     | 7,215    |     |
| Households  |  | 3,499                     | 3,592    |     |
| Median Household Income                           |  | \$52,361                  | \$60,963 |     |
| Product/Consumer Behavior                         |  | Expected Number of Adults | Percent  | MPI |
| Did banking in person in last 12 months           |  | 4,253                     | 60.9%    | 110 |
| Bank/financial institution used: Bank of America  |  | 606                       | 8.7%     | 69  |
| Bank/financial institution used: Capital One      |  | 380                       | 5.4%     | 95  |
| Bank/financial institution used: Chase            |  | 678                       | 9.7%     | 70  |
| Bank/financial institution used: Citibank         |  | 146                       | 2.1%     | 62  |
| Bank/financial institution used: PNC              |  | 318                       | 4.6%     | 133 |
| Bank/financial institution used: U.S. Bank        |  | 229                       | 3.3%     | 101 |
| Bank/financial institution used: Wells Fargo      |  | 705                       | 10.1%    | 79  |
| Bank/financial institution used: credit union     |  | 1,581                     | 22.6%    | 122 |
| Bank/financial inst used: local/community bank    |  | 962                       | 13.8%    | 149 |
| Did banking by mail in last 12 months             |  | 212                       | 3.0%     | 94  |
| Did banking by phone in last 12 months            |  | 671                       | 9.6%     | 100 |
| Did banking online in last 12 months              |  | 2,900                     | 41.5%    | 106 |
| Did banking on mobile device in last 12 months    |  | 1,711                     | 24.5%    | 104 |
| Used ATM/cash machine in last 12 months           |  | 3,633                     | 52.0%    | 98  |
| Used direct deposit of paycheck in last 12 months |  | 3,467                     | 49.6%    | 115 |
| Did banking w/paperless statements in last 12 mo  |  | 1,717                     | 24.6%    | 105 |
| Have interest checking account                    |  | 2,334                     | 33.4%    | 113 |
| Have non-interest checking account                |  | 2,250                     | 32.2%    | 109 |
| Have savings account                              |  | 4,418                     | 63.3%    | 109 |
| Have overdraft protection                         |  | 2,130                     | 30.5%    | 109 |
| Have auto loan                                    |  | 1,818                     | 26.0%    | 127 |
| Have personal loan for education (student loan)   |  | 559                       | 8.0%     | 113 |
| Have personal loan - not for education            |  | 288                       | 4.1%     | 125 |
| Have home mortgage (1st)                          |  | 2,713                     | 38.9%    | 123 |
| Have 2nd mortgage (home equity loan)              |  | 465                       | 6.7%     | 127 |
| Have home equity line of credit                   |  | 282                       | 4.0%     | 113 |
| Have personal line of credit                      |  | 307                       | 4.4%     | 125 |
| Have 401(k) retirement savings plan               |  | 1,243                     | 17.8%    | 115 |
| Have 403(b) retirement savings plan               |  | 204                       | 2.9%     | 98  |
| Have Roth IRA retirement savings plan             |  | 607                       | 8.7%     | 114 |
| Have Traditional IRA retirement savings plan      |  | 744                       | 10.7%    | 102 |
| Own any securities investment                     |  | 2,455                     | 35.2%    | 118 |
| Own any annuity                                   |  | 172                       | 2.5%     | 93  |
| Own certificate of deposit (more than 6 months)   |  | 189                       | 2.7%     | 98  |
| Own shares in money market fund                   |  | 258                       | 3.7%     | 89  |
| Own shares in mutual fund (bonds)                 |  | 362                       | 5.2%     | 109 |
| Own shares in mutual fund (stock)                 |  | 496                       | 7.1%     | 103 |
| Own any stock                                     |  | 469                       | 6.7%     | 93  |
| Own common stock in company you don't work for    |  | 298                       | 4.3%     | 83  |
| Own U.S. savings bond                             |  | 353                       | 5.1%     | 105 |
| Own investment real estate                        |  | 308                       | 4.4%     | 107 |
| Own vacation/weekend home                         |  | 264                       | 3.8%     | 104 |
| Used a real estate agent in last 12 months        |  | 498                       | 7.1%     | 117 |
| Used financial planner in last 12 months          |  | 546                       | 7.8%     | 116 |
| Own 1 credit card                                 |  | 1,292                     | 18.5%    | 109 |
| Own 2 credit cards                                |  | 1,062                     | 15.2%    | 104 |
| Own 3 credit cards                                |  | 746                       | 10.7%    | 106 |
| Own 4 credit cards                                |  | 501                       | 7.2%     | 109 |
| Own 5 credit cards                                |  | 319                       | 4.6%     | 119 |
| Own 6+ credit cards                               |  | 422                       | 6.0%     | 99  |

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# Finances Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                              | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Credit cards: Never or rarely carry a balance          | 2,431              | 34.8%   | 112 |
| Credit cards: Sometimes carry a balance                | 1,069              | 15.3%   | 94  |
| Credit cards: Usually or always carry a balance        | 1,259              | 18.0%   | 99  |
| Avg monthly credit card expenditures: <\$111           | 1,051              | 15.1%   | 125 |
| Avg monthly credit card expenditures: \$111-\$225      | 547                | 7.8%    | 109 |
| Avg monthly credit card expenditures: \$226-\$450      | 478                | 6.8%    | 101 |
| Avg monthly credit card expenditures: \$451-\$700      | 439                | 6.3%    | 101 |
| Avg monthly credit card expenditures: \$701-\$1000     | 418                | 6.0%    | 103 |
| Avg monthly credit card expenditures: \$1001+          | 660                | 9.5%    | 86  |
| Own 1 debit card                                       | 3,433              | 49.2%   | 103 |
| Own 2 debit cards                                      | 793                | 11.4%   | 98  |
| Avg monthly debit card expenditures: <\$91             | 248                | 3.6%    | 83  |
| Avg monthly debit card expenditures: \$91-\$180        | 424                | 6.1%    | 110 |
| Avg monthly debit card expenditures: \$181-\$225       | 355                | 5.1%    | 103 |
| Avg monthly debit card expenditures: \$226-\$450       | 512                | 7.3%    | 88  |
| Avg monthly debit card expenditures: \$451-\$700       | 646                | 9.3%    | 105 |
| Avg monthly debit card expenditures: \$701-\$1000      | 572                | 8.2%    | 105 |
| Avg monthly debit card expenditures: \$1001+           | 584                | 8.4%    | 94  |
| Own/used last 12 months: any credit/debit card         | 5,638              | 80.7%   | 101 |
| Own/used last 12 months: any major credit/debit card   | 5,030              | 72.0%   | 102 |
| Own/used last 12 months: any store credit card         | 2,137              | 30.6%   | 109 |
| Credit/debit card rewards: airline miles               | 528                | 7.6%    | 75  |
| Credit/debit card rewards: cash back                   | 2,005              | 28.7%   | 102 |
| Credit/debit card rewards: gasoline discounts          | 329                | 4.7%    | 107 |
| Credit/debit card rewards: gifts                       | 282                | 4.0%    | 100 |
| Credit/debit card rewards: hotel/car rental awards     | 236                | 3.4%    | 102 |
| Have American Express Green card in own name           | 124                | 1.8%    | 64  |
| Have American Express Gold card in own name            | 132                | 1.9%    | 69  |
| Have American Express Platinum card in own name        | 173                | 2.5%    | 86  |
| Have American Express Blue card in own name            | 191                | 2.7%    | 64  |
| Have Discover card in own name                         | 887                | 12.7%   | 122 |
| Have MasterCard Standard card in own name              | 1,106              | 15.8%   | 104 |
| Have MasterCard Gold card in own name                  | 174                | 2.5%    | 84  |
| Have MasterCard Platinum card in own name              | 451                | 6.5%    | 112 |
| Have MasterCard debit card in own name                 | 663                | 9.5%    | 117 |
| Have Visa Regular/Classic card in own name             | 1,627              | 23.3%   | 94  |
| Have Visa Gold card in own name                        | 209                | 3.0%    | 105 |
| Have Visa Platinum card in own name                    | 679                | 9.7%    | 105 |
| Have Visa Signature card in own name                   | 403                | 5.8%    | 104 |
| Have Visa debit card in own name                       | 1,533              | 22.0%   | 105 |
| Paid bills last 12 months: by mail                     | 3,314              | 47.5%   | 121 |
| Paid bills last 12 months: online                      | 3,517              | 50.4%   | 102 |
| Paid bills last 12 months: in person                   | 2,150              | 30.8%   | 108 |
| Paid bills last 12 months: by phone using credit card  | 1,506              | 21.6%   | 100 |
| Paid bills last 12 months: by mobile phone             | 1,234              | 17.7%   | 101 |
| Paid bills last 12 months: charged to credit card      | 1,044              | 15.0%   | 98  |
| Paid bills last 12 months: deducted from bank account  | 2,122              | 30.4%   | 114 |
| Wired/sent money in last 6 months                      | 721                | 10.3%   | 73  |
| Wired/sent money in last 6 months: using MoneyGram     | 169                | 2.4%    | 75  |
| Used Apple Pay digital payment service/30 days         | 145                | 2.1%    | 70  |
| Used Google Wallet digital payment service/30 days     | 87                 | 1.2%    | 78  |
| Used PayPal digital payment service/30 days            | 1,175              | 16.8%   | 101 |
| Used Visa Checkout digital payment service/30 days     | 223                | 3.2%    | 80  |
| Used other digital payment service/30 days             | 215                | 3.1%    | 94  |
| Wired/sent money in last 6 months: using Western Union | 185                | 2.6%    | 59  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



## Finances Market Potential

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

| Product/Consumer Behavior                             | Expected Number of |         | MPI |
|---|--------------------|---------|-----|
|   | Adults             | Percent |     |
| Wired/sent money in last 6 months: bank wire transfer | 144                | 2.1%    | 63  |
| Tax preparation: did manually                         | 1,011              | 14.5%   | 102 |
| Tax preparation: used software (TurboTax)             | 828                | 11.9%   | 100 |
| Tax preparation: used online tax srv (TurboTax)       | 524                | 7.5%    | 103 |
| Tax preparation: used H&R Block on-site               | 389                | 5.6%    | 109 |
| Tax preparation: used CPA/other tax professional      | 1,264              | 18.1%   | 113 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Financial Expenditures

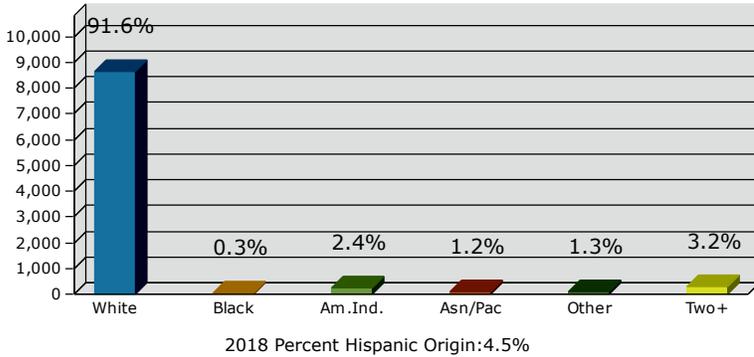
Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

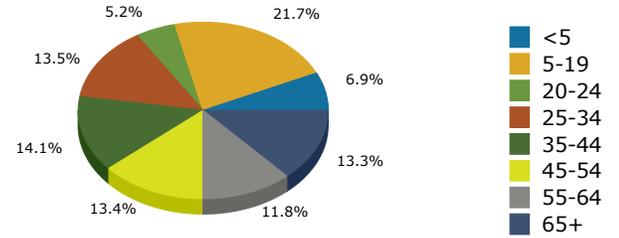
| <b>Demographic Summary</b>   |    | <b>2018</b>                     | <b>2023</b>           |
|--|----|---------------------------------|-----------------------|
| Population   |    | 9,450                           | 9,694                 |
| Households   |    | 3,499                           | 3,592                 |
| Families   |    | 2,603                           | 2,654                 |
| Median Age   |    | 36.8                            | 38.4                  |
| Median Household Income  |    | \$52,361                        | \$60,963              |
|  |    | <b>Spending Potential Index</b> | <b>Average Amount</b> |
|  |    |                                 | <b>Total</b>          |
| <b>Assets</b>  |    |                                 |                       |
| Value of Checking/Savings/Money Market Accounts & CDs              | 86 | \$3,592.10                      | \$12,568,770          |
| Value of Checking/Savings/Money Market Accounts & CDs (1 year ago) | 87 | \$3,216.64                      | \$11,255,017          |
| Value of Stocks/Bonds/Mutual Funds                                 | 81 | \$4,096.24                      | \$14,332,738          |
| Value of Stocks/Bonds/Mutual Funds (1 year ago)                    | 82 | \$3,872.47                      | \$13,549,781          |
| Value of Other Financial Assets                                    | 91 | \$1,278.63                      | \$4,473,916           |
| Value of Other Financial Assets (1 year ago)                       | 89 | \$1,198.24                      | \$4,192,633           |
| Value of Retirement Plans  | 91 | \$21,101.70                     | \$73,834,845          |
| Value of Retirement Plans (1 year ago)                             | 92 | \$19,754.02                     | \$69,119,331          |
| Surrender Value of Whole Life Policies                             | 86 | \$1,557.53                      | \$5,449,811           |
| Surrender Value of Whole Life Policies (1 year ago)"               | 88 | \$1,255.36                      | \$4,392,494           |
| <b>Earnings</b>  |    |                                 |                       |
| Interest/Dividends   | 85 | \$925.81                        | \$3,239,399           |
| Royalty/Estate/Trust Income  | 88 | \$420.01                        | \$1,469,610           |
| <b>Liabilities</b>   |    |                                 |                       |
| Original Mortgage Amount (Owned Home)                              | 88 | \$9,624.91                      | \$33,677,569          |
| Vehicle Loan Amount (1)  | 97 | \$2,705.05                      | \$9,464,987           |
| Value of Credit Card Debt  | 86 | \$507.79                        | \$1,776,747           |
| Value of Credit Card Debt (1 year ago)                             | 85 | \$470.03                        | \$1,644,624           |
| Value Owed on Student Loans  | 78 | \$1,213.62                      | \$4,246,448           |
| Value Owed on Student Loans (1 year ago)                           | 79 | \$1,168.18                      | \$4,087,457           |
| Value Owed on Non-student Loans                                    | 86 | \$176.85                        | \$618,812             |
| Value Owed on Non-student Loans (1 year ago)                       | 90 | \$137.95                        | \$482,688             |
| <b>Amount Paid: Interest</b>                                       |    |                                 |                       |
| Home Mortgage  | 91 | \$3,250.99                      | \$11,375,220          |
| Lump Sum Home Equity Loan  | 90 | \$39.30                         | \$137,516             |
| New Car/Truck/Van Loan   | 93 | \$124.39                        | \$435,256             |
| Used Car/Truck/Van Loan  | 93 | \$122.62                        | \$429,049             |
| Finance/Late/Interest Charges for Credit Cards                     | 81 | \$71.49                         | \$250,129             |
| Finance/Late/Interest Charges for Student Loans                    | 79 | \$38.11                         | \$133,335             |
| Finance/Late/Interest Charges for Non-student Loans                | 91 | \$11.02                         | \$38,573              |
| <b>Amount Paid: Principal</b>                                      |    |                                 |                       |
| Home Mortgage  | 94 | \$1,784.66                      | \$6,244,538           |
| Lump Sum Home Equity Loan  | 86 | \$61.14                         | \$213,916             |
| New Car/Truck/Van Loan   | 93 | \$965.94                        | \$3,379,817           |
| Used Car/Truck/Van Loan  | 93 | \$816.76                        | \$2,857,853           |
| Checking Account and Banking Service Charges                       | 82 | \$30.54                         | \$106,847             |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.  
 (1) **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, SUV, motor home, boat, camper, motorcycle, motor scooter, moped, plane, snowmobile, dune buggy, ATV, or Segway, excluding interest.  
**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

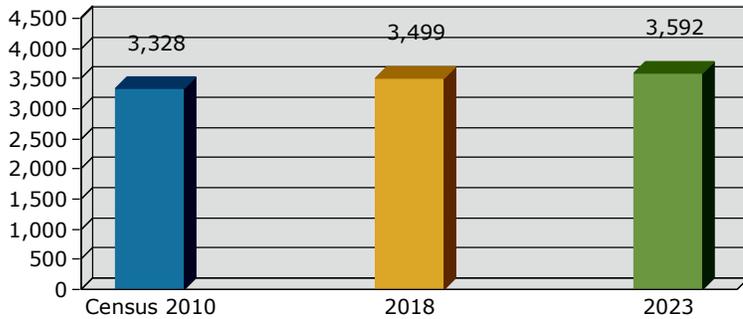
2018 Population by Race



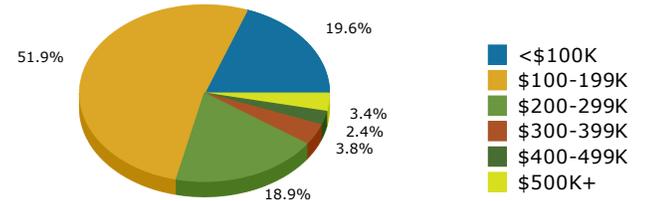
2018 Population by Age



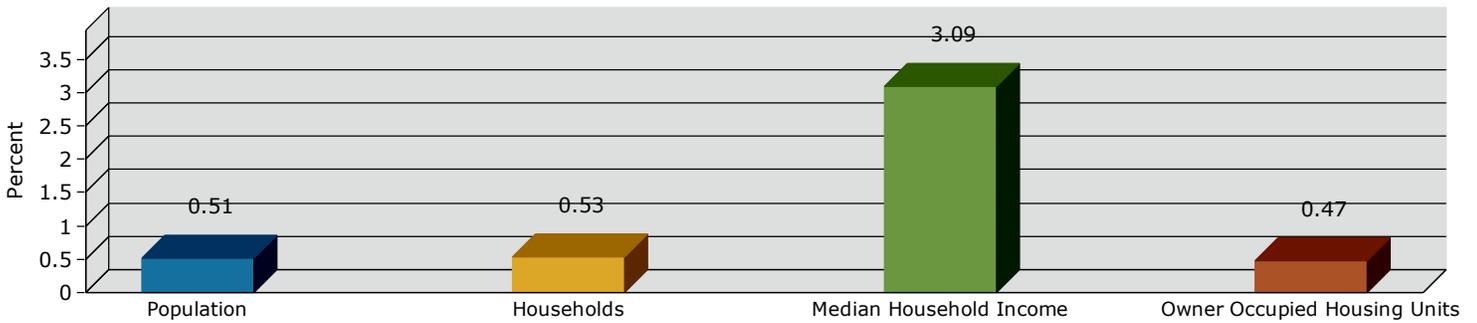
Households



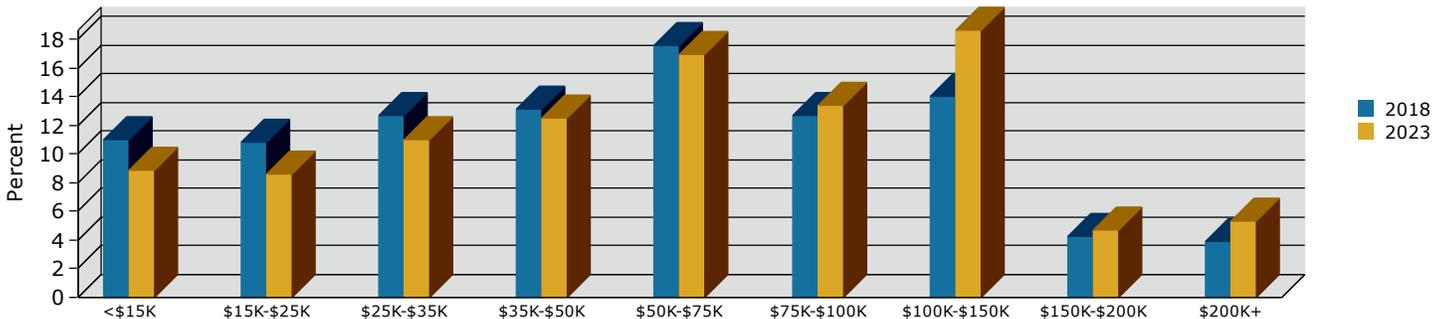
2018 Home Value



2018-2023 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



# Health and Beauty Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Demographic Summary                                |  | 2018                      | 2023     |     |
|--|--|---------------------------|----------|-----|
| Population   |  | 9,450                     | 9,694    |     |
| Population 18+                                     |  | 6,983                     | 7,215    |     |
| Households   |  | 3,499                     | 3,592    |     |
| Median Household Income                            |  | \$52,361                  | \$60,963 |     |
| Product/Consumer Behavior                          |  | Expected Number of Adults | Percent  | MPI |
| Typically spend 7+ hours exercising per week       |  | 1,252                     | 17.9%    | 88  |
| Typically spend 4-6 hours exercising per week      |  | 1,341                     | 19.2%    | 95  |
| Typically spend 1-3 hours exercising per week      |  | 1,657                     | 23.7%    | 100 |
| Exercise at home 2+ times per week                 |  | 1,903                     | 27.3%    | 98  |
| Exercise at club 2+ times per week                 |  | 888                       | 12.7%    | 88  |
| Exercise at other facility (not club) 2+ times/wk  |  | 454                       | 6.5%     | 79  |
| Own elliptical                                     |  | 376                       | 5.4%     | 127 |
| Own stationary bicycle                             |  | 394                       | 5.6%     | 110 |
| Own treadmill                                      |  | 907                       | 13.0%    | 138 |
| Own weight lifting equipment                       |  | 941                       | 13.5%    | 109 |
| Presently controlling diet                         |  | 2,466                     | 35.3%    | 98  |
| Control diet for blood sugar level                 |  | 628                       | 9.0%     | 107 |
| Control diet for cholesterol level                 |  | 596                       | 8.5%     | 105 |
| Control diet to maintain weight                    |  | 745                       | 10.7%    | 101 |
| Control diet for physical fitness                  |  | 648                       | 9.3%     | 90  |
| Control diet for salt restriction                  |  | 197                       | 2.8%     | 104 |
| Control diet for weight loss                       |  | 954                       | 13.7%    | 109 |
| Used doctor`s care/diet for diet method            |  | 213                       | 3.1%     | 115 |
| Used exercise program for diet method              |  | 427                       | 6.1%     | 90  |
| Buy foods specifically labeled as fat-free         |  | 593                       | 8.5%     | 99  |
| Buy foods specifically labeled as gluten-free      |  | 296                       | 4.2%     | 92  |
| Buy foods specifically labeled as high fiber       |  | 451                       | 6.5%     | 96  |
| Buy foods specifically labeled as high protein     |  | 444                       | 6.4%     | 91  |
| Buy foods specifically labeled as lactose-free     |  | 132                       | 1.9%     | 69  |
| Buy foods specifically labeled as low-calorie      |  | 551                       | 7.9%     | 101 |
| Buy foods specifically labeled as low-carb         |  | 481                       | 6.9%     | 106 |
| Buy foods specifically labeled as low-cholesterol  |  | 330                       | 4.7%     | 101 |
| Buy foods specifically labeled as low-fat          |  | 546                       | 7.8%     | 102 |
| Buy foods specifically labeled as low-sodium       |  | 611                       | 8.7%     | 104 |
| Buy foods specifically labeled as natural/organic  |  | 614                       | 8.8%     | 80  |
| Buy foods specifically labeled as sugar-free       |  | 574                       | 8.2%     | 98  |
| Used meal/dietary/weight loss supplement last 6 mo |  | 494                       | 7.1%     | 88  |
| Used vitamins/dietary supplements in last 6 months |  | 3,818                     | 54.7%    | 101 |
| Provide services as a primary caregiver/caretaker  |  | 441                       | 6.3%     | 91  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Health and Beauty Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                                | Expected Number of |         |     |
|--|--------------------|---------|-----|
|  | Adults             | Percent | MPI |
| Visited doctor in last 12 months                         | 5,621              | 80.5%   | 105 |
| Visited doctor in last 12 months: 1-2 times              | 1,657              | 23.7%   | 100 |
| Visited doctor in last 12 months: 3-5 times              | 1,747              | 25.0%   | 107 |
| Visited doctor in last 12 months: 6+ times               | 2,217              | 31.7%   | 107 |
| Visited doctor in last 12 months: cardiologist           | 511                | 7.3%    | 96  |
| Visited doctor in last 12 months: chiropractor           | 635                | 9.1%    | 128 |
| Visited doctor in last 12 months: dentist                | 2,678              | 38.4%   | 104 |
| Visited doctor in last 12 months: dermatologist          | 490                | 7.0%    | 82  |
| Visited doctor in last 12 months: ear/nose/throat        | 330                | 4.7%    | 99  |
| Visited doctor in last 12 months: eye                    | 1,646              | 23.6%   | 110 |
| Visited doctor in last 12 months: gastroenterologist     | 321                | 4.6%    | 103 |
| Visited doctor in last 12 months: general/family         | 3,251              | 46.6%   | 111 |
| Visited doctor in last 12 months: internist              | 263                | 3.8%    | 66  |
| Visited doctor in last 12 months: physical therapist     | 296                | 4.2%    | 83  |
| Visited doctor in last 12 months: podiatrist             | 176                | 2.5%    | 87  |
| Visited doctor in last 12 months: urologist              | 231                | 3.3%    | 93  |
| Visited nurse practitioner in last 12 months             | 543                | 7.8%    | 129 |
| Wear regular/sun/tinted prescription eyeglasses          | 3,101              | 44.4%   | 109 |
| Wear bifocals  | 1,164              | 16.7%   | 136 |
| Wear disposable contact lenses                           | 459                | 6.6%    | 107 |
| Wear soft contact lenses                                 | 650                | 9.3%    | 96  |
| Wear transition lenses                                   | 417                | 6.0%    | 108 |
| Spent on eyeglasses in last 12 months: <\$100            | 187                | 2.7%    | 94  |
| Spent on eyeglasses in last 12 months: \$100-\$199       | 280                | 4.0%    | 84  |
| Spent on eyeglasses in last 12 months: \$200-\$249       | 200                | 2.9%    | 100 |
| Spent on eyeglasses in last 12 months: \$250+            | 841                | 12.0%   | 125 |
| Spent on contact lenses in last 12 months: <\$100        | 144                | 2.1%    | 106 |
| Spent on contact lenses in last 12 months: \$100-\$199   | 249                | 3.6%    | 100 |
| Spent on contact lenses in last 12 months: \$200+        | 272                | 3.9%    | 98  |
| Bought prescription eyewear: discount optical ctr        | 678                | 9.7%    | 110 |
| Bought prescription eyewear: private eye doctor          | 2,012              | 28.8%   | 118 |
| Bought prescription eyewear: retail optical chain        | 885                | 12.7%   | 101 |
| Bought prescription eyewear: online                      | 188                | 2.7%    | 89  |
| Used prescription drug for allergy/hay fever             | 378                | 5.4%    | 96  |
| Used prescription drug for anxiety/panic                 | 341                | 4.9%    | 104 |
| Used prescription drug for arthritis/osteoarthritis      | 217                | 3.1%    | 96  |
| Used prescription drug for rheumatoid arthritis          | 158                | 2.3%    | 86  |
| Used prescription drug for asthma                        | 305                | 4.4%    | 106 |
| Used prescription drug for backache/back pain            | 544                | 7.8%    | 100 |
| Used prescription drug for depression                    | 446                | 6.4%    | 101 |
| Used prescription drug for diabetes (insulin dependent)  | 124                | 1.8%    | 86  |
| Used prescription drug for diabetes (non-insulin depend) | 324                | 4.6%    | 117 |
| Used prescription drug for heartburn/acid reflux         | 444                | 6.4%    | 107 |
| Used prescription drug for high blood pressure           | 998                | 14.3%   | 108 |
| Used prescription drug for high cholesterol              | 726                | 10.4%   | 114 |
| Used prescription drug for migraine headache             | 219                | 3.1%    | 101 |
| Used prescription drug for sinus congestion/headache     | 263                | 3.8%    | 97  |
| Used prescription drug for urinary tract infection       | 209                | 3.0%    | 113 |
| Filled prescription last 12 months: discount/dept store  | 372                | 5.3%    | 156 |
| Filled prescription last 12 months: drug store/pharmacy  | 2,660              | 38.1%   | 104 |
| Filled prescription last 12 months: supermarket          | 676                | 9.7%    | 129 |
| Filled prescription last 12 months: mail order           | 625                | 9.0%    | 117 |
| Spent out of pocket prescr drugs/30 days: <\$10          | 565                | 8.1%    | 127 |
| Spent out of pocket prescr drugs/30 days: \$10-19        | 659                | 9.4%    | 113 |
| Spent out of pocket prescr drugs/30 days: \$20-29        | 465                | 6.7%    | 109 |
| Spent out of pocket prescr drugs/30 days: \$30-49        | 543                | 7.8%    | 119 |
| Spent out of pocket prescr drugs/30 days: \$50-99        | 454                | 6.5%    | 106 |
| Spent out of pocket prescr drugs/30 days: \$100-149      | 195                | 2.8%    | 98  |
| Spent out of pocket prescr drugs/30 days: \$150+         | 283                | 4.1%    | 126 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Health and Beauty Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                              | Expected Number of |         | MPI |
|--|--------------------|---------|-----|
|  | Adults             | Percent |     |
| Used last 6 months: children`s cold tablets/liquids    | 814                | 11.7%   | 90  |
| Used last 6 months: cold/sinus/allergy med (nonprescr) | 3,471              | 49.7%   | 100 |
| Used last 6 months: children`s cough syrup             | 804                | 11.5%   | 98  |
| Used last 6 months: cough syrup/suppressant(nonprescr) | 2,245              | 32.1%   | 91  |
| Used last 6 months: medicated skin cream/lotion/spray  | 2,078              | 29.8%   | 98  |
| Used last 6 months: nasal spray                        | 1,230              | 17.6%   | 99  |
| Used last 6 months: pain relieving rub/liquid/patch    | 1,551              | 22.2%   | 93  |
| Used last 6 months: sleeping aid/snore relief          | 785                | 11.2%   | 95  |
| Used last 6 months: sore throat remedy/cough drops     | 3,390              | 48.5%   | 101 |
| Used last 12 months: sunburn remedy                    | 1,082              | 15.5%   | 107 |
| Used last 12 months: suntan/sunscreen product          | 2,782              | 39.8%   | 101 |
| Used last 12 months: SPF 15 suntan/sunscreen product   | 555                | 7.9%    | 99  |
| Used last 12 months: SPF 30-49 suntan/sunscreen prod   | 1,145              | 16.4%   | 99  |
| Used last 12 months: SPF 50+ suntan/sunscreen product  | 1,077              | 15.4%   | 104 |
| Used last 6 months: toothache/gum/canker sore remedy   | 670                | 9.6%    | 97  |
| Used last 6 months: vitamins/nutritional suppl (kids)  | 923                | 13.2%   | 96  |
| Used body wash/shower gel in last 6 months             | 4,248              | 60.8%   | 99  |
| Used breath freshener in last 6 months                 | 2,760              | 39.5%   | 95  |
| Used breath freshener in last 6 months: gum            | 1,591              | 22.8%   | 91  |
| Used breath freshener in last 6 months: mints          | 1,332              | 19.1%   | 102 |
| Used breath freshener in last 6 months: thin film      | 105                | 1.5%    | 63  |
| Used breath freshener 8+ times in last 7 days          | 612                | 8.8%    | 90  |
| Used complexion care product in last 6 months          | 2,996              | 42.9%   | 91  |
| Used denture adhesive/fixative in last 6 months        | 455                | 6.5%    | 105 |
| Used denture cleaner in last 6 months                  | 870                | 12.5%   | 120 |
| Used facial moisturizer in last 6 months               | 2,730              | 39.1%   | 91  |
| Used personal foot care product in last 6 months       | 1,256              | 18.0%   | 91  |
| Used hair coloring product (at home) last 6 months     | 1,162              | 16.6%   | 90  |
| Used hair conditioning treatment (at home)/6 mo        | 1,473              | 21.1%   | 82  |
| Used hair growth product in last 6 months              | 125                | 1.8%    | 66  |
| Used hair spray (at home) in last 6 months             | 2,426              | 34.7%   | 110 |
| Used hair styling gel/lotion/mousse in last 6 mo       | 2,343              | 33.6%   | 99  |
| Used mouthwash in last 6 months                        | 4,472              | 64.0%   | 97  |
| Used mouthwash 8+ times in last 7 days                 | 985                | 14.1%   | 87  |
| Used whitening toothpaste in last 6 months             | 2,232              | 32.0%   | 99  |
| Used tooth whitener (not toothpaste) in last 6 mo      | 563                | 8.1%    | 81  |
| Used tooth whitener (gel) in last 6 mos                | 80                 | 1.1%    | 58  |
| Used tooth whitener (strips) in last 6 months          | 298                | 4.3%    | 83  |
| Visited a day spa in last 6 months                     | 245                | 3.5%    | 74  |
| Purchased product at salon/day spa in last 6 mo        | 301                | 4.3%    | 96  |
| Professional srv last 6 months: haircut                | 4,439              | 63.6%   | 104 |
| Professional srv last 6 months: hair color/highlights  | 1,225              | 17.5%   | 109 |
| Professional srv last 6 months: facial                 | 124                | 1.8%    | 70  |
| Professional srv last 6 months: massage                | 419                | 6.0%    | 84  |
| Professional srv last 6 months: manicure               | 706                | 10.1%   | 82  |
| Professional srv last 6 months: pedicure               | 911                | 13.0%   | 86  |
| Spent \$150+ at barber shops in last 6 months          | 152                | 2.2%    | 74  |
| Spent \$150+ at beauty salons in last 6 months         | 822                | 11.8%   | 100 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# House and Home Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| 2018 Housing Summary     |           | 2018 Demographic Summary |          |
|--------------------------|-----------|--------------------------|----------|
| Housing Units            | 3,766     | Population               | 9,450    |
| 2018-2023 Percent Change | 3.40%     | Households               | 3,499    |
| Percent Occupied         | 92.9%     | Families                 | 2,603    |
| Percent Owner Households | 72.6%     | Median Age               | 36.8     |
| Median Home Value        | \$146,042 | Median Household Income  | \$52,361 |

|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Owned Dwellings</b>                     | 92                       | \$10,376.88          | \$36,308,718 |
| Mortgage Interest                          | 91                       | \$3,250.99           | \$11,375,220 |
| Mortgage Principal                         | 94                       | \$1,784.66           | \$6,244,538  |
| Property Taxes                             | 92                       | \$2,324.32           | \$8,132,807  |
| Homeowners Insurance                       | 100                      | \$538.46             | \$1,884,055  |
| Ground Rent                                | 88                       | \$64.24              | \$224,793    |
| Maintenance and Remodeling Services        | 90                       | \$1,840.13           | \$6,438,624  |
| Maintenance and Remodeling Materials       | 101                      | \$496.43             | \$1,736,997  |
| Property Management and Security           | 75                       | \$77.65              | \$271,683    |
| <b>Rented Dwellings</b>                    | 53                       | \$2,623.31           | \$9,178,950  |
| Rent                                       | 53                       | \$2,542.24           | \$8,895,306  |
| Renters' Insurance                         | 64                       | \$18.17              | \$63,564     |
| Maintenance and Repair Services            | 85                       | \$46.29              | \$161,981    |
| Maintenance and Repair Materials           | 75                       | \$16.60              | \$58,099     |
| <b>Other Lodging</b>                       | 86                       | \$489.69             | \$1,713,432  |
| Owned Vacation Homes                       | 86                       | \$436.74             | \$1,528,139  |
| Mortgage Payment                           | 84                       | \$137.64             | \$481,604    |
| Property Taxes                             | 86                       | \$121.31             | \$424,456    |
| Homeowners Insurance                       | 111                      | \$24.85              | \$86,958     |
| Maintenance and Remodeling                 | 85                       | \$129.09             | \$451,685    |
| Property Management and Security           | 86                       | \$23.85              | \$83,436     |
| Housing While Attending School             | 82                       | \$52.96              | \$185,293    |
| <b>Household Operations</b>                | 85                       | \$1,703.06           | \$5,959,013  |
| Child Care                                 | 83                       | \$427.85             | \$1,497,055  |
| Care for Elderly or Handicapped            | 70                       | \$44.88              | \$157,042    |
| Appliance Rental and Repair                | 88                       | 19                   | 66,748       |
| Computer Information Services              | 86                       | \$466.49             | \$1,632,242  |
| Home Security System Services              | 87                       | \$34.34              | \$120,158    |
| Non-Apparel Household Laundry/Dry Cleaning | 72                       | \$19.58              | \$68,504     |
| Housekeeping Services                      | 78                       | \$151.63             | \$530,569    |
| Lawn and Garden                            | 97                       | \$417.24             | \$1,459,913  |
| Moving/Storage/Freight Express             | 70                       | \$45.18              | \$158,098    |
| Installation of Computers                  | 54                       | \$0.27               | \$950        |
| PC Repair (Personal Use)                   | 85                       | \$5.07               | \$17,747     |
| Reupholstering/Furniture Repair            | 87                       | \$6.94               | \$24,275     |
| Termite/Pest Control                       | 85                       | \$29.17              | \$102,050    |
| Water Softening Services                   | 92                       | \$7.23               | \$25,284     |
| Internet Services Away from Home           | 77                       | \$7.20               | \$25,186     |
| Other Home Services (1)                    | 82                       | \$20.92              | \$73,192     |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# House and Home Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Utilities, Fuels, Public Services</b>     | 89                       | \$4,435.13           | \$15,518,504 |
| Bottled Gas                                  | 124                      | \$62.31              | \$218,022    |
| Electricity                                  | 91                       | \$1,685.02           | \$5,895,882  |
| Fuel Oil                                     | 86                       | \$58.17              | \$203,539    |
| Natural Gas                                  | 91                       | \$459.30             | \$1,607,075  |
| Phone Services                               | 86                       | \$1,533.31           | \$5,365,063  |
| Water and Other Public Services              | 88                       | \$627.19             | \$2,194,547  |
| Coal/Wood/Other Fuel                         | 121                      | \$9.82               | \$34,375     |
| <b>Housekeeping Supplies</b>                 | 90                       | \$646.90             | \$2,263,486  |
| Laundry and Cleaning Supplies                | 90                       | \$176.45             | \$617,403    |
| Postage and Stationery                       | 89                       | \$151.44             | \$529,892    |
| Other HH Products (2)                        | 91                       | \$319.00             | \$1,116,191  |
| <b>Household Textiles</b>                    | 82                       | \$81.36              | \$284,662    |
| Bathroom Linens                              | 83                       | \$12.22              | \$42,752     |
| Bedroom Linens                               | 83                       | \$42.18              | \$147,600    |
| Kitchen, Dining Room and other Linens        | 78                       | \$9.37               | \$32,787     |
| Curtains and Draperies                       | 83                       | \$13.36              | \$46,744     |
| Slipcovers, Decorative Pillows               | 83                       | \$4.22               | \$14,780     |
| <b>Furniture</b>                             | 85                       | \$517.08             | \$1,809,275  |
| Mattresses and Box Springs                   | 88                       | \$106.78             | \$373,640    |
| Other Bedroom Furniture                      | 84                       | \$88.83              | \$310,810    |
| Sofas  | 81                       | \$138.51             | \$484,635    |
| Living Room Chairs                           | 92                       | \$51.53              | \$180,296    |
| Living Room Tables                           | 84                       | \$12.13              | \$42,431     |
| Kitchen, Dining Room Furniture               | 81                       | \$40.03              | \$140,082    |
| Infant Furniture                             | 87                       | \$10.46              | \$36,613     |
| Outdoor Furniture                            | 87                       | \$28.82              | \$100,855    |
| Wall Units, Cabinets, Other Furniture (3)    | 83                       | \$39.99              | \$139,914    |
| <b>Major Appliances</b>                      | 95                       | \$329.62             | \$1,153,357  |
| Dishwashers and Disposals                    | 99                       | \$31.82              | \$111,349    |
| Refrigerators and Freezers                   | 96                       | \$103.89             | \$363,504    |
| Clothes Washers & Dryers                     | 94                       | \$88.90              | \$311,054    |
| Cooking Stoves and Ovens                     | 97                       | \$50.10              | \$175,295    |
| Microwave Ovens                              | 86                       | \$13.63              | \$47,691     |
| Window Air Conditioners                      | 79                       | \$6.06               | \$21,197     |
| Electric Floor Cleaning Equipment            | 87                       | \$22.61              | \$79,101     |
| Sewing Machines and Miscellaneous Appliances | 104                      | \$12.62              | \$44,167     |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# House and Home Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | Spending Potential Index | Average Amount Spent | Total     |
|--|--------------------------|----------------------|-----------|
| <b>Other Household Furnishings and Equipment</b> |                          |                      |           |
| Rugs   | 84                       | \$20.69              | \$72,395  |
| Housewares                                       | 89                       | \$91.71              | \$320,900 |
| Small Appliances                                 | 83                       | \$40.63              | \$142,162 |
| Sewing/Needlework/Quilt Materials/Items          | 95                       | \$12.14              | \$42,485  |
| Window Coverings                                 | 93                       | \$20.36              | \$71,244  |
| Lamps/Lighting Fixtures/Ceiling Fans             | 105                      | \$43.29              | \$151,483 |
| Infant Equipment                                 | 77                       | \$24.48              | \$85,649  |
| Rental of Furniture                              | 77                       | \$5.43               | \$18,989  |
| Laundry and Cleaning Equipment                   | 87                       | \$24.48              | \$85,642  |
| Closet and Storage Items                         | 90                       | \$22.16              | \$77,553  |
| Luggage  | 77                       | \$10.60              | \$37,077  |
| Clocks and Other Household Decoratives           | 85                       | \$164.97             | \$577,225 |
| Telephones and Accessories                       | 79                       | \$55.28              | \$193,441 |
| Grills and Outdoor Equipment                     | 95                       | \$26.55              | \$92,909  |
| Power Tools                                      | 99                       | \$51.94              | \$181,727 |
| Hand Tools                                       | 83                       | \$6.85               | \$23,983  |
| Office Furniture/Equipment for Home Use          | 88                       | \$13.01              | \$45,530  |
| Computers and Hardware for Home Use              | 80                       | \$136.25             | \$476,729 |
| Portable Memory                                  | 82                       | \$4.45               | \$15,568  |
| Computer Software                                | 74                       | \$7.78               | \$27,238  |
| Computer Accessories                             | 83                       | \$15.57              | \$54,488  |
| Other Household Appliances                       | 91                       | \$16.28              | \$56,956  |
| Misc Equipment incl Ladders/Sheds/Etc            | 86                       | \$70.31              | \$246,030 |

(1) **Other Home Services** include miscellaneous home services and small repair jobs not already specified.

(2) **Other HH Products** includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) **Wall Units, Cabinets, Other Furniture** includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Household Budget Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| <b>Demographic Summary</b>                        |  | <b>2018</b>                     | <b>2023</b>                 |               |                |
|---|--|---------------------------------|-----------------------------|---------------|----------------|
| Population  |  | 9,450                           | 9,694                       |               |                |
| Households  |  | 3,499                           | 3,592                       |               |                |
| Average Household Size                            |  | 2.68                            | 2.68                        |               |                |
| Families  |  | 2,603                           | 2,654                       |               |                |
| Median Age  |  | 36.8                            | 38.4                        |               |                |
| Median Household Income                           |  | \$52,361                        | \$60,963                    |               |                |
|   |  | <b>Spending Potential Index</b> | <b>Average Amount Spent</b> | <b>Total</b>  | <b>Percent</b> |
| Total Expenditures                                |  | 86                              | \$61,038.43                 | \$213,573,474 | 100.0%         |
| Food  |  | 86                              | \$7,360.04                  | \$25,752,771  | 12.1%          |
| Food at Home                                      |  | 87                              | \$4,383.03                  | \$15,336,224  | 7.2%           |
| Food Away from Home                               |  | 85                              | \$2,977.01                  | \$10,416,548  | 4.9%           |
| Alcoholic Beverages                               |  | 81                              | \$454.22                    | \$1,589,331   | 0.7%           |
| Housing   |  | 82                              | \$17,925.01                 | \$62,719,604  | 29.4%          |
| Shelter   |  | 80                              | \$13,489.88                 | \$47,201,100  | 22.1%          |
| Utilities, Fuel and Public Services               |  | 89                              | \$4,435.13                  | \$15,518,504  | 7.3%           |
| Household Operations                              |  | 85                              | \$1,703.06                  | \$5,959,013   | 2.8%           |
| Housekeeping Supplies                             |  | 90                              | \$646.90                    | \$2,263,486   | 1.1%           |
| Household Furnishings and Equipment               |  | 87                              | \$1,813.29                  | \$6,344,697   | 3.0%           |
| Apparel and Services                              |  | 84                              | \$1,817.70                  | \$6,360,133   | 3.0%           |
| Transportation                                    |  | 89                              | \$7,188.19                  | \$25,151,488  | 11.8%          |
| Travel  |  | 83                              | \$1,787.48                  | \$6,254,390   | 2.9%           |
| Health Care                                       |  | 92                              | \$5,247.62                  | \$18,361,428  | 8.6%           |
| Entertainment and Recreation                      |  | 88                              | \$2,834.14                  | \$9,916,671   | 4.6%           |
| Personal Care Products & Services                 |  | 85                              | \$704.65                    | \$2,465,575   | 1.2%           |
| Education   |  | 80                              | \$1,161.01                  | \$4,062,364   | 1.9%           |
| Smoking Products                                  |  | 97                              | \$401.49                    | \$1,404,810   | 0.7%           |
| Lotteries & Pari-mutuel Losses                    |  | 84                              | \$48.02                     | \$168,026     | 0.1%           |
| Legal Fees  |  | 87                              | \$181.67                    | \$635,671     | 0.3%           |
| Funeral Expenses                                  |  | 100                             | \$82.06                     | \$287,119     | 0.1%           |
| Safe Deposit Box Rentals                          |  | 93                              | \$4.81                      | \$16,817      | 0.0%           |
| Checking Account/Banking Service Charges          |  | 82                              | \$30.54                     | \$106,847     | 0.1%           |
| Cemetery Lots/Vaults/Maintenance Fees             |  | 102                             | \$7.66                      | \$26,797      | 0.0%           |
| Accounting Fees                                   |  | 80                              | \$78.05                     | \$273,110     | 0.1%           |
| Miscellaneous Personal Services/Advertising/Fine  |  | 90                              | \$46.08                     | \$161,217     | 0.1%           |
| Occupational Expenses                             |  | 79                              | \$46.59                     | \$163,002     | 0.1%           |
| Expenses for Other Properties                     |  | 73                              | \$87.30                     | \$305,447     | 0.1%           |
| Credit Card Membership Fees                       |  | 71                              | \$5.58                      | \$19,527      | 0.0%           |
| Shopping Club Membership Fees                     |  | 82                              | \$19.60                     | \$68,580      | 0.0%           |
| Support Payments/Cash Contributions/Gifts in Kind |  | 84                              | \$2,100.46                  | \$7,349,527   | 3.4%           |
| Life/Other Insurance                              |  | 92                              | \$385.00                    | \$1,347,113   | 0.6%           |
| Pensions and Social Security                      |  | 86                              | \$6,870.22                  | \$24,038,913  | 11.3%          |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Household Income Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Summary                | 2018  | 2023  | 2018-2023 Change | 2018-2023 Annual Rate |
|------------------------|-------|-------|------------------|-----------------------|
| Population             | 9,450 | 9,694 | 244              | 0.51%                 |
| Households             | 3,499 | 3,592 | 93               | 0.53%                 |
| Median Age             | 36.8  | 38.4  | 1.6              | 0.85%                 |
| Average Household Size | 2.68  | 2.68  | 0.00             | 0.00%                 |

| Households by Income     | 2018     |         | 2023     |         |
|--------------------------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent |
| Household                | 3,498    | 100%    | 3,591    | 100%    |
| <\$15,000                | 384      | 11.0%   | 317      | 8.8%    |
| \$15,000-\$24,999        | 378      | 10.8%   | 309      | 8.6%    |
| \$25,000-\$34,999        | 445      | 12.7%   | 396      | 11.0%   |
| \$35,000-\$49,999        | 459      | 13.1%   | 450      | 12.5%   |
| \$50,000-\$74,999        | 613      | 17.5%   | 609      | 17.0%   |
| \$75,000-\$99,999        | 444      | 12.7%   | 481      | 13.4%   |
| \$100,000-\$149,999      | 491      | 14.0%   | 669      | 18.6%   |
| \$150,000-\$199,999      | 148      | 4.2%    | 170      | 4.7%    |
| \$200,000+               | 136      | 3.9%    | 190      | 5.3%    |
| Median Household Income  | \$52,361 |         | \$60,963 |         |
| Average Household Income | \$71,327 |         | \$84,003 |         |
| Per Capita Income        | \$26,739 |         | \$31,467 |         |

**Data Note:** Income is reported for households as of July 1, 2018 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2023 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2018 and 2023.



# Household Income Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| 2018 Households by Income and Age of Householder |          |          |          |          |          |          |          |
|--|----------|----------|----------|----------|----------|----------|----------|
|  | <25      | 25-34    | 35-44    | 45-54    | 55-64    | 65-74    | 75+      |
| HH Income Base                                   | 138      | 588      | 714      | 682      | 629      | 425      | 320      |
| <\$15,000  | 16       | 49       | 59       | 53       | 92       | 59       | 55       |
| \$15,000-\$24,999                                | 17       | 54       | 63       | 46       | 68       | 55       | 75       |
| \$25,000-\$34,999                                | 27       | 78       | 74       | 64       | 65       | 64       | 73       |
| \$35,000-\$49,999                                | 25       | 80       | 84       | 83       | 82       | 57       | 49       |
| \$50,000-\$74,999                                | 30       | 123      | 125      | 120      | 106      | 69       | 40       |
| \$75,000-\$99,999                                | 10       | 84       | 113      | 108      | 72       | 42       | 14       |
| \$100,000-\$149,999                              | 10       | 94       | 119      | 120      | 88       | 49       | 11       |
| \$150,000-\$199,999                              | 2        | 17       | 41       | 45       | 26       | 14       | 2        |
| \$200,000+                                       | 1        | 9        | 36       | 43       | 30       | 16       | 1        |
| Median HH Income                                 | \$39,194 | \$54,786 | \$63,127 | \$68,141 | \$51,211 | \$42,943 | \$28,167 |
| Average HH Income                                | \$50,654 | \$67,132 | \$81,273 | \$87,501 | \$72,253 | \$64,767 | \$38,628 |
| Percent Distribution                             |          |          |          |          |          |          |          |
|  | <25      | 25-34    | 35-44    | 45-54    | 55-64    | 65-74    | 75+      |
| HH Income Base                                   | 100%     | 100%     | 100%     | 100%     | 100%     | 100%     | 100%     |
| <\$15,000  | 11.6%    | 8.3%     | 8.3%     | 7.8%     | 14.6%    | 13.9%    | 17.2%    |
| \$15,000-\$24,999                                | 12.3%    | 9.2%     | 8.8%     | 6.7%     | 10.8%    | 12.9%    | 23.4%    |
| \$25,000-\$34,999                                | 19.6%    | 13.3%    | 10.4%    | 9.4%     | 10.3%    | 15.1%    | 22.8%    |
| \$35,000-\$49,999                                | 18.1%    | 13.6%    | 11.8%    | 12.2%    | 13.0%    | 13.4%    | 15.3%    |
| \$50,000-\$74,999                                | 21.7%    | 20.9%    | 17.5%    | 17.6%    | 16.9%    | 16.2%    | 12.5%    |
| \$75,000-\$99,999                                | 7.2%     | 14.3%    | 15.8%    | 15.8%    | 11.4%    | 9.9%     | 4.4%     |
| \$100,000-\$149,999                              | 7.2%     | 16.0%    | 16.7%    | 17.6%    | 14.0%    | 11.5%    | 3.4%     |
| \$150,000-\$199,999                              | 1.4%     | 2.9%     | 5.7%     | 6.6%     | 4.1%     | 3.3%     | 0.6%     |
| \$200,000+                                       | 0.7%     | 1.5%     | 5.0%     | 6.3%     | 4.8%     | 3.8%     | 0.3%     |

**Data Note:** Income is reported for households as of July 1, 2018 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2023 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2018 and 2023.



# Household Income Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| 2023 Households by Income and Age of Householder |          |          |          |           |          |          |          |
|--|----------|----------|----------|-----------|----------|----------|----------|
|  | <25      | 25-34    | 35-44    | 45-54     | 55-64    | 65-74    | 75+      |
| HH Income Base                                   | 135      | 530      | 744      | 670       | 644      | 490      | 380      |
| <\$15,000  | 16       | 35       | 48       | 36        | 72       | 54       | 57       |
| \$15,000-\$24,999                                | 12       | 38       | 47       | 33        | 53       | 49       | 77       |
| \$25,000-\$34,999                                | 23       | 58       | 62       | 49        | 57       | 64       | 83       |
| \$35,000-\$49,999                                | 25       | 69       | 78       | 72        | 80       | 65       | 61       |
| \$50,000-\$74,999                                | 30       | 107      | 123      | 110       | 106      | 81       | 53       |
| \$75,000-\$99,999                                | 12       | 81       | 123      | 109       | 82       | 53       | 21       |
| \$100,000-\$149,999                              | 14       | 114      | 163      | 154       | 123      | 79       | 22       |
| \$150,000-\$199,999                              | 2        | 18       | 48       | 49        | 30       | 19       | 3        |
| \$200,000+                                       | 1        | 10       | 52       | 58        | 41       | 26       | 3        |
| Median HH Income                                 | \$43,647 | \$62,738 | \$77,107 | \$81,402  | \$61,879 | \$52,860 | \$30,878 |
| Average HH Income                                | \$57,446 | \$77,055 | \$96,432 | \$104,374 | \$86,737 | \$78,107 | \$45,404 |
| Percent Distribution                             |          |          |          |           |          |          |          |
|  | <25      | 25-34    | 35-44    | 45-54     | 55-64    | 65-74    | 75+      |
| HH Income Base                                   | 100%     | 100%     | 100%     | 100%      | 100%     | 100%     | 100%     |
| <\$15,000  | 11.9%    | 6.6%     | 6.5%     | 5.4%      | 11.2%    | 11.0%    | 15.0%    |
| \$15,000-\$24,999                                | 8.9%     | 7.2%     | 6.3%     | 4.9%      | 8.2%     | 10.0%    | 20.3%    |
| \$25,000-\$34,999                                | 17.0%    | 10.9%    | 8.3%     | 7.3%      | 8.9%     | 13.1%    | 21.8%    |
| \$35,000-\$49,999                                | 18.5%    | 13.0%    | 10.5%    | 10.7%     | 12.4%    | 13.3%    | 16.1%    |
| \$50,000-\$74,999                                | 22.2%    | 20.2%    | 16.5%    | 16.4%     | 16.5%    | 16.5%    | 13.9%    |
| \$75,000-\$99,999                                | 8.9%     | 15.3%    | 16.5%    | 16.3%     | 12.7%    | 10.8%    | 5.5%     |
| \$100,000-\$149,999                              | 10.4%    | 21.5%    | 21.9%    | 23.0%     | 19.1%    | 16.1%    | 5.8%     |
| \$150,000-\$199,999                              | 1.5%     | 3.4%     | 6.5%     | 7.3%      | 4.7%     | 3.9%     | 0.8%     |
| \$200,000+                                       | 0.7%     | 1.9%     | 7.0%     | 8.7%      | 6.4%     | 5.3%     | 0.8%     |

**Data Note:** Income is reported for households as of July 1, 2018 and represents annual income for the preceding year, expressed in 2017 dollars. Income is reported for households as of July 1, 2023 and represents annual income for the preceding year, expressed in 2022 dollars  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2018 and 2023.



# Housing Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Population            |       | Households                   |          |
|-----------------------|-------|------------------------------|----------|
| 2010 Total Population | 9,013 | 2018 Median Household Income | \$52,361 |
| 2018 Total Population | 9,450 | 2023 Median Household Income | \$60,963 |
| 2023 Total Population | 9,694 | 2018-2023 Annual Rate        | 3.09%    |
| 2018-2023 Annual Rate | 0.51% |                              |          |

| Housing Units by Occupancy Status and Tenure | Census 2010 |         | 2018   |         | 2023   |         |
|--|-------------|---------|--------|---------|--------|---------|
|  | Number      | Percent | Number | Percent | Number | Percent |
| Total Housing Units                          | 3,569       | 100.0%  | 3,766  | 100.0%  | 3,894  | 100.0%  |
| Occupied                                     | 3,328       | 93.2%   | 3,498  | 92.9%   | 3,592  | 92.2%   |
| Owner  | 2,473       | 69.3%   | 2,540  | 67.4%   | 2,600  | 66.8%   |
| Renter                                       | 855         | 24.0%   | 958    | 25.4%   | 992    | 25.5%   |
| Vacant                                       | 241         | 6.8%    | 267    | 7.1%    | 302    | 7.8%    |

| Owner Occupied Housing Units by Value | 2018   |         | 2023   |         |
|---------------------------------------|--------|---------|--------|---------|
|                                       | Number | Percent | Number | Percent |
| Total                                 | 2,541  | 100.0%  | 2,600  | 100.0%  |
| <\$50,000                             | 86     | 3.4%    | 48     | 1.8%    |
| \$50,000-\$99,999                     | 411    | 16.2%   | 295    | 11.3%   |
| \$100,000-\$149,999                   | 840    | 33.1%   | 745    | 28.7%   |
| \$150,000-\$199,999                   | 479    | 18.9%   | 512    | 19.7%   |
| \$200,000-\$249,999                   | 313    | 12.3%   | 403    | 15.5%   |
| \$250,000-\$299,999                   | 168    | 6.6%    | 234    | 9.0%    |
| \$300,000-\$399,999                   | 97     | 3.8%    | 139    | 5.3%    |
| \$400,000-\$499,999                   | 61     | 2.4%    | 94     | 3.6%    |
| \$500,000-\$749,999                   | 62     | 2.4%    | 99     | 3.8%    |
| \$750,000-\$999,999                   | 15     | 0.6%    | 20     | 0.8%    |
| \$1,000,000-\$1,499,999               | 9      | 0.4%    | 11     | 0.4%    |
| \$1,500,000-\$1,999,999               | 0      | 0.0%    | 0      | 0.0%    |
| \$2,000,000+                          | 0      | 0.0%    | 0      | 0.0%    |

|               |           |           |
|---------------|-----------|-----------|
| Median Value  | \$146,042 | \$170,703 |
| Average Value | \$182,192 | \$209,673 |

| Census 2010 Housing Units | Number | Percent |
|---------------------------|--------|---------|
| Total                     | 3,569  | 100.0%  |
| In Urbanized Areas        | 0      | 0.0%    |
| In Urban Clusters         | 3,270  | 91.6%   |
| Rural Housing Units       | 299    | 8.4%    |

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# Housing Profile

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

| Census 2010 Owner Occupied Housing Units by Mortgage Status |        |         |
|---|--------|---------|
|   | Number | Percent |
| Total   | 2,473  | 100.0%  |
| Owned with a Mortgage/Loan                                  | 1,979  | 80.0%   |
| Owned Free and Clear  | 494    | 20.0%   |

| Census 2010 Vacant Housing Units by Status |        |         |
|--|--------|---------|
|  | Number | Percent |
| Total                                      | 241    | 100.0%  |
| For Rent                                   | 68     | 28.2%   |
| Rented- Not Occupied                       | 6      | 2.5%    |
| For Sale Only                              | 80     | 33.2%   |
| Sold - Not Occupied                        | 3      | 1.2%    |
| Seasonal/Recreational/Occasional Use       | 10     | 4.1%    |
| For Migrant Workers                        | 0      | 0.0%    |
| Other Vacant                               | 74     | 30.7%   |

| Census 2010 Occupied Housing Units by Age of Householder and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 3,328          | 2,473                | 74.3%         |
| 15-24   | 165            | 85                   | 51.5%         |
| 25-34   | 657            | 444                  | 67.6%         |
| 35-44   | 758            | 558                  | 73.6%         |
| 45-54   | 676            | 538                  | 79.6%         |
| 55-64   | 476            | 375                  | 78.8%         |
| 65-74   | 320            | 265                  | 82.8%         |
| 75-84   | 199            | 161                  | 80.9%         |
| 85+   | 77             | 47                   | 61.0%         |

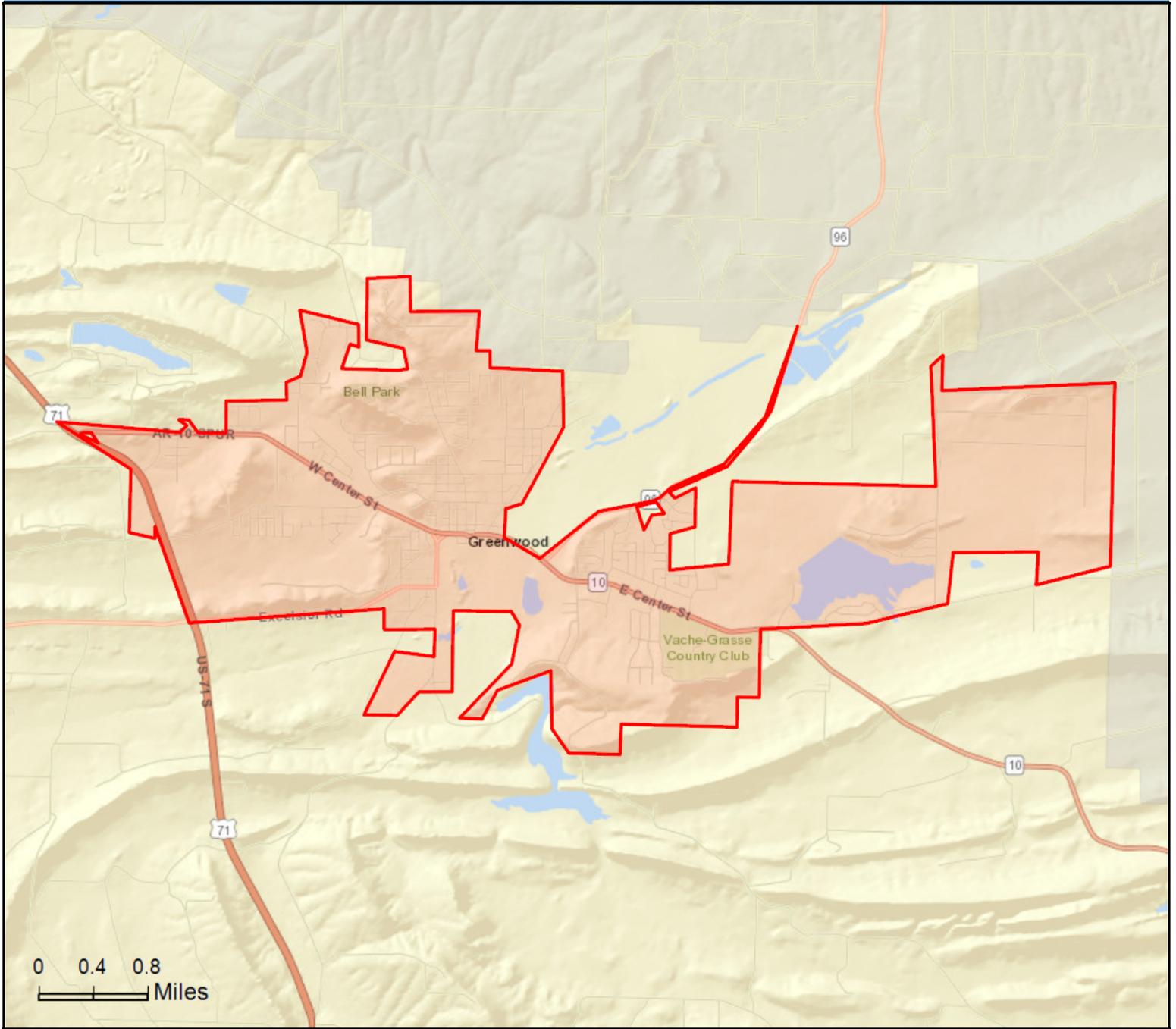
| Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership |                |                      |               |
|--|----------------|----------------------|---------------|
|  | Occupied Units | Owner Occupied Units |               |
|  |                | Number               | % of Occupied |
| Total  | 3,328          | 2,473                | 74.3%         |
| White Alone  | 3,166          | 2,374                | 75.0%         |
| Black/African American   | 7              | 2                    | 28.6%         |
| American Indian/Alaska   | 54             | 32                   | 59.3%         |
| Asian Alone  | 21             | 17                   | 81.0%         |
| Pacific Islander Alone   | 0              | 0                    | 0.0%          |
| Other Race Alone   | 17             | 11                   | 64.7%         |
| Two or More Races  | 63             | 37                   | 58.7%         |
| Hispanic Origin  | 86             | 61                   | 70.9%         |

| Census 2010 Occupied Housing Units by Size and Home Ownership |                |                      |               |
|---|----------------|----------------------|---------------|
|   | Occupied Units | Owner Occupied Units |               |
|   |                | Number               | % of Occupied |
| Total   | 3,328          | 2,473                | 74.3%         |
| 1-Person  | 705            | 432                  | 61.3%         |
| 2-Person  | 1,064          | 845                  | 79.4%         |
| 3-Person  | 632            | 489                  | 77.4%         |
| 4-Person  | 575            | 436                  | 75.8%         |
| 5-Person  | 253            | 198                  | 78.3%         |
| 6-Person  | 77             | 61                   | 79.2%         |
| 7+ Person   | 22             | 12                   | 54.5%         |

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1.

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR



- Gross Leasable Area**
- Less than 200,000 sq ft
  - 200,001 - 300,000
  - 300,001 - 500,000
  - 500,001 - 800,000
  - More than 800,000



Source: Directory of Major Malls, Inc. (June 2018).



# Market Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

**Greenwood cit...**

## Population Summary

|                               |       |
|-------------------------------|-------|
| 2000 Total Population         | 7,488 |
| 2010 Total Population         | 9,013 |
| 2018 Total Population         | 9,450 |
| 2018 Group Quarters           | 83    |
| 2023 Total Population         | 9,694 |
| 2018-2023 Annual Rate         | 0.51% |
| 2018 Total Daytime Population | 7,597 |
| Workers                       | 2,342 |
| Residents                     | 5,255 |

## Household Summary

|                             |       |
|-----------------------------|-------|
| 2000 Households             | 2,666 |
| 2000 Average Household Size | 2.76  |
| 2010 Households             | 3,328 |
| 2010 Average Household Size | 2.68  |
| 2018 Households             | 3,499 |
| 2018 Average Household Size | 2.68  |
| 2023 Households             | 3,592 |
| 2023 Average Household Size | 2.68  |
| 2018-2023 Annual Rate       | 0.53% |
| 2010 Families               | 2,494 |
| 2010 Average Family Size    | 3.12  |
| 2018 Families               | 2,603 |
| 2018 Average Family Size    | 3.11  |
| 2023 Families               | 2,654 |
| 2023 Average Family Size    | 3.11  |
| 2018-2023 Annual Rate       | 0.39% |

## Housing Unit Summary

|                               |       |
|-------------------------------|-------|
| 2000 Housing Units            | 2,831 |
| Owner Occupied Housing Units  | 72.8% |
| Renter Occupied Housing Units | 21.4% |
| Vacant Housing Units          | 5.8%  |
| 2010 Housing Units            | 3,569 |
| Owner Occupied Housing Units  | 69.3% |
| Renter Occupied Housing Units | 24.0% |
| Vacant Housing Units          | 6.8%  |
| 2018 Housing Units            | 3,766 |
| Owner Occupied Housing Units  | 67.4% |
| Renter Occupied Housing Units | 25.4% |
| Vacant Housing Units          | 7.1%  |
| 2023 Housing Units            | 3,894 |
| Owner Occupied Housing Units  | 66.8% |
| Renter Occupied Housing Units | 25.5% |
| Vacant Housing Units          | 7.8%  |

## Median Household Income

|      |          |
|------|----------|
| 2018 | \$52,361 |
| 2023 | \$60,963 |

## Median Home Value

|      |           |
|------|-----------|
| 2018 | \$146,042 |
| 2023 | \$170,703 |

## Per Capita Income

|      |          |
|------|----------|
| 2018 | \$26,739 |
| 2023 | \$31,467 |

## Median Age

|      |      |
|------|------|
| 2010 | 33.3 |
| 2018 | 36.8 |
| 2023 | 38.4 |

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

Greenwood cit...

## 2018 Households by Income

|                          |          |
|--------------------------|----------|
| Household Income Base    | 3,498    |
| <\$15,000                | 11.0%    |
| \$15,000 - \$24,999      | 10.8%    |
| \$25,000 - \$34,999      | 12.7%    |
| \$35,000 - \$49,999      | 13.1%    |
| \$50,000 - \$74,999      | 17.5%    |
| \$75,000 - \$99,999      | 12.7%    |
| \$100,000 - \$149,999    | 14.0%    |
| \$150,000 - \$199,999    | 4.2%     |
| \$200,000+               | 3.9%     |
| Average Household Income | \$71,327 |

## 2023 Households by Income

|                          |          |
|--------------------------|----------|
| Household Income Base    | 3,591    |
| <\$15,000                | 8.8%     |
| \$15,000 - \$24,999      | 8.6%     |
| \$25,000 - \$34,999      | 11.0%    |
| \$35,000 - \$49,999      | 12.5%    |
| \$50,000 - \$74,999      | 17.0%    |
| \$75,000 - \$99,999      | 13.4%    |
| \$100,000 - \$149,999    | 18.6%    |
| \$150,000 - \$199,999    | 4.7%     |
| \$200,000+               | 5.3%     |
| Average Household Income | \$84,003 |

## 2018 Owner Occupied Housing Units by Value

|                           |           |
|---------------------------|-----------|
| Total                     | 2,541     |
| <\$50,000                 | 3.4%      |
| \$50,000 - \$99,999       | 16.2%     |
| \$100,000 - \$149,999     | 33.1%     |
| \$150,000 - \$199,999     | 18.9%     |
| \$200,000 - \$249,999     | 12.3%     |
| \$250,000 - \$299,999     | 6.6%      |
| \$300,000 - \$399,999     | 3.8%      |
| \$400,000 - \$499,999     | 2.4%      |
| \$500,000 - \$749,999     | 2.4%      |
| \$750,000 - \$999,999     | 0.6%      |
| \$1,000,000 - \$1,499,999 | 0.4%      |
| \$1,500,000 - \$1,999,999 | 0.0%      |
| \$2,000,000 +             | 0.0%      |
| Average Home Value        | \$182,192 |

## 2023 Owner Occupied Housing Units by Value

|                           |           |
|---------------------------|-----------|
| Total                     | 2,600     |
| <\$50,000                 | 1.8%      |
| \$50,000 - \$99,999       | 11.3%     |
| \$100,000 - \$149,999     | 28.7%     |
| \$150,000 - \$199,999     | 19.7%     |
| \$200,000 - \$249,999     | 15.5%     |
| \$250,000 - \$299,999     | 9.0%      |
| \$300,000 - \$399,999     | 5.3%      |
| \$400,000 - \$499,999     | 3.6%      |
| \$500,000 - \$749,999     | 3.8%      |
| \$750,000 - \$999,999     | 0.8%      |
| \$1,000,000 - \$1,499,999 | 0.4%      |
| \$1,500,000 - \$1,999,999 | 0.0%      |
| \$2,000,000 +             | 0.0%      |
| Average Home Value        | \$209,673 |

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|                               | <b>Greenwood cit...</b> |
|-------------------------------|-------------------------|
| <b>2010 Population by Age</b> |                         |
| Total                         | 9,013                   |
| 0 - 4                         | 8.3%                    |
| 5 - 9                         | 8.9%                    |
| 10 - 14                       | 8.0%                    |
| 15 - 24                       | 12.7%                   |
| 25 - 34                       | 14.7%                   |
| 35 - 44                       | 14.7%                   |
| 45 - 54                       | 13.1%                   |
| 55 - 64                       | 8.8%                    |
| 65 - 74                       | 5.8%                    |
| 75 - 84                       | 3.3%                    |
| 85 +                          | 1.6%                    |
| 18 +                          | 70.2%                   |
| <b>2018 Population by Age</b> |                         |
| Total                         | 9,448                   |
| 0 - 4                         | 6.9%                    |
| 5 - 9                         | 7.3%                    |
| 10 - 14                       | 7.7%                    |
| 15 - 24                       | 11.9%                   |
| 25 - 34                       | 13.5%                   |
| 35 - 44                       | 14.1%                   |
| 45 - 54                       | 13.4%                   |
| 55 - 64                       | 11.8%                   |
| 65 - 74                       | 7.8%                    |
| 75 - 84                       | 3.9%                    |
| 85 +                          | 1.6%                    |
| 18 +                          | 73.9%                   |
| <b>2023 Population by Age</b> |                         |
| Total                         | 9,694                   |
| 0 - 4                         | 6.7%                    |
| 5 - 9                         | 7.0%                    |
| 10 - 14                       | 7.5%                    |
| 15 - 24                       | 11.6%                   |
| 25 - 34                       | 12.1%                   |
| 35 - 44                       | 14.6%                   |
| 45 - 54                       | 13.1%                   |
| 55 - 64                       | 12.0%                   |
| 65 - 74                       | 8.9%                    |
| 75 - 84                       | 4.7%                    |
| 85 +                          | 1.7%                    |
| 18 +                          | 74.4%                   |
| <b>2010 Population by Sex</b> |                         |
| Males                         | 4,323                   |
| Females                       | 4,690                   |
| <b>2018 Population by Sex</b> |                         |
| Males                         | 4,569                   |
| Females                       | 4,879                   |
| <b>2023 Population by Sex</b> |                         |
| Males                         | 4,703                   |
| Females                       | 4,991                   |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

|   | Greenwood cit... |
|---|------------------|
| <b>2010 Population by Race/Ethnicity</b>                  |                  |
| Total   | 9,013            |
| White Alone   | 93.0%            |
| Black Alone   | 0.2%             |
| American Indian Alone                                     | 2.6%             |
| Asian Alone   | 0.8%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 0.9%             |
| Two or More Races   | 2.4%             |
| Hispanic Origin   | 3.7%             |
| Diversity Index   | 19.5             |
| <b>2018 Population by Race/Ethnicity</b>                  |                  |
| Total   | 9,449            |
| White Alone   | 91.6%            |
| Black Alone   | 0.3%             |
| American Indian Alone                                     | 2.4%             |
| Asian Alone   | 1.2%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 1.3%             |
| Two or More Races   | 3.2%             |
| Hispanic Origin   | 4.5%             |
| Diversity Index   | 23.2             |
| <b>2023 Population by Race/Ethnicity</b>                  |                  |
| Total   | 9,694            |
| White Alone   | 90.3%            |
| Black Alone   | 0.4%             |
| American Indian Alone                                     | 2.5%             |
| Asian Alone   | 1.4%             |
| Pacific Islander Alone                                    | 0.0%             |
| Some Other Race Alone                                     | 1.6%             |
| Two or More Races   | 3.8%             |
| Hispanic Origin   | 5.6%             |
| Diversity Index   | 27.1             |
| <b>2010 Population by Relationship and Household Type</b> |                  |
| Total   | 9,013            |
| In Households   | 99.0%            |
| In Family Households                                      | 87.9%            |
| Householder   | 27.7%            |
| Spouse  | 21.3%            |
| Child   | 35.1%            |
| Other relative  | 2.2%             |
| Nonrelative   | 1.7%             |
| In Nonfamily Households                                   | 11.1%            |
| In Group Quarters   | 1.0%             |
| Institutionalized Population                              | 1.0%             |
| Noninstitutionalized Population                           | 0.0%             |

**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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | Greenwood cit... |
|--|------------------|
| <b>2018 Population 25+ by Educational Attainment</b> |                  |
| Total  | 6,253            |
| Less than 9th Grade                                  | 1.4%             |
| 9th - 12th Grade, No Diploma                         | 6.4%             |
| High School Graduate                                 | 24.5%            |
| GED/Alternative Credential                           | 3.9%             |
| Some College, No Degree                              | 27.9%            |
| Associate Degree                                     | 11.0%            |
| Bachelor's Degree                                    | 18.2%            |
| Graduate/Professional Degree                         | 6.6%             |
| <b>2018 Population 15+ by Marital Status</b>         |                  |
| Total  | 7,379            |
| Never Married  | 24.1%            |
| Married  | 56.3%            |
| Widowed  | 4.1%             |
| Divorced   | 15.5%            |
| <b>2018 Civilian Population 16+ in Labor Force</b>   |                  |
| Civilian Employed                                    | 97.6%            |
| Civilian Unemployed (Unemployment Rate)              | 2.4%             |
| <b>2018 Employed Population 16+ by Industry</b>      |                  |
| Total  | 4,246            |
| Agriculture/Mining                                   | 0.7%             |
| Construction   | 7.5%             |
| Manufacturing  | 18.7%            |
| Wholesale Trade                                      | 1.2%             |
| Retail Trade   | 9.5%             |
| Transportation/Utilities                             | 6.9%             |
| Information  | 0.3%             |
| Finance/Insurance/Real Estate                        | 4.2%             |
| Services   | 48.0%            |
| Public Administration                                | 3.1%             |
| <b>2018 Employed Population 16+ by Occupation</b>    |                  |
| Total  | 4,247            |
| White Collar   | 63.3%            |
| Management/Business/Financial                        | 14.2%            |
| Professional   | 22.3%            |
| Sales  | 9.1%             |
| Administrative Support                               | 17.7%            |
| Services   | 9.9%             |
| Blue Collar  | 26.7%            |
| Farming/Forestry/Fishing                             | 0.0%             |
| Construction/Extraction                              | 7.1%             |
| Installation/Maintenance/Repair                      | 2.4%             |
| Production   | 11.4%            |
| Transportation/Material Moving                       | 5.8%             |
| <b>2010 Population By Urban/ Rural Status</b>        |                  |
| Total Population                                     | 9,013            |
| Population Inside Urbanized Area                     | 0.0%             |
| Population Inside Urbanized Cluster                  | 90.4%            |
| Rural Population                                     | 9.6%             |

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | Greenwood cit... |
|--|------------------|
| <b>2010 Households by Type</b>                       |                  |
| Total  | 3,328            |
| Households with 1 Person                             | 21.2%            |
| Households with 2+ People                            | 78.8%            |
| Family Households                                    | 74.9%            |
| Husband-wife Families                                | 57.7%            |
| With Related Children                                | 31.2%            |
| Other Family (No Spouse Present)                     | 17.3%            |
| Other Family with Male Householder                   | 4.3%             |
| With Related Children                                | 3.1%             |
| Other Family with Female Householder                 | 13.0%            |
| With Related Children                                | 9.5%             |
| Nonfamily Households                                 | 3.9%             |
| All Households with Children                         | 44.3%            |
| Multigenerational Households                         | 3.4%             |
| Unmarried Partner Households                         | 4.4%             |
| Male-female  | 3.9%             |
| Same-sex   | 0.5%             |
| <b>2010 Households by Size</b>                       |                  |
| Total  | 3,328            |
| 1 Person Household                                   | 21.2%            |
| 2 Person Household                                   | 32.0%            |
| 3 Person Household                                   | 19.0%            |
| 4 Person Household                                   | 17.3%            |
| 5 Person Household                                   | 7.6%             |
| 6 Person Household                                   | 2.3%             |
| 7 + Person Household                                 | 0.7%             |
| <b>2010 Households by Tenure and Mortgage Status</b> |                  |
| Total  | 3,328            |
| Owner Occupied                                       | 74.3%            |
| Owned with a Mortgage/Loan                           | 59.5%            |
| Owned Free and Clear                                 | 14.8%            |
| Renter Occupied                                      | 25.7%            |
| <b>2010 Housing Units By Urban/ Rural Status</b>     |                  |
| Total Housing Units                                  | 3,569            |
| Housing Units Inside Urbanized Area                  | 0.0%             |
| Housing Units Inside Urbanized Cluster               | 91.6%            |
| Rural Housing Units                                  | 8.4%             |

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## Greenwood cit...

### Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Soccer Moms (4A)
3. Heartland Communities

### 2018 Consumer Spending

|   |              |
|---|--------------|
| Apparel & Services: Total \$                                | \$6,360,133  |
| Average Spent   | \$1,817.70   |
| Spending Potential Index                                    | 84           |
| Education: Total \$   | \$4,062,364  |
| Average Spent   | \$1,161.01   |
| Spending Potential Index                                    | 80           |
| Entertainment/Recreation: Total \$                          | \$9,916,671  |
| Average Spent   | \$2,834.14   |
| Spending Potential Index                                    | 88           |
| Food at Home: Total \$                                      | \$15,336,224 |
| Average Spent   | \$4,383.03   |
| Spending Potential Index                                    | 87           |
| Food Away from Home: Total \$                               | \$10,416,548 |
| Average Spent   | \$2,977.01   |
| Spending Potential Index                                    | 85           |
| Health Care: Total \$                                       | \$18,361,428 |
| Average Spent   | \$5,247.62   |
| Spending Potential Index                                    | 92           |
| HH Furnishings & Equipment: Total \$                        | \$6,344,697  |
| Average Spent   | \$1,813.29   |
| Spending Potential Index                                    | 87           |
| Personal Care Products & Services: Total \$                 | \$2,465,575  |
| Average Spent   | \$704.65     |
| Spending Potential Index                                    | 85           |
| Shelter: Total \$   | \$47,201,100 |
| Average Spent   | \$13,489.88  |
| Spending Potential Index                                    | 80           |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$7,349,527  |
| Average Spent   | \$2,100.46   |
| Spending Potential Index                                    | 84           |
| Travel: Total \$  | \$6,254,390  |
| Average Spent   | \$1,787.48   |
| Spending Potential Index                                    | 83           |
| Vehicle Maintenance & Repairs: Total \$                     | \$3,294,257  |
| Average Spent   | \$941.49     |
| Spending Potential Index                                    | 88           |

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

January 29, 2019



# Medical Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Demographic Summary                  |                          | 2018                 | 2023         |
|--------------------------------------|--------------------------|----------------------|--------------|
| Population                           |                          | 9,450                | 9,694        |
| Households                           |                          | 3,499                | 3,592        |
| Families                             |                          | 2,603                | 2,654        |
| Median Household Income              |                          | \$52,361             | \$60,963     |
| Males per 100 Females                |                          | 93.6                 | 94.2         |
| <b>Population By Age</b>             |                          |                      |              |
| Population <5 Years                  |                          | 6.9%                 | 6.7%         |
| Population 65+ Years                 |                          | 13.3%                | 15.3%        |
| Median Age                           |                          | 36.8                 | 38.4         |
|                                      | Spending Potential Index | Average Amount Spent | Total        |
| <b>Health Care</b>                   | 92                       | \$5,247.62           | \$18,361,428 |
| <b>Medical Care</b>                  | 92                       | \$1,800.04           | \$6,298,332  |
| Physician Services                   | 92                       | \$233.59             | \$817,330    |
| Dental Services                      | 87                       | \$323.68             | \$1,132,573  |
| Eyecare Services                     | 93                       | \$57.08              | \$199,715    |
| Lab Tests, X-Rays                    | 99                       | \$58.96              | \$206,305    |
| Hospital Room and Hospital Services  | 94                       | \$161.79             | \$566,099    |
| Convalescent or Nursing Home Care    | 104                      | \$33.31              | \$116,539    |
| Other Medical services (1)           | 89                       | \$103.28             | \$361,360    |
| Nonprescription Drugs                | 93                       | \$123.85             | \$433,351    |
| Prescription Drugs                   | 97                       | \$348.65             | \$1,219,919  |
| Nonprescription Vitamins             | 94                       | \$66.52              | \$232,769    |
| Medicare Prescription Drug Premium   | 94                       | \$120.14             | \$420,367    |
| Eyeglasses and Contact Lenses        | 92                       | \$85.45              | \$298,991    |
| Hearing Aids                         | 89                       | \$25.36              | \$88,747     |
| Medical Equipment for General Use    | 69                       | \$4.09               | \$14,317     |
| Other Medical Supplies/Equipment (2) | 89                       | \$54.29              | \$189,950    |
| <b>Health Insurance</b>              | 91                       | \$3,447.58           | \$12,063,095 |
| Blue Cross/Blue Shield               | 94                       | \$1,195.33           | \$4,182,474  |
| Fee for Service Health Plan          | 91                       | \$676.29             | \$2,366,326  |
| HMO                                  | 82                       | \$658.54             | \$2,304,230  |
| Medicare Payments                    | 94                       | \$578.60             | \$2,024,526  |
| Long Term Care Insurance             | 93                       | \$98.26              | \$343,811    |
| Other Health Insurance (3)           | 99                       | \$240.56             | \$841,729    |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**(1) Other Medical Supplies** includes Services by Medical Professionals other than Physicians, Outpatient Hospital Care, Blood Donation, and Ambulance, Dialysis, Emergency Room, Oxygen or Rescue Services.

**(2) Other Medical/Equipment** includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

**(3) Other Health Insurance** includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Net Worth Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Summary                | Census 2010 | 2018  | 2023  | 2018-2023 Change | 2018-2023 Annual Rate |
|------------------------|-------------|-------|-------|------------------|-----------------------|
| Population             | 9,013       | 9,450 | 9,694 | 244              | 0.51%                 |
| Median Age             | 33.3        | 36.8  | 38.4  | 1.6              | 0.85%                 |
| Households             | 3,328       | 3,499 | 3,592 | 93               | 0.53%                 |
| Average Household Size | 2.68        | 2.68  | 2.68  | 0.00             | 0.00%                 |

| 2018 Households by Net Worth | Number | Percent   |
|------------------------------|--------|-----------|
| Total                        | 3,498  | 100.0%    |
| <\$15,000                    | 922    | 26.4%     |
| \$15,000-\$34,999            | 299    | 8.5%      |
| \$35,000-\$49,999            | 178    | 5.1%      |
| \$50,000-\$74,999            | 227    | 6.5%      |
| \$75,000-\$99,999            | 218    | 6.2%      |
| \$100,000-\$149,999          | 312    | 8.9%      |
| \$150,000-\$249,999          | 423    | 12.1%     |
| \$250,000-\$500,000          | 421    | 12.0%     |
| \$500,000+                   | 498    | 14.2%     |
| Median Net Worth             |        | \$87,830  |
| Average Net Worth            |        | \$487,559 |

| 2018 Net Worth by Age of Householder | Number of Households |          |           |           |           |           |           |
|--------------------------------------|----------------------|----------|-----------|-----------|-----------|-----------|-----------|
|                                      | <25                  | 25-34    | 35-44     | 45-54     | 55-64     | 65-74     | 75+       |
| Total                                | 138                  | 589      | 713       | 683       | 631       | 426       | 320       |
| <\$15,000                            | 63                   | 234      | 220       | 163       | 138       | 66        | 38        |
| \$15,000-\$34,999                    | 29                   | 73       | 64        | 55        | 41        | 25        | 12        |
| \$35,000-\$49,999                    | 15                   | 43       | 42        | 23        | 31        | 16        | 7         |
| \$50,000-\$99,999                    | 17                   | 107      | 117       | 75        | 53        | 38        | 39        |
| \$100,000-\$149,999                  | 8                    | 56       | 61        | 63        | 64        | 36        | 25        |
| \$150,000-\$249,999                  | 4                    | 41       | 81        | 91        | 84        | 74        | 48        |
| \$250,000+                           | 2                    | 35       | 128       | 213       | 220       | 171       | 151       |
| Median Net Worth                     | \$17,332             | \$29,836 | \$58,562  | \$116,770 | \$138,634 | \$182,996 | \$224,600 |
| Average Net Worth                    | \$46,919             | \$88,125 | \$246,509 | \$575,554 | \$801,619 | \$790,481 | \$736,472 |

**Data Note:** Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2018 and 2023.



# Pets and Products Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Demographic Summary                                       |                               | 2018     | 2023     |
|---|-------------------------------|----------|----------|
| Population  |                               | 9,450    | 9,694    |
| Population 18+  |                               | 6,983    | 7,215    |
| Households  |                               | 3,499    | 3,592    |
| Median Household Income                                   |                               | \$52,361 | \$60,963 |
| Product/Consumer Behavior                                 | Expected Number of Households | Percent  | MPI      |
| HH owns any pet   | 2,277                         | 65.1%    | 119      |
| HH owns any bird  | 104                           | 3.0%     | 138      |
| HH owns any cat   | 1,035                         | 29.6%    | 129      |
| HH owns any dog   | 1,813                         | 51.8%    | 124      |
| HH owns 1 cat   | 519                           | 14.8%    | 121      |
| HH owns 2+ cats   | 515                           | 14.7%    | 137      |
| HH owns 1 dog   | 1,059                         | 30.3%    | 121      |
| HH owns 2+ dogs   | 755                           | 21.6%    | 128      |
| HH used canned/wet cat food in last 6 months              | 525                           | 15.0%    | 114      |
| HH used packaged dry cat food in last 6 months            | 997                           | 28.5%    | 128      |
| HH used cat treats in last 6 months                       | 613                           | 17.5%    | 131      |
| HH used cat litter in last 6 months                       | 896                           | 25.6%    | 125      |
| HH used canned/wet dog food in last 6 months              | 586                           | 16.7%    | 105      |
| HH used packaged dry dog food in last 6 months            | 1,755                         | 50.2%    | 125      |
| HH used dog biscuits/treats in last 6 months              | 1,445                         | 41.3%    | 126      |
| HH used flea/tick/parasite product for cat/dog            | 1,623                         | 46.4%    | 123      |
| HH Bought pet food from any pet specialty store/12 mo     | 833                           | 23.8%    | 113      |
| HH Bought pet food in last 12 months: from discount store | 392                           | 11.2%    | 146      |
| HH Bought pet food in last 12 months: from grocery store  | 1,131                         | 32.3%    | 120      |
| HH Bought pet food in last 12 months: from PETCO          | 345                           | 9.9%     | 111      |
| HH Bought pet food in last 12 months: from PetSmart       | 493                           | 14.1%    | 121      |
| HH Bought pet food in last 12 months: from wholesale club | 203                           | 5.8%     | 121      |
| HH Bought pet food in last 12 months: from vet            | 190                           | 5.4%     | 107      |
| HH Bought flea control product from vet in last 12 mo     | 568                           | 16.2%    | 124      |
| HH member took pet to vet in last 12 months: 1 time       | 596                           | 17.0%    | 126      |
| HH member took pet to vet in last 12 months: 2 times      | 493                           | 14.1%    | 123      |
| HH member took pet to vet in last 12 months: 3 times      | 202                           | 5.8%     | 101      |
| HH member took pet to vet in last 12 months: 4 times      | 171                           | 4.9%     | 115      |
| HH member took pet to vet in last 12 months: 5+ times     | 254                           | 7.3%     | 120      |
| HH used professional pet service in last 12 months        | 719                           | 20.5%    | 122      |
| HH used professional pet service 3+ times last 12         | 460                           | 13.1%    | 131      |
| HH used professional pet service: boarding/kennel         | 216                           | 6.2%     | 137      |
| HH used professional pet service: grooming                | 566                           | 16.2%    | 123      |
| HH has pet insurance                                      | 112                           | 3.2%     | 81       |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Recreation Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| <b>Demographic Summary</b>                             |  | <b>2018</b>                     | <b>2023</b>                 |
|--|--|---------------------------------|-----------------------------|
| Population   |  | 9,450                           | 9,694                       |
| Households   |  | 3,499                           | 3,592                       |
| Families   |  | 2,603                           | 2,654                       |
| Median Age   |  | 36.8                            | 38.4                        |
| Median Household Income                                |  | \$52,361                        | \$60,963                    |
|  |  | <b>Spending Potential Index</b> | <b>Average Amount Spent</b> |
|  |  | <b>Index</b>                    | <b>Total</b>                |
| <b>Tv/Video/Audio</b>                                  |  | 88                              | \$1,145.66                  |
| Cable & Satellite Television Services                  |  | 89                              | \$861.85                    |
| Televisions & Video                                    |  | 84                              | \$204.01                    |
| Audio  |  | 83                              | \$76.87                     |
| Rental of TV/VCR/Radio/Sound Equipment                 |  | 68                              | \$0.68                      |
| Repair of TV/Radio/Sound Equipment                     |  | 93                              | \$2.26                      |
| <b>Entertainment/Recreation Fees and Admissions</b>    |  | 81                              | \$554.15                    |
| Tickets to Theatre/Operas/Concerts                     |  | 76                              | \$50.43                     |
| Tickets to Movies/Museums/Parks                        |  | 77                              | \$61.10                     |
| Admission to Sporting Events, excl.Trips               |  | 91                              | \$54.25                     |
| Fees for Participant Sports, excl.Trips                |  | 85                              | \$95.81                     |
| Fees for Recreational Lessons                          |  | 80                              | \$110.91                    |
| Membership Fees for Social/Recreation/Civic Clubs      |  | 80                              | \$181.12                    |
| Dating Services  |  | 82                              | \$0.55                      |
| <b>Toys/Games/Crafts/Hobbies</b>                       |  | 86                              | \$98.81                     |
| Toys/Games/Arts/Crafts/Tricycles                       |  | 85                              | \$84.75                     |
| Playground Equipment                                   |  | 96                              | \$3.46                      |
| Play Arcade Pinball/Video Games                        |  | 87                              | \$2.47                      |
| Online Entertainment and Games                         |  | 74                              | \$3.20                      |
| Stamp & Coin Collecting                                |  | 111                             | \$4.92                      |
| <b>Recreational Vehicles and Fees</b>                  |  | 96                              | \$105.36                    |
| Docking and Landing Fees for Boats and Planes          |  | 86                              | \$10.12                     |
| Camp Fees  |  | 78                              | \$25.78                     |
| Payments on Boats/Trailers/Campers/RVs                 |  | 120                             | \$53.55                     |
| Rental of RVs or Boats                                 |  | 79                              | \$15.91                     |
| <b>Sports, Recreation and Exercise Equipment</b>       |  | 87                              | \$155.22                    |
| Exercise Equipment and Gear, Game Tables               |  | 87                              | \$50.19                     |
| Bicycles   |  | 77                              | \$22.33                     |
| Camping Equipment                                      |  | 82                              | \$11.77                     |
| Hunting and Fishing Equipment                          |  | 94                              | \$51.22                     |
| Winter Sports Equipment                                |  | 71                              | \$4.63                      |
| Water Sports Equipment                                 |  | 87                              | \$5.66                      |
| Other Sports Equipment                                 |  | 97                              | \$7.46                      |
| Rental/Repair of Sports/Recreation/Exercise Equipment  |  | 84                              | \$1.95                      |
| <b>Photographic Equipment and Supplies</b>             |  | 85                              | \$45.50                     |
| Film   |  | 83                              | \$0.97                      |
| Film Processing  |  | 82                              | \$6.99                      |
| Photographic Equipment                                 |  | 79                              | \$18.03                     |
| Photographer Fees/Other Supplies & Equip Rental/Repair |  | 93                              | \$19.51                     |
| <b>Reading</b>   |  | 84                              | \$94.63                     |
| Magazine/Newspaper Subscriptions                       |  | 91                              | \$35.01                     |
| Magazine/Newspaper Single Copies                       |  | 88                              | \$6.24                      |
| Books  |  | 79                              | \$30.08                     |
| Digital Book Readers                                   |  | 81                              | \$23.30                     |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Restaurant Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Demographic Summary                                    |  | 2018                      | 2023     |     |
|--|--|---------------------------|----------|-----|
| Population   |  | 9,450                     | 9,694    |     |
| Population 18+   |  | 6,983                     | 7,215    |     |
| Households   |  | 3,499                     | 3,592    |     |
| Median Household Income                                |  | \$52,361                  | \$60,963 |     |
| Product/Consumer Behavior                              |  | Expected Number of Adults | Percent  | MPI |
| Went to family restaurant/steak house in last 6 mo     |  | 5,487                     | 78.6%    | 104 |
| Went to family restaurant/steak house 4+ times/mo      |  | 1,864                     | 26.7%    | 99  |
| Spent at family restaurant/30 days: <\$31              |  | 669                       | 9.6%     | 110 |
| Spent at family restaurant/30 days: \$31-50            |  | 775                       | 11.1%    | 112 |
| Spent at family restaurant/30 days: \$51-100           |  | 1,176                     | 16.8%    | 109 |
| Spent at family restaurant/30 days: \$101-200          |  | 681                       | 9.8%     | 105 |
| Spent at family restaurant/30 days: \$201-300          |  | 168                       | 2.4%     | 97  |
| Family restaurant/steak house last 6 months: breakfast |  | 912                       | 13.1%    | 98  |
| Family restaurant/steak house last 6 months: lunch     |  | 1,323                     | 18.9%    | 97  |
| Family restaurant/steak house last 6 months: dinner    |  | 3,637                     | 52.1%    | 111 |
| Family restaurant/steak house last 6 months: snack     |  | 95                        | 1.4%     | 69  |
| Family restaurant/steak house last 6 months: weekday   |  | 2,186                     | 31.3%    | 102 |
| Family restaurant/steak house last 6 months: weekend   |  | 3,268                     | 46.8%    | 110 |
| Fam rest/steak hse/6 months: Applebee`s                |  | 1,797                     | 25.7%    | 114 |
| Fam rest/steak hse/6 months: Bob Evans Farms           |  | 376                       | 5.4%     | 148 |
| Fam rest/steak hse/6 months: Buffalo Wild Wings        |  | 767                       | 11.0%    | 105 |
| Fam rest/steak hse/6 months: California Pizza Kitchen  |  | 116                       | 1.7%     | 59  |
| Fam rest/steak hse/6 months: Carrabba`s Italian Grill  |  | 165                       | 2.4%     | 78  |
| Fam rest/steak hse/6 months: The Cheesecake Factory    |  | 360                       | 5.2%     | 71  |
| Fam rest/steak hse/6 months: Chili`s Grill & Bar       |  | 676                       | 9.7%     | 93  |
| Fam rest/steak hse/6 months: CiCi`s Pizza              |  | 203                       | 2.9%     | 82  |
| Fam rest/steak hse/6 months: Cracker Barrel            |  | 964                       | 13.8%    | 125 |
| Fam rest/steak hse/6 months: Denny`s                   |  | 532                       | 7.6%     | 89  |
| Fam rest/steak hse/6 months: Golden Corral             |  | 571                       | 8.2%     | 110 |
| Fam rest/steak hse/6 months: IHOP                      |  | 573                       | 8.2%     | 80  |
| Fam rest/steak hse/6 months: Logan`s Roadhouse         |  | 256                       | 3.7%     | 116 |
| Fam rest/steak hse/6 months: LongHorn Steakhouse       |  | 438                       | 6.3%     | 120 |
| Fam rest/steak hse/6 months: Olive Garden              |  | 1,287                     | 18.4%    | 110 |
| Fam rest/steak hse/6 months: Outback Steakhouse        |  | 694                       | 9.9%     | 111 |
| Fam rest/steak hse/6 months: Red Lobster               |  | 867                       | 12.4%    | 118 |
| Fam rest/steak hse/6 months: Red Robin                 |  | 544                       | 7.8%     | 111 |
| Fam rest/steak hse/6 months: Ruby Tuesday              |  | 385                       | 5.5%     | 103 |
| Fam rest/steak hse/6 months: Texas Roadhouse           |  | 969                       | 13.9%    | 139 |
| Fam rest/steak hse/6 months: T.G.I. Friday`s           |  | 358                       | 5.1%     | 91  |
| Fam rest/steak hse/6 months: Waffle House              |  | 384                       | 5.5%     | 95  |
| Went to fast food/drive-in restaurant in last 6 mo     |  | 6,468                     | 92.6%    | 103 |
| Went to fast food/drive-in restaurant 9+ times/mo      |  | 2,765                     | 39.6%    | 100 |
| Spent at fast food restaurant/30 days: <\$11           |  | 394                       | 5.6%     | 109 |
| Spent at fast food restaurant/30 days: \$11-\$20       |  | 740                       | 10.6%    | 100 |
| Spent at fast food restaurant/30 days: \$21-\$40       |  | 1,153                     | 16.5%    | 101 |
| Spent at fast food restaurant/30 days: \$41-\$50       |  | 702                       | 10.1%    | 112 |
| Spent at fast food restaurant/30 days: \$51-\$100      |  | 1,313                     | 18.8%    | 113 |
| Spent at fast food restaurant/30 days: \$101-\$200     |  | 572                       | 8.2%     | 103 |
| Spent at fast food restaurant/30 days: \$201+          |  | 180                       | 2.6%     | 92  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Restaurant Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                              | Expected Number of |         |     |
|--|--------------------|---------|-----|
|  | Adults             | Percent | MPI |
| Fast food/drive-in last 6 months: eat in               | 2,788              | 39.9%   | 109 |
| Fast food/drive-in last 6 months: home delivery        | 487                | 7.0%    | 83  |
| Fast food/drive-in last 6 months: take-out/drive-thru  | 3,640              | 52.1%   | 110 |
| Fast food/drive-in last 6 months: take-out/walk-in     | 1,308              | 18.7%   | 89  |
| Fast food/drive-in last 6 months: breakfast            | 2,490              | 35.7%   | 103 |
| Fast food/drive-in last 6 months: lunch                | 3,789              | 54.3%   | 107 |
| Fast food/drive-in last 6 months: dinner               | 3,493              | 50.0%   | 109 |
| Fast food/drive-in last 6 months: snack                | 794                | 11.4%   | 91  |
| Fast food/drive-in last 6 months: weekday              | 4,542              | 65.0%   | 109 |
| Fast food/drive-in last 6 months: weekend              | 3,438              | 49.2%   | 103 |
| Fast food/drive-in last 6 months: A & W                | 301                | 4.3%    | 166 |
| Fast food/drive-in last 6 months: Arby`s               | 1,750              | 25.1%   | 150 |
| Fast food/drive-in last 6 months: Baskin-Robbins       | 159                | 2.3%    | 65  |
| Fast food/drive-in last 6 months: Boston Market        | 120                | 1.7%    | 52  |
| Fast food/drive-in last 6 months: Burger King          | 2,240              | 32.1%   | 108 |
| Fast food/drive-in last 6 months: Captain D`s          | 250                | 3.6%    | 85  |
| Fast food/drive-in last 6 months: Carl`s Jr.           | 230                | 3.3%    | 58  |
| Fast food/drive-in last 6 months: Checkers             | 162                | 2.3%    | 69  |
| Fast food/drive-in last 6 months: Chick-fil-A          | 1,504              | 21.5%   | 98  |
| Fast food/drive-in last 6 months: Chipotle Mex. Grill  | 710                | 10.2%   | 77  |
| Fast food/drive-in last 6 months: Chuck E. Cheese`s    | 173                | 2.5%    | 80  |
| Fast food/drive-in last 6 months: Church`s Fr. Chicken | 162                | 2.3%    | 65  |
| Fast food/drive-in last 6 months: Cold Stone Creamery  | 210                | 3.0%    | 93  |
| Fast food/drive-in last 6 months: Dairy Queen          | 1,392              | 19.9%   | 130 |
| Fast food/drive-in last 6 months: Del Taco             | 163                | 2.3%    | 66  |
| Fast food/drive-in last 6 months: Domino`s Pizza       | 719                | 10.3%   | 84  |
| Fast food/drive-in last 6 months: Dunkin` Donuts       | 793                | 11.4%   | 82  |
| Went to Five Guys in last 6 months                     | 626                | 9.0%    | 92  |
| Fast food/drive-in last 6 months: Hardee`s             | 603                | 8.6%    | 137 |
| Fast food/drive-in last 6 months: Jack in the Box      | 306                | 4.4%    | 55  |
| Went to Jimmy John`s in last 6 months                  | 469                | 6.7%    | 115 |
| Fast food/drive-in last 6 months: KFC                  | 1,553              | 22.2%   | 110 |
| Fast food/drive-in last 6 months: Krispy Kreme         | 364                | 5.2%    | 91  |
| Fast food/drive-in last 6 months: Little Caesars       | 982                | 14.1%   | 105 |
| Fast food/drive-in last 6 months: Long John Silver`s   | 316                | 4.5%    | 124 |
| Fast food/drive-in last 6 months: McDonald`s           | 4,081              | 58.4%   | 111 |
| Went to Panda Express in last 6 months                 | 514                | 7.4%    | 78  |
| Fast food/drive-in last 6 months: Panera Bread         | 943                | 13.5%   | 105 |
| Fast food/drive-in last 6 months: Papa John`s          | 608                | 8.7%    | 98  |
| Fast food/drive-in last 6 months: Papa Murphy`s        | 443                | 6.3%    | 125 |
| Fast food/drive-in last 6 months: Pizza Hut            | 1,423              | 20.4%   | 120 |
| Fast food/drive-in last 6 months: Popeyes Chicken      | 448                | 6.4%    | 69  |
| Fast food/drive-in last 6 months: Sonic Drive-In       | 944                | 13.5%   | 115 |
| Fast food/drive-in last 6 months: Starbucks            | 999                | 14.3%   | 79  |
| Fast food/drive-in last 6 months: Steak `n Shake       | 542                | 7.8%    | 141 |
| Fast food/drive-in last 6 months: Subway               | 2,213              | 31.7%   | 116 |
| Fast food/drive-in last 6 months: Taco Bell            | 2,210              | 31.6%   | 110 |
| Fast food/drive-in last 6 months: Wendy`s              | 1,953              | 28.0%   | 111 |
| Fast food/drive-in last 6 months: Whataburger          | 231                | 3.3%    | 69  |
| Fast food/drive-in last 6 months: White Castle         | 211                | 3.0%    | 95  |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



## Restaurant Market Potential

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

|  |     |      |    |
|--|-----|------|----|
| Went to fine dining restaurant last month            | 627 | 9.0% | 83 |
| Went to fine dining restaurant 3+ times last month   | 163 | 2.3% | 72 |
| Spent at fine dining restaurant/30 days: <\$51       | 93  | 1.3% | 82 |
| Spent at fine dining restaurant/30 days: \$51-\$100  | 224 | 3.2% | 97 |
| Spent at fine dining restaurant/30 days: \$101-\$200 | 161 | 2.3% | 87 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

January 29, 2019



# Retail Goods and Services Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Top Tapestry Segments                         | Percent | Demographic Summary      | 2018                 | 2023         |
|---|---------|--------------------------|----------------------|--------------|
| Salt of the Earth (6B)                        | 36.6%   | Population               | 9,450                | 9,694        |
| Soccer Moms (4A)                              | 25.8%   | Households               | 3,499                | 3,592        |
| Heartland Communities (6F)                    | 23.0%   | Families                 | 2,603                | 2,654        |
| Middleburg (4C)                               | 14.6%   | Median Age               | 36.8                 | 38.4         |
| Top Tier (1A)                                 | 0.0%    | Median Household Income  | \$52,361             | \$60,963     |
|   |         | Spending Potential Index | Average Amount Spent | Total        |
| <b>Apparel and Services</b>                   |         | 84                       | \$1,817.70           | \$6,360,133  |
| Men's   |         | 83                       | \$345.29             | \$1,208,176  |
| Women's                                       |         | 82                       | \$608.64             | \$2,129,614  |
| Children's                                    |         | 89                       | \$286.60             | \$1,002,810  |
| Footwear                                      |         | 83                       | \$391.64             | \$1,370,337  |
| Watches & Jewelry                             |         | 83                       | \$119.46             | \$417,980    |
| Apparel Products and Services (1)             |         | 80                       | \$66.08              | \$231,216    |
| <b>Computer</b>                               |         |                          |                      |              |
| Computers and Hardware for Home Use           |         | 80                       | \$136.25             | \$476,729    |
| Portable Memory                               |         | 82                       | \$4.45               | \$15,568     |
| Computer Software                             |         | 74                       | \$7.78               | \$27,238     |
| Computer Accessories                          |         | 83                       | \$15.57              | \$54,488     |
| <b>Entertainment &amp; Recreation</b>         |         | 88                       | \$2,834.14           | \$9,916,671  |
| Fees and Admissions                           |         | 81                       | \$554.15             | \$1,938,986  |
| Membership Fees for Clubs (2)                 |         | 80                       | \$181.12             | \$633,731    |
| Fees for Participant Sports, excl. Trips      |         | 85                       | \$95.81              | \$335,223    |
| Tickets to Theatre/Operas/Concerts            |         | 76                       | \$50.43              | \$176,439    |
| Tickets to Movies/Museums/Parks               |         | 77                       | \$61.10              | \$213,790    |
| Admission to Sporting Events, excl. Trips     |         | 91                       | \$54.25              | \$189,811    |
| Fees for Recreational Lessons                 |         | 80                       | \$110.91             | \$388,060    |
| Dating Services                               |         | 82                       | \$0.55               | \$1,932      |
| TV/Video/Audio                                |         | 88                       | \$1,145.66           | \$4,008,679  |
| Cable and Satellite Television Services       |         | 89                       | \$861.85             | \$3,015,624  |
| Televisions                                   |         | 84                       | \$99.54              | \$348,296    |
| Satellite Dishes                              |         | 78                       | \$1.38               | \$4,825      |
| VCRs, Video Cameras, and DVD Players          |         | 82                       | \$4.52               | \$15,822     |
| Miscellaneous Video Equipment                 |         | 93                       | \$13.49              | \$47,185     |
| Video Cassettes and DVDs                      |         | 85                       | \$10.57              | \$36,972     |
| Video Game Hardware/Accessories               |         | 83                       | \$24.70              | \$86,425     |
| Video Game Software                           |         | 82                       | \$12.32              | \$43,110     |
| Streaming/Downloaded Video                    |         | 80                       | \$26.54              | \$92,863     |
| Rental of Video Cassettes and DVDs            |         | 81                       | \$10.34              | \$36,162     |
| Installation of Televisions                   |         | 67                       | \$0.62               | \$2,157      |
| Audio (3)                                     |         | 83                       | \$76.87              | \$268,979    |
| Rental and Repair of TV/Radio/Sound Equipment |         | 85                       | \$2.93               | \$10,260     |
| Pets  |         | 96                       | \$613.41             | \$2,146,308  |
| Toys/Games/Crafts/Hobbies (4)                 |         | 86                       | \$98.81              | \$345,728    |
| Recreational Vehicles and Fees (5)            |         | 96                       | \$105.36             | \$368,644    |
| Sports/Recreation/Exercise Equipment (6)      |         | 87                       | \$155.22             | \$543,110    |
| Photo Equipment and Supplies (7)              |         | 85                       | \$45.50              | \$159,205    |
| Reading (8)                                   |         | 84                       | \$94.63              | \$331,104    |
| Catered Affairs (9)                           |         | 79                       | \$21.41              | \$74,907     |
| <b>Food</b>                                   |         | 86                       | \$7,360.04           | \$25,752,771 |
| Food at Home                                  |         | 87                       | \$4,383.03           | \$15,336,224 |
| Bakery and Cereal Products                    |         | 87                       | \$575.79             | \$2,014,686  |
| Meats, Poultry, Fish, and Eggs                |         | 87                       | \$983.89             | \$3,442,637  |
| Dairy Products                                |         | 88                       | \$455.98             | \$1,595,485  |
| Fruits and Vegetables                         |         | 85                       | \$837.59             | \$2,930,730  |
| Snacks and Other Food at Home (10)            |         | 88                       | \$1,529.78           | \$5,352,686  |
| Food Away from Home                           |         | 85                       | \$2,977.01           | \$10,416,548 |
| Alcoholic Beverages                           |         | 81                       | \$454.22             | \$1,589,331  |

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

**Source:** Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



# Retail Goods and Services Expenditures

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

|  | Spending Potential Index | Average Amount Spent | Total        |
|--|--------------------------|----------------------|--------------|
| <b>Financial</b>                           |                          |                      |              |
| Value of Stocks/Bonds/Mutual Funds         | 81                       | \$4,096.24           | \$14,332,738 |
| Value of Retirement Plans                  | 91                       | \$21,101.70          | \$73,834,845 |
| Value of Other Financial Assets            | 91                       | \$1,278.63           | \$4,473,916  |
| Vehicle Loan Amount excluding Interest     | 97                       | \$2,705.05           | \$9,464,987  |
| Value of Credit Card Debt                  | 86                       | \$507.79             | \$1,776,747  |
| <b>Health</b>                              |                          |                      |              |
| Nonprescription Drugs                      | 93                       | \$123.85             | \$433,351    |
| Prescription Drugs                         | 97                       | \$348.65             | \$1,219,919  |
| Eyeglasses and Contact Lenses              | 92                       | \$85.45              | \$298,991    |
| <b>Home</b>                                |                          |                      |              |
| Mortgage Payment and Basics (11)           | 92                       | \$7,962.68           | \$27,861,413 |
| Maintenance and Remodeling Services        | 90                       | \$1,840.13           | \$6,438,624  |
| Maintenance and Remodeling Materials (12)  | 101                      | \$496.43             | \$1,736,997  |
| Utilities, Fuel, and Public Services       | 89                       | \$4,435.13           | \$15,518,504 |
| <b>Household Furnishings and Equipment</b> |                          |                      |              |
| Household Textiles (13)                    | 82                       | \$81.36              | \$284,662    |
| Furniture                                  | 85                       | \$517.08             | \$1,809,275  |
| Rugs                                       | 84                       | \$20.69              | \$72,395     |
| Major Appliances (14)                      | 95                       | \$329.62             | \$1,153,357  |
| Housewares (15)                            | 89                       | \$91.71              | \$320,900    |
| Small Appliances                           | 83                       | \$40.63              | \$142,162    |
| Luggage                                    | 77                       | \$10.60              | \$37,077     |
| Telephones and Accessories                 | 79                       | \$55.28              | \$193,441    |
| <b>Household Operations</b>                |                          |                      |              |
| Child Care                                 | 83                       | \$427.85             | \$1,497,055  |
| Lawn and Garden (16)                       | 97                       | \$417.24             | \$1,459,913  |
| Moving/Storage/Freight Express             | 70                       | \$45.18              | \$158,098    |
| Housekeeping Supplies (17)                 | 90                       | \$646.90             | \$2,263,486  |
| <b>Insurance</b>                           |                          |                      |              |
| Owners and Renters Insurance               | 98                       | \$556.62             | \$1,947,619  |
| Vehicle Insurance                          | 88                       | \$1,102.70           | \$3,858,359  |
| Life/Other Insurance                       | 92                       | \$385.00             | \$1,347,113  |
| Health Insurance                           | 91                       | \$3,447.58           | \$12,063,095 |
| Personal Care Products (18)                | 85                       | \$412.83             | \$1,444,506  |
| School Books and Supplies (19)             | 82                       | \$121.95             | \$426,707    |
| Smoking Products                           | 97                       | \$401.49             | \$1,404,810  |
| <b>Transportation</b>                      |                          |                      |              |
| Payments on Vehicles excluding Leases      | 94                       | \$2,241.22           | \$7,842,012  |
| Gasoline and Motor Oil                     | 89                       | \$2,137.24           | \$7,478,203  |
| Vehicle Maintenance and Repairs            | 88                       | \$941.49             | \$3,294,257  |
| <b>Travel</b>                              |                          |                      |              |
| Airline Fares                              | 77                       | \$408.60             | \$1,429,695  |
| Lodging on Trips                           | 86                       | \$493.80             | \$1,727,800  |
| Auto/Truck Rental on Trips                 | 82                       | \$22.59              | \$79,043     |
| Food and Drink on Trips                    | 84                       | \$434.39             | \$1,519,940  |

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## Retail Goods and Services Expenditures

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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January 29, 2019



# Retail Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Demographic Summary     |  | 2018     | 2023     |
|-------------------------|--|----------|----------|
| Population              |  | 9,450    | 9,694    |
| Population 18+          |  | 6,983    | 7,215    |
| Households              |  | 3,499    | 3,592    |
| Median Household Income |  | \$52,361 | \$60,963 |

| Product/Consumer Behavior                            | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| <b>Apparel (Adults)</b>                              |                               |                       |     |
| Bought any men's clothing in last 12 months          | 3,522                         | 50.4%                 | 107 |
| Bought any women's clothing in last 12 months        | 3,068                         | 43.9%                 | 102 |
| Bought clothing for child <13 years in last 6 months | 1,923                         | 27.5%                 | 103 |
| Bought any shoes in last 12 months                   | 3,841                         | 55.0%                 | 103 |
| Bought costume jewelry in last 12 months             | 1,138                         | 16.3%                 | 90  |
| Bought any fine jewelry in last 12 months            | 1,185                         | 17.0%                 | 95  |
| Bought a watch in last 12 months                     | 1,018                         | 14.6%                 | 92  |
| <b>Automobiles (Households)</b>                      |                               |                       |     |
| HH owns/leases any vehicle                           | 3,236                         | 92.5%                 | 108 |
| HH bought/leased new vehicle last 12 mo              | 349                           | 10.0%                 | 103 |
| <b>Automotive Aftermarket (Adults)</b>               |                               |                       |     |
| Bought gasoline in last 6 months                     | 6,399                         | 91.6%                 | 107 |
| Bought/changed motor oil in last 12 months           | 3,684                         | 52.8%                 | 111 |
| Had tune-up in last 12 months                        | 1,759                         | 25.2%                 | 98  |
| <b>Beverages (Adults)</b>                            |                               |                       |     |
| Drank bottled water/seltzer in last 6 months         | 4,740                         | 67.9%                 | 98  |
| Drank regular cola in last 6 months                  | 3,225                         | 46.2%                 | 104 |
| Drank beer/ale in last 6 months                      | 3,034                         | 43.4%                 | 103 |
| <b>Cameras (Adults)</b>                              |                               |                       |     |
| Own digital point & shoot camera/camcorder           | 957                           | 13.7%                 | 117 |
| Own digital SLR camera/camcorder                     | 611                           | 8.7%                  | 112 |
| Printed digital photos in last 12 months             | 1,834                         | 26.3%                 | 113 |
| <b>Cell Phones (Adults/Households)</b>               |                               |                       |     |
| Bought cell phone in last 12 months                  | 2,414                         | 34.6%                 | 96  |
| Have a smartphone                                    | 5,338                         | 76.4%                 | 96  |
| Have a smartphone: Android phone (any brand)         | 2,655                         | 38.0%                 | 98  |
| Have a smartphone: Apple iPhone                      | 2,489                         | 35.6%                 | 93  |
| Number of cell phones in household: 1                | 921                           | 26.3%                 | 85  |
| Number of cell phones in household: 2                | 1,449                         | 41.4%                 | 108 |
| Number of cell phones in household: 3+               | 1,006                         | 28.8%                 | 104 |
| HH has cell phone only (no landline telephone)       | 1,745                         | 49.9%                 | 95  |
| <b>Computers (Households)</b>                        |                               |                       |     |
| HH owns a computer                                   | 2,662                         | 76.1%                 | 102 |
| HH owns desktop computer                             | 1,498                         | 42.8%                 | 112 |
| HH owns laptop/notebook                              | 1,989                         | 56.8%                 | 101 |
| HH owns any Apple/Mac brand computer                 | 454                           | 13.0%                 | 73  |
| HH owns any PC/non-Apple brand computer              | 2,393                         | 68.4%                 | 109 |
| HH purchased most recent computer in a store         | 1,408                         | 40.2%                 | 109 |
| HH purchased most recent computer online             | 477                           | 13.6%                 | 102 |
| Spent <\$500 on most recent home computer            | 663                           | 18.9%                 | 125 |
| Spent \$500-\$999 on most recent home computer       | 696                           | 19.9%                 | 113 |
| Spent \$1,000-\$1,499 on most recent home computer   | 335                           | 9.6%                  | 101 |
| Spent \$1,500-\$1,999 on most recent home computer   | 132                           | 3.8%                  | 82  |
| Spent \$2,000+ on most recent home computer          | 94                            | 2.7%                  | 66  |

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# Retail Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                                   | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| <b>Convenience Stores (Adults)</b>                          |                               |                       |     |
| Shopped at convenience store in last 6 mos                  | 4,667                         | 66.8%                 | 107 |
| Bought brewed coffee at convenience store in last 30 days   | 1,033                         | 14.8%                 | 109 |
| Bought cigarettes at convenience store in last 30 days      | 775                           | 11.1%                 | 102 |
| Bought gas at convenience store in last 30 days             | 3,098                         | 44.4%                 | 120 |
| Spent at convenience store in last 30 days: <\$20           | 472                           | 6.8%                  | 94  |
| Spent at convenience store in last 30 days: \$20-\$39       | 717                           | 10.3%                 | 107 |
| Spent at convenience store in last 30 days: \$40-\$50       | 554                           | 7.9%                  | 96  |
| Spent at convenience store in last 30 days: \$51-\$99       | 411                           | 5.9%                  | 105 |
| Spent at convenience store in last 30 days: \$100+          | 1,890                         | 27.1%                 | 122 |
| <b>Entertainment (Adults)</b>                               |                               |                       |     |
| Attended a movie in last 6 months                           | 3,956                         | 56.7%                 | 95  |
| Went to live theater in last 12 months                      | 669                           | 9.6%                  | 83  |
| Went to a bar/night club in last 12 months                  | 1,338                         | 19.2%                 | 110 |
| Dined out in last 12 months                                 | 3,842                         | 55.0%                 | 108 |
| Gambled at a casino in last 12 months                       | 864                           | 12.4%                 | 96  |
| Visited a theme park in last 12 months                      | 1,144                         | 16.4%                 | 87  |
| Viewed movie (video-on-demand) in last 30 days              | 1,142                         | 16.4%                 | 90  |
| Viewed TV show (video-on-demand) in last 30 days            | 817                           | 11.7%                 | 84  |
| Watched any pay-per-view TV in last 12 months               | 681                           | 9.8%                  | 89  |
| Downloaded a movie over the Internet in last 30 days        | 492                           | 7.0%                  | 78  |
| Downloaded any individual song in last 6 months             | 1,276                         | 18.3%                 | 90  |
| Watched a movie online in the last 30 days                  | 1,333                         | 19.1%                 | 80  |
| Watched a TV program online in last 30 days                 | 1,089                         | 15.6%                 | 87  |
| Played a video/electronic game (console) in last 12 months  | 641                           | 9.2%                  | 100 |
| Played a video/electronic game (portable) in last 12 months | 318                           | 4.6%                  | 88  |
| <b>Financial (Adults)</b>                                   |                               |                       |     |
| Have home mortgage (1st)                                    | 2,713                         | 38.9%                 | 123 |
| Used ATM/cash machine in last 12 months                     | 3,633                         | 52.0%                 | 98  |
| Own any stock   | 469                           | 6.7%                  | 93  |
| Own U.S. savings bond                                       | 353                           | 5.1%                  | 105 |
| Own shares in mutual fund (stock)                           | 496                           | 7.1%                  | 103 |
| Own shares in mutual fund (bonds)                           | 362                           | 5.2%                  | 109 |
| Have interest checking account                              | 2,334                         | 33.4%                 | 113 |
| Have non-interest checking account                          | 2,250                         | 32.2%                 | 109 |
| Have savings account  | 4,418                         | 63.3%                 | 109 |
| Have 401K retirement savings plan                           | 1,243                         | 17.8%                 | 115 |
| Own/used any credit/debit card in last 12 months            | 5,638                         | 80.7%                 | 101 |
| Avg monthly credit card expenditures: <\$111                | 1,051                         | 15.1%                 | 125 |
| Avg monthly credit card expenditures: \$111-\$225           | 547                           | 7.8%                  | 109 |
| Avg monthly credit card expenditures: \$226-\$450           | 478                           | 6.8%                  | 101 |
| Avg monthly credit card expenditures: \$451-\$700           | 439                           | 6.3%                  | 101 |
| Avg monthly credit card expenditures: \$701-\$1,000         | 418                           | 6.0%                  | 103 |
| Avg monthly credit card expenditures: \$1,001+              | 660                           | 9.5%                  | 86  |
| Did banking online in last 12 months                        | 2,900                         | 41.5%                 | 106 |
| Did banking on mobile device in last 12 months              | 1,711                         | 24.5%                 | 104 |
| Paid bills online in last 12 months                         | 3,517                         | 50.4%                 | 102 |

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# Retail Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior   | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|---|-------------------------------|-----------------------|-----|
| <b>Grocery (Adults)</b>   |                               |                       |     |
| Used beef (fresh/frozen) in last 6 months                         | 2,575                         | 73.6%                 | 107 |
| Used bread in last 6 months                                       | 3,329                         | 95.1%                 | 102 |
| Used chicken (fresh or frozen) in last 6 months                   | 2,478                         | 70.8%                 | 103 |
| Used turkey (fresh or frozen) in last 6 months                    | 628                           | 17.9%                 | 117 |
| Used fish/seafood (fresh or frozen) in last 6 months              | 1,853                         | 53.0%                 | 97  |
| Used fresh fruit/vegetables in last 6 months                      | 3,091                         | 88.3%                 | 101 |
| Used fresh milk in last 6 months                                  | 3,115                         | 89.0%                 | 103 |
| Used organic food in last 6 months                                | 597                           | 17.1%                 | 72  |
| <b>Health (Adults)</b>  |                               |                       |     |
| Exercise at home 2+ times per week                                | 1,903                         | 27.3%                 | 98  |
| Exercise at club 2+ times per week                                | 888                           | 12.7%                 | 88  |
| Visited a doctor in last 12 months                                | 5,621                         | 80.5%                 | 105 |
| Used vitamin/dietary supplement in last 6 months                  | 3,818                         | 54.7%                 | 101 |
| <b>Home (Households)</b>  |                               |                       |     |
| Any home improvement in last 12 months                            | 1,211                         | 34.6%                 | 124 |
| Used housekeeper/maid/professional HH cleaning service in last 12 | 396                           | 11.3%                 | 81  |
| Purchased low ticket HH furnishings in last 12 months             | 575                           | 16.4%                 | 98  |
| Purchased big ticket HH furnishings in last 12 months             | 787                           | 22.5%                 | 103 |
| Bought any small kitchen appliance in last 12 months              | 806                           | 23.0%                 | 103 |
| Bought any large kitchen appliance in last 12 months              | 567                           | 16.2%                 | 115 |
| <b>Insurance (Adults/Households)</b>                              |                               |                       |     |
| Currently carry life insurance                                    | 3,712                         | 53.2%                 | 119 |
| Carry medical/hospital/accident insurance                         | 5,540                         | 79.3%                 | 106 |
| Carry homeowner insurance   | 4,137                         | 59.2%                 | 125 |
| Carry renter's insurance  | 520                           | 7.4%                  | 87  |
| Have auto insurance: 1 vehicle in household covered               | 890                           | 25.4%                 | 83  |
| Have auto insurance: 2 vehicles in household covered              | 1,123                         | 32.1%                 | 111 |
| Have auto insurance: 3+ vehicles in household covered             | 1,103                         | 31.5%                 | 138 |
| <b>Pets (Households)</b>  |                               |                       |     |
| Household owns any pet  | 2,277                         | 65.1%                 | 119 |
| Household owns any cat  | 1,035                         | 29.6%                 | 129 |
| Household owns any dog  | 1,813                         | 51.8%                 | 124 |
| <b>Psychographics (Adults)</b>                                    |                               |                       |     |
| Buying American is important to me                                | 3,425                         | 49.0%                 | 121 |
| Usually buy items on credit rather than wait                      | 900                           | 12.9%                 | 98  |
| Usually buy based on quality - not price                          | 1,294                         | 18.5%                 | 96  |
| Price is usually more important than brand name                   | 2,153                         | 30.8%                 | 110 |
| Usually use coupons for brands I buy often                        | 1,404                         | 20.1%                 | 112 |
| Am interested in how to help the environment                      | 992                           | 14.2%                 | 78  |
| Usually pay more for environ safe product                         | 798                           | 11.4%                 | 80  |
| Usually value green products over convenience                     | 665                           | 9.5%                  | 84  |
| Likely to buy a brand that supports a charity                     | 2,420                         | 34.7%                 | 100 |
| <b>Reading (Adults)</b>   |                               |                       |     |
| Bought digital book in last 12 months                             | 896                           | 12.8%                 | 96  |
| Bought hardcover book in last 12 months                           | 1,409                         | 20.2%                 | 102 |
| Bought paperback book in last 12 month                            | 2,083                         | 29.8%                 | 103 |
| Read any daily newspaper (paper version)                          | 1,555                         | 22.3%                 | 108 |
| Read any digital newspaper in last 30 days                        | 2,438                         | 34.9%                 | 93  |
| Read any magazine (paper/electronic version) in last 6 months     | 6,336                         | 90.7%                 | 100 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Retail Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                                      | Expected Number of Adults/HHs | Percent of Adults/HHs | MPI |
|--|-------------------------------|-----------------------|-----|
| <b>Restaurants (Adults)</b>                                    |                               |                       |     |
| Went to family restaurant/steak house in last 6 months         | 5,487                         | 78.6%                 | 104 |
| Went to family restaurant/steak house: 4+ times a month        | 1,864                         | 26.7%                 | 99  |
| Went to fast food/drive-in restaurant in last 6 months         | 6,468                         | 92.6%                 | 103 |
| Went to fast food/drive-in restaurant 9+ times/mo              | 2,765                         | 39.6%                 | 100 |
| Fast food/drive-in last 6 months: eat in                       | 2,788                         | 39.9%                 | 109 |
| Fast food/drive-in last 6 months: home delivery                | 487                           | 7.0%                  | 83  |
| Fast food/drive-in last 6 months: take-out/drive-thru          | 3,640                         | 52.1%                 | 110 |
| Fast food/drive-in last 6 months: take-out/walk-in             | 1,308                         | 18.7%                 | 89  |
| <b>Television &amp; Electronics (Adults/Households)</b>        |                               |                       |     |
| Own any tablet   | 3,297                         | 47.2%                 | 103 |
| Own any e-reader   | 532                           | 7.6%                  | 103 |
| Own e-reader/tablet: iPad                                      | 1,855                         | 26.6%                 | 100 |
| HH has Internet connectable TV                                 | 953                           | 27.2%                 | 105 |
| Own any portable MP3 player                                    | 1,475                         | 21.1%                 | 98  |
| HH owns 1 TV   | 593                           | 16.9%                 | 81  |
| HH owns 2 TVs  | 910                           | 26.0%                 | 96  |
| HH owns 3 TVs  | 842                           | 24.1%                 | 115 |
| HH owns 4+ TVs   | 783                           | 22.4%                 | 126 |
| HH subscribes to cable TV                                      | 1,345                         | 38.4%                 | 86  |
| HH subscribes to fiber optic                                   | 153                           | 4.4%                  | 55  |
| HH owns portable GPS navigation device                         | 1,064                         | 30.4%                 | 122 |
| HH purchased video game system in last 12 mos                  | 241                           | 6.9%                  | 81  |
| HH owns any Internet video device for TV                       | 658                           | 18.8%                 | 92  |
| <b>Travel (Adults)</b>   |                               |                       |     |
| Domestic travel in last 12 months                              | 3,757                         | 53.8%                 | 103 |
| Took 3+ domestic non-business trips in last 12 months          | 776                           | 11.1%                 | 93  |
| Spent on domestic vacations in last 12 months: <\$1,000        | 824                           | 11.8%                 | 109 |
| Spent on domestic vacations in last 12 months: \$1,000-\$1,499 | 484                           | 6.9%                  | 116 |
| Spent on domestic vacations in last 12 months: \$1,500-\$1,999 | 261                           | 3.7%                  | 95  |
| Spent on domestic vacations in last 12 months: \$2,000-\$2,999 | 263                           | 3.8%                  | 99  |
| Spent on domestic vacations in last 12 months: \$3,000+        | 383                           | 5.5%                  | 87  |
| Domestic travel in the 12 months: used general travel website  | 389                           | 5.6%                  | 80  |
| Foreign travel in last 3 years                                 | 1,403                         | 20.1%                 | 76  |
| Took 3+ foreign trips by plane in last 3 years                 | 199                           | 2.8%                  | 59  |
| Spent on foreign vacations in last 12 months: <\$1,000         | 240                           | 3.4%                  | 73  |
| Spent on foreign vacations in last 12 months: \$1,000-\$2,999  | 175                           | 2.5%                  | 66  |
| Spent on foreign vacations in last 12 months: \$3,000+         | 301                           | 4.3%                  | 73  |
| Foreign travel in last 3 years: used general travel website    | 262                           | 3.8%                  | 62  |
| Nights spent in hotel/motel in last 12 months: any             | 3,174                         | 45.5%                 | 104 |
| Took cruise of more than one day in last 3 years               | 540                           | 7.7%                  | 90  |
| Member of any frequent flyer program                           | 967                           | 13.8%                 | 80  |
| Member of any hotel rewards program                            | 1,217                         | 17.4%                 | 104 |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Retail MarketPlace Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2018 Population               | 9,450    |
| 2018 Households               | 3,499    |
| 2018 Median Disposable Income | \$42,982 |
| 2018 Per Capita Income        | \$26,739 |

## 2017 Industry Summary

|                                     | NAICS | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45 | \$119,883,715                | \$77,990,360             | \$41,893,355 | 21.2                      | 53                      |
| Total Retail Trade                  | 44-45 | \$108,690,438                | \$68,216,250             | \$40,474,188 | 22.9                      | 35                      |
| Total Food & Drink                  | 722   | \$11,193,277                 | \$9,774,110              | \$1,419,167  | 6.8                       | 18                      |

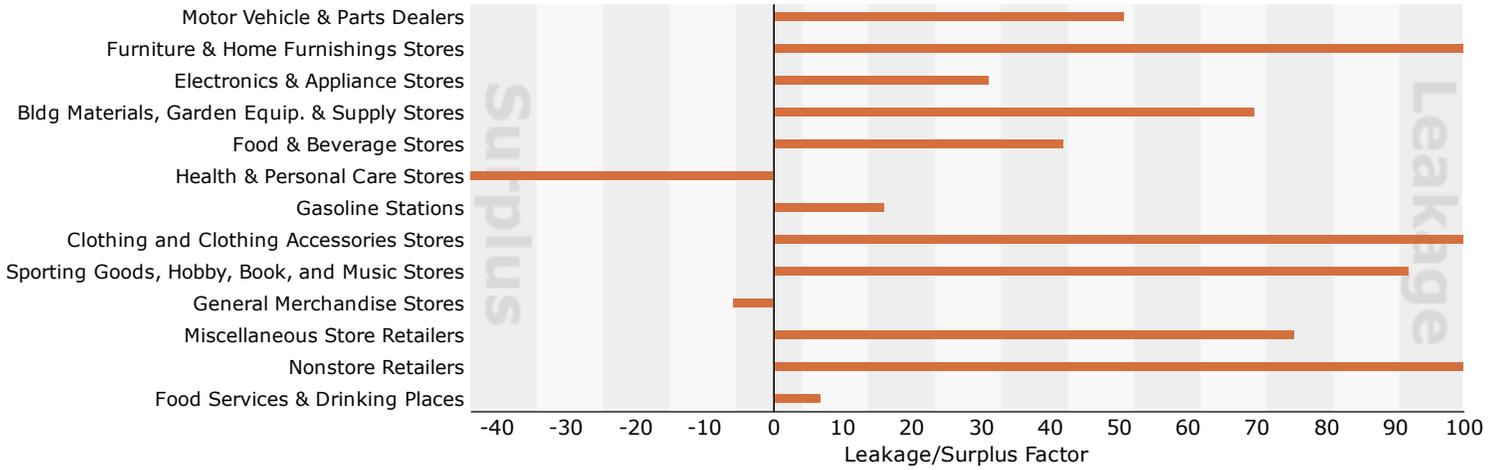
## 2017 Industry Group

|   | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|---|----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441      | \$23,537,166                 | \$7,636,564              | \$15,900,602 | 51.0                      | 10                      |
| Automobile Dealers                            | 4411     | \$19,202,008                 | \$3,901,611              | \$15,300,397 | 66.2                      | 4                       |
| Other Motor Vehicle Dealers                   | 4412     | \$1,882,127                  | \$467,225                | \$1,414,902  | 60.2                      | 1                       |
| Auto Parts, Accessories & Tire Stores         | 4413     | \$2,453,031                  | \$3,267,728              | -\$814,697   | -14.2                     | 5                       |
| Furniture & Home Furnishings Stores           | 442      | \$3,226,560                  | \$0                      | \$3,226,560  | 100.0                     | 0                       |
| Furniture Stores                              | 4421     | \$1,937,887                  | \$0                      | \$1,937,887  | 100.0                     | 0                       |
| Home Furnishings Stores                       | 4422     | \$1,288,673                  | \$0                      | \$1,288,673  | 100.0                     | 0                       |
| Electronics & Appliance Stores                | 443      | \$2,811,948                  | \$1,478,260              | \$1,333,688  | 31.1                      | 3                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444      | \$7,703,161                  | \$1,375,112              | \$6,328,049  | 69.7                      | 2                       |
| Bldg Material & Supplies Dealers              | 4441     | \$7,251,044                  | \$1,375,112              | \$5,875,932  | 68.1                      | 2                       |
| Lawn & Garden Equip & Supply Stores           | 4442     | \$452,117                    | \$0                      | \$452,117    | 100.0                     | 0                       |
| Food & Beverage Stores                        | 445      | \$17,050,021                 | \$6,948,536              | \$10,101,485 | 42.1                      | 3                       |
| Grocery Stores                                | 4451     | \$14,951,721                 | \$6,948,536              | \$8,003,185  | 36.5                      | 3                       |
| Specialty Food Stores                         | 4452     | \$499,158                    | \$0                      | \$499,158    | 100.0                     | 0                       |
| Beer, Wine & Liquor Stores                    | 4453     | \$1,599,142                  | \$0                      | \$1,599,142  | 100.0                     | 0                       |
| Health & Personal Care Stores                 | 446,4461 | \$5,494,923                  | \$14,101,992             | -\$8,607,069 | -43.9                     | 4                       |
| Gasoline Stations                             | 447,4471 | \$12,766,971                 | \$9,226,833              | \$3,540,138  | 16.1                      | 4                       |
| Clothing & Clothing Accessories Stores        | 448      | \$3,642,233                  | \$0                      | \$3,642,233  | 100.0                     | 0                       |
| Clothing Stores                               | 4481     | \$2,450,612                  | \$0                      | \$2,450,612  | 100.0                     | 0                       |
| Shoe Stores                                   | 4482     | \$501,113                    | \$0                      | \$501,113    | 100.0                     | 0                       |
| Jewelry, Luggage & Leather Goods Stores       | 4483     | \$690,508                    | \$0                      | \$690,508    | 100.0                     | 0                       |
| Sporting Goods, Hobby, Book & Music Stores    | 451      | \$3,208,698                  | \$133,459                | \$3,075,239  | 92.0                      | 1                       |
| Sporting Goods/Hobby/Musical Instr Stores     | 4511     | \$2,813,710                  | \$133,459                | \$2,680,251  | 90.9                      | 1                       |
| Book, Periodical & Music Stores               | 4512     | \$394,988                    | \$0                      | \$394,988    | 100.0                     | 0                       |
| General Merchandise Stores                    | 452      | \$23,757,361                 | \$26,722,478             | -\$2,965,117 | -5.9                      | 4                       |
| Department Stores Excluding Leased Depts.     | 4521     | \$18,303,888                 | \$25,583,000             | -\$7,279,112 | -16.6                     | 1                       |
| Other General Merchandise Stores              | 4529     | \$5,453,473                  | \$1,139,478              | \$4,313,995  | 65.4                      | 3                       |
| Miscellaneous Store Retailers                 | 453      | \$4,251,713                  | \$593,016                | \$3,658,697  | 75.5                      | 4                       |
| Florists                                      | 4531     | \$308,665                    | \$241,345                | \$67,320     | 12.2                      | 1                       |
| Office Supplies, Stationery & Gift Stores     | 4532     | \$942,288                    | \$0                      | \$942,288    | 100.0                     | 0                       |
| Used Merchandise Stores                       | 4533     | \$638,682                    | \$351,671                | \$287,011    | 29.0                      | 3                       |
| Other Miscellaneous Store Retailers           | 4539     | \$2,362,078                  | \$0                      | \$2,362,078  | 100.0                     | 0                       |
| Nonstore Retailers                            | 454      | \$1,239,683                  | \$0                      | \$1,239,683  | 100.0                     | 0                       |
| Electronic Shopping & Mail-Order Houses       | 4541     | \$628,989                    | \$0                      | \$628,989    | 100.0                     | 0                       |
| Vending Machine Operators                     | 4542     | \$175,632                    | \$0                      | \$175,632    | 100.0                     | 0                       |
| Direct Selling Establishments                 | 4543     | \$435,062                    | \$0                      | \$435,062    | 100.0                     | 0                       |
| Food Services & Drinking Places               | 722      | \$11,193,277                 | \$9,774,110              | \$1,419,167  | 6.8                       | 18                      |
| Special Food Services                         | 7223     | \$130,613                    | \$0                      | \$130,613    | 100.0                     | 0                       |
| Drinking Places - Alcoholic Beverages         | 7224     | \$314,050                    | \$0                      | \$314,050    | 100.0                     | 0                       |
| Restaurants/Other Eating Places               | 7225     | \$10,748,614                 | \$9,774,110              | \$974,504    | 4.7                       | 18                      |

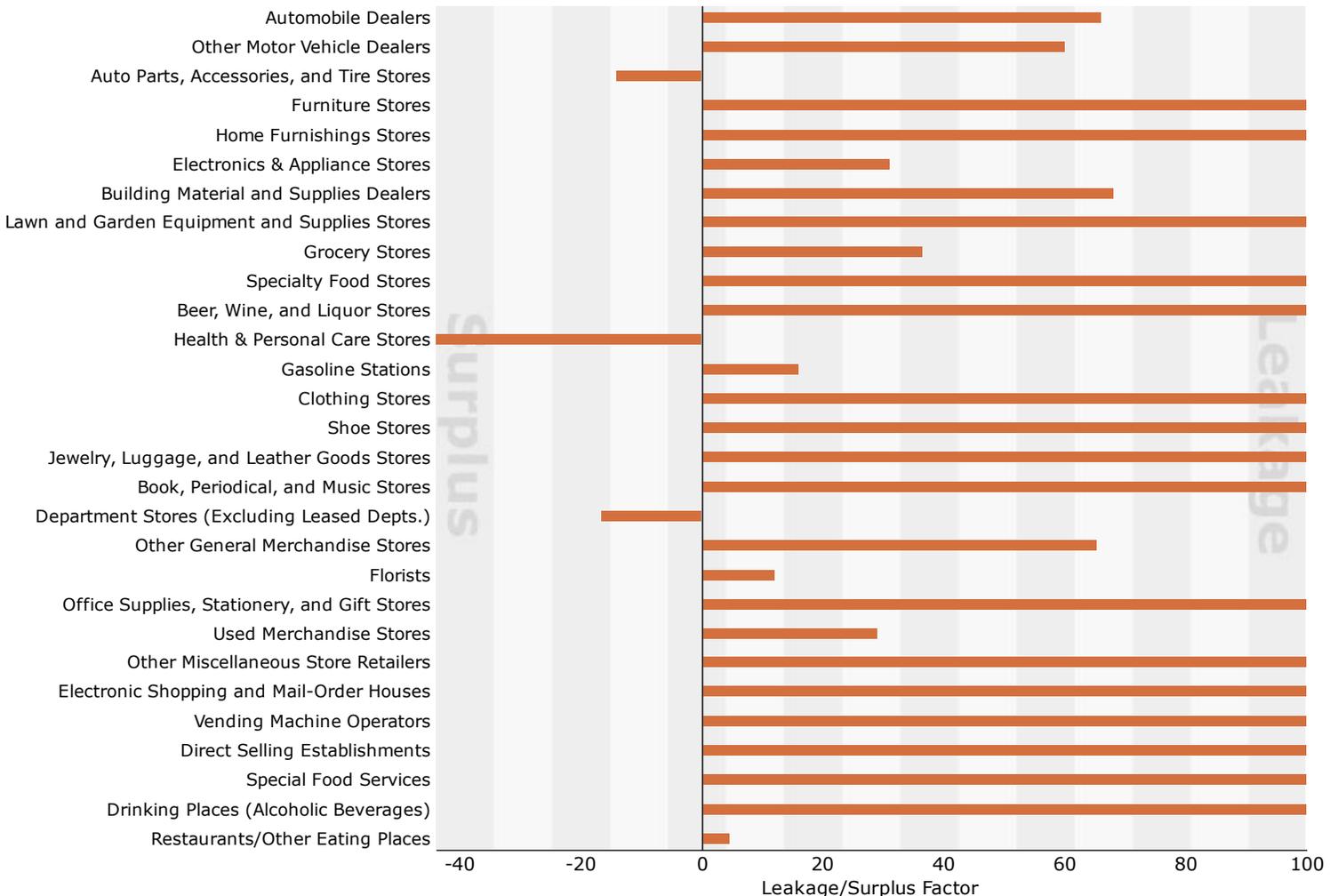
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

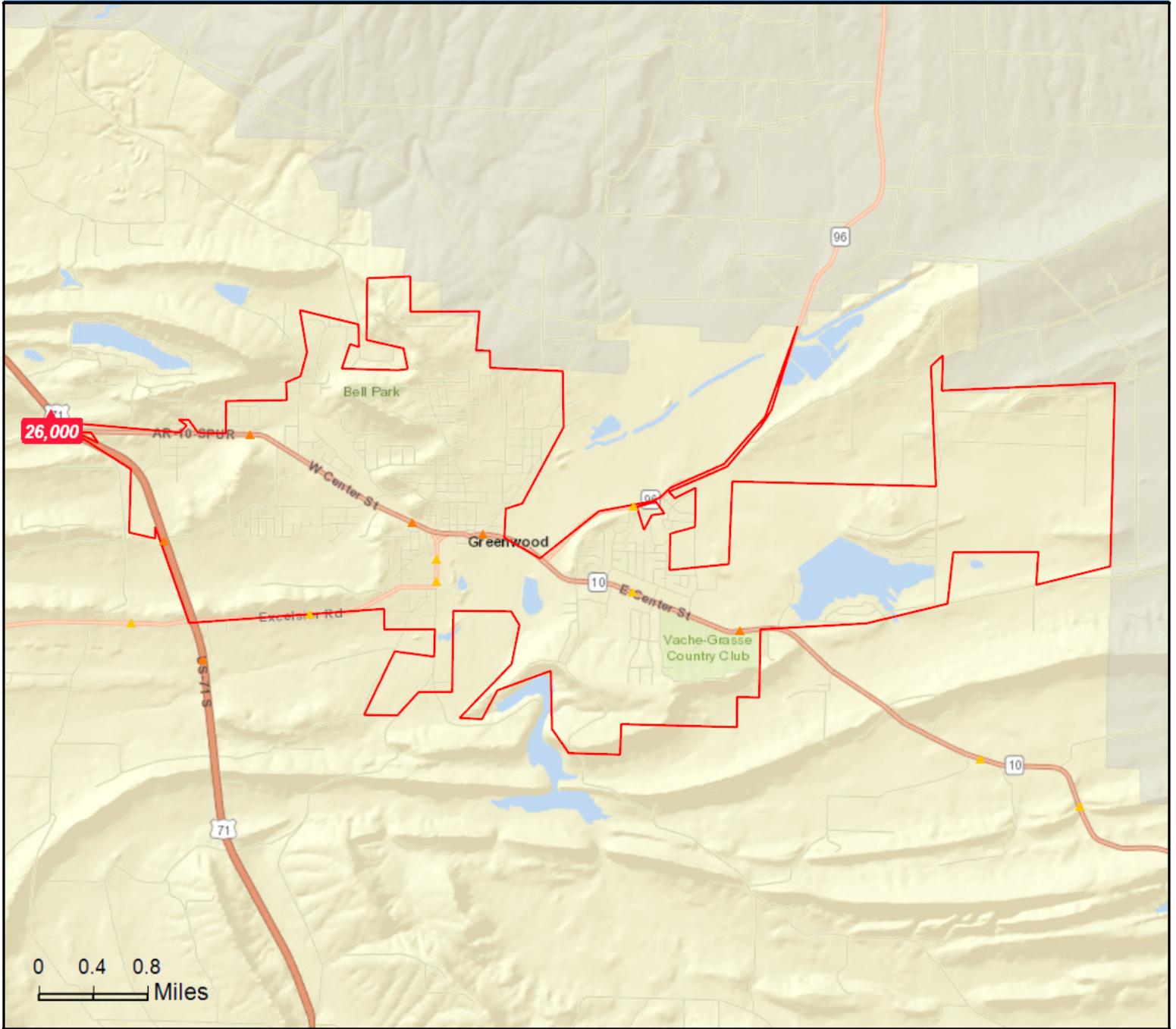
## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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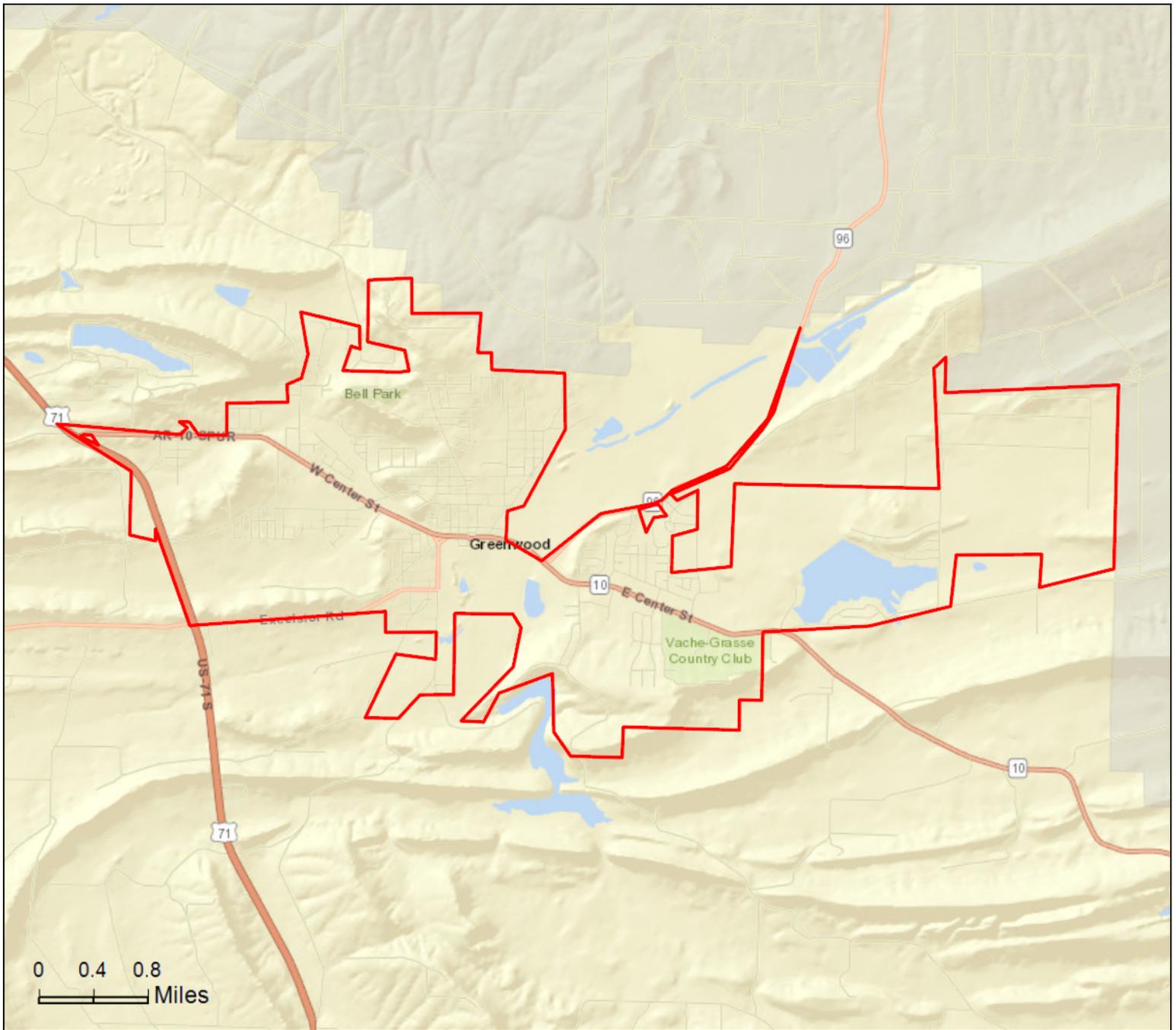
**Average Daily Traffic Volume**

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



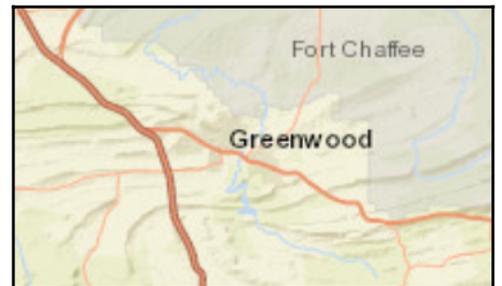
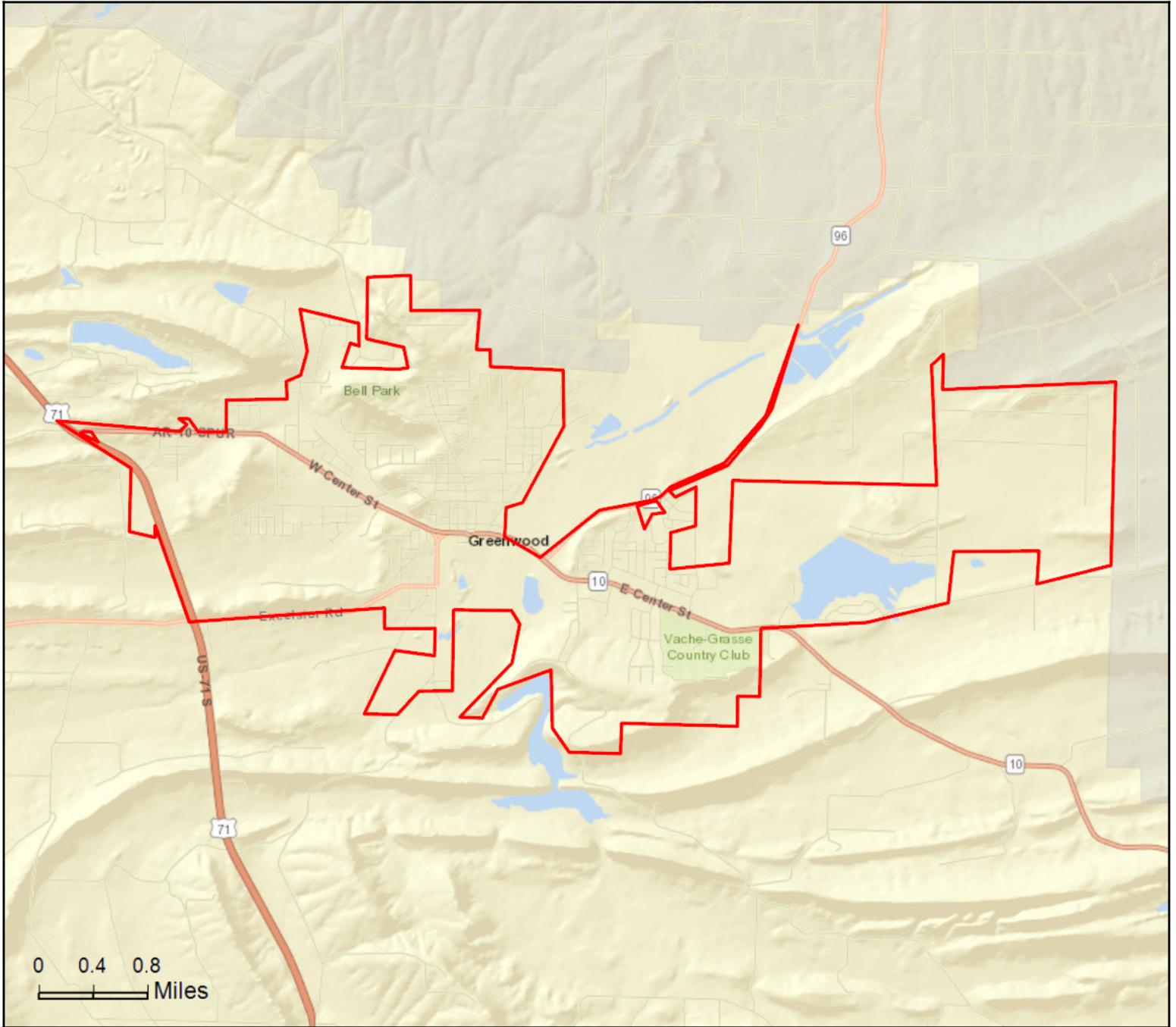
Source: ©2018 Kalibrate Technologies (Q3 2018).

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place



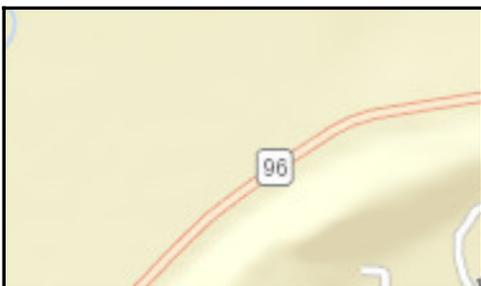
**This site is located in:**

**City:** ---  
**County:** Sebastian County  
**State:** Arkansas  
**ZIP Code:** 72936  
**Census Tract:** 05131010202  
**Census Block Group:** 051310101023  
**CBSA:** Fort Smith, AR-OK Metropolitan Statistical Area



Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR

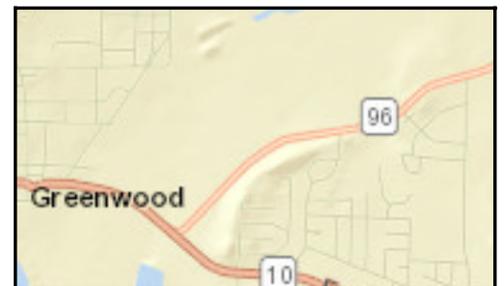
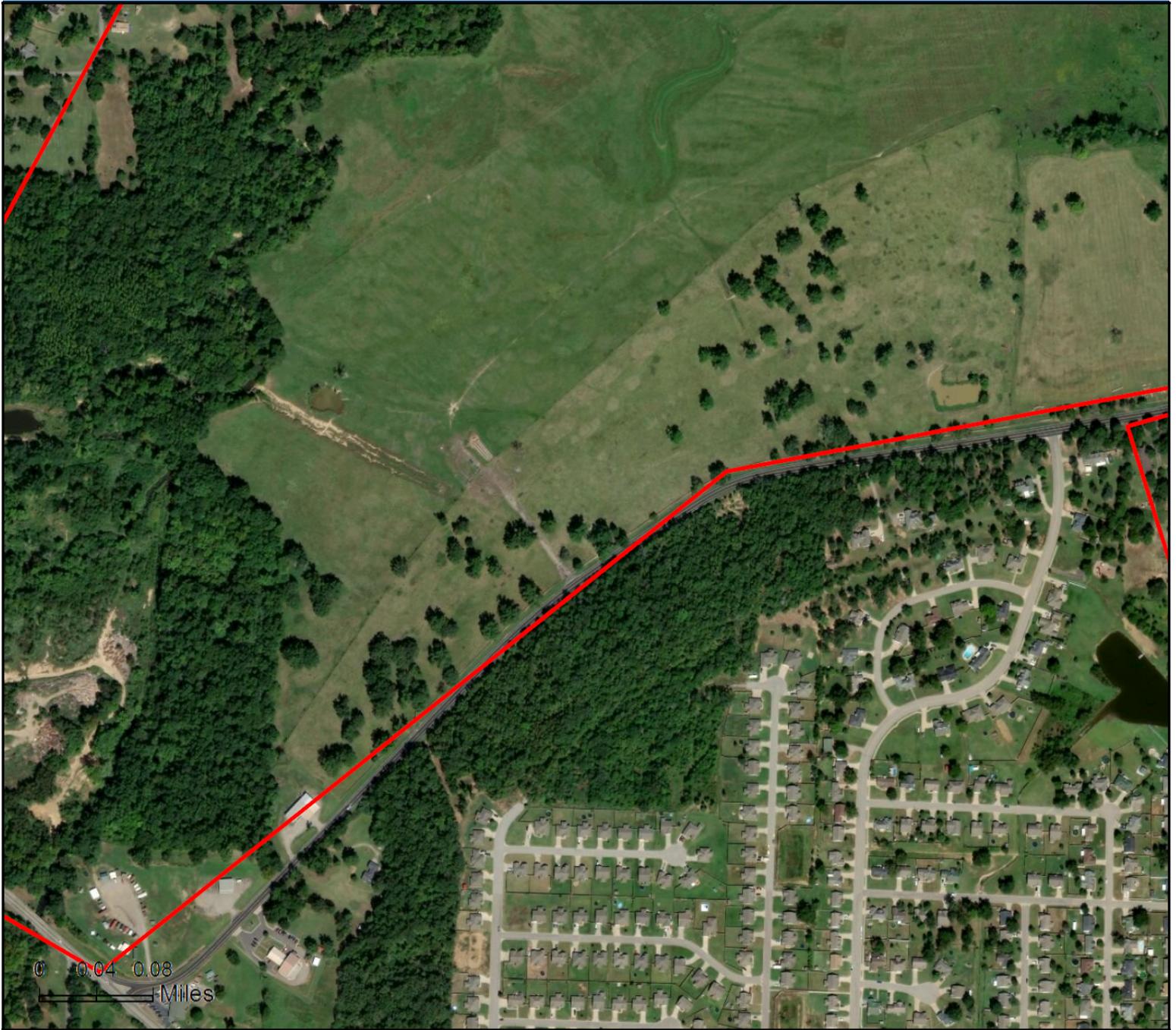


Source: ArcGIS Online World Imagery Basemap

January 29, 2019

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

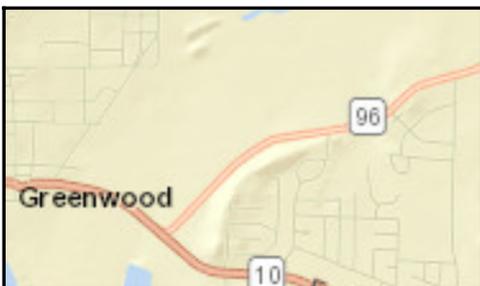
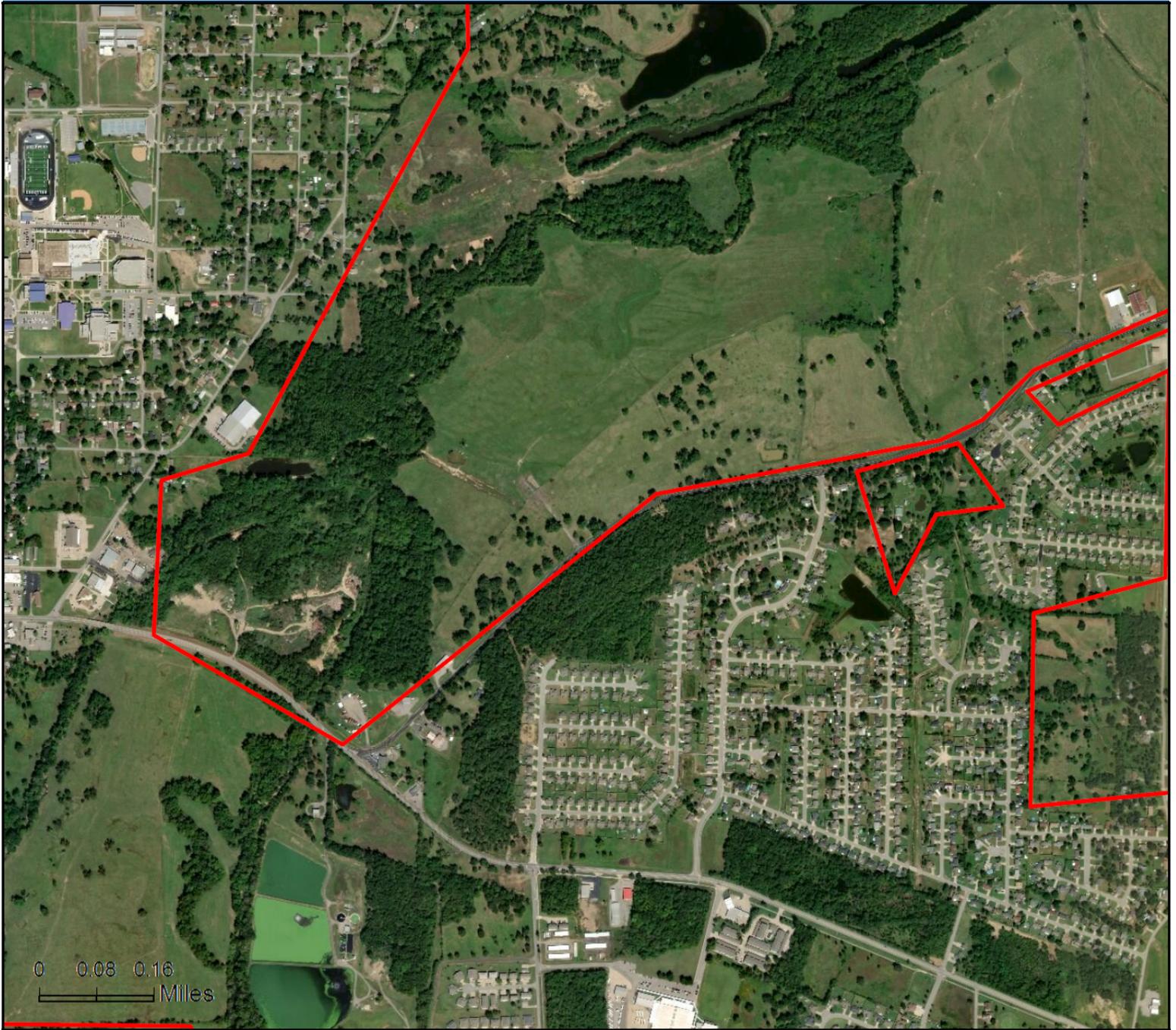
Greenwood, AR



Source: ArcGIS Online World Imagery Basemap

Greenwood City, AR  
Greenwood City, AR (0528780)  
Geography: Place

Greenwood, AR



Source: ArcGIS Online World Imagery Basemap



# Sports and Leisure Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Demographic Summary                                      |                               | 2018     | 2023     |
|--|-------------------------------|----------|----------|
| Population   |                               | 9,450    | 9,694    |
| Population 18+   |                               | 6,983    | 7,215    |
| Households   |                               | 3,499    | 3,592    |
| Median Household Income                                  |                               | \$52,361 | \$60,963 |
| Product/Consumer Behavior                                | Expected Number of Adults/HHs | Percent  | MPI      |
| Participated in aerobics in last 12 months               | 472                           | 6.8%     | 86       |
| Participated in archery in last 12 months                | 227                           | 3.3%     | 121      |
| Participated in backpacking in last 12 months            | 256                           | 3.7%     | 102      |
| Participated in baseball in last 12 months               | 266                           | 3.8%     | 92       |
| Participated in basketball in last 12 months             | 519                           | 7.4%     | 90       |
| Participated in bicycling (mountain) in last 12 months   | 257                           | 3.7%     | 90       |
| Participated in bicycling (road) in last 12 months       | 718                           | 10.3%    | 101      |
| Participated in boating (power) in last 12 months        | 402                           | 5.8%     | 113      |
| Participated in bowling in last 12 months                | 679                           | 9.7%     | 101      |
| Participated in canoeing/kayaking in last 12 months      | 517                           | 7.4%     | 112      |
| Participated in fishing (fresh water) in last 12 months  | 1,125                         | 16.1%    | 140      |
| Participated in fishing (salt water) in last 12 months   | 179                           | 2.6%     | 67       |
| Participated in football in last 12 months               | 330                           | 4.7%     | 108      |
| Participated in Frisbee in last 12 months                | 282                           | 4.0%     | 97       |
| Participated in golf in last 12 months                   | 664                           | 9.5%     | 110      |
| Participated in hiking in last 12 months                 | 835                           | 12.0%    | 99       |
| Participated in horseback riding in last 12 months       | 163                           | 2.3%     | 103      |
| Participated in hunting with rifle in last 12 months     | 467                           | 6.7%     | 157      |
| Participated in hunting with shotgun in last 12 months   | 364                           | 5.2%     | 155      |
| Participated in ice skating in last 12 months            | 166                           | 2.4%     | 79       |
| Participated in jogging/running in last 12 months        | 828                           | 11.9%    | 92       |
| Participated in motorcycling in last 12 months           | 278                           | 4.0%     | 125      |
| Participated in Pilates in last 12 months                | 154                           | 2.2%     | 79       |
| Participated in ping pong in last 12 mos                 | 226                           | 3.2%     | 85       |
| Participated in rock climbing in last 12 mos             | 62                            | 0.9%     | 52       |
| Participated in skiing (downhill) in last 12 months      | 180                           | 2.6%     | 86       |
| Participated in soccer in last 12 months                 | 203                           | 2.9%     | 70       |
| Participated in softball in last 12 months               | 179                           | 2.6%     | 93       |
| Participated in swimming in last 12 months               | 1,238                         | 17.7%    | 109      |
| Participated in target shooting in last 12 months        | 435                           | 6.2%     | 143      |
| Participated in tennis in last 12 months                 | 201                           | 2.9%     | 83       |
| Participated in volleyball in last 12 months             | 220                           | 3.2%     | 96       |
| Participated in walking for exercise in last 12 months   | 1,837                         | 26.3%    | 108      |
| Participated in weight lifting in last 12 months         | 702                           | 10.1%    | 96       |
| Participated in yoga in last 12 months                   | 432                           | 6.2%     | 76       |
| Participated in Zumba in last 12 mos                     | 184                           | 2.6%     | 71       |
| Spent on sports/rec equip in last 12 months: \$1-99      | 482                           | 6.9%     | 103      |
| Spent on sports/rec equip in last 12 months: \$100-\$249 | 463                           | 6.6%     | 105      |
| Spent on sports/rec equip in last 12 months: \$250+      | 660                           | 9.5%     | 120      |
| Attend sports events                                     | 1,274                         | 18.2%    | 108      |
| Attend sports events: baseball game - MLB reg seas       | 380                           | 5.4%     | 95       |
| Attend sports events: basketball game-NBA reg seas       | 68                            | 1.0%     | 59       |
| Attend sports events: football game (college)            | 289                           | 4.1%     | 119      |
| Attend sports events: football game - NFL weekend        | 148                           | 2.1%     | 101      |
| Attend sports events: high school sports                 | 390                           | 5.6%     | 173      |

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Sports and Leisure Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                             | Expected Number of Adults/HHs | Percent | MPI |
|---|-------------------------------|---------|-----|
| Listen to sports on radio                             | 890                           | 12.7%   | 110 |
| Watch sports on TV                                    | 4,393                         | 62.9%   | 108 |
| Watch on TV: alpine skiing/ski jumping                | 192                           | 2.7%    | 93  |
| Watch on TV: auto racing (NASCAR)                     | 1,151                         | 16.5%   | 158 |
| Watch on TV: auto racing (not NASCAR)                 | 342                           | 4.9%    | 115 |
| Watch on TV: baseball (MLB regular season)            | 1,528                         | 21.9%   | 112 |
| Watch on TV: baseball (MLB playoffs/World Series)     | 1,298                         | 18.6%   | 109 |
| Watch on TV: basketball (college)                     | 1,084                         | 15.5%   | 120 |
| Watch on TV: basketball (NCAA tournament)             | 1,027                         | 14.7%   | 114 |
| Watch on TV: basketball (NBA regular season)          | 860                           | 12.3%   | 80  |
| Watch on TV: basketball (NBA playoffs/finals)         | 1,065                         | 15.3%   | 91  |
| Watch on TV: basketball (WNBA)                        | 153                           | 2.2%    | 75  |
| Watch on TV: bicycle racing                           | 122                           | 1.7%    | 78  |
| Watch on TV: bowling                                  | 130                           | 1.9%    | 89  |
| Watch on TV: boxing                                   | 338                           | 4.8%    | 72  |
| Watch on TV: bull riding (pro)                        | 306                           | 4.4%    | 148 |
| Watch on TV: Equestrian events                        | 173                           | 2.5%    | 110 |
| Watch on TV: extreme sports (summer)                  | 279                           | 4.0%    | 111 |
| Watch on TV: extreme sports (winter)                  | 315                           | 4.5%    | 112 |
| Watch on TV: figure skating                           | 366                           | 5.2%    | 95  |
| Watch on TV: fishing                                  | 383                           | 5.5%    | 118 |
| Watch on TV: football (college)                       | 2,019                         | 28.9%   | 122 |
| Watch on TV: football (NFL Mon/Thurs night games)     | 2,503                         | 35.8%   | 111 |
| Watch on TV: football (NFL weekend games)             | 2,623                         | 37.6%   | 115 |
| Watch on TV: football (NFL playoffs/Super Bowl)       | 2,632                         | 37.7%   | 112 |
| Watch on TV: golf (PGA)                               | 963                           | 13.8%   | 118 |
| Watch on TV: golf (LPGA)                              | 273                           | 3.9%    | 101 |
| Watch on TV: gymnastics                               | 386                           | 5.5%    | 97  |
| Watch on TV: high school sports                       | 482                           | 6.9%    | 141 |
| Watch on TV: horse racing (at track or OTB)           | 235                           | 3.4%    | 114 |
| Watch on TV: ice hockey (NHL regular season)          | 687                           | 9.8%    | 112 |
| Watch on TV: ice hockey (NHL playoffs/St Stanley Cup) | 704                           | 10.1%   | 117 |
| Watch on TV: mixed martial arts (MMA)                 | 254                           | 3.6%    | 91  |
| Watch on TV: motorcycle racing                        | 197                           | 2.8%    | 95  |
| Watch on TV: Olympics (summer)                        | 1,220                         | 17.5%   | 111 |
| Watch on TV: Olympics (winter)                        | 872                           | 12.5%   | 111 |
| Watch on TV: rodeo                                    | 307                           | 4.4%    | 141 |
| Watch on TV: soccer (MLS)                             | 268                           | 3.8%    | 76  |
| Watch on TV: soccer (World Cup)                       | 429                           | 6.1%    | 75  |
| Watch on TV: tennis (men`s)                           | 383                           | 5.5%    | 91  |
| Watch on TV: tennis (women`s)                         | 383                           | 5.5%    | 89  |
| Watch on TV: track & field                            | 251                           | 3.6%    | 91  |
| Watch on TV: volleyball (pro beach)                   | 174                           | 2.5%    | 91  |
| Watch on TV: wrestling (WWE)                          | 311                           | 4.5%    | 88  |
| Interest in sports: college basketball Super Fan      | 236                           | 3.4%    | 91  |
| Interest in sports: college football Super Fan        | 520                           | 7.4%    | 93  |
| Interest in sports: golf Super Fan                    | 134                           | 1.9%    | 96  |
| Interest in sports: high school sports Super Fan      | 215                           | 3.1%    | 104 |
| Interest in sports: MLB Super Fan                     | 349                           | 5.0%    | 97  |
| Interest in sports: NASCAR Super Fan                  | 208                           | 3.0%    | 99  |
| Interest in sports: NBA Super Fan                     | 224                           | 3.2%    | 58  |
| Interest in sports: NFL Super Fan                     | 928                           | 13.3%   | 106 |
| Interest in sports: NHL Super Fan                     | 181                           | 2.6%    | 75  |
| Interest in sports: soccer Super Fan                  | 130                           | 1.9%    | 63  |

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Sports and Leisure Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                              | Expected             |         | MPI |
|--|----------------------|---------|-----|
|  | Number of Adults/HHs | Percent |     |
| Member of AARP   | 944                  | 13.5%   | 114 |
| Member of charitable organization                      | 285                  | 4.1%    | 92  |
| Member of church board                                 | 230                  | 3.3%    | 114 |
| Member of fraternal order                              | 243                  | 3.5%    | 143 |
| Member of religious club                               | 329                  | 4.7%    | 130 |
| Member of union  | 334                  | 4.8%    | 125 |
| Member of veterans club                                | 232                  | 3.3%    | 134 |
| Attended adult education course in last 12 months      | 423                  | 6.1%    | 77  |
| Went to art gallery in last 12 months                  | 390                  | 5.6%    | 71  |
| Attended auto show in last 12 months                   | 480                  | 6.9%    | 116 |
| Did baking in last 12 months                           | 1,767                | 25.3%   | 108 |
| Went to bar/night club in last 12 months               | 1,338                | 19.2%   | 110 |
| Went to beach in last 12 months                        | 1,817                | 26.0%   | 92  |
| Played billiards/pool in last 12 months                | 422                  | 6.0%    | 91  |
| Played bingo in last 12 months                         | 289                  | 4.1%    | 102 |
| Did birdwatching in last 12 months                     | 330                  | 4.7%    | 106 |
| Played board game in last 12 months                    | 1,184                | 17.0%   | 115 |
| Read book in last 12 months                            | 2,482                | 35.5%   | 105 |
| Participated in book club in last 12 months            | 147                  | 2.1%    | 71  |
| Went on overnight camping trip in last 12 months       | 1,037                | 14.9%   | 122 |
| Played cards in last 12 months                         | 1,264                | 18.1%   | 112 |
| Played chess in last 12 months                         | 249                  | 3.6%    | 102 |
| Played computer game (offline w/software)/12 months    | 442                  | 6.3%    | 95  |
| Played computer game (online w/o software)/12 months   | 834                  | 11.9%   | 98  |
| Cooked for fun in last 12 months                       | 1,480                | 21.2%   | 97  |
| Did crossword puzzle in last 12 months                 | 751                  | 10.8%   | 109 |
| Danced/went dancing in last 12 months                  | 482                  | 6.9%    | 91  |
| Attended dance performance in last 12 months           | 250                  | 3.6%    | 84  |
| Dined out in last 12 months                            | 3,842                | 55.0%   | 108 |
| Participated in fantasy sports league last 12 months   | 372                  | 5.3%    | 110 |
| Participated in tailgating in last 12 months           | 340                  | 4.9%    | 105 |
| Did furniture refinishing in last 12 months            | 271                  | 3.9%    | 105 |
| Gambled at casino in last 12 months                    | 864                  | 12.4%   | 96  |
| Gambled in Las Vegas in last 12 months                 | 166                  | 2.4%    | 71  |
| Participate in indoor gardening/plant care             | 657                  | 9.4%    | 102 |
| Attended horse races in last 12 months                 | 137                  | 2.0%    | 85  |
| Participated in karaoke in last 12 months              | 202                  | 2.9%    | 73  |
| Bought lottery ticket in last 12 months                | 2,699                | 38.7%   | 108 |
| Played lottery 6+ times in last 30 days                | 799                  | 11.4%   | 108 |
| Bought lottery ticket in last 12 months: Daily Drawing | 245                  | 3.5%    | 105 |
| Bought lottery ticket in last 12 months: Instant Game  | 1,457                | 20.9%   | 118 |
| Bought lottery ticket in last 12 months: Mega Millions | 1,140                | 16.3%   | 104 |
| Bought lottery ticket in last 12 months: Powerball     | 1,751                | 25.1%   | 114 |
| Attended a movie in last 6 months                      | 3,956                | 56.7%   | 95  |
| Attended movie in last 90 days: once/week or more      | 117                  | 1.7%    | 71  |
| Attended movie in last 90 days: 2-3 times a month      | 298                  | 4.3%    | 69  |
| Attended movie in last 90 days: once a month           | 610                  | 8.7%    | 88  |
| Attended movie in last 90 days: < once a month         | 2,643                | 37.8%   | 106 |
| Movie genre seen at theater/6 months: action           | 1,679                | 24.0%   | 87  |

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**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



# Sports and Leisure Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                              | Expected             |         | MPI |
|--|----------------------|---------|-----|
|  | Number of Adults/HHs | Percent |     |
| Movie genre seen at theater/6 months: adventure        | 2,009                | 28.8%   | 92  |
| Movie genre seen at theater/6 months: comedy           | 1,523                | 21.8%   | 90  |
| Movie genre seen at theater/6 months: crime            | 562                  | 8.0%    | 73  |
| Movie genre seen at theater/6 months: drama            | 1,422                | 20.4%   | 87  |
| Movie genre seen at theater/6 months: family           | 616                  | 8.8%    | 86  |
| Movie genre seen at theater/6 months: fantasy          | 832                  | 11.9%   | 86  |
| Movie genre seen at theater/6 months: horror           | 246                  | 3.5%    | 66  |
| Movie genre seen at theater/6 months: romance          | 451                  | 6.5%    | 83  |
| Movie genre seen at theater/6 months: science fiction  | 1,171                | 16.8%   | 85  |
| Movie genre seen at theater/6 months: thriller         | 958                  | 13.7%   | 80  |
| Went to museum in last 12 months                       | 766                  | 11.0%   | 85  |
| Attended classical music/opera performance/12 months   | 189                  | 2.7%    | 72  |
| Attended country music performance in last 12 months   | 588                  | 8.4%    | 128 |
| Attended rock music performance in last 12 months      | 658                  | 9.4%    | 100 |
| Played musical instrument in last 12 months            | 526                  | 7.5%    | 101 |
| Did painting/drawing in last 12 months                 | 508                  | 7.3%    | 96  |
| Did photo album/scrapbooking in last 12 months         | 319                  | 4.6%    | 102 |
| Did photography in last 12 months                      | 733                  | 10.5%   | 101 |
| Did Sudoku puzzle in last 12 months                    | 601                  | 8.6%    | 109 |
| Went to live theater in last 12 months                 | 669                  | 9.6%    | 83  |
| Visited a theme park in last 12 months                 | 1,144                | 16.4%   | 87  |
| Visited a theme park 5+ times in last 12 months        | 255                  | 3.7%    | 92  |
| Participated in trivia games in last 12 months         | 484                  | 6.9%    | 104 |
| Played video/electronic game (console) last 12 months  | 641                  | 9.2%    | 100 |
| Played video/electronic game (portable) last 12 months | 318                  | 4.6%    | 88  |
| Visited an indoor water park in last 12 months         | 232                  | 3.3%    | 102 |
| Did woodworking in last 12 months                      | 363                  | 5.2%    | 115 |
| Participated in word games in last 12 months           | 726                  | 10.4%   | 101 |
| Went to zoo in last 12 months                          | 928                  | 13.3%   | 105 |
| Purchased DVDs in last 30 days: 1                      | 192                  | 2.7%    | 106 |
| Purchased DVDs in last 30 days: 2                      | 146                  | 2.1%    | 103 |
| Purchased DVDs in last 30 days: 3+                     | 229                  | 3.3%    | 86  |
| Purchased DVD/Blu-ray disc online in last 12 months    | 466                  | 6.7%    | 100 |
| Rented DVDs in last 30 days: 1                         | 223                  | 3.2%    | 90  |
| Rented DVDs in last 30 days: 2                         | 257                  | 3.7%    | 99  |
| Rented DVDs in last 30 days: 3+                        | 668                  | 9.6%    | 106 |
| Rented movie/oth video/30 days: action/adventure       | 1,599                | 22.9%   | 107 |
| Rented movie/oth video/30 days: classics               | 401                  | 5.7%    | 90  |
| Rented movie/oth video/30 days: comedy                 | 1,528                | 21.9%   | 105 |
| Rented movie/oth video/30 days: drama                  | 974                  | 13.9%   | 95  |
| Rented movie/oth video/30 days: family/children        | 807                  | 11.6%   | 115 |
| Rented movie/oth video/30 days: foreign                | 129                  | 1.8%    | 73  |
| Rented movie/oth video/30 days: horror                 | 519                  | 7.4%    | 103 |
| Rented movie/oth video/30 days: musical                | 193                  | 2.8%    | 101 |
| Rented movie/oth video/30 days: news/documentary       | 237                  | 3.4%    | 82  |
| Rented movie/oth video/30 days: romance                | 587                  | 8.4%    | 108 |
| Rented movie/oth video/30 days: science fiction        | 478                  | 6.8%    | 93  |
| Rented movie/oth video/30 days: TV show                | 520                  | 7.4%    | 94  |
| Rented movie/oth video/30 days: western                | 187                  | 2.7%    | 99  |

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# Sports and Leisure Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                               | Expected             |         | MPI |
|---|----------------------|---------|-----|
|   | Number of Adults/HHs | Percent |     |
| Rented/purch DVD/Blu-ray/30 days: from amazon.com       | 541                  | 7.7%    | 103 |
| Rented DVD/Blu-ray/30 days: from netflix.com            | 948                  | 13.6%   | 101 |
| Rented/purch DVD/Blu-ray/30 days: from Redbox           | 1,270                | 18.2%   | 107 |
| HH owns ATV/UTV   | 383                  | 10.9%   | 188 |
| Bought any children`s toy/game in last 12 months        | 2,499                | 35.8%   | 109 |
| Spent on toys/games for child last 12 months: <\$50     | 472                  | 6.8%    | 112 |
| Spent on toys/games for child last 12 months: \$50-99   | 218                  | 3.1%    | 122 |
| Spent on toys/games for child last 12 months: \$100-199 | 454                  | 6.5%    | 105 |
| Spent on toys/games for child last 12 months: \$200-499 | 654                  | 9.4%    | 105 |
| Spent on toys/games for child last 12 months: \$500+    | 366                  | 5.2%    | 112 |
| Bought any toys/games online in last 12 months          | 703                  | 10.1%   | 108 |
| Bought infant toy in last 12 months                     | 573                  | 8.2%    | 124 |
| Bought pre-school toy in last 12 months                 | 550                  | 7.9%    | 115 |
| Bought for child last 12 months: boy action figure      | 630                  | 9.0%    | 113 |
| Bought for child last 12 months: girl action figure     | 201                  | 2.9%    | 84  |
| Bought for child last 12 months: action game            | 219                  | 3.1%    | 124 |
| Bought for child last 12 months: bicycle                | 439                  | 6.3%    | 105 |
| Bought for child last 12 months: board game             | 912                  | 13.1%   | 118 |
| Bought for child last 12 months: builder set            | 442                  | 6.3%    | 123 |
| Bought for child last 12 months: car                    | 611                  | 8.7%    | 109 |
| Bought for child last 12 months: construction toy       | 525                  | 7.5%    | 131 |
| Bought for child last 12 months: fashion doll           | 320                  | 4.6%    | 106 |
| Bought for child last 12 months: large/baby doll        | 473                  | 6.8%    | 97  |
| Bought for child last 12 months: doll accessories       | 247                  | 3.5%    | 92  |
| Bought for child last 12 months: doll clothing          | 280                  | 4.0%    | 98  |
| Bought for child last 12 months: educational toy        | 947                  | 13.6%   | 115 |
| Bought for child last 12 months: electronic doll/animal | 187                  | 2.7%    | 97  |
| Bought for child last 12 months: electronic game        | 440                  | 6.3%    | 114 |
| Bought for child last 12 months: mechanical toy         | 287                  | 4.1%    | 104 |
| Bought for child last 12 months: model kit/set          | 240                  | 3.4%    | 118 |
| Bought for child last 12 months: plush doll/animal      | 621                  | 8.9%    | 109 |
| Bought for child last 12 months: sound game             | 110                  | 1.6%    | 83  |
| Bought for child last 12 months: water toy              | 737                  | 10.6%   | 115 |
| Bought for child last 12 months: word game              | 162                  | 2.3%    | 92  |

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# Sports and Leisure Market Potential

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Product/Consumer Behavior                              | Expected             |         | MPI |
|--|----------------------|---------|-----|
|  | Number of Adults/HHs | Percent |     |
| Bought digital book in last 12 months                  | 896                  | 12.8%   | 96  |
| Bought hardcover book in last 12 months                | 1,409                | 20.2%   | 102 |
| Bought paperback book in last 12 months                | 2,083                | 29.8%   | 103 |
| Bought 1-3 books in last 12 months                     | 1,282                | 18.4%   | 93  |
| Bought 4-6 books in last 12 months                     | 692                  | 9.9%    | 106 |
| Bought 7+ books in last 12 months                      | 1,106                | 15.8%   | 98  |
| Bought book (fiction) in last 12 months                | 1,707                | 24.4%   | 99  |
| Bought book (non-fiction) in last 12 months            | 1,447                | 20.7%   | 92  |
| Bought biography in last 12 months                     | 417                  | 6.0%    | 88  |
| Bought children`s book in last 12 months               | 642                  | 9.2%    | 101 |
| Bought cookbook in last 12 months                      | 539                  | 7.7%    | 106 |
| Bought history book in last 12 months                  | 534                  | 7.6%    | 91  |
| Bought mystery book in last 12 months                  | 759                  | 10.9%   | 107 |
| Bought novel in last 12 months                         | 921                  | 13.2%   | 97  |
| Bought religious book (not bible) in last 12 mo        | 551                  | 7.9%    | 121 |
| Bought romance book in last 12 months                  | 458                  | 6.6%    | 111 |
| Bought science fiction book in last 12 months          | 386                  | 5.5%    | 98  |
| Bought personal/business self-help book last 12 months | 394                  | 5.6%    | 89  |
| Bought travel book in last 12 months                   | 99                   | 1.4%    | 68  |
| Bought book online in last 12 months                   | 1,320                | 18.9%   | 93  |
| Bought book last 12 months: amazon.com                 | 1,308                | 18.7%   | 96  |
| Bought book last 12 months: barnes&noble.com           | 146                  | 2.1%    | 95  |
| Bought book last 12 months: Barnes & Noble book store  | 856                  | 12.3%   | 94  |
| Bought book last 12 months: other book store (not B&N) | 667                  | 9.6%    | 95  |
| Bought book last 12 months: mail order                 | 157                  | 2.2%    | 115 |
| Listened to/purchased audiobook in last 6 months       | 327                  | 4.7%    | 87  |

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# Tapestry Segmentation Area Profile

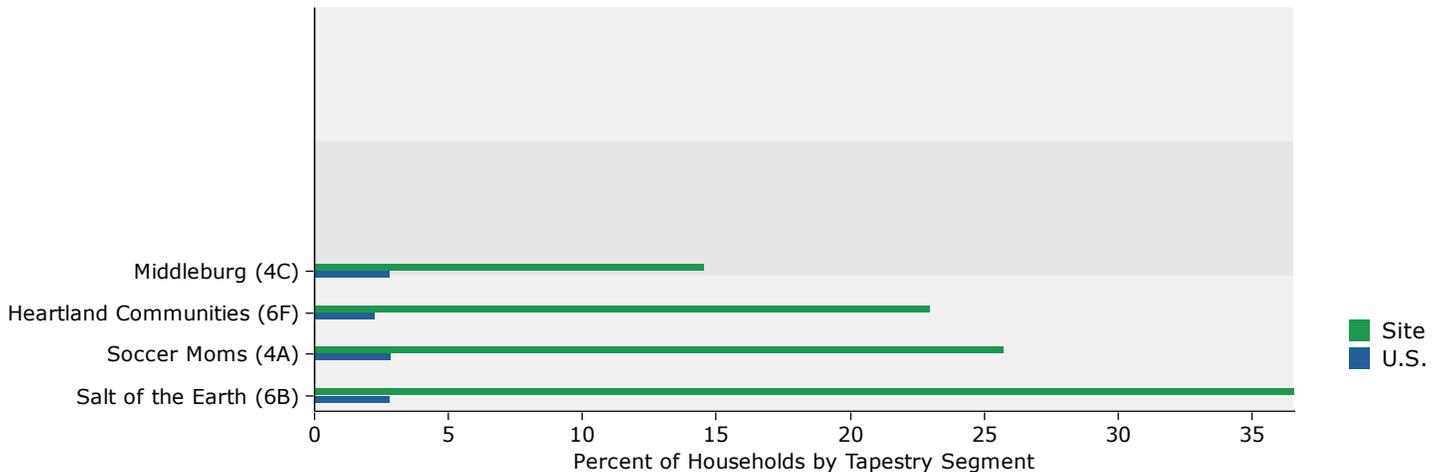
Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

## Top Twenty Tapestry Segments

| Rank            | Tapestry Segment           | 2018 Households |                    | 2018 U.S. Households |                    | Index      |
|-----------------|----------------------------|-----------------|--------------------|----------------------|--------------------|------------|
|                 |                            | Percent         | Cumulative Percent | Percent              | Cumulative Percent |            |
| 1               | Salt of the Earth (6B)     | 36.6%           | 36.6%              | 2.9%                 | 2.9%               | 1277       |
| 2               | Soccer Moms (4A)           | 25.8%           | 62.4%              | 2.9%                 | 5.8%               | 888        |
| 3               | Heartland Communities (6F) | 23.0%           | 85.4%              | 2.3%                 | 8.1%               | 1,002      |
| 4               | Middleburg (4C)            | 14.6%           | 100.0%             | 2.9%                 | 11.0%              | 508        |
| <b>Subtotal</b> |                            | <b>100.0%</b>   |                    | <b>11.0%</b>         |                    |            |
| <b>Total</b>    |                            | <b>100.0%</b>   |                    | <b>10.9%</b>         |                    | <b>914</b> |

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

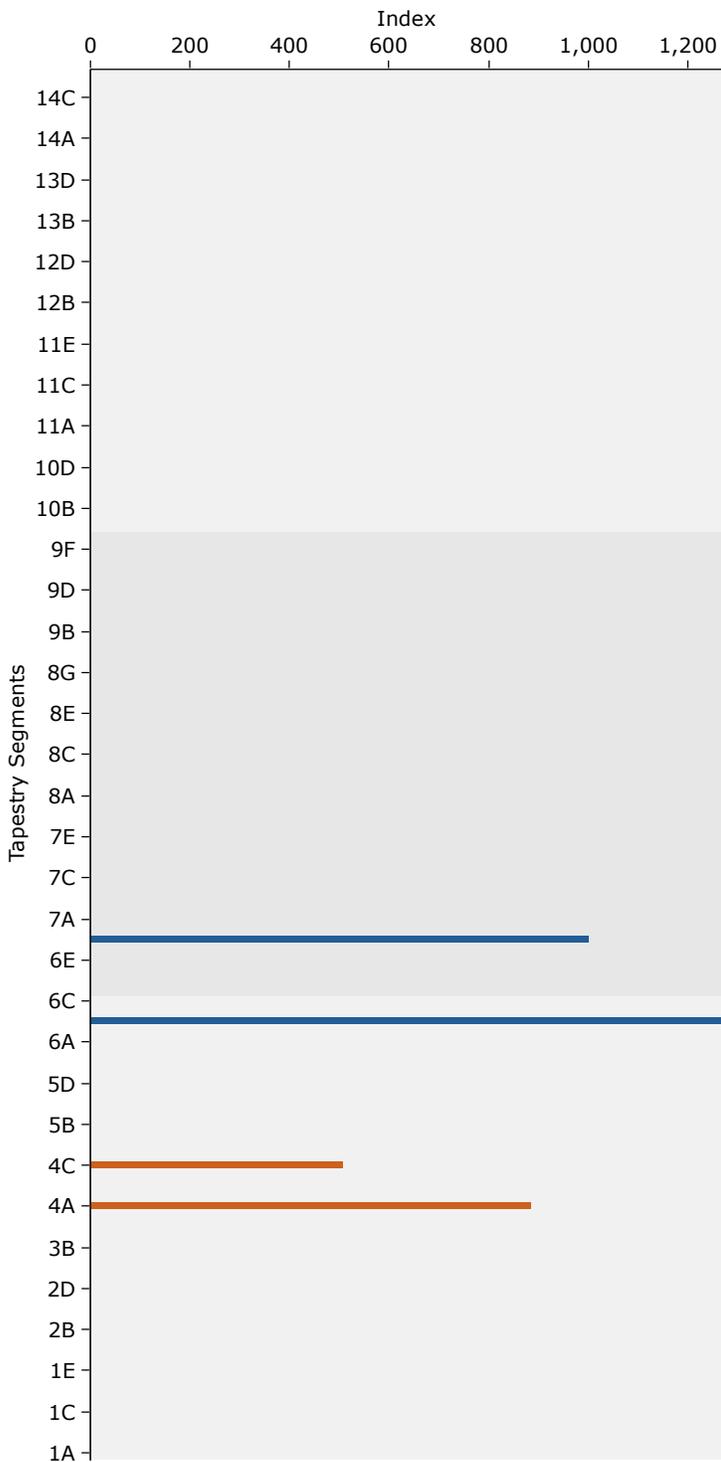


# Tapestry Segmentation Area Profile

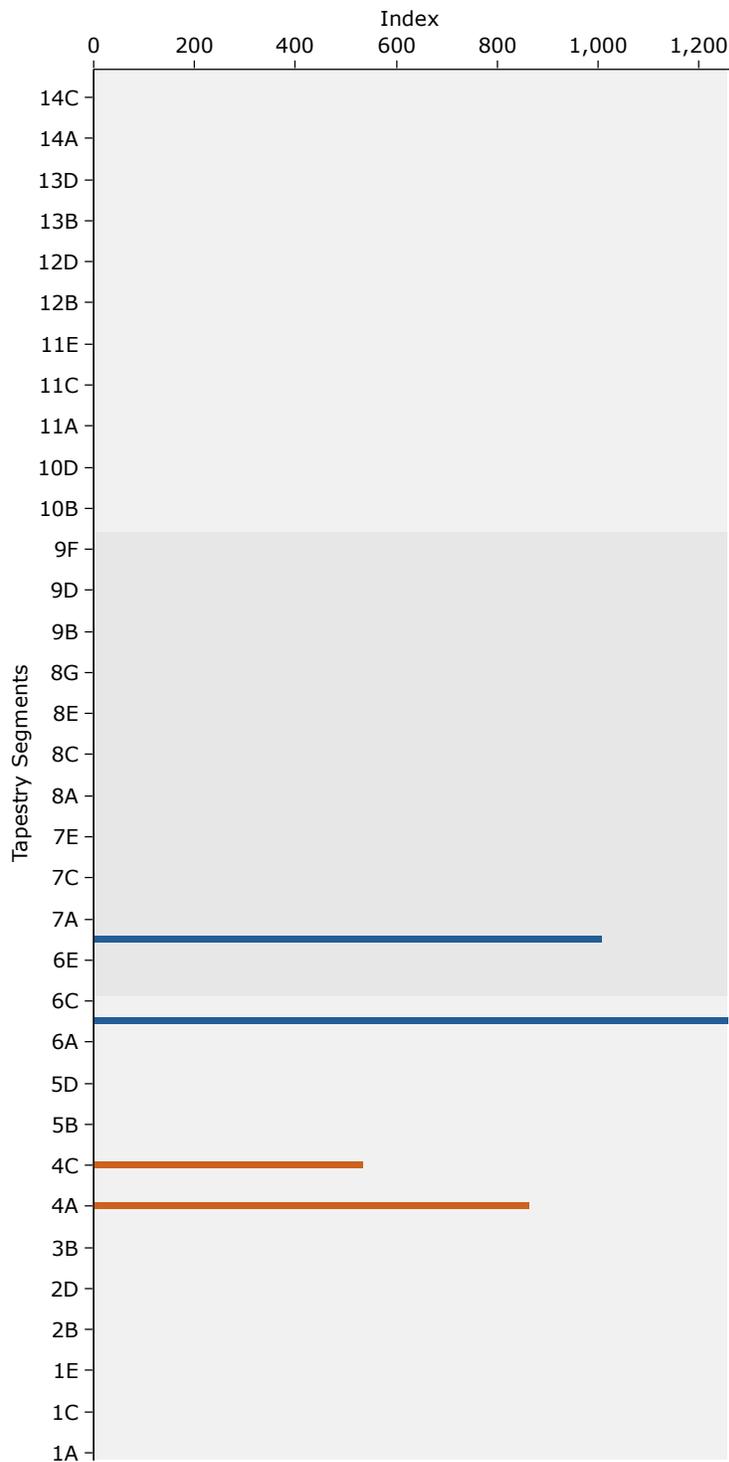
Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Tapestry LifeMode Groups        | 2018 Households |              |            | 2018 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 3,499           | 100.0%       |            | 6,983                 | 100.0%       |            |
| <b>1. Affluent Estates</b>      | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Top Tier (1A)                   | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Professional Pride (1B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Boomburbs (1C)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Savvy Suburbanites (1D)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Exurbanites (1E)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>2. Upscale Avenues</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Urban Chic (2A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Pleasantville (2B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Pacific Heights (2C)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Enterprising Professionals (2D) | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>3. Uptown Individuals</b>    | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Laptops and Lattes (3A)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Renters (3B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Trendsetters (3C)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>4. Family Landscapes</b>     | <b>1,413</b>    | <b>40.4%</b> | <b>539</b> | <b>2,944</b>          | <b>42.2%</b> | <b>540</b> |
| Soccer Moms (4A)                | 902             | 25.8%        | 888        | 1,872                 | 26.8%        | 866        |
| Home Improvement (4B)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Middleburg (4C)                 | 511             | 14.6%        | 508        | 1,072                 | 15.4%        | 536        |
| <b>5. GenXurban</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Comfortable Empty Nesters (5A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| In Style (5B)                   | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Parks and Rec (5C)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Midlife Constants (5E)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>6. Cozy Country Living</b>   | <b>2,086</b>    | <b>59.6%</b> | <b>498</b> | <b>4,039</b>          | <b>57.8%</b> | <b>490</b> |
| Green Acres (6A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Salt of the Earth (6B)          | 1,281           | 36.6%        | 1,277      | 2,529                 | 36.2%        | 1,260      |
| The Great Outdoors (6C)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Prairie Living (6D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rural Resort Dwellers (6E)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Heartland Communities (6F)      | 805             | 23.0%        | 1,002      | 1,510                 | 21.6%        | 1,009      |
| <b>7. Ethnic Enclaves</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Up and Coming Families (7A)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Urban Villages (7B)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| American Dreamers (7C)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Barrios Urbanos (7D)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Valley Growers (7E)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Southwestern Families (7F)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



# Tapestry Segmentation Area Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Tapestry LifeMode Groups         | 2018 Households |             |          | 2018 Adult Population |             |          |
|----------------------------------|-----------------|-------------|----------|-----------------------|-------------|----------|
|                                  | Number          | Percent     | Index    | Number                | Percent     | Index    |
| <b>Total:</b>                    | 3,499           | 100.0%      |          | 6,983                 | 100.0%      |          |
| <b>8. Middle Ground</b>          | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| City Lights (8A)                 | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Emerald City (8B)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Bright Young Professionals (8C)  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Downtown Melting Pot (8D)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Front Porches (8E)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Old and Newcomers (8F)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Hardscrabble Road (8G)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>9. Senior Styles</b>          | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Silver & Gold (9A)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Golden Years (9B)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| The Elders (9C)                  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Senior Escapes (9D)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Retirement Communities (9E)      | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Social Security Set (9F)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>10. Rustic Outposts</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Southern Satellites (10A)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Rooted Rural (10B)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Diners & Miners (10C)            | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Down the Road (10D)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Rural Bypasses (10E)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>11. Midtown Singles</b>       | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| City Strivers (11A)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Young and Restless (11B)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Metro Fusion (11C)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Set to Impress (11D)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| City Commons (11E)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>12. Hometown</b>              | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Family Foundations (12A)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Traditional Living (12B)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Small Town Simplicity (12C)      | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Modest Income Homes (12D)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| International Marketplace (13A)  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Las Casas (13B)                  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| NeWest Residents (13C)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Fresh Ambitions (13D)            | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| High Rise Renters (13E)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>14. Scholars and Patriots</b> | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Military Proximity (14A)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| College Towns (14B)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Dorms to Diplomas (14C)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Unclassified (15)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |

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**Source:** Esri



# Tapestry Segmentation Area Profile

Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Tapestry Urbanization Groups     | 2018 Households |             |          | 2018 Adult Population |             |          |
|----------------------------------|-----------------|-------------|----------|-----------------------|-------------|----------|
|                                  | Number          | Percent     | Index    | Number                | Percent     | Index    |
| <b>Total:</b>                    | 3,499           | 100.0%      |          | 6,983                 | 100.0%      |          |
| <b>1. Principal Urban Center</b> | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Laptops and Lattes (3A)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Metro Renters (3B)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Trendsetters (3C)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Downtown Melting Pot (8D)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| City Strivers (11A)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| NeWest Residents (13C)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Fresh Ambitions (13D)            | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| High Rise Renters (13E)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>2. Urban Periphery</b>        | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| Pacific Heights (2C)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Rustbelt Traditions (5D)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Urban Villages (7B)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| American Dreamers (7C)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Barrios Urbanos (7D)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Southwestern Families (7F)       | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| City Lights (8A)                 | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Bright Young Professionals (8C)  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Metro Fusion (11C)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Family Foundations (12A)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Modest Income Homes (12D)        | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| International Marketplace (13A)  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Las Casas (13B)                  | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| <b>3. Metro Cities</b>           | <b>0</b>        | <b>0.0%</b> | <b>0</b> | <b>0</b>              | <b>0.0%</b> | <b>0</b> |
| In Style (5B)                    | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Emerald City (8B)                | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Front Porches (8E)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Old and Newcomers (8F)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Hardscrabble Road (8G)           | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Retirement Communities (9E)      | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Social Security Set (9F)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Young and Restless (11B)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Set to Impress (11D)             | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| City Commons (11E)               | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Traditional Living (12B)         | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| College Towns (14B)              | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |
| Dorms to Diplomas (14C)          | 0               | 0.0%        | 0        | 0                     | 0.0%        | 0        |

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**Source:** Esri



# Tapestry Segmentation Area Profile

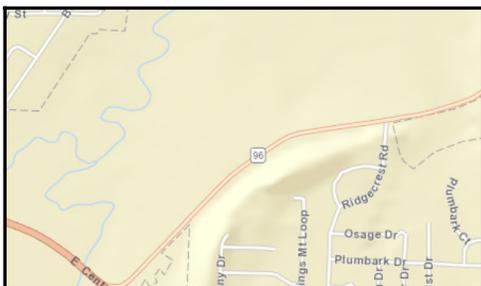
Greenwood City, AR  
 Greenwood City, AR (0528780)  
 Geography: Place

Greenwood, AR

| Tapestry Urbanization Groups    | 2018 Households |              |            | 2018 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 3,499           | 100.0%       |            | 6,983                 | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>902</b>      | <b>25.8%</b> | <b>81</b>  | <b>1,872</b>          | <b>26.8%</b> | <b>82</b>  |
| Top Tier (1A)                   | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Professional Pride (1B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Boomburbs (1C)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Savvy Suburbanites (1D)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Exurbanites (1E)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Urban Chic (2A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Pleasantville (2B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Enterprising Professionals (2D) | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Soccer Moms (4A)                | 902             | 25.8%        | 888        | 1,872                 | 26.8%        | 866        |
| Home Improvement (4B)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Comfortable Empty Nesters (5A)  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Parks and Rec (5C)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Midlife Constants (5E)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Up and Coming Families (7A)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Silver & Gold (9A)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Golden Years (9B)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| The Elders (9C)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Military Proximity (14A)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>5. Semirural</b>             | <b>1,316</b>    | <b>37.6%</b> | <b>403</b> | <b>2,582</b>          | <b>37.0%</b> | <b>411</b> |
| Middleburg (4C)                 | 511             | 14.6%        | 508        | 1,072                 | 15.4%        | 536        |
| Heartland Communities (6F)      | 805             | 23.0%        | 1,002      | 1,510                 | 21.6%        | 1,009      |
| Valley Growers (7E)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Senior Escapes (9D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Down the Road (10D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Small Town Simplicity (12C)     | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>6. Rural</b>                 | <b>1,281</b>    | <b>36.6%</b> | <b>218</b> | <b>2,529</b>          | <b>36.2%</b> | <b>215</b> |
| Green Acres (6A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Salt of the Earth (6B)          | 1,281           | 36.6%        | 1,277      | 2,529                 | 36.2%        | 1,260      |
| The Great Outdoors (6C)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Prairie Living (6D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rural Resort Dwellers (6E)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Southern Satellites (10A)       | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rooted Rural (10B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Diners & Miners (10C)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rural Bypasses (10E)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Unclassified (15)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2018 Kalibrate Technologies (Q3 2018).