



# Community Profile

Pocahontas Trade Area  
Area: 682 square miles

Prepared by Esri

<b>Population Summary</b>	
2010 Total Population	18,979
2020 Total Population	19,370
2020 Group Quarters	316
2022 Total Population	19,423
2022 Group Quarters	316
2027 Total Population	19,559
2022-2027 Annual Rate	0.14%
2022 Total Daytime Population	18,105
Workers	6,319
Residents	11,786
<b>Household Summary</b>	
2010 Households	7,694
2010 Average Household Size	2.42
2020 Total Households	7,650
2020 Average Household Size	2.49
2022 Households	7,652
2022 Average Household Size	2.50
2027 Households	7,696
2027 Average Household Size	2.50
2022-2027 Annual Rate	0.11%
2010 Families	5,270
2010 Average Family Size	2.92
2022 Families	5,118
2022 Average Family Size	3.02
2027 Families	5,140
2027 Average Family Size	3.01
2022-2027 Annual Rate	0.09%
<b>Housing Unit Summary</b>	
2000 Housing Units	8,759
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	22.1%
Vacant Housing Units	12.9%
2010 Housing Units	9,058
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	15.1%
2020 Housing Units	8,964
Vacant Housing Units	14.7%
2022 Housing Units	8,991
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	14.9%
2027 Housing Units	9,016
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	14.6%
<b>Median Household Income</b>	
2022	\$40,060
2027	\$45,888
<b>Median Home Value</b>	
2022	\$98,719
2027	\$104,156
<b>Per Capita Income</b>	
2022	\$22,934
2027	\$26,460
<b>Median Age</b>	
2010	42.0
2022	44.0
2027	45.1

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## 2022 Households by Income

Household Income Base	7,652
<\$15,000	15.0%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	2.4%
\$200,000+	1.5%
Average Household Income	\$57,862

## 2027 Households by Income

Household Income Base	7,696
<\$15,000	12.1%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	14.4%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	8.4%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	3.5%
\$200,000+	1.8%
Average Household Income	\$66,875

## 2022 Owner Occupied Housing Units by Value

Total	5,503
<\$50,000	18.6%
\$50,000 - \$99,999	32.3%
\$100,000 - \$149,999	22.6%
\$150,000 - \$199,999	11.8%
\$200,000 - \$249,999	5.1%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	3.4%
\$400,000 - \$499,999	1.1%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.5%
Average Home Value	\$132,364

## 2027 Owner Occupied Housing Units by Value

Total	5,563
<\$50,000	17.6%
\$50,000 - \$99,999	30.6%
\$100,000 - \$149,999	21.5%
\$150,000 - \$199,999	13.0%
\$200,000 - \$249,999	5.6%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	4.1%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	0.4%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.6%
Average Home Value	\$140,442

**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.

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## 2010 Population by Age

Total	18,981
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.7%
15 - 24	12.3%
25 - 34	10.6%
35 - 44	12.0%
45 - 54	14.3%
55 - 64	13.1%
65 - 74	10.0%
75 - 84	6.3%
85 +	2.5%
18 +	76.8%

## 2022 Population by Age

Total	19,423
0 - 4	5.4%
5 - 9	5.7%
10 - 14	5.6%
15 - 24	10.4%
25 - 34	12.7%
35 - 44	11.3%
45 - 54	12.0%
55 - 64	14.0%
65 - 74	12.7%
75 - 84	7.4%
85 +	2.9%
18 +	80.1%

## 2027 Population by Age

Total	19,559
0 - 4	5.2%
5 - 9	5.6%
10 - 14	6.0%
15 - 24	10.1%
25 - 34	11.1%
35 - 44	11.9%
45 - 54	11.6%
55 - 64	13.4%
65 - 74	13.3%
75 - 84	8.8%
85 +	3.0%
18 +	79.8%

## 2010 Population by Sex

Males	9,315
Females	9,664

## 2022 Population by Sex

Males	9,621
Females	9,803

## 2027 Population by Sex

Males	9,740
Females	9,820

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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## 2010 Population by Race/Ethnicity

Total	18,979
White Alone	96.6%
Black Alone	0.7%
American Indian Alone	0.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.4%
Hispanic Origin	1.5%
Diversity Index	9.5

## 2020 Population by Race/Ethnicity

Total	19,370
White Alone	90.1%
Black Alone	0.7%
American Indian Alone	0.5%
Asian Alone	0.4%
Pacific Islander Alone	3.1%
Some Other Race Alone	0.7%
Two or More Races	4.5%
Hispanic Origin	2.1%
Diversity Index	21.9

## 2022 Population by Race/Ethnicity

Total	19,425
White Alone	89.8%
Black Alone	0.8%
American Indian Alone	0.5%
Asian Alone	0.4%
Pacific Islander Alone	3.1%
Some Other Race Alone	0.7%
Two or More Races	4.8%
Hispanic Origin	2.1%
Diversity Index	22.4

## 2027 Population by Race/Ethnicity

Total	19,560
White Alone	89.0%
Black Alone	0.8%
American Indian Alone	0.5%
Asian Alone	0.5%
Pacific Islander Alone	3.2%
Some Other Race Alone	0.8%
Two or More Races	5.3%
Hispanic Origin	2.1%
Diversity Index	23.8

## 2010 Population by Relationship and Household Type

Total	18,979
In Households	98.2%
In Family Households	83.4%
Householder	27.9%
Spouse	21.7%
Child	28.8%
Other relative	2.8%
Nonrelative	2.2%
In Nonfamily Households	14.7%
In Group Quarters	1.8%
Institutionalized Population	1.7%
Noninstitutionalized Population	0.1%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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## 2022 Population 25+ by Educational Attainment

Total	14,160
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	8.5%
High School Graduate	31.1%
GED/Alternative Credential	8.2%
Some College, No Degree	20.7%
Associate Degree	10.6%
Bachelor's Degree	10.2%
Graduate/Professional Degree	5.0%

## 2022 Population 15+ by Marital Status

Total	16,176
Never Married	20.7%
Married	56.3%
Widowed	9.3%
Divorced	13.7%

## 2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	7,801
Population 16+ Employed	98.4%
Population 16+ Unemployment rate	1.6%
Population 16-24 Employed	12.2%
Population 16-24 Unemployment rate	4.9%
Population 25-54 Employed	66.7%
Population 25-54 Unemployment rate	0.9%
Population 55-64 Employed	14.4%
Population 55-64 Unemployment rate	2.3%
Population 65+ Employed	6.7%
Population 65+ Unemployment rate	0.0%

## 2022 Employed Population 16+ by Industry

Total	7,680
Agriculture/Mining	5.8%
Construction	5.5%
Manufacturing	15.5%
Wholesale Trade	1.6%
Retail Trade	9.3%
Transportation/Utilities	11.2%
Information	0.5%
Finance/Insurance/Real Estate	3.0%
Services	44.0%
Public Administration	3.6%

## 2022 Employed Population 16+ by Occupation

Total	7,680
White Collar	46.5%
Management/Business/Financial	10.8%
Professional	19.6%
Sales	5.8%
Administrative Support	10.4%
Services	17.3%
Blue Collar	36.2%
Farming/Forestry/Fishing	2.9%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	4.1%
Production	13.0%
Transportation/Material Moving	12.0%

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<b>2010 Households by Type</b>	
Total	7,694
Households with 1 Person	27.7%
Households with 2+ People	72.3%
Family Households	68.5%
Husband-wife Families	53.4%
With Related Children	20.4%
Other Family (No Spouse Present)	15.1%
Other Family with Male Householder	4.6%
With Related Children	2.7%
Other Family with Female Householder	10.4%
With Related Children	6.8%
Nonfamily Households	3.8%
All Households with Children	30.3%
Multigenerational Households	3.2%
Unmarried Partner Households	5.2%
Male-female	4.8%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	7,694
1 Person Household	27.7%
2 Person Household	36.4%
3 Person Household	15.6%
4 Person Household	12.1%
5 Person Household	5.3%
6 Person Household	2.0%
7 + Person Household	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	7,694
Owner Occupied	73.5%
Owned with a Mortgage/Loan	40.4%
Owned Free and Clear	33.1%
Renter Occupied	26.5%
<b>2022 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	199
Percent of Income for Mortgage	13.0%
Wealth Index	43
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	9,058
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	29.9%
Rural Housing Units	70.1%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	18,979
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	30.8%
Rural Population	69.2%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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## Top 3 Tapestry Segments

1. Rooted Rural (10B)
2. Small Town Sincerity (12C)
3. Midlife Constants (5E)

## 2022 Consumer Spending

Apparel & Services: Total \$	\$10,054,063
Average Spent	\$1,313.91
Spending Potential Index	55
Education: Total \$	\$6,481,915
Average Spent	\$847.09
Spending Potential Index	43
Entertainment/Recreation: Total \$	\$17,492,064
Average Spent	\$2,285.95
Spending Potential Index	62
Food at Home: Total \$	\$29,576,764
Average Spent	\$3,865.23
Spending Potential Index	62
Food Away from Home: Total \$	\$18,545,718
Average Spent	\$2,423.64
Spending Potential Index	56
Health Care: Total \$	\$36,262,395
Average Spent	\$4,738.94
Spending Potential Index	67
HH Furnishings & Equipment: Total \$	\$11,189,978
Average Spent	\$1,462.36
Spending Potential Index	57
Personal Care Products & Services: Total \$	\$4,210,437
Average Spent	\$550.24
Spending Potential Index	54
Shelter: Total \$	\$85,269,287
Average Spent	\$11,143.40
Spending Potential Index	49
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,680,750
Average Spent	\$1,657.18
Spending Potential Index	61
Travel: Total \$	\$10,892,208
Average Spent	\$1,423.45
Spending Potential Index	50
Vehicle Maintenance & Repairs: Total \$	\$6,309,835
Average Spent	\$824.60
Spending Potential Index	65

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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