



Community Profile

Poinsett County, AR
 Poinsett County, AR (05111)
 Geography: County

Prepared by Esri

	Poinsett Coun...
Population Summary	
2010 Total Population	24,583
2020 Total Population	22,965
2020 Group Quarters	306
2022 Total Population	22,660
2022 Group Quarters	306
2027 Total Population	22,173
2022-2027 Annual Rate	-0.43%
2022 Total Daytime Population	19,841
Workers	7,113
Residents	12,728
Household Summary	
2010 Households	9,754
2010 Average Household Size	2.49
2020 Total Households	9,254
2020 Average Household Size	2.45
2022 Households	9,155
2022 Average Household Size	2.44
2027 Households	8,995
2027 Average Household Size	2.43
2022-2027 Annual Rate	-0.35%
2010 Families	6,796
2010 Average Family Size	2.98
2022 Families	6,230
2022 Average Family Size	2.94
2027 Families	6,112
2027 Average Family Size	2.92
2022-2027 Annual Rate	-0.38%
Housing Unit Summary	
2000 Housing Units	11,051
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	9.3%
2010 Housing Units	10,923
Owner Occupied Housing Units	58.1%
Renter Occupied Housing Units	31.2%
Vacant Housing Units	10.7%
2020 Housing Units	10,327
Vacant Housing Units	10.4%
2022 Housing Units	10,313
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	32.4%
Vacant Housing Units	11.2%
2027 Housing Units	10,196
Owner Occupied Housing Units	56.3%
Renter Occupied Housing Units	31.9%
Vacant Housing Units	11.8%
Median Household Income	
2022	\$40,335
2027	\$45,364
Median Home Value	
2022	\$93,204
2027	\$132,626
Per Capita Income	
2022	\$21,255
2027	\$24,340
Median Age	
2010	39.7
2022	42.3
2027	43.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by 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	9,155
<\$15,000	16.3%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	1.6%
\$200,000+	0.6%
Average Household Income	\$52,564

2027 Households by Income

Household Income Base	8,995
<\$15,000	14.5%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	2.3%
\$200,000+	0.8%
Average Household Income	\$59,951

2022 Owner Occupied Housing Units by Value

Total	5,813
<\$50,000	27.2%
\$50,000 - \$99,999	26.4%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	13.6%
\$200,000 - \$249,999	11.4%
\$250,000 - \$299,999	3.3%
\$300,000 - \$399,999	1.4%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$116,437

2027 Owner Occupied Housing Units by Value

Total	5,741
<\$50,000	24.4%
\$50,000 - \$99,999	17.7%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	15.9%
\$200,000 - \$249,999	19.0%
\$250,000 - \$299,999	6.4%
\$300,000 - \$399,999	2.7%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$146,612

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: 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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	Poinsett Coun...
2010 Population by Age	
Total	24,583
0 - 4	6.5%
5 - 9	6.6%
10 - 14	7.0%
15 - 24	12.7%
25 - 34	11.3%
35 - 44	12.8%
45 - 54	14.3%
55 - 64	13.0%
65 - 74	9.3%
75 - 84	5.0%
85 +	1.6%
18 +	75.8%
2022 Population by Age	
Total	22,660
0 - 4	5.9%
5 - 9	6.0%
10 - 14	5.8%
15 - 24	10.8%
25 - 34	12.9%
35 - 44	11.7%
45 - 54	12.2%
55 - 64	13.8%
65 - 74	12.2%
75 - 84	6.5%
85 +	2.1%
18 +	79.0%
2027 Population by Age	
Total	22,173
0 - 4	5.8%
5 - 9	5.9%
10 - 14	6.3%
15 - 24	10.2%
25 - 34	11.2%
35 - 44	12.3%
45 - 54	11.9%
55 - 64	13.4%
65 - 74	12.8%
75 - 84	7.8%
85 +	2.3%
18 +	78.7%
2010 Population by Sex	
Males	11,937
Females	12,646
2022 Population by Sex	
Males	10,995
Females	11,665
2027 Population by Sex	
Males	10,785
Females	11,388

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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		Poinsett Coun...
2010 Population by Race/Ethnicity		
Total		24,583
White Alone		89.9%
Black Alone		7.2%
American Indian Alone		0.2%
Asian Alone		0.2%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.1%
Two or More Races		1.3%
Hispanic Origin		2.2%
Diversity Index		22.2
2020 Population by Race/Ethnicity		
Total		22,965
White Alone		84.4%
Black Alone		7.8%
American Indian Alone		0.4%
Asian Alone		0.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.0%
Two or More Races		5.1%
Hispanic Origin		3.6%
Diversity Index		32.8
2022 Population by Race/Ethnicity		
Total		22,660
White Alone		83.9%
Black Alone		7.9%
American Indian Alone		0.5%
Asian Alone		0.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.1%
Two or More Races		5.4%
Hispanic Origin		3.7%
Diversity Index		33.7
2027 Population by Race/Ethnicity		
Total		22,173
White Alone		82.5%
Black Alone		8.3%
American Indian Alone		0.5%
Asian Alone		0.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.2%
Two or More Races		6.1%
Hispanic Origin		3.9%
Diversity Index		35.9
2010 Population by Relationship and Household Type		
Total		24,583
In Households		98.6%
In Family Households		84.7%
Householder		27.6%
Spouse		19.4%
Child		32.3%
Other relative		3.2%
Nonrelative		2.2%
In Nonfamily Households		13.9%
In Group Quarters		1.4%
Institutionalized Population		1.2%
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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	Poinsett Coun...
2022 Population 25+ by Educational Attainment	
Total	16,198
Less than 9th Grade	6.4%
9th - 12th Grade, No Diploma	10.1%
High School Graduate	37.1%
GED/Alternative Credential	9.6%
Some College, No Degree	19.3%
Associate Degree	5.7%
Bachelor's Degree	8.6%
Graduate/Professional Degree	3.3%
2022 Population 15+ by Marital Status	
Total	18,635
Never Married	24.6%
Married	52.2%
Widowed	8.5%
Divorced	14.8%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	10,392
Population 16+ Employed	96.5%
Population 16+ Unemployment rate	3.5%
Population 16-24 Employed	12.6%
Population 16-24 Unemployment rate	6.5%
Population 25-54 Employed	59.4%
Population 25-54 Unemployment rate	3.8%
Population 55-64 Employed	17.3%
Population 55-64 Unemployment rate	2.3%
Population 65+ Employed	10.7%
Population 65+ Unemployment rate	0.4%
2022 Employed Population 16+ by Industry	
Total	10,025
Agriculture/Mining	7.6%
Construction	8.7%
Manufacturing	17.3%
Wholesale Trade	1.6%
Retail Trade	9.9%
Transportation/Utilities	7.2%
Information	1.3%
Finance/Insurance/Real Estate	3.9%
Services	37.6%
Public Administration	4.8%
2022 Employed Population 16+ by Occupation	
Total	10,025
White Collar	43.6%
Management/Business/Financial	11.3%
Professional	14.5%
Sales	7.4%
Administrative Support	10.4%
Services	17.8%
Blue Collar	38.7%
Farming/Forestry/Fishing	2.6%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	4.7%
Production	13.8%
Transportation/Material Moving	10.9%

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2010 Households by Type	
Total	9,754
Households with 1 Person	26.6%
Households with 2+ People	73.4%
Family Households	69.7%
Husband-wife Families	48.8%
With Related Children	19.8%
Other Family (No Spouse Present)	20.9%
Other Family with Male Householder	5.8%
With Related Children	3.3%
Other Family with Female Householder	15.1%
With Related Children	10.1%
Nonfamily Households	3.8%
All Households with Children	33.7%
Multigenerational Households	4.8%
Unmarried Partner Households	5.8%
Male-female	5.4%
Same-sex	0.4%
2010 Households by Size	
Total	9,754
1 Person Household	26.6%
2 Person Household	33.6%
3 Person Household	18.1%
4 Person Household	13.0%
5 Person Household	5.5%
6 Person Household	2.1%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	9,754
Owner Occupied	65.0%
Owned with a Mortgage/Loan	34.2%
Owned Free and Clear	30.8%
Renter Occupied	35.0%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	208
Percent of Income for Mortgage	12.2%
Wealth Index	35
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	10,923
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	28.5%
Rural Housing Units	71.5%
2010 Population By Urban/ Rural Status	
Total Population	24,583
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	28.9%
Rural Population	71.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments

1. Rooted Rural (10B)
2. Small Town Sincerity (12C)
3. Hometown Heritage (8G)

2022 Consumer Spending

Apparel & Services: Total \$	\$11,022,401
Average Spent	\$1,203.98
Spending Potential Index	50
Education: Total \$	\$7,109,273
Average Spent	\$776.55
Spending Potential Index	40
Entertainment/Recreation: Total \$	\$18,934,303
Average Spent	\$2,068.19
Spending Potential Index	56
Food at Home: Total \$	\$31,913,398
Average Spent	\$3,485.90
Spending Potential Index	56
Food Away from Home: Total \$	\$20,061,239
Average Spent	\$2,191.29
Spending Potential Index	51
Health Care: Total \$	\$38,995,007
Average Spent	\$4,259.42
Spending Potential Index	60
HH Furnishings & Equipment: Total \$	\$12,079,315
Average Spent	\$1,319.42
Spending Potential Index	51
Personal Care Products & Services: Total \$	\$4,642,968
Average Spent	\$507.15
Spending Potential Index	50
Shelter: Total \$	\$94,395,214
Average Spent	\$10,310.78
Spending Potential Index	45
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,501,785
Average Spent	\$1,474.80
Spending Potential Index	54
Travel: Total \$	\$11,928,699
Average Spent	\$1,302.97
Spending Potential Index	45
Vehicle Maintenance & Repairs: Total \$	\$6,775,380
Average Spent	\$740.07
Spending Potential Index	59

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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