



Community Profile

Paragould Primary Trade Area
Area: 722.44 square miles

Prepared by Esri

Population Summary	
2010 Total Population	44,061
2020 Total Population	46,846
2020 Group Quarters	836
2022 Total Population	47,589
2022 Group Quarters	836
2027 Total Population	48,512
2022-2027 Annual Rate	0.38%
2022 Total Daytime Population	46,676
Workers	19,132
Residents	27,544
Household Summary	
2010 Households	17,341
2010 Average Household Size	2.51
2020 Total Households	18,234
2020 Average Household Size	2.52
2022 Households	18,503
2022 Average Household Size	2.53
2027 Households	18,849
2027 Average Household Size	2.53
2022-2027 Annual Rate	0.37%
2010 Families	12,168
2010 Average Family Size	2.97
2022 Families	12,720
2022 Average Family Size	3.00
2027 Families	12,939
2027 Average Family Size	2.99
2022-2027 Annual Rate	0.34%
Housing Unit Summary	
2000 Housing Units	17,493
Owner Occupied Housing Units	64.4%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	9.2%
2010 Housing Units	19,025
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	8.9%
2020 Housing Units	19,986
Vacant Housing Units	8.8%
2022 Housing Units	20,300
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	8.9%
2027 Housing Units	20,676
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	29.4%
Vacant Housing Units	8.8%
Median Household Income	
2022	\$50,507
2027	\$55,124
Median Home Value	
2022	\$125,345
2027	\$136,658
Per Capita Income	
2022	\$26,868
2027	\$29,927
Median Age	
2010	37.9
2022	40.4
2027	41.6

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.

October 16, 2022



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2022 Households by Income

Household Income Base	18,503
<\$15,000	10.2%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	3.2%
\$200,000+	2.6%
Average Household Income	\$69,092

2027 Households by Income

Household Income Base	18,849
<\$15,000	8.3%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	14.4%
\$150,000 - \$199,999	4.2%
\$200,000+	2.9%
Average Household Income	\$77,014

2022 Owner Occupied Housing Units by Value

Total	12,388
<\$50,000	16.0%
\$50,000 - \$99,999	24.5%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	18.2%
\$200,000 - \$249,999	9.5%
\$250,000 - \$299,999	6.3%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	1.7%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$148,454

2027 Owner Occupied Housing Units by Value

Total	12,759
<\$50,000	14.7%
\$50,000 - \$99,999	22.6%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	10.3%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	4.3%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$157,894

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	44,060
0 - 4	6.8%
5 - 9	7.0%
10 - 14	7.2%
15 - 24	12.8%
25 - 34	12.4%
35 - 44	13.3%
45 - 54	14.0%
55 - 64	11.8%
65 - 74	8.3%
75 - 84	4.8%
85 +	1.5%
18 +	74.9%

2022 Population by Age

Total	47,588
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.2%
15 - 24	11.9%
25 - 34	12.8%
35 - 44	12.6%
45 - 54	12.6%
55 - 64	12.7%
65 - 74	10.9%
75 - 84	5.8%
85 +	2.1%
18 +	77.8%

2027 Population by Age

Total	48,512
0 - 4	5.8%
5 - 9	6.2%
10 - 14	6.5%
15 - 24	11.6%
25 - 34	11.7%
35 - 44	12.6%
45 - 54	12.5%
55 - 64	12.7%
65 - 74	11.2%
75 - 84	7.0%
85 +	2.3%
18 +	77.8%

2010 Population by Sex

Males	21,610
Females	22,451

2022 Population by Sex

Males	23,469
Females	24,120

2027 Population by Sex

Males	23,997
Females	24,515

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2010 Population by Race/Ethnicity

Total	44,061
White Alone	96.2%
Black Alone	0.6%
American Indian Alone	0.5%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.4%
Hispanic Origin	2.5%
Diversity Index	11.9

2020 Population by Race/Ethnicity

Total	46,846
White Alone	89.4%
Black Alone	2.0%
American Indian Alone	0.4%
Asian Alone	0.4%
Pacific Islander Alone	0.6%
Some Other Race Alone	1.9%
Two or More Races	5.3%
Hispanic Origin	4.0%
Diversity Index	26.0

2022 Population by Race/Ethnicity

Total	47,589
White Alone	89.0%
Black Alone	2.0%
American Indian Alone	0.4%
Asian Alone	0.4%
Pacific Islander Alone	0.7%
Some Other Race Alone	2.0%
Two or More Races	5.6%
Hispanic Origin	4.1%
Diversity Index	26.7

2027 Population by Race/Ethnicity

Total	48,512
White Alone	87.9%
Black Alone	2.0%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.9%
Some Other Race Alone	2.1%
Two or More Races	6.4%
Hispanic Origin	4.2%
Diversity Index	28.5

2010 Population by Relationship and Household Type

Total	44,060
In Households	98.6%
In Family Households	84.4%
Householder	27.6%
Spouse	20.5%
Child	31.0%
Other relative	2.8%
Nonrelative	2.5%
In Nonfamily Households	14.2%
In Group Quarters	1.4%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.5%

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	33,146
Less than 9th Grade	2.9%
9th - 12th Grade, No Diploma	7.5%
High School Graduate	35.9%
GED/Alternative Credential	12.0%
Some College, No Degree	18.8%
Associate Degree	5.9%
Bachelor's Degree	11.7%
Graduate/Professional Degree	5.2%

2022 Population 15+ by Marital Status

Total	38,794
Never Married	22.1%
Married	56.0%
Widowed	7.7%
Divorced	14.1%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	20,844
Population 16+ Employed	96.8%
Population 16+ Unemployment rate	3.2%
Population 16-24 Employed	13.4%
Population 16-24 Unemployment rate	9.7%
Population 25-54 Employed	65.2%
Population 25-54 Unemployment rate	2.2%
Population 55-64 Employed	15.3%
Population 55-64 Unemployment rate	0.7%
Population 65+ Employed	6.1%
Population 65+ Unemployment rate	4.1%

2022 Employed Population 16+ by Industry

Total	20,184
Agriculture/Mining	3.7%
Construction	5.8%
Manufacturing	21.7%
Wholesale Trade	2.4%
Retail Trade	11.4%
Transportation/Utilities	6.3%
Information	0.7%
Finance/Insurance/Real Estate	4.7%
Services	40.6%
Public Administration	2.7%

2022 Employed Population 16+ by Occupation

Total	20,186
White Collar	49.3%
Management/Business/Financial	11.7%
Professional	18.4%
Sales	8.2%
Administrative Support	11.1%
Services	14.3%
Blue Collar	36.4%
Farming/Forestry/Fishing	1.4%
Construction/Extraction	5.5%
Installation/Maintenance/Repair	3.9%
Production	14.5%
Transportation/Material Moving	11.0%

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2010 Households by Type	
Total	17,341
Households with 1 Person	25.0%
Households with 2+ People	75.0%
Family Households	70.2%
Husband-wife Families	52.3%
With Related Children	22.3%
Other Family (No Spouse Present)	17.9%
Other Family with Male Householder	5.4%
With Related Children	3.3%
Other Family with Female Householder	12.5%
With Related Children	8.5%
Nonfamily Households	4.8%
All Households with Children	34.8%
Multigenerational Households	3.8%
Unmarried Partner Households	6.6%
Male-female	6.1%
Same-sex	0.5%
2010 Households by Size	
Total	17,341
1 Person Household	25.0%
2 Person Household	35.4%
3 Person Household	17.5%
4 Person Household	12.9%
5 Person Household	6.1%
6 Person Household	2.0%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	17,340
Owner Occupied	67.9%
Owned with a Mortgage/Loan	41.1%
Owned Free and Clear	26.7%
Renter Occupied	32.1%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	193
Percent of Income for Mortgage	13.1%
Wealth Index	54
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	19,025
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	55.5%
Rural Housing Units	44.5%
2010 Population By Urban/ Rural Status	
Total Population	44,061
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	56.0%
Rural Population	44.0%

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.

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Top 3 Tapestry Segments

1.	Hometown Heritage (8G)
2.	Midlife Constants (5E)
3.	Salt of the Earth (6B)

2022 Consumer Spending

Apparel & Services: Total \$	\$29,501,201
Average Spent	\$1,594.40
Spending Potential Index	66
Education: Total \$	\$19,948,302
Average Spent	\$1,078.11
Spending Potential Index	55
Entertainment/Recreation: Total \$	\$48,507,308
Average Spent	\$2,621.59
Spending Potential Index	71
Food at Home: Total \$	\$81,084,269
Average Spent	\$4,382.22
Spending Potential Index	71
Food Away from Home: Total \$	\$52,716,774
Average Spent	\$2,849.09
Spending Potential Index	66
Health Care: Total \$	\$98,925,232
Average Spent	\$5,346.44
Spending Potential Index	75
HH Furnishings & Equipment: Total \$	\$31,940,368
Average Spent	\$1,726.23
Spending Potential Index	67
Personal Care Products & Services: Total \$	\$12,542,691
Average Spent	\$677.87
Spending Potential Index	66
Shelter: Total \$	\$259,729,511
Average Spent	\$14,037.16
Spending Potential Index	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$34,793,707
Average Spent	\$1,880.44
Spending Potential Index	69
Travel: Total \$	\$33,036,636
Average Spent	\$1,785.47
Spending Potential Index	62
Vehicle Maintenance & Repairs: Total \$	\$17,080,469
Average Spent	\$923.12
Spending Potential Index	73

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.