



Community Profile

Craighead County, AR
 Craighead County, AR (05031)
 Geography: County

Prepared by Esri

	Craighead Cou...
Population Summary	
2010 Total Population	96,443
2020 Total Population	111,231
2020 Group Quarters	3,920
2022 Total Population	114,884
2022 Group Quarters	3,920
2027 Total Population	119,298
2022-2027 Annual Rate	0.76%
2022 Total Daytime Population	118,617
Workers	59,578
Residents	59,039
Household Summary	
2010 Households	37,291
2010 Average Household Size	2.49
2020 Total Households	43,221
2020 Average Household Size	2.48
2022 Households	44,735
2022 Average Household Size	2.48
2027 Households	46,581
2027 Average Household Size	2.48
2022-2027 Annual Rate	0.81%
2010 Families	24,884
2010 Average Family Size	3.02
2022 Families	29,104
2022 Average Family Size	3.01
2027 Families	30,250
2027 Average Family Size	2.99
2022-2027 Annual Rate	0.78%
Housing Unit Summary	
2000 Housing Units	35,133
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	8.1%
2010 Housing Units	40,515
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	36.2%
Vacant Housing Units	8.0%
2020 Housing Units	46,739
Vacant Housing Units	7.5%
2022 Housing Units	48,536
Owner Occupied Housing Units	52.5%
Renter Occupied Housing Units	39.7%
Vacant Housing Units	7.8%
2027 Housing Units	51,039
Owner Occupied Housing Units	52.7%
Renter Occupied Housing Units	38.6%
Vacant Housing Units	8.7%
Median Household Income	
2022	\$50,645
2027	\$60,134
Median Home Value	
2022	\$191,429
2027	\$234,381
Per Capita Income	
2022	\$30,052
2027	\$34,947
Median Age	
2010	33.2
2022	35.6
2027	36.9

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	44,735
<\$15,000	10.3%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	14.9%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	4.0%
\$200,000+	4.9%
Average Household Income	\$76,830
2027 Households by Income	
Household Income Base	46,581
<\$15,000	8.8%
\$15,000 - \$24,999	11.3%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	11.7%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	20.1%
\$150,000 - \$199,999	5.3%
\$200,000+	5.8%
Average Household Income	\$89,169
2022 Owner Occupied Housing Units by Value	
Total	25,462
<\$50,000	8.6%
\$50,000 - \$99,999	8.0%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	16.9%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	7.6%
\$400,000 - \$499,999	3.1%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.0%
Average Home Value	\$231,079
2027 Owner Occupied Housing Units by Value	
Total	26,881
<\$50,000	5.6%
\$50,000 - \$99,999	3.9%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	17.8%
\$200,000 - \$249,999	20.3%
\$250,000 - \$299,999	17.8%
\$300,000 - \$399,999	10.4%
\$400,000 - \$499,999	4.5%
\$500,000 - \$749,999	5.1%
\$750,000 - \$999,999	3.7%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	0.0%
Average Home Value	\$292,344

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	96,443
0 - 4	7.3%
5 - 9	7.1%
10 - 14	6.7%
15 - 24	16.9%
25 - 34	14.4%
35 - 44	12.4%
45 - 54	12.6%
55 - 64	10.5%
65 - 74	6.7%
75 - 84	3.9%
85 +	1.5%
18 +	75.0%
2022 Population by Age	
Total	114,884
0 - 4	6.5%
5 - 9	6.6%
10 - 14	6.3%
15 - 24	14.8%
25 - 34	15.0%
35 - 44	12.9%
45 - 54	10.9%
55 - 64	11.1%
65 - 74	9.3%
75 - 84	4.9%
85 +	1.8%
18 +	77.1%
2027 Population by Age	
Total	119,298
0 - 4	6.4%
5 - 9	6.4%
10 - 14	6.4%
15 - 24	14.7%
25 - 34	13.4%
35 - 44	13.6%
45 - 54	11.2%
55 - 64	10.5%
65 - 74	9.6%
75 - 84	6.0%
85 +	1.9%
18 +	77.2%
2010 Population by Sex	
Males	47,077
Females	49,366
2022 Population by Sex	
Males	56,276
Females	58,608
2027 Population by Sex	
Males	58,524
Females	60,774

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2010 Population by Race/Ethnicity	
Total	96,443
White Alone	81.2%
Black Alone	13.1%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.4%
Two or More Races	1.8%
Hispanic Origin	4.4%
Diversity Index	38.0
2020 Population by Race/Ethnicity	
Total	111,231
White Alone	72.5%
Black Alone	16.6%
American Indian Alone	0.3%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	5.9%
Hispanic Origin	6.0%
Diversity Index	50.6
2022 Population by Race/Ethnicity	
Total	114,884
White Alone	71.8%
Black Alone	17.1%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.1%
Two or More Races	6.1%
Hispanic Origin	6.0%
Diversity Index	51.3
2027 Population by Race/Ethnicity	
Total	119,298
White Alone	70.1%
Black Alone	18.0%
American Indian Alone	0.3%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.2%
Two or More Races	6.7%
Hispanic Origin	6.1%
Diversity Index	53.1
2010 Population by Relationship and Household Type	
Total	96,443
In Households	96.3%
In Family Households	80.0%
Householder	25.8%
Spouse	18.6%
Child	30.3%
Other relative	3.1%
Nonrelative	2.1%
In Nonfamily Households	16.3%
In Group Quarters	3.7%
Institutionalized Population	1.4%
Noninstitutionalized Population	2.3%

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: 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 Population 25+ by Educational Attainment	
Total	75,587
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	5.6%
High School Graduate	28.0%
GED/Alternative Credential	8.7%
Some College, No Degree	18.6%
Associate Degree	8.6%
Bachelor's Degree	17.6%
Graduate/Professional Degree	9.7%
2022 Population 15+ by Marital Status	
Total	92,606
Never Married	31.5%
Married	48.0%
Widowed	7.4%
Divorced	13.1%
2022 Civilian Population 16+ in Labor Force	
Civilian Population 16+	58,469
Population 16+ Employed	96.8%
Population 16+ Unemployment rate	3.2%
Population 16-24 Employed	14.7%
Population 16-24 Unemployment rate	13.0%
Population 25-54 Employed	65.2%
Population 25-54 Unemployment rate	1.6%
Population 55-64 Employed	15.6%
Population 55-64 Unemployment rate	0.6%
Population 65+ Employed	4.5%
Population 65+ Unemployment rate	0.0%
2022 Employed Population 16+ by Industry	
Total	56,579
Agriculture/Mining	2.2%
Construction	7.9%
Manufacturing	15.2%
Wholesale Trade	2.2%
Retail Trade	11.8%
Transportation/Utilities	5.7%
Information	1.4%
Finance/Insurance/Real Estate	4.8%
Services	45.3%
Public Administration	3.4%
2022 Employed Population 16+ by Occupation	
Total	56,579
White Collar	55.4%
Management/Business/Financial	13.3%
Professional	22.8%
Sales	10.0%
Administrative Support	9.3%
Services	16.1%
Blue Collar	28.5%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	3.1%
Production	9.0%
Transportation/Material Moving	10.2%

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2010 Households by Type	
Total	37,291
Households with 1 Person	26.5%
Households with 2+ People	73.5%
Family Households	66.7%
Husband-wife Families	48.2%
With Related Children	21.7%
Other Family (No Spouse Present)	18.6%
Other Family with Male Householder	4.6%
With Related Children	2.7%
Other Family with Female Householder	13.9%
With Related Children	9.9%
Nonfamily Households	6.8%
All Households with Children	34.8%
Multigenerational Households	3.2%
Unmarried Partner Households	6.0%
Male-female	5.5%
Same-sex	0.6%
2010 Households by Size	
Total	37,291
1 Person Household	26.5%
2 Person Household	34.0%
3 Person Household	17.5%
4 Person Household	13.4%
5 Person Household	5.5%
6 Person Household	2.0%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	37,291
Owner Occupied	60.7%
Owned with a Mortgage/Loan	40.4%
Owned Free and Clear	20.2%
Renter Occupied	39.3%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	127
Percent of Income for Mortgage	19.9%
Wealth Index	64
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	40,515
Housing Units Inside Urbanized Area	68.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	31.9%
2010 Population By Urban/ Rural Status	
Total Population	96,443
Population Inside Urbanized Area	67.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	32.2%

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.

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Top 3 Tapestry Segments

1.	Heartland Communities (6F)
2.	Set to Impress (11D)
3.	Workday Drive (4A)

2022 Consumer Spending

Apparel & Services: Total \$	\$80,704,913
Average Spent	\$1,804.07
Spending Potential Index	75
Education: Total \$	\$59,826,267
Average Spent	\$1,337.35
Spending Potential Index	68
Entertainment/Recreation: Total \$	\$124,767,745
Average Spent	\$2,789.04
Spending Potential Index	76
Food at Home: Total \$	\$211,128,151
Average Spent	\$4,719.53
Spending Potential Index	76
Food Away from Home: Total \$	\$143,861,366
Average Spent	\$3,215.86
Spending Potential Index	75
Health Care: Total \$	\$246,482,485
Average Spent	\$5,509.84
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$85,143,648
Average Spent	\$1,903.29
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$34,095,611
Average Spent	\$762.17
Spending Potential Index	75
Shelter: Total \$	\$732,507,017
Average Spent	\$16,374.36
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$89,940,546
Average Spent	\$2,010.52
Spending Potential Index	74
Travel: Total \$	\$90,648,022
Average Spent	\$2,026.33
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$44,161,971
Average Spent	\$987.19
Spending Potential Index	78

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.