



CITY OF PRESCOTT, ARIZONA

YAVAPAI HILLS

±5.24 GROSS ACRES



ARIZONA STATE
TRUST LAND

YAVAPAI HILLS

PRESCOTT
GATEWAY MALL

COSTCO
WHOLESALE

LA QUINTA
BY WYNDHAM

SUBJECT
SITE

ASTL

Public Land Ownership
Federal Land
National Forest
Indian Community
Regional Parks
State Trust Land

NATHAN & ASSOCIATES, INC.

PHONE 480.367.0700 / www.NathanLandAZ.com

7600 E Doubletree Ranch Road #150, Scottsdale, AZ 85255

YAVAPAI HILLS DEVELOPERS, LLC

PHONE 928.778.7672 / Ben@JasonGisi.com

4700 N Stillwell Pkwy, Suite B, Prescott Valley, AZ 86314

All information contained herein is from sources deemed reliable, but not guaranteed. All figures and measurements are approximate.
Offer subject to prior sale, price change, correction or withdrawal.



FOR MORE INFORMATION, CONTACT:
RYAN DUNCAN / ryan@nathanlandaz.com
DAN BALDWIN / dan@nathanlandaz.com
BENNY WELLS / ben@jasongisi.com

CITY OF PRESCOTT, ARIZONA

YAVAPAI HILLS

LOCATION

Yavapai Hills is located at the southeast corner of State Route 69 and Old Black Canyon Highway in the City of Prescott (Yavapai County), Arizona.

SIZE

±5.24 Gross Acres

ZONING

BR (Business Regional) | City of Prescott

PRICE

\$4,000,000

TERMS

Submit

COMMENTS

Engineered filled pad is approximately 2.75 acres at a 1.5% cross slope.

ASSESSOR PARCEL NUMBERS

103-20-003E and 103-20-004X

UTILITIES

Sewer: City of Prescott

Water: City of Prescott

Electric: APS

Phone: CenturyLink

Gas: UniSource Energy Services



PRESCOTT QUICK FACTS



POPULATION

2025 population: **249,081**
Annual Population Growth: **2.56%**
Median age of **47**



GROWTH

Number of Prescott households: **113,784**
Median Home Value: **\$487,750**

Source: *esri.com*



EMPLOYMENT

The most common employment sectors are:
Health Care & Social Assistance **2,788 people**
Retail Trade **1,866 people**
Educational Services **1,585 people**

Source: *datausa.com*



RANKING

#3 in county for job growth and economic vitality.
Prescott ranks **#5** fastest growing small metro areas.
One of the top **5** cities to retire in.

Source: *prescott.org*



REASONS TO VISIT

Watson Lake
Downtown Historic Area
Heritage Park Zoo
Lynx Lake Recreation Area
Sharlot Hall Museum
Prescott Peavine National Recreation Center
Thumb Butte



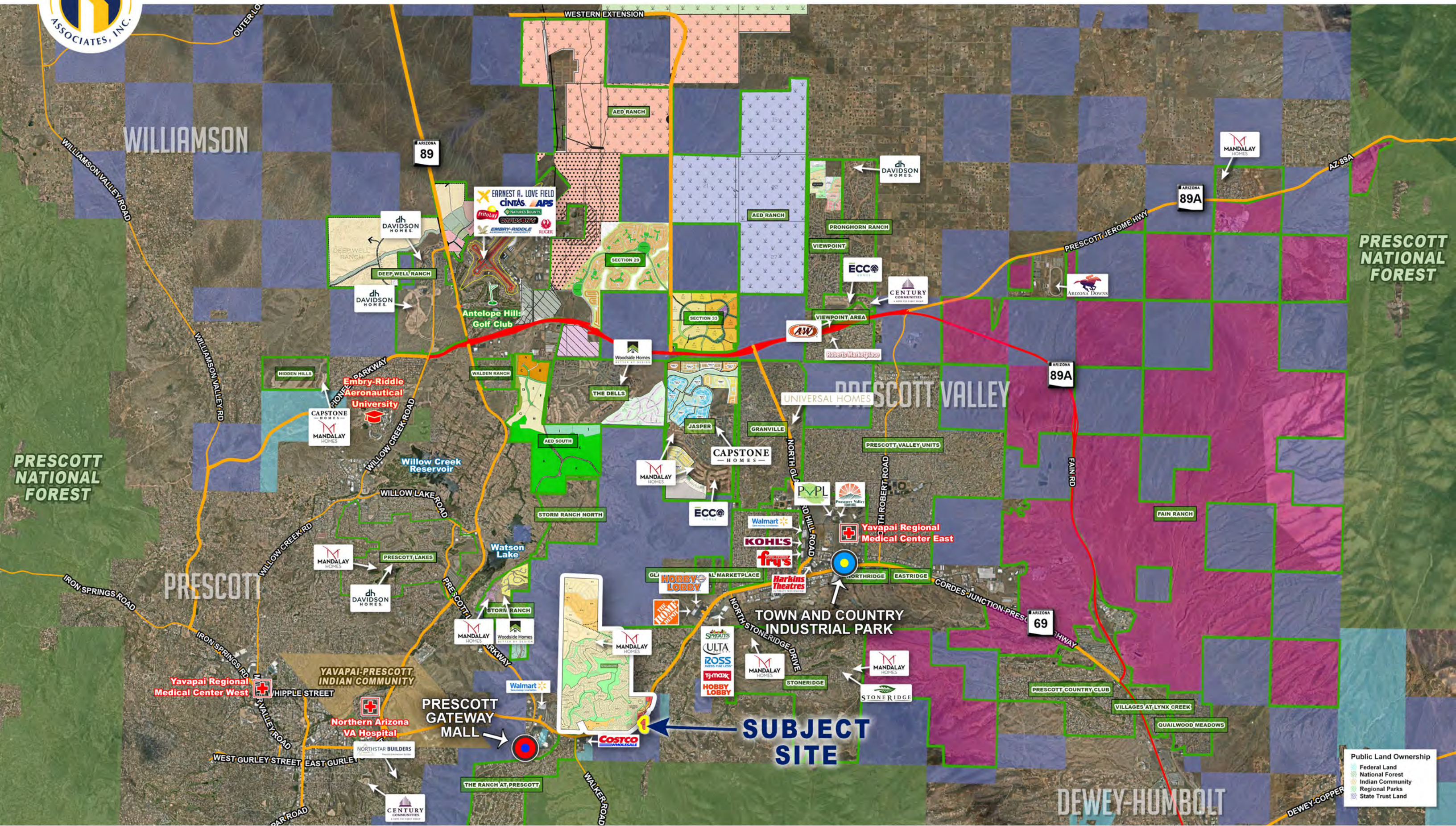
HIGHER EDUCATION

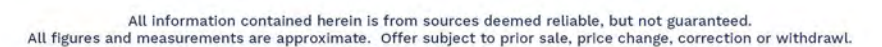
Yavapai College **11,616**
Embry Riddle Aeronautical University **6,928**
Prescott College **840**
Northern Arizona - Yavapai **29,031**
Old Dominion University **19,176**





YAVAPAI HILLS, ±5.24 GROSS ACRES / PRESCOTT-PRESCOTT VALLEY SUBMARKET









Yavapai Hills

CITY OF PRESCOTT PLANNED AREA DEVELOPMENT

Portions of Sections 19, 29 & 30 T14N, R1W, G & SRB, Yavapai County, Arizona

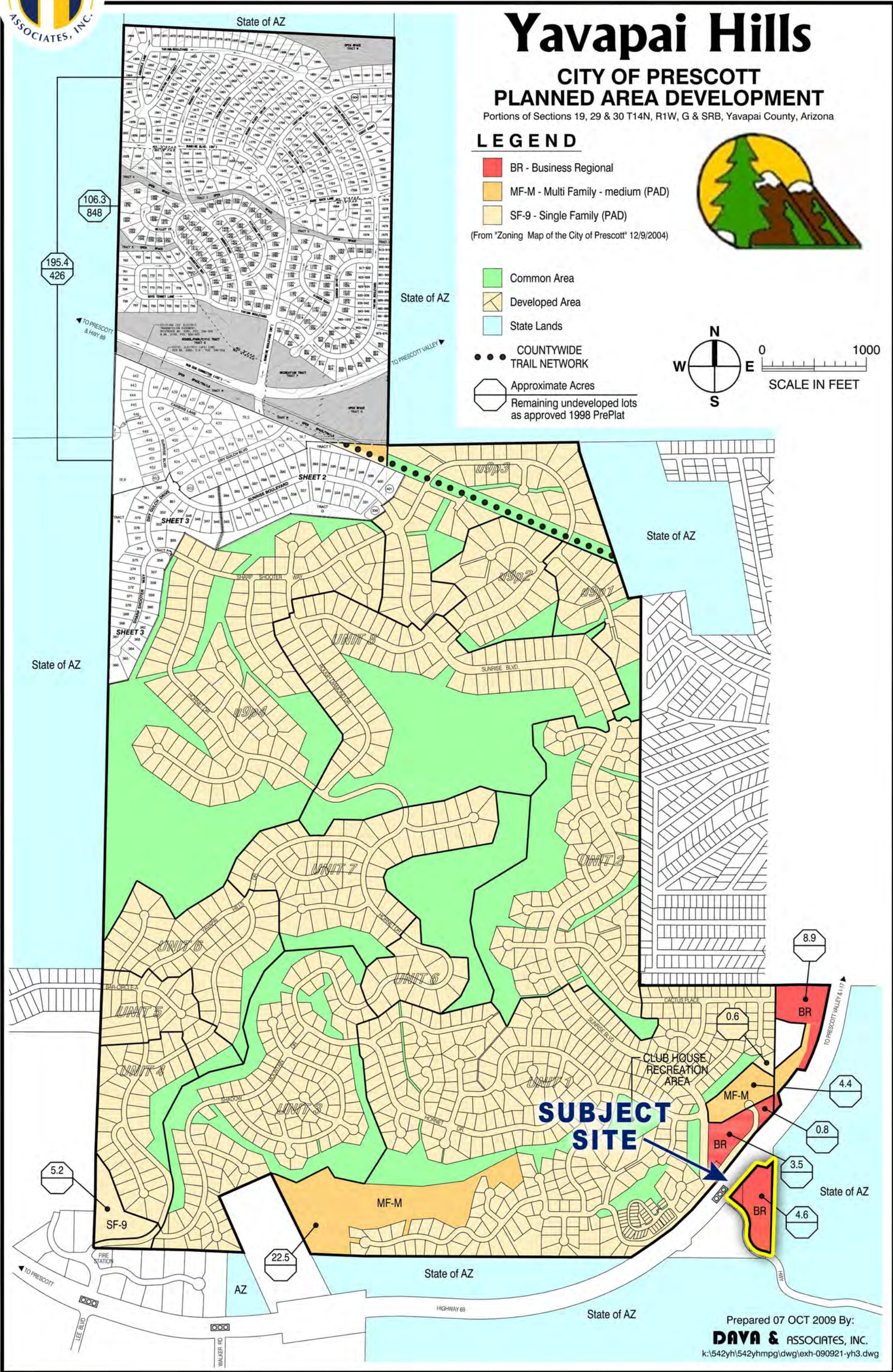
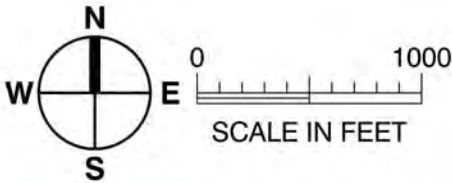
LEGEND

- BR - Business Regional
- MF-M - Multi Family - medium (PAD)
- SF-9 - Single Family (PAD)

(From "Zoning Map of the City of Prescott" 12/9/2004)



- Common Area
- Developed Area
- State Lands
- COUNTYWIDE TRAIL NETWORK
- Approximate Acres
- Remaining undeveloped lots as approved 1998 PrePlat



Prepared 07 OCT 2009 By:

DAYA & ASSOCIATES, INC.

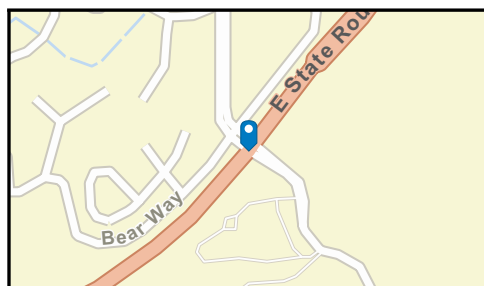
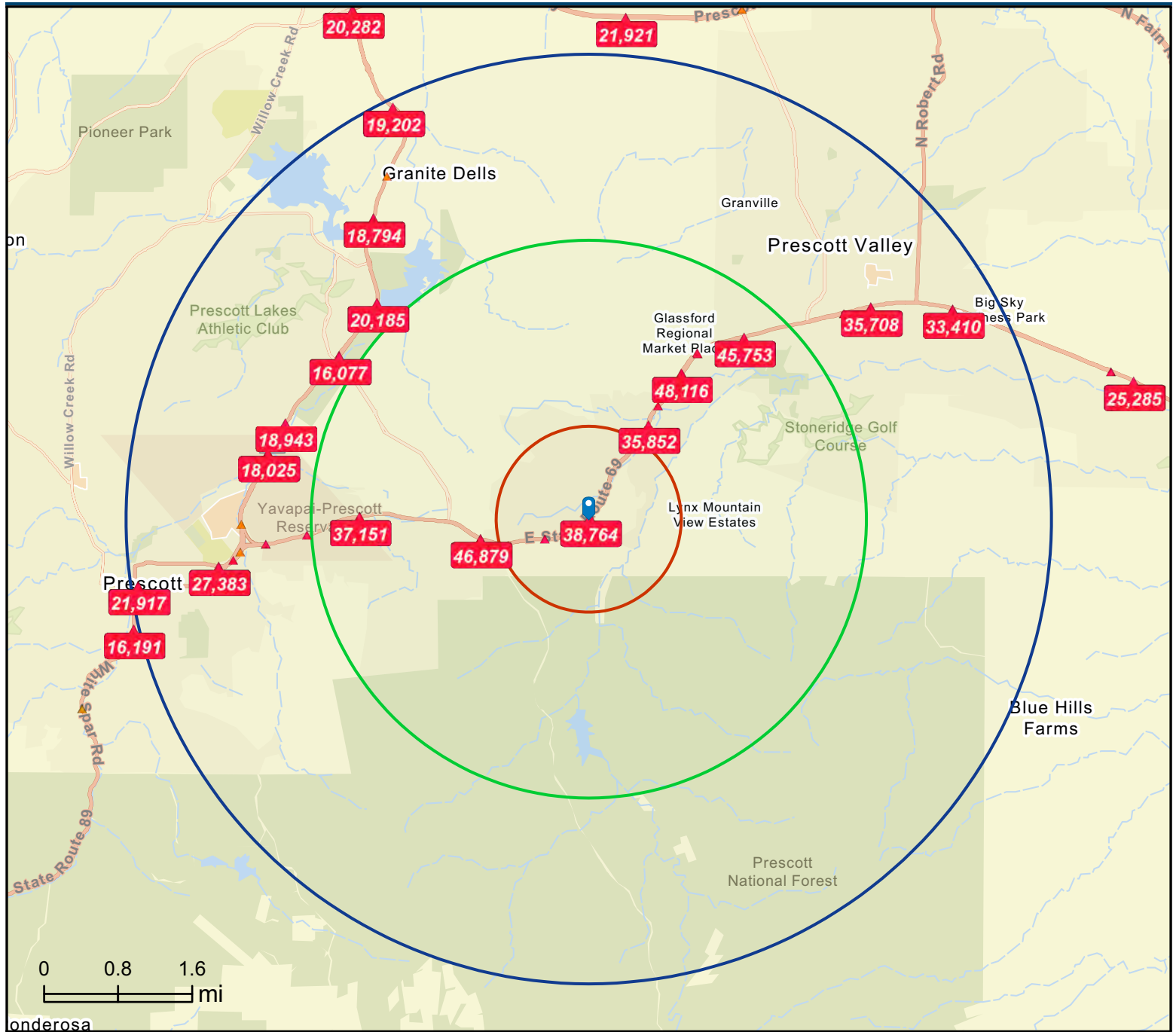
k:\542yh\542yhmpg\dwg\exh-090921-yh3.dwg



Traffic Count Map

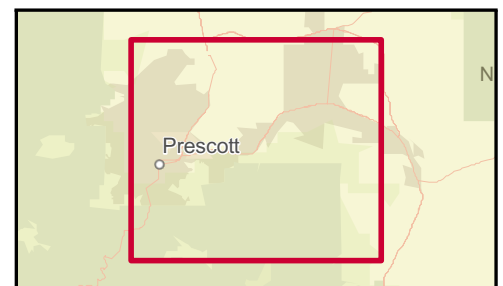
SR 69 and Old Black Canyon Hwy
AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
Latitude: 34.55223
Longitude: -112.38413



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: ©2024 Kalibrate Technologies (Q4 2024).

May 27, 2025

Traffic Count Profile

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223
 Longitude: -112.38413

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.03	Cordes Junction-Prescott Highway	Old Black Canyon Hwy (0.02 miles SW)	2022	38764
0.52	Cordes Junction-Prescott Highway	Walker Rd (0.1 miles W)	2022	38435
1.05	SR 69	E Onyx Dr (0.05 miles NE)	2020	35999
1.05	Cordes Junction-Prescott Highway	E Diamond Dr (0.08 miles N)	2022	38811
1.18	Cordes Junction-Prescott Highway	Lee Blvd (0.03 miles SE)	2022	46879
1.21	SR 69	E Diamond Dr (0.0 miles)	2020	35852
1.44	State Hwy 69	Baker St (0.13 miles NE)	2002	25383
1.86	SR 69	Sundog Ranch Rd (0.11 miles NE)	2020	44630
1.87	AZ 69	Sundog Ranch Rd (0.11 miles NE)	2022	48116
2.14	SR 69	N Great Western Dr (0.1 miles NE)	2020	36050
2.14	AZ 69	N Great Western Dr (0.1 miles NE)	2022	38865
2.47	Cordes Junction-Prescott Highway	Memorial Ave (0.05 miles S)	2022	37151
2.58	SR 69	N Valley View Dr (0.08 miles E)	2020	45753
3.04	State Hwy 69	Heather Hts (0.4 miles W)	2002	34071
3.22	State Hwy 89	Unnamed RdA (0.41 miles SW)	2002	16077
3.27		Brohner Way (0.3 miles N)	2022	20185
3.43		Industrial Way (0.03 miles SW)	2022	18943
3.49		Bucaroo Trl (0.22 miles SW)	2022	36825
3.53		Yavpe Con (0.2 miles NE)	2022	18025
3.53	State Hwy 69	N Lake Valley Rd (0.1 miles E)	2018	31499
3.74		State Hwy89 (0.23 miles S)	2022	14851
3.77		E Gurley St (0.03 miles S)	2022	10103
3.81	AZ 69	Safeway-Kmart Acc (0.07 miles NE)	2022	35708
3.86	E Gurley St	Butterfield Rd (0.04 miles NE)	2002	43240
3.99		Kring Dr (0.01 miles N)	2022	18794
4.02	AZ 89	Aven Dr (0.04 miles W)	2022	27383
4.02	SR 89	Aven Dr (0.04 miles W)	2020	25399
4.15	E Gurley St	N Rush St (0.01 miles SW)	2002	40752
4.29	State Hwy 89	Boulder Creek Ln (0.25 miles NE)	2002	13272
4.53	Cordes Junction-Prescott Highway	N Bob Dr (0.13 miles N)	2018	29226

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2024 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2024 Kalibrate Technologies (Q4 2024).

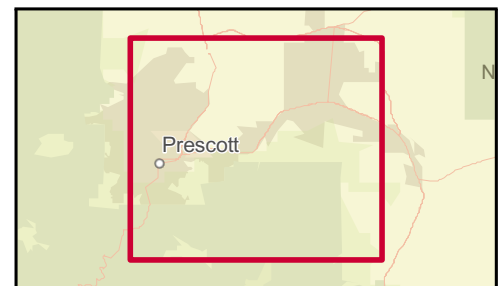
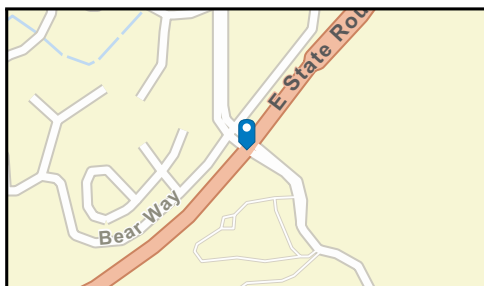
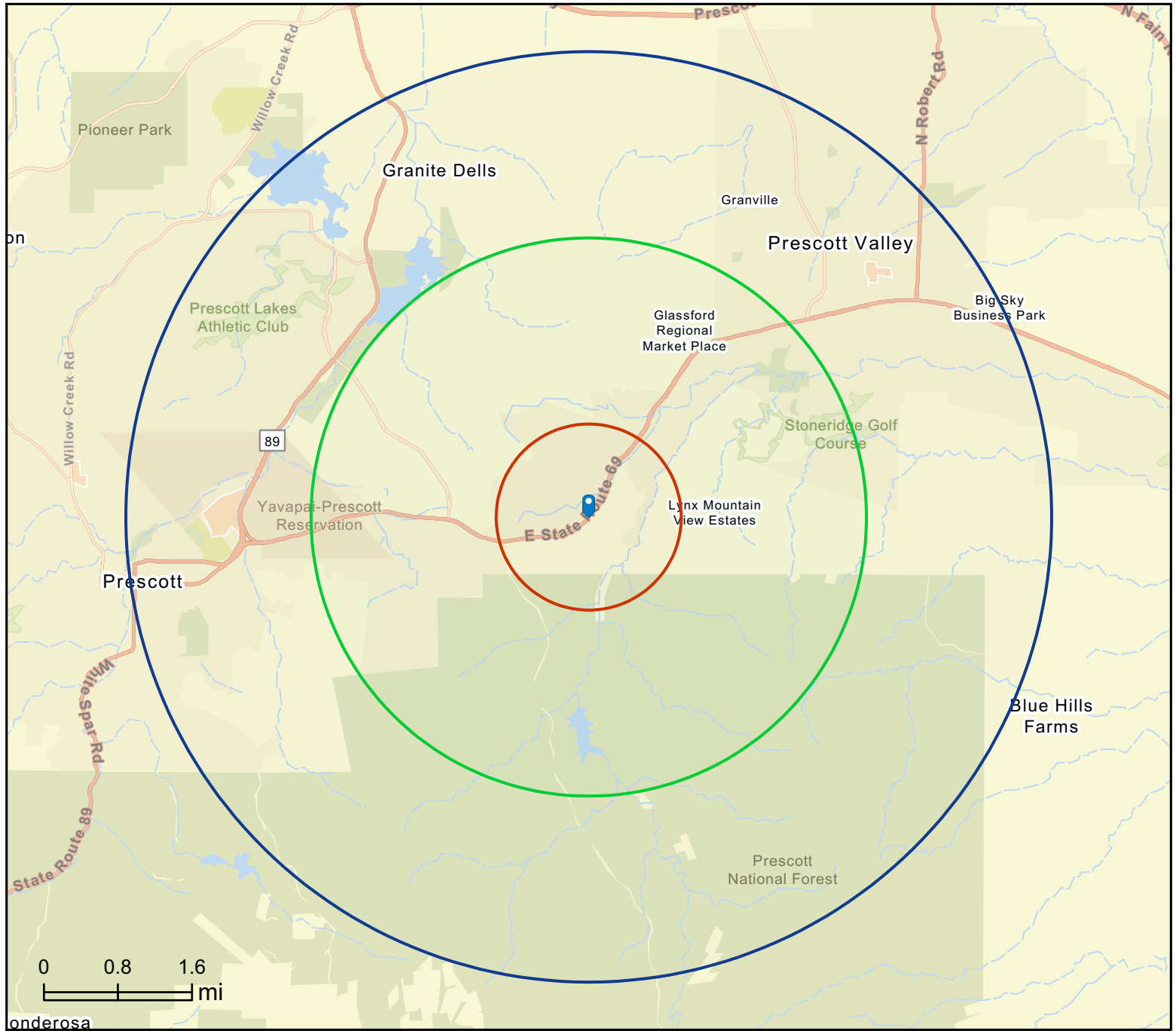
Site Map

SR 69 and Old Black Canyon Hwy
AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223

Longitude: -112.38413



Executive Summary

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223
 Longitude: -112.38413

	1 mile	3 miles	5 miles
Population			
2010 Population	2,281	8,013	34,827
2020 Population	2,503	9,081	41,168
2024 Population	2,689	9,762	44,890
2029 Population	3,475	12,879	52,515
2010-2020 Annual Rate	0.93%	1.26%	1.69%
2020-2024 Annual Rate	1.70%	1.72%	2.06%
2024-2029 Annual Rate	5.26%	5.70%	3.19%
2020 Male Population	49.1%	49.0%	48.9%
2020 Female Population	50.9%	51.0%	51.1%
2020 Median Age	62.4	59.9	55.3
2024 Male Population	50.0%	49.7%	49.5%
2024 Female Population	50.0%	50.3%	50.5%
2024 Median Age	63.9	61.2	56.0

In the identified area, the current year population is 44,890. In 2020, the Census count in the area was 41,168. The rate of change since 2020 was 2.06% annually. The five-year projection for the population in the area is 52,515 representing a change of 3.19% annually from 2024 to 2029. Currently, the population is 49.5% male and 50.5% female.

Median Age

The median age in this area is 56.0, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	86.4%	79.8%	79.1%
2024 Black Alone	0.4%	0.5%	0.8%
2024 American Indian/Alaska Native Alone	0.9%	2.3%	1.6%
2024 Asian Alone	1.7%	1.9%	2.3%
2024 Pacific Islander Alone	0.1%	0.1%	0.1%
2024 Other Race	2.4%	5.7%	5.8%
2024 Two or More Races	8.2%	9.7%	10.2%
2024 Hispanic Origin (Any Race)	9.7%	14.9%	16.3%

Persons of Hispanic origin represent 16.3% of the population in the identified area compared to 19.6% 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 53.4 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	106	108	104
2010 Households	997	3,484	15,043
2020 Households	1,185	4,135	18,789
2024 Households	1,298	4,478	20,814
2029 Households	1,645	5,864	24,569
2010-2020 Annual Rate	1.74%	1.73%	2.25%
2020-2024 Annual Rate	2.17%	1.89%	2.44%
2024-2029 Annual Rate	4.85%	5.54%	3.37%
2024 Average Household Size	2.07	2.17	2.13

The household count in this area has changed from 18,789 in 2020 to 20,814 in the current year, a change of 2.44% annually. The five-year projection of households is 24,569, a change of 3.37% annually from the current year total. Average household size is currently 2.13, compared to 2.16 in the year 2020. The number of families in the current year is 12,505 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

Executive Summary

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223
 Longitude: -112.38413

	1 mile	3 miles	5 miles
Mortgage Income			
2024 Percent of Income for Mortgage	39.2%	41.4%	43.6%
Median Household Income			
2024 Median Household Income	\$78,708	\$75,603	\$68,729
2029 Median Household Income	\$86,585	\$87,550	\$84,186
2024-2029 Annual Rate	1.93%	2.98%	4.14%
Average Household Income			
2024 Average Household Income	\$95,131	\$96,177	\$96,073
2029 Average Household Income	\$110,161	\$115,969	\$115,164
2024-2029 Annual Rate	2.98%	3.81%	3.69%
Per Capita Income			
2024 Per Capita Income	\$45,831	\$44,318	\$44,428
2029 Per Capita Income	\$53,236	\$53,938	\$53,752
2024-2029 Annual Rate	3.04%	4.01%	3.88%
GINI Index			
2024 Gini Index	35.9	38.2	39.6
Households by Income			

Current median household income is \$68,729 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$84,186 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$96,073 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$115,164 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$44,428 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$53,752 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	67	63	60
2010 Total Housing Units	1,175	4,107	17,455
2010 Owner Occupied Housing Units	823	2,709	9,595
2010 Renter Occupied Housing Units	174	776	5,448
2010 Vacant Housing Units	178	623	2,412
2020 Total Housing Units	1,318	4,741	20,908
2020 Owner Occupied Housing Units	1,020	3,319	12,495
2020 Renter Occupied Housing Units	165	816	6,294
2020 Vacant Housing Units	145	641	2,237
2024 Total Housing Units	1,431	5,062	22,982
2024 Owner Occupied Housing Units	1,092	3,688	14,610
2024 Renter Occupied Housing Units	206	790	6,204
2024 Vacant Housing Units	133	584	2,168
2029 Total Housing Units	1,793	6,466	26,972
2029 Owner Occupied Housing Units	1,317	4,886	18,144
2029 Renter Occupied Housing Units	328	978	6,425
2029 Vacant Housing Units	148	602	2,403

Socioeconomic Status Index			
2024 Socioeconomic Status Index	61.3	53.9	51.3

Currently, 63.6% of the 22,982 housing units in the area are owner occupied; 27.0%, renter occupied; and 9.4% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 20,908 housing units in the area and 10.7% vacant housing units. The annual rate of change in housing units since 2020 is 2.25%. Median home value in the area is \$479,085, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 5.07% annually to \$613,572.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

May 27, 2025

Market Profile

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223

Longitude: -112.38413

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	2,281	8,013	34,827
2020 Total Population	2,503	9,081	41,168
2020 Group Quarters	7	62	507
2024 Total Population	2,689	9,762	44,890
2024 Group Quarters	7	61	504
2029 Total Population	3,475	12,879	52,515
2024-2029 Annual Rate	5.26%	5.70%	3.19%
2024 Total Daytime Population	2,731	12,900	55,591
Workers	944	6,707	28,314
Residents	1,787	6,193	27,277
Household Summary			
2010 Households	997	3,484	15,043
2010 Average Household Size	2.29	2.30	2.26
2020 Total Households	1,185	4,135	18,789
2020 Average Household Size	2.11	2.18	2.16
2024 Households	1,298	4,478	20,814
2024 Average Household Size	2.07	2.17	2.13
2029 Households	1,645	5,864	24,569
2029 Average Household Size	2.11	2.19	2.12
2024-2029 Annual Rate	4.85%	5.54%	3.37%
2010 Families	700	2,350	9,171
2010 Average Family Size	2.65	2.74	2.79
2024 Families	879	2,941	12,505
2024 Average Family Size	2.38	2.56	2.63
2029 Families	1,086	3,747	14,668
2029 Average Family Size	2.40	2.53	2.56
2024-2029 Annual Rate	4.32%	4.96%	3.24%
Housing Unit Summary			
2000 Housing Units	815	2,758	11,796
Owner Occupied Housing Units	77.8%	74.0%	61.4%
Renter Occupied Housing Units	11.4%	15.1%	29.9%
Vacant Housing Units	10.8%	10.9%	8.7%
2010 Housing Units	1,175	4,107	17,455
Owner Occupied Housing Units	70.0%	66.0%	55.0%
Renter Occupied Housing Units	14.8%	18.9%	31.2%
Vacant Housing Units	15.1%	15.2%	13.8%
2020 Housing Units	1,318	4,741	20,908
Owner Occupied Housing Units	77.4%	70.0%	59.8%
Renter Occupied Housing Units	12.5%	17.2%	30.1%
Vacant Housing Units	11.0%	13.5%	10.7%
2024 Housing Units	1,431	5,062	22,982
Owner Occupied Housing Units	76.3%	72.9%	63.6%
Renter Occupied Housing Units	14.4%	15.6%	27.0%
Vacant Housing Units	9.3%	11.5%	9.4%
2029 Housing Units	1,793	6,466	26,972
Owner Occupied Housing Units	73.5%	75.6%	67.3%
Renter Occupied Housing Units	18.3%	15.1%	23.8%
Vacant Housing Units	8.3%	9.3%	8.9%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 27, 2025

Market Profile

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223
 Longitude: -112.38413

	1 mile	3 miles	5 miles
2024 Households by Income			
Household Income Base	1,298	4,478	20,814
<\$15,000	8.9%	7.9%	7.6%
\$15,000 - \$24,999	2.9%	5.6%	7.2%
\$25,000 - \$34,999	4.9%	7.1%	7.1%
\$35,000 - \$49,999	12.8%	12.3%	13.2%
\$50,000 - \$74,999	15.7%	16.5%	18.2%
\$75,000 - \$99,999	23.6%	17.2%	13.4%
\$100,000 - \$149,999	17.2%	17.9%	18.2%
\$150,000 - \$199,999	9.2%	9.8%	8.5%
\$200,000+	4.9%	5.7%	6.5%
Average Household Income	\$95,131	\$96,177	\$96,073
2029 Households by Income			
Household Income Base	1,645	5,864	24,569
<\$15,000	6.7%	5.9%	6.0%
\$15,000 - \$24,999	1.9%	3.4%	4.7%
\$25,000 - \$34,999	3.2%	4.7%	5.0%
\$35,000 - \$49,999	9.1%	9.2%	10.1%
\$50,000 - \$74,999	15.1%	16.2%	17.8%
\$75,000 - \$99,999	25.0%	18.1%	14.5%
\$100,000 - \$149,999	22.2%	22.2%	22.2%
\$150,000 - \$199,999	10.5%	11.8%	11.1%
\$200,000+	6.3%	8.4%	8.6%
Average Household Income	\$110,161	\$115,969	\$115,164
2024 Owner Occupied Housing Units by Value			
Total	1,092	3,688	14,610
<\$50,000	0.6%	2.7%	2.6%
\$50,000 - \$99,999	0.2%	1.2%	0.9%
\$100,000 - \$149,999	0.2%	0.6%	0.5%
\$150,000 - \$199,999	1.0%	3.0%	2.6%
\$200,000 - \$249,999	3.8%	4.2%	5.2%
\$250,000 - \$299,999	3.5%	2.8%	4.1%
\$300,000 - \$399,999	15.8%	12.5%	16.4%
\$400,000 - \$499,999	26.6%	23.0%	22.4%
\$500,000 - \$749,999	27.3%	28.0%	27.9%
\$750,000 - \$999,999	18.5%	16.4%	13.3%
\$1,000,000 - \$1,499,999	2.0%	5.2%	3.7%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.3%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$558,799	\$563,493	\$532,534
2029 Owner Occupied Housing Units by Value			
Total	1,317	4,886	18,144
<\$50,000	0.1%	0.9%	0.8%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.3%	0.4%
\$200,000 - \$249,999	0.3%	0.9%	1.3%
\$250,000 - \$299,999	0.6%	0.9%	1.3%
\$300,000 - \$399,999	5.5%	4.9%	7.8%
\$400,000 - \$499,999	20.3%	18.1%	20.6%
\$500,000 - \$749,999	36.3%	37.2%	39.0%
\$750,000 - \$999,999	31.7%	27.5%	21.6%
\$1,000,000 - \$1,499,999	4.2%	7.7%	5.5%
\$1,500,000 - \$1,999,999	0.8%	1.1%	1.0%
\$2,000,000 +	0.2%	0.4%	0.5%
Average Home Value	\$688,041	\$701,755	\$659,230

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 27, 2025

Market Profile

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223

Longitude: -112.38413

	1 mile	3 miles	5 miles
Median Household Income			
2024	\$78,708	\$75,603	\$68,729
2029	\$86,585	\$87,550	\$84,186
Median Home Value			
2024	\$492,955	\$500,364	\$479,085
2029	\$659,780	\$660,498	\$613,572
Per Capita Income			
2024	\$45,831	\$44,318	\$44,428
2029	\$53,236	\$53,938	\$53,752
Median Age			
2010	55.5	51.3	47.2
2020	62.4	59.9	55.3
2024	63.9	61.2	56.0
2029	62.5	58.5	55.0
2020 Population by Age			
Total	2,503	9,081	41,168
0 - 4	2.0%	3.0%	3.6%
5 - 9	3.1%	4.1%	4.4%
10 - 14	3.2%	4.1%	4.5%
15 - 24	7.0%	8.1%	10.1%
25 - 34	6.2%	7.7%	9.4%
35 - 44	6.8%	7.2%	8.5%
45 - 54	8.8%	8.8%	9.2%
55 - 64	18.4%	16.5%	15.5%
65 - 74	26.4%	23.5%	19.7%
75 - 84	14.1%	13.2%	11.4%
85 +	3.8%	3.9%	3.9%
18 +	89.5%	86.1%	84.6%
2024 Population by Age			
Total	2,689	9,761	44,889
0 - 4	2.0%	2.9%	3.6%
5 - 9	2.8%	3.6%	3.9%
10 - 14	2.9%	3.8%	4.2%
15 - 24	6.2%	8.0%	9.6%
25 - 34	6.3%	7.5%	9.7%
35 - 44	7.4%	7.8%	8.8%
45 - 54	7.7%	8.2%	8.9%
55 - 64	17.0%	15.2%	14.1%
65 - 74	27.2%	23.5%	19.7%
75 - 84	16.3%	15.4%	13.4%
85 +	4.4%	4.2%	4.0%
18 +	90.5%	87.3%	85.6%
2029 Population by Age			
Total	3,475	12,878	52,516
0 - 4	2.5%	3.4%	3.7%
5 - 9	2.9%	3.5%	3.7%
10 - 14	3.0%	3.6%	3.9%
15 - 24	6.0%	7.6%	8.9%
25 - 34	8.2%	9.5%	10.4%
35 - 44	8.7%	9.6%	10.0%
45 - 54	8.9%	9.0%	9.3%
55 - 64	14.2%	13.0%	12.4%
65 - 74	24.3%	21.2%	18.7%
75 - 84	16.6%	15.4%	14.3%
85 +	4.8%	4.4%	4.6%
18 +	89.8%	87.3%	86.2%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 27, 2025

Market Profile

SR 69 and Old Black Canyon Hwy
AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223

Longitude: -112.38413

	1 mile	3 miles	5 miles
2020 Population by Sex			
Males	1,230	4,449	20,126
Females	1,273	4,632	21,042
2024 Population by Sex			
Males	1,345	4,855	22,218
Females	1,344	4,907	22,672
2029 Population by Sex			
Males	1,745	6,393	25,898
Females	1,730	6,486	26,617
2010 Population by Race/Ethnicity			
Total	2,281	8,013	34,827
White Alone	93.9%	89.0%	88.2%
Black Alone	0.5%	0.6%	0.8%
American Indian Alone	0.5%	2.0%	1.6%
Asian Alone	1.2%	1.1%	1.3%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	1.8%	4.7%	5.5%
Two or More Races	1.8%	2.5%	2.5%
Hispanic Origin	8.4%	12.6%	14.3%
Diversity Index	25.3	37.9	41.0
2020 Population by Race/Ethnicity			
Total	2,503	9,081	41,168
White Alone	87.2%	80.8%	80.3%
Black Alone	0.3%	0.5%	0.7%
American Indian Alone	0.8%	2.2%	1.6%
Asian Alone	1.5%	1.7%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	5.3%	5.4%
Two or More Races	7.8%	9.4%	9.8%
Hispanic Origin	9.1%	14.0%	15.3%
Diversity Index	35.9	49.5	51.2
2024 Population by Race/Ethnicity			
Total	2,689	9,761	44,891
White Alone	86.4%	79.8%	79.1%
Black Alone	0.4%	0.5%	0.8%
American Indian Alone	0.9%	2.3%	1.6%
Asian Alone	1.7%	1.9%	2.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.4%	5.7%	5.8%
Two or More Races	8.2%	9.7%	10.2%
Hispanic Origin	9.7%	14.9%	16.3%
Diversity Index	37.9	51.5	53.4
2029 Population by Race/Ethnicity			
Total	3,476	12,879	52,515
White Alone	84.1%	78.6%	77.8%
Black Alone	0.5%	0.7%	0.9%
American Indian Alone	1.1%	2.1%	1.7%
Asian Alone	1.9%	2.1%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	2.8%	5.5%	6.0%
Two or More Races	9.6%	10.8%	11.1%
Hispanic Origin	11.5%	15.7%	17.3%
Diversity Index	42.9	53.4	55.6

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 27, 2025

Market Profile

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223

Longitude: -112.38413

	1 mile	3 miles	5 miles
2020 Population by Relationship and Household Type			
Total	2,503	9,081	41,168
In Households	99.7%	99.3%	98.8%
Householder	46.5%	45.2%	45.6%
Opposite-Sex Spouse	27.6%	24.4%	21.1%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.5%	2.6%	2.9%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	13.7%	16.4%	17.7%
Adopted Child	0.4%	0.7%	0.7%
Stepchild	0.6%	0.8%	0.9%
Grandchild	1.4%	1.7%	1.9%
Brother or Sister	0.8%	0.9%	0.9%
Parent	0.7%	1.0%	1.0%
Parent-in-law	0.2%	0.3%	0.3%
Son-in-law or Daughter-in-law	0.5%	0.4%	0.4%
Other Relatives	1.0%	1.0%	0.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.6%	3.4%	4.1%
In Group Quarters	0.3%	0.7%	1.2%
Institutionalized	0.0%	0.0%	0.4%
Noninstitutionalized	0.2%	0.6%	0.9%
2024 Population 25+ by Educational Attainment			
Total	2,317	7,978	35,317
Less than 9th Grade	0.0%	0.7%	1.1%
9th - 12th Grade, No Diploma	0.5%	3.8%	4.5%
High School Graduate	17.5%	18.5%	19.4%
GED/Alternative Credential	2.2%	7.3%	6.2%
Some College, No Degree	25.1%	22.7%	24.1%
Associate Degree	16.7%	11.8%	10.3%
Bachelor's Degree	28.4%	21.6%	20.6%
Graduate/Professional Degree	9.5%	13.7%	13.8%
2024 Population 15+ by Marital Status			
Total	2,485	8,759	39,640
Never Married	19.0%	20.7%	23.2%
Married	55.6%	57.5%	56.7%
Widowed	11.3%	7.9%	7.9%
Divorced	14.1%	13.8%	12.2%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	993	3,815	18,689
Population 16+ Employed	91.8%	94.2%	95.6%
Population 16+ Unemployment rate	8.2%	5.8%	4.4%
Population 16-24 Employed	6.7%	11.3%	12.4%
Population 16-24 Unemployment rate	3.2%	0.5%	7.4%
Population 25-54 Employed	43.1%	48.5%	55.9%
Population 25-54 Unemployment rate	13.6%	6.7%	3.2%
Population 55-64 Employed	33.2%	25.8%	20.7%
Population 55-64 Unemployment rate	0.3%	3.8%	2.7%
Population 65+ Employed	17.1%	14.4%	11.0%
Population 65+ Unemployment rate	9.3%	9.9%	10.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 27, 2025

Market Profile

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223
 Longitude: -112.38413

	1 mile	3 miles	5 miles
2024 Employed Population 16+ by Industry			
Total	912	3,595	17,859
Agriculture/Mining	0.1%	0.8%	0.5%
Construction	13.8%	8.8%	7.9%
Manufacturing	1.1%	2.6%	4.9%
Wholesale Trade	1.0%	2.3%	1.5%
Retail Trade	20.1%	20.2%	16.1%
Transportation/Utilities	5.5%	3.7%	4.1%
Information	0.9%	2.3%	1.8%
Finance/Insurance/Real Estate	2.5%	3.8%	4.7%
Services	50.9%	50.0%	53.7%
Public Administration	4.1%	5.3%	4.7%
2024 Employed Population 16+ by Occupation			
Total	914	3,595	17,857
White Collar	59.2%	63.3%	61.1%
Management/Business/Financial	12.8%	12.7%	14.0%
Professional	15.4%	22.1%	24.4%
Sales	14.3%	17.3%	13.0%
Administrative Support	16.8%	11.3%	9.6%
Services	19.2%	18.0%	21.8%
Blue Collar	21.8%	18.7%	17.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	13.8%	8.0%	6.0%
Installation/Maintenance/Repair	0.8%	3.8%	3.0%
Production	1.6%	1.3%	2.3%
Transportation/Material Moving	5.6%	5.6%	5.6%
2020 Households by Type			
Total	1,185	4,135	18,789
Married Couple Households	58.6%	54.0%	46.8%
With Own Children <18	6.7%	8.9%	9.5%
Without Own Children <18	51.9%	45.1%	37.3%
Cohabiting Couple Households	5.5%	5.9%	6.5%
With Own Children <18	0.8%	1.5%	1.7%
Without Own Children <18	4.8%	4.4%	4.8%
Male Householder, No Spouse/Partner	14.5%	15.7%	18.9%
Living Alone	10.9%	11.6%	13.5%
65 Years and over	6.0%	5.9%	6.4%
With Own Children <18	0.7%	0.9%	1.3%
Without Own Children <18, With Relatives	1.8%	1.9%	2.2%
No Relatives Present	1.2%	1.4%	1.9%
Female Householder, No Spouse/Partner	21.4%	24.4%	27.8%
Living Alone	14.6%	16.1%	18.5%
65 Years and over	10.2%	11.2%	12.4%
With Own Children <18	1.4%	2.1%	2.9%
Without Own Children <18, With Relatives	4.6%	5.1%	5.0%
No Relatives Present	0.7%	1.1%	1.3%
2020 Households by Size			
Total	1,185	4,135	18,789
1 Person Household	25.5%	27.7%	32.1%
2 Person Household	54.7%	48.1%	43.0%
3 Person Household	10.4%	10.2%	10.9%
4 Person Household	4.8%	7.2%	7.5%
5 Person Household	2.6%	3.9%	3.7%
6 Person Household	1.2%	1.7%	1.6%
7 + Person Household	0.8%	1.2%	1.1%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 27, 2025

Market Profile

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223

Longitude: -112.38413

	1 mile	3 miles	5 miles
2020 Households by Tenure and Mortgage Status			
Total	1,185	4,135	18,789
Owner Occupied	86.1%	80.3%	66.5%
Owned with a Mortgage/Loan	52.5%	45.9%	40.1%
Owned Free and Clear	33.6%	34.3%	26.4%
Renter Occupied	13.9%	19.7%	33.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	67	63	60
Percent of Income for Mortgage	39.2%	41.4%	43.6%
Wealth Index	106	108	104
2020 Housing Units By Urban/ Rural Status			
Total	1,318	4,741	20,908
Urban Housing Units	90.7%	74.9%	88.2%
Rural Housing Units	9.3%	25.1%	11.8%
2020 Population By Urban/ Rural Status			
Total	2,503	9,081	41,168
Urban Population	90.5%	75.1%	89.2%
Rural Population	9.5%	24.9%	10.8%

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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 27, 2025

Market Profile

SR 69 and Old Black Canyon Hwy
 AZ-69 & E Old Black Canyon Hwy, Prescott, Arizona, 86301
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 34.55223
 Longitude: -112.38413

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Silver & Gold (9A)	Silver & Gold (9A)	Senior Escapes (9D)
2.	Senior Escapes (9D)	Senior Escapes (9D)	Old and Newcomers (8F)
3.		Down the Road (10D)	Silver & Gold (9A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$2,287,969	\$8,280,887	\$39,712,462
Average Spent	\$1,762.69	\$1,849.24	\$1,907.97
Spending Potential Index	74	78	80
Education: Total \$	\$1,495,388	\$5,539,135	\$27,618,793
Average Spent	\$1,152.07	\$1,236.97	\$1,326.93
Spending Potential Index	67	72	77
Entertainment/Recreation: Total \$	\$4,707,846	\$16,052,279	\$73,796,582
Average Spent	\$3,627.00	\$3,584.70	\$3,545.53
Spending Potential Index	89	88	87
Food at Home: Total \$	\$7,956,827	\$27,603,321	\$128,555,403
Average Spent	\$6,130.07	\$6,164.21	\$6,176.39
Spending Potential Index	84	84	85
Food Away from Home: Total \$	\$4,024,409	\$14,452,921	\$67,726,173
Average Spent	\$3,100.47	\$3,227.54	\$3,253.88
Spending Potential Index	80	83	84
Health Care: Total \$	\$9,742,855	\$32,403,538	\$146,477,412
Average Spent	\$7,506.05	\$7,236.16	\$7,037.45
Spending Potential Index	98	94	92
HH Furnishings & Equipment: Total \$	\$3,581,693	\$12,343,781	\$56,760,008
Average Spent	\$2,759.39	\$2,756.54	\$2,727.01
Spending Potential Index	87	87	86
Personal Care Products & Services: Total \$	\$1,118,435	\$3,921,364	\$18,105,459
Average Spent	\$861.66	\$875.70	\$869.87
Spending Potential Index	87	88	87
Shelter: Total \$	\$29,248,946	\$101,385,941	\$469,648,714
Average Spent	\$22,533.86	\$22,640.90	\$22,564.08
Spending Potential Index	85	85	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,990,303	\$16,498,570	\$72,622,554
Average Spent	\$3,844.61	\$3,684.36	\$3,489.12
Spending Potential Index	110	105	100
Travel: Total \$	\$3,454,193	\$11,865,286	\$54,503,267
Average Spent	\$2,661.17	\$2,649.68	\$2,618.59
Spending Potential Index	88	87	86
Vehicle Maintenance & Repairs: Total \$	\$1,727,419	\$5,888,934	\$27,021,920
Average Spent	\$1,330.83	\$1,315.08	\$1,298.26
Spending Potential Index	90	89	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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

May 27, 2025