

People QuickFacts	Prescott	Arizona
Population, 2012 estimate	40,308	6,553,255
Population, 2010 (April 1) estimates base	39,828	6,392,015
Population, percent change, April 1, 2010 to July 1, 2012	1.2%	2.5%
Population, 2010	39,843	6,392,017
Persons under 5 years, percent, 2010	3.1%	7.1%
Persons under 18 years, percent, 2010	13.6%	25.5%
Persons 65 years and over, percent, 2010	30.8%	13.8%
Female persons, percent, 2010	50.8%	50.3%
White alone, percent, 2010 (a)	92.1%	73.0%
Black or African American alone, percent, 2010 (a)	0.7%	4.1%
American Indian and Alaska Native alone, percent, 2010 (a)	1.1%	4.6%
Asian alone, percent, 2010 (a)	1.2%	2.8%
Native Hawaiian and Other Pacific Islander alone, percent, 2010 (a)	0.1%	0.2%
Two or More Races, percent, 2010	2.3%	3.4%
Hispanic or Latino, percent, 2010 (b)	8.6%	29.6%
White alone, not Hispanic or Latino, percent, 2010	87.1%	57.8%
Living in same house 1 year & over, percent, 2007-2011	78.8%	80.1%
Foreign born persons, percent, 2007-2011	7.0%	13.9%
Language other than English spoken at home, percent age 5+, 2007-2011	9.6%	27.1%
High school graduate or higher, percent of persons age 25+, 2007-2011	92.6%	85.2%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	35.4%	26.4%
Veterans, 2007-2011	5,877	536,449
Mean travel time to work (minutes), workers age 16+, 2007-2011	17.50	24.7
Housing units, 2010	22,159	2,844,526
Homeownership rate, 2007-2011	66.0%	66.6%
Housing units in multi-unit structures, percent, 2007-2011	18.8%	20.6%
Median value of owner-occupied housing units, 2007-2011	\$291,000	\$197,400
Households, 2007-2011	18,911	2,344,215
Persons per household, 2007-2011	2.03	2.64
Per capita money income in the past 12 months (2011 dollars), 2007-2011	\$29,581	\$25,784
Median household income, 2007-2011	\$43,867	\$50,752
Persons below poverty level, percent, 2007-2011	14.3%	16.2%
Business QuickFacts	Prescott	Arizona
Total number of firms, 2007	6,186	491,529
Black-owned firms, percent, 2007	0.9%	2.0%
American Indian- and Alaska Native-owned firms, percent, 2007	0.6%	1.9%
Asian-owned firms, percent, 2007	1.1%	3.3%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	S
Hispanic-owned firms, percent, 2007	S	10.7%
Women-owned firms, percent, 2007	25.6%	28.1%
Manufacturers shipments, 2007 (\$1000)	267,600	57,977,827
Merchant wholesaler sales, 2007 (\$1000)	276,518	57,573,459
Retail sales, 2007 (\$1000)	1,227,521	86,758,801
Retail sales per capita, 2007	\$29,189	\$13,637
Accommodation and food services sales, 2007 (\$1000)	111,249	13,268,514
Geography QuickFacts	Prescott	Arizona
Land area in square miles, 2010	41.34	113,594.08
Persons per square mile, 2010	963.80	56.3
FIPS Code	57,380	4
Counties	Yavapai County	
(a) Includes persons reporting only one race.		
(b) Hispanics may be of any race, so also are included in applicable race categories.		
FN: Footnote on this item for this area in place of data		
NA: Not available		
D: Suppressed to avoid disclosure of confidential information		
X: Not applicable		
S: Suppressed; does not meet publication standards		
Z: Value greater than zero but less than half unit of measure shown		
F: Fewer than 100 firms		
Source: US Census Bureau State & County QuickFacts		