Greenlee County, AZ (04011)
Geography: County

**Economic BedRock**

- Dominant Tapestry Segment
- 35.6 Median Age

**KEY FACTS**

- **Total Population**: 9,926
- **Median Home Value**: $97,208
- **Businesses**: 11,814
- **Daytime Population**: 196
- **Median Household Income**: $27,949
- **Per Capita Income**: $55,303
- **Med HS Size**: 2.6

**KEY SPENDING FACTS**

- Travel: $1,843
- Transportation: $730
- Apparel: $1,730
- Entertainment: $2,831
- Furniture: $533

This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027.

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Spending facts are average annual dollars per household.
**Key Facts**

**Population**
- 9,926

**Median Age**
- 35.6

**Average Household Size**
- 2.6

**Median Household Income**
- $55,303

**Median Household Income**
- 11%

**High School Graduate**
- 35%

**Bachelor's/Grad/Prof Degree**
- 15%

**Total Businesses**
- 196

**Total Employees**
- 3,617

**White Collar**
- 35.0%

**Blue Collar**
- 13.4%

**Unemployment Rate**
- 2.1%

**Households By Income**
- The largest group: $50,000 - $74,999 (24.0%)
- The smallest group: $200,000+ (2.1%)

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Diff</th>
</tr>
</thead>
<tbody>
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<td>-2.4%</td>
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<tr>
<td>$15,000 - $24,999</td>
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<tr>
<td>$200,000+</td>
<td>2.1%</td>
<td>-5.6%</td>
</tr>
</tbody>
</table>

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**DEMOGRAPHIC SUMMARY**

**Greenlee County, AZ**

**Geography:** County

**INCOME**

- **Median Household Income:** $55,303
- **Per Capita Income:** $27,949
- **Median Net Worth:** $80,465

**KEY FACTS**

- **Population:** 9,926
- **Median Age:** 35.6
- **Households:** 3,746
- **Median Disposable Income:** $48,699

**EDUCATION**

- **No High School Diploma:** 11%
- **High School Graduate:** 35%
- **Some College:** 40%
- **Bachelor’s/Grad/Prof Degree:** 15%

**EMPLOYMENT**

- **White Collar:** 37%
- **Blue Collar:** 52%
- **Services:** 13%
- **Unemployment Rate:** 2.1%

Source: Esri. The vintage of the data is 2022, 2027.
AT RISK POPULATION PROFILE
Greenlee County, AZ

**Geography:** County

**Population:** 9,926

**Households:** 3,746

**Average Size Household:** 2.64

**Median Age:** 35.6

**Median Household Income:** $55,303

**Median Home Value:** $97,208

**Wealth Index:** 52

**Housing Affordability Index:** 281

**Diversity Index:** 74

**AT RISK POPULATION**

- Households With Disability: 826
- Population 65+: 1,516
- Households Without Vehicle: 77

**POVERTY AND LANGUAGE**

- Households Below the Poverty Level: 370
- Pop 65+ Speak Spanish & No English: 0

**POPPULATION BY AGE**

- Under 18: 2,498
- 18 to 65: 6,035
- Aged 65+: 1,516

**POPULATION AND BUSINESSES**

- Daytime Population: 11,814
- Total Businesses: 196
- Total Employees: 3,617

<table>
<thead>
<tr>
<th>Language Spoken (ACS)</th>
<th>Age 5-17</th>
<th>18-64</th>
<th>Age 65+</th>
<th>Total</th>
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<tbody>
<tr>
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This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the ACS documentation page.

**COMMUTE PROFILE**

Greenlee County, AZ  
Geography: County

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the ACS documentation page.

**WORKERS**

4,011  
ACS Workers Age 16+  
84.4%  
Drove Alone to Work

**TRANSPORTATION TO WORK**

- 0.0% Took Public Transportation
- 12.3% Carpooled
- 1.6% Walked to Work
- 0.0% Bike to Work

**TRAVEL TIME TO WORK**

- 90+ min
- 60-89 min
- 45-59 min
- 40-44 min
- 35-39 min
- 30-34 min
- 25-29 min
- 20-24 min
- 15-19 min
- 10-14 min
- 5-9 min
- < 5 min

Percent of Workers
CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT
Greenlee County, AZ

Population: 9,926
Average Size Household: 2.64
Households: 3,746
Median Age: 35.6
Median Household Income: $55,303
Median Home Value: $97,208
Housing Affordability: 92%
Internet at Home: 281

POVERTY
- Households Below the Poverty Level: 370
- Households Receiving Food Stamps/SNAP: 285

AT RISK POPULATION
- Households With Disability: 826
- Population 65+: 1,516
- Households Without Vehicle: 77

HEALTH INSURANCE COVERAGE (ACS)
- Employer Ins: 13.7%
- Direct Purchase: 29.0%
- Medicare: 4.0%
- Medicaid: 2.7%
- VA Health Care: 0.8%
- No Insurance: 0.0%

Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source: Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS
Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS
Geography: County
DEMOGRAPHIC PROFILE

Greenlee County, AZ

EDUCATION
11% No High School Diploma
35% High School Graduate
40% Some College
15% Bachelor’s/Grad/Prof Degree

INCOME
$55,303 Median Household Income
$27,949 Per Capita Income
$80,465 Median Net Worth

EMPLOYMENT
35.0% White Collar
51.6% Blue Collar
13.4% Services
2.1% Unemployment Rate

KEY FACTS
9,926 Population
3,746 Households
35.6 Median Age
$48,699 Median Disposable Income

HOUSEHOLD INCOME ($)
DOMINANT TAPESTRY SEGMENT

2,262 households are Economic BedRock
60.4% of households are in this segment

Economic BedRock: Rustic Outposts LifeMode

Close to one in five employed residents work in mining, oil and gas extraction, or quarrying industries. Economic BedRock is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of householders that live in...

Learn more...

ABOUT THIS SEGMENT

- They hold strong religious beliefs. Many residents did not go to college.
- They make purchases for today because tomorrow is uncertain. Shop at department and discount stores.
- Own a domestic truck, dog, and ATV. Hunting, yard work, and gardening popular activities.
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral. Budgeted vacations are taken within the US, not abroad.
- They are slow to adopt technology. TV is the main source of information, news, and entertainment.

ABOUT THIS AREA

- Household Type:
  - Single Family; Mobile Homes
- Employment:
  - Svcs; Prof; Constr
- Median Age: 35.6
- Median Household Income: $55,303
- Education: 25.0% have a college degree

KEY FACTS FOR THIS AREA

- Population: 9,926
- Households: 3,746
- Avg Size Household: 2.64
- Wealth Index: 52
- Housing Affordability: 281
- Diversity Index: 74
- Median Home Value: $97,208
- Forecasted Annual Growth Rate: 0.38%
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.

- **3,746** total households in this area
- **2,262** households in *Economic BedRock* - 60.4%
INCOME AND NET WORTH
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards) for this area.

MEDIAN HOUSEHOLD INCOME
- Greenlee County: $55,303
- Arizona: $68,466

MEDIAN NET WORTH
- Greenlee County: $80,465
- Arizona: $157,616

AVERAGE HOUSEHOLD BUDGET INDEX
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.

AGE BY SEX
Median Age: 35.6

DIVERSITY
The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
Key Demographic Indicators

Greenlee County, AZ
Geography: County

HOUSING
Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

Rent 52.5%

$640
Avg Mortgage

Own 47.5%

$511
Avg Monthly Rent

Typical Household Type: Single Family; Mobile Homes

Median Home Value: $97,208

ESRI INDEXES
Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.

Rent 52.5%

Housing Units

281
Housing Affordability

52
Wealth Index

LANGUAGES
American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2016-2020).

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</tbody>
</table>

POPULATION DENSITY
Average density (population per sq. mile) is displayed relative to the US or State average.
Health Care & Insurance
Greenlee County, AZ
Geography: County
This infographic provides a set of key demographic and health care indicators. Learn more about this data

Health Care & Insurance

Has One Type Of Health Insurance

<table>
<thead>
<tr>
<th></th>
<th>19&lt;</th>
<th>19-34</th>
<th>35-64</th>
<th>65+</th>
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<td>19.0</td>
<td>38.6</td>
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<tr>
<td>Population (ACS)</td>
<td>27.6</td>
<td>16.6</td>
<td>34.5</td>
<td>2.8</td>
</tr>
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</table>

Health Care Expenditure

$3,804 Annual Health Insurance Expenditures

$1,905 Medical Care

Health Care (Consumer Spending)

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<th>Annual Expenditure</th>
<th>Blue Cross/Blue Shield</th>
<th>Medicare Payments</th>
<th>Physician Services</th>
<th>Dental Services</th>
<th>Eyecare Services</th>
<th>Lab Tests/X-rays</th>
<th>Hospital Room &amp; Hospital Service</th>
<th>Convalescent/Nursing Home Care</th>
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<td>$990.8</td>
<td>$971.7</td>
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<td>$56.8</td>
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Health Insurance Coverage (ACS)

<table>
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<tr>
<th>Medicare: Population 65+</th>
<th>259 Medicare Only</th>
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<tbody>
<tr>
<td>310 Direct-Purch &amp; Medicare</td>
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<tr>
<td>306 Employer &amp; Medicare</td>
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<tr>
<td>34 Medicare &amp; Medicaid</td>
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</tr>
</tbody>
</table>

Population

9,418 Civilian Noninstitutionalized Population (ACS)

Exercise (Percent of Adults)

<table>
<thead>
<tr>
<th>Exercise</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise at home 2+ times per week</td>
<td>37.0%</td>
</tr>
<tr>
<td>Exercise at club 2+ times per week</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

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- Median Age: 35.6
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- Median Home Value: $97,208
- Wealth Index: 52
- Housing Affordability: 281
- Diversity Index: 74

**Mortgage Indicators**
- Average spent on mortgage & basics: $7,686
- Percent of income for mortgage: 9.3%

**Population by Generation**
- Greatest Gen: Born 1945/Earlier (4.3%)
- Baby Boomer: Born 1946 to 1964 (19.8%)
- Generation X: Born 1965 to 1980 (17.7%)
- Millennial: Born 1981 to 1998 (25.4%)
- Generation Z: Born 1999 to 2016 (24.1%)
- Alpha: Born 2017 to Present (8.7%)

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