

Economic BedRock

Dominant Tapestry Segment

KEY FACTS



9,926

Total Population



\$97,208

Median Home Value



196

Businesses



11,814

Daytime Population



35.6

Median Age



1.67%

2020-2022 Pop Growth Rate



\$27,949

Per Capita Income



2.6

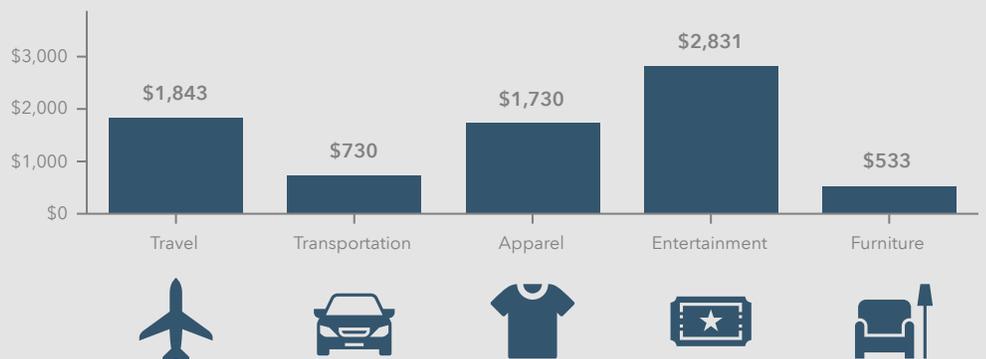
Avg Household Size



\$55,303

Median Household Income

KEY SPENDING FACTS



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

KEY FACTS

9,926

Population



2.6

Average Household Size



35.6

Median Age

\$55,303

Median Household Income

EDUCATION



No High School Diploma



35%

High School Graduate



40%

Some College



15%

Bachelor's/Grad/Prof Degree

BUSINESS



196

Total Businesses



3,617

Total Employees

EMPLOYMENT



White Collar

35.0%



Blue Collar

51.6%



Services

13.4%



Unemployment Rate

INCOME



\$55,303

Median Household Income



\$27,949

Per Capita Income



\$80,465

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (24.0%)

The smallest group: \$200,000+ (2.1%)

Indicator ▲	Value	Diff	
<\$15,000	5.4%	-2.4%	
\$15,000 - \$24,999	6.5%	-0.5%	
\$25,000 - \$34,999	8.9%	+1.3%	
\$35,000 - \$49,999	21.9%	+9.2%	
\$50,000 - \$74,999	24.0%	+5.4%	
\$75,000 - \$99,999	10.9%	-3.0%	
\$100,000 - \$149,999	16.6%	-0.6%	
\$150,000 - \$199,999	3.6%	-3.9%	
\$200,000+	2.1%	-5.6%	

Bars show deviation from Arizona

DEMOGRAPHIC SUMMARY

Greenlee County, AZ

Geography: County



KEY FACTS

9,926

Population



3,746

Households

35.6

Median Age

\$48,699

Median Disposable Income

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



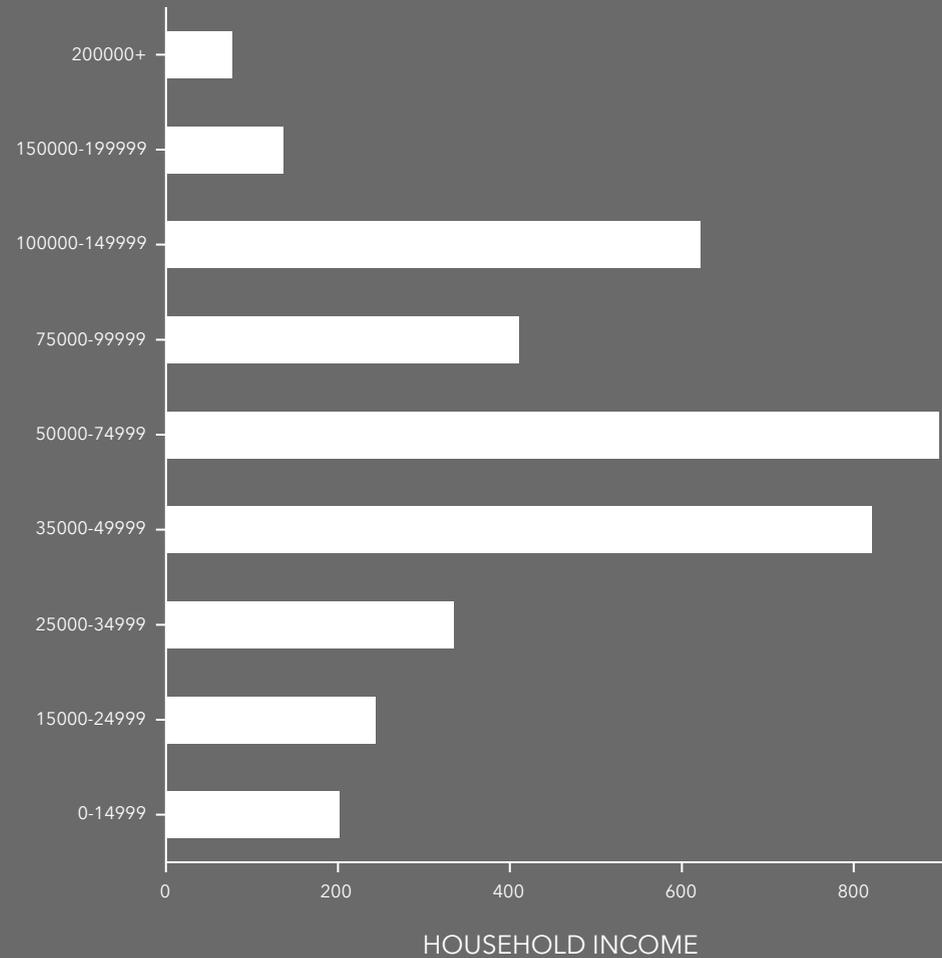
\$27,949

Per Capita Income

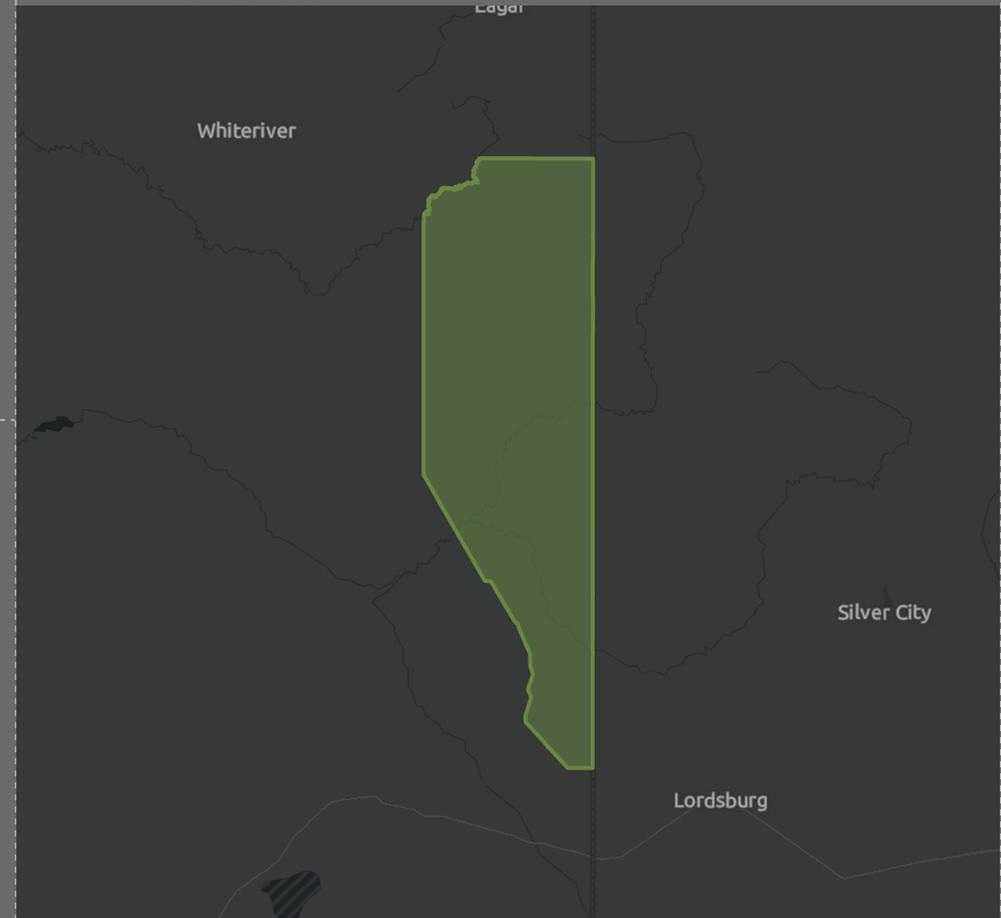


\$80,465

Median Net Worth



HOUSEHOLD INCOME



EMPLOYMENT



37%

White Collar



52%

Blue Collar



13%

Services

2.1%

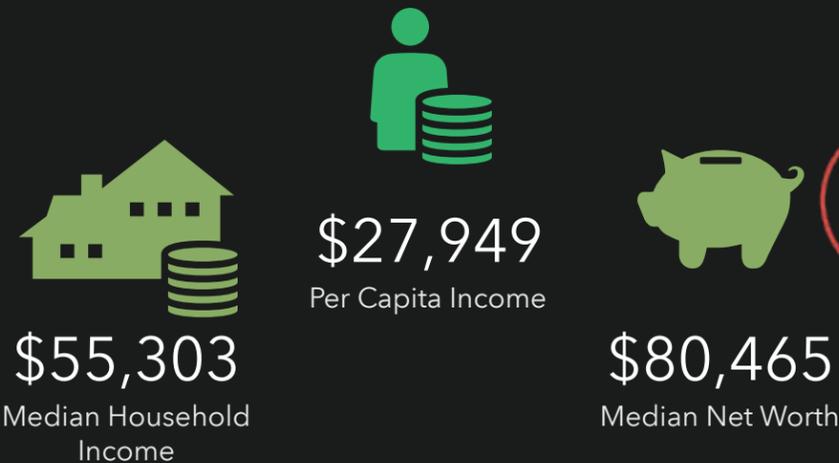
Unemployment Rate

Employment Overview

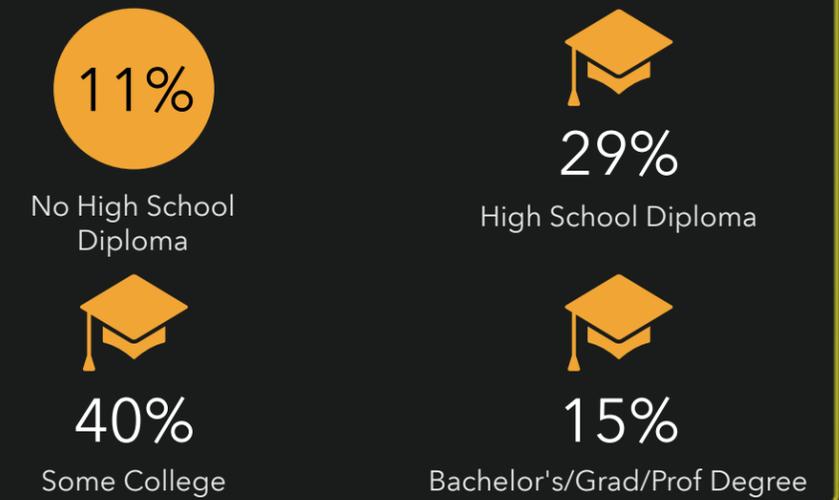
Greenlee County, AZ
Geography: County



INCOME



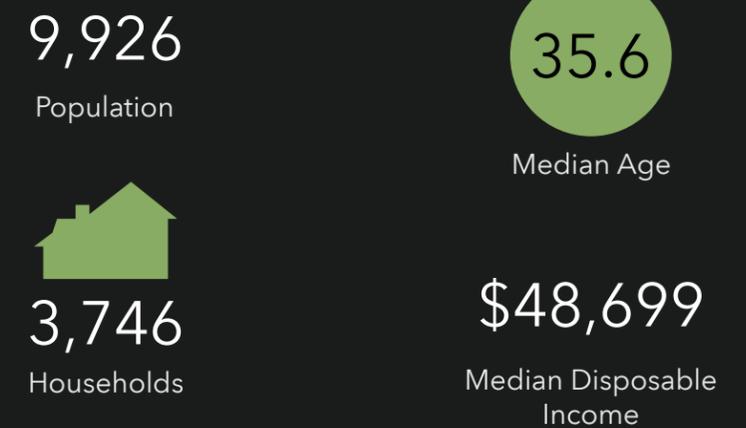
EDUCATION



BUSINESS



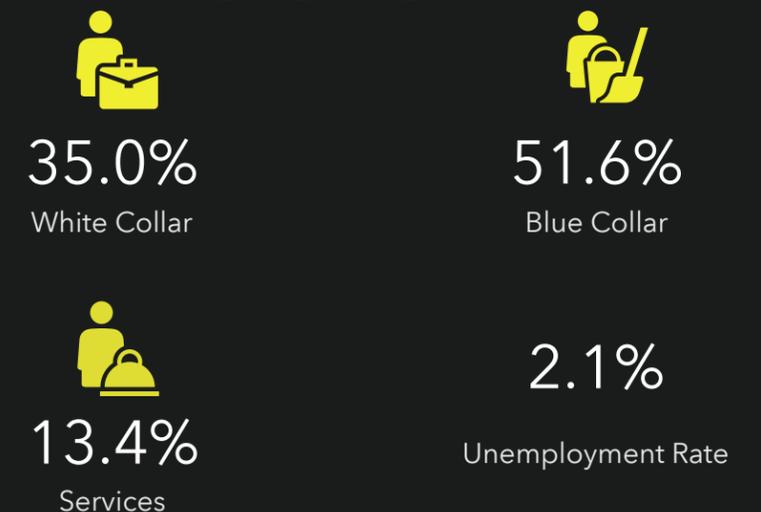
KEY FACTS



COMMUTERS



EMPLOYMENT



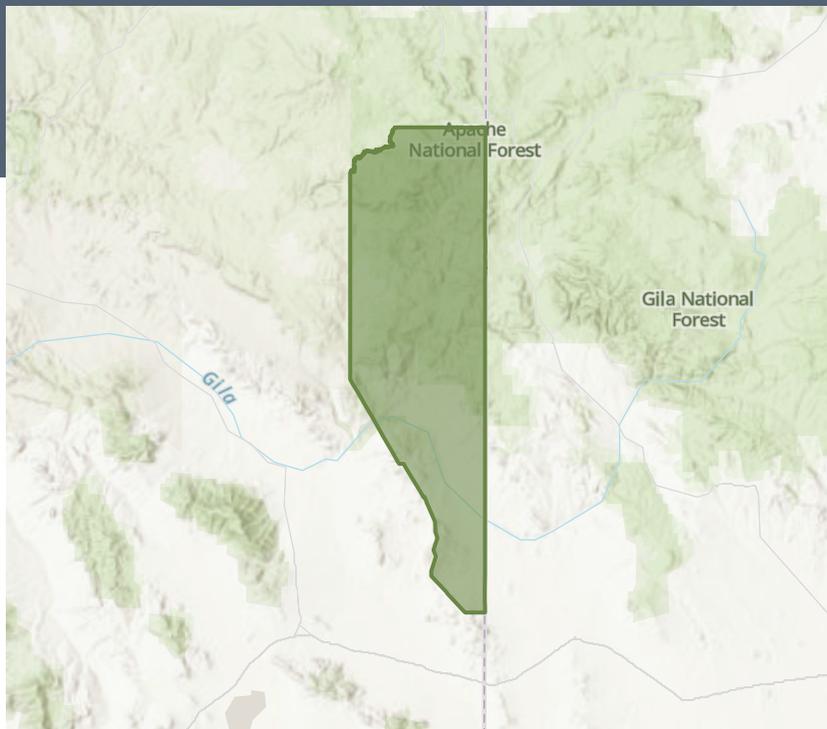
This infographic contains data provided by Esri, Esri-Data Axle, Esri-MRI-Simmons, ACS. The vintage of the data is 2022, 2027, 2016-2020.



AT RISK POPULATION PROFILE

Greenlee County, AZ

Geography: County



9,926

Population

3,746

Households

2.64

Avg Size Household

35.6

Median Age

\$55,303

Median Household Income

\$97,208

Median Home Value

52

Wealth Index

281

Housing Affordability

74

Diversity Index

AT RISK POPULATION



826

Households With Disability



1,516

Population 65+



77

Households Without Vehicle

POVERTY AND LANGUAGE



11%

Households Below the Poverty Level



370

Households Below the Poverty Level



0

Pop 65+ Speak Spanish & No English

POPULATION AND BUSINESSES



11,814

Daytime Population



196

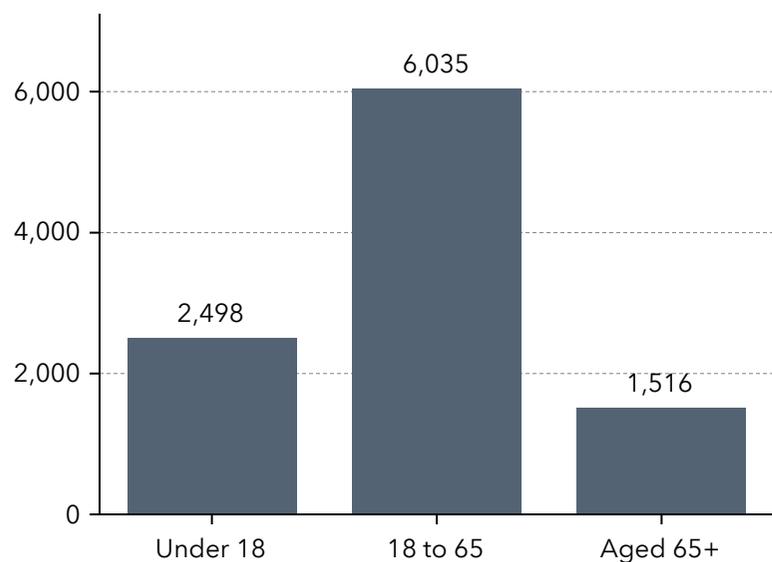
Total Businesses



3,617

Total Employees

POPULATION BY AGE



Language Spoken (ACS)	Age 5-17	18-64	Age 65+	Total
English Only	1,739	4,680	736	7,155
Spanish	99	790	452	1,341
Spanish & English Well	75	661	447	1,183
Spanish & English Not Well	24	119	5	148
Spanish & No English	0	10	0	10
Indo-European	0	0	0	0
Indo-European & English Well	0	0	0	0
Indo-European & English Not Well	0	0	0	0
Indo-European & No English	0	0	0	0
Asian-Pacific Island	0	73	0	73
Asian-Pacific Isl & English Well	0	73	0	73
Asian-Pacific Isl & English Not Well	0	0	0	0
Asian-Pacific Isl & No English	0	0	0	0
Other Language	13	128	21	162
Other Language & English Well	13	128	21	162
Other Language & English Not Well	0	0	0	0
Other Language & No English	0	0	0	0

COMMUNITY PROFILE

Geography: County

Greenlee County, AZ

9,926	1.67%	2.64	74.4	35.6	\$55,303	\$97,208	\$80,465	25.2%	60%	1,516
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



13.4%
Services

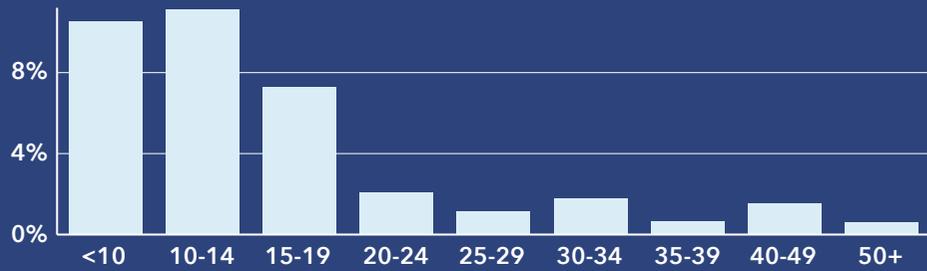


51.6%
Blue Collar

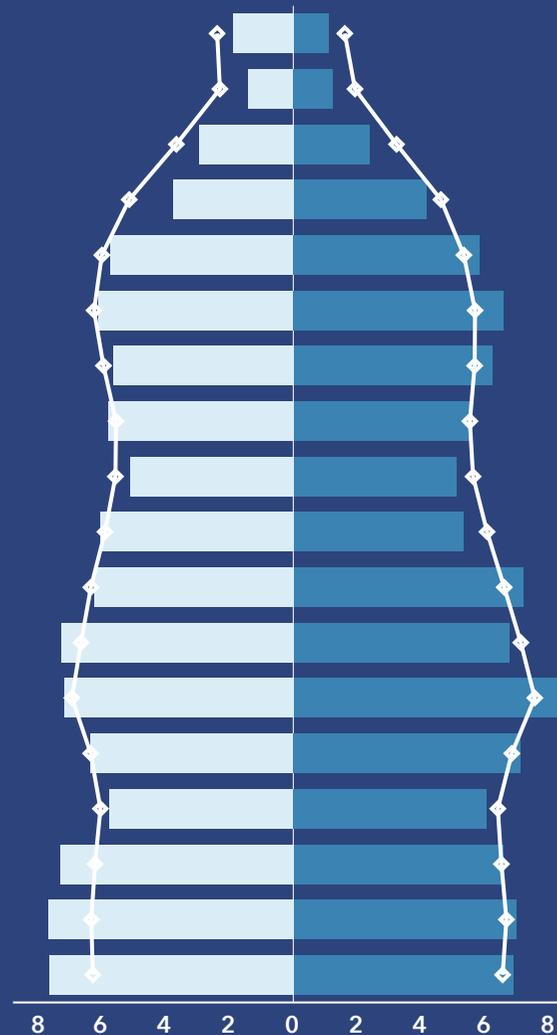


35.0%
White Collar

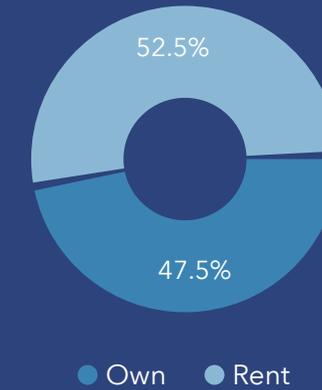
Mortgage as Percent of Salary



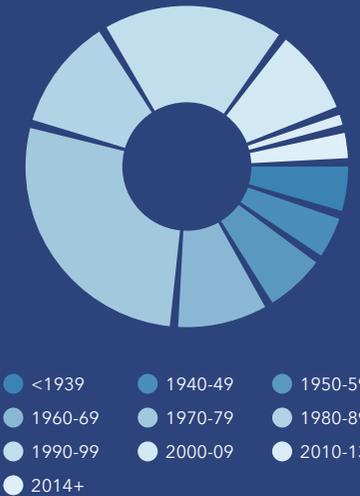
Age Profile: 5 Year Increments



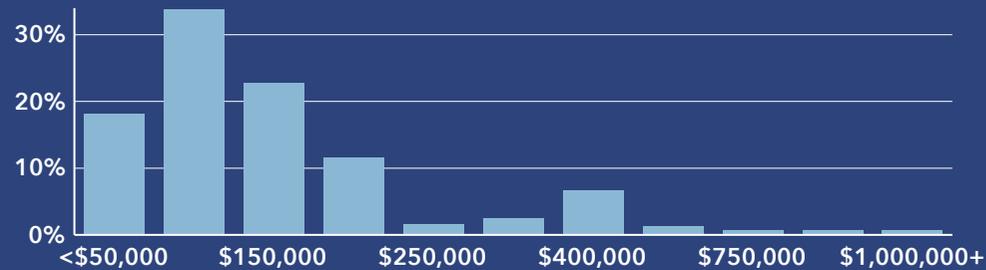
Home Ownership



Housing: Year Built



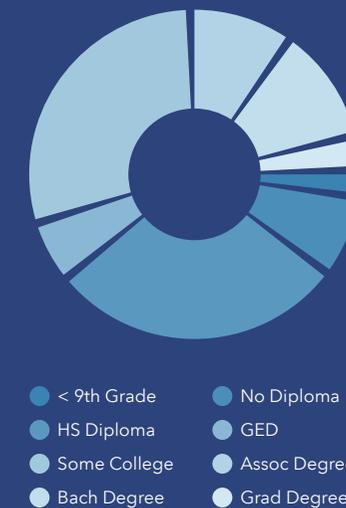
Home Value



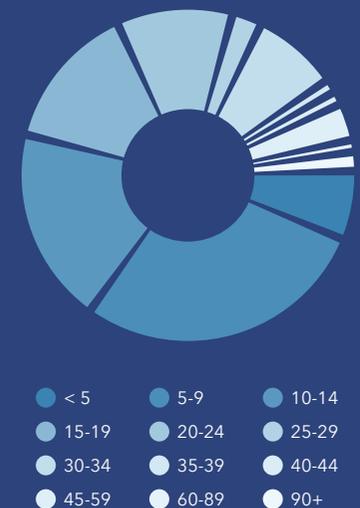
Household Income



Educational Attainment



Commute Time: Minutes



Dots show comparison to Arizona

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%

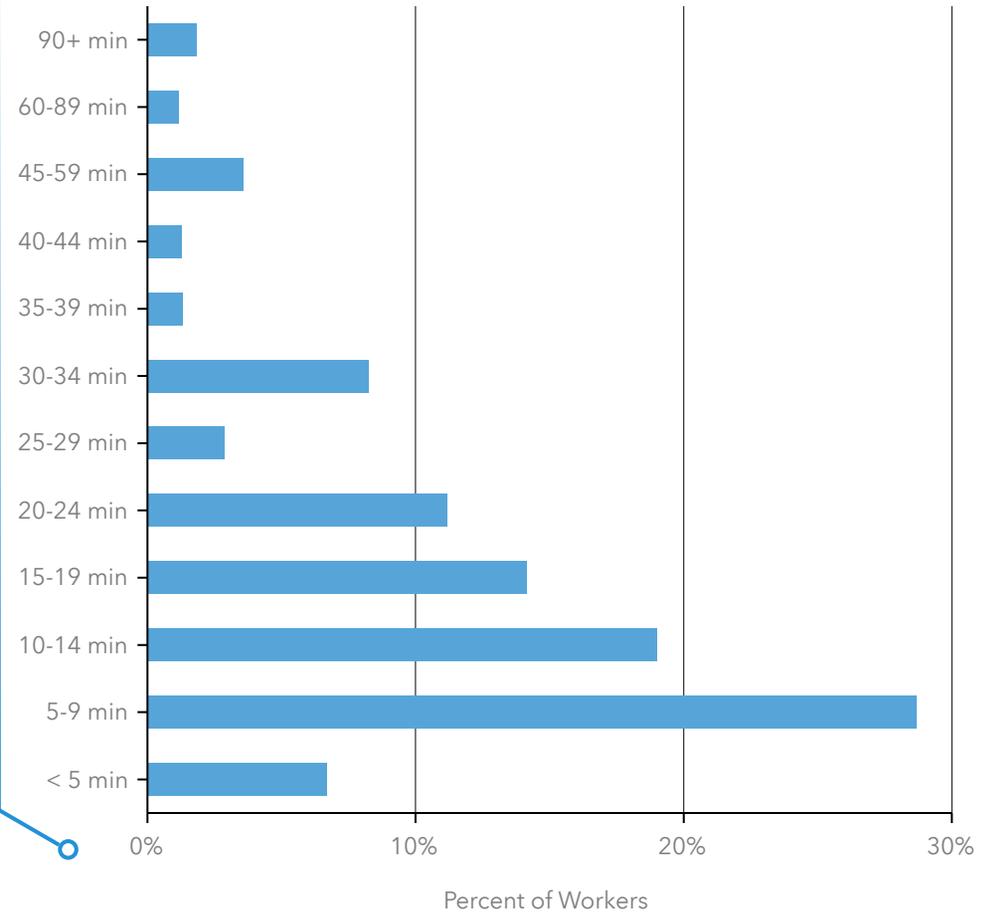
Walked to Work

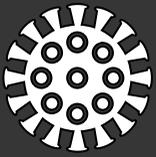


0.0%

Bike to Work

TRAVEL TIME TO WORK





CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Greenlee County, AZ

Geography: County



9,926

Population

2.64

Avg Size Household

3,746

Households

35.6

Median Age

\$55,303

Median Household Income

\$97,208

Median Home Value

281

Housing Affordability

92%

Internet at Home

POPULATION AND BUSINESSES



11,814

Daytime Population



196

Total Businesses



3,617

Total Employees

POVERTY



370

Households Below the Poverty Level

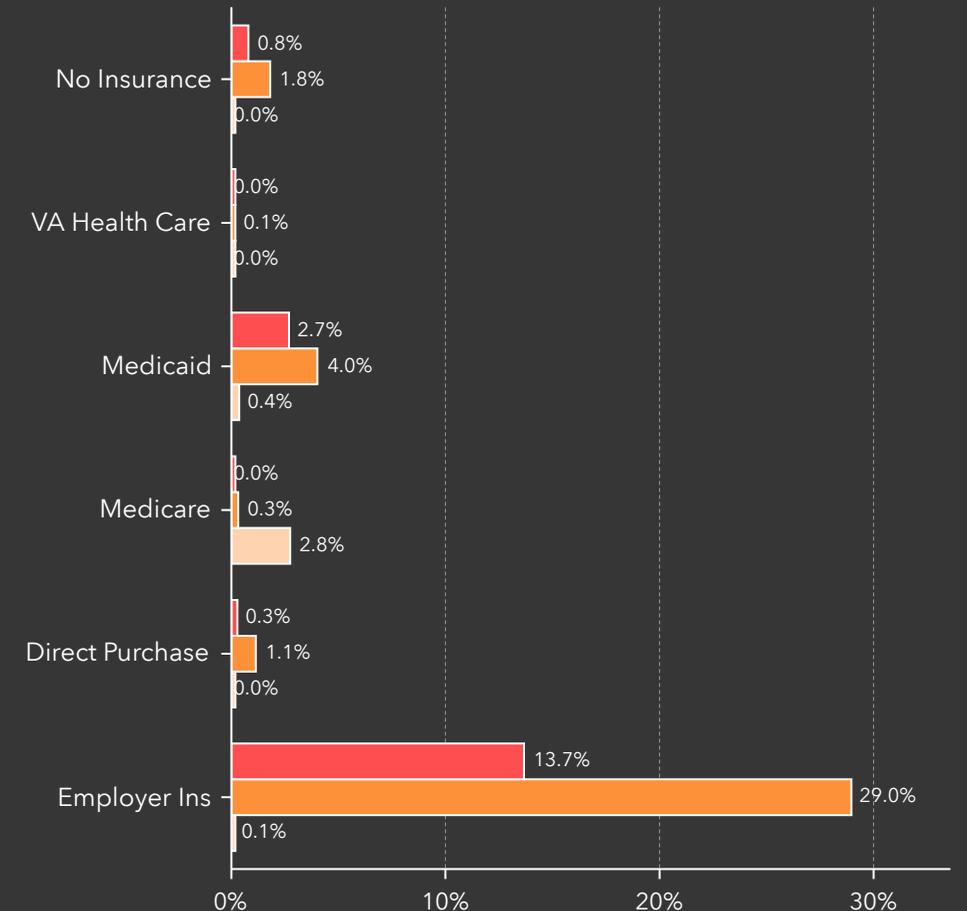


285

Households Receiving Food Stamps/SNAP

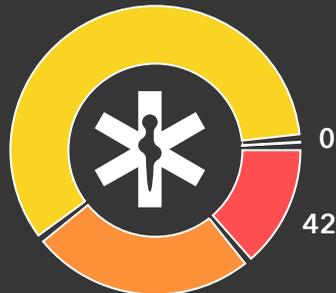
HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



POPULATION NO HEALTH INSURANCE (ACS)

170



0-18 19-34 35-64 Age 65+

AT RISK POPULATION



826

Households With Disability



1,516

Population 65+



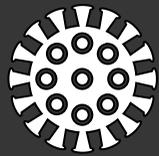
77

Households Without Vehicle



Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

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



KEY INDICATORS: IMPACT PLANNING

Greenlee County, AZ

9,926

Population

2.64

Avg Size Household

3,746

Households

35.6

Median Age

\$55,303

Median Household Income

\$97,208

Median Home Value

281

Housing Affordability

92%

Internet at Home

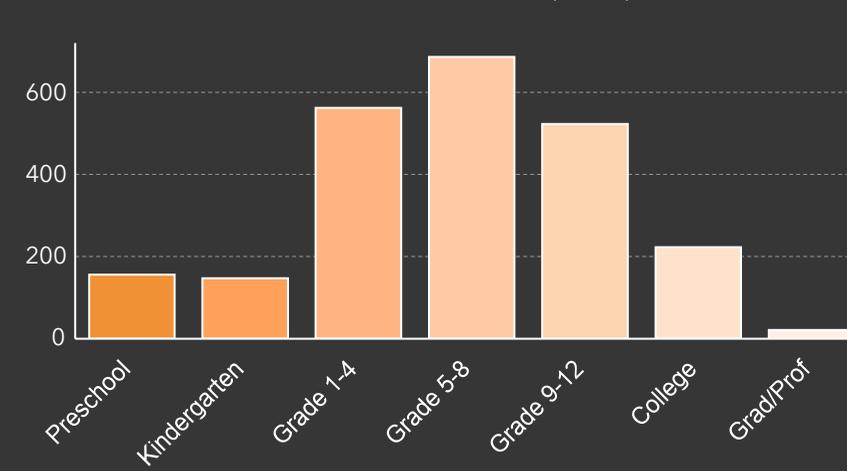
LANGUAGE (ACS)

LANGUAGE (ACS)	Age 5-17	18-64	Age 65+	Total
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Spanish	99	790	452	1,341
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Asian-Pacific Island	0	73	0	73
Asian-Pacific Isl & English Well	0	73	0	73
Asn-Pacific Isl & English Not Well	0	0	0	0
Other Language	13	128	21	162
Other Language & English Well	13	128	21	162
Other Lang. & English Not Well	0	0	0	0

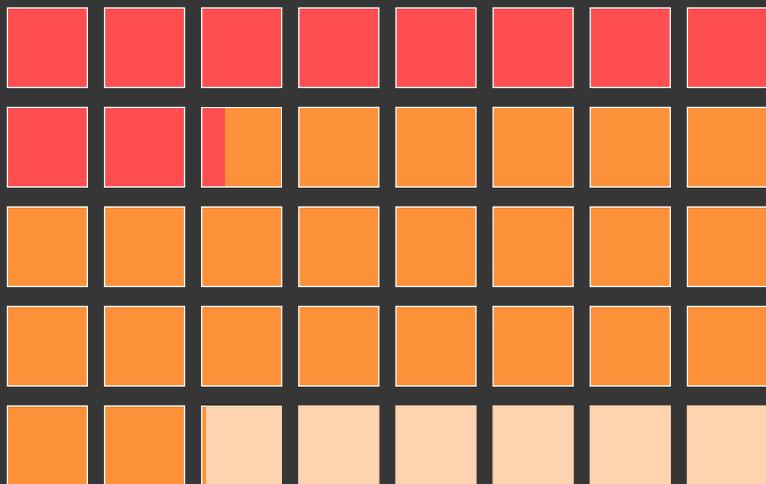
POPULATION AND POVERTY STATUS (ACS)

POPULATION AND POVERTY STATUS (ACS)	Total
Population for whom Poverty Status is Determined	9,374
Income to Poverty Ratio <0.50	638
Income to Poverty Ratio 0.50-0.99	610
Income to Poverty Ratio 1.00-1.24	340
Income to Poverty Ratio 1.25-1.49	299
Income to Poverty Ratio 1.50-1.84	448
Income to Poverty Ratio 1.85-1.99	366
Income to Poverty Ratio 2.00+	6,673

SCHOOL ENROLLMENT (ACS)



POPULATION BY AGE



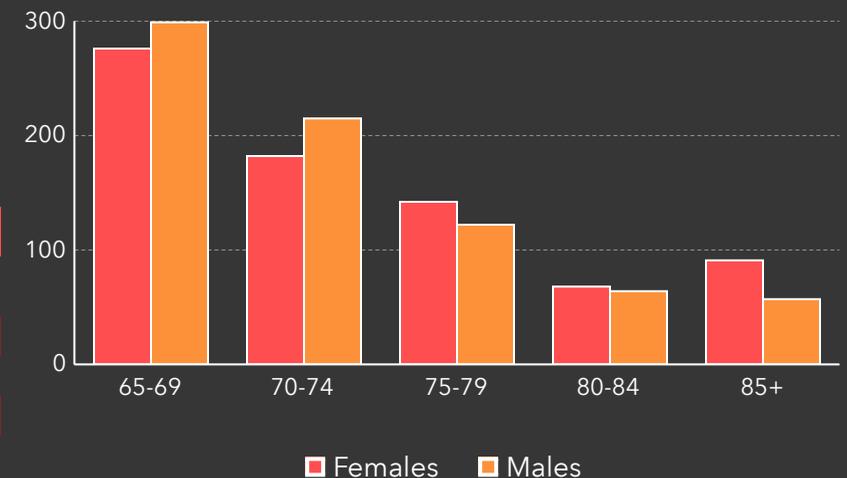
POVERTY LEVELS (ACS)

POVERTY LEVELS (ACS)	Below	Above	Total
Total	370	2,925	3,295
Married Couple Families	148	1,560	1,708
Other Families w/Male Householder	15	367	382
Other Families w/Female Householder	70	219	289
Nonfamilies w/Male Householder	64	589	653
Nonfamilies w/Female Householder	73	190	263

NO HEALTH INSURANCE COVERAGE (ACS) %

NO HEALTH INSURANCE COVERAGE (ACS) %	Total
Population <19	42
Population Age 19-34	74
Population Age 35-64	170
Population Age 65+	0

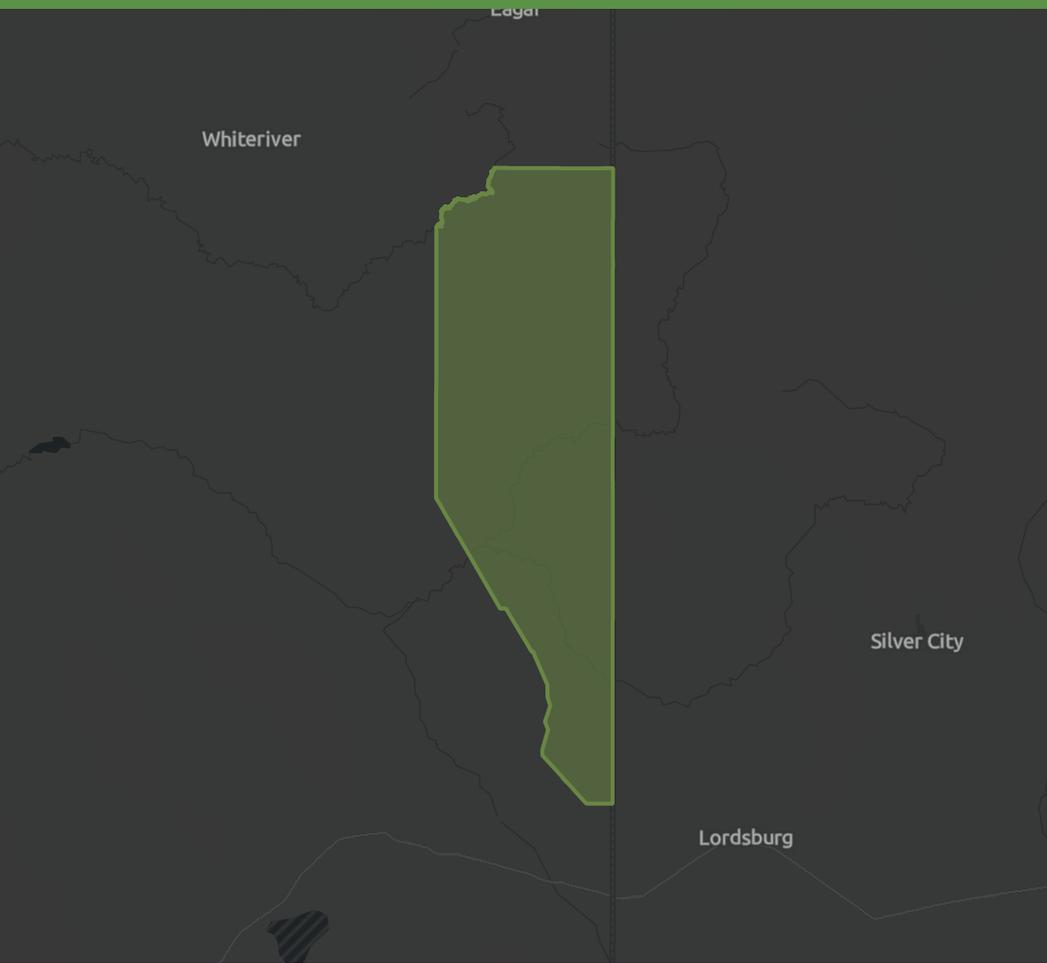
SENIOR POPULATION



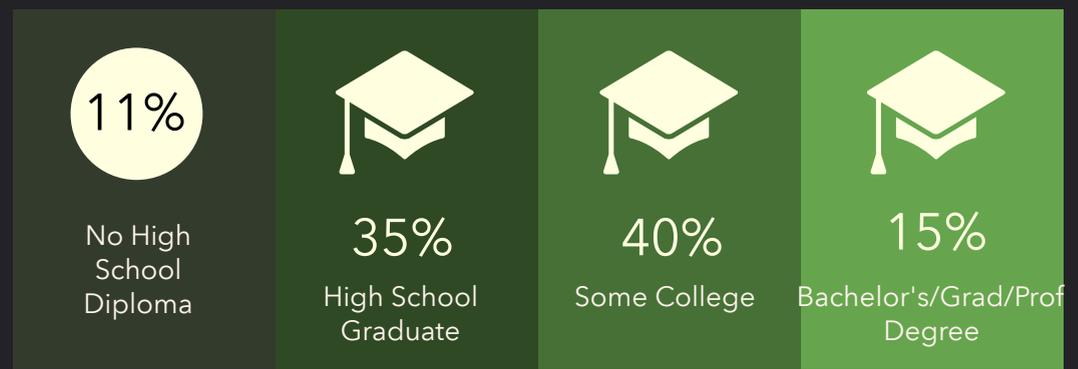
DEMOGRAPHIC PROFILE

Greenlee County, AZ

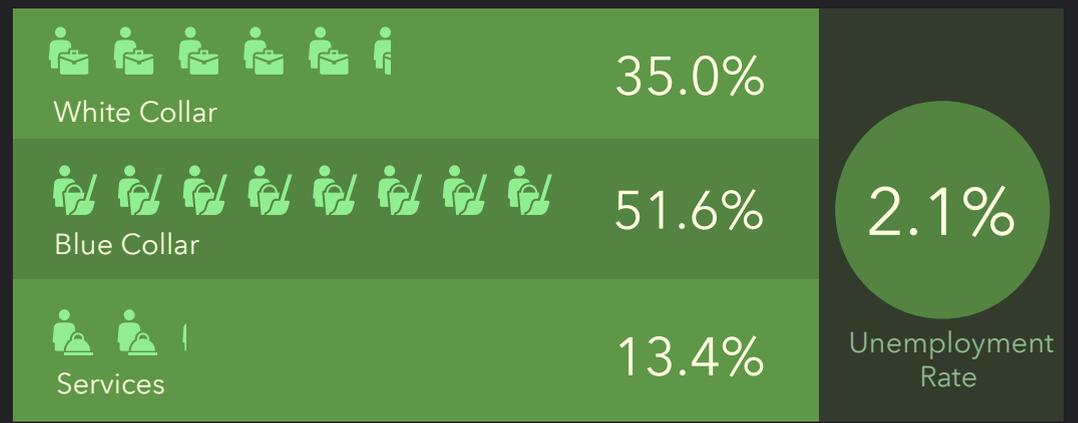
Geography: County



EDUCATION



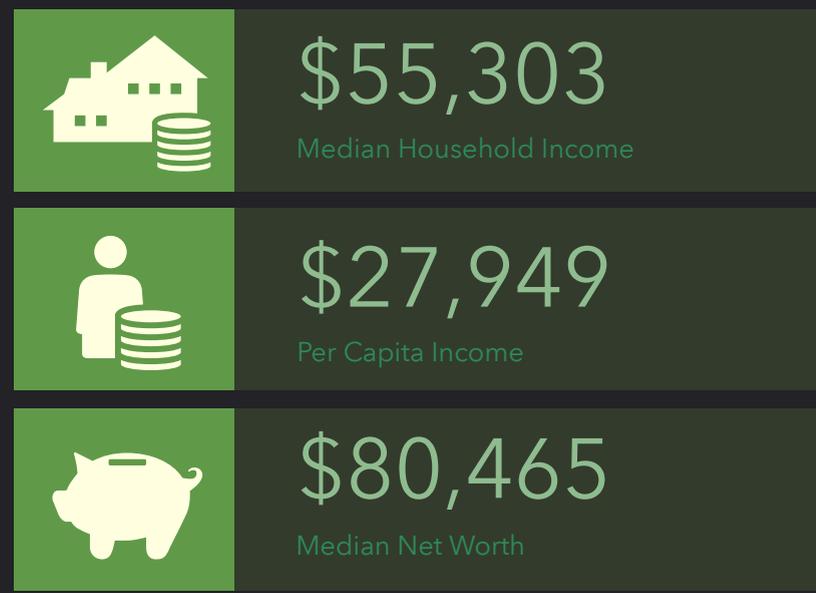
EMPLOYMENT



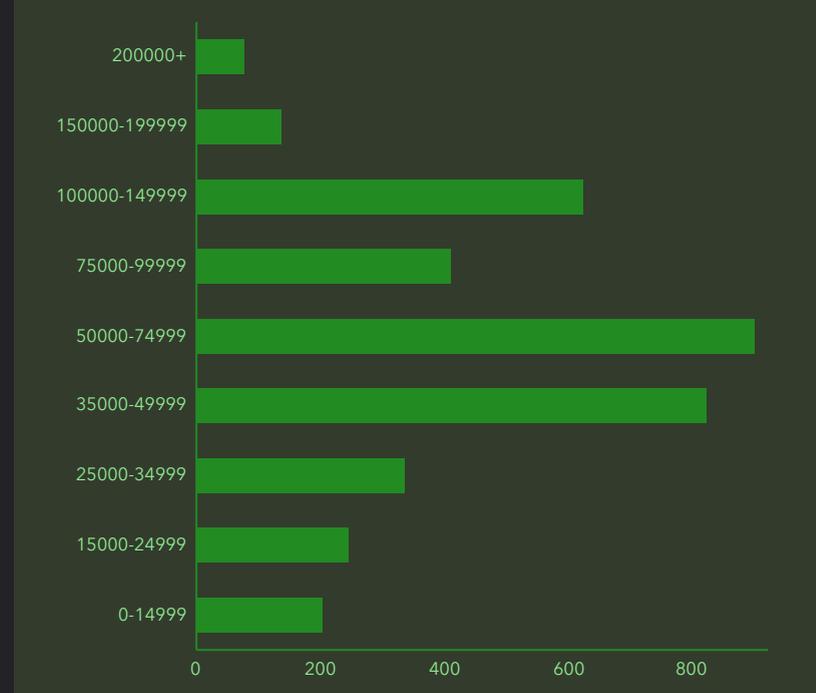
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Economic BedRock

Greenlee County, AZ

Geography: County



TAPESTRY
SEGMENTATION
esri.com/tapestry

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

Click facts to 'Explore for more' details

9,926

Population

3,746

Households

2.64

Avg Size Household

52

Wealth Index

281

Housing Affordability

74

Diversity Index

\$97,208

Median Home Value

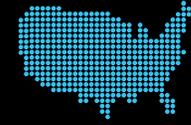
0.38%

Forecasted Annual Growth Rate



Economic BedRock

Greenlee County, AZ
Geography: County



TAPESTRY
SEGMENTATION
esri.com/tapestry

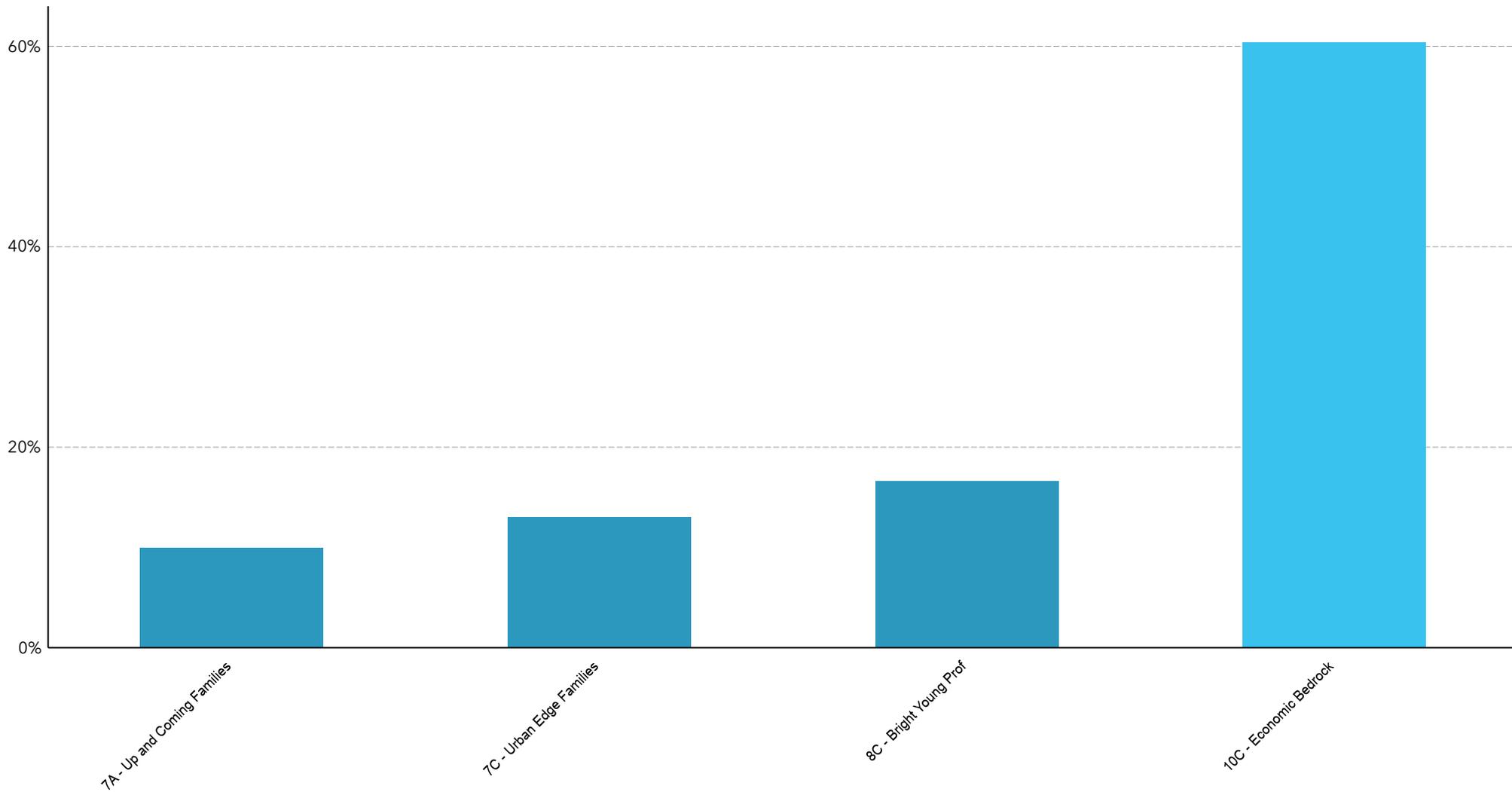
TAPESTRY SEGMENTATION COMPOSITION

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%





Key Demographic Indicators

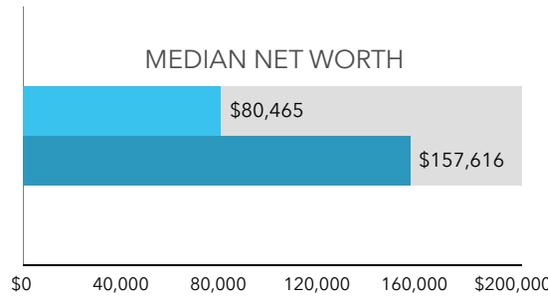
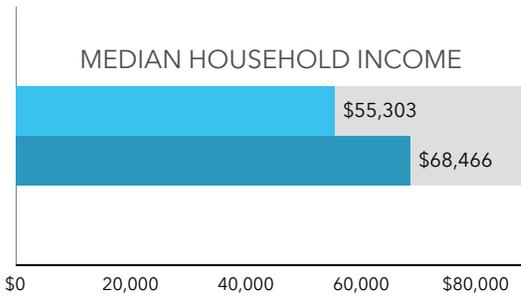
Greenlee County, AZ

Geography: County



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.

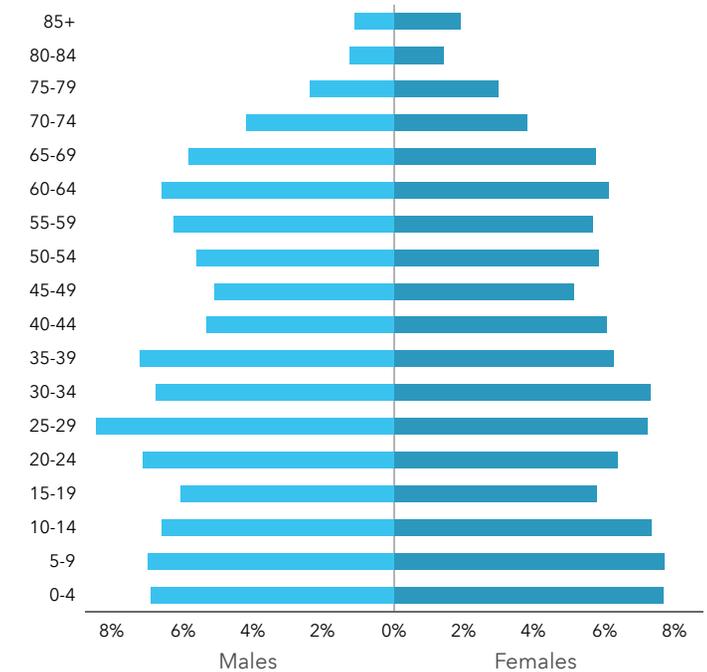


Bars show comparison to

Bars show comparison to

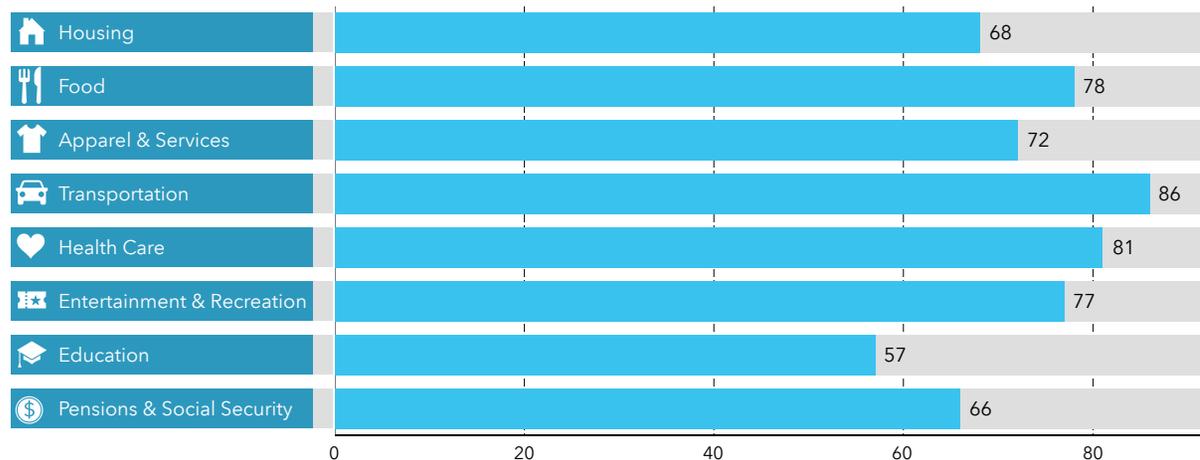
AGE BY SEX

Median Age: 35.6



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.



Dots show comparison to

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).



Dots show comparison to



Key Demographic Indicators

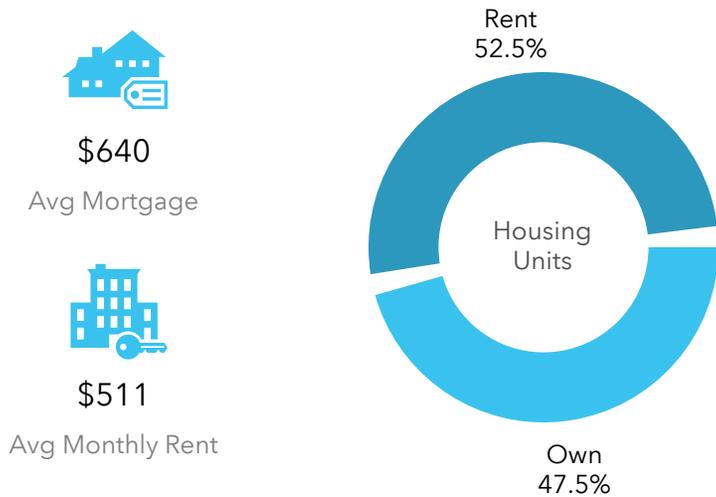
Greenlee County, AZ

Geography: County



HOUSING

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




\$640
 Avg Mortgage


\$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.



LANGUAGE

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

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	1,739	4,680	736	7,155
Spanish	99	790	452	1,341
Spanish & English Well	75	661	447	1,183
Spanish & English Not Well	24	119	5	148
Indo-European	0	0	0	0
Indo-European & English Well	0	0	0	0
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Asian-Pacific Island	0	73	0	73
Asian-Pacific Isl & English Well	0	73	0	73
Asian-Pacific Isl & English Not Well	0	0	0	0
Other Language	13	128	21	162
Other Language & English Well	13	128	21	162
Other Language & English Not Well	0	0	0	0

POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.

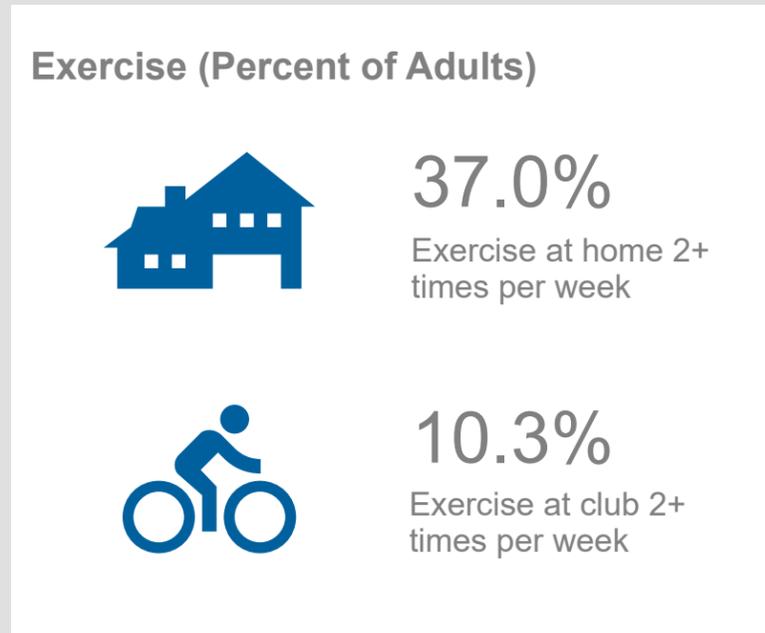
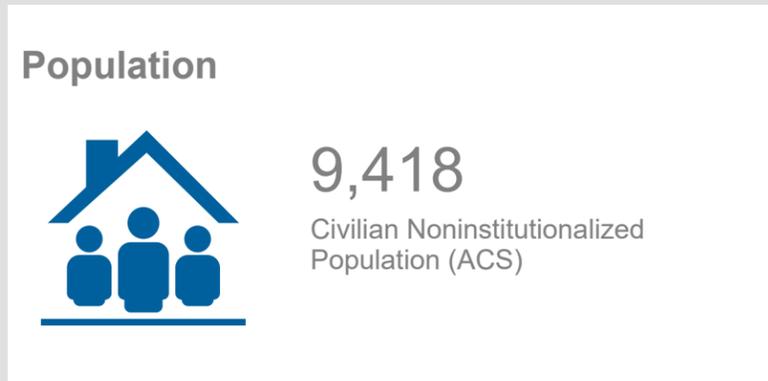
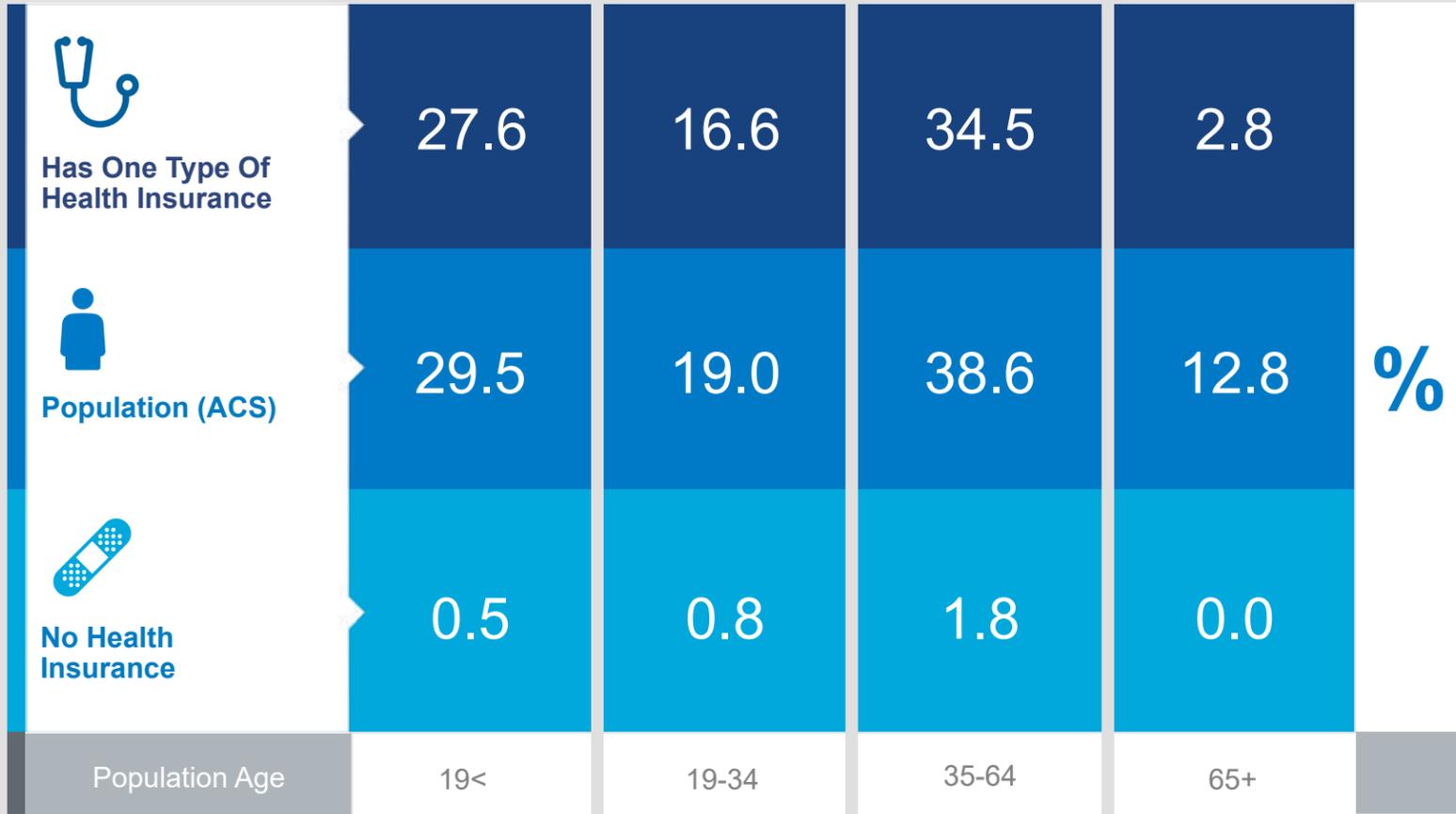


Dots show comparison to 

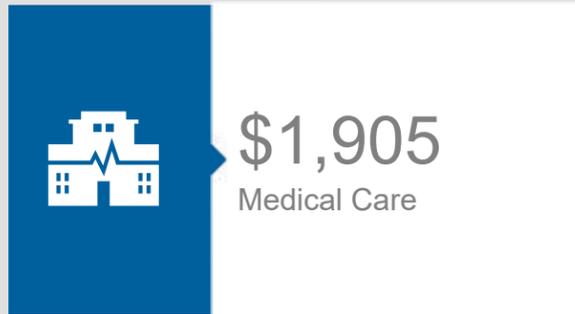
Health Care & Insurance

Greenlee County, AZ
Geography: County

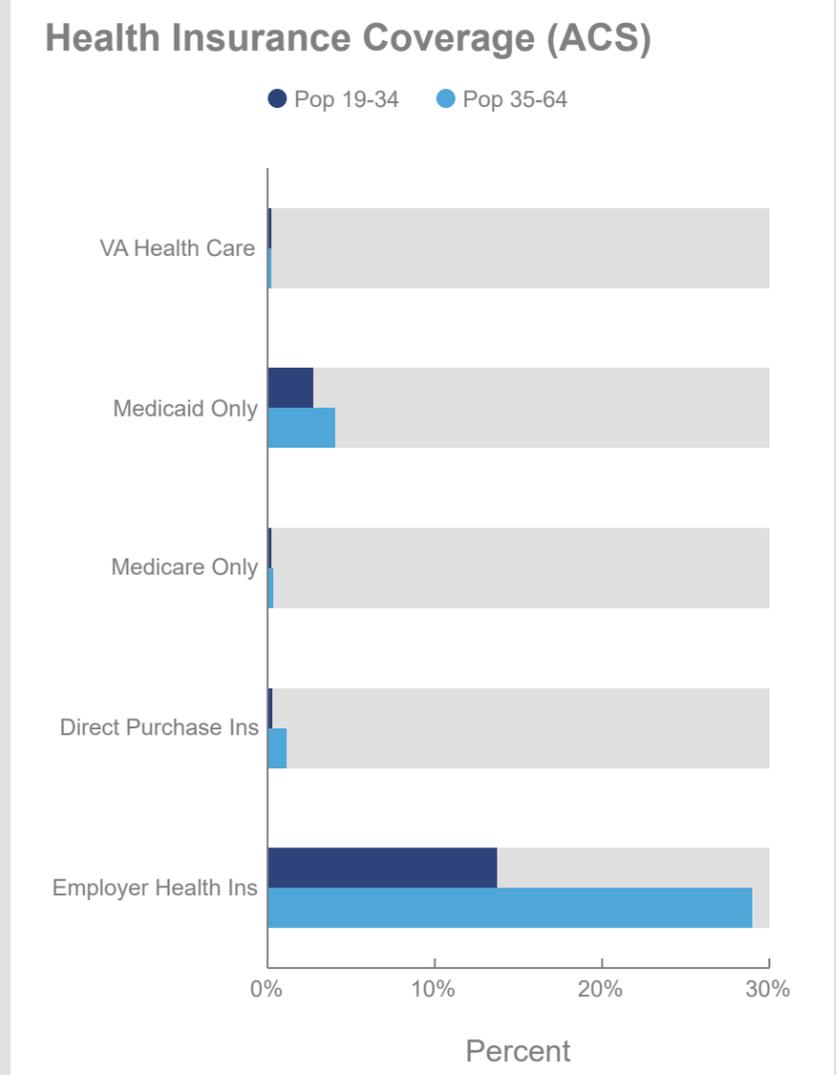
This infographic provides a set of key demographic and health care indicators. [Learn more about this data](#)



Health Care Expenditure

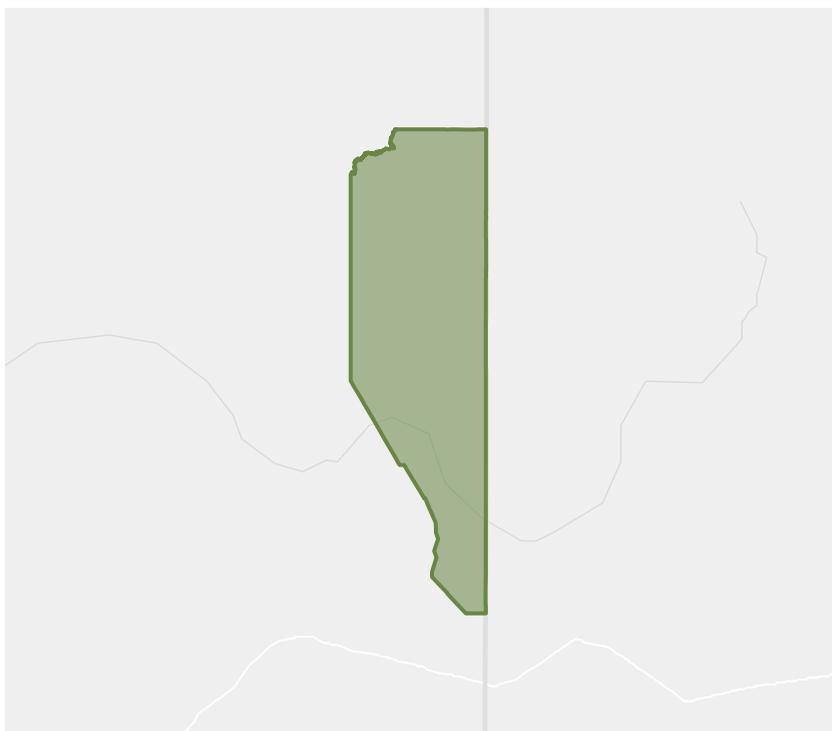


Health Care (Consumer Spending)	Annual Expenditure
Blue Cross/Blue Shield	\$990.8
Medicare Payments	\$971.7
Physician Services	\$209.0
Dental Services	\$338.0
Eyecare Services	\$56.8
Lab Tests/X-rays	\$63.2
Hospital Room & Hospital Service	\$174.1
Convalescent/Nursing Home Care	\$17.7



POPULATION TRENDS AND KEY INDICATORS

Greenlee County, AZ
Geography: County



9,926	3,746	2.64	35.6	\$55,303	\$97,208	52	281	74
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$7,686

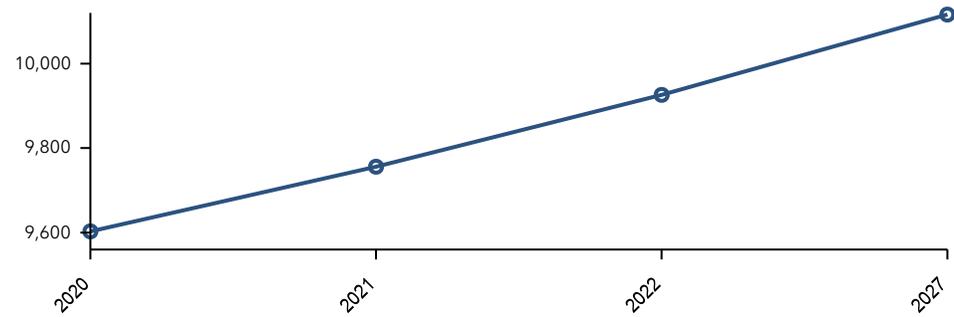
Avg Spent on Mortgage & Basics



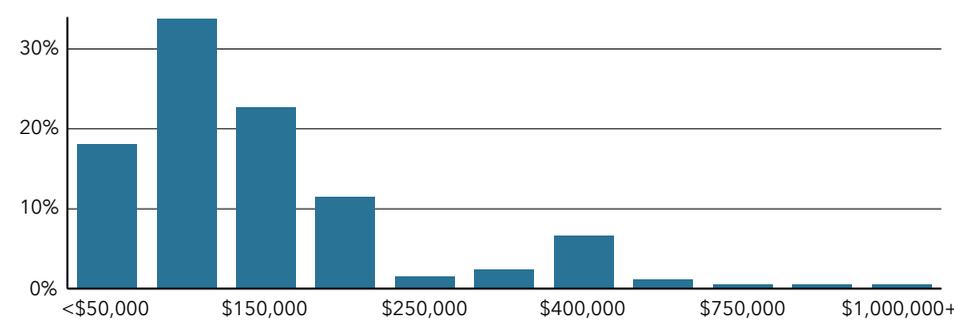
9.3%

Percent of Income for Mortgage

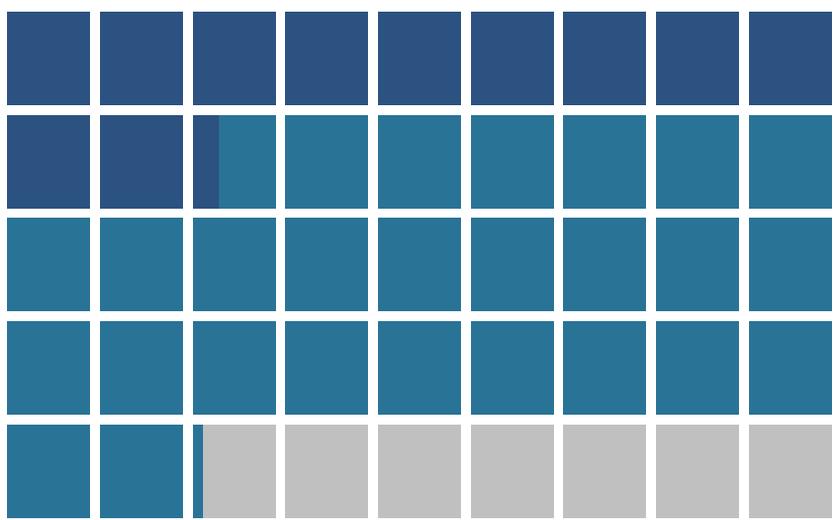
Historical Trends: Population



Home Value



POPULATION BY AGE



POPULATION BY GENERATION



4.3%

Greatest Gen:
Born 1945/Earlier



19.8%

Baby Boomer:
Born 1946 to 1964



17.7%

Generation X:
Born 1965 to 1980



25.4%

Millennial:
Born 1981 to 1998



24.1%

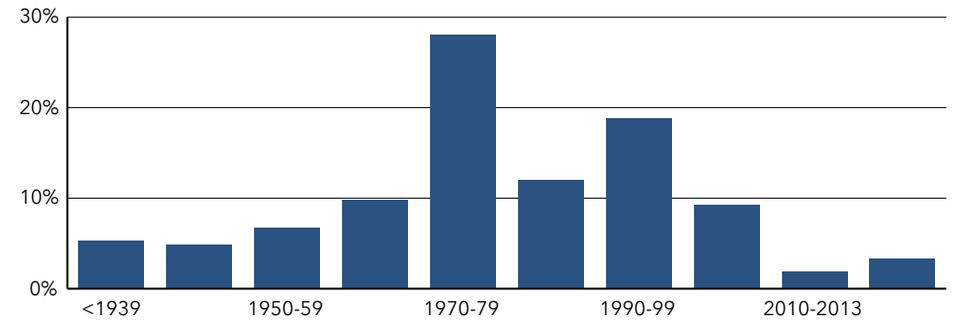
Generation Z:
Born 1999 to 2016



8.7%

Alpha: Born
2017 to Present

Housing: Year Built



This infographic contains data provided by Esri, Esri-U.S. BLS, ACS
The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri