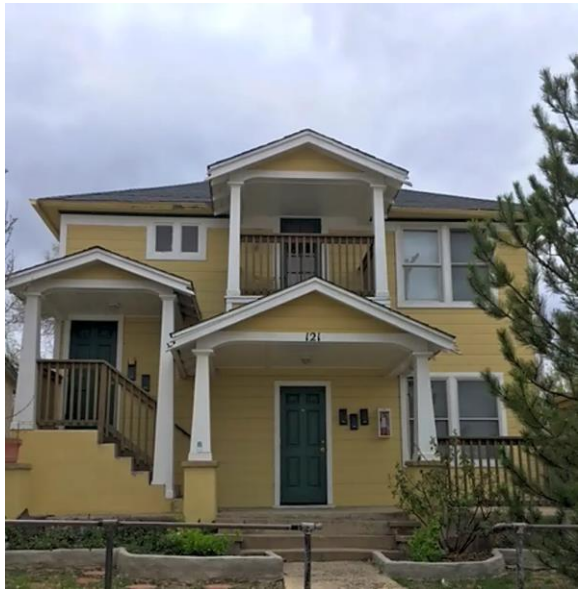






Prescott Affordable Housing Assessment

Initial Data Summary

March 25, 2025

Elliott D. Pollack & Company
Court, Merritt, Pollack, & Stevenson

What is Affordable Housing?

It is referred to by many names:

- Affordable Housing
- Attainable Housing
- Workforce Housing
- Missing Middle Housing

Regardless of the name, the goal is that a household pays no more than 30% of their income on housing including utilities.

Workforce or Missing Middle Housing



- Used to describe households earning 60% to 120% of area median income.
- These households earn too much for state or federal assistance, but not enough to affordably rent or purchase market rate housing.
- Often are referred to as critical service personnel: teachers, police, firefighters, construction workers, etc.

Demographics



Demographic Characteristics





Age & Average Household Size			
	Prescott	Yavapai County	Arizona
Median Age	60.3	55.0	38.8
Average household size	1.94	2.18	2.54
Owner-occupied unit	2.00	2.19	2.60
Renter-occupied unit	1.84	2.15	2.41

Source: ACS 2023 5-year estimate

Labor Force

Labor Force Participation 2023			
	Prescott	Yavapai County	Arizona
Population 16 year and over	42,149	209,074	5,862,117
Civilian Labor Force	17,870	100,945	3,522,511
Employment	17,041	96,693	3,340,327
Unemployment	829	4,252	182,184
Labor Force Participation Rate	**42.4%**	**48.3%**	**60.1%**
Source: ACS 2023 5-year estimate			



Housing

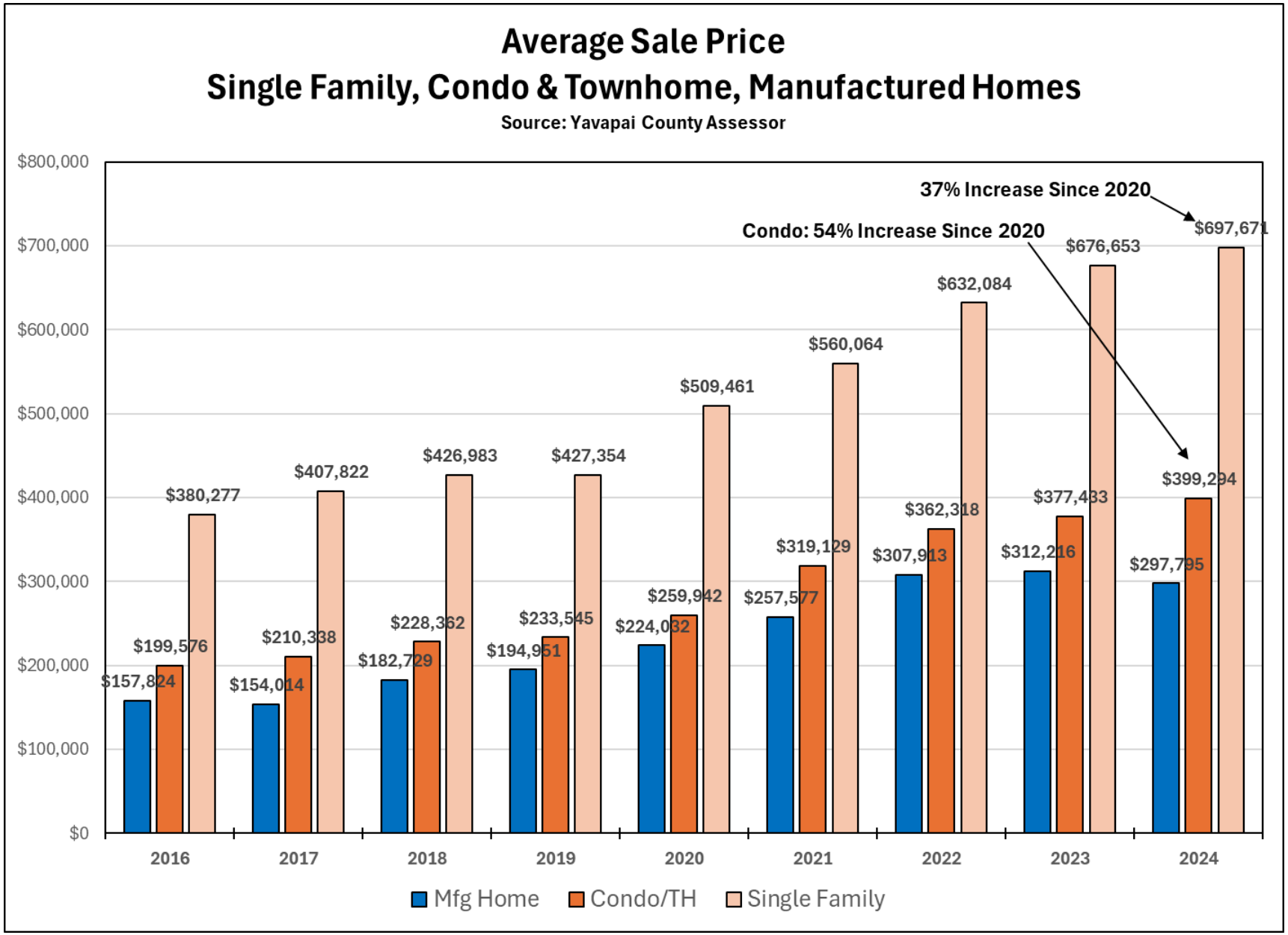






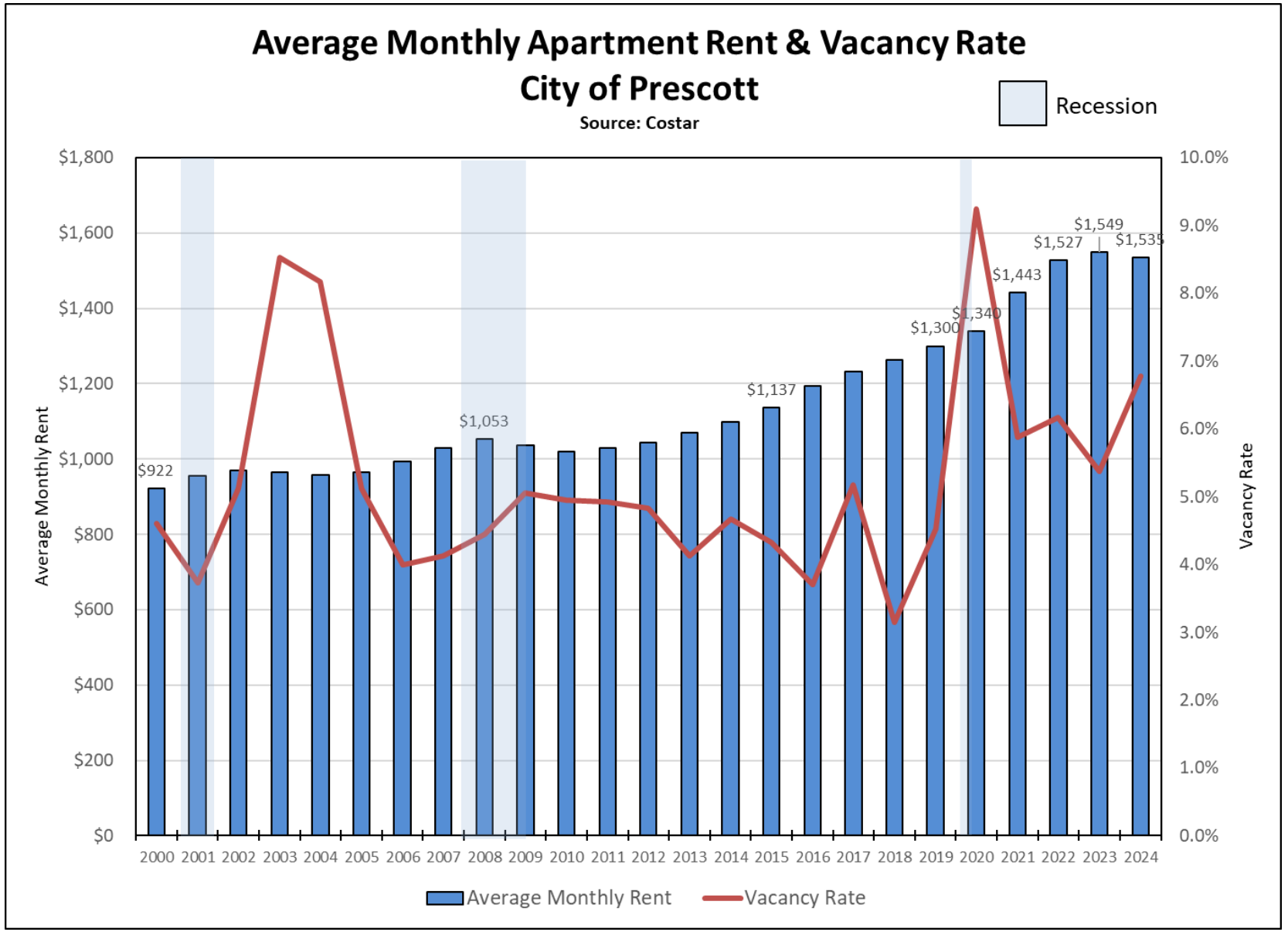


Housing Market

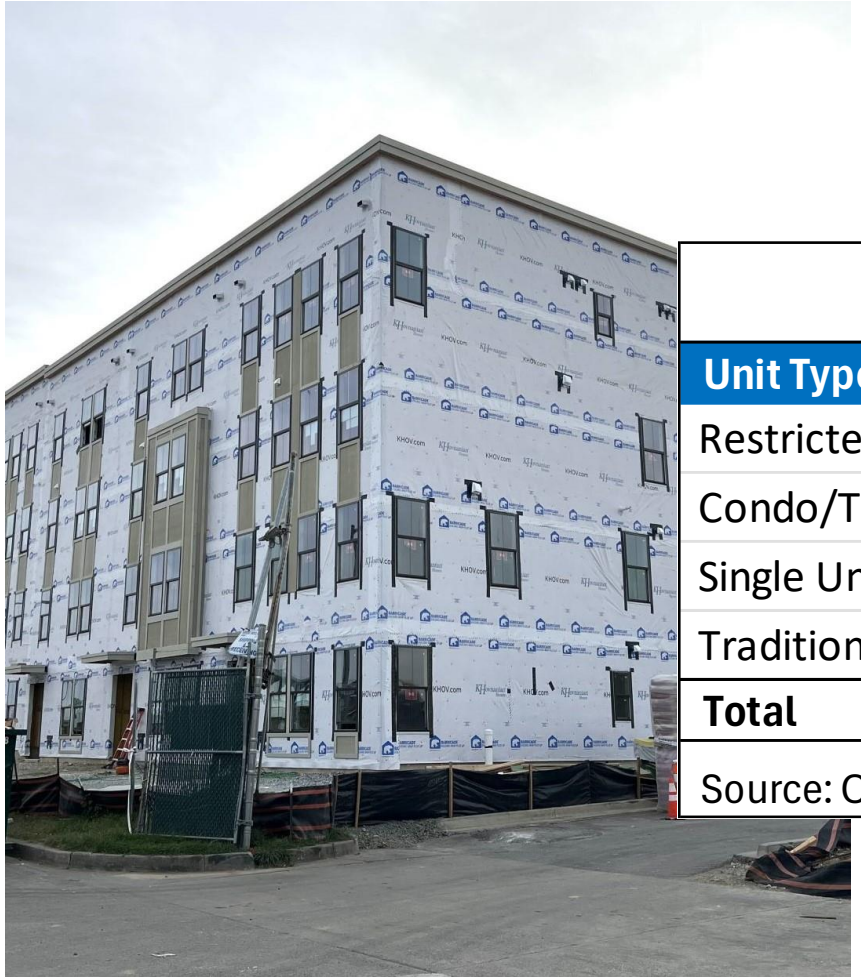


Apartment Market

2019-2024 Rent Increase: 18.1%



Future Projects



Multifamily Housing Pipeline

Unit Type	Permit	Planned	Total
Restricted Units (Independent/Assisted Living, VA)	75	80	155
Condo/Townhomes	46	-	46
Single Unit BTR	200	-	200
Traditional Apartments	276	1,198	1,474
Total	**597**	**1,278**	**1,875**

Source: City of Prescott

Incomes

Households By Income	Prescott		Yavapai County		Arizona	
	Households	%	Households	%	Households	%
Occupied Units	**22,751**		**108,900**		**2,796,790**	
Less than $10,000	1,342	5.9%	5,445	5.0%	137,043	4.9%
$10,000 to $14,999	592	2.6%	3,812	3.5%	81,107	2.9%
$15,000 to $24,999	1,775	7.8%	8,712	8.0%	170,604	6.1%
$25,000 to $34,999	1,979	8.7%	9,148	8.4%	192,979	6.9%
$35,000 to $49,999	2,139	9.4%	13,939	12.8%	304,850	10.9%
$50,000 to $74,999	4,482	19.7%	19,493	17.9%	475,454	17.0%
$75,000 to $99,999	3,003	13.2%	15,899	14.6%	380,363	13.6%
$100,000 to $149,999	3,390	14.9%	16,988	15.6%	506,219	18.1%
$150,000 to $199,999	1,684	7.4%	7,187	6.6%	251,711	9.0%
$200,000 or more	2,389	10.5%	8,168	7.5%	296,460	10.6%
Mean income (dollars)	**$100,538**		**$88,106**		**$104,138**	
Median income (dollars)	**$69,151**		**$66,106**		**$76,872**	
Homeonwer Median	**$82,261**		**$74,009**		**$91,561**	
Renter Median	**$49,838**		**$50,824**		**$54,757**	

Source: ACS 2023 5-year estimate

Affordability
Conventional Financing



Affordable Housing Payment Estimator City of Prescott	
	Calculation
House value	$240,000
Down payment	10%
Down payment	$24,000
Mortgage amount	$216,000
Interest rate	7.0%
Loan term in years	30
% of income devoted to mortgage payment	30.0%
Monthly loan payment (P & I)	$1,437
Monthly property tax, insurance, PMI	$290
Total monthly payment	$1,727
Yearly income required	**$69,089**

Sources: EDPCo, Freddie Mac

Incomes by Occupation

Housing Affordability By Occupation			
Occupation	Yavapai County 2023 Median Wage	Monthly Affordable Housing Cost (30% of Income)	Monthly Affordable Rent (Less Utilities)
Retail Salespersons	$33,886	$847	$747
Receptionists and Information Clerks	$36,094	$902	$802
Restaurant Cooks	$37,432	$936	$836
Nursing Assistants	$38,572	$964	$864
Waiters and Waitresses	$41,273	$1,032	$932
Construction Laborers	$43,233	$1,081	$981
Pharmacy Technicians	$44,675	$1,117	$1,017
Paramedics	$45,446	$1,136	$1,036
Elementary School Teachers	$48,488	$1,212	$1,112
Middle School Teachers	$48,994	$1,225	$1,125
Firefighters	$51,838	$1,296	$1,196
Secondary School Teachers	$53,240	$1,331	$1,231
Police and Sheriff's Patrol Officers	$67,315	$1,683	$1,583
Registered Nurses	$91,166	$2,279	$2,179

Prepared by the Arizona Office of Economic Opportunity in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, April 2024

Renter Housing Burden

Housing Cost Burden
Gross Rent as % of Household Income

	Prescott		Yavapai County		Arizona	
	Households	%	Households	%	Households	%
Total:	**7,256**		**28,846**		**923,559**	
Less than 10.0 percent	164	2.3%	1,342	4.7%	35,020	3.8%
10.0 to 14.9 percent	546	7.5%	2,677	9.3%	70,637	7.6%
15.0 to 19.9 percent	828	11.4%	2,413	8.4%	104,368	11.3%
20.0 to 24.9 percent	1,086	15.0%	4,031	14.0%	115,422	12.5%
25.0 to 29.9 percent	751	10.4%	3,742	13.0%	102,684	11.1%
30.0 to 34.9 percent	550	7.6%	1,933	6.7%	80,245	8.7%
35.0 to 39.9 percent	351	4.8%	1,411	4.9%	62,372	6.8%
40.0 to 49.9 percent	453	6.2%	2,470	8.6%	83,870	9.1%
50.0 percent or more	2,026	27.9%	5,979	20.7%	207,164	22.4%
Not computed	501	6.9%	2,848	9.9%	61,777	6.7%
Total Spending More Than 30%	**3,380**	**46.6%**	**11,793**	**40.9%**	**433,651**	**47.0%**
Total Spending More Than 50%	**2,026**	**27.9%**	**5,979**	**20.7%**	**207,164**	**22.4%**

Source: ACS 2023 5-year estimate

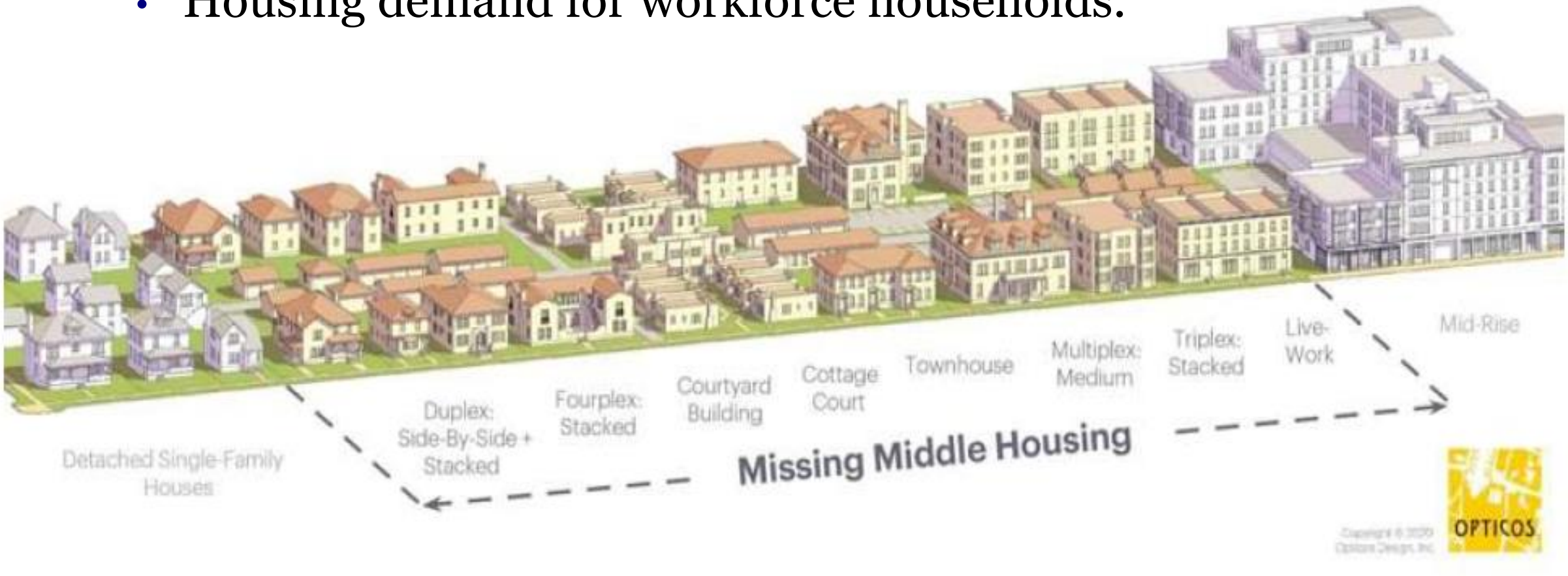
Housing Forecast



Prescott Housing Demand 2025-2040					
	2025	2030	2035	2040	Total
Population Change	723	2,575	1,577	1,323	6,198
Housing Unit Demand	**373**	**1,327**	**813**	**682**	**3,195**
Unit Average/Year		265	163	136	213
Sources: AZ Office of Economic Opportunity, ACS 5-Yr Estimates					

What is the Housing Market Facing Today?

- Housing demand for low & moderate-income households.
- Housing demand for workforce households.



Thank You!

Elliott D. Pollack
& Company

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On the City's website, please logon to a housing survey:
https://edpco.com/Prescott/