

DRIVETIME: 5 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	3,772	4,551	5,203
Households	1,305	1,558	1,772
Families	801	937	1,061
Average Household Size	2.89	2.92	2.94
Owner Occupied Housing Units	353	344	383
Renter Occupied Housing Units	952	1,215	1,389
Median Age	28.5	29.7	30.0

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	2.71%	1.10%	0.83%
Households	2.61%	1.06%	0.79%
Families	2.52%	0.95%	0.71%
Owner HHs	2.17%	1.00%	0.72%
Median Household Income	0.93%	1.93%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	286	18.4%	323	18.2%
\$15,000 - \$24,999	248	15.9%	270	15.2%
\$25,000 - \$34,999	268	17.2%	281	15.8%
\$35,000 - \$49,999	272	17.5%	285	16.1%
\$50,000 - \$74,999	252	16.2%	278	15.7%
\$75,000 - \$99,999	163	10.5%	237	13.4%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	51	3.3%	72	4.1%
\$150,000 - \$199,999	9	0.6%	13	0.7%
\$200,000+	9	0.6%	14	0.8%
Median Household Income	\$33,856		\$35,461	
Average Household Income	\$43,666		\$48,821	
Per Capita Income	\$14,878		\$16,539	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	402	10.7%	448	9.8%	520	10.0%
5 - 9	267	7.1%	400	8.8%	458	8.8%
10 - 14	235	6.2%	317	7.0%	394	7.6%
15 - 19	233	6.2%	292	6.4%	341	6.6%
20 - 24	422	11.2%	367	8.1%	422	8.1%
25 - 34	889	23.6%	965	21.2%	950	18.3%
35 - 44	577	15.3%	744	16.3%	872	16.8%
45 - 54	373	9.9%	482	10.6%	567	10.9%
55 - 64	199	5.3%	290	6.4%	372	7.2%
65 - 74	95	2.5%	162	3.6%	195	3.7%
75 - 84	63	1.7%	61	1.3%	85	1.6%
85+	16	0.4%	24	0.5%	26	0.5%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	1,321	35.0%	1,508	33.1%	1,681	32.3%
Black Alone	1,055	28.0%	1,246	27.4%	1,414	27.2%
American Indian Alone	38	1.0%	44	1.0%	50	1.0%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	83	2.2%	119	2.6%	152	2.9%
Pacific Islander Alone	27	0.7%	33	0.7%	37	0.7%
Some Other Race Alone	1,077	28.6%	1,382	30.4%	1,603	30.8%
Two or More Races	171	4.5%	220	4.8%	267	5.1%
Hispanic Origin (Any Race)	2,078	55.1%	2,645	58.1%	3,101	59.6%

DRIVETIME: 5 MINUTES

Housing Profile

SUMMARY DEMOGRAPHIC

2017 Population	4,551
2017 Households	1,558
2017 Median Disposable Income	\$29,355
2017 Per Capita Income	\$14,878

HOUSEHOLDS BY TYPE

Total	1,305	100%
Households with 1 Person	346	26.5%
Households with 2+ People	959	73.5%
Family Households	801	61.4%
Husband-wife Families	376	28.8%
With Own Children	220	16.9%
Other Family (No Spouse Present)	425	32.6%
With Own Children	261	20.0%
Nonfamily Households	158	12.1%
All Households with Children	554	42.5%
Multigenerational Households	72	5.5%
Unmarried Partner Households	150	11.5%
Male-female	137	10.5%
Same-sex	13	1.0%
Average Household Size	2.89	

FAMILY HOUSEHOLDS BY SIZE

Total	802	100%
2 People	201	25.1%
3 People	199	24.8%
4 People	174	21.7%
5 People	119	14.8%
6 People	58	7.2%
7+ People	51	6.4%
Average Family Size	3.36	

NONFAMILY HOUSEHOLDS BY SIZE

Total	503	100%
1 Person	346	68.8%
2 People	91	18.1%
3 People	40	8.0%
4 People	12	2.4%
5 People	8	1.6%
6 People	3	0.6%
7+ People	3	0.6%
Average Family Size	1.53	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	3,772	100%
In Households	3,770	99.9%
In Family Households	2,999	79.5%
Householder	793	21.0%
Spouse	374	9.9%
Child	1,147	30.4%
Other relative	375	9.9%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	309	8.2%
In Nonfamily Households	772	20.5%
In Group Quarters	2	0.1%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	2	0.1%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	802	100%
Householder Age 15 - 44	537	67.0%
Householder Age 45 - 54	140	17.5%
Householder Age 55 - 64	67	8.4%
Householder Age 65 - 74	30	3.7%
Householder Age 75+	28	3.5%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	503	
Householder Age 15 - 44	324	64.4%
Householder Age 45 - 54	65	12.9%
Householder Age 55 - 64	62	12.3%
Householder Age 65 - 74	28	5.6%
Householder Age 75+	24	4.8%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	1,305	100%
Householder is White Alone	490	37.5%
Householder is Black Alone	456	34.9%
Householder is American Indian Alone	11	0.8%
Householder is Asian Alone	27	2.1%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	10	0.8%
Householder is Some Other Race Alone	271	20.8%
Householder is Two or More Races	40	3.1%
Households with Hispanic Householder	535	41.0%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	377	
Householder is White Alone	163	43.2%
Householder is Black Alone	89	23.6%
Householder is American Indian Alone	5	1.3%
Householder is Asian Alone	17	4.5%
Householder is Pacific Islander Alone	2	0.5%
Householder is Some Other Race Alone	92	24.4%
Householder is Two or More Races	9	2.4%
Husband-wife Families with Hispanic Householder	178	47.2%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	425	
Householder is White Alone	123	28.9%
Householder is Black Alone	157	36.9%
Householder is American Indian Alone	3	0.7%
Householder is Asian Alone	4	0.9%
Householder is Pacific Islander Alone	5	1.2%
Householder is Some Other Race Alone	114	26.8%
Householder is Two or More Races	19	4.5%
Other Families with Hispanic Householder	227	53.4%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	504	100%
Householder is White Alone	204	40.5%
Householder is Black Alone	210	41.7%
Householder is American Indian Alone	3	0.6%
Householder is Asian Alone	6	1.2%
Householder is Pacific Islander Alone	3	0.6%
Householder is Some Other Race Alone	65	12.9%
Householder is Two or More Races	13	2.6%
Nonfamily Households with Hispanic Householder	131	26.0%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	1,590	100%
Occupied Housing Units	1,305	82.1%
Vacant Housing Units		
For Rent	237	14.9%
Rented, not Occupied	7	0.4%
For Sale Only	7	0.4%
Sold, not Occupied	0	0.0%
For Seasonal/Recreational/Occasional Use	1	0.1%
For Migrant Workers	0	0.0%
Other Vacant	33	2.1%
Total Vacancy Rate	17.9%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	1,305	100%
Owner Occupied	353	27.0%
Owned with a Mortgage/Loan	279	21.4%
Owned Free and Clear	74	5.7%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.54	
Renter Occupied	952	73.0%
Average Household Size	3.02	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	353	100%
Householder is White Alone	195	55.2%
Householder is Black Alone	106	30.0%
Householder is American Indian Alone	2	0.6%
Householder is Asian Alone	15	4.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	28	7.9%
Householder is Two or More Races	7	2.0%
Owner-occupied Housing Units with Hispanic Householder	56	15.9%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	952	100%
Householder is White Alone	295	31.0%
Householder is Black Alone	350	36.8%
Householder is American Indian Alone	9	0.9%
Householder is Asian Alone	12	1.3%
Householder is Pacific Islander Alone	9	0.9%
Householder is Some Other Race Alone	243	25.5%
Householder is Two or More Races	34	3.6%
Renter-occupied Housing Units with Hispanic Householder	480	50.4%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.73

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.32
Householder is American Indian Alone	3.55
Householder is Asian Alone	3.15
Householder is Pacific Islander Alone	2.70
Householder is Some Other Race Alone	3.97
Householder is Two or More Races	3.62
Householder is Hispanic	3.85

DRIVETIME: 5 MINUTES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	4,551
2017 Households	1,558
2017 Median Disposable Income	\$29,355
2017 Per Capita Income	\$14,878

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	153
Total Employees	1,123
Total Residential Population	1,558
Employee/Residential Population Ratio	0.72

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$33,973,716	\$87,948,555	-\$53,974,839	▼ -44.3	51
Total Retail Trade	44-45	\$30,511,794	\$82,991,140	-\$52,479,346	▼ -46.2	39
Total Food & Drink	722	\$3,461,923	\$4,957,415	-\$1,495,492	▼ -17.8	12

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$6,310,696	\$28,060,159	-\$21,749,463	▼ -63.3	9
Automobile Dealers	4411	\$5,206,124	\$21,997,588	-\$16,791,464	▼ -61.7	6
Other Motor Vehicle Dealers	4412	\$461,287	\$1,107,261	-\$645,974	▼ -41.2	1
Auto Parts, Accessories & Tire Stores	4413	\$643,285	\$4,955,309	-\$4,312,024	▼ -77.0	3
Furniture & Home Furnishings Stores	442	\$1,125,284	\$1,630,752	-\$505,468	▼ -18.3	2
Furniture Stores	4421	\$729,070	\$1,292,677	-\$563,607	▼ -27.9	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$396,214	\$338,075	\$58,139	^ 7.9	0
Electronics & Appliance Stores	443	\$937,557	\$3,874,720	-\$2,937,163	v -61.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,621,239	\$6,375,312	-\$4,754,073	v -59.5	2
Bldg Material & Supplies Dealers	4441	\$1,535,461	\$6,293,182	-\$4,757,721	v -60.8	2
Lawn & Garden Equip & Supply Stores	4442	\$85,778	\$82,130	\$3,648	^ 2.2	0
Food & Beverage Stores	445	\$5,768,205	\$8,605,180	-\$2,836,975	v -19.7	5
Grocery Stores	4451	\$5,367,171	\$8,395,286	-\$3,028,115	v -22.0	5
Specialty Food Stores	4452	\$212,647	\$209,894	\$2,753	^ 0.7	1
Beer, Wine & Liquor Stores	4453	\$188,386	\$0	\$188,386	^ 100.0	0
Health & Personal Care Stores	446,4461	\$1,755,992	\$874,723	\$881,269	^ 33.5	2
Gasoline Stations	447,4471	\$3,467,765	\$14,130,911	-\$10,663,146	v -60.6	2
Clothing & Clothing Accessories Stores	448	\$1,569,312	\$3,309,779	-\$1,740,467	v -35.7	4
Clothing Stores	4481	\$1,040,978	\$2,417,296	-\$1,376,318	v -39.8	2
Shoe Stores	4482	\$265,065	\$757,451	-\$492,386	v -48.2	0
Jewelry, Luggage & Leather Goods Stores	4483	\$263,269	\$135,032	\$128,237	^ 32.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$843,248	\$1,759,755	-\$916,507	v -35.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$700,513	\$817,367	-\$116,854	v -7.7	2
Book, Periodical & Music Stores	4512	\$142,735	\$942,388	-\$799,653	v -73.7	0
General Merchandise Stores	452	\$5,387,800	\$8,511,603	-\$3,123,803	v -22.5	3
Department Stores Excluding Leased Depts.	4521	\$3,893,136	\$5,080,335	-\$1,187,199	v -13.2	1
Other General Merchandise Stores	4529	\$1,494,664	\$3,431,268	-\$1,936,604	v -39.3	2
Miscellaneous Store Retailers	453	\$1,243,243	\$5,536,325	-\$4,293,082	v -63.3	5
Florists	4531	\$30,854	\$911,168	-\$880,314	v -93.4	1
Office Supplies, Stationery & Gift Stores	4532	\$281,591	\$544,552	-\$262,961	v -31.8	1
Used Merchandise Stores	4533	\$156,849	\$1,932,991	-\$1,776,142	v -85.0	1
Other Miscellaneous Store Retailers	4539	\$773,948	\$2,147,614	-\$1,373,666	v -47.0	1
Nonstore Retailers	454	\$481,453	\$321,920	\$159,533	^ 19.9	0
Electronic Shopping & Mail-Order Houses	4541	\$363,060	\$290,151	\$72,909	^ 11.2	0
Vending Machine Operators	4542	\$32,096	\$0	\$32,096	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$86,298	\$31,769	\$54,529	^ 46.2	0
Food Services & Drinking Places	722	\$3,461,923	\$4,957,415	-\$1,495,492	v -17.8	12
Special Food Services	7223	\$29,321	\$617	\$28,704	^ 95.9	0
Drinking Places - Alcoholic Beverages	7224	\$214,634	\$0	\$214,634	^ 100.0	0
Restaurants/Other Eating Places	7225	\$3,217,968	\$4,956,797	-\$1,738,829	v -21.3	12

DRIVETIME: 5 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. NeWest Residents (13C)	85.8%	Population	4,551	5,203
2. Front Porches (8E)	11.2%	Households	1,558	1,772
3. Parks and Rec (5C)	3.0%	Families	937	1,061
4. Savvy Suburbanites (1D)	0.0%	Median Age	29.7	30.0
5. Exurbanites (1E)	0.0%	Median Household Income	\$33,856	\$35,461

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	61	\$1,326.85	\$2,067,235
Men's	60	\$254.72	\$396,848
Women's	57	\$424.50	\$661,369
Children's	74	\$246.54	\$384,104
Footwear	64	\$294.28	\$458,496
Watches & Jewelry	52	\$61.41	\$95,679
Apparel Products and Services (1)	56	\$45.40	\$70,739
Computer			
Computers and Hardware for Home Use	61	\$105.29	\$164,048
Portable Memory	61	\$3.27	\$5,094
Computer Software	64	\$7.42	\$11,560
Computer Accessories	56	\$10.07	\$15,693
Entertainment & Recreation	53	\$1,652.16	\$2,574,062
Fees and Admissions	51	\$325.08	\$506,482
Membership Fees for Clubs (2)	47	\$98.72	\$153,798
Fees for Participant Sports, excl. Trips	48	\$48.12	\$74,976
Tickets to Theatre/Operas/Concerts	50	\$29.49	\$45,952

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	67	\$51.46	\$80,171
Admission to Sporting Events, excl. Trips	48	\$27.07	\$42,176
Fees for Recreational Lessons	52	\$69.62	\$108,472
Dating Services	74	\$0.60	\$937
TV/Video/Audio	58	\$739.74	\$1,152,517
Cable and Satellite Television Services	56	\$533.73	\$831,549
Televisions	60	\$71.29	\$111,071
Satellite Dishes	64	\$0.93	\$1,450
VCRs, Video Cameras, and DVD Players	67	\$4.38	\$6,825
Miscellaneous Video Equipment	51	\$4.88	\$7,601
Video Cassettes and DVDs	66	\$10.09	\$15,715
Video Game Hardware/Accessories	70	\$20.39	\$31,764
Video Game Software	76	\$11.82	\$18,420
Streaming/Downloaded Video	67	\$17.03	\$26,535
Rental of Video Cassettes and DVDs	74	\$11.30	\$17,600
Installation of Televisions	37	\$0.33	\$507
Audio (3)	56	\$50.27	\$78,322
Rental of TV/VCR/Radio/Sound Equipment	115	\$1.58	\$2,464
Repair of TV/Radio/Sound Equipment	65	\$1.73	\$2,694
Pets	47	\$277.16	\$431,816
Toys/Games/Crafts/Hobbies (4)	58	\$70.90	\$110,455
Recreational Vehicles and Fees (5)	40	\$40.59	\$63,243
Sports/Recreation/Exercise Equipment (6)	55	\$93.42	\$145,544
Photo Equipment and Supplies (7)	55	\$30.27	\$47,155
Reading (8)	49	\$61.58	\$95,946
Live Entertainment for Catered Affairs	37	\$4.57	\$7,118
Rental of Party Supplies for Catered Affairs	49	\$8.85	\$13,786
Food	62	\$5,161.24	\$8,041,215
Food at Home	62	\$3,131.70	\$4,879,192

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	61	\$402.65	\$627,327
Meats, Poultry, Fish, and Eggs	64	\$731.72	\$1,140,022
Dairy Products	60	\$320.71	\$499,672
Fruits and Vegetables	64	\$619.61	\$965,356
Snacks and Other Food at Home (10)	61	\$1,057.01	\$1,646,815
Food Away from Home	61	\$2,029.54	\$3,162,023
Alcoholic Beverages	56	\$313.78	\$488,862
Financial			
Value of Stocks/Bonds/Mutual funds	36	\$2,232.09	\$3,477,602
Value of Retirement Plans	34	\$8,193.91	\$12,766,117
Value of Other Financial Assets	41	\$537.82	\$837,925
Vehicle Loan Amount excluding Interest	58	\$1,577.01	\$2,456,982
Value of Credit Card Debt	51	\$299.90	\$467,243
Health			
Nonprescription Drugs	52	\$66.16	\$103,071
Prescription Drugs	45	\$175.73	\$273,795
Eyeglasses and Contact Lenses	48	\$45.38	\$70,701
Home			
Mortgage Payment and Basics (11)	38	\$3,255.68	\$5,072,352
Maintenance and Remodeling Services	34	\$655.25	\$1,020,872
Maintenance and Remodeling Materials (12)	33	\$132.51	\$206,456
Utilities, Fuel, and Public Services	55	\$2,789.92	\$4,346,693
Household Furnishings and Equipment			
Household Textiles (13)	56	\$53.59	\$83,496
Furniture	57	\$327.31	\$509,949
Rugs	45	\$10.51	\$16,368
Major Appliances (14)	45	\$143.71	\$223,905
Housewares (15)	55	\$52.21	\$81,337
Small Appliances	60	\$29.21	\$45,511

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	55	\$6.50	\$10,121
Telephones and Accessories	57	\$39.49	\$61,526
Household Operations			
Child Care	61	\$290.68	\$452,880
Lawn and Garden (16)	38	\$159.88	\$249,097
Moving/Storage/Freight Express	73	\$46.97	\$73,184
Housekeeping Supplies (17)	57	\$404.31	\$629,916
Insurance			
Owners and Renters Insurance	37	\$188.96	\$294,398
Vehicle Insurance	58	\$681.09	\$1,061,142
Life/Other Insurance	41	\$177.22	\$276,113
Health Insurance	48	\$1,747.23	\$2,722,178
Personal Care Products (18)	60	\$281.27	\$438,211
School Books & Supplies for College	70	\$41.48	\$64,633
School Books & Supplies for Elementary/High School	65	\$12.97	\$20,205
School Books & Supplies for Vocational/Technical School	63	\$0.81	\$1,261
School Books & Supplies for Preschool/Other Schools	71	\$1.49	\$2,325
Other School Supplies	60	\$43.05	\$67,076
Smoking Products	57	\$236.51	\$368,485
Transportation			
Payments on Vehicles excluding Leases	57	\$1,272.45	\$1,982,481
Gasoline and Motor Oil	60	\$1,676.63	\$2,612,183
Vehicle Maintenance and Repairs	55	\$594.13	\$925,650
Travel			
Airline Fares	51	\$262.13	\$408,399
Lodging on Trips	44	\$231.19	\$360,188
Auto/Truck Rental on Trips	51	\$13.33	\$20,770
Food and Drink on Trips	48	\$238.73	\$371,948
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	36	\$2,232.09	\$3,477,602
Value of Retirement Plans	34	\$8,193.91	\$12,766,117
Value of Other Financial Assets	41	\$537.82	\$837,925
Vehicle Loan Amount excluding Interest	58	\$1,577.01	\$2,456,982
Value of Credit Card Debt	51	\$299.90	\$467,243
Health			
Nonprescription Drugs	52	\$66.16	\$103,071
Prescription Drugs	45	\$175.73	\$273,795
Eyeglasses and Contact Lenses	48	\$45.38	\$70,701
Home			
Mortgage Payment and Basics (11)	38	\$3,255.68	\$5,072,352
Maintenance and Remodeling Services	34	\$655.25	\$1,020,872
Maintenance and Remodeling Materials (12)	33	\$132.51	\$206,456
Utilities, Fuel, and Public Services	55	\$2,789.92	\$4,346,693
Household Furnishings and Equipment			
Household Textiles (13)	56	\$53.59	\$83,496
Furniture	57	\$327.31	\$509,949
Rugs	45	\$10.51	\$16,368
Major Appliances (14)	45	\$143.71	\$223,905
Housewares (15)	55	\$52.21	\$81,337
Small Appliances	60	\$29.21	\$45,511
Luggage	55	\$6.50	\$10,121
Telephones and Accessories	57	\$39.49	\$61,526
Household Operations			
Child Care	61	\$290.68	\$452,880
Lawn and Garden (16)	38	\$159.88	\$249,097
Moving/Storage/Freight Express	73	\$46.97	\$73,184
Housekeeping Supplies (17)	57	\$404.31	\$629,916
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	37	\$188.96	\$294,398
Vehicle Insurance	58	\$681.09	\$1,061,142
Life/Other Insurance	41	\$177.22	\$276,113
Health Insurance	48	\$1,747.23	\$2,722,178
Personal Care Products (18)	60	\$281.27	\$438,211
School Books & Supplies for College	70	\$41.48	\$64,633
School Books & Supplies for Elementary/High School	65	\$12.97	\$20,205
School Books & Supplies for Vocational/Technical School	63	\$0.81	\$1,261
School Books & Supplies for Preschool/Other Schools	71	\$1.49	\$2,325
Other School Supplies	60	\$43.05	\$67,076
Smoking Products	57	\$236.51	\$368,485
Transportation			
Payments on Vehicles excluding Leases	57	\$1,272.45	\$1,982,481
Gasoline and Motor Oil	60	\$1,676.63	\$2,612,183
Vehicle Maintenance and Repairs	55	\$594.13	\$925,650
Travel			
Airline Fares	51	\$262.13	\$408,399
Lodging on Trips	44	\$231.19	\$360,188
Auto/Truck Rental on Trips	51	\$13.33	\$20,770
Food and Drink on Trips	48	\$238.73	\$371,948

DRIVETIME: 10 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	30,662	35,203	38,688
Households	12,275	14,022	15,336
Families	6,714	7,577	8,248
Average Household Size	2.48	2.49	2.51
Owner Occupied Housing Units	4,750	4,967	5,363
Renter Occupied Housing Units	7,525	9,055	9,973
Median Age	31.0	32.5	32.4

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.91%	1.10%	0.83%
Households	1.81%	1.06%	0.79%
Families	1.71%	0.95%	0.71%
Owner HHs	1.55%	1.00%	0.72%
Median Household Income	1.69%	1.93%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,923	13.7%	2,073	13.5%
\$15,000 - \$24,999	1,956	14.0%	2,019	13.2%
\$25,000 - \$34,999	2,020	14.4%	1,992	13.0%
\$35,000 - \$49,999	2,241	16.0%	2,203	14.4%
\$50,000 - \$74,999	2,335	16.7%	2,351	15.3%
\$75,000 - \$99,999	1,483	10.6%	2,007	13.1%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	1,348	9.6%	1,749	11.4%
\$150,000 - \$199,999	379	2.7%	494	3.2%
\$200,000+	335	2.4%	449	2.9%
Median Household Income	\$41,176		\$44,778	
Average Household Income	\$58,713		\$66,632	
Per Capita Income	\$23,655		\$26,661	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	2,706	8.8%	2,804	8.0%	3,122	8.1%
5 - 9	2,028	6.6%	2,523	7.2%	2,699	7.0%
10 - 14	1,633	5.3%	2,154	6.1%	2,440	6.3%
15 - 19	1,734	5.7%	2,012	5.7%	2,301	5.9%
20 - 24	2,783	9.1%	2,918	8.3%	3,396	8.8%
25 - 34	7,066	23.0%	6,942	19.7%	7,066	18.3%
35 - 44	4,573	14.9%	5,652	16.1%	6,001	15.5%
45 - 54	3,304	10.8%	3,992	11.3%	4,470	11.6%
55 - 64	2,339	7.6%	2,872	8.2%	3,312	8.6%
65 - 74	1,250	4.1%	1,881	5.3%	2,200	5.7%
75 - 84	834	2.7%	949	2.7%	1,139	2.9%
85+	411	1.3%	504	1.4%	541	1.4%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	13,338	43.5%	14,528	41.3%	15,365	39.7%
Black Alone	9,222	30.1%	10,546	30.0%	11,579	29.9%
American Indian Alone	200	0.7%	226	0.6%	244	0.6%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	935	3.0%	1,363	3.9%	1,732	4.5%
Pacific Islander Alone	67	0.2%	79	0.2%	89	0.2%
Some Other Race Alone	5,841	19.0%	7,142	20.3%	8,102	20.9%
Two or More Races	1,060	3.5%	1,319	3.7%	1,577	4.1%
Hispanic Origin (Any Race)	10,695	34.9%	13,002	36.9%	14,954	38.7%

DRIVETIME: 10 MINUTES

Housing Profile

SUMMARY DEMOGRAPHIC

2017 Population	35,203
2017 Households	14,022
2017 Median Disposable Income	\$35,399
2017 Per Capita Income	\$23,655

HOUSEHOLDS BY TYPE

Total	12,275	100%
Households with 1 Person	4,152	33.8%
Households with 2+ People	8,123	66.2%
Family Households	6,714	54.7%
Husband-wife Families	3,687	30.0%
With Own Children	1,658	13.5%
Other Family (No Spouse Present)	3,027	24.7%
With Own Children	1,766	14.4%
Nonfamily Households	1,409	11.5%
All Households with Children	3,961	32.3%
Multigenerational Households	498	4.1%
Unmarried Partner Households	1,216	9.9%
Male-female	1,095	8.9%
Same-sex	121	1.0%
Average Household Size	2.48	

FAMILY HOUSEHOLDS BY SIZE

Total	6,714	100%
2 People	2,415	36.0%
3 People	1,674	24.9%
4 People	1,307	19.5%
5 People	719	10.7%
6 People	334	5.0%
7+ People	265	3.9%
Average Family Size	3.15	

NONFAMILY HOUSEHOLDS BY SIZE

Total	5,560	100%
1 Person	4,152	74.7%
2 People	1,042	18.7%
3 People	214	3.8%
4 People	90	1.6%
5 People	40	0.7%
6 People	16	0.3%
7+ People	6	0.1%
Average Family Size	1.37	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	30,662	100%
In Households	30,441	99.3%
In Family Households	22,823	74.4%
Householder	6,741	22.0%
Spouse	3,707	12.1%
Child	8,499	27.7%
Other relative	2,213	7.2%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	1,661	5.4%
In Nonfamily Households	7,618	24.8%
In Group Quarters	221	0.7%
Institutionalized Population	201	0.7%
Noninstitutionalized Population	20	0.1%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	6,712	100%
Householder Age 15 - 44	4,003	59.6%
Householder Age 45 - 54	1,119	16.7%
Householder Age 55 - 64	815	12.1%
Householder Age 65 - 74	433	6.5%
Householder Age 75+	342	5.1%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	5,560	
Householder Age 15 - 44	3,233	58.1%
Householder Age 45 - 54	835	15.0%
Householder Age 55 - 64	680	12.2%
Householder Age 65 - 74	368	6.6%
Householder Age 75+	444	8.0%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	12,277	100%
Householder is White Alone	5,932	48.3%
Householder is Black Alone	4,048	33.0%
Householder is American Indian Alone	66	0.5%
Householder is Asian Alone	348	2.8%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	23	0.2%
Householder is Some Other Race Alone	1,583	12.9%
Householder is Two or More Races	277	2.3%
Households with Hispanic Householder	2,866	23.3%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	3,688	
Householder is White Alone	2,005	54.4%
Householder is Black Alone	777	21.1%
Householder is American Indian Alone	26	0.7%
Householder is Asian Alone	195	5.3%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	593	16.1%
Householder is Two or More Races	88	2.4%
Husband-wife Families with Hispanic Householder	1,065	28.9%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	3,028	
Householder is White Alone	916	30.3%
Householder is Black Alone	1,369	45.2%
Householder is American Indian Alone	18	0.6%
Householder is Asian Alone	46	1.5%
Householder is Pacific Islander Alone	8	0.3%
Householder is Some Other Race Alone	577	19.1%
Householder is Two or More Races	94	3.1%
Other Families with Hispanic Householder	1,061	35.0%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	5,559	100%
Householder is White Alone	3,011	54.2%
Householder is Black Alone	1,902	34.2%
Householder is American Indian Alone	21	0.4%
Householder is Asian Alone	107	1.9%
Householder is Pacific Islander Alone	10	0.2%
Householder is Some Other Race Alone	413	7.4%
Householder is Two or More Races	95	1.7%
Nonfamily Households with Hispanic Householder	741	13.3%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	13,978	100%
Occupied Housing Units	12,275	87.8%
Vacant Housing Units		
For Rent	1,234	8.8%
Rented, not Occupied	24	0.2%
For Sale Only	171	1.2%
Sold, not Occupied	14	0.1%
For Seasonal/Recreational/Occasional Use	28	0.2%
For Migrant Workers	1	0.0%
Other Vacant	231	1.7%
Total Vacancy Rate	12.2%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	12,275	100%
Owner Occupied	4,750	38.7%
Owned with a Mortgage/Loan	3,690	30.1%
Owned Free and Clear	1,060	8.6%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.30	
Renter Occupied	7,525	61.3%
Average Household Size	2.60	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	4,748	100%
Householder is White Alone	3,393	71.5%
Householder is Black Alone	929	19.6%
Householder is American Indian Alone	18	0.4%
Householder is Asian Alone	162	3.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	184	3.9%
Householder is Two or More Races	61	1.3%
Owner-occupied Housing Units with Hispanic Householder	386	8.1%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	7,524	100%
Householder is White Alone	2,538	33.7%
Householder is Black Alone	3,118	41.4%
Householder is American Indian Alone	47	0.6%
Householder is Asian Alone	185	2.5%
Householder is Pacific Islander Alone	22	0.3%
Householder is Some Other Race Alone	1,398	18.6%
Householder is Two or More Races	216	2.9%
Renter-occupied Housing Units with Hispanic Householder	2,480	33.0%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.23

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.28
Householder is American Indian Alone	3.14
Householder is Asian Alone	2.61
Householder is Pacific Islander Alone	2.87
Householder is Some Other Race Alone	3.72
Householder is Two or More Races	3.27
Householder is Hispanic	3.70

DRIVETIME: 10 MINUTES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	35,203
2017 Households	14,022
2017 Median Disposable Income	\$35,399
2017 Per Capita Income	\$23,655

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	1,731
Total Employees	23,353
Total Residential Population	14,022
Employee/Residential Population Ratio	1.67

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$398,677,995	\$1,122,020,845	-\$723,342,850	▼ -47.6	375
Total Retail Trade	44-45	\$358,092,150	\$1,046,377,804	-\$688,285,654	▼ -49.0	274
Total Food & Drink	722	\$40,585,845	\$75,643,041	-\$35,057,196	▼ -30.2	101

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$75,328,718	\$321,580,674	-\$246,251,956	▼ -62.0	56
Automobile Dealers	4411	\$62,049,665	\$286,071,231	-\$224,021,566	▼ -64.4	30
Other Motor Vehicle Dealers	4412	\$5,653,868	\$2,671,419	\$2,982,449	▲ 35.8	1
Auto Parts, Accessories & Tire Stores	4413	\$7,625,185	\$32,838,024	-\$25,212,839	▼ -62.3	25
Furniture & Home Furnishings Stores	442	\$13,842,265	\$25,297,489	-\$11,455,224	▼ -29.3	19
Furniture Stores	4421	\$8,799,291	\$12,941,711	-\$4,142,420	▼ -19.1	10

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$5,042,974	\$12,355,778	-\$7,312,804	▼ -42.0	9
Electronics & Appliance Stores	443	\$11,197,410	\$51,055,537	-\$39,858,127	▼ -64.0	20
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,246,359	\$77,351,229	-\$56,104,870	▼ -56.9	24
Bldg Material & Supplies Dealers	4441	\$20,020,016	\$75,188,485	-\$55,168,469	▼ -57.9	20
Lawn & Garden Equip & Supply Stores	4442	\$1,226,343	\$2,162,744	-\$936,401	▼ -27.6	4
Food & Beverage Stores	445	\$65,145,383	\$92,035,215	-\$26,889,832	▼ -17.1	38
Grocery Stores	4451	\$60,463,850	\$86,881,540	-\$26,417,690	▼ -17.9	34
Specialty Food Stores	4452	\$2,383,265	\$3,867,220	-\$1,483,955	▼ -23.7	4
Beer, Wine & Liquor Stores	4453	\$2,298,268	\$1,286,456	\$1,011,812	▲ 28.2	0
Health & Personal Care Stores	446,4461	\$21,413,353	\$27,781,234	-\$6,367,881	▼ -12.9	14
Gasoline Stations	447,4471	\$39,299,264	\$54,317,977	-\$15,018,713	▼ -16.0	12
Clothing & Clothing Accessories Stores	448	\$18,123,597	\$16,745,139	\$1,378,458	▲ 4.0	22
Clothing Stores	4481	\$11,863,573	\$12,266,102	-\$402,529	▼ -1.7	15
Shoe Stores	4482	\$2,919,536	\$2,907,873	\$11,663	▲ 0.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,340,488	\$1,571,163	\$1,769,325	▲ 36.0	4
Sporting Goods, Hobby, Book & Music Stores	451	\$9,797,596	\$14,401,510	-\$4,603,914	▼ -19.0	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,154,373	\$12,056,745	-\$3,902,372	▼ -19.3	10
Book, Periodical & Music Stores	4512	\$1,643,223	\$2,344,765	-\$701,542	▼ -17.6	1
General Merchandise Stores	452	\$61,708,479	\$303,256,729	-\$241,548,250	▼ -66.2	19
Department Stores Excluding Leased Depts.	4521	\$44,690,503	\$38,705,106	\$5,985,397	▲ 7.2	5
Other General Merchandise Stores	4529	\$17,017,976	\$264,551,623	-\$247,533,647	▼ -87.9	13
Miscellaneous Store Retailers	453	\$15,139,712	\$59,720,150	-\$44,580,438	▼ -59.6	37
Florists	4531	\$440,103	\$3,216,378	-\$2,776,275	▼ -75.9	5
Office Supplies, Stationery & Gift Stores	4532	\$3,339,390	\$24,998,220	-\$21,658,830	▼ -76.4	10
Used Merchandise Stores	4533	\$1,904,395	\$17,463,408	-\$15,559,013	▼ -80.3	12
Other Miscellaneous Store Retailers	4539	\$9,455,826	\$14,042,144	-\$4,586,318	▼ -19.5	10
Nonstore Retailers	454	\$5,850,013	\$2,834,921	\$3,015,092	▲ 34.7	2
Electronic Shopping & Mail-Order Houses	4541	\$4,342,605	\$2,339,599	\$2,003,006	▲ 30.0	0
Vending Machine Operators	4542	\$359,358	\$0	\$359,358	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$1,148,049	\$495,322	\$652,727	^ 39.7	1
Food Services & Drinking Places	722	\$40,585,845	\$75,643,041	-\$35,057,196	v -30.2	101
Special Food Services	7223	\$349,403	\$1,331,469	-\$982,066	v -58.4	4
Drinking Places - Alcoholic Beverages	7224	\$2,715,737	\$6,832,007	-\$4,116,270	v -43.1	6
Restaurants/Other Eating Places	7225	\$37,520,705	\$67,479,565	-\$29,958,860	v -28.5	91

DRIVETIME: 10 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Young and Restless (11B)	26.5%	Population	35,203	38,688
2. NeWest Residents (13C)	19.1%	Households	14,022	15,336
3. Emerald City (8B)	11.6%	Families	7,577	8,248
4. Metro Fusion (11C)	10.4%	Median Age	32.5	32.4
5. Front Porches (8E)	9.6%	Median Household Income	\$41,176	\$44,778

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	78	\$1,684.37	\$23,618,236
Men's	77	\$326.75	\$4,581,712
Women's	76	\$558.36	\$7,829,339
Children's	85	\$285.40	\$4,001,940
Footwear	79	\$366.63	\$5,140,922
Watches & Jewelry	73	\$86.35	\$1,210,789
Apparel Products and Services (1)	74	\$60.87	\$853,533
Computer			
Computers and Hardware for Home Use	81	\$139.38	\$1,954,356
Portable Memory	82	\$4.36	\$61,137
Computer Software	85	\$9.78	\$137,182
Computer Accessories	75	\$13.63	\$191,056
Entertainment & Recreation	72	\$2,244.14	\$31,467,364
Fees and Admissions	70	\$446.09	\$6,255,014
Membership Fees for Clubs (2)	67	\$141.91	\$1,989,883
Fees for Participant Sports, excl. Trips	69	\$68.69	\$963,229
Tickets to Theatre/Operas/Concerts	70	\$41.80	\$586,139

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	82	\$63.53	\$890,866
Admission to Sporting Events, excl. Trips	71	\$39.43	\$552,839
Fees for Recreational Lessons	68	\$89.91	\$1,260,694
Dating Services	100	\$0.81	\$11,364
TV/Video/Audio	77	\$981.19	\$13,758,184
Cable and Satellite Television Services	75	\$712.34	\$9,988,373
Televisions	80	\$95.11	\$1,333,675
Satellite Dishes	77	\$1.12	\$15,648
VCRs, Video Cameras, and DVD Players	85	\$5.55	\$77,888
Miscellaneous Video Equipment	69	\$6.63	\$92,959
Video Cassettes and DVDs	84	\$12.85	\$180,164
Video Game Hardware/Accessories	90	\$26.21	\$367,459
Video Game Software	97	\$15.05	\$210,998
Streaming/Downloaded Video	87	\$22.16	\$310,772
Rental of Video Cassettes and DVDs	90	\$13.68	\$191,823
Installation of Televisions	57	\$0.51	\$7,124
Audio (3)	74	\$65.85	\$923,409
Rental of TV/VCR/Radio/Sound Equipment	145	\$1.98	\$27,742
Repair of TV/Radio/Sound Equipment	81	\$2.15	\$30,148
Pets	66	\$393.30	\$5,514,817
Toys/Games/Crafts/Hobbies (4)	76	\$92.15	\$1,292,066
Recreational Vehicles and Fees (5)	58	\$58.77	\$824,143
Sports/Recreation/Exercise Equipment (6)	73	\$125.12	\$1,754,448
Photo Equipment and Supplies (7)	75	\$41.79	\$585,986
Reading (8)	69	\$86.06	\$1,206,734
Live Entertainment for Catered Affairs	59	\$7.28	\$102,024
Rental of Party Supplies for Catered Affairs	68	\$12.41	\$173,948
Food	79	\$6,579.27	\$92,254,533
Food at Home	78	\$3,941.57	\$55,268,639

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	77	\$512.42	\$7,185,085
Meats, Poultry, Fish, and Eggs	79	\$904.16	\$12,678,064
Dairy Products	76	\$407.39	\$5,712,360
Fruits and Vegetables	79	\$769.79	\$10,793,985
Snacks and Other Food at Home (10)	78	\$1,347.82	\$18,899,145
Food Away from Home	79	\$2,637.70	\$36,985,895
Alcoholic Beverages	77	\$429.43	\$6,021,418
Financial			
Value of Stocks/Bonds/Mutual funds	59	\$3,678.33	\$51,577,541
Value of Retirement Plans	55	\$13,259.49	\$185,924,586
Value of Other Financial Assets	65	\$850.68	\$11,928,261
Vehicle Loan Amount excluding Interest	77	\$2,104.51	\$29,509,430
Value of Credit Card Debt	70	\$410.53	\$5,756,447
Health			
Nonprescription Drugs	70	\$89.76	\$1,258,646
Prescription Drugs	64	\$249.45	\$3,497,788
Eyeglasses and Contact Lenses	67	\$63.56	\$891,218
Home			
Mortgage Payment and Basics (11)	57	\$4,880.96	\$68,440,865
Maintenance and Remodeling Services	53	\$1,038.71	\$14,564,811
Maintenance and Remodeling Materials (12)	51	\$205.24	\$2,877,817
Utilities, Fuel, and Public Services	73	\$3,693.31	\$51,787,630
Household Furnishings and Equipment			
Household Textiles (13)	76	\$72.41	\$1,015,351
Furniture	78	\$444.68	\$6,235,260
Rugs	66	\$15.24	\$213,734
Major Appliances (14)	64	\$204.07	\$2,861,406
Housewares (15)	73	\$69.68	\$976,991
Small Appliances	78	\$37.76	\$529,510

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	74	\$8.74	\$122,503
Telephones and Accessories	79	\$54.73	\$767,363
Household Operations			
Child Care	78	\$371.89	\$5,214,667
Lawn and Garden (16)	58	\$241.46	\$3,385,728
Moving/Storage/Freight Express	93	\$59.69	\$837,033
Housekeeping Supplies (17)	74	\$527.62	\$7,398,282
Insurance			
Owners and Renters Insurance	57	\$292.62	\$4,103,183
Vehicle Insurance	76	\$895.37	\$12,554,878
Life/Other Insurance	60	\$255.74	\$3,586,031
Health Insurance	67	\$2,447.84	\$34,323,583
Personal Care Products (18)	77	\$361.17	\$5,064,268
School Books & Supplies for College	89	\$53.04	\$743,673
School Books & Supplies for Elementary/High School	80	\$15.86	\$222,399
School Books & Supplies for Vocational/Technical School	84	\$1.09	\$15,228
School Books & Supplies for Preschool/Other Schools	83	\$1.74	\$24,330
Other School Supplies	76	\$54.74	\$767,599
Smoking Products	78	\$323.96	\$4,542,615
Transportation			
Payments on Vehicles excluding Leases	76	\$1,696.75	\$23,791,865
Gasoline and Motor Oil	77	\$2,141.18	\$30,023,656
Vehicle Maintenance and Repairs	74	\$790.33	\$11,082,001
Travel			
Airline Fares	71	\$359.93	\$5,046,918
Lodging on Trips	65	\$338.64	\$4,748,377
Auto/Truck Rental on Trips	70	\$18.37	\$257,595
Food and Drink on Trips	68	\$334.63	\$4,692,161
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	59	\$3,678.33	\$51,577,541
Value of Retirement Plans	55	\$13,259.49	\$185,924,586
Value of Other Financial Assets	65	\$850.68	\$11,928,261
Vehicle Loan Amount excluding Interest	77	\$2,104.51	\$29,509,430
Value of Credit Card Debt	70	\$410.53	\$5,756,447
Health			
Nonprescription Drugs	70	\$89.76	\$1,258,646
Prescription Drugs	64	\$249.45	\$3,497,788
Eyeglasses and Contact Lenses	67	\$63.56	\$891,218
Home			
Mortgage Payment and Basics (11)	57	\$4,880.96	\$68,440,865
Maintenance and Remodeling Services	53	\$1,038.71	\$14,564,811
Maintenance and Remodeling Materials (12)	51	\$205.24	\$2,877,817
Utilities, Fuel, and Public Services	73	\$3,693.31	\$51,787,630
Household Furnishings and Equipment			
Household Textiles (13)	76	\$72.41	\$1,015,351
Furniture	78	\$444.68	\$6,235,260
Rugs	66	\$15.24	\$213,734
Major Appliances (14)	64	\$204.07	\$2,861,406
Housewares (15)	73	\$69.68	\$976,991
Small Appliances	78	\$37.76	\$529,510
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Moving/Storage/Freight Express	93	\$59.69	\$837,033
Housekeeping Supplies (17)	74	\$527.62	\$7,398,282
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	57	\$292.62	\$4,103,183
Vehicle Insurance	76	\$895.37	\$12,554,878
Life/Other Insurance	60	\$255.74	\$3,586,031
Health Insurance	67	\$2,447.84	\$34,323,583
Personal Care Products (18)	77	\$361.17	\$5,064,268
School Books & Supplies for College	89	\$53.04	\$743,673
School Books & Supplies for Elementary/High School	80	\$15.86	\$222,399
School Books & Supplies for Vocational/Technical School	84	\$1.09	\$15,228
School Books & Supplies for Preschool/Other Schools	83	\$1.74	\$24,330
Other School Supplies	76	\$54.74	\$767,599
Smoking Products	78	\$323.96	\$4,542,615
Transportation			
Payments on Vehicles excluding Leases	76	\$1,696.75	\$23,791,865
Gasoline and Motor Oil	77	\$2,141.18	\$30,023,656
Vehicle Maintenance and Repairs	74	\$790.33	\$11,082,001
Travel			
Airline Fares	71	\$359.93	\$5,046,918
Lodging on Trips	65	\$338.64	\$4,748,377
Auto/Truck Rental on Trips	70	\$18.37	\$257,595
Food and Drink on Trips	68	\$334.63	\$4,692,161

DRIVETIME: 15 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	103,988	119,659	131,930
Households	46,005	53,043	58,493
Families	23,916	27,101	29,659
Average Household Size	2.23	2.23	2.23
Owner Occupied Housing Units	21,890	22,768	24,647
Renter Occupied Housing Units	24,115	30,275	33,846
Median Age	33.6	34.9	35.3

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.97%	1.10%	0.83%
Households	1.98%	1.06%	0.79%
Families	1.82%	0.95%	0.71%
Owner HHs	1.60%	1.00%	0.72%
Median Household Income	2.17%	1.93%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	6,291	11.9%	6,772	11.6%
\$15,000 - \$24,999	5,492	10.4%	5,597	9.6%
\$25,000 - \$34,999	6,001	11.3%	5,826	10.0%
\$35,000 - \$49,999	7,867	14.8%	7,573	12.9%
\$50,000 - \$74,999	9,246	17.4%	9,147	15.6%
\$75,000 - \$99,999	5,715	10.8%	7,686	13.1%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	6,497	12.2%	8,517	14.6%
\$150,000 - \$199,999	2,181	4.1%	2,756	4.7%
\$200,000+	3,754	7.1%	4,617	7.9%
Median Household Income	\$51,616		\$57,453	
Average Household Income	\$79,613		\$90,390	
Per Capita Income	\$35,185		\$39,916	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	7,939	7.6%	8,217	6.9%	9,032	6.8%
5 - 9	6,340	6.1%	7,519	6.3%	8,011	6.1%
10 - 14	5,382	5.2%	6,764	5.7%	7,525	5.7%
15 - 19	5,421	5.2%	6,217	5.2%	7,023	5.3%
20 - 24	7,863	7.6%	8,889	7.4%	10,092	7.6%
25 - 34	21,969	21.1%	22,500	18.8%	23,657	17.9%
35 - 44	15,358	14.8%	18,083	15.1%	19,666	14.9%
45 - 54	12,888	12.4%	14,409	12.0%	15,513	11.8%
55 - 64	9,672	9.3%	12,238	10.2%	13,523	10.2%
65 - 74	5,329	5.1%	8,017	6.7%	9,891	7.5%
75 - 84	3,662	3.5%	4,178	3.5%	5,202	3.9%
85+	2,165	2.1%	2,628	2.2%	2,797	2.1%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	57,746	55.5%	62,716	52.4%	66,196	50.2%
Black Alone	29,038	27.9%	34,663	29.0%	39,080	29.6%
American Indian Alone	520	0.5%	594	0.5%	648	0.5%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	4,017	3.9%	5,998	5.0%	7,800	5.9%
Pacific Islander Alone	92	0.1%	117	0.1%	137	0.1%
Some Other Race Alone	9,904	9.5%	12,108	10.1%	13,805	10.5%
Two or More Races	2,671	2.6%	3,464	2.9%	4,264	3.2%
Hispanic Origin (Any Race)	19,096	18.4%	23,311	19.5%	27,082	20.5%

DRIVETIME: 15 MINUTES

Housing Profile

SUMMARY DEMOGRAPHIC

2017 Population	119,659
2017 Households	53,043
2017 Median Disposable Income	\$42,252
2017 Per Capita Income	\$35,185

HOUSEHOLDS BY TYPE

Total	46,005	100%
Households with 1 Person	17,216	37.4%
Households with 2+ People	28,789	62.6%
Family Households	23,916	52.0%
Husband-wife Families	15,142	32.9%
With Own Children	6,393	13.9%
Other Family (No Spouse Present)	8,775	19.1%
With Own Children	4,975	10.8%
Nonfamily Households	4,873	10.6%
All Households with Children	12,769	27.8%
Multigenerational Households	1,399	3.0%
Unmarried Partner Households	3,550	7.7%
Male-female	3,098	6.7%
Same-sex	452	1.0%
Average Household Size	2.23	

FAMILY HOUSEHOLDS BY SIZE

Total	23,916	100%
2 People	10,209	42.7%
3 People	5,836	24.4%
4 People	4,399	18.4%
5 People	2,115	8.8%
6 People	809	3.4%
7+ People	548	2.3%
Average Family Size	2.98	

NONFAMILY HOUSEHOLDS BY SIZE

Total	22,089	100%
1 Person	17,216	77.9%
2 People	3,974	18.0%
3 People	602	2.7%
4 People	205	0.9%
5 People	61	0.3%
6 People	20	0.1%
7+ People	11	0.0%
Average Family Size	1.27	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	103,988	100%
In Households	102,736	98.8%
In Family Households	74,580	71.7%
Householder	23,714	22.8%
Spouse	15,020	14.4%
Child	27,578	26.5%
Other relative	5,043	4.8%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	3,224	3.1%
In Nonfamily Households	28,155	27.1%
In Group Quarters	1,252	1.2%
Institutionalized Population	1,030	1.0%
Noninstitutionalized Population	222	0.2%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	23,917	100%
Householder Age 15 - 44	12,465	52.1%
Householder Age 45 - 54	4,527	18.9%
Householder Age 55 - 64	3,420	14.3%
Householder Age 65 - 74	1,931	8.1%
Householder Age 75+	1,574	6.6%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	22,088	
Householder Age 15 - 44	11,984	54.3%
Householder Age 45 - 54	3,314	15.0%
Householder Age 55 - 64	2,837	12.8%
Householder Age 65 - 74	1,645	7.4%
Householder Age 75+	2,308	10.4%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	46,004	100%
Householder is White Alone	28,091	61.1%
Householder is Black Alone	12,587	27.4%
Householder is American Indian Alone	203	0.4%
Householder is Asian Alone	1,609	3.5%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	31	0.1%
Householder is Some Other Race Alone	2,687	5.8%
Householder is Two or More Races	796	1.7%
Households with Hispanic Householder	5,334	11.6%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	15,141	
Householder is White Alone	10,447	69.0%
Householder is Black Alone	2,467	16.3%
Householder is American Indian Alone	69	0.5%
Householder is Asian Alone	853	5.6%
Householder is Pacific Islander Alone	8	0.1%
Householder is Some Other Race Alone	1,059	7.0%
Householder is Two or More Races	238	1.6%
Husband-wife Families with Hispanic Householder	2,138	14.1%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	8,774	
Householder is White Alone	2,870	32.7%
Householder is Black Alone	4,509	51.4%
Householder is American Indian Alone	48	0.5%
Householder is Asian Alone	151	1.7%
Householder is Pacific Islander Alone	8	0.1%
Householder is Some Other Race Alone	948	10.8%
Householder is Two or More Races	240	2.7%
Other Families with Hispanic Householder	1,771	20.2%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	22,089	100%
Householder is White Alone	14,773	66.9%
Householder is Black Alone	5,612	25.4%
Householder is American Indian Alone	86	0.4%
Householder is Asian Alone	605	2.7%
Householder is Pacific Islander Alone	15	0.1%
Householder is Some Other Race Alone	681	3.1%
Householder is Two or More Races	317	1.4%
Nonfamily Households with Hispanic Householder	1,424	6.4%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	51,343	100%
Occupied Housing Units	46,005	89.6%
Vacant Housing Units		
For Rent	3,218	6.3%
Rented, not Occupied	93	0.2%
For Sale Only	826	1.6%
Sold, not Occupied	104	0.2%
For Seasonal/Recreational/Occasional Use	285	0.6%
For Migrant Workers	2	0.0%
Other Vacant	810	1.6%
Total Vacancy Rate	10.4%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	46,005	100%
Owner Occupied	21,890	47.6%
Owned with a Mortgage/Loan	17,108	37.2%
Owned Free and Clear	4,782	10.4%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.25	
Renter Occupied	24,115	52.4%
Average Household Size	2.22	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	21,888	100%
Householder is White Alone	17,056	77.9%
Householder is Black Alone	3,473	15.9%
Householder is American Indian Alone	73	0.3%
Householder is Asian Alone	571	2.6%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	480	2.2%
Householder is Two or More Races	233	1.1%
Owner-occupied Housing Units with Hispanic Householder	1,195	5.5%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	24,116	100%
Householder is White Alone	11,035	45.8%
Householder is Black Alone	9,114	37.8%
Householder is American Indian Alone	130	0.5%
Householder is Asian Alone	1,038	4.3%
Householder is Pacific Islander Alone	29	0.1%
Householder is Some Other Race Alone	2,207	9.2%
Householder is Two or More Races	563	2.3%
Renter-occupied Housing Units with Hispanic Householder	4,139	17.2%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.04

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.28
Householder is American Indian Alone	2.58
Householder is Asian Alone	2.47
Householder is Pacific Islander Alone	2.77
Householder is Some Other Race Alone	3.68
Householder is Two or More Races	2.78
Householder is Hispanic	3.53

DRIVETIME: 15 MINUTES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	119,659
2017 Households	53,043
2017 Median Disposable Income	\$42,252
2017 Per Capita Income	\$35,185

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	8,600
Total Employees	146,115
Total Residential Population	53,043
Employee/Residential Population Ratio	2.75

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$1,988,312,754	\$4,766,470,746	-\$2,778,157,992	▼ -41.1	1,662
Total Retail Trade	44-45	\$1,784,679,481	\$4,282,194,050	-\$2,497,514,569	▼ -41.2	1,164
Total Food & Drink	722	\$203,633,273	\$484,276,696	-\$280,643,423	▼ -40.8	498

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$374,121,828	\$950,072,558	-\$575,950,730	▼ -43.5	126
Automobile Dealers	4411	\$307,439,195	\$808,592,228	-\$501,153,033	▼ -44.9	58
Other Motor Vehicle Dealers	4412	\$28,640,180	\$45,039,134	-\$16,398,954	▼ -22.3	9
Auto Parts, Accessories & Tire Stores	4413	\$38,042,452	\$96,441,196	-\$58,398,744	▼ -43.4	59
Furniture & Home Furnishings Stores	442	\$70,680,308	\$234,581,819	-\$163,901,511	▼ -53.7	109
Furniture Stores	4421	\$44,211,416	\$147,760,222	-\$103,548,806	▼ -53.9	64

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$26,468,892	\$86,821,597	-\$60,352,705	▼ -53.3	45
Electronics & Appliance Stores	443	\$56,448,948	\$206,937,747	-\$150,488,799	▼ -57.1	75
Bldg Materials, Garden Equip. & Supply Stores	444	\$113,374,331	\$335,500,873	-\$222,126,542	▼ -49.5	94
Bldg Material & Supplies Dealers	4441	\$106,566,603	\$327,926,917	-\$221,360,314	▼ -50.9	80
Lawn & Garden Equip & Supply Stores	4442	\$6,807,728	\$7,573,956	-\$766,228	▼ -5.3	14
Food & Beverage Stores	445	\$318,791,239	\$410,002,288	-\$91,211,049	▼ -12.5	127
Grocery Stores	4451	\$295,327,202	\$358,775,541	-\$63,448,339	▼ -9.7	92
Specialty Food Stores	4452	\$11,624,640	\$15,564,081	-\$3,939,441	▼ -14.5	24
Beer, Wine & Liquor Stores	4453	\$11,839,397	\$35,662,667	-\$23,823,270	▼ -50.2	10
Health & Personal Care Stores	446,4461	\$108,179,581	\$194,952,102	-\$86,772,521	▼ -28.6	80
Gasoline Stations	447,4471	\$190,285,664	\$140,972,905	\$49,312,759	▲ 14.9	35
Clothing & Clothing Accessories Stores	448	\$91,457,194	\$355,184,734	-\$263,727,540	▼ -59.0	226
Clothing Stores	4481	\$59,360,116	\$269,060,699	-\$209,700,583	▼ -63.9	155
Shoe Stores	4482	\$14,332,102	\$35,995,613	-\$21,663,511	▼ -43.0	32
Jewelry, Luggage & Leather Goods Stores	4483	\$17,764,976	\$50,128,422	-\$32,363,446	▼ -47.7	39
Sporting Goods, Hobby, Book & Music Stores	451	\$49,194,470	\$121,288,282	-\$72,093,812	▼ -42.3	62
Sporting Goods/Hobby/Musical Instr Stores	4511	\$41,074,793	\$110,387,824	-\$69,313,031	▼ -45.8	56
Book, Periodical & Music Stores	4512	\$8,119,677	\$10,900,458	-\$2,780,781	▼ -14.6	6
General Merchandise Stores	452	\$306,233,155	\$763,865,510	-\$457,632,355	▼ -42.8	58
Department Stores Excluding Leased Depts.	4521	\$222,727,568	\$429,215,934	-\$206,488,366	▼ -31.7	21
Other General Merchandise Stores	4529	\$83,505,587	\$334,649,577	-\$251,143,990	▼ -60.1	37
Miscellaneous Store Retailers	453	\$75,991,985	\$154,342,934	-\$78,350,949	▼ -34.0	150
Florists	4531	\$2,478,356	\$7,885,905	-\$5,407,549	▼ -52.2	16
Office Supplies, Stationery & Gift Stores	4532	\$16,817,604	\$58,494,045	-\$41,676,441	▼ -55.3	39
Used Merchandise Stores	4533	\$9,670,370	\$30,467,755	-\$20,797,385	▼ -51.8	39
Other Miscellaneous Store Retailers	4539	\$47,025,655	\$57,495,229	-\$10,469,574	▼ -10.0	56
Nonstore Retailers	454	\$29,920,779	\$414,492,298	-\$384,571,519	▼ -86.5	21
Electronic Shopping & Mail-Order Houses	4541	\$22,035,684	\$400,299,752	-\$378,264,068	▼ -89.6	11
Vending Machine Operators	4542	\$1,751,256	\$698,941	\$1,052,315	▲ 42.9	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$6,133,839	\$13,493,605	-\$7,359,766	▼ -37.5	9
Food Services & Drinking Places	722	\$203,633,273	\$484,276,696	-\$280,643,423	▼ -40.8	498
Special Food Services	7223	\$1,768,964	\$5,746,398	-\$3,977,434	▼ -52.9	16
Drinking Places - Alcoholic Beverages	7224	\$14,341,388	\$33,779,458	-\$19,438,070	▼ -40.4	32
Restaurants/Other Eating Places	7225	\$187,522,921	\$444,750,840	-\$257,227,919	▼ -40.7	450

DRIVETIME: 15 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Young and Restless (11B)	18.4%	Population	119,659	131,930
2. Emerald City (8B)	15.0%	Households	53,043	58,493
3. Bright Young Professionals (8C)	8.7%	Families	27,101	29,659
4. Metro Renters (3B)	8.6%	Median Age	34.9	35.3
5. In Style (5B)	6.2%	Median Household Income	\$51,616	\$57,453

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	103	\$2,224.73	\$118,006,194
Men's	103	\$434.21	\$23,032,038
Women's	101	\$748.51	\$39,703,151
Children's	107	\$359.65	\$19,077,130
Footwear	103	\$478.55	\$25,383,863
Watches & Jewelry	101	\$120.43	\$6,387,931
Apparel Products and Services (1)	102	\$83.37	\$4,422,082
Computer			
Computers and Hardware for Home Use	107	\$184.51	\$9,787,182
Portable Memory	109	\$5.79	\$307,175
Computer Software	111	\$12.84	\$681,200
Computer Accessories	102	\$18.39	\$975,545
Entertainment & Recreation	98	\$3,042.98	\$161,408,909
Fees and Admissions	98	\$620.86	\$32,932,382
Membership Fees for Clubs (2)	96	\$201.53	\$10,689,968
Fees for Participant Sports, excl. Trips	97	\$96.08	\$5,096,453
Tickets to Theatre/Operas/Concerts	98	\$58.62	\$3,109,479

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	108	\$82.86	\$4,395,002
Admission to Sporting Events, excl. Trips	100	\$55.74	\$2,956,367
Fees for Recreational Lessons	94	\$124.98	\$6,629,308
Dating Services	130	\$1.05	\$55,804
TV/Video/Audio	101	\$1,298.06	\$68,853,258
Cable and Satellite Television Services	99	\$945.07	\$50,129,262
Televisions	106	\$125.97	\$6,681,922
Satellite Dishes	101	\$1.47	\$78,018
VCRs, Video Cameras, and DVD Players	110	\$7.16	\$379,760
Miscellaneous Video Equipment	95	\$9.12	\$483,894
Video Cassettes and DVDs	108	\$16.51	\$875,784
Video Game Hardware/Accessories	115	\$33.48	\$1,776,059
Video Game Software	122	\$18.94	\$1,004,529
Streaming/Downloaded Video	113	\$28.86	\$1,530,694
Rental of Video Cassettes and DVDs	113	\$17.19	\$911,599
Installation of Televisions	89	\$0.79	\$41,872
Audio (3)	99	\$88.44	\$4,691,033
Rental of TV/VCR/Radio/Sound Equipment	165	\$2.26	\$119,787
Repair of TV/Radio/Sound Equipment	106	\$2.81	\$149,045
Pets	91	\$544.14	\$28,862,604
Toys/Games/Crafts/Hobbies (4)	101	\$122.41	\$6,492,927
Recreational Vehicles and Fees (5)	83	\$84.42	\$4,478,034
Sports/Recreation/Exercise Equipment (6)	99	\$169.22	\$8,976,152
Photo Equipment and Supplies (7)	103	\$56.99	\$3,022,996
Reading (8)	95	\$118.58	\$6,289,607
Live Entertainment for Catered Affairs	89	\$10.86	\$575,994
Rental of Party Supplies for Catered Affairs	96	\$17.44	\$924,955
Food	103	\$8,610.23	\$456,712,608
Food at Home	102	\$5,130.42	\$272,132,910

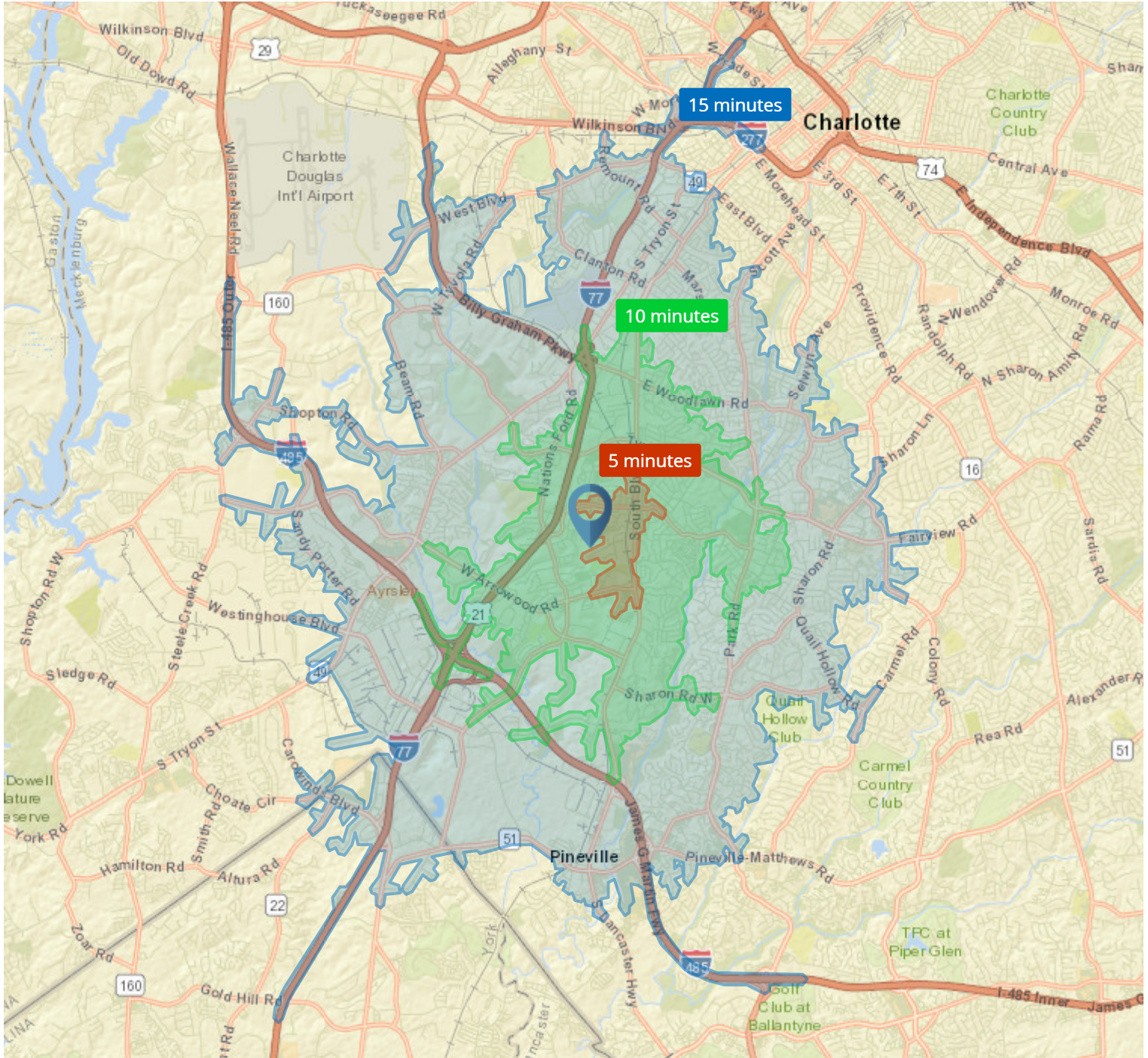
	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	101	\$669.67	\$35,521,346
Meats, Poultry, Fish, and Eggs	102	\$1,165.92	\$61,843,790
Dairy Products	100	\$533.77	\$28,312,898
Fruits and Vegetables	103	\$1,000.47	\$53,067,939
Snacks and Other Food at Home (10)	102	\$1,760.59	\$93,386,937
Food Away from Home	104	\$3,479.81	\$184,579,698
Alcoholic Beverages	105	\$582.46	\$30,895,535
Financial			
Value of Stocks/Bonds/Mutual funds	88	\$5,466.51	\$289,959,956
Value of Retirement Plans	82	\$19,997.35	\$1,060,719,293
Value of Other Financial Assets	92	\$1,201.38	\$63,724,807
Vehicle Loan Amount excluding Interest	101	\$2,745.85	\$145,647,884
Value of Credit Card Debt	96	\$559.72	\$29,689,467
Health			
Nonprescription Drugs	95	\$121.15	\$6,426,134
Prescription Drugs	89	\$344.57	\$18,276,960
Eyeglasses and Contact Lenses	93	\$87.57	\$4,645,103
Home			
Mortgage Payment and Basics (11)	83	\$7,144.42	\$378,961,500
Maintenance and Remodeling Services	80	\$1,562.00	\$82,853,009
Maintenance and Remodeling Materials (12)	76	\$306.46	\$16,255,486
Utilities, Fuel, and Public Services	97	\$4,902.46	\$260,040,963
Household Furnishings and Equipment			
Household Textiles (13)	102	\$97.42	\$5,167,413
Furniture	104	\$595.60	\$31,592,556
Rugs	94	\$21.79	\$1,155,826
Major Appliances (14)	89	\$284.92	\$15,112,885
Housewares (15)	99	\$93.65	\$4,967,643
Small Appliances	103	\$49.76	\$2,639,336

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	101	\$11.97	\$635,090
Telephones and Accessories	107	\$73.72	\$3,910,068
Household Operations			
Child Care	105	\$501.03	\$26,575,926
Lawn and Garden (16)	83	\$349.56	\$18,541,497
Moving/Storage/Freight Express	120	\$76.86	\$4,076,937
Housekeeping Supplies (17)	98	\$700.16	\$37,138,708
Insurance			
Owners and Renters Insurance	82	\$423.88	\$22,483,998
Vehicle Insurance	100	\$1,181.49	\$62,669,642
Life/Other Insurance	85	\$365.10	\$19,366,136
Health Insurance	92	\$3,366.66	\$178,577,770
Personal Care Products (18)	102	\$477.48	\$25,326,836
School Books & Supplies for College	115	\$68.14	\$3,614,464
School Books & Supplies for Elementary/High School	103	\$20.43	\$1,083,780
School Books & Supplies for Vocational/Technical School	112	\$1.44	\$76,224
School Books & Supplies for Preschool/Other Schools	107	\$2.24	\$118,722
Other School Supplies	100	\$72.18	\$3,828,466
Smoking Products	101	\$422.68	\$22,420,155
Transportation			
Payments on Vehicles excluding Leases	100	\$2,241.44	\$118,892,946
Gasoline and Motor Oil	100	\$2,783.33	\$147,636,387
Vehicle Maintenance and Repairs	98	\$1,052.94	\$55,850,988
Travel			
Airline Fares	98	\$501.32	\$26,591,536
Lodging on Trips	92	\$483.24	\$25,632,679
Auto/Truck Rental on Trips	97	\$25.60	\$1,357,680
Food and Drink on Trips	95	\$466.57	\$24,748,353
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	88	\$5,466.51	\$289,959,956
Value of Retirement Plans	82	\$19,997.35	\$1,060,719,293
Value of Other Financial Assets	92	\$1,201.38	\$63,724,807
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Household Operations			
Child Care	105	\$501.03	\$26,575,926
Lawn and Garden (16)	83	\$349.56	\$18,541,497
Moving/Storage/Freight Express	120	\$76.86	\$4,076,937
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Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
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Vehicle Insurance	100	\$1,181.49	\$62,669,642
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Lodging on Trips	92	\$483.24	\$25,632,679
Auto/Truck Rental on Trips	97	\$25.60	\$1,357,680
Food and Drink on Trips	95	\$466.57	\$24,748,353

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DRIVETIME: 5 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	3,772	4,551	5,203
Households	1,305	1,558	1,772
Families	801	937	1,061
Average Household Size	2.89	2.92	2.94
Owner Occupied Housing Units	353	344	383
Renter Occupied Housing Units	952	1,215	1,389
Median Age	28.5	29.7	30.0

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	2.71%	1.10%	0.83%
Households	2.61%	1.06%	0.79%
Families	2.52%	0.95%	0.71%
Owner HHs	2.17%	1.00%	0.72%
Median Household Income	0.93%	1.93%	2.12%

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	153
Total Employees	1,123
Total Residential Population	4,551
Employee/Residential Population Ratio	0.25

BY SIC CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Agriculture & Mining	2	1.3%	11	1.0%
Construction	7	4.6%	65	5.8%
Manufacturing	4	2.6%	56	5.0%
Transportation	5	3.3%	37	3.3%
Communication	3	2.0%	9	0.8%
Utility	0	0.0%	1	0.1%
Wholesale Trade	4	2.6%	51	4.5%
Retail Trade Summary	51	33.3%	481	42.8%
Home Improvement	2	1.3%	16	1.4%
General Merchandise Stores	3	2.0%	52	4.6%
Food Stores	6	3.9%	45	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	11	7.2%	95	8.5%
Apparel & Accessory Stores	3	2.0%	46	4.1%
Furniture & Home Furnishings	5	3.3%	33	2.9%
Eating & Drinking Places	12	7.8%	104	9.3%
Miscellaneous Retail	10	6.5%	89	7.9%
Finance, Insurance, Real Estate Summary	23	15.0%	115	10.2%
Banks, Savings & Lending Institutions	5	3.3%	32	2.8%
Securities Brokers	2	1.3%	8	0.7%
Insurance Carriers & Agents	6	3.9%	23	2.0%
Real Estate, Holding, Other Investment Offices	9	5.9%	52	4.6%
Services Summary	50	32.7%	287	25.6%
Hotels & Lodging	0	0.0%	1	0.1%
Automotive Services	10	6.5%	47	4.2%
Motion Pictures & Amusements	2	1.3%	12	1.1%
Health Services	4	2.6%	17	1.5%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	3	2.0%	35	3.1%

BY SIC CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Other Services	30	19.6%	173	15.4%
Government	1	0.7%	10	0.9%
Unclassified Establishments	4	2.6%	0	0.0%
Totals	153	100.0%	1,123	100.0%

BY NAICS CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	8	5.2%	69	6.1%
Manufacturing	3	2.0%	64	5.7%
Wholesale Trade	4	2.6%	50	4.5%
Retail Trade	37	24.2%	353	31.4%
Motor Vehicle & Parts Dealers	9	5.9%	79	7.0%
Furniture & Home Furnishings Stores	2	1.3%	6	0.5%
Electronics & Appliance Stores	3	2.0%	14	1.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	1.3%	16	1.4%
Food & Beverage Stores	6	3.9%	45	4.0%
Health & Personal Care Stores	2	1.3%	4	0.4%
Gasoline Stations	2	1.3%	16	1.4%
Clothing & Clothing Accessories Stores	4	2.6%	47	4.2%
Sport Goods, Hobby, Book, & Music Stores	1	0.7%	9	0.8%
General Merchandise Stores	3	2.0%	52	4.6%
Miscellaneous Store Retailers	5	3.3%	63	5.6%
Nonstore Retailers	0	0.0%	1	0.1%
Transportation & Warehousing	3	2.0%	29	2.6%
Information	4	2.6%	16	1.4%

BY NAICS CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Finance & Insurance	15	9.8%	75	6.7%
Central Bank/Credit Intermediation & Related Activities	7	4.6%	44	3.9%
Securities, Commodity Contracts & Other Financial	2	1.3%	8	0.7%
Investments & Other Related Activities; Funds, Trusts &	6	3.9%	23	2.0%
Real State, Rental & Leasing	13	8.5%	66	5.9%
Professional, Scientific & Tech Services	8	5.2%	46	4.1%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	6	3.9%	46	4.1%
Educational Services	3	2.0%	35	3.1%
Health Care & Social Assistance	6	3.9%	34	3.0%
Arts, Entertainment & Recreation	2	1.3%	12	1.1%
Accommodation & Food Services	12	7.8%	106	9.4%
Accommodation	0	0.0%	1	0.1%
Food Services & Drinking Places	12	7.8%	104	9.3%
Other Services (except Public Administration)	23	15.0%	109	9.7%
Automotive Repair & Maintenance	8	5.2%	39	3.5%
Public Administration	1	0.7%	10	0.9%
Unclassified Establishments	4	2.6%	0	0.0%
Totals	153	100.0%	1,123	100.0%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	286	18.4%	323	18.2%
\$15,000 - \$24,999	248	15.9%	270	15.2%
\$25,000 - \$34,999	268	17.2%	281	15.8%
\$35,000 - \$49,999	272	17.5%	285	16.1%
\$50,000 - \$74,999	252	16.2%	278	15.7%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$75,000 - \$99,999	163	10.5%	237	13.4%
\$100,000 - \$149,999	51	3.3%	72	4.1%
\$150,000 - \$199,999	9	0.6%	13	0.7%
\$200,000+	9	0.6%	14	0.8%
Median Household Income	\$33,856		\$35,461	
Average Household Income	\$43,666		\$48,821	
Per Capita Income	\$14,878		\$16,539	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	402	10.7%	448	9.8%	520	10.0%
5 - 9	267	7.1%	400	8.8%	458	8.8%
10 - 14	235	6.2%	317	7.0%	394	7.6%
15 - 19	233	6.2%	292	6.4%	341	6.6%
20 - 24	422	11.2%	367	8.1%	422	8.1%
25 - 34	889	23.6%	965	21.2%	950	18.3%
35 - 44	577	15.3%	744	16.3%	872	16.8%
45 - 54	373	9.9%	482	10.6%	567	10.9%
55 - 64	199	5.3%	290	6.4%	372	7.2%
65 - 74	95	2.5%	162	3.6%	195	3.7%
75 - 84	63	1.7%	61	1.3%	85	1.6%
85+	16	0.4%	24	0.5%	26	0.5%

DRIVETIME: 5 MINUTES

Market Profile

POPULATION BY SEX	2010	2017	2022
Males	2,004	2,415	2,740
Females	1,768	2,136	2,463

POPULATION 15+ BY MARITAL STATUS	2017
Total	3,386
Never Married	60.9%
Married	27.2%
Widowed	3.0%
Divorced	8.8%

CIVILIAN POPULATION 16+ IN LABOR FORCE	2017
Civilian Employed	90.6%
Civilian Unemployed	9.4%

EMPLOYED POPULATION 16+ BY INDUSTRY	2017
Total	2,366
Agriculture/Mining	0.0%
Construction	29.3%
Manufacturing	6.8%
Wholesale Trade	2.6%
Retail Trade	11.5%
Transportation/Utilities	6.7%
Information	1.0%

EMPLOYED POPULATION 16+ BY INDUSTRY

2017

Finance/Insurance/Real Estate	8.7%
Services	33.2%
Public Administration	0.2%

EMPLOYED POPULATION 16+ BY OCCUPATION

2017

Total	2,366
White Collar	33.7%
Management/Business/Financial	5.6%
Professional	7.9%
Sales	9.0%
Administrative Support	11.2%
Services	13.9%
Blue Collar	52.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	30.6%
Installation/Maintenance/Repair	3.8%
Production	8.9%
Transportation/Material Moving	9.0%

HOUSEHOLDS BY TYPE

Total	1,305	100%
Households with 1 Person	346	26.5%
Households with 2+ People	959	73.5%
Family Households	801	61.4%
Husband-wife Families	376	28.8%
With Own Children	220	16.9%
Other Family (No Spouse Present)	425	32.6%
With Own Children	261	20.0%

HOUSEHOLDS BY TYPE

Nonfamily Households	158	12.1%
All Households with Children	554	42.5%
Multigenerational Households	72	5.5%
Unmarried Partner Households	150	11.5%
Male-female	137	10.5%
Same-sex	13	1.0%
Average Household Size	2.89	

FAMILY HOUSEHOLDS BY SIZE

Total	1,305
1 Person	26.5%
2 People	22.4%
3 People	18.3%
4 People	14.3%
5 People	9.7%
6 People	4.7%
7+ People	4.1%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	2,727
Less than 9th Grade	22.5%
9th - 12th Grade, No Diploma	9.0%
High School Graduate	20.4%
GED/Alternative Credential	2.2%
Some College, No Degree	23.1%
Associate Degree	5.4%
Bachelor's Degree	14.0%
Graduate/Professional Degree	3.4%

DRIVETIME: 5 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. NeWest Residents (13C)	85.8%	Population	4,551	5,203
2. Front Porches (8E)	11.2%	Households	1,558	1,772
3. Parks and Rec (5C)	3.0%	Families	937	1,061
4. Savvy Suburbanites (1D)	0.0%	Median Age	29.7	30.0
5. Exurbanites (1E)	0.0%	Median Household Income	\$33,856	\$35,461

DRIVETIME: 10 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	30,662	35,203	38,688
Households	12,275	14,022	15,336
Families	6,714	7,577	8,248
Average Household Size	2.48	2.49	2.51
Owner Occupied Housing Units	4,750	4,967	5,363
Renter Occupied Housing Units	7,525	9,055	9,973
Median Age	31.0	32.5	32.4

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.91%	1.10%	0.83%
Households	1.81%	1.06%	0.79%
Families	1.71%	0.95%	0.71%
Owner HHs	1.55%	1.00%	0.72%
Median Household Income	1.69%	1.93%	2.12%

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	1,731
Total Employees	23,353
Total Residential Population	35,203
Employee/Residential Population Ratio	0.66

BY SIC CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Agriculture & Mining	23	1.3%	289	1.2%
Construction	133	7.7%	1,935	8.3%
Manufacturing	80	4.6%	1,745	7.5%
Transportation	57	3.3%	1,218	5.2%
Communication	23	1.3%	815	3.5%
Utility	5	0.3%	302	1.3%
Wholesale Trade	99	5.7%	1,558	6.7%
Retail Trade Summary	389	22.5%	6,277	26.9%
Home Improvement	23	1.3%	353	1.5%
General Merchandise Stores	18	1.0%	1,419	6.1%
Food Stores	48	2.8%	566	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	67	3.9%	822	3.5%
Apparel & Accessory Stores	18	1.0%	261	1.1%
Furniture & Home Furnishings	44	2.5%	424	1.8%
Eating & Drinking Places	101	5.8%	1,627	7.0%
Miscellaneous Retail	71	4.1%	805	3.4%
Finance, Insurance, Real Estate Summary	174	10.1%	1,219	5.2%
Banks, Savings & Lending Institutions	27	1.6%	331	1.4%
Securities Brokers	14	0.8%	82	0.4%
Insurance Carriers & Agents	42	2.4%	336	1.4%
Real Estate, Holding, Other Investment Offices	90	5.2%	470	2.0%
Services Summary	643	37.1%	7,773	33.3%
Hotels & Lodging	23	1.3%	770	3.3%
Automotive Services	73	4.2%	509	2.2%
Motion Pictures & Amusements	42	2.4%	574	2.5%
Health Services	48	2.8%	637	2.7%
Legal Services	14	0.8%	87	0.4%
Education Institutions & Libraries	29	1.7%	1,028	4.4%

BY SIC CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Other Services	413	23.9%	4,168	17.8%
Government	18	1.0%	191	0.8%
Unclassified Establishments	87	5.0%	30	0.1%
Totals	1,731	100.0%	23,353	100.0%

BY NAICS CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Agriculture, Forestry, Fishing & Hunting	2	0.1%	18	0.1%
Mining	0	0.0%	3	0.0%
Utilities	4	0.2%	284	1.2%
Construction	145	8.4%	2,048	8.8%
Manufacturing	84	4.9%	1,856	7.9%
Wholesale Trade	96	5.5%	1,543	6.6%
Retail Trade	277	16.0%	4,479	19.2%
Motor Vehicle & Parts Dealers	57	3.3%	764	3.3%
Furniture & Home Furnishings Stores	19	1.1%	121	0.5%
Electronics & Appliance Stores	19	1.1%	201	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	23	1.3%	353	1.5%
Food & Beverage Stores	41	2.4%	498	2.1%
Health & Personal Care Stores	16	0.9%	134	0.6%
Gasoline Stations	9	0.5%	58	0.2%
Clothing & Clothing Accessories Stores	22	1.3%	279	1.2%
Sport Goods, Hobby, Book, & Music Stores	11	0.6%	78	0.3%
General Merchandise Stores	18	1.0%	1,419	6.1%
Miscellaneous Store Retailers	37	2.1%	564	2.4%
Nonstore Retailers	3	0.2%	11	0.0%
Transportation & Warehousing	38	2.2%	1,062	4.5%
Information	47	2.7%	1,509	6.5%

BY NAICS CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Finance & Insurance	88	5.1%	779	3.3%
Central Bank/Credit Intermediation & Related Activities	32	1.8%	360	1.5%
Securities, Commodity Contracts & Other Financial	14	0.8%	82	0.4%
Investments & Other Related Activities; Funds, Trusts &	42	2.4%	336	1.4%
Real State, Rental & Leasing	135	7.8%	724	3.1%
Professional, Scientific & Tech Services	161	9.3%	1,533	6.6%
Legal Services	15	0.9%	91	0.4%
Management of Companies & Enterprises	1	0.1%	25	0.1%
Administrative & Support & Waste Management & Remediation	92	5.3%	1,041	4.5%
Educational Services	36	2.1%	1,056	4.5%
Health Care & Social Assistance	77	4.4%	1,041	4.5%
Arts, Entertainment & Recreation	26	1.5%	451	1.9%
Accommodation & Food Services	125	7.2%	2,412	10.3%
Accommodation	23	1.3%	770	3.3%
Food Services & Drinking Places	102	5.9%	1,642	7.0%
Other Services (except Public Administration)	191	11.0%	1,266	5.4%
Automotive Repair & Maintenance	53	3.1%	350	1.5%
Public Administration	18	1.0%	191	0.8%
Unclassified Establishments	87	5.0%	30	0.1%
Totals	1,731	100.0%	23,353	100.0%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,923	13.7%	2,073	13.5%
\$15,000 - \$24,999	1,956	14.0%	2,019	13.2%
\$25,000 - \$34,999	2,020	14.4%	1,992	13.0%
\$35,000 - \$49,999	2,241	16.0%	2,203	14.4%
\$50,000 - \$74,999	2,335	16.7%	2,351	15.3%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$75,000 - \$99,999	1,483	10.6%	2,007	13.1%
\$100,000 - \$149,999	1,348	9.6%	1,749	11.4%
\$150,000 - \$199,999	379	2.7%	494	3.2%
\$200,000+	335	2.4%	449	2.9%
Median Household Income	\$41,176		\$44,778	
Average Household Income	\$58,713		\$66,632	
Per Capita Income	\$23,655		\$26,661	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	2,706	8.8%	2,804	8.0%	3,122	8.1%
5 - 9	2,028	6.6%	2,523	7.2%	2,699	7.0%
10 - 14	1,633	5.3%	2,154	6.1%	2,440	6.3%
15 - 19	1,734	5.7%	2,012	5.7%	2,301	5.9%
20 - 24	2,783	9.1%	2,918	8.3%	3,396	8.8%
25 - 34	7,066	23.0%	6,942	19.7%	7,066	18.3%
35 - 44	4,573	14.9%	5,652	16.1%	6,001	15.5%
45 - 54	3,304	10.8%	3,992	11.3%	4,470	11.6%
55 - 64	2,339	7.6%	2,872	8.2%	3,312	8.6%
65 - 74	1,250	4.1%	1,881	5.3%	2,200	5.7%
75 - 84	834	2.7%	949	2.7%	1,139	2.9%
85+	411	1.3%	504	1.4%	541	1.4%

DRIVETIME: 10 MINUTES

Market Profile

POPULATION BY SEX	2010	2017	2022
Males	15,648	18,022	19,671
Females	15,014	17,181	19,017

POPULATION 15+ BY MARITAL STATUS	2017
Total	27,720
Never Married	50.5%
Married	36.4%
Widowed	3.6%
Divorced	9.5%

CIVILIAN POPULATION 16+ IN LABOR FORCE	2017
Civilian Employed	92.8%
Civilian Unemployed	7.2%

EMPLOYED POPULATION 16+ BY INDUSTRY	2017
Total	19,255
Agriculture/Mining	0.2%
Construction	15.9%
Manufacturing	8.8%
Wholesale Trade	3.1%
Retail Trade	11.5%
Transportation/Utilities	5.0%
Information	2.2%

EMPLOYED POPULATION 16+ BY INDUSTRY

2017

Finance/Insurance/Real Estate	9.8%
Services	42.8%
Public Administration	0.7%

EMPLOYED POPULATION 16+ BY OCCUPATION

2017

Total	19,255
White Collar	48.9%
Management/Business/Financial	12.7%
Professional	14.4%
Sales	10.7%
Administrative Support	11.1%
Services	18.4%
Blue Collar	32.7%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	13.7%
Installation/Maintenance/Repair	2.8%
Production	7.2%
Transportation/Material Moving	8.5%

HOUSEHOLDS BY TYPE

Total	12,275	100%
Households with 1 Person	4,152	33.8%
Households with 2+ People	8,123	66.2%
Family Households	6,714	54.7%
Husband-wife Families	3,687	30.0%
With Own Children	1,658	13.5%
Other Family (No Spouse Present)	3,027	24.7%
With Own Children	1,766	14.4%

HOUSEHOLDS BY TYPE

Nonfamily Households	1,409	11.5%
All Households with Children	3,961	32.3%
Multigenerational Households	498	4.1%
Unmarried Partner Households	1,216	9.9%
Male-female	1,095	8.9%
Same-sex	121	1.0%
Average Household Size	2.48	

FAMILY HOUSEHOLDS BY SIZE

Total	12,274
1 Person	33.8%
2 People	28.2%
3 People	15.4%
4 People	11.4%
5 People	6.2%
6 People	2.9%
7+ People	2.2%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	22,791
Less than 9th Grade	13.8%
9th - 12th Grade, No Diploma	7.3%
High School Graduate	19.2%
GED/Alternative Credential	2.0%
Some College, No Degree	20.4%
Associate Degree	5.2%
Bachelor's Degree	22.6%
Graduate/Professional Degree	9.4%

DRIVETIME: 10 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Young and Restless (11B)	26.5%	Population	35,203	38,688
2. NeWest Residents (13C)	19.1%	Households	14,022	15,336
3. Emerald City (8B)	11.6%	Families	7,577	8,248
4. Metro Fusion (11C)	10.4%	Median Age	32.5	32.4
5. Front Porches (8E)	9.6%	Median Household Income	\$41,176	\$44,778

DRIVETIME: 15 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	103,988	119,659	131,930
Households	46,005	53,043	58,493
Families	23,916	27,101	29,659
Average Household Size	2.23	2.23	2.23
Owner Occupied Housing Units	21,890	22,768	24,647
Renter Occupied Housing Units	24,115	30,275	33,846
Median Age	33.6	34.9	35.3

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.97%	1.10%	0.83%
Households	1.98%	1.06%	0.79%
Families	1.82%	0.95%	0.71%
Owner HHs	1.60%	1.00%	0.72%
Median Household Income	2.17%	1.93%	2.12%

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	8,600
Total Employees	146,115
Total Residential Population	119,659
Employee/Residential Population Ratio	1.22

BY SIC CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Agriculture & Mining	107	1.2%	1,051	0.7%
Construction	605	7.0%	8,138	5.6%
Manufacturing	385	4.5%	10,444	7.1%
Transportation	235	2.7%	4,996	3.4%
Communication	111	1.3%	15,980	10.9%
Utility	20	0.2%	1,666	1.1%
Wholesale Trade	493	5.7%	10,145	6.9%
Retail Trade Summary	1,723	20.0%	32,523	22.3%
Home Improvement	92	1.1%	1,588	1.1%
General Merchandise Stores	60	0.7%	5,038	3.4%
Food Stores	165	1.9%	2,566	1.8%
Auto Dealers, Gas Stations, Auto Aftermarket	156	1.8%	2,485	1.7%
Apparel & Accessory Stores	190	2.2%	2,940	2.0%
Furniture & Home Furnishings	197	2.3%	2,238	1.5%
Eating & Drinking Places	492	5.7%	10,048	6.9%
Miscellaneous Retail	371	4.3%	5,620	3.8%
Finance, Insurance, Real Estate Summary	1,141	13.3%	12,151	8.3%
Banks, Savings & Lending Institutions	155	1.8%	2,254	1.5%
Securities Brokers	199	2.3%	1,852	1.3%
Insurance Carriers & Agents	225	2.6%	3,037	2.1%
Real Estate, Holding, Other Investment Offices	562	6.5%	5,007	3.4%
Services Summary	3,192	37.1%	46,066	31.5%
Hotels & Lodging	72	0.8%	2,534	1.7%
Automotive Services	217	2.5%	1,482	1.0%
Motion Pictures & Amusements	190	2.2%	3,687	2.5%
Health Services	352	4.1%	6,327	4.3%
Legal Services	160	1.9%	1,426	1.0%
Education Institutions & Libraries	114	1.3%	3,995	2.7%

BY SIC CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Other Services	2,088	24.3%	26,615	18.2%
Government	67	0.8%	2,807	1.9%
Unclassified Establishments	520	6.0%	148	0.1%
Totals	8,600	100.0%	146,115	100.0%

BY NAICS CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Agriculture, Forestry, Fishing & Hunting	7	0.1%	96	0.1%
Mining	5	0.1%	46	0.0%
Utilities	11	0.1%	1,497	1.0%
Construction	668	7.8%	8,696	6.0%
Manufacturing	408	4.7%	10,800	7.4%
Wholesale Trade	479	5.6%	10,045	6.9%
Retail Trade	1,188	13.8%	21,798	14.9%
Motor Vehicle & Parts Dealers	129	1.5%	2,335	1.6%
Furniture & Home Furnishings Stores	111	1.3%	1,065	0.7%
Electronics & Appliance Stores	75	0.9%	780	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	92	1.1%	1,593	1.1%
Food & Beverage Stores	134	1.6%	2,108	1.4%
Health & Personal Care Stores	91	1.1%	1,515	1.0%
Gasoline Stations	27	0.3%	150	0.1%
Clothing & Clothing Accessories Stores	230	2.7%	3,265	2.2%
Sport Goods, Hobby, Book, & Music Stores	61	0.7%	699	0.5%
General Merchandise Stores	60	0.7%	5,038	3.4%
Miscellaneous Store Retailers	151	1.8%	1,428	1.0%
Nonstore Retailers	27	0.3%	1,823	1.2%
Transportation & Warehousing	185	2.2%	4,354	3.0%
Information	257	3.0%	21,575	14.8%

BY NAICS CODES	BUSINESSES		EMPLOYEES	
	NUMBER	PERCENT	NUMBER	PERCENT
Finance & Insurance	597	6.9%	7,295	5.0%
Central Bank/Credit Intermediation & Related Activities	160	1.9%	2,283	1.6%
Securities, Commodity Contracts & Other Financial	208	2.4%	1,884	1.3%
Investments & Other Related Activities; Funds, Trusts &	229	2.7%	3,127	2.1%
Real State, Rental & Leasing	623	7.2%	5,023	3.4%
Professional, Scientific & Tech Services	1,016	11.8%	12,094	8.3%
Legal Services	171	2.0%	1,481	1.0%
Management of Companies & Enterprises	20	0.2%	532	0.4%
Administrative & Support & Waste Management & Remediation	389	4.5%	4,692	3.2%
Educational Services	150	1.7%	4,108	2.8%
Health Care & Social Assistance	490	5.7%	9,066	6.2%
Arts, Entertainment & Recreation	121	1.4%	3,094	2.1%
Accommodation & Food Services	576	6.7%	12,701	8.7%
Accommodation	72	0.8%	2,534	1.7%
Food Services & Drinking Places	504	5.9%	10,167	7.0%
Other Services (except Public Administration)	825	9.6%	5,647	3.9%
Automotive Repair & Maintenance	164	1.9%	1,112	0.8%
Public Administration	67	0.8%	2,807	1.9%
Unclassified Establishments	520	6.0%	148	0.1%
Totals	8,600	100.0%	146,115	100.0%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	6,291	11.9%	6,772	11.6%
\$15,000 - \$24,999	5,492	10.4%	5,597	9.6%
\$25,000 - \$34,999	6,001	11.3%	5,826	10.0%
\$35,000 - \$49,999	7,867	14.8%	7,573	12.9%
\$50,000 - \$74,999	9,246	17.4%	9,147	15.6%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$75,000 - \$99,999	5,715	10.8%	7,686	13.1%
\$100,000 - \$149,999	6,497	12.2%	8,517	14.6%
\$150,000 - \$199,999	2,181	4.1%	2,756	4.7%
\$200,000+	3,754	7.1%	4,617	7.9%
Median Household Income	\$51,616		\$57,453	
Average Household Income	\$79,613		\$90,390	
Per Capita Income	\$35,185		\$39,916	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	7,939	7.6%	8,217	6.9%	9,032	6.8%
5 - 9	6,340	6.1%	7,519	6.3%	8,011	6.1%
10 - 14	5,382	5.2%	6,764	5.7%	7,525	5.7%
15 - 19	5,421	5.2%	6,217	5.2%	7,023	5.3%
20 - 24	7,863	7.6%	8,889	7.4%	10,092	7.6%
25 - 34	21,969	21.1%	22,500	18.8%	23,657	17.9%
35 - 44	15,358	14.8%	18,083	15.1%	19,666	14.9%
45 - 54	12,888	12.4%	14,409	12.0%	15,513	11.8%
55 - 64	9,672	9.3%	12,238	10.2%	13,523	10.2%
65 - 74	5,329	5.1%	8,017	6.7%	9,891	7.5%
75 - 84	3,662	3.5%	4,178	3.5%	5,202	3.9%
85+	2,165	2.1%	2,628	2.2%	2,797	2.1%

DRIVETIME: 15 MINUTES

Market Profile

POPULATION BY SEX	2010	2017	2022
Males	50,346	58,206	64,108
Females	53,642	61,454	67,822

POPULATION 15+ BY MARITAL STATUS	2017
Total	97,159
Never Married	44.0%
Married	41.1%
Widowed	4.7%
Divorced	10.2%

CIVILIAN POPULATION 16+ IN LABOR FORCE	2017
Civilian Employed	94.2%
Civilian Unemployed	5.8%

EMPLOYED POPULATION 16+ BY INDUSTRY	2017
Total	65,516
Agriculture/Mining	0.2%
Construction	8.0%
Manufacturing	8.0%
Wholesale Trade	3.1%
Retail Trade	9.9%
Transportation/Utilities	4.6%
Information	2.5%

EMPLOYED POPULATION 16+ BY INDUSTRY

2017

Finance/Insurance/Real Estate	13.6%
Services	49.0%
Public Administration	1.0%

EMPLOYED POPULATION 16+ BY OCCUPATION

2017

Total	65,516
White Collar	64.7%
Management/Business/Financial	18.9%
Professional	22.6%
Sales	11.9%
Administrative Support	11.3%
Services	16.1%
Blue Collar	19.0%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.2%
Installation/Maintenance/Repair	2.0%
Production	4.7%
Transportation/Material Moving	5.9%

HOUSEHOLDS BY TYPE

Total	46,005	100%
Households with 1 Person	17,216	37.4%
Households with 2+ People	28,789	62.6%
Family Households	23,916	52.0%
Husband-wife Families	15,142	32.9%
With Own Children	6,393	13.9%
Other Family (No Spouse Present)	8,775	19.1%
With Own Children	4,975	10.8%

HOUSEHOLDS BY TYPE

Nonfamily Households	4,873	10.6%
All Households with Children	12,769	27.8%
Multigenerational Households	1,399	3.0%
Unmarried Partner Households	3,550	7.7%
Male-female	3,098	6.7%
Same-sex	452	1.0%
Average Household Size	2.23	

FAMILY HOUSEHOLDS BY SIZE

Total	46,005
1 Person	37.4%
2 People	30.8%
3 People	14.0%
4 People	10.0%
5 People	4.7%
6 People	1.8%
7+ People	1.2%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	82,053
Less than 9th Grade	6.2%
9th - 12th Grade, No Diploma	5.5%
High School Graduate	14.7%
GED/Alternative Credential	1.6%
Some College, No Degree	18.7%
Associate Degree	6.1%
Bachelor's Degree	31.4%
Graduate/Professional Degree	15.8%

DRIVETIME: 15 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Young and Restless (11B)	18.4%	Population	119,659	131,930
2. Emerald City (8B)	15.0%	Households	53,043	58,493
3. Bright Young Professionals (8C)	8.7%	Families	27,101	29,659
4. Metro Renters (3B)	8.6%	Median Age	34.9	35.3
5. In Style (5B)	6.2%	Median Household Income	\$51,616	\$57,453

Source: demographic data provided by esri & business data provided by Infogroup, Inc. All rights reserved.