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DRIVETIME: 10 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	63,145	66,128	67,949
Households	27,104	28,349	29,176
Families	13,755	14,051	14,320
Average Household Size	2.19	2.19	2.19
Owner Occupied Housing Units	11,234	11,391	11,571
Renter Occupied Housing Units	15,870	16,959	17,605
Median Age	34.5	36.0	36.9

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.54%	0.49%	0.83%
Households	0.58%	0.44%	0.79%
Families	0.38%	0.32%	0.71%
Owner HHs	0.31%	0.18%	0.72%
Median Household Income	0.13%	2.10%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	5,245	18.5%	5,667	19.4%
\$15,000 - \$24,999	3,747	13.2%	3,757	12.9%
\$25,000 - \$34,999	3,384	11.9%	3,391	11.6%
\$35,000 - \$49,999	4,053	14.3%	3,862	13.2%
\$50,000 - \$74,999	4,784	16.9%	4,259	14.6%
\$75,000 - \$99,999	2,926	10.3%	2,979	10.2%
\$100,000 - \$149,999	2,807	9.9%	3,420	11.7%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$150,000 - \$199,999	886	3.1%	1,179	4.0%
\$200,000+	518	1.8%	661	2.3%
Median Household Income	\$40,486		\$40,741	
Average Household Income	\$56,942		\$62,994	
Per Capita Income	\$25,570		\$28,163	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	3,682	5.8%	3,592	5.4%	3,722	5.5%
5 - 9	3,467	5.5%	3,346	5.1%	3,347	4.9%
10 - 14	3,226	5.1%	3,211	4.9%	3,202	4.7%
15 - 19	5,478	8.7%	5,214	7.9%	5,197	7.6%
20 - 24	6,825	10.8%	7,068	10.7%	6,889	10.1%
25 - 34	9,348	14.8%	9,857	14.9%	10,032	14.8%
35 - 44	7,438	11.8%	7,606	11.5%	8,058	11.9%
45 - 54	8,293	13.1%	7,736	11.7%	7,347	10.8%
55 - 64	7,067	11.2%	7,969	12.1%	8,009	11.8%
65 - 74	4,008	6.3%	5,829	8.8%	6,768	10.0%
75 - 84	2,873	4.5%	3,021	4.6%	3,725	5.5%
85+	1,440	2.3%	1,681	2.5%	1,652	2.4%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	50,862	80.5%	51,096	77.3%	50,661	74.6%
Black Alone	6,960	11.0%	8,187	12.4%	9,188	13.5%
American Indian Alone	175	0.3%	218	0.3%	251	0.4%
Asian Alone	1,773	2.8%	2,347	3.5%	2,788	4.1%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Pacific Islander Alone	14	0.0%	16	0.0%	17	0.0%
Some Other Race Alone	1,189	1.9%	1,579	2.4%	1,889	2.8%
Two or More Races	2,172	3.4%	2,685	4.1%	3,155	4.6%
Hispanic Origin (Any Race)	3,635	5.8%	5,045	7.6%	6,318	9.3%

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DRIVETIME: 10 MINUTES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	66,128
2017 Households	28,349
2017 Median Disposable Income	\$32,566
2017 Per Capita Income	\$25,570

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	1,946
Total Employees	33,856
Total Residential Population	28,349
Employee/Residential Population Ratio	1.19

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	\$780,722,986	\$504,352,144	\$276,370,842	^ 21.5	399
Total Retail Trade	44-45	\$704,256,655	\$430,183,088	\$274,073,567	^ 24.2	241
Total Food & Drink	722	\$76,466,331	\$74,169,056	\$2,297,275	^ 1.5	157

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$143,820,863	\$31,761,253	\$112,059,610	^ 63.8	25
Automobile Dealers	4411	\$121,822,475	\$20,323,003	\$101,499,472	^ 71.4	16
Other Motor Vehicle Dealers	4412	\$10,530,894	\$298,090	\$10,232,804	^ 94.5	0
Auto Parts, Accessories & Tire Stores	4413	\$11,467,494	\$11,140,160	\$327,334	^ 1.4	8
Furniture & Home Furnishings Stores	442	\$25,246,825	\$26,192,070	-\$945,245	v -1.8	10
Furniture Stores	4421	\$13,414,100	\$3,823,845	\$9,590,255	^ 55.6	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$11,832,725	\$22,368,225	-\$10,535,500	▼ -30.8	7
Electronics & Appliance Stores	443	\$26,079,413	\$12,867,443	\$13,211,970	▲ 33.9	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$39,182,788	\$29,443,052	\$9,739,736	▲ 14.2	17
Bldg Material & Supplies Dealers	4441	\$35,903,974	\$29,356,658	\$6,547,316	▲ 10.0	16
Lawn & Garden Equip & Supply Stores	4442	\$3,278,814	\$86,394	\$3,192,420	▲ 94.9	0
Food & Beverage Stores	445	\$126,647,064	\$172,378,331	-\$45,731,267	▼ -15.3	52
Grocery Stores	4451	\$108,170,349	\$161,405,337	-\$53,234,988	▼ -19.7	39
Specialty Food Stores	4452	\$8,452,845	\$3,856,373	\$4,596,472	▲ 37.3	7
Beer, Wine & Liquor Stores	4453	\$10,023,871	\$7,116,621	\$2,907,250	▲ 17.0	6
Health & Personal Care Stores	446,4461	\$60,343,615	\$72,515,833	-\$12,172,218	▼ -9.2	22
Gasoline Stations	447,4471	\$72,960,401	\$33,507,011	\$39,453,390	▲ 37.1	12
Clothing & Clothing Accessories Stores	448	\$57,182,692	\$9,318,076	\$47,864,616	▲ 72.0	23
Clothing Stores	4481	\$40,754,333	\$7,330,979	\$33,423,354	▲ 69.5	19
Shoe Stores	4482	\$6,655,217	\$952,872	\$5,702,345	▲ 75.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$9,773,143	\$1,034,225	\$8,738,918	▲ 80.9	2
Sporting Goods, Hobby, Book & Music Stores	451	\$20,452,488	\$5,239,215	\$15,213,273	▲ 59.2	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,061,740	\$3,770,841	\$13,290,899	▲ 63.8	11
Book, Periodical & Music Stores	4512	\$3,390,748	\$1,468,374	\$1,922,374	▲ 39.6	7
General Merchandise Stores	452	\$84,709,510	\$24,408,000	\$60,301,510	▲ 55.3	11
Department Stores Excluding Leased Depts.	4521	\$52,140,405	\$4,759,057	\$47,381,348	▲ 83.3	1
Other General Merchandise Stores	4529	\$32,569,105	\$19,648,943	\$12,920,162	▲ 24.7	10
Miscellaneous Store Retailers	453	\$26,668,613	\$10,557,563	\$16,111,050	▲ 43.3	39
Florists	4531	\$2,111,225	\$1,451,461	\$659,764	▲ 18.5	6
Office Supplies, Stationery & Gift Stores	4532	\$8,091,628	\$1,581,671	\$6,509,957	▲ 67.3	9
Used Merchandise Stores	4533	\$3,505,961	\$2,073,008	\$1,432,953	▲ 25.7	8
Other Miscellaneous Store Retailers	4539	\$12,959,799	\$5,451,423	\$7,508,376	▲ 40.8	16
Nonstore Retailers	454	\$20,962,381	\$1,995,240	\$18,967,141	▲ 82.6	3
Electronic Shopping & Mail-Order Houses	4541	\$17,884,614	\$1,592,505	\$16,292,109	▲ 83.6	1
Vending Machine Operators	4542	\$382,057	\$352,613	\$29,444	▲ 4.0	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$2,695,711	\$50,122	\$2,645,589	^ 96.3	0
Food Services & Drinking Places	722	\$76,466,331	\$74,169,056	\$2,297,275	^ 1.5	157
Special Food Services	7223	\$3,321,418	\$8,478,354	-\$5,156,936	v -43.7	4
Drinking Places - Alcoholic Beverages	7224	\$4,368,909	\$4,893,455	-\$524,546	v -5.7	12
Restaurants/Other Eating Places	7225	\$68,776,004	\$60,797,248	\$7,978,756	^ 6.2	141

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