

NATHAN & ASSOCIATES, INC.  
EXCLUSIVELY PRESENTS

# VILLAGES AT CASA GRANDE

## CASA GRANDE, ARIZONA



NATHAN & ASSOCIATES, INC.  
7600 E. DOUBLETREE RANCH ROAD, SUITE 150  
SCOTTSDALE - ARIZONA - 85258-2156  
OFFICE: 480.367.0700 - FAX: 480.367.8341  
WWW.NATHANANDASSOCIATESINC.COM



# VILLAGES AT CASA GRANDE

## CASA GRANDE, ARIZONA

### LOCATION:

Located at the southeast corner of Hennes Road and Earley Road in Casa Grande, Arizona.

### SIZE:

- 320 Total Acres – *Expired Plat and PAD*
- 58 Lots – 55' x 120' (Preliminary Plat)
- 173 Lots – 60' x 120' (Preliminary Plat)
- 224 Lots – 65' x 120' (Preliminary Plat)
- 99 Lots – 70' x 125' (Preliminary Plat)
- 12.78 Acres – Medium Density 102 Units
- 16.64 Acres – High Density 232 Units

### ZONING:

PAD | City of Casa Grande

### PRICE:

Submit

### TERMS:

Cash

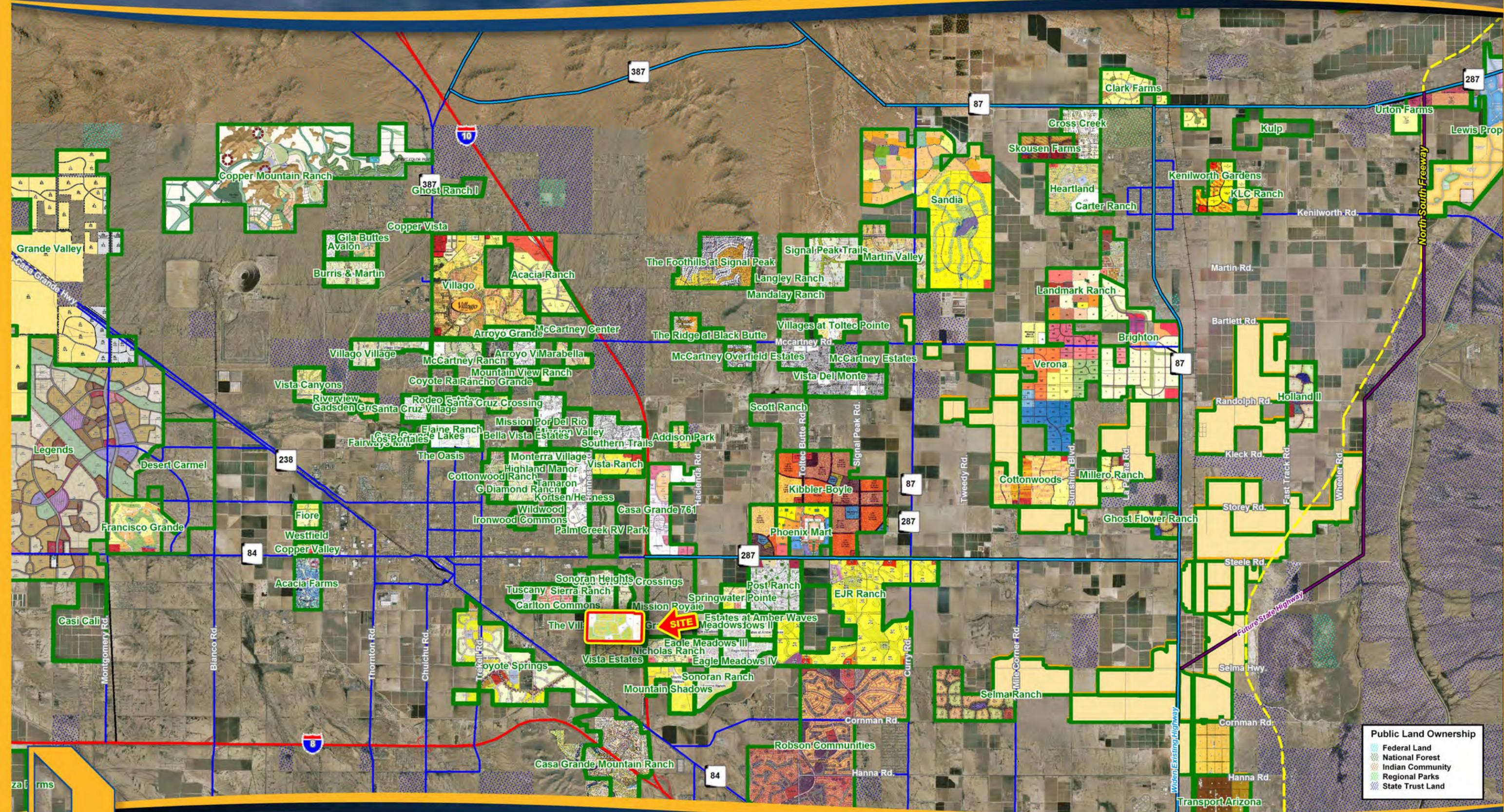
### COMMENTS:

Property is south of Florence Boulevard and fronts Interstate 10. This well laid out master plan is near shopping and medical areas. Close proximity to the new [PhoenixMart](#) under construction with access across freeway on Earley as well.

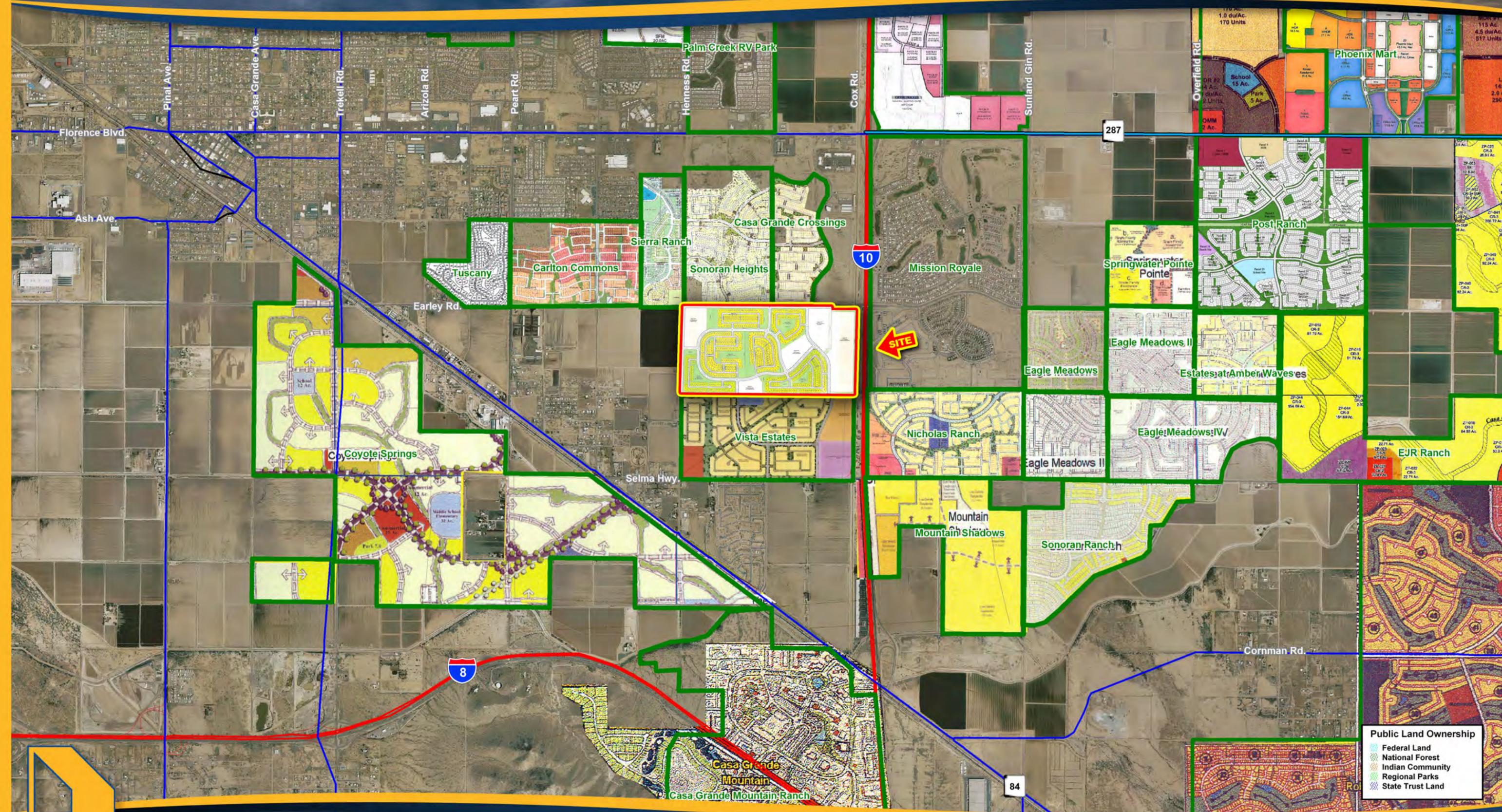
### DOWNLOADABLE DOUCUMENTS: [\(Please click to view\)](#)

- ALTA
- Conceptual Renderings
- Planned Area Development (PAD)
- Preliminary On-Site Drainage Exhibit
- Preliminary Plat
- Site Demographics and Traffic Counts

# PINAL COUNTY SUBMARKET

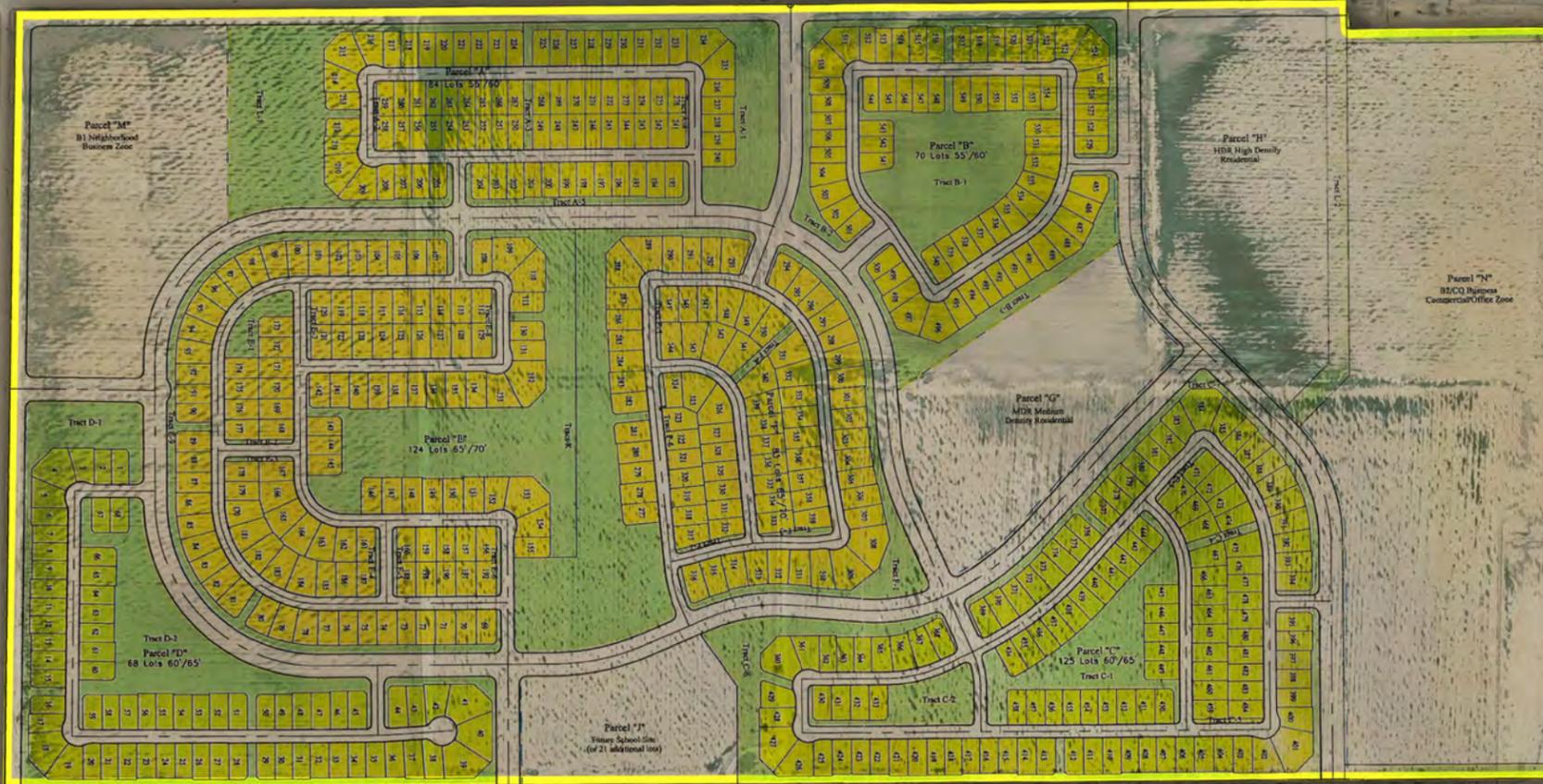


# VILLAGES AT CASA GRANDE



# VILLAGES AT CASA GRANDE

Earley Rd.

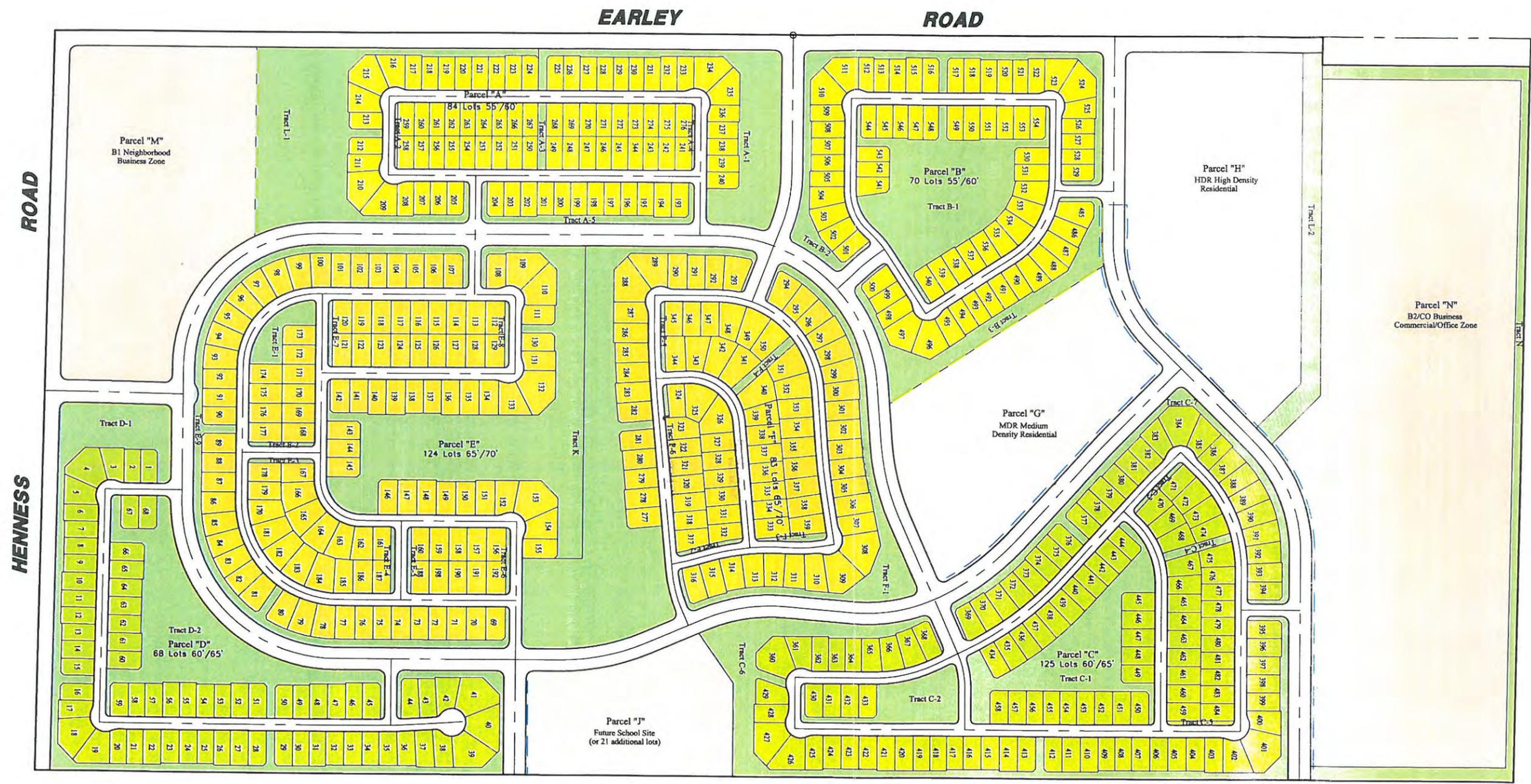


MISSION ROYALE

Hennessy Rd.



Google™



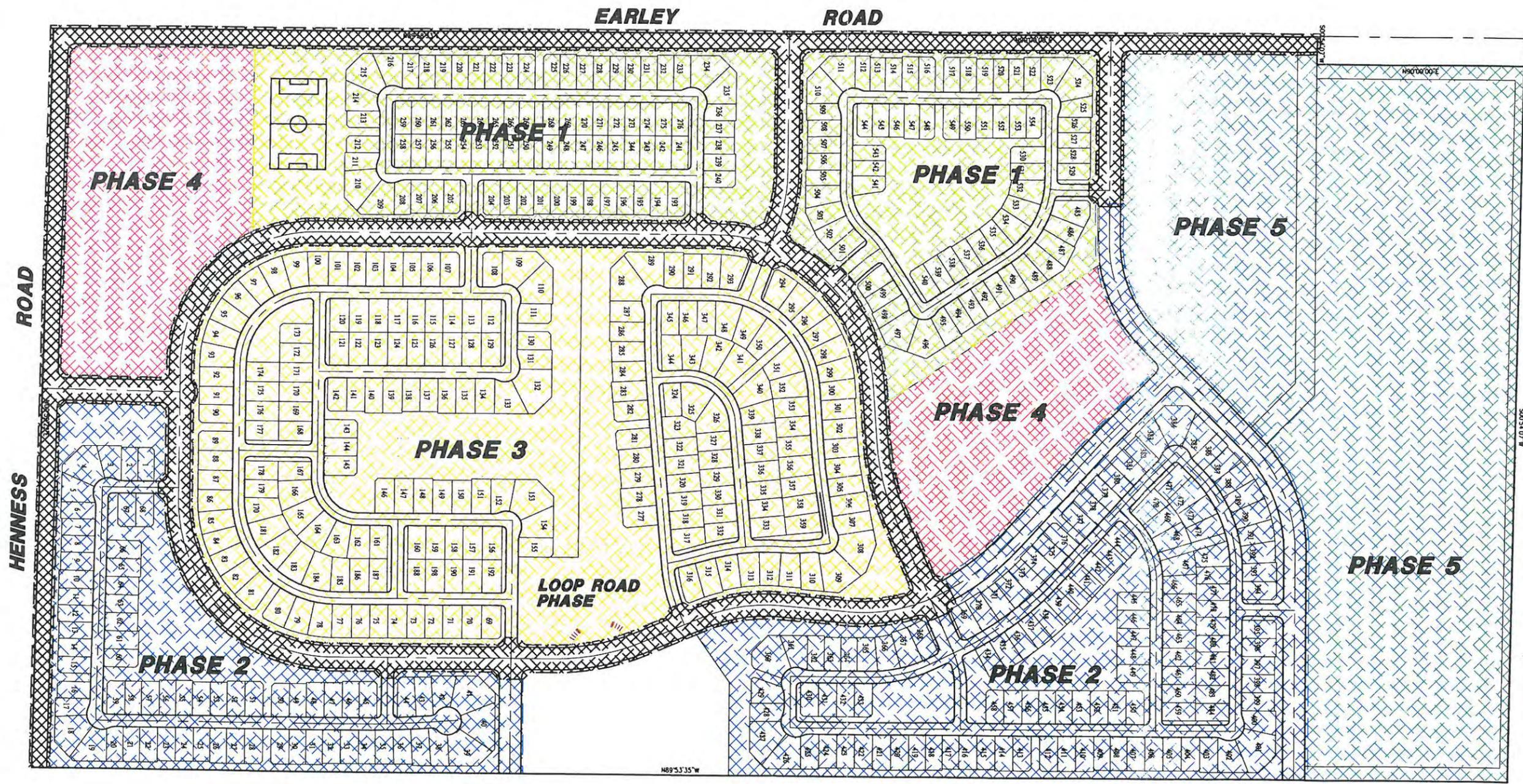
The Keith Companies **TKC**  
 7373 E. Doubletree Ranch Rd. Suite B-155  
 Scottsdale, AZ 85258 (480) 998-4700

DESIGNED BY:	M.P.S.
DRAFTED BY:	M.P.S.
CHECKED BY:	P.J.G.
DATE:	4/25/05

PREPARED FOR:  
**The Villages At Casa Grande**

**Conceptual Plan**

SHEET 1  
 OF 1



 INITIAL PHASING FOR BACKBONE INFRASTRUCTURE TO SERVE ENTIRE PROJECT

The Keith Companies **TKC**  
 7373 E. Doubletree Ranch Rd. Suite B-155  
 Scottsdale, AZ 85258 (480) 998-4700

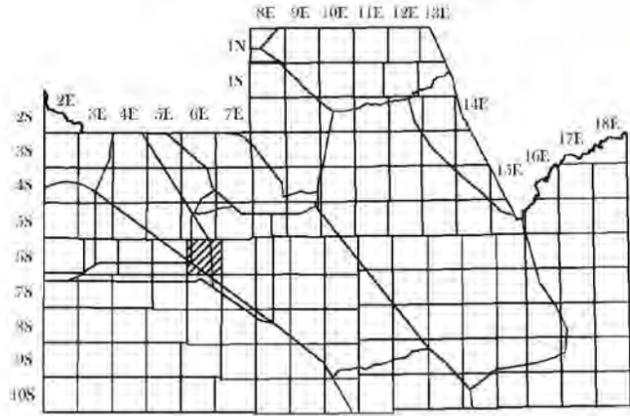
DESIGNED BY:	S.B.T.
DRAFTED BY:	M.P.S.
CHECKED BY:	P.J.G.
DATE:	4/25/05

PREPARED FOR:  
**The Villages At Casa Grande**

**Development Phasing Plan**

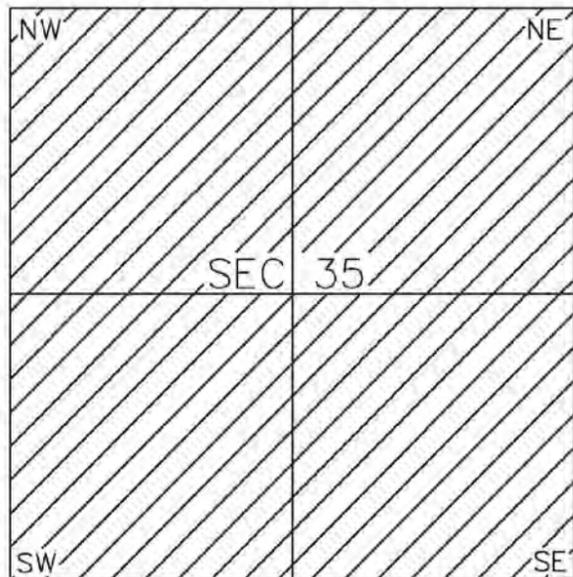
SHEET 1  
 OF 1

LOCATION MAP

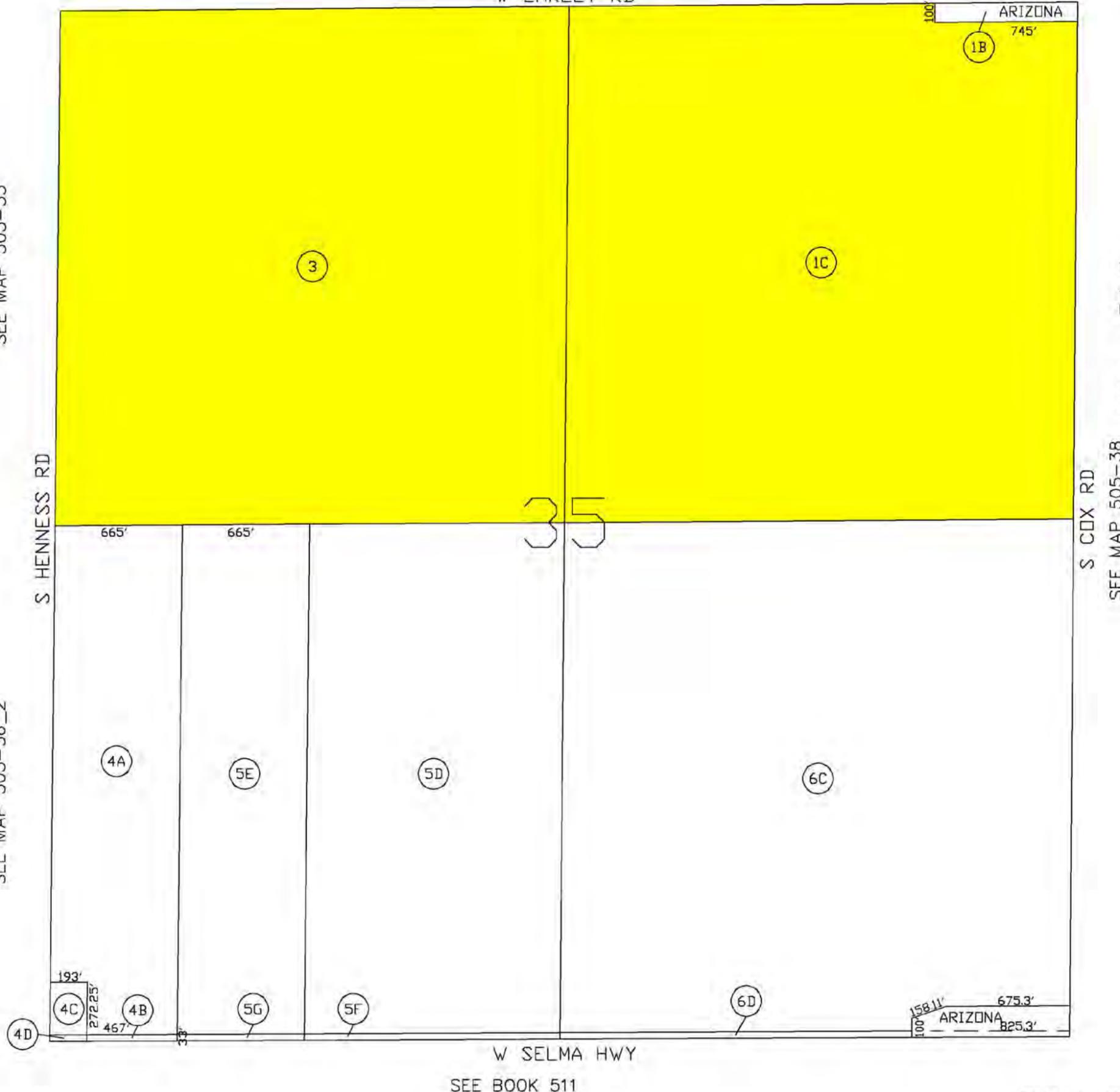


SEE MAP 505-35

VICINITY MAP



SEE MAP 505-36\_2



AREA CODE  
0424  
0428

SPECIAL DISTRICTS  
16601  
00000

THIS MAP IS FOR TAX PURPOSES ONLY.  
THIS OFFICE WILL NOT ASSUME LIABILITY FOR REPRESENTATION, MEASUREMENTS OR ACREAGE.

THE ORIGINAL PLAT OF THIS SUBDIVISION IS ON FILE WITH THE PINAL COUNTY RECORDERS OFFICE, FOR COMPLETE INFORMATION OF PLAT AND CC&R's CALL (520) 866-7100.

SEE MAP 505-38



SCALE: 1" = 600'

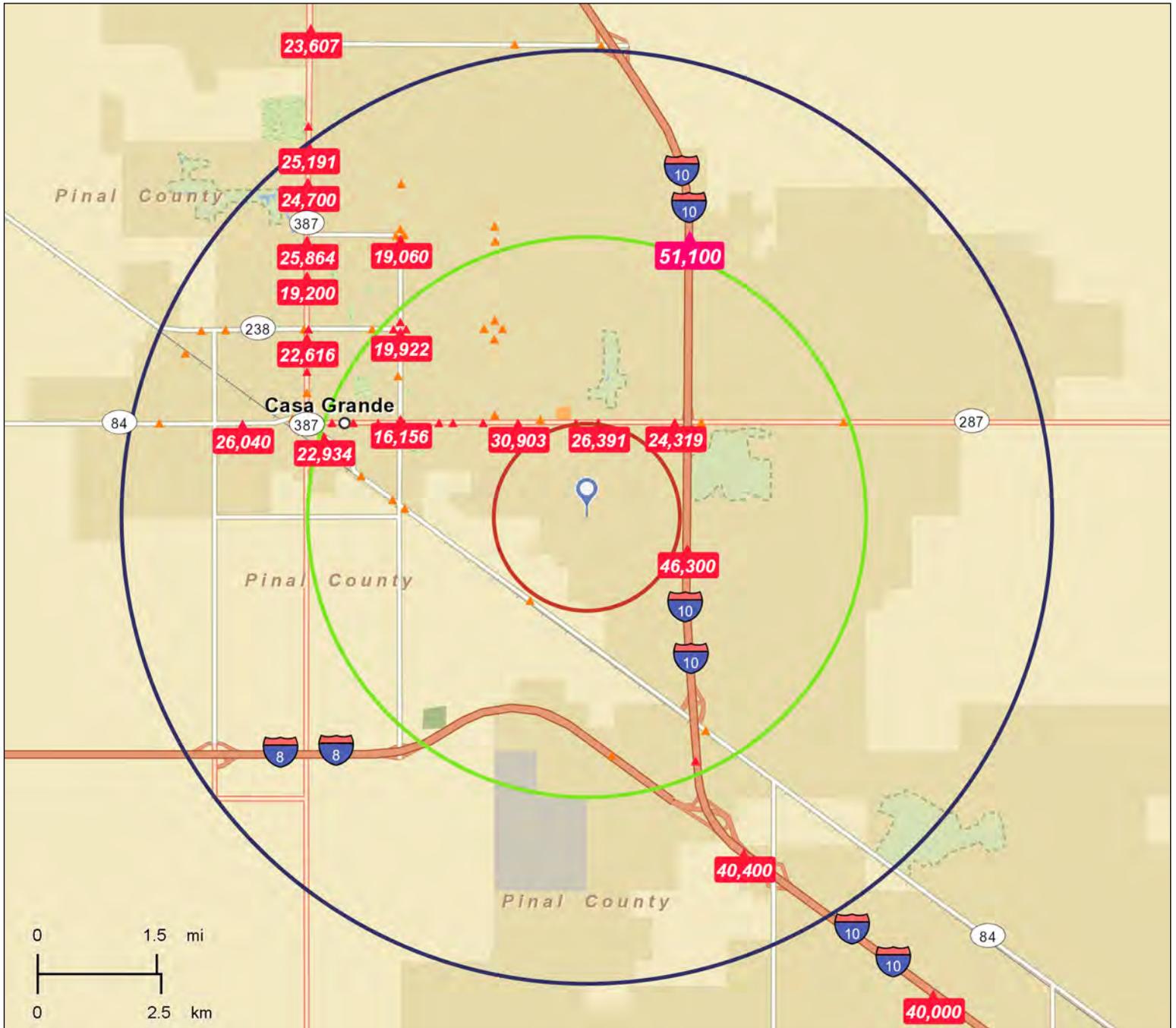
5-11-2007  
UPDATED BY: TH

# Traffic Count Map

Villages at Casa Grande  
 1604 S Hennes Rd, Casa Grande, Arizona, 85122  
 Ring: 1, 3, 5 Miles

Prepared by Nathan and Associates, Inc.

Latitude: 32.8649  
 Longitude: -111.70554



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2012 Market Planning Solutions, Inc.

March 31, 2015

Made with Esri Business Analyst

# Traffic Count Profile

Villages at Casa Grande  
 1604 S Henness Rd, Casa Grande, Arizona, 85122  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 32.86490  
 Longitude: -111.70554

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.52	S Arizola Rd	Early Rd (0.14 miles N)	1986	201
0.90	Early Rd	S Noble St (0.09 miles E)	1990	331
0.91	S Arizola Rd	Chacon Dr (0.02 miles N)	1990	615
1.02	E Florence Blvd	N Via del Cielo Rd (0.01 miles W)	2007	25,313
1.02	E Florence Blvd	County Rd (0.10 miles W)	2007	26,391
1.05	County Rd	N Salk Dr (0.03 miles N)	2007	5,896
1.05	W Selma Hwy	S Sherman St (0.12 miles E)	1991	988
1.07	N Arizola Rd	E Florence Blvd (0.06 miles N)	2007	5,774
1.08	E Main St	W Thomas St (0.06 miles NW)	2007	11,278
1.13	I- 10	Early Rd (0.34 miles N)	2007	46,300
1.16	N Arizola Rd	E Florence Blvd (0.04 miles S)	2007	9,614
1.22	S Peart Rd	W Main Ave (0.03 miles N)	1987	934
1.23	N Cam Mercado	E Florence Blvd (0.05 miles N)	1999	44
1.25	E Florence Blvd	Fiesta Blvd (0.14 miles W)	2007	30,903
1.29	N Cam del Norte	E Florence Blvd (0.06 miles N)	1999	375
1.31	N Peart Rd	E Florence Blvd (0.17 miles N)	2007	7,622
1.37	S Peart Rd	W Selma Hwy (0.08 miles S)	1987	295
1.39	E Florence Blvd	N Cox Rd (0.06 miles E)	2007	24,319
1.41		(0.00 miles )	2007	6,987
1.47		(0.00 miles )	2007	4,591
1.47	N Peart Rd	E Florence Blvd (0.08 miles S)	2007	12,741
1.50	E Florence Blvd	N Peart Rd (0.11 miles E)	2007	29,597
1.51		(0.00 miles )	2007	5,807
1.54	S Peart Rd	W Selma Hwy (0.16 miles N)	1987	241
1.56		(0.00 miles )	2007	4,742
1.59	Casa Grande la Palma Hwy	I- 10 (0.14 miles W)	2007	8,546
1.60	N Peart Rd	E 9th St (0.06 miles S)	1999	7,093
1.76	E Florence Blvd	N Colorado St (0.06 miles W)	2007	38,509
1.76	N Colorado St	E Florence Blvd (0.08 miles N)	2007	1,937
1.79	E McMurray Blvd	N Peart Rd (0.03 miles W)	2007	6,870

**Data Note:**The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2013 to 1963. Just over 68% of the counts were taken between 2001 and 2013 and 86% of the counts were taken in 1997 or later. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

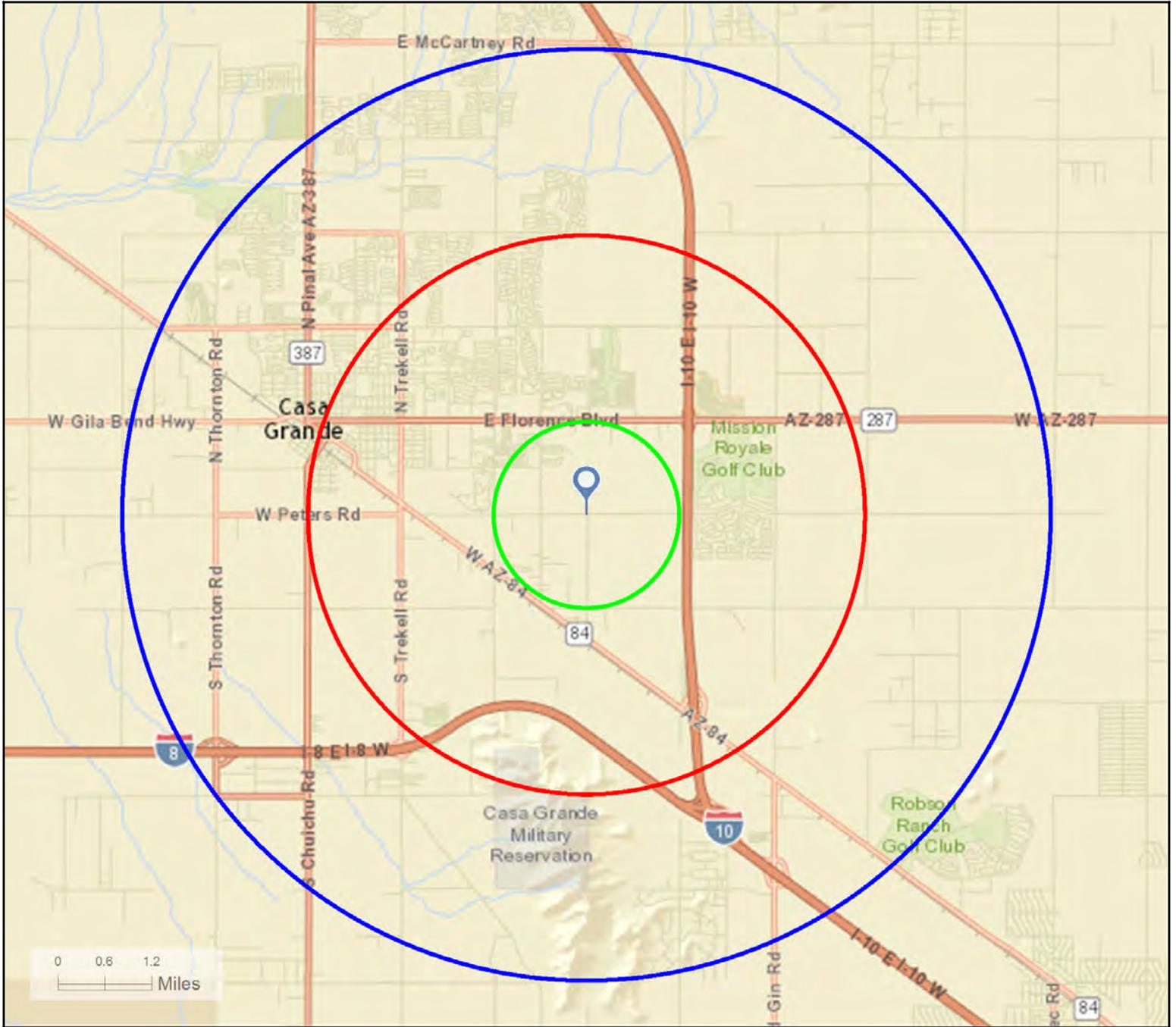
**Source:** ©2013 MPSI Systems Inc. d.b.a. DataMetrix®

# Site Map

Villages at Casa Grande  
1604 S Hennessey Rd, Casa Grande, Arizona, 85122  
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 32.86490  
Longitude: -111.70554



# Executive Summary

Villages at Casa Grande  
 1604 S Hennes Rd, Casa Grande, Arizona, 85122  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 32.86490  
 Longitude: -111.70554

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	1,378	12,121	27,721
2010 Population	1,090	20,566	44,651
2014 Population	1,067	21,740	46,275
2019 Population	1,039	23,621	50,128
2000-2010 Annual Rate	-2.32%	5.43%	4.88%
2010-2014 Annual Rate	-0.50%	1.31%	0.84%
2014-2019 Annual Rate	-0.53%	1.67%	1.61%
2014 Male Population	51.7%	48.6%	48.4%
2014 Female Population	48.4%	51.4%	51.6%
2014 Median Age	42.1	41.5	37.5

In the identified area, the current year population is 46,275. In 2010, the Census count in the area was 44,651. The rate of change since 2010 was 0.84% annually. The five-year projection for the population in the area is 50,128 representing a change of 1.61% annually from 2014 to 2019. Currently, the population is 48.4% male and 51.6% female.

### Median Age

The median age in this area is 42.1, compared to U.S. median age of 37.7.

### Race and Ethnicity

2014 White Alone	67.6%	67.5%	65.8%
2014 Black Alone	2.6%	4.2%	4.3%
2014 American Indian/Alaska Native Alone	3.8%	5.1%	5.4%
2014 Asian Alone	1.5%	1.7%	1.6%
2014 Pacific Islander Alone	0.5%	0.2%	0.2%
2014 Other Race	19.0%	16.2%	17.3%
2014 Two or More Races	5.0%	5.0%	5.4%
2014 Hispanic Origin (Any Race)	51.0%	38.4%	40.3%

Persons of Hispanic origin represent 40.3% of the population in the identified area compared to 17.5% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 77.3 in the identified area, compared to 62.6 for the U.S. as a whole.

### Households

2000 Households	426	4,253	9,809
2010 Households	359	7,876	16,417
2014 Total Households	352	8,324	17,010
2019 Total Households	341	8,990	18,278
2000-2010 Annual Rate	-1.70%	6.36%	5.29%
2010-2014 Annual Rate	-0.46%	1.31%	0.84%
2014-2019 Annual Rate	-0.63%	1.55%	1.45%
2014 Average Household Size	2.97	2.59	2.70

The household count in this area has changed from 16,417 in 2010 to 17,010 in the current year, a change of 0.84% annually. The five-year projection of households is 18,278, a change of 1.45% annually from the current year total. Average household size is currently 2.70, compared to 2.70 in the year 2010. The number of families in the current year is 11,978 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

# Executive Summary

Villages at Casa Grande  
 1604 S Hennes Rd, Casa Grande, Arizona, 85122  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 32.86490  
 Longitude: -111.70554

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2014 Median Household Income	\$51,145	\$45,272	\$43,180
2019 Median Household Income	\$56,841	\$52,581	\$50,801
2014-2019 Annual Rate	2.13%	3.04%	3.30%
<b>Average Household Income</b>			
2014 Average Household Income	\$57,748	\$56,288	\$54,803
2019 Average Household Income	\$67,288	\$63,611	\$62,062
2014-2019 Annual Rate	3.11%	2.48%	2.52%
<b>Per Capita Income</b>			
2014 Per Capita Income	\$21,209	\$21,589	\$20,242
2019 Per Capita Income	\$24,749	\$24,269	\$22,729
2014-2019 Annual Rate	3.14%	2.37%	2.34%

Current median household income is \$43,180 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$50,801 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$54,803 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$62,062 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$20,242 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$22,729 in five years, compared to \$32,168 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	407	5,219	12,151
2000 Owner Occupied Housing Units	312	2,784	6,401
2000 Renter Occupied Housing Units	114	1,469	3,408
2000 Vacant Housing Units	-19	966	2,342
2010 Total Housing Units	419	10,448	21,156
2010 Owner Occupied Housing Units	255	5,261	10,880
2010 Renter Occupied Housing Units	104	2,615	5,537
2010 Vacant Housing Units	60	2,572	4,739
2014 Total Housing Units	421	11,082	22,058
2014 Owner Occupied Housing Units	237	5,335	10,796
2014 Renter Occupied Housing Units	115	2,989	6,213
2014 Vacant Housing Units	69	2,758	5,048
2019 Total Housing Units	421	12,222	24,223
2019 Owner Occupied Housing Units	229	5,816	11,659
2019 Renter Occupied Housing Units	111	3,174	6,620
2019 Vacant Housing Units	80	3,232	5,945

Currently, 48.9% of the 22,058 housing units in the area are owner occupied; 28.2%, renter occupied; and 22.9% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.6% are vacant. In 2010, there were 21,156 housing units in the area - 51.4% owner occupied, 26.2% renter occupied, and 22.4% vacant. The annual rate of change in housing units since 2010 is 1.87%. Median home value in the area is \$112,030, compared to a median home value of \$190,791 for the U.S. In five years, median value is projected to change by 6.65% annually to \$154,565.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

# Market Profile

Villages at Casa Grande  
 1604 S Henness Rd, Casa Grande, Arizona, 85122  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 32.86490  
 Longitude: -111.70554

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,378	12,121	27,721
2010 Total Population	1,090	20,566	44,651
2014 Total Population	1,067	21,740	46,275
2014 Group Quarters	23	159	321
2019 Total Population	1,039	23,621	50,128
2014-2019 Annual Rate	-0.53%	1.67%	1.61%
<b>Household Summary</b>			
2000 Households	426	4,253	9,809
2000 Average Household Size	3.19	2.81	2.80
2010 Households	359	7,876	16,417
2010 Average Household Size	2.97	2.59	2.70
2014 Households	352	8,324	17,010
2014 Average Household Size	2.97	2.59	2.70
2019 Households	341	8,990	18,278
2019 Average Household Size	2.98	2.61	2.72
2014-2019 Annual Rate	-0.63%	1.55%	1.45%
2010 Families	260	5,533	11,641
2010 Average Family Size	3.38	3.05	3.16
2014 Families	253	5,817	11,978
2014 Average Family Size	3.38	3.06	3.17
2019 Families	244	6,289	12,862
2019 Average Family Size	3.40	3.07	3.19
2014-2019 Annual Rate	-0.72%	1.57%	1.43%
<b>Housing Unit Summary</b>			
2000 Housing Units	407	5,219	12,151
Owner Occupied Housing Units	76.7%	53.3%	52.7%
Renter Occupied Housing Units	28.0%	28.1%	28.0%
Vacant Housing Units	-4.7%	18.5%	19.3%
2010 Housing Units	419	10,448	21,156
Owner Occupied Housing Units	60.9%	50.4%	51.4%
Renter Occupied Housing Units	24.8%	25.0%	26.2%
Vacant Housing Units	14.3%	24.6%	22.4%
2014 Housing Units	421	11,082	22,058
Owner Occupied Housing Units	56.3%	48.1%	48.9%
Renter Occupied Housing Units	27.3%	27.0%	28.2%
Vacant Housing Units	16.4%	24.9%	22.9%
2019 Housing Units	421	12,222	24,223
Owner Occupied Housing Units	54.4%	47.6%	48.1%
Renter Occupied Housing Units	26.4%	26.0%	27.3%
Vacant Housing Units	19.0%	26.4%	24.5%
<b>Median Household Income</b>			
2014	\$51,145	\$45,272	\$43,180
2019	\$56,841	\$52,581	\$50,801
<b>Median Home Value</b>			
2014	\$87,821	\$117,857	\$112,030
2019	\$118,878	\$165,590	\$154,565
<b>Per Capita Income</b>			
2014	\$21,209	\$21,589	\$20,242
2019	\$24,749	\$24,269	\$22,729
<b>Median Age</b>			
2010	40.7	40.4	36.6
2014	42.1	41.5	37.5
2019	43.1	42.3	37.9

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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 1604 S Henness Rd, Casa Grande, Arizona, 85122  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 32.86490  
 Longitude: -111.70554

	1 mile	3 miles	5 miles
<b>2014 Households by Income</b>			
Household Income Base	352	8,324	17,010
<\$15,000	11.4%	14.1%	13.8%
\$15,000 - \$24,999	9.4%	10.9%	12.6%
\$25,000 - \$34,999	13.6%	13.7%	13.5%
\$35,000 - \$49,999	13.6%	15.1%	16.2%
\$50,000 - \$74,999	26.1%	22.1%	20.9%
\$75,000 - \$99,999	17.6%	14.9%	14.2%
\$100,000 - \$149,999	4.5%	6.5%	6.2%
\$150,000 - \$199,999	1.7%	1.3%	1.4%
\$200,000+	2.0%	1.4%	1.2%
Average Household Income	\$57,748	\$56,288	\$54,803
<b>2019 Households by Income</b>			
Household Income Base	341	8,990	18,278
<\$15,000	10.3%	12.6%	12.6%
\$15,000 - \$24,999	6.5%	8.1%	9.4%
\$25,000 - \$34,999	10.6%	11.4%	11.1%
\$35,000 - \$49,999	12.9%	14.6%	15.9%
\$50,000 - \$74,999	25.2%	21.5%	20.5%
\$75,000 - \$99,999	21.7%	18.4%	17.6%
\$100,000 - \$149,999	6.5%	9.3%	8.9%
\$150,000 - \$199,999	2.3%	1.9%	2.2%
\$200,000+	3.5%	2.2%	1.9%
Average Household Income	\$67,288	\$63,611	\$62,062
<b>2014 Owner Occupied Housing Units by Value</b>			
Total	237	5,335	10,796
<\$50,000	12.7%	8.5%	10.3%
\$50,000 - \$99,999	49.4%	29.9%	32.3%
\$100,000 - \$149,999	24.1%	32.3%	31.0%
\$150,000 - \$199,999	10.1%	15.7%	13.2%
\$200,000 - \$249,999	1.3%	6.2%	5.1%
\$250,000 - \$299,999	0.4%	2.9%	2.6%
\$300,000 - \$399,999	0.4%	1.4%	1.6%
\$400,000 - \$499,999	0.0%	0.3%	0.4%
\$500,000 - \$749,999	0.0%	0.4%	0.7%
\$750,000 - \$999,999	0.8%	0.2%	0.1%
\$1,000,000 +	0.8%	2.2%	2.7%
Average Home Value	\$111,392	\$151,711	\$154,399
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	229	5,816	11,659
<\$50,000	8.7%	5.2%	6.1%
\$50,000 - \$99,999	32.8%	16.7%	18.3%
\$100,000 - \$149,999	21.4%	21.0%	23.6%
\$150,000 - \$199,999	19.7%	22.9%	21.5%
\$200,000 - \$249,999	4.4%	15.2%	12.1%
\$250,000 - \$299,999	1.7%	7.9%	6.2%
\$300,000 - \$399,999	1.3%	3.8%	4.0%
\$400,000 - \$499,999	2.2%	2.6%	2.7%
\$500,000 - \$749,999	3.5%	1.3%	1.1%
\$750,000 - \$999,999	2.6%	1.0%	0.9%
\$1,000,000 +	0.9%	2.6%	3.4%
Average Home Value	\$174,119	\$209,457	\$210,211

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

# Market Profile

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 1604 S Henness Rd, Casa Grande, Arizona, 85122  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 32.86490  
 Longitude: -111.70554

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	1,088	20,567	44,653
0 - 4	7.4%	6.8%	7.7%
5 - 9	6.8%	7.4%	7.9%
10 - 14	7.3%	7.3%	7.5%
15 - 24	13.4%	11.9%	13.0%
25 - 34	9.3%	10.7%	12.0%
35 - 44	11.5%	10.7%	11.3%
45 - 54	14.0%	11.6%	11.6%
55 - 64	14.9%	14.1%	12.4%
65 - 74	9.2%	12.2%	10.1%
75 - 84	5.4%	5.7%	5.0%
85 +	1.1%	1.6%	1.5%
18 +	74.4%	74.4%	72.6%
<b>2014 Population by Age</b>			
Total	1,067	21,741	46,275
0 - 4	7.0%	6.6%	7.5%
5 - 9	6.3%	6.6%	7.3%
10 - 14	6.8%	6.9%	7.3%
15 - 24	13.1%	12.4%	13.2%
25 - 34	9.3%	10.9%	12.0%
35 - 44	11.2%	10.3%	11.1%
45 - 54	13.3%	11.0%	11.0%
55 - 64	14.8%	13.7%	12.3%
65 - 74	10.7%	13.4%	11.2%
75 - 84	6.2%	6.4%	5.5%
85 +	1.3%	1.8%	1.7%
18 +	76.0%	76.0%	74.0%
<b>2019 Population by Age</b>			
Total	1,039	23,623	50,128
0 - 4	7.0%	6.7%	7.6%
5 - 9	6.0%	6.2%	7.0%
10 - 14	6.6%	6.4%	6.9%
15 - 24	12.3%	11.6%	12.3%
25 - 34	9.5%	11.4%	12.8%
35 - 44	10.8%	10.3%	11.1%
45 - 54	12.3%	10.3%	10.2%
55 - 64	15.4%	13.3%	11.9%
65 - 74	11.8%	14.2%	12.0%
75 - 84	6.6%	7.5%	6.3%
85 +	1.5%	2.1%	1.9%
18 +	76.6%	77.0%	74.6%
<b>2010 Population by Sex</b>			
Males	566	9,984	21,600
Females	524	10,582	23,051
<b>2014 Population by Sex</b>			
Males	552	10,568	22,420
Females	516	11,172	23,855
<b>2019 Population by Sex</b>			
Males	535	11,525	24,399
Females	504	12,096	25,729

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

# Market Profile

Villages at Casa Grande  
 1604 S Henness Rd, Casa Grande, Arizona, 85122  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 32.86490  
 Longitude: -111.70554

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	1,091	20,565	44,651
White Alone	68.3%	67.9%	66.3%
Black Alone	2.7%	4.4%	4.5%
American Indian Alone	3.4%	4.6%	4.8%
Asian Alone	1.6%	1.8%	1.7%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	18.8%	16.2%	17.3%
Two or More Races	4.9%	4.9%	5.2%
Hispanic Origin	50.6%	38.5%	40.3%
Diversity Index	76.5	75.5	76.9
<b>2014 Population by Race/Ethnicity</b>			
Total	1,067	21,741	46,275
White Alone	67.6%	67.5%	65.8%
Black Alone	2.6%	4.2%	4.3%
American Indian Alone	3.8%	5.1%	5.4%
Asian Alone	1.5%	1.7%	1.6%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	19.0%	16.2%	17.3%
Two or More Races	5.0%	5.0%	5.4%
Hispanic Origin	51.0%	38.4%	40.3%
Diversity Index	77.0	75.7	77.3
<b>2019 Population by Race/Ethnicity</b>			
Total	1,039	23,621	50,128
White Alone	66.6%	66.6%	64.9%
Black Alone	2.5%	4.1%	4.1%
American Indian Alone	4.5%	5.9%	6.2%
Asian Alone	1.3%	1.7%	1.6%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	19.5%	16.4%	17.5%
Two or More Races	5.0%	5.1%	5.5%
Hispanic Origin	52.6%	39.2%	41.3%
Diversity Index	77.6	76.5	78.0
<b>2010 Population by Relationship and Household Type</b>			
Total	1,090	20,566	44,651
In Households	98.0%	99.3%	99.3%
In Family Households	84.9%	85.3%	85.9%
Householder	25.6%	26.8%	26.0%
Spouse	17.4%	19.6%	18.4%
Child	33.1%	31.2%	33.1%
Other relative	4.7%	4.6%	4.9%
Nonrelative	4.1%	3.2%	3.4%
In Nonfamily Households	13.1%	14.0%	13.5%
In Group Quarters	2.0%	0.7%	0.7%
Institutionalized Population	0.1%	0.2%	0.1%
Noninstitutionalized Population	2.0%	0.5%	0.6%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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<b>2014 Population 25+ by Educational Attainment</b>			
Total	713	14,661	29,972
Less than 9th Grade	13.3%	5.6%	6.0%
9th - 12th Grade, No Diploma	12.3%	8.9%	8.6%
High School Graduate	21.5%	23.4%	22.8%
GED/Alternative Credential	2.1%	5.2%	5.7%
Some College, No Degree	27.1%	27.5%	29.4%
Associate Degree	9.1%	9.5%	8.4%
Bachelor's Degree	8.0%	13.6%	12.9%
Graduate/Professional Degree	6.6%	6.3%	6.1%
<b>2014 Population 15+ by Marital Status</b>			
Total	854	17,364	36,083
Never Married	27.5%	24.1%	26.5%
Married	58.0%	57.4%	54.3%
Widowed	4.8%	5.0%	6.0%
Divorced	9.7%	13.6%	13.2%
<b>2014 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	95.8%	89.0%	88.8%
Civilian Unemployed	4.2%	11.0%	11.2%
<b>2014 Employed Population 16+ by Industry</b>			
Total	413	7,643	17,123
Agriculture/Mining	8.7%	2.2%	2.8%
Construction	8.7%	5.4%	5.6%
Manufacturing	1.2%	7.4%	9.5%
Wholesale Trade	0.0%	1.2%	1.9%
Retail Trade	23.2%	11.6%	12.6%
Transportation/Utilities	13.3%	3.2%	4.3%
Information	0.0%	1.5%	1.3%
Finance/Insurance/Real Estate	3.4%	6.8%	5.6%
Services	40.2%	51.9%	48.4%
Public Administration	0.7%	8.8%	8.0%
<b>2014 Employed Population 16+ by Occupation</b>			
Total	413	7,642	17,125
White Collar	66.1%	59.7%	54.5%
Management/Business/Financial	6.8%	11.9%	11.1%
Professional	15.5%	20.9%	18.5%
Sales	24.9%	10.9%	10.7%
Administrative Support	18.9%	15.9%	14.2%
Services	12.3%	22.4%	22.5%
Blue Collar	21.5%	17.9%	23.0%
Farming/Forestry/Fishing	9.9%	0.8%	1.2%
Construction/Extraction	7.5%	3.9%	3.9%
Installation/Maintenance/Repair	1.2%	3.4%	3.0%
Production	1.9%	5.1%	6.0%
Transportation/Material Moving	1.0%	4.7%	9.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	359	7,876	16,416
Households with 1 Person	21.2%	23.9%	23.0%
Households with 2+ People	78.8%	76.1%	77.0%
Family Households	72.4%	70.3%	70.9%
Husband-wife Families	48.2%	51.4%	50.2%
With Related Children	16.7%	17.3%	19.3%
Other Family (No Spouse Present)	24.2%	18.9%	20.7%
Other Family with Male Householder	10.6%	5.9%	6.4%
With Related Children	8.4%	4.1%	4.5%
Other Family with Female Householder	13.6%	13.0%	14.4%
With Related Children	10.0%	9.4%	10.5%
Nonfamily Households	6.4%	5.8%	6.1%
All Households with Children	36.2%	31.3%	34.9%
Multigenerational Households	6.1%	5.5%	5.9%
Unmarried Partner Households	11.1%	8.2%	8.9%
Male-female	10.3%	7.5%	8.3%
Same-sex	0.8%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	360	7,876	16,416
1 Person Household	21.1%	23.9%	23.0%
2 Person Household	33.3%	39.9%	37.1%
3 Person Household	16.4%	12.7%	13.6%
4 Person Household	13.3%	10.7%	12.1%
5 Person Household	9.2%	6.3%	7.1%
6 Person Household	3.3%	3.7%	4.0%
7 + Person Household	3.3%	2.8%	3.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	359	7,876	16,417
Owner Occupied	71.0%	66.8%	66.3%
Owned with a Mortgage/Loan	43.5%	44.2%	44.8%
Owned Free and Clear	27.3%	22.6%	21.5%
Renter Occupied	29.0%	33.2%	33.7%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Down the Road (10D)	Hardscrabble Road (8G)	Hardscrabble Road (8G)
<b>2.</b>	Silver & Gold (9A)	Middleburg (4C)	Up and Coming Families
<b>3.</b>	Top Tier (1A)	Midlife Constants (5E)	Senior Escapes (9D)
<b>2014 Consumer Spending</b>			
Apparel & Services: Total \$	\$408,193	\$9,454,527	\$18,961,194
Average Spent	\$1,159.64	\$1,135.82	\$1,114.71
Spending Potential Index	51	50	49
Computers & Accessories: Total \$	\$70,688	\$1,618,700	\$3,248,201
Average Spent	\$200.82	\$194.46	\$190.96
Spending Potential Index	79	76	75
Education: Total \$	\$345,389	\$8,584,171	\$17,237,819
Average Spent	\$981.22	\$1,031.26	\$1,013.39
Spending Potential Index	66	69	68
Entertainment/Recreation: Total \$	\$937,274	\$21,682,424	\$43,007,960
Average Spent	\$2,662.71	\$2,604.81	\$2,528.39
Spending Potential Index	83	81	78
Food at Home: Total \$	\$1,501,623	\$33,996,197	\$67,704,957
Average Spent	\$4,265.97	\$4,084.12	\$3,980.30
Spending Potential Index	84	80	78
Food Away from Home: Total \$	\$929,950	\$20,669,760	\$41,404,945
Average Spent	\$2,641.90	\$2,483.15	\$2,434.15
Spending Potential Index	82	78	76
Health Care: Total \$	\$1,358,368	\$32,234,362	\$63,074,259
Average Spent	\$3,859.00	\$3,872.46	\$3,708.07
Spending Potential Index	83	84	80
HH Furnishings & Equipment: Total \$	\$453,817	\$10,437,655	\$20,806,821
Average Spent	\$1,289.25	\$1,253.92	\$1,223.21
Spending Potential Index	72	70	68
Investments: Total \$	\$819,322	\$16,387,718	\$32,004,532
Average Spent	\$2,327.62	\$1,968.73	\$1,881.51
Spending Potential Index	87	73	70
Retail Goods: Total \$	\$7,032,971	\$160,630,049	\$318,465,849
Average Spent	\$19,980.03	\$19,297.22	\$18,722.27
Spending Potential Index	80	78	75
Shelter: Total \$	\$4,376,358	\$100,967,050	\$202,523,328
Average Spent	\$12,432.84	\$12,129.63	\$11,906.13
Spending Potential Index	78	76	74
TV/Video/Audio: Total \$	\$377,142	\$8,635,374	\$17,118,199
Average Spent	\$1,071.43	\$1,037.41	\$1,006.36
Spending Potential Index	84	81	79
Travel: Total \$	\$514,980	\$12,024,324	\$23,859,593
Average Spent	\$1,463.01	\$1,444.54	\$1,402.68
Spending Potential Index	77	76	74
Vehicle Maintenance & Repairs: Total \$	\$317,244	\$7,211,665	\$14,357,095
Average Spent	\$901.26	\$866.37	\$844.04
Spending Potential Index	83	80	78

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019. Esri converted Census 2000 data into 2010 geography.