

NATHAN & ASSOCIATES, INC.  
EXCLUSIVELY PRESENTS

# POWER AND MAIN EAST OF THE SOUTHEAST CORNER CITY OF MESA, 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](http://WWW.NATHANANDASSOCIATESINC.COM)





# POWER AND MAIN

## EAST OF THE SOUTHEAST CORNER

### **LOCATION:**

Located south of the southeast corner of Power Road and Main Street in the City of Mesa, Arizona.

### **SIZE:**

±4.16 Acres

### **ASSESSOR PARCEL NUMBERS:**

218-19-071C and 218-19-072 (part)

### **ZONING:**

LC (Limited Commercial) | City of Mesa

Uses include: indoor retail, entertainment and service-oriented businesses

RS-6 (Single Residence) | City of Mesa

Uses include: detached single residence housing at densities of up to 7 DU/Ac

### **PRICE:**

\$1,100,000

### **TERMS:**

Cash

### **UTILITIES:**

- Electricity: SRP
- Water: City of Mesa
- Gas: City of Mesa

### **PROPERTY TAXES:**

Property is currently a church; property tax assessments are currently not available.

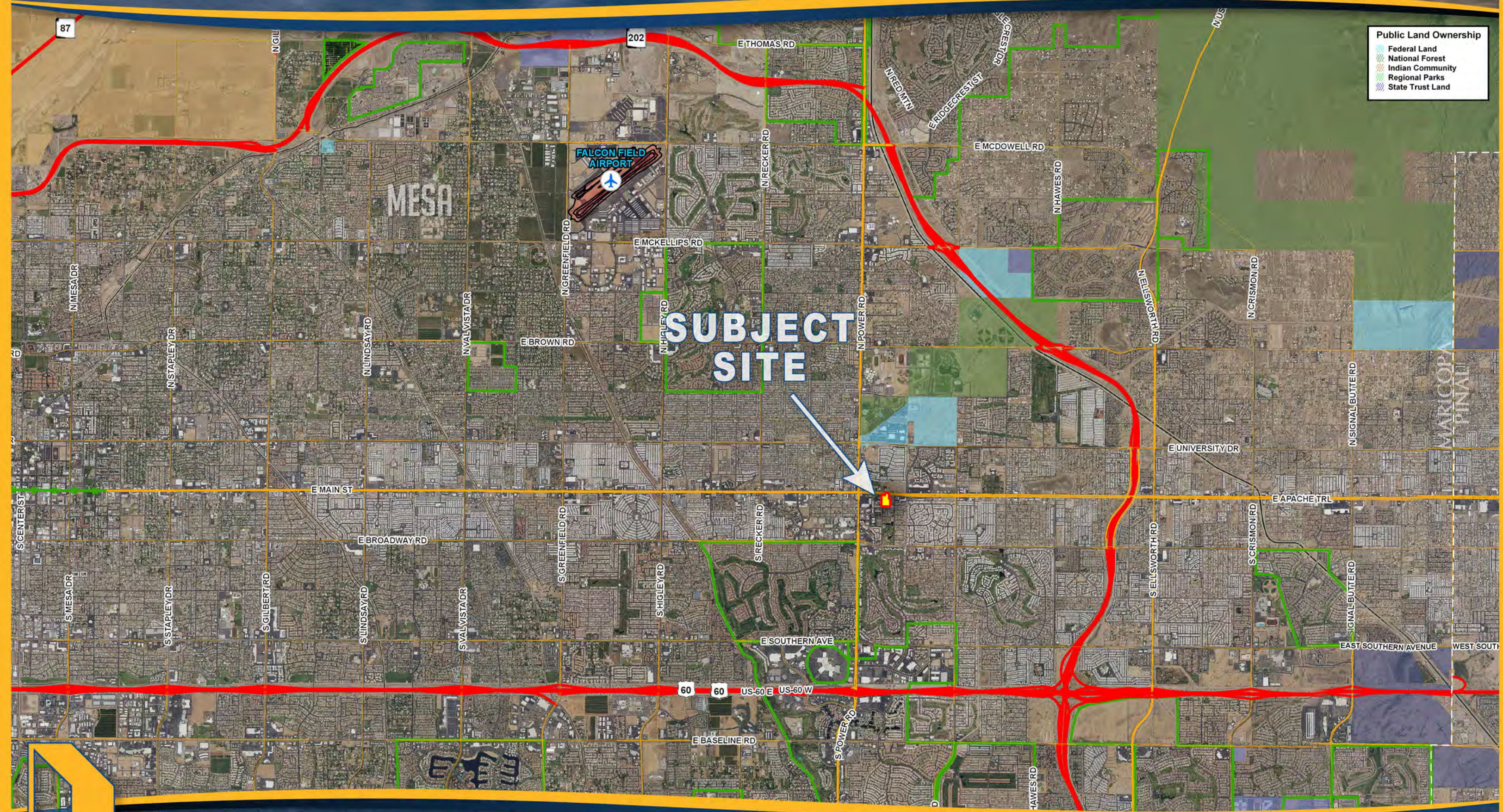
### **COMMENTS:**

Seller will sell subject to rezoning and final plat.



# EAST MESA SUBMARKET

## POWER ROAD AND MAIN STREET



**Public Land Ownership**

- Federal Land
- National Forest
- Indian Community
- Regional Parks
- State Trust Land



# POWER ROAD AND MAIN STREET EAST OF THE SOUTHEAST CORNER

- Public Land Ownership**
- Federal Land
  - National Forest
  - Indian Community
  - Regional Parks
  - State Trust Land

**SUBJECT SITE**

**SUPERSTITION SPRINGS CENTER**

Abercrombie & Fitch

**MESA PAVILIONS AND COMMONS @ SUPERSTITION SPRINGS**

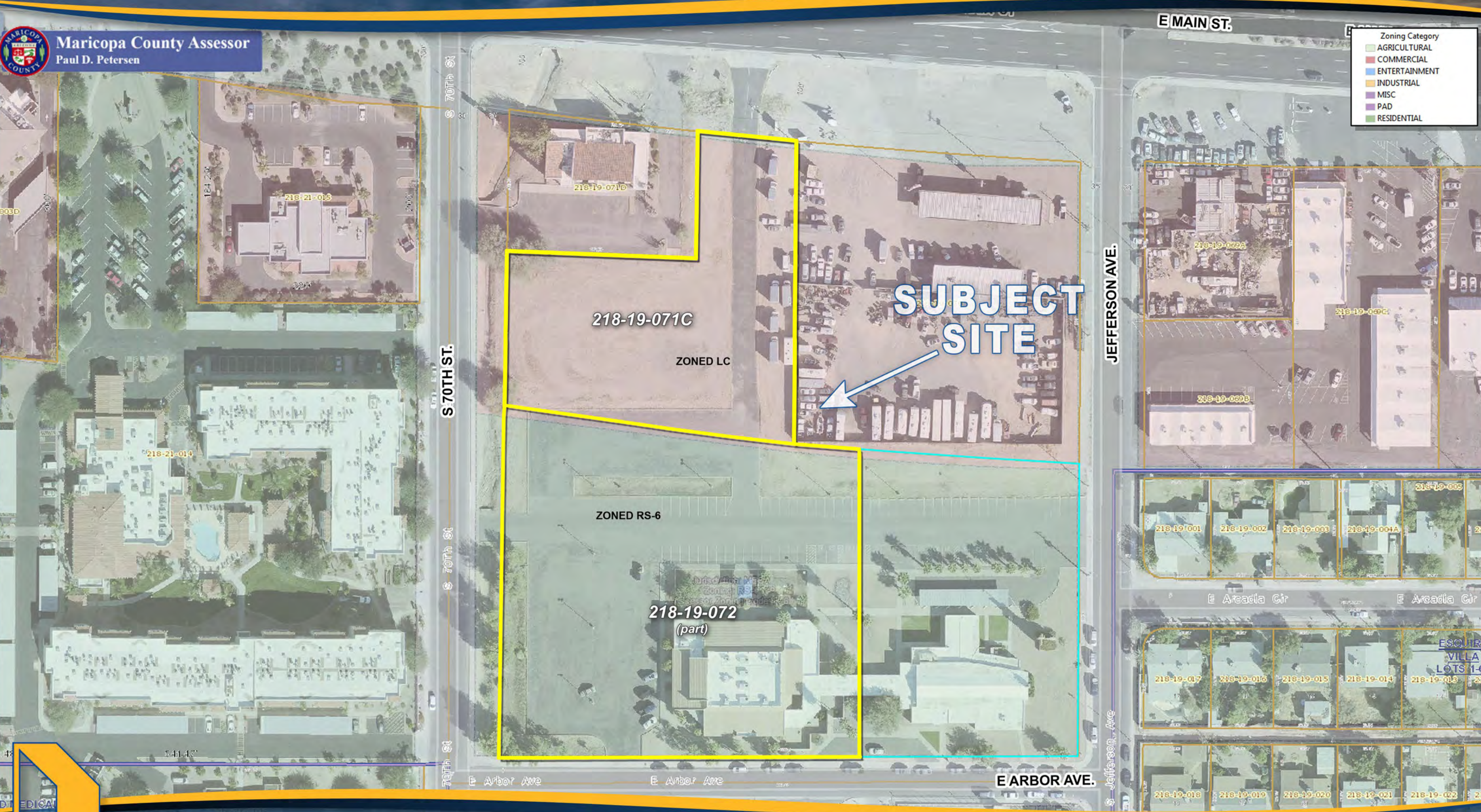


# MAIN STREET AND POWER ROAD

EAST OF THE SOUTHEAST CORNER

 **Maricopa County Assessor**  
Paul D. Petersen

- Zoning Category
- AGRICULTURAL
  - COMMERCIAL
  - ENTERTAINMENT
  - INDUSTRIAL
  - MISC
  - PAD
  - RESIDENTIAL



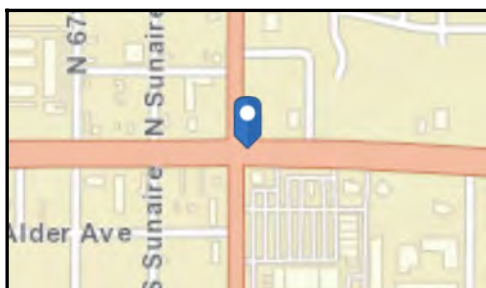
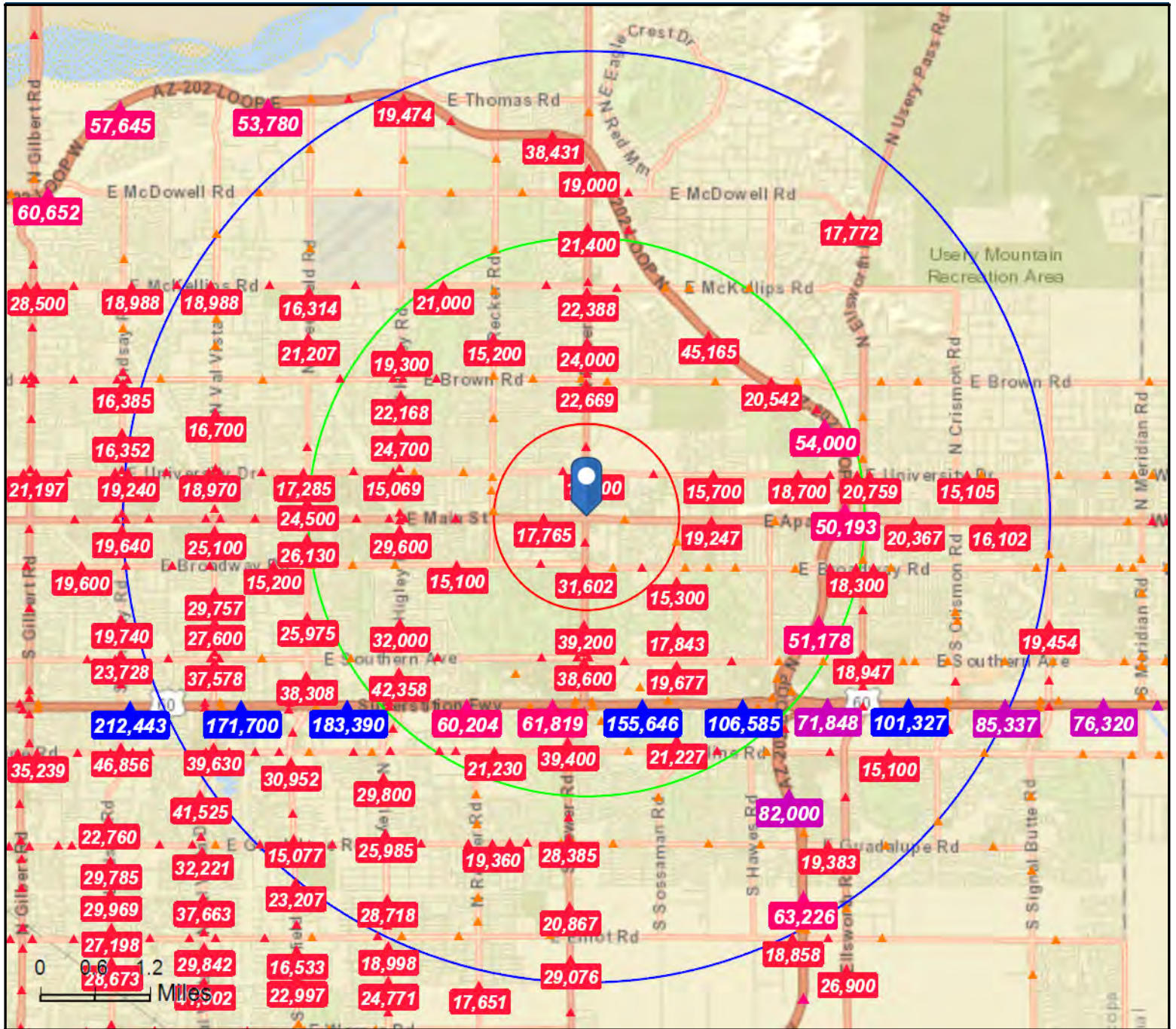
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This map was produced using data from private and governmental sources deemed to be reliable. The information herein is provided without representation or warranty.



Power Rd & Main St  
 E Main St, Mesa, Arizona, 85207  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.  
 Latitude: 33.41573  
 Longitude: -111.68429



- 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: ©2018 Kalibrate Technologies (Q3 2018).



# Traffic Count Profile

Power Rd & Main St  
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Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.27	N Bush Hwy	E Boise St (0.04 miles N)	2015	24,600
0.27	S Power Rd	E Azalea Ave (0.01 miles S)	2015	30,900
0.41	E Main St	S Jefferson Ave (0.06 miles W)	2014	13,677
0.46	E Main St	N Main St (0.01 miles E)	2014	17,765
0.50	University Dr	N Bush Hwy (0.08 miles W)	2011	16,300
0.55	S 64th St	E Aspen Ave (0.02 miles S)	2010	5,200
0.55	S Power Rd	E Golden Hills Way (0.01 miles S)	2011	31,602
0.56	University Dr	Silverstone Apartment (0.01 miles E)	2015	15,498
0.61	E Broadway Rd	S 70th St (0.06 miles W)	2013	14,962
0.64	S 63rd St	S 64th St (0.05 miles S)	2014	5,657
0.66	N 64th St	E Billings St (0.02 miles S)	2015	1,227
0.70	E Broadway Rd	S 63rd St (0.13 miles W)	2015	18,000
0.75	N Bush Hwy	E Decatur St (0.02 miles N)	2015	22,900
0.78	N 64th St	E Covina St (0.02 miles N)	2015	2,203
0.80	E Broadway Rd	S Rowen (0.07 miles E)	2015	16,700
0.85	University Dr	N 75th St (0.07 miles E)	2015	18,352
0.99	N Sossaman Rd	E Albany St (0.02 miles S)	2014	5,733
1.00	S Sossaman Rd	E Mesa Dunes Mhp (0.01 miles N)	2014	9,749
1.01	N Recker Rd	E Main St (0.08 miles S)	2007	13,000
1.04	S Recker Rd	E Arbor Ave (0.07 miles N)	2014	6,394
1.06	S 72nd St	E Drummer Ave (0.01 miles N)	2015	2,700
1.06	N Recker Rd	E Boston St (0.01 miles S)	1989	9,200
1.10	N Recker Rd	E Butte St (0.02 miles SE)	2015	8,286
1.13	E Adobe Rd	N 64th St (0.02 miles E)	2015	1,703
1.16	S Power Rd	Via Rossmoor (0.01 miles N)	2015	39,200
1.18	S Sossaman Rd	E Capri Ave (0.01 miles N)	1996	15,300
1.19	E Broadway Rd	S 76th Pl (0.02 miles W)	2011	11,594
1.21	E Adobe St	E Adobe Rd (0.04 miles W)	2014	4,954
1.34	E Main St	S 79th Pl (0.04 miles E)	2015	19,247
1.41	E Main St	S 57th St (0.01 miles W)	2015	16,600

**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 2018 to 1963. Over 25% of the counts were taken between 2010 and 2018 and over 77% of the counts were taken between 2000 and 2018. 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.

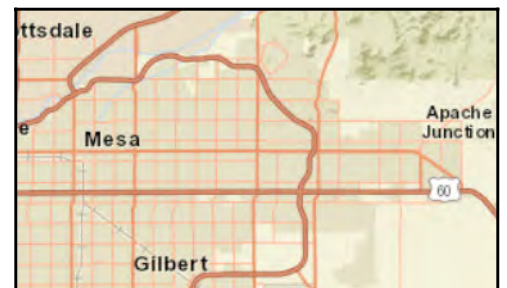
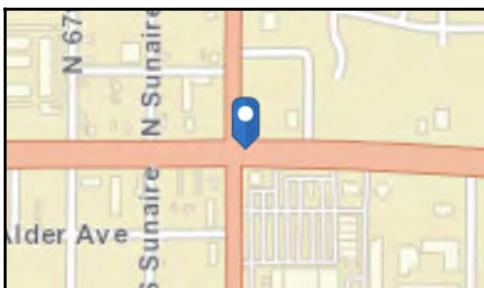
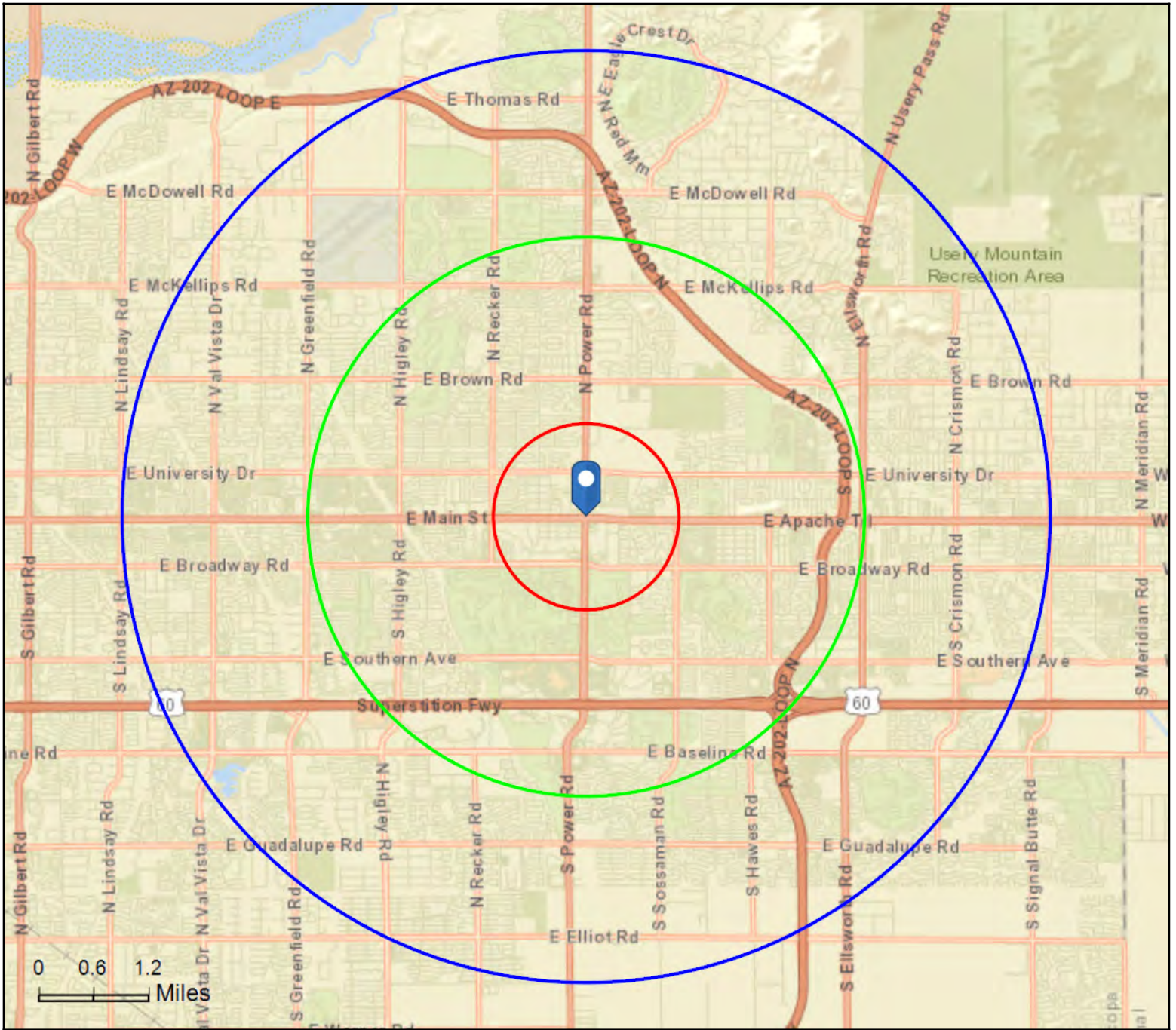
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Power Rd & Main St  
E Main St, Mesa, Arizona, 85207  
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.41573  
Longitude: -111.68429







# Executive Summary

Power Rd & Main St  
 E Main St, Mesa, Arizona, 85207  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.  
 Latitude: 33.41573  
 Longitude: -111.68429

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	9,593	86,527	200,231
2010 Population	11,828	94,667	244,476
2018 Population	13,119	103,776	276,778
2023 Population	13,995	111,013	299,007
2000-2010 Annual Rate	2.12%	0.90%	2.02%
2010-2018 Annual Rate	1.26%	1.12%	1.52%
2018-2023 Annual Rate	1.30%	1.36%	1.56%
2018 Male Population	44.2%	46.9%	47.9%
2018 Female Population	55.8%	53.1%	52.1%
2018 Median Age	59.2	52.1	43.3

In the identified area, the current year population is 276,778. In 2010, the Census count in the area was 244,476. The rate of change since 2010 was 1.52% annually. The five-year projection for the population in the area is 299,007 representing a change of 1.56% annually from 2018 to 2023. Currently, the population is 47.9% male and 52.1% female.

### Median Age

The median age in this area is 59.2, compared to U.S. median age of 38.3.

### Race and Ethnicity

2018 White Alone	81.6%	84.5%	83.2%
2018 Black Alone	3.5%	2.6%	3.0%
2018 American Indian/Alaska Native Alone	1.5%	1.2%	1.2%
2018 Asian Alone	1.2%	1.8%	2.7%
2018 Pacific Islander Alone	0.3%	0.2%	0.2%
2018 Other Race	8.8%	6.6%	6.2%
2018 Two or More Races	3.2%	3.1%	3.5%
2018 Hispanic Origin (Any Race)	19.3%	16.6%	17.0%

Persons of Hispanic origin represent 17.0% of the population in the identified area compared to 18.3% 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 50.2 in the identified area, compared to 64.3 for the U.S. as a whole.

### Households

2000 Households	4,556	36,570	78,754
2010 Households	5,952	42,123	98,372
2018 Total Households	6,547	46,196	110,506
2023 Total Households	6,982	49,277	118,869
2000-2010 Annual Rate	2.71%	1.42%	2.25%
2010-2018 Annual Rate	1.16%	1.13%	1.42%
2018-2023 Annual Rate	1.29%	1.30%	1.47%
2018 Average Household Size	1.94	2.22	2.49

The household count in this area has changed from 98,372 in 2010 to 110,506 in the current year, a change of 1.42% annually. The five-year projection of households is 118,869, a change of 1.47% annually from the current year total. Average household size is currently 2.49, compared to 2.47 in the year 2010. The number of families in the current year is 72,724 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 2018 and 2023. Esri converted Census 2000 data into 2010 geography.





# Executive Summary

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 E Main St, Mesa, Arizona, 85207  
 Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2018 Median Household Income	\$38,177	\$50,083	\$57,131
2023 Median Household Income	\$43,400	\$55,401	\$64,009
2018-2023 Annual Rate	2.60%	2.04%	2.30%
<b>Average Household Income</b>			
2018 Average Household Income	\$49,480	\$63,640	\$76,534
2023 Average Household Income	\$57,651	\$74,904	\$89,341
2018-2023 Annual Rate	3.10%	3.31%	3.14%
<b>Per Capita Income</b>			
2018 Per Capita Income	\$25,414	\$28,748	\$30,827
2023 Per Capita Income	\$29,405	\$33,645	\$35,769
2018-2023 Annual Rate	2.96%	3.20%	3.02%

Current median household income is \$57,131 in the area, compared to \$58,100 for all U.S. households. Median household income is projected to be \$64,009 in five years, compared to \$65,727 for all U.S. households

Current average household income is \$76,534 in this area, compared to \$83,694 for all U.S. households. Average household income is projected to be \$89,341 in five years, compared to \$96,109 for all U.S. households

Current per capita income is \$30,827 in the area, compared to the U.S. per capita income of \$31,950. The per capita income is projected to be \$35,769 in five years, compared to \$36,530 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	5,691	49,604	103,861
2000 Owner Occupied Housing Units	3,267	30,209	65,602
2000 Renter Occupied Housing Units	1,289	6,361	13,152
2000 Vacant Housing Units	1,135	13,034	25,107
2010 Total Housing Units	7,357	55,936	124,817
2010 Owner Occupied Housing Units	3,304	30,539	72,782
2010 Renter Occupied Housing Units	2,648	11,584	25,590
2010 Vacant Housing Units	1,405	13,813	26,445
2018 Total Housing Units	7,733	58,855	134,584
2018 Owner Occupied Housing Units	3,410	32,486	79,439
2018 Renter Occupied Housing Units	3,137	13,710	31,067
2018 Vacant Housing Units	1,186	12,659	24,078
2023 Total Housing Units	8,181	62,017	143,148
2023 Owner Occupied Housing Units	3,814	35,372	87,110
2023 Renter Occupied Housing Units	3,168	13,904	31,759
2023 Vacant Housing Units	1,199	12,740	24,279

Currently, 59.0% of the 134,584 housing units in the area are owner occupied; 23.1%, renter occupied; and 17.9% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 124,817 housing units in the area - 58.3% owner occupied, 20.5% renter occupied, and 21.2% vacant. The annual rate of change in housing units since 2010 is 3.41%. Median home value in the area is \$196,897, compared to a median home value of \$218,492 for the U.S. In five years, median value is projected to change by 4.01% annually to \$239,684.

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.





# Market Profile

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	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	9,593	86,527	200,231
2010 Total Population	11,828	94,667	244,476
2018 Total Population	13,119	103,776	276,778
2018 Group Quarters	412	1,407	1,923
2023 Total Population	13,995	111,013	299,007
2018-2023 Annual Rate	1.30%	1.36%	1.56%
2018 Total Daytime Population	20,442	104,968	239,421
Workers	11,044	40,539	79,765
Residents	9,398	64,429	159,656
<b>Household Summary</b>			
2000 Households	4,556	36,570	78,754
2000 Average Household Size	1.95	2.32	2.52
2010 Households	5,952	42,123	98,372
2010 Average Household Size	1.93	2.22	2.47
2018 Households	6,547	46,196	110,506
2018 Average Household Size	1.94	2.22	2.49
2023 Households	6,982	49,277	118,869
2023 Average Household Size	1.95	2.22	2.50
2018-2023 Annual Rate	1.29%	1.30%	1.47%
2010 Families	3,037	25,486	65,187
2010 Average Family Size	2.60	2.81	3.02
2018 Families	3,278	27,510	72,724
2018 Average Family Size	2.67	2.85	3.08
2023 Families	3,474	29,221	78,055
2023 Average Family Size	2.69	2.88	3.10
2018-2023 Annual Rate	1.17%	1.21%	1.42%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,691	49,604	103,861
Owner Occupied Housing Units	57.4%	60.9%	63.2%
Renter Occupied Housing Units	22.6%	12.8%	12.7%
Vacant Housing Units	19.9%	26.3%	24.2%
2010 Housing Units	7,357	55,936	124,817
Owner Occupied Housing Units	44.9%	54.6%	58.3%
Renter Occupied Housing Units	36.0%	20.7%	20.5%
Vacant Housing Units	19.1%	24.7%	21.2%
2018 Housing Units	7,733	58,855	134,584
Owner Occupied Housing Units	44.1%	55.2%	59.0%
Renter Occupied Housing Units	40.6%	23.3%	23.1%
Vacant Housing Units	15.3%	21.5%	17.9%
2023 Housing Units	8,181	62,017	143,148
Owner Occupied Housing Units	46.6%	57.0%	60.9%
Renter Occupied Housing Units	38.7%	22.4%	22.2%
Vacant Housing Units	14.7%	20.5%	17.0%
<b>Median Household Income</b>			
2018	\$38,177	\$50,083	\$57,131
2023	\$43,400	\$55,401	\$64,009
<b>Median Home Value</b>			
2018	\$151,940	\$170,693	\$196,897
2023	\$180,842	\$207,251	\$239,684
<b>Per Capita Income</b>			
2018	\$25,414	\$28,748	\$30,827
2023	\$29,405	\$33,645	\$35,769
<b>Median Age</b>			
2010	56.0	48.9	41.6
2018	59.2	52.1	43.3
2023	60.8	53.2	43.6

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





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<b>2018 Households by Income</b>			
Household Income Base	6,547	46,196	110,506
<\$15,000	17.4%	11.8%	9.9%
\$15,000 - \$24,999	14.1%	10.9%	8.9%
\$25,000 - \$34,999	14.3%	10.9%	9.3%
\$35,000 - \$49,999	15.5%	16.2%	14.3%
\$50,000 - \$74,999	20.5%	20.8%	20.2%
\$75,000 - \$99,999	10.3%	12.4%	13.1%
\$100,000 - \$149,999	5.7%	11.0%	14.0%
\$150,000 - \$199,999	1.2%	3.5%	5.9%
\$200,000+	1.0%	2.3%	4.5%
Average Household Income	\$49,480	\$63,640	\$76,534
<b>2023 Households by Income</b>			
Household Income Base	6,982	49,277	118,869
<\$15,000	15.7%	10.2%	8.4%
\$15,000 - \$24,999	12.1%	9.2%	7.5%
\$25,000 - \$34,999	12.7%	9.5%	8.0%
\$35,000 - \$49,999	14.9%	14.9%	13.1%
\$50,000 - \$74,999	21.9%	21.1%	19.9%
\$75,000 - \$99,999	12.2%	13.8%	13.9%
\$100,000 - \$149,999	7.5%	13.6%	16.2%
\$150,000 - \$199,999	1.6%	4.4%	7.0%
\$200,000+	1.5%	3.3%	5.9%
Average Household Income	\$57,651	\$74,904	\$89,341
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	3,410	32,482	79,430
<\$50,000	12.5%	14.8%	13.8%
\$50,000 - \$99,999	18.2%	10.9%	7.1%
\$100,000 - \$149,999	18.4%	15.3%	11.6%
\$150,000 - \$199,999	23.8%	22.0%	18.6%
\$200,000 - \$249,999	15.7%	15.1%	14.3%
\$250,000 - \$299,999	5.6%	9.3%	10.9%
\$300,000 - \$399,999	4.2%	7.7%	11.7%
\$400,000 - \$499,999	0.4%	2.8%	5.1%
\$500,000 - \$749,999	0.7%	1.5%	4.5%
\$750,000 - \$999,999	0.1%	0.3%	1.4%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$158,326	\$185,920	\$235,831
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,814	35,367	87,100
<\$50,000	10.3%	10.9%	11.1%
\$50,000 - \$99,999	12.5%	9.6%	6.2%
\$100,000 - \$149,999	15.2%	10.1%	6.5%
\$150,000 - \$199,999	19.3%	16.8%	13.9%
\$200,000 - \$249,999	20.5%	17.5%	15.5%
\$250,000 - \$299,999	9.6%	13.5%	14.1%
\$300,000 - \$399,999	8.7%	12.7%	16.3%
\$400,000 - \$499,999	0.9%	5.3%	7.7%
\$500,000 - \$749,999	2.1%	2.5%	6.0%
\$750,000 - \$999,999	0.4%	0.5%	1.8%
\$1,000,000 - \$1,499,999	0.4%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$193,252	\$224,079	\$271,626

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





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	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	11,829	94,664	244,480
0 - 4	5.3%	5.1%	6.2%
5 - 9	4.4%	5.1%	6.5%
10 - 14	3.8%	5.3%	6.8%
15 - 24	9.3%	10.3%	11.7%
25 - 34	9.5%	10.0%	11.2%
35 - 44	7.7%	9.7%	11.8%
45 - 54	9.0%	11.8%	12.9%
55 - 64	11.4%	12.5%	11.7%
65 - 74	14.8%	13.4%	10.4%
75 - 84	14.8%	11.2%	7.7%
85 +	9.9%	5.5%	3.2%
18 +	84.2%	81.3%	76.5%
<b>2018 Population by Age</b>			
Total	13,119	103,777	276,777
0 - 4	4.6%	4.7%	5.8%
5 - 9	4.2%	4.6%	5.9%
10 - 14	3.9%	4.7%	6.1%
15 - 24	8.0%	9.2%	10.7%
25 - 34	9.6%	10.8%	12.3%
35 - 44	7.6%	9.1%	10.9%
45 - 54	7.8%	9.8%	11.1%
55 - 64	11.2%	12.9%	12.5%
65 - 74	16.8%	15.6%	12.4%
75 - 84	15.0%	11.7%	8.1%
85 +	11.2%	6.8%	4.1%
18 +	85.1%	83.2%	78.8%
<b>2023 Population by Age</b>			
Total	13,997	111,010	299,007
0 - 4	4.6%	4.6%	5.8%
5 - 9	4.0%	4.5%	5.8%
10 - 14	3.8%	4.7%	5.9%
15 - 24	7.5%	8.5%	9.9%
25 - 34	8.7%	10.5%	12.4%
35 - 44	8.1%	9.9%	11.7%
45 - 54	7.6%	9.1%	10.1%
55 - 64	11.1%	12.2%	11.8%
65 - 74	17.7%	16.4%	13.3%
75 - 84	16.4%	13.2%	9.3%
85 +	10.5%	6.5%	4.0%
18 +	85.4%	83.5%	79.2%
<b>2010 Population by Sex</b>			
Males	5,157	44,282	117,061
Females	6,671	50,385	127,415
<b>2018 Population by Sex</b>			
Males	5,803	48,699	132,593
Females	7,317	55,077	144,186
<b>2023 Population by Sex</b>			
Males	6,243	52,428	143,733
Females	7,752	58,585	155,274

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Power Rd & Main St  
 E Main St, Mesa, Arizona, 85207  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.41573  
 Longitude: -111.68429

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	11,828	94,666	244,475
White Alone	84.4%	86.9%	86.0%
Black Alone	2.9%	2.1%	2.4%
American Indian Alone	1.3%	1.0%	1.0%
Asian Alone	1.0%	1.5%	2.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	7.6%	5.7%	5.3%
Two or More Races	2.6%	2.5%	2.8%
Hispanic Origin	16.8%	14.6%	14.8%
Diversity Index	48.6	43.2	44.6
<b>2018 Population by Race/Ethnicity</b>			
Total	13,121	103,777	276,779
White Alone	81.6%	84.5%	83.2%
Black Alone	3.5%	2.6%	3.0%
American Indian Alone	1.5%	1.2%	1.2%
Asian Alone	1.2%	1.8%	2.7%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	8.8%	6.6%	6.2%
Two or More Races	3.2%	3.1%	3.5%
Hispanic Origin	19.3%	16.6%	17.0%
Diversity Index	54.0	48.4	50.2
<b>2023 Population by Race/Ethnicity</b>			
Total	13,994	111,013	299,006
White Alone	79.4%	82.3%	80.8%
Black Alone	4.0%	3.0%	3.5%
American Indian Alone	1.7%	1.4%	1.4%
Asian Alone	1.4%	2.1%	3.2%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	9.7%	7.4%	6.9%
Two or More Races	3.6%	3.6%	4.0%
Hispanic Origin	21.2%	18.6%	18.9%
Diversity Index	57.9	52.7	54.5
<b>2010 Population by Relationship and Household Type</b>			
Total	11,828	94,667	244,476
In Households	97.1%	98.8%	99.4%
In Family Households	69.2%	77.8%	82.7%
Householder	25.5%	26.9%	26.7%
Spouse	17.6%	20.7%	20.8%
Child	20.4%	24.8%	29.7%
Other relative	3.1%	3.2%	3.3%
Nonrelative	2.5%	2.2%	2.2%
In Nonfamily Households	27.9%	20.9%	16.6%
In Group Quarters	2.9%	1.2%	0.6%
Institutionalized Population	2.0%	1.0%	0.4%
Noninstitutionalized Population	0.9%	0.3%	0.2%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





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<b>2018 Population 25+ by Educational Attainment</b>			
Total	10,389	79,643	197,938
Less than 9th Grade	4.6%	3.4%	2.7%
9th - 12th Grade, No Diploma	5.8%	6.0%	5.3%
High School Graduate	29.3%	26.4%	22.6%
GED/Alternative Credential	4.8%	4.2%	3.8%
Some College, No Degree	30.3%	28.7%	28.2%
Associate Degree	6.5%	8.0%	8.8%
Bachelor's Degree	12.1%	15.2%	19.0%
Graduate/Professional Degree	6.7%	7.9%	9.7%
<b>2018 Population 15+ by Marital Status</b>			
Total	11,443	89,180	227,631
Never Married	23.2%	24.0%	25.7%
Married	42.8%	49.8%	52.9%
Widowed	17.3%	11.2%	8.1%
Divorced	16.7%	15.0%	13.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	90.8%	94.5%	94.8%
Civilian Unemployed (Unemployment Rate)	9.2%	5.5%	5.2%
<b>2018 Employed Population 16+ by Industry</b>			
Total	3,780	39,934	119,106
Agriculture/Mining	0.8%	0.8%	0.6%
Construction	8.0%	9.1%	8.0%
Manufacturing	4.9%	8.2%	8.6%
Wholesale Trade	2.0%	2.4%	2.2%
Retail Trade	18.7%	13.1%	12.2%
Transportation/Utilities	5.1%	4.7%	5.4%
Information	0.4%	1.4%	1.2%
Finance/Insurance/Real Estate	6.3%	7.7%	9.1%
Services	51.1%	49.3%	49.0%
Public Administration	2.8%	3.2%	3.7%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	3,779	39,933	119,105
White Collar	58.3%	62.6%	64.9%
Management/Business/Financial	7.9%	12.7%	15.2%
Professional	18.6%	19.7%	21.8%
Sales	12.2%	11.6%	11.9%
Administrative Support	19.7%	18.7%	16.1%
Services	23.6%	18.8%	17.2%
Blue Collar	18.1%	18.6%	17.9%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	4.4%	5.3%	4.8%
Installation/Maintenance/Repair	2.8%	3.8%	3.6%
Production	2.8%	4.1%	3.9%
Transportation/Material Moving	8.2%	5.0%	5.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	11,828	94,667	244,476
Population Inside Urbanized Area	100.0%	100.0%	99.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





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<b>2010 Households by Type</b>			
Total	5,952	42,123	98,372
Households with 1 Person	43.2%	33.3%	27.7%
Households with 2+ People	56.8%	66.7%	72.3%
Family Households	51.0%	60.5%	66.3%
Husband-wife Families	35.3%	46.7%	51.7%
With Related Children	6.9%	13.2%	19.5%
Other Family (No Spouse Present)	15.7%	13.8%	14.6%
Other Family with Male Householder	4.0%	4.0%	4.4%
With Related Children	2.3%	2.3%	2.7%
Other Family with Female Householder	11.6%	9.8%	10.2%
With Related Children	7.2%	5.6%	6.3%
Nonfamily Households	5.8%	6.2%	6.1%
All Households with Children	16.8%	21.4%	28.9%
Multigenerational Households	1.9%	2.8%	3.2%
Unmarried Partner Households	6.1%	5.9%	6.2%
Male-female	5.5%	5.3%	5.5%
Same-sex	0.6%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	5,950	42,123	98,371
1 Person Household	43.2%	33.3%	27.7%
2 Person Household	38.2%	40.1%	37.7%
3 Person Household	8.3%	10.9%	13.1%
4 Person Household	5.5%	8.1%	11.1%
5 Person Household	2.6%	4.3%	5.9%
6 Person Household	1.1%	2.0%	2.8%
7 + Person Household	1.0%	1.3%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,952	42,123	98,372
Owner Occupied	55.5%	72.5%	74.0%
Owned with a Mortgage/Loan	28.1%	42.2%	48.9%
Owned Free and Clear	27.5%	30.3%	25.1%
Renter Occupied	44.5%	27.5%	26.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,357	55,936	124,817
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.





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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	The Elders (9C)	The Elders (9C)	The Elders (9C)
<b>2.</b>	Senior Escapes (9D)	Senior Escapes (9D)	Senior Escapes (9D)
<b>3.</b>	Metro Fusion (11C)	Home Improvement (4B)	Home Improvement (4B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,142,819	\$74,457,634	\$217,162,521
Average Spent	\$1,243.75	\$1,611.78	\$1,965.16
Spending Potential Index	57	74	90
Education: Total \$	\$4,745,895	\$43,885,006	\$132,763,947
Average Spent	\$724.90	\$949.97	\$1,201.42
Spending Potential Index	50	66	83
Entertainment/Recreation: Total \$	\$12,866,616	\$116,058,873	\$329,653,791
Average Spent	\$1,965.27	\$2,512.31	\$2,983.13
Spending Potential Index	61	78	93
Food at Home: Total \$	\$20,320,091	\$180,918,908	\$510,537,051
Average Spent	\$3,103.73	\$3,916.33	\$4,619.99
Spending Potential Index	62	78	92
Food Away from Home: Total \$	\$13,694,872	\$124,448,464	\$358,378,804
Average Spent	\$2,091.78	\$2,693.92	\$3,243.07
Spending Potential Index	60	77	92
Health Care: Total \$	\$24,960,902	\$220,745,688	\$608,808,477
Average Spent	\$3,812.57	\$4,778.46	\$5,509.28
Spending Potential Index	67	83	96
HH Furnishings & Equipment: Total \$	\$8,323,999	\$75,838,187	\$216,914,238
Average Spent	\$1,271.42	\$1,641.66	\$1,962.92
Spending Potential Index	61	79	94
Personal Care Products & Services: Total \$	\$3,385,965	\$30,534,034	\$87,009,265
Average Spent	\$517.18	\$660.97	\$787.37
Spending Potential Index	62	80	95
Shelter: Total \$	\$66,302,513	\$590,343,202	\$1,688,550,653
Average Spent	\$10,127.16	\$12,779.10	\$15,280.17
Spending Potential Index	60	76	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,627,471	\$93,481,356	\$260,435,045
Average Spent	\$1,623.26	\$2,023.58	\$2,356.75
Spending Potential Index	65	81	95
Travel: Total \$	\$8,404,234	\$77,040,002	\$222,614,004
Average Spent	\$1,283.68	\$1,667.68	\$2,014.50
Spending Potential Index	60	77	94
Vehicle Maintenance & Repairs: Total \$	\$4,404,448	\$39,582,173	\$111,601,301
Average Spent	\$672.74	\$856.83	\$1,009.91
Spending Potential Index	63	80	94

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.