



CITY OF GLENDALE PLANNING AREA

SARIVAL AND PEORIA



Sarival/Peoria
Looking Southeast



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Scottsdale, AZ 85258



CITY OF GLENDALE PLANNING AREA

SARIVAL AND PEORIA

LOCATION

Located south of the southwest corner of Sarival Avenue and Peoria Avenue, just off the Loop 303 in Maricopa County (City of Glendale Planning Area), Arizona.

SIZE

±39 Acres (1,698,840 Square Feet)

ASSESSOR PARCEL NUMBER

501-06-002C

ZONING

Currently R-43 | Maricopa County
Property has received Approval in Glendale for Annexation and PAD Zoning. It will go before City Council in late February 2026.
Please see linked due diligence items under "Zoning".

SUGGESTED MINIMUM OFFERING PRICE

\$10 per Square Foot

TERMS

Cash

PROPERTY TAXES

2025 Assessment: \$6,200.50

COMMENTS

This parcel represents one of the last remaining parcels near the Loop 303 in the northwest valley Surprise/Glendale submarket. Seller may consider selling subject to annexation in the City of Glendale.

ADDITIONAL DOCUMENTS

[CLICK HERE](#) to view

ALTA Survey
Conceptual Site Plan
Phase 1
Surrounding Area Plans
Zoning



PEORIA QUICK FACTS



POPULATION

2023 population: **203,652**
Population growth annually: **1.31%**
Median age of **39**



GROWTH

Population estimate 2025: **204,023**
Number of households: **71,733**



PEORIA OPPORTUNITY TRIANGLE

is a **rapidly developing area** that is ideal for future-ready industries and companies. **Growing and expanding** technology-focused firms are reshaping multiple existing industries and creating new ones with **constant innovation**. Employers will find a **solid workforce** within a 30-minute commute shed near Loop 303 and Lake Pleasant Parkway.

Source: peoriaed.com



EMPLOYMENT STATS

Number of employers: **2,755**
Number of jobs: **45,950**
Largest Industry Cluster: **Retail (18% of jobs)**



EDUCATION

Colleges and Universities that serve Peoria:

- Arizona State University (Public)
- Grand Canyon University (Private)
- Glendale Community College (Public)
- Estrella Mountain Community College (Public)

Peoria Unified School District:

Public district, Grade levels K-12

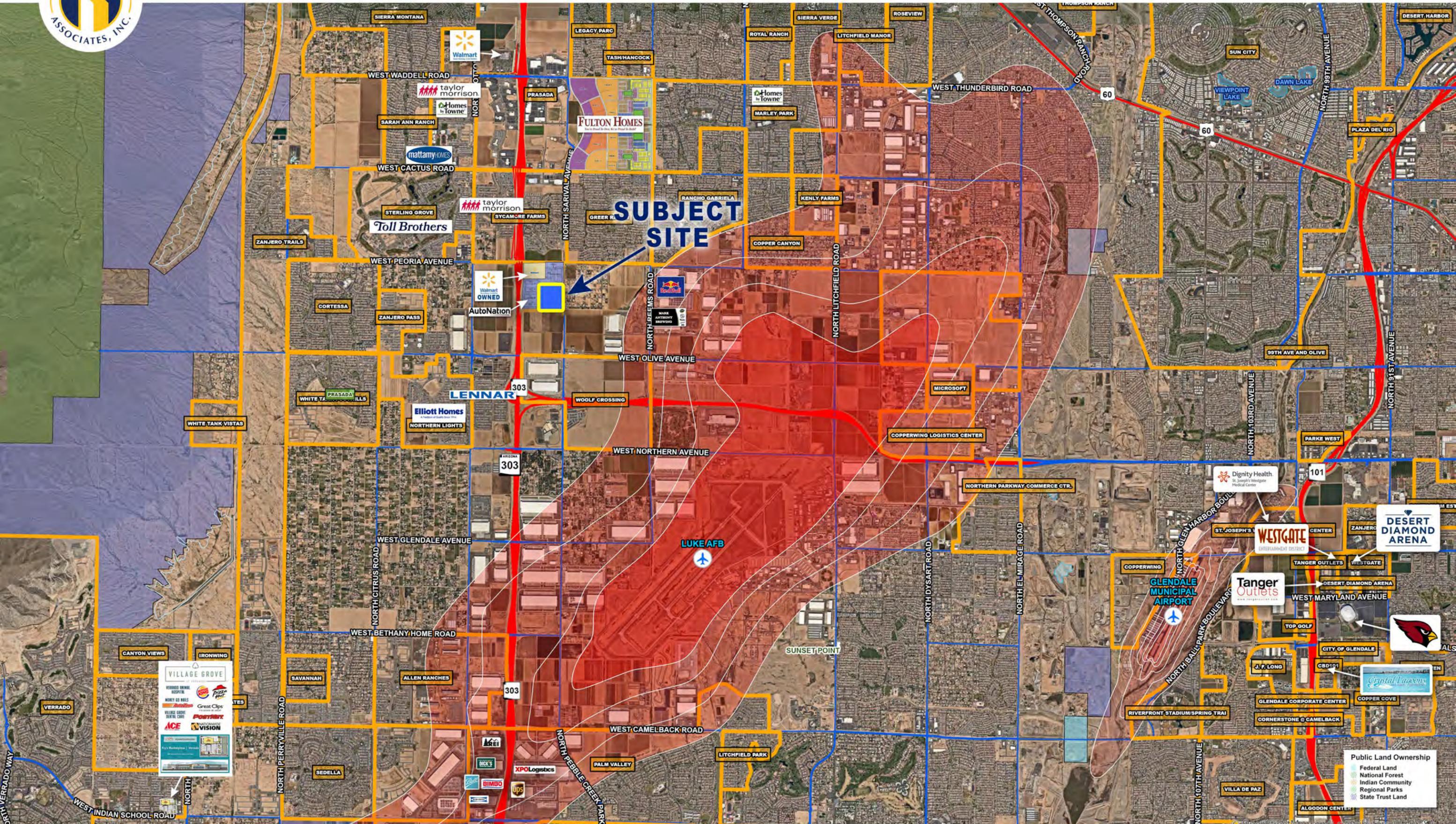
Source: peoriaed.com

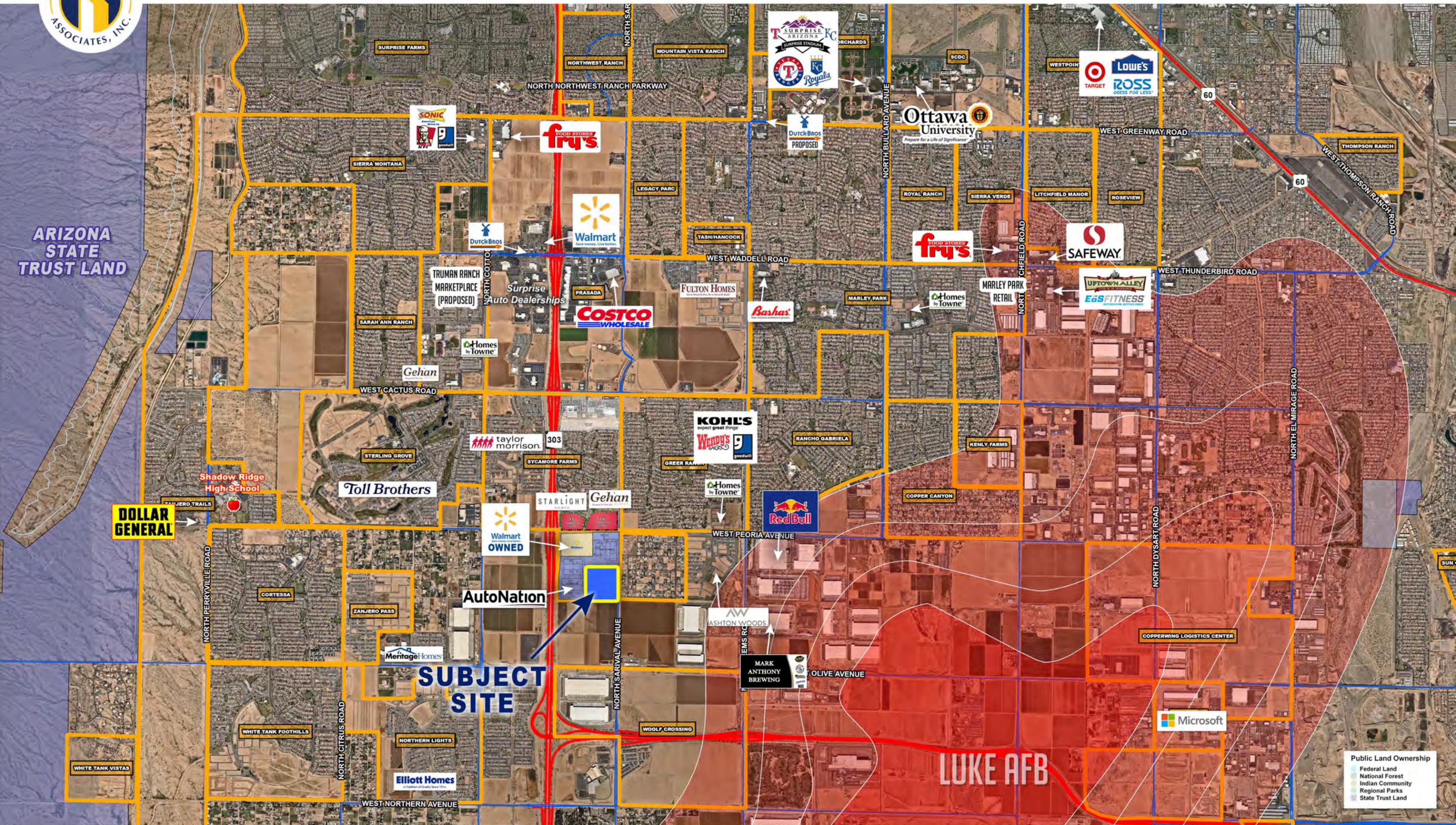


PEORIA'S LARGE EMPLOYERS

- Fry's Food Stores **870 employees**
- Walmart **840 employees**
- Freedom Plaza Peoria **530 employees**
- Target **470 employees**
- Safeway **380 employees**
- Home Depot **370 employees**
- McDonald's **360 employees**
- Banner Health **320 employees**
- OakCraft Inc **310 employees**







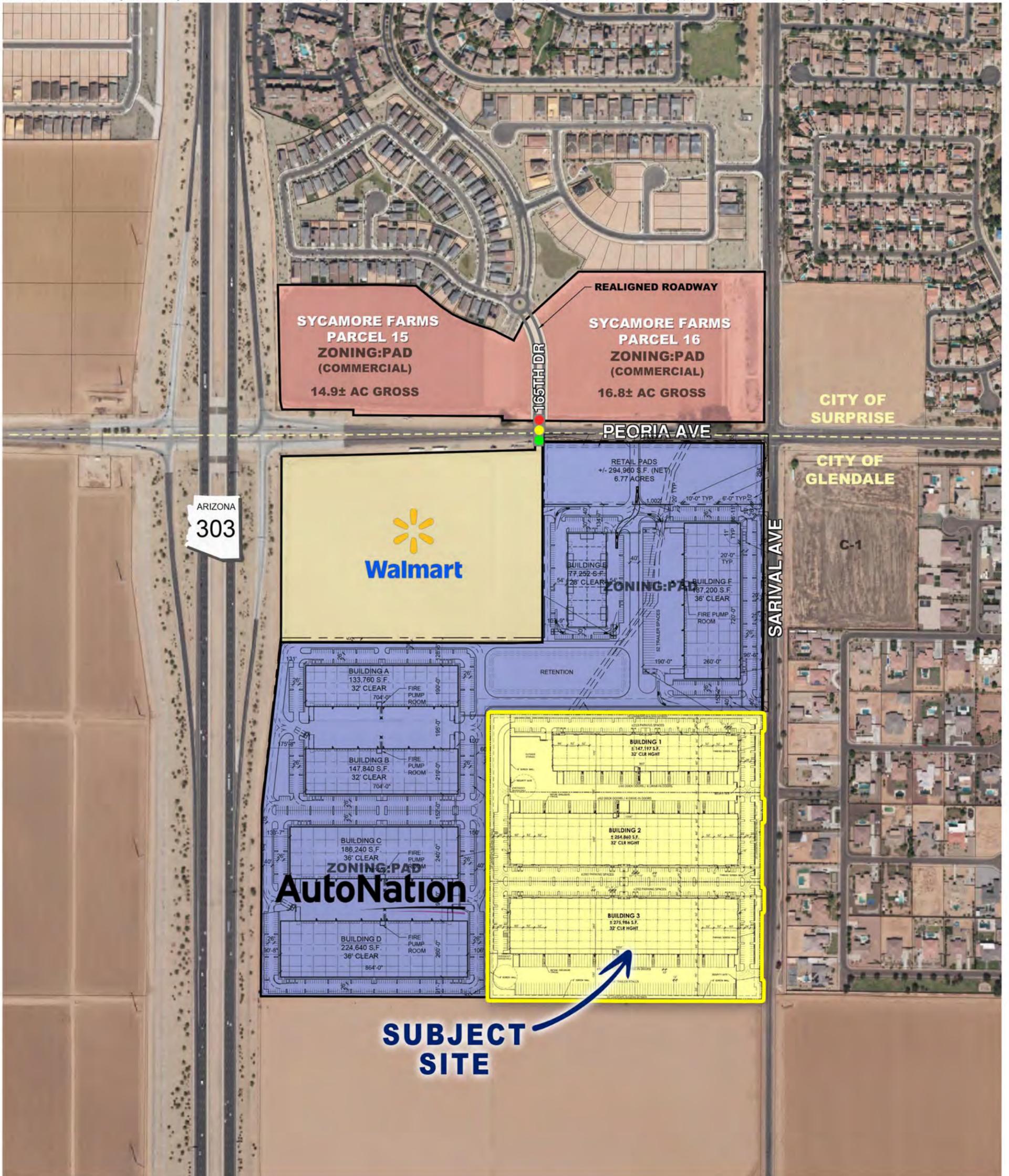
ARIZONA STATE TRUST LAND

DOLLAR GENERAL

SUBJECT SITE

LUKE AFB

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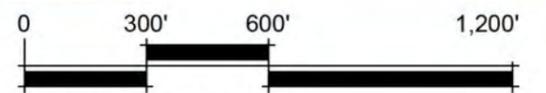
303 / PEORIA
303 AND PEORIA AVE

AREA EXHIBIT



Formerly **HILGARTWILSON**

This plan is conceptual and subject to change through the planning and development process.



JUNE 5, 2025
2051



R.GUBSER AICP
8.5x11

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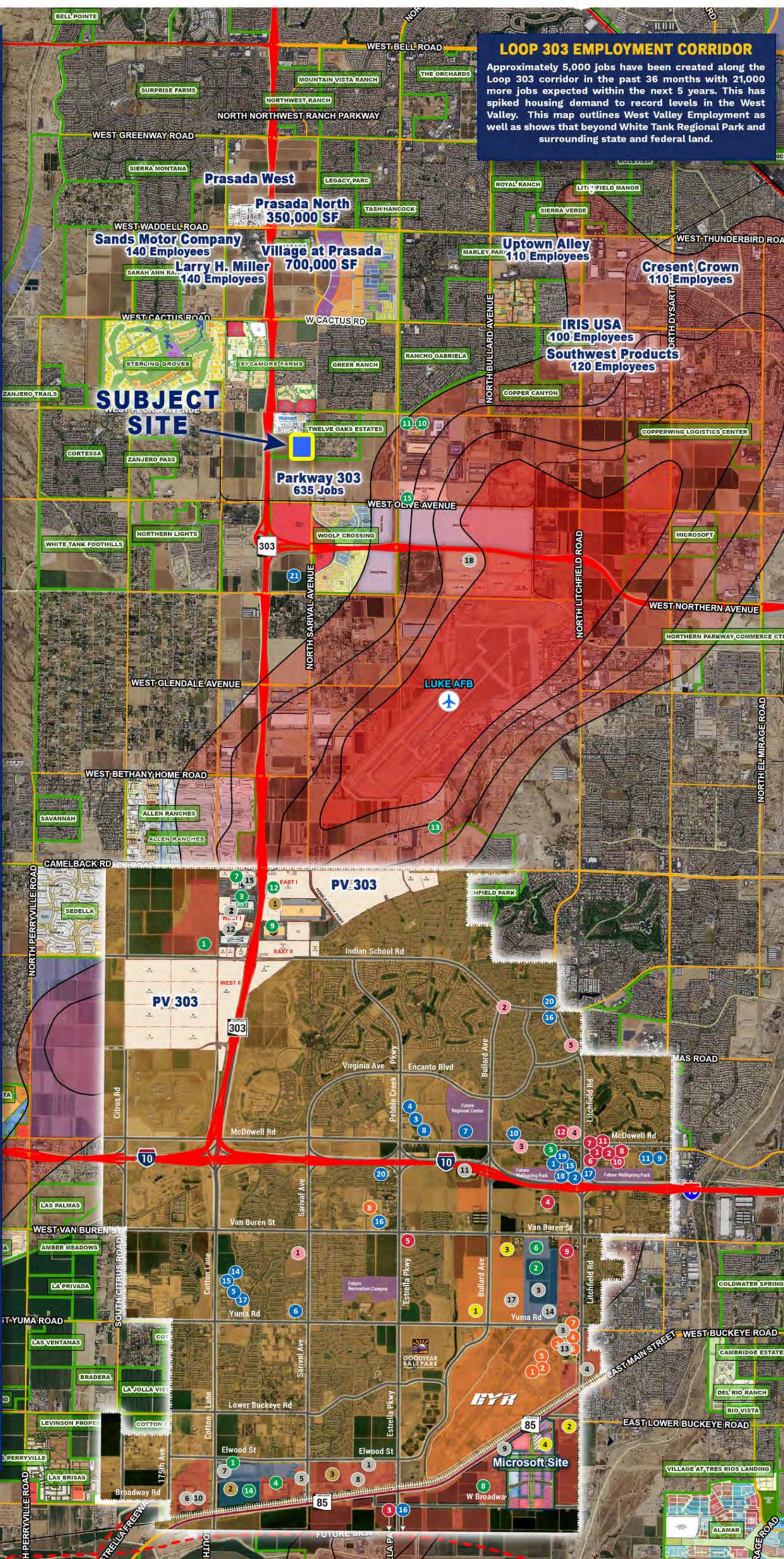
501-06-002C

**SUBJECT
SITE**

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

- Retail and Entertainment**
 1. Barnes & Noble
 2. Best Buy
 3. Burlington
 4. C-A-L Ranch
 5. Cost Plus World Market
 6. Fry's Marketplace (231 Employees)
 7. Harkins Theatres
 8. Home Goods / TJ Maxx
 9. JC Penny
 10. Life Time
 11. Lowe's
 12. Michaels
 13. Pier 1 Imports
 14. Pottery Barn Outlet
 15. Ross
 16. Safeway
 17. Target & Super Target
 18. Total Wine
 19. Ulta
 20. Walmart Supercenter & Marketplace (260 Employees)
 21. Desert Diamond Casino (950 Projected Employees)
- Medical and Healthcare**
 1. Abrazo West Campus (1,726 Employees)
 2. Arizona Cardiology Group
 3. Banner Health (6,683 Employees)
 4. Cancer Treatment Centers of America (768 Employees)
 5. Dignity Health (700 Employees)
 6. Fresenius Kidney Care
 7. Goodyear Eye Specialists
 8. Integrated Medical Services (989 Employees)
 9. Mountain Park Health Center
 10. Palm Valley Rehabilitation (225 Employees)
 11. SimonMed Imaging (650 Employees)
 12. Spooner Physical Therapy
- Office**
 1. Canyon Trails Professional Center
 2. Indian Palms Professional Plaza
 3. Palm Place Plaza
 4. Palm Valley Office Park I, II & III
 5. Palm Valley Professional Plaza
- Manufacturing and Industrial**
 1. AZZ Galvanizing (100 Employees)
 2. Ball Corp. (120 Employees)
 3. Cavco Industries (325 Employees)
 4. CornellCookson (265 Employees)
 5. Global Organics (63 Employees)
 6. Huhtamaki (330 Employees)
 7. KPS Global (130 Employees)
 8. Lorts Manufacturing (175 Employees)
 9. Inventure Foods / Poore Brothers (250 Employees)
 10. Schoeller Allibert (65 Employees)
 11. Snyder's of Hanover (215 Employees)
 12. Sub-Zero Inc. (590 Employees)
 13. Gorbel (75 Employees)
 14. Quetico (300 Employees)
 15. HD Supply
 16. Andersen Corporation (415 Employees)
 17. Amazon Robotics Facility (1,000 Employees)
 18. Nestle
- SPEC Buildings**
 1. First Industrial at PV303 (40,000 SF to 2M SF)
 2. OPUS Goodyear Crossing (540,000 SF)
 3. Elwood Logistics (1.3 Million SF)
- Aerospace and Aviation**
 1. AerSale (273 Employees)
 2. ATCA, a Lufthansa Flight Training Subsidiary
 3. Galaxy International (112 Employees)
 4. Lockheed Martin (750 Employees)
 5. LuxAir Jet Centers
 6. PolyOne
 7. Prime Solutions Group
 8. Sonoran Technology (153 Employees)
- Fulfillment and Distribution**
 1. Amazon.com x2 (4,538 Employees)
 2. Chewy.com (700 Employees)
 3. Dick's Sporting Goods (259 Employees)
 4. Macy's/Bloomingdale's (1,008 Employees)
 5. McLane Sunwest (345 Employees)
 6. Michael Lewis Company (120 Employees)
 7. REI (312 Employees)
 8. Simpson Norton Corporation (61 Employees)
 9. UPS (1,852 Employees)
 10. Red Bull (140 Employees)
 11. Rauch Fruit Juices (140 Employees)
 12. White Claw (250 Employees)
 13. FedEx (1,308 Employees)
 14. Blue Buffalo
 15. Mark Anthony Brewing Inc.

LOOP 303 EMPLOYMENT CORRIDOR
 Approximately 5,000 jobs have been created along the Loop 303 corridor in the past 36 months with 21,000 more jobs expected within the next 5 years. This has spiked housing demand to record levels in the West Valley. This map outlines West Valley Employment as well as shows that beyond White Tank Regional Park and surrounding state and federal land.



Map Legend

- BGY Phoenix-Goodyear Airport
- City of Goodyear Boundary
- Employment Development Areas
- Airport Corridor
- Industrial Corridor
- Magnet FTZ Sites





General Plan Categories

Residential

- LDR 1 - Low Density Residential 0 - 1 du/ac
- LDR 2.5 - Low Density Residential 1 - 2.5 du/ac
- MDR 3.5 - Medium Density Residential 2.5 - 3.5 du/ac
- MDR 5 - Medium Density Residential 3.5 - 5.0 du/ac
- MHDR 8 - Medium-High Density Residential 5.0 - 8.0 du/ac
- MHDR 12 - Medium-High Density Residential 8.0 - 12.0 du/ac
- HDR 20 - High Density Residential 12.0 - 20.0 du/ac
- HDR 30 - High Density Residential 20 - 30.0 du/ac

Office

- OFC - Office
- BP - Business Park

Commercial

- GC - General Commercial
- PC - Planned Commercial

Industrial

- LI - Industrial
- HI - Heavy Industrial

Mixed Use

- CCC - Corporate Commerce Center
- DMU - Downtown Mixed Use
- EMU - Entertainment Mixed Use
- RMU - Regional Mixed Use

Special

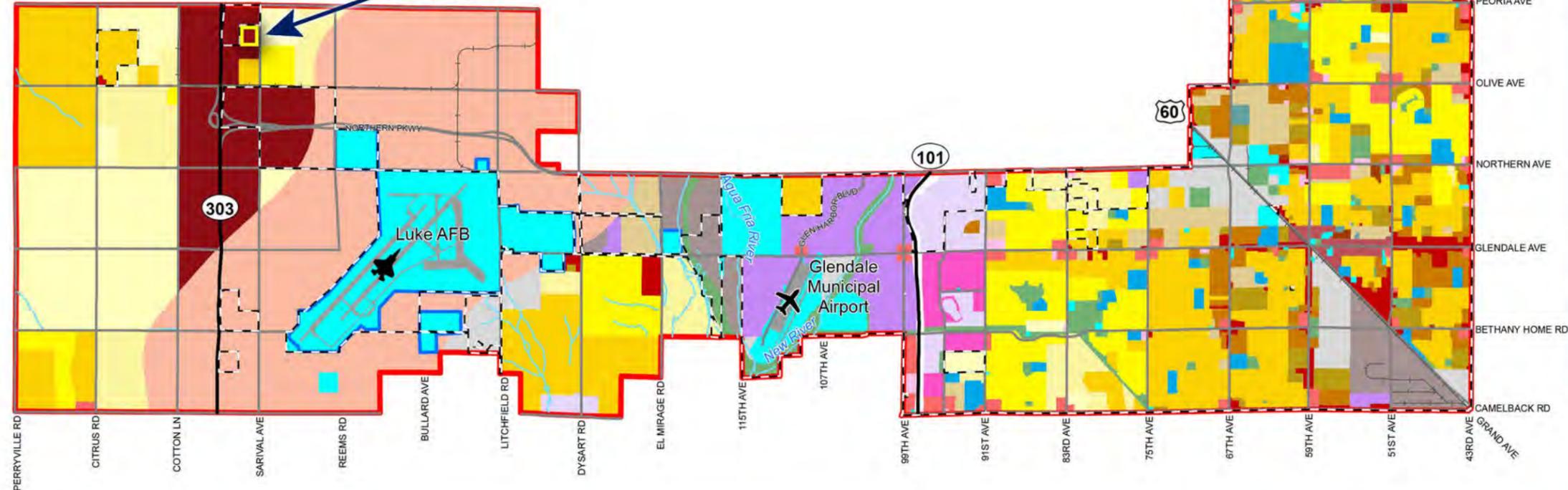
- INST - Institutional
- EDU - Educational
- PF - Public Facilities
- LCLU - Luke Compatible Land Use Area
- POS - Parks And Open-Space



Legend

- Glendale City Limits
- Glendale Municipal Planning Area
- Luke Air Force Base
- Freeway / Highway
- Arterial
- Railroad
- River / Creek
- Luke AFB
- Airport

SUBJECT SITE



Source: Glendale Planning Department, 2014.

Scale: 0, 1/2, 1, 2 Miles

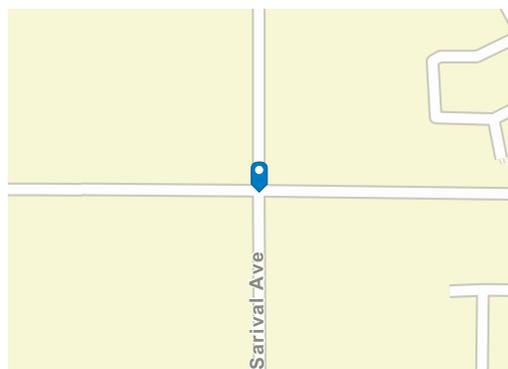
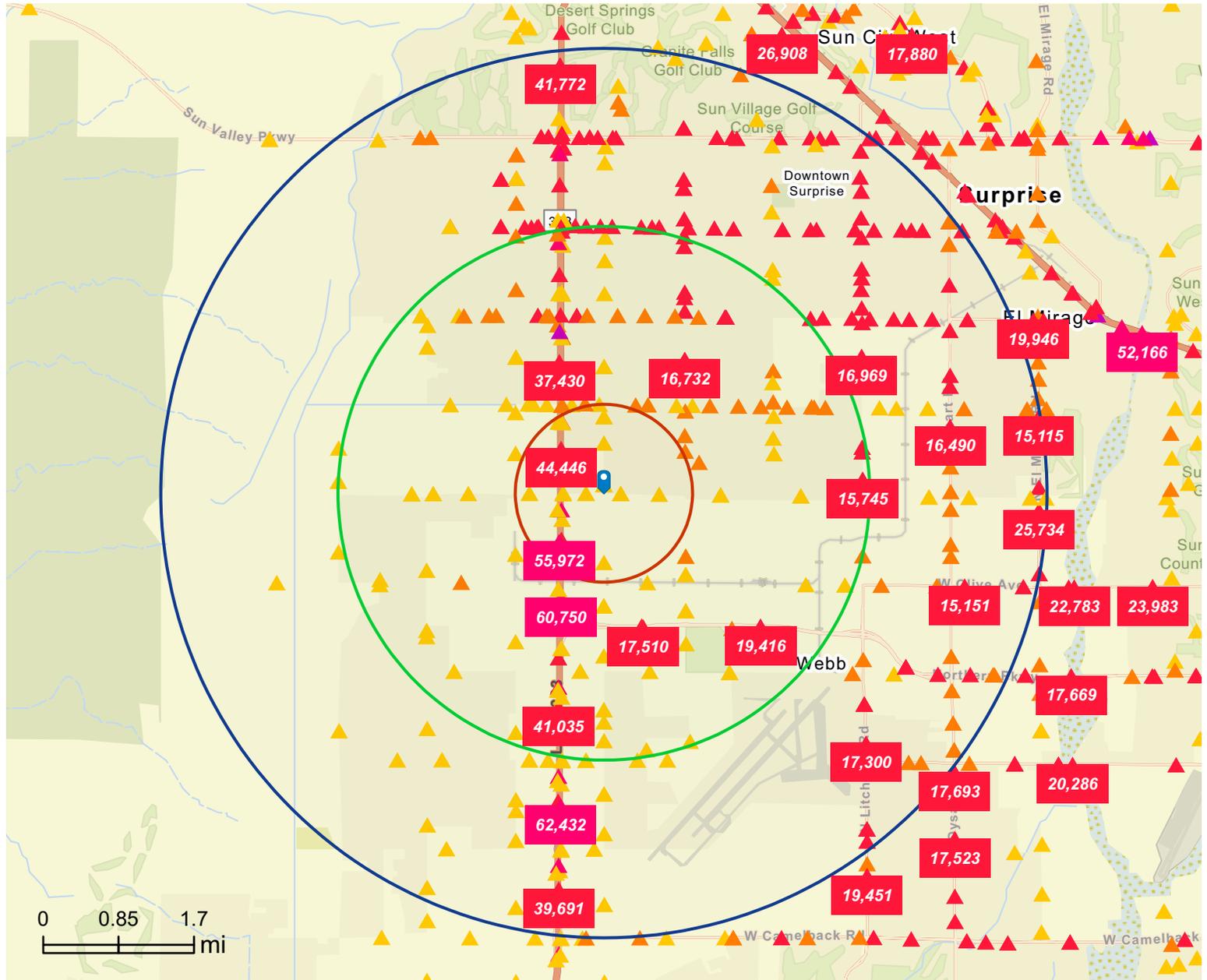
Figure 2
Glendale General Plan Land Use Diagram

Traffic Count Map

N Sarival Ave & W Peoria Ave, Surprise, Arizona, 85379

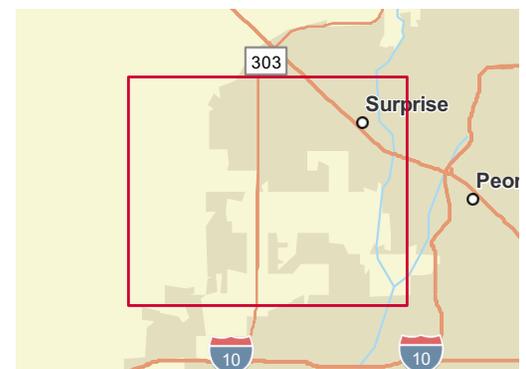


Rings: 1, 3, 5 mile radii



Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



Source: Traffic Counts (2025)



Traffic Count Profile

N Sarival Ave & W Peoria Ave, Surprise, Arizona, 85379
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.58073
 Longitude: -112.40961

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.10	N Sarival Ave	W Peoria Ave (0.1 miles S)	2016	3638
0.10	North Sarival Avenue	W Peoria Ave (0.1 miles S)	2018	2811
0.19	W Peoria Ave	N Sarival Ave (0.19 miles W)	2016	3415
0.19	West Peoria Avenue	N Sarival Ave (0.19 miles W)	2018	2109
0.20	West Peoria Avenue	N Sarival Ave (0.2 miles E)	2019	5403
0.20	W Peoria Ave	N Sarival Ave (0.2 miles E)	2016	4127
0.46	SR-303 Peoria Ave Crossover	Bob Stump Memorial Pkwy (0.02 miles W)	2020	4191
0.46		W Peoria Ave (0.02 miles W)	2022	4973
0.51	Bob Stump Memorial Parkway	Bob Stump Memorial Pkwy (0.19 miles N)	2022	56733
0.53		W Mescal St (0.2 miles N)	2022	2540
0.55		W Peoria Ave (0.19 miles N)	2022	1536
0.55		Bob Stump Memorial Pkwy (0.29 miles N)	2022	1675
0.57	North Sarival Avenue	W Cameron Dr (0.0 miles)	2019	3614
0.58		W Mescal St (0.19 miles NE)	2022	2455
0.62	West Peoria Avenue	N 157th Dr (0.0 miles)	2019	3678
0.70	Loop 303	W Cactus Rd (0.5 miles N)	2016	44446
0.71	Loop 303	W Olive Ave (0.48 miles S)	2016	45260
0.74	Bob Stump Memorial Parkway	W Olive Ave (0.0 miles)	2019	55972
0.78	N Sarival Ave	W Brown St (0.47 miles N)	2015	2572
0.84	W Peoria Ave	N Cotton Ln (0.16 miles W)	2016	4408
0.84	West Peoria Avenue	N Cotton Ln (0.16 miles W)	2019	4093
0.86	North Sarival Avenue	W Jenan Dr (0.11 miles S)	2018	3223
0.86	N Sarival Ave	W Jenan Dr (0.11 miles S)	2012	3037
0.92		W Jenan Rd (0.08 miles S)	2022	2861
0.95	SR 303	W Jenan Rd (0.08 miles SE)	2020	49229
0.95	Bob Stump Memorial Parkway	N 166th Ln (0.1 miles SE)	2022	64120
0.95	SR-303 Exit 113 Cactus Rd SB On	N 166th Ln (0.1 miles SE)	2020	2100
0.95		N 166th Ln (0.11 miles SE)	2022	2735
1.00	W Cactus Rd	N Sarival Ave (0.05 miles E)	2016	7682
1.03	N Reems Rd	W Cholla St (0.02 miles N)	2015	8900

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 2025 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. 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: ©2025 Kalibrate Technologies (Q3 2025).

Site Map

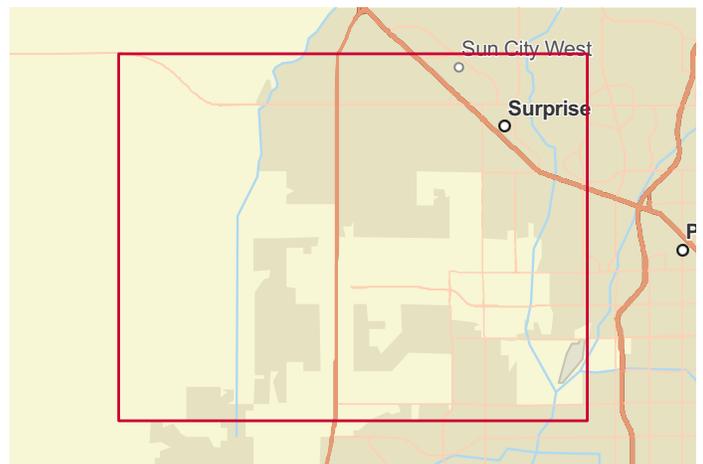
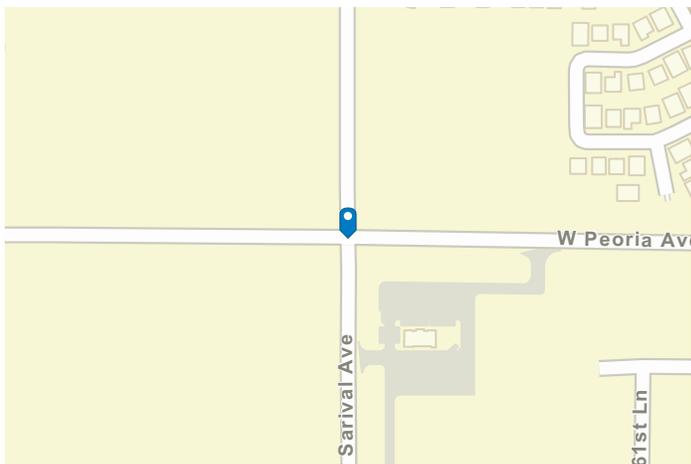
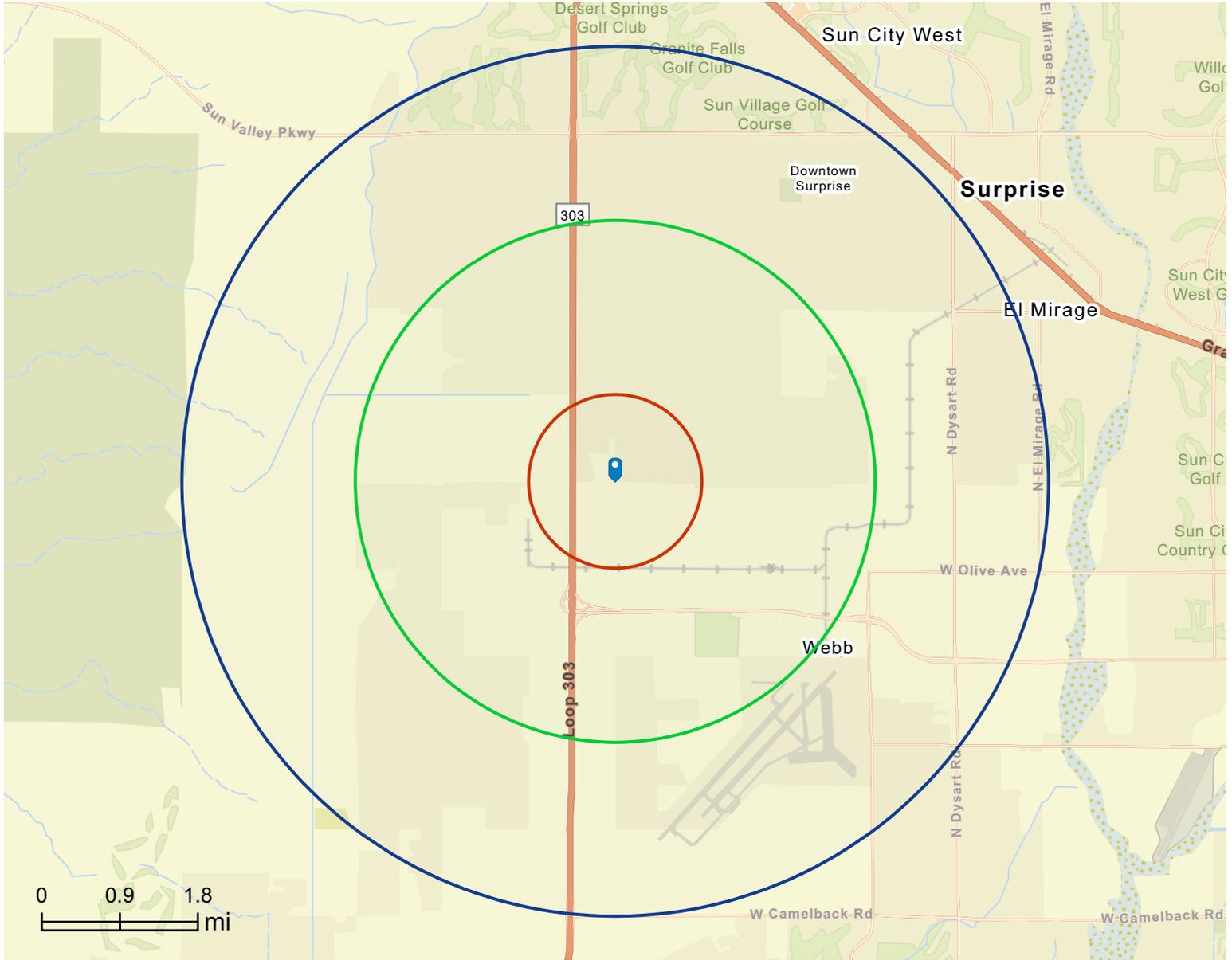
N Sarival Ave & W Peoria Ave, Surprise, Arizona, 85379

Prepared by Nathan and Associates,

Latitude: 33.58073

Longitude: -112.40961

Rings: 1, 3, 5 mile radii



Executive Summary

N Sarival Ave & W Peoria Ave, Surprise, Arizona, 85379



Rings: 1, 3, 5 mile radii

Population	1 mile	3 miles	5 miles
2010 Population	3,293	36,372	115,957
2020 Population	6,424	51,638	141,314
2025 Population	7,022	62,546	157,442
2030 Population	14,402	73,598	172,491
2010-2020 Annual Rate	6.91%	3.57%	2.00%
2020-2025 Annual Rate	1.71%	3.72%	2.08%
2025-2030 Annual Rate	15.45%	3.31%	1.84%

Age	1 mile	3 miles	5 miles
2025 Median Age	35.7	35.6	37.2
U.S. median age is 39.1			

Race and Ethnicity	1 mile	3 miles	5 miles
White Alone	62.7%	65.5%	65.5%
Black Alone	8.3%	6.5%	6.5%
American Indian Alone	1.1%	1.2%	1.2%
Asian Alone	5.3%	3.7%	3.3%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	7.3%	7.5%	8.5%
Two or More Races	15.1%	15.3%	14.7%
Hispanic Origin	23.5%	23.8%	24.5%
Diversity Index	72.4	70.4	70.8

Households	1 mile	3 miles	5 miles
2010 Total Households	1,050	11,282	39,495
2020 Total Households	1,968	15,886	47,260
2025 Total Households	2,215	19,777	53,341
2030 Total Households	4,885	23,783	59,129
2010-2020 Annual Rate	6.48%	3.48%	1.81%
2020-2025 Annual Rate	2.28%	4.26%	2.33%
2025-2030 Annual Rate	17.14%	3.76%	2.08%
2025 Average Household Size	3.14	3.15	2.91
Wealth Index	139	119	105

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

Mortgage Income	1 mile	3 miles	5 miles
2025 Percent of Income for Mortgage	21.8%	25.6%	28.0%
Median Household Income			
2025 Median Household Income	\$137,500	\$119,328	\$103,368
2030 Median Household Income	\$142,388	\$134,998	\$117,526
2025-2030 Annual Rate	0.70%	2.50%	2.60%
Average Household Income			
2025 Average Household Income	\$167,086	\$144,195	\$124,980
2030 Average Household Income	\$175,196	\$165,512	\$143,788
Per Capita Income			
2025 Per Capita Income	\$52,602	\$45,529	\$42,375
2030 Per Capita Income	\$59,286	\$53,391	\$49,300
2025-2030 Annual Rate	2.42%	3.24%	3.07%
Income Equality			
2025 Gini Index	37.6	36.9	38.1
Socioeconomic Status			
2025 Socioeconomic Status Index	68.1	55.7	53.8
Housing Unit Summary			
Housing Affordability Index	116	98	90
2010 Total Housing Units	1,224	12,838	47,328
2010 Owner Occupied Hus (%)	69.1%	79.1%	74.0%
2010 Renter Occupied Hus (%)	30.9%	20.9%	26.0%
2010 Vacant Housing Units (%)	14.2%	12.1%	16.6%
2020 Housing Units	2,086	16,983	51,636
2020 Owner Occupied HUs (%)	81.2%	79.5%	74.3%
2020 Renter Occupied HUs (%)	18.9%	20.5%	25.7%
Vacant Housing Units	5.6%	6.3%	8.7%
2025 Housing Units	2,621	21,857	59,383
Owner Occupied Housing Units	78.8%	82.7%	77.0%
Renter Occupied Housing Units	21.2%	17.3%	23.0%
Vacant Housing Units	15.5%	9.5%	10.2%
2030 Total Housing Units	5,429	26,194	65,712
2030 Owner Occupied Housing Units	3,918	19,709	45,695
2030 Renter Occupied Housing Units	966	4,074	13,435
2030 Vacant Housing Units	544	2,411	6,583

Market Profile

N Sarival Ave & W Peoria Ave, Surprise, Arizona, 85379



Rings: 1, 3, 5 mile radii

Population Summary	1 mile	3 miles	5 miles
2010 Total Population	3,293	36,372	115,957
2020 Total Population	6,424	51,638	141,314
2020 Group Quarters	57	297	1,784
2025 Total Population	7,022	62,546	157,442
2025 Group Quarters	63	328	1,975
2030 Total Population	14,402	73,598	172,491
2025-2030 Annual Rate	15.45%	3.31%	1.84%
2025 Total Daytime Population	4,278	41,970	125,384
Workers	963	11,215	46,140
Residents	3,315	30,755	79,244
Household Summary			
2010 Total Households	1,050	11,282	39,495
2010 Average Household Size	3.13	3.22	2.91
2020 Total Households	1,968	15,886	47,260
2020 Average Household Size	3.24	3.23	2.95
2025 Total Households	2,215	19,777	53,341
2025 Average Household Size	3.14	3.15	2.91
2030 Total Households	4,885	23,783	59,129
2030 Average Household Size	2.94	3.08	2.88
2025-2030 Annual Rate	17.14%	3.76%	2.08%
2025 Families	1,833	16,198	40,963
2025 Average Family Size	3.40	3.42	3.26
2030 Families	3,951	19,471	45,390
2030 Average Family Size	3.20	3.34	3.23
2025-2030 Growth Rate	16.6%	3.8%	2.1%
Median Household Income			
2025	\$137,500	\$119,328	\$103,368
2030	\$142,388	\$134,998	\$117,526

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	1 mile	3 miles	5 miles
2025	\$52,602	\$45,529	\$42,375
2030	\$59,286	\$53,391	\$49,300

2025 Households by Income

Household Income Base	1 mile	3 miles	5 miles
<\$10,000	0.7%	1.6%	2.5%
\$10,000-14,999	0.4%	0.7%	1.0%
\$15,000-19,999	1.5%	0.7%	0.9%
\$20,000-24,999	1.0%	0.9%	1.9%
\$25,000-29,999	0.4%	0.7%	1.3%
\$30,000-34,999	1.4%	1.8%	2.1%
\$35,000-39,999	1.5%	1.1%	1.8%
\$40,000-44,999	1.8%	2.1%	2.8%
\$45,000-49,999	3.2%	2.5%	3.0%
\$50,000-59,999	3.9%	4.2%	6.0%
\$60,000-74,999	6.5%	7.4%	8.9%
\$75000-99999	7.7%	14.0%	15.5%
\$100,000-124,999	13.9%	15.1%	14.2%
\$125,000-149,999	11.2%	12.1%	10.6%
\$150000-199999	16.2%	15.5%	13.8%
\$200,000-249,999	15.7%	10.6%	7.5%
\$250,000-299,999	5.1%	3.5%	2.5%
\$300,000-399,999	2.1%	1.6%	1.2%
\$400,000-499,999	1.0%	0.7%	0.5%
\$500,000+	4.9%	3.4%	2.3%
Average Household Income	\$167,086	\$144,195	\$124,980

2025 Affordability, Mortgage and Wealth

Housing Affordability Index	116	98	90
Percent of Income for Mortgage	21.8%	25.6%	28.0%
Wealth Index	139	119	105

Median Home Value

2025	\$478,343	\$487,500	\$461,857
2030	\$649,137	\$604,083	\$576,887



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	1,746	16,359	41,063
<\$50,000	0.0%	0.5%	1.1%
\$50,000 - \$99,999	0.0%	0.1%	0.5%
\$100,000 - \$149,999	0.0%	0.0%	0.5%
\$150,000 - \$199,999	0.0%	0.3%	1.0%
\$200,000 - \$249,999	0.3%	1.4%	2.6%
\$250,000 - \$299,999	1.4%	2.7%	3.7%
\$300,000 - \$399,999	17.4%	18.1%	22.4%
\$400,000 - \$499,999	39.4%	30.7%	29.4%
\$500,000 - \$749,999	34.0%	37.7%	28.6%
\$750,000 - \$999,999	5.1%	5.4%	5.2%
\$1,000,000 - \$1,499,999	0.1%	2.3%	1.9%
\$1,500,000 - \$1,999,999	1.5%	0.3%	0.9%
\$2,000,000 +	0.8%	0.5%	2.3%
Average Home Value	\$545,175	\$540,632	\$543,894

Housing Unit Summary

2010 Total Housing Units	1,224	12,838	47,328
Owner Occupied Housing Units	69.1%	79.1%	74.0%
Renter Occupied Housing Units	30.9%	20.9%	26.0%
Vacant Housing Units	14.2%	12.1%	16.6%
2020 Housing Units	2,086	16,983	51,636
Owner Occupied Housing Units	81.2%	79.5%	74.3%
Renter Occupied Housing Units	18.9%	20.5%	25.7%
Vacant Housing Units	5.5%	6.4%	8.6%
2025 Housing Units	2,621	21,857	59,383
Owner Occupied Housing Units	78.8%	82.7%	77.0%
Renter Occupied Housing Units	21.2%	17.3%	23.0%
Vacant Housing Units	15.5%	9.5%	10.2%
2030 Total Housing Units	5,429	26,194	65,712
Owner Occupied Housing Units	80.2%	82.9%	77.3%
Renter Occupied Housing Units	19.8%	17.1%	22.7%
Vacant Housing Units	10.0%	9.2%	10.0%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	1 mile	3 miles	5 miles
Males	3,402	31,005	77,816
Females	3,620	31,541	79,626

Median Age	1 mile	3 miles	5 miles
2010	29.4	30.2	31.9
2020	34.9	35.0	36.8
2025	35.7	35.6	37.2
2030	35.6	35.8	37.5

2025 Population by Age	1 mile	3 miles	5 miles
Total	7,022	62,549	157,441
0 - 4	6.2%	6.4%	6.0%
5 - 9	6.7%	7.0%	6.4%
10 - 14	7.5%	8.1%	7.1%
15 - 24	15.1%	14.7%	14.4%
25 - 34	13.5%	13.0%	13.3%
35 - 44	14.9%	14.3%	12.8%
45 - 54	14.4%	14.7%	13.1%
55 - 64	10.7%	10.1%	10.2%
65 - 74	6.8%	7.2%	8.7%
75 - 84	3.5%	3.9%	6.2%
85 +	0.8%	0.9%	1.7%
18 +	74.2%	73.5%	76.0%

2025 Population 15+ by Marital Status	1 mile	3 miles	5 miles
Total	5,592	49,144	126,680
Never Married	29.5%	27.5%	30.2%
Married	59.0%	61.0%	57.2%
Widowed	3.1%	3.5%	4.4%
Divorced	8.4%	8.0%	8.2%



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment	1 mile	3 miles	5 miles
Total	4,533	39,952	103,951
Less than 9th Grade	0.2%	0.9%	1.2%
9th - 12th Grade, No Diploma	0.4%	3.2%	3.9%
High School Graduate	17.7%	20.3%	21.9%
GED/Alternative Credential	3.0%	3.6%	4.0%
Some College, No Degree	26.3%	25.5%	26.2%
Associate Degree	14.0%	11.4%	12.1%
Bachelor's Degree	25.3%	21.4%	19.6%
Graduate/Professional Degree	13.1%	13.7%	11.1%

2020 Population by Race/Ethnicity

Total	6,424	51,638	141,314
White Alone	65.0%	67.6%	67.6%
Black Alone	8.0%	6.3%	6.2%
American Indian Alone	1.0%	1.0%	1.1%
Asian Alone	4.9%	3.3%	3.0%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	6.7%	7.0%	7.9%
Two or More Races	6.7%	7.0%	7.9%
Hispanic Origin	22.0%	22.4%	23.1%
Diversity Index	70.0	68.2	68.6

2025 Population by Race/Ethnicity

Total	7,023	62,547	157,441
White Alone	62.7%	65.5%	65.5%
Black Alone	8.3%	6.5%	6.5%
American Indian Alone	1.1%	1.2%	1.2%
Asian Alone	5.3%	3.7%	3.3%
Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	7.3%	7.5%	8.5%
Two or More Races	15.1%	15.3%	14.7%
Hispanic Origin	23.5%	23.8%	24.5%
Diversity Index	72.4	70.4	70.8



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Pop 16+ by Occupation

	1 mile	3 miles	5 miles
Total	3,632	32,653	79,253
White Collar	66.1%	66.2%	65.0%
Management/Business/Financial	19.6%	20.4%	18.9%
Professional	25.5%	25.3%	23.2%
Sales	10.3%	9.1%	10.9%
Administrative Support	10.6%	11.4%	12.0%
Services	20.0%	15.5%	16.6%

2025 Employed Pop 16+ by Occupation

Total	3,632	32,653	79,253
Blue Collar	13.9%	18.4%	18.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.1%	3.0%	3.2%
Installation/Maintenance/Repair	3.2%	3.6%	3.2%
Production	4.0%	4.5%	4.5%
Transportation/Material Moving	1.6%	7.1%	7.4%
White Collar	66.1%	66.2%	65.0%
Management/Business/Financial	19.6%	20.4%	18.9%
Professional	25.5%	25.3%	23.2%
Sales	10.3%	9.1%	10.9%
Administrative Support	10.6%	11.4%	12.0%
Services	20.0%	15.5%	16.6%

2025 Civilian Population 16+ in Labor Force

Civilian Population 16+	3,632	32,653	79,253
Population 16+ Employed	98.1%	97.0%	97.0%
Population 16+ Unemployment rate	1.9%	3.0%	3.0%
Population 16-24 Employed	11.8%	13.6%	14.5%
Population 16-24 Unemployment rate	2.7%	7.5%	6.3%
Population 25-54 Employed	67.5%	66.3%	64.3%
Population 25-54 Unemployment rate	1.6%	1.9%	2.2%
Population 55-64 Employed	15%	13%	13%
Population 55-64 Unemployment rate	3.2%	2.1%	2.4%
Population 65+ Employed	4%	4%	5%
Population 65+ Unemployment rate	0.0%	7.7%	5.2%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	1 mile	3 miles	5 miles
Total	3,562	31,670	76,882
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	9.0%	7.7%	7.0%
Manufacturing	6.3%	6.6%	7.1%
Wholesale Trade	0.0%	1.1%	1.3%
Retail Trade	10.6%	11.8%	13.9%
Transportation/Utilities	2.5%	5.4%	5.8%
Information	2%	2%	2%
Finance/Insurance/Real Estate	14.3%	11.2%	10.1%
Services	45.8%	47.1%	46.3%
Public Administration	9.8%	6.5%	6.3%

2025 Consumer Spending

Apparel & Services: Total \$	\$7,930,467	\$60,787,105	\$141,251,994
Average Spent	\$3,580.35	\$3,073.63	\$2,648.09
Spending Potential Index	146	126	108
Education: Total \$	\$4,948,260	\$38,809,822	\$91,758,886
Average Spent	\$2,233.98	\$1,962.37	\$1,720.23
Spending Potential Index	125	110	96
Entertainment/Recreation: Total \$	\$12,889,560	\$99,723,185	\$232,996,148
Average Spent	\$5,819.21	\$5,042.38	\$4,368.05
Spending Potential Index	142	123	106
Food at Home: Total \$	\$22,325,901	\$172,019,115	\$407,367,704
Average Spent	\$10,079.41	\$8,697.94	\$7,637.05
Spending Potential Index	135	117	103
Food Away from Home: Total \$	\$13,386,846	\$102,334,699	\$237,643,004
Average Spent	\$6,043.72	\$5,174.43	\$4,455.17
Spending Potential Index	146	125	108
Health Care: Total \$	\$23,619,197	\$183,049,722	\$436,125,475
Average Spent	\$10,663.29	\$9,255.69	\$8,176.18
Spending Potential Index	138	120	106
HH Furnishings & Equipment: Total \$	\$9,386,878	\$72,491,273	\$169,132,867
Average Spent	\$4,237.87	\$3,665.43	\$3,170.79
Spending Potential Index	146	126	109
Personal Care Products & Services: Total \$	\$3,331,898	\$25,667,217	\$60,980,509
Average Spent	\$1,504.24	\$1,297.83	\$1,143.22
Spending Potential Index	143	124	109



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	1 mile	3 miles	5 miles
Shelter: Total \$	\$82,860,381	\$635,722,565	\$1,512,340,814
Average Spent	\$37,408.75	\$32,144.54	\$28,352.31
Spending Potential Index	141	121	107
Support Payments/Gifts in Kind: Total \$	\$12,032,198	\$92,088,118	\$215,516,907
Average Spent	\$5,432.14	\$4,656.32	\$4,040.36
Spending Potential Index	164	141	122
Travel: Total \$	\$11,450,875	\$88,780,230	\$208,158,166
Average Spent	\$5,169.70	\$4,489.06	\$3,902.40
Spending Potential Index	143	124	108
Vehicle Maintenance & Repairs: Total \$	\$4,304,239	\$33,057,986	\$77,931,933
Average Spent	\$1,943.22	\$1,671.54	\$1,461.01
Spending Potential Index	144	124	108

Top Tapestry Segment

1 mile	3 miles	5 miles
Boomburbs (H2):	Boomburbs (H2):	Boomburbs (H2):
This segment is characterized by high-earning suburban families in the South and West.	This segment is characterized by high-earning suburban families in the South and West.	This segment is characterized by high-earning suburban families in the South and West.
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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.

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.

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.

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:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.