



CITY OF GOODYEAR, ARIZONA

# SEDELLA COMMERCIAL CORNER



**AVAILABLE**  
**18.09 GROSS ACRES**

**SOLD**  
13.48 GROSS ACRES

  
**Sedella**  
Looking East



PHONE 480.367.0700 / FAX 480.367.8341  
www.NathanLandAZ.com

7600 East Doubletree Ranch Road, Suite 150  
Scottsdale, AZ 85258



## CITY OF GOODYEAR, ARIZONA

# SEDELLA COMMERCIAL CORNER

### LOCATION

Sedella is located at the northwest corner of Indian School Road and Citrus Road in the City of Goodyear, Arizona.

### SIZE

18.09 Gross Acres (9.95 Net Acres)

### ASSESSOR PARCEL NUMBER

502-30-001P

### ZONING

[PAD](#) | [City of Goodyear](#)

### PRICE

\$1,403,874 (±\$77,605 per Gross Acre)

### TERMS

Cash

### PROPERTY TAXES:

2020 Assessment: \$18,917.74

### UTILITIES:

All infrastructure and utilities are to site. Water service is provided by EPCOR Water Arizona, Inc. and Sewer service is provided by City of Goodyear.

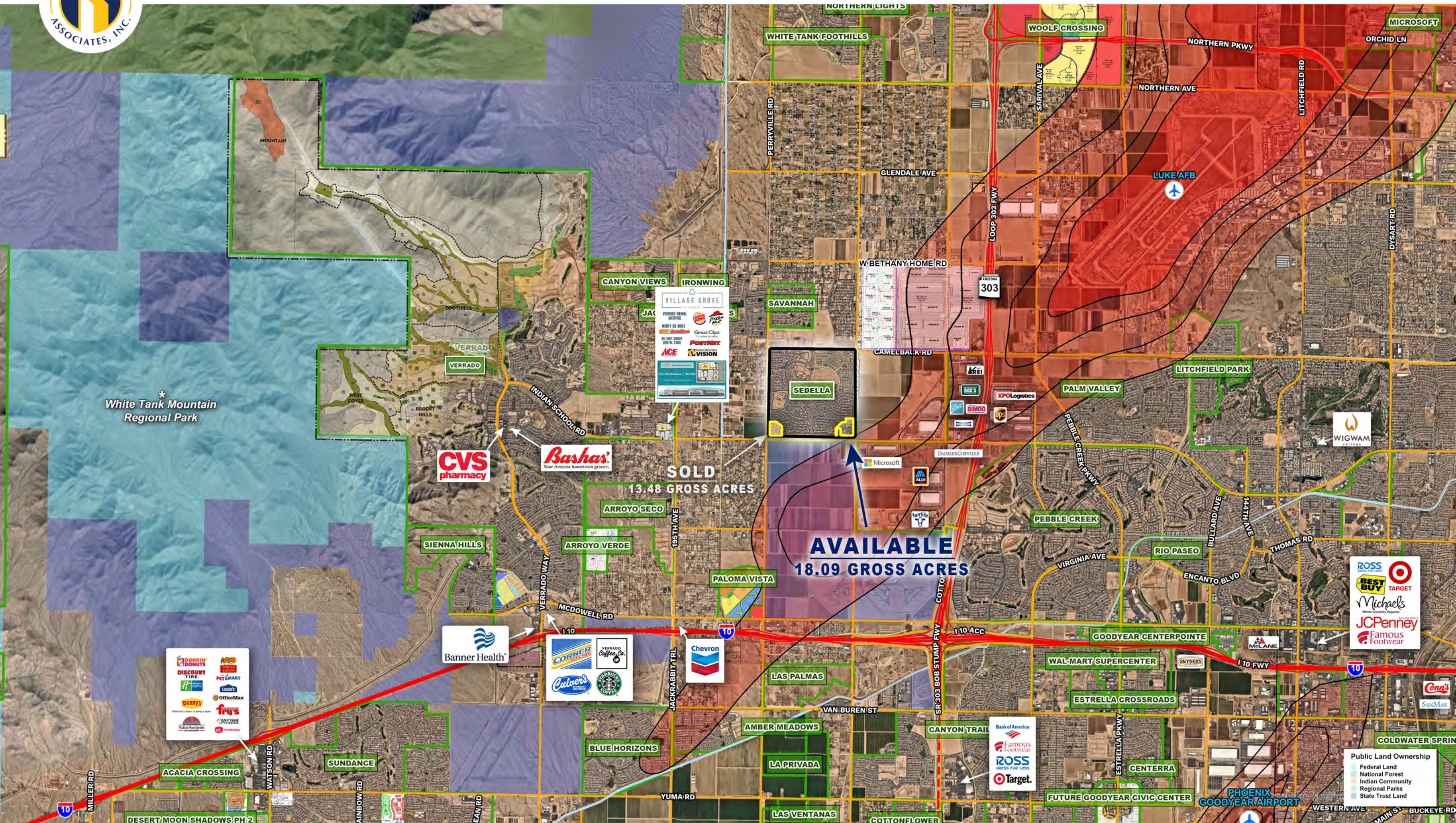
### COMMENTS

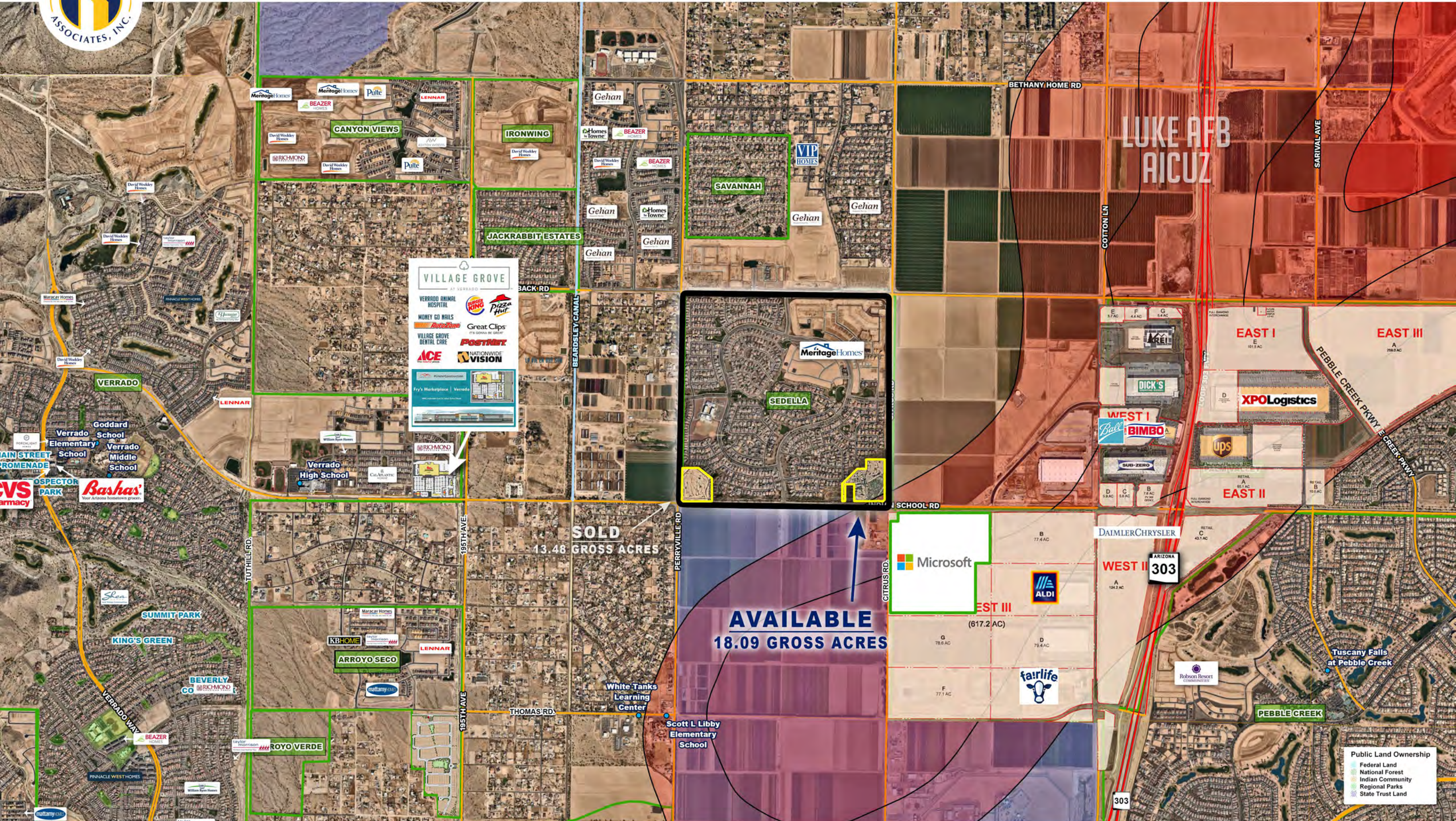
Located just west of the Loop 303 and 2 miles north of Interstate-10, this corner is located within Meritage's Sedella Community, and is uniquely positioned adjacent to Microsoft, Sub-Zero, Dick's Sporting Goods and REI, Inc.

### DUE DILIGENCE

[Please click to view](#)

- *Annexation Amendment Amended and Restated Declaration of CCRs - 2-28-14*
- *Annexation Amendment Amended and Restated Declaration of CCRs - 3-21-17*
- *Annexation Amendment Amended and Restated Declaration of CCRs - 4-21-16*
- *Annexation Amendment Amended and Restated Declaration of CCRs - 8-19-19*
- *Articles of Incorporation- 10-27-06*
- *Design Guidelines - 5-26-16*
- *Geotechnical Investigation Report*
- *Insurance Certificate - 8-1-19 to 8-1-20*
- *Special Warranty Deed*







**SOLD**  
13.48 GROSS ACRES

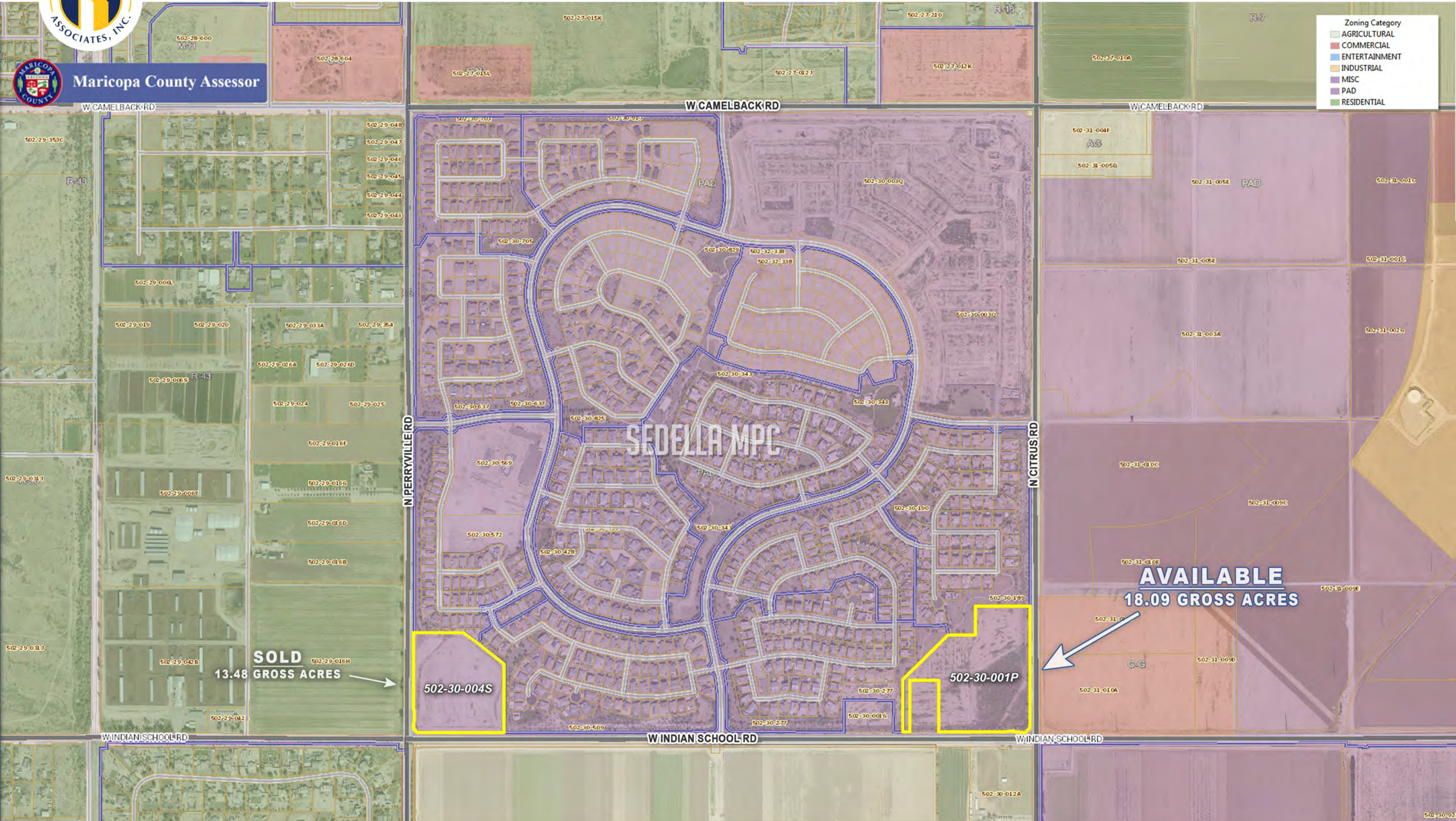
**AVAILABLE**  
18.09 GROSS ACRES





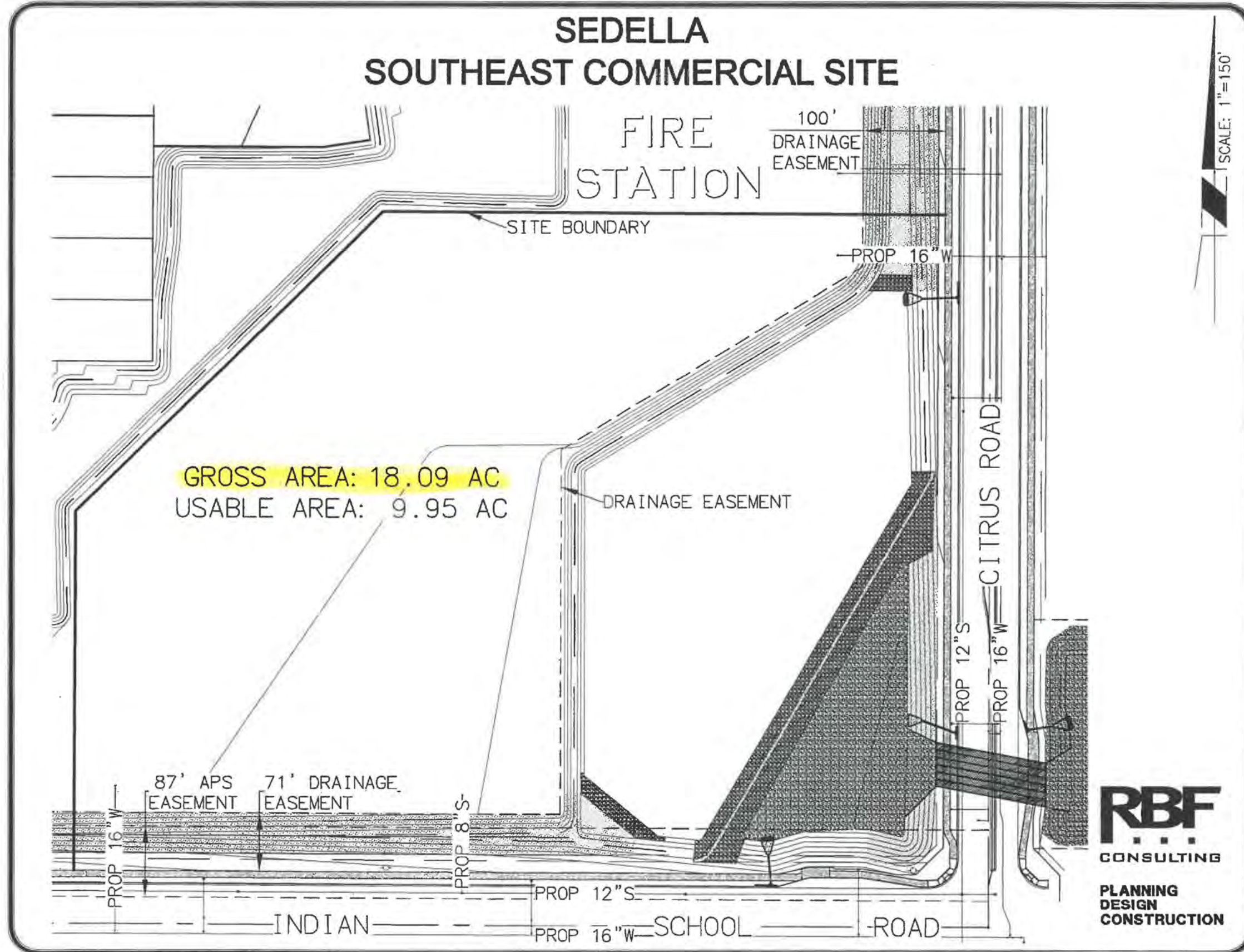
Maricopa County Assessor

Zoning Category	
<span style="color: green;">■</span>	AGRICULTURAL
<span style="color: red;">■</span>	COMMERCIAL
<span style="color: blue;">■</span>	ENTERTAINMENT
<span style="color: orange;">■</span>	INDUSTRIAL
<span style="color: purple;">■</span>	MISC
<span style="color: pink;">■</span>	PAD
<span style="color: lightgreen;">■</span>	RESIDENTIAL



**SOLD**  
13.48 GROSS ACRES

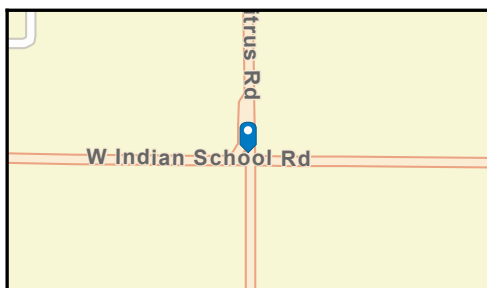
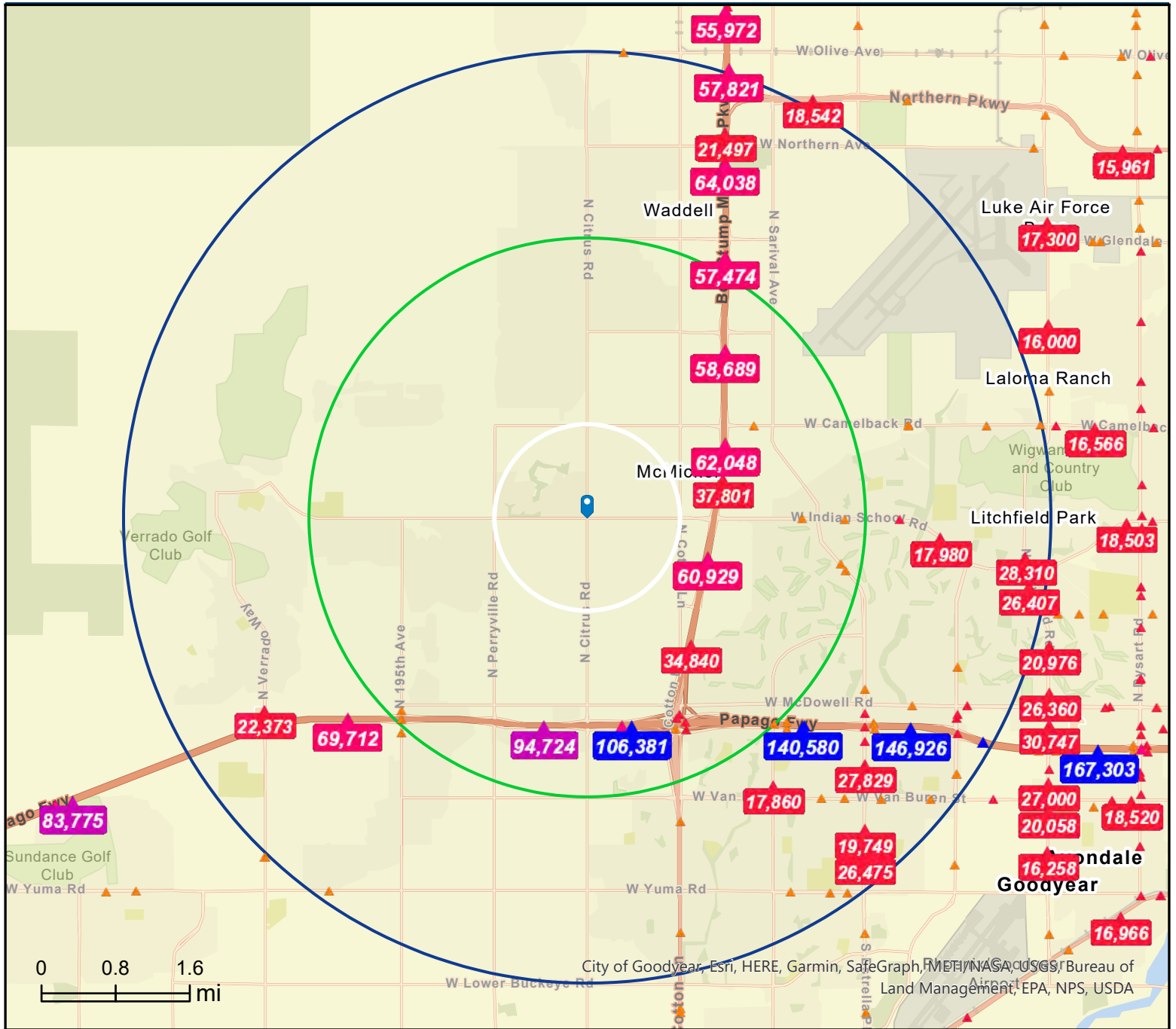
**AVAILABLE**  
18.09 GROSS ACRES



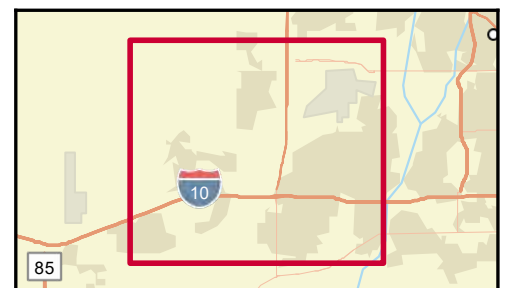
PLANNING  
DESIGN  
CONSTRUCTION

Indian School Road and Citrus Road  
 4100-4146 N Citrus Rd, Goodyear, Arizona, 85395  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.  
 Latitude: 33.49386  
 Longitude: -112.44420



- 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: ©2021 Kalibrate Technologies (Q1 2021).





# Traffic Count Profile

Indian School Road and Citrus Road  
4100-4146 N Citrus Rd, Goodyear, Arizona, 85395  
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.49386  
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Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.31	N Citrus Rd	W Campbell Ave (0.17 miles N)	2008	2,705
0.45	N Citrus Rd	Wigwam Blvd (0.44 miles N)	2008	2,295
0.46	Wigwam Blvd	N Citrus Rd (0.46000001 miles W)	2008	5,626
0.65	Wigwam Blvd	N Sedella Pkwy (0.16 miles E)	2013	5,110
1.02	N Cotton Ln	W Montecito Ave (0.09 miles N)	2015	1,000
1.03	W Camelback Rd	N Citrus Rd (0.27000001 miles W)	2011	2,000
1.04	N Perryville Rd	Wigwam Blvd (0.31 miles S)	2013	2,270
1.05	N Cotton Ln	W Osborn Rd (0.2 miles S)	2007	3,000
1.13	W Camelback Rd	N 183rd Ave (0.06 miles E)	2013	1,450
1.16	187th Ave	N Perryville Rd (0.05 miles N)	2015	3,507
1.18	N Citrus Rd	W Oregon Ave (0.11 miles N)	2015	2,466
1.19	Wigwam Blvd	N 169th Dr (0.01 miles W)	2015	7,370
1.23	W Thomas Rd	187th Ave (0.30000001 miles W)	2011	1,410
1.24	N Cotton Ln	Thomas Rd (0.2 miles S)	2015	570
1.30	West Indian School Road	N 189th Ave (0.0 miles )	2019	5,569
1.32	Bob Stump Memorial Pkwy	W Indian School Rd (0.15000001 miles N)	2018	2,133
1.36	Loop 303	W Osborn Rd (0.09 miles S)	2018	60,929
1.37	N 167th Ave	W Osborn Rd (0.25999999 miles SE)	2018	2,141
1.39	N 169th Ave	W Montecito Ave (0.18000001 miles NW)	2018	2,668
1.39	West Indian School Road	Bob Stump Memorial Pkwy (0.01 miles NW)	2018	6,917
1.43	Bob Stump Memorial Parkway	Thomas Rd (0.2 miles S)	2018	1,908
1.43	Bob Stump Memorial Parkway	W Montecito Ave (0.2 miles NW)	2018	3,247
1.44		(0.0 miles )	2015	1,551
1.46	Thomas Rd	Estrella Fwy (0.09 miles E)	2008	1,725
1.51	Loop 303	Wigwam Blvd (0.44 miles S)	2015	37,801
1.52	Loop 303	Thomas Rd (0.1 miles S)	2015	313
1.53	West Thomas Road	Bob Stump Memorial Pkwy (0.01 miles E)	2018	2,154
1.56	North Citrus Road	W San Juan Ave (0.0 miles )	2019	1,612
1.58	W Camelback Rd	Loop 303 (0.23 miles E)	2011	2,000
1.63	W Camelback Rd	Bob Stump Memorial Pkwy (0.23999999 miles N)	2018	2,121

**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 2020 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.

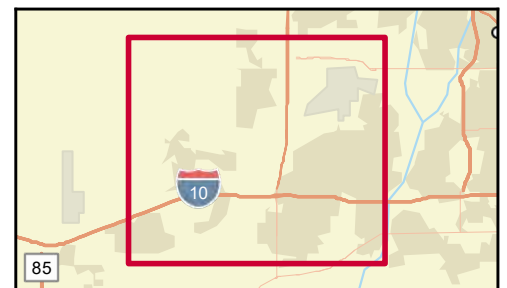
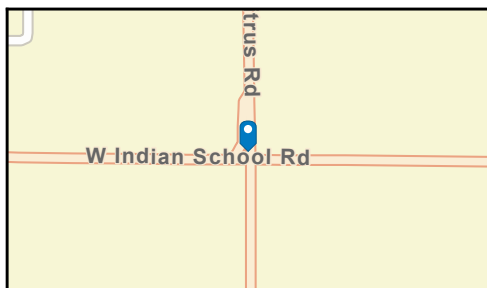
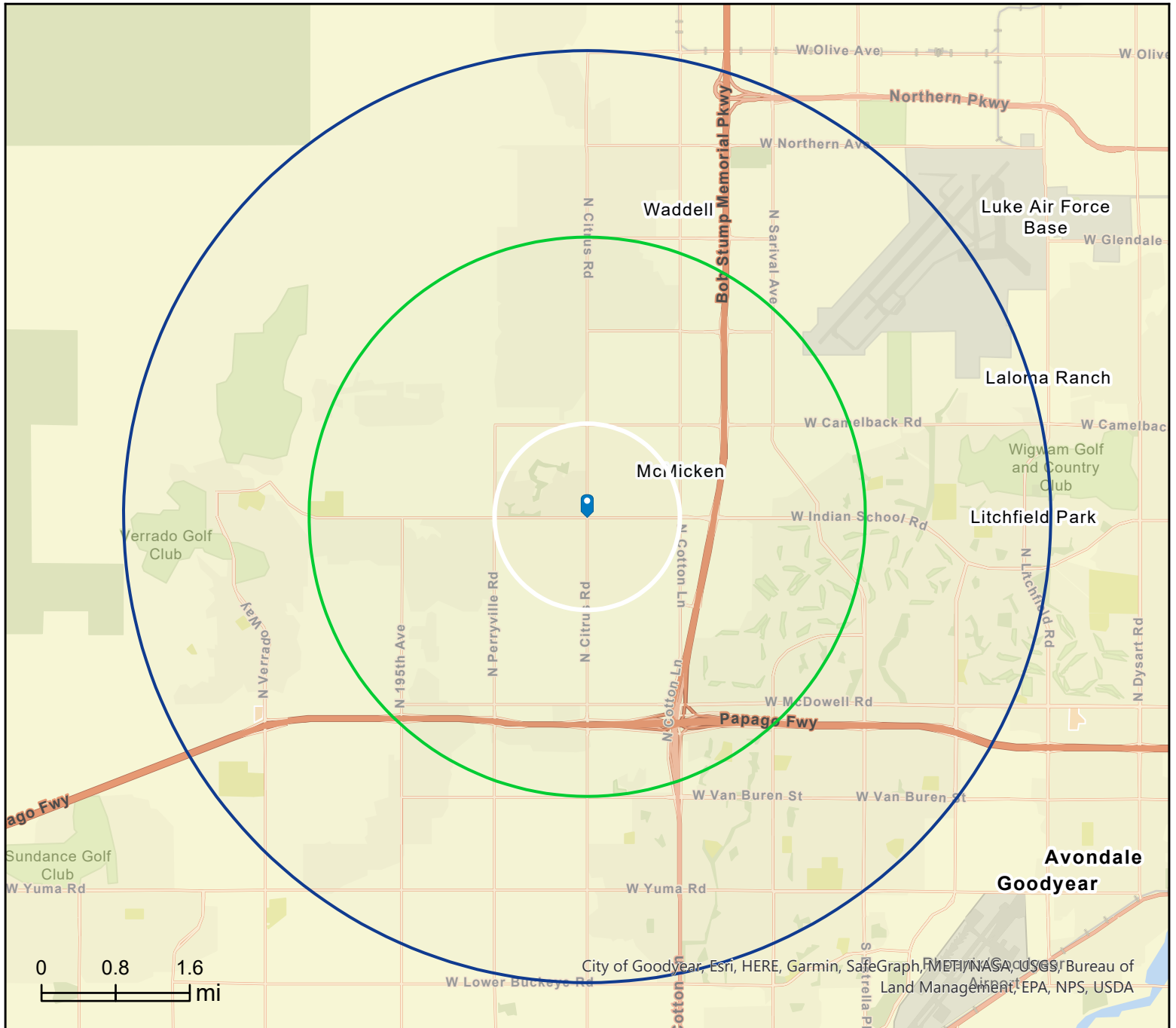
**Source:** ©2021 Kalibrate Technologies (Q1 2021).



# Site Map

Indian School Road and Citrus Road  
4100-4146 N Citrus Rd, Goodyear, Arizona, 85395  
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.  
Latitude: 33.49386  
Longitude: -112.44420



April 15, 2021



# Executive Summary

Indian School Road and Citrus Road  
 4100-4146 N Citrus Rd, Goodyear, Arizona, 85395  
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	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	0	6,435	16,753
2010 Population	5	16,259	61,125
2020 Population	2,003	27,005	97,983
2025 Population	2,403	30,126	112,382
2000-2010 Annual Rate	0.00%	9.71%	13.82%
2010-2020 Annual Rate	79.44%	5.07%	4.71%
2020-2025 Annual Rate	3.71%	2.21%	2.78%
2020 Male Population	48.9%	41.3%	47.0%
2020 Female Population	51.1%	58.7%	53.0%
2020 Median Age	30.2	42.5	36.7

In the identified area, the current year population is 97,983. In 2010, the Census count in the area was 61,125. The rate of change since 2010 was 4.71% annually. The five-year projection for the population in the area is 112,382 representing a change of 2.78% annually from 2020 to 2025. Currently, the population is 47.0% male and 53.0% female.

### Median Age

The median age in this area is 30.2, compared to U.S. median age of 38.5.

### Race and Ethnicity

2020 White Alone	57.7%	72.1%	68.9%
2020 Black Alone	10.1%	6.6%	6.9%
2020 American Indian/Alaska Native Alone	0.6%	2.0%	1.4%
2020 Asian Alone	16.7%	4.9%	5.5%
2020 Pacific Islander Alone	0.1%	0.1%	0.1%
2020 Other Race	10.2%	11.0%	12.7%
2020 Two or More Races	4.5%	3.3%	4.4%
2020 Hispanic Origin (Any Race)	25.5%	25.4%	29.4%

Persons of Hispanic origin represent 29.4% of the population in the identified area compared to 18.8% 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 71.8 in the identified area, compared to 65.1 for the U.S. as a whole.

### Households

2020 Wealth Index	151	209	146
2000 Households	0	1,527	5,328
2010 Households	3	4,692	19,998
2020 Total Households	569	8,335	32,063
2025 Total Households	682	9,455	36,770
2000-2010 Annual Rate	0.00%	11.88%	14.14%
2010-2020 Annual Rate	66.82%	5.77%	4.71%
2020-2025 Annual Rate	3.69%	2.55%	2.78%
2020 Average Household Size	3.52	2.72	2.92

The household count in this area has changed from 19,998 in 2010 to 32,063 in the current year, a change of 4.71% annually. The five-year projection of households is 36,770, a change of 2.78% annually from the current year total. Average household size is currently 2.92, compared to 2.88 in the year 2010. The number of families in the current year is 25,473 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles	5 miles
<b>Mortgage Income</b>			
2020 Percent of Income for Mortgage	13.3%	15.8%	15.1%
<b>Median Household Income</b>			
2020 Median Household Income	\$111,783	\$100,096	\$89,830
2025 Median Household Income	\$125,634	\$106,233	\$99,093
2020-2025 Annual Rate	2.36%	1.20%	1.98%
<b>Average Household Income</b>			
2020 Average Household Income	\$138,192	\$129,564	\$114,426
2025 Average Household Income	\$162,508	\$143,171	\$128,775
2020-2025 Annual Rate	3.29%	2.02%	2.39%
<b>Per Capita Income</b>			
2020 Per Capita Income	\$40,024	\$40,168	\$37,431
2025 Per Capita Income	\$47,024	\$45,104	\$42,093
2020-2025 Annual Rate	3.28%	2.35%	2.38%

### Households by Income

Current median household income is \$89,830 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$99,093 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$114,426 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$128,775 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$37,431 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$42,093 in five years, compared to \$37,691 for all U.S. households

<b>Housing</b>			
2020 Housing Affordability Index	177	150	158
2000 Total Housing Units	0	1,646	5,821
2000 Owner Occupied Housing Units	0	1,386	4,877
2000 Renter Occupied Housing Units	0	141	451
2000 Vacant Housing Units	0	119	493
2010 Total Housing Units	4	5,475	23,397
2010 Owner Occupied Housing Units	3	4,219	16,068
2010 Renter Occupied Housing Units	0	473	3,930
2010 Vacant Housing Units	1	783	3,399
2020 Total Housing Units	589	9,099	35,068
2020 Owner Occupied Housing Units	506	7,692	27,241
2020 Renter Occupied Housing Units	63	643	4,821
2020 Vacant Housing Units	20	764	3,005
2025 Total Housing Units	704	10,179	39,755
2025 Owner Occupied Housing Units	607	8,527	30,466
2025 Renter Occupied Housing Units	75	928	6,304
2025 Vacant Housing Units	22	724	2,985

Currently, 77.7% of the 35,068 housing units in the area are owner occupied; 13.7%, renter occupied; and 8.6% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 23,397 housing units in the area - 68.7% owner occupied, 16.8% renter occupied, and 14.5% vacant. The annual rate of change in housing units since 2010 is 19.70%. Median home value in the area is \$323,775, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.45% annually to \$347,856.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. 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	0	6,435	16,753
2010 Total Population	5	16,259	61,125
2020 Total Population	2,003	27,005	97,983
2020 Group Quarters	0	4,305	4,356
2025 Total Population	2,403	30,126	112,382
2020-2025 Annual Rate	3.71%	2.21%	2.78%
2020 Total Daytime Population	1,548	18,744	77,893
Workers	466	5,460	26,038
Residents	1,082	13,284	51,855
<b>Household Summary</b>			
2000 Households	0	1,527	5,328
2000 Average Household Size	0.00	2.84	2.74
2010 Households	3	4,692	19,998
2010 Average Household Size	1.67	2.71	2.88
2020 Households	569	8,335	32,063
2020 Average Household Size	3.52	2.72	2.92
2025 Households	682	9,455	36,770
2025 Average Household Size	3.52	2.73	2.94
2020-2025 Annual Rate	3.69%	2.55%	2.78%
2010 Families	3	3,797	15,911
2010 Average Family Size	2.00	2.99	3.20
2020 Families	491	6,739	25,473
2020 Average Family Size	3.76	3.00	3.24
2025 Families	588	7,638	29,178
2025 Average Family Size	3.76	3.00	3.26
2020-2025 Annual Rate	3.67%	2.54%	2.75%
<b>Housing Unit Summary</b>			
2000 Housing Units	0	1,646	5,821
Owner Occupied Housing Units	0.0%	84.2%	83.8%
Renter Occupied Housing Units	0.0%	8.6%	7.7%
Vacant Housing Units	0.0%	7.2%	8.5%
2010 Housing Units	4	5,475	23,397
Owner Occupied Housing Units	75.0%	77.1%	68.7%
Renter Occupied Housing Units	0.0%	8.6%	16.8%
Vacant Housing Units	25.0%	14.3%	14.5%
2020 Housing Units	589	9,099	35,068
Owner Occupied Housing Units	85.9%	84.5%	77.7%
Renter Occupied Housing Units	10.7%	7.1%	13.7%
Vacant Housing Units	3.4%	8.4%	8.6%
2025 Housing Units	704	10,179	39,755
Owner Occupied Housing Units	86.2%	83.8%	76.6%
Renter Occupied Housing Units	10.7%	9.1%	15.9%
Vacant Housing Units	3.1%	7.1%	7.5%
<b>Median Household Income</b>			
2020	\$111,783	\$100,096	\$89,830
2025	\$125,634	\$106,233	\$99,093
<b>Median Home Value</b>			
2020	\$356,793	\$379,201	\$323,775
2025	\$379,358	\$396,861	\$347,856
<b>Per Capita Income</b>			
2020	\$40,024	\$40,168	\$37,431
2025	\$47,024	\$45,104	\$42,093
<b>Median Age</b>			
2010	7.5	41.2	35.7
2020	30.2	42.5	36.7
2025	31.1	42.1	35.5

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles	5 miles
<b>2020 Households by Income</b>			
Household Income Base	569	8,335	32,063
<\$15,000	3.3%	3.9%	3.7%
\$15,000 - \$24,999	1.2%	2.3%	2.9%
\$25,000 - \$34,999	2.1%	5.2%	5.0%
\$35,000 - \$49,999	7.6%	8.4%	9.2%
\$50,000 - \$74,999	14.6%	13.9%	17.6%
\$75,000 - \$99,999	12.5%	16.3%	17.4%
\$100,000 - \$149,999	26.2%	22.8%	22.9%
\$150,000 - \$199,999	14.9%	12.1%	10.1%
\$200,000+	17.8%	15.1%	11.2%
Average Household Income	\$138,192	\$129,564	\$114,426
<b>2025 Households by Income</b>			
Household Income Base	682	9,455	36,770
<\$15,000	3.4%	3.2%	3.1%
\$15,000 - \$24,999	1.0%	1.8%	2.5%
\$25,000 - \$34,999	1.6%	4.3%	4.2%
\$35,000 - \$49,999	6.3%	7.4%	8.1%
\$50,000 - \$74,999	12.2%	12.5%	15.8%
\$75,000 - \$99,999	10.7%	16.2%	16.8%
\$100,000 - \$149,999	24.0%	23.7%	24.1%
\$150,000 - \$199,999	16.1%	13.5%	11.8%
\$200,000+	24.8%	17.2%	13.7%
Average Household Income	\$162,508	\$143,171	\$128,775
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	506	7,692	27,241
<\$50,000	0.6%	0.5%	0.5%
\$50,000 - \$99,999	0.0%	0.5%	0.4%
\$100,000 - \$149,999	0.4%	1.0%	1.6%
\$150,000 - \$199,999	0.6%	2.9%	7.4%
\$200,000 - \$249,999	6.3%	8.6%	14.9%
\$250,000 - \$299,999	21.5%	12.6%	18.0%
\$300,000 - \$399,999	36.4%	29.9%	30.5%
\$400,000 - \$499,999	26.1%	26.2%	16.2%
\$500,000 - \$749,999	7.3%	14.6%	8.2%
\$750,000 - \$999,999	1.0%	2.4%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.4%	0.7%
Average Home Value	\$373,422	\$406,611	\$362,357
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	607	8,527	30,466
<\$50,000	0.2%	0.2%	0.1%
\$50,000 - \$99,999	0.0%	0.2%	0.1%
\$100,000 - \$149,999	0.2%	0.4%	0.6%
\$150,000 - \$199,999	0.2%	1.3%	3.1%
\$200,000 - \$249,999	3.6%	6.1%	11.3%
\$250,000 - \$299,999	17.5%	11.0%	17.9%
\$300,000 - \$399,999	35.9%	31.8%	35.1%
\$400,000 - \$499,999	32.8%	29.8%	19.4%
\$500,000 - \$749,999	9.1%	16.7%	10.1%
\$750,000 - \$999,999	0.8%	2.0%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.3%	0.7%
Average Home Value	\$393,133	\$423,250	\$385,185

**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 2020 and 2025 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	0	16,259	61,123
0 - 4	0.0%	4.4%	7.1%
5 - 9	0.0%	4.9%	7.7%
10 - 14	0.0%	5.2%	7.7%
15 - 24	0.0%	15.9%	13.2%
25 - 34	0.0%	11.3%	13.3%
35 - 44	0.0%	13.9%	15.5%
45 - 54	0.0%	14.5%	12.9%
55 - 64	0.0%	13.9%	11.1%
65 - 74	0.0%	11.5%	7.8%
75 - 84	0.0%	3.6%	2.9%
85 +	0.0%	0.9%	0.8%
18 +	0.0%	81.6%	73.1%
<b>2020 Population by Age</b>			
Total	2,001	27,007	97,982
0 - 4	9.4%	4.6%	6.8%
5 - 9	10.6%	5.1%	7.3%
10 - 14	10.4%	5.4%	7.1%
15 - 24	12.4%	14.0%	12.6%
25 - 34	13.4%	12.7%	13.9%
35 - 44	15.0%	11.2%	13.6%
45 - 54	15.4%	13.4%	13.1%
55 - 64	7.6%	11.7%	10.7%
65 - 74	3.9%	14.7%	10.1%
75 - 84	1.4%	5.9%	4.0%
85 +	0.3%	1.2%	0.9%
18 +	65.0%	81.5%	74.9%
<b>2025 Population by Age</b>			
Total	2,403	30,125	112,381
0 - 4	9.9%	4.9%	7.2%
5 - 9	10.3%	5.1%	7.3%
10 - 14	9.8%	5.3%	7.2%
15 - 24	11.5%	12.8%	11.7%
25 - 34	17.1%	13.2%	15.8%
35 - 44	14.1%	11.8%	14.0%
45 - 54	14.0%	11.8%	11.5%
55 - 64	7.4%	10.6%	9.7%
65 - 74	3.7%	13.9%	9.4%
75 - 84	1.7%	8.9%	5.1%
85 +	0.3%	1.6%	1.0%
18 +	65.0%	81.3%	74.3%
<b>2010 Population by Sex</b>			
Males	2	6,306	28,497
Females	3	9,953	32,628
<b>2020 Population by Sex</b>			
Males	979	11,163	46,082
Females	1,024	15,841	51,901
<b>2025 Population by Sex</b>			
Males	1,164	12,643	52,982
Females	1,239	17,483	59,400

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



# Market Profile

Indian School Road and Citrus Road  
 4100-4146 N Citrus Rd, Goodyear, Arizona, 85395  
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.  
 Latitude: 33.49386  
 Longitude: -112.44420

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	4	16,258	61,125
White Alone	75.0%	76.7%	73.8%
Black Alone	0.0%	5.2%	5.8%
American Indian Alone	0.0%	2.3%	1.4%
Asian Alone	25.0%	3.0%	4.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.0%	10.1%	11.0%
Two or More Races	0.0%	2.6%	3.7%
Hispanic Origin	20.0%	23.4%	26.1%
Diversity Index	72.8	62.0	66.2
<b>2020 Population by Race/Ethnicity</b>			
Total	2,002	27,005	97,985
White Alone	57.7%	72.1%	68.9%
Black Alone	10.1%	6.6%	6.9%
American Indian Alone	0.6%	2.0%	1.4%
Asian Alone	16.7%	4.9%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.2%	11.0%	12.7%
Two or More Races	4.5%	3.3%	4.4%
Hispanic Origin	25.5%	25.4%	29.4%
Diversity Index	77.0	67.2	71.8
<b>2025 Population by Race/Ethnicity</b>			
Total	2,404	30,127	112,382
White Alone	54.1%	70.0%	66.1%
Black Alone	11.0%	7.1%	7.7%
American Indian Alone	0.6%	1.9%	1.4%
Asian Alone	18.6%	5.8%	6.3%
Pacific Islander Alone	0.2%	0.1%	0.2%
Some Other Race Alone	10.6%	11.4%	13.5%
Two or More Races	4.9%	3.5%	4.8%
Hispanic Origin	26.5%	26.5%	31.2%
Diversity Index	79.2	69.5	74.5
<b>2010 Population by Relationship and Household Type</b>			
Total	5	16,259	61,125
In Households	100.0%	78.3%	94.2%
In Family Households	100.0%	71.1%	85.4%
Householder	20.0%	23.5%	25.9%
Spouse	20.0%	21.0%	21.6%
Child	40.0%	22.1%	31.6%
Other relative	0.0%	3.1%	4.2%
Nonrelative	0.0%	1.3%	2.1%
In Nonfamily Households	0.0%	7.2%	8.7%
In Group Quarters	0.0%	21.7%	5.8%
Institutionalized Population	0.0%	21.6%	5.8%
Noninstitutionalized Population	0.0%	0.0%	0.0%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.





# Market Profile

Indian School Road and Citrus Road  
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	1 mile	3 miles	5 miles
<b>2020 Population 25+ by Educational Attainment</b>			
Total	1,144	19,139	64,872
Less than 9th Grade	3.1%	2.6%	2.9%
9th - 12th Grade, No Diploma	2.0%	5.5%	4.1%
High School Graduate	19.1%	16.4%	18.8%
GED/Alternative Credential	1.7%	3.2%	2.9%
Some College, No Degree	22.0%	28.6%	28.8%
Associate Degree	10.8%	10.1%	10.7%
Bachelor's Degree	23.1%	19.3%	19.5%
Graduate/Professional Degree	18.3%	14.3%	12.3%
<b>2020 Population 15+ by Marital Status</b>			
Total	1,393	22,916	77,224
Never Married	27.2%	28.2%	27.5%
Married	61.2%	57.8%	59.1%
Widowed	2.6%	4.7%	4.9%
Divorced	9.0%	9.3%	8.6%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,034	10,493	46,394
Population 16+ Employed	89.2%	90.0%	90.0%
Population 16+ Unemployment rate	10.8%	10.0%	10.0%
Population 16-24 Employed	9.5%	9.6%	10.4%
Population 16-24 Unemployment rate	27.3%	21.8%	21.7%
Population 25-54 Employed	78.0%	61.9%	70.1%
Population 25-54 Unemployment rate	8.5%	8.3%	8.3%
Population 55-64 Employed	10.6%	19.2%	14.3%
Population 55-64 Unemployment rate	8.4%	8.2%	8.4%
Population 65+ Employed	1.8%	9.3%	5.2%
Population 65+ Unemployment rate	15.0%	10.5%	9.8%
<b>2020 Employed Population 16+ by Industry</b>			
Total	922	9,445	41,763
Agriculture/Mining	2.4%	1.2%	1.0%
Construction	6.0%	8.0%	6.4%
Manufacturing	3.6%	6.8%	6.8%
Wholesale Trade	2.1%	2.0%	2.2%
Retail Trade	10.1%	8.9%	10.7%
Transportation/Utilities	9.9%	12.3%	11.1%
Information	1.5%	1.3%	1.4%
Finance/Insurance/Real Estate	8.5%	10.2%	8.8%
Services	50.7%	43.8%	45.2%
Public Administration	5.5%	5.4%	6.4%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	922	9,446	41,762
White Collar	72.5%	69.0%	64.4%
Management/Business/Financial	20.3%	19.2%	17.5%
Professional	29.5%	24.3%	22.8%
Sales	8.0%	11.6%	10.6%
Administrative Support	14.6%	13.9%	13.5%
Services	13.6%	13.2%	16.1%
Blue Collar	14.0%	17.8%	19.4%
Farming/Forestry/Fishing	0.0%	0.5%	0.2%
Construction/Extraction	2.8%	3.5%	3.3%
Installation/Maintenance/Repair	3.5%	2.8%	3.5%
Production	3.7%	4.7%	4.8%
Transportation/Material Moving	4.0%	6.3%	7.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

April 15, 2021



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	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	3	4,692	19,999
Households with 1 Person	0.0%	14.4%	15.5%
Households with 2+ People	100.0%	85.6%	84.5%
Family Households	100.0%	80.9%	79.6%
Husband-wife Families	66.7%	72.4%	66.3%
With Related Children	66.7%	23.9%	30.7%
Other Family (No Spouse Present)	0.0%	8.5%	13.3%
Other Family with Male Householder	0.0%	3.6%	4.6%
With Related Children	0.0%	2.2%	3.1%
Other Family with Female Householder	0.0%	5.0%	8.7%
With Related Children	0.0%	3.2%	6.3%
Nonfamily Households	0.0%	4.7%	5.0%
All Households with Children	66.7%	29.6%	40.6%
Multigenerational Households	0.0%	4.9%	5.3%
Unmarried Partner Households	0.0%	4.9%	6.3%
Male-female	0.0%	4.1%	5.4%
Same-sex	0.0%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	3	4,693	19,998
1 Person Household	0.0%	14.4%	15.5%
2 Person Household	33.3%	48.9%	37.8%
3 Person Household	33.3%	12.5%	15.3%
4 Person Household	33.3%	11.7%	15.8%
5 Person Household	0.0%	6.9%	8.9%
6 Person Household	0.0%	3.3%	4.0%
7 + Person Household	0.0%	2.3%	2.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3	4,692	19,998
Owner Occupied	100.0%	89.9%	80.3%
Owned with a Mortgage/Loan	100.0%	70.4%	68.1%
Owned Free and Clear	0.0%	19.5%	12.2%
Renter Occupied	0.0%	10.1%	19.7%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	177	150	158
Percent of Income for Mortgage	13.3%	15.8%	15.1%
Wealth Index	151	209	146
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4	5,475	23,397
Housing Units Inside Urbanized Area	100.0%	96.4%	97.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	3.6%	3.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5	16,259	61,125
Population Inside Urbanized Area	100.0%	97.3%	97.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.7%	2.6%

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Boomburbs (1C)	Silver & Gold (9A)	Up and Coming Families (7A)
2.		Boomburbs (1C)	Boomburbs (1C)
3.		Professional Pride (1B)	Soccer Moms (4A)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,906,294	\$25,082,977	\$88,307,355
Average Spent	\$3,350.25	\$3,009.36	\$2,754.18
Spending Potential Index	156	140	128
Education: Total \$	\$1,523,481	\$19,956,046	\$66,322,772
Average Spent	\$2,677.47	\$2,394.25	\$2,068.51
Spending Potential Index	150	134	116
Entertainment/Recreation: Total \$	\$2,750,257	\$38,691,638	\$131,597,652
Average Spent	\$4,833.49	\$4,642.07	\$4,104.35
Spending Potential Index	149	143	126
Food at Home: Total \$	\$4,351,839	\$62,108,792	\$213,008,530
Average Spent	\$7,648.22	\$7,451.56	\$6,643.44
Spending Potential Index	143	140	124
Food Away from Home: Total \$	\$3,308,032	\$44,370,964	\$154,329,318
Average Spent	\$5,813.76	\$5,323.45	\$4,813.31
Spending Potential Index	154	141	128
Health Care: Total \$	\$4,658,043	\$70,995,971	\$236,805,072
Average Spent	\$8,186.37	\$8,517.81	\$7,385.62
Spending Potential Index	142	148	128
HH Furnishings & Equipment: Total \$	\$1,951,742	\$26,771,580	\$92,964,931
Average Spent	\$3,430.13	\$3,211.95	\$2,899.45
Spending Potential Index	157	147	133
Personal Care Products & Services: Total \$	\$829,520	\$11,416,118	\$39,172,689
Average Spent	\$1,457.86	\$1,369.66	\$1,221.74
Spending Potential Index	159	149	133
Shelter: Total \$	\$16,371,478	\$223,621,674	\$763,872,715
Average Spent	\$28,772.37	\$26,829.24	\$23,824.12
Spending Potential Index	149	138	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,129,609	\$31,850,606	\$105,810,562
Average Spent	\$3,742.72	\$3,821.31	\$3,300.08
Spending Potential Index	160	163	141
Travel: Total \$	\$2,149,310	\$30,624,983	\$100,619,150
Average Spent	\$3,777.35	\$3,674.26	\$3,138.17
Spending Potential Index	157	152	130
Vehicle Maintenance & Repairs: Total \$	\$934,623	\$13,643,013	\$46,763,431
Average Spent	\$1,642.57	\$1,636.83	\$1,458.49
Spending Potential Index	142	141	126

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.