



CITY OF MARICOPA, ARIZONA

RANCHO MIRAGE 6 ACRE COMMERCIAL CORNER



**SUBJECT SITE
6 ACRES**

Rancho Mirage
Looking West



PHONE 480.367.0700 / FAX 480.367.8341
www.NathanLandAZ.com

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



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CITY OF MARICOPA, ARIZONA

RANCHO MIRAGE

6 ACRE COMMERCIAL CORNER

LOCATION

Northwest corner of Bowlin Road and Hartman Road in the City of Maricopa (Pinal County), Arizona.

SIZE

6.0 Gross Acres

ASSESSOR PARCEL NUMBER

502-03-030

ZONING

[CB-2 \(General Business\)](#) | City of Maricopa

PRICE

Submit

TERMS

Cash

UTILITIES

Global water and sewer to the project.

PROPERTY TAXES

2022 Assessment: \$2,319.64

COMMENTS

This well-situated commercial corner lies in the middle of existing homes and new home development in the City of Maricopa. Phase 1 at Rancho Mirage (977 Lots) is built out. Phase 2 is under development with Meritage, Century, KHov, Beazer and CastleRock with a total of 1,156 units planned.

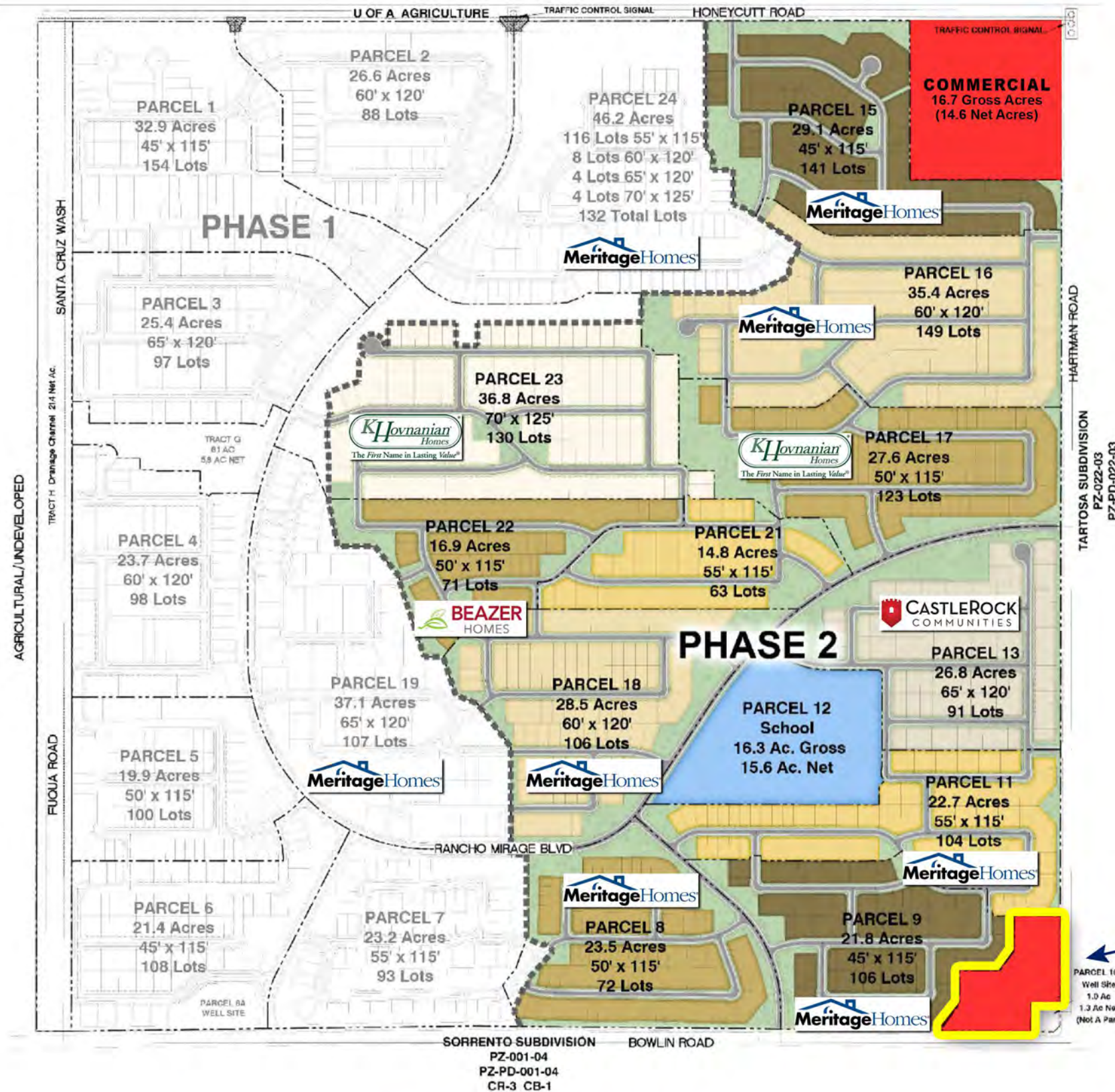
The nearby masterplans of Tortosa and Sorrento will supply an additional 6,166 homes for the area.



RANCHO MIRAGE ESTATES

MARICOPA, ARIZONA
PRELIMINARY PLAT

Rancho Mirage Estates				
Parcel	Lot Size	Gross Acres	Total Units	Dwelling Units Per Acre
Phase 2				
8	50' X 115'	23.5	72	3.1
9	45' X 115'	21.8	106	4.9
10A	Well Site	0.5	--	--
11	55' X 115'	22.7	104	4.6
12	School	16.3	--	--
13	65' X 120'	26.8	91	3.4
15	45' X 115'	29.1	141	4.8
16	60' X 120'	35.4	149	4.2
17	50' X 115'	27.6	123	4.5
18	60' X 120'	28.5	106	3.7
21	55' X 115'	14.8	63	4.2
22	50' X 115'	16.9	71	4.2
23	70' X 125'	36.8	130	3.5
Subtotal		300.8	1156	3.8

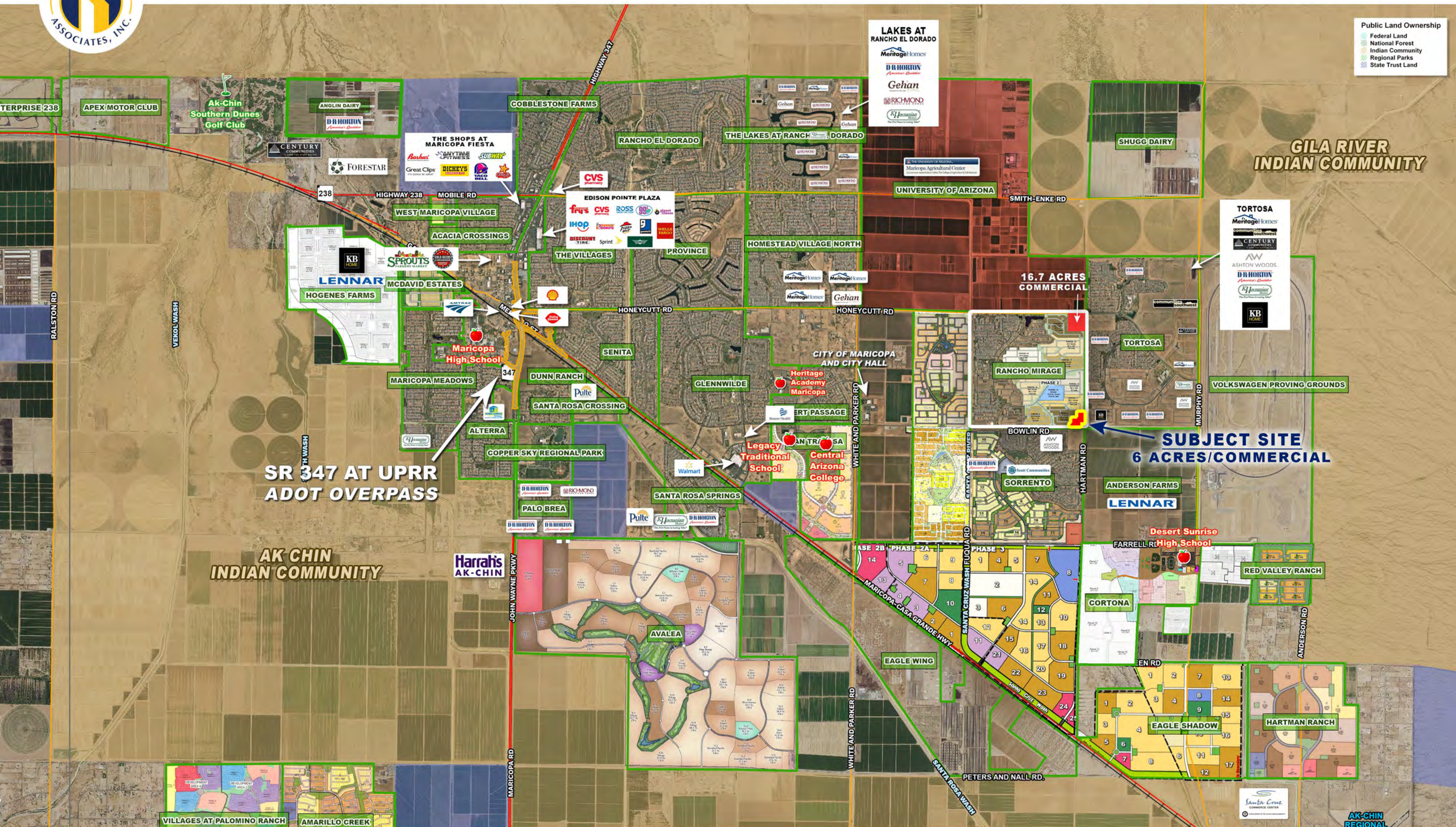


HILGARTWILSON
ENGINEER | PLAN | SURVEY | MANAGE

Scale: 1" = 1,000'

SEPTEMBER 2020

U:\8888 Projects\Darrell Projects\NATE NATHAN\Rancho Mirage\ 9/25/2020 8:09 PM



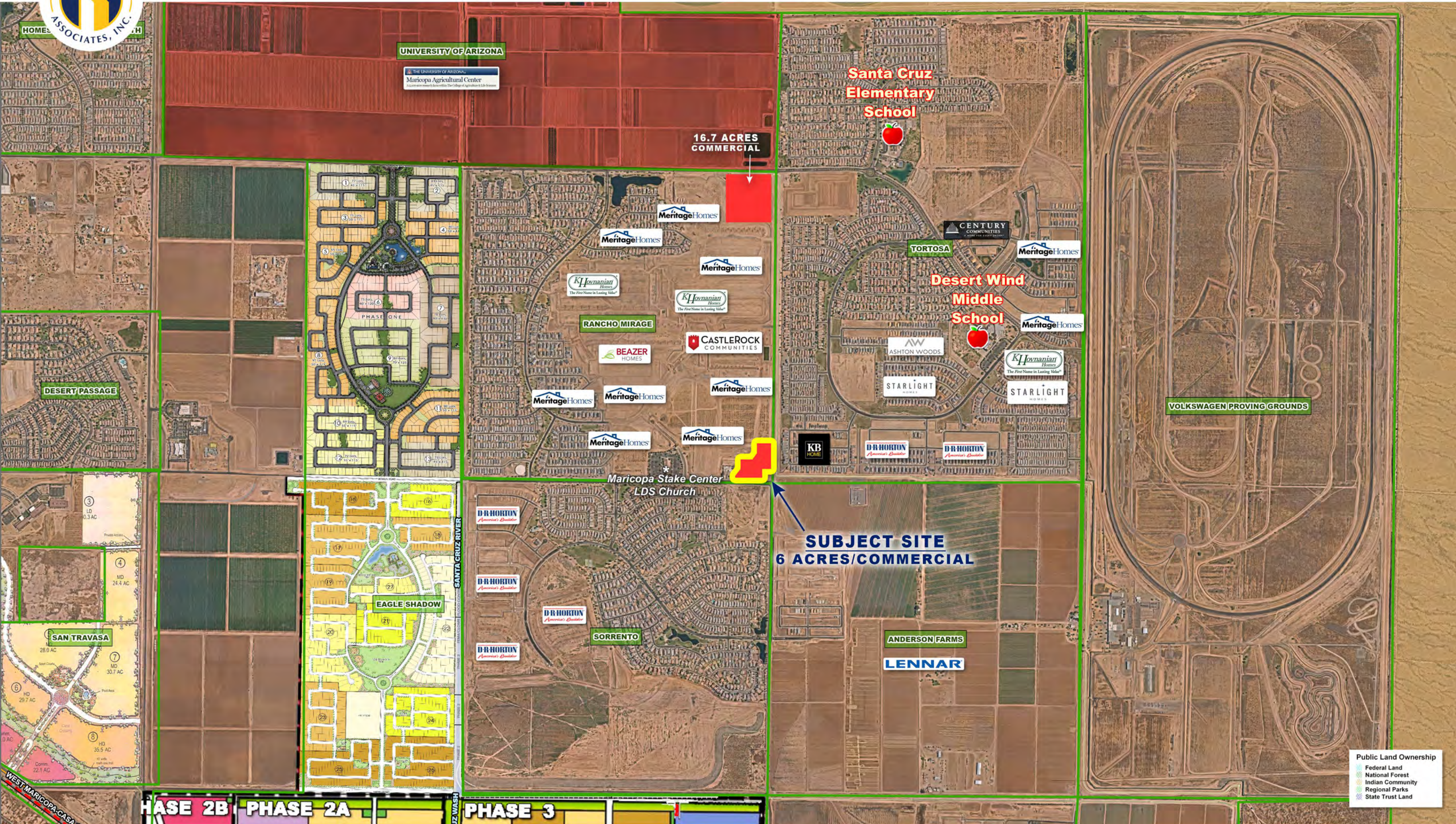
Public Land Ownership
Federal Land
National Forest
Indian Community
Regional Parks
State Trust Land

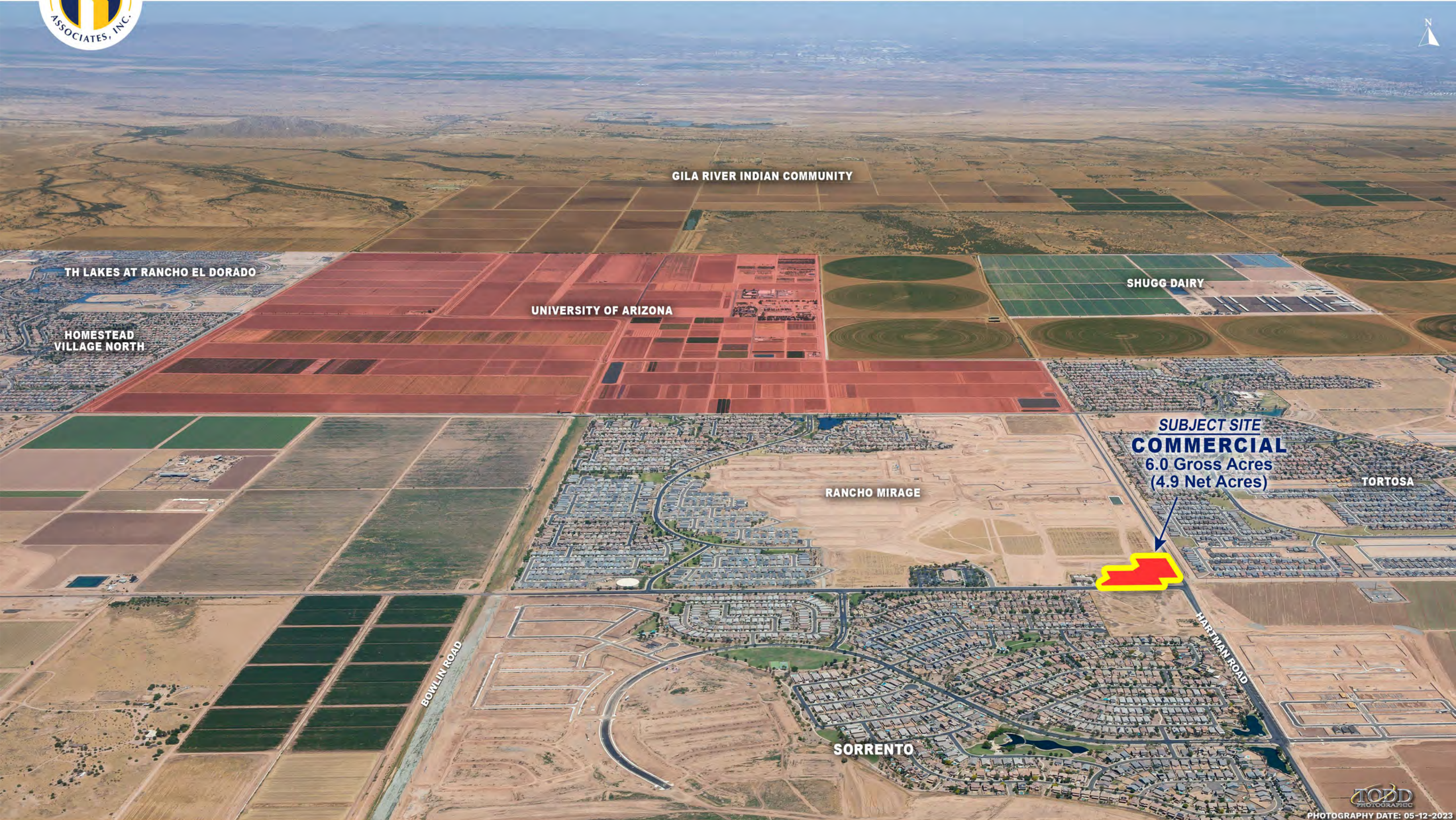
SR 347 AT UPRR
ADOT OVERPASS

SUBJECT SITE
6 ACRES/COMMERCIAL



RANCHO MIRAGE, 6 ACRE COMMERCIAL CORNER / CITY OF MARICOPA SUBMARKET





GILA RIVER INDIAN COMMUNITY

TH LAKES AT RANCHO EL DORADO

HOMESTEAD VILLAGE NORTH

UNIVERSITY OF ARIZONA

SHUGG DAIRY

SUBJECT SITE
COMMERCIAL
6.0 Gross Acres
(4.9 Net Acres)

RANCHO MIRAGE

TORTOSA

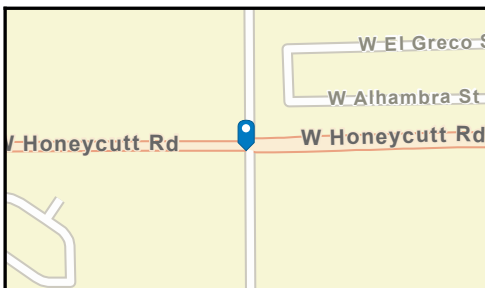
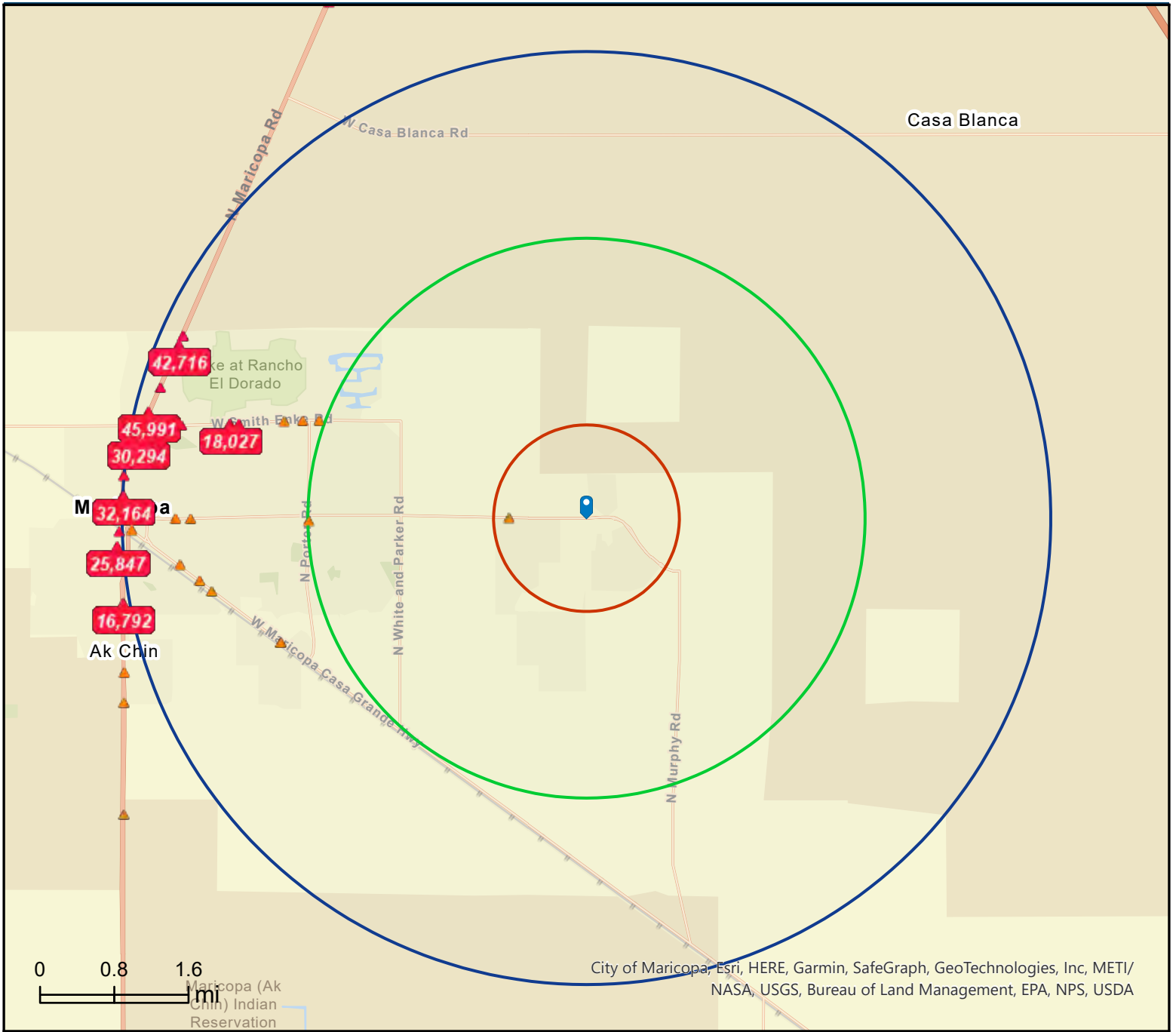
BOWLIN ROAD

SORRENTO

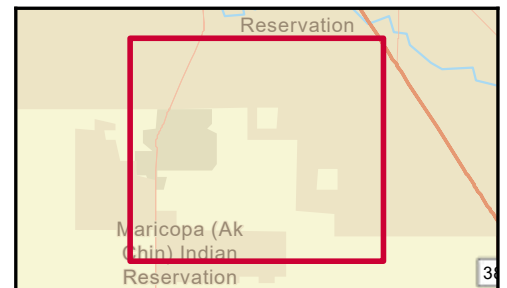
HARTMAN ROAD



PHOTOGRAPHY DATE: 05-12-2023



- 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: ©2023 Kalibrate Technologies (Q2 2023).



Traffic Count Profile

Rancho Mirage Commercial Corners
36801-36829 W Honeycutt Rd, Maricopa, Arizona, 85138
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
Latitude: 33.05801
Longitude: -111.96193

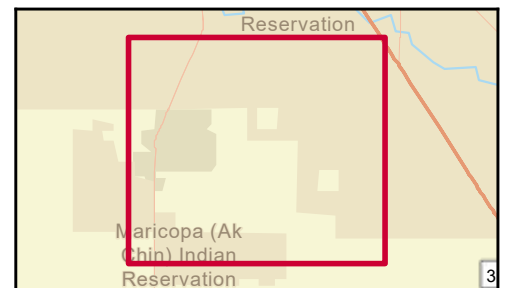
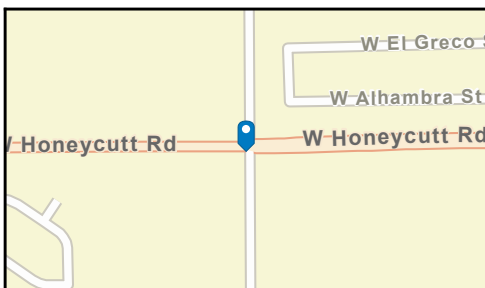
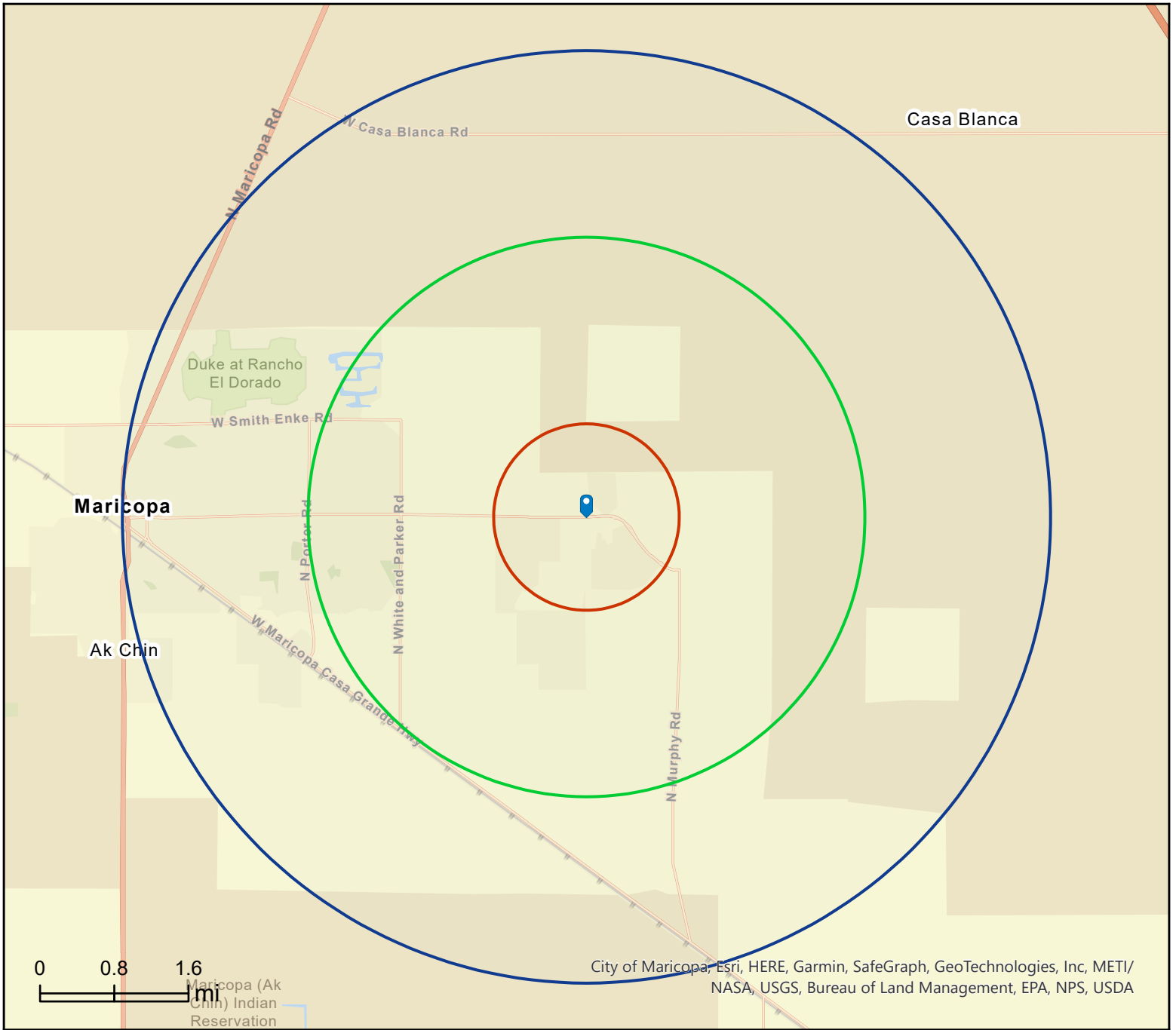
Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.05	N Hartman Rd	W Honeycutt Rd (0.04 miles S)	2010	280
0.07	W Honeycutt Rd	N Hartman Rd (0.07 miles W)	2010	5,469
0.08	W Honeycutt Rd	N Hartman Rd (0.09 miles E)	2010	5,643
0.09	N Hartman Rd	W Honeycutt Rd (0.09 miles N)	2013	802
0.10	North Hartman Road	W Honeycutt Rd (0.1 miles N)	2018	775
0.11	N Hartman Rd	W Honeycutt Rd (0.1 miles N)	2011	737
0.73	W Honeycutt Rd	Terrasona Blvd (0.2 miles NW)	2013	1,377
0.84	West Honeycutt Road	Rose Rd (0.03 miles E)	2018	8,103
0.84	W Honeycutt Rd	Rose Rd (0.03 miles E)	2014	7,236
1.31	N Hartman Rd	W Charity Pl (0.15 miles S)	2013	787
1.71	N Murphy Rd	W Charity Pl (0.06 miles S)	2015	999
1.97	W Honeycutt Rd	N White and Parker Rd (0.02 miles W)	2010	6,175
2.00	N White and Parker Rd	W Honeycutt Rd (0.05 miles S)	2010	3,398
2.00	N White and Parker Rd	Wild Horse Trl (0.08 miles S)	2013	3,123
2.03	W Honeycutt Rd	N White and Parker Rd (0.04 miles E)	2010	4,713
2.06	N White and Parker Rd	Hopper Dr (0.04 miles N)	2015	3,913
2.15	West Civic Center Plaza	Celis St (0.08 miles SW)	2018	2,548
2.16	N White and Parker Rd	Lococo St (0.21 miles N)	2014	2,276
2.31	W Bowlin Rd	Smith Farm Cir (0.4 miles W)	2014	5,538
2.59	W Smith Enke Rd	Chase Dr (0.05 miles W)	2011	7,581
2.66	W Bowlin Rd	Smith Farm Cir (0.02 miles W)	2010	1,291
2.70	W Bowlin Rd	Smith Farm Cir (0.02 miles E)	2010	1,796
2.89	N White and Parker Rd	W Farrell Rd (0.07 miles N)	2015	1,002
2.92	W Honeycutt Rd	N Porter Rd (0.06 miles W)	2009	6,223
2.99	N Porter Rd	W Honeycutt Rd (0.06 miles N)	2013	8,337
2.99	N Porter Rd	W Honeycutt Rd (0.1 miles S)	2008	6,311
3.02	W Bowlin Rd	N Emma Ln (0.06 miles W)	2014	5,538
3.03	W Maricopa-Casa Grande Hwy	N White and Parker Rd (0.33 miles NW)	2014	5,766
3.06	West Smith Enke Road	Ben St (0.1 miles E)	2018	8,641
3.06	W Smith Enke Rd	Ben St (0.1 miles E)	2014	7,717

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 2023 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: ©2023 Kalibrate Technologies (Q2 2023).

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36801-36829 W Honeycutt Rd, Maricopa, Arizona, 85138
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
Latitude: 33.05801
Longitude: -111.96193





Executive Summary

Rancho Mirage Commercial Corners
36801-36829 W Honeycutt Rd, Maricopa, Arizona, 85138
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
Latitude: 33.05801
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	1 mile	3 miles	5 miles
Population			
2010 Population	3,345	7,623	34,582
2020 Population	4,599	16,184	48,357
2023 Population	7,272	22,063	57,462
2028 Population	7,943	24,178	61,088
2010-2020 Annual Rate	3.23%	7.82%	3.41%
2020-2023 Annual Rate	15.14%	10.00%	5.45%
2023-2028 Annual Rate	1.78%	1.85%	1.23%
2023 Male Population	49.1%	49.2%	49.2%
2023 Female Population	50.9%	50.8%	50.8%
2023 Median Age	32.8	32.6	33.9

In the identified area, the current year population is 57,462. In 2020, the Census count in the area was 48,357. The rate of change since 2020 was 5.45% annually. The five-year projection for the population in the area is 61,088 representing a change of 1.23% annually from 2023 to 2028. Currently, the population is 49.2% male and 50.8% female.

Median Age

The median age in this area is 33.9, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	53.9%	53.5%	55.2%
2023 Black Alone	11.3%	11.5%	11.1%
2023 American Indian/Alaska Native Alone	3.9%	3.4%	4.3%
2023 Asian Alone	1.9%	2.3%	2.8%
2023 Pacific Islander Alone	0.3%	0.4%	0.5%
2023 Other Race	13.1%	12.1%	10.6%
2023 Two or More Races	15.6%	16.8%	15.4%
2023 Hispanic Origin (Any Race)	31.9%	31.6%	28.1%

Persons of Hispanic origin represent 28.1% of the population in the identified area compared to 19.4% 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 78.9 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	77	71	79
2010 Households	1,119	2,541	11,532
2020 Households	1,420	5,165	15,911
2023 Households	2,258	7,102	19,012
2028 Households	2,450	7,762	20,190
2010-2020 Annual Rate	2.41%	7.35%	3.27%
2020-2023 Annual Rate	15.34%	10.30%	5.63%
2023-2028 Annual Rate	1.65%	1.79%	1.21%
2023 Average Household Size	3.22	3.10	3.02

The household count in this area has changed from 15,911 in 2020 to 19,012 in the current year, a change of 5.63% annually. The five-year projection of households is 20,190, a change of 1.21% annually from the current year total. Average household size is currently 3.02, compared to 3.04 in the year 2020. The number of families in the current year is 14,297 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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



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	1 mile	3 miles	5 miles
Mortgage Income			
2023 Percent of Income for Mortgage	17.7%	21.4%	21.1%
Median Household Income			
2023 Median Household Income	\$91,310	\$85,912	\$92,078
2028 Median Household Income	\$101,554	\$97,236	\$102,661
2023-2028 Annual Rate	2.15%	2.51%	2.20%
Average Household Income			
2023 Average Household Income	\$104,870	\$100,804	\$105,808
2028 Average Household Income	\$118,729	\$113,978	\$119,478
2023-2028 Annual Rate	2.51%	2.49%	2.46%
Per Capita Income			
2023 Per Capita Income	\$32,397	\$32,234	\$34,894
2028 Per Capita Income	\$36,433	\$36,347	\$39,369
2023-2028 Annual Rate	2.38%	2.43%	2.44%
GINI Index			
2023 Gini Index	31.8	31.5	31.4

Households by Income

Current median household income is \$92,078 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$102,661 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$105,808 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$119,478 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$34,894 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$39,369 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	141	116	118
2010 Total Housing Units	1,301	2,865	13,752
2010 Owner Occupied Housing Units	930	2,196	9,310
2010 Renter Occupied Housing Units	186	345	2,222
2010 Vacant Housing Units	182	324	2,220
2020 Total Housing Units	1,528	5,563	17,686
2020 Vacant Housing Units	108	398	1,775
2023 Total Housing Units	2,397	7,566	20,858
2023 Owner Occupied Housing Units	2,069	6,402	16,238
2023 Renter Occupied Housing Units	189	700	2,774
2023 Vacant Housing Units	139	464	1,846
2028 Total Housing Units	2,523	8,063	21,939
2028 Owner Occupied Housing Units	2,259	6,900	17,055
2028 Renter Occupied Housing Units	191	862	3,135
2028 Vacant Housing Units	73	301	1,749
Socioeconomic Status Index			
2023 Socioeconomic Status Index	52.3	53.3	54.0

Currently, 77.9% of the 20,858 housing units in the area are owner occupied; 13.3%, renter occupied; and 8.9% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 17,686 housing units in the area and 10.0% vacant housing units. The annual rate of change in housing units since 2020 is 5.21%. Median home value in the area is \$323,843, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 0.20% annually to \$327,028.

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. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 data into 2020 geography.



Market Profile

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	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	3,345	7,623	34,582
2020 Total Population	4,599	16,184	48,357
2020 Group Quarters	8	12	24
2023 Total Population	7,272	22,063	57,462
2023 Group Quarters	6	12	23
2028 Total Population	7,943	24,178	61,088
2023-2028 Annual Rate	1.78%	1.85%	1.23%
2023 Total Daytime Population	4,710	15,026	41,337
Workers	731	2,732	9,488
Residents	3,979	12,294	31,849
Household Summary			
2010 Households	1,119	2,541	11,532
2010 Average Household Size	2.99	3.00	3.00
2020 Total Households	1,420	5,165	15,911
2020 Average Household Size	3.23	3.13	3.04
2023 Households	2,258	7,102	19,012
2023 Average Household Size	3.22	3.10	3.02
2028 Households	2,450	7,762	20,190
2028 Average Household Size	3.24	3.11	3.02
2023-2028 Annual Rate	1.65%	1.79%	1.21%
2010 Families	796	1,878	8,926
2010 Average Family Size	3.52	3.42	3.35
2023 Families	1,569	5,185	14,297
2023 Average Family Size	3.84	3.55	3.42
2028 Families	1,706	5,676	15,206
2028 Average Family Size	3.85	3.55	3.41
2023-2028 Annual Rate	1.69%	1.83%	1.24%
Housing Unit Summary			
2000 Housing Units	8	100	568
Owner Occupied Housing Units	62.5%	52.0%	57.2%
Renter Occupied Housing Units	37.5%	33.0%	32.0%
Vacant Housing Units	0.0%	15.0%	10.7%
2010 Housing Units	1,301	2,865	13,752
Owner Occupied Housing Units	71.5%	76.6%	67.7%
Renter Occupied Housing Units	14.3%	12.0%	16.2%
Vacant Housing Units	14.0%	11.3%	16.1%
2020 Housing Units	1,528	5,563	17,686
Vacant Housing Units	7.1%	7.2%	10.0%
2023 Housing Units	2,397	7,566	20,858
Owner Occupied Housing Units	86.3%	84.6%	77.9%
Renter Occupied Housing Units	7.9%	9.3%	13.3%
Vacant Housing Units	5.8%	6.1%	8.9%
2028 Housing Units	2,523	8,063	21,939
Owner Occupied Housing Units	89.5%	85.6%	77.7%
Renter Occupied Housing Units	7.6%	10.7%	14.3%
Vacant Housing Units	2.9%	3.7%	8.0%
Median Household Income			
2023	\$91,310	\$85,912	\$92,078
2028	\$101,554	\$97,236	\$102,661
Median Home Value			
2023	\$268,293	\$305,546	\$323,843
2028	\$265,646	\$309,580	\$327,028
Per Capita Income			
2023	\$32,397	\$32,234	\$34,894
2028	\$36,433	\$36,347	\$39,369
Median Age			
2010	30.3	29.7	31.6
2023	32.8	32.6	33.9
2028	31.0	30.7	32.9

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	1 mile	3 miles	5 miles
2023 Households by Income			
Household Income Base	2,258	7,102	19,012
<\$15,000	4.7%	5.1%	4.9%
\$15,000 - \$24,999	2.7%	2.0%	2.0%
\$25,000 - \$34,999	4.5%	4.0%	4.0%
\$35,000 - \$49,999	9.6%	9.9%	9.7%
\$50,000 - \$74,999	17.4%	20.6%	17.4%
\$75,000 - \$99,999	15.5%	16.5%	16.1%
\$100,000 - \$149,999	28.4%	26.4%	28.4%
\$150,000 - \$199,999	12.1%	11.6%	12.5%
\$200,000+	5.0%	4.0%	5.0%
Average Household Income	\$104,870	\$100,804	\$105,808
2028 Households by Income			
Household Income Base	2,450	7,762	20,190
<\$15,000	3.3%	3.7%	3.6%
\$15,000 - \$24,999	1.9%	1.4%	1.5%
\$25,000 - \$34,999	3.1%	2.8%	2.8%
\$35,000 - \$49,999	7.3%	8.2%	8.0%
\$50,000 - \$74,999	15.9%	18.7%	15.4%
\$75,000 - \$99,999	16.7%	16.6%	15.7%
\$100,000 - \$149,999	30.9%	29.2%	31.4%
\$150,000 - \$199,999	14.8%	14.4%	15.6%
\$200,000+	6.1%	4.9%	5.9%
Average Household Income	\$118,729	\$113,978	\$119,478
2023 Owner Occupied Housing Units by Value			
Total	2,069	6,402	16,238
<\$50,000	3.0%	1.5%	1.2%
\$50,000 - \$99,999	1.4%	0.7%	0.6%
\$100,000 - \$149,999	9.3%	4.1%	2.3%
\$150,000 - \$199,999	14.8%	10.2%	7.8%
\$200,000 - \$249,999	16.3%	13.9%	11.7%
\$250,000 - \$299,999	13.9%	17.5%	15.6%
\$300,000 - \$399,999	28.4%	36.1%	45.8%
\$400,000 - \$499,999	7.7%	13.3%	11.6%
\$500,000 - \$749,999	3.6%	1.8%	2.5%
\$750,000 - \$999,999	0.8%	0.4%	0.4%
\$1,000,000 - \$1,499,999	0.3%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.4%	0.3%	0.3%
Average Home Value	\$290,845	\$313,144	\$329,401
2028 Owner Occupied Housing Units by Value			
Total	2,259	6,900	17,055
<\$50,000	7.0%	3.3%	2.3%
\$50,000 - \$99,999	11.6%	5.3%	3.6%
\$100,000 - \$149,999	1.9%	0.8%	0.5%
\$150,000 - \$199,999	13.1%	9.2%	7.1%
\$200,000 - \$249,999	12.3%	10.6%	8.9%
\$250,000 - \$299,999	13.4%	17.3%	15.4%
\$300,000 - \$399,999	27.0%	35.6%	45.7%
\$400,000 - \$499,999	8.6%	15.1%	13.1%
\$500,000 - \$749,999	3.1%	1.6%	2.2%
\$750,000 - \$999,999	1.1%	0.6%	0.6%
\$1,000,000 - \$1,499,999	0.4%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.5%	0.5%	0.4%
Average Home Value	\$280,500	\$313,601	\$330,711

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

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 Latitude: 33.05801
 Longitude: -111.96193

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	3,344	7,622	34,584
0 - 4	10.0%	11.1%	10.6%
5 - 9	10.4%	9.4%	9.8%
10 - 14	8.7%	8.4%	8.1%
15 - 24	10.6%	10.7%	10.0%
25 - 34	20.2%	21.8%	18.6%
35 - 44	15.6%	14.9%	15.9%
45 - 54	10.9%	10.9%	10.9%
55 - 64	8.6%	8.0%	9.5%
65 - 74	3.7%	3.7%	5.0%
75 - 84	1.1%	1.0%	1.4%
85 +	0.1%	0.2%	0.3%
18 +	67.6%	67.8%	67.9%
2023 Population by Age			
Total	7,273	22,062	57,462
0 - 4	8.5%	8.9%	8.7%
5 - 9	8.7%	9.2%	9.0%
10 - 14	8.3%	8.7%	8.5%
15 - 24	12.9%	12.2%	12.0%
25 - 34	15.4%	15.2%	13.3%
35 - 44	18.3%	19.1%	17.4%
45 - 54	11.2%	10.8%	11.2%
55 - 64	8.2%	7.9%	8.7%
65 - 74	6.0%	5.6%	7.9%
75 - 84	2.0%	2.0%	2.8%
85 +	0.3%	0.4%	0.4%
18 +	69.9%	69.1%	69.6%
2028 Population by Age			
Total	7,942	24,178	61,087
0 - 4	9.1%	9.4%	9.1%
5 - 9	9.0%	9.3%	8.9%
10 - 14	8.7%	9.0%	8.7%
15 - 24	13.1%	12.8%	12.2%
25 - 34	16.9%	16.7%	14.1%
35 - 44	18.1%	18.4%	17.2%
45 - 54	11.4%	11.3%	11.3%
55 - 64	6.6%	6.2%	7.0%
65 - 74	4.7%	4.6%	7.3%
75 - 84	2.2%	2.0%	3.6%
85 +	0.3%	0.3%	0.5%
18 +	68.8%	67.6%	68.9%
2010 Population by Sex			
Males	1,671	3,789	17,162
Females	1,674	3,834	17,420
2023 Population by Sex			
Males	3,568	10,848	28,276
Females	3,704	11,215	29,186
2028 Population by Sex			
Males	3,860	11,801	29,927
Females	4,083	12,377	31,161

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Rancho Mirage Commercial Corners
 36801-36829 W Honeycutt Rd, Maricopa, Arizona, 85138
 Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.
 Latitude: 33.05801
 Longitude: -111.96193

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	3,345	7,624	34,582
White Alone	67.7%	67.9%	69.7%
Black Alone	12.3%	11.2%	9.4%
American Indian Alone	2.0%	2.0%	4.1%
Asian Alone	2.2%	2.8%	4.2%
Pacific Islander Alone	0.4%	0.2%	0.3%
Some Other Race Alone	9.6%	10.0%	7.4%
Two or More Races	5.8%	5.8%	5.0%
Hispanic Origin	25.8%	26.9%	22.8%
Diversity Index	69.9	70.4	67.2
2020 Population by Race/Ethnicity			
Total	4,599	16,184	48,357
White Alone	54.3%	53.7%	55.4%
Black Alone	12.2%	12.5%	11.9%
American Indian Alone	3.7%	3.2%	4.5%
Asian Alone	1.9%	2.2%	2.8%
Pacific Islander Alone	0.3%	0.5%	0.5%
Some Other Race Alone	12.4%	11.5%	10.0%
Two or More Races	15.3%	16.5%	14.9%
Hispanic Origin	30.8%	30.7%	26.9%
Diversity Index	79.9	80.1	78.4
2023 Population by Race/Ethnicity			
Total	7,272	22,062	57,462
White Alone	53.9%	53.5%	55.2%
Black Alone	11.3%	11.5%	11.1%
American Indian Alone	3.9%	3.4%	4.3%
Asian Alone	1.9%	2.3%	2.8%
Pacific Islander Alone	0.3%	0.4%	0.5%
Some Other Race Alone	13.1%	12.1%	10.6%
Two or More Races	15.6%	16.8%	15.4%
Hispanic Origin	31.9%	31.6%	28.1%
Diversity Index	80.4	80.5	78.9
2028 Population by Race/Ethnicity			
Total	7,943	24,178	61,087
White Alone	51.8%	51.4%	53.2%
Black Alone	11.0%	11.3%	10.9%
American Indian Alone	4.2%	3.7%	4.4%
Asian Alone	2.0%	2.4%	3.0%
Pacific Islander Alone	0.3%	0.4%	0.5%
Some Other Race Alone	14.0%	12.9%	11.5%
Two or More Races	16.6%	17.9%	16.5%
Hispanic Origin	33.1%	32.9%	29.5%
Diversity Index	81.6	81.7	80.2
2010 Population by Relationship and Household Type			
Total	3,345	7,623	34,582
In Households	99.9%	99.9%	100.0%
In Family Households	87.3%	87.7%	89.6%
Householder	24.0%	24.7%	25.7%
Spouse	18.4%	18.9%	20.0%
Child	35.7%	35.6%	35.7%
Other relative	5.7%	5.2%	5.1%
Nonrelative	3.1%	3.4%	3.1%
In Nonfamily Households	12.6%	12.2%	10.3%
In Group Quarters	0.1%	0.1%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.1%	0.1%	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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	1 mile	3 miles	5 miles
2023 Population 25+ by Educational Attainment			
Total	4,476	13,453	35,517
Less than 9th Grade	1.8%	1.5%	1.4%
9th - 12th Grade, No Diploma	6.1%	5.6%	4.5%
High School Graduate	26.1%	26.7%	27.7%
GED/Alternative Credential	3.2%	4.0%	4.1%
Some College, No Degree	25.5%	26.3%	24.2%
Associate Degree	13.1%	14.6%	13.7%
Bachelor's Degree	15.3%	12.7%	15.6%
Graduate/Professional Degree	9.0%	8.6%	8.6%
2023 Population 15+ by Marital Status			
Total	5,414	16,155	42,414
Never Married	26.2%	31.5%	27.7%
Married	63.1%	55.3%	59.3%
Widowed	2.3%	3.4%	3.7%
Divorced	8.4%	9.8%	9.2%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,454	10,234	26,616
Population 16+ Employed	96.8%	96.7%	97.4%
Population 16+ Unemployment rate	3.2%	3.3%	2.6%
Population 16-24 Employed	11.4%	11.3%	12.8%
Population 16-24 Unemployment rate	17.9%	14.3%	9.4%
Population 25-54 Employed	74.3%	75.7%	73.4%
Population 25-54 Unemployment rate	1.1%	1.6%	1.5%
Population 55-64 Employed	11.7%	10.9%	10.6%
Population 55-64 Unemployment rate	0.0%	1.4%	1.4%
Population 65+ Employed	2.5%	2.1%	3.3%
Population 65+ Unemployment rate	0.0%	5.6%	3.0%
2023 Employed Population 16+ by Industry			
Total	3,343	9,897	25,925
Agriculture/Mining	2.1%	1.6%	1.1%
Construction	8.5%	9.5%	6.5%
Manufacturing	9.8%	10.4%	10.7%
Wholesale Trade	3.0%	2.1%	2.1%
Retail Trade	14.0%	11.8%	12.7%
Transportation/Utilities	5.7%	8.9%	8.0%
Information	1.7%	1.4%	1.6%
Finance/Insurance/Real Estate	9.9%	8.7%	7.5%
Services	41.9%	41.6%	44.8%
Public Administration	3.4%	4.0%	5.1%
2023 Employed Population 16+ by Occupation			
Total	3,344	9,899	25,924
White Collar	63.3%	59.9%	63.0%
Management/Business/Financial	13.0%	14.0%	17.2%
Professional	21.9%	21.7%	21.0%
Sales	9.8%	7.7%	10.0%
Administrative Support	18.5%	16.4%	14.7%
Services	13.4%	14.4%	15.4%
Blue Collar	23.4%	25.8%	21.6%
Farming/Forestry/Fishing	1.3%	0.6%	0.3%
Construction/Extraction	6.4%	8.4%	4.7%
Installation/Maintenance/Repair	4.1%	3.3%	3.3%
Production	3.6%	4.9%	5.9%
Transportation/Material Moving	7.9%	8.6%	7.3%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Households by Type			
Total	1,120	2,540	11,531
Households with 1 Person	20.0%	17.4%	15.7%
Households with 2+ People	80.0%	82.6%	84.3%
Family Households	71.1%	73.9%	77.4%
Husband-wife Families	54.5%	56.6%	60.4%
With Related Children	31.8%	32.8%	33.0%
Other Family (No Spouse Present)	16.7%	17.3%	17.1%
Other Family with Male Householder	6.2%	6.1%	6.1%
With Related Children	4.3%	4.4%	4.3%
Other Family with Female Householder	10.5%	11.2%	10.9%
With Related Children	8.0%	8.6%	8.0%
Nonfamily Households	8.9%	8.6%	6.9%
All Households with Children	45.2%	47.0%	46.1%
Multigenerational Households	6.0%	5.8%	5.7%
Unmarried Partner Households	11.3%	11.6%	9.5%
Male-female	9.8%	10.2%	8.3%
Same-sex	1.4%	1.4%	1.2%
2010 Households by Size			
Total	1,120	2,541	11,531
1 Person Household	19.6%	17.4%	15.7%
2 Person Household	29.7%	30.8%	33.0%
3 Person Household	16.2%	17.5%	16.8%
4 Person Household	15.9%	17.1%	17.0%
5 Person Household	10.1%	9.2%	9.6%
6 Person Household	4.4%	4.5%	4.6%
7 + Person Household	4.2%	3.4%	3.4%
2010 Households by Tenure and Mortgage Status			
Total	1,116	2,541	11,532
Owner Occupied	83.3%	86.4%	80.7%
Owned with a Mortgage/Loan	76.6%	80.6%	72.0%
Owned Free and Clear	7.0%	5.8%	8.8%
Renter Occupied	16.7%	13.6%	19.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	141	116	118
Percent of Income for Mortgage	17.7%	21.4%	21.1%
Wealth Index	77	71	79
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,301	2,865	13,752
Housing Units Inside Urbanized Area	0.0%	0.0%	0.2%
Housing Units Inside Urbanized Cluster	86.4%	81.2%	93.2%
Rural Housing Units	13.5%	18.8%	6.6%
2010 Population By Urban/ Rural Status			
Total Population	3,345	7,623	34,582
Population Inside Urbanized Area	0.0%	0.0%	0.3%
Population Inside Urbanized Cluster	87.1%	81.2%	92.4%
Rural Population	12.9%	18.8%	7.3%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
2.		Down the Road (10D)	Silver & Gold (9A)
3.			Down the Road (10D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$4,924,182	\$14,889,561	\$41,410,175
Average Spent	\$2,180.77	\$2,096.53	\$2,178.11
Spending Potential Index	99	95	99
Education: Total \$	\$3,408,685	\$10,306,573	\$29,035,767
Average Spent	\$1,509.60	\$1,451.22	\$1,527.23
Spending Potential Index	84	81	85
Entertainment/Recreation: Total \$	\$8,461,448	\$25,585,306	\$71,997,595
Average Spent	\$3,747.32	\$3,602.55	\$3,786.96
Spending Potential Index	99	95	100
Food at Home: Total \$	\$14,391,068	\$43,518,937	\$122,709,565
Average Spent	\$6,373.37	\$6,127.70	\$6,454.32
Spending Potential Index	94	90	95
Food Away from Home: Total \$	\$8,726,897	\$26,387,792	\$73,465,187
Average Spent	\$3,864.88	\$3,715.54	\$3,864.15
Spending Potential Index	104	100	104
Health Care: Total \$	\$15,864,889	\$47,975,337	\$136,565,794
Average Spent	\$7,026.08	\$6,755.19	\$7,183.14
Spending Potential Index	95	92	98
HH Furnishings & Equipment: Total \$	\$6,738,043	\$20,374,087	\$57,176,418
Average Spent	\$2,984.08	\$2,868.78	\$3,007.39
Spending Potential Index	101	97	102
Personal Care Products & Services: Total \$	\$2,152,717	\$6,509,403	\$18,306,467
Average Spent	\$953.37	\$916.56	\$962.89
Spending Potential Index	100	96	101
Shelter: Total \$	\$54,317,082	\$164,240,920	\$460,763,318
Average Spent	\$24,055.40	\$23,126.01	\$24,235.39
Spending Potential Index	97	93	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,346,137	\$22,212,294	\$63,248,765
Average Spent	\$3,253.38	\$3,127.61	\$3,326.78
Spending Potential Index	104	100	106
Travel: Total \$	\$5,175,423	\$15,648,260	\$43,924,333
Average Spent	\$2,292.04	\$2,203.36	\$2,310.35
Spending Potential Index	102	98	103
Vehicle Maintenance & Repairs: Total \$	\$3,041,887	\$9,198,317	\$25,788,803
Average Spent	\$1,347.16	\$1,295.17	\$1,356.45
Spending Potential Index	103	99	104

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.