

11560 E University Dr, Apache Junction, Arizona, 85120

Ring of 1 mile



## **DOMINANT TAPESTRY SEGMENT**



**2,949** households are Senior Escapes

55.2% of households are in this segment

**Senior Escapes**: Mature Reflections LifeMode

This segment is characterized by suburban areas with seasonal homes and retired military seniors.

Learn more...

## **ABOUT THIS SEGMENT**



Consumers tend to buy American products.



Residents schedule regular medical appointments and commonly use prescription drugs. Health and dietary considerations guide their food purchases.



Media consumption is primarily through TV, CDs, DVDs, newspapers, and magazines.



Residents are likely to vote and contribute to religious groups. Households typically own older, well-maintained vehicles that are driven sparingly.

## **ABOUT THIS AREA**

# Household Type:

Single Family, Mobile Homes (Seasonal)

# **Employment:**

Retired, Industrial, Sales/Admin, Svcs

### Median Age:

51.3

# Median Household Income:

\$60,933

#### **Education:**

25.9% College degree (2+ years)



# **KEY FACTS FOR THIS AREA**

Click facts to 'Explore for more'

11,844

**Population** 

5,338

2.22

74

122

59

\$193,478

0.30%

Households

Avg Size Household Wealth Index

Housing Affordability Index Diversity Index

Median Home Value Forecasted Annual Growth



11560 E University Dr, Apache Junction, Arizona, 85120 Ring of 1 mile



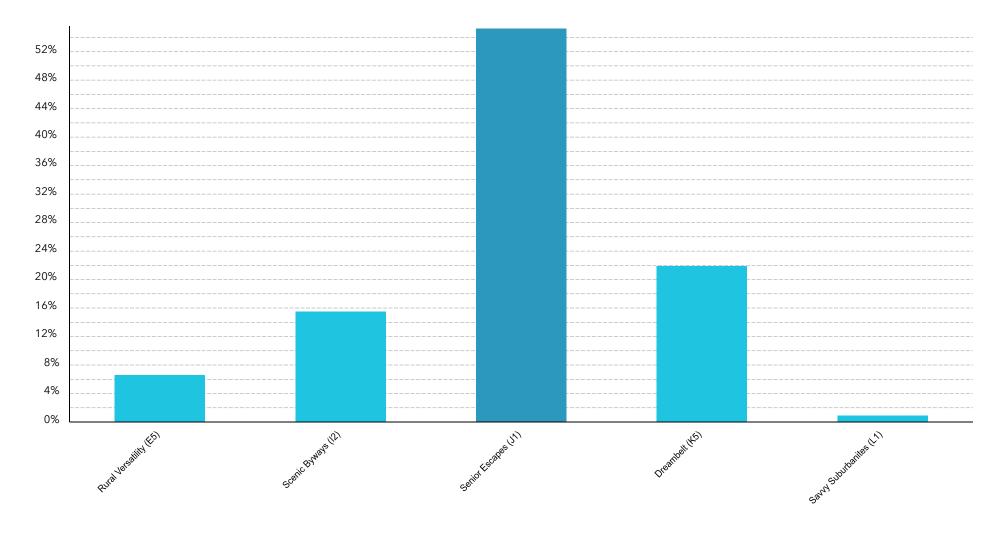
## TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



**5,338** total households in this area

**2,949** households in Senior Escapes - 55.2%





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Ring of 1 mile



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, 80-84 etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for 75-79 this area



## AGE BY SEX

Median Age: 51.3



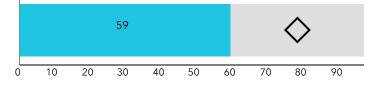
# **AVERAGE HOUSEHOLD BUDGET INDEX**

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers



#### **DIVERSITY**

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index



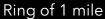
Dots show comparison to

Arizona

0-4



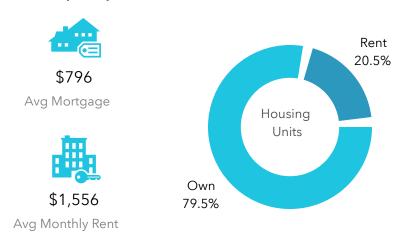
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## **HOUSING**

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

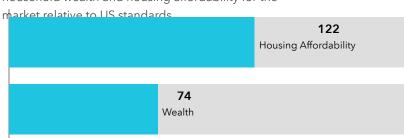


**Typical Household Type:** Single Family, Mobile Homes

(Seasonal) Median Home Value: \$193,478

# **ESRI INDEXES**

Esri developed these indexes to display average household wealth and housing affordability for the



## **LANGUAGE**

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2019-2023).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	1,063	5,342	3,463	9,868
Spanish	102	835	226	1,163
Spanish & English Well	93	669	199	961
Spanish & English Not Well	9	110	6	125
Indo-European	0	40	31	71
Indo-European & English	0	33	27	60
Indo-European & English	0	7	4	11
Asian-Pacific Island	22	19	8	49
Asian-Pacific Isl & English	22	19	8	49
Other Language	0	0	0	0
Other Language & English	0	0	0	0
Other Language & English	0	0	0	0

### **POPULATION DENSITY**

Average density (population per sq. mile) is displayed relative to the US of State average

$\Diamond$	• avera									3,773
0	400	800	1,200	1,600	2,000	2,400	2,800	3,200	3,600	4,000



11560 E University Dr, Apache Junction, Arizona, 85120

Ring of 3 miles



## **DOMINANT TAPESTRY SEGMENT**

**9,162** households are Senior Escapes

30.8% of households are in this segment

**Senior Escapes**: Mature Reflections LifeMode

This segment is characterized by suburban areas with seasonal homes and retired military seniors.

Learn more...

#### **ABOUT THIS SEGMENT**



Consumers tend to buy American products.



Residents schedule regular medical appointments and commonly use prescription drugs. Health and dietary considerations guide their food purchases.



Media consumption is primarily through TV, CDs, DVDs, newspapers, and magazines.



Residents are likely to vote and contribute to religious groups. Households typically own older, well-maintained vehicles that are driven sparingly.

## **ABOUT THIS AREA**

# Household Type:

Single Family, Mobile Homes (Seasonal)

# **Employment:**

Retired, Industrial, Sales/Admin, Svcs

### Median Age:

46.0

# Median Household Income:

\$67,721

#### **Education:**

32.2% College degree (2+ years)



# **KEY FACTS FOR THIS AREA**

Click facts to 'Explore for more'

71,908

29,702

2.41

81

86

63

\$308,100

1.26%

Population Households

Avg Size Household Wealth Index

Housing Affordability Index Diversity Index

Median Home Value Forecasted Annual Growth



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Ring of 3 miles



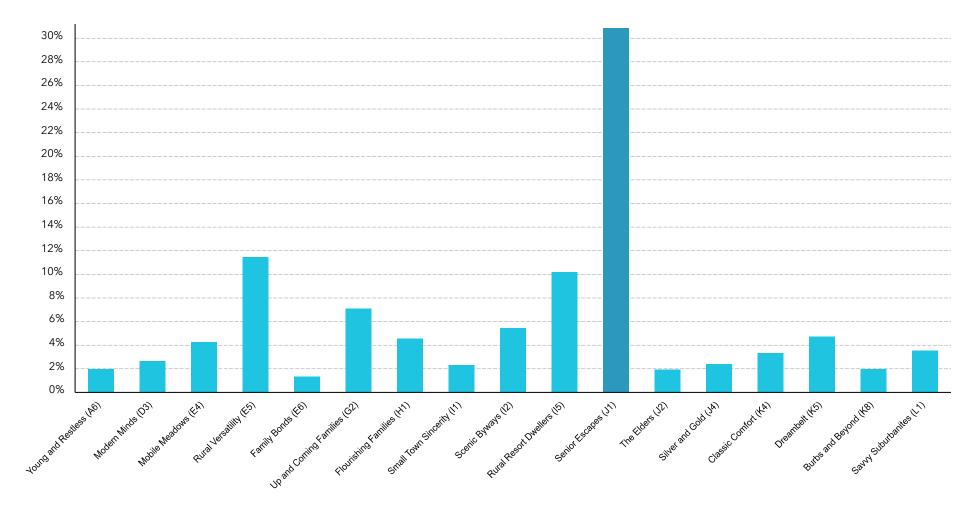
## TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



29,702 total households in this area

9,162 households in Senior Escapes - 30.8%





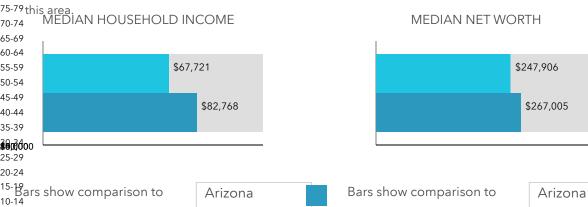
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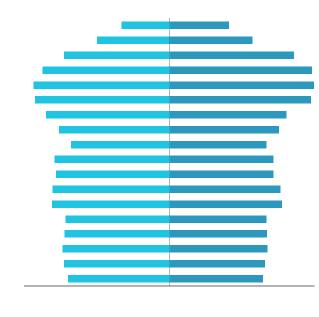
#### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, 80-84 etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for 75-79 this area



## AGE BY SEX

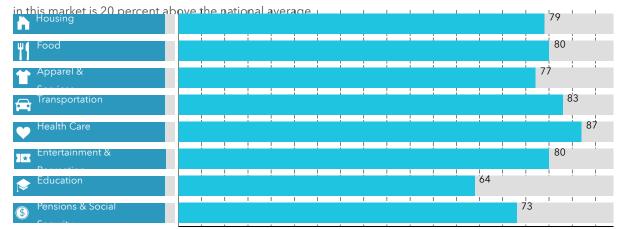
Median Age: 46.0



Females



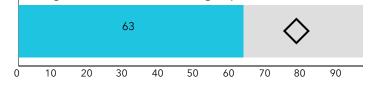
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers



## **DIVERSITY**

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Males



Dots show comparison to

Arizona

0-4



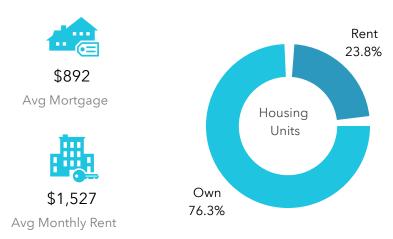
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Ring of 3 miles



## **HOUSING**

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).



**Typical Household Type:** Single Family, Mobile Homes

(Seasonal) Median Home Value: \$308,100

# **ESRI INDEXES**

Esri developed these indexes to display average household wealth and housing affordability for the



## **LANGUAGE**

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2019-2023).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	8,238	31,730	16,177	56,145
Spanish	1,584	6,086	1,107	8,777
Spanish & English Well	1,549	5,118	752	7,419
Spanish & English Not Well	35	683	287	1,005
Indo-European	2	272	300	574
Indo-European & English	2	265	279	546
Indo-European & English	0	7	18	25
Asian-Pacific Island	121	569	180	870
Asian-Pacific Isl & English	121	545	134	800
Other Language	67	167	16	250
Other Language & English	67	167	16	250
Other Language & English	0	0	0	0

### **POPULATION DENSITY**

Average density (population per sq. mile) is displayed relative to the US

	OF State average								2,544
0	300	600	900	1,200	1,500	1,800	2,100	2,400	2,700



11560 E University Dr, Apache Junction, Arizona, 85120

Ring of 5 miles



## **DOMINANT TAPESTRY SEGMENT**



**14,422** households are Senior Escapes

22.9% of households are in this segment

**Senior Escapes**: Mature Reflections LifeMode

This segment is characterized by suburban areas with seasonal homes and retired military seniors.

Learn more...

#### **ABOUT THIS SEGMENT**



Consumers tend to buy American products.



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### **ABOUT THIS AREA**

# Household Type:

Single Family, Mobile Homes (Seasonal)

## **Employment:**

Retired, Industrial, Sales/Admin, Svcs

## Median Age:

47.7

# Median Household Income:

\$76,014

#### **Education:**

37.2% College degree (2+ years)



# **KEY FACTS FOR THIS AREA**

Click facts to 'Explore for more'

150,841

**Population** 

63,047

2.38

97

84

61

\$358,182

0.89%

Households

Avg Size Household Wealth Index

Housing Affordability Index Diversity Index

Median Home Value Forecasted Annual Growth



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Ring of 5 miles



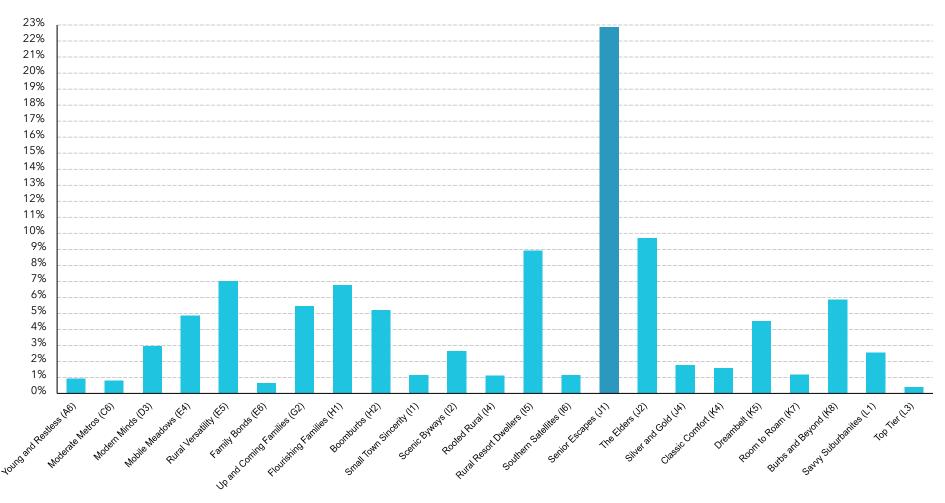
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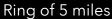
63,047 total households in this area

14,422 households in Senior Escapes - 22.9%





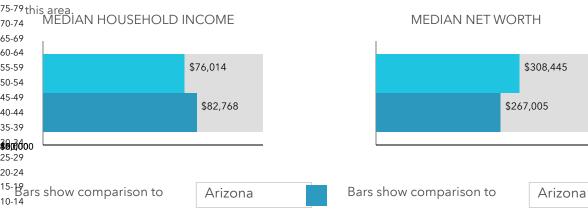
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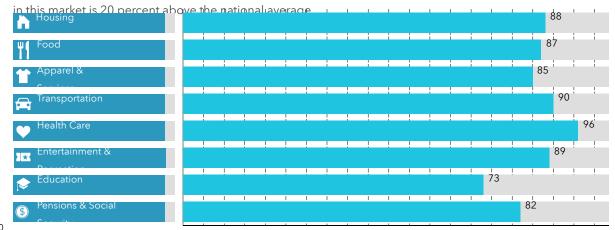
# AGE BY SEX

Median Age: 47.7



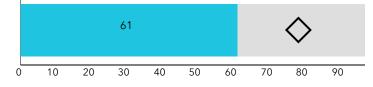
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#### **DIVERSITY**

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Dots show comparison to

Arizona

0-4



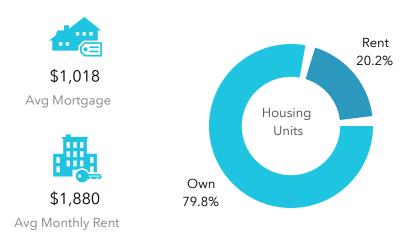
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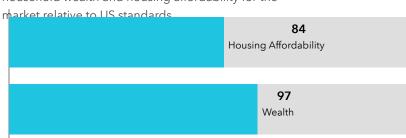


**Typical Household Type:** Single Family, Mobile Homes

(Seasonal) Median Home Value: \$358,182

# **ESRI INDEXES**

Esri developed these indexes to display average household wealth and housing affordability for the



## **LANGUAGE**

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2019-2023).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	18,390	65,967	37,530	121,887
Spanish	2,750	10,421	1,858	15,029
Spanish & English Well	2,640	8,784	1,404	12,828
Spanish & English Not Well	110	1,175	376	1,661
Indo-European	56	598	705	1,359
Indo-European & English	56	591	666	1,313
Indo-European & English	0	7	32	39
Asian-Pacific Island	227	1,048	410	1,685
Asian-Pacific Isl & English	227	984	287	1,498
Other Language	67	253	26	346
Other Language & English	67	226	26	319
Other Language & English	0	27	0	27

### POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US of State average

OF State average									1,921	
0	200	400	600	800	1,000	1,200	1,400	1,600	1,800	2,000