

## Forging Opportunity

Dominant Tapestry Segment

## KEY FACTS



17,282

Total Population



\$161,898

Median Home Value



472

Businesses



17,930

Daytime Population



30.8

Median Age



0.87%

2024-2029  
Pop Growth Rate



\$19,395

Per Capita Income



3.2

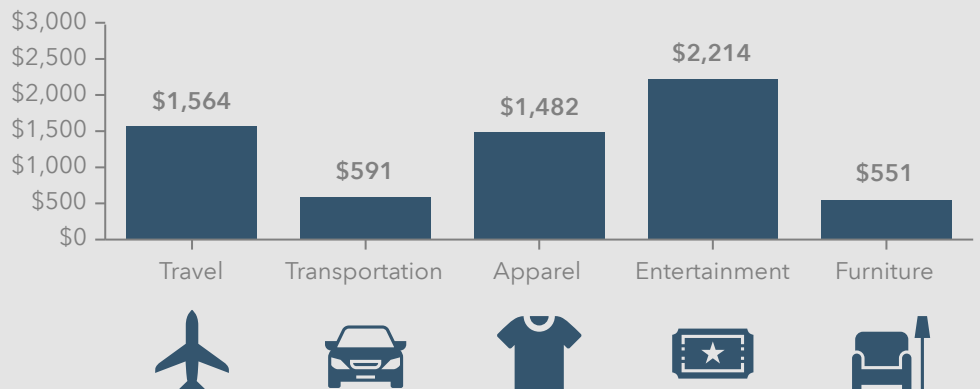
Avg Household Size



\$51,969

Median Household Income

## KEY SPENDING FACTS









COLDWELL BANKER  
COMMERCIAL  
REALTY

Source: This infographic contains data provided by Esri (2024, 2029), Esri-Data Axle (2024), Esri-U.S. BLS (2024).

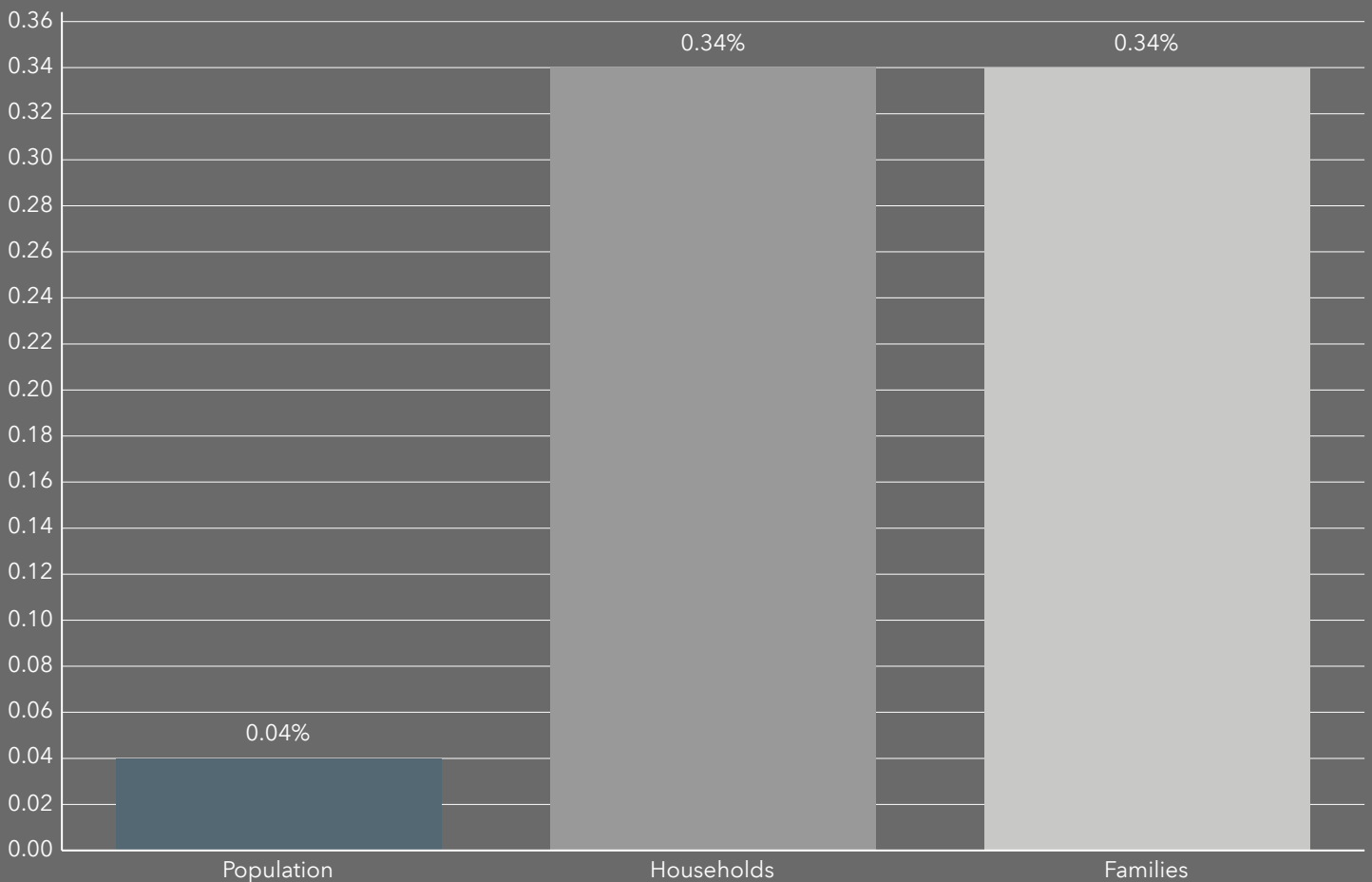
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Spending facts are average annual dollars per household

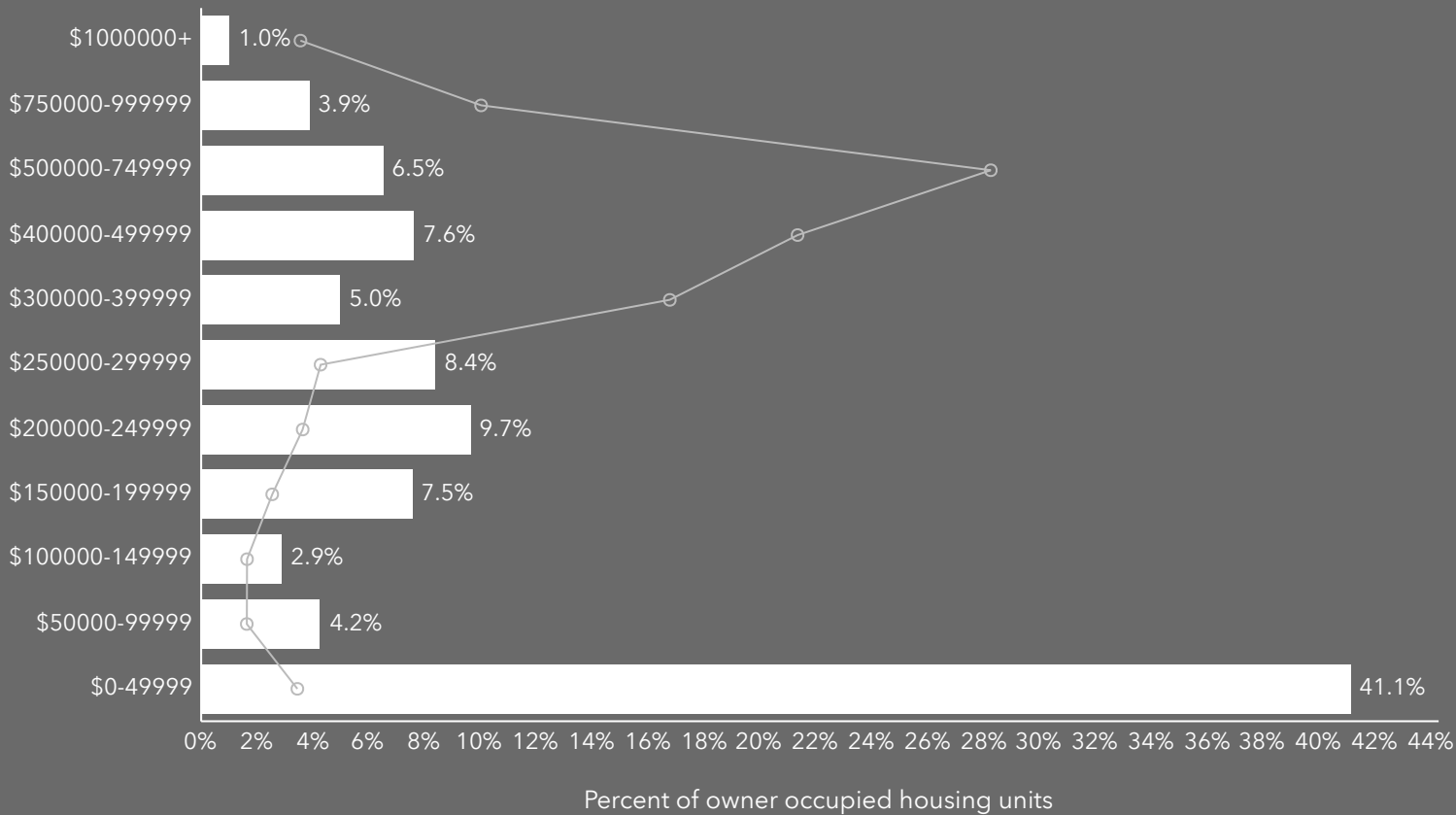
## Tapestry Segments

|   |  |                               |   |
|---|--|-------------------------------|---|
|  <span>7D</span>  | <b>Forging Opportunity</b><br>1,376 households | <b>26.0%</b><br>of Households |  |
|  <span>11C</span> | <b>Metro Fusion</b><br>1,118 households        | <b>21.1%</b><br>of Households |  |
|  <span>9F</span>  | <b>Social Security Set</b><br>884 households   | <b>16.7%</b><br>of Households |  |

## Annual Growth Rate

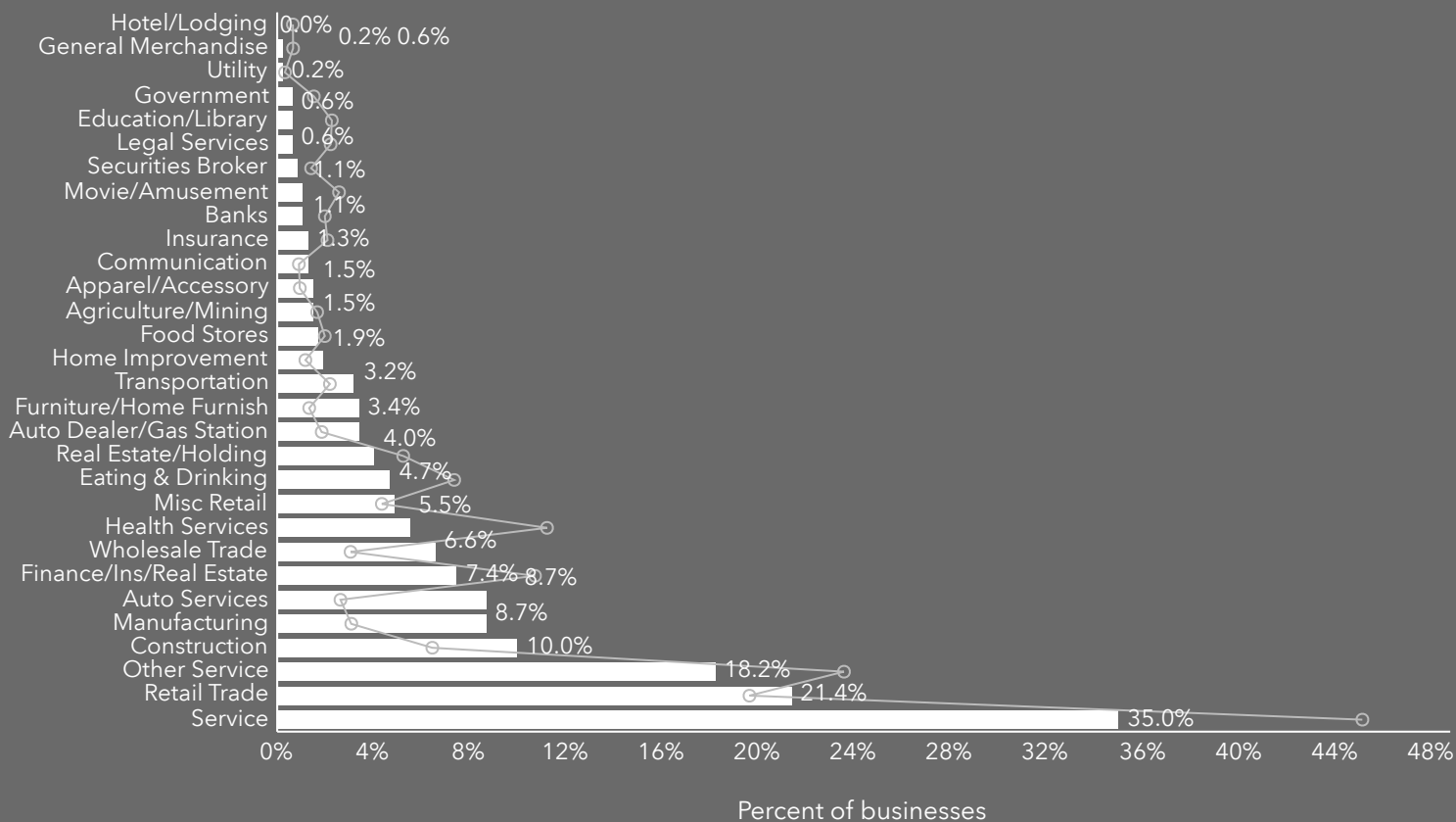


### Home Value (%)



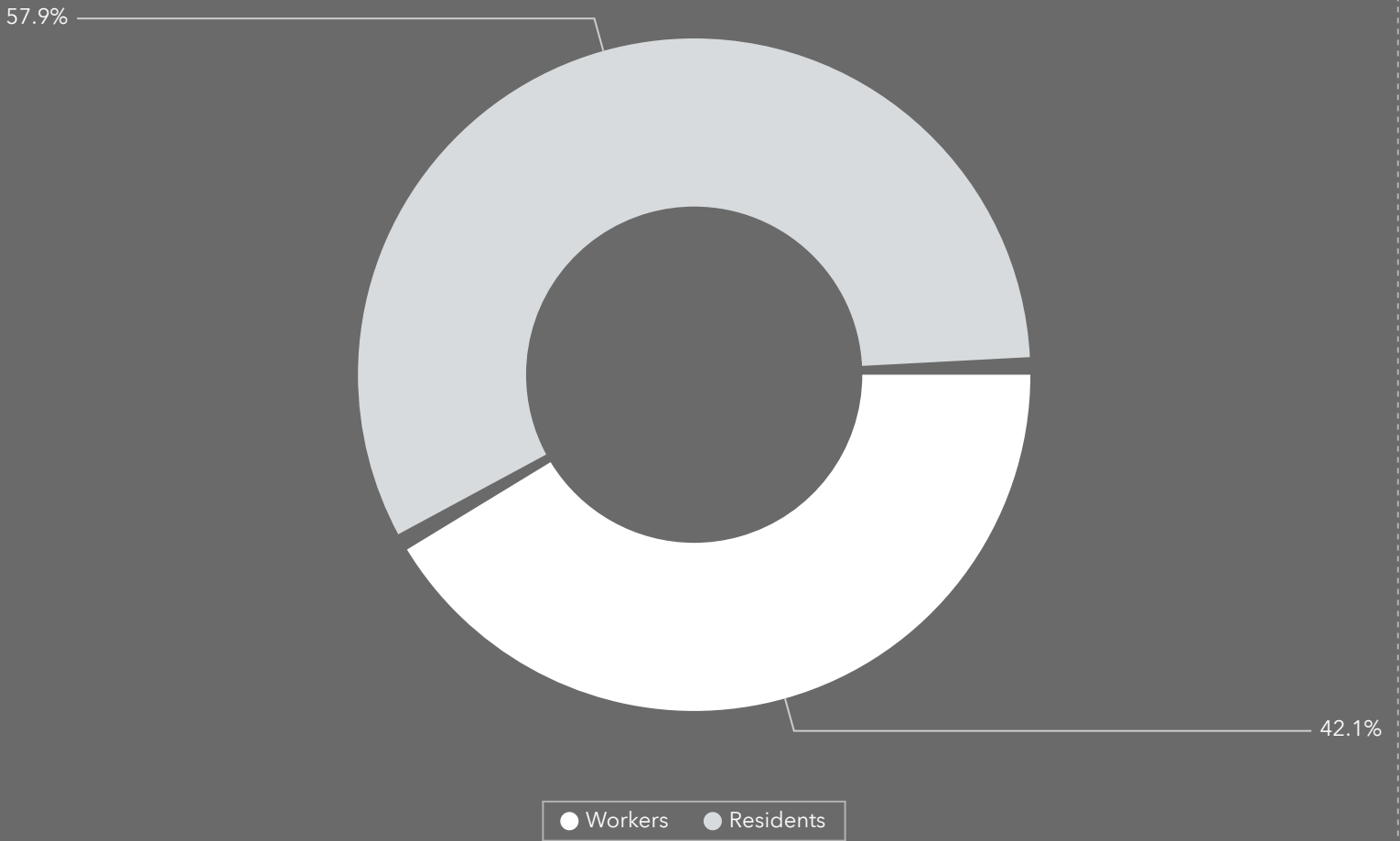
Dots show comparison to **Maricopa County**

### Business Summary by SIC (%)

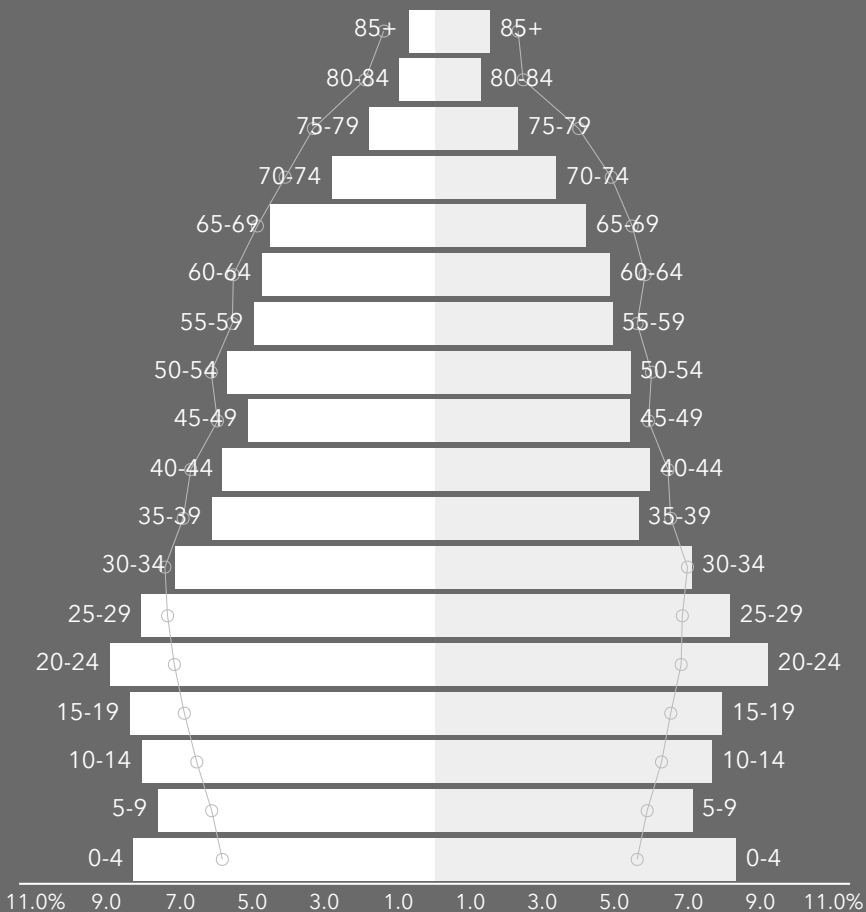


Dots show comparison to **Maricopa County**

### Daytime Population (%)



### Age pyramid



The largest group:  
2024 Females Age 20-24

The smallest group:  
2024 Males Age 85+

Dots show comparison to  
Maricopa County

## 2024 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (24.5%)

The smallest group: \$200,000+ (1.6%)

| Indicator ▲           | Value | Diff   |  |  |
|-----------------------|-------|--------|--|--|
| <\$15,000             | 17.8% | +11.5% |  |  |
| \$15,000 - \$24,999   | 9.2%  | +4.7%  |  |  |
| \$25,000 - \$34,999   | 8.4%  | +2.9%  |  |  |
| \$35,000 - \$49,999   | 11.6% | +2.3%  |  |  |
| \$50,000 - \$74,999   | 24.5% | +8.4%  |  |  |
| \$75,000 - \$99,999   | 12.4% | -1.8%  |  |  |
| \$100,000 - \$149,999 | 10.3% | -9.7%  |  |  |
| \$150,000 - \$199,999 | 4.2%  | -6.8%  |  |  |
| \$200,000+            | 1.6%  | -11.6% |  |  |

Bars show deviation from **Maricopa County**

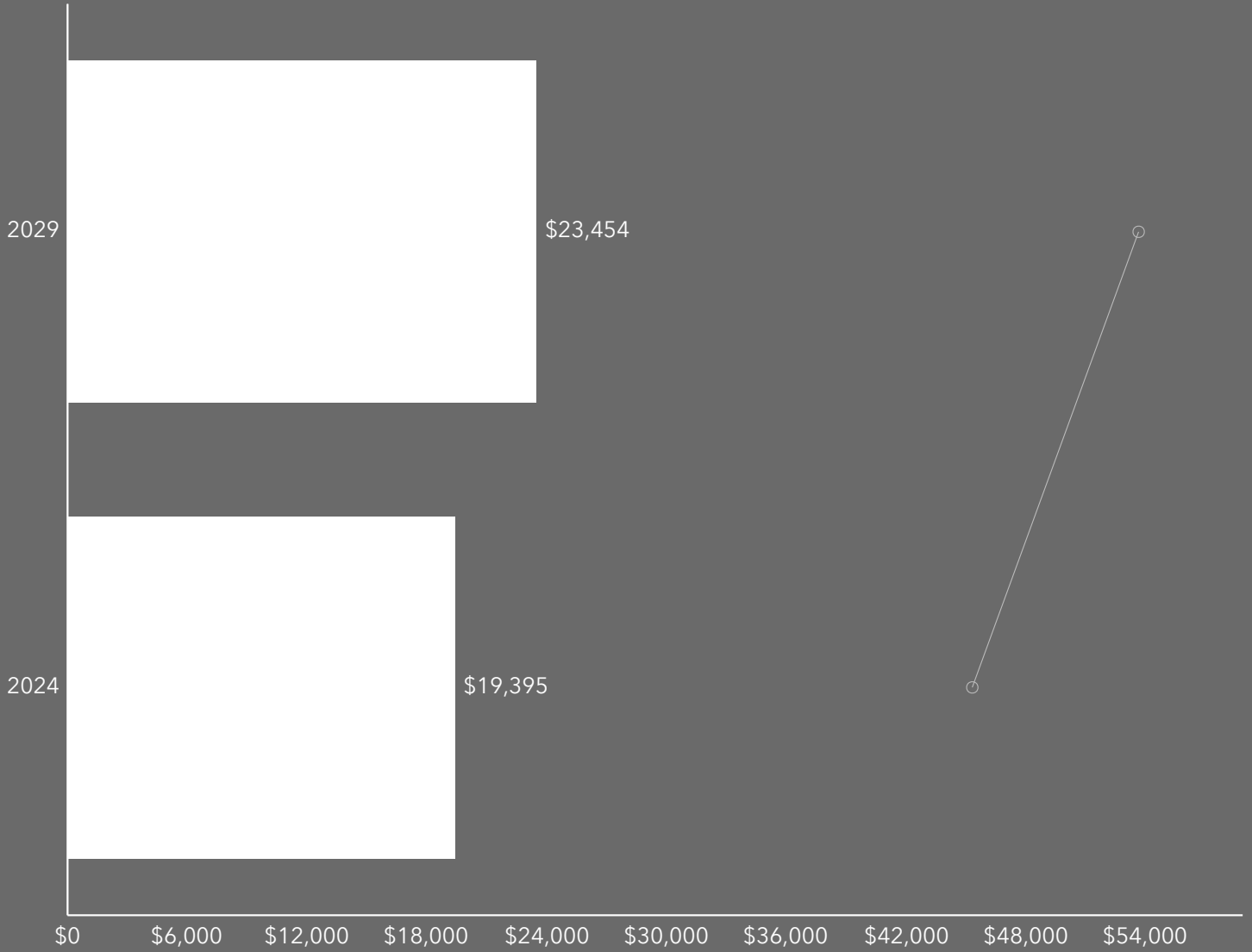
## Average Household Size

for this area

**3.24** which is more than the average for United States

| Area             | Value ▼     | 0.00 | 4.00 |
|------------------|-------------|------|------|
| <b>This area</b> | <b>3.24</b> |      |      |
| Maricopa County  | 2.62        |      |      |
| Arizona          | 2.56        |      |      |
| United States    | 2.53        |      |      |

# Per Capita Income



Dots show comparison to **Maricopa County**

## Forging Opportunity

Dominant Tapestry Segment

## KEY FACTS



227,808  
Total Population



\$279,604  
Median Home Value



3,553  
Businesses



187,658  
Daytime Population



29.7  
Median Age



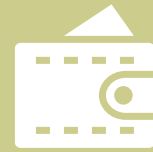
-0.16%  
2024-2029  
Pop Growth Rate



\$21,745  
Per Capita Income

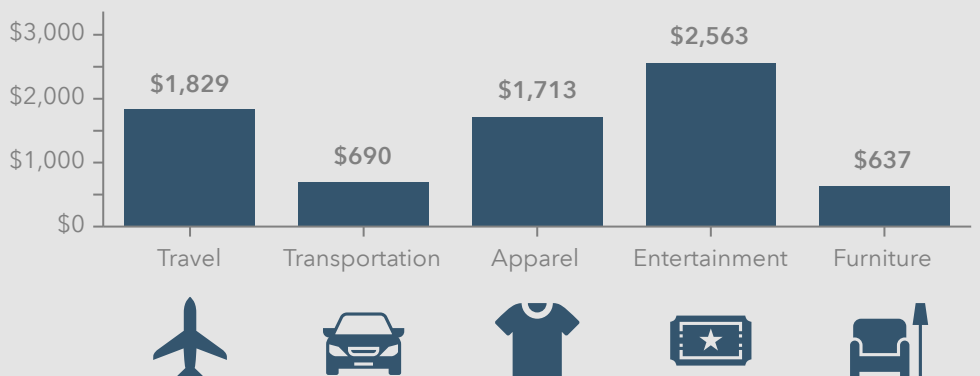


3.3  
Avg Household Size



\$56,337  
Median Household Income

## KEY SPENDING FACTS





Source: This infographic contains data provided by Esri (2024, 2029), Esri-Data Axle (2024), Esri-U.S. BLS (2024).

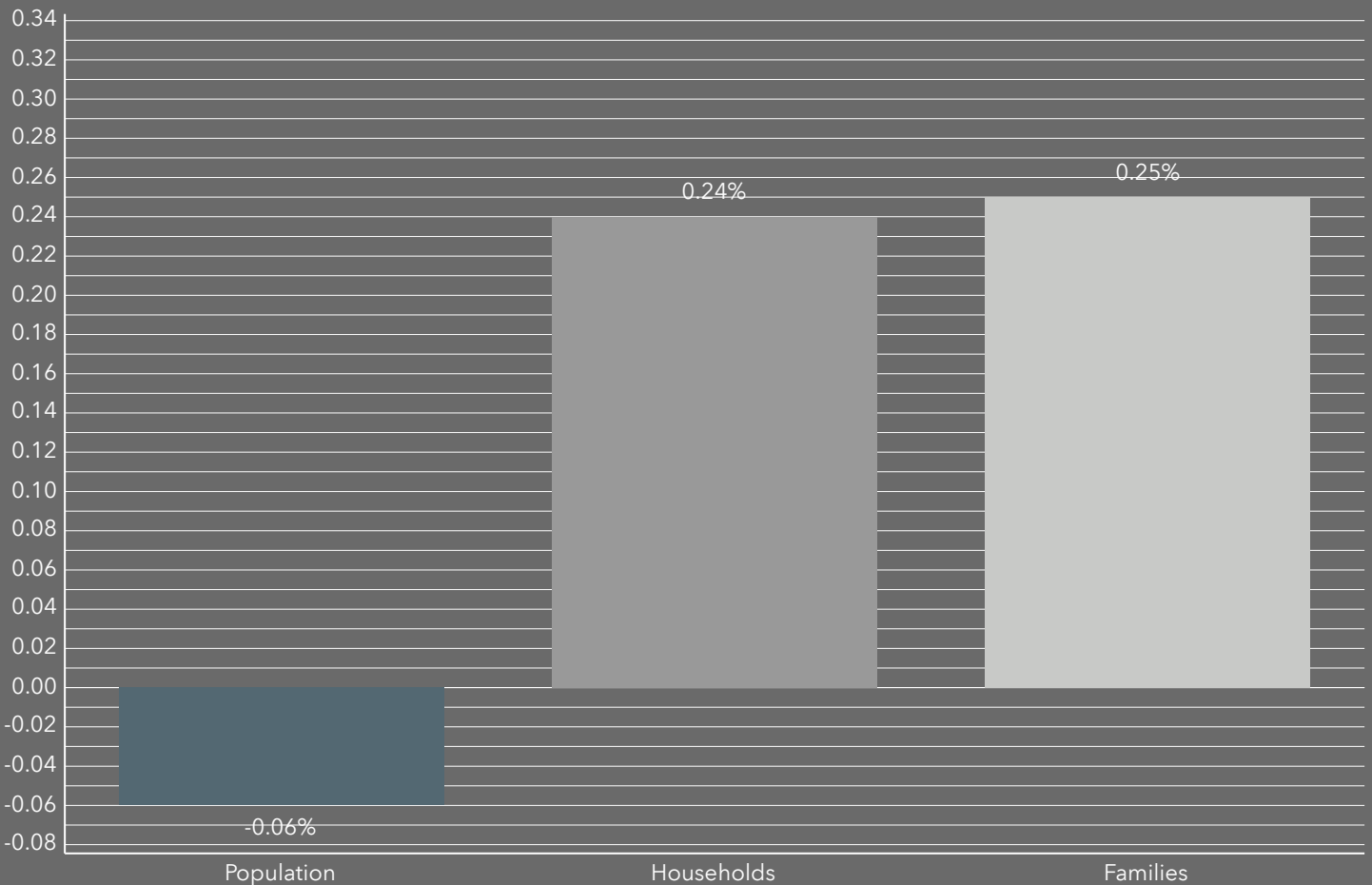
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Spending facts are average annual dollars per household

## Tapestry Segments

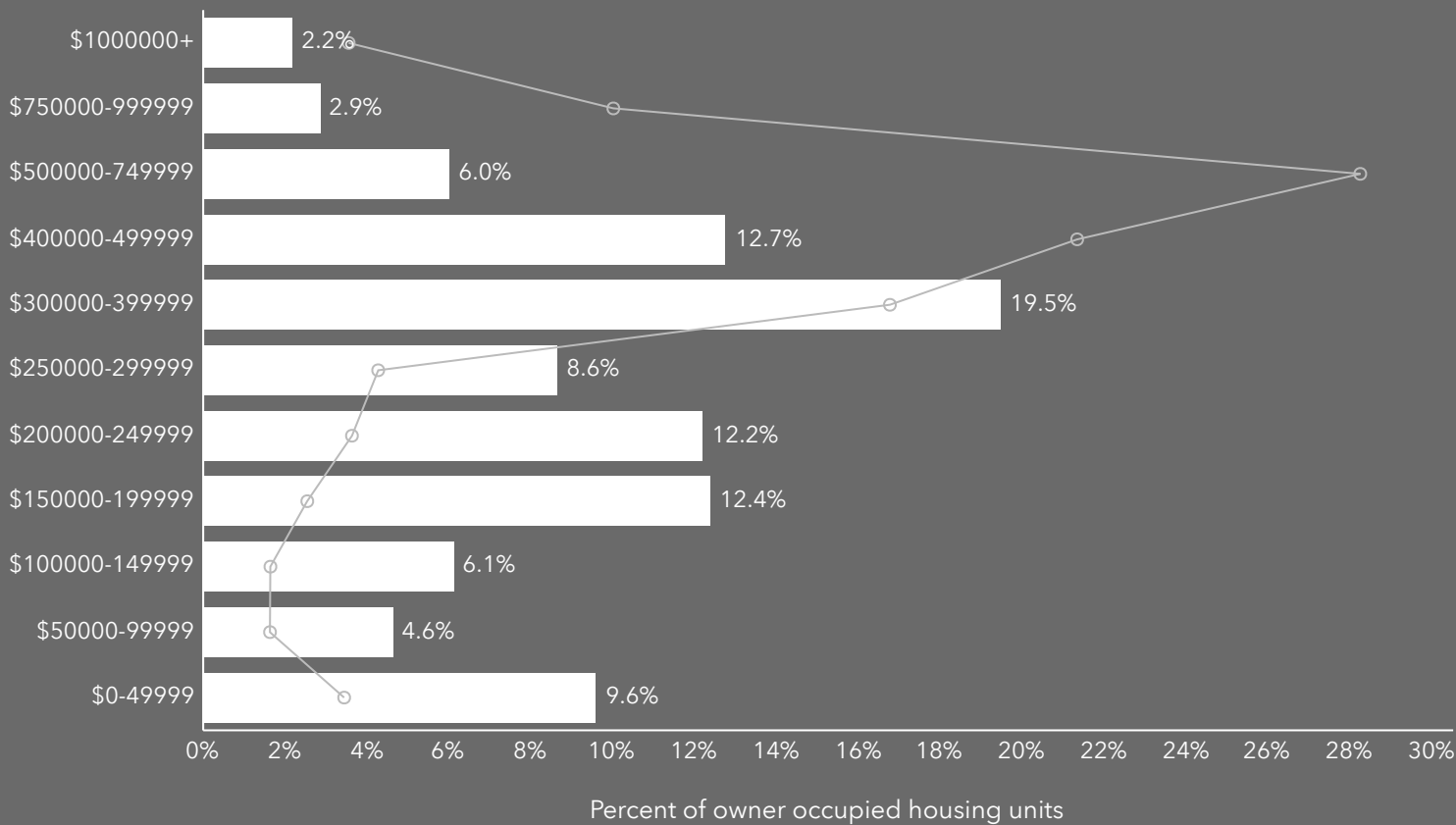
|   |   |                               |   |
|---|---|-------------------------------|---|
|  <b>7D</b>  | <b>Forging Opportunity</b><br>24,215 households | <b>35.9%</b><br>of Households |  |
|  <b>13C</b> | <b>NeWest Residents</b><br>15,600 households    | <b>23.1%</b><br>of Households |  |
|  <b>7C</b>  | <b>Urban Edge Families</b><br>5,042 households  | <b>7.5%</b><br>of Households  |  |

## Annual Growth Rate



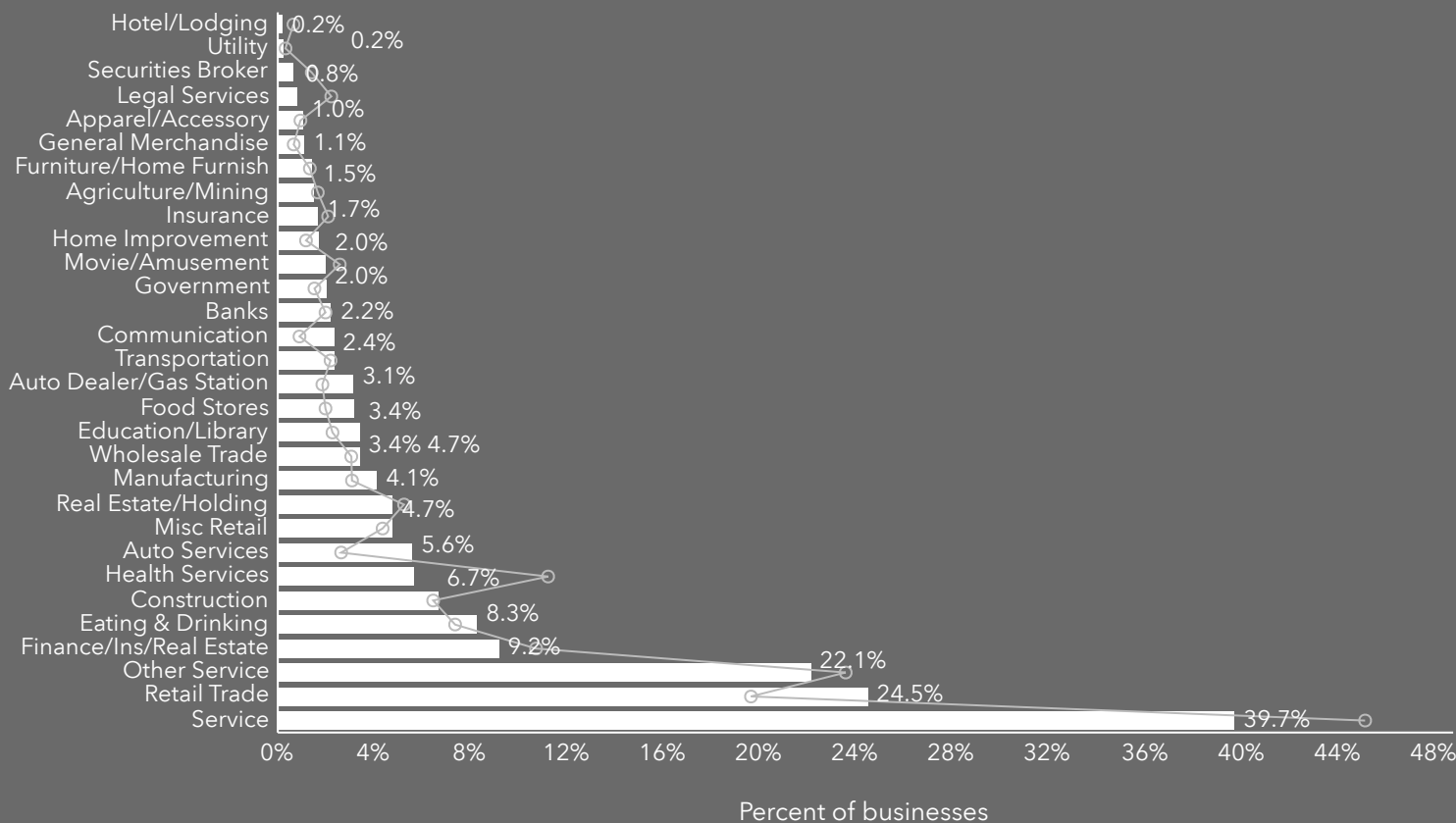


### Home Value (%)



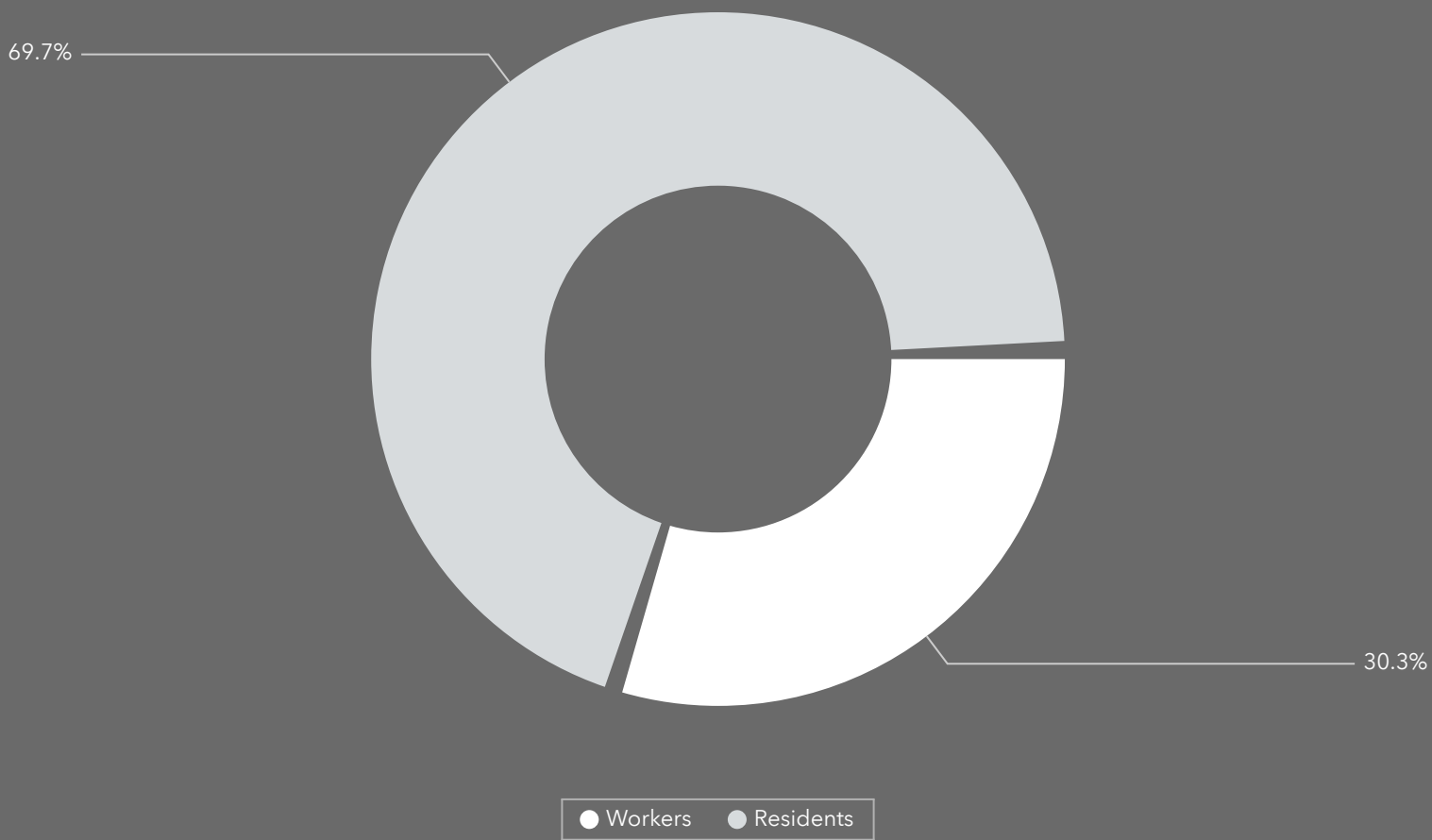
Dots show comparison to **Maricopa County**

### Business Summary by SIC (%)

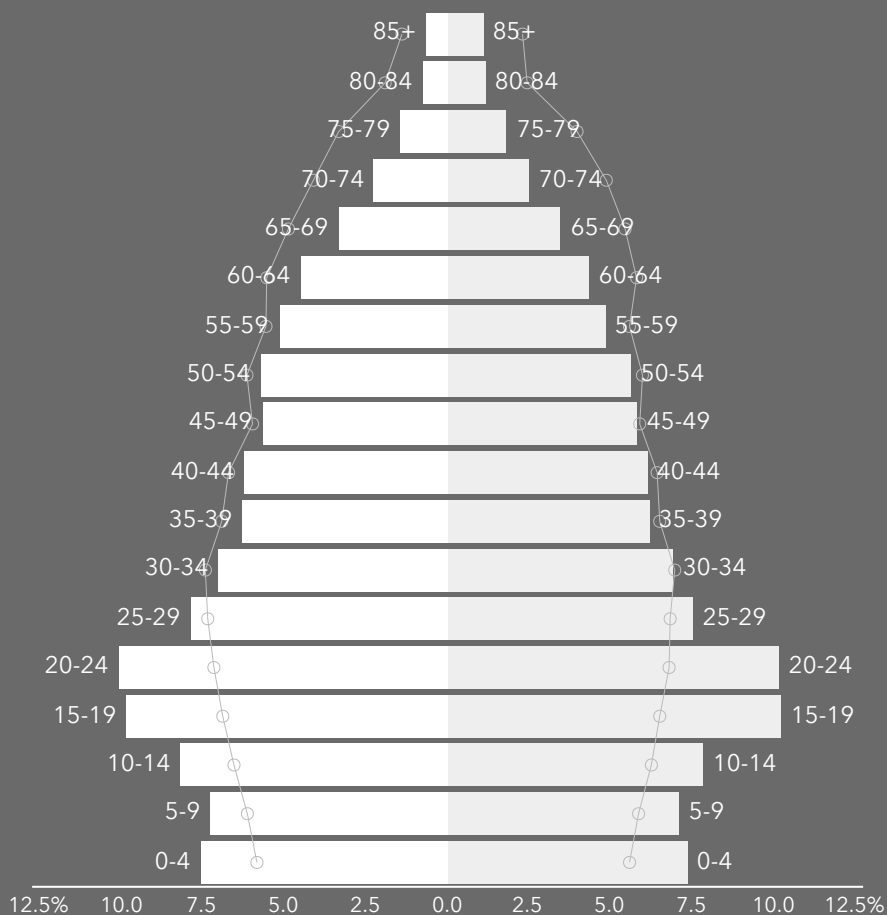


Dots show comparison to **Maricopa County**

### Daytime Population (%)



### Age pyramid



The largest group:  
2024 Females Age 15-19

The smallest group:  
2024 Males Age 85+

Dots show comparison to  
Maricopa County

## 2024 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (20.6%)

The smallest group: \$200,000+ (3.0%)

| Indicator ▲           | Value | Diff   |  |  |
|-----------------------|-------|--------|--|--|
| <\$15,000             | 11.3% | +5.0%  |  |  |
| \$15,000 - \$24,999   | 7.6%  | +3.1%  |  |  |
| \$25,000 - \$34,999   | 9.4%  | +3.9%  |  |  |
| \$35,000 - \$49,999   | 14.7% | +5.4%  |  |  |
| \$50,000 - \$74,999   | 20.6% | +4.5%  |  |  |
| \$75,000 - \$99,999   | 14.1% | -0.1%  |  |  |
| \$100,000 - \$149,999 | 14.8% | -5.2%  |  |  |
| \$150,000 - \$199,999 | 4.6%  | -6.4%  |  |  |
| \$200,000+            | 3.0%  | -10.2% |  |  |

Bars show deviation from **Maricopa County**

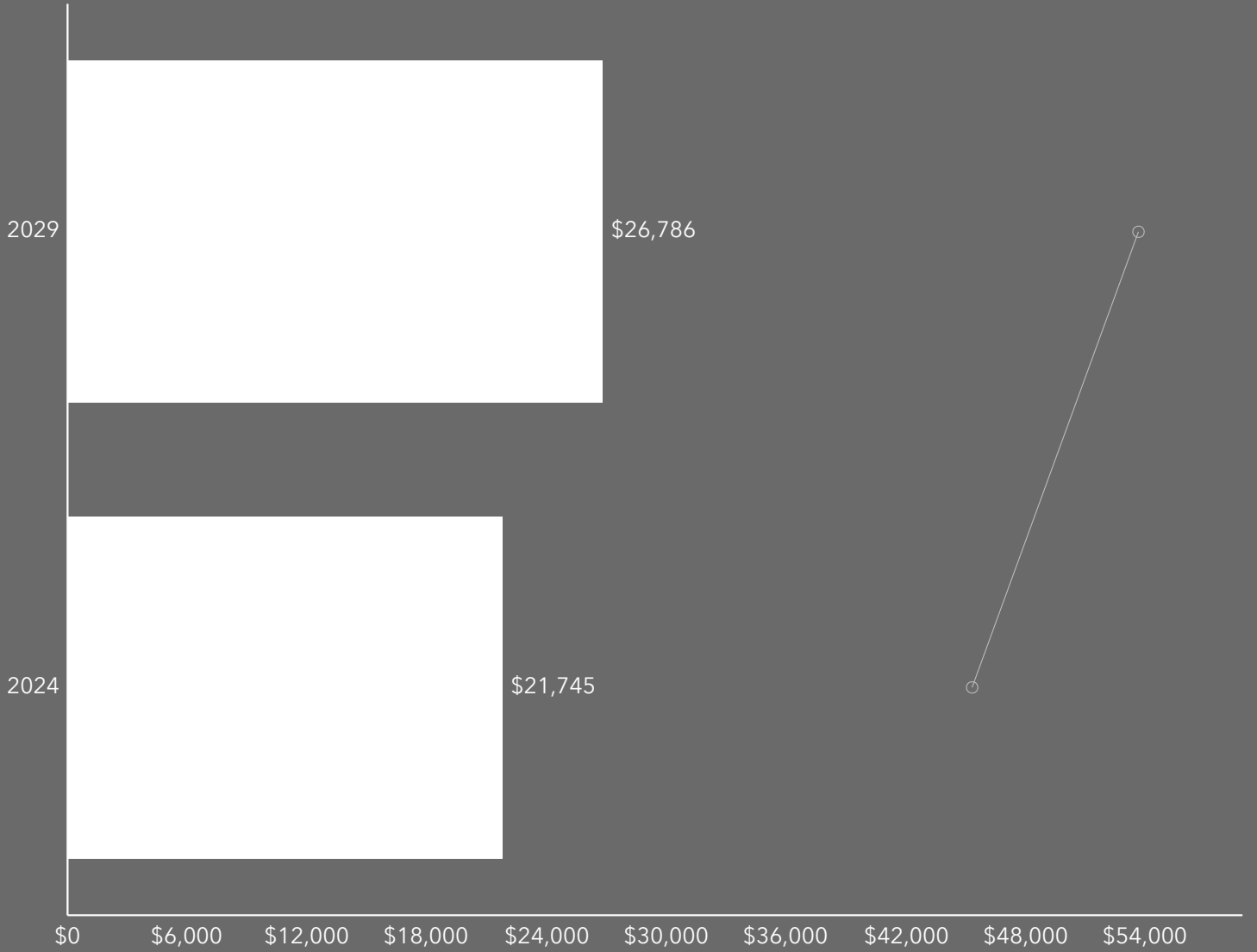
## Average Household Size

for this area

**3.26** which is more than the average for United States

| Area             | Value ▼     | 0.00 | 4.00 |
|------------------|-------------|------|------|
| <b>This area</b> | <b>3.26</b> |      |      |
| Maricopa County  | 2.62        |      |      |
| Arizona          | 2.56        |      |      |
| United States    | 2.53        |      |      |

# Per Capita Income



Dots show comparison to **Maricopa County**

## Forging Opportunity

Dominant Tapestry Segment

## KEY FACTS



552,404  
Total Population



\$320,304  
Median Home Value



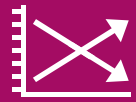
10,269  
Businesses



468,636  
Daytime Population



31.5  
Median Age



0.18%

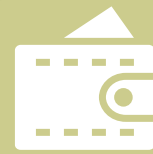
2024-2029  
Pop Growth Rate



\$24,989  
Per Capita Income

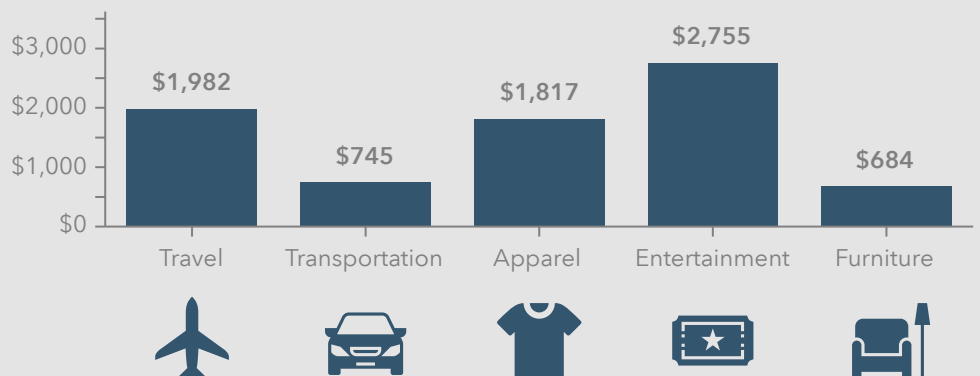


3.1  
Avg Household Size



\$59,153  
Median Household Income

## KEY SPENDING FACTS









COLDWELL BANKER  
COMMERCIAL  
REALTY

Source: This infographic contains data provided by Esri (2024, 2029), Esri-Data Axle (2024), Esri-U.S. BLS (2024).

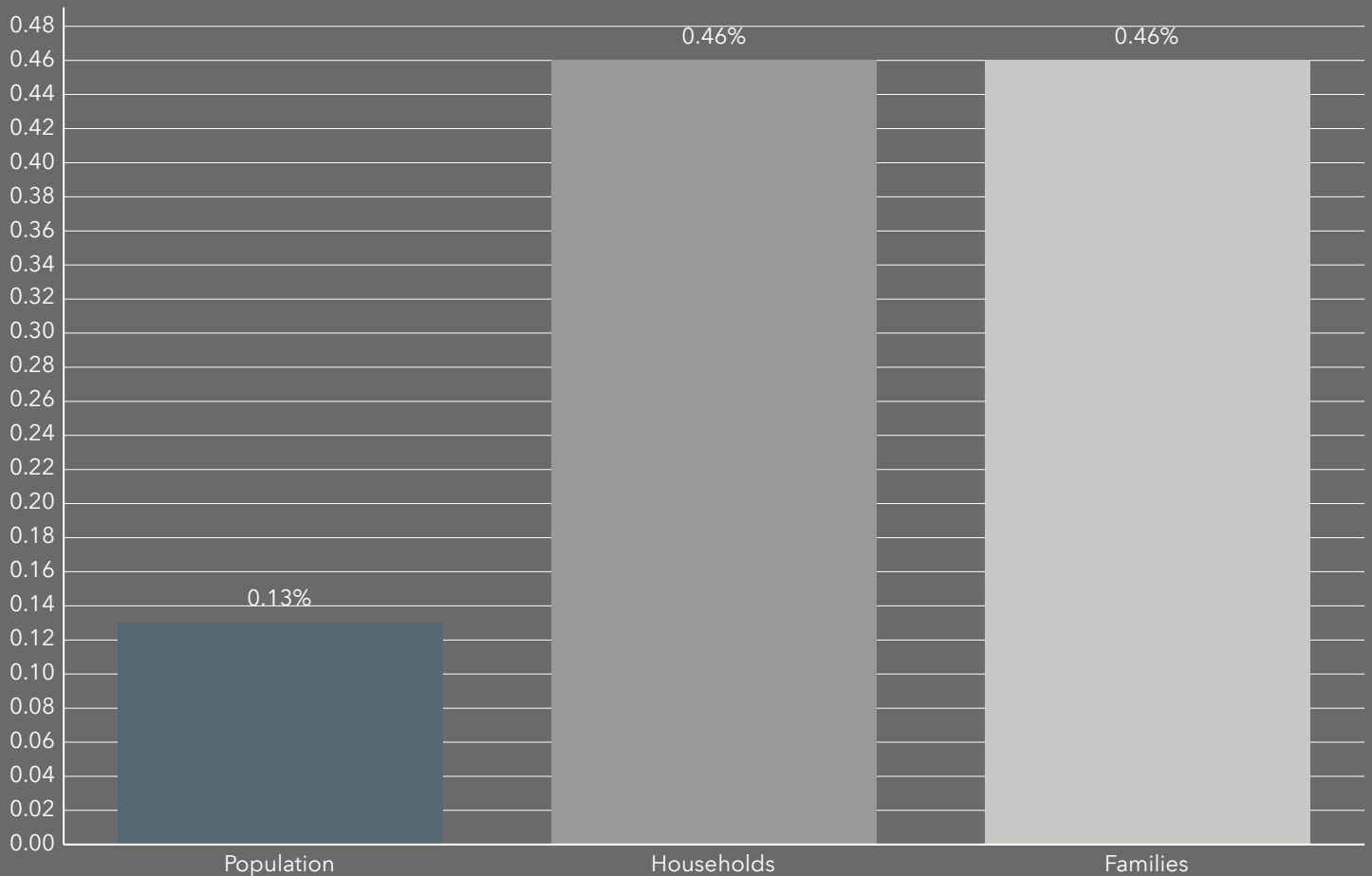
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Spending facts are average annual dollars per household

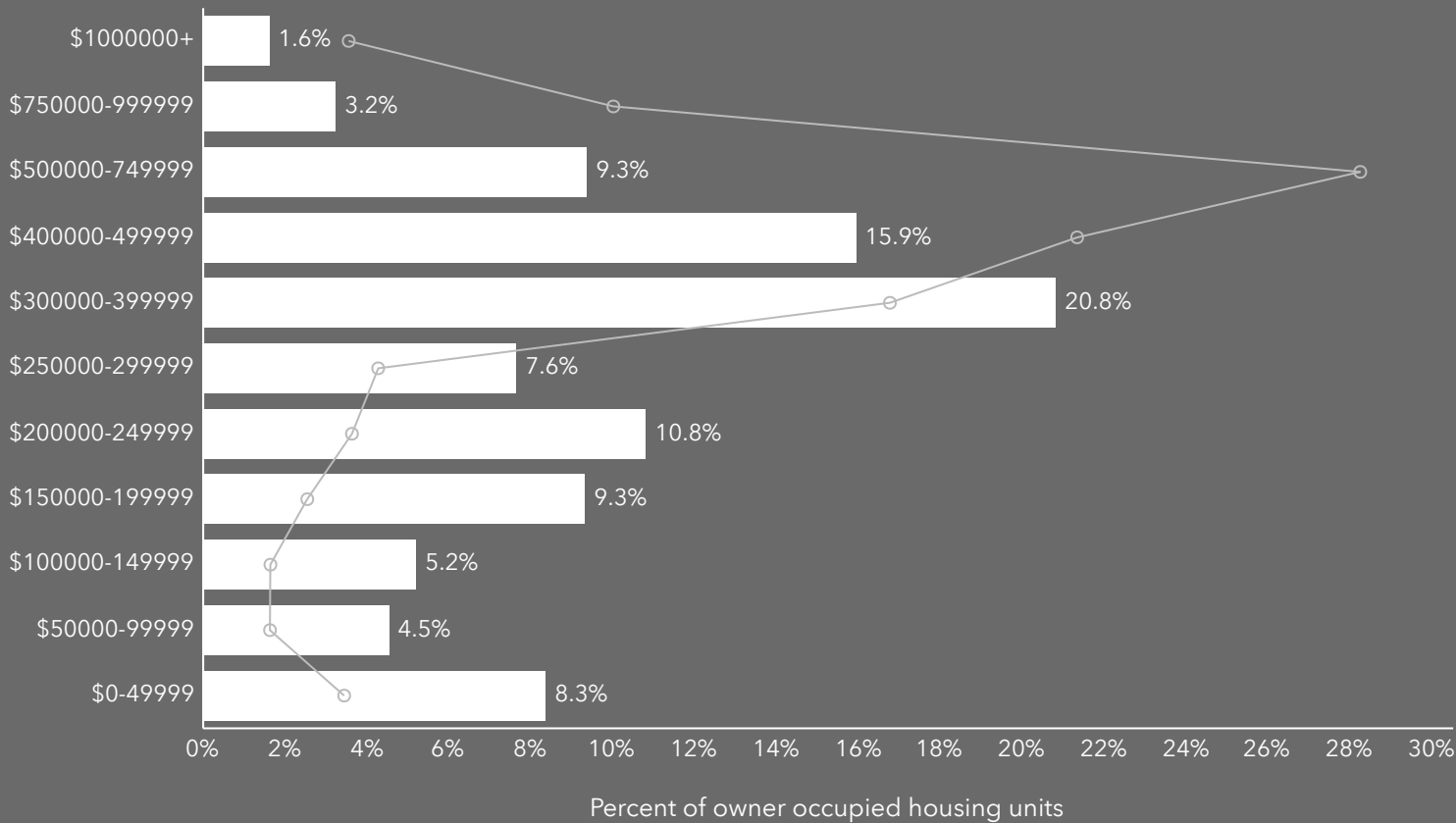
## Tapestry Segments

|   |   |                                       |   |
|---|---|---------------------------------------|---|
|  <p>7D</p>  | <p><b>Forging Opportunity</b><br/>46,724 households</p> | <p><b>26.6%</b><br/>of Households</p> |  |
|  <p>13C</p> | <p><b>NeWest Residents</b><br/>31,781 households</p>    | <p><b>18.1%</b><br/>of Households</p> |  |
|  <p>7C</p>  | <p><b>Urban Edge Families</b><br/>17,435 households</p> | <p><b>9.9%</b><br/>of Households</p>  |  |

## Annual Growth Rate

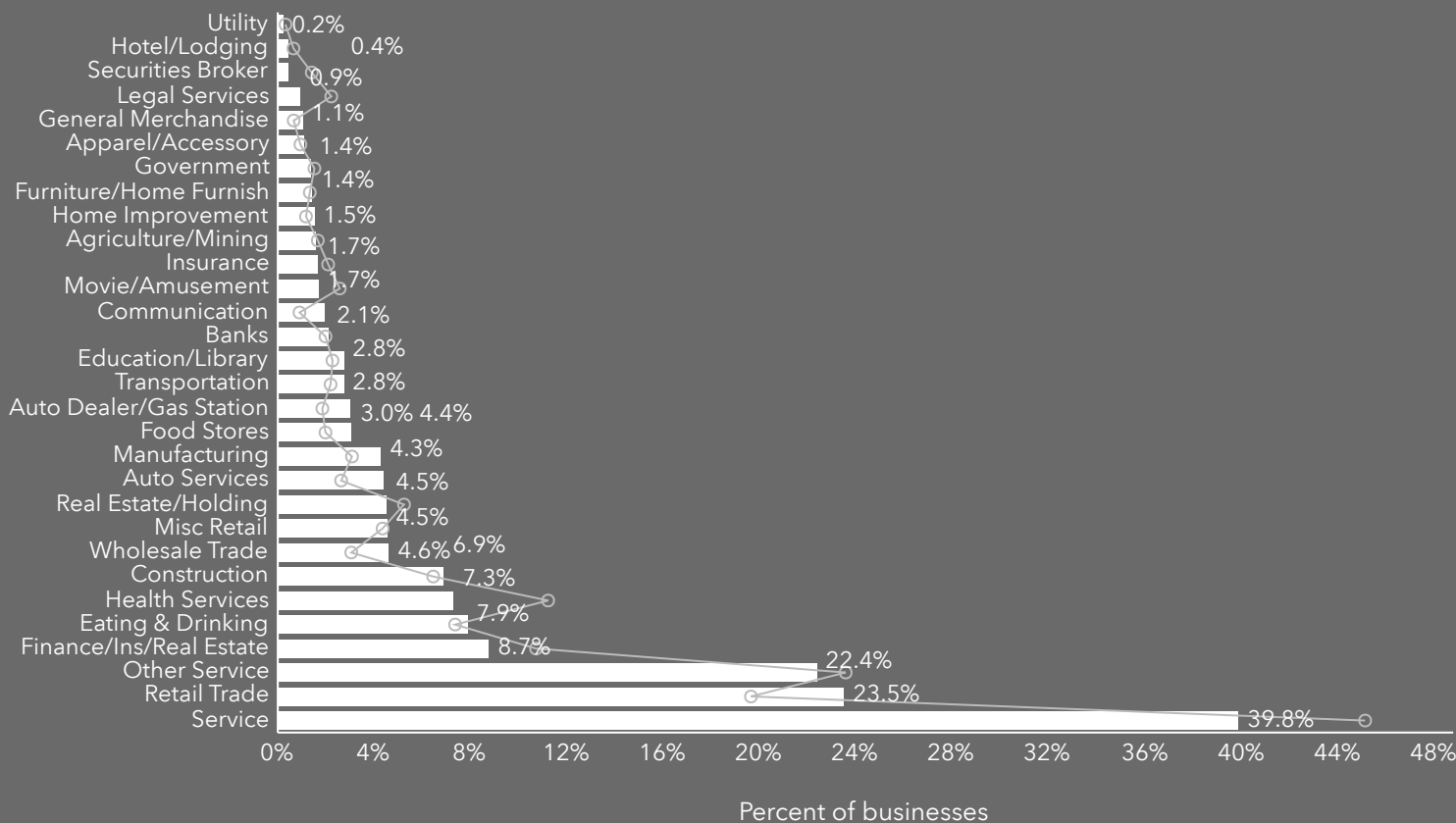


### Home Value (%)



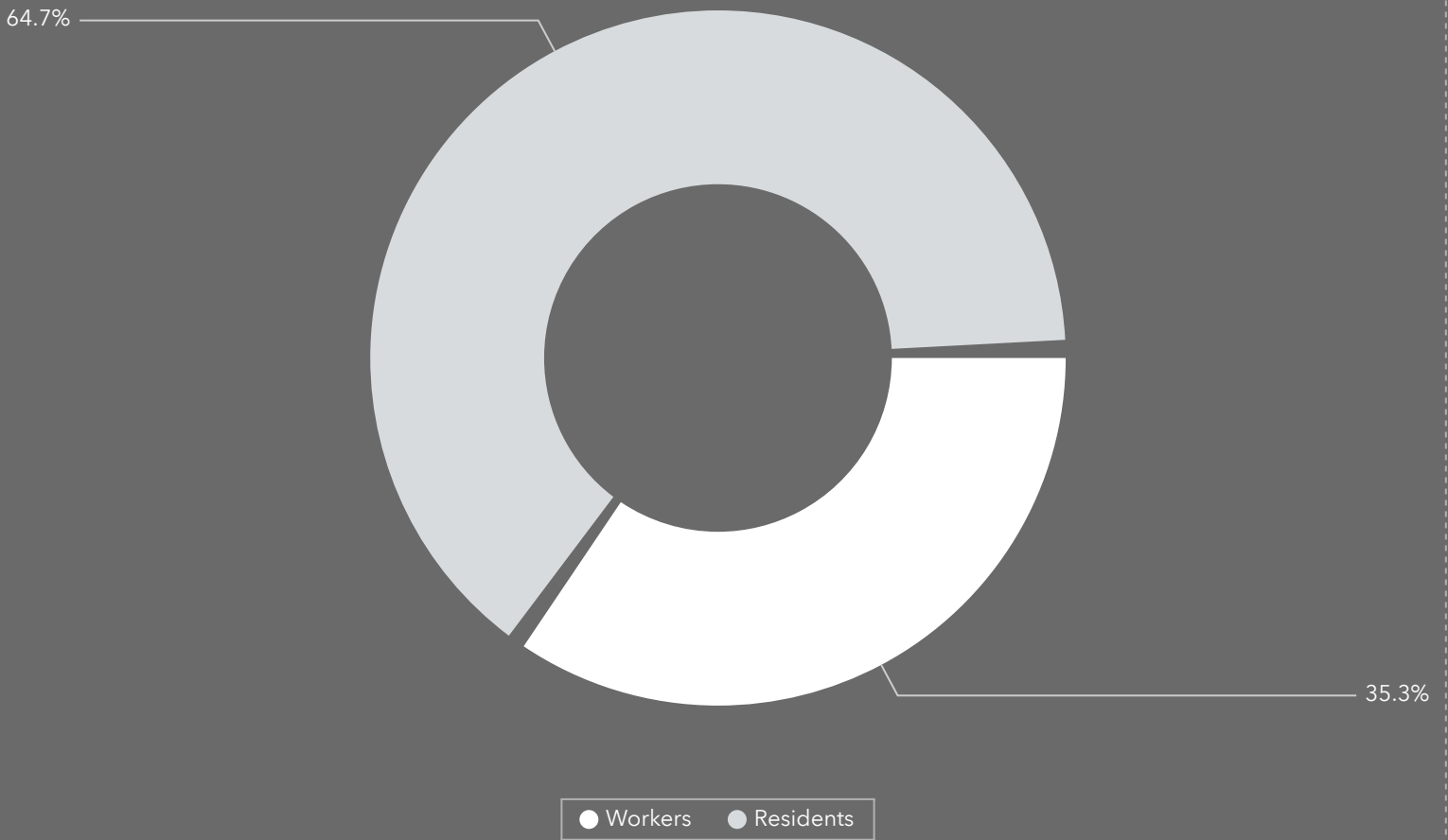
Dots show comparison to **Maricopa County**

### Business Summary by SIC (%)

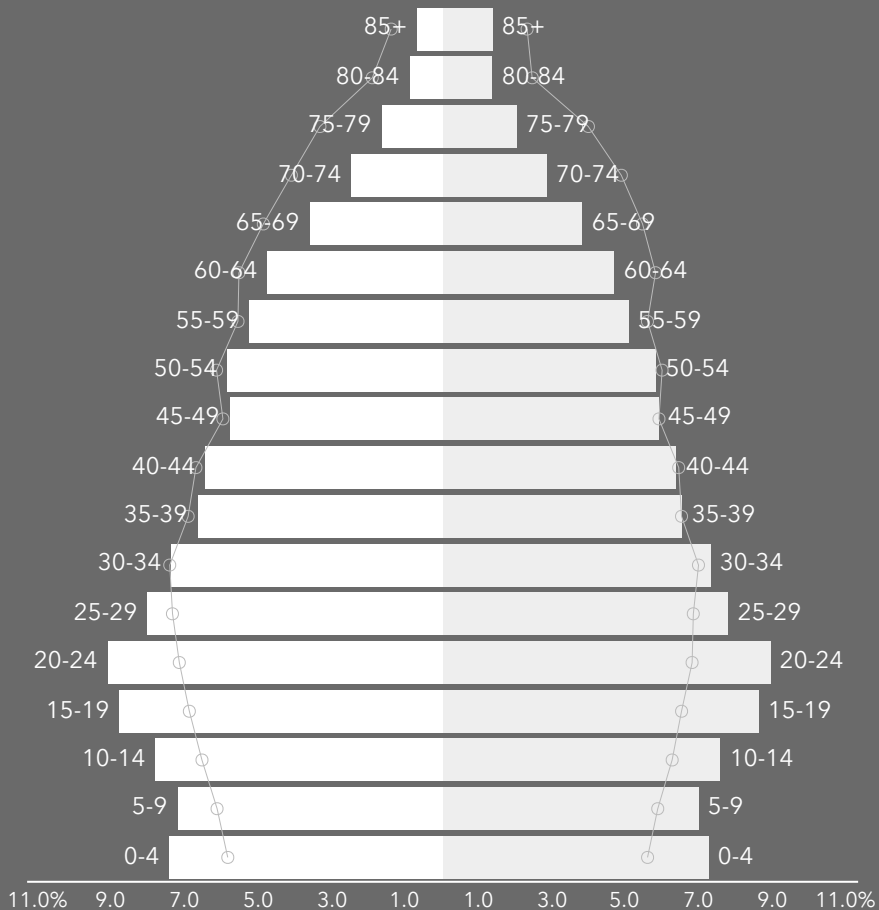


Dots show comparison to **Maricopa County**

## Daytime Population (%)



## Age pyramid



The largest group:

2024 Males Age 20-24

The smallest group:

2024 Males Age 85+

Dots show comparison to

Maricopa County



## 2024 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (19.6%)

The smallest group: \$200,000+ (4.0%)

| Indicator ▲           | Value | Diff  |  |  |
|-----------------------|-------|-------|--|--|
| <\$15,000             | 10.0% | +3.7% |  |  |
| \$15,000 - \$24,999   | 7.3%  | +2.8% |  |  |
| \$25,000 - \$34,999   | 9.2%  | +3.7% |  |  |
| \$35,000 - \$49,999   | 14.5% | +5.2% |  |  |
| \$50,000 - \$74,999   | 19.6% | +3.5% |  |  |
| \$75,000 - \$99,999   | 14.4% | +0.2% |  |  |
| \$100,000 - \$149,999 | 15.4% | -4.6% |  |  |
| \$150,000 - \$199,999 | 5.7%  | -5.3% |  |  |
| \$200,000+            | 4.0%  | -9.2% |  |  |

Bars show deviation from **Maricopa County**

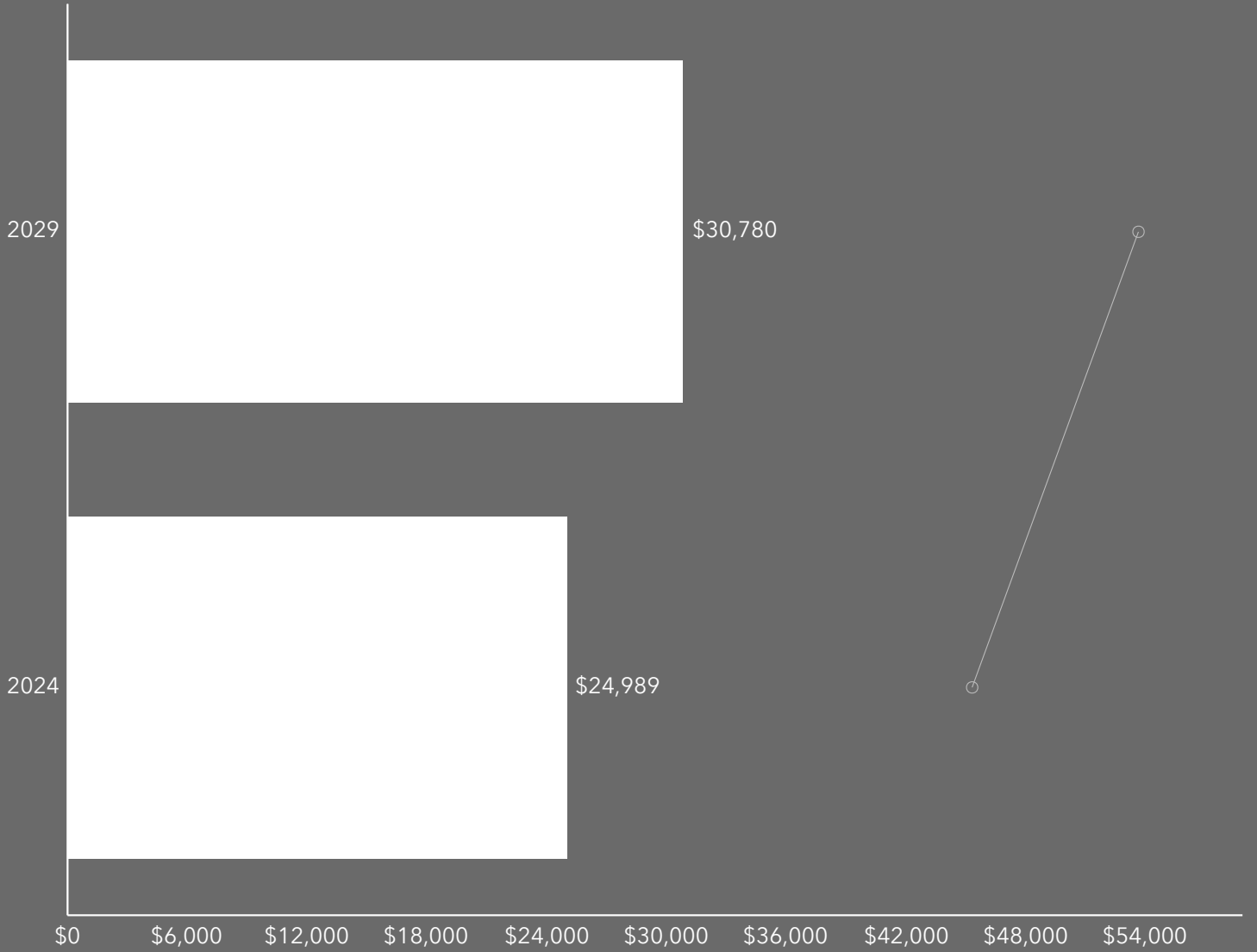
## Average Household Size

for this area

**3.09** which is more than the average for United States

| Area             | Value ▼     | 0.00 | 4.00 |
|------------------|-------------|------|------|
| <b>This area</b> | <b>3.09</b> |      |      |
| Maricopa County  | 2.62        |      |      |
| Arizona          | 2.56        |      |      |
| United States    | 2.53        |      |      |

# Per Capita Income



Dots show comparison to **Maricopa County**