



# Executive Summary

1707 + 1723 E Havasupai Dr  
 1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
 Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
 Latitude: 35.09247  
 Longitude: -114.59244

	3 miles	5 miles	10 miles
<b>Population</b>			
2000 Population	26,363	40,271	50,537
2010 Population	29,519	46,066	62,406
2015 Population	30,049	47,234	64,134
2020 Population	30,794	48,702	66,681
2000-2010 Annual Rate	1.14%	1.35%	2.13%
2010-2015 Annual Rate	0.34%	0.48%	0.52%
2015-2020 Annual Rate	0.49%	0.61%	0.78%
2015 Male Population	49.4%	49.7%	49.6%
2015 Female Population	50.6%	50.3%	50.4%
2015 Median Age	49.2	50.5	51.5

In the identified area, the current year population is 64,134. In 2010, the Census count in the area was 62,406. The rate of change since 2010 was 0.52% annually. The five-year projection for the population in the area is 66,681 representing a change of 0.78% annually from 2015 to 2020. Currently, the population is 49.6% male and 50.4% female.

### Median Age

The median age in this area is 49.2, compared to U.S. median age of 37.9.

### Race and Ethnicity

2015 White Alone	78.1%	80.3%	81.9%
2015 Black Alone	1.7%	2.0%	1.9%
2015 American Indian/Alaska Native Alone	1.3%	1.3%	1.3%
2015 Asian Alone	1.3%	1.6%	1.7%
2015 Pacific Islander Alone	0.2%	0.2%	0.2%
2015 Other Race	14.1%	11.3%	9.7%
2015 Two or More Races	3.2%	3.4%	3.4%
2015 Hispanic Origin (Any Race)	28.6%	24.6%	22.1%

Persons of Hispanic origin represent 22.1% of the population in the identified area compared to 17.6% 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 56.0 in the identified area, compared to 63.0 for the U.S. as a whole.

### Households

2000 Households	10,711	16,565	20,840
2010 Households	12,262	19,603	26,687
2015 Total Households	12,537	20,203	27,562
2020 Total Households	12,901	20,921	28,765
2000-2010 Annual Rate	1.36%	1.70%	2.50%
2010-2015 Annual Rate	0.42%	0.58%	0.62%
2015-2020 Annual Rate	0.57%	0.70%	0.86%
2015 Average Household Size	2.39	2.33	2.32

The household count in this area has changed from 26,687 in 2010 to 27,562 in the current year, a change of 0.62% annually. The five-year projection of households is 28,765, a change of 0.86% annually from the current year total. Average household size is currently 2.32, compared to 2.33 in the year 2010. The number of families in the current year is 17,456 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

1707 + 1723 E Havasupai Dr  
 1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
 Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
 Latitude: 35.09247  
 Longitude: -114.59244

	3 miles	5 miles	10 miles
<b>Median Household Income</b>			
2015 Median Household Income	\$32,894	\$34,496	\$36,239
2020 Median Household Income	\$36,921	\$38,484	\$40,909
2015-2020 Annual Rate	2.34%	2.21%	2.45%
<b>Average Household Income</b>			
2015 Average Household Income	\$42,726	\$44,828	\$47,158
2020 Average Household Income	\$49,096	\$51,700	\$54,500
2015-2020 Annual Rate	2.82%	2.89%	2.94%
<b>Per Capita Income</b>			
2015 Per Capita Income	\$17,863	\$19,240	\$20,302
2020 Per Capita Income	\$20,597	\$22,273	\$23,536
2015-2020 Annual Rate	2.89%	2.97%	3.00%

Current median household income is \$36,239 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$40,909 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$47,158 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$54,500 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$20,302 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$23,536 in five years, compared to \$32,501 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	14,506	21,787	27,103
2000 Owner Occupied Housing Units	6,652	9,635	12,600
2000 Renter Occupied Housing Units	4,059	6,930	8,241
2000 Vacant Housing Units	3,795	5,222	6,262
2010 Total Housing Units	17,158	26,942	36,442
2010 Owner Occupied Housing Units	7,541	11,511	16,565
2010 Renter Occupied Housing Units	4,721	8,092	10,121
2010 Vacant Housing Units	4,896	7,339	9,755
2015 Total Housing Units	17,634	27,841	37,650
2015 Owner Occupied Housing Units	7,278	11,137	16,169
2015 Renter Occupied Housing Units	5,259	9,066	11,392
2015 Vacant Housing Units	5,097	7,638	10,088
2020 Total Housing Units	18,284	28,978	39,549
2020 Owner Occupied Housing Units	7,451	11,497	16,869
2020 Renter Occupied Housing Units	5,450	9,424	11,896
2020 Vacant Housing Units	5,383	8,057	10,784

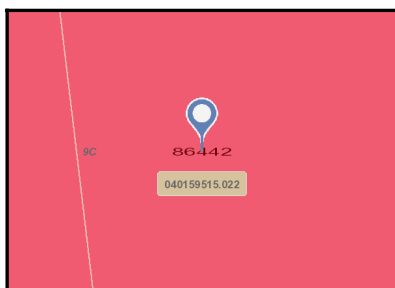
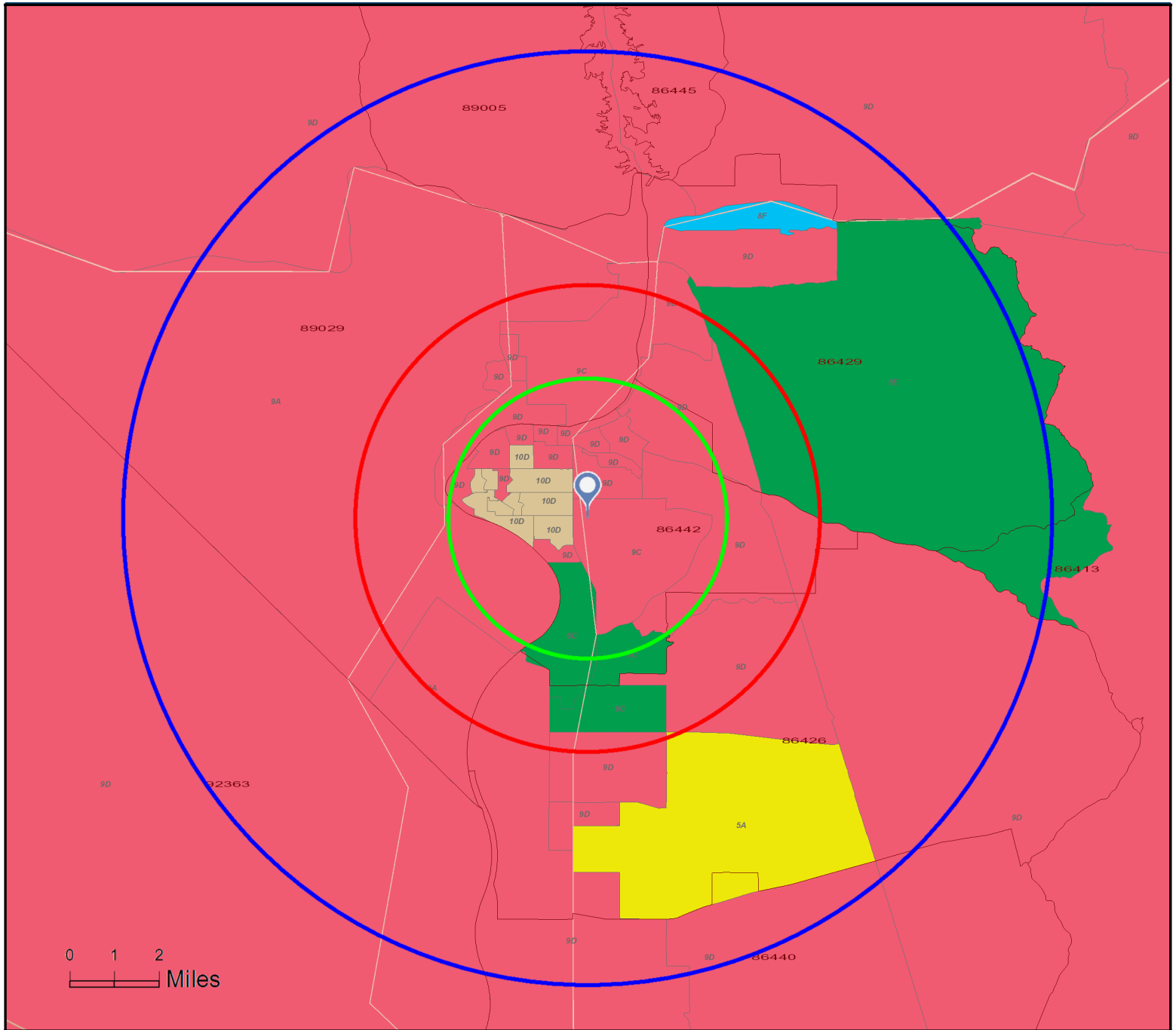
Currently, 42.9% of the 37,650 housing units in the area are owner occupied; 30.3%, renter occupied; and 26.8% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 36,442 housing units in the area - 45.5% owner occupied, 27.8% renter occupied, and 26.8% vacant. The annual rate of change in housing units since 2010 is 1.46%. Median home value in the area is \$130,302, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 7.30% annually to \$185,350.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

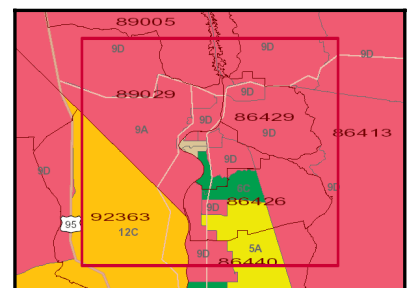
1707 + 1723 E Havasupai Dr  
 1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
 Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
 Latitude: 35.09247  
 Longitude: -114.59244



### Tapestry LifeMode

- |  |  |
|--|--|
|  L1: Affluent Estates   |  L8: Middle Ground          |
|  L2: Upscale Avenues    |  L9: Senior Styles          |
|  L3: Uptown Individuals |  L10: Rustic Outposts       |
|  L4: Family Landscapes  |  L11: Midtown Singles       |
|  L5: GenXurban          |  L12: Hometown              |
|  L6: Cozy Country       |  L13: Next Wave             |
|  L7: Ethnic Enclaves    |  L14: Scholars and Patriots |



Source: Esri

March 21, 2016



# Dominant Tapestry Map

1707 + 1723 E Havasupai Dr  
1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
Latitude: 35.09247  
Longitude: -114.59244

## Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Soccer Moms)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (American Dreamers)
- Segment 7D (Barrios Urbanos)
- Segment 7E (Valley Growers)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hardscrabble Road)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Diners & Miners)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Simplicity)
- Segment 12D (Modest Income Homes)
- Segment 13A (International Marketplace)
- Segment 13B (Las Casas)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)
- Segment 15 (Unclassified)



# Demographic and Income Comparison Profile

1707 + 1723 E Havasupai Dr  
 1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
 Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
 Latitude: 35.09247  
 Longitude: -114.59244

	3 miles	5 miles	10 miles
<b>Census 2010 Summary</b>			
Population	29,519	46,066	62,406
Households	12,262	19,603	26,687
Families	7,697	12,196	17,040
Average Household Size	2.40	2.34	2.33
Owner Occupied Housing Units	7,541	11,511	16,565
Renter Occupied Housing Units	4,721	8,092	10,121
Median Age	46.9	48.1	49.2
<b>2015 Summary</b>			
Population	30,049	47,234	64,134
Households	12,537	20,203	27,562
Families	7,804	12,458	17,456
Average Household Size	2.39	2.33	2.32
Owner Occupied Housing Units	7,278	11,137	16,169
Renter Occupied Housing Units	5,259	9,066	11,392
Median Age	49.2	50.5	51.5
Median Household Income	\$32,894	\$34,496	\$36,239
Average Household Income	\$42,726	\$44,828	\$47,158
<b>2020 Summary</b>			
Population	30,794	48,702	66,681
Households	12,901	20,921	28,765
Families	7,989	12,824	18,119
Average Household Size	2.38	2.32	2.31
Owner Occupied Housing Units	7,451	11,497	16,869
Renter Occupied Housing Units	5,450	9,424	11,896
Median Age	51.1	52.4	53.3
Median Household Income	\$36,921	\$38,484	\$40,909
Average Household Income	\$49,096	\$51,700	\$54,500
<b>Trends: 2015-2020 Annual Rate</b>			
Population	0.49%	0.61%	0.78%
Households	0.57%	0.70%	0.86%
Families	0.47%	0.58%	0.75%
Owner Households	0.47%	0.64%	0.85%
Median Household Income	2.34%	2.21%	2.45%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Demographic and Income Comparison Profile

1707 + 1723 E Havasupai Dr  
 1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
 Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
 Latitude: 35.09247  
 Longitude: -114.59244

2015 Households by Income	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,415	19.3%	3,737	18.5%	4,623	16.8%
\$15,000 - \$24,999	2,269	18.1%	3,468	17.2%	4,543	16.5%
\$25,000 - \$34,999	1,896	15.1%	3,011	14.9%	4,036	14.6%
\$35,000 - \$49,999	2,292	18.3%	3,686	18.2%	4,944	17.9%
\$50,000 - \$74,999	2,061	16.4%	3,322	16.4%	4,871	17.7%
\$75,000 - \$99,999	815	6.5%	1,503	7.4%	2,328	8.4%
\$100,000 - \$149,999	530	4.2%	1,012	5.0%	1,541	5.6%
\$150,000 - \$199,999	196	1.6%	332	1.6%	451	1.6%
\$200,000+	63	0.5%	133	0.7%	225	0.8%
Median Household Income	\$32,894		\$34,496		\$36,239	
Average Household Income	\$42,726		\$44,828		\$47,158	
Per Capita Income	\$17,863		\$19,240		\$20,302	

2020 Households by Income	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,427	18.8%	3,769	18.0%	4,650	16.2%
\$15,000 - \$24,999	1,812	14.0%	2,731	13.1%	3,568	12.4%
\$25,000 - \$34,999	1,810	14.0%	2,831	13.5%	3,789	13.2%
\$35,000 - \$49,999	2,273	17.6%	3,707	17.7%	4,943	17.2%
\$50,000 - \$74,999	2,258	17.5%	3,606	17.2%	5,283	18.4%
\$75,000 - \$99,999	1,149	8.9%	2,086	10.0%	3,262	11.3%
\$100,000 - \$149,999	811	6.3%	1,541	7.4%	2,319	8.1%
\$150,000 - \$199,999	277	2.1%	473	2.3%	652	2.3%
\$200,000+	84	0.7%	177	0.8%	299	1.0%
Median Household Income	\$36,921		\$38,484		\$40,909	
Average Household Income	\$49,096		\$51,700		\$54,500	
Per Capita Income	\$20,597		\$22,273		\$23,536	

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Demographic and Income Comparison Profile

1707 + 1723 E Havasupai Dr  
 1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
 Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
 Latitude: 35.09247  
 Longitude: -114.59244

2010 Population by Age	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,709	5.8%	2,483	5.4%	3,193	5.1%
Age 5 - 9	1,608	5.4%	2,388	5.2%	3,109	5.0%
Age 10 - 14	1,664	5.6%	2,524	5.5%	3,365	5.4%
Age 15 - 19	1,855	6.3%	2,782	6.0%	3,578	5.7%
Age 20 - 24	1,586	5.4%	2,254	4.9%	2,885	4.6%
Age 25 - 34	2,683	9.1%	4,127	9.0%	5,432	8.7%
Age 35 - 44	2,892	9.8%	4,568	9.9%	6,168	9.9%
Age 45 - 54	4,157	14.1%	6,600	14.3%	8,884	14.2%
Age 55 - 64	4,436	15.0%	7,283	15.8%	10,379	16.6%
Age 65 - 74	4,143	14.0%	6,800	14.8%	9,692	15.5%
Age 75 - 84	2,172	7.4%	3,387	7.4%	4,581	7.3%
Age 85+	615	2.1%	870	1.9%	1,139	1.8%

2015 Population by Age	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,611	5.4%	2,363	5.0%	3,050	4.8%
Age 5 - 9	1,636	5.4%	2,420	5.1%	3,190	5.0%
Age 10 - 14	1,545	5.1%	2,374	5.0%	3,120	4.9%
Age 15 - 19	1,555	5.2%	2,391	5.1%	3,201	5.0%
Age 20 - 24	1,630	5.4%	2,353	5.0%	2,991	4.7%
Age 25 - 34	3,016	10.0%	4,553	9.6%	5,963	9.3%
Age 35 - 44	2,672	8.9%	4,244	9.0%	5,742	9.0%
Age 45 - 54	3,649	12.1%	5,894	12.5%	7,932	12.4%
Age 55 - 64	4,783	15.9%	7,853	16.6%	10,836	16.9%
Age 65 - 74	4,774	15.9%	7,928	16.8%	11,392	17.8%
Age 75 - 84	2,468	8.2%	3,834	8.1%	5,331	8.3%
Age 85+	710	2.4%	1,029	2.2%	1,386	2.2%

2020 Population by Age	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	1,567	5.1%	2,305	4.7%	3,014	4.5%
Age 5 - 9	1,560	5.1%	2,325	4.8%	3,096	4.6%
Age 10 - 14	1,664	5.4%	2,541	5.2%	3,413	5.1%
Age 15 - 19	1,522	4.9%	2,364	4.9%	3,141	4.7%
Age 20 - 24	1,291	4.2%	1,896	3.9%	2,543	3.8%
Age 25 - 34	3,101	10.1%	4,647	9.5%	6,113	9.2%
Age 35 - 44	2,817	9.1%	4,487	9.2%	6,129	9.2%
Age 45 - 54	3,226	10.5%	5,287	10.9%	7,259	10.9%
Age 55 - 64	4,997	16.2%	8,191	16.8%	11,105	16.7%
Age 65 - 74	5,312	17.2%	8,870	18.2%	12,597	18.9%
Age 75 - 84	2,953	9.6%	4,626	9.5%	6,652	10.0%
Age 85+	785	2.5%	1,162	2.4%	1,620	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Demographic and Income Comparison Profile

1707 + 1723 E Havasupai Dr  
 1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
 Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
 Latitude: 35.09247  
 Longitude: -114.59244

2010 Race and Ethnicity	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,646	80.1%	37,878	82.2%	52,285	83.8%
Black Alone	370	1.3%	687	1.5%	871	1.4%
American Indian Alone	348	1.2%	545	1.2%	716	1.1%
Asian Alone	340	1.2%	634	1.4%	933	1.5%
Pacific Islander Alone	45	0.2%	86	0.2%	111	0.2%
Some Other Race Alone	3,892	13.2%	4,815	10.5%	5,582	8.9%
Two or More Races	879	3.0%	1,421	3.1%	1,908	3.1%
Hispanic Origin (Any Race)	7,924	26.8%	10,550	22.9%	12,818	20.5%

2015 Race and Ethnicity	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,471	78.1%	37,915	80.3%	52,529	81.9%
Black Alone	513	1.7%	927	2.0%	1,189	1.9%
American Indian Alone	401	1.3%	630	1.3%	834	1.3%
Asian Alone	394	1.3%	744	1.6%	1,095	1.7%
Pacific Islander Alone	48	0.2%	96	0.2%	124	0.2%
Some Other Race Alone	4,247	14.1%	5,315	11.3%	6,194	9.7%
Two or More Races	974	3.2%	1,608	3.4%	2,169	3.4%
Hispanic Origin (Any Race)	8,597	28.6%	11,614	24.6%	14,172	22.1%

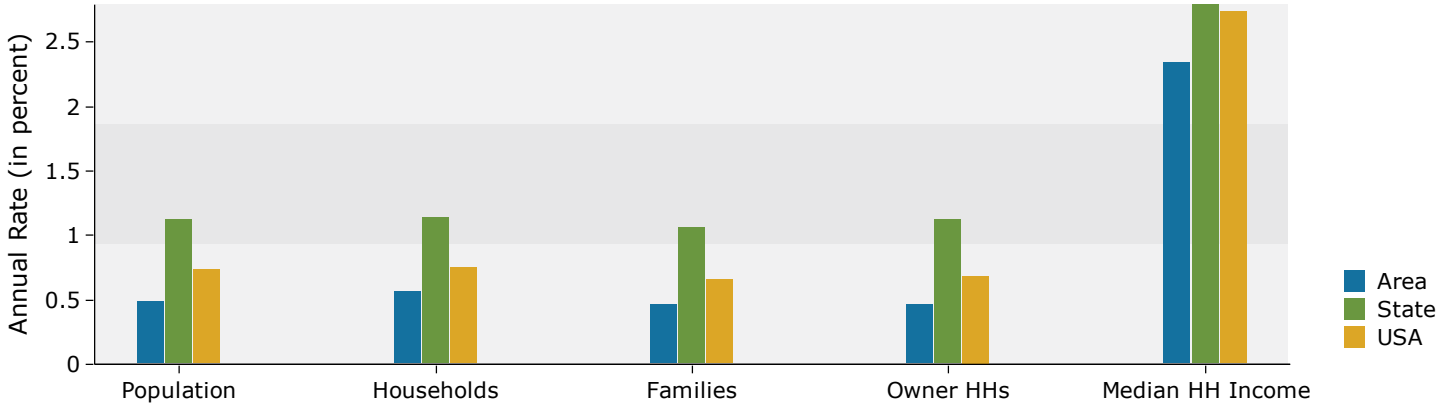
2020 Race and Ethnicity	3 miles		5 miles		10 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,377	75.9%	38,015	78.1%	53,134	79.7%
Black Alone	723	2.3%	1,263	2.6%	1,646	2.5%
American Indian Alone	449	1.5%	705	1.4%	960	1.4%
Asian Alone	458	1.5%	875	1.8%	1,289	1.9%
Pacific Islander Alone	53	0.2%	110	0.2%	145	0.2%
Some Other Race Alone	4,658	15.1%	5,916	12.1%	7,021	10.5%
Two or More Races	1,077	3.5%	1,818	3.7%	2,486	3.7%
Hispanic Origin (Any Race)	9,392	30.5%	12,882	26.5%	15,909	23.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

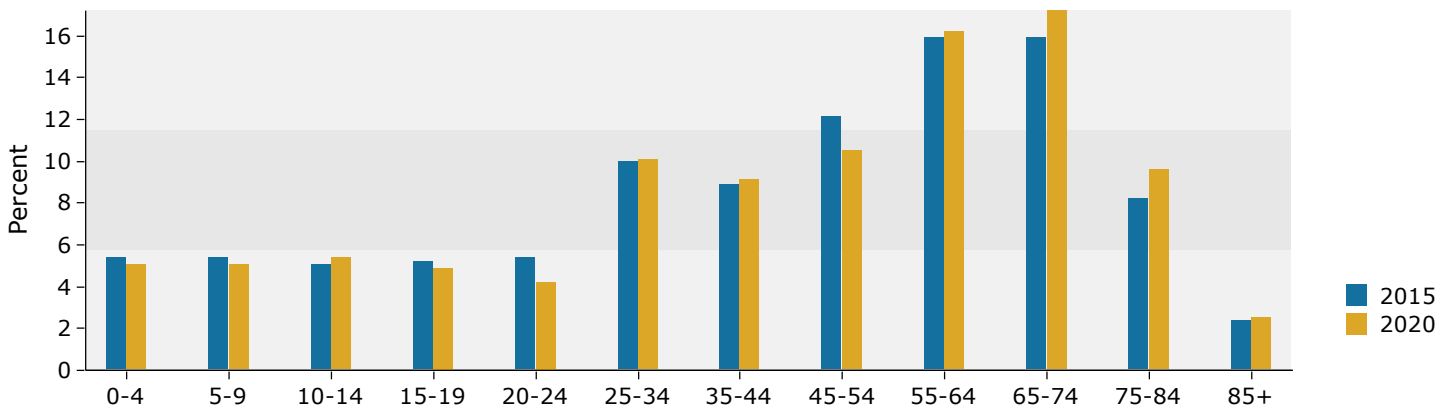


### 3 miles

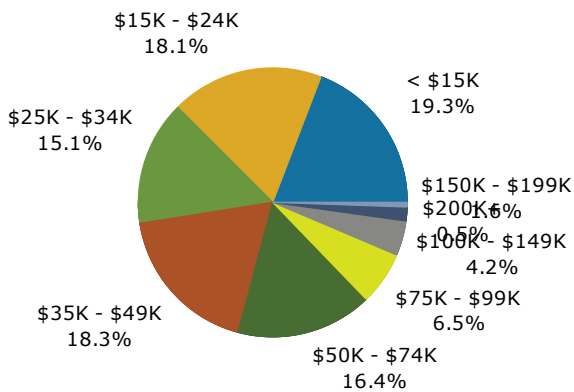
#### Trends 2015-2020



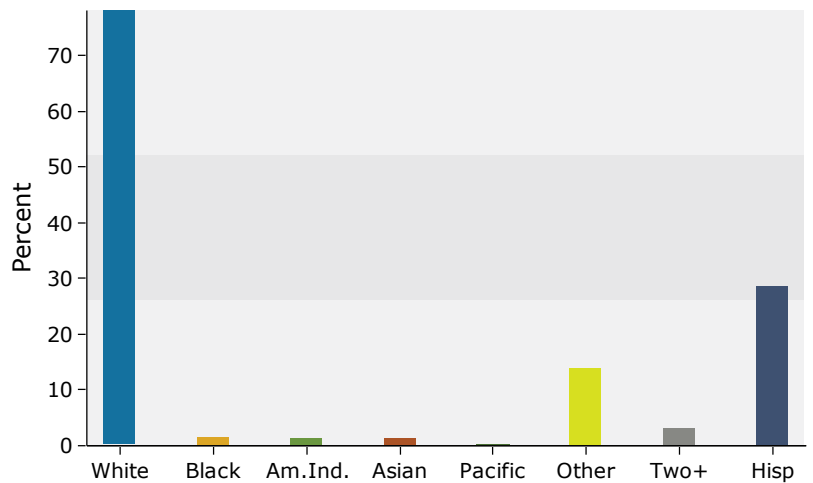
#### Population by Age



#### 2015 Household Income



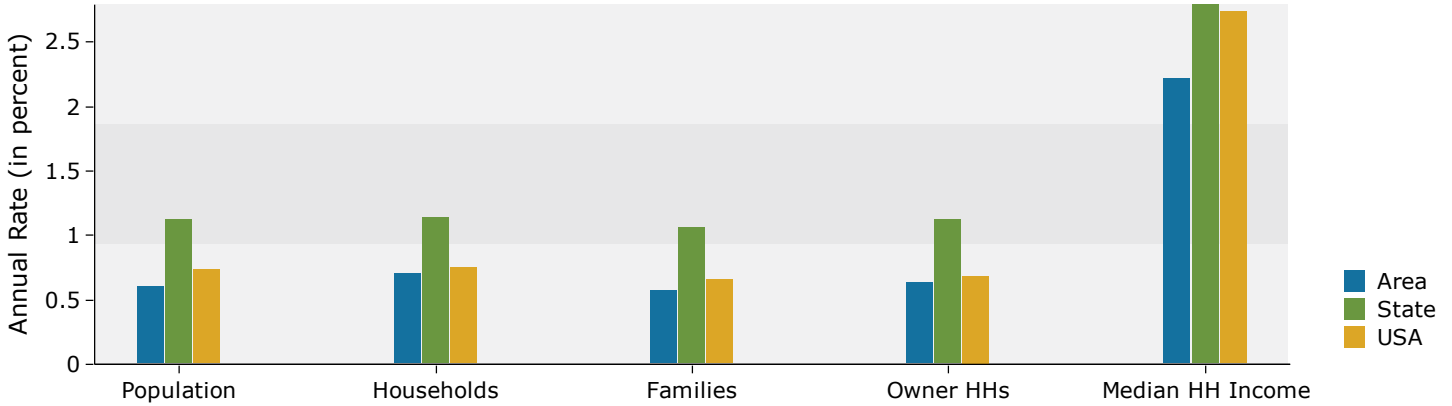
#### 2015 Population by Race



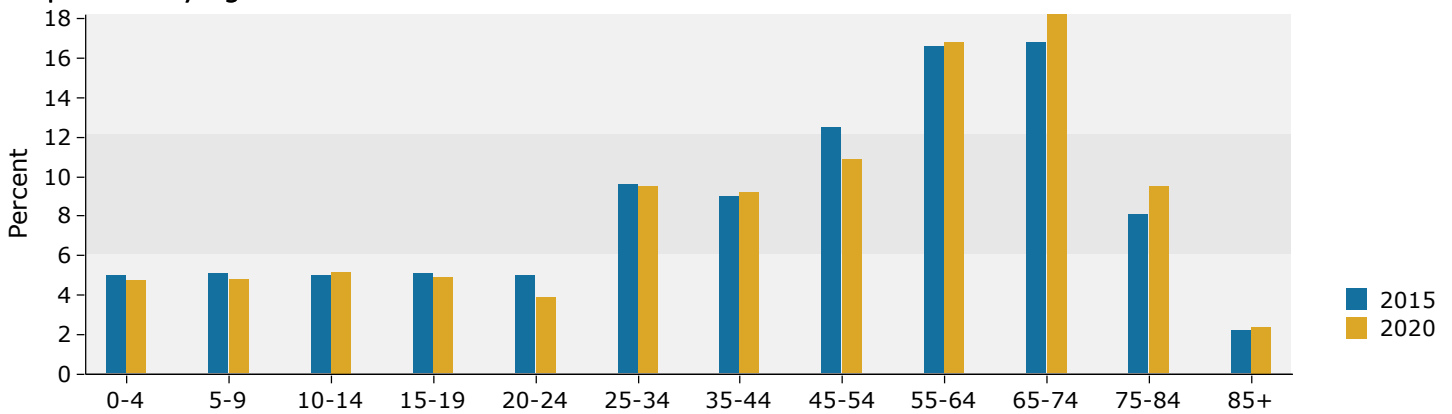
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

## 5 miles

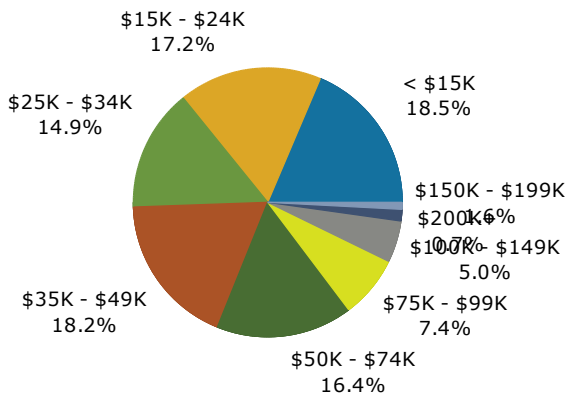
### Trends 2015-2020



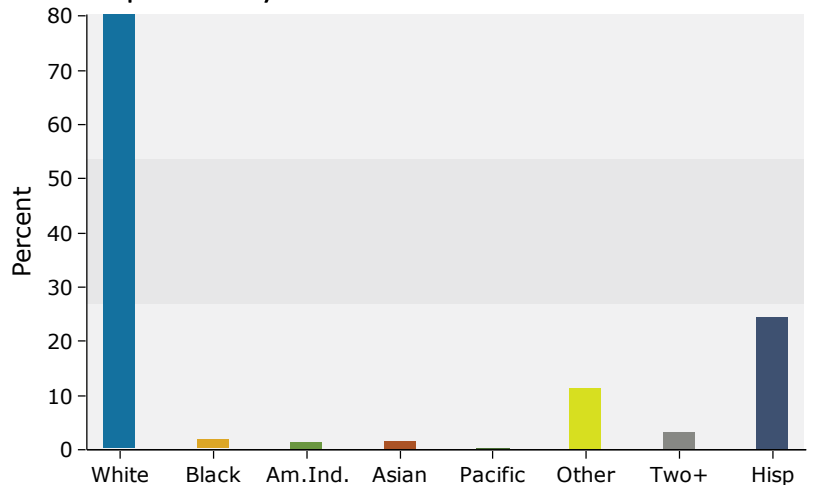
### Population by Age



### 2015 Household Income



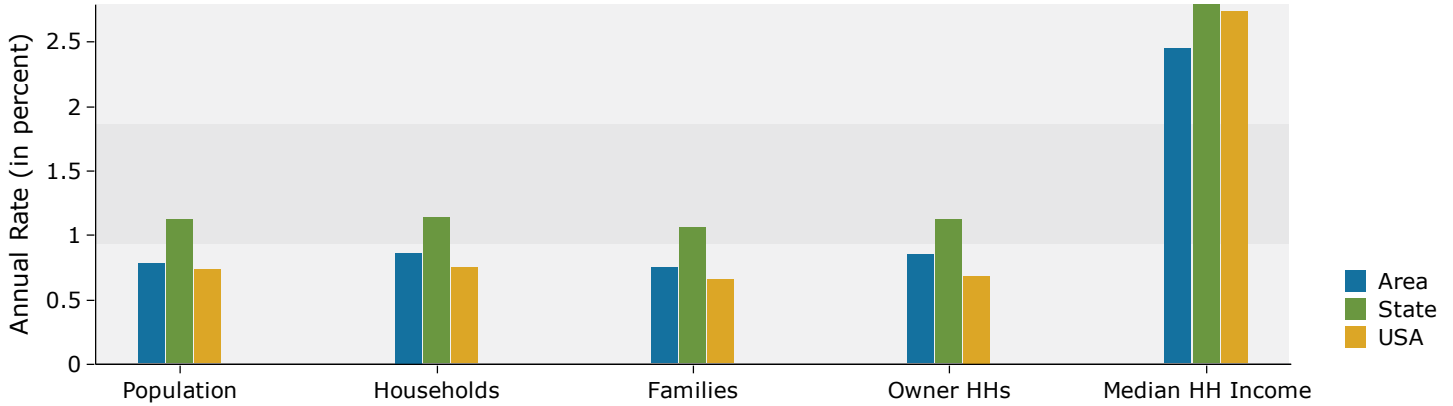
### 2015 Population by Race



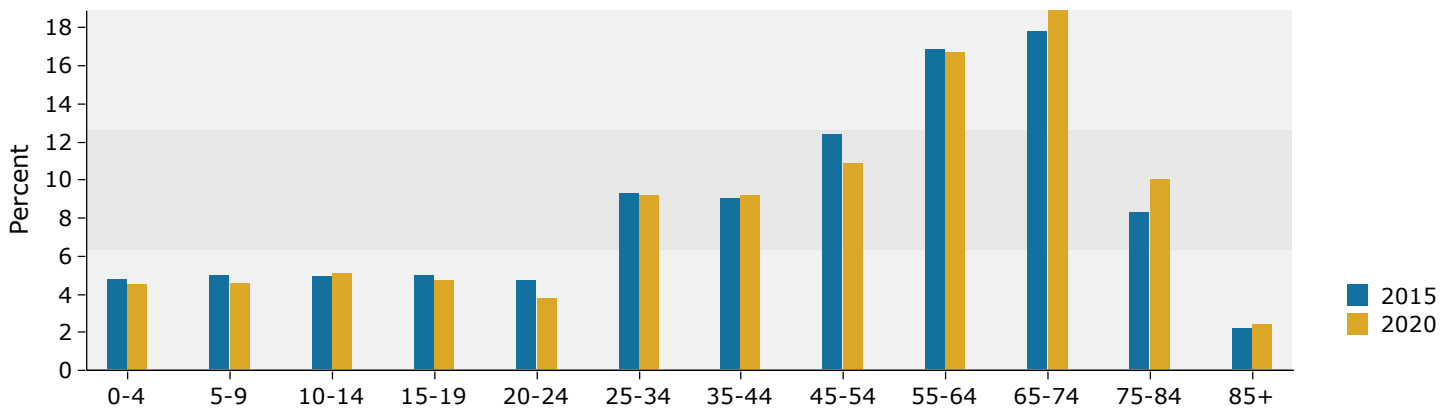
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

## 10 miles

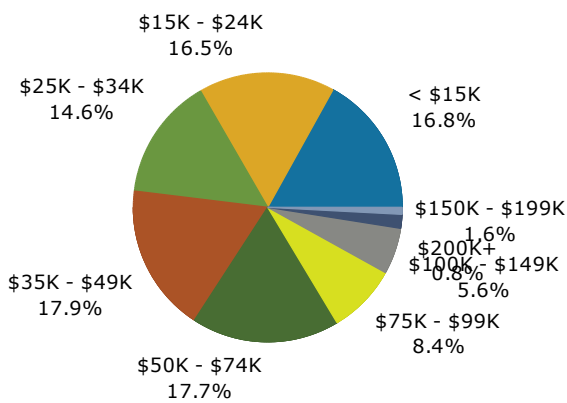
### Trends 2015-2020



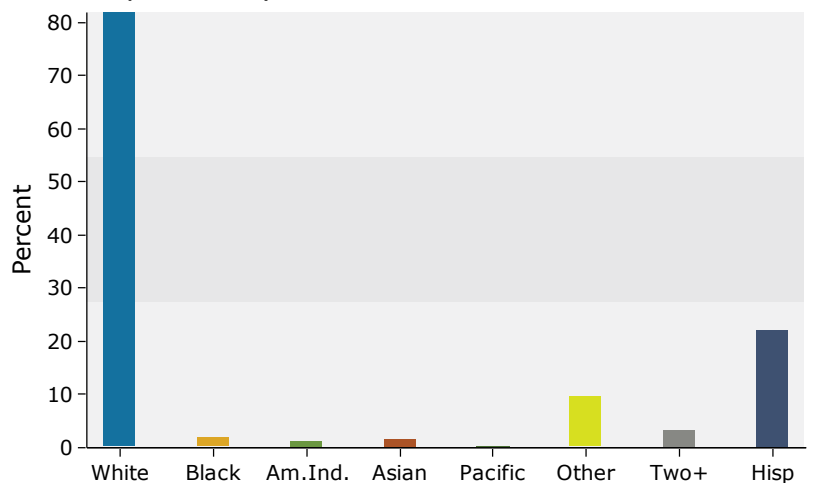
### Population by Age



### 2015 Household Income



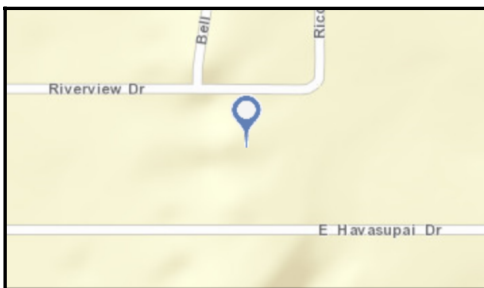
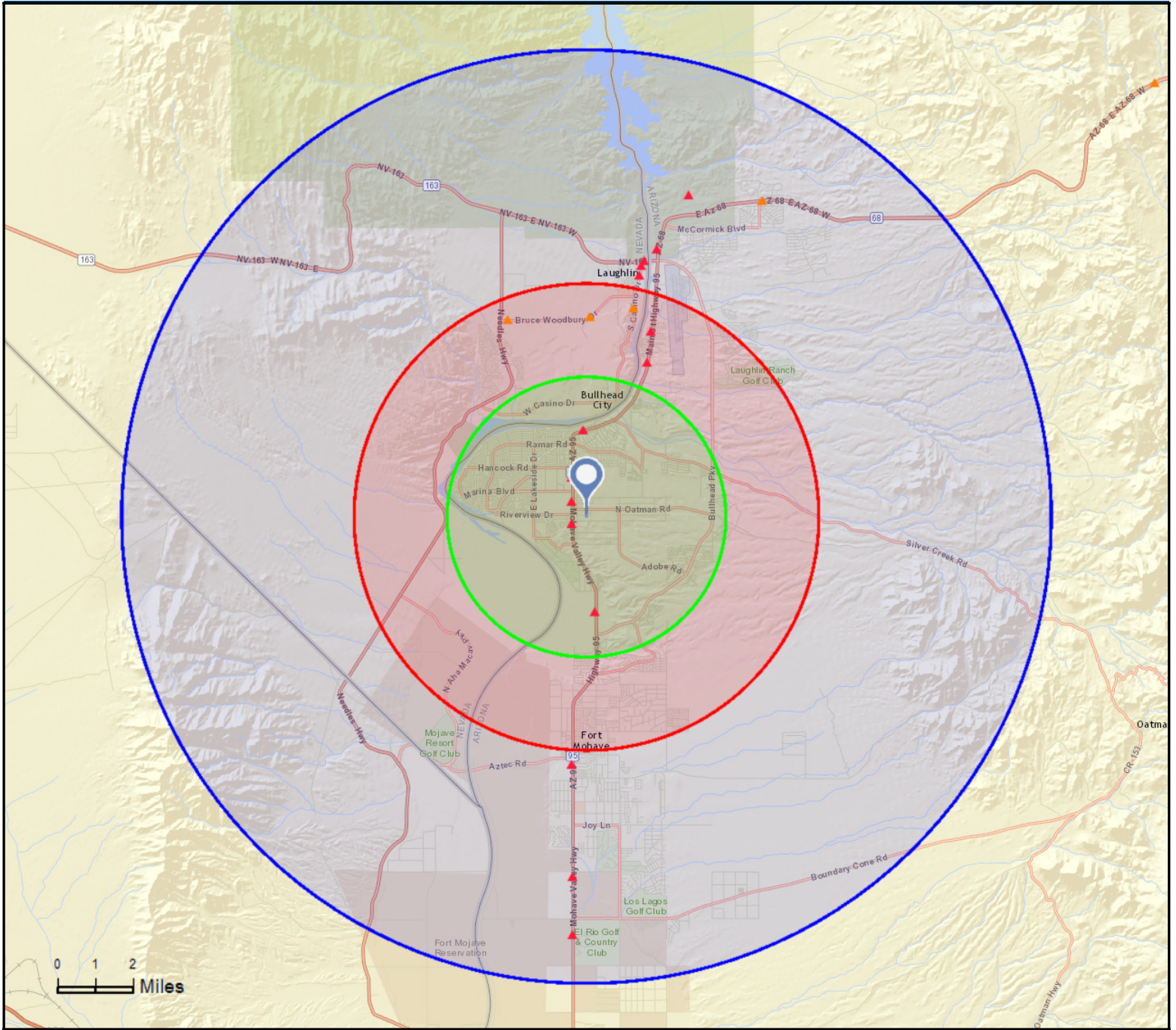
### 2015 Population by Race



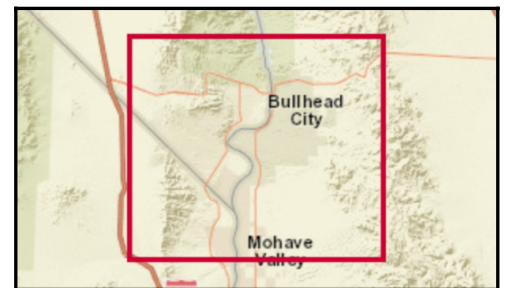
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

1707 + 1723 E Havasupai Dr  
 1707 E Havasupai Dr, Bullhead City, Arizona, 86442  
 Rings: 3, 5, 10 mile radii

Prepared by Candice A Donofrio, CCSS  
 Latitude: 35.09247  
 Longitude: -114.59244



- 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: ©2015 Market Planning Solutions, Inc.

March 21, 2016