TheRetailCoach®

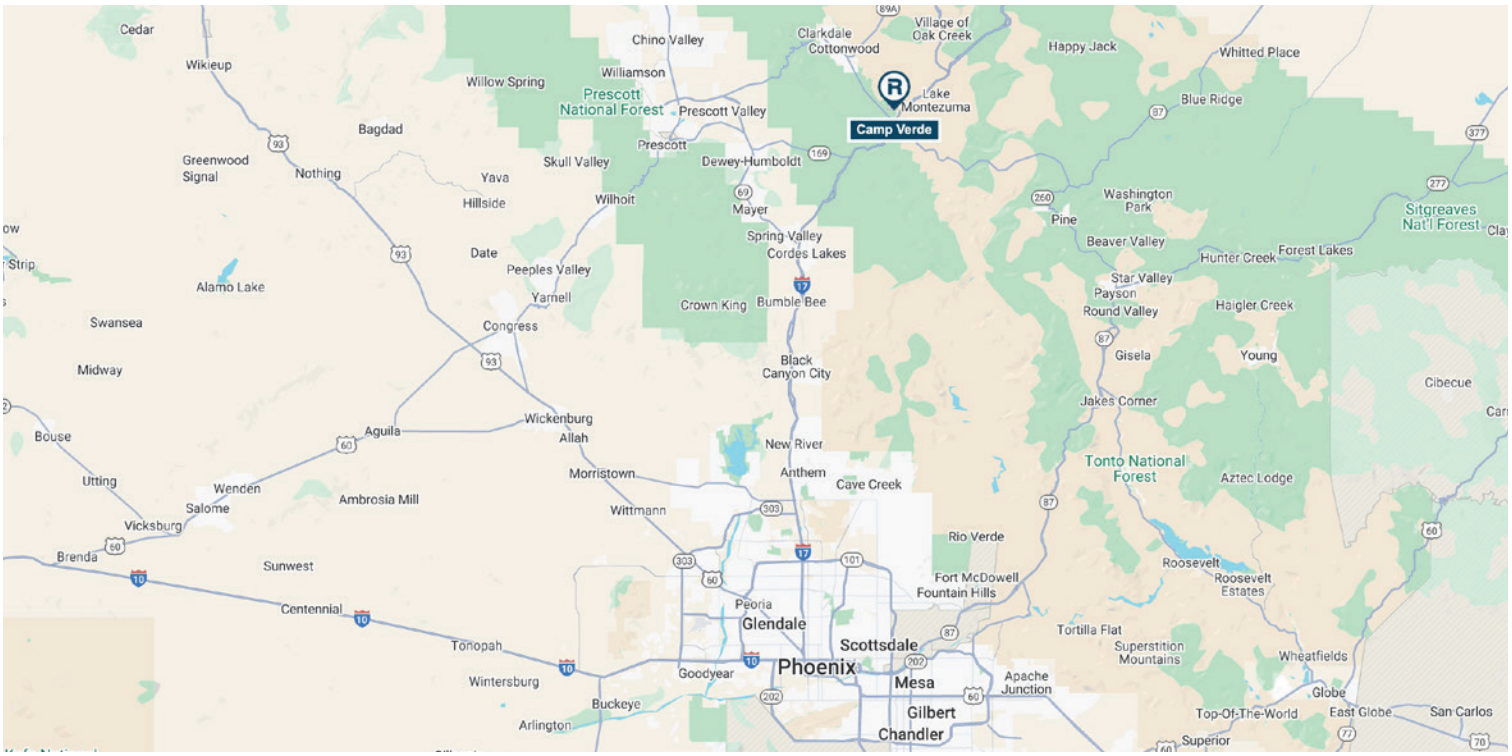
Community Demographic Profile

CAMP VERDE, ARIZONA

Prepared for Town of Camp Verde
December 2025

Community • Demographic Snapshot

Camp Verde, Arizona



Population

2020	12,147
2025	12,768
2030	13,355

Educational Attainment (%)

Graduate or Professional Degree	7.21%
Bachelors Degree	11.40%
Associate Degree	9.87%
Some College	26.85%
High School Graduate (or GED)	27.93%
Some High School, No Degree	12.11%
Less than 9th Grade	4.61%

Income

Average HH	$84,971
Median HH	$56,121
Per Capita	$34,977

Age

0 - 9 Years	10.16%
10 - 17 Years	9.02%
18 - 24 Years	8.08%
25 - 34 Years	10.43%
35 - 44 Years	11.07%
45 - 54 Years	10.84%
55 - 64 Years	12.95%
65 and Older	27.45%
Median Age	46.17
Average Age	44.90

Race Distribution (%)

White	70.90%
Black/African American	0.77%
American Indian/ Alaskan	9.81%
Asian	0.78%
Native Hawaiian/ Islander	0.10%
Other Race	8.03%
Two or More Races	9.62%
Hispanic	18.48%

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DESCRIPTION	DATA	%
Population		
2030 Projection	13,355	
2025 Estimate	12,768	
2020 Census	12,147	
2010 Census	10,861	
Growth 2025 - 2030		4.60%
Growth 2020 - 2025		5.11%
Growth 2010 - 2020		11.84%
2025 Est. Population by Single-Classification Race	**12,768**	
White Alone	9,052	70.90%
Black or African American Alone	98	0.77%
Amer. Indian and Alaska Native Alone	1,252	9.81%
Asian Alone	100	0.78%
Native Hawaiian and Other Pacific Island Alone	13	0.10%
Some Other Race Alone	1,025	8.03%
Two or More Races	1,228	9.62%
2025 Est. Population by Hispanic or Latino Origin	**12,768**	
Not Hispanic or Latino	10,409	81.52%
Hispanic or Latino	2,359	18.48%
Mexican	1,687	71.51%
Puerto Rican	12	0.51%
Cuban	3	0.13%
All Other Hispanic or Latino	657	27.85%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**2,359**	
White Alone	565	23.95%
Black or African American Alone	6	0.25%
American Indian and Alaska Native Alone	162	6.87%
Asian Alone	6	0.25%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	990	41.97%
Two or More Races	630	26.71%
2025 Est. Pop by Race, Asian Alone, by Category	**100**	
Chinese, except Taiwanese	80	80.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	13	13.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	7	7.00%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**12,768**	
Arab	14	0.11%
Czech	39	0.31%
Danish	17	0.13%
Dutch	196	1.53%
English	1,187	9.30%
French (except Basque)	252	1.97%
French Canadian	13	0.10%
German	2,087	16.35%
Greek	5	0.04%
Hungarian	19	0.15%
Irish	1,003	7.86%
Italian	326	2.55%
Lithuanian	22	0.17%
United States or American	325	2.54%
Norwegian	232	1.82%
Polish	104	0.82%
Portuguese	90	0.71%
Russian	17	0.13%
Scottish	222	1.74%
Scotch-Irish	274	2.15%
Slovak	3	0.02%
Subsaharan African	0	0.00%
Swedish	126	0.99%
Swiss	24	0.19%
Ukrainian	0	0.00%
Welsh	82	0.64%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	3,971	31.10%
Ancestry Unclassified	2,118	16.59%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	10,662	87.86%
Speak Asian/Pacific Island Language at Home	37	0.31%
Speak IndoEuropean Language at Home	48	0.40%
Speak Spanish at Home	1,234	10.17%
Speak Other Language at Home	153	1.26%

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DESCRIPTION	DATA	%
2025 Est. Population by Age	**12,768**	
Age 0 - 4	633	4.96%
Age 5 - 9	664	5.20%
Age 10 - 14	711	5.57%
Age 15 - 17	441	3.45%
Age 18 - 20	455	3.56%
Age 21 - 24	577	4.52%
Age 25 - 34	1,331	10.43%
Age 35 - 44	1,413	11.07%
Age 45 - 54	1,384	10.84%
Age 55 - 64	1,654	12.95%
Age 65 - 74	2,027	15.88%
Age 75 - 84	1,146	8.98%
Age 85 and over	332	2.60%
Age 16 and over	10,612	83.11%
Age 18 and over	10,319	80.82%
Age 21 and over	9,864	77.26%
Age 65 and over	3,505	27.45%
2025 Est. Median Age		46.17
2025 Est. Average Age		44.90
2025 Est. Population by Sex	**12,768**	
Male	6,425	50.32%
Female	6,343	49.68%

2025 Est. Male Population by Age	**6,425**	
Age 0 - 4	322	5.01%
Age 5 - 9	311	4.84%
Age 10 - 14	373	5.80%
Age 15 - 17	238	3.70%
Age 18 - 20	247	3.84%
Age 21 - 24	324	5.04%
Age 25 - 34	712	11.08%
Age 35 - 44	719	11.19%
Age 45 - 54	753	11.72%
Age 55 - 64	773	12.03%
Age 65 - 74	954	14.85%
Age 75 - 84	562	8.75%
Age 85 and over	137	2.13%
2025 Est. Median Age, Male		44.54
2025 Est. Average Age, Male		43.90
2025 Est. Female Population by Age	**6,343**	
Age 0 - 4	311	4.90%
Age 5 - 9	353	5.57%
Age 10 - 14	338	5.33%
Age 15 - 17	203	3.20%
Age 18 - 20	208	3.28%
Age 21 - 24	253	3.99%
Age 25 - 34	619	9.76%
Age 35 - 44	694	10.94%
Age 45 - 54	631	9.95%
Age 55 - 64	881	13.89%
Age 65 - 74	1,073	16.92%
Age 75 - 84	584	9.21%
Age 85 and over	195	3.07%
2025 Est. Median Age, Female		48.13
2025 Est. Average Age, Female		45.80

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,571	33.19%
Males, Never Married	2,067	19.21%
Females, Never Married	1,504	13.98%
Married, Spouse present	4,297	39.94%
Married, Spouse absent	533	4.95%
Widowed	789	7.33%
Males Widowed	148	1.38%
Females Widowed	641	5.96%
Divorced	1,570	14.59%
Males Divorced	744	6.91%
Females Divorced	826	7.68%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	428	4.61%
Some High School, no diploma	1,125	12.11%
High School Graduate (or GED)	2,594	27.93%
Some College, no degree	2,494	26.85%
Associate Degree	917	9.87%
Bachelor's Degree	1,059	11.40%
Master's Degree	431	4.64%
Professional School Degree	104	1.12%
Doctorate Degree	135	1.45%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	435	33.93%
High School Graduate	376	29.33%
Some College or Associate's Degree	361	28.16%
Bachelor's Degree or Higher	110	8.58%
Households		
2030 Projection	5,294	
2025 Estimate	5,008	
2020 Census	4,685	
2010 Census	4,090	
Growth 2025 - 2030		5.71%
Growth 2020 - 2025		6.89%
Growth 2010 - 2020		14.55%
2025 Est. Households by Household Type	**5,008**	
Family Households	3,268	65.26%
Nonfamily Households	1,740	34.74%
2025 Est. Group Quarters Population	602	
2025 Households by Ethnicity, Hispanic/Latino	656	

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DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**5,008**	
Income < $15,000	450	8.99%
Income $15,000 - $24,999	567	11.32%
Income $25,000 - $34,999	469	9.37%
Income $35,000 - $49,999	761	15.20%
Income $50,000 - $74,999	894	17.85%
Income $75,000 - $99,999	569	11.36%
Income $100,000 - $124,999	389	7.77%
Income $125,000 - $149,999	314	6.27%
Income $150,000 - $199,999	241	4.81%
Income $200,000 - $249,999	103	2.06%
Income $250,000 - $499,999	156	3.12%
Income $500,000+	95	1.90%
2025 Est. Average Household Income		$84,971
2025 Est. Median Household Income		$56,121
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$55,161
Black or African American Alone		$32,268
American Indian and Alaska Native Alone		$52,569
Asian Alone		$47,714
Native Hawaiian and Other Pacific Islander Alone		$90,939
Some Other Race Alone		$117,531
Two or More Races		$60,466
Hispanic or Latino		$49,865
Not Hispanic or Latino		$56,956
2025 Est. HH by Type and Presence of Own Child.	**5,008**	
Family Households with Children	1,229	24.54%
Family Households without Children	3,779	75.46%
Married-Couple Families	**2,171**	**43.35%**
Married-Couple Family, own children	571	11.40%
Married-Couple Family, no own children	1,600	31.95%
Cohabitating-Couple Families	**731**	**14.60%**
Cohabitating-Couple Family, own children	427	8.53%
Cohabitating-Couple Family, no own children	304	6.07%
Male Householder Families	**798**	**15.93%**
Male Householder, own children	22	0.44%
Male Householder, no own children	91	1.82%
Male Householder, only Nonrelatives	60	1.20%
Male Householder, Living Alone	625	12.48%
Female Householder Families	**1,308**	**26.12%**
Female Householder, own children	209	4.17%
Female Householder, no own children	332	6.63%
Female Householder, only Nonrelatives	55	1.10%
Female Householder, Living Alone	712	14.22%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**5,008**	
1-person	1,485	29.65%
2-person	1,850	36.94%
3-person	671	13.40%
4-person	439	8.77%
5-person	273	5.45%
6-person	171	3.41%
7-or-more-person	119	2.38%
2025 Est. Average Household Size		2.43
2025 Est. Households by Number of Vehicles	**5,008**	
No Vehicles	276	5.51%
1 Vehicle	1,249	24.94%
2 Vehicles	2,054	41.01%
3 Vehicles	858	17.13%
4 Vehicles	351	7.01%
5 or more Vehicles	220	4.39%
2025 Est. Average Number of Vehicles		2.1
Family Households		
2030 Projection	3,450	
2025 Estimate	3,268	
2020 Estimate	3,060	
2010 Census	2,772	
Growth 2025 - 2030		5.57%
Growth 2020 - 2025		6.80%
Growth 2010 - 2020		10.39%
2025 Est. Families by Poverty Status	**3,268**	
2025 Families at or Above Poverty	2,627	80.39%
2025 Families at or Above Poverty with Children	940	28.76%
2025 Families Below Poverty	641	19.61%
2025 Families Below Poverty with Children	530	16.22%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	5,052	47.61%
Civilian Labor Force, Unemployed	224	2.11%
Armed Forces	0	0.00%
Not in Labor Force	5,336	50.28%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	3,489	69.79%
Non-Profit Private Workers	203	4.06%
Local Government Workers	269	5.38%
State Government Workers	165	3.30%
Federal Government Workers	346	6.92%
Self-Employed Workers	495	9.90%
Unpaid Family Workers	32	0.64%

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DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	53	1.06%
Arts/Entertainment/Sports	14	0.28%
Building Grounds Maintenance	411	8.22%
Business/Financial Operations	209	4.18%
Community/Social Services	40	0.80%
Computer/Mathematical	45	0.90%
Construction/Extraction	515	10.30%
Education/Training/Library	127	2.54%
Farming/Fishing/Forestry	10	0.20%
Food Prep/Serving	620	12.40%
Health Practitioner/Technician	143	2.86%
Healthcare Support	267	5.34%
Maintenance Repair	76	1.52%
Legal	1	0.02%
Life/Physical/Social Science	27	0.54%
Management	449	8.98%
Office/Admin. Support	526	10.52%
Production	168	3.36%
Protective Services	122	2.44%
Sales/Related	912	18.24%
Personal Care/Service	64	1.28%
Transportation/Moving	200	4.00%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	2,546	50.93%
Blue Collar	959	19.18%
Service and Farm	1,494	29.89%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,358	68.03%
Car Pooled	778	15.76%
Public Transportation	39	0.79%
Walked	75	1.52%
Bicycle	6	0.12%
Other Means	166	3.36%
Worked at Home	514	10.41%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,763	
15 - 29 Minutes	1,239	
30 - 44 Minutes	773	
45 - 59 Minutes	294	
60 or more Minutes	347	
2025 Est. Avg Travel Time to Work in Minutes		25
2025 Est. Occupied Housing Units by Tenure	**5,008**	
Owner Occupied	3,707	74.02%
Renter Occupied	1,301	25.98%
2025 Owner Occ. HUs: Avg. Length of Residence		14.30†
2025 Renter Occ. HUs: Avg. Length of Residence		7.70†

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	**3,707**	
Value Less than $20,000	176	4.75%
Value $20,000 - $39,999	208	5.61%
Value $40,000 - $59,999	57	1.54%
Value $60,000 - $79,999	74	2.00%
Value $80,000 - $99,999	139	3.75%
Value $100,000 - $149,999	233	6.29%
Value $150,000 - $199,999	159	4.29%
Value $200,000 - $299,999	476	12.84%
Value $300,000 - $399,999	561	15.13%
Value $400,000 - $499,999	447	12.06%
Value $500,000 - $749,999	580	15.65%
Value $750,000 - $999,999	387	10.44%
Value $1,000,000 or $1,499,999	171	4.61%
Value $1,500,000 or $1,999,999	25	0.67%
Value $2,000,000+	14	0.38%
2025 Est. Median All Owner-Occupied Housing Value		$358,437
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	3,276	59.31%
1 Unit Attached	106	1.92%
2 Units	53	0.96%
3 or 4 Units	249	4.51%
5 to 19 Units	92	1.67%
20 to 49 Units	59	1.07%
50 or More Units	68	1.23%
Mobile Home or Trailer	1,551	28.08%
Boat, RV, Van, etc.	70	1.27%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	359	6.50%
Housing Units Built 2010 to 2019	218	3.95%
Housing Units Built 2000 to 2009	1,143	20.69%
Housing Units Built 1990 to 1999	1,317	23.84%
Housing Units Built 1980 to 1989	1,001	18.12%
Housing Units Built 1970 to 1979	983	17.80%
Housing Units Built 1960 to 1969	337	6.10%
Housing Units Built 1950 to 1959	101	1.83%
Housing Units Built 1940 to 1949	38	0.69%
Housing Unit Built 1939 or Earlier	27	0.49%
2025 Est. Median Year Structure Built		1992

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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