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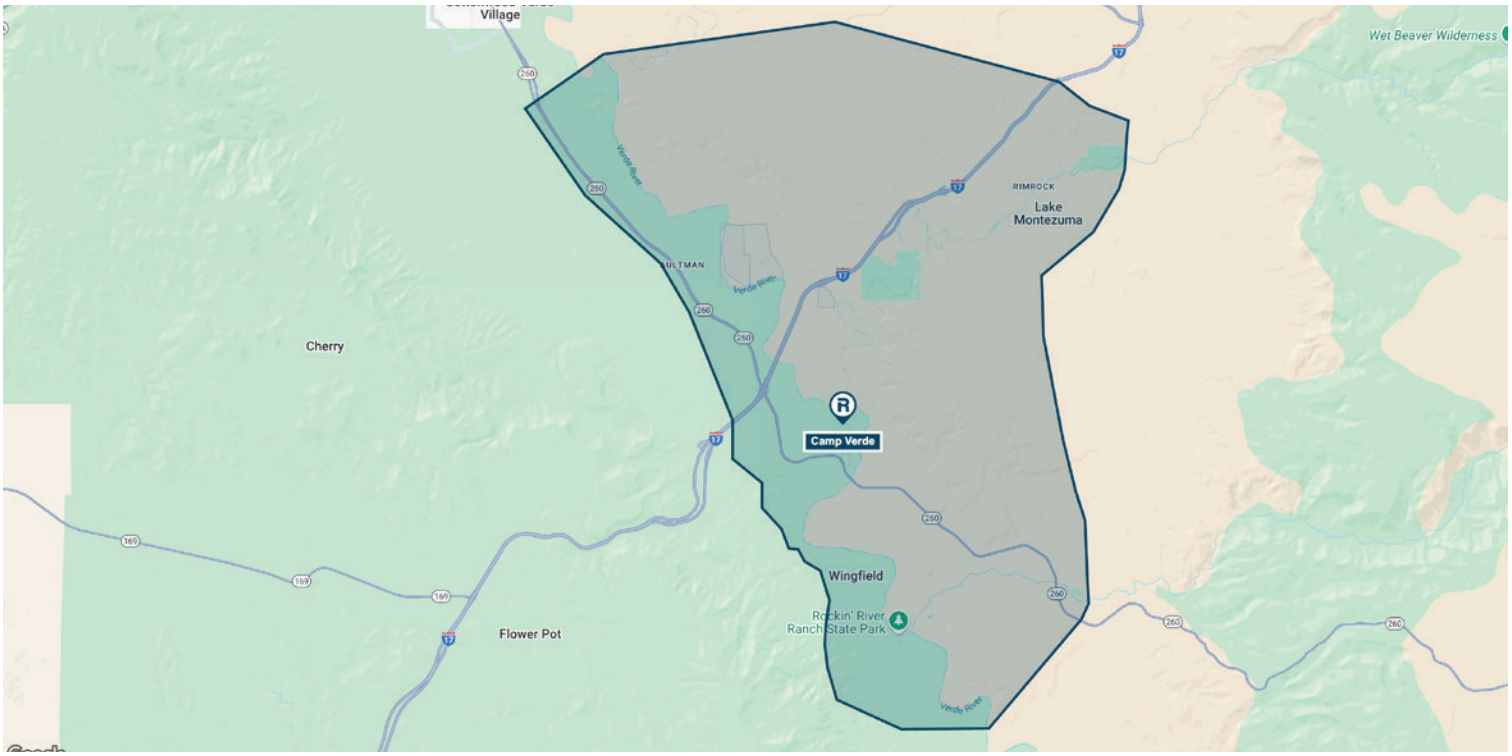
Local Retail Trade Area Demographic Profile

CAMP VERDE, ARIZONA

Prepared for Town of Camp Verde
June 2025

Local Retail Trade Area • Demographic Snapshot

Camp Verde, Arizona



Population

2020	17,300
2025	18,241
2030	19,072

Educational Attainment (%)

Graduate or Professional Degree	7.82%
Bachelors Degree	10.93%
Associate Degree	9.85%
Some College	28.53%
High School Graduate (GED)	29.23%
Some High School, No Degree	10.11%
Less than 9th Grade	3.54%

Income

Average HH	$84,223
Median HH	$58,677
Per Capita	$35,990

Age

0 - 9 Years	9.98%
10 - 17 Years	8.88%
18 - 24 Years	7.87%
25 - 34 Years	9.81%
35 - 44 Years	10.82%
45 - 54 Years	10.93%
55 - 64 Years	13.54%
65 and Older	28.18%
Median Age	47.51
Average Age	45.39

Race Distribution (%)

White	72.89%
Black/African American	0.60%
American Indian/ Alaskan	7.01%
Asian	0.91%
Native Hawaiian/ Islander	0.12%
Other Race	7.68%
Two or More Races	10.81%
Hispanic	18.68%

Select Camp Verde
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DESCRIPTION	DATA	%
Population		
2030 Projection	19,072	
2025 Estimate	18,241	
2020 Census	17,300	
2010 Census	17,064	
Growth 2025 - 2030		4.56%
Growth 2020 - 2025		5.44%
Growth 2010 - 2020		1.38%
2025 Est. Population by Single-Classification Race	**18,241**	
White Alone	13,296	72.89%
Black or African American Alone	109	0.60%
Amer. Indian and Alaska Native Alone	1,278	7.01%
Asian Alone	166	0.91%
Native Hawaiian and Other Pacific Island Alone	21	0.12%
Some Other Race Alone	1,401	7.68%
Two or More Races	1,971	10.81%
2025 Est. Population by Hispanic or Latino Origin	**18,241**	
Not Hispanic or Latino	14,835	81.33%
Hispanic or Latino	3,407	18.68%
Mexican	2,540	74.55%
Puerto Rican	59	1.73%
Cuban	124	3.64%
All Other Hispanic or Latino	684	20.08%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**3,407**	
White Alone	787	23.10%
Black or African American Alone	12	0.35%
American Indian and Alaska Native Alone	188	5.52%
Asian Alone	6	0.18%
Native Hawaiian and Other Pacific Islander Alone	2	0.06%
Some Other Race Alone	1,341	39.36%
Two or More Races	1,070	31.41%
2025 Est. Pop by Race, Asian Alone, by Category	**166**	
Chinese, except Taiwanese	118	71.08%
Filipino	1	0.60%
Japanese	10	6.02%
Asian Indian	3	1.81%
Korean	16	9.64%
Vietnamese	4	2.41%
Cambodian	2	1.20%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	2	1.20%
All Other Asian Races Including 2+ Category	11	6.63%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**18,241**	
Arab	13	0.07%
Czech	135	0.74%
Danish	18	0.10%
Dutch	271	1.49%
English	1,829	10.03%
French (except Basque)	495	2.71%
French Canadian	18	0.10%
German	3,009	16.50%
Greek	19	0.10%
Hungarian	19	0.10%
Irish	1,742	9.55%
Italian	617	3.38%
Lithuanian	21	0.12%
United States or American	538	2.95%
Norwegian	507	2.78%
Polish	214	1.17%
Portuguese	84	0.46%
Russian	20	0.11%
Scottish	465	2.55%
Scotch-Irish	317	1.74%
Slovak	13	0.07%
Subsaharan African	2	0.01%
Swedish	254	1.39%
Swiss	35	0.19%
Ukrainian	8	0.04%
Welsh	129	0.71%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,952	27.15%
Ancestry Unclassified	2,499	13.70%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	15,679	90.35%
Speak Asian/Pacific Island Language at Home	39	0.23%
Speak IndoEuropean Language at Home	49	0.28%
Speak Spanish at Home	1,436	8.28%
Speak Other Language at Home	149	0.86%

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DESCRIPTION	DATA	%
2025 Est. Population by Age	**18,241**	
Age 0 - 4	888	4.87%
Age 5 - 9	933	5.12%
Age 10 - 14	1,004	5.50%
Age 15 - 17	615	3.37%
Age 18 - 20	628	3.44%
Age 21 - 24	807	4.42%
Age 25 - 34	1,789	9.81%
Age 35 - 44	1,973	10.82%
Age 45 - 54	1,994	10.93%
Age 55 - 64	2,470	13.54%
Age 65 - 74	3,045	16.69%
Age 75 - 84	1,650	9.05%
Age 85 and over	446	2.44%
Age 16 and over	15,211	83.39%
Age 18 and over	14,801	81.14%
Age 21 and over	14,174	77.70%
Age 65 and over	5,140	28.18%
2025 Est. Median Age		47.51
2025 Est. Average Age		45.39
2025 Est. Population by Sex	**18,241**	
Male	9,093	49.85%
Female	9,149	50.16%

2025 Est. Male Population by Age	**9,093**	
Age 0 - 4	451	4.96%
Age 5 - 9	446	4.91%
Age 10 - 14	520	5.72%
Age 15 - 17	329	3.62%
Age 18 - 20	338	3.72%
Age 21 - 24	438	4.82%
Age 25 - 34	933	10.26%
Age 35 - 44	1,009	11.10%
Age 45 - 54	1,045	11.49%
Age 55 - 64	1,144	12.58%
Age 65 - 74	1,452	15.97%
Age 75 - 84	803	8.83%
Age 85 and over	184	2.02%
2025 Est. Median Age, Male		45.80
2025 Est. Average Age, Male		44.57
2025 Est. Female Population by Age	**9,149**	
Age 0 - 4	437	4.78%
Age 5 - 9	486	5.31%
Age 10 - 14	484	5.29%
Age 15 - 17	286	3.13%
Age 18 - 20	290	3.17%
Age 21 - 24	370	4.04%
Age 25 - 34	856	9.36%
Age 35 - 44	964	10.54%
Age 45 - 54	949	10.37%
Age 55 - 64	1,326	14.49%
Age 65 - 74	1,593	17.41%
Age 75 - 84	847	9.26%
Age 85 and over	261	2.85%
2025 Est. Median Age, Female		49.43
2025 Est. Average Age, Female		46.17

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,652	30.18%
Males, Never Married	2,613	16.95%
Females, Never Married	2,039	13.23%
Married, Spouse present	6,610	42.88%
Married, Spouse absent	548	3.56%
Widowed	1,087	7.05%
Males Widowed	195	1.26%
Females Widowed	892	5.79%
Divorced	2,519	16.34%
Males Divorced	1,298	8.42%
Females Divorced	1,221	7.92%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	473	3.54%
Some High School, no diploma	1,351	10.11%
High School Graduate (or GED)	3,907	29.23%
Some College, no degree	3,813	28.53%
Associate Degree	1,316	9.85%
Bachelor's Degree	1,461	10.93%
Master's Degree	753	5.63%
Professional School Degree	125	0.94%
Doctorate Degree	167	1.25%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	559	30.20%
High School Graduate	435	23.50%
Some College or Associate's Degree	638	34.47%
Bachelor's Degree or Higher	220	11.89%
Households		
2030 Projection	8,022	
2025 Estimate	7,581	
2020 Census	7,056	
2010 Census	6,803	
Growth 2025 - 2030		5.82%
Growth 2020 - 2025		7.44%
Growth 2010 - 2020		3.72%
2025 Est. Households by Household Type	**7,581**	
Family Households	4,857	64.07%
Nonfamily Households	2,724	35.93%
2025 Est. Group Quarters Population	500	
2025 Households by Ethnicity, Hispanic/Latino	975	

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DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**7,581**	
Income < $15,000	623	8.22%
Income $15,000 - $24,999	893	11.78%
Income $25,000 - $34,999	710	9.37%
Income $35,000 - $49,999	1,037	13.68%
Income $50,000 - $74,999	1,384	18.26%
Income $75,000 - $99,999	977	12.89%
Income $100,000 - $124,999	614	8.10%
Income $125,000 - $149,999	464	6.12%
Income $150,000 - $199,999	391	5.16%
Income $200,000 - $249,999	137	1.81%
Income $250,000 - $499,999	234	3.09%
Income $500,000+	118	1.56%
2025 Est. Average Household Income		$84,223
2025 Est. Median Household Income		$58,677
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$58,582
Black or African American Alone		$37,470
American Indian and Alaska Native Alone		$59,136
Asian Alone		$45,959
Native Hawaiian and Other Pacific Islander Alone		$87,814
Some Other Race Alone		$115,950
Two or More Races		$49,370
Hispanic or Latino		$54,485
Not Hispanic or Latino		$59,186
2025 Est. HH by Type and Presence of Own Child.	**7,581**	
Family Households with Children	1,453	19.17%
Family Households without Children	6,128	80.83%
Married-Couple Families	**3,274**	**43.19%**
Married-Couple Family, own children	702	9.26%
Married-Couple Family, no own children	2,572	33.93%
Cohabitating-Couple Families	**883**	**11.65%**
Cohabitating-Couple Family, own children	495	6.53%
Cohabitating-Couple Family, no own children	388	5.12%
Male Householder Families	**1,473**	**19.43%**
Male Householder, own children	25	0.33%
Male Householder, no own children	239	3.15%
Male Householder, only Nonrelatives	63	0.83%
Male Householder, Living Alone	1,146	15.12%
Female Householder Families	**1,951**	**25.73%**
Female Householder, own children	231	3.05%
Female Householder, no own children	494	6.52%
Female Householder, only Nonrelatives	64	0.84%
Female Householder, Living Alone	1,161	15.32%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**7,581**	
1-person	2,288	30.18%
2-person	2,875	37.92%
3-person	962	12.69%
4-person	663	8.75%
5-person	382	5.04%
6-person	231	3.05%
7-or-more-person	180	2.37%
2025 Est. Average Household Size		2.39
2025 Est. Households by Number of Vehicles	**7,581**	
No Vehicles	419	5.53%
1 Vehicle	1,761	23.23%
2 Vehicles	3,082	40.65%
3 Vehicles	1,417	18.69%
4 Vehicles	600	7.91%
5 or more Vehicles	302	3.98%
2025 Est. Average Number of Vehicles		2.2
Family Households		
2030 Projection	5,132	
2025 Estimate	4,857	
2020 Estimate	4,529	
2010 Census	4,545	
Growth 2025 - 2030		5.66%
Growth 2020 - 2025		7.24%
Growth 2010 - 2020		-0.34%
2025 Est. Families by Poverty Status	**4,857**	
2025 Families at or Above Poverty	4,081	84.02%
2025 Families at or Above Poverty with Children	1,094	22.52%
2025 Families Below Poverty	775	15.96%
2025 Families Below Poverty with Children	600	12.35%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	6,964	45.78%
Civilian Labor Force, Unemployed	249	1.64%
Armed Forces	0	0.00%
Not in Labor Force	7,998	52.58%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	5,176	72.33%
Non-Profit Private Workers	298	4.16%
Local Government Workers	282	3.94%
State Government Workers	209	2.92%
Federal Government Workers	487	6.81%
Self-Employed Workers	664	9.28%
Unpaid Family Workers	40	0.56%

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DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	58	0.81%
Arts/Entertainment/Sports	47	0.66%
Building Grounds Maintenance	615	8.59%
Business/Financial Operations	224	3.13%
Community/Social Services	46	0.64%
Computer/Mathematical	92	1.29%
Construction/Extraction	798	11.15%
Education/Training/Library	273	3.81%
Farming/Fishing/Forestry	19	0.27%
Food Prep/Serving	817	11.42%
Health Practitioner/Technician	274	3.83%
Healthcare Support	449	6.28%
Maintenance Repair	144	2.01%
Legal	6	0.08%
Life/Physical/Social Science	40	0.56%
Management	573	8.01%
Office/Admin. Support	720	10.06%
Production	205	2.87%
Protective Services	134	1.87%
Sales/Related	1,256	17.55%
Personal Care/Service	91	1.27%
Transportation/Moving	275	3.84%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	3,609	50.43%
Blue Collar	1,422	19.87%
Service and Farm	2,125	29.69%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	5,174	71.96%
Car Pooled	1,083	15.06%
Public Transportation	44	0.61%
Walked	107	1.49%
Bicycle	6	0.08%
Other Means	176	2.45%
Worked at Home	601	8.36%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,951	
15 - 29 Minutes	1,949	
30 - 44 Minutes	1,688	
45 - 59 Minutes	549	
60 or more Minutes	470	
2025 Est. Avg Travel Time to Work in Minutes		27
2025 Est. Occupied Housing Units by Tenure	**7,581**	
Owner Occupied	5,610	74.00%
Renter Occupied	1,971	26.00%
2025 Owner Occ. HUs: Avg. Length of Residence		13.95†
2025 Renter Occ. HUs: Avg. Length of Residence		7.61†

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	**5,610**	
Value Less than $20,000	213	3.80%
Value $20,000 - $39,999	214	3.81%
Value $40,000 - $59,999	69	1.23%
Value $60,000 - $79,999	79	1.41%
Value $80,000 - $99,999	166	2.96%
Value $100,000 - $149,999	273	4.87%
Value $150,000 - $199,999	242	4.31%
Value $200,000 - $299,999	935	16.67%
Value $300,000 - $399,999	957	17.06%
Value $400,000 - $499,999	713	12.71%
Value $500,000 - $749,999	1,038	18.50%
Value $750,000 - $999,999	461	8.22%
Value $1,000,000 or $1,499,999	184	3.28%
Value $1,500,000 or $1,999,999	35	0.62%
Value $2,000,000+	29	0.52%
2025 Est. Median All Owner-Occupied Housing Value		$362,309
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	5,024	59.80%
1 Unit Attached	118	1.40%
2 Units	67	0.80%
3 or 4 Units	332	3.95%
5 to 19 Units	93	1.11%
20 to 49 Units	59	0.70%
50 or More Units	68	0.81%
Mobile Home or Trailer	2,405	28.62%
Boat, RV, Van, etc.	235	2.80%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	559	6.65%
Housing Units Built 2010 to 2019	301	3.58%
Housing Units Built 2000 to 2009	1,702	20.26%
Housing Units Built 1990 to 1999	2,080	24.76%
Housing Units Built 1980 to 1989	1,433	17.06%
Housing Units Built 1970 to 1979	1,298	15.45%
Housing Units Built 1960 to 1969	804	9.57%
Housing Units Built 1950 to 1959	115	1.37%
Housing Units Built 1940 to 1949	41	0.49%
Housing Unit Built 1939 or Earlier	68	0.81%
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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