



The**Retail**Coach.®

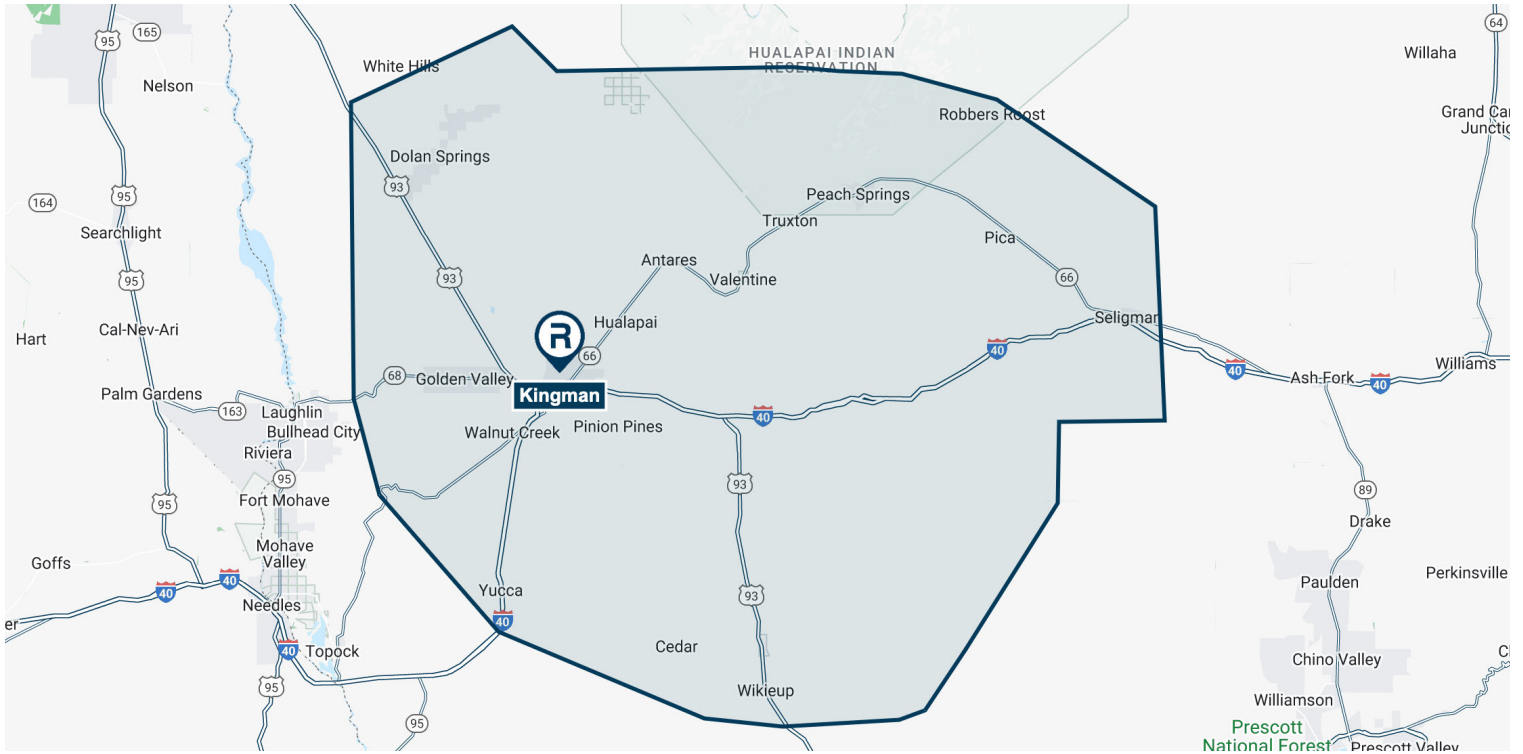
Retail Trade Area Demographic Profile

KINGMAN, ARIZONA

Prepared for City of Kingman
June 2023

Retail Trade Area • Demographic Snapshot

Kingman, Arizona



Population

2020	76,073	0 - 9 Years	8.55%
2023	78,770	10 - 17 Years	7.67%
2028	81,571	18 - 24 Years	6.73%

Educational Attainment (%)

Graduate or Professional Degree	5.10%	25 - 34 Years	11.21%
Bachelors Degree	8.62%	35 - 44 Years	10.02%
Associate Degree	8.23%	45 - 54 Years	10.10%
Some College	31.83%	55 - 64 Years	15.53%
High School Graduate (GED)	32.58%	65 and Older	30.18%
Some High School, No Degree	10.51%	Median Age	51.11
Less than 9th Grade	3.12%	Average Age	47.38

Income

Average HH	\$66,906	Race Distribution (%)	
Median HH	\$52,022	White	77.07%
Per Capita	\$28,768	Black/African American	1.18%
		American Indian/Alaskan	3.20%
		Asian	1.34%
		Native Hawaiian/Islander	0.20%
		Other Race	5.46%
		Two or More Races	11.55%
		Hispanic	15.25%



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Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
Population		
2028 Projection	81,571	
2023 Estimate	78,770	
2020 Census	76,073	
2010 Census	69,537	
Growth 2023 - 2028		3.56%
Growth 2020 - 2023		3.54%
Growth 2010 - 2020		9.40%
2023 Est. Population by Single-Classification Race	78,770	
White Alone	60,709	77.07%
Black or African American Alone	928	1.18%
Amer. Indian and Alaska Native Alone	2,525	3.20%
Asian Alone	1,054	1.34%
Native Hawaiian and Other Pacific Island Alone	155	0.20%
Some Other Race Alone	4,303	5.46%
Two or More Races	9,096	11.55%
2023 Est. Population by Hispanic or Latino Origin	78,770	
Not Hispanic or Latino	66,759	84.75%
Hispanic or Latino	12,011	15.25%
Mexican	9,961	82.93%
Puerto Rican	456	3.80%
Cuban	167	1.39%
All Other Hispanic or Latino	1,427	11.88%

DESCRIPTION	DATA	%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	12,011	
White Alone	3,916	32.60%
Black or African American Alone	71	0.59%
American Indian and Alaska Native Alone	439	3.65%
Asian Alone	57	0.48%
Native Hawaiian and Other Pacific Islander Alone	21	0.18%
Some Other Race Alone	4,038	33.62%
Two or More Races	3,469	28.88%
2023 Est. Pop by Race, Asian Alone, by Category	1,054	
Chinese, except Taiwanese	75	7.12%
Filipino	292	27.70%
Japanese	57	5.41%
Asian Indian	107	10.15%
Korean	143	13.57%
Vietnamese	50	4.74%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	232	22.01%
All Other Asian Races Including 2+ Category	97	9.20%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	69,332	91.90%
Speak Asian/Pacific Island Language at Home	436	0.58%
Speak IndoEuropean Language at Home	510	0.68%
Speak Spanish at Home	4,381	5.81%
Speak Other Language at Home	780	1.03%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	78,770	
Age 0 - 4	3,331	4.23%
Age 5 - 9	3,402	4.32%
Age 10 - 14	3,678	4.67%
Age 15 - 17	2,367	3.00%
Age 18 - 20	2,220	2.82%
Age 21 - 24	3,084	3.91%
Age 25 - 34	8,831	11.21%
Age 35 - 44	7,894	10.02%
Age 45 - 54	7,954	10.10%
Age 55 - 64	12,232	15.53%
Age 65 - 74	13,614	17.28%
Age 75 - 84	7,756	9.85%
Age 85 and over	2,407	3.06%
Age 16 and over	67,579	85.79%
Age 18 and over	65,992	83.78%
Age 21 and over	63,772	80.96%
Age 65 and over	23,777	30.18%
2023 Est. Median Age		51.11
2023 Est. Average Age		47.38
2023 Est. Population by Sex	78,770	
Male	40,886	51.91%
Female	37,885	48.10%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	40,886	
Age 0 - 4	1,717	4.20%
Age 5 - 9	1,749	4.28%
Age 10 - 14	1,859	4.55%
Age 15 - 17	1,233	3.02%
Age 18 - 20	1,207	2.95%
Age 21 - 24	1,745	4.27%
Age 25 - 34	5,225	12.78%
Age 35 - 44	4,381	10.72%
Age 45 - 54	4,115	10.07%
Age 55 - 64	6,013	14.71%
Age 65 - 74	6,681	16.34%
Age 75 - 84	3,921	9.59%
Age 85 and over	1,038	2.54%
2023 Est. Median Age, Male		48.36
2023 Est. Average Age, Male		46.63
2023 Est. Female Population by Age	37,885	
Age 0 - 4	1,614	4.26%
Age 5 - 9	1,653	4.36%
Age 10 - 14	1,819	4.80%
Age 15 - 17	1,134	2.99%
Age 18 - 20	1,012	2.67%
Age 21 - 24	1,338	3.53%
Age 25 - 34	3,606	9.52%
Age 35 - 44	3,513	9.27%
Age 45 - 54	3,839	10.13%
Age 55 - 64	6,219	16.41%
Age 65 - 74	6,934	18.30%
Age 75 - 84	3,835	10.12%
Age 85 and over	1,369	3.61%
2023 Est. Median Age, Female		53.72
2023 Est. Average Age, Female		48.76

Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,142	23.61%
Males, Never Married	9,469	13.85%
Females, Never Married	6,673	9.76%
Married, Spouse present	32,398	47.39%
Married, Spouse absent	3,783	5.53%
Widowed	5,363	7.84%
Males Widowed	1,581	2.31%
Females Widowed	3,782	5.53%
Divorced	10,673	15.61%
Males Divorced	6,090	8.91%
Females Divorced	4,582	6.70%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,892	3.12%
Some High School, no diploma	6,380	10.51%
High School Graduate (or GED)	19,772	32.58%
Some College, no degree	19,320	31.83%
Associate Degree	4,997	8.23%
Bachelor's Degree	5,230	8.62%
Master's Degree	1,817	2.99%
Professional School Degree	1,020	1.68%
Doctorate Degree	261	0.43%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,982	26.83%
High School Graduate	2,518	34.09%
Some College or Associate's Degree	2,404	32.55%
Bachelor's Degree or Higher	481	6.51%
Households		
2028 Projection	33,400	
2023 Estimate	32,094	
2020 Census	30,909	
2010 Census	28,245	
Growth 2023 - 2028		4.07%
Growth 2020 - 2023		3.83%
Growth 2010 - 2020		9.43%
2023 Est. Households by Household Type	32,094	
Family Households	20,936	65.23%
Nonfamily Households	11,159	34.77%
2023 Est. Group Quarters Population	4,129	
2023 Households by Ethnicity, Hispanic/Latino	3,115	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	32,094	
Income < \$15,000	3,100	9.66%
Income \$15,000 - \$24,999	3,713	11.57%
Income \$25,000 - \$34,999	3,456	10.77%
Income \$35,000 - \$49,999	5,153	16.06%
Income \$50,000 - \$74,999	6,570	20.47%
Income \$75,000 - \$99,999	4,067	12.67%
Income \$100,000 - \$124,999	2,582	8.05%
Income \$125,000 - \$149,999	1,427	4.45%
Income \$150,000 - \$199,999	1,067	3.33%
Income \$200,000 - \$249,999	534	1.66%
Income \$250,000 - \$499,999	327	1.02%
Income \$500,000+	98	0.31%
2023 Est. Average Household Income		\$66,906
2023 Est. Median Household Income		\$52,022
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$50,955
Black or African American Alone		\$37,642
American Indian and Alaska Native Alone		\$53,888
Asian Alone		\$84,500
Native Hawaiian and Other Pacific Islander Alone		\$120,395
Some Other Race Alone		\$55,856
Two or More Races		\$59,339
Hispanic or Latino		\$59,580
Not Hispanic or Latino		\$51,263
2023 Est. Family HH Type by Presence of Own Child.	20,936	
Married-Couple Family, own children	4,268	20.39%
Married-Couple Family, no own children	11,282	53.89%
Male Householder, own children	963	4.60%
Male Householder, no own children	910	4.35%
Female Householder, own children	1,740	8.31%
Female Householder, no own children	1,771	8.46%
2023 Est. Households by Household Size	32,094	
1-person	9,060	28.23%
2-person	14,032	43.72%
3-person	4,563	14.22%
4-person	2,362	7.36%
5-person	1,186	3.69%
6-person	536	1.67%
7-or-more-person	355	1.11%
2023 Est. Average Household Size		2.32

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	32,094	
Households with 1 or More People under Age 18:	8,301	25.86%
Married-Couple Family	4,813	57.98%
Other Family, Male Householder	1,155	13.91%
Other Family, Female Householder	2,179	26.25%
Nonfamily, Male Householder	120	1.45%
Nonfamily, Female Householder	35	0.42%
Households with No People under Age 18:	23,793	
Married-Couple Family	10,743	45.15%
Other Family, Male Householder	719	3.02%
Other Family, Female Householder	1,325	5.57%
Nonfamily, Male Householder	5,764	24.23%
Nonfamily, Female Householder	5,241	22.03%
2023 Est. Households by Number of Vehicles	32,094	
No Vehicles	2,085	6.50%
1 Vehicle	9,616	29.96%
2 Vehicles	12,910	40.23%
3 Vehicles	4,943	15.40%
4 Vehicles	1,628	5.07%
5 or more Vehicles	911	2.84%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	21,818	
2023 Estimate	20,936	
2010 Census	18,237	
Growth 2023 - 2028		4.21%
Growth 2010 - 2023		14.80%
2023 Est. Families by Poverty Status	20,936	
2023 Families at or Above Poverty	18,674	89.20%
2023 Families at or Above Poverty with Children	5,173	24.71%
2023 Families Below Poverty	2,262	10.80%
2023 Families Below Poverty with Children	1,401	6.69%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	27,020	39.98%
Civilian Labor Force, Unemployed	1,870	2.77%
Armed Forces	242	0.36%
Not in Labor Force	38,447	56.89%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	26,578	
For-Profit Private Workers	17,023	64.05%
Non-Profit Private Workers	2,680	10.08%
Local Government Workers	637	2.40%
State Government Workers	1,461	5.50%
Federal Government Workers	2,829	10.64%
Self-Employed Workers	1,926	7.25%
Unpaid Family Workers	22	0.08%
2023 Est. Civ. Employed Pop 16+ by Occupation	26,578	
Architect/Engineer	319	1.20%
Arts/Entertainment/Sports	187	0.70%
Building Grounds Maintenance	1,100	4.14%
Business/Financial Operations	673	2.53%
Community/Social Services	696	2.62%
Computer/Mathematical	321	1.21%
Construction/Extraction	1,480	5.57%
Education/Training/Library	972	3.66%
Farming/Fishing/Forestry	106	0.40%
Food Prep/Serving	1,887	7.10%
Health Practitioner/Technician	1,876	7.06%
Healthcare Support	1,077	4.05%
Maintenance Repair	944	3.55%
Legal	441	1.66%
Life/Physical/Social Science	36	0.14%
Management	1,725	6.49%
Office/Admin. Support	3,682	13.85%
Production	1,465	5.51%
Protective Services	1,483	5.58%
Sales/Related	2,701	10.16%
Personal Care/Service	722	2.72%
Transportation/Moving	2,686	10.11%
2023 Est. Pop 16+ by Occupation Classification	26,578	
White Collar	13,628	51.28%
Blue Collar	6,574	24.73%
Service and Farm	6,376	23.99%
2023 Est. Workers Age 16+ by Transp. to Work	26,124	
Drove Alone	20,624	78.95%
Car Pooled	3,256	12.46%
Public Transportation	335	1.28%
Walked	310	1.19%
Bicycle	50	0.19%
Other Means	453	1.73%
Worked at Home	1,097	4.20%

Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,940	
15 - 29 Minutes	7,321	
30 - 44 Minutes	2,463	
45 - 59 Minutes	745	
60 or more Minutes	2,609	
2023 Est. Avg Travel Time to Work in Minutes		25
2023 Est. Occupied Housing Units by Tenure	32,094	
Owner Occupied	23,392	72.89%
Renter Occupied	8,703	27.12%
2023 Owner Occ. HUs: Avg. Length of Residence		12.67 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.37 [†]
2023 Est. Owner-Occupied Housing Units by Value	32,094	
Value Less than \$20,000	753	3.22%
Value \$20,000 - \$39,999	1,473	6.30%
Value \$40,000 - \$59,999	848	3.62%
Value \$60,000 - \$79,999	1,190	5.09%
Value \$80,000 - \$99,999	1,900	8.12%
Value \$100,000 - \$149,999	3,772	16.12%
Value \$150,000 - \$199,999	3,448	14.74%
Value \$200,000 - \$299,999	4,856	20.76%
Value \$300,000 - \$399,999	2,564	10.96%
Value \$400,000 - \$499,999	1,444	6.17%
Value \$500,000 - \$749,999	899	3.84%
Value \$750,000 - \$999,999	133	0.57%
Value \$1,000,000 or \$1,499,999	87	0.37%
Value \$1,500,000 or \$1,999,999	13	0.06%
Value \$2,000,000+	14	0.06%
2023 Est. Median All Owner-Occupied Housing Value		\$174,620
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	21,463	57.64%
1 Unit Attached	480	1.29%
2 Units	425	1.14%
3 or 4 Units	567	1.52%
5 to 19 Units	808	2.17%
20 to 49 Units	434	1.17%
50 or More Units	218	0.58%
Mobile Home or Trailer	12,616	33.88%
Boat, RV, Van, etc.	228	0.61%

[†] Years

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,021	8.11%
Housing Units Built 2010 to 2014	638	1.71%
Housing Units Built 2000 to 2009	10,321	27.72%
Housing Units Built 1990 to 1999	7,864	21.12%
Housing Units Built 1980 to 1989	6,456	17.34%
Housing Units Built 1970 to 1979	4,723	12.68%
Housing Units Built 1960 to 1969	2,110	5.67%
Housing Units Built 1950 to 1959	1,031	2.77%
Housing Units Built 1940 to 1949	462	1.24%
Housing Unit Built 1939 or Earlier	613	1.65%
2023 Est. Median Year Structure Built		1994

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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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