



The **Retail** Coach®

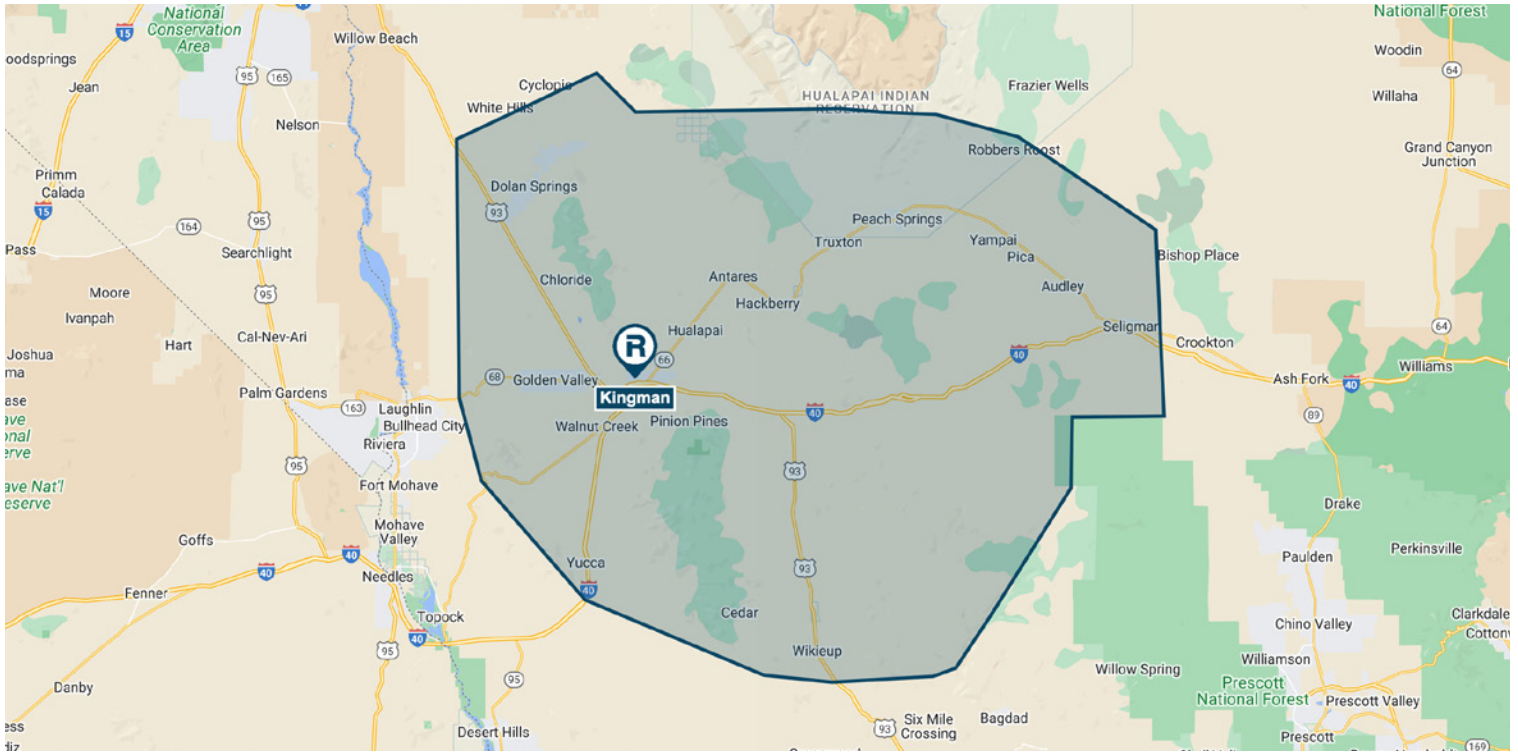
Retail Trade Area Demographic Profile

KINGMAN, ARIZONA

Prepared for City of Kingman
June 2024

Retail Trade Area • Demographic Snapshot

Kingman, Arizona



Population

2020	76,071
2024	80,452
2029	84,623

Educational Attainment (%)

Graduate or Professional Degree	5.72%
Bachelors Degree	9.21%
Associate Degree	8.83%
Some College	29.50%
High School Graduate (GED)	33.86%
Some High School, No Degree	9.65%
Less than 9th Grade	3.23%

Income

Average HH	\$65,815
Median HH	\$49,005
Per Capita	\$28,413

Age

0 - 9 Years	8.82%
10 - 17 Years	7.87%
18 - 24 Years	6.90%
25 - 34 Years	9.64%
35 - 44 Years	9.93%
45 - 54 Years	9.87%
55 - 64 Years	15.29%
65 and Older	31.68%
Median Age	52.27
Average Age	47.64

Race Distribution (%)

White	77.81%
Black/African American	1.42%
American Indian/Alaskan	3.32%
Asian	1.67%
Native Hawaiian/Islander	0.22%
Other Race	5.59%
Two or More Races	9.97%
Hispanic	15.68%



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Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
Population		
2029 Projection	84,623	
2024 Estimate	80,452	
2020 Census	76,071	
2010 Census	69,533	
Growth 2024 - 2029		5.18%
Growth 2020 - 2024		5.76%
Growth 2010 - 2020		9.40%
2024 Est. Population by Single-Classification Race	80,452	
White Alone	62,600	77.81%
Black or African American Alone	1,146	1.42%
Amer. Indian and Alaska Native Alone	2,669	3.32%
Asian Alone	1,342	1.67%
Native Hawaiian and Other Pacific Island Alone	180	0.22%
Some Other Race Alone	4,498	5.59%
Two or More Races	8,017	9.97%
2024 Est. Population by Hispanic or Latino Origin	80,452	
Not Hispanic or Latino	67,839	84.32%
Hispanic or Latino	12,613	15.68%
Mexican	10,456	82.90%
Puerto Rican	397	3.15%
Cuban	150	1.19%
All Other Hispanic or Latino	1,610	12.77%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	12,613	
White Alone	4,140	32.82%
Black or African American Alone	72	0.57%
American Indian and Alaska Native Alone	456	3.62%
Asian Alone	57	0.45%
Native Hawaiian and Other Pacific Islander Alone	27	0.21%
Some Other Race Alone	4,196	33.27%
Two or More Races	3,664	29.05%
2024 Est. Pop by Race, Asian Alone, by Category	1,342	
Chinese, except Taiwanese	113	8.42%
Filipino	598	44.56%
Japanese	2	0.15%
Asian Indian	104	7.75%
Korean	169	12.59%
Vietnamese	39	2.91%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	190	14.16%
All Other Asian Races Including 2+ Category	127	9.46%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	80,452	
Arab	188	0.23%
Czech	394	0.49%
Danish	222	0.28%
Dutch	1,537	1.91%
English	6,811	8.47%
French (except Basque)	2,119	2.63%
French Canadian	276	0.34%
German	11,728	14.58%
Greek	117	0.15%
Hungarian	230	0.29%
Irish	7,044	8.76%
Italian	3,004	3.73%
Lithuanian	63	0.08%
United States or American	2,556	3.18%
Norwegian	1,819	2.26%
Polish	1,444	1.79%
Portuguese	378	0.47%
Russian	583	0.73%
Scottish	1,466	1.82%
Scotch-Irish	462	0.57%
Slovak	25	0.03%
Subsaharan African	262	0.33%
Swedish	917	1.14%
Swiss	95	0.12%
Ukrainian	62	0.08%
Welsh	683	0.85%
West Indian (except Hisp. groups)	5	0.01%
Other ancestries	20,177	25.08%
Ancestry Unclassified	15,784	19.62%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	70,532	91.70%
Speak Asian/Pacific Island Language at Home	309	0.40%
Speak IndoEuropean Language at Home	563	0.73%
Speak Spanish at Home	4,747	6.17%
Speak Other Language at Home	587	0.76%

Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
2024 Est. Population by Age	80,452	
Age 0 - 4	3,536	4.39%
Age 5 - 9	3,556	4.42%
Age 10 - 14	3,891	4.84%
Age 15 - 17	2,444	3.04%
Age 18 - 20	2,420	3.01%
Age 21 - 24	3,135	3.90%
Age 25 - 34	7,757	9.64%
Age 35 - 44	7,985	9.93%
Age 45 - 54	7,937	9.87%
Age 55 - 64	12,304	15.29%
Age 65 - 74	15,245	18.95%
Age 75 - 84	8,390	10.43%
Age 85 and over	1,852	2.30%
Age 16 and over	68,663	85.35%
Age 18 and over	67,025	83.31%
Age 21 and over	64,605	80.30%
Age 65 and over	25,487	31.68%
2024 Est. Median Age		52.27
2024 Est. Average Age		47.64
2024 Est. Population by Sex	80,452	
Male	41,881	52.06%
Female	38,570	47.94%
2024 Est. Male Population by Age	41,881	
Age 0 - 4	1,816	4.34%
Age 5 - 9	1,834	4.38%
Age 10 - 14	2,009	4.80%
Age 15 - 17	1,254	2.99%
Age 18 - 20	1,268	3.03%
Age 21 - 24	1,698	4.05%
Age 25 - 34	4,339	10.36%
Age 35 - 44	4,308	10.29%
Age 45 - 54	4,204	10.04%
Age 55 - 64	6,264	14.96%
Age 65 - 74	7,691	18.36%
Age 75 - 84	4,373	10.44%
Age 85 and over	823	1.97%
2024 Est. Median Age, Male		51.06
2024 Est. Average Age, Male		47.18
2024 Est. Female Population by Age	38,570	
Age 0 - 4	1,720	4.46%
Age 5 - 9	1,721	4.46%
Age 10 - 14	1,882	4.88%
Age 15 - 17	1,190	3.08%
Age 18 - 20	1,153	2.99%
Age 21 - 24	1,437	3.73%
Age 25 - 34	3,418	8.86%
Age 35 - 44	3,676	9.53%
Age 45 - 54	3,733	9.68%
Age 55 - 64	6,040	15.66%
Age 65 - 74	7,554	19.58%
Age 75 - 84	4,017	10.41%
Age 85 and over	1,029	2.67%
2024 Est. Median Age, Female		53.53
2024 Est. Average Age, Female		48.44

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,088	23.16%
Males, Never Married	9,929	14.29%
Females, Never Married	6,159	8.87%
Married, Spouse present	33,545	48.29%
Married, Spouse absent	2,949	4.25%
Widowed	5,441	7.83%
Males Widowed	1,192	1.72%
Females Widowed	4,249	6.12%
Divorced	11,447	16.48%
Males Divorced	6,534	9.41%
Females Divorced	4,913	7.07%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,983	3.23%
Some High School, no diploma	5,933	9.65%
High School Graduate (or GED)	20,813	33.86%
Some College, no degree	18,133	29.50%
Associate Degree	5,426	8.83%
Bachelor's Degree	5,663	9.21%
Master's Degree	2,295	3.73%
Professional School Degree	812	1.32%
Doctorate Degree	412	0.67%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,397	18.07%
High School Graduate	3,044	39.37%
Some College or Associate's Degree	2,649	34.26%
Bachelor's Degree or Higher	642	8.30%
Households		
2029 Projection	35,235	
2024 Estimate	33,196	
2020 Census	30,908	
2010 Census	28,245	
Growth 2024 - 2029		6.14%
Growth 2020 - 2024		7.40%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	33,196	
Family Households	21,679	65.31%
Nonfamily Households	11,517	34.69%
2024 Est. Group Quarters Population	3,558	
2024 Households by Ethnicity, Hispanic/Latino	3,530	



Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	33,196	
Income < \$15,000	3,867	11.65%
Income \$15,000 - \$24,999	4,336	13.06%
Income \$25,000 - \$34,999	3,711	11.18%
Income \$35,000 - \$49,999	4,985	15.02%
Income \$50,000 - \$74,999	6,093	18.35%
Income \$75,000 - \$99,999	4,100	12.35%
Income \$100,000 - \$124,999	2,432	7.33%
Income \$125,000 - \$149,999	1,412	4.25%
Income \$150,000 - \$199,999	1,236	3.72%
Income \$200,000 - \$249,999	482	1.45%
Income \$250,000 - \$499,999	407	1.23%
Income \$500,000+	133	0.40%
2024 Est. Average Household Income		\$65,815
2024 Est. Median Household Income		\$49,005
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$48,046
Black or African American Alone		\$52,988
American Indian and Alaska Native Alone		\$52,495
Asian Alone		\$70,542
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$52,475
Two or More Races		\$51,904
Hispanic or Latino		\$56,507
Not Hispanic or Latino		\$48,153
2024 Est. HH by Type and Presence of Own Child.	33,196	
Family Households with Children	5,896	17.76%
Family Households without Children	27,300	82.24%
Married-Couple Families	15,079	45.42%
Married-Couple Family, own children	3,276	9.87%
Married-Couple Family, no own children	11,802	35.55%
Cohabiting-Couple Families	2,249	6.78%
Cohabiting-Couple Family, own children	656	1.98%
Cohabiting-Couple Family, no own children	1,593	4.80%
Male Householder Families	7,596	22.88%
Male Householder, own children	588	1.77%
Male Householder, no own children	1,080	3.25%
Male Householder, only Nonrelatives	757	2.28%
Male Householder, Living Alone	5,170	15.57%
Female Householder Families	8,272	24.92%
Female Householder, own children	1,376	4.14%
Female Householder, no own children	2,220	6.69%
Female Householder, only Nonrelatives	419	1.26%
Female Householder, Living Alone	4,258	12.83%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	33,196	
1-person	10,062	30.31%
2-person	13,111	39.50%
3-person	4,286	12.91%
4-person	2,880	8.68%
5-person	1,485	4.47%
6-person	802	2.42%
7-or-more-person	570	1.72%
2024 Est. Average Household Size		2.31
2024 Est. Households by Number of Vehicles	33,196	
No Vehicles	1,593	4.80%
1 Vehicle	10,546	31.77%
2 Vehicles	12,985	39.12%
3 Vehicles	5,277	15.90%
4 Vehicles	2,067	6.23%
5 or more Vehicles	727	2.19%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	23,063	
2024 Estimate	21,679	
2020 Estimate	19,269	
2010 Census	18,238	
Growth 2024 - 2029		6.38%
Growth 2020 - 2024		12.51%
Growth 2010 - 2020		5.65%
2024 Est. Families by Poverty Status	21,679	
2024 Families at or Above Poverty	18,862	87.01%
2024 Families at or Above Poverty with Children	5,134	23.68%
2024 Families Below Poverty	2,816	12.99%
2024 Families Below Poverty with Children	1,498	6.91%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	27,924	40.67%
Civilian Labor Force, Unemployed	2,421	3.53%
Armed Forces	265	0.39%
Not in Labor Force	38,053	55.42%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	17,506	62.18%
Non-Profit Private Workers	2,602	9.24%
Local Government Workers	1,098	3.90%
State Government Workers	1,815	6.45%
Federal Government Workers	3,043	10.81%
Self-Employed Workers	2,083	7.40%
Unpaid Family Workers	7	0.03%



Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	437	1.55%
Arts/Entertainment/Sports	633	2.25%
Building Grounds Maintenance	989	3.51%
Business/Financial Operations	804	2.86%
Community/Social Services	571	2.03%
Computer/Mathematical	415	1.47%
Construction/Extraction	1,376	4.89%
Education/Training/Library	1,197	4.25%
Farming/Fishing/Forestry	37	0.13%
Food Prep/Serving	1,572	5.58%
Health Practitioner/Technician	2,204	7.83%
Healthcare Support	988	3.51%
Maintenance Repair	962	3.42%
Legal	532	1.89%
Life/Physical/Social Science	39	0.14%
Management	2,381	8.46%
Office/Admin. Support	3,675	13.05%
Production	1,837	6.53%
Protective Services	1,320	4.69%
Sales/Related	3,077	10.93%
Personal Care/Service	432	1.53%
Transportation/Moving	2,676	9.51%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	15,966	56.71%
Blue Collar	6,850	24.33%
Service and Farm	5,337	18.96%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	21,608	78.13%
Car Pooled	3,393	12.27%
Public Transportation	369	1.33%
Walked	304	1.10%
Bicycle	128	0.46%
Other Means	504	1.82%
Worked at Home	1,353	4.89%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	13,074	
15 - 29 Minutes	7,876	
30 - 44 Minutes	1,942	
45 - 59 Minutes	1,267	
60 or more Minutes	2,141	
2024 Est. Avg Travel Time to Work in Minutes		24
2024 Est. Occupied Housing Units by Tenure	33,196	
Owner Occupied	24,353	73.36%
Renter Occupied	8,843	26.64%
2024 Owner Occ. HUs: Avg. Length of Residence		13.29 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.63 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	24,353	
Value Less than \$20,000	1,087	4.46%
Value \$20,000 - \$39,999	1,213	4.98%
Value \$40,000 - \$59,999	864	3.55%
Value \$60,000 - \$79,999	1,264	5.19%
Value \$80,000 - \$99,999	1,486	6.10%
Value \$100,000 - \$149,999	3,180	13.06%
Value \$150,000 - \$199,999	2,928	12.02%
Value \$200,000 - \$299,999	5,175	21.25%
Value \$300,000 - \$399,999	2,897	11.90%
Value \$400,000 - \$499,999	2,092	8.59%
Value \$500,000 - \$749,999	1,238	5.08%
Value \$750,000 - \$999,999	466	1.91%
Value \$1,000,000 or \$1,499,999	301	1.24%
Value \$1,500,000 or \$1,999,999	100	0.41%
Value \$2,000,000+	61	0.25%
2024 Est. Median All Owner-Occupied Housing Value		\$202,651
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	22,136	57.74%
1 Unit Attached	542	1.41%
2 Units	486	1.27%
3 or 4 Units	649	1.69%
5 to 19 Units	756	1.97%
20 to 49 Units	463	1.21%
50 or More Units	255	0.67%
Mobile Home or Trailer	12,804	33.40%
Boat, RV, Van, etc.	245	0.64%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	2,355	6.14%
Housing Units Built 2010 to 2019	2,899	7.56%
Housing Units Built 2000 to 2009	9,933	25.91%
Housing Units Built 1990 to 1999	7,651	19.96%
Housing Units Built 1980 to 1989	6,292	16.41%
Housing Units Built 1970 to 1979	5,137	13.40%
Housing Units Built 1960 to 1969	2,037	5.31%
Housing Units Built 1950 to 1959	1,001	2.61%
Housing Units Built 1940 to 1949	458	1.19%
Housing Unit Built 1939 or Earlier	571	1.49%
2024 Est. Median Year Structure Built		1995

[†] 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, AlphaMap, 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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