



The**Retail**Coach®

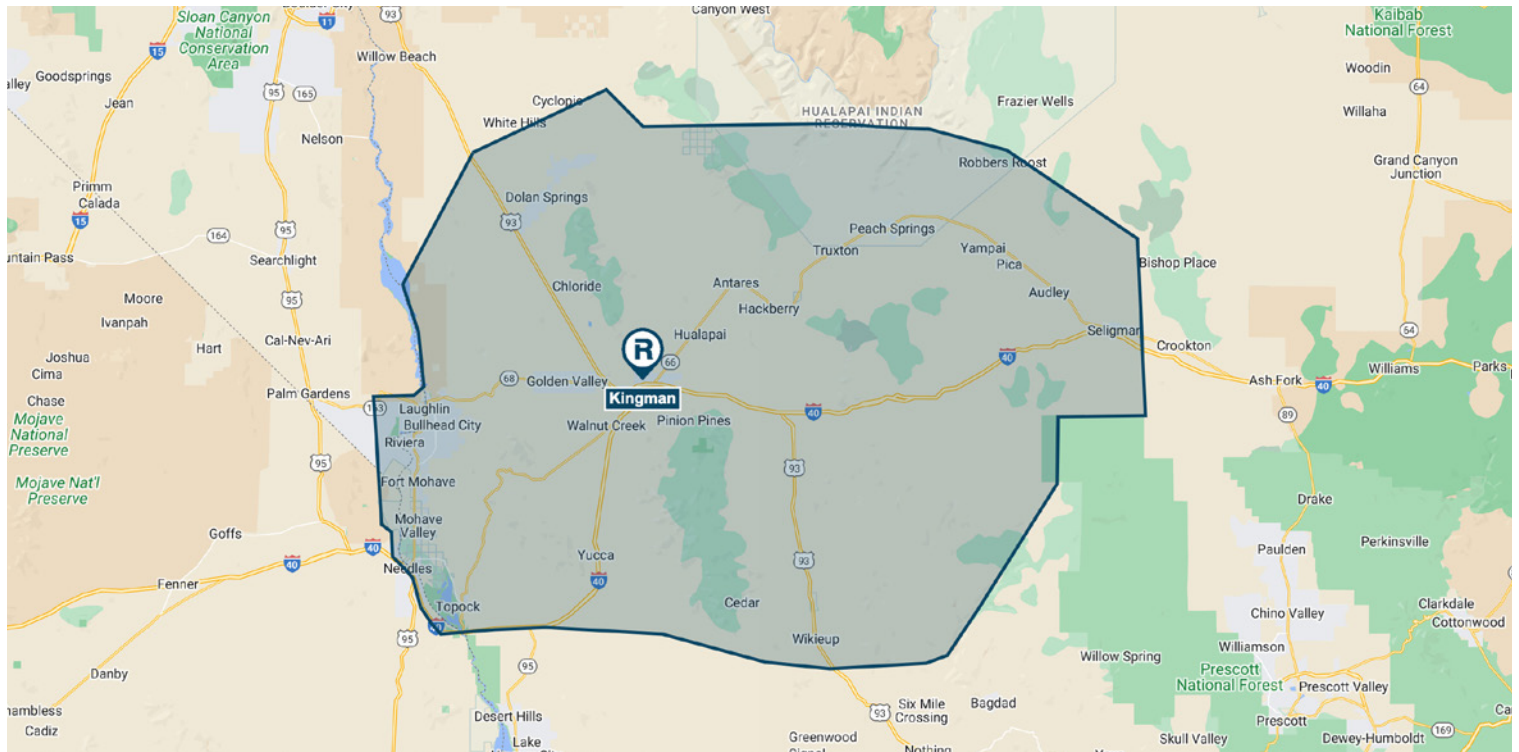
Secondary Retail Trade Area Demographic Profile

KINGMAN, ARIZONA

Prepared for City of Kingman
June 2024

Secondary Retail Trade Area • Demographic Snapshot

Kingman, Arizona



Population

2020	154,346	0 - 9 Years	8.35%
2024	162,115	10 - 17 Years	7.43%
2029	169,195	18 - 24 Years	6.50%

Educational Attainment (%)

Graduate or Professional Degree	4.86%	25 - 34 Years	8.86%
Bachelors Degree	8.78%	35 - 44 Years	9.18%
Associate Degree	8.30%	45 - 54 Years	9.45%
Some College	28.57%	55 - 64 Years	15.87%
High School Graduate (GED)	35.80%	65 and Older	34.36%
Some High School, No Degree	10.37%	Median Age	55.18
Less than 9th Grade	3.32%	Average Age	49.09

Income

Average HH	\$65,945	Race Distribution (%)	
Median HH	\$47,751	White	75.23%
Per Capita	\$29,304	Black/African American	1.67%
		American Indian/Alaskan	2.99%
		Asian	1.68%
		Native Hawaiian/Islander	0.24%
		Other Race	7.13%
		Two or More Races	11.06%
		Hispanic	18.99%



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Secondary Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
Population		
2029 Projection	169,195	
2024 Estimate	162,115	
2020 Census	154,346	
2010 Census	142,771	
Growth 2024 - 2029		4.37%
Growth 2020 - 2024		5.03%
Growth 2010 - 2020		8.11%
2024 Est. Population by Single-Classification Race	162,115	
White Alone	121,961	75.23%
Black or African American Alone	2,716	1.67%
Amer. Indian and Alaska Native Alone	4,849	2.99%
Asian Alone	2,725	1.68%
Native Hawaiian and Other Pacific Island Alone	381	0.24%
Some Other Race Alone	11,552	7.13%
Two or More Races	17,932	11.06%
2024 Est. Population by Hispanic or Latino Origin	162,115	
Not Hispanic or Latino	131,330	81.01%
Hispanic or Latino	30,785	18.99%
Mexican	24,553	79.76%
Puerto Rican	572	1.86%
Cuban	302	0.98%
All Other Hispanic or Latino	5,358	17.41%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	30,785	
White Alone	8,771	28.49%
Black or African American Alone	156	0.51%
American Indian and Alaska Native Alone	1,116	3.62%
Asian Alone	112	0.36%
Native Hawaiian and Other Pacific Islander Alone	48	0.16%
Some Other Race Alone	10,961	35.60%
Two or More Races	9,621	31.25%
2024 Est. Pop by Race, Asian Alone, by Category	2,725	
Chinese, except Taiwanese	163	5.98%
Filipino	1,231	45.17%
Japanese	60	2.20%
Asian Indian	169	6.20%
Korean	303	11.12%
Vietnamese	111	4.07%
Cambodian	10	0.37%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	346	12.70%
All Other Asian Races Including 2+ Category	331	12.15%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	162,115	
Arab	310	0.19%
Czech	528	0.33%
Danish	682	0.42%
Dutch	2,733	1.69%
English	14,491	8.94%
French (except Basque)	3,970	2.45%
French Canadian	878	0.54%
German	21,824	13.46%
Greek	281	0.17%
Hungarian	737	0.46%
Irish	15,056	9.29%
Italian	5,953	3.67%
Lithuanian	169	0.10%
United States or American	5,480	3.38%
Norwegian	3,024	1.86%
Polish	2,996	1.85%
Portuguese	588	0.36%
Russian	1,067	0.66%
Scottish	2,640	1.63%
Scotch-Irish	1,069	0.66%
Slovak	49	0.03%
Subsaharan African	469	0.29%
Swedish	1,805	1.11%
Swiss	323	0.20%
Ukrainian	122	0.08%
Welsh	1,139	0.70%
West Indian (except Hisp. groups)	8	0.01%
Other ancestries	41,665	25.70%
Ancestry Unclassified	32,059	19.77%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	139,170	89.59%
Speak Asian/Pacific Island Language at Home	949	0.61%
Speak IndoEuropean Language at Home	1,168	0.75%
Speak Spanish at Home	12,982	8.36%
Speak Other Language at Home	901	0.58%



Secondary Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
2024 Est. Population by Age	162,115	
Age 0 - 4	6,767	4.17%
Age 5 - 9	6,765	4.17%
Age 10 - 14	7,392	4.56%
Age 15 - 17	4,652	2.87%
Age 18 - 20	4,607	2.84%
Age 21 - 24	5,934	3.66%
Age 25 - 34	14,355	8.86%
Age 35 - 44	14,882	9.18%
Age 45 - 54	15,325	9.45%
Age 55 - 64	25,730	15.87%
Age 65 - 74	33,248	20.51%
Age 75 - 84	18,430	11.37%
Age 85 and over	4,028	2.48%
Age 16 and over	139,647	86.14%
Age 18 and over	136,538	84.22%
Age 21 and over	131,931	81.38%
Age 65 and over	55,705	34.36%
2024 Est. Median Age		55.18
2024 Est. Average Age		49.09
2024 Est. Population by Sex	162,115	
Male	82,665	50.99%
Female	79,450	49.01%
2024 Est. Male Population by Age	82,665	
Age 0 - 4	3,452	4.18%
Age 5 - 9	3,418	4.13%
Age 10 - 14	3,806	4.60%
Age 15 - 17	2,415	2.92%
Age 18 - 20	2,417	2.92%
Age 21 - 24	3,170	3.83%
Age 25 - 34	7,659	9.27%
Age 35 - 44	7,737	9.36%
Age 45 - 54	7,825	9.47%
Age 55 - 64	12,723	15.39%
Age 65 - 74	16,791	20.31%
Age 75 - 84	9,443	11.42%
Age 85 and over	1,809	2.19%
2024 Est. Median Age, Male		54.40
2024 Est. Average Age, Male		48.75
2024 Est. Female Population by Age	79,450	
Age 0 - 4	3,315	4.17%
Age 5 - 9	3,347	4.21%
Age 10 - 14	3,586	4.51%
Age 15 - 17	2,237	2.82%
Age 18 - 20	2,190	2.76%
Age 21 - 24	2,763	3.48%
Age 25 - 34	6,696	8.43%
Age 35 - 44	7,145	8.99%
Age 45 - 54	7,500	9.44%
Age 55 - 64	13,007	16.37%
Age 65 - 74	16,457	20.71%
Age 75 - 84	8,987	11.31%
Age 85 and over	2,219	2.79%
2024 Est. Median Age, Female		55.88
2024 Est. Average Age, Female		49.60

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	32,080	22.72%
Males, Never Married	19,601	13.88%
Females, Never Married	12,479	8.84%
Married, Spouse present	67,661	47.92%
Married, Spouse absent	5,808	4.11%
Widowed	12,403	8.79%
Males Widowed	2,969	2.10%
Females Widowed	9,435	6.68%
Divorced	23,238	16.46%
Males Divorced	12,139	8.60%
Females Divorced	11,099	7.86%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,178	3.32%
Some High School, no diploma	13,071	10.37%
High School Graduate (or GED)	45,109	35.80%
Some College, no degree	35,995	28.57%
Associate Degree	10,463	8.30%
Bachelor's Degree	11,060	8.78%
Master's Degree	4,134	3.28%
Professional School Degree	1,322	1.05%
Doctorate Degree	666	0.53%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,349	22.75%
High School Graduate	7,063	36.94%
Some College or Associate's Degree	6,419	33.57%
Bachelor's Degree or Higher	1,290	6.75%
Households		
2029 Projection	74,117	
2024 Estimate	70,341	
2020 Census	65,996	
2010 Census	59,557	
Growth 2024 - 2029		5.37%
Growth 2020 - 2024		6.58%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	70,341	
Family Households	45,434	64.59%
Nonfamily Households	24,907	35.41%
2024 Est. Group Quarters Population	3,820	
2024 Households by Ethnicity, Hispanic/Latino	9,405	



Secondary Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	70,341	
Income < \$15,000	9,234	13.13%
Income \$15,000 - \$24,999	8,824	12.55%
Income \$25,000 - \$34,999	7,995	11.37%
Income \$35,000 - \$49,999	10,574	15.03%
Income \$50,000 - \$74,999	12,838	18.25%
Income \$75,000 - \$99,999	8,220	11.69%
Income \$100,000 - \$124,999	4,766	6.78%
Income \$125,000 - \$149,999	2,800	3.98%
Income \$150,000 - \$199,999	2,628	3.74%
Income \$200,000 - \$249,999	1,078	1.53%
Income \$250,000 - \$499,999	997	1.42%
Income \$500,000+	388	0.55%
2024 Est. Average Household Income		\$65,945
2024 Est. Median Household Income		\$47,751
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$46,670
Black or African American Alone		\$44,596
American Indian and Alaska Native Alone		\$54,261
Asian Alone		\$64,875
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$55,003
Two or More Races		\$49,376
Hispanic or Latino		\$54,757
Not Hispanic or Latino		\$46,705
2024 Est. HH by Type and Presence of Own Child.	70,341	
Family Households with Children	12,129	17.24%
Family Households without Children	58,213	82.76%
Married-Couple Families	30,969	44.03%
Married-Couple Family, own children	6,521	9.27%
Married-Couple Family, no own children	24,447	34.76%
Cohabiting-Couple Families	5,221	7.42%
Cohabiting-Couple Family, own children	1,712	2.43%
Cohabiting-Couple Family, no own children	3,510	4.99%
Male Householder Families	15,720	22.35%
Male Householder, own children	1,074	1.53%
Male Householder, no own children	2,082	2.96%
Male Householder, only Nonrelatives	1,304	1.85%
Male Householder, Living Alone	11,260	16.01%
Female Householder Families	18,432	26.20%
Female Householder, own children	2,822	4.01%
Female Householder, no own children	4,543	6.46%
Female Householder, only Nonrelatives	976	1.39%
Female Householder, Living Alone	10,092	14.35%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	70,341	
1-person	22,734	32.32%
2-person	27,718	39.41%
3-person	8,664	12.32%
4-person	5,606	7.97%
5-person	2,959	4.21%
6-person	1,550	2.20%
7-or-more-person	1,111	1.58%
2024 Est. Average Household Size		2.25
2024 Est. Households by Number of Vehicles	70,341	
No Vehicles	3,634	5.17%
1 Vehicle	26,229	37.29%
2 Vehicles	25,170	35.78%
3 Vehicles	10,561	15.01%
4 Vehicles	3,435	4.88%
5 or more Vehicles	1,314	1.87%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	47,938	
2024 Estimate	45,434	
2020 Estimate	40,107	
2010 Census	38,222	
Growth 2024 - 2029		5.51%
Growth 2020 - 2024		13.28%
Growth 2010 - 2020		4.93%
2024 Est. Families by Poverty Status	45,434	
2024 Families at or Above Poverty	38,972	85.78%
2024 Families at or Above Poverty with Children	9,969	21.94%
2024 Families Below Poverty	6,462	14.22%
2024 Families Below Poverty with Children	4,033	8.88%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	57,450	41.14%
Civilian Labor Force, Unemployed	5,967	4.27%
Armed Forces	268	0.19%
Not in Labor Force	75,962	54.40%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	39,565	68.52%
Non-Profit Private Workers	4,351	7.54%
Local Government Workers	1,965	3.40%
State Government Workers	2,508	4.34%
Federal Government Workers	5,118	8.86%
Self-Employed Workers	4,222	7.31%
Unpaid Family Workers	11	0.02%



Secondary Retail Trade Area • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	595	1.03%
Arts/Entertainment/Sports	1,150	1.99%
Building Grounds Maintenance	2,773	4.80%
Business/Financial Operations	1,396	2.42%
Community/Social Services	847	1.47%
Computer/Mathematical	976	1.69%
Construction/Extraction	2,465	4.27%
Education/Training/Library	2,649	4.59%
Farming/Fishing/Forestry	122	0.21%
Food Prep/Serving	4,292	7.43%
Health Practitioner/Technician	3,964	6.87%
Healthcare Support	2,278	3.94%
Maintenance Repair	1,600	2.77%
Legal	604	1.05%
Life/Physical/Social Science	68	0.12%
Management	4,688	8.12%
Office/Admin. Support	6,931	12.00%
Production	3,258	5.64%
Protective Services	2,494	4.32%
Sales/Related	6,992	12.11%
Personal Care/Service	1,885	3.27%
Transportation/Moving	5,714	9.90%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	30,860	53.45%
Blue Collar	13,036	22.58%
Service and Farm	13,844	23.98%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	44,434	78.32%
Car Pooled	6,581	11.60%
Public Transportation	814	1.43%
Walked	807	1.42%
Bicycle	176	0.31%
Other Means	1,583	2.79%
Worked at Home	2,342	4.13%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	24,641	
15 - 29 Minutes	18,472	
30 - 44 Minutes	5,281	
45 - 59 Minutes	2,420	
60 or more Minutes	3,662	
2024 Est. Avg Travel Time to Work in Minutes		23
2024 Est. Occupied Housing Units by Tenure	70,341	
Owner Occupied	48,587	69.07%
Renter Occupied	21,754	30.93%
2024 Owner Occ. HUs: Avg. Length of Residence		13.20 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.68 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	48,587	
Value Less than \$20,000	1,711	3.52%
Value \$20,000 - \$39,999	1,983	4.08%
Value \$40,000 - \$59,999	1,750	3.60%
Value \$60,000 - \$79,999	2,098	4.32%
Value \$80,000 - \$99,999	2,357	4.85%
Value \$100,000 - \$149,999	6,042	12.44%
Value \$150,000 - \$199,999	5,783	11.90%
Value \$200,000 - \$299,999	9,964	20.51%
Value \$300,000 - \$399,999	7,016	14.44%
Value \$400,000 - \$499,999	4,727	9.73%
Value \$500,000 - \$749,999	2,869	5.91%
Value \$750,000 - \$999,999	1,122	2.31%
Value \$1,000,000 or \$1,499,999	730	1.50%
Value \$1,500,000 or \$1,999,999	262	0.54%
Value \$2,000,000+	172	0.35%
2024 Est. Median All Owner-Occupied Housing Value		\$223,588
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	47,108	54.03%
1 Unit Attached	1,824	2.09%
2 Units	949	1.09%
3 or 4 Units	2,389	2.74%
5 to 19 Units	4,381	5.03%
20 to 49 Units	1,209	1.39%
50 or More Units	1,897	2.18%
Mobile Home or Trailer	27,001	30.97%
Boat, RV, Van, etc.	433	0.50%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	4,461	5.12%
Housing Units Built 2010 to 2019	5,241	6.01%
Housing Units Built 2000 to 2009	23,808	27.31%
Housing Units Built 1990 to 1999	17,768	20.38%
Housing Units Built 1980 to 1989	17,652	20.25%
Housing Units Built 1970 to 1979	10,973	12.59%
Housing Units Built 1960 to 1969	4,030	4.62%
Housing Units Built 1950 to 1959	1,701	1.95%
Housing Units Built 1940 to 1949	575	0.66%
Housing Unit Built 1939 or Earlier	982	1.13%
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.



The**RetailCoach**.®

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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