



# Executive Summary

4644 S Gemini Circle 5 Lots  
 4644 S Gemini Cir, Fort Mohave, Arizona, 86426  
 Rings: 3, 5, 10 mile radii

Candice A Donofrio, CCSS  
 Latitude: 35.02115  
 Longitude: -114.59985

|                        | 3 miles | 5 miles | 10 miles |
|------------------------|---------|---------|----------|
| <b>Population</b>      |         |         |          |
| 2000 Population        | 10,419  | 15,419  | 50,815   |
| 2010 Population        | 15,996  | 23,761  | 61,851   |
| 2015 Population        | 16,549  | 24,571  | 63,671   |
| 2020 Population        | 16,883  | 25,726  | 66,853   |
| 2000-2010 Annual Rate  | 4.38%   | 4.42%   | 1.98%    |
| 2010-2015 Annual Rate  | 0.65%   | 0.64%   | 0.55%    |
| 2015-2020 Annual Rate  | 0.40%   | 0.92%   | 0.98%    |
| 2015 Male Population   | 49.4%   | 49.1%   | 49.7%    |
| 2015 Female Population | 50.6%   | 50.9%   | 50.3%    |
| 2015 Median Age        | 48.2    | 51.2    | 50.9     |

In the identified area, the current year population is 63,671. In 2010, the Census count in the area was 61,851. The rate of change since 2010 was 0.55% annually. The five-year projection for the population in the area is 66,853 representing a change of 0.98% annually from 2015 to 2020. Currently, the population is 49.7% male and 50.3% female.

### Median Age

The median age in this area is 48.2, compared to U.S. median age of 37.9.

### Race and Ethnicity

|  |       |       |       |
|--|-------|-------|-------|
| 2015 White Alone                         | 85.9% | 85.6% | 81.5% |
| 2015 Black Alone                         | 1.4%  | 1.5%  | 1.8%  |
| 2015 American Indian/Alaska Native Alone | 1.3%  | 1.3%  | 1.6%  |
| 2015 Asian Alone                         | 1.9%  | 1.9%  | 1.6%  |
| 2015 Pacific Islander Alone              | 0.1%  | 0.2%  | 0.2%  |
| 2015 Other Race                          | 6.0%  | 6.3%  | 9.9%  |
| 2015 Two or More Races                   | 3.4%  | 3.3%  | 3.5%  |
| 2015 Hispanic Origin (Any Race)          | 17.3% | 17.2% | 22.5% |

Persons of Hispanic origin represent 22.5% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 56.8 in the identified area, compared to 63.0 for the U.S. as a whole.

### Households

|                             |       |        |        |
|-----------------------------|-------|--------|--------|
| 2000 Households             | 3,906 | 6,030  | 20,774 |
| 2010 Households             | 6,335 | 9,877  | 26,126 |
| 2015 Total Households       | 6,597 | 10,273 | 27,028 |
| 2020 Total Households       | 6,751 | 10,798 | 28,473 |
| 2000-2010 Annual Rate       | 4.95% | 5.06%  | 2.32%  |
| 2010-2015 Annual Rate       | 0.77% | 0.75%  | 0.65%  |
| 2015-2020 Annual Rate       | 0.46% | 1.00%  | 1.05%  |
| 2015 Average Household Size | 2.51  | 2.39   | 2.35   |

The household count in this area has changed from 26,126 in 2010 to 27,028 in the current year, a change of 0.65% annually. The five-year projection of households is 28,473, a change of 1.05% annually from the current year total. Average household size is currently 2.35, compared to 2.36 in the year 2010. The number of families in the current year is 17,253 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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|                                 | 3 miles  | 5 miles  | 10 miles |
|---------------------------------|----------|----------|----------|
| <b>Median Household Income</b>  |          |          |          |
| 2015 Median Household Income    | \$41,148 | \$40,206 | \$36,168 |
| 2020 Median Household Income    | \$49,934 | \$47,987 | \$41,067 |
| 2015-2020 Annual Rate           | 3.95%    | 3.60%    | 2.57%    |
| <b>Average Household Income</b> |          |          |          |
| 2015 Average Household Income   | \$53,191 | \$52,480 | \$47,015 |
| 2020 Average Household Income   | \$62,256 | \$61,172 | \$54,445 |
| 2015-2020 Annual Rate           | 3.20%    | 3.11%    | 2.98%    |
| <b>Per Capita Income</b>        |          |          |          |
| 2015 Per Capita Income          | \$21,246 | \$21,846 | \$20,021 |
| 2020 Per Capita Income          | \$24,942 | \$25,534 | \$23,251 |
| 2015-2020 Annual Rate           | 3.26%    | 3.17%    | 3.04%    |

Current median household income is \$36,168 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$41,067 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$47,015 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$54,445 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$20,021 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$23,251 in five years, compared to \$32,501 for all U.S. households

| <b>Housing</b>                     |       |        |        |
|------------------------------------|-------|--------|--------|
| 2000 Total Housing Units           | 4,648 | 7,355  | 27,342 |
| 2000 Owner Occupied Housing Units  | 3,092 | 4,530  | 12,902 |
| 2000 Renter Occupied Housing Units | 815   | 1,500  | 7,872  |
| 2000 Vacant Housing Units          | 741   | 1,325  | 6,568  |
| 2010 Total Housing Units           | 7,901 | 12,652 | 36,206 |
| 2010 Owner Occupied Housing Units  | 4,699 | 7,208  | 16,477 |
| 2010 Renter Occupied Housing Units | 1,636 | 2,669  | 9,649  |
| 2010 Vacant Housing Units          | 1,566 | 2,775  | 10,080 |
| 2015 Total Housing Units           | 8,212 | 13,136 | 37,484 |
| 2015 Owner Occupied Housing Units  | 4,704 | 7,197  | 16,137 |
| 2015 Renter Occupied Housing Units | 1,893 | 3,077  | 10,890 |
| 2015 Vacant Housing Units          | 1,615 | 2,863  | 10,456 |
| 2020 Total Housing Units           | 8,400 | 13,872 | 39,913 |
| 2020 Owner Occupied Housing Units  | 4,879 | 7,628  | 17,054 |
| 2020 Renter Occupied Housing Units | 1,871 | 3,170  | 11,419 |
| 2020 Vacant Housing Units          | 1,649 | 3,074  | 11,440 |

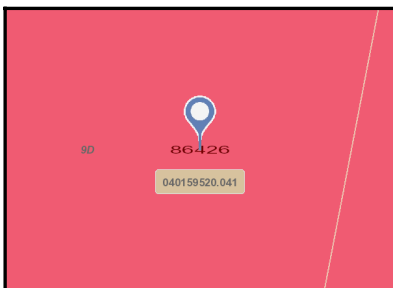
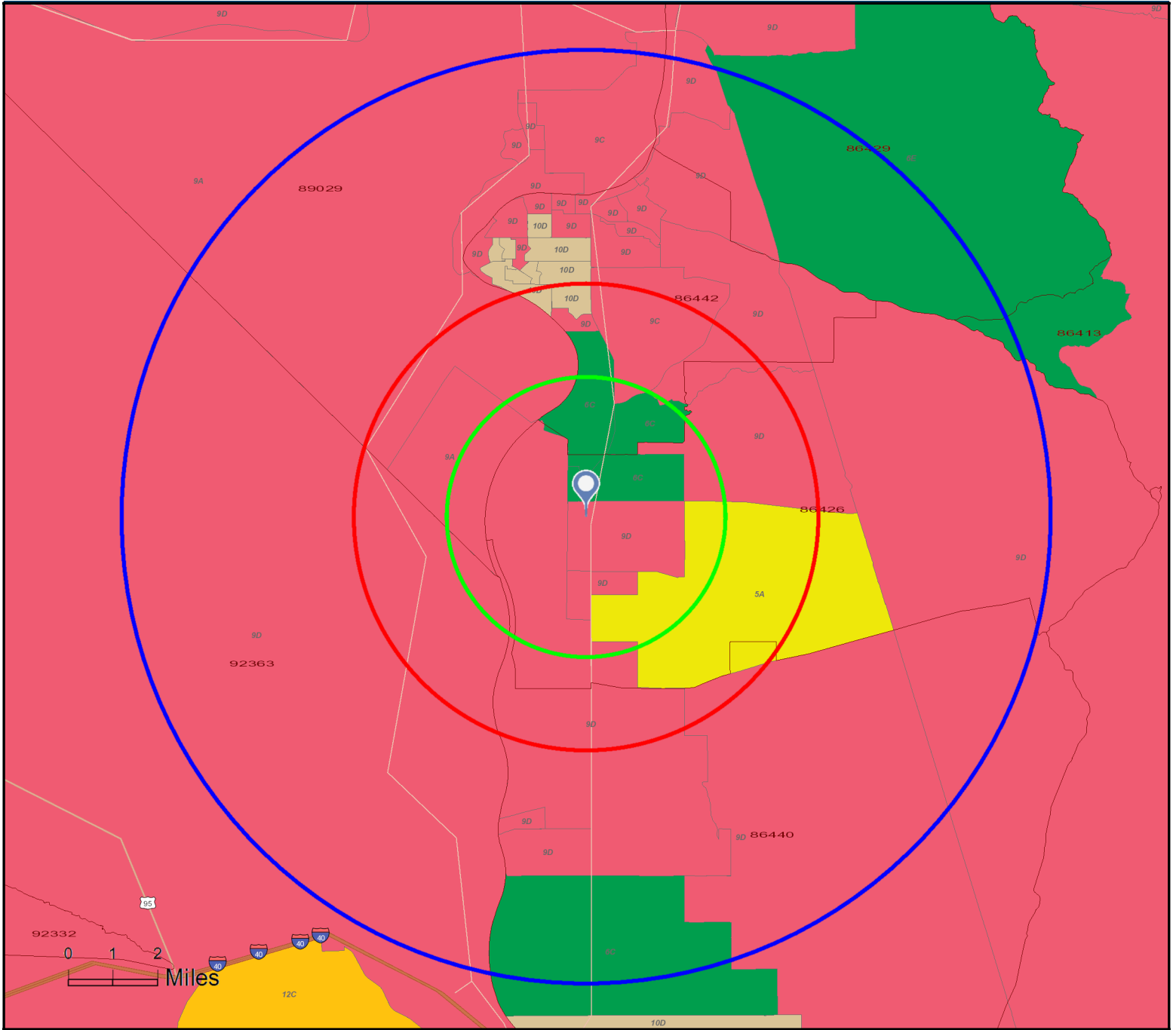
Currently, 43.1% of the 37,484 housing units in the area are owner occupied; 29.1%, renter occupied; and 27.9% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 36,206 housing units in the area - 45.5% owner occupied, 26.7% renter occupied, and 27.8% vacant. The annual rate of change in housing units since 2010 is 1.55%. Median home value in the area is \$124,757, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 7.34% annually to \$177,808.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

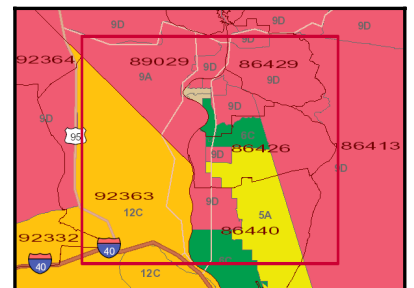
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### Tapestry LifeMode

- |  |  |
|--|--|
|  L1: Affluent Estates   |  L8: Middle Ground          |
|  L2: Upscale Avenues    |  L9: Senior Styles          |
|  L3: Uptown Individuals |  L10: Rustic Outposts       |
|  L4: Family Landscapes  |  L11: Midtown Singles       |
|  L5: GenXurban          |  L12: Hometown              |
|  L6: Cozy Country       |  L13: Next Wave             |
|  L7: Ethnic Enclaves    |  L14: Scholars and Patriots |



Source: Esri

March 25, 2016



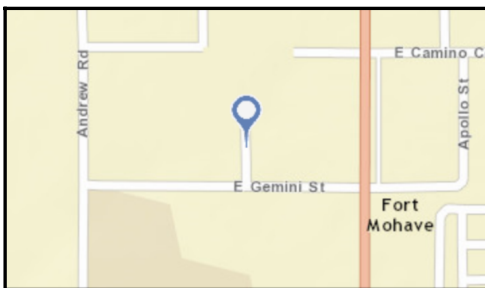
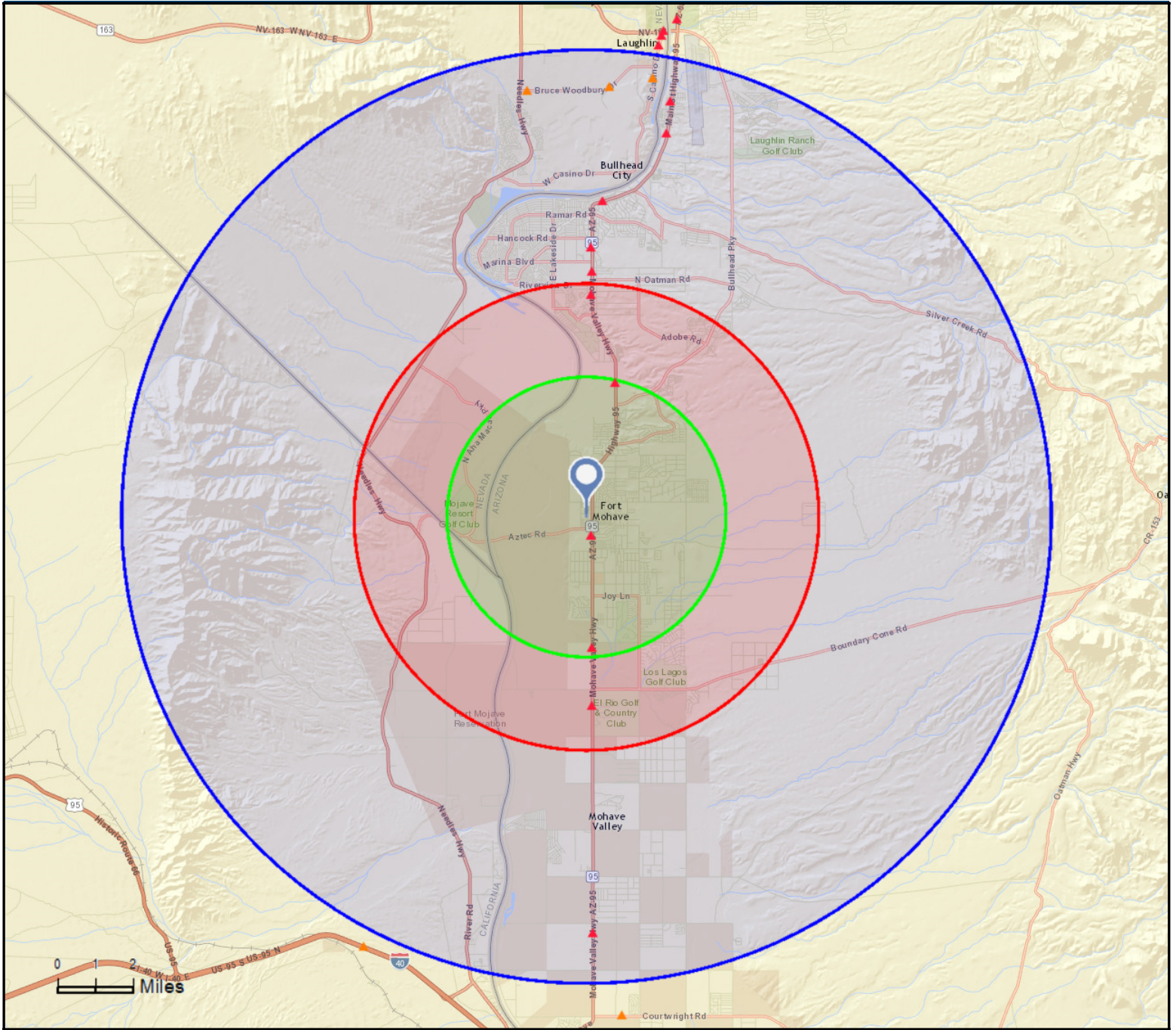
## Tapestry Segmentation

Tapestry Segmentation represents the fifth generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

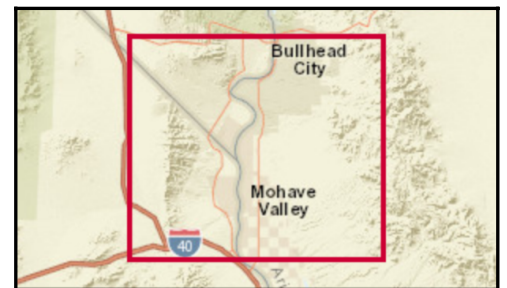
- [Segment 1A \(Top Tier\)](#)
- [Segment 1B \(Professional Pride\)](#)
- [Segment 1C \(Boomburbs\)](#)
- [Segment 1D \(Savvy Suburbanites\)](#)
- [Segment 1E \(Exurbanites\)](#)
- [Segment 2A \(Urban Chic\)](#)
- [Segment 2B \(Pleasantville\)](#)
- [Segment 2C \(Pacific Heights\)](#)
- [Segment 2D \(Enterprising Professionals\)](#)
- [Segment 3A \(Laptops and Lattes\)](#)
- [Segment 3B \(Metro Renters\)](#)
- [Segment 3C \(Trendsetters\)](#)
- [Segment 4A \(Soccer Moms\)](#)
- [Segment 4B \(Home Improvement\)](#)
- [Segment 4C \(Middleburg\)](#)
- [Segment 5A \(Comfortable Empty Nesters\)](#)
- [Segment 5B \(In Style\)](#)
- [Segment 5C \(Parks and Rec\)](#)
- [Segment 5D \(Rustbelt Traditions\)](#)
- [Segment 5E \(Midlife Constants\)](#)
- [Segment 6A \(Green Acres\)](#)
- [Segment 6B \(Salt of the Earth\)](#)
- [Segment 6C \(The Great Outdoors\)](#)
- [Segment 6D \(Prairie Living\)](#)
- [Segment 6E \(Rural Resort Dwellers\)](#)
- [Segment 6F \(Heartland Communities\)](#)
- [Segment 7A \(Up and Coming Families\)](#)
- [Segment 7B \(Urban Villages\)](#)
- [Segment 7C \(American Dreamers\)](#)
- [Segment 7D \(Barrios Urbanos\)](#)
- [Segment 7E \(Valley Growers\)](#)
- [Segment 7F \(Southwestern Families\)](#)
- [Segment 8A \(City Lights\)](#)
- [Segment 8B \(Emerald City\)](#)
- [Segment 8C \(Bright Young Professionals\)](#)
- [Segment 8D \(Downtown Melting Pot\)](#)
- [Segment 8E \(Front Porches\)](#)
- [Segment 8F \(Old and Newcomers\)](#)
- [Segment 8G \(Hardscrabble Road\)](#)
- [Segment 9A \(Silver & Gold\)](#)
- [Segment 9B \(Golden Years\)](#)
- [Segment 9C \(The Elders\)](#)
- [Segment 9D \(Senior Escapes\)](#)
- [Segment 9E \(Retirement Communities\)](#)
- [Segment 9F \(Social Security Set\)](#)
- [Segment 10A \(Southern Satellites\)](#)
- [Segment 10B \(Rooted Rural\)](#)
- [Segment 10C \(Diners & Miners\)](#)
- [Segment 10D \(Down the Road\)](#)
- [Segment 10E \(Rural Bypasses\)](#)
- [Segment 11A \(City Strivers\)](#)
- [Segment 11B \(Young and Restless\)](#)
- [Segment 11C \(Metro Fusion\)](#)
- [Segment 11D \(Set to Impress\)](#)
- [Segment 11E \(City Commons\)](#)
- [Segment 12A \(Family Foundations\)](#)
- [Segment 12B \(Traditional Living\)](#)
- [Segment 12C \(Small Town Simplicity\)](#)
- [Segment 12D \(Modest Income Homes\)](#)
- [Segment 13A \(International Marketplace\)](#)
- [Segment 13B \(Las Casas\)](#)
- [Segment 13C \(NeWest Residents\)](#)
- [Segment 13D \(Fresh Ambitions\)](#)
- [Segment 13E \(High Rise Renters\)](#)
- [Segment 14A \(Military Proximity\)](#)
- [Segment 14B \(College Towns\)](#)
- [Segment 14C \(Dorms to Diplomas\)](#)
- [Segment 15 \(Unclassified\)](#)

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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2015 Market Planning Solutions, Inc.