



The **Retail** Coach.®

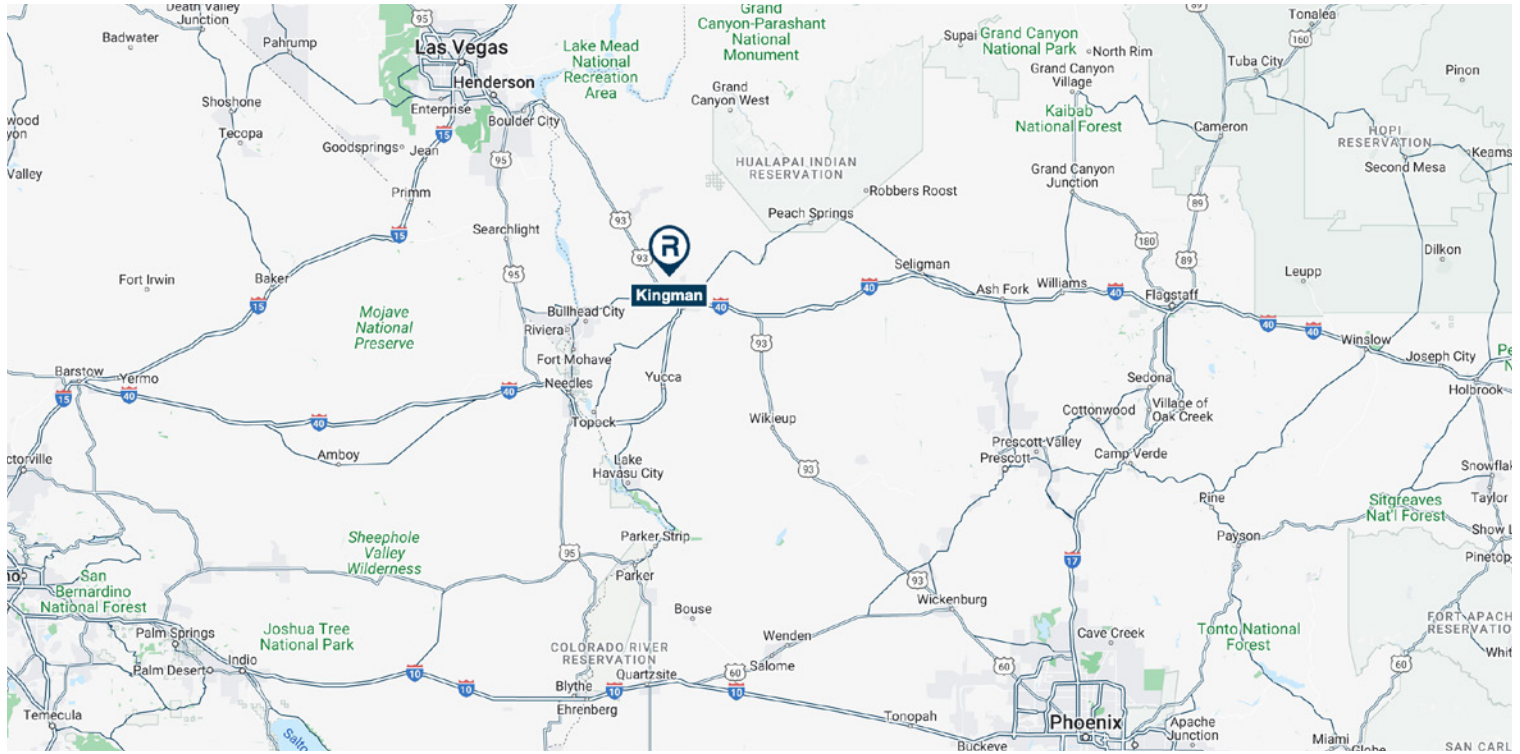
# Community Demographic Profile

KINGMAN, ARIZONA

Prepared for City of Kingman  
June 2023

# Community • Demographic Snapshot

## Kingman, Arizona



### Population

2020	32,689	0 - 9 Years	10.10%
2023	33,939	10 - 17 Years	9.05%
2028	35,328	18 - 24 Years	7.36%

### Educational Attainment (%)

Graduate or Professional Degree	8.23%	25 - 34 Years	11.11%
Bachelors Degree	10.85%	35 - 44 Years	10.75%
Associate Degree	9.44%	45 - 54 Years	10.67%
Some College	32.74%	55 - 64 Years	13.28%
High School Graduate (GED)	28.35%	65 and Older	27.69%
Some High School, No Degree	8.07%	Median Age	46.59
Less than 9th Grade	2.32%	Average Age	45.30

### Income

Average HH	\$74,842
Median HH	\$58,932
Per Capita	\$31,071

### Age

0 - 9 Years	10.10%
10 - 17 Years	9.05%
18 - 24 Years	7.36%
25 - 34 Years	11.11%
35 - 44 Years	10.75%
45 - 54 Years	10.67%
55 - 64 Years	13.28%
65 and Older	27.69%
Median Age	46.59
Average Age	45.30

### Race Distribution (%)

White	77.92%
Black/African American	1.18%
American Indian/Alaskan	1.63%
Asian	1.90%
Native Hawaiian/Islander	0.23%
Other Race	4.80%
Two or More Races	12.33%
Hispanic	15.44%



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# Community • Demographic Profile

Kingman, Arizona

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	35,328	
2023 Estimate	33,939	
2020 Census	32,689	
2010 Census	28,260	
Growth 2023 - 2028		4.09%
Growth 2020 - 2023		3.82%
Growth 2010 - 2020		15.67%
<b>2023 Est. Population by Single-Classification Race</b>	<b>33,939</b>	
White Alone	26,447	77.92%
Black or African American Alone	402	1.18%
Amer. Indian and Alaska Native Alone	553	1.63%
Asian Alone	646	1.90%
Native Hawaiian and Other Pacific Island Alone	77	0.23%
Some Other Race Alone	1,630	4.80%
Two or More Races	4,184	12.33%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>33,939</b>	
Not Hispanic or Latino	28,700	84.56%
Hispanic or Latino	5,239	15.44%
Mexican	4,190	79.98%
Puerto Rican	384	7.33%
Cuban	72	1.37%
All Other Hispanic or Latino	593	11.32%

DESCRIPTION	DATA	%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>5,239</b>	
White Alone	1,820	34.74%
Black or African American Alone	34	0.65%
American Indian and Alaska Native Alone	154	2.94%
Asian Alone	29	0.55%
Native Hawaiian and Other Pacific Islander Alone	9	0.17%
Some Other Race Alone	1,501	28.65%
Two or More Races	1,692	32.30%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>646</b>	
Chinese, except Taiwanese	24	3.71%
Filipino	177	27.40%
Japanese	54	8.36%
Asian Indian	68	10.53%
Korean	43	6.66%
Vietnamese	28	4.33%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	173	26.78%
All Other Asian Races Including 2+ Category	79	12.23%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	29,976	92.95%
Speak Asian/Pacific Island Language at Home	249	0.77%
Speak IndoEuropean Language at Home	349	1.08%
Speak Spanish at Home	1,618	5.02%
Speak Other Language at Home	59	0.18%

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DESCRIPTION	DATA	%
<b>2023 Est. Population by Age</b>	<b>33,939</b>	
Age 0 - 4	1,688	4.97%
Age 5 - 9	1,738	5.12%
Age 10 - 14	1,878	5.53%
Age 15 - 17	1,194	3.52%
Age 18 - 20	1,086	3.20%
Age 21 - 24	1,410	4.16%
Age 25 - 34	3,769	11.11%
Age 35 - 44	3,647	10.75%
Age 45 - 54	3,622	10.67%
Age 55 - 64	4,508	13.28%
Age 65 - 74	4,939	14.55%
Age 75 - 84	3,254	9.59%
Age 85 and over	1,206	3.55%
Age 16 and over	28,243	83.22%
Age 18 and over	27,441	80.85%
Age 21 and over	26,355	77.65%
Age 65 and over	9,399	27.69%
2023 Est. Median Age		46.59
2023 Est. Average Age		45.30
<b>2023 Est. Population by Sex</b>	<b>33,939</b>	
Male	16,603	48.92%
Female	17,336	51.08%

DESCRIPTION	DATA	%
<b>2023 Est. Male Population by Age</b>	<b>16,603</b>	
Age 0 - 4	873	5.26%
Age 5 - 9	891	5.37%
Age 10 - 14	943	5.68%
Age 15 - 17	616	3.71%
Age 18 - 20	572	3.44%
Age 21 - 24	745	4.49%
Age 25 - 34	1,981	11.93%
Age 35 - 44	1,823	10.98%
Age 45 - 54	1,755	10.57%
Age 55 - 64	2,101	12.65%
Age 65 - 74	2,298	13.84%
Age 75 - 84	1,532	9.23%
Age 85 and over	473	2.85%
2023 Est. Median Age, Male		44.20
2023 Est. Average Age, Male		44.00
<b>2023 Est. Female Population by Age</b>	<b>17,336</b>	
Age 0 - 4	815	4.70%
Age 5 - 9	847	4.89%
Age 10 - 14	935	5.39%
Age 15 - 17	578	3.33%
Age 18 - 20	514	2.96%
Age 21 - 24	665	3.84%
Age 25 - 34	1,788	10.31%
Age 35 - 44	1,824	10.52%
Age 45 - 54	1,867	10.77%
Age 55 - 64	2,407	13.88%
Age 65 - 74	2,641	15.23%
Age 75 - 84	1,722	9.93%
Age 85 and over	733	4.23%
2023 Est. Median Age, Female		48.91
2023 Est. Average Age, Female		46.60

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DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	7,160	25.00%
Males, Never Married	3,687	12.88%
Females, Never Married	3,473	12.13%
Married, Spouse present	13,597	47.48%
Married, Spouse absent	1,416	4.95%
Widowed	2,042	7.13%
Males Widowed	547	1.91%
Females Widowed	1,495	5.22%
Divorced	4,420	15.44%
Males Divorced	2,339	8.17%
Females Divorced	2,081	7.27%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	578	2.32%
Some High School, no diploma	2,014	8.07%
High School Graduate (or GED)	7,072	28.35%
Some College, no degree	8,168	32.74%
Associate Degree	2,355	9.44%
Bachelor's Degree	2,706	10.85%
Master's Degree	1,206	4.83%
Professional School Degree	670	2.69%
Doctorate Degree	176	0.71%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	586	20.16%
High School Graduate	796	27.38%
Some College or Associate's Degree	1,243	42.76%
Bachelor's Degree or Higher	282	9.70%
<b>Households</b>		
2028 Projection	14,234	
2023 Estimate	13,697	
2020 Census	13,205	
2010 Census	11,274	
Growth 2023 - 2028		3.92%
Growth 2020 - 2023		3.73%
Growth 2010 - 2020		17.13%
<b>2023 Est. Households by Household Type</b>	<b>13,697</b>	
Family Households	9,052	66.09%
Nonfamily Households	4,645	33.91%
2023 Est. Group Quarters Population	946	
2023 Households by Ethnicity, Hispanic/Latino	1,488	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>	<b>13,697</b>	
Income < \$15,000	1,127	8.23%
Income \$15,000 - \$24,999	1,303	9.51%
Income \$25,000 - \$34,999	1,227	8.96%
Income \$35,000 - \$49,999	1,982	14.47%
Income \$50,000 - \$74,999	3,160	23.07%
Income \$75,000 - \$99,999	1,728	12.62%
Income \$100,000 - \$124,999	1,241	9.06%
Income \$125,000 - \$149,999	804	5.87%
Income \$150,000 - \$199,999	547	3.99%
Income \$200,000 - \$249,999	302	2.20%
Income \$250,000 - \$499,999	215	1.57%
Income \$500,000+	61	0.45%
2023 Est. Average Household Income		\$74,842
2023 Est. Median Household Income		\$58,932
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$57,468
Black or African American Alone		\$41,909
American Indian and Alaska Native Alone		\$71,916
Asian Alone		\$100,000
Native Hawaiian and Other Pacific Islander Alone		\$43,563
Some Other Race Alone		\$60,703
Two or More Races		\$65,973
Hispanic or Latino		\$65,087
Not Hispanic or Latino		\$57,818
<b>2023 Est. Family HH Type by Presence of Own Child.</b>	<b>9,052</b>	
Married-Couple Family, own children	2,299	25.40%
Married-Couple Family, no own children	4,377	48.35%
Male Householder, own children	466	5.15%
Male Householder, no own children	312	3.45%
Female Householder, own children	886	9.79%
Female Householder, no own children	712	7.87%
<b>2023 Est. Households by Household Size</b>	<b>13,697</b>	
1-person	3,705	27.05%
2-person	5,831	42.57%
3-person	2,124	15.51%
4-person	1,165	8.51%
5-person	555	4.05%
6-person	165	1.20%
7-or-more-person	152	1.11%
2023 Est. Average Household Size		2.41

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DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>13,697</b>	
Households with 1 or More People under Age 18:	4,155	30.33%
Married-Couple Family	2,501	60.19%
Other Family, Male Householder	534	12.85%
Other Family, Female Householder	1,056	25.41%
Nonfamily, Male Householder	54	1.30%
Nonfamily, Female Householder	10	0.24%
<b>Households with No People under Age 18:</b>	<b>9,542</b>	
Married-Couple Family	4,178	43.78%
Other Family, Male Householder	241	2.53%
Other Family, Female Householder	543	5.69%
Nonfamily, Male Householder	2,122	22.24%
Nonfamily, Female Householder	2,458	25.76%
<b>2023 Est. Households by Number of Vehicles</b>	<b>13,697</b>	
No Vehicles	1,090	7.96%
1 Vehicle	4,475	32.67%
2 Vehicles	5,380	39.28%
3 Vehicles	1,847	13.49%
4 Vehicles	544	3.97%
5 or more Vehicles	361	2.64%
2023 Est. Average Number of Vehicles		1.8
<b>Family Households</b>		
2028 Projection	9,423	
2023 Estimate	9,052	
2010 Census	7,362	
Growth 2023 - 2028		4.10%
Growth 2010 - 2023		22.96%
<b>2023 Est. Families by Poverty Status</b>	<b>9,052</b>	
2023 Families at or Above Poverty	8,350	92.25%
2023 Families at or Above Poverty with Children	2,961	32.71%
2023 Families Below Poverty	702	7.75%
2023 Families Below Poverty with Children	525	5.80%
<b>2023 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	13,378	47.37%
Civilian Labor Force, Unemployed	842	2.98%
Armed Forces	234	0.83%
Not in Labor Force	13,789	48.82%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>13,470</b>	
For-Profit Private Workers	7,919	58.79%
Non-Profit Private Workers	1,878	13.94%
Local Government Workers	126	0.94%
State Government Workers	1,037	7.70%
Federal Government Workers	1,482	11.00%
Self-Employed Workers	1,010	7.50%
Unpaid Family Workers	18	0.13%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>13,470</b>	
Architect/Engineer	215	1.60%
Arts/Entertainment/Sports	91	0.68%
Building Grounds Maintenance	379	2.81%
Business/Financial Operations	241	1.79%
Community/Social Services	517	3.84%
Computer/Mathematical	84	0.62%
Construction/Extraction	883	6.55%
Education/Training/Library	724	5.37%
Farming/Fishing/Forestry	20	0.15%
Food Prep/Serving	836	6.21%
Health Practitioner/Technician	1,238	9.19%
Healthcare Support	532	3.95%
Maintenance Repair	432	3.21%
Legal	281	2.09%
Life/Physical/Social Science	21	0.16%
Management	926	6.87%
Office/Admin. Support	1,834	13.62%
Production	628	4.66%
Protective Services	775	5.75%
Sales/Related	1,357	10.07%
Personal Care/Service	281	2.09%
Transportation/Moving	1,175	8.72%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>13,470</b>	
White Collar	7,529	55.90%
Blue Collar	3,118	23.15%
Service and Farm	2,823	20.96%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>13,282</b>	
Drove Alone	10,913	82.16%
Car Pooled	1,357	10.22%
Public Transportation	190	1.43%
Walked	142	1.07%
Bicycle	16	0.12%
Other Means	202	1.52%
Worked at Home	462	3.48%



# Community • Demographic Profile

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DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	7,628	
15 - 29 Minutes	3,057	
30 - 44 Minutes	850	
45 - 59 Minutes	158	
60 or more Minutes	1,166	
2023 Est. Avg Travel Time to Work in Minutes		21
<b>2023 Est. Occupied Housing Units by Tenure</b>	13,697	
Owner Occupied	8,905	65.01%
Renter Occupied	4,792	34.99%
2023 Owner Occ. HUs: Avg. Length of Residence		12.70 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		5.20 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>	<b>13,697</b>	
Value Less than \$20,000	142	1.59%
Value \$20,000 - \$39,999	96	1.08%
Value \$40,000 - \$59,999	115	1.29%
Value \$60,000 - \$79,999	125	1.40%
Value \$80,000 - \$99,999	529	5.94%
Value \$100,000 - \$149,999	1,427	16.02%
Value \$150,000 - \$199,999	1,824	20.48%
Value \$200,000 - \$299,999	2,122	23.83%
Value \$300,000 - \$399,999	1,339	15.04%
Value \$400,000 - \$499,999	617	6.93%
Value \$500,000 - \$749,999	426	4.78%
Value \$750,000 - \$999,999	92	1.03%
Value \$1,000,000 or \$1,499,999	50	0.56%
Value \$1,500,000 or \$1,999,999	1	0.01%
Value \$2,000,000+	0	0.00%
2023 Est. Median All Owner-Occupied Housing Value		\$206,802
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	11,498	78.40%
1 Unit Attached	202	1.38%
2 Units	247	1.68%
3 or 4 Units	539	3.67%
5 to 19 Units	723	4.93%
20 to 49 Units	433	2.95%
50 or More Units	189	1.29%
Mobile Home or Trailer	825	5.62%
Boat, RV, Van, etc.	10	0.07%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	1,564	10.66%
Housing Units Built 2010 to 2014	317	2.16%
Housing Units Built 2000 to 2009	3,855	26.28%
Housing Units Built 1990 to 1999	3,039	20.72%
Housing Units Built 1980 to 1989	1,760	12.00%
Housing Units Built 1970 to 1979	1,950	13.30%
Housing Units Built 1960 to 1969	866	5.91%
Housing Units Built 1950 to 1959	628	4.28%
Housing Units Built 1940 to 1949	325	2.22%
Housing Unit Built 1939 or Earlier	362	2.47%
2023 Est. Median Year Structure Built		1995

<sup>†</sup> 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, 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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