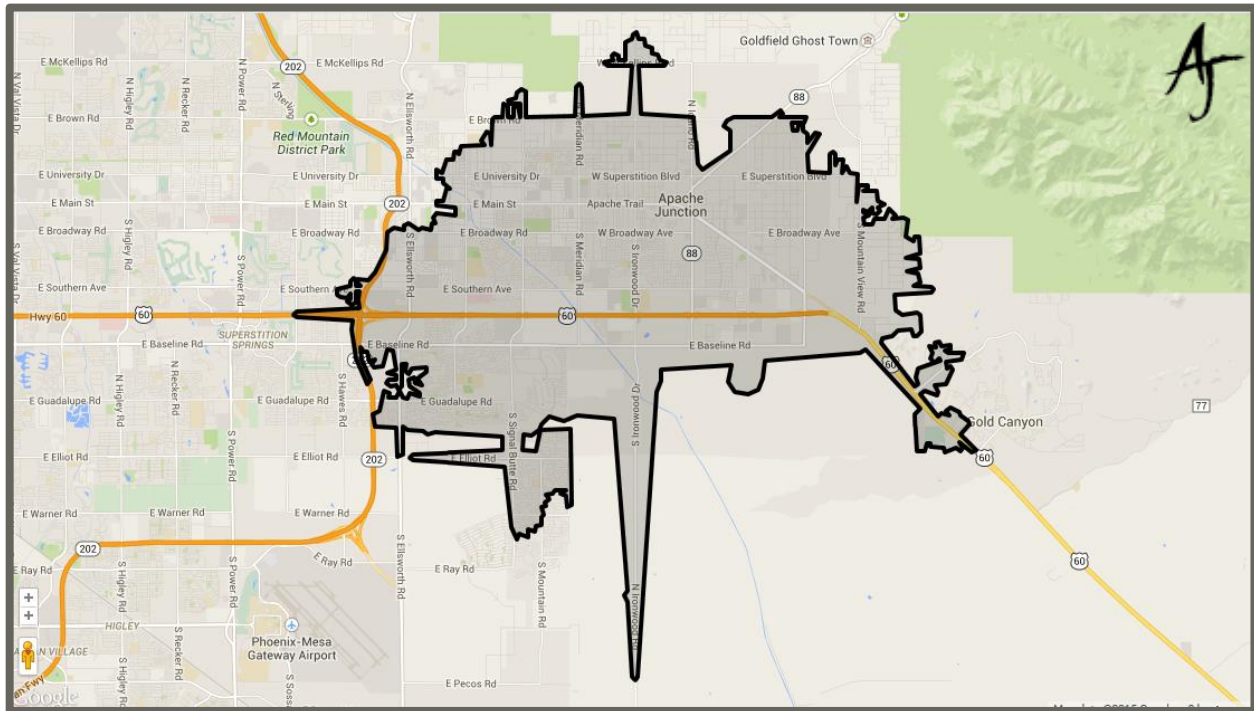


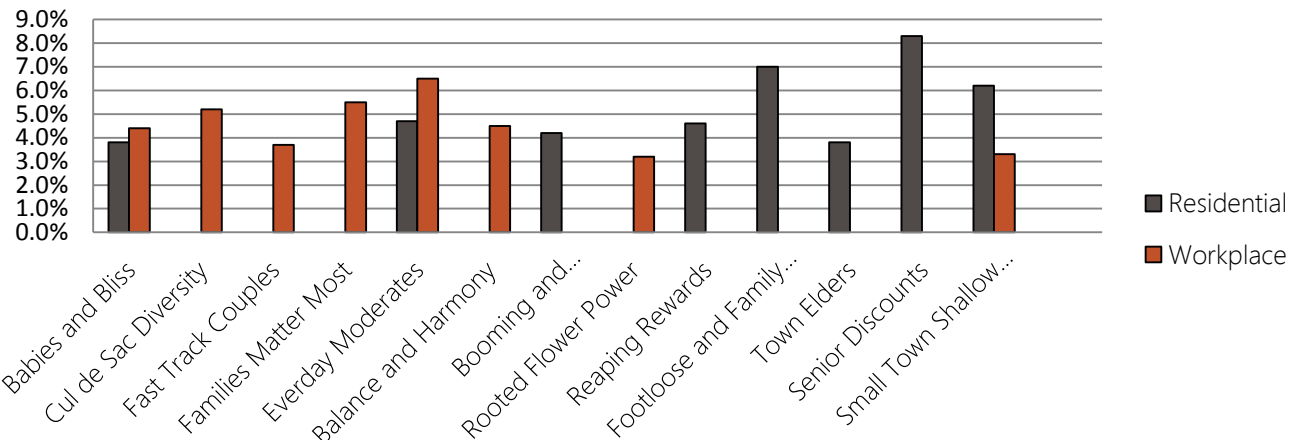


Trade Area Snapshot 15 minutes

Population (Pop):	108,809	Households (HH):	43,553
Projected Pop '20:	117,166	Projected HH '20:	47,450
Workplace Pop:	61,457	Median Age:	46.6
Pop Density/Mile ² :	1,635	Median HH Income:	\$45,942
		Per Capita Income:	\$24,832



Dominant Segments



City of Apache Junction

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Dominant Segment Key Traits

Babies and Bliss: Upscale, large family, athletic activities, well educated, conservative views, price sensitive, financially savvy, young children, convenience, and power shoppers.

Cul de Sac Diversity: Ethnically diverse, multi-lingual, mainstream brands, children sports teams, community minded, tolerant, career focused, internet friendly, 2nd generation success, and internet convenience.

Fast Track Couples: Younger adults, upwardly-mobile, status conscious, sports-oriented activities, active lifestyles, open minded, technology adopters, active credit users, online receptive, and digital dependent.

Families Matter Most: Sprawling families, team sports activities, family values, casual perspective, price sensitive, credit revolver, conformity, internet interactive, electronics adopters, and risk avoiders.

Everyday Moderates: Value-oriented, sensible, casual, content, durability, pragmatic, unpretentious, coupon-centered, conformists, and active internet users.

Balance and Harmony: Generation X Hispanics, aspirational consumers, bargain hunters, sports junkies, family-centered lifestyle, mid-sized cities, young families, investment adverse, middle class, and healthy living.

Booming and Consuming: Middle class, zealous internet users, disposable income, open-minded, pristine small-town communities, busy social lives, risk adverse investors, cultured sensibilities, pragmatic shoppers, and involved citizens.

Rooted Flower Power: Home-based activities, political activism, informed consumers, older suburban homes, approaching retirement, bargain hunters, mail-order buyers, clubs and volunteering, conservative investors, and philanthropy.

Reaping Rewards: Retired couples, suburban living, invested well, multiple homes, discretionary income, brand-loyal, traditionalists, dining out, package our travels, and print media.

Footloose and Family Free: Retired communities, comfy lifestyles, active social lives, dining out, epicurean, financially secure, health-conscious, quality products, traditionalists, and optimistic.

Town Elders: Seniors, home-centered, stable, comfort over style, traditionalists, patriotic, cautious money managers, family pride, community roots, and spiritual.

Senior Discounts: Seniors, city-dwellers, renters, active leisure lives, discount shoppers, solid media market, advertising skeptics, health-conscious, budget-minded, and optimistic.

Small Town Shallow Pockets: Single, empty nesters, exurban areas, conservative, modest lifestyles, convenience, community active, bargain shoppers, unpretentious, domestic travels, and traditional media tastes.

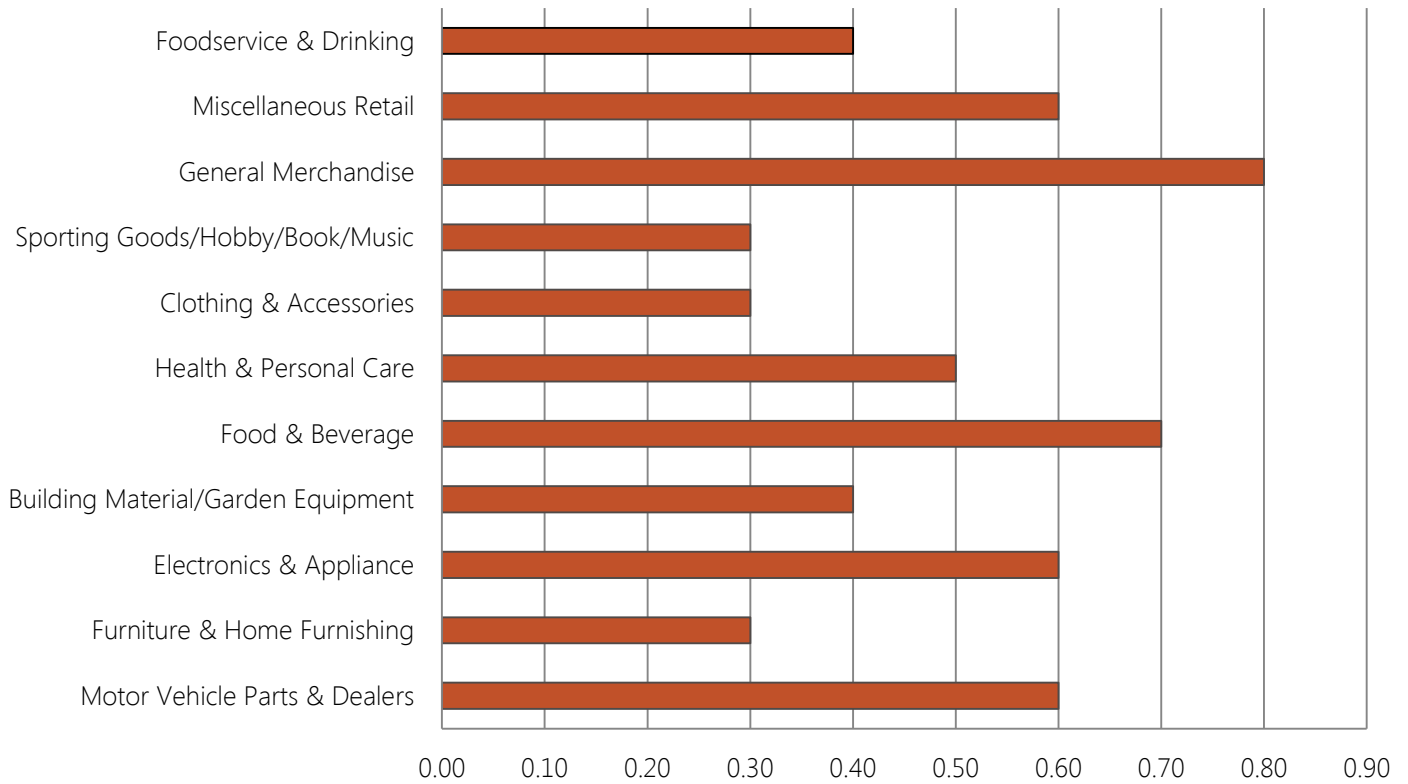
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Surplus/Leakage



Store Type	Potential Sales	Actual Sales
Motor Vehicle Parts & Dealers	281,044,149	160,070,060
Furniture & Home Furnishing	45,442,961	12,696,868
Electronics & Appliance	41,694,312	25,076,226
Building Material/Garden Equipment	130,114,100	54,529,199
Food & Beverage	225,402,249	167,202,598
Health & Personal Care	101,897,613	47,590,500
Clothing & Accessories	79,576,481	21,190,459
Sporting Goods/Hobby/Book/Music	40,430,461	13,445,679
General Merchandise	233,621,947	194,750,554
Miscellaneous Retail	57,115,709	36,568,776
Foodservice & Drinking	186,307,850	73,154,652