

## Southwestern Families

Dominant Tapestry Segment

### KEY FACTS



48,066

Total Population



\$199,048

Median Home Value



1,502

Businesses



48,518

Daytime Population



37.4

Median Age



0.37%

2020-2022 Pop Growth Rate



\$24,647

Per Capita Income



2.8

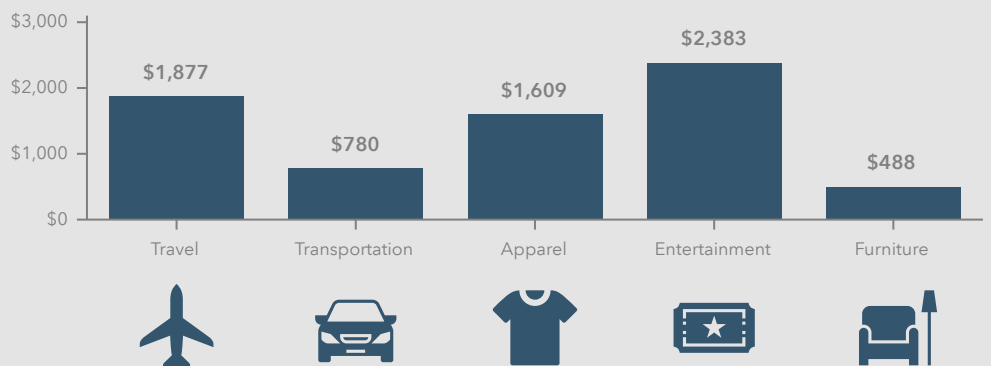
Avg Household Size



\$48,273

Median Household Income

### KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri-Data Axle, Esri-U.S. BLS. The vintage of the data is 2022, 2027

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Spending facts are average annual dollars per household

# Key Facts

## KEY FACTS

48,066

Population



2.8

Average Household Size

37.4

Median Age

\$48,273

Median Household Income

## EDUCATION

20%

No High School Diploma



29%

High School Graduate



28%

Some College



23%

Bachelor's/Grad/Prof Degree

## BUSINESS



1,502

Total Businesses



15,647

Total Employees

## EMPLOYMENT



54.8%

White Collar



25.9%

Blue Collar



19.3%

Services



6.9%

Unemployment Rate

## INCOME



\$48,273

Median Household Income



\$24,647

Per Capita Income



\$92,151

Median Net Worth

## Households By Income

The largest group: \$50,000 - \$74,999 (21.7%)

The smallest group: \$150,000 - \$199,999 (2.9%)

Indicator ▲	Value	Diff		
<\$15,000	12.9%	+5.1%		
\$15,000 - \$24,999	9.8%	+2.8%		
\$25,000 - \$34,999	15.2%	+7.6%		
\$35,000 - \$49,999	13.3%	+0.6%		
\$50,000 - \$74,999	21.7%	+3.1%		
\$75,000 - \$99,999	9.3%	-4.6%		
\$100,000 - \$149,999	10.7%	-6.5%		
\$150,000 - \$199,999	2.9%	-4.6%		
\$200,000+	4.2%	-3.5%		

Bars show deviation from Arizona

# DEMOGRAPHIC SUMMARY

Santa Cruz County, AZ 2

Geography: County



## KEY FACTS

48,066

Population



16,957

Households

37.4

Median Age

\$40,201

Median Disposable Income

## EDUCATION

20%

No High School Diploma



29%

High School Graduate



28%

Some College



23%

Bachelor's/Grad/Prof Degree

## INCOME



\$48,273

Median Household Income



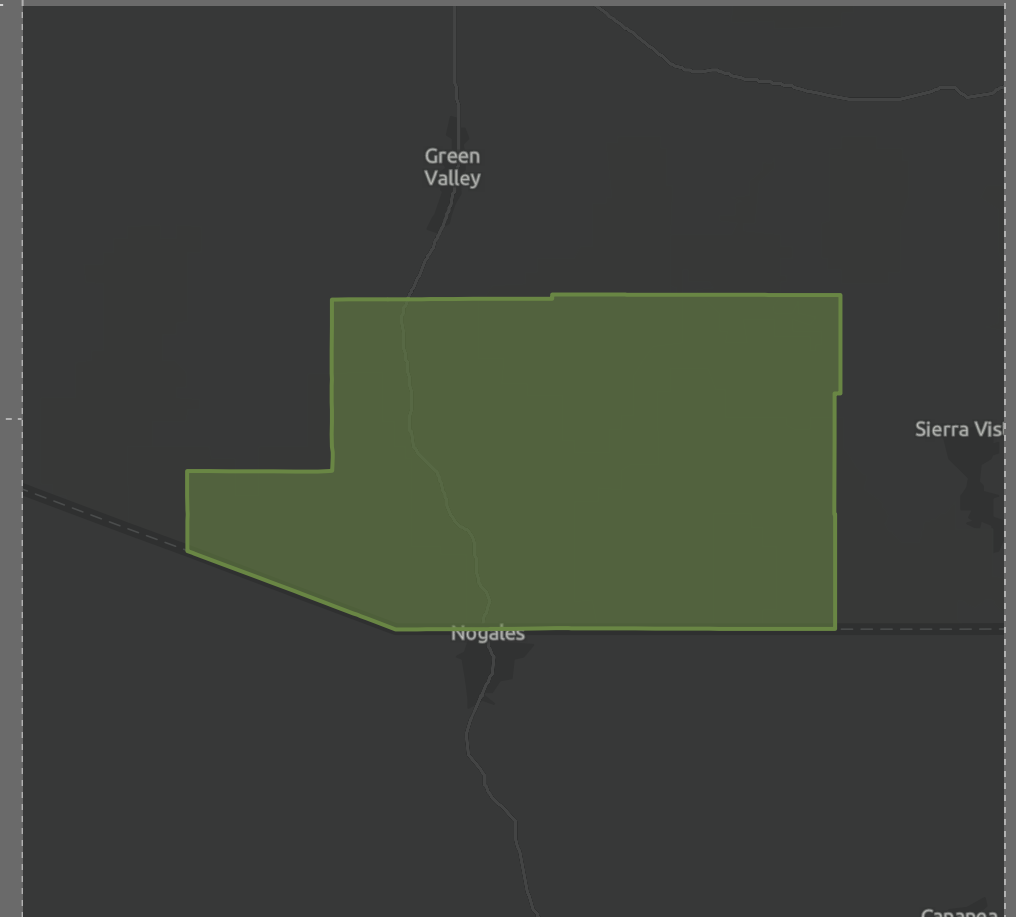
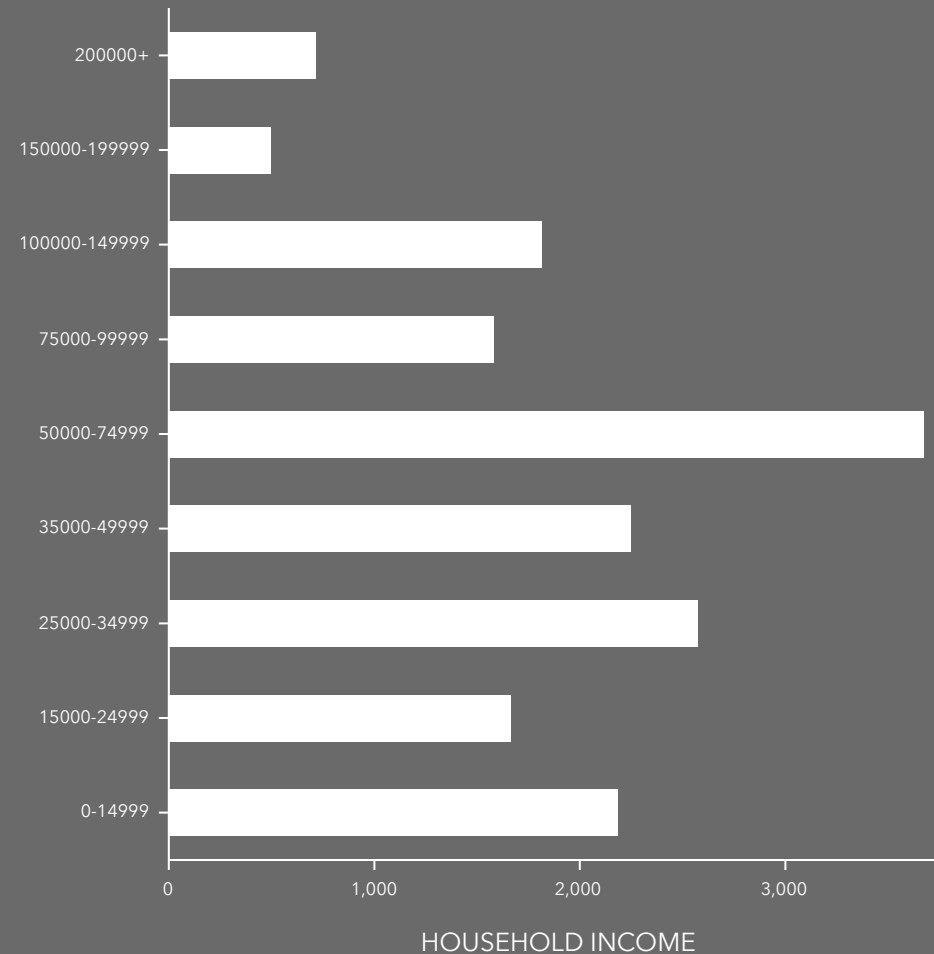
\$24,647

Per Capita Income



\$92,151

Median Net Worth



## EMPLOYMENT



57%

White Collar



26%

Blue Collar



19%

Services

6.9%

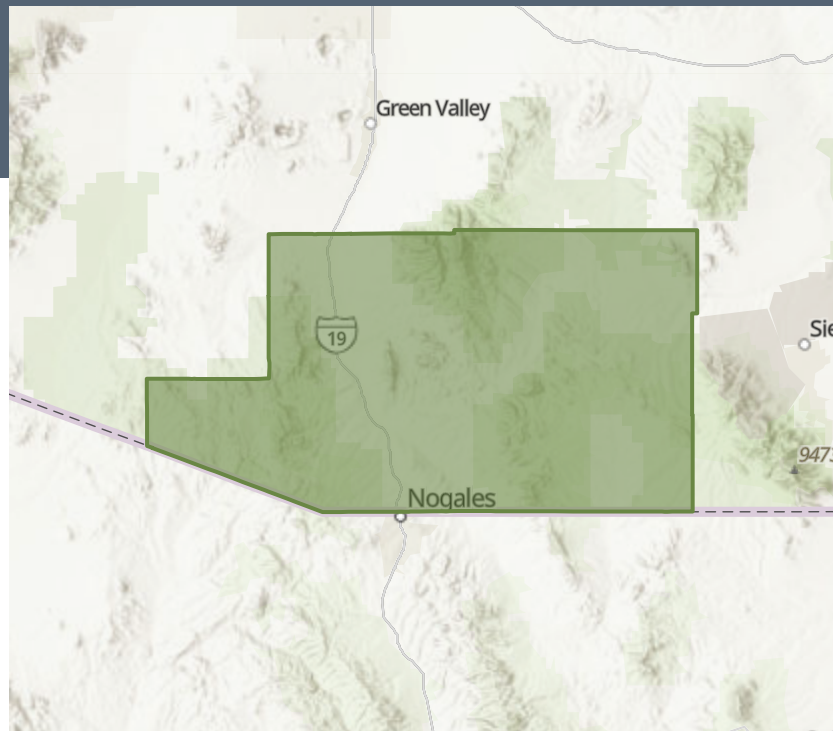
Unemployment Rate



# AT RISK POPULATION PROFILE

## Santa Cruz County, AZ 2

Geography: County



**48,066**

Population

**16,957**

Households

**2.83**

Avg Size Household

**37.4**

Median Age

**\$48,273**

Median Household Income

**\$199,048**

Median Home Value

**59**

Wealth Index

**113**

Housing Affordability

**77**

Diversity Index

### AT RISK POPULATION



**5,137**

Households With Disability



**8,585**

Population 65+



**966**

Households Without Vehicle

### POVERTY AND LANGUAGE



**20%**

Households Below the Poverty Level



**3,288**

Households Below the Poverty Level



**1,248**

Pop 65+ Speak Spanish & No English

### POPULATION AND BUSINESSES



**48,518**

Daytime Population



**1,502**

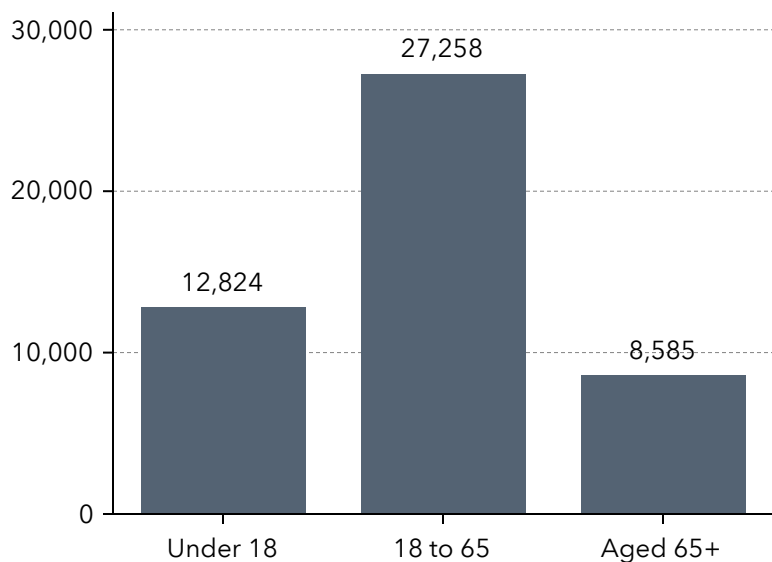
Total Businesses



**15,647**

Total Employees

### POPULATION BY AGE



Language Spoken (ACS)	Age 5-17	18-64	Age 65+	Total
<b>English Only</b>	<b>1,475</b>	<b>4,355</b>	<b>3,378</b>	<b>9,208</b>
<b>Spanish</b>	<b>7,973</b>	<b>21,180</b>	<b>4,873</b>	<b>34,026</b>
Spanish & English Well	7,524	16,274	2,353	26,151
Spanish & English Not Well	449	2,530	1,272	4,251
Spanish & No English	0	2,376	1,248	3,624
<b>Indo-European</b>	<b>0</b>	<b>29</b>	<b>84</b>	<b>113</b>
Indo-European & English Well	0	29	84	113
Indo-European & English Not Well	0	0	0	0
Indo-European & No English	0	0	0	0
<b>Asian-Pacific Island</b>	<b>55</b>	<b>66</b>	<b>0</b>	<b>121</b>
Asian-Pacific Isl & English Well	55	38	0	93
Asian-Pacific Isl & English Not Well	0	28	0	28
Asian-Pacific Isl & No English	0	0	0	0
<b>Other Language</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Other Language & English Well	0	0	0	0
Other Language & English Not Well	0	0	0	0
Other Language & No English	0	0	0	0

# COMMUNITY PROFILE

Geography: County

Santa Cruz County, AZ 2

48,066	0.37%	2.83	76.5	37.4	\$48,273	\$199,048	\$92,151	26.7%	55%	8,585
Population Total	Population Growth	Average HH Size	Diversity Index	Median Age	Median HH Income	Median Home Value	Median Net Worth	Age <18	Age 18-64	Age 65+



19.3%  
Services

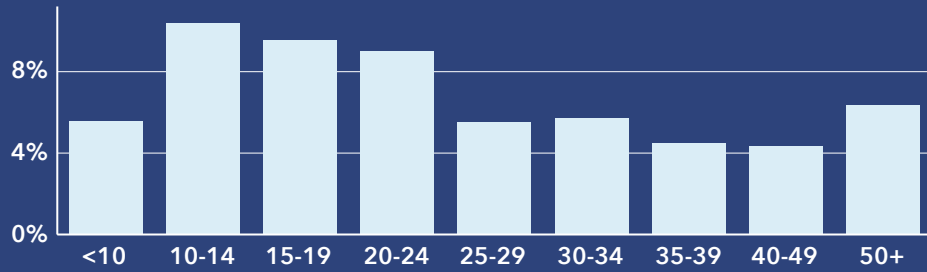


25.9%  
Blue Collar

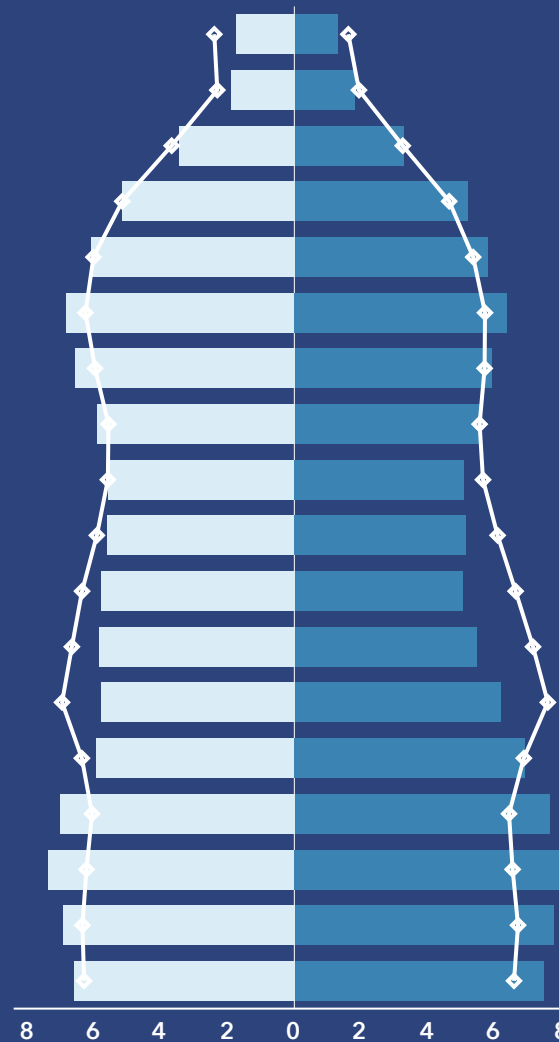


54.8%  
White Collar

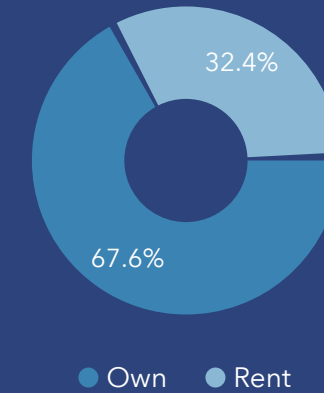
Mortgage as Percent of Salary



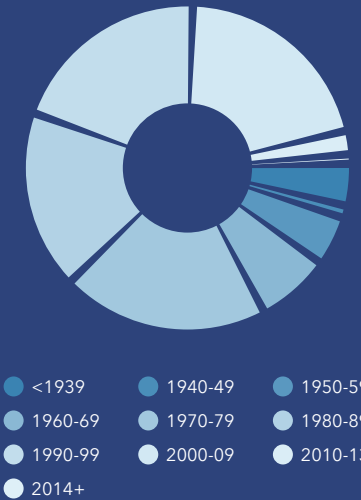
Age Profile: 5 Year Increments



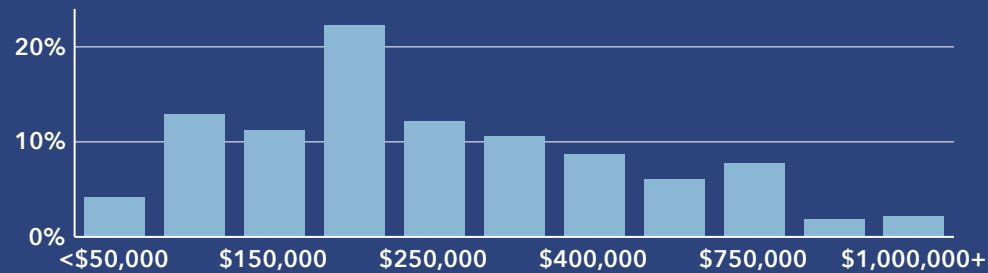
Home Ownership



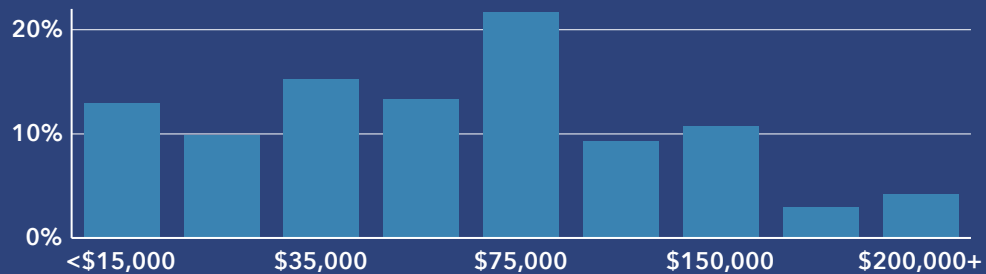
Housing: Year Built



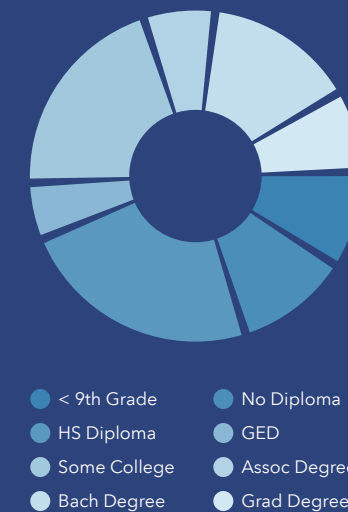
Home Value



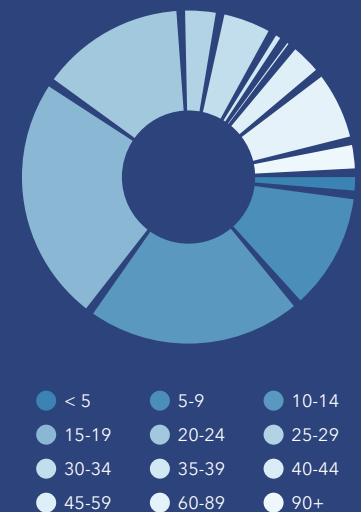
Household Income



Educational Attainment



Commute Time: Minutes



Dots show comparison to Arizona

# COMMUTE PROFILE

## Santa Cruz County, AZ 2 Geography: County

This infographic provides information about how population age 16+ travels to work. This data comes from the American Community Survey (ACS) from the US Census Bureau. Read an in-depth analysis on the [ACS documentation page](#).

## WORKERS



17,598

ACS Workers Age 16+



80.2%

Drove Alone to Work

## TRANSPORTATION TO WORK



1.1%

Took Public Transportation



10.2%

Carpooled



1.2%

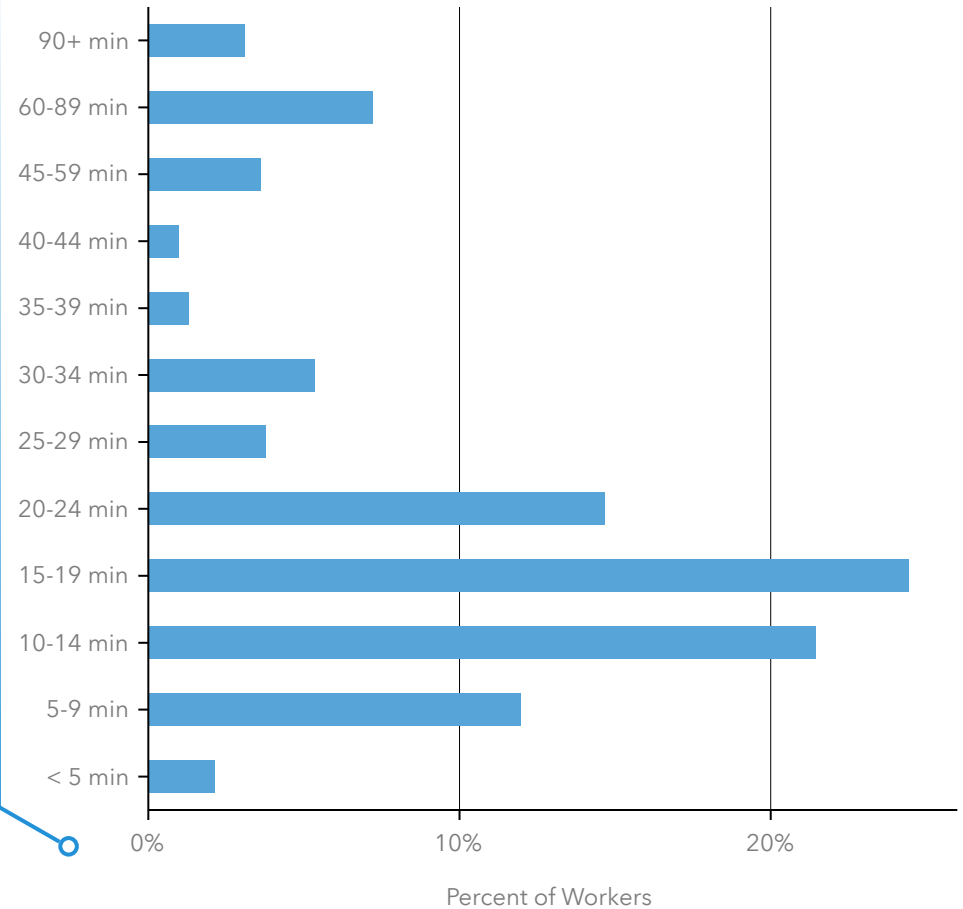
Walked to Work



0.5%

Bike to Work

## TRAVEL TIME TO WORK

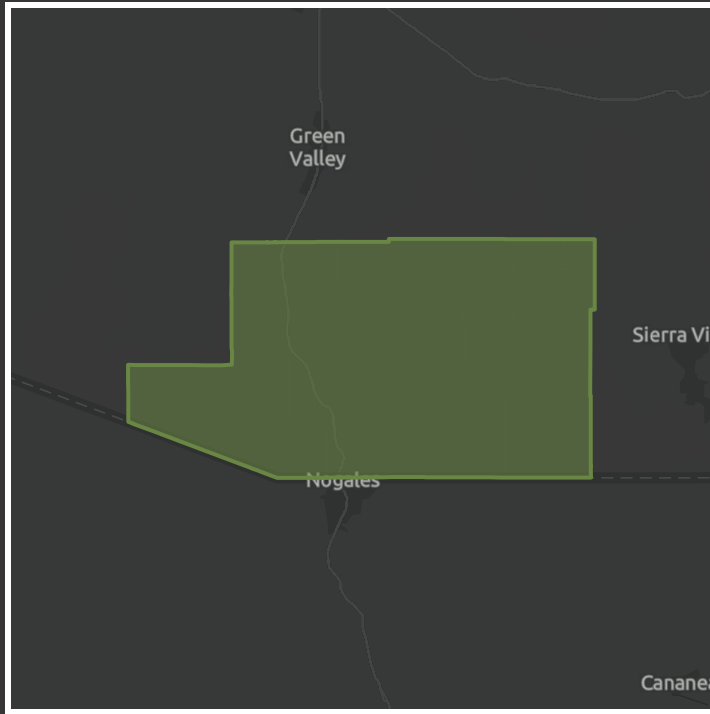




# CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Santa Cruz County, AZ 2

Geography: County



48,066

Population

2.83

Avg Size Household

16,957

Households

37.4

Median Age

\$48,273

Median Household Income

\$199,048

Median Home Value

113

Housing Affordability

92%

Internet at Home

## POPULATION AND BUSINESSES



48,518

Daytime Population



1,502

Total Businesses



15,647

Total Employees

## POVERTY



3,288

Households Below the Poverty Level

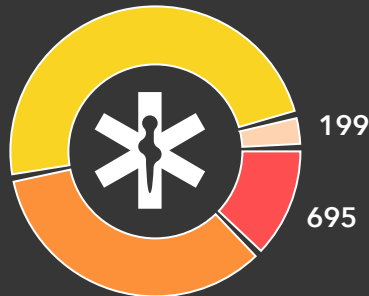


3,832

Households Receiving Food Stamps/SNAP

## POPULATION NO HEALTH INSURANCE (ACS)

2,641



1,872

0-18 19-34 35-64 Age 65+

## AT RISK POPULATION



5,137

Households With Disability



8,585

Population 65+

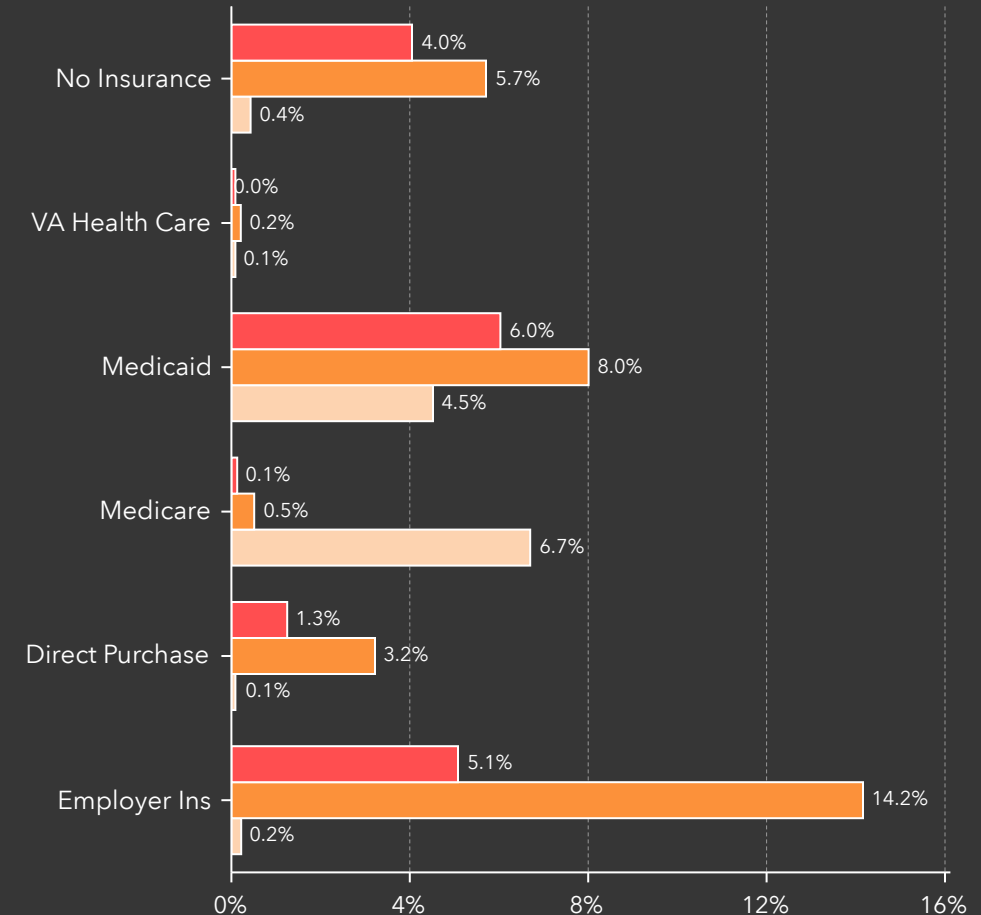


966

Households Without Vehicle

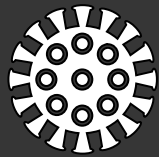
## HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



0% 4% 8% 12% 16%

Note: Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only. Source Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS



# KEY INDICATORS: IMPACT PLANNING

Santa Cruz County, AZ 2

LANGUAGE (ACS)	Age 5-17	18-64	Age 65+	Total
<b>English Only</b>	1,475	4,355	3,378	9,208
<b>Spanish</b>	7,973	21,180	4,873	34,026
Spanish & English Well	7,524	16,274	2,353	26,151
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<b>Indo-European</b>	0	29	84	113
Indo-European & English Well	0	29	84	113
Indo-Euro & English Not Well	0	0	0	0
<b>Asian-Pacific Island</b>	55	66	0	121
Asian-Pacific Isl & English Well	55	38	0	93
Asn-Pacific Isl & English Not Well	0	28	0	28
<b>Other Language</b>	0	0	0	0
Other Language & English Well	0	0	0	0
Other Lang. & English Not Well	0	0	0	0

**48,066**

Population

**2.83**

Avg Size Household

**16,957**

Households

**37.4**

Median Age

**\$48,273**

Median Household Income

**\$199,048**

Median Home Value

**113**

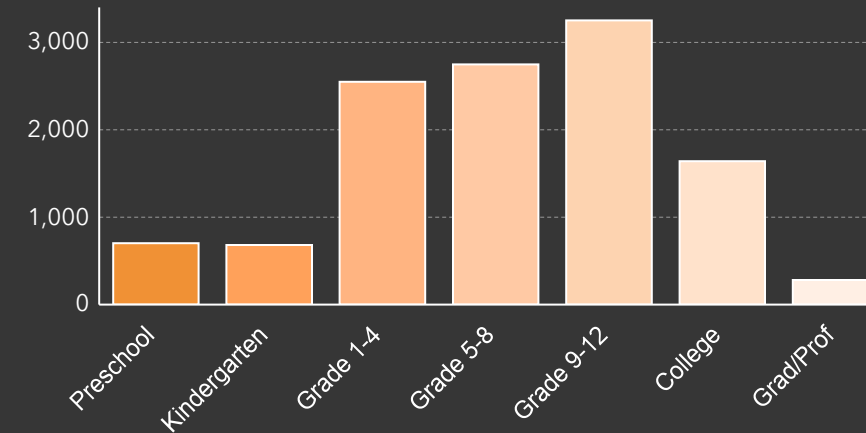
Housing Affordability

**92%**

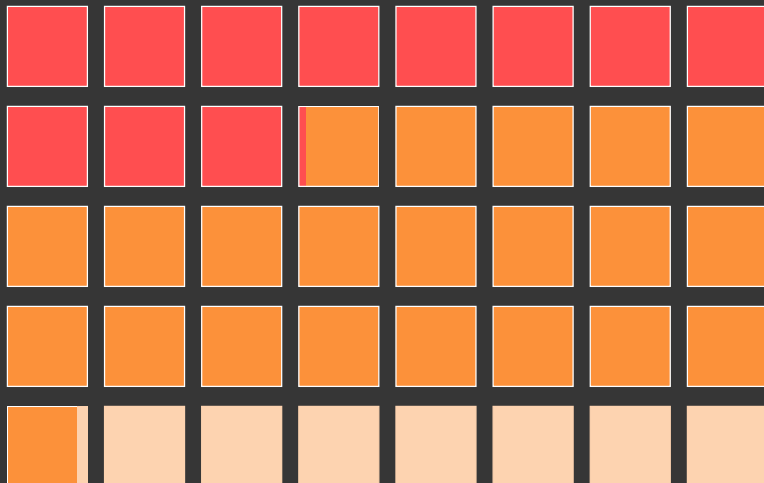
Internet at Home

POPULATION AND POVERTY STATUS (ACS)	Total
Population for whom Poverty Status is Determined	46,278
Income to Poverty Ratio <0.50	3,344
Income to Poverty Ratio 0.50-0.99	6,584
Income to Poverty Ratio 1.00-1.24	3,602
Income to Poverty Ratio 1.25-1.49	3,395
Income to Poverty Ratio 1.50-1.84	4,623
Income to Poverty Ratio 1.85-1.99	1,954
Income to Poverty Ratio 2.00+	22,776

## SCHOOL ENROLLMENT (ACS)



## POPULATION BY AGE

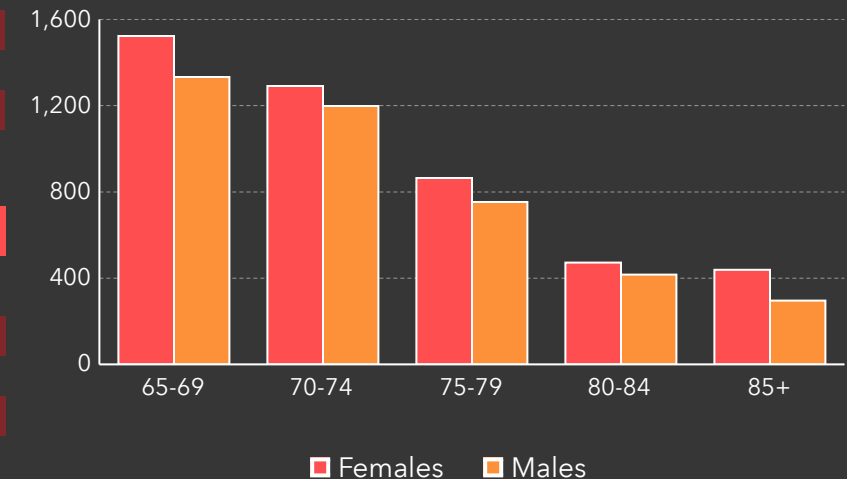


Under 18 (28.0%)    Age 18 to 64 (55.0%)    Age 65+ (18.0%)

POVERTY LEVELS (ACS)	Below	Above	Total
Total	3,288	12,761	16,049
Married Couple Families	1,003	7,362	8,365
Other Families w/Male Householder	309	788	1,097
Other Families w/Female Householder	696	1,604	2,300
Nonfamilies w/Male Householder	511	1,635	2,146
Nonfamilies w/Female Householder	769	1,372	2,141

NO HEALTH INSURANCE COVERAGE (ACS) %	Total
Population <19	1.5% 695
Population Age 19-34	4.0% 1,872
Population Age 35-64	5.7% 2,641
Population Age 65+	0.4% 199

## SENIOR POPULATION



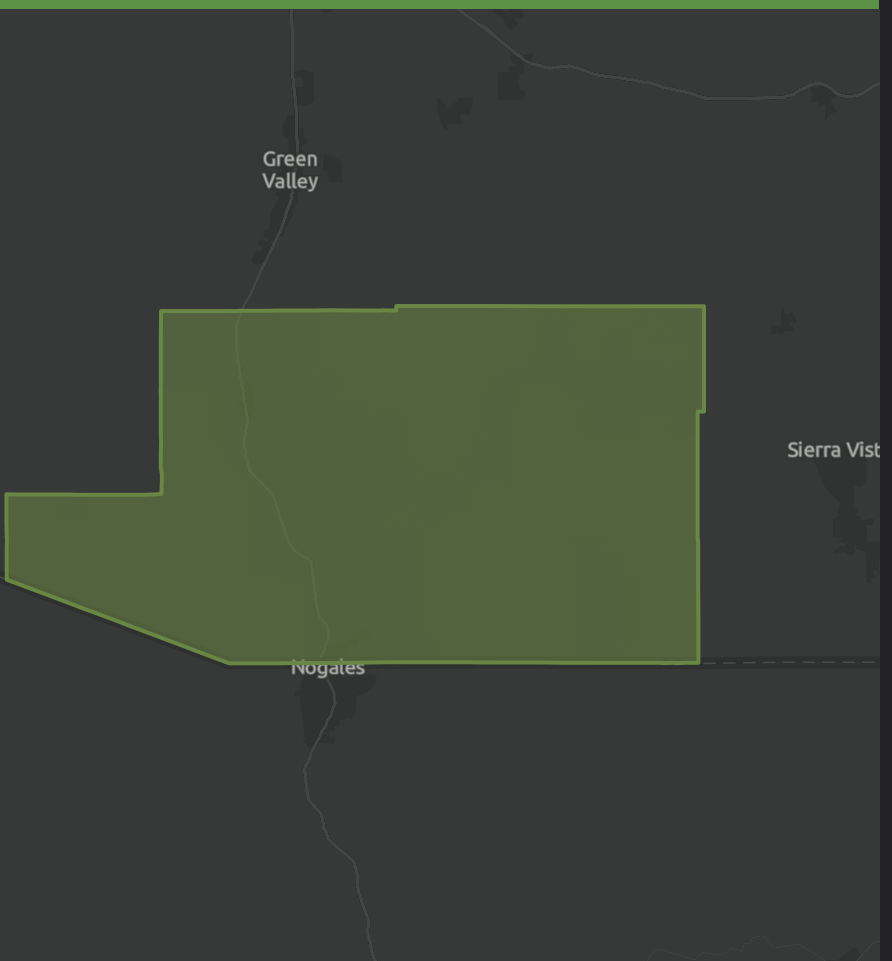
Females    Males



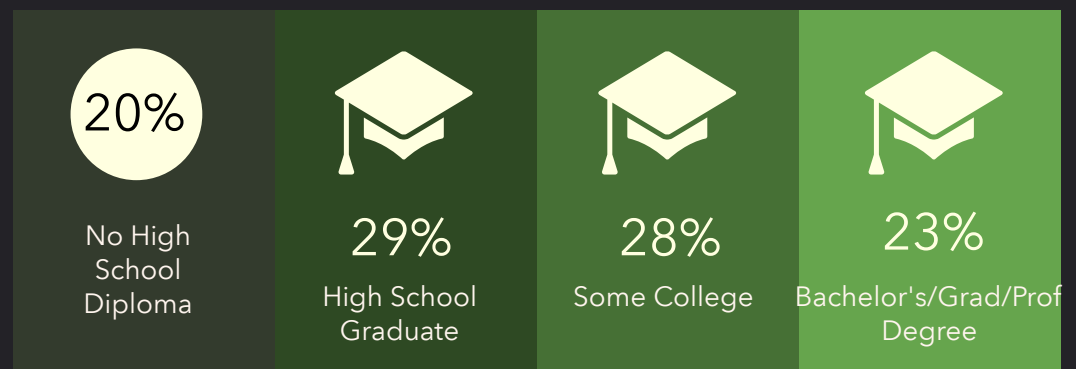
# DEMOGRAPHIC PROFILE

Santa Cruz County, AZ 2

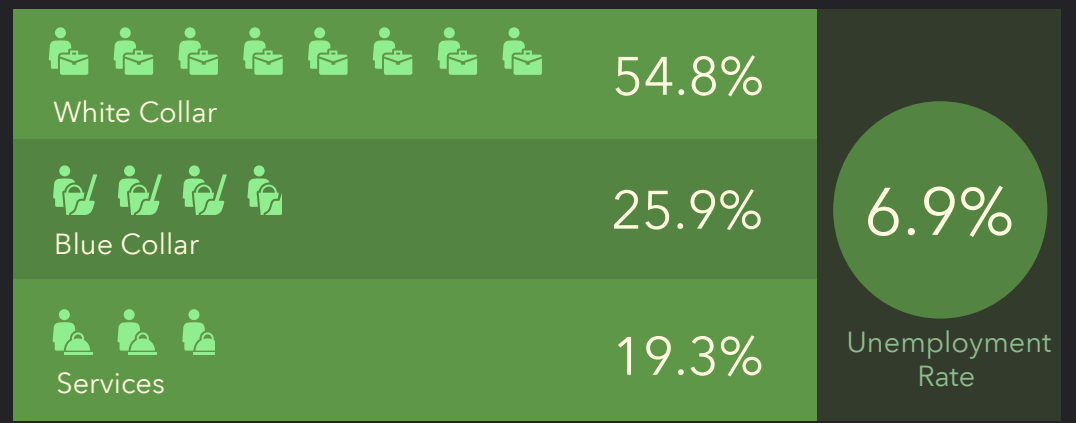
Geography: County



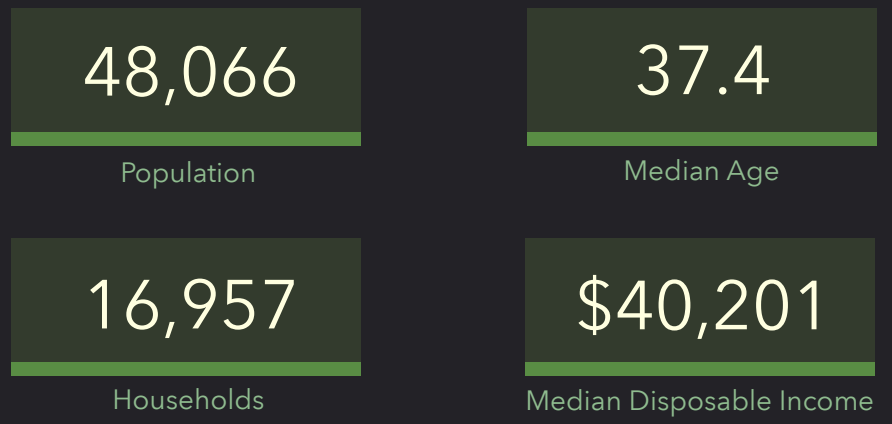
## EDUCATION



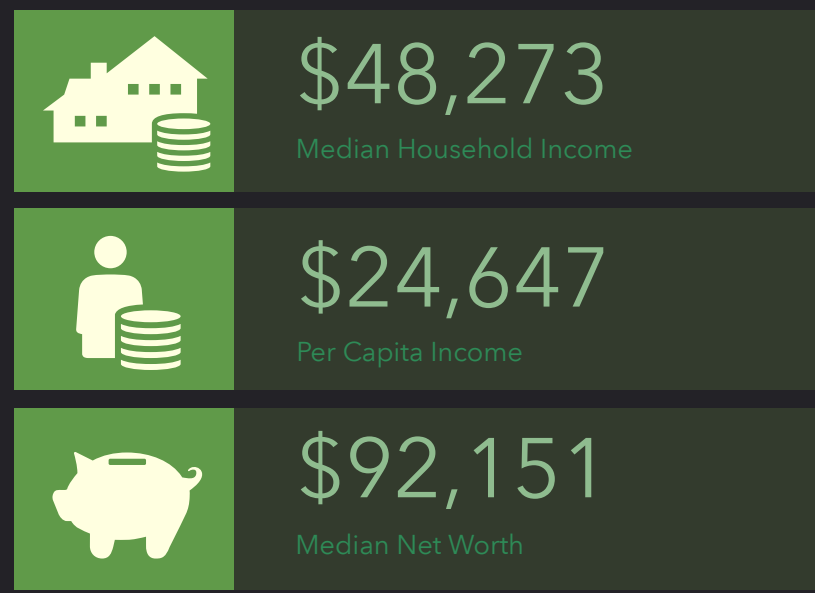
## EMPLOYMENT



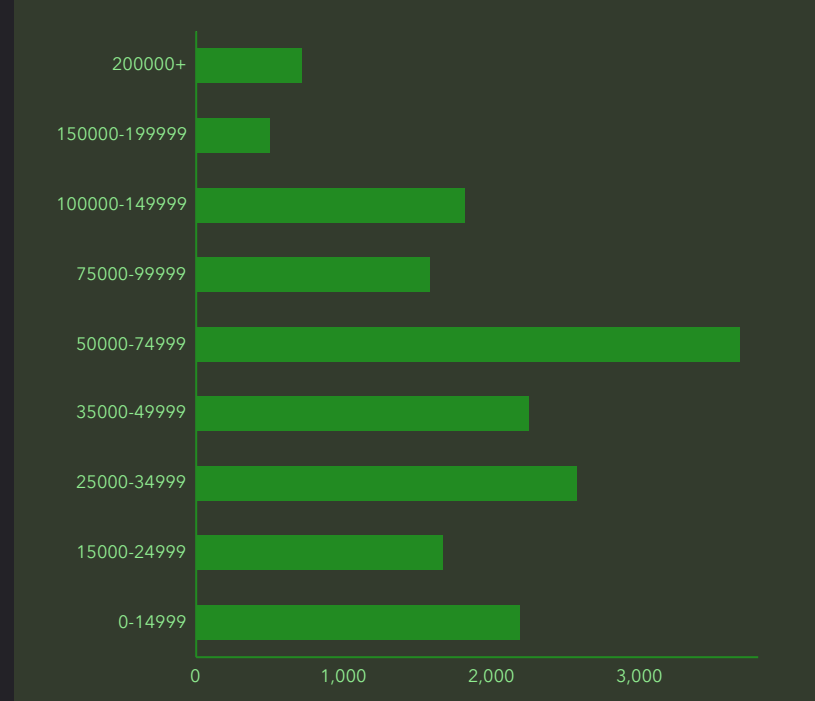
## KEY FACTS



## INCOME



## HOUSEHOLD INCOME (\$)





# Southwestern Families

Santa Cruz County, AZ 2

Geography: County



TAPESTRY  
SEGMENTATION

esri.com/tapestry

## DOMINANT TAPESTRY SEGMENT



5,703 households are *Southwestern Families*

33.6% of households are in this segment

**Southwestern Families:** *Sprouting Explorers* LifeMode

Residents in these neighborhoods are young families primarily located in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households...

[Learn more...](#)

## ABOUT THIS SEGMENT



Many residents were born abroad and many households have residents who speak only Spanish.



Often, purchase decisions are based on how a product may improve their lives. Shop at dollar stores and discount department stores.



Residents prefer to pay bills in person, but paying using their mobile devices is growing.



Baby and children products, such as food, clothing, and furniture, are common purchases.



Television is a primary source of entertainment, and most homes have multiple sets. Most households have landlines-used frequently for international calls.

## ABOUT THIS AREA

### Household Type:

Single Family

### Employment:

Svcs

### Median Age:

37.4

### Median Household Income:

\$48,273

### Education:

29.6% have a college degree



## KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

48,066

Population

16,957

Households

2.83

Avg Size Household

59

Wealth Index

113

Housing Affordability

77

Diversity Index

\$199,048

Median Home Value

0.15%

Forecasted Annual Growth Rate



# Southwestern Families

Santa Cruz County, AZ 2

Geography: County



TAPESTRY  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

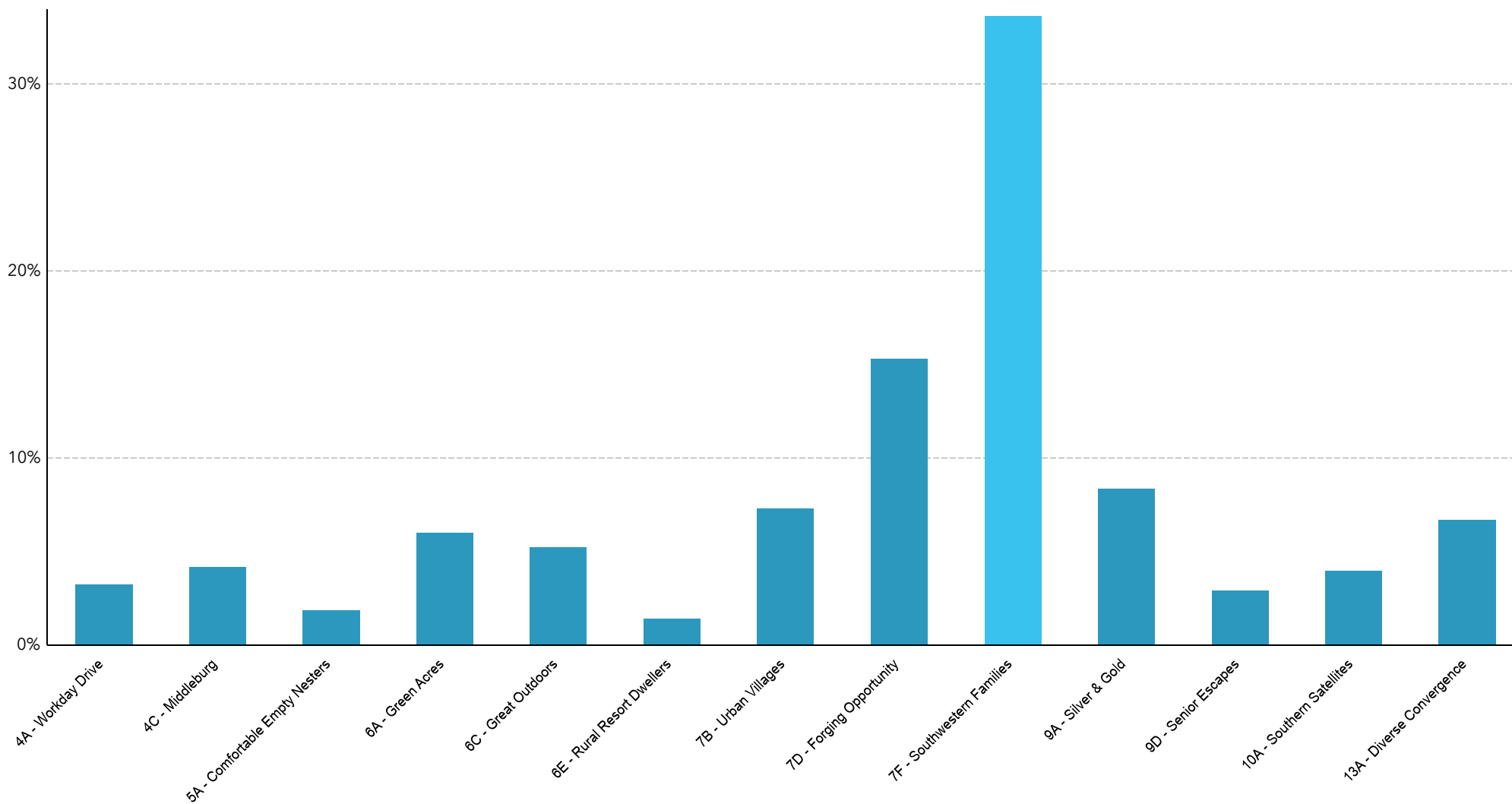
## TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



16,957 total households in this area

5,703 households in *Southwestern Families* - 33.6%





# Key Demographic Indicators

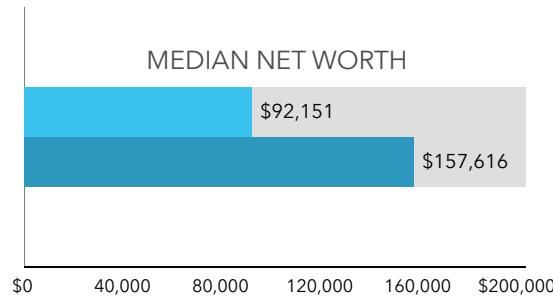
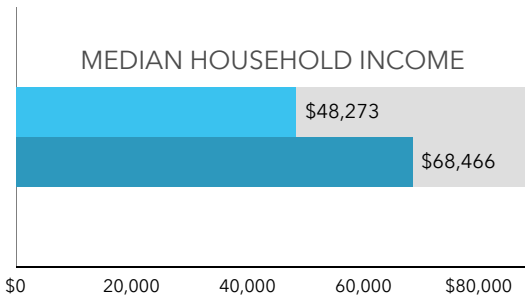
Santa Cruz County, AZ 2

Geography: County



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for this area.

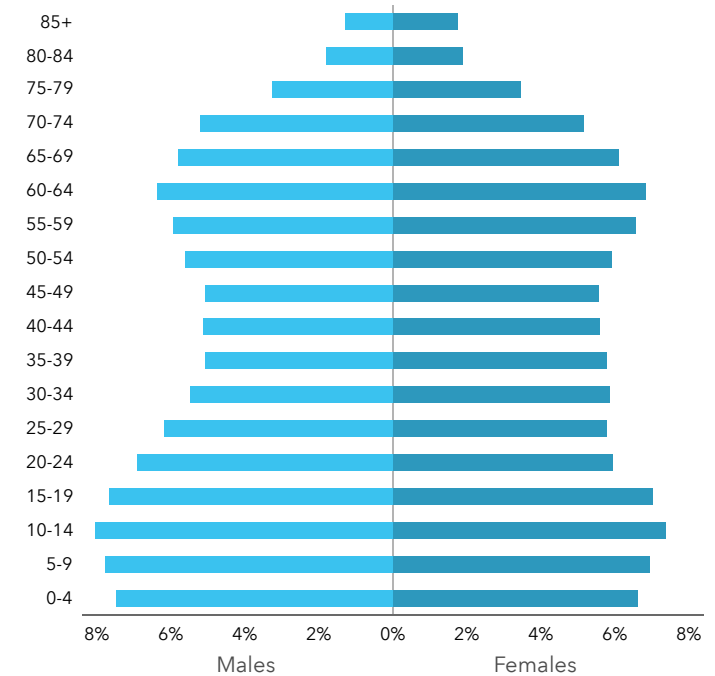


Bars show comparison to

Bars show comparison to

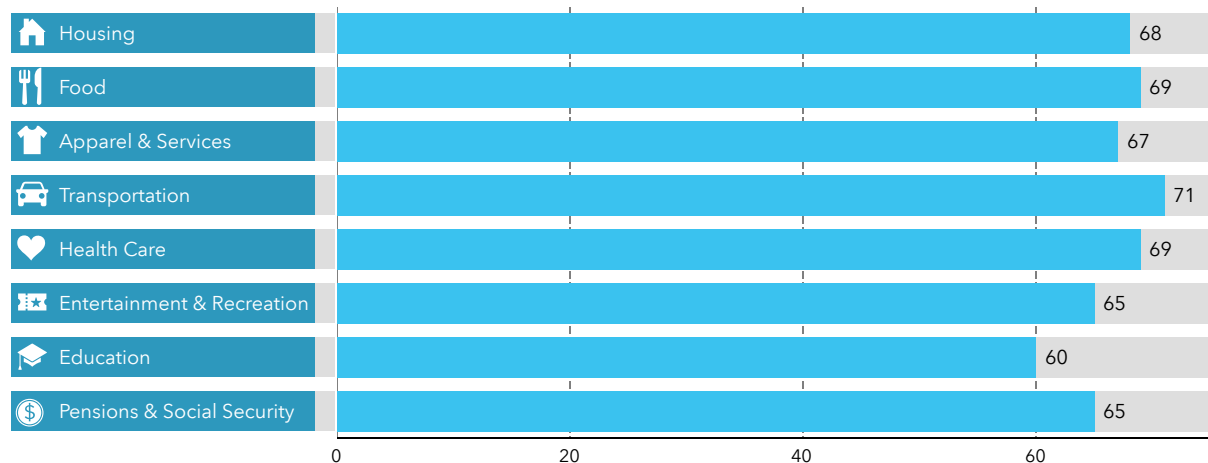
## AGE BY SEX

Median Age: 37.4



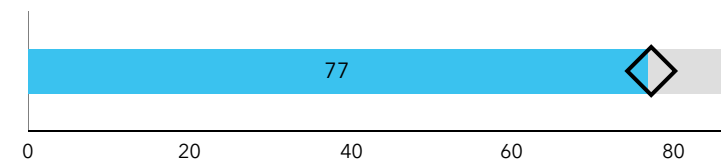
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.



## DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Dots show comparison to



# Key Demographic Indicators

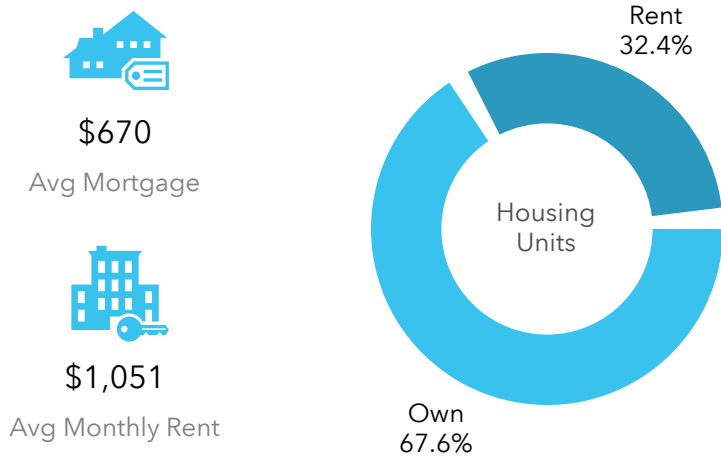
Santa Cruz County, AZ 2

Geography: County



## HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

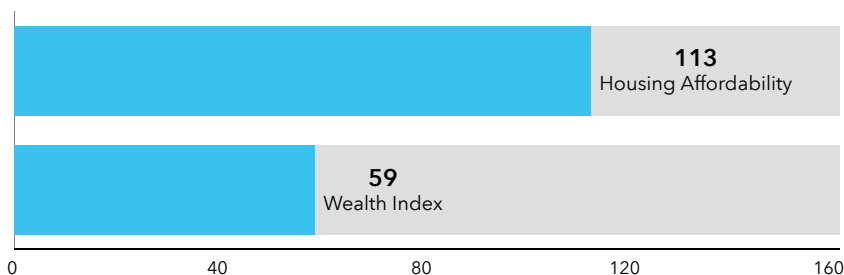


**Typical Household Type:** Single Family

**Median Home Value:** \$199,048

## ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



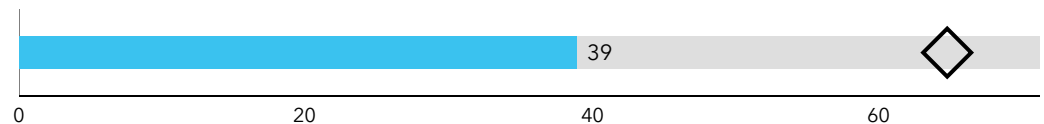
## LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2016-2020).

Population by Language	Age 5-17	18-64	Age 65+	Total
<b>English Only</b>	1,475	4,355	3,378	9,208
<b>Spanish</b>	7,973	21,180	4,873	34,026
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<b>Indo-European</b>	0	29	84	113
Indo-European & English Well	0	29	84	113
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<b>Asian-Pacific Island</b>	55	66	0	121
Asian-Pacific Isl & English Well	55	38	0	93
Asian-Pacific Isl & English Not Well	0	28	0	28
<b>Other Language</b>	0	0	0	0
Other Language & English Well	0	0	0	0
Other Language & English Not Well	0	0	0	0

## POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to

# Employment Overview

Santa Cruz County, AZ 2

Geography: County



## INCOME



\$48,273

Median Household Income



\$24,647

Per Capita Income



\$92,151

Median Net Worth

## EDUCATION



No High School Diploma



28%

Some College



24%

High School Diploma



23%

Bachelor's/Grad/Prof Degree

## BUSINESS



1,502

Total Businesses



15,647

Total Employees

## KEY FACTS

48,066

Population



16,957

Households

37.4

Median Age

\$40,201

Median Disposable Income

## COMMUTERS



15%

Spend 7+ hours commuting to and from work per week



80.2%

Drive Alone to Work

## EMPLOYMENT



54.8%

White Collar



25.9%

Blue Collar



19.3%

Services

6.9%

Unemployment Rate

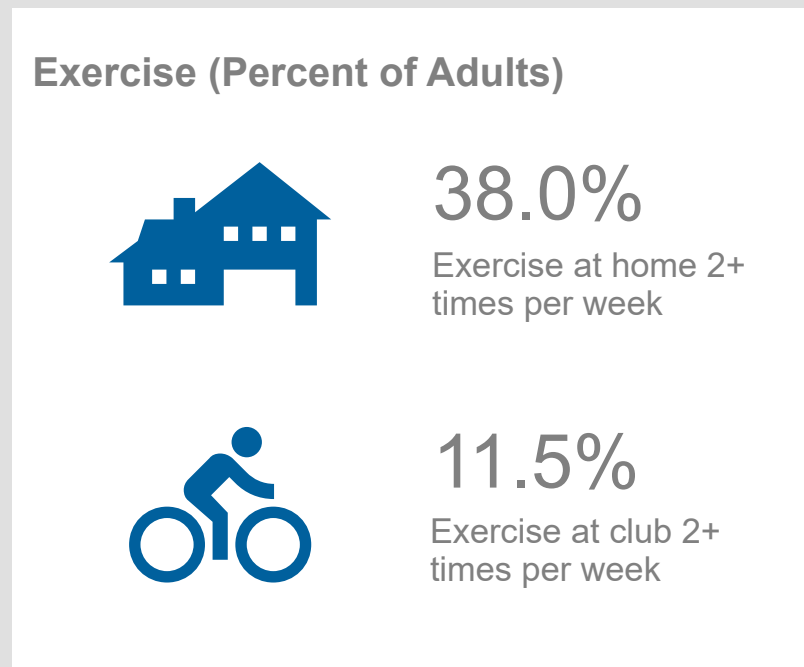
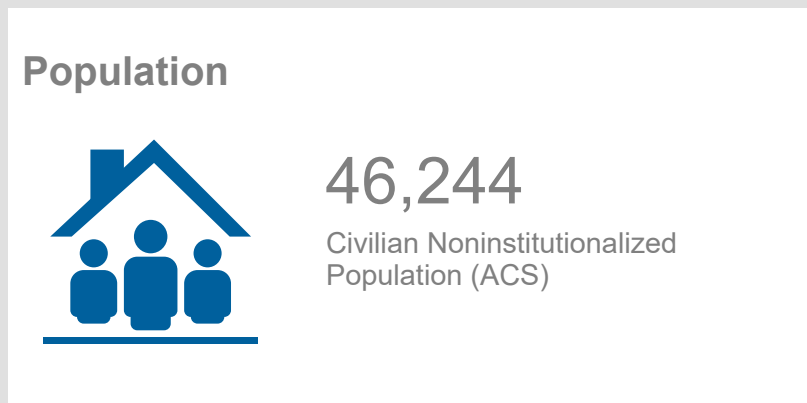
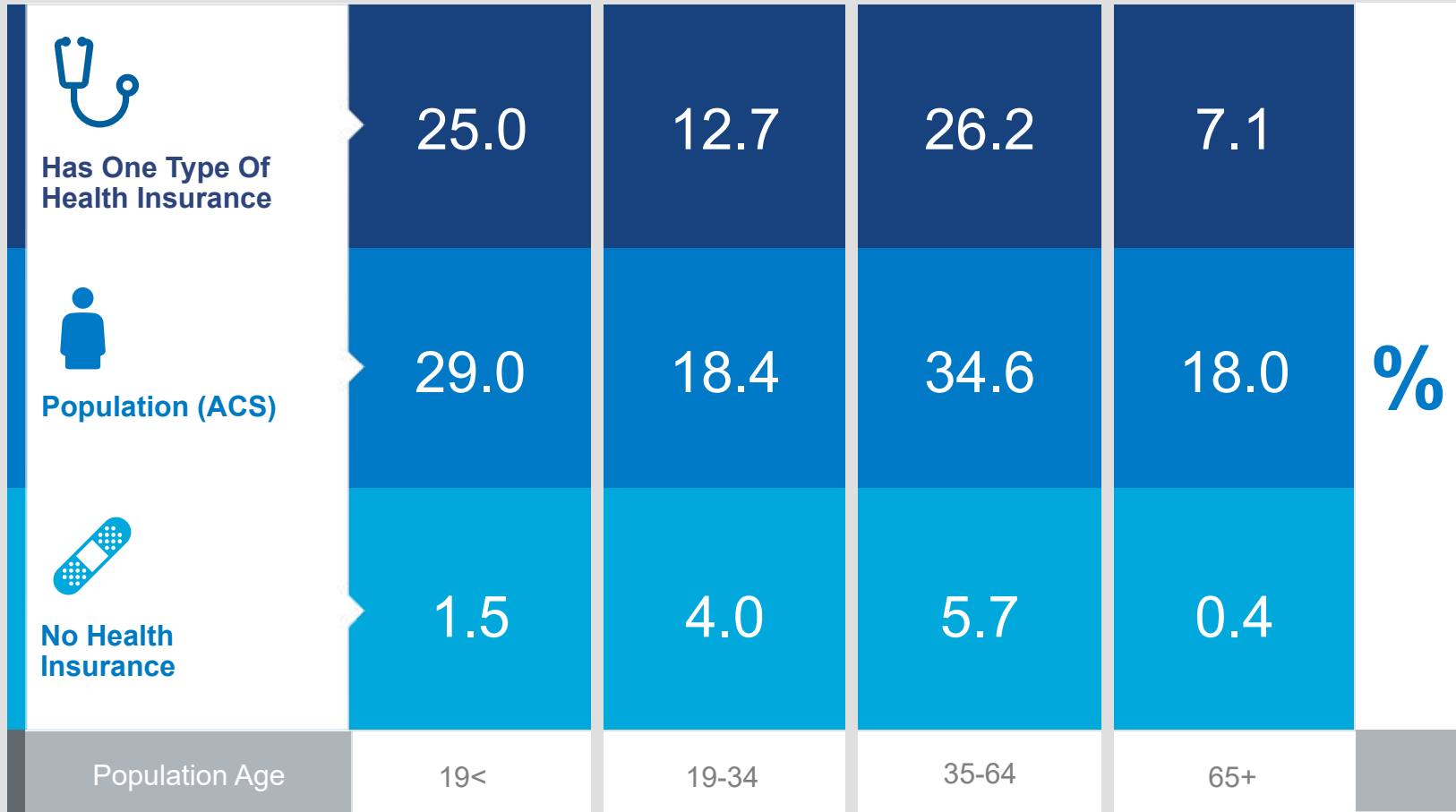


This infographic contains data provided by Esri, Esri-Data Axle, Esri-MRI-Simmons, ACS. The vintage of the data is 2022, 2027, 2016-2020.

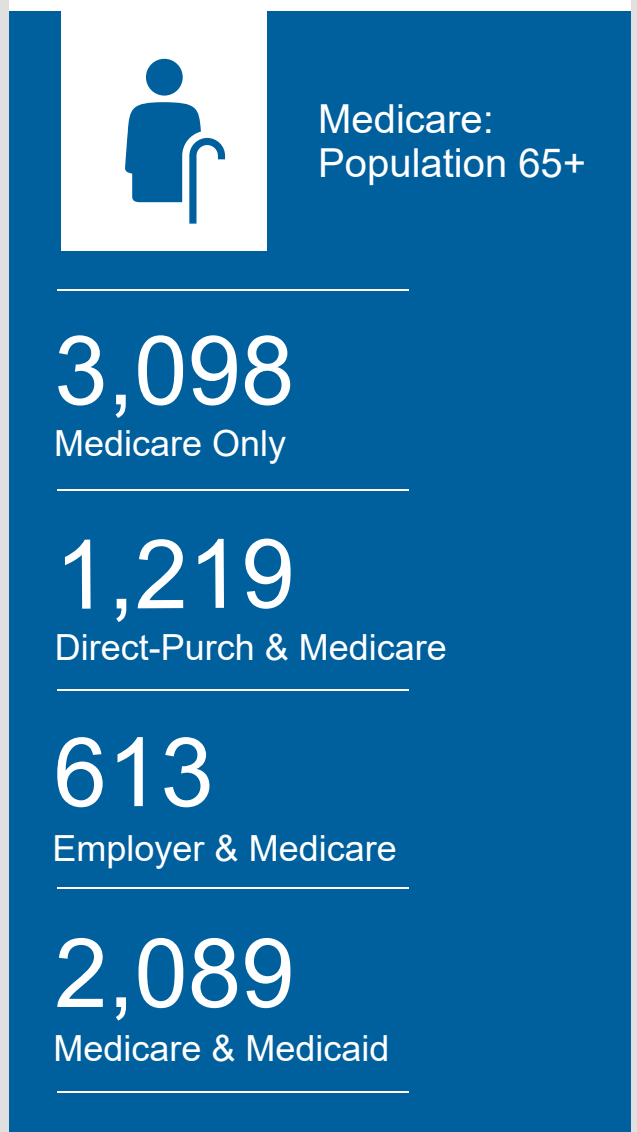
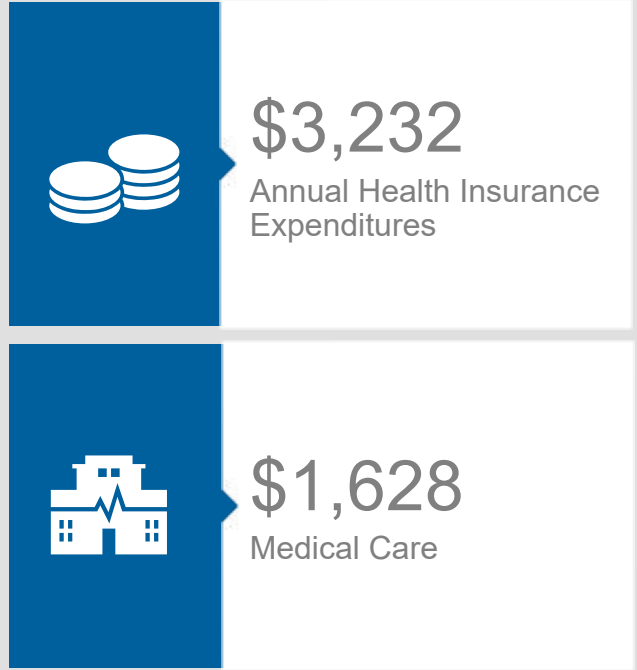
# Health Care & Insurance

Santa Cruz County, AZ 2  
Geography: County

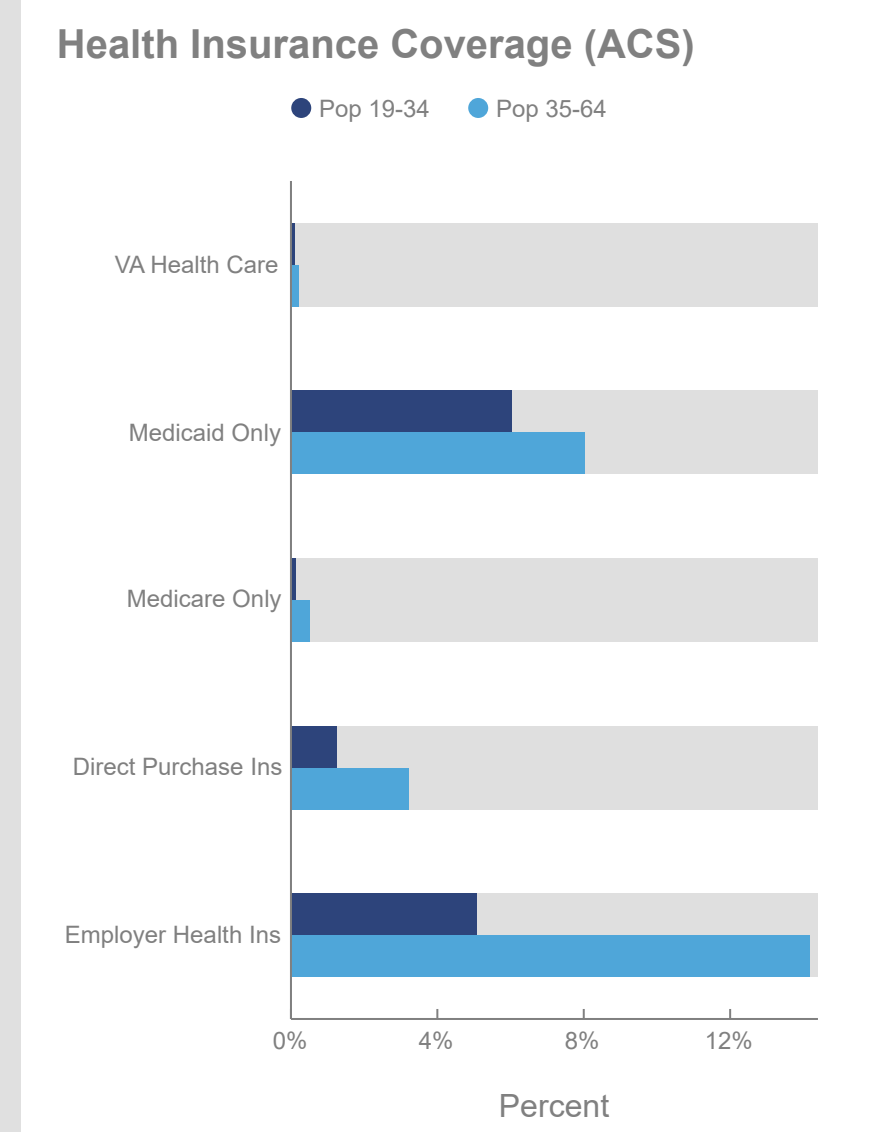
This infographic provides a set of key demographic and health care indicators. [Learn more about this data](#)

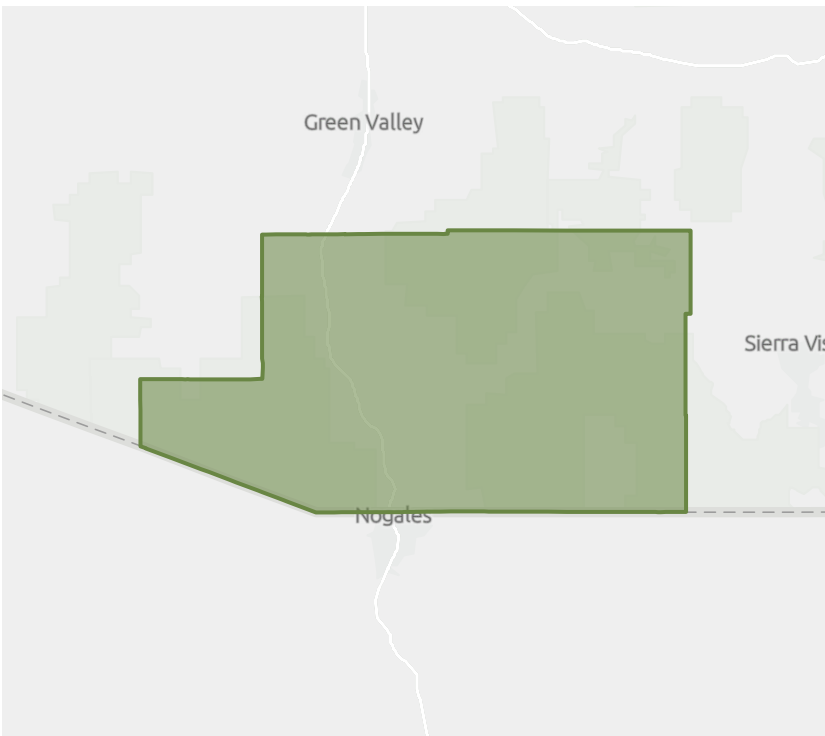


## Health Care Expenditure



Health Care (Consumer Spending)	Annual Expenditure
Blue Cross/Blue Shield	\$840.9
Medicare Payments	\$676.4
Physician Services	\$190.1
Dental Services	\$320.7
Eyecare Services	\$52.2
Lab Tests/X-rays	\$51.5
Hospital Room & Hospital Service	\$158.8
Convalescent/Nursing Home Care	\$28.8





# POPULATION TRENDS AND KEY INDICATORS

## Santa Cruz County, AZ 2 Geography: County

<b>48,066</b>	<b>16,957</b>	<b>2.83</b>	<b>37.4</b>	<b>\$48,273</b>	<b>\$199,048</b>	<b>59</b>	<b>113</b>	<b>77</b>
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

### MORTGAGE INDICATORS



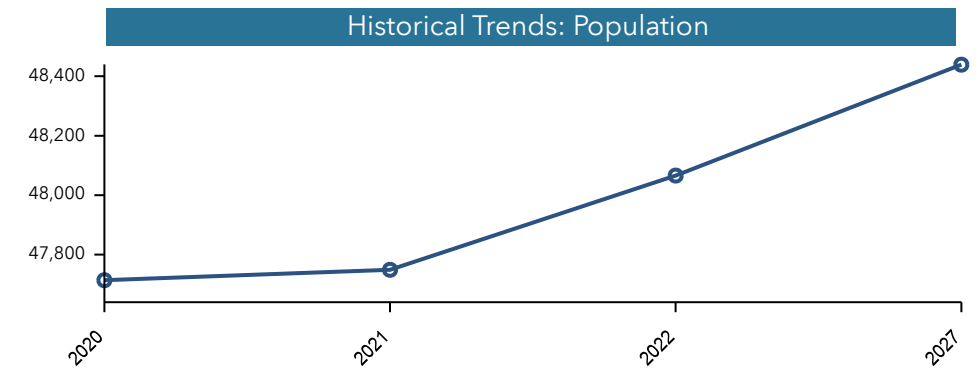
**\$8,041**

Avg Spent on Mortgage & Basics

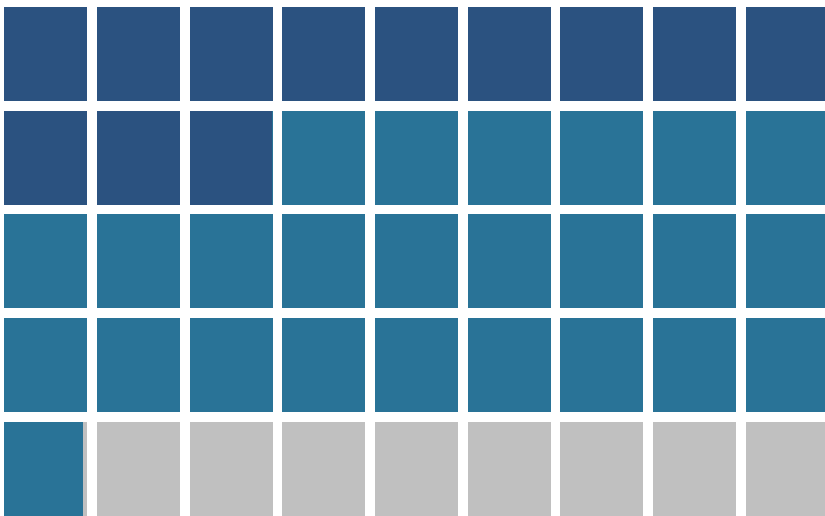


**21.7%**

Percent of Income for Mortgage



### POPULATION BY AGE



■ Under 18 (27%) ■ Ages 18 to 64 (55%) ■ Aged 65+ (18%)

### POPULATION BY GENERATION



**5.2%**

Greatest Gen:  
Born 1945/Earlier



**21.8%**

Baby Boomer:  
Born 1946 to 1964



**18.0%**

Generation X:  
Born 1965 to 1980



**20.5%**

Millennial:  
Born 1981 to 1998



**26.0%**

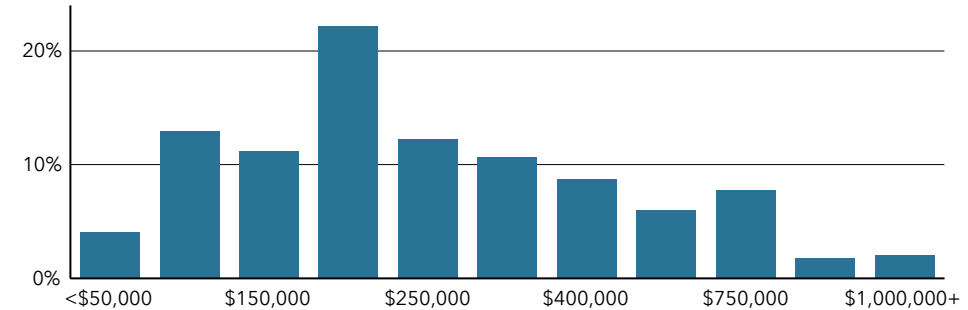
Generation Z:  
Born 1999 to 2016



**8.5%**

Alpha: Born  
2017 to Present

### Home Value



### Housing: Year Built

