

Senior Escapes

Dominant Tapestry Segment

KEY FACTS



125,122
Total Population



\$208,932
Median Home Value



3,892
Businesses



123,639
Daytime Population



42.1
Median Age



-0.12%
2020-2022 Pop Growth Rate



\$32,167
Per Capita Income

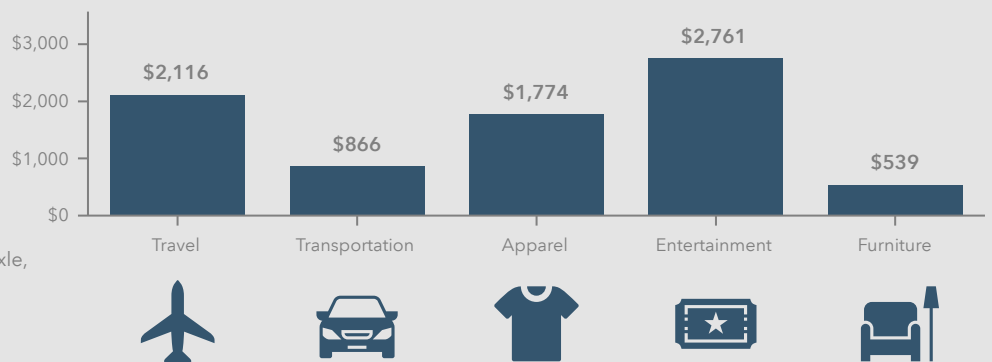


2.4
Avg Household Size



\$53,944
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

Cochise County, AZ
Geography: County

KEY FACTS

125,122

Population



2.4

Average Household Size

42.1

Median Age

\$53,944

Median Household Income

EDUCATION

11%

No High School Diploma



24%

High School Graduate



40%

Some College



25%

Bachelor's/Grad/Pr of Degree

BUSINESS



3,892

Total Businesses



39,608

Total Employees

EMPLOYMENT



58.9%

White Collar



20.0%

Blue Collar



21.1%

Services

3.5%

Unemployment Rate

INCOME



\$53,944

Median Household Income



\$32,167

Per Capita Income



\$128,192

Median Net Worth

Households By Income

The largest group: \$35,000 - \$49,999 (17.6%)

The smallest group: \$200,000+ (3.4%)

Indicator ▲	Value	Diff		
<\$15,000	10.6%	+2.8%		
\$15,000 - \$24,999	8.6%	+1.6%		
\$25,000 - \$34,999	9.8%	+2.2%		
\$35,000 - \$49,999	17.6%	+4.9%		
\$50,000 - \$74,999	15.9%	-2.7%		
\$75,000 - \$99,999	11.6%	-2.3%		
\$100,000 - \$149,999	16.4%	-0.8%		
\$150,000 - \$199,999	6.1%	-1.4%		
\$200,000+	3.4%	-4.3%		

Bars show deviation from Arizona

DEMOGRAPHIC SUMMARY

Cochise County, AZ
Geography: County

KEY FACTS

125,122

Population



51,081

Households

42.1

Median Age

\$47,143

Median Disposable Income

EDUCATION

11%

No High School Diploma



24%

High School Graduate



40%

Some College



25%

Bachelor's/Grad/Prof Degree

INCOME



\$53,944

Median Household Income



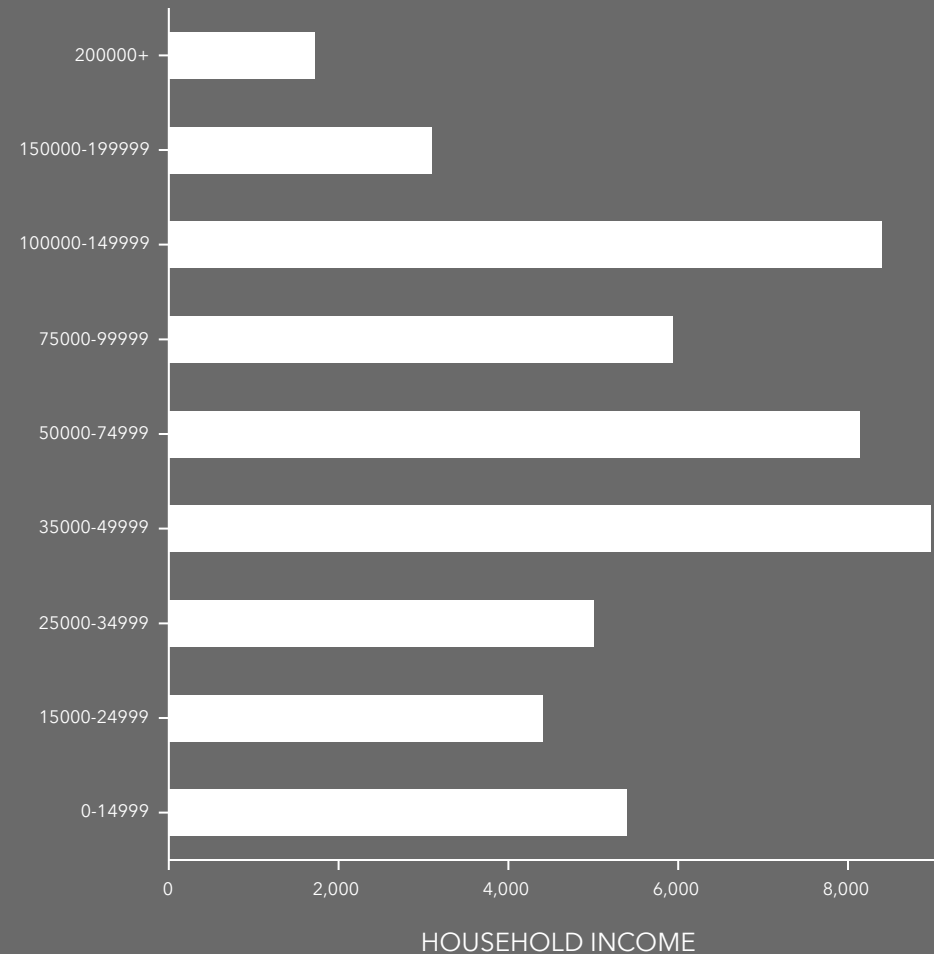
\$32,167

Per Capita Income



\$128,192

Median Net Worth



EMPLOYMENT



63%

White Collar



20%

Blue Collar



21%

Services

3.5%

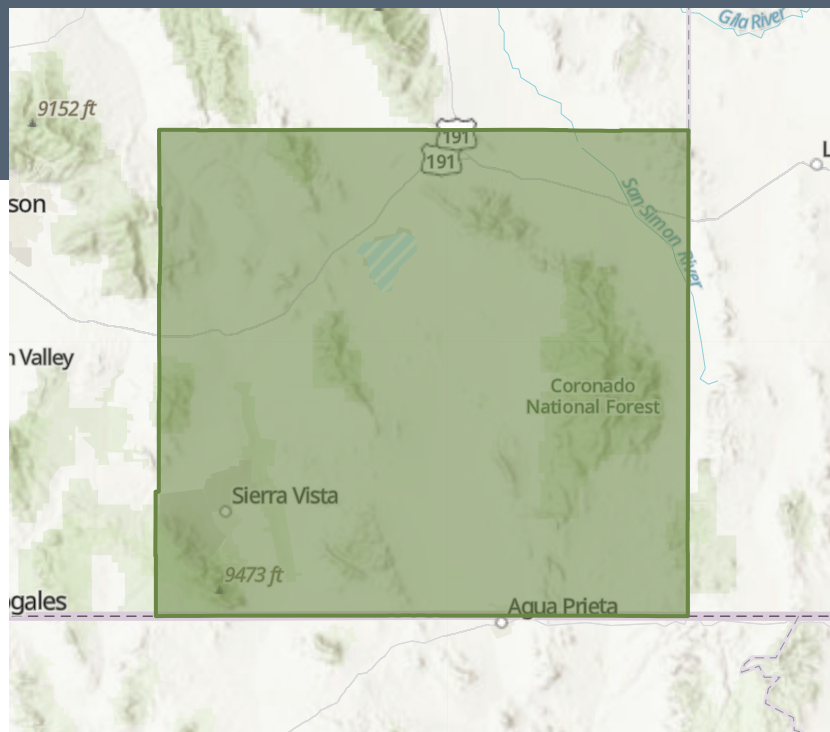
Unemployment Rate



AT RISK POPULATION PROFILE

Cochise County, AZ

Geography: County



125,122

Population

51,081

Households

2.35

Avg Size Household

42.1

Median Age

\$53,944

Median Household Income

\$208,932

Median Home Value

68

Wealth Index

119

Housing Affordability

75

Diversity Index

AT RISK POPULATION



17,149

Households With Disability



28,030

Population 65+



3,078

Households Without Vehicle

POVERTY AND LANGUAGE



15%

Households Below the Poverty Level



7,581

Households Below the Poverty Level



377

Pop 65+ Speak Spanish & No English

POPULATION AND BUSINESSES



123,639

Daytime Population



3,892

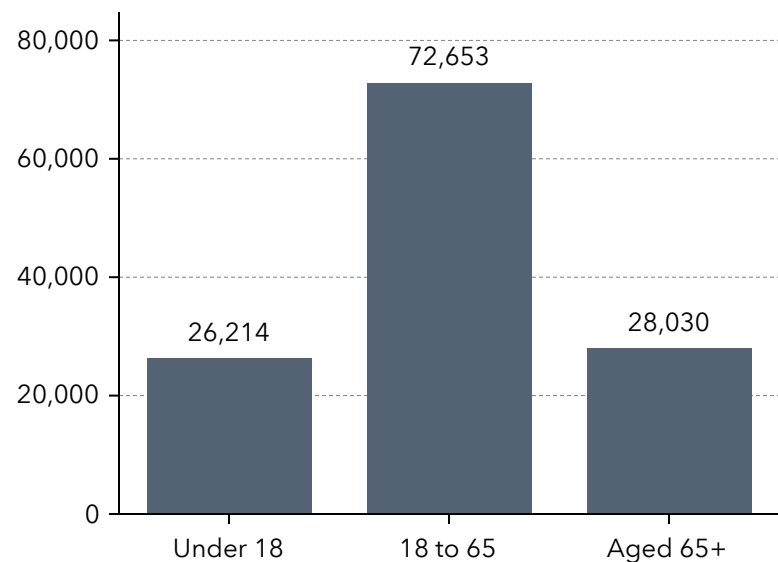
Total Businesses



39,608

Total Employees

POPULATION BY AGE



Language Spoken (ACS)	Age 5-17	18-64	Age 65+	Total
English Only	14,650	49,529	22,125	86,304
Spanish	4,928	18,961	4,656	28,545
Spanish & English Well	4,782	16,117	3,722	24,621
Spanish & English Not Well	119	1,963	557	2,639
Spanish & No English	27	881	377	1,285
Indo-European	126	1,203	775	2,104
Indo-European & English Well	126	1,128	756	2,010
Indo-European & English Not Well	0	75	19	94
Indo-European & No English	0	0	0	0
Asian-Pacific Island	126	1,029	483	1,638
Asian-Pacific Isl & English Well	126	891	354	1,371
Asian-Pacific Isl & English Not Well	0	138	129	267
Asian-Pacific Isl & No English	0	0	0	0
Other Language	15	460	62	537
Other Language & English Well	15	380	51	446
Other Language & English Not Well	0	36	11	47
Other Language & No English	0	44	0	44

COMMUNITY PROFILE

Geography: County
Cochise County, AZ

125,122	-0.12%	2.35	74.7	42.1	\$53,944	\$208,932	\$128,192	20.9%	57%	28,030
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+



21.1%
Services

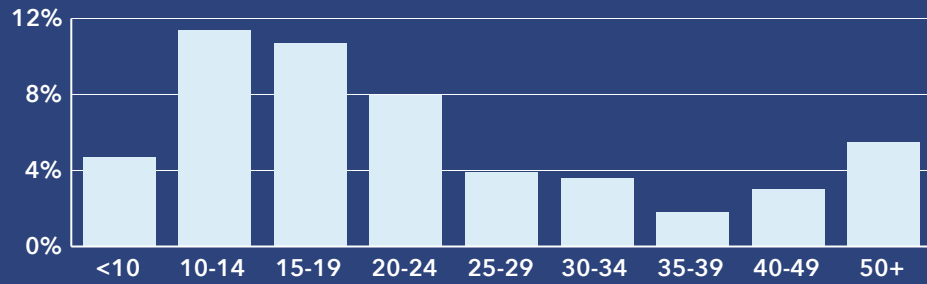


20.0%
Blue Collar



58.9%
White Collar

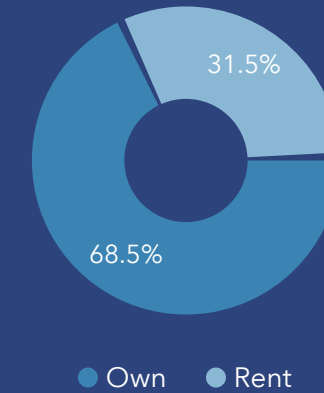
Mortgage as Percent of Salary



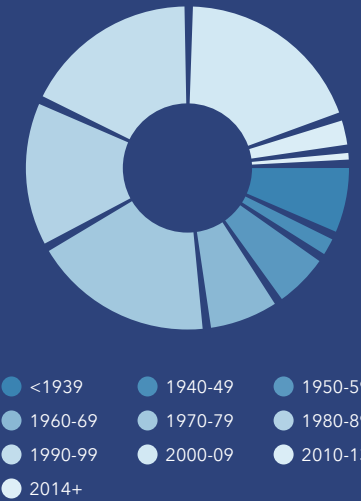
Age Profile: 5 Year Increments



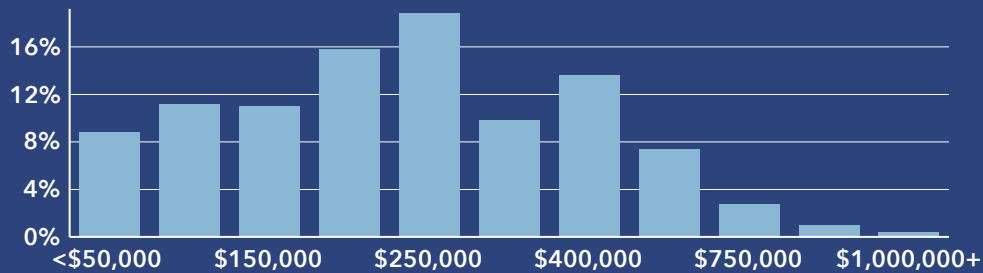
Home Ownership



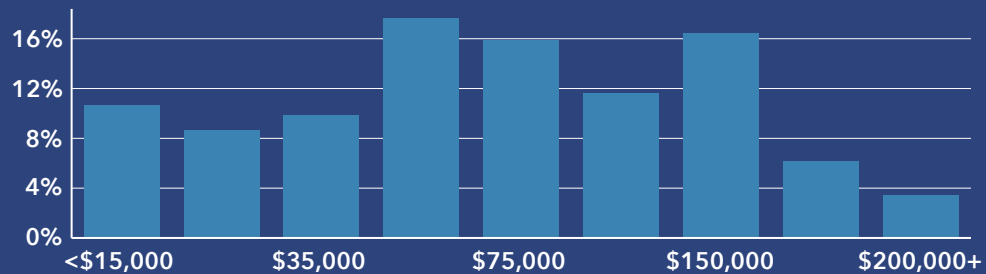
Housing: Year Built



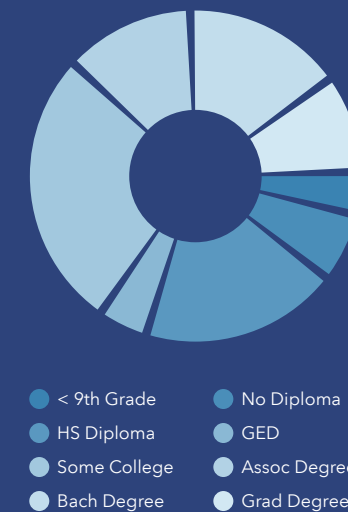
Home Value



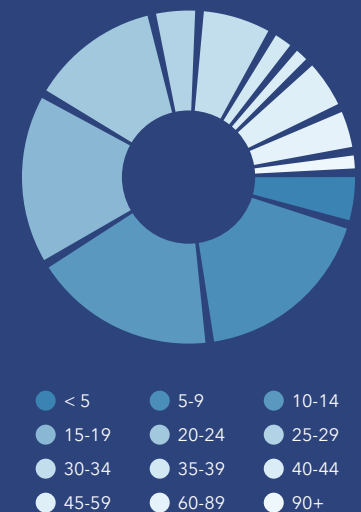
Household Income



Educational Attainment



Commute Time: Minutes



Dots show comparison to Arizona

COMMUTE PROFILE

Cochise County, AZ 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



47,285

ACS Workers Age 16+



78.7%

Drove Alone to Work

TRANSPORTATION TO WORK



0.5%

Took Public Transportation



9.1%

Carpooled



3.0%

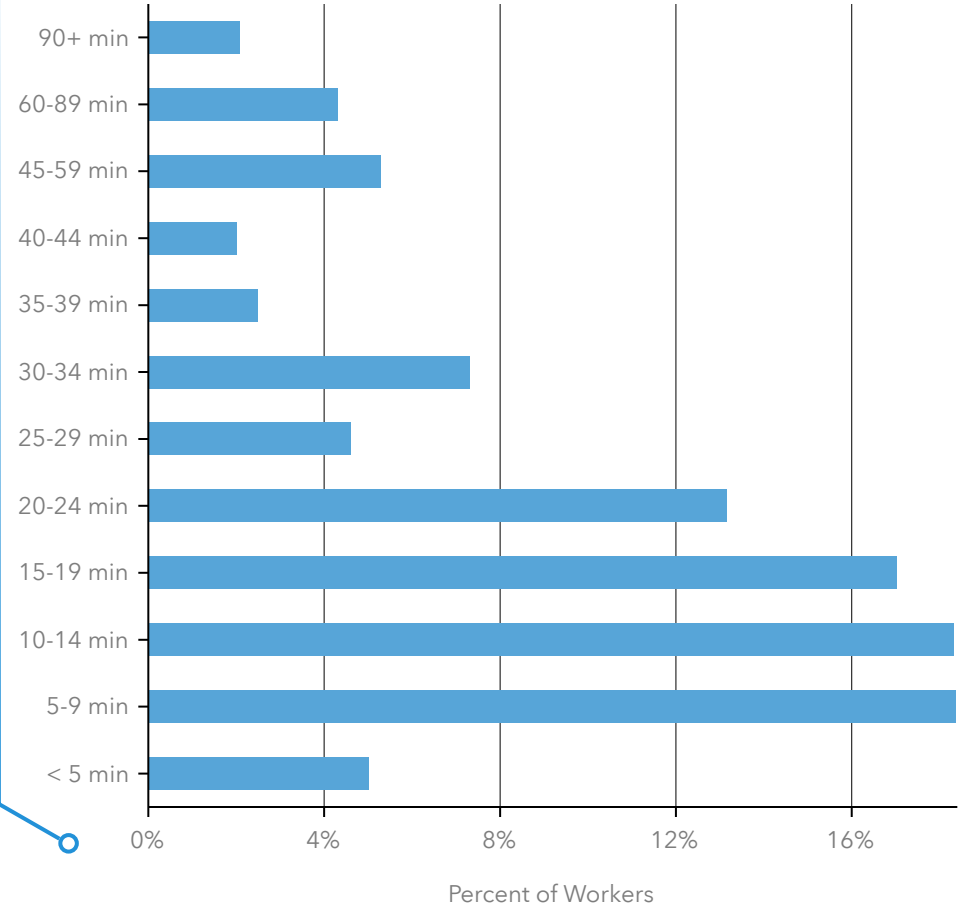
Walked to Work



0.4%

Bike to Work

TRAVEL TIME TO WORK

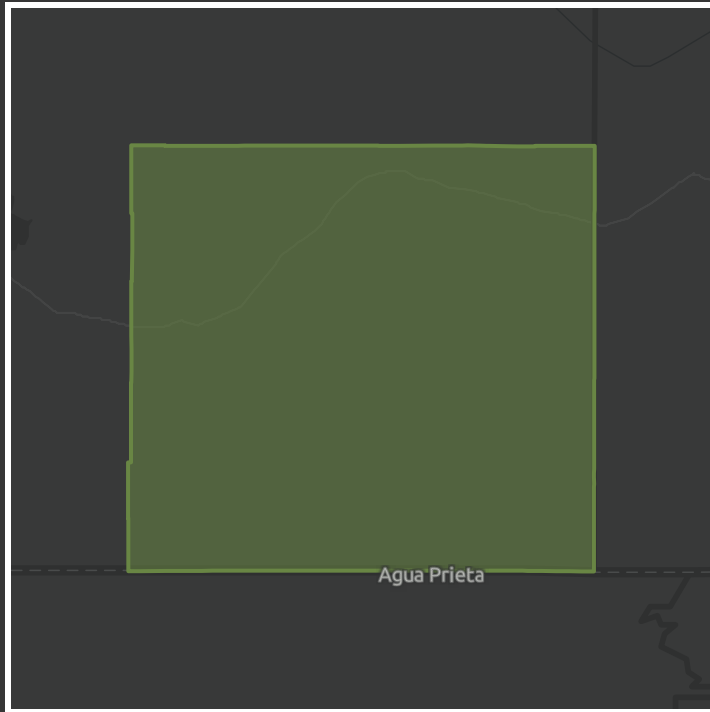




CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Cochise County, AZ

Geography: County



125,122

Population

2.35

Avg Size Household

51,081

Households

42.1

Median Age

\$53,944

Median Household Income

\$208,932

Median Home Value

119

Housing Affordability

91%

Internet at Home

POPULATION AND BUSINESSES



123,639

Daytime Population



3,892

Total Businesses



39,608

Total Employees

POVERTY



7,581

Households Below the Poverty Level

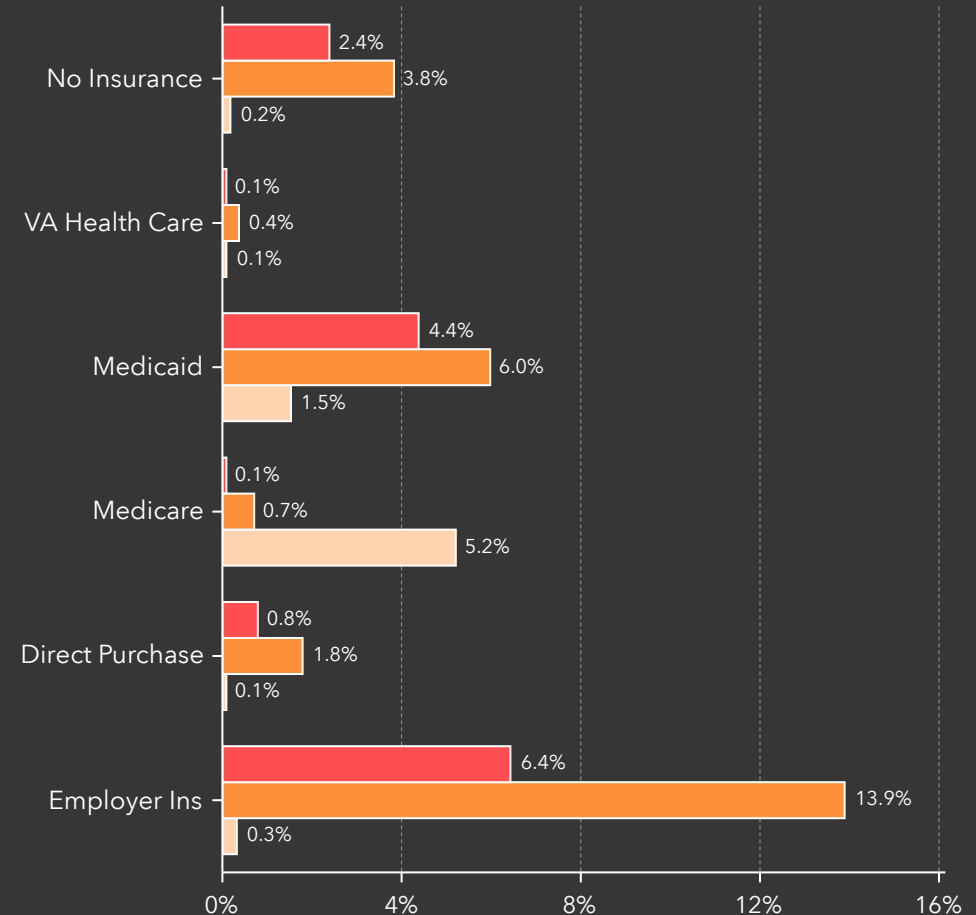


7,603

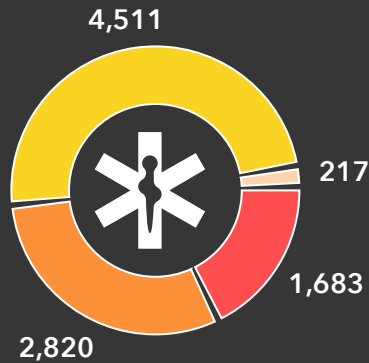
Households Receiving Food Stamps/SNAP

HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



POPULATION NO HEALTH INSURANCE (ACS)



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

AT RISK POPULATION



17,149

Households With Disability



28,030

Population 65+



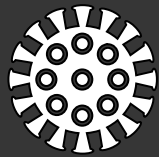
3,078

Households Without Vehicle



Source: Esri forecasts for 2022, 2027, 2016-2020, Esri, Esri-MRI-Simmons, Esri-Data Axle, ACS

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

Cochise County, AZ

125,122

Population

2.35

Avg Size Household

51,081

Households

42.1

Median Age

\$53,944

Median Household Income

\$208,932

Median Home Value

119

Housing Affordability

91%

Internet at Home

POPULATION AND POVERTY STATUS (ACS)

	Total
Population for whom Poverty Status is Determined	119,114
Income to Poverty Ratio <0.50	6,555
Income to Poverty Ratio 0.50-0.99	11,566
Income to Poverty Ratio 1.00-1.24	7,311
Income to Poverty Ratio 1.25-1.49	6,386
Income to Poverty Ratio 1.50-1.84	9,964
Income to Poverty Ratio 1.85-1.99	4,063
Income to Poverty Ratio 2.00+	73,269

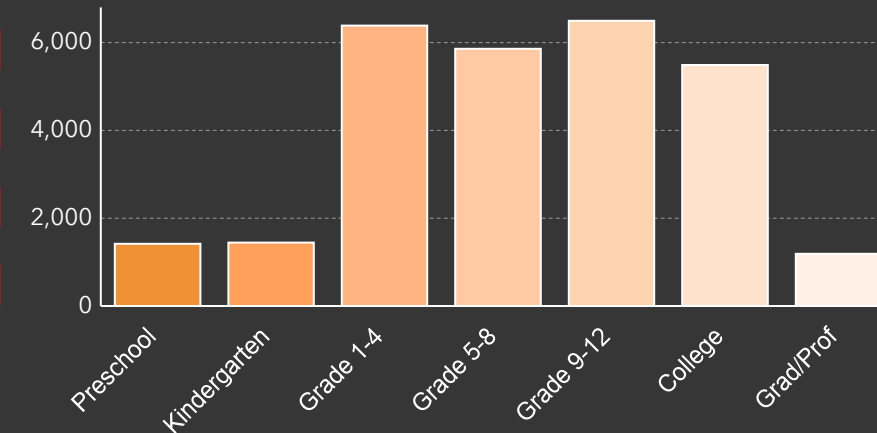
POVERTY LEVELS (ACS)

	Below	Above	Total
Total	7,581	43,336	50,917
Married Couple Families	1,117	23,006	24,123
Other Families w/Male Householder	651	1,700	2,351
Other Families w/Female Householder	1,683	3,500	5,183
Nonfamilies w/Male Householder	1,717	7,519	9,236
Nonfamilies w/Female Householder	2,413	7,611	10,024

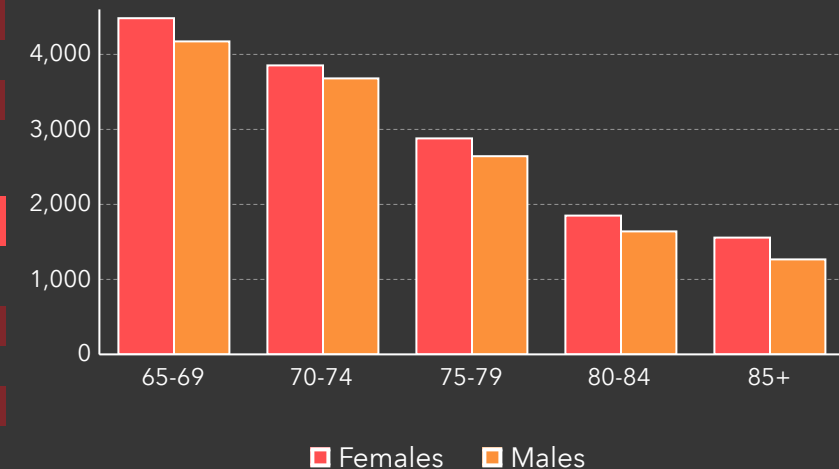
NO HEALTH INSURANCE COVERAGE

	(ACS) %	Total
Population <19	1.4%	1,683
Population Age 19-34	2.4%	2,820
Population Age 35-64	3.8%	4,511
Population Age 65+	0.2%	217

SCHOOL ENROLLMENT (ACS)

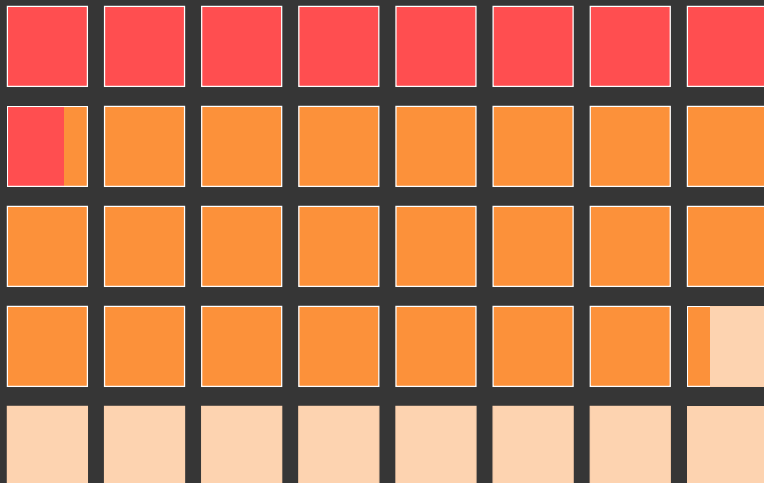


SENIOR POPULATION



LANGUAGE (ACS)	Age 5-17	18-64	Age 65+	Total
English Only	14,650	49,529	22,125	86,304
Spanish	4,928	18,961	4,656	28,545
Spanish & English Well	4,782	16,117	3,722	24,621
Spanish & English Not Well	119	1,963	557	2,639
Indo-European	126	1,203	775	2,104
Indo-European & English Well	126	1,128	756	2,010
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Asian-Pacific Island	126	1,029	483	1,638
Asian-Pacific Isl & English Well	126	891	354	1,371
Asn-Pacific Isl & English Not Well	0	138	129	267
Other Language	15	460	62	537
Other Language & English Well	15	380	51	446
Other Lang. & English Not Well	0	36	11	47

POPULATION BY AGE



Under 18 (22.0%) Age 18 to 64 (57.0%) Age 65+ (22.0%)

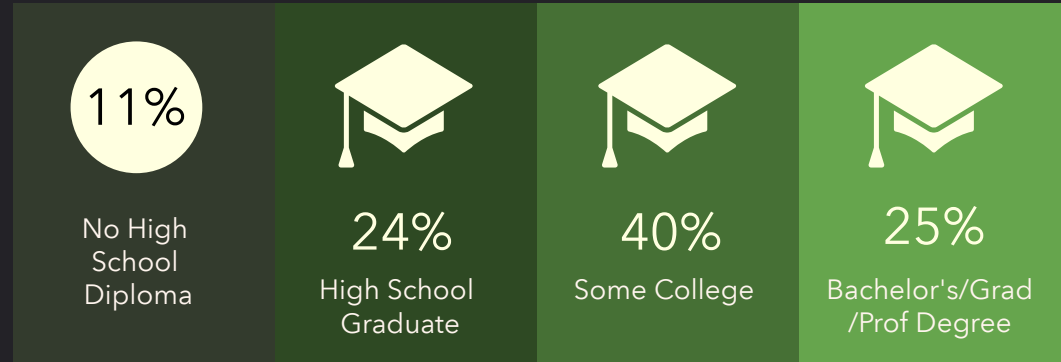
DEMOGRAPHIC PROFILE

Cochise County, AZ

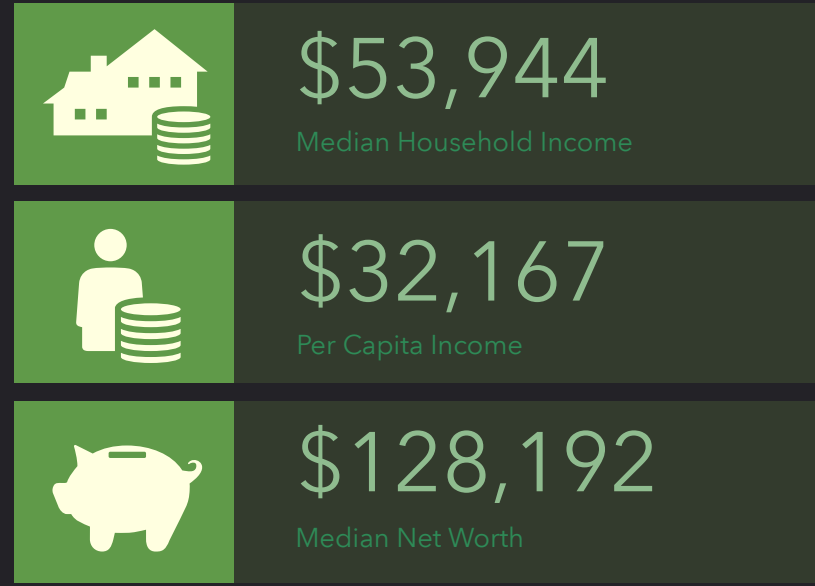
Geography: County



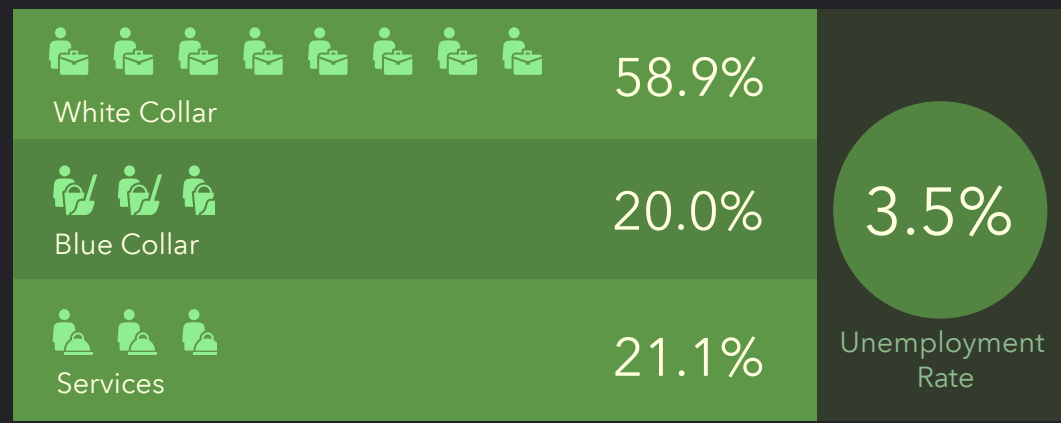
EDUCATION



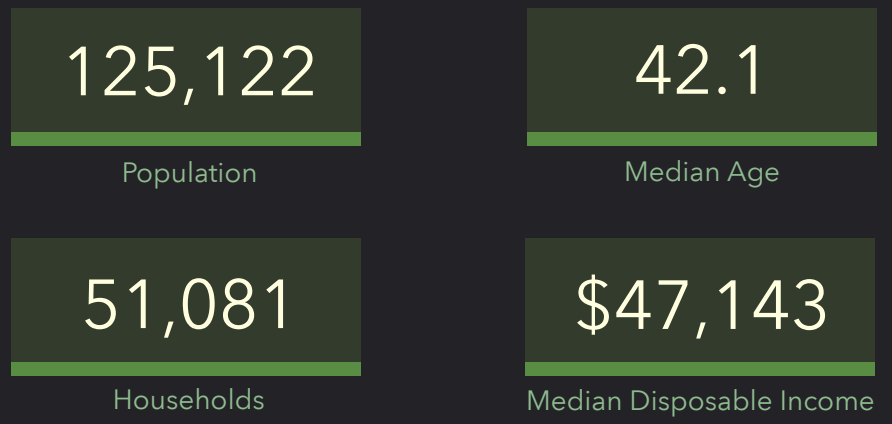
INCOME



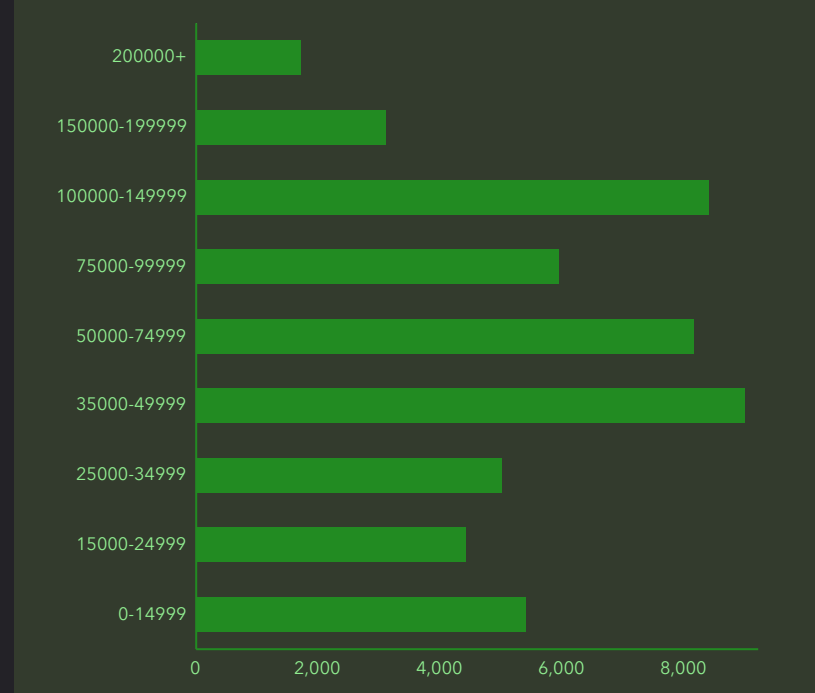
EMPLOYMENT



KEY FACTS



HOUSEHOLD INCOME (\$)





Senior Escapes

Cochise County, AZ

Geography: County



TAPESTRY
SEGMENTATION
esri.com/tapestry

DOMINANT TAPESTRY SEGMENT



9,824 households are *Senior Escapes*

19.2% of households are in this segment

Senior Escapes: *Senior Styles* LifeMode

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences...

[Learn more...](#)

ABOUT THIS SEGMENT



Labor force participation is low and many households are drawing Social Security income.



They are limited by medical conditions but still enjoy gardening and working on their vehicles.



They only spend within their means, do their banking in person, and do not carry a balance on their credit card.



Frequently dine out at Wendy s, Golden Corral, and Cracker Barrel.



Get most information from TV and the Sunday newspaper - light users of home computers and the Internet.

ABOUT THIS AREA

Household Type:

Single Family; Mobile Homes/Seasonal

Employment:

Retired; Svcs; Prof; Admin

Median Age:

42.1

Median Household Income:

\$53,944

Education:

37.7% have a college degree



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

125,122

Population

51,081

Households

2.35

Avg Size Household

68

Wealth Index

119

Housing Affordability

75

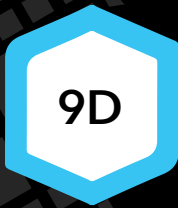
Diversity Index

\$208,932

Median Home Value

0.00%

Forecasted Annual Growth Rate



Senior Escapes

Cochise County, AZ

Geography: County



TAPESTRY
SEGMENTATION
esri.com/tapestry

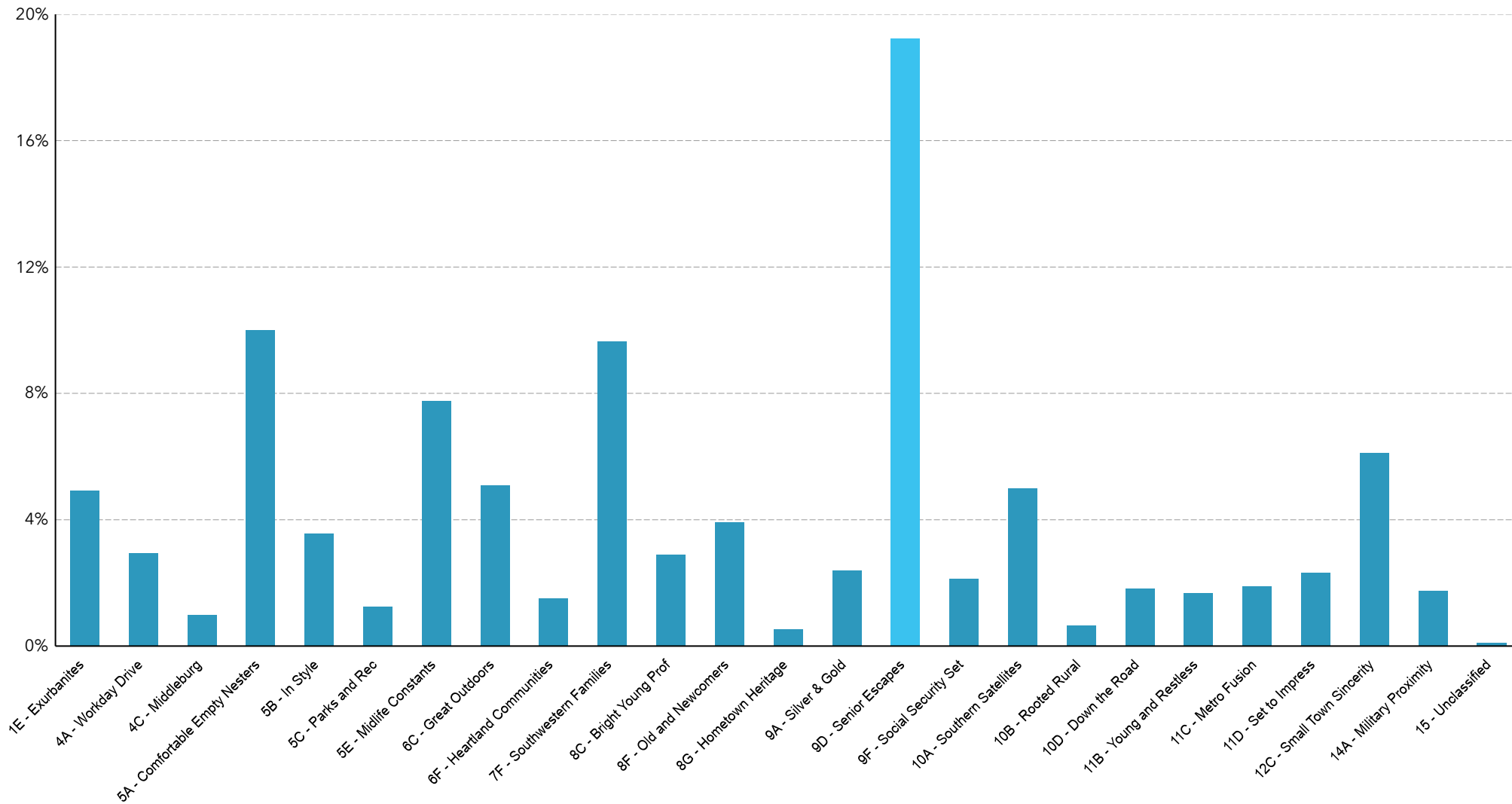
TAPESTRY SEGMENTATION COMPOSITION

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



51,081 total households in this area

9,824 households in *Senior Escapes* - 19.2%





Key Demographic Indicators

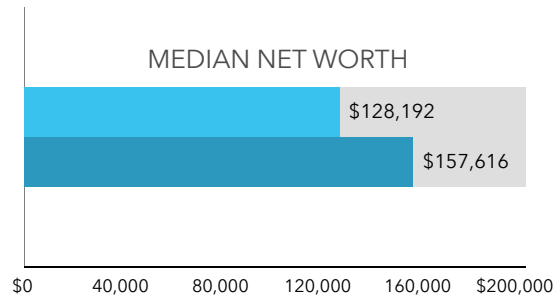
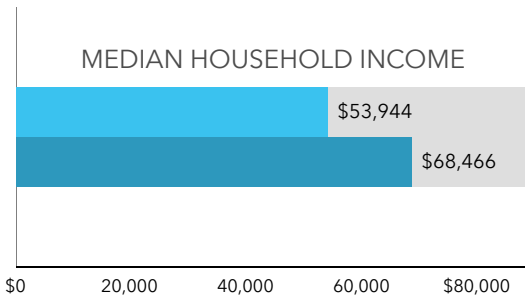
Cochise County, AZ

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.

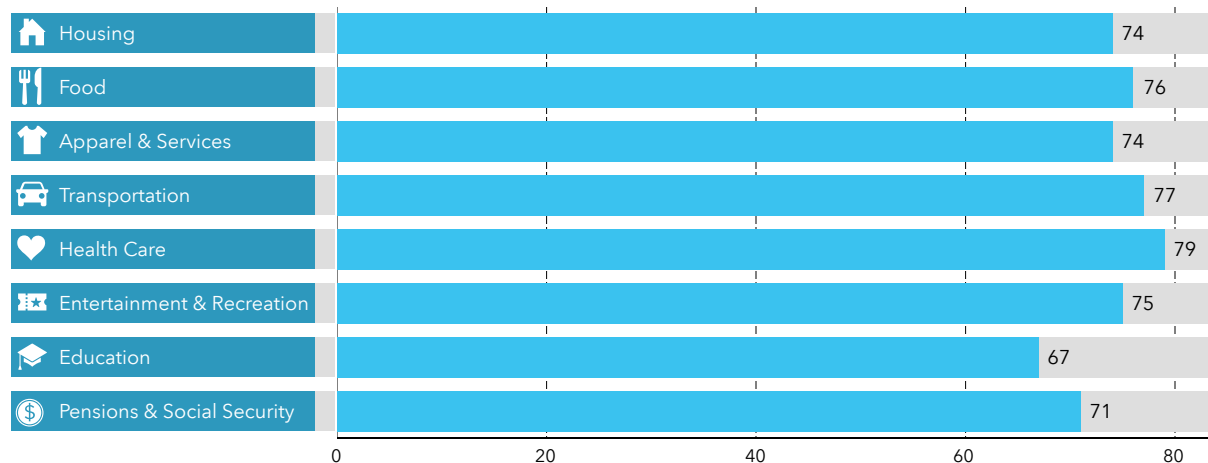


Bars show comparison to

Bars show comparison to

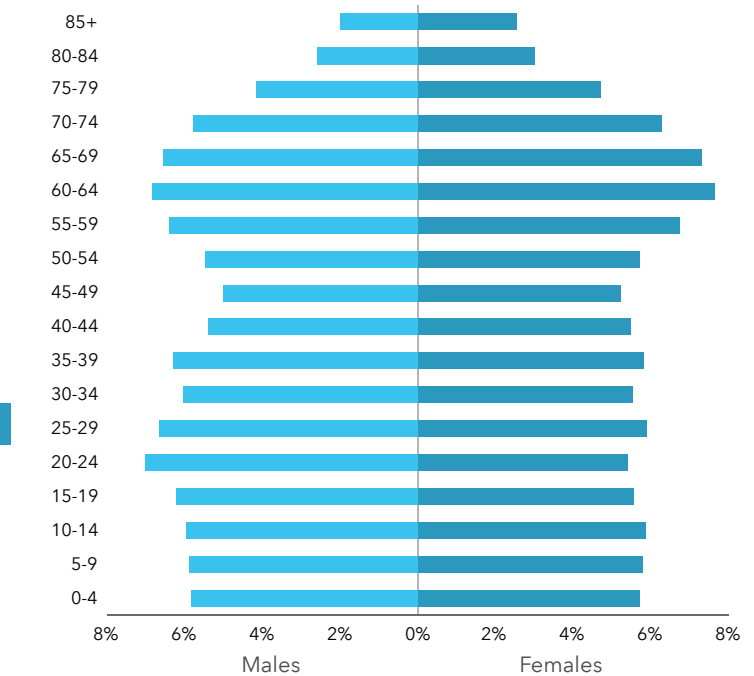
AVERAGE HOUSEHOLD BUDGET INDEX

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.



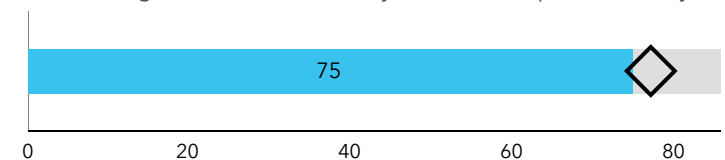
AGE BY SEX

Median Age: 42.1



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

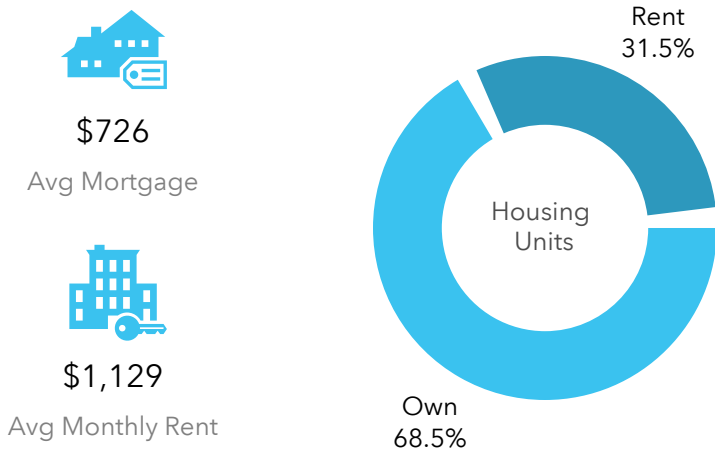
Cochise County, AZ

Geography: County



HOUSING

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

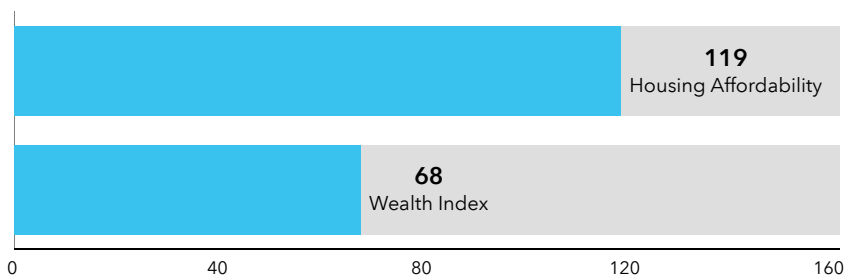


Typical Household Type: Single Family; Mobile Homes/Seasonal

Median Home Value: \$208,932

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
English Only	14,650	49,529	22,125	86,304
Spanish	4,928	18,961	4,656	28,545
Spanish & English Well	4,782	16,117	3,722	24,621
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Other Language	15	460	62	537
Other Language & English Well	15	380	51	446
Other Language & English Not Well	0	36	11	47

POPULATION DENSITY

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



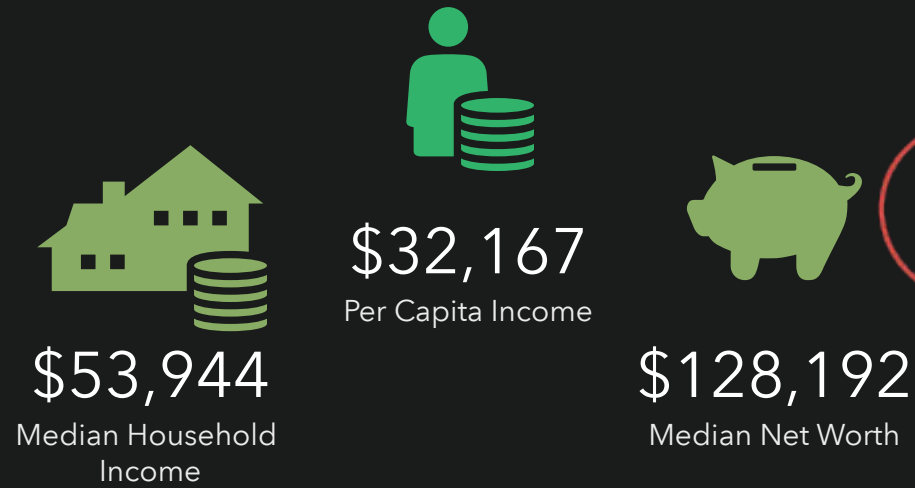
Dots show comparison to

Employment Overview

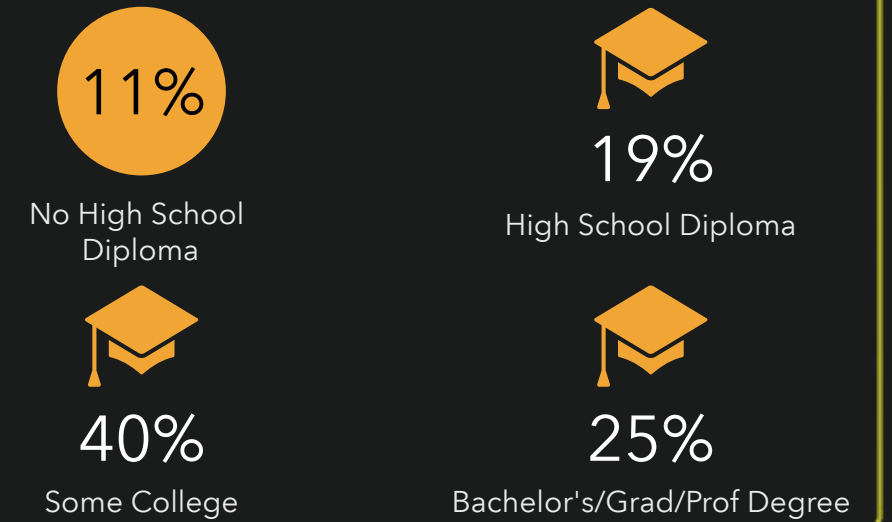
Cochise County, AZ
Geography: County



INCOME



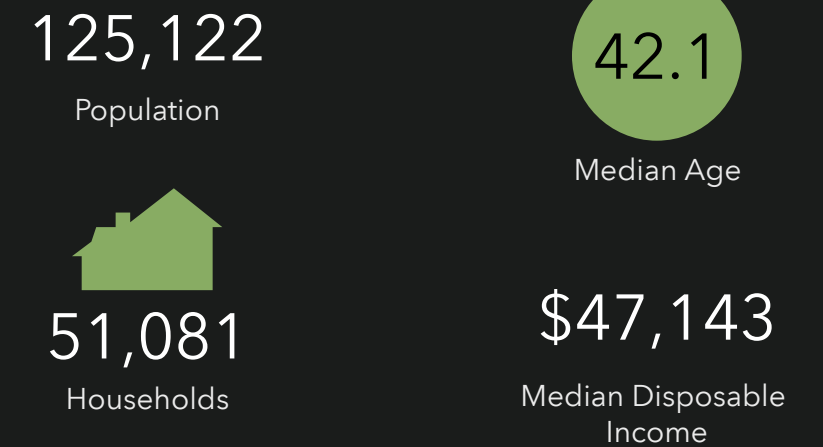
EDUCATION



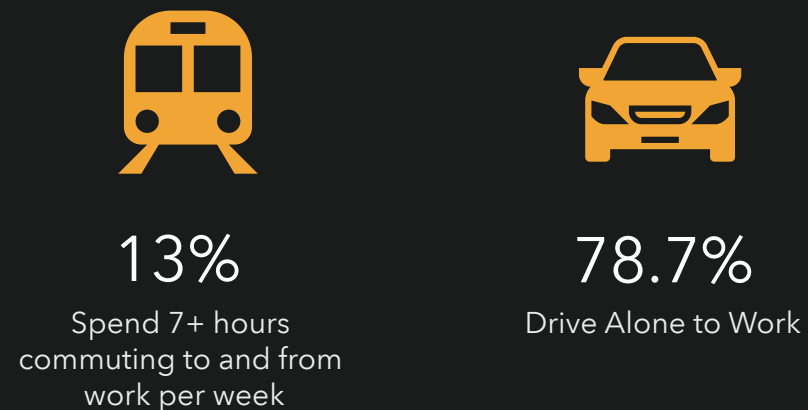
BUSINESS



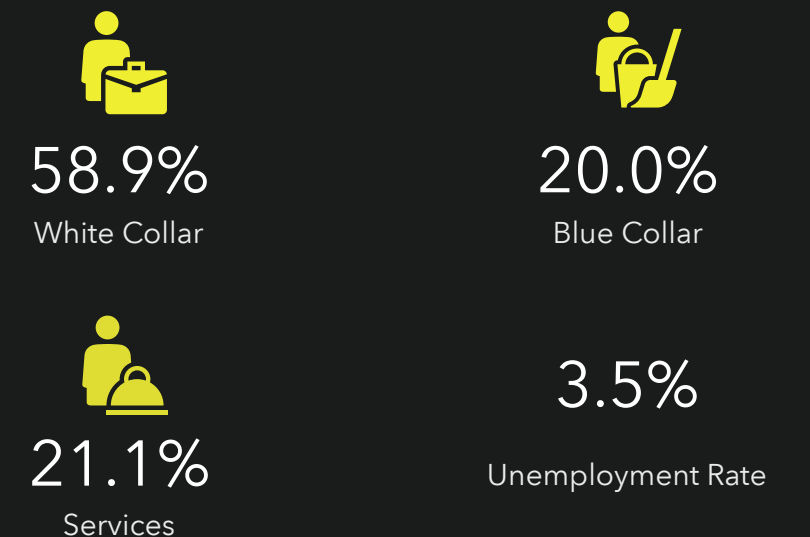
KEY FACTS



COMMUTERS



EMPLOYMENT

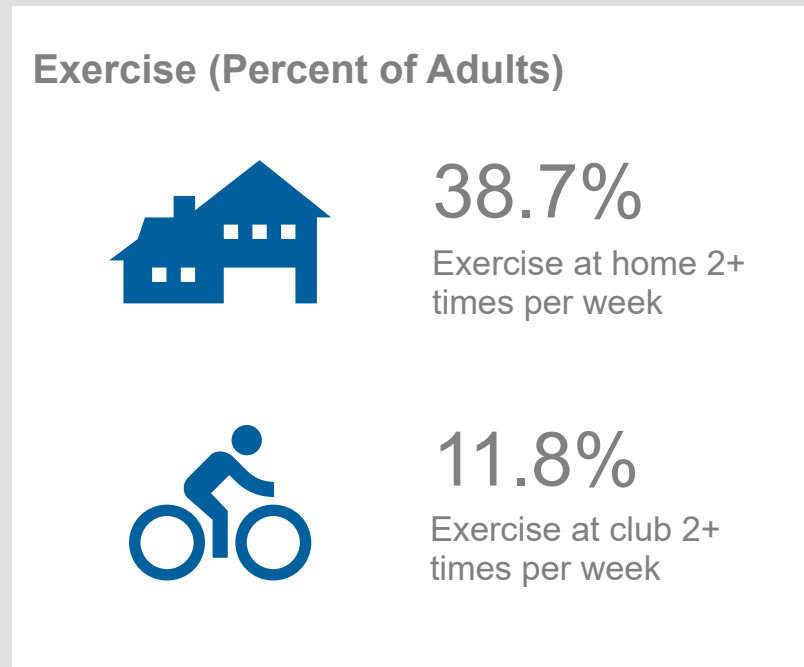
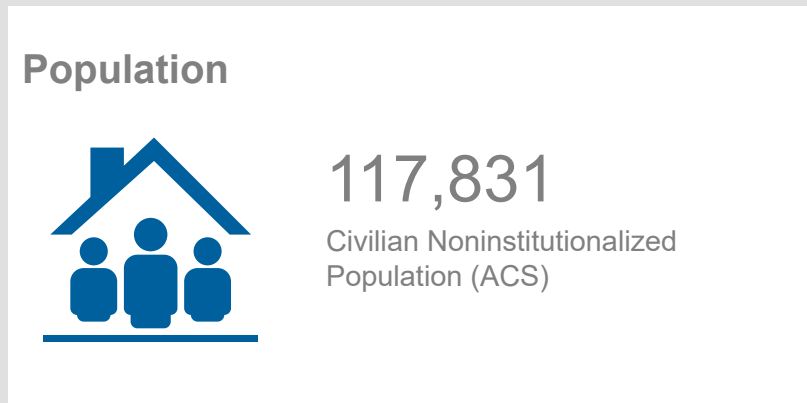


This infographic contains data provided by Esri, Esri-Data Axle, Esri-MRI-Simmons, ACS. The vintage of the data is 2022, 2027, 2016-2020.

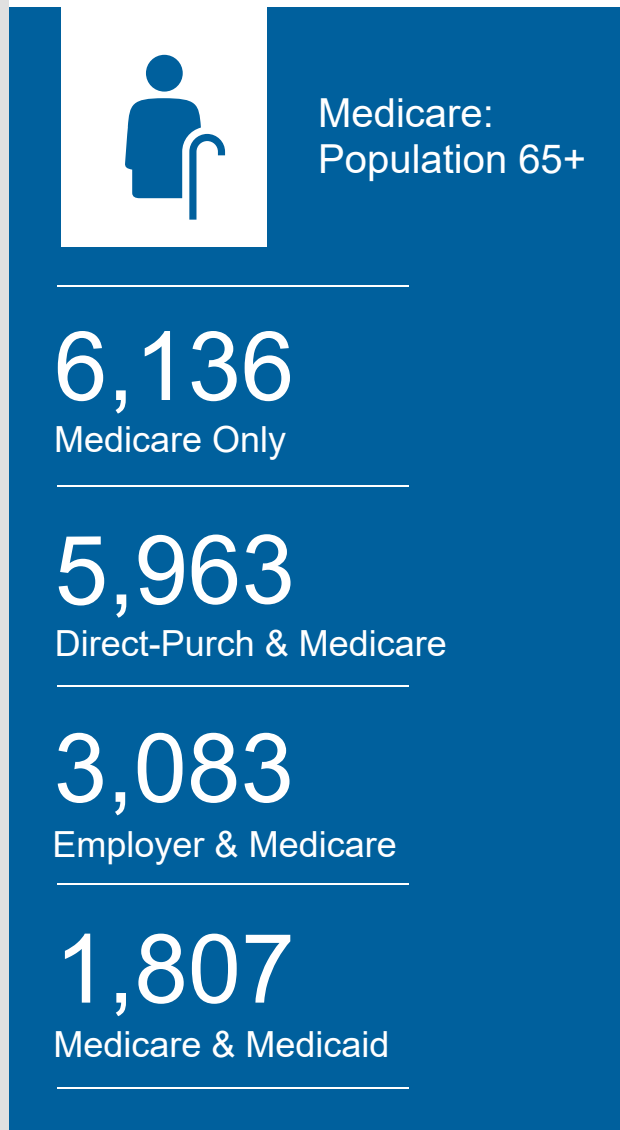
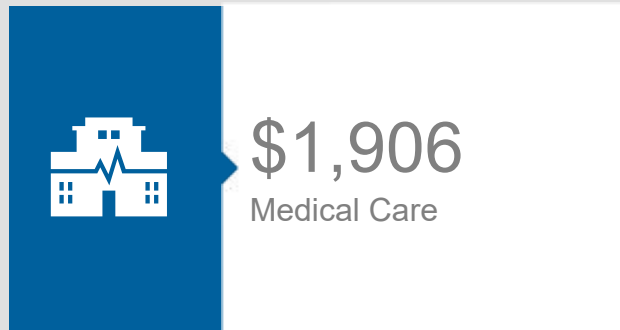
Health Care & Insurance

Cochise County, AZ
Geography: County

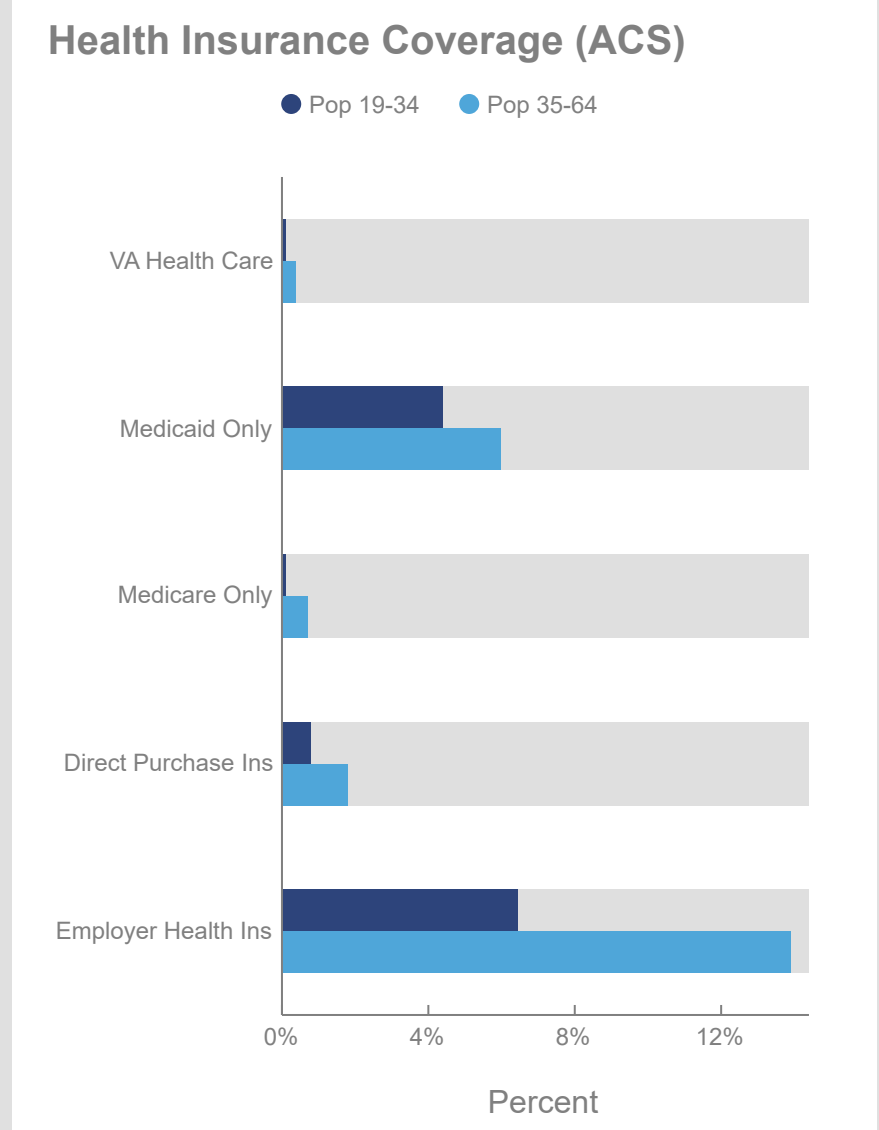
This infographic provides a set of key demographic and health care indicators. [Learn more about this data](#)



Health Care Expenditure

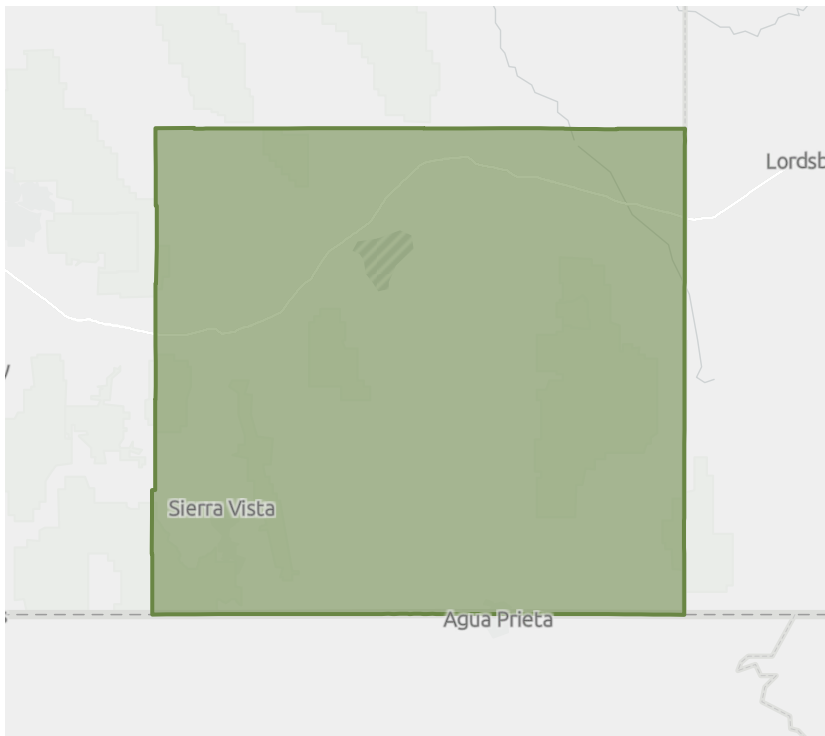


Health Care (Consumer Spending)	Annual Expenditure
Blue Cross/Blue Shield	\$932.0
Medicare Payments	\$832.6
Physician Services	\$217.4
Dental Services	\$365.4
Eyecare Services	\$60.7
Lab Tests/X-rays	\$60.3
Hospital Room & Hospital Service	\$177.8
Convalescent/Nursing Home Care	\$33.1



POPULATION TRENDS AND KEY INDICATORS

Cochise County, AZ
Geography: County



125,122	51,081	2.35	42.1	\$53,944	\$208,932	68	119	75
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$8,715

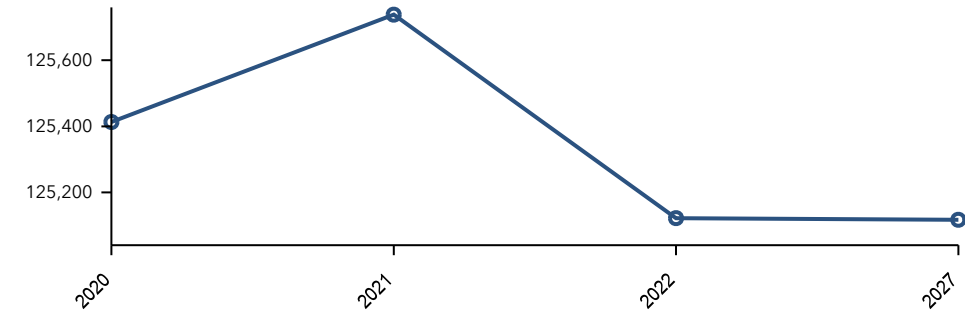
Avg Spent on Mortgage & Basics



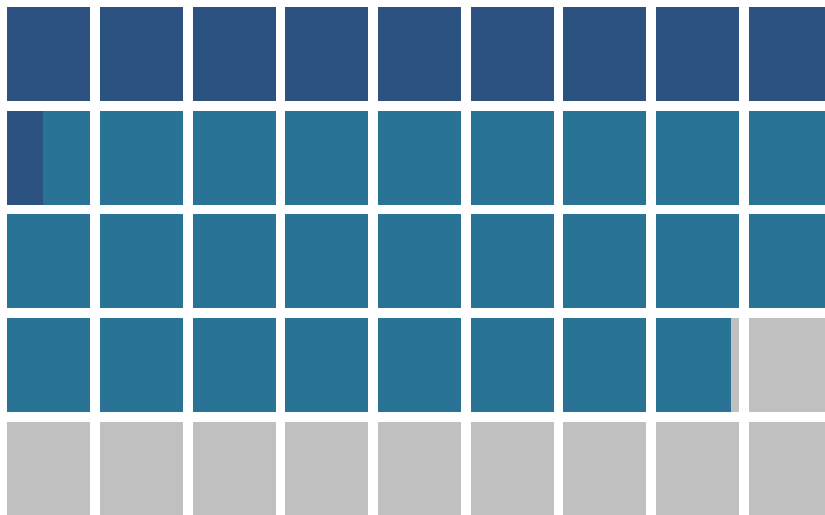
20.4%

Percent of Income for Mortgage

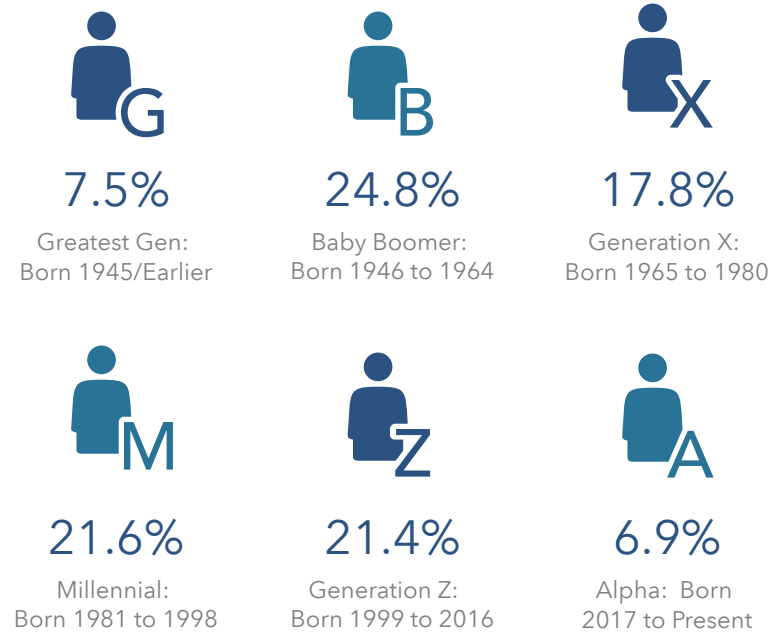
Historical Trends: Population



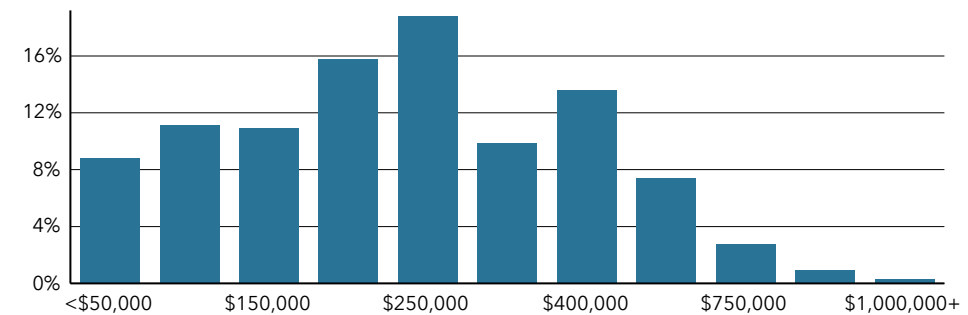
POPULATION BY AGE



POPULATION BY GENERATION



Home Value



Housing: Year Built

