

# MARKET SNAPSHOT

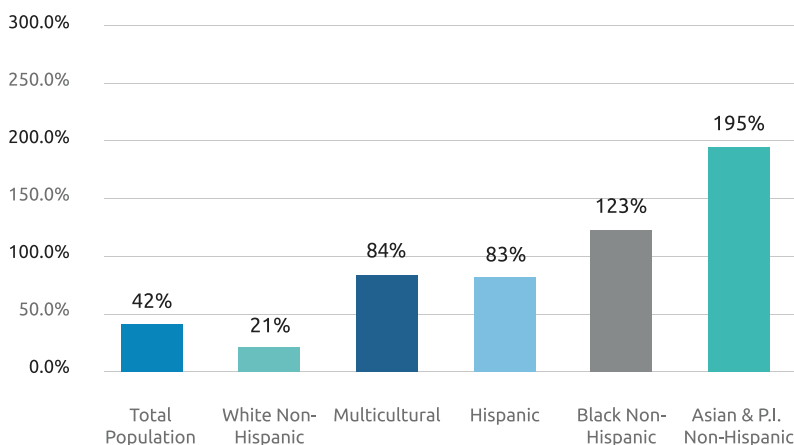
## Phoenix, AZ DMA

The DMA for Phoenix, Arizona is the 11th most populous in the United States. It stretches from the New Mexico border all the way west to the California Border, including 11 of the 15 counties in Arizona.

Population	2017 Ranking	2017 Population
Total	11	5,562,333
Hispanic	8	1,644,803
White Non-Hispanic	12	3,145,418
Black Non-Hispanic	47	261,700
Asian Non-Hispanic	18	204,254

The non-Hispanic Asian population in the Phoenix area continues to grow at historically high rates of more than 195% between 2000 and 2017 (more than double the National Average), and is forecast to grow at a similar rate through 2018.

### Percent Change – 2000 vs. 2017

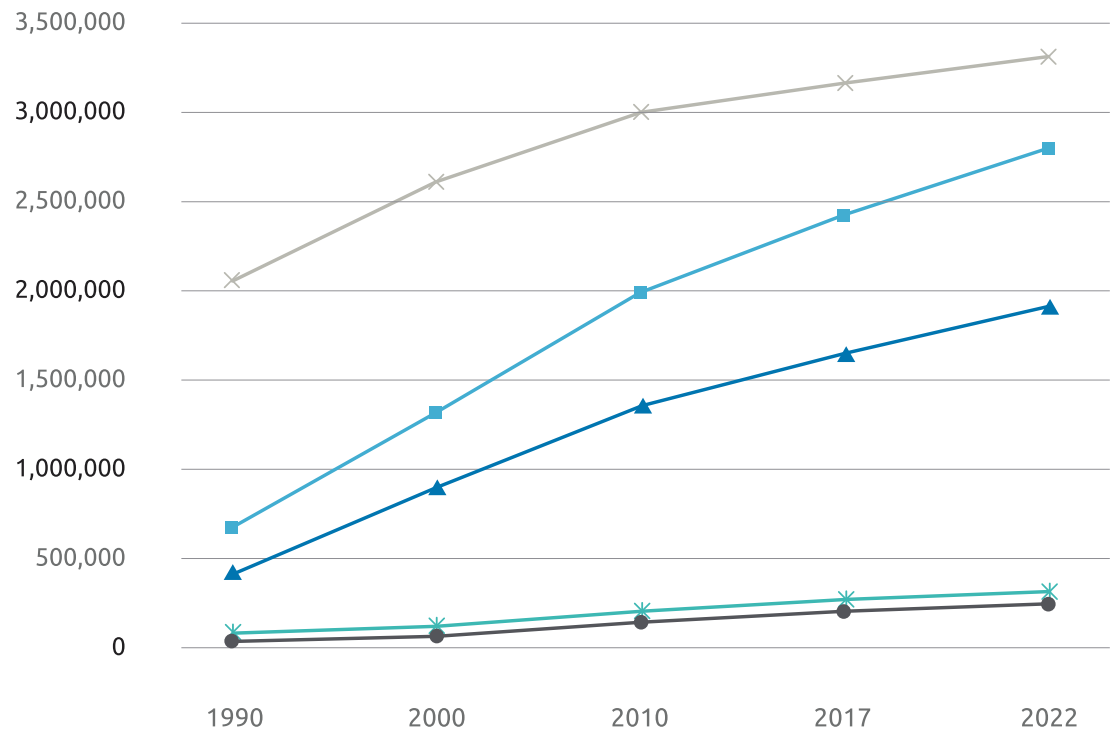


The Hispanic population in Phoenix also continues to show significant growth. In fact, the Hispanic population has experienced nearly 83% growth between 2000 and 2017 and now makes up almost 30% of the total population. Today the Phoenix DMA is home to more than 1.6 Million Hispanics.

While White Non-Hispanics make up 56.5% of the total population, this segment is growing at a much slower pace, and only witnessed 21% growth during the same period.

- Over 27% of the Phoenix DMA is made of Millennials.
- The estimated average household income in 2018 is \$80,116
- Non-family households make up 33.34% of the Phoenix DMA.
- 42.71% of the households in the Phoenix DMA are comprised of a married couple with no children of their own.
- The average age of people living in the Phoenix DMA is 39.

#### Population by Race/Ethnicity Counts

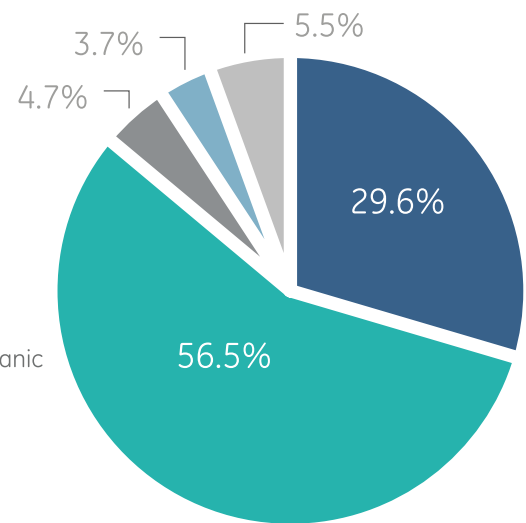


✕ White Non Hispanic	2,048,239	2,605,369	2,999,200	3,145,418	3,303,425
▲ Hispanic Population	423,877	899,480	1,356,632	1,644,803	1,905,364
✱ Black Non-Hispanic	78,236	117,579	199,774	261,700	308,291
● Asian & P.I. Non-Hispanic	36,613	69,239	141,101	204,254	251,672
■ Multicultural Population	666,880	1,310,321	1,984,389	2,416,915	2,792,570

## > | 2017 POPULATION BY RACE/ETHNICITY PERCENT

43.5% of the population in the Phoenix DMA is multicultural. Hispanics account for the largest multicultural segment, at nearly 30% of the total population.

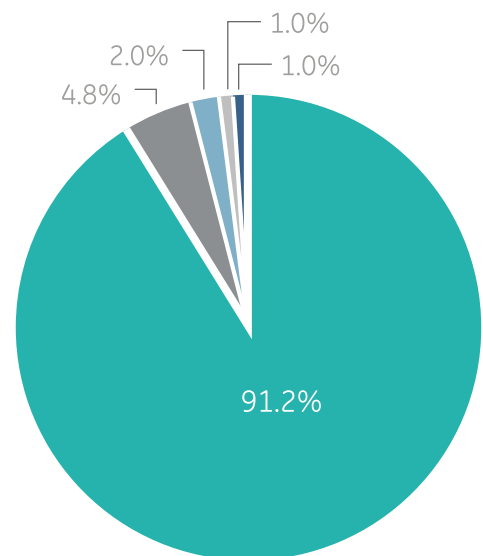
- Hispanic
- White Non-Hispanic
- Black Non-Hispanic
- Asian & P.I. Non-Hispanic
- All Other



## > | 2017 HISPANIC COUNTRY OF ORIGIN PERCENT

The majority of the Hispanic population in the Phoenix DMA is of Mexican descent (91.2%). Population of Puerto Rican descent account for the 2nd largest Hispanic group in the DMA, accounting for over 32,336 individuals.

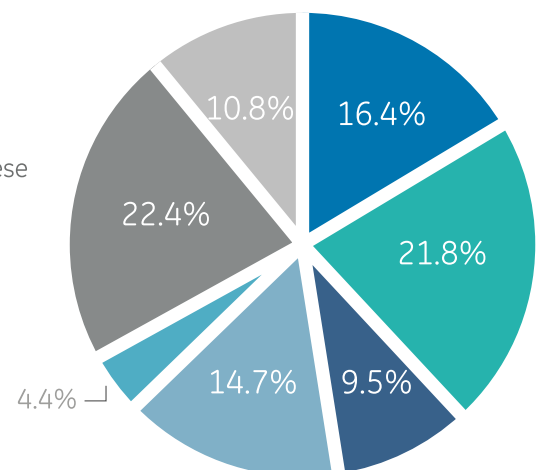
- Puerto Rican
- Guatemalan
- Salvadoran
- Mexican
- All Other



## > | 2017 ASIAN POPULATION BY RACE/ETHNICITY PERCENT

The pie chart shows that the Phoenix DMA's major Asian Race/ethnicities are Chinese & Taiwanese and Filipino.

- Asian Indian
- Chinese & Taiwanese
- Korean
- Vietnamese
- Other SE Asian
- Filipino
- All Other



### Hispanicity™ Segments

#### HA1: Americanizado (National Avg. 17.06%)

English Dominant (nearly no Spanish)

Born in US; 3rd+ generation

Few Hispanic cultural practices

#### HA2: Nueva Latina (National Avg. 29.00%)

English Preferred (some Spanish)

Born in U.S.; 2nd generation

Some Hispanic cultural practices; often “retro-acculturate”

#### HA3: AmBi-Cultural (National Avg. 25.65%)

Bi-Lingual (equal or nearly)

Immigrant as child or young adult

Many Hispanic cultural practices

#### HA4: Hispano (National Avg. 15.46%)

Spanish Preferred (some English)

Immigrant as adult, in U.S. 10+ years

Pre-dominant Hispanic cultural practices

#### HA5: Latinoamerica (National Avg. 12.82%)

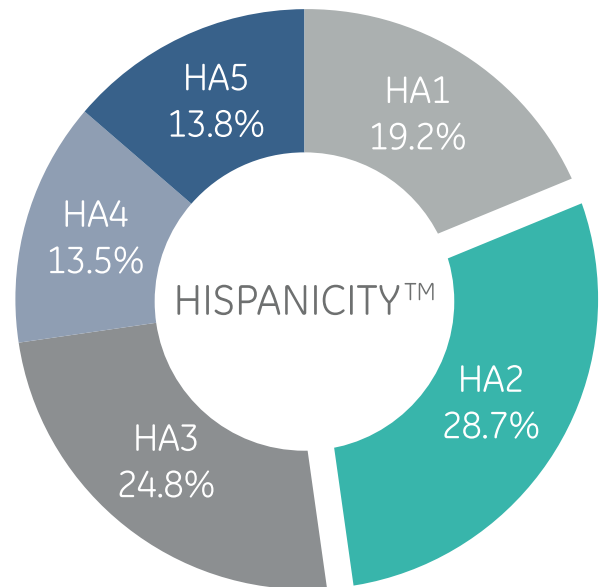
Spanish Dominant (nearly no English)

Recent Immigrant as adult (less than 10 years ago)

Primarily Hispanic cultural practices

Identify with home country more so than U.S.

### > 2017 HISPANICITY™ SEGMENTS PERCENT



More than 47.9% of the DMA's Hispanic population classifies as Acculturated. These individuals, known as HA1s and HA2s, speak primarily English, are 3rd or 2nd generation born Americans who maintain some or few Hispanic cultural practices.

### Asianicity™ Segments

#### AA1: Very Westernized

English Dominant

Born in US; 3rd+ generation

Few Asian cultural practices

#### AA2: Bi-cultural Westernized

English Preferred (some home language)

Born in U.S.; 2nd generation

Some Asian cultural practices; often “retro-acculturate”

#### AA3: Bi-cultural

Bilingual (equal or nearly)

Immigrant as child or young adult

Many Asian cultural practices

#### AA4: Bi-cultural Asian Identity

Asian home language preferred (some English)

Immigrant as adult, in U.S. 10+ years

Pre-dominant Asian cultural practices

#### AA5: Very Asian Identity

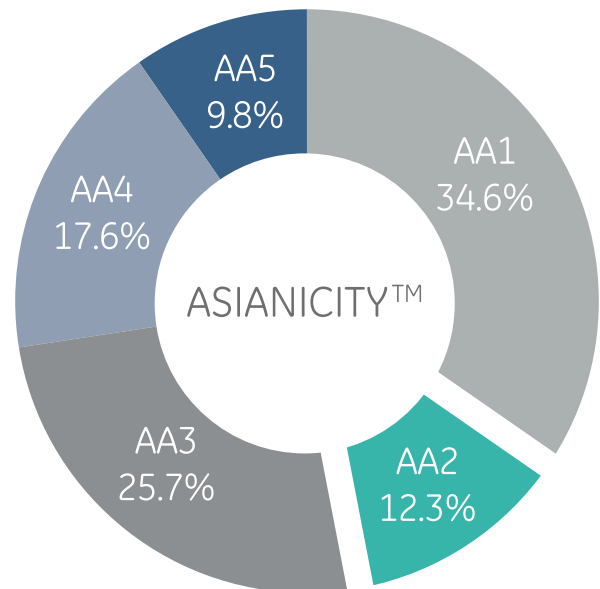
Asian home language dominant (nearly no English)

Recent Immigrant as adult (less than 10 years ago)

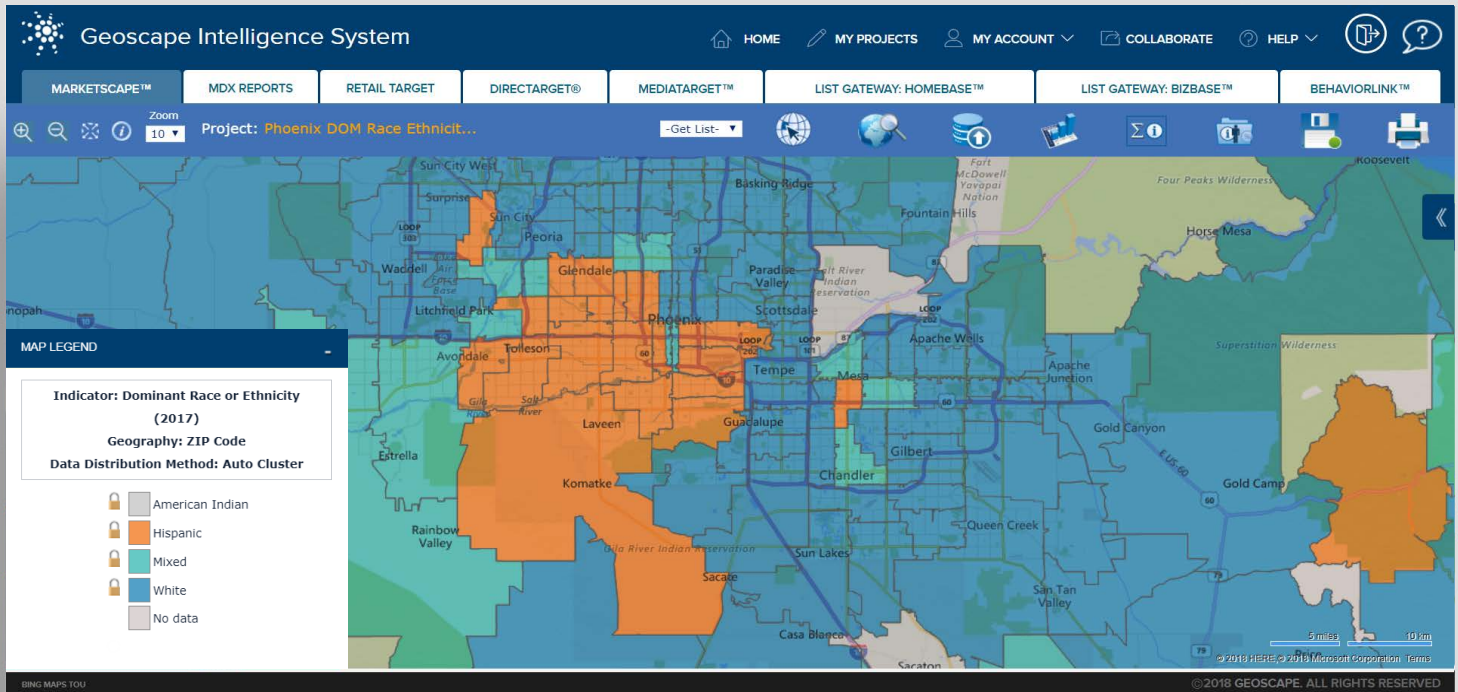
Primarily Asian cultural practices

Identify with home country more so than Asian - American

### > 2017 ASIANICITY™ SEGMENTS PERCENT



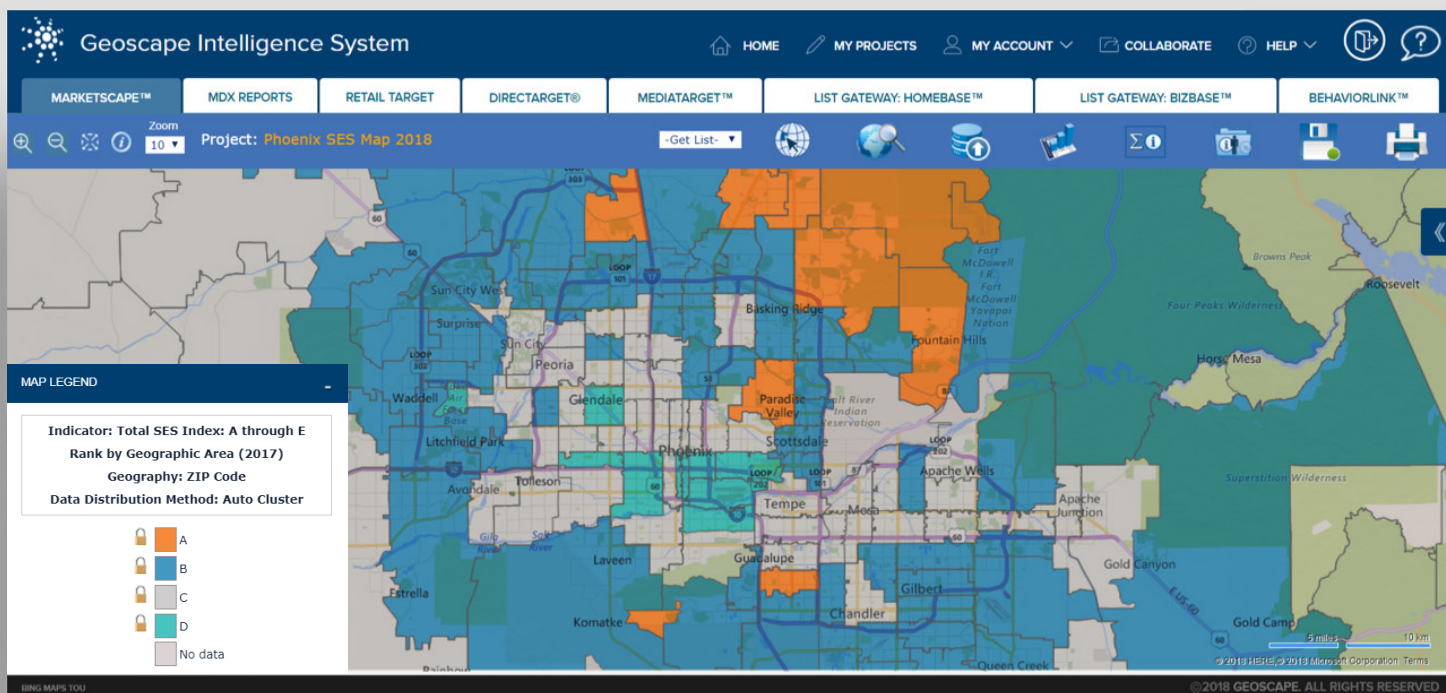
More than 46.9% of the Phoenix DMA's Asian population classifies as Bi-cultural Westernized or Very Westernized. These individuals, known as AA1s and AA2s, speak primarily English and maintain some or few Asian cultural practices.



The variation in dominant race or ethnicity is illustrated by ZIP Code for the Phoenix DMA. Large pockets of Hispanic households are concentrated in the city center while White and Mixed households are spread further throughout the outlying areas of the DMA.

This Market Snapshot is produced by Geoscape using the Geoscape Intelligence System (GIS). For a FREE test drive of GIS, point our browser to: <http://geoscape.com/schedule-a-free-demo/> | Call 888-211-9353 or email [info@geoscape.com](mailto:info@geoscape.com)



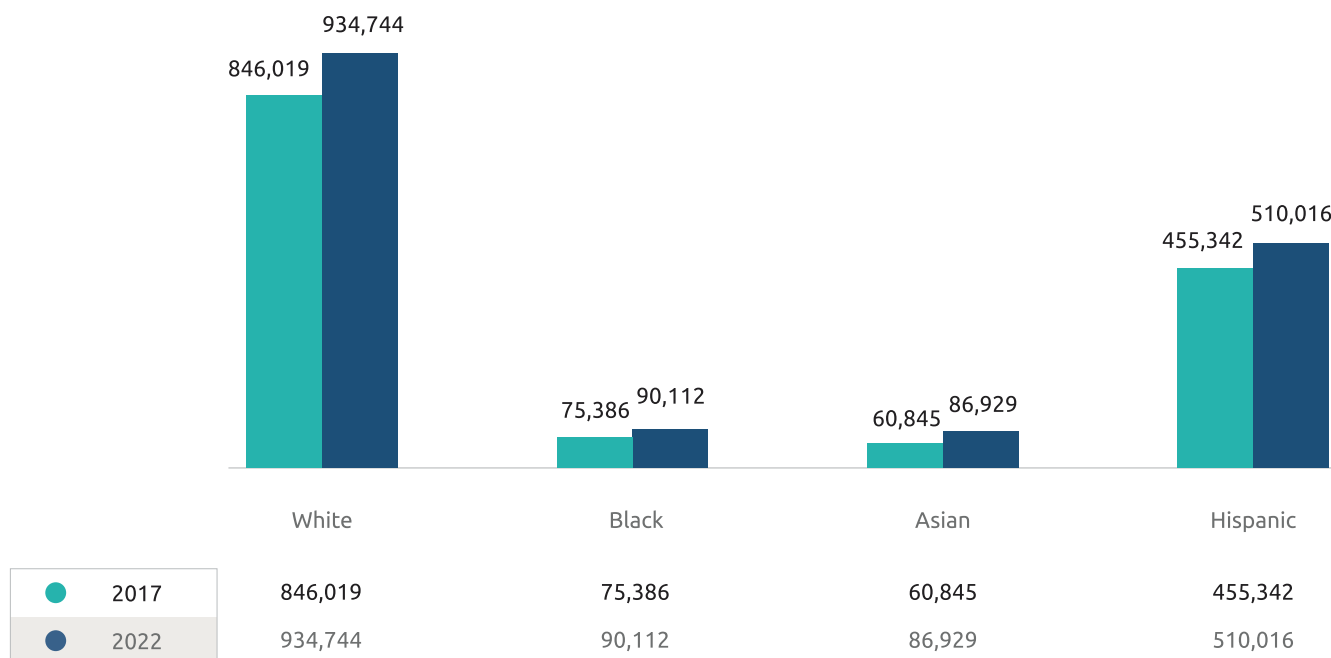


This map illustrates the Socio-Economic Status of all households in the Phoenix DMA by ZIP Code. Those households ranked “A” and falling within the orange areas of the map typically have annual incomes over \$85,000, a 4 year college or graduate degree, own housing, and are employed in professional occupations. The gray areas indicate a concentration of households ranked “C”, typically having annual incomes between \$30,000 and \$75,000, high school graduates to some college, and employed as skilled labor or service workers.

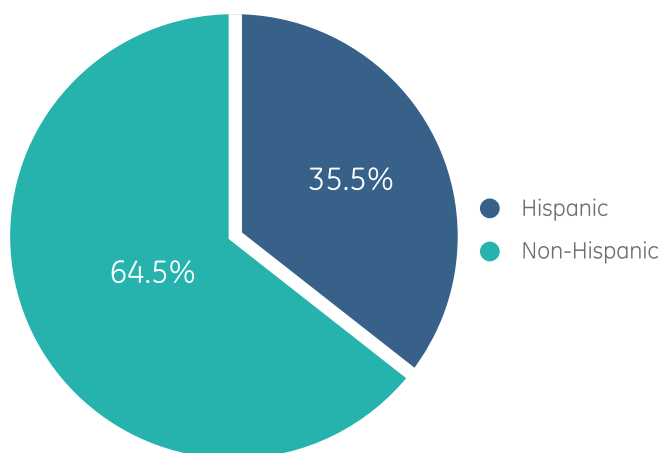
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## > | MILLENNIALS

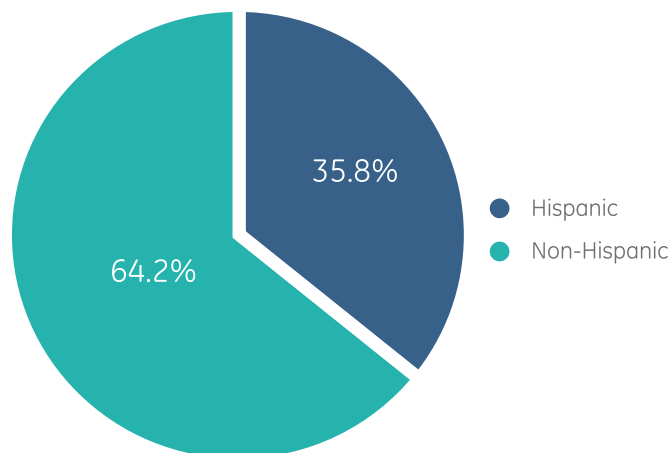
### MILLENNIALS: PROJECTED POPULATION GROWTH (2017-2022)



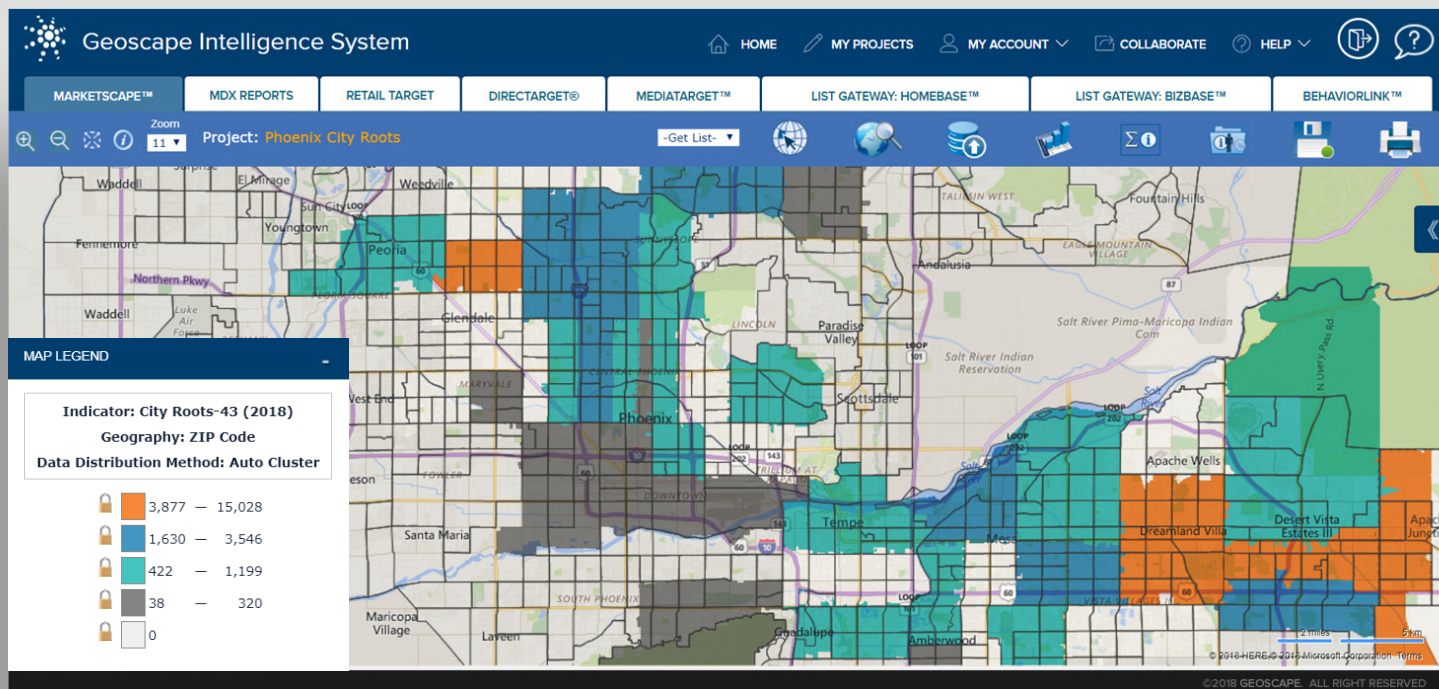
## > | MILLENNIALS (2017)



## > | MILLENNIALS (2022)







## PRIZM® Premier Segmentation

Phoenix households are made up of many segments, but here is a look at two of the highest indexing PRIZM Premier segments for the Phoenix DMA.

### SEGMENT 43 – CITY ROOTS

#### Upscale, Younger Family Mix

Found in urban neighborhoods, City Roots is a segment of middle class mainly white-collar workers, typically living in older homes they've owned for years. In these ethnically diverse neighborhoods residents are hard-working, avid soccer fans, and enjoy traveling to Central and South America.

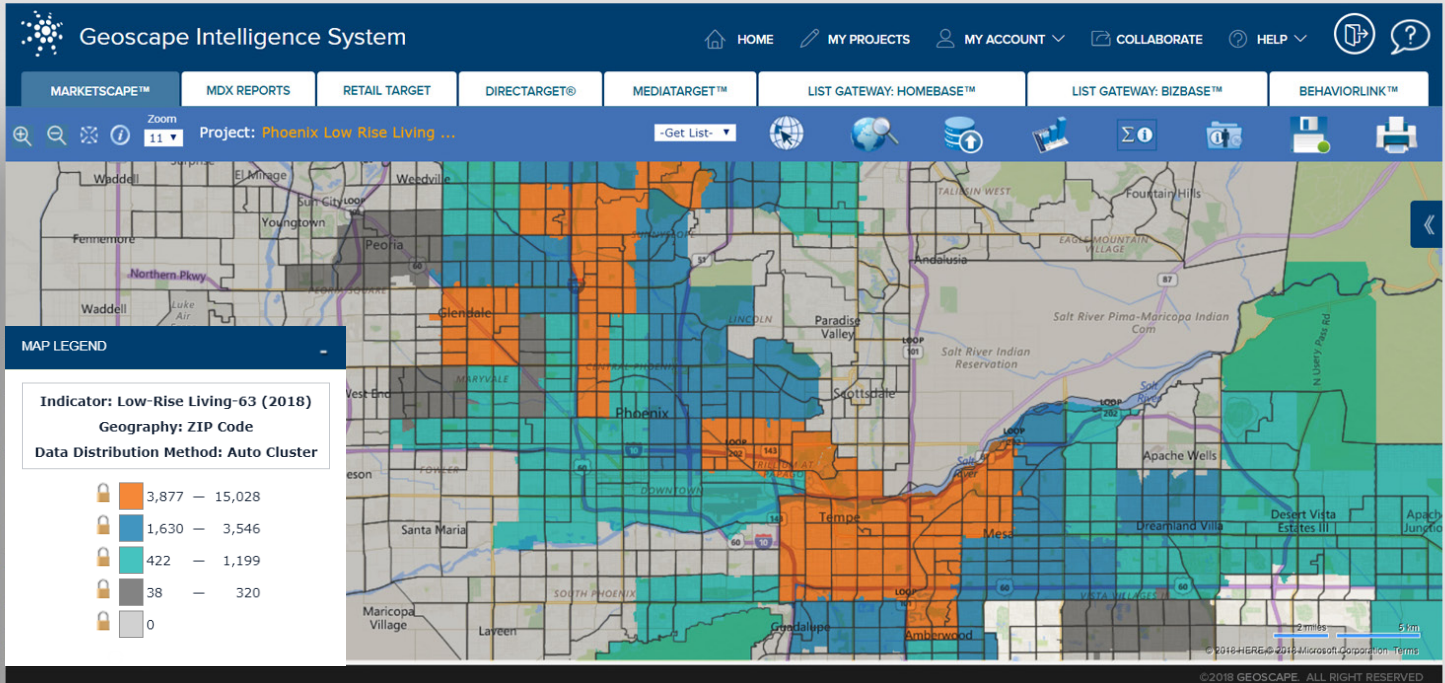
#### City Roots Households are likely to:

- Own a Nissan
- Eat at Popeyes
- Shop at H&M
- Follow Major League Soccer (MLS)
- Visit Central/South America
- Watch Telemundo
- Listen to Rhythmic Contemporary Hits

#### Demographics Traits:

- Urbanicity: Urban
- Income: Upscale
- Income Producing Assets: Elite
- Age Ranges: 25-44
- Presence of Kids: Family Mix
- Homeownership: Mostly Owners
- Employment Levels: Management and Professional
- Education Levels: Graduate Plus
- Technology Use: Average

Source: Claritas PRIZM Premier 2018



## PRIZM® Premier Segmentation

### SEGMENT 63 – LOW-RISE LIVING

#### Lower Mid(Scale) Middle Age Mostly w/o Kids

The most economically challenged urban segment, Low-Rise Living is home to mostly middle-aged, ethnically diverse singles and single parents. Unlike their low-income peers, they rank above average in their use of technology - perhaps influenced by their urban, fast-paced environment.

#### Low-Rise Living Households are likely to:

- Own a Honda
- Eat at Boston Market
- Shop at H&M
- Follow pro boxing
- Fly JetBlue
- Watch UniMas
- Listen to Rhythmic Contemporary Hits

#### Demographics Traits:

- Urbanicity: Urban
- Income: Lower Mid(Scale)
- Income Producing Assets: Below Average
- Age Ranges: <55
- Presence of Kids: Mostly w/o Kids
- Homeownership: Renters
- Employment Levels: Mix
- Education Levels: Some College
- Technology Use: Above Average

Source: Claritas PRIZM Premier 2018.