Southwestern Families

Dominant Tapestry Segment

Median Age
37.4

Median Home Value
$199,048

Total Population
48,066

Businesses
1,502

Daytime Population
48,518

Per Capita Income
$24,647

Median Household Income
$48,273

Avg Household Size
2.8

2020-2022 Pop Growth Rate
0.37%

KEY SPENDING FACTS

Travel
$1,877

Transportation
$780

Apparel
$1,609

Entertainment
$2,383

Furniture
$488

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
**AT RISK POPULATION PROFILE**

Santa Cruz County, AZ 2

**Geography:** County

- **Population:** 48,066
- **Households:** 16,957
- **Avg Size Household:** 2.83
- **Median Household Income:** $48,273
- **Median Home Value:** $199,048
- **Median Age:** 37.4

**AT RISK POPULATION**

- **Households With Disability:** 5,137
- **Population 65+:** 8,585
- **Households Without Vehicle:** 966

**POVERTY AND LANGUAGE**

- **Households Below the Poverty Level:** 32,88
- **Pop 65+ Speak Spanish & No English:** 1,248
- **20%**

**POPULATION AND BUSINESSES**

- **Daytime Population:** 48,518
- **Total Businesses:** 1,502
- **Total Employees:** 15,647

<table>
<thead>
<tr>
<th>Language Spoken (ACS)</th>
<th>Age 5-17</th>
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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.

**Santa Cruz County, AZ**
**Geography: County**

This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2016-2020.

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Population: 48,066
Avg Size Household: 2.83
Households: 16,957
Median Age: 37.4
Median Household Income: $48,273
Median Home Value: $199,048
Housing Affordability: 92%

Internet at Home:

Daytime Population: 48,518
Total Businesses: 1,502
Total Employees: 15,647

Households Below the Poverty Level: 3,288
Households Receiving Food Stamps/SNAP: 3,832

Households With Disability: 5,137
Population 65+: 8,585
Households Without Vehicle: 966

Health Insurance Coverage (ACS):

- No Insurance: 0%
- Direct Purchase: 4%
- Medicare: 12%
- Medicaid: 8%
- VA Health Care: 0%
- Employer Ins: 92%
- Pop 19-34: 14.2%
- Pop 35-64: 10.1%
- Pop 65+: 6.7%

Notes:
- Medicaid values for population 65+ is defined as Medicaid plus Medicare. For other age groups it is Medicaid only.
- Source: Esri forecasts for 2022, 2027, 2016-2020, Esri-MRI-Simmons, Esri-Data Axle, ACS
DEMOGRAPHIC PROFILE

Santa Cruz County, AZ 2

Geography: County

**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**
- 54.8% White Collar
- 25.9% Blue Collar
- 19.3% Services
- 6.9% Unemployment Rate

**KEY FACTS**
- Population: 48,066
- Median Age: 37.4
- Households: 16,957
- Median Disposable Income: $40,201

**HOUSEHOLD INCOME ($)**

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Southwestern Families
Santa Cruz County, AZ 2
Geography: County

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 Populaton
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 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%
**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.

- **MEDIAN HOUSEHOLD INCOME**: $48,273
- **MEDIAN NET WORTH**: $92,151

Bars show comparison to Arizona.

**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: 37.4

**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).
**HOUSING**

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

- **Rent:** 32.4%
- **Own:** 67.6%

**Average Mortgage:** $670

**Average Monthly Rent:** $1,051

**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.

- **Wealth Index:** 59
- **Housing Affordability:** 113

**LANGUAGE**

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

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**POPULATION DENSITY**

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

Dots show comparison to Arizona.
This infographic provides a set of key demographic and health care indicators. Learn more about this data.

**Health Care & Insurance**
Santa Cruz County, AZ 2
Geography: County

**Population (ACS)**
46,244
Civilian Noninstitutionalized Population (ACS)

**Has One Type Of Health Insurance**
- Population: 25.0%
- No Health Insurance: 29.0%
- Pop 19-34: 12.7%
- Pop 35-64: 26.2%
- Pop 65+: 7.1%
- Pop 19-34: 29.0%
- Pop 35-64: 18.4%
- Pop 65+: 34.6%
- Pop 19-34: 18.0%

**Exercise (Percent of Adults)**
- 38.0% Exercise at home 2+ times per week
- 11.5% Exercise at club 2+ times per week

**Health Care Expenditure**
- $3,232 Medical Care
- $1,628 Employer Health Ins

**Health Insurance Coverage (ACS)**
- Medicare Only: 3,098
- Direct-Purch & Medicare: 613
- Employer & Medicare: 2,089

**Health Care (Consumer Spending)**

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<tr>
<td>Dental Services</td>
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<tr>
<td>Eyecare Services</td>
</tr>
<tr>
<td>Lab Tests/X-rays</td>
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<tr>
<td>Hospital Room &amp; Hospital Service</td>
</tr>
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POPULATION TRENDS AND KEY INDICATORS
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Geography: County

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MORTGAGE INDICATORS

- **$8,041** Avg Spent on Mortgage & Basics
- **21.7%** Percent of Income for Mortgage

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

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