

Middleburg

Dominant Tapestry Segment

KEY FACTS



39,252

Total Population



\$176,524

Median Home Value



870

Businesses



35,498

Daytime Population



32.8

Median Age



0.83%

2020-2022 Pop Growth Rate



\$21,251

Per Capita Income



2.9

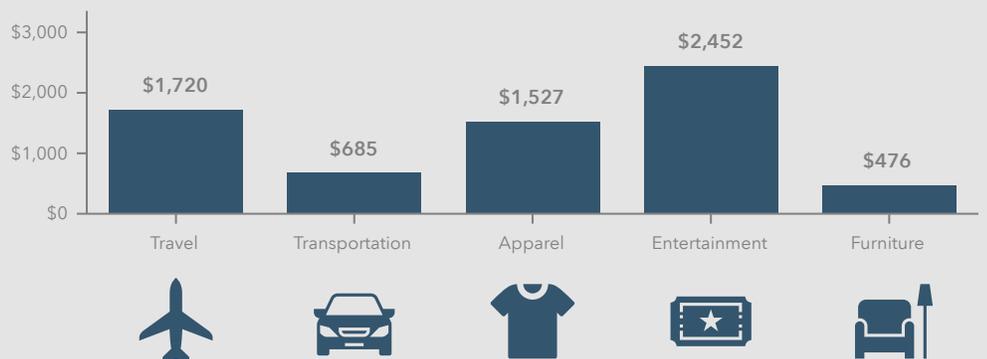
Avg Household Size



\$52,779

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

39,252

Population



Average Household Size



Median Age

\$52,779

Median Household Income

EDUCATION



No High School Diploma



29%

High School Graduate



41%

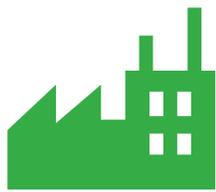
Some College



17%

Bachelor's/Grad/Prof Degree

BUSINESS



870

Total Businesses



13,440

Total Employees

EMPLOYMENT



52.2%

White Collar



27.9%

Blue Collar



Services



Unemployment Rate

INCOME



\$52,779

Median Household Income



\$21,251

Per Capita Income



\$91,751

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (20.9%)

The smallest group: \$200,000+ (1.4%)

Indicator ▲	Value	Diff	
<\$15,000	13.1%	+5.3%	
\$15,000 - \$24,999	9.0%	+2.0%	
\$25,000 - \$34,999	9.9%	+2.3%	
\$35,000 - \$49,999	14.5%	+1.8%	
\$50,000 - \$74,999	20.9%	+2.3%	
\$75,000 - \$99,999	15.3%	+1.4%	
\$100,000 - \$149,999	12.7%	-4.5%	
\$150,000 - \$199,999	3.1%	-4.4%	
\$200,000+	1.4%	-6.3%	

Bars show deviation from Arizona

DEMOGRAPHIC SUMMARY

Graham County, AZ
Geography: County



KEY FACTS

39,252

Population



12,433

Households

32.8

Median Age

\$45,070

Median Disposable Income

EDUCATION

13%

No High School Diploma



29%

High School Graduate



41%

Some College



17%

Bachelor's/Grad/Prof Degree

INCOME



\$52,779

Median Household Income



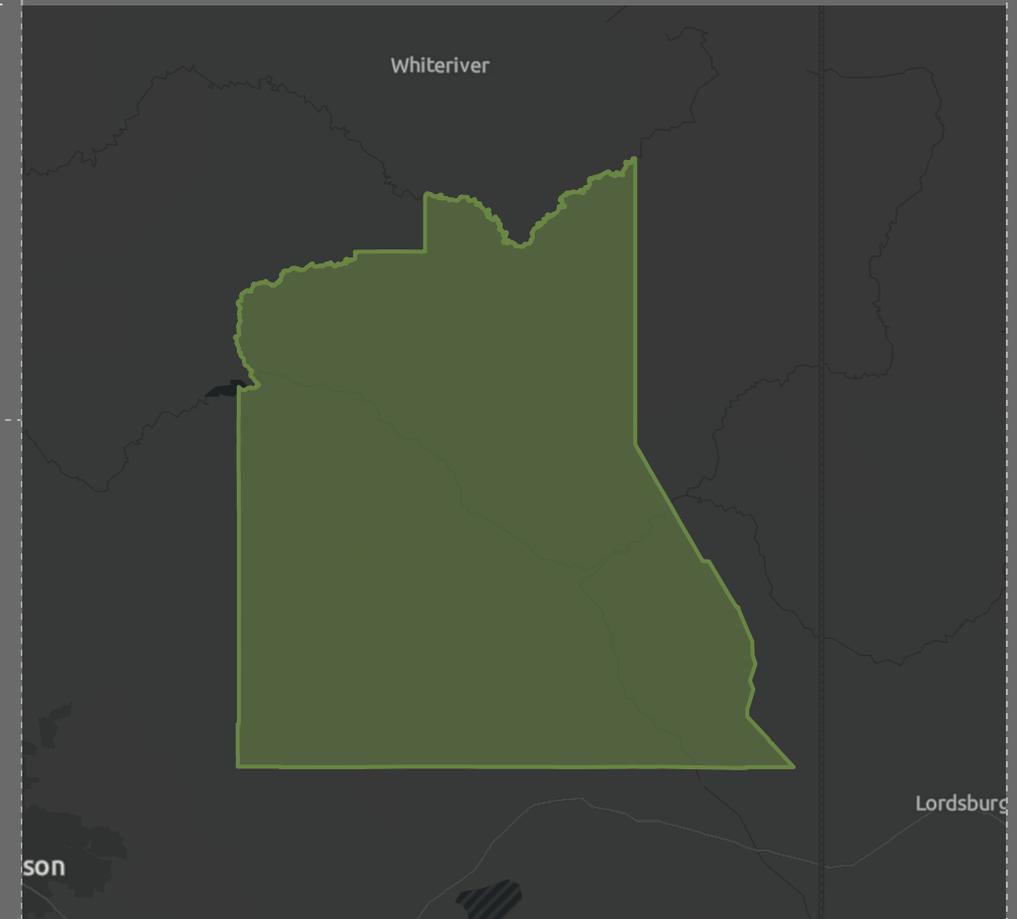
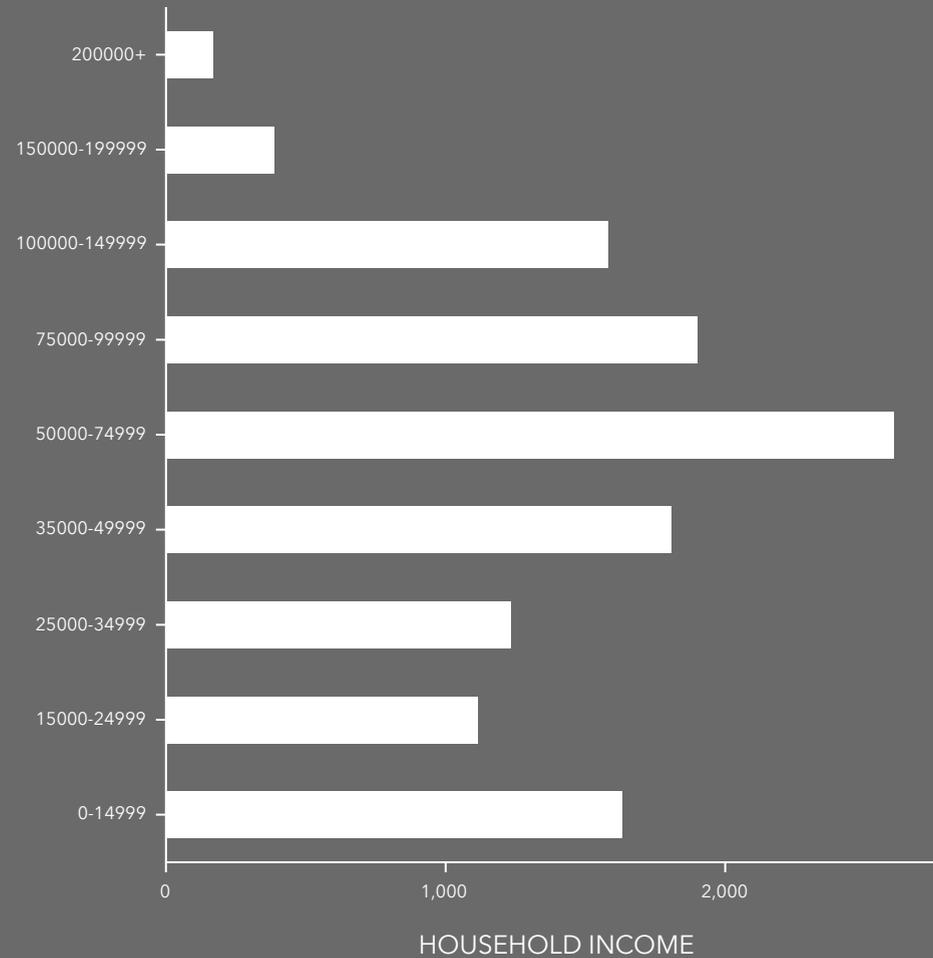
\$21,251

Per Capita Income



\$91,751

Median Net Worth



EMPLOYMENT



55%

White Collar



28%

Blue Collar



20%

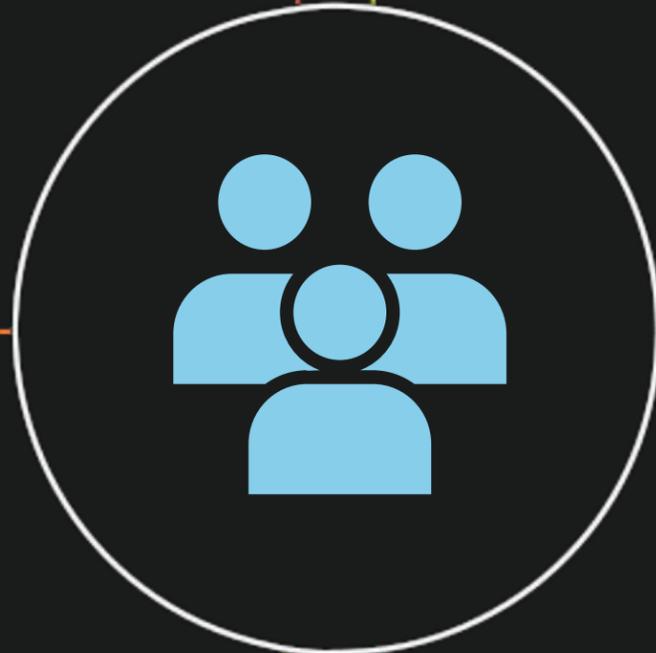
Services

3.4%

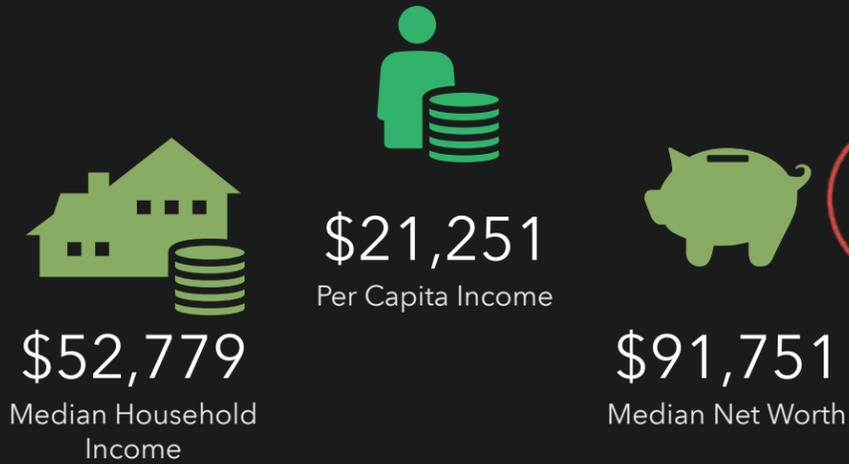
Unemployment Rate

Employment Overview

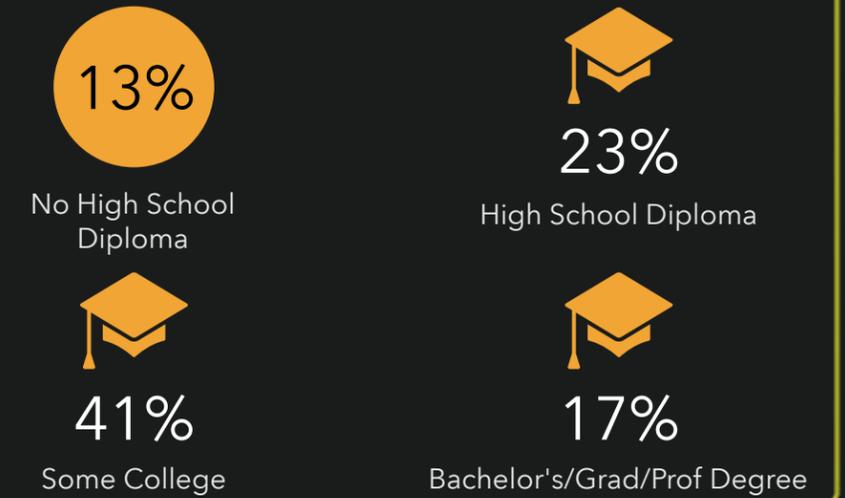
Graham County, AZ
Geography: County



INCOME



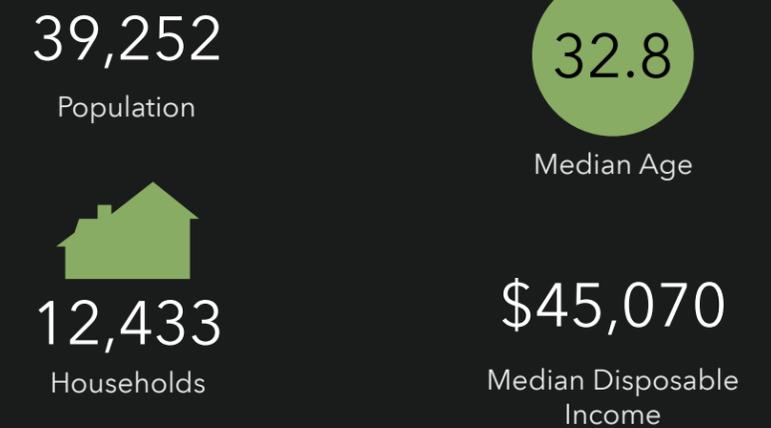
EDUCATION



BUSINESS



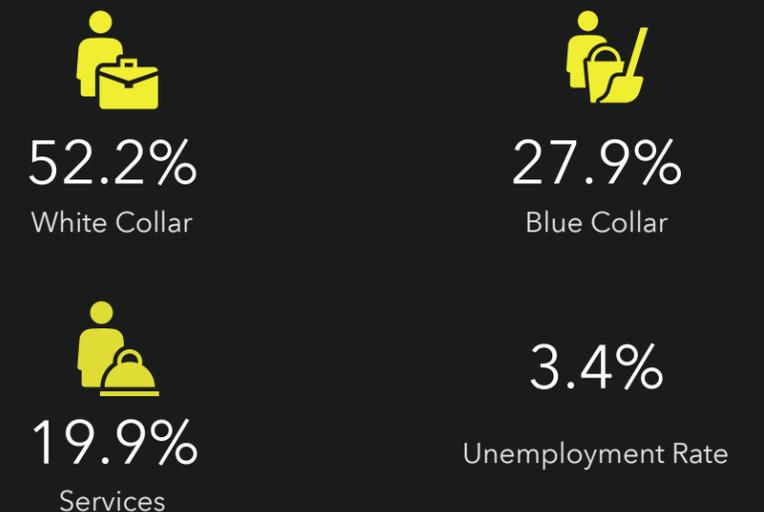
KEY FACTS



COMMUTERS



EMPLOYMENT



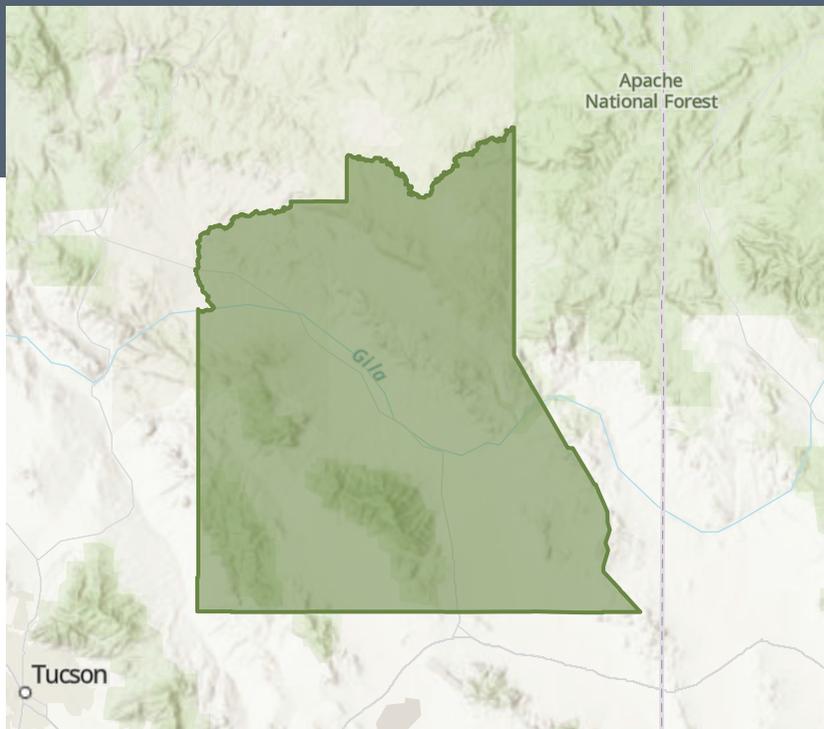
This infographic contains data provided by Esri, Esri-Data Axle, Esri-MRI-Simmons, ACS. The vintage of the data is 2022, 2027, 2016-2020.



AT RISK POPULATION PROFILE

Graham County, AZ

Geography: County



39,252

Population

12,433

Households

2.94

Avg Size Household

32.8

Median Age

\$52,779

Median Household Income

\$176,524

Median Home Value

46

Wealth Index

142

Housing Affordability

73

Diversity Index

AT RISK POPULATION



3,461

Households With Disability



5,647

Population 65+



636

Households Without Vehicle

POVERTY AND LANGUAGE



19%

Households Below the Poverty Level



2,182

Households Below the Poverty Level



34

Pop 65+ Speak Spanish & No English

POPULATION AND BUSINESSES



35,498

Daytime Population



870

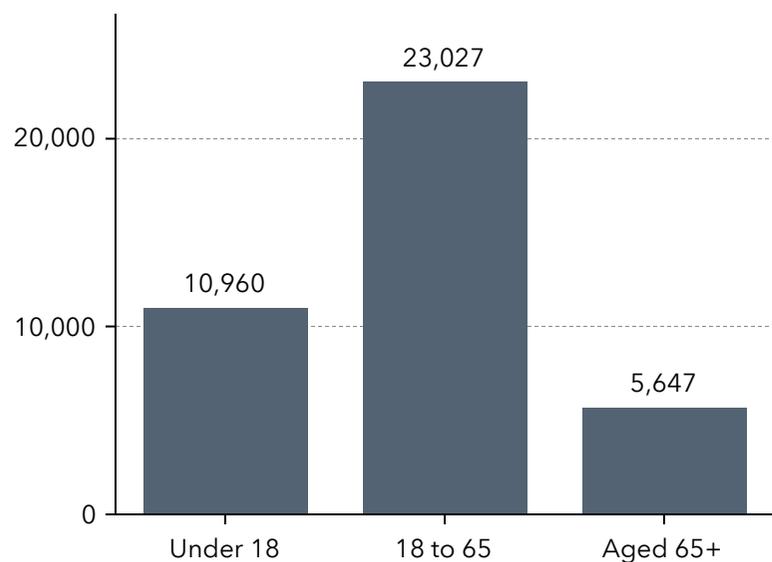
Total Businesses



13,440

Total Employees

POPULATION BY AGE



Language Spoken (ACS)	Age 5-17	18-64	Age 65+	Total
English Only	6,955	17,072	3,774	27,801
Spanish	470	4,141	1,147	5,758
Spanish & English Well	460	3,770	1,037	5,267
Spanish & English Not Well	10	369	76	455
Spanish & No English	0	2	34	36
Indo-European	7	205	27	239
Indo-European & English Well	7	180	16	203
Indo-European & English Not Well	0	14	11	25
Indo-European & No English	0	11	0	11
Asian-Pacific Island	0	167	1	168
Asian-Pacific Isl & English Well	0	115	1	116
Asian-Pacific Isl & English Not Well	0	52	0	52
Asian-Pacific Isl & No English	0	0	0	0
Other Language	72	1,144	359	1,575
Other Language & English Well	72	1,112	331	1,515
Other Language & English Not Well	0	32	28	60
Other Language & No English	0	0	0	0

COMMUNITY PROFILE

Geography: County

Graham County, AZ

39,252	0.83%	2.94	73.4	32.8	\$52,779	\$176,524	\$91,751	27.9%	58%	5,647
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+



19.9%
Services

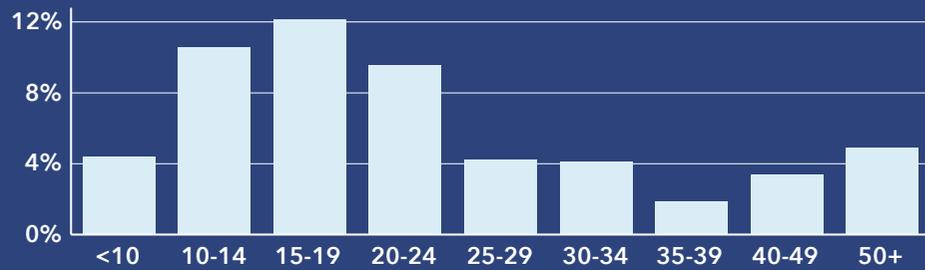


27.9%
Blue Collar

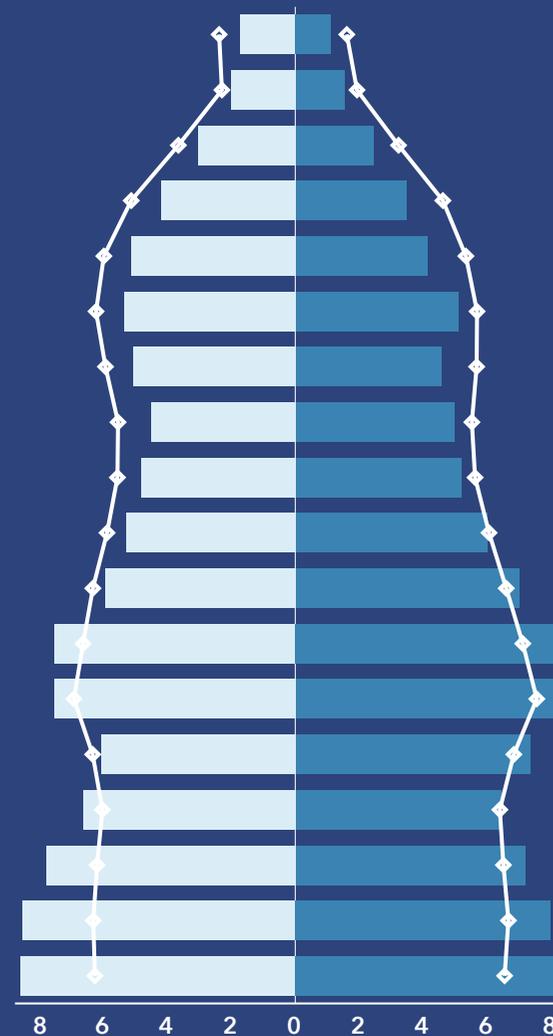


52.2%
White Collar

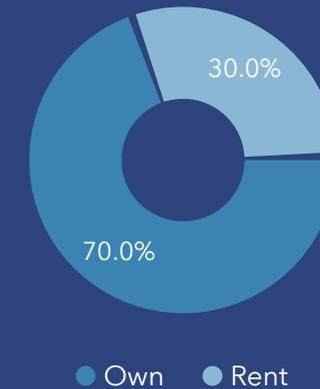
Mortgage as Percent of Salary



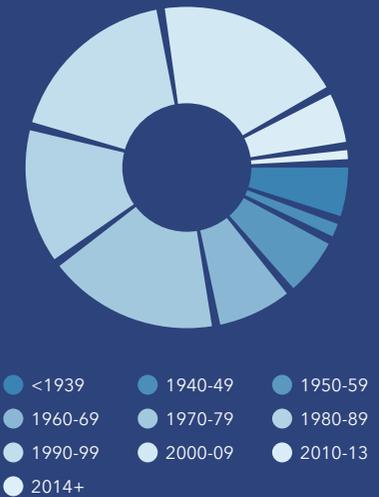
Age Profile: 5 Year Increments



Home Ownership



Housing: Year Built



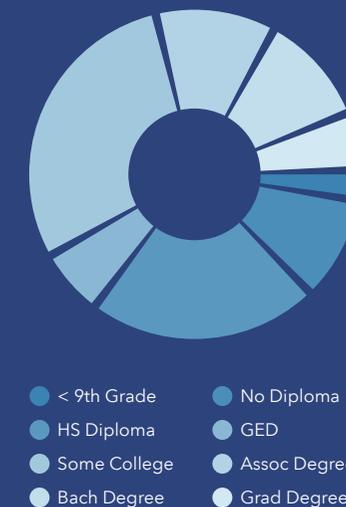
Home Value



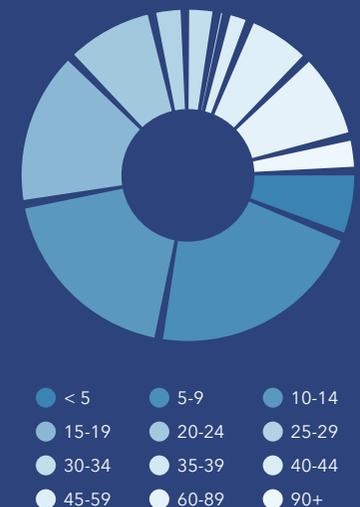
Household Income



Educational Attainment



Commute Time: Minutes



Dots show comparison to Arizona

COMMUTE PROFILE

Graham 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



13,181

ACS Workers Age 16+



78.3%

Drove Alone to Work

TRANSPORTATION TO WORK



0.2%

Took Public Transportation



14.8%

Carpooled



1.4%

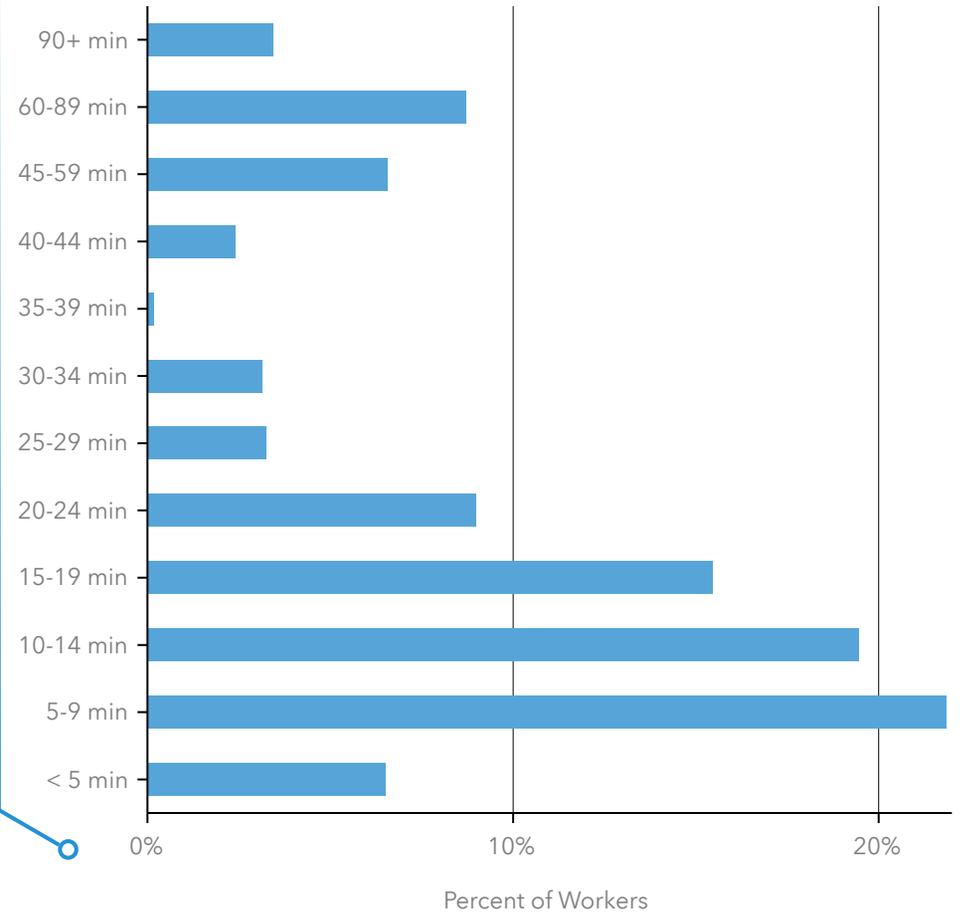
Walked to Work

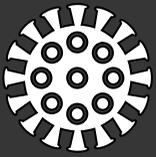


0.0%

Bike to Work

TRAVEL TIME TO WORK





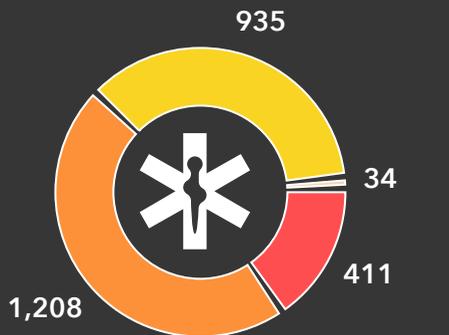
CORONAVIRUS (COVID-19) IMPACT PLANNING REPORT

Graham County, AZ

Geography: County



POPULATION NO HEALTH INSURANCE (ACS)



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

39,252

Population

2.94

Avg Size Household

12,433

Households

32.8

Median Age

\$52,779

Median Household Income

\$176,524

Median Home Value

142

Housing Affordability

87%

Internet at Home

POPULATION AND BUSINESSES



35,498

Daytime Population



870

Total Businesses



13,440

Total Employees

POVERTY



2,182

Households Below the Poverty Level



1,416

Households Receiving Food Stamps/SNAP

AT RISK POPULATION



3,461

Households With Disability



5,647

Population 65+

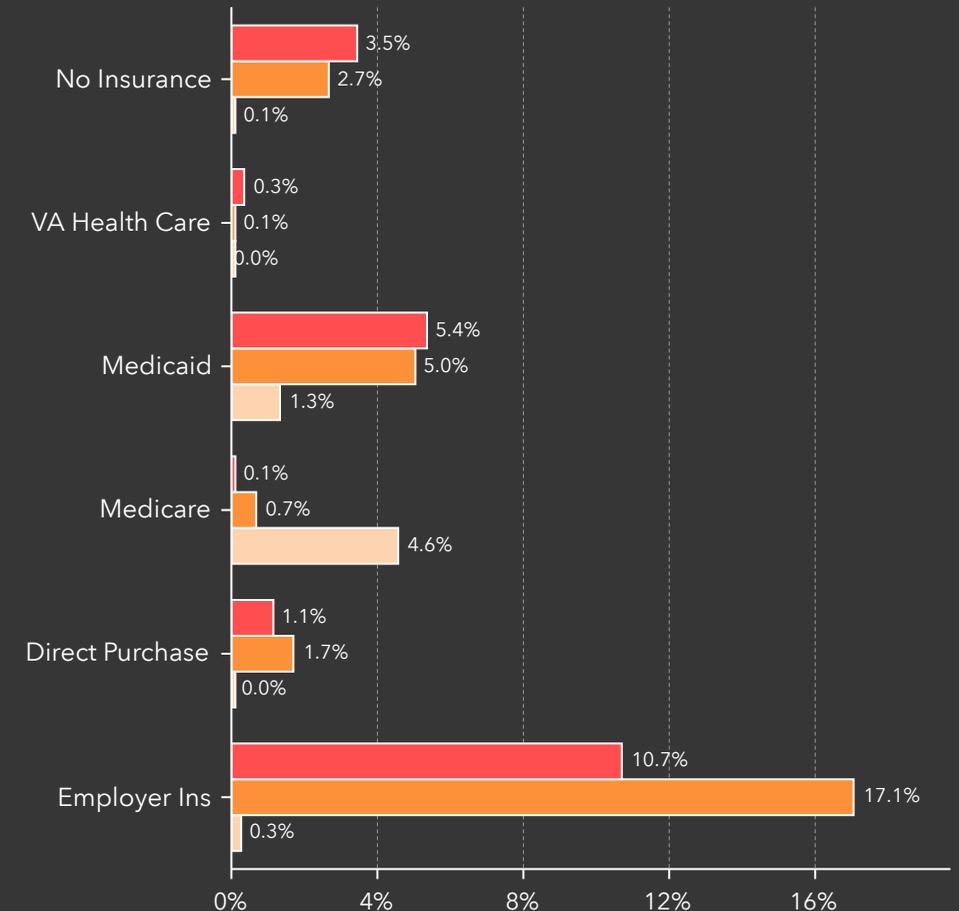


636

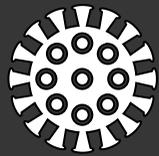
Households Without Vehicle

HEALTH INSURANCE COVERAGE (ACS)

Pop 19-34 Pop 35-64 Pop 65+



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

Graham County, AZ

39,252

Population

2.94

Avg Size Household

12,433

Households

32.8

Median Age

\$52,779

Median Household Income

\$176,524

Median Home Value

142

Housing Affordability

87%

Internet at Home

POPULATION AND POVERTY STATUS (ACS)

	Total
Population for whom Poverty Status is Determined	34,621
Income to Poverty Ratio <0.50	3,769
Income to Poverty Ratio 0.50-0.99	3,555
Income to Poverty Ratio 1.00-1.24	1,516
Income to Poverty Ratio 1.25-1.49	1,137
Income to Poverty Ratio 1.50-1.84	3,511
Income to Poverty Ratio 1.85-1.99	984
Income to Poverty Ratio 2.00+	20,149

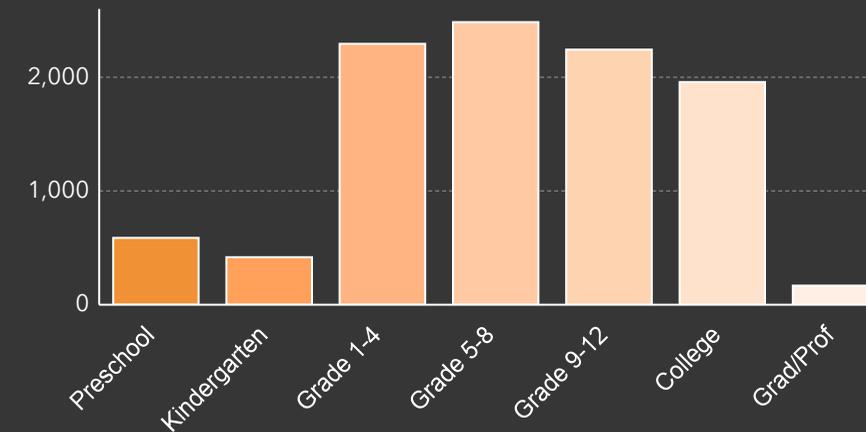
POVERTY LEVELS (ACS)

	Below	Above	Total
Total	2,182	9,166	11,348
Married Couple Families	436	5,206	5,642
Other Families w/Male Householder	180	578	758
Other Families w/Female Householder	680	978	1,658
Nonfamilies w/Male Householder	356	1,126	1,482
Nonfamilies w/Female Householder	530	1,278	1,808

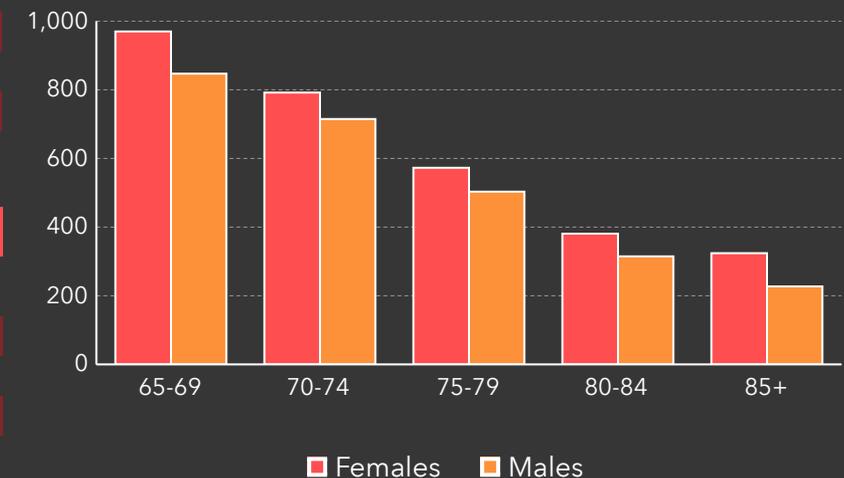
NO HEALTH INSURANCE COVERAGE

	(ACS) %	Total
Population <19	1.2%	411
Population Age 19-34	3.5%	1,208
Population Age 35-64	2.7%	935
Population Age 65+	0.1%	34

SCHOOL ENROLLMENT (ACS)

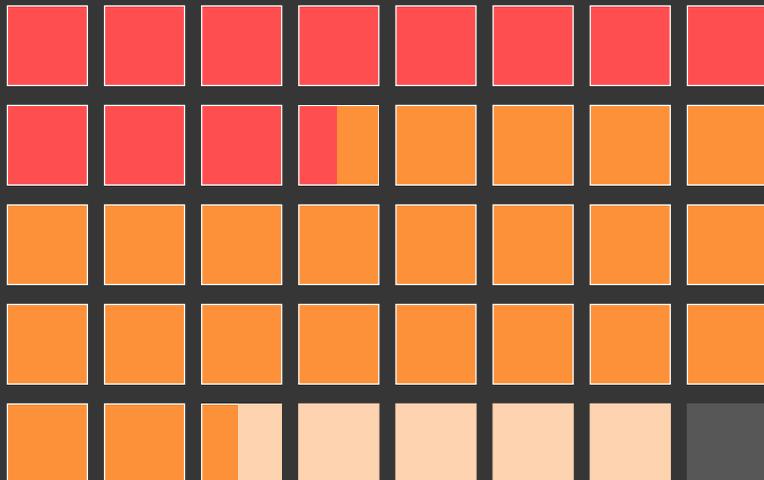


SENIOR POPULATION



LANGUAGE (ACS)	Age 5-17	18-64	Age 65+	Total
English Only	6,955	17,072	3,774	27,801
Spanish	470	4,141	1,147	5,758
Spanish & English Well	460	3,770	1,037	5,267
Spanish & English Not Well	10	369	76	455
Indo-European	7	205	27	239
Indo-European & English Well	7	180	16	203
Indo-Euro & English Not Well	0	14	11	25
Asian-Pacific Island	0	167	1	168
Asian-Pacific Isl & English Well	0	115	1	116
Asn-Pacific Isl & English Not Well	0	52	0	52
Other Language	72	1,144	359	1,575
Other Language & English Well	72	1,112	331	1,515
Other Lang. & English Not Well	0	32	28	60

POPULATION BY AGE

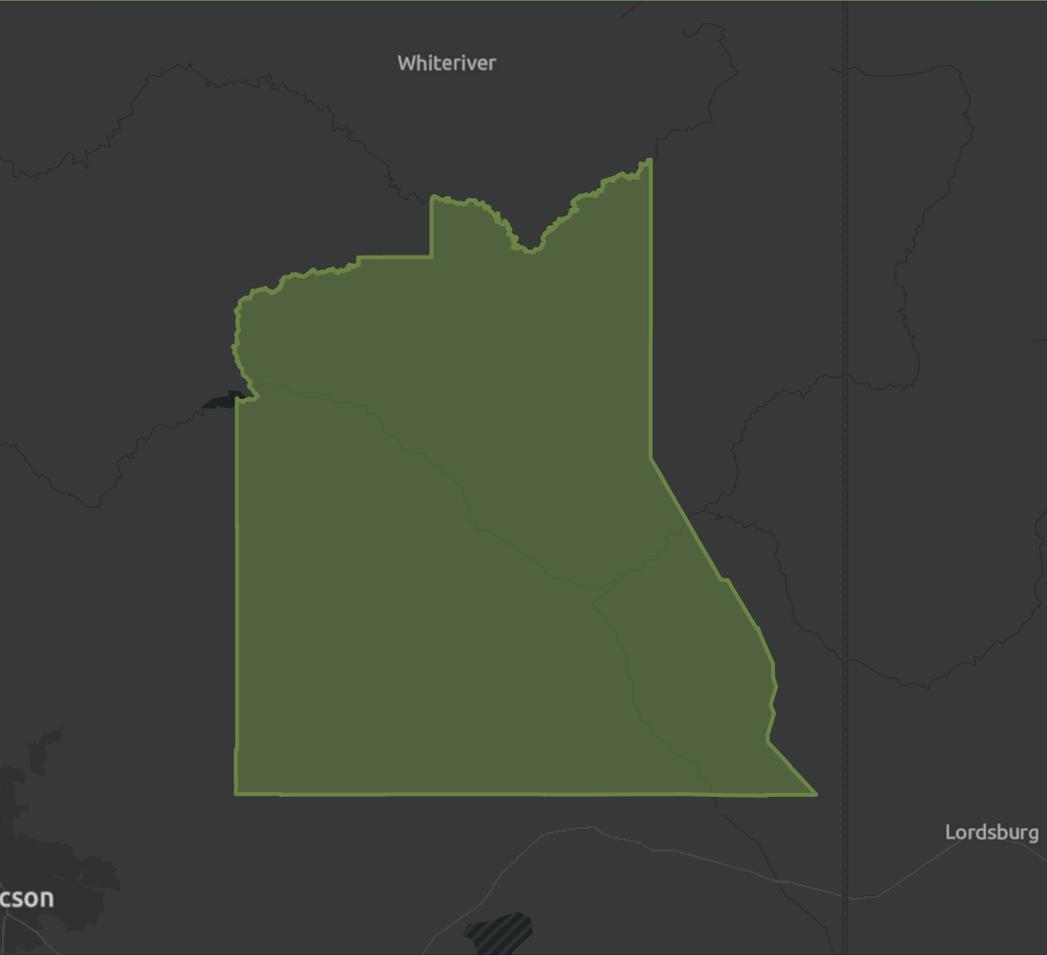


Under 18 (29.0%) Age 18 to 64 (58.0%) Age 65+ (14.0%)

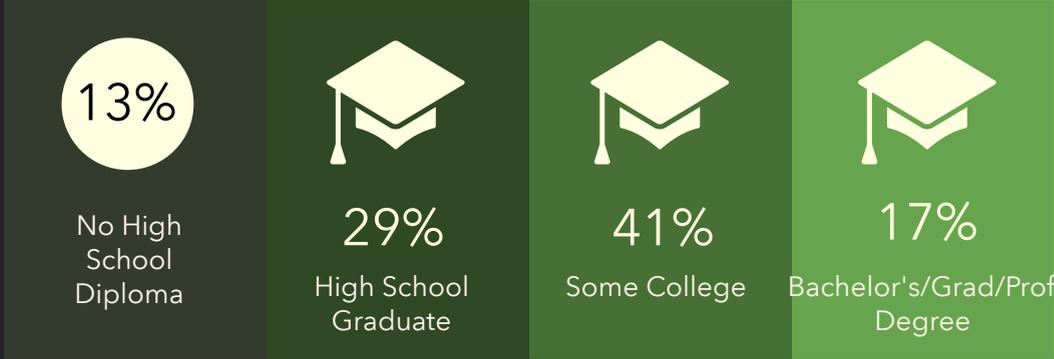
DEMOGRAPHIC PROFILE

Graham County, AZ

Geography: County



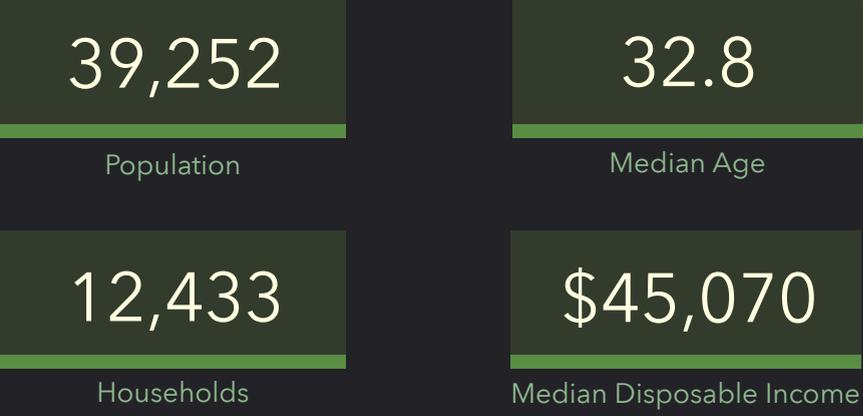
EDUCATION



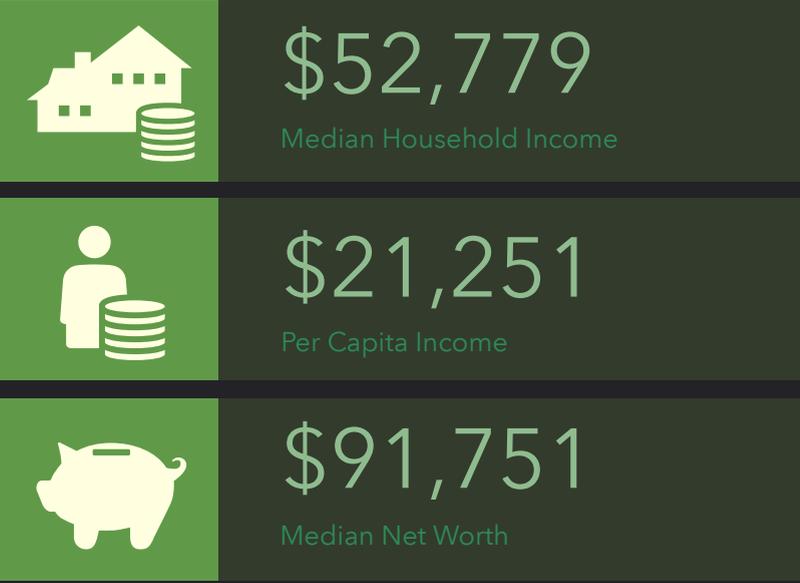
EMPLOYMENT



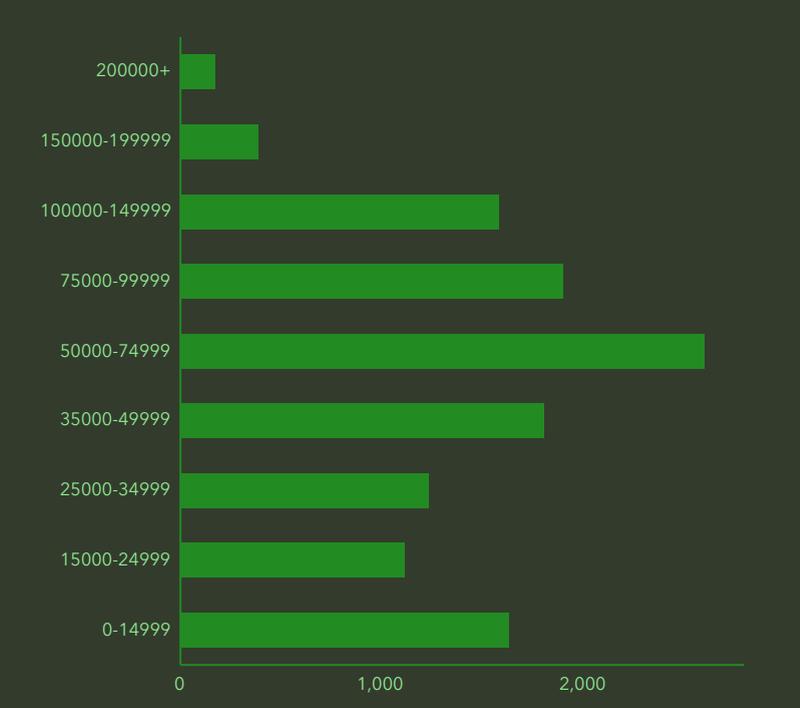
KEY FACTS



INCOME



HOUSEHOLD INCOME (\$)





Middleburg

Graham County, AZ

Geography: County



TAPESTRY
SEGMENTATION
esri.com/tapestry

DOMINANT TAPESTRY SEGMENT



2,161 households are *Middleburg*

17.4% of households are in this segment

Middleburg: *Family Landscapes* LifeMode

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are traditional, family-oriented consumers. Still more country than rock and roll they are thrifty but willing to carry some debt and are already investing in their futures...

[Learn more...](#)

ABOUT THIS SEGMENT



Traditional values are the norm here - faith, country, and family. Sports include hunting, fishing, bowling, and baseball.



Prefer to buy American and for a good price. Media preferences include country and Christian channels.



Spending priorities also focus on family (toys and apparel for children) or home DIY projects. Residents are partial to domestic vehicles.



Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.



Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

ABOUT THIS AREA

Household Type:

Single Family

Employment:

Prof; Svcs

Median Age:

32.8

Median Household Income:

\$52,779

Education:

28.4% have a college degree



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

39,252

Population

12,433

Households

2.94

Avg Size Household

46

Wealth Index

142

Housing Affordability

73

Diversity Index

\$176,524

Median Home Value

0.44%

Forecasted Annual Growth Rate



Middleburg

Graham County, AZ

Geography: County



TAPESTRY
SEGMENTATION
esri.com/tapestry

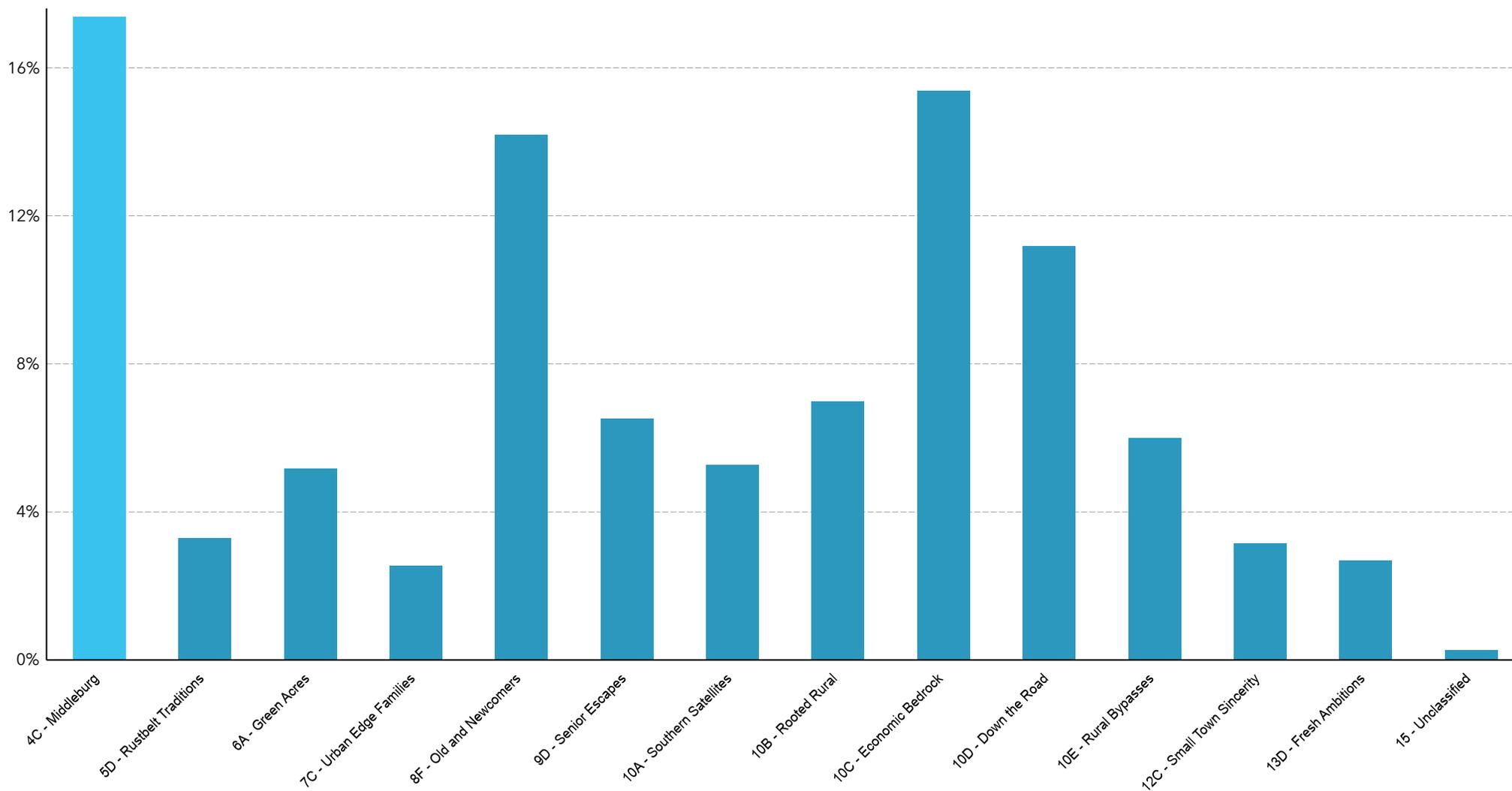
TAPESTRY SEGMENTATION COMPOSITION

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



12,433 total households in this area

2,161 households in *Middleburg* - 17.4%





Key Demographic Indicators

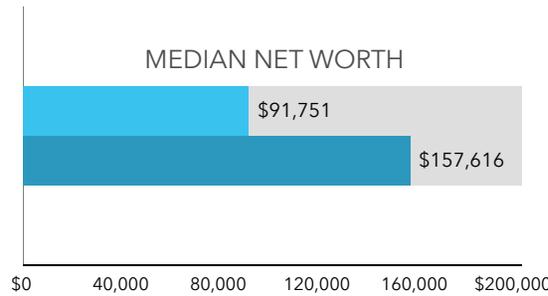
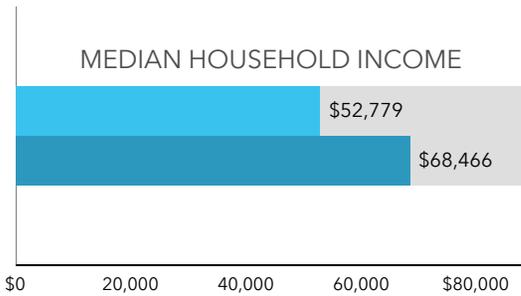
Graham County, AZ

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.

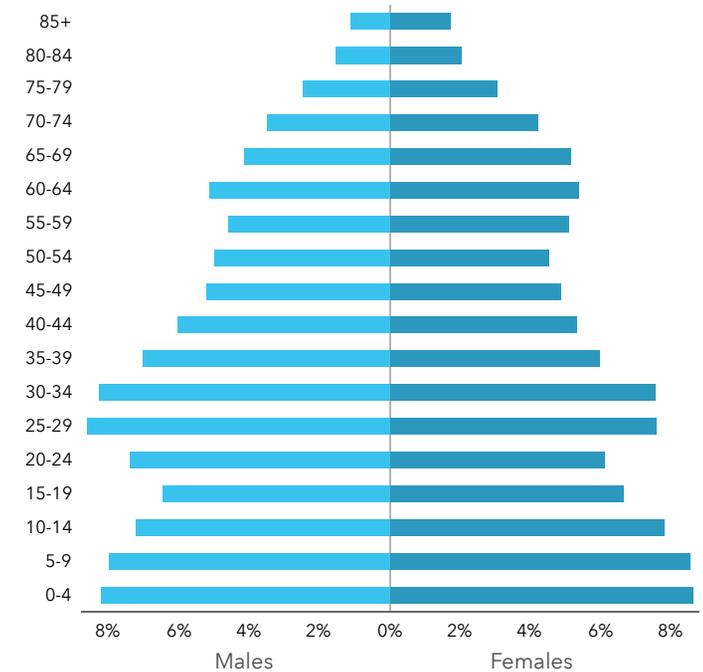


Bars show comparison to

Bars show comparison to

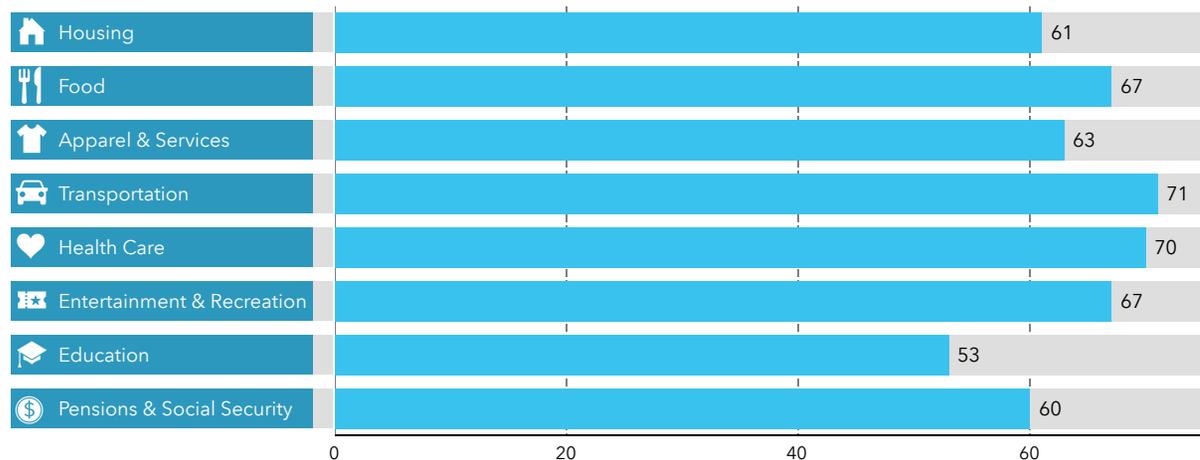
AGE BY SEX

Median Age: 32.8



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

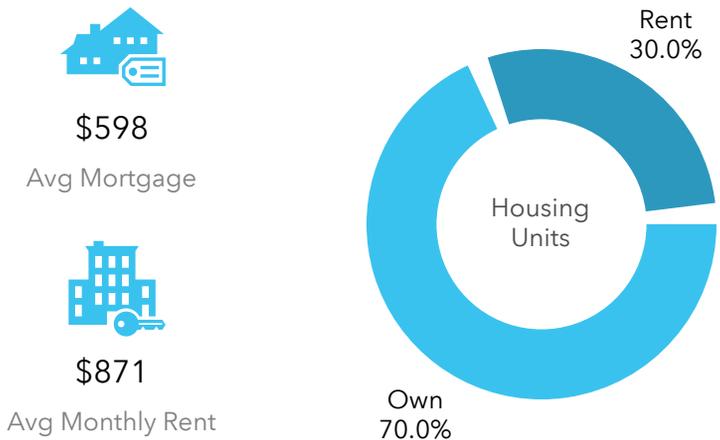
Graham County, AZ

Geography: County



HOUSING

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

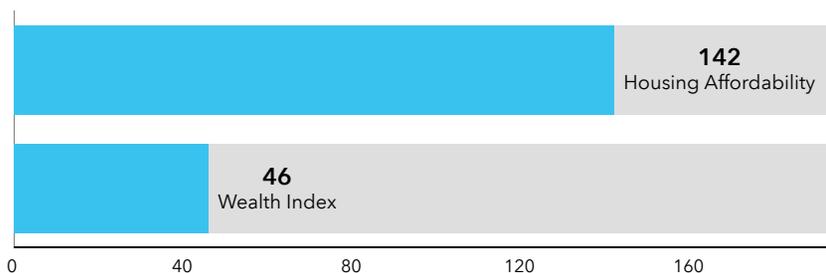


Typical Household Type: Single Family

Median Home Value: \$176,524

ESRI INDEXES

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



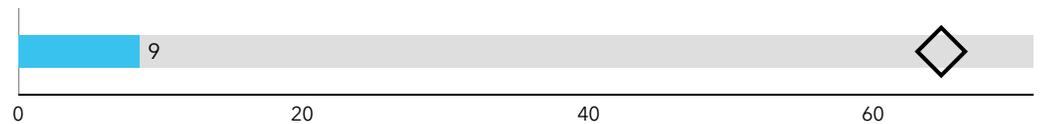
LANGUAGE

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	6,955	17,072	3,774	27,801
Spanish	470	4,141	1,147	5,758
Spanish & English Well	460	3,770	1,037	5,267
Spanish & English Not Well	10	369	76	455
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Other Language	72	1,144	359	1,575
Other Language & English Well	72	1,112	331	1,515
Other Language & English Not Well	0	32	28	60

POPULATION DENSITY

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

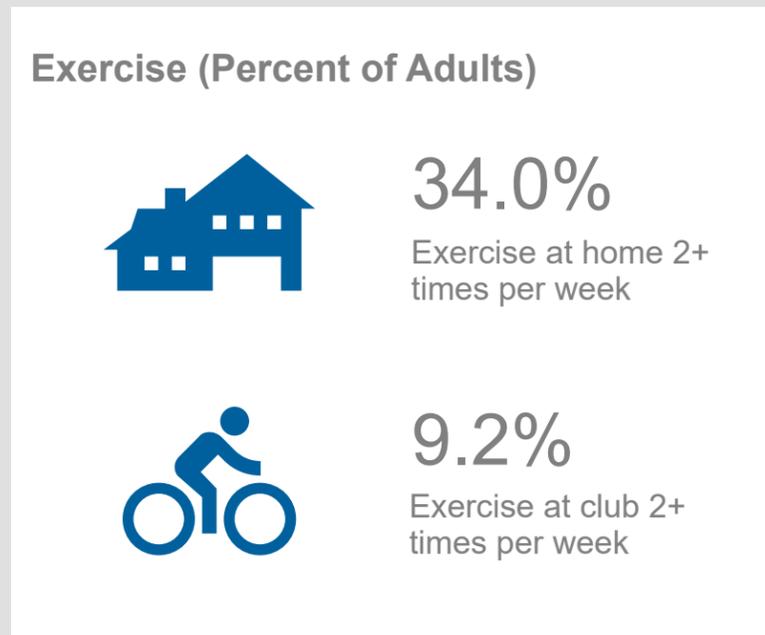
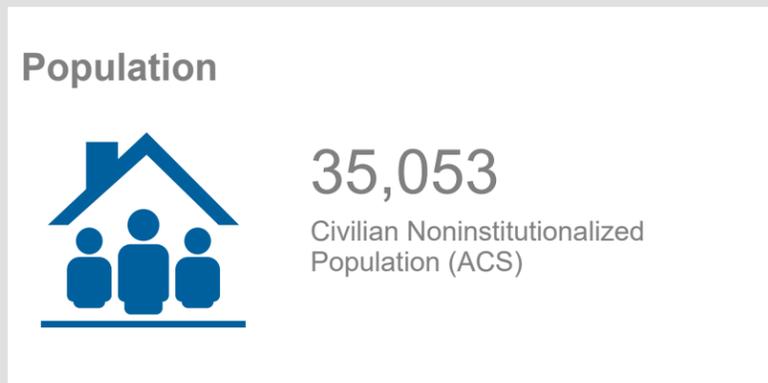
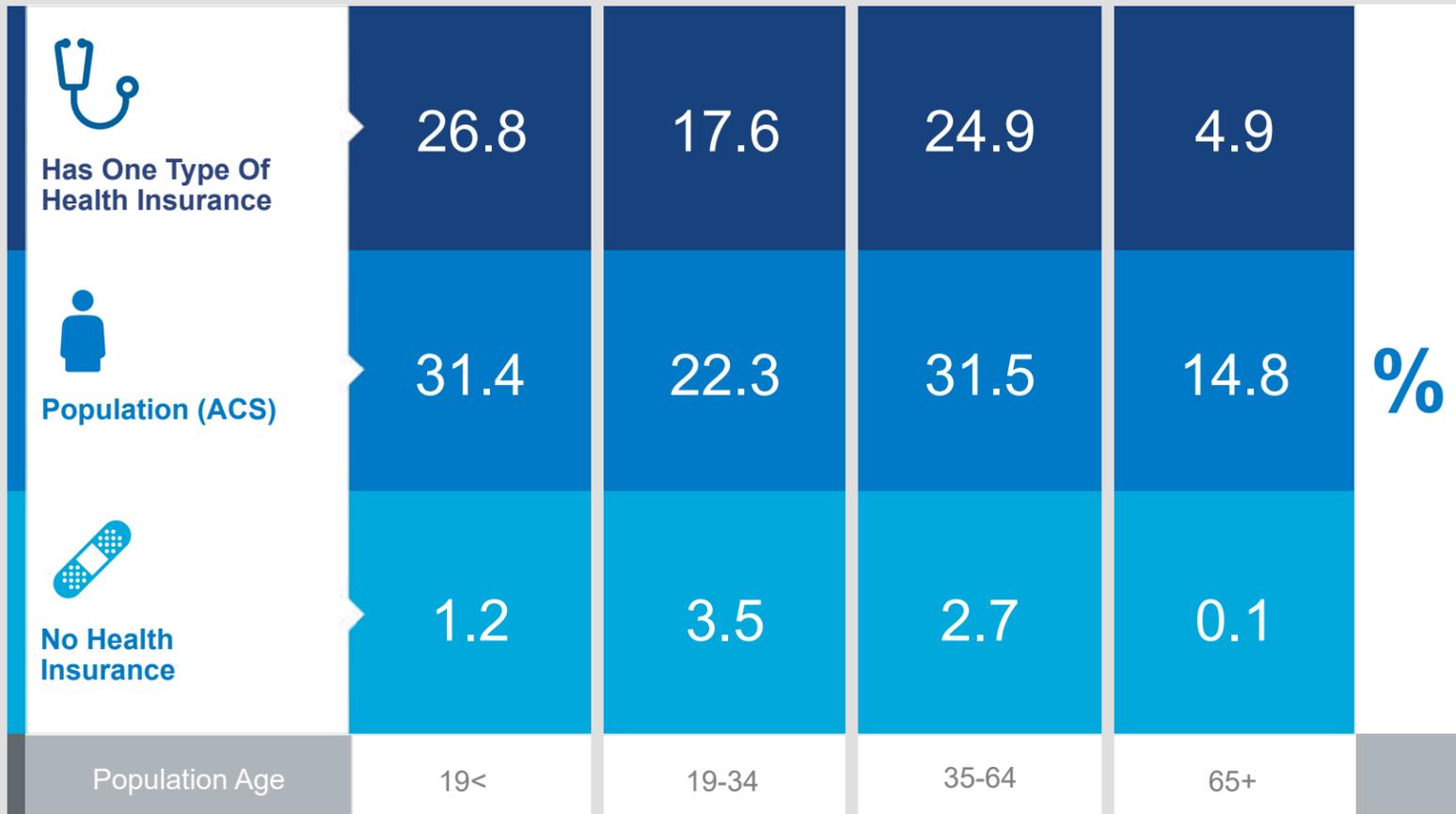


Dots show comparison to

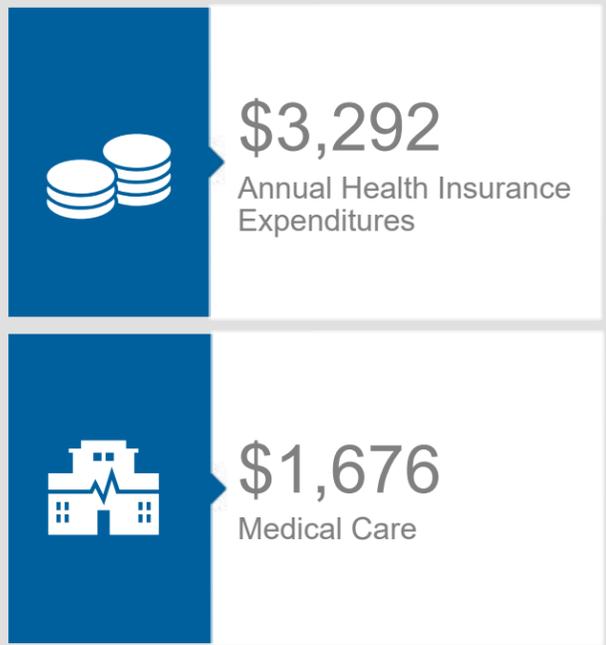
Health Care & Insurance

Graham County, AZ
Geography: County

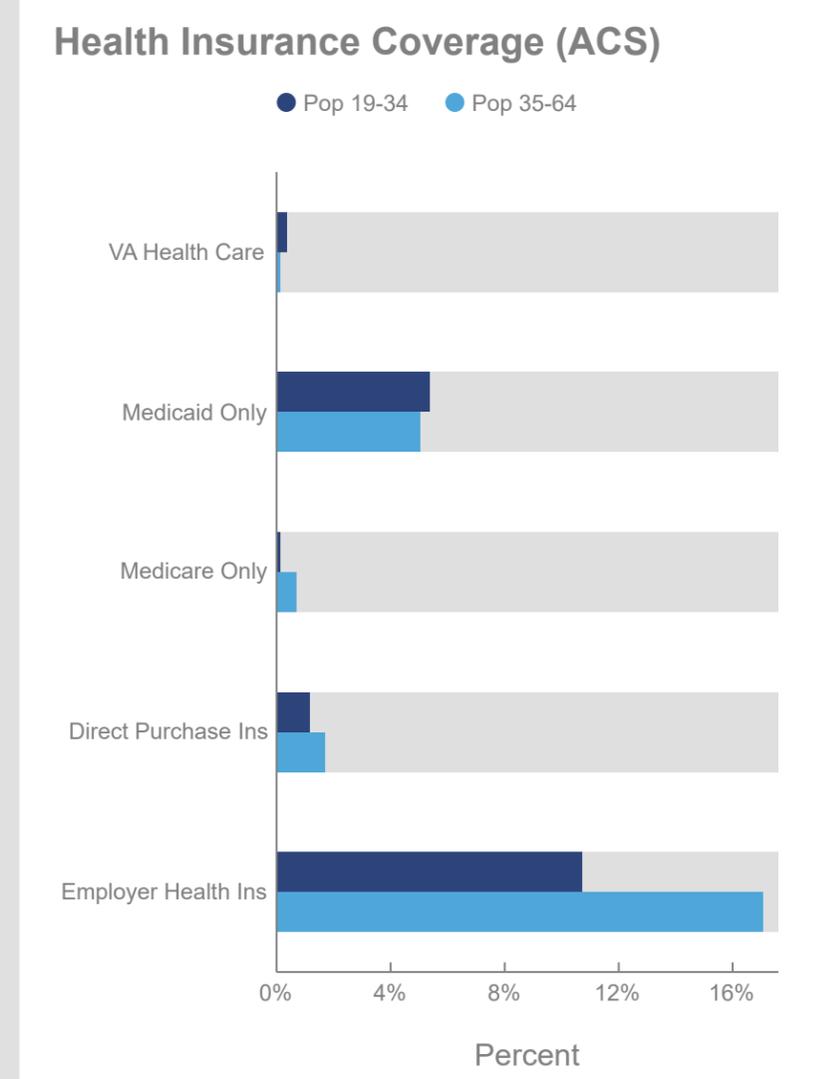
This infographic provides a set of key demographic and health care indicators. [Learn more about this data](#)



Health Care Expenditure

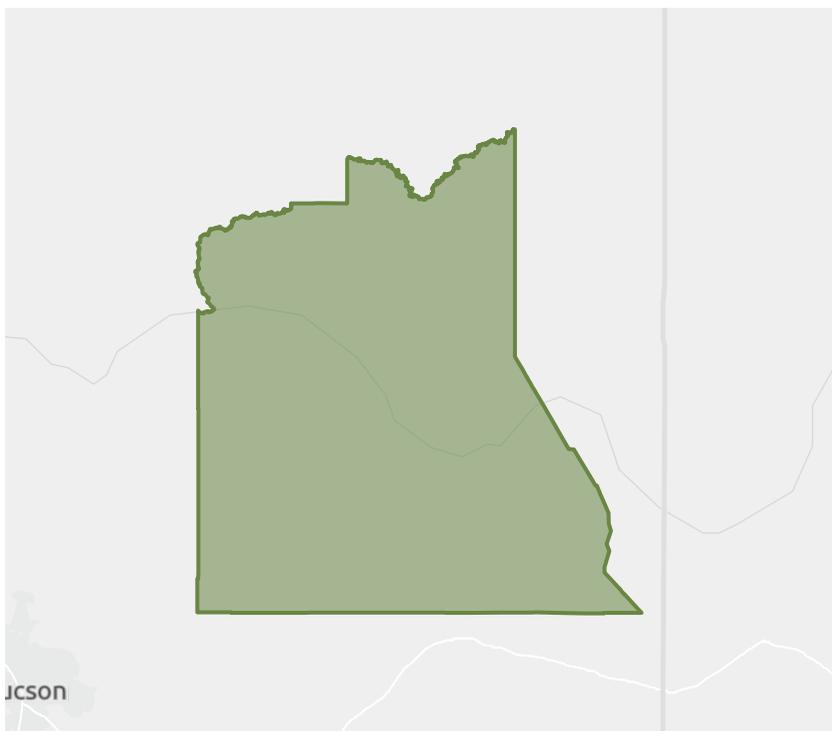


Health Care (Consumer Spending)	Annual Expenditure
Blue Cross/Blue Shield	\$869.2
Medicare Payments	\$782.7
Physician Services	\$189.5
Dental Services	\$302.7
Eyecare Services	\$52.6
Lab Tests/X-rays	\$55.3
Hospital Room & Hospital Service	\$155.6
Convalescent/Nursing Home Care	\$21.4



POPULATION TRENDS AND KEY INDICATORS

Graham County, AZ
Geography: County



39,252	12,433	2.94	32.8	\$52,779	\$176,524	46	142	73
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



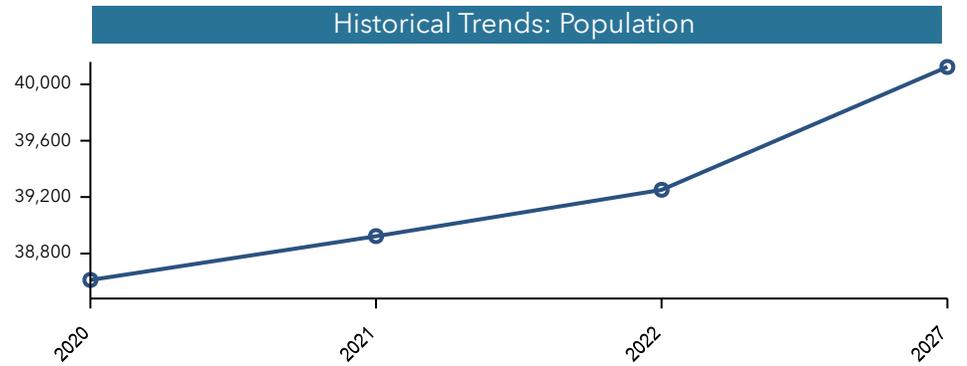
\$7,176

Avg Spent on Mortgage & Basics

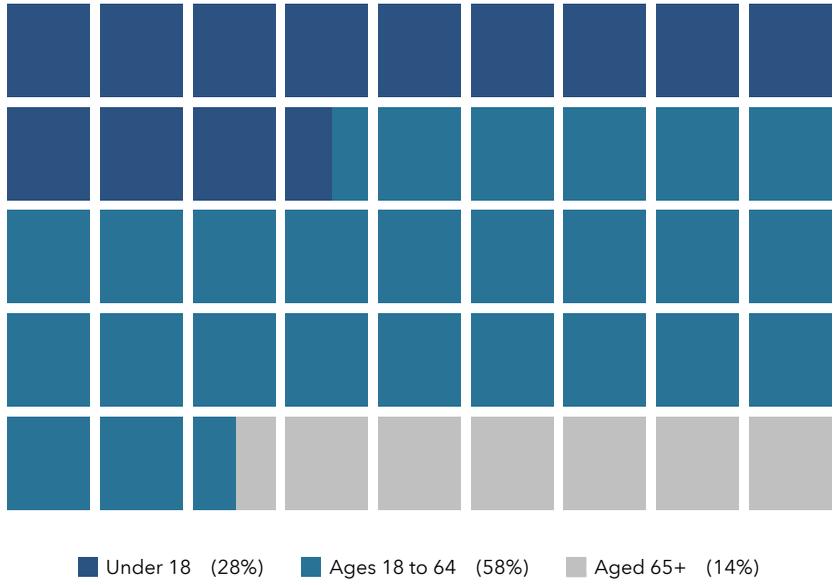


17.6%

Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION



4.7%

Greatest Gen:
Born 1945/Earlier



16.9%

Baby Boomer:
Born 1946 to 1964



16.0%

Generation X:
Born 1965 to 1980



26.4%

Millennial:
Born 1981 to 1998



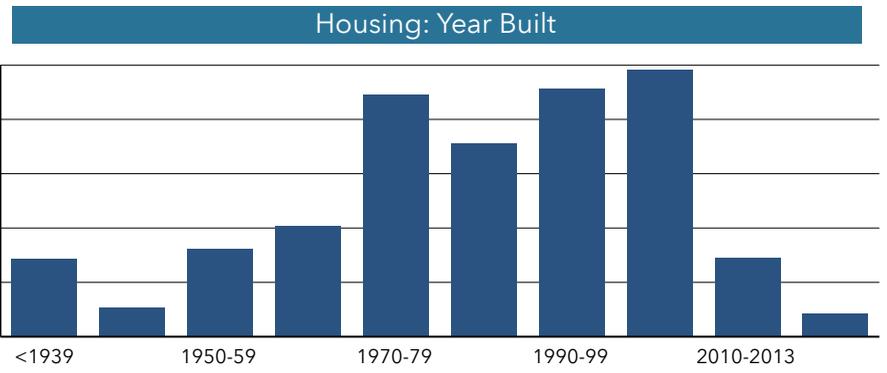
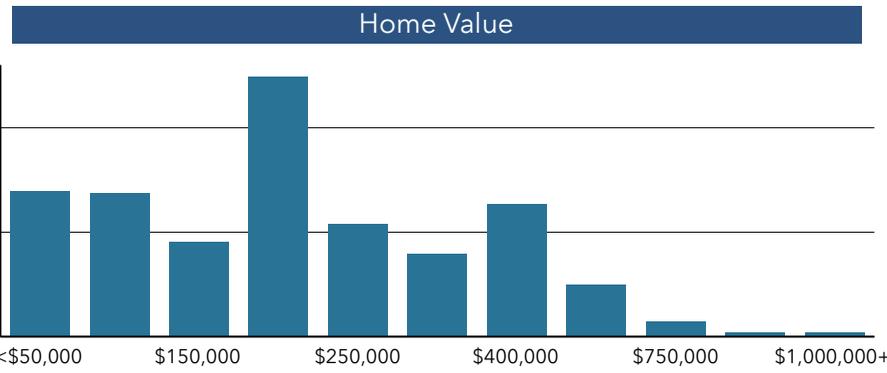
25.9%

Generation Z:
Born 1999 to 2016



10.1%

Alpha: Born
2017 to Present



This infographic contains data provided by Esri, Esri-U.S. BLS, ACS
The vintage of the data is 2022, 2027, 2016-2020 © 2022 Esri