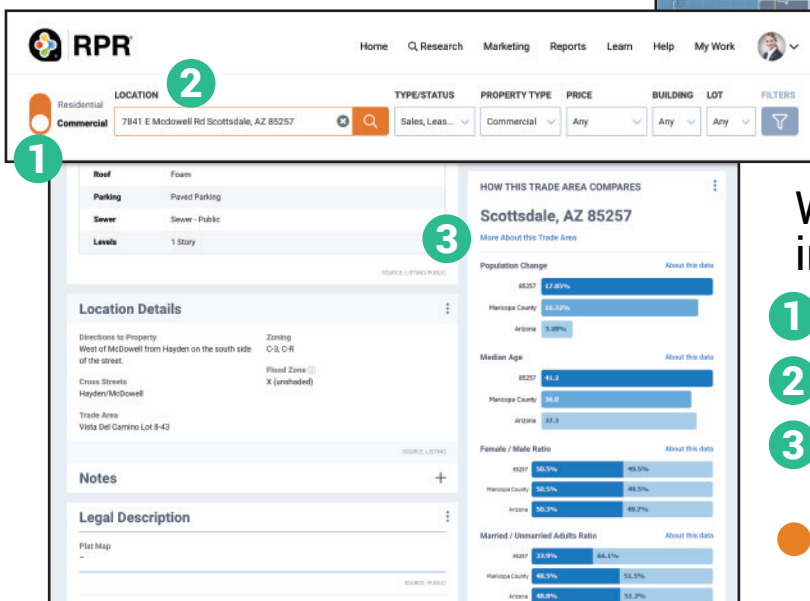
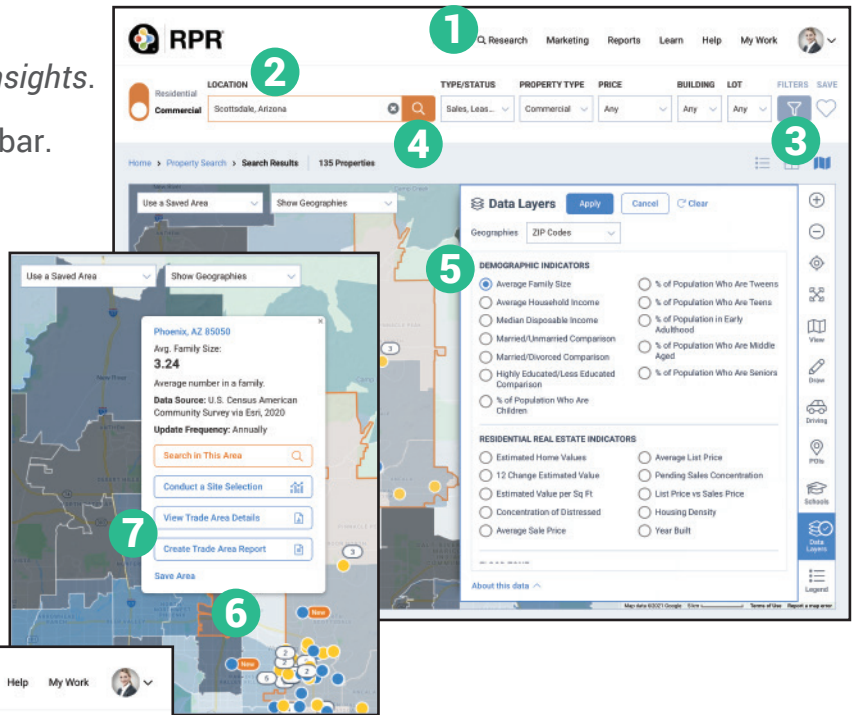


Printable: Trade Area Details

How do I find Trade Area information from Data Layers on the map?

- 1 Click *Research*, select *Commercial Map Insights*.
- 2 Enter a geographic area into the search bar.
- 3 Select orange magnifying glass.
- 4 Choose a *Demographic Indicator* from the *Data Layers* menu. (Note you can also use the *Draw*, *Driving*, and *Show Geographies* searches to directly create *Trade Area Reports*.)
- 5 Select a shaded area on the map.
- 6 Choose *View Trade Area Details* or *Create Trade Area Report*.



Where else can I find Trade Area information?

- 1 Choose *Commercial* on the search toggle.
 - 2 Enter the property address for your Trade Area.
 - 3 Select *More About This Trade Area* on the right sidebar.
- The geography will default to the zip code.

About the data you'll find in the Trade Area Report

Tapestry is a data product developed by Esri, an RPR partner and the leader in GIS software. Tapestry classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics. For a broader market view, Tapestry also consolidates segments into LifeMode (life cycle) groups and Urbanization (location) groups.

Trade Area Information will help you understand the general economic and demographics such as age, daytime population, and disposable income. Also included is a deep dive into each tapestry segment to help you understand more deeply the preferences and behaviors of the community so that you can help your client appeal to them.

An Overview of the Trade Area Details

1 Route Summary
Income: Median Household Income \$57,754

2 Age: Median Age 41.2

3 Population Stats: Total Population 31,771

4 Segmentation: 1st Dominant Segment Old and Newcomers

5 Demographic Facts and Stats

6 Consumer Segmentation

7 TRADE AREAS NEARBY

8 View Listings

a Population

b Age

c Married

d Income

e Education

f Economy

g Commute to Work

h Home Values

12 mo. Change in Median Estimated Home Value

Area	Change (%)
85257	18.7%
MariCopa	17.8%
Arizona	17.5%

Median Listing Price

Area	Price
85257	\$429,900
MariCopa	\$385,000
Arizona	\$315,000

12 mo. Change in Median Listing Price

Area	Change (%)
85257	13.2%
MariCopa	10.9%
Arizona	10.3%

Life Mode
What are the people like that live in this area?
Lifestyles of thirtysomethings

Middle Ground
Where do people like this usually live?
Affordable city life, including smaller metros, satellite cities

Metro Cities

Segment	Old and Newcomers	Parks and Rec	Emerald City
% of Households	4,608 (32.0%)	1,557 (10.8%)	1,516 (10.5%)
Lifestyle Group	Middle Ground	GenXurban	Middle Ground
Urbanization Group	Metro Cities	Suburban Periphery	Metro Cities
Residence Type	Multi-Units; Single Family	Single Family	Multi-Units; Single Family
Household Type	Singles	Married Couples	Singles
Average Household Size	2.11	2.49	2.05
Median Age	38.5	40.3	36.6
Diversity Index	50.1	47.5	48.1
Median Household Income	\$39,000	\$55,000	\$52,000
Median Net Worth	\$23,000	\$98,000	\$37,000
Median Home Value	-	\$180,000	-
Homeownership	46.4	70.7	49.6
Average Monthly Rent	\$850	-	\$1,030
Employment	Professional or Services	Professional, Management or Administration	Professional or Management
Education	College Degree	High School Graduate	College Degree
Preferred Activities	Buy frozen, convenience foods. Support environmental organizations.	Take U.S. vacations. Play blackjack, poker online.	Travel frequently. Buy, eat organic foods.

TRADE AREAS NEARBY

Scottsdale, AZ 85257

View Nearby Listings

Scottsdale, AZ 85251
Median Household Income \$65,456
Median Age 39.1
Total Population 41,826
1st Dominant Segment Young and Restless

Tempe, AZ 85281

View Listings

Tempe, AZ 85281
Median Household Income \$38,120
Median Age 24.5
Total Population 70,493
1st Dominant Segment College Towns

Phoenix, AZ 85008

View Listings

Phoenix, AZ 85008
Median Household Income \$39,312
Median Age 28.6
Total Population 61,530
1st Dominant Segment NeWest Residents

Scottsdale, AZ 85250

View Listings

Scottsdale, AZ 85250
Median Household Income \$68,486
Median Age 50.2
Total Population 17,045
1st Dominant Segment Old and Newcomers

Phoenix, AZ 85018

View Listings

Phoenix, AZ 85018
Median Household Income \$66,480
Median Age 42.0
Total Population 39,717
1st Dominant Segment Emerald City

Mesa, AZ 85201

View Listings

Mesa, AZ 85201
Median Household Income \$41,246
Median Age 31.5
Total Population 53,676
1st Dominant Segment Young and Restless

Tempe, AZ 85282

View Listings

Tempe, AZ 85282
Median Household Income \$56,944
Median Age 32.8
Total Population 54,042
1st Dominant Segment Young and Restless

Paradise Valley, AZ 85253

View Listings

Paradise Valley, AZ 85253
Median Household Income \$139,252
Median Age 53.2
Total Population 19,327
1st Dominant Segment Top Tier

Phoenix, AZ 85034

View Listings

Phoenix, AZ 85034
Median Household Income \$29,830
Median Age 32.0
Total Population 7,140
1st Dominant Segment Set to Impress

Mesa, AZ 85202

View Listings

Mesa, AZ 85202
Median Household Income \$47,518
Median Age 33.6
Total Population 39,555
1st Dominant Segment Young and Restless

- 1** Median Household Income
- 2** Median Age
- 3** Total Population
- 4** Dominant Tapestry Segment
- 5** Demographic Facts & Stats
 - a** Population
 - b** Age
 - c** Married
 - d** Income
 - e** Education
 - f** Economy
 - g** Commute to Work
 - h** Home Values
- 6** Consumer Segmentation
- 7** Trade Areas Nearby
- 8** Link to properties in Trade Areas