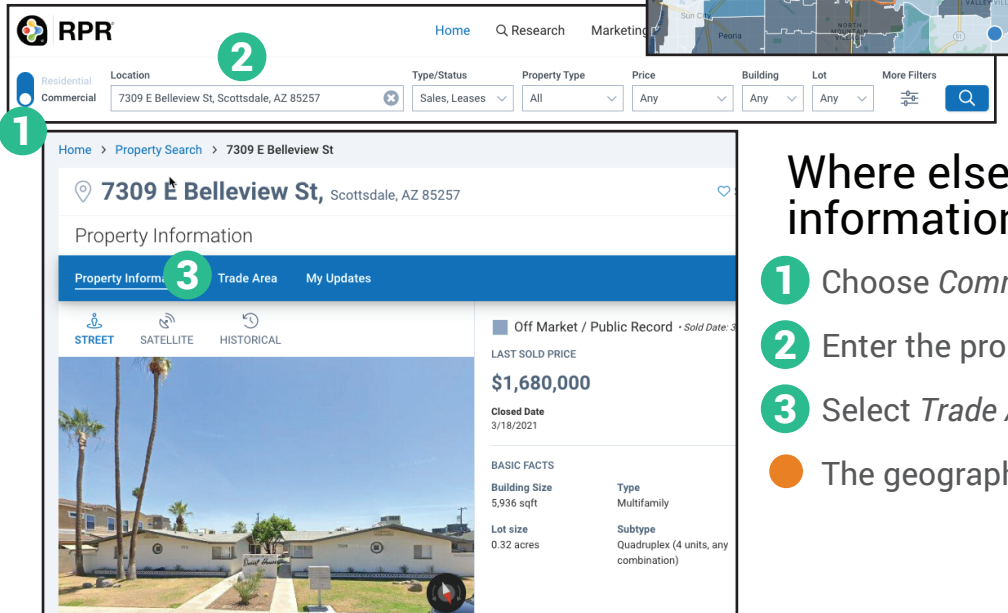
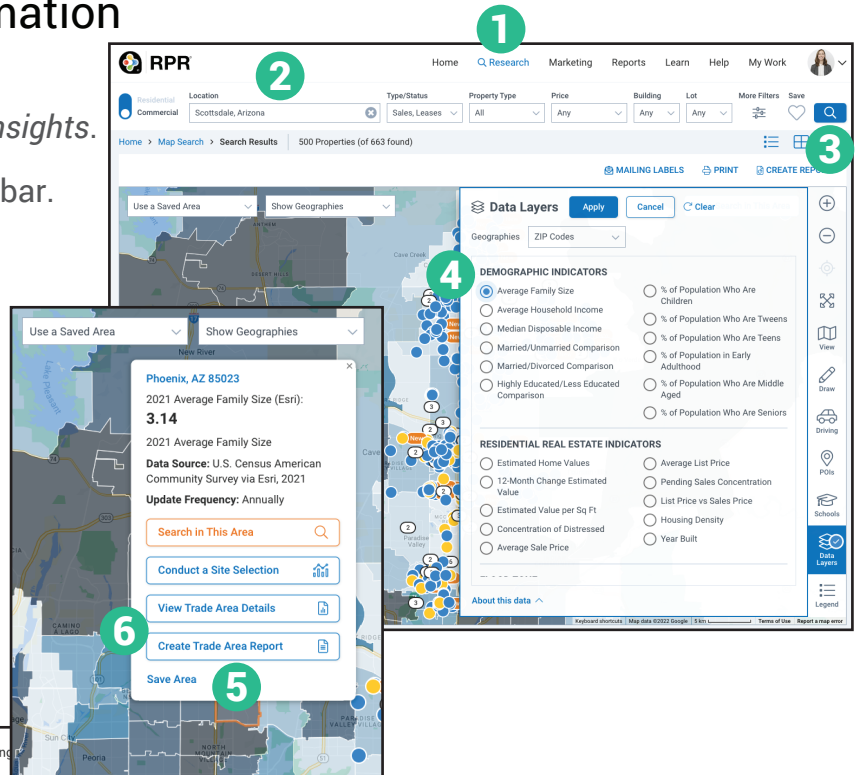


# Printable: Trade Area Details

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 the 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 *Trade Area* on the top navigation.
- 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

Home > Property Search > Search Results > 7025 N Scottsdale Rd > 85250

## Scottsdale, AZ 85250

Trade Area Information

CREATE REPORT

Property Trade Area Information

**1** Key Facts

2021 Income (Est): **Median Household Income \$81,933**

2021 Age: 5 Year Increments (Est): **Median Age 50.9**

2021 Key Demographic Indicators (Est): **Total Population 16,867**

2021 Tapestry Market Segmentation (Households): **1st Dominant Segment Old and Newcomers**

MAP

**5** Demographic Facts and Stats

- a Population
- b Age
- c Married
- d Income
- e Education
- f Economy
- g Commute to Work
- h Home Values

**7** TRADE AREAS NEARBY

**8** Scottsdale, AZ 85250

View Nearby Listings

Scottsdale, AZ 85251  
 Median Household Income \$73,737  
 Median Age 39.7  
 Total Population 42,502  
 1st Dominant Segment Young and Restless

Scottsdale, AZ 85258  
 Median Household Income \$98,075  
 Median Age 58.7  
 Total Population 24,788  
 1st Dominant Segment Golden Years

Paradise Valley, AZ 85253  
 Median Household Income \$169,046  
 Median Age 54.4  
 Total Population 18,559  
 1st Dominant Segment Top Tier

Scottsdale, AZ 85257  
 Median Household Income \$69,317  
 Median Age 41.5  
 Total Population 31,035  
 1st Dominant Segment Old and Newcomers

Phoenix, AZ 85018  
 Median Household Income \$76,902  
 Median Age 42.4  
 Total Population 39,824  
 1st Dominant Segment Emerald City

Scottsdale, AZ 85256  
 Median Household Income \$40,568  
 Median Age 33.3  
 Total Population 5,419  
 1st Dominant Segment Down the Road

Phoenix, AZ 85008  
 Median Household Income \$44,712  
 Median Age 29.1  
 Total Population 61,449  
 1st Dominant Segment NeWest Residents

Scottsdale, AZ 85260  
 Median Household Income \$97,135  
 Median Age 46.7  
 Total Population 39,652  
 1st Dominant Segment Emerald City

Tempe, AZ 85281  
 Median Household Income \$41,388  
 Median Age 24.4  
 Total Population 72,199  
 1st Dominant Segment College Towns

Scottsdale, AZ 85254  
 Median Household Income \$101,621  
 Median Age 46.0  
 Total Population 49,666  
 1st Dominant Segment Savvy Suburbanites

**6** Consumer Segmentation

About this data

Life Mode: What are the people like that live in this area?

Middle Ground: Lifestyles of thirtysomethings

Urbanization: Where do people like this usually live?

Metro Cities: Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	Old and Newcomers	In Style	Golden Years
% of Households	2,229 (25.6%)	1,656 (19.0%)	1,452 (16.7%)
Lifestyle Group	Middle Ground	GenXurban	Senior Styles
Urbanization Group	Metro Cities	Metro Cities	Suburban Periphery
Residence Type	Single Family, Multi-Units	Single Family	Single Family, Multi-Units
Household Type	Singles	Married Couples Without Kids	Singles
Average Household Size	2.1	2.33	2.04
Median Age	40.1	42.7	53.5
Diversity Index	55	42.4	46
Median Household Income	\$51,200	\$81,500	\$80,200
Median Net Worth	\$60,200	\$223,400	\$245,700
Median Home Value	\$208,100	\$298,100	\$398,300
Homeownership	48.2	69.7	64.4
Average Monthly Rent	-	-	-
Employment	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Some College No Degree	Bachelor's Degree	Bachelor's Degree

- 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