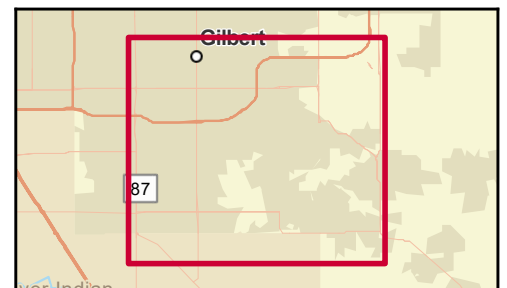
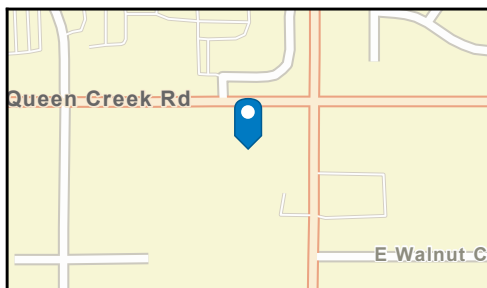
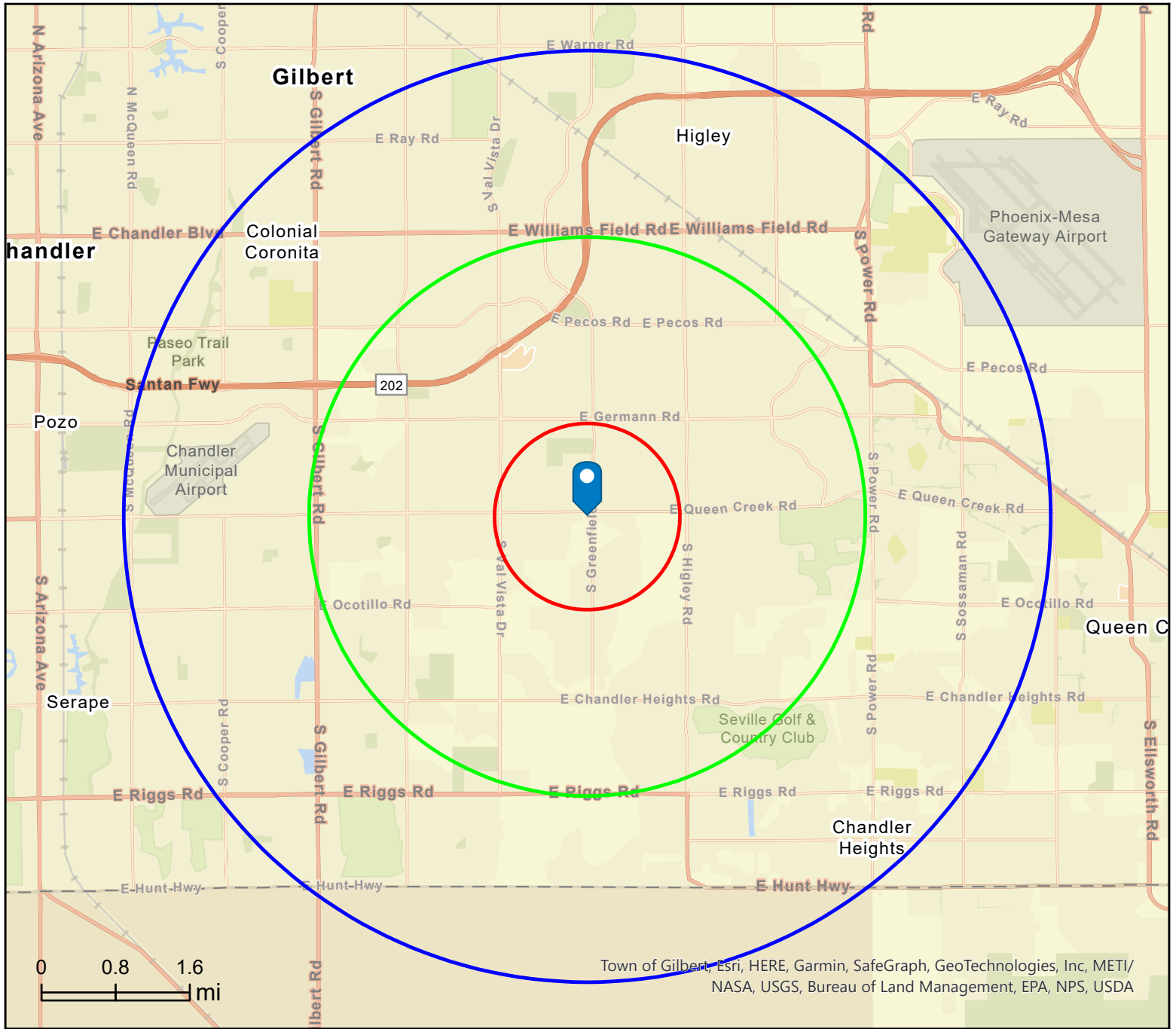


Victory Plaza
2343 E. Queen Creek Rd Gilbert AZ 85298
Ring: 1 mile radius

Latitude: 33.2625
Longitude: -111.7391





Executive Summary

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Rings: 1, 3, 5 mile radii

Latitude: 33.2625
 Longitude: -111.7391

	1 mile	3 mile	5 mile
Population			
2010 Population	2,287	57,715	168,898
2020 Population	4,256	87,385	235,100
2022 Population	4,971	92,826	248,226
2027 Population	5,061	97,054	259,261
2010-2020 Annual Rate	6.41%	4.24%	3.36%
2020-2022 Annual Rate	7.15%	2.72%	2.44%
2022-2027 Annual Rate	0.36%	0.89%	0.87%
2022 Male Population	50.2%	49.4%	49.3%
2022 Female Population	49.8%	50.6%	50.7%
2022 Median Age	32.4	33.9	34.1

In the identified area, the current year population is 248,226. In 2020, the Census count in the area was 235,100. The rate of change since 2020 was 2.44% annually. The five-year projection for the population in the area is 259,261 representing a change of 0.87% annually from 2022 to 2027. Currently, the population is 49.3% male and 50.7% female.

Median Age

The median age in this area is 34.1, compared to U.S. median age of 38.9.

Race and Ethnicity

2022 White Alone	75.8%	69.9%	68.9%
2022 Black Alone	2.1%	3.7%	4.4%
2022 American Indian/Alaska Native Alone	0.6%	0.8%	0.9%
2022 Asian Alone	7.0%	9.6%	8.8%
2022 Pacific Islander Alone	0.0%	0.2%	0.2%
2022 Other Race	3.0%	3.7%	4.2%
2022 Two or More Races	11.5%	12.1%	12.5%
2022 Hispanic Origin (Any Race)	14.4%	15.0%	16.2%

Persons of Hispanic origin represent 16.2% of the population in the identified area compared to 19.0% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 63.4 in the identified area, compared to 71.6 for the U.S. as a whole.

Households

2022 Wealth Index	174	156	142
2010 Households	672	18,395	54,048
2020 Households	1,192	27,148	74,925
2022 Households	1,403	28,916	79,598
2027 Households	1,432	30,241	83,212
2010-2020 Annual Rate	5.90%	3.97%	3.32%
2020-2022 Annual Rate	7.51%	2.84%	2.73%
2022-2027 Annual Rate	0.41%	0.90%	0.89%
2022 Average Household Size	3.47	3.20	3.10

The household count in this area has changed from 74,925 in 2020 to 79,598 in the current year, a change of 2.73% annually. The five-year projection of households is 83,212, a change of 0.89% annually from the current year total. Average household size is currently 3.10, compared to 3.12 in the year 2020. The number of families in the current year is 62,384 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



Executive Summary

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Rings: 1, 3, 5 mile radii

Latitude: 33.2625
 Longitude: -111.7391

	1 mile	3 mile	5 mile
Mortgage Income			
2022 Percent of Income for Mortgage	17.7%	18.6%	18.2%
Median Household Income			
2022 Median Household Income	\$150,691	\$120,349	\$114,980
2027 Median Household Income	\$163,569	\$138,012	\$130,662
2022-2027 Annual Rate	1.65%	2.78%	2.59%
Average Household Income			
2022 Average Household Income	\$174,212	\$154,612	\$146,351
2027 Average Household Income	\$202,236	\$176,513	\$167,969
2022-2027 Annual Rate	3.03%	2.68%	2.79%
Per Capita Income			
2022 Per Capita Income	\$48,978	\$48,227	\$46,927
2027 Per Capita Income	\$57,009	\$55,077	\$53,907
2022-2027 Annual Rate	3.08%	2.69%	2.81%

Households by Income

Current median household income is \$114,980 in the area, compared to \$72,414 for all U.S. households. Median household income is projected to be \$130,662 in five years, compared to \$84,445 for all U.S. households

Current average household income is \$146,351 in this area, compared to \$105,029 for all U.S. households. Average household income is projected to be \$167,969 in five years, compared to \$122,155 for all U.S. households

Current per capita income is \$46,927 in the area, compared to the U.S. per capita income of \$40,363. The per capita income is projected to be \$53,907 in five years, compared to \$47,064 for all U.S. households

Housing			
2022 Housing Affordability Index	141	135	138
2010 Total Housing Units	769	20,424	59,080
2010 Owner Occupied Housing Units	613	14,239	42,946
2010 Renter Occupied Housing Units	59	4,160	11,111
2010 Vacant Housing Units	97	2,029	5,032
2020 Total Housing Units	1,303	28,615	79,094
2020 Vacant Housing Units	111	1,467	4,169
2022 Total Housing Units	1,521	30,537	84,308
2022 Owner Occupied Housing Units	1,351	22,956	62,781
2022 Renter Occupied Housing Units	51	5,959	16,817
2022 Vacant Housing Units	118	1,621	4,710
2027 Total Housing Units	1,550	31,850	87,874
2027 Owner Occupied Housing Units	1,384	23,820	64,995
2027 Renter Occupied Housing Units	48	6,421	18,216
2027 Vacant Housing Units	118	1,609	4,662

Currently, 74.5% of the 84,308 housing units in the area are owner occupied; 19.9%, renter occupied; and 5.6% are vacant. Currently, in the U.S., 58.2% of the housing units in the area are owner occupied; 31.8% are renter occupied; and 10.0% are vacant. In 2020, there were 79,094 housing units in the area and 5.3% vacant housing units. The annual rate of change in housing units since 2020 is 2.88%. Median home value in the area is \$396,461, compared to a median home value of \$283,272 for the U.S. In five years, median value is projected to change by 1.24% annually to \$421,649.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau. Esri forecasts for 2022 and 2027. Esri converted Census 2010 data into 2020 geography.



Market Profile

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Rings: 1, 3, 5 mile radii

Latitude: 33.2625
 Longitude: -111.7391

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	2,287	57,715	168,898
2020 Total Population	4,256	87,385	235,100
2020 Group Quarters	100	434	1,529
2022 Total Population	4,971	92,826	248,226
2022 Group Quarters	100	434	1,529
2027 Total Population	5,061	97,054	259,261
2022-2027 Annual Rate	0.36%	0.89%	0.87%
2022 Total Daytime Population	3,879	71,867	195,934
Workers	1,066	23,875	71,997
Residents	2,813	47,992	123,937
Household Summary			
2010 Households	672	18,395	54,048
2010 Average Household Size	3.40	3.14	3.12
2020 Total Households	1,192	27,148	74,925
2020 Average Household Size	3.49	3.20	3.12
2022 Households	1,403	28,916	79,598
2022 Average Household Size	3.47	3.20	3.10
2027 Households	1,432	30,241	83,212
2027 Average Household Size	3.46	3.20	3.10
2022-2027 Annual Rate	0.41%	0.90%	0.89%
2010 Families	584	14,796	43,543
2010 Average Family Size	3.64	3.50	3.47
2022 Families	1,203	22,696	62,384
2022 Average Family Size	3.75	3.62	3.51
2027 Families	1,228	23,760	65,192
2027 Average Family Size	3.74	3.62	3.50
2022-2027 Annual Rate	0.41%	0.92%	0.88%
Housing Unit Summary			
2000 Housing Units	216	1,593	13,083
Owner Occupied Housing Units	86.6%	76.4%	78.6%
Renter Occupied Housing Units	11.6%	10.2%	9.9%
Vacant Housing Units	1.9%	13.4%	11.6%
2010 Housing Units	769	20,424	59,080
Owner Occupied Housing Units	79.7%	69.7%	72.7%
Renter Occupied Housing Units	7.7%	20.4%	18.8%
Vacant Housing Units	12.6%	9.9%	8.5%
2020 Housing Units	1,303	28,615	79,094
Vacant Housing Units	8.5%	5.1%	5.3%
2022 Housing Units	1,521	30,537	84,308
Owner Occupied Housing Units	88.8%	75.2%	74.5%
Renter Occupied Housing Units	3.4%	19.5%	19.9%
Vacant Housing Units	7.8%	5.3%	5.6%
2027 Housing Units	1,550	31,850	87,874
Owner Occupied Housing Units	89.3%	74.8%	74.0%
Renter Occupied Housing Units	3.1%	20.2%	20.7%
Vacant Housing Units	7.6%	5.1%	5.3%
Median Household Income			
2022	\$150,691	\$120,349	\$114,980
2027	\$163,569	\$138,012	\$130,662
Median Home Value			
2022	\$505,787	\$424,103	\$396,461
2027	\$523,536	\$446,087	\$421,649
Per Capita Income			
2022	\$48,978	\$48,227	\$46,927
2027	\$57,009	\$55,077	\$53,907
Median Age			
2010	32.7	31.3	31.8
2022	32.4	33.9	34.1
2027	32.0	33.1	33.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Rings: 1, 3, 5 mile radii

Latitude: 33.2625
 Longitude: -111.7391

	1 mile	3 mile	5 mile
2022 Households by Income			
Household Income Base	1,403	28,916	79,597
<\$15,000	0.4%	1.8%	2.2%
\$15,000 - \$24,999	1.6%	1.6%	1.8%
\$25,000 - \$34,999	0.8%	2.4%	2.8%
\$35,000 - \$49,999	5.9%	5.8%	5.8%
\$50,000 - \$74,999	7.3%	10.9%	12.1%
\$75,000 - \$99,999	7.8%	13.8%	14.5%
\$100,000 - \$149,999	25.6%	26.3%	26.4%
\$150,000 - \$199,999	26.8%	18.0%	17.4%
\$200,000+	23.8%	19.4%	17.1%
Average Household Income	\$174,212	\$154,612	\$146,351
2027 Households by Income			
Household Income Base	1,432	30,241	83,211
<\$15,000	0.3%	1.0%	1.3%
\$15,000 - \$24,999	0.8%	0.8%	1.1%
\$25,000 - \$34,999	0.5%	1.0%	1.4%
\$35,000 - \$49,999	4.3%	3.7%	3.7%
\$50,000 - \$74,999	4.2%	8.6%	9.4%
\$75,000 - \$99,999	6.5%	12.6%	13.6%
\$100,000 - \$149,999	20.6%	26.7%	27.3%
\$150,000 - \$199,999	33.4%	23.1%	22.2%
\$200,000+	29.4%	22.4%	20.0%
Average Household Income	\$202,236	\$176,513	\$167,969
2022 Owner Occupied Housing Units by Value			
Total	1,351	22,956	62,781
<\$50,000	0.1%	0.1%	0.3%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.1%	0.4%
\$150,000 - \$199,999	0.1%	0.6%	0.8%
\$200,000 - \$249,999	0.4%	2.9%	5.0%
\$250,000 - \$299,999	3.3%	7.7%	10.4%
\$300,000 - \$399,999	16.4%	32.6%	34.2%
\$400,000 - \$499,999	28.6%	24.8%	23.4%
\$500,000 - \$749,999	40.0%	25.7%	20.4%
\$750,000 - \$999,999	10.8%	3.8%	3.3%
\$1,000,000 - \$1,499,999	0.1%	1.4%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$543,079	\$471,040	\$446,945
2027 Owner Occupied Housing Units by Value			
Total	1,384	23,820	64,995
<\$50,000	0.0%	0.0%	0.0%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	1.2%	2.2%
\$250,000 - \$299,999	1.9%	5.3%	7.8%
\$300,000 - \$399,999	13.7%	30.7%	34.2%
\$400,000 - \$499,999	29.9%	27.7%	26.7%
\$500,000 - \$749,999	45.7%	30.7%	24.6%
\$750,000 - \$999,999	8.5%	3.3%	3.3%
\$1,000,000 - \$1,499,999	0.1%	0.9%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$549,729	\$484,286	\$464,537

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Rings: 1, 3, 5 mile radii

Latitude: 33.2625
 Longitude: -111.7391

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Boomburbs (1C)	Boomburbs (1C)	Up and Coming Families (7A)
2.		Up and Coming Families (7A)	Boomburbs (1C)
3.		Silver & Gold (9A)	Workday Drive (4A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,454,220	\$101,392,424	\$264,381,857
Average Spent	\$3,887.54	\$3,506.45	\$3,321.46
Spending Potential Index	161	146	138
Education: Total \$	\$4,296,894	\$76,138,581	\$197,695,003
Average Spent	\$3,062.65	\$2,633.10	\$2,483.67
Spending Potential Index	156	134	127
Entertainment/Recreation: Total \$	\$8,246,956	\$152,592,540	\$398,452,439
Average Spent	\$5,878.09	\$5,277.10	\$5,005.81
Spending Potential Index	160	144	136
Food at Home: Total \$	\$13,177,629	\$250,589,279	\$653,663,937
Average Spent	\$9,392.47	\$8,666.11	\$8,212.06
Spending Potential Index	152	140	133
Food Away from Home: Total \$	\$9,937,850	\$184,195,195	\$479,180,924
Average Spent	\$7,083.29	\$6,370.01	\$6,020.01
Spending Potential Index	164	148	140
Health Care: Total \$	\$15,084,101	\$289,747,608	\$757,657,166
Average Spent	\$10,751.32	\$10,020.32	\$9,518.55
Spending Potential Index	152	141	134
HH Furnishings & Equipment: Total \$	\$5,995,364	\$111,710,819	\$292,600,676
Average Spent	\$4,273.25	\$3,863.29	\$3,675.98
Spending Potential Index	167	151	143
Personal Care Products & Services: Total \$	\$2,317,585	\$43,412,649	\$112,838,021
Average Spent	\$1,651.88	\$1,501.34	\$1,417.60
Spending Potential Index	162	147	139
Shelter: Total \$	\$52,023,210	\$954,930,891	\$2,481,308,631
Average Spent	\$37,079.98	\$33,024.31	\$31,173.00
Spending Potential Index	162	144	136
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,850,588	\$128,412,962	\$333,920,603
Average Spent	\$4,882.81	\$4,440.90	\$4,195.09
Spending Potential Index	180	163	154
Travel: Total \$	\$7,000,173	\$126,738,268	\$329,349,567
Average Spent	\$4,989.43	\$4,382.98	\$4,137.66
Spending Potential Index	174	153	144
Vehicle Maintenance & Repairs: Total \$	\$2,783,937	\$53,518,319	\$140,057,476
Average Spent	\$1,984.27	\$1,850.82	\$1,759.56
Spending Potential Index	158	147	140

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Retail Goods and Services Expenditures

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Ring: 1 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	100.0%	Population	4,971	5,061
	0.0%	Households	1,403	1,432
	0.0%	Families	1,203	1,228
	0.0%	Median Age	32.4	32.0
	0.0%	Median Household Income	\$150,691	\$163,569
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		161	\$3,887.54	\$5,454,220
Men's		165	\$763.22	\$1,070,802
Women's		159	\$1,330.98	\$1,867,364
Children's		184	\$650.16	\$912,173
Footwear		150	\$856.43	\$1,201,566
Watches & Jewelry		162	\$236.58	\$331,922
Apparel Products and Services (1)		145	\$86.93	\$121,965
Computer				
Computers and Hardware for Home Use		173	\$330.31	\$463,419
Portable Memory		162	\$8.01	\$11,243
Computer Software		152	\$16.55	\$23,220
Computer Accessories		161	\$32.93	\$46,195
Entertainment & Recreation		160	\$5,878.09	\$8,246,956
Fees and Admissions		184	\$1,549.44	\$2,173,866
Membership Fees for Clubs (2)		173	\$488.67	\$685,597
Fees for Participant Sports, excl. Trips		198	\$259.40	\$363,941
Tickets to Theatre/Operas/Concerts		154	\$141.29	\$198,224
Tickets to Movies		193	\$121.77	\$170,849
Tickets to Parks or Museums		188	\$72.65	\$101,923
Admission to Sporting Events, excl. Trips		190	\$139.02	\$195,047
Fees for Recreational Lessons		203	\$325.25	\$456,331
Dating Services		101	\$1.39	\$1,955
TV/Video/Audio		148	\$1,972.78	\$2,767,806
Cable and Satellite Television Services		137	\$1,254.50	\$1,760,064
Televisions		173	\$220.55	\$309,435
Satellite Dishes		185	\$3.31	\$4,644
VCRs, Video Cameras, and DVD Players		163	\$9.06	\$12,710
Miscellaneous Video Equipment		142	\$25.09	\$35,196
Video Cassettes and DVDs		168	\$14.63	\$20,531
Video Game Hardware/Accessories		159	\$52.26	\$73,326
Video Game Software		153	\$27.87	\$39,107
Rental/Streaming/Downloaded Video		175	\$139.89	\$196,269
Installation of Televisions		187	\$1.57	\$2,200
Audio (3)		182	\$220.90	\$309,924
Rental and Repair of TV/Radio/Sound Equipment		93	\$3.14	\$4,400
Pets		148	\$1,226.98	\$1,721,446
Toys/Games/Crafts/Hobbies (4)		172	\$225.78	\$316,768
Recreational Vehicles and Fees (5)		160	\$205.22	\$287,926
Sports/Recreation/Exercise Equipment (6)		186	\$381.87	\$535,767
Photo Equipment and Supplies (7)		187	\$97.73	\$137,119
Reading (8)		143	\$167.94	\$235,620
Catered Affairs (9)		152	\$50.70	\$71,126
Food		157	\$16,475.75	\$23,115,479
Food at Home		152	\$9,392.47	\$13,177,629
Bakery and Cereal Products		150	\$1,192.13	\$1,672,562
Meats, Poultry, Fish, and Eggs		149	\$1,989.33	\$2,791,026
Dairy Products		151	\$939.00	\$1,317,421
Fruits and Vegetables		152	\$1,830.10	\$2,567,626
Snacks and Other Food at Home (10)		154	\$3,441.91	\$4,828,995
Food Away from Home		164	\$7,083.29	\$9,937,850
Alcoholic Beverages		156	\$1,114.09	\$1,563,062

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Victory Plaza
2343 E. Queen Creek Rd Gilbert AZ 85298
Ring: 1 mile radius

Latitude: 33.2625
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	179	\$55,684.78	\$78,125,740
Value of Retirement Plans	167	\$190,285.84	\$266,971,040
Value of Other Financial Assets	127	\$12,391.87	\$17,385,799
Vehicle Loan Amount excluding Interest	173	\$5,626.70	\$7,894,259
Value of Credit Card Debt	155	\$4,885.25	\$6,854,010
Health			
Nonprescription Drugs	139	\$245.12	\$343,898
Prescription Drugs	134	\$509.57	\$714,927
Eyeglasses and Contact Lenses	152	\$167.59	\$235,131
Home			
Mortgage Payment and Basics (11)	189	\$22,882.05	\$32,103,515
Maintenance and Remodeling Services	181	\$5,912.76	\$8,295,596
Maintenance and Remodeling Materials (12)	177	\$1,240.22	\$1,740,022
Utilities, Fuel, and Public Services	149	\$8,439.18	\$11,840,166
Household Furnishings and Equipment			
Household Textiles (13)	163	\$188.32	\$264,217
Furniture	165	\$1,198.23	\$1,681,117
Rugs	170	\$60.63	\$85,058
Major Appliances (14)	172	\$735.87	\$1,032,428
Housewares (15)	160	\$160.45	\$225,110
Small Appliances	157	\$93.90	\$131,742
Luggage	176	\$33.45	\$46,929
Telephones and Accessories	142	\$162.02	\$227,310
Household Operations			
Child Care	214	\$1,289.52	\$1,809,193
Lawn and Garden (16)	161	\$915.66	\$1,284,669
Moving/Storage/Freight Express	173	\$139.89	\$196,269
Housekeeping Supplies (17)	155	\$1,369.31	\$1,921,137
Insurance			
Owners and Renters Insurance	165	\$1,169.66	\$1,641,032
Vehicle Insurance	157	\$3,331.80	\$4,674,522
Life/Other Insurance	163	\$1,115.83	\$1,565,506
Health Insurance	150	\$7,062.21	\$9,908,275
Personal Care Products (18)	161	\$909.21	\$1,275,625
School Books and Supplies (19)	168	\$249.12	\$349,520
Smoking Products	110	\$480.83	\$674,598
Transportation			
Payments on Vehicles excluding Leases	174	\$5,148.49	\$7,223,328
Gasoline and Motor Oil	158	\$4,312.79	\$6,050,848
Vehicle Maintenance and Repairs	158	\$1,984.27	\$2,783,937
Travel			
Airline Fares	179	\$1,280.46	\$1,796,483
Lodging on Trips	173	\$1,391.61	\$1,952,422
Auto/Truck Rental on Trips	180	\$112.71	\$158,139
Food and Drink on Trips	169	\$1,148.41	\$1,611,213

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Victory Plaza
2343 E. Queen Creek Rd Gilbert AZ 85298
Ring: 3 mile radius

Latitude: 33.2625
Longitude: -111.7391

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Boomburbs (1C)	51.4%	Population	92,826	97,054
Up and Coming Families (7A)	30.3%	Households	28,916	30,241
Silver & Gold (9A)	9.2%	Families	22,696	23,760
Bright Young Professionals (8C)	5.3%	Median Age	33.9	33.1
Young and Restless (11B)	2.5%	Median Household Income	\$120,349	\$138,012
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		146	\$3,506.45	\$101,392,424
Men's		150	\$691.97	\$20,008,935
Women's		143	\$1,198.71	\$34,661,936
Children's		162	\$573.05	\$16,570,289
Footwear		138	\$786.64	\$22,746,473
Watches & Jewelry		142	\$207.19	\$5,991,236
Apparel Products and Services (1)		132	\$79.00	\$2,284,401
Computer				
Computers and Hardware for Home Use		154	\$294.96	\$8,529,073
Portable Memory		146	\$7.21	\$208,502
Computer Software		139	\$15.19	\$439,123
Computer Accessories		153	\$31.32	\$905,773
Entertainment & Recreation		144	\$5,277.10	\$152,592,540
Fees and Admissions		157	\$1,324.88	\$38,310,334
Membership Fees for Clubs (2)		149	\$422.10	\$12,205,457
Fees for Participant Sports, excl. Trips		172	\$225.45	\$6,519,061
Tickets to Theatre/Operas/Concerts		137	\$125.59	\$3,631,552
Tickets to Movies		172	\$108.79	\$3,145,775
Tickets to Parks or Museums		167	\$64.38	\$1,861,672
Admission to Sporting Events, excl. Trips		155	\$113.78	\$3,290,142
Fees for Recreational Lessons		165	\$263.48	\$7,618,862
Dating Services		96	\$1.31	\$37,813
TV/Video/Audio		138	\$1,846.98	\$53,407,213
Cable and Satellite Television Services		130	\$1,191.53	\$34,454,216
Televisions		159	\$201.94	\$5,839,307
Satellite Dishes		165	\$2.95	\$85,363
VCRs, Video Cameras, and DVD Players		148	\$8.24	\$238,249
Miscellaneous Video Equipment		136	\$24.01	\$694,218
Video Cassettes and DVDs		158	\$13.82	\$399,667
Video Game Hardware/Accessories		147	\$48.47	\$1,401,439
Video Game Software		148	\$26.87	\$776,846
Rental/Streaming/Downloaded Video		161	\$128.82	\$3,724,989
Installation of Televisions		169	\$1.42	\$41,159
Audio (3)		161	\$195.73	\$5,659,813
Rental and Repair of TV/Radio/Sound Equipment		95	\$3.18	\$91,947
Pets		134	\$1,112.22	\$32,160,961
Toys/Games/Crafts/Hobbies (4)		156	\$204.92	\$5,925,582
Recreational Vehicles and Fees (5)		134	\$172.41	\$4,985,517
Sports/Recreation/Exercise Equipment (6)		162	\$332.58	\$9,617,019
Photo Equipment and Supplies (7)		162	\$84.37	\$2,439,615
Reading (8)		133	\$156.40	\$4,522,457
Catered Affairs (9)		128	\$42.64	\$1,232,942
Food		143	\$15,036.12	\$434,784,474
Food at Home		140	\$8,666.11	\$250,589,279
Bakery and Cereal Products		139	\$1,100.91	\$31,833,801
Meats, Poultry, Fish, and Eggs		137	\$1,834.67	\$53,051,322
Dairy Products		139	\$863.82	\$24,978,352
Fruits and Vegetables		140	\$1,685.12	\$48,726,911
Snacks and Other Food at Home (10)		142	\$3,181.59	\$91,998,892
Food Away from Home		148	\$6,370.01	\$184,195,195
Alcoholic Beverages		139	\$988.00	\$28,569,126

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Victory Plaza
2343 E. Queen Creek Rd Gilbert AZ 85298
Ring: 3 mile radius

Latitude: 33.2625
Longitude: -111.7391

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	152	\$47,135.53	\$1,362,970,878
Value of Retirement Plans	143	\$163,302.08	\$4,722,043,025
Value of Other Financial Assets	124	\$12,162.20	\$351,682,038
Vehicle Loan Amount excluding Interest	159	\$5,178.44	\$149,739,638
Value of Credit Card Debt	140	\$4,409.56	\$127,506,758
Health			
Nonprescription Drugs	133	\$233.17	\$6,742,253
Prescription Drugs	130	\$494.67	\$14,303,802
Eyeglasses and Contact Lenses	139	\$152.64	\$4,413,637
Home			
Mortgage Payment and Basics (11)	159	\$19,257.85	\$556,859,866
Maintenance and Remodeling Services	155	\$5,075.68	\$146,768,466
Maintenance and Remodeling Materials (12)	154	\$1,082.07	\$31,289,134
Utilities, Fuel, and Public Services	140	\$7,906.88	\$228,635,340
Household Furnishings and Equipment			
Household Textiles (13)	147	\$169.47	\$4,900,499
Furniture	150	\$1,088.67	\$31,479,911
Rugs	149	\$53.16	\$1,537,078
Major Appliances (14)	155	\$663.36	\$19,181,828
Housewares (15)	148	\$148.42	\$4,291,647
Small Appliances	144	\$86.27	\$2,494,492
Luggage	160	\$30.45	\$880,510
Telephones and Accessories	131	\$148.74	\$4,300,867
Household Operations			
Child Care	173	\$1,043.07	\$30,161,424
Lawn and Garden (16)	144	\$819.48	\$23,696,125
Moving/Storage/Freight Express	157	\$127.04	\$3,673,554
Housekeeping Supplies (17)	144	\$1,271.45	\$36,765,202
Insurance			
Owners and Renters Insurance	149	\$1,055.02	\$30,506,818
Vehicle Insurance	148	\$3,131.66	\$90,555,028
Life/Other Insurance	143	\$979.58	\$28,325,644
Health Insurance	140	\$6,558.35	\$189,641,220
Personal Care Products (18)	147	\$831.27	\$24,037,083
School Books and Supplies (19)	152	\$224.94	\$6,504,285
Smoking Products	112	\$486.70	\$14,073,493
Transportation			
Payments on Vehicles excluding Leases	158	\$4,687.73	\$135,550,336
Gasoline and Motor Oil	146	\$3,984.24	\$115,208,158
Vehicle Maintenance and Repairs	147	\$1,850.82	\$53,518,319
Travel			
Airline Fares	156	\$1,111.74	\$32,146,955
Lodging on Trips	151	\$1,214.26	\$35,111,471
Auto/Truck Rental on Trips	159	\$99.17	\$2,867,651
Food and Drink on Trips	150	\$1,019.23	\$29,472,009

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Restaurant Market Potential

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Ring: 1 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Demographic Summary	2022	2027
Population	4,971	5,061
Population 18+	3,299	3,368
Households	1,403	1,432
Median Household Income	\$150,691	\$163,569

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	2,377	72.1%	108
Went to family restaurant/steak house 4+ times/month last 30 days	744	22.6%	109
Spent at family restaurant/steak house last 30 days: \$1-30	183	5.5%	81
Spent at family restaurant/steak house 30 days: \$31-50	320	9.7%	114
Spent at family restaurant/steak house last 30 days: \$51-100	469	14.2%	101
Spent at family restaurant/steak house last 30 days: \$101-200	419	12.7%	148
Spent at family restaurant/steak house last 30 days: \$201+	152	4.6%	117
Spent at fine dining last 30 days: \$1-100	105	3.2%	105
Spent at fine dining last 30 days: \$101+	163	4.9%	132
Went to family restaurant last 6 months: for breakfast	381	11.5%	114
Went to family restaurant last 6 months: for lunch	601	18.2%	114
Went to family restaurant last 6 months: for dinner	1,627	49.3%	117
Went to family restaurant last 6 months: for snack	56	1.7%	110
Went to family restaurant last 6 months: on weekday	1,005	30.5%	108
Went to family restaurant last 6 months: on weekend	1,424	43.2%	119
Went to family restaurant last 6 months: Applebee's	305	9.2%	63
Went to family restaurant last 6 months: Bob Evans	37	1.1%	45
Went to family restaurant last 6 months: Buffalo Wild Wings	355	10.8%	123
Went to family restaurant last 6 months: California Pizza Kitchen	124	3.8%	211
Went to family restaurant last 6 months: Carrabba's	117	3.5%	178
Went to family restaurant last 6 months: The Cheesecake Factory	343	10.4%	170
Went to family restaurant last 6 months: Chili's Grill & Bar	477	14.5%	152
Went to family restaurant last 6 months: Cracker Barrel	375	11.4%	114
Went to family restaurant last 6 months: Denny's	204	6.2%	94
Went to family restaurant last 6 months: Golden Corral	79	2.4%	57
Went to family restaurant last 6 months: IHOP	284	8.6%	116
Went to family restaurant last 6 months: Logan's Roadhouse	74	2.2%	99
Went to family restaurant last 6 months: LongHorn Steakhouse	149	4.5%	85
Went to family restaurant last 6 months: Olive Garden	614	18.6%	130
Went to family restaurant last 6 months: Outback Steakhouse	254	7.7%	107
Went to family restaurant last 6 months: Red Lobster	272	8.2%	114
Went to family restaurant last 6 months: Red Robin	297	9.0%	149
Went to family restaurant last 6 months: Ruby Tuesday	45	1.4%	49
Went to family restaurant last 6 months: Texas Roadhouse	422	12.8%	122
Went to family restaurant last 6 months: T.G.I. Friday's	68	2.1%	69
Went to family restaurant last 6 months: Waffle House	145	4.4%	92
Went to family restaurant last 6 months: fast food/drive-in	3,106	94.1%	104
Went to fast food/drive-in restaurant 9+ times/month	1,426	43.2%	114
Spent at fast food restaurant last 30 days: <\$1-10	109	3.3%	81
Spent at fast food restaurant last 30 days: \$11-\$20	296	9.0%	105
Spent at fast food restaurant last 30 days: \$21-\$40	533	16.2%	99
Spent at fast food restaurant last 30 days: \$41-\$50	322	9.8%	111
Spent at fast food restaurant last 30 days: \$51-\$100	638	19.3%	99
Spent at fast food restaurant last 30 days: \$101-\$200	492	14.9%	133
Spent at fast food restaurant last 30 days: \$201+	245	7.4%	167
Ordered eat-in fast food in the last 6 months	891	27.0%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Restaurant Market Potential

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Ring: 1 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	891	27.0%	119
Went to fast food restaurant in the last 6 months: home delivery	442	13.4%	115
Went to fast food restaurant in the last 6 months: take-out/drive-thru	2,071	62.8%	112
Went to fast food restaurant in the last 6 months: take-out/walk-in	858	26.0%	122
Went to fast food restaurant in the last 6 months: breakfast	1,226	37.2%	109
Went to fast food restaurant in the last 6 months: lunch	1,995	60.5%	117
Went to fast food restaurant in the last 6 months: dinner	1,949	59.1%	116
Went to fast food restaurant in the last 6 months: snack	459	13.9%	112
Went to fast food restaurant in the last 6 months: weekday	2,267	68.7%	112
Went to fast food restaurant in the last 6 months: weekend	1,974	59.8%	120
Went to fast food restaurant in the last 6 months: A & W	25	0.8%	39
Went to fast food restaurant in the last 6 months: Arby's	487	14.8%	86
Went to fast food restaurant in the last 6 months: Baskin-Robbins	152	4.6%	141
Went to fast food restaurant in the last 6 months: Boston Market	59	1.8%	87
Went to fast food restaurant in the last 6 months: Burger King	726	22.0%	78
Went to fast food restaurant in the last 6 months: Captain D's	56	1.7%	57
Went to fast food restaurant in the last 6 months: Carl's Jr.	188	5.7%	109
Went to fast food restaurant in the last 6 months: Checkers	51	1.5%	58
Went to fast food restaurant in the last 6 months: Chick-fil-A	1,526	46.3%	153
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	761	23.1%	161
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	53	1.6%	112
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	86	2.6%	81
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	96	2.9%	111
Went to fast food restaurant in the last 6 months: Dairy Queen	522	15.8%	108
Went to fast food restaurant in the last 6 months: Del Taco	144	4.4%	130
Went to fast food restaurant in the last 6 months: Domino's Pizza	508	15.4%	104
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	384	11.6%	82
Went to fast food restaurant in the last 6 months: Five Guys	445	13.5%	144
Went to fast food restaurant in the last 6 months: Hardee's	87	2.6%	50
Went to fast food restaurant in the last 6 months: Jack in the Box	405	12.3%	160
Went to fast food restaurant in the last 6 months: Jersey Mike's	371	11.2%	205
Went to fast food restaurant in the last 6 months: Jimmy John's	237	7.2%	131
Went to fast food restaurant in the last 6 months: KFC	495	15.0%	82
Went to fast food restaurant in the last 6 months: Krispy Kreme	247	7.5%	116
Went to fast food restaurant in the last 6 months: Little Caesars	331	10.0%	84
Went to fast food restaurant in the last 6 months: Long John Silver's	51	1.5%	60
Went to fast food restaurant in the last 6 months: McDonald's	1,614	48.9%	94
Went to fast food restaurant in the last 6 months: Panda Express	579	17.6%	154
Went to fast food restaurant in the last 6 months: Panera Bread	516	15.6%	125
Went to fast food restaurant in the last 6 months: Papa John's	327	9.9%	125
Went to fast food restaurant in the last 6 months: Papa Murphy's	170	5.2%	134
Went to fast food restaurant in the last 6 months: Pizza Hut	404	12.2%	96
Went to fast food restaurant in the last 6 months: Popeyes Chicken	482	14.6%	118
Went to fast food restaurant in the last 6 months: Sonic Drive-In	496	15.0%	127
Went to fast food restaurant in the last 6 months: Starbucks	957	29.0%	150
Went to fast food restaurant in the last 6 months: Steak 'n Shake	106	3.2%	84
Went to fast food restaurant in the last 6 months: Subway	653	19.8%	94
Went to fast food restaurant in the last 6 months: Taco Bell	971	29.4%	105
Went to fast food restaurant in the last 6 months: Wendy's	813	24.6%	95
Went to fast food restaurant in the last 6 months: Whataburger	433	13.1%	239
Went to fast food restaurant in the last 6 months: White Castle	33	1.0%	39
Went to fast food restaurant in the last 6 months: Wing-Stop	162	4.9%	158
Went to fine dining restaurant last month	325	9.9%	123
Went to fine dining restaurant 2+ times last month	149	4.5%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2022 and 2027.



Restaurant Market Potential

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Ring: 3 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Demographic Summary	2022	2027
Population	92,826	97,054
Population 18+	63,305	66,430
Households	28,916	30,241
Median Household Income	\$120,349	\$138,012

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	45,647	72.1%	108
Went to family restaurant/steak house 4+ times/month last 30 days	14,130	22.3%	108
Spent at family restaurant/steak house last 30 days: \$1-30	3,763	5.9%	87
Spent at family restaurant/steak house 30 days: \$31-50	5,897	9.3%	110
Spent at family restaurant/steak house last 30 days: \$51-100	9,638	15.2%	108
Spent at family restaurant/steak house last 30 days: \$101-200	7,084	11.2%	131
Spent at family restaurant/steak house last 30 days: \$201+	2,962	4.7%	119
Spent at fine dining last 30 days: \$1-100	1,970	3.1%	103
Spent at fine dining last 30 days: \$101+	3,149	5.0%	133
Went to family restaurant last 6 months: for breakfast	7,171	11.3%	112
Went to family restaurant last 6 months: for lunch	11,380	18.0%	112
Went to family restaurant last 6 months: for dinner	30,238	47.8%	113
Went to family restaurant last 6 months: for snack	1,084	1.7%	111
Went to family restaurant last 6 months: on weekday	19,439	30.7%	109
Went to family restaurant last 6 months: on weekend	26,477	41.8%	115
Went to family restaurant last 6 months: Applebee's	6,877	10.9%	75
Went to family restaurant last 6 months: Bob Evans	902	1.4%	57
Went to family restaurant last 6 months: Buffalo Wild Wings	6,118	9.7%	111
Went to family restaurant last 6 months: California Pizza Kitchen	1,671	2.6%	148
Went to family restaurant last 6 months: Carrabba's	2,192	3.5%	174
Went to family restaurant last 6 months: The Cheesecake Factory	5,618	8.9%	145
Went to family restaurant last 6 months: Chili's Grill & Bar	8,557	13.5%	142
Went to family restaurant last 6 months: Cracker Barrel	6,738	10.6%	106
Went to family restaurant last 6 months: Denny's	4,020	6.4%	97
Went to family restaurant last 6 months: Golden Corral	2,532	4.0%	96
Went to family restaurant last 6 months: IHOP	5,402	8.5%	115
Went to family restaurant last 6 months: Logan's Roadhouse	1,457	2.3%	102
Went to family restaurant last 6 months: LongHorn Steakhouse	3,202	5.1%	95
Went to family restaurant last 6 months: Olive Garden	11,465	18.1%	127
Went to family restaurant last 6 months: Outback Steakhouse	4,995	7.9%	109
Went to family restaurant last 6 months: Red Lobster	5,129	8.1%	112
Went to family restaurant last 6 months: Red Robin	4,938	7.8%	129
Went to family restaurant last 6 months: Ruby Tuesday	1,024	1.6%	58
Went to family restaurant last 6 months: Texas Roadhouse	8,431	13.3%	127
Went to family restaurant last 6 months: T.G.I. Friday's	1,358	2.1%	72
Went to family restaurant last 6 months: Waffle House	2,911	4.6%	96
Went to family restaurant last 6 months: fast food/drive-in	58,603	92.6%	102
Went to fast food/drive-in restaurant 9+ times/month	26,736	42.2%	112
Spent at fast food restaurant last 30 days: <\$1-10	2,070	3.3%	80
Spent at fast food restaurant last 30 days: \$11-\$20	5,118	8.1%	95
Spent at fast food restaurant last 30 days: \$21-\$40	10,109	16.0%	98
Spent at fast food restaurant last 30 days: \$41-\$50	5,879	9.3%	106
Spent at fast food restaurant last 30 days: \$51-\$100	12,703	20.1%	103
Spent at fast food restaurant last 30 days: \$101-\$200	8,929	14.1%	125
Spent at fast food restaurant last 30 days: \$201+	4,199	6.6%	150
Ordered eat-in fast food in the last 6 months	16,372	25.9%	114

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Restaurant Market Potential

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Ring: 3 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Went to fast food restaurant in the last 6 months: eat in	16,372	25.9%	114
Went to fast food restaurant in the last 6 months: home delivery	8,366	13.2%	114
Went to fast food restaurant in the last 6 months: take-out/drive-thru	38,724	61.2%	109
Went to fast food restaurant in the last 6 months: take-out/walk-in	15,297	24.2%	113
Went to fast food restaurant in the last 6 months: breakfast	23,270	36.8%	108
Went to fast food restaurant in the last 6 months: lunch	37,356	59.0%	114
Went to fast food restaurant in the last 6 months: dinner	35,526	56.1%	110
Went to fast food restaurant in the last 6 months: snack	8,289	13.1%	106
Went to fast food restaurant in the last 6 months: weekday	42,323	66.9%	109
Went to fast food restaurant in the last 6 months: weekend	35,652	56.3%	113
Went to fast food restaurant in the last 6 months: A & W	704	1.1%	57
Went to fast food restaurant in the last 6 months: Arby`s	9,493	15.0%	87
Went to fast food restaurant in the last 6 months: Baskin-Robbins	2,623	4.1%	127
Went to fast food restaurant in the last 6 months: Boston Market	1,088	1.7%	83
Went to fast food restaurant in the last 6 months: Burger King	15,198	24.0%	85
Went to fast food restaurant in the last 6 months: Captain D`s	1,204	1.9%	64
Went to fast food restaurant in the last 6 months: Carl`s Jr.	3,943	6.2%	119
Went to fast food restaurant in the last 6 months: Checkers	1,285	2.0%	76
Went to fast food restaurant in the last 6 months: Chick-fil-A	27,641	43.7%	145
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	12,434	19.6%	137
Went to fast food restaurant in the last 6 months: Chuck E. Cheese`s	1,041	1.6%	115
Went to fast food restaurant in the last 6 months: Church`s Fr. Chicken	2,312	3.7%	114
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	1,709	2.7%	103
Went to fast food restaurant in the last 6 months: Dairy Queen	9,852	15.6%	106
Went to fast food restaurant in the last 6 months: Del Taco	2,829	4.5%	133
Went to fast food restaurant in the last 6 months: Domino`s Pizza	9,739	15.4%	103
Went to fast food restaurant in the last 6 months: Dunkin` Donuts	7,344	11.6%	81
Went to fast food restaurant in the last 6 months: Five Guys	7,481	11.8%	126
Went to fast food restaurant in the last 6 months: Hardee`s	1,978	3.1%	59
Went to fast food restaurant in the last 6 months: Jack in the Box	7,107	11.2%	146
Went to fast food restaurant in the last 6 months: Jersey Mike's	5,708	9.0%	164
Went to fast food restaurant in the last 6 months: Jimmy John`s	4,327	6.8%	124
Went to fast food restaurant in the last 6 months: KFC	9,923	15.7%	86
Went to fast food restaurant in the last 6 months: Krispy Kreme	4,471	7.1%	109
Went to fast food restaurant in the last 6 months: Little Caesars	7,370	11.6%	98
Went to fast food restaurant in the last 6 months: Long John Silver`s	1,125	1.8%	70
Went to fast food restaurant in the last 6 months: McDonald`s	31,568	49.9%	96
Went to fast food restaurant in the last 6 months: Panda Express	10,540	16.6%	146
Went to fast food restaurant in the last 6 months: Panera Bread	9,215	14.6%	117
Went to fast food restaurant in the last 6 months: Papa John`s	6,232	9.8%	124
Went to fast food restaurant in the last 6 months: Papa Murphy`s	3,323	5.2%	136
Went to fast food restaurant in the last 6 months: Pizza Hut	8,151	12.9%	101
Went to fast food restaurant in the last 6 months: Popeyes Chicken	9,297	14.7%	118
Went to fast food restaurant in the last 6 months: Sonic Drive-In	9,392	14.8%	125
Went to fast food restaurant in the last 6 months: Starbucks	16,365	25.9%	134
Went to fast food restaurant in the last 6 months: Steak `n Shake	2,168	3.4%	89
Went to fast food restaurant in the last 6 months: Subway	13,010	20.6%	98
Went to fast food restaurant in the last 6 months: Taco Bell	18,520	29.3%	104
Went to fast food restaurant in the last 6 months: Wendy`s	15,775	24.9%	96
Went to fast food restaurant in the last 6 months: Whataburger	7,904	12.5%	227
Went to fast food restaurant in the last 6 months: White Castle	934	1.5%	57
Went to fast food restaurant in the last 6 months: Wing-Stop	3,018	4.8%	153
Went to fine dining restaurant last month	6,170	9.7%	121
Went to fine dining restaurant 2+ times last month	2,888	4.6%	120

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Health and Beauty Market Potential

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Ring: 1 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	2,739	83.0%	105
Visited doctor in last 12 months: 1-2 times	865	26.2%	111
Visited doctor in last 12 months: 3-5 times	803	24.3%	102
Visited doctor in last 12 months: 6+ times	1,071	32.5%	102
Visited doctor in last 12 months: acupuncturist	51	1.5%	96
Visited doctor in last 12 months: allergist	101	3.1%	145
Visited doctor in last 12 months: cardiologist	189	5.7%	71
Visited doctor in last 12 months: chiropractor	263	8.0%	96
Visited doctor in last 12 months: dentist	1,474	44.7%	111
Visited doctor in last 12 months: dermatologist	448	13.6%	127
Visited doctor in last 12 months: ear/nose/throat	138	4.2%	87
Visited doctor in last 12 months: eye	718	21.8%	97
Visited doctor in last 12 months: gastroenterologist	148	4.5%	91
Visited doctor in last 12 months: general/family	1,473	44.6%	102
Visited doctor in last 12 months: internist	209	6.3%	116
Visited doctor in last 12 months: physical therapist	200	6.1%	107
Visited doctor in last 12 months: podiatrist	65	2.0%	67
Visited doctor in last 12 months: psychiatrist/psychologist	103	3.1%	82
Filled prescription online in the last 12 months	236	7.2%	125
Visited doctor in last 12 months: urologist	147	4.5%	101
Visited nurse practitioner in last 12 months	172	5.2%	73
Wear regular/sun/tinted prescription eyeglasses	1,593	48.3%	111
Wear bi-focal/multi-focal/progressive glasses	561	17.0%	89
Wear soft contact lenses	586	17.8%	136
Spent on eyeglasses in last 12 months: \$1-99	121	3.7%	106
Spent on eyeglasses in last 12 months: \$100-\$199	192	5.8%	112
Spent on eyeglasses in last 12 months: \$200-\$249	164	5.0%	156
Spent on eyeglasses in last 12 months: \$250+	353	10.7%	103
Spent on contact lenses in last 12 months: \$1-\$199	217	6.6%	122
Spent on contact lenses in last 12 months: \$200+	221	6.7%	133
Bought prescription eyewear: discount optical ctr	284	8.6%	106
Bought prescription eyewear: private eye doctor	819	24.8%	97
Bought prescription eyewear: retail optical chain	567	17.2%	127
Bought prescription eyewear: online	226	6.9%	119
Used prescription drug for acne	107	3.2%	117
Used prescription drug for allergy/hay fever	246	7.5%	120
Used prescription drug for anxiety/panic	153	4.6%	65
Used prescription drug for arthritis/osteoarthritis	88	2.7%	82
Used prescription drug for rheumatoid arthritis	74	2.2%	90
Used prescription drug for asthma	107	3.2%	71
Used prescription drug for backache/back pain	233	7.1%	100
Used prescription drug for depression	145	4.4%	64
Used prescription drug for diabetes (non-insulin dependent Type-2)	101	3.1%	55
Used prescription drug for heartburn/acid reflux	171	5.2%	78
Used prescription drug for high blood pressure	457	13.9%	95
Used prescription drug for high cholesterol	276	8.4%	79
Used prescription drug for insomnia	57	1.7%	75
Used prescription drug for migraine headache	121	3.7%	122
Used prescription drug for sinus congestion/headache	125	3.8%	119
Used prescription drug for urinary tract infection	74	2.2%	65
Filled prescription last 12 months: at discount/dept store	166	5.0%	106
Filled prescription last 12 months: at drug store/pharmacy	1,262	38.3%	114
Filled prescription last 12 months: at supermarket	410	12.4%	128
Filled prescription last 12 months: by mail order	328	9.9%	105
Spent out of pocket prescription drugs/30 days: <\$1-9	216	6.5%	92
Spent out of pocket prescription drugs/30 days: \$10-19	461	14.0%	143
Spent out of pocket prescription drugs/30 days: \$20-29	216	6.5%	99
Spent out of pocket prescription drugs/30 days: \$30-49	206	6.2%	85
Spent out of pocket prescription drugs/30 days: \$50-99	225	6.8%	104
Spent out of pocket prescription drugs/30 days: \$100-149	102	3.1%	109
Spent out of pocket prescription drugs/30 days: \$150+	66	2.0%	66

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Health and Beauty Market Potential

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Ring: 1 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	1,628	49.3%	107
Used last 6 months: cough syrup/suppressant(nonprescr)	839	25.4%	94
Used last 6 months: medicated skin cream/lotion/spray	870	26.4%	89
Used last 6 months: non-medicated nasal spray	444	13.5%	115
Used last 6 months: pain relieving rub/liquid/patch	676	20.5%	76
Used last 6 months: sleeping aid/snore relief	371	11.2%	88
Used last 6 months: sore throat remedy/cough drops	1,266	38.4%	94
Used last 12 months: sunburn remedy	448	13.6%	106
Used last 12 months: suntan/sunscreen product	1,589	48.2%	125
Used last 6 months: toothache/gum/canker sore remedy	206	6.2%	75
HH used last 6 months: children`s cold tablets/liquids	167	11.9%	138
HH used last 6 months: children`s cough syrup	142	10.1%	137
HH used kids pain reliever/fever reducer last 6 months	330	23.5%	149
HH used kids vitamins/nutritional suppl last 6 months	251	17.9%	152
Used body wash/shower gel in last 6 months	2,135	64.7%	101
Used breath freshener in last 6 months	1,058	32.1%	92
Used breath freshener in last 6 months: gum	650	19.7%	95
Used breath freshener in last 6 months: mints	513	15.6%	99
Used breath freshener in last 6 months: thin film	55	1.7%	73
Used complexion care product in last 6 months	1,873	56.8%	109
Used denture adhesive/fixative in last 6 months	53	1.6%	36
Used denture cleaner in last 6 months	115	3.5%	42
Used facial moisturizer in last 6 months	1,759	53.3%	111
Used personal foot care product in last 6 months	627	19.0%	103
Used hair coloring product (at home) last 6 months	568	17.2%	98
Used hair conditioning treatment (at home) in last 6 months	851	25.8%	97
Used hair growth product in last 6 months	89	2.7%	78
Used hair spray (at home) in last 6 months	903	27.4%	100
Used hair styling gel/lotion/mousse in last 6 months	1,233	37.4%	106
Used mouthwash in last 6 months	1,964	59.5%	91
Used mouthwash 8+ times in last 7 days	403	12.2%	76
Used sensitive toothpaste in last 6 months	637	19.3%	103
Used whitening toothpaste in last 6 months	1,412	42.8%	115
Used tooth whitener (not toothpaste) in last 6 months	332	10.1%	101
Used tooth whitener (gel) in last 6 months	39	1.2%	68
Used tooth whitener (strips) in last 6 months	176	5.3%	98
Visited a day spa in last 6 months	155	4.7%	120
Purchased product at salon/day spa in last 6 months	140	4.2%	107
Used professional service last 6 months: haircut	2,010	60.9%	105
Used professional service last 6 months: hair color/highlights	607	18.4%	125
Used professional service last 6 months: facial	113	3.4%	152
Used professional service last 6 months: massage	318	9.6%	144
Used professional service last 6 months: manicure	430	13.0%	120
Used professional service last 6 months: pedicure	556	16.9%	124
Spent \$1-99 at barber shops in last 6 months	457	13.9%	94
Spent \$100+ at barber shops in last 6 months	346	10.5%	145
Spent \$1-99 at beauty salons in last 6 months	390	11.8%	94
Spent \$100+ at beauty salons in last 6 months	705	21.4%	123

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Health and Beauty Market Potential

Victory Plaza
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 Ring: 3 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Demographic Summary		2022	2027
Population		92,826	97,054
Population 18+		63,305	66,430
Households		28,916	30,241
Median Household Income		\$120,349	\$138,012
Product/Consumer Behavior		Expected Number of Adults/HHs	MPI
Typically spend 1-3 hours exercising per week		14,460	95
Typically spend 4-6 hours exercising per week		16,940	123
Typically spend 7+ hours exercising per week		15,800	107
Exercise at home 2+ times per week		28,841	112
Exercise at club 2+ times per week		10,599	122
Exercise at other facility 2+ times per week		5,315	106
Member of LA Fitness club/gym		1,953	157
Member of Planet Fitness club/gym		2,463	80
Member of YMCA Fitness club/gym		1,927	104
Own elliptical		3,895	130
Own stationary bicycle		5,307	110
Own treadmill		6,888	111
Own weight lifting equipment		11,410	114
Control diet for blood sugar level		6,057	84
Control diet for cholesterol level		7,557	100
Control diet for food allergies		1,421	95
Control diet to maintain weight		7,293	108
Control diet for physical fitness		8,789	113
Control diet for salt restriction		1,960	75
Control diet for weight loss		12,903	111
Used doctor`s care/diet for diet method		1,762	84
Used exercise program for diet method		6,690	120
Buy foods specifically labeled as fat-free		5,477	96
Buy foods specifically labeled as gluten-free		3,973	108
Buy foods specifically labeled as high fiber		4,760	104
Buy foods specifically labeled as high protein		6,497	112
Buy foods specifically labeled as hormone-free		2,557	122
Buy foods specifically labeled as lactose-free		3,528	113
Buy foods specifically labeled as low-calorie		4,424	101
Buy foods specifically labeled as low-carb		6,586	110
Buy foods specifically labeled as low-cholesterol		2,619	84
Buy foods specifically labeled as low-fat		5,529	103
Buy foods specifically labeled as low-sodium		7,826	106
Buy foods specifically labeled as natural/organic		12,456	120
Buy foods specifically labeled as probiotic		2,748	102
Buy foods specifically labeled as sugar-free		7,694	106
Consider self to be semi-vegetarian		5,262	105
Used meal/dietary/weight loss supplement last 6 months		7,006	115
Used vitamins/dietary supplements in last 6 months		40,470	105
Provide services as a primary caregiver/caretaker		3,083	76
Assist with chores as caregiver/caretaker		1,699	68
Assist with personal care as caregiver/caretaker		1,607	77
Give medication as caregiver/caretaker		1,262	70
Make doctor appointments as caregiver/caretaker		1,817	77
Provide transportation as caregiver/caretaker		2,279	85

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Health and Beauty Market Potential

Victory Plaza
 2343 E. Queen Creek Rd Gilbert AZ 85298
 Ring: 3 mile radius

Latitude: 33.2625
 Longitude: -111.7391

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Visited doctor in last 12 months	51,753	81.8%	103
Visited doctor in last 12 months: 1-2 times	15,599	24.6%	105
Visited doctor in last 12 months: 3-5 times	15,034	23.7%	100
Visited doctor in last 12 months: 6+ times	21,121	33.4%	104
Visited doctor in last 12 months: acupuncturist	1,114	1.8%	109
Visited doctor in last 12 months: allergist	1,824	2.9%	136
Visited doctor in last 12 months: cardiologist	4,736	7.5%	93
Visited doctor in last 12 months: chiropractor	4,978	7.9%	95
Visited doctor in last 12 months: dentist	27,708	43.8%	109
Visited doctor in last 12 months: dermatologist	8,074	12.8%	120
Visited doctor in last 12 months: ear/nose/throat	2,785	4.4%	91
Visited doctor in last 12 months: eye	13,980	22.1%	98
Visited doctor in last 12 months: gastroenterologist	3,221	5.1%	103
Visited doctor in last 12 months: general/family	28,186	44.5%	102
Visited doctor in last 12 months: internist	3,928	6.2%	114
Visited doctor in last 12 months: physical therapist	3,903	6.2%	109
Visited doctor in last 12 months: podiatrist	1,454	2.3%	79
Visited doctor in last 12 months: psychiatrist/psychologist	1,996	3.2%	82
Filled prescription online in the last 12 months	4,302	6.8%	118
Visited doctor in last 12 months: urologist	2,929	4.6%	105
Visited nurse practitioner in last 12 months	3,367	5.3%	75
Wear regular/sun/tinted prescription eyeglasses	29,555	46.7%	107
Wear bi-focal/multi-focal/progressive glasses	10,645	16.8%	88
Wear soft contact lenses	10,235	16.2%	124
Spent on eyeglasses in last 12 months: \$1-99	2,608	4.1%	119
Spent on eyeglasses in last 12 months: \$100-\$199	3,298	5.2%	100
Spent on eyeglasses in last 12 months: \$200-\$249	2,726	4.3%	135
Spent on eyeglasses in last 12 months: \$250+	7,027	11.1%	107
Spent on contact lenses in last 12 months: \$1-\$199	4,164	6.6%	122
Spent on contact lenses in last 12 months: \$200+	3,813	6.0%	120
Bought prescription eyewear: discount optical ctr	5,116	8.1%	100
Bought prescription eyewear: private eye doctor	15,651	24.7%	97
Bought prescription eyewear: retail optical chain	10,219	16.1%	119
Bought prescription eyewear: online	4,102	6.5%	112
Used prescription drug for acne	2,025	3.2%	115
Used prescription drug for allergy/hay fever	4,819	7.6%	123
Used prescription drug for anxiety/panic	3,392	5.4%	75
Used prescription drug for arthritis/osteoarthritis	1,668	2.6%	81
Used prescription drug for rheumatoid arthritis	1,454	2.3%	92
Used prescription drug for asthma	2,456	3.9%	85
Used prescription drug for backache/back pain	4,316	6.8%	96
Used prescription drug for depression	3,414	5.4%	78
Used prescription drug for diabetes (non-insulin dependent Type-2)	2,390	3.8%	68
Used prescription drug for heartburn/acid reflux	3,537	5.6%	84
Used prescription drug for high blood pressure	8,939	14.1%	96
Used prescription drug for high cholesterol	6,274	9.9%	93
Used prescription drug for insomnia	1,262	2.0%	87
Used prescription drug for migraine headache	2,129	3.4%	112
Used prescription drug for sinus congestion/headache	2,338	3.7%	116
Used prescription drug for urinary tract infection	1,961	3.1%	89
Filled prescription last 12 months: at discount/dept store	2,927	4.6%	98
Filled prescription last 12 months: at drug store/pharmacy	22,287	35.2%	105
Filled prescription last 12 months: at supermarket	7,721	12.2%	126
Filled prescription last 12 months: by mail order	6,515	10.3%	109
Spent out of pocket prescription drugs/30 days: <\$1-9	4,024	6.4%	89
Spent out of pocket prescription drugs/30 days: \$10-19	7,437	11.7%	120
Spent out of pocket prescription drugs/30 days: \$20-29	3,982	6.3%	95
Spent out of pocket prescription drugs/30 days: \$30-49	4,762	7.5%	103
Spent out of pocket prescription drugs/30 days: \$50-99	4,085	6.5%	98
Spent out of pocket prescription drugs/30 days: \$100-149	1,889	3.0%	106
Spent out of pocket prescription drugs/30 days: \$150+	1,482	2.3%	77

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Used last 6 months: cold/sinus/allergy med (nonprescr)	30,690	48.5%	105
Used last 6 months: cough syrup/suppressant(nonprescr)	16,323	25.8%	95
Used last 6 months: medicated skin cream/lotion/spray	17,976	28.4%	96
Used last 6 months: non-medicated nasal spray	8,016	12.7%	108
Used last 6 months: pain relieving rub/liquid/patch	15,013	23.7%	88
Used last 6 months: sleeping aid/snore relief	7,494	11.8%	93
Used last 6 months: sore throat remedy/cough drops	24,635	38.9%	95
Used last 12 months: sunburn remedy	8,623	13.6%	106
Used last 12 months: suntan/sunscreen product	28,118	44.4%	115
Used last 6 months: toothache/gum/canker sore remedy	4,691	7.4%	89
HH used last 6 months: children`s cold tablets/liquids	3,156	10.9%	126
HH used last 6 months: children`s cough syrup	2,622	9.1%	123
HH used kids pain reliever/fever reducer last 6 months	5,876	20.3%	128
HH used kids vitamins/nutritional suppl last 6 months	4,649	16.1%	136
Used body wash/shower gel in last 6 months	40,781	64.4%	100
Used breath freshener in last 6 months	21,568	34.1%	98
Used breath freshener in last 6 months: gum	13,397	21.2%	102
Used breath freshener in last 6 months: mints	10,001	15.8%	101
Used breath freshener in last 6 months: thin film	1,073	1.7%	74
Used complexion care product in last 6 months	34,895	55.1%	106
Used denture adhesive/fixative in last 6 months	1,435	2.3%	50
Used denture cleaner in last 6 months	2,920	4.6%	56
Used facial moisturizer in last 6 months	32,503	51.3%	107
Used personal foot care product in last 6 months	12,054	19.0%	103
Used hair coloring product (at home) last 6 months	10,715	16.9%	97
Used hair conditioning treatment (at home) in last 6 months	16,767	26.5%	99
Used hair growth product in last 6 months	1,812	2.9%	82
Used hair spray (at home) in last 6 months	17,821	28.2%	103
Used hair styling gel/lotion/mousse in last 6 months	24,158	38.2%	108
Used mouthwash in last 6 months	39,598	62.6%	96
Used mouthwash 8+ times in last 7 days	8,988	14.2%	88
Used sensitive toothpaste in last 6 months	11,987	18.9%	101
Used whitening toothpaste in last 6 months	26,480	41.8%	112
Used tooth whitener (not toothpaste) in last 6 months	6,567	10.4%	104
Used tooth whitener (gel) in last 6 months	925	1.5%	84
Used tooth whitener (strips) in last 6 months	3,386	5.3%	99
Visited a day spa in last 6 months	2,871	4.5%	116
Purchased product at salon/day spa in last 6 months	2,721	4.3%	109
Used professional service last 6 months: haircut	37,831	59.8%	103
Used professional service last 6 months: hair color/highlights	10,796	17.1%	116
Used professional service last 6 months: facial	1,778	2.8%	125
Used professional service last 6 months: massage	5,202	8.2%	123
Used professional service last 6 months: manicure	8,047	12.7%	117
Used professional service last 6 months: pedicure	10,294	16.3%	120
Spent \$1-99 at barber shops in last 6 months	8,669	13.7%	93
Spent \$100+ at barber shops in last 6 months	6,349	10.0%	139
Spent \$1-99 at beauty salons in last 6 months	7,233	11.4%	91
Spent \$100+ at beauty salons in last 6 months	13,430	21.2%	122

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