



The**Retail**Coach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

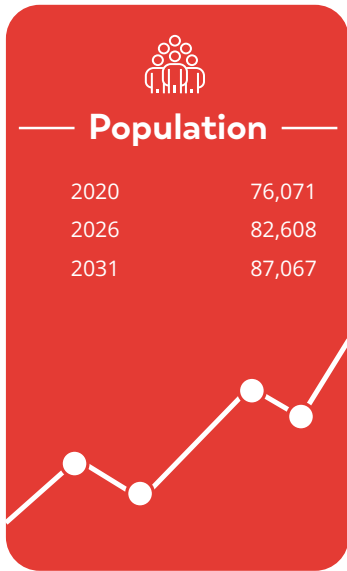
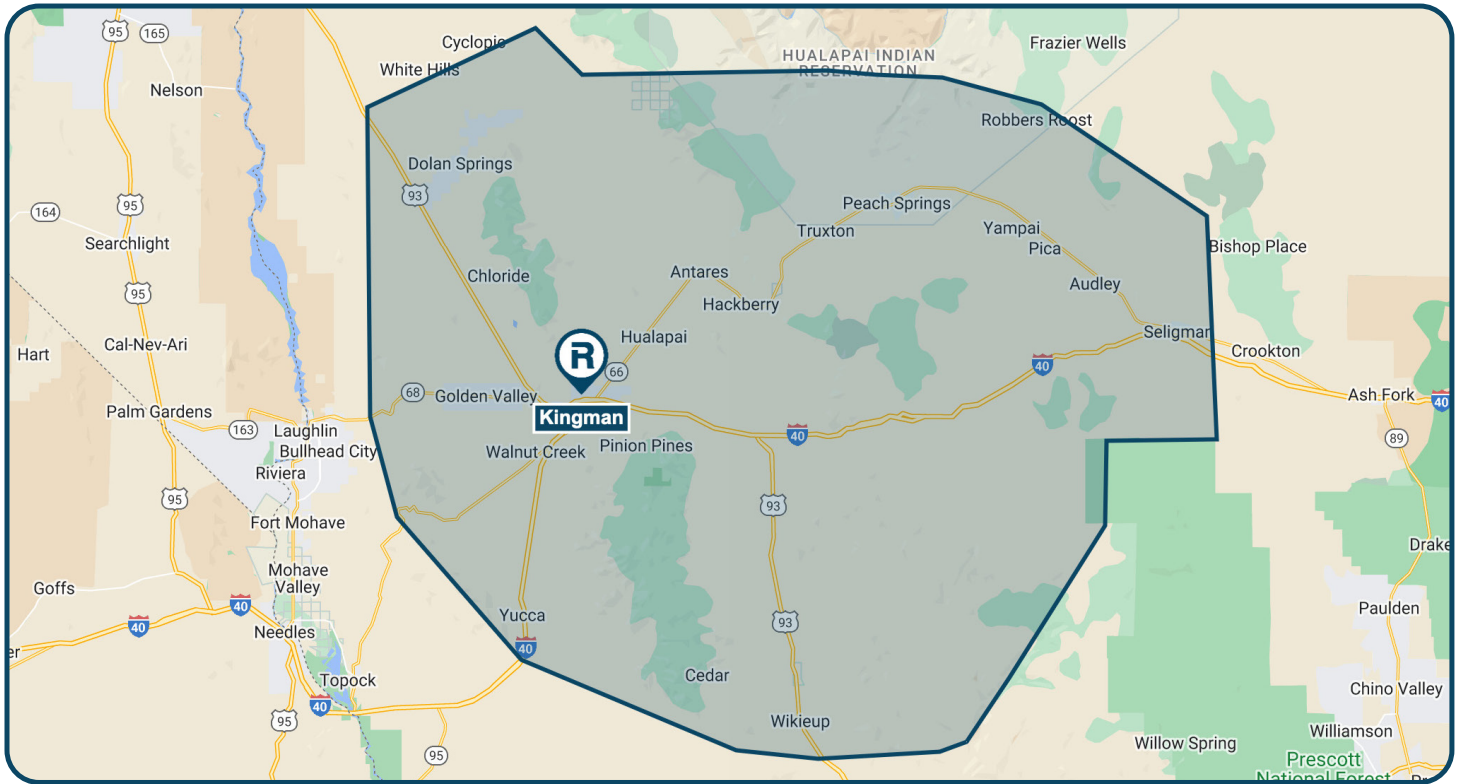
KINGMAN, ARIZONA

PREPARED FOR CITY OF KINGMAN  
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# DEMOGRAPHIC SNAPSHOT



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### Age

0-9 Years	8.90%
10 - 17 Years	7.58%
18 - 24 Years	6.76%
25 - 34 Years	10.40%
35 - 44 Years	11.08%
45 - 54 Years	10.16%
55 - 64 Years	13.67%
65 and Older	31.46%
Median Age	50.37
Average Age	47.41

### Educational Attainment (%)

Graduate or Professional Degree	5.84%
Bachelors Degree	8.62%
Associate Degree	9.13%
Some College	28.16%
High School Graduate (GED)	34.56%
Some High School, No Degree	9.27%
Less than 9th Grade	4.40%

### Race Distribution

White	76.61%
Black/African American	1.57%
American Indian/Alaskan	3.35%
Asian	1.67%
Native Hawaiian/Islander	0.23%
Other Race	6.22%
Two or More Races	10.34%
Hispanic	17.31%
Non-Hispanic	82.69%

### Income

Average HH	\$73,766
Median HH	\$55,286
Per Capita	\$31,944

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Population</b>		
2031 Projection	87,067	
2026 Estimate	82,608	
2020 Census	76,071	
2010 Census	69,541	
Growth 2026 - 2031		5.40%
Growth 2020 - 2026		8.59%
Growth 2010 - 2020		9.39%
<b>2026 Est. Population by Single-Classification Race</b>	<b>82,608</b>	
White Alone	63,283	76.61%
Black or African American Alone	1,298	1.57%
Amer. Indian and Alaska Native Alone	2,771	3.35%
Asian Alone	1,382	1.67%
Native Hawaiian and Other Pacific Island Alone	192	0.23%
Some Other Race Alone	5,141	6.22%
Two or More Races	8,541	10.34%
<b>2026 Est. Population by Hispanic or Latino Origin</b>	<b>82,608</b>	
Not Hispanic or Latino	68,307	82.69%
Hispanic or Latino	14,301	17.31%
Mexican	11,351	79.37%
Puerto Rican	323	2.26%
Cuban	61	0.43%
All Other Hispanic or Latino	2,566	17.94%
<b>2026 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>14,301</b>	
White Alone	4,670	32.66%
Black or African American Alone	82	0.57%
American Indian and Alaska Native Alone	510	3.57%
Asian Alone	66	0.46%
Native Hawaiian and Other Pacific Islander Alone	27	0.19%
Some Other Race Alone	4,837	33.82%
Two or More Races	4,109	28.73%
<b>2026 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,382</b>	
Chinese, except Taiwanese	129	9.33%
Filipino	685	49.57%
Japanese	19	1.37%
Asian Indian	116	8.39%
Korean	139	10.06%
Vietnamese	8	0.58%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	133	9.62%
All Other Asian Races Including 2+ Category	152	11.00%

DESCRIPTION	DATA	%
<b>2026 Est. Population by Ancestry</b>	<b>82,608</b>	
Arab	244	0.30%
Czech	293	0.36%
Danish	257	0.31%
Dutch	879	1.06%
English	7,863	9.52%
French (except Basque)	2,458	2.98%
French Canadian	250	0.30%
German	11,468	13.88%
Greek	82	0.10%
Hungarian	266	0.32%
Irish	7,711	9.33%
Italian	2,329	2.82%
Lithuanian	68	0.08%
United States or American	3,224	3.90%
Norwegian	1,207	1.46%
Polish	1,077	1.30%
Portuguese	382	0.46%
Russian	504	0.61%
Scottish	1,493	1.81%
Scotch-Irish	462	0.56%
Slovak	0	0.00%
Subsaharan African	71	0.09%
Swedish	757	0.92%
Swiss	137	0.17%
Ukrainian	92	0.11%
Welsh	796	0.96%
West Indian (except Hisp. groups)	13	0.02%
Other ancestries	19,475	23.57%
Ancestry Unclassified	18,751	22.70%
<b>2026 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	72,043	91.22%
Speak Asian/Pacific Island Language at Home	357	0.45%
Speak IndoEuropean Language at Home	583	0.74%
Speak Spanish at Home	5,303	6.71%
Speak Other Language at Home	693	0.88%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Population by Age</b>	<b>82,608</b>	
Age 0 - 4	3,629	4.39%
Age 5 - 9	3,719	4.50%
Age 10 - 14	3,873	4.69%
Age 15 - 17	2,389	2.89%
Age 18 - 20	2,392	2.90%
Age 21 - 24	3,193	3.87%
Age 25 - 34	8,593	10.40%
Age 35 - 44	9,151	11.08%
Age 45 - 54	8,393	10.16%
Age 55 - 64	11,291	13.67%
Age 65 - 74	14,610	17.69%
Age 75 - 84	8,960	10.85%
Age 85 and over	2,416	2.92%
Age 16 and over	70,589	85.45%
Age 18 and over	68,999	83.53%
Age 21 and over	66,607	80.63%
Age 65 and over	25,986	31.46%
2026 Est. Median Age		50.37
2026 Est. Average Age		47.41
<b>2026 Est. Population by Sex</b>	<b>82,608</b>	
Male	42,920	51.96%
Female	39,689	48.05%
<b>2026 Est. Male Population by Age</b>	<b>42,920</b>	
Age 0 - 4	1,872	4.36%
Age 5 - 9	1,949	4.54%
Age 10 - 14	2,012	4.69%
Age 15 - 17	1,228	2.86%
Age 18 - 20	1,253	2.92%
Age 21 - 24	1,736	4.04%
Age 25 - 34	4,922	11.47%
Age 35 - 44	4,995	11.64%
Age 45 - 54	4,447	10.36%
Age 55 - 64	5,634	13.13%
Age 65 - 74	7,161	16.68%
Age 75 - 84	4,579	10.67%
Age 85 and over	1,131	2.63%
2026 Est. Median Age, Male		48.38
2026 Est. Average Age, Male		46.70

DESCRIPTION	DATA	%
<b>2026 Est. Female Population by Age</b>	<b>39,689</b>	
Age 0 - 4	1,756	4.42%
Age 5 - 9	1,770	4.46%
Age 10 - 14	1,861	4.69%
Age 15 - 17	1,161	2.92%
Age 18 - 20	1,139	2.87%
Age 21 - 24	1,456	3.67%
Age 25 - 34	3,671	9.25%
Age 35 - 44	4,156	10.47%
Age 45 - 54	3,947	9.95%
Age 55 - 64	5,657	14.25%
Age 65 - 74	7,450	18.77%
Age 75 - 84	4,381	11.04%
Age 85 and over	1,284	3.23%
2026 Est. Median Age, Female		52.52
2026 Est. Average Age, Female		48.51
<b>2026 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	17,939	25.13%
Males, Never Married	11,340	15.89%
Females, Never Married	6,600	9.25%
Married, Spouse present	33,311	46.66%
Married, Spouse absent	2,851	3.99%
Widowed	6,181	8.66%
Males Widowed	1,905	2.67%
Females Widowed	4,276	5.99%
Divorced	11,105	15.56%
Males Divorced	5,568	7.80%
Females Divorced	5,537	7.76%
<b>2026 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,792	4.40%
Some High School, no diploma	5,881	9.27%
High School Graduate (or GED)	21,918	34.56%
Some College, no degree	17,860	28.16%
Associate Degree	5,791	9.13%
Bachelor's Degree	5,466	8.62%
Master's Degree	2,583	4.07%
Professional School Degree	762	1.20%
Doctorate Degree	361	0.57%
<b>2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,687	18.82%
High School Graduate	3,396	37.88%
Some College or Associate's Degree	3,225	35.97%
Bachelor's Degree or Higher	656	7.32%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Households</b>		
2031 Projection	36,229	
2026 Estimate	34,094	
2020 Census	30,910	
2010 Census	28,251	
Growth 2026 - 2031		6.26%
Growth 2020 - 2026		10.30%
Growth 2010 - 2020		9.41%
<b>2026 Est. Households by Household Type</b>	<b>34,094</b>	
Family Households	21,331	62.57%
Nonfamily Households	12,763	37.43%
2026 Est. Group Quarters Population	3,878	
2026 Households by Ethnicity, Hispanic/Latino	3,997	
<b>2026 Est. Households by Household Income</b>	<b>34,094</b>	
Income < \$15,000	3,915	11.48%
Income \$15,000 - \$24,999	3,679	10.79%
Income \$25,000 - \$34,999	3,331	9.77%
Income \$35,000 - \$49,999	4,628	13.57%
Income \$50,000 - \$74,999	6,315	18.52%
Income \$75,000 - \$99,999	4,144	12.16%
Income \$100,000 - \$124,999	2,865	8.40%
Income \$125,000 - \$149,999	1,877	5.50%
Income \$150,000 - \$199,999	1,843	5.41%
Income \$200,000 - \$249,999	821	2.41%
Income \$250,000 - \$499,999	512	1.50%
Income \$500,000+	163	0.48%
2026 Est. Average Household Income		\$73,766
2026 Est. Median Household Income		\$55,286
<b>2026 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$54,458
Black or African American Alone		\$68,937
American Indian and Alaska Native Alone		\$45,016
Asian Alone		\$81,121
Native Hawaiian and Other Pacific Islander Alone		\$186,305
Some Other Race Alone		\$70,835
Two or More Races		\$54,499
Hispanic or Latino		\$59,518
Not Hispanic or Latino		\$54,647

DESCRIPTION	DATA	%
<b>2026 Est. HH by Type and Presence of Own Child.</b>	<b>34,094</b>	
Family Households with Children	5,889	17.27%
Family Households without Children	28,204	82.72%
<b>Married-Couple Families</b>	<b>15,531</b>	<b>45.55%</b>
Married-Couple Family, own children	3,642	10.68%
Married-Couple Family, no own children	11,888	34.87%
<b>Cohabiting-Couple Families</b>	<b>2,032</b>	<b>5.96%</b>
Cohabiting-Couple Family, own children	485	1.42%
Cohabiting-Couple Family, no own children	1,547	4.54%
<b>Male Householder Families</b>	<b>7,896</b>	<b>23.16%</b>
Male Householder, own children	634	1.86%
Male Householder, no own children	1,006	2.95%
Male Householder, only Nonrelatives	1,024	3.00%
Male Householder, Living Alone	5,232	15.35%
<b>Female Householder Families</b>	<b>8,635</b>	<b>25.33%</b>
Female Householder, own children	1,128	3.31%
Female Householder, no own children	2,070	6.07%
Female Householder, only Nonrelatives	382	1.12%
Female Householder, Living Alone	5,055	14.83%
<b>2026 Est. Households by Household Size</b>	<b>34,094</b>	
1-person	10,486	30.76%
2-person	13,386	39.26%
3-person	4,360	12.79%
4-person	2,933	8.60%
5-person	1,524	4.47%
6-person	818	2.40%
7-or-more-person	587	1.72%
2026 Est. Average Household Size		2.31
<b>2026 Est. Households by Number of Vehicles</b>	<b>34,094</b>	
No Vehicles	1,796	5.27%
1 Vehicle	11,565	33.92%
2 Vehicles	12,111	35.52%
3 Vehicles	5,162	15.14%
4 Vehicles	2,490	7.30%
5 or more Vehicles	969	2.84%
2026 Est. Average Number of Vehicles		2.0

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Family Households</b>		
2031 Projection	22,706	
2026 Estimate	21,331	
2020 Estimate	19,271	
2010 Census	18,242	
Growth 2026 - 2031		6.45%
Growth 2020 - 2026		10.69%
Growth 2010 - 2020		5.64%
<b>2026 Est. Families by Poverty Status</b>		
<b>2026 Est. Families by Poverty Status</b>	<b>21,331</b>	
2026 Families at or Above Poverty	18,648	87.42%
2026 Families at or Above Poverty with Children	5,500	25.78%
2026 Families Below Poverty	2,682	12.57%
2026 Families Below Poverty with Children	1,304	6.11%
<b>2026 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	28,231	39.99%
Civilian Labor Force, Unemployed	1,324	1.88%
Armed Forces	58	0.08%
Not in Labor Force	40,976	58.05%
<b>2026 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	17,661	61.66%
Non-Profit Private Workers	1,999	6.98%
Local Government Workers	1,055	3.68%
State Government Workers	1,327	4.63%
Federal Government Workers	3,500	12.22%
Self-Employed Workers	2,847	9.94%
Unpaid Family Workers	254	0.89%

DESCRIPTION	DATA	%
<b>2026 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	280	0.98%
Arts/Entertainment/Sports	261	0.91%
Building Grounds Maintenance	968	3.38%
Business/Financial Operations	1,031	3.60%
Community/Social Services	502	1.75%
Computer/Mathematical	455	1.59%
Construction/Extraction	1,891	6.60%
Education/Training/Library	1,401	4.89%
Farming/Fishing/Forestry	203	0.71%
Food Prep/Serving	1,100	3.84%
Health Practitioner/Technician	1,696	5.92%
Healthcare Support	1,230	4.29%
Maintenance Repair	1,414	4.94%
Legal	429	1.50%
Life/Physical/Social Science	722	2.52%
Management	2,767	9.66%
Office/Admin. Support	3,636	12.69%
Production	1,765	6.16%
Protective Services	1,101	3.84%
Sales/Related	2,624	9.16%
Personal Care/Service	482	1.68%
Transportation/Moving	2,685	9.37%
<b>2026 Est. Pop 16+ by Occupation Classification</b>		
White Collar	15,804	55.18%
Blue Collar	7,755	27.07%
Service and Farm	5,084	17.75%
<b>2026 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	21,328	75.60%
Car Pooled	3,482	12.34%
Public Transportation	114	0.40%
Walked	336	1.19%
Bicycle	44	0.16%
Other Means	599	2.12%
Worked at Home	2,309	8.19%
<b>2026 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	11,391	
15 - 29 Minutes	9,554	
30 - 44 Minutes	2,101	
45 - 59 Minutes	839	
60 or more Minutes	2,090	
2026 Est. Avg Travel Time to Work in Minutes		25

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Occupied Housing Units by Tenure</b>	<b>34,094</b>	
Owner Occupied	25,038	73.44%
Renter Occupied	9,055	26.56%
2026 Owner Occ. HUs: Avg. Length of Residence		13.95 <sup>†</sup>
2026 Renter Occ. HUs: Avg. Length of Residence		7.46 <sup>†</sup>
<b>2026 Est. Owner-Occupied Housing Units by Value</b>	<b>25,038</b>	
Value Less than \$20,000	876	3.50%
Value \$20,000 - \$39,999	920	3.67%
Value \$40,000 - \$59,999	793	3.17%
Value \$60,000 - \$79,999	1,202	4.80%
Value \$80,000 - \$99,999	1,222	4.88%
Value \$100,000 - \$149,999	2,574	10.28%
Value \$150,000 - \$199,999	2,830	11.30%
Value \$200,000 - \$299,999	5,673	22.66%
Value \$300,000 - \$399,999	4,024	16.07%
Value \$400,000 - \$499,999	2,462	9.83%
Value \$500,000 - \$749,999	1,669	6.67%
Value \$750,000 - \$999,999	453	1.81%
Value \$1,000,000 or \$1,499,999	151	0.60%
Value \$1,500,000 or \$1,999,999	46	0.18%
Value \$2,000,000+	145	0.58%
2026 Est. Median All Owner-Occupied Housing Value		\$235,744
<b>2026 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	22,846	58.24%
1 Unit Attached	640	1.63%
2 Units	431	1.10%
3 or 4 Units	668	1.70%
5 to 19 Units	776	1.98%
20 to 49 Units	374	0.95%
50 or More Units	404	1.03%
Mobile Home or Trailer	12,802	32.63%
Boat, RV, Van, etc.	289	0.74%

DESCRIPTION	DATA	%
<b>2026 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	3,518	8.97%
Housing Units Built 2010 to 2019	3,506	8.94%
Housing Units Built 2000 to 2009	9,074	23.13%
Housing Units Built 1990 to 1999	8,181	20.85%
Housing Units Built 1980 to 1989	6,440	16.42%
Housing Units Built 1970 to 1979	4,525	11.54%
Housing Units Built 1960 to 1969	2,041	5.20%
Housing Units Built 1950 to 1959	972	2.48%
Housing Units Built 1940 to 1949	401	1.02%
Housing Unit Built 1939 or Earlier	573	1.46%
2026 Est. Median Year Structure Built		1996

<sup>†</sup> Years

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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