



COMMERCIAL RETAIL ADVISORS, LLC

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www.cradvisorsllc.com

# LAND FOR SALE

## ORACLE & HARDY-TUCSON, AZ



### Property Description

**Location:** SWC of Oracle Rd.& Hardy Rd.  
Oro Valley, AZ

**Land Available:** ±17.39 Acres  
± 4.77 Acres (available by separate owner)

**Sales Price:** Please contact broker for price.

**Zoning:** C-1: ±3.56 Acres,  
R1-144: ±13.83 Acres (±8.99 Acres is in the  
process to be rezoned to C-1, and  
4.84 Acres to R-4)

**Parcel No.:** 225-15-1450, 225-13-003A, 225-13-009B

### Demographic Highlights

2021 Estimates	1 Mile	3 Miles	5 Miles	Poly
Population:	4,917	33,033	113,733	84,732
Households:	2,378	14,062	44,435	37,791
Average HH Income:	\$82,642	\$101,914	101,677	\$103,813

(Source: ESRI, CCIM Site To Do Business, US Census Bureau 2010)

**For information, contact:**

**Craig Finfrock, CCIM, CRX, CLS**  
**Designated Broker**  
[cfinfrock@cradvisorsllc.com](mailto:cfinfrock@cradvisorsllc.com)

### Highlights

- ◆ Located at the southwest corner of Oracle Road and Hardy Road. Oracle Road is the main arterial road for the Town of Oro Valley, connecting all the way south to downtown Tucson.
- ◆ Oro Valley is an affluent and rapidly growing community in northwest Tucson with over 40,000 residents, and an average income of \$103,813 per household.
- ◆ The local school district, Amphitheater Public Schools, serves 12,000 students across 22 different schools and has been granted AdvancED School System Accreditation.
- ◆ Basis Charter School, the top ranked charter high school in the U.S., has its original location in Oro Valley, just north of the site.

### Traffic Count

Oracle Road:	35,030 VPD (2021)
Hardy Road	4,991 VPD (2021)
Total:	40,021 VPD

(Source: Pima Association of Governments and ADOT)

The information contained herein was obtained from third parties, and it has not been independently verified by the real estate brokers. Buyer/tenants should have the experts of their choice inspect the property and verify all information. Real estate brokers are not qualified to act as or select experts with respect to legal, tax, environment, building construction, soils-drainage, or other such matters. Commercial Retail Advisors, LLC represents the owner of the property in any transaction contemplated by this brochure and does not represent the tenant.



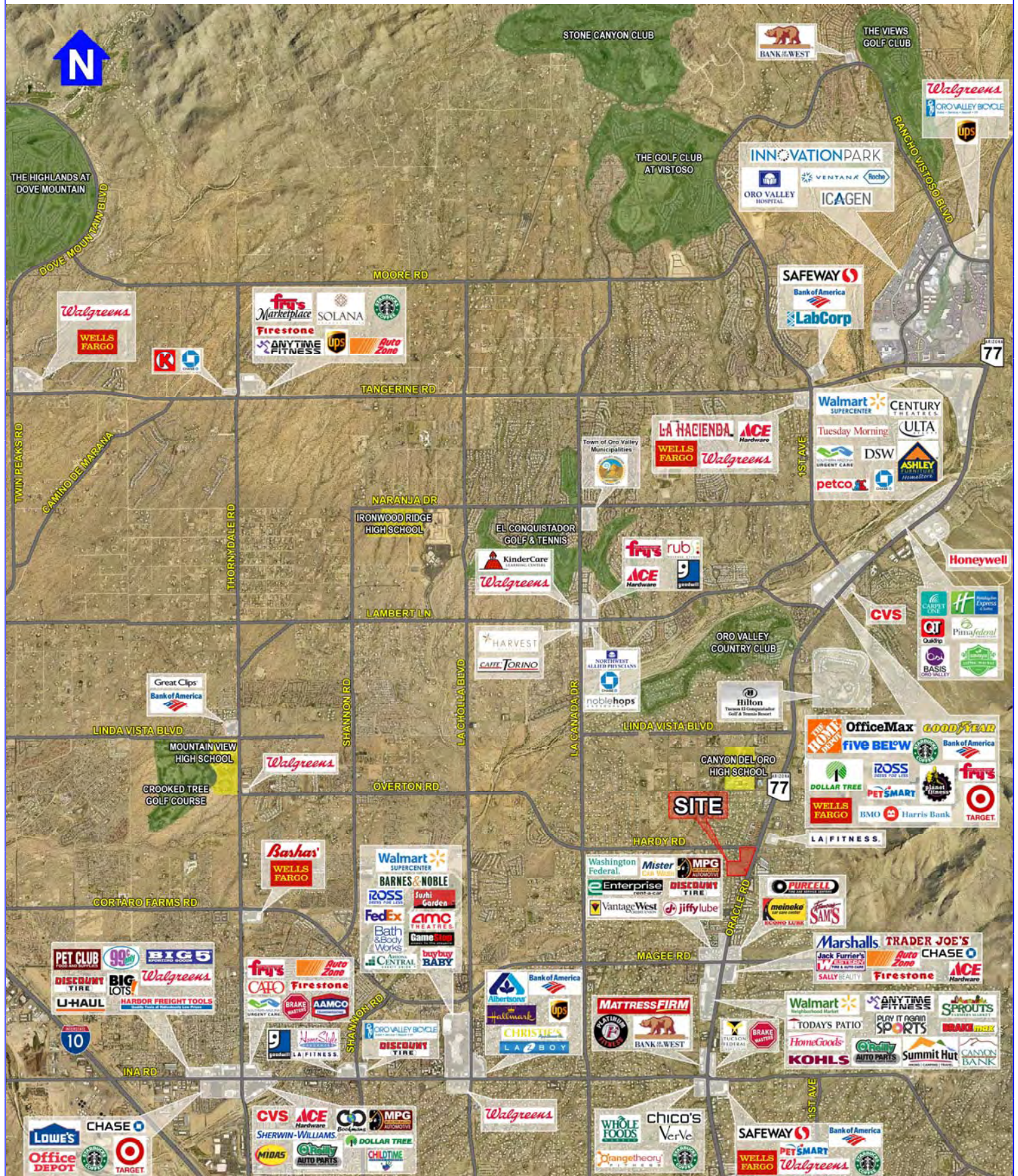
# Oracle & Hardy

Oro Valley, Arizona



COMMERCIAL RETAIL ADVISORS, LLC

## TRADE AREA





# Oro Valley, Arizona

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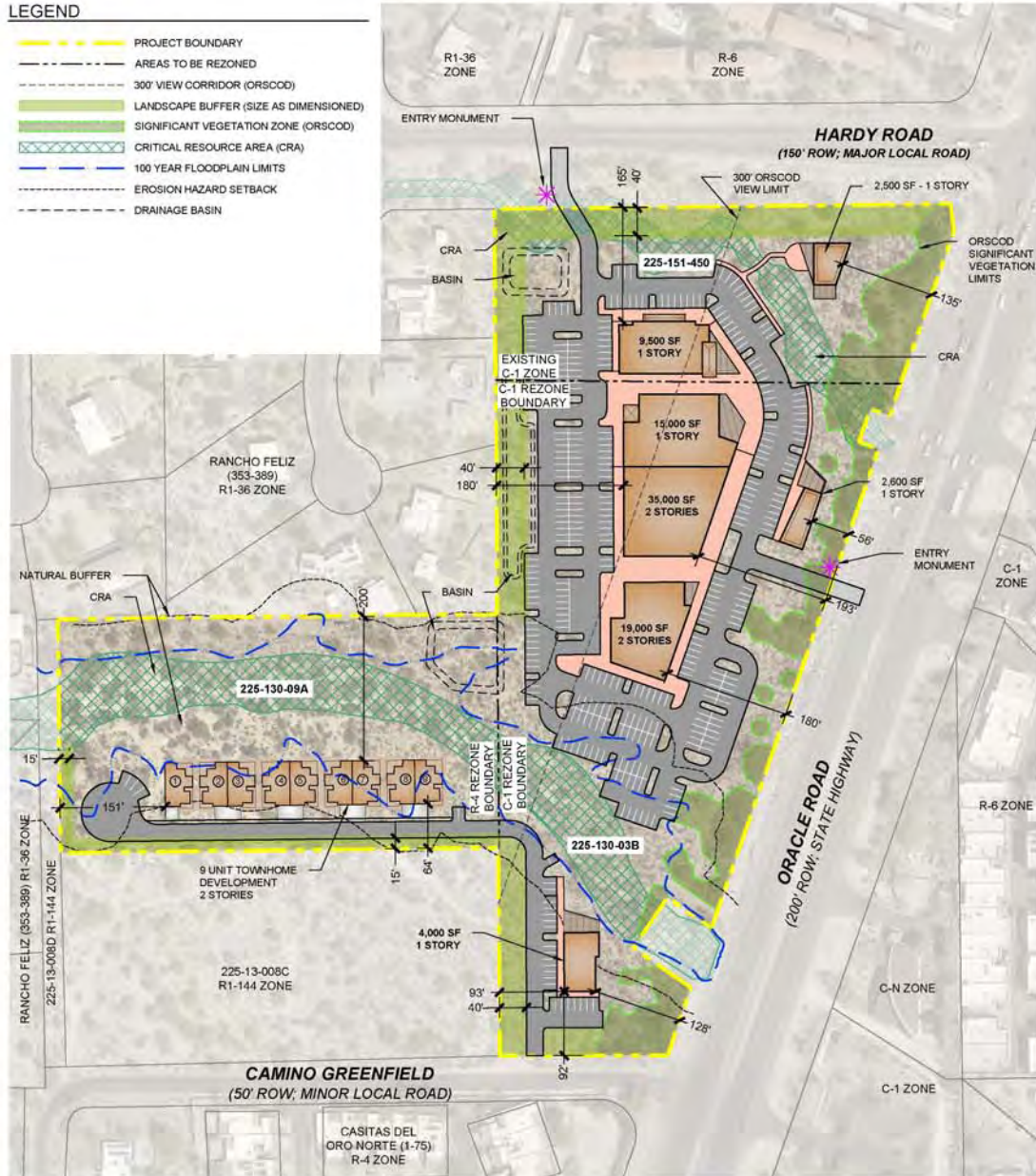




### CONCEPTUAL SITE PLAN

#### LEGEND

- PROJECT BOUNDARY
- AREAS TO BE REZONED
- 300' VIEW CORRIDOR (ORSCOD)
- LANDSCAPE BUFFER (SIZE AS DIMENSIONED)
- SIGNIFICANT VEGETATION ZONE (ORSCOD)
- CRITICAL RESOURCE AREA (CRA)
- 100 YEAR FLOODPLAIN LIMITS
- EROSION HAZARD SETBACK
- DRAINAGE BASIN



#### NOTES

GROSS SITE AREA: 757,541 SF (17.4 AC)  
 PARCELS: 225-130-09A, 225-151-450, 225-130-03B

**NORTH PARCEL (APN 225-151-450)**  
 (THIS PARCEL DOES NOT REQUIRE A REZONING OR PLAN AMENDMENT)

AREA: 3.7 AC  
 EXISTING ZONING: C-1  
 TOTAL NUMBER OF BUILDINGS: 2  
 TOTAL BUILDING AREA: 12,000 SF  
 MAX BUILDING HEIGHT: 25' OR 2 STORIES  
 (18' MAX BUILDING HEIGHT FOR 60% OF ORACLE ROAD FRONTAGE)

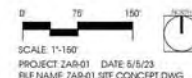
#### ORACLE FRONTAGE PARCEL (APN 225-130-03B)

AREA: 8.9 AC  
 EXISTING ZONING: R-1-144  
 PROPOSED ZONING: C-1  
 TOTAL NUMBER OF BUILDINGS: 5  
 TOTAL BUILDING AREA: 75,600 SF  
 OFFICE BUILDING AREA: 54,000 SF  
 GENERAL RETAIL AREA: 19,000 SF  
 RESTAURANT BUILDING AREA: 2,600 SF  
 REQUIRED PARKING:  
 OFFICE: (3 SPACES PER 1,000 SF) 162 SPACES  
 GENERAL RETAIL: (4 SPACES PER 1,000 SF) 76 SPACES  
 RESTAURANT: (10 SPACES PER 1,000 SF) 26 SPACES  
 TOTAL PARKING REQUIRED: 264  
 TOTAL PARKING PROVIDED: 288  
 MAX BUILDING HEIGHT: 25' OR 2 STORIES  
 (18' MAX BUILDING HEIGHT FOR 60% OF ORACLE ROAD FRONTAGE)  
 AVERAGE SETBACK FROM ORACLE ROAD: 139'

#### WESTERN PARCEL (APN 225-130-09A)

AREA: 4.8 AC  
 EXISTING ZONING: R-1-144  
 PROPOSED ZONING: R-4  
 NUMBER OF UNITS: 9  
 MAXIMUM DENSITY ALLOWED: 8 RAC  
 PROPOSED DENSITY: 1.9 RAC  
 MAXIMUM BUILDING HEIGHT: 25' (2 STORIES)  
 REQUIRED PARKING:  
 RESIDENCE: (2 SPACES PER UNIT) 18 SPACES  
 VISITOR: (1 SPACE PER 4 UNITS) 3 SPACES  
 TOTAL PARKING REQUIRED: 21  
 TOTAL PARKING PROVIDED: 25  
 RECREATION REQUIREMENT: IN-LIEU FEE

ORACLE & HARDY ROADS





# Oracle & Hardy

Oro Valley, Arizona



COMMERCIAL RETAIL ADVISORS, LLC

AERIAL - NORTH





# Oracle & Hardy

Oro Valley, Arizona



COMMERCIAL RETAIL ADVISORS, LLC

AERIAL - SOUTHEAST

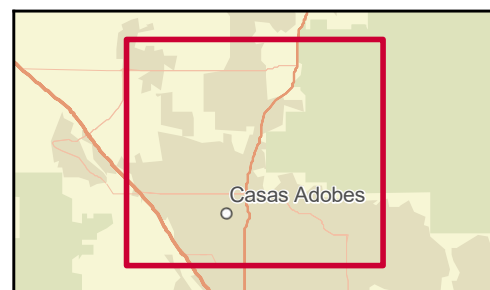


AERIAL - SOUTHWEST





Prepared by Esri  
Latitude: 32.36614  
Longitude: -110.96994



## Executive Summary

Oracle & Hardy  
8851 N Oracle Rd, Oro Valley, Arizona, 85704  
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	4,906	29,318	96,561
2010 Population	4,885	30,438	103,688
2021 Population	4,917	33,033	113,733
2026 Population	4,963	34,250	118,211
2000-2010 Annual Rate	-0.04%	0.38%	0.71%
2010-2021 Annual Rate	0.06%	0.73%	0.83%
2021-2026 Annual Rate	0.19%	0.73%	0.78%
2021 Male Population	47.9%	46.9%	47.7%
2021 Female Population	52.1%	53.1%	52.3%
2021 Median Age	44.9	54.6	48.1

In the identified area, the current year population is 113,733. In 2010, the Census count in the area was 103,688. The rate of change since 2010 was 0.83% annually. The five-year projection for the population in the area is 118,211 representing a change of 0.78% annually from 2021 to 2026. Currently, the population is 47.7% male and 52.3% female.

### Median Age

The median age in this area is 44.9, compared to U.S. median age of 38.5.

### Race and Ethnicity

2021 White Alone	85.6%	86.5%	83.0%
2021 Black Alone	2.2%	1.8%	2.2%
2021 American Indian/Alaska Native Alone	1.3%	0.7%	0.9%
2021 Asian Alone	2.0%	4.0%	4.7%
2021 Pacific Islander Alone	0.1%	0.2%	0.1%
2021 Other Race	4.6%	3.9%	5.4%
2021 Two or More Races	4.1%	2.9%	3.7%
2021 Hispanic Origin (Any Race)	21.8%	16.4%	20.9%

Persons of Hispanic origin represent 20.9% of the population in the identified area compared to 18.9% 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 53.7 in the identified area, compared to 65.4 for the U.S. as a whole.

### Households

2021 Wealth Index	99	133	129
2000 Households	2,249	12,650	39,290
2010 Households	2,378	14,062	44,435
2021 Total Households	2,433	15,564	49,361
2026 Total Households	2,467	16,209	51,427
2000-2010 Annual Rate	0.56%	1.06%	1.24%
2010-2021 Annual Rate	0.20%	0.91%	0.94%
2021-2026 Annual Rate	0.28%	0.82%	0.82%
2021 Average Household Size	2.02	2.10	2.28

The household count in this area has changed from 44,435 in 2010 to 49,361 in the current year, a change of 0.94% annually. The five-year projection of households is 51,427, a change of 0.82% annually from the current year total. Average household size is currently 2.28, compared to 2.31 in the year 2010. The number of families in the current year is 31,186 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, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

March 11, 2022



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	1 mile	3 miles	5 miles
<b>Mortgage Income</b>			
2021 Percent of Income for Mortgage	24.4%	21.2%	18.5%
<b>Median Household Income</b>			
2021 Median Household Income	\$57,942	\$75,328	\$75,945
2026 Median Household Income	\$64,195	\$83,525	\$83,291
2021-2026 Annual Rate	2.07%	2.09%	1.86%
<b>Average Household Income</b>			
2021 Average Household Income	\$82,642	\$101,914	\$101,677
2026 Average Household Income	\$92,637	\$116,007	\$114,848
2021-2026 Annual Rate	2.31%	2.62%	2.47%
<b>Per Capita Income</b>			
2021 Per Capita Income	\$40,028	\$47,951	\$44,336
2026 Per Capita Income	\$45,082	\$54,794	\$50,213
2021-2026 Annual Rate	2.41%	2.70%	2.52%
<b>Households by Income</b>			

Current median household income is \$75,945 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$83,291 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$101,677 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$114,848 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$44,336 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$50,213 in five years, compared to \$39,378 for all U.S. households

<b>Housing</b>			
2021 Housing Affordability Index	93	107	123
2000 Total Housing Units	2,425	14,006	42,552
2000 Owner Occupied Housing Units	1,247	8,934	28,211
2000 Renter Occupied Housing Units	1,002	3,717	11,079
2000 Vacant Housing Units	176	1,355	3,262
2010 Total Housing Units	2,524	15,735	48,759
2010 Owner Occupied Housing Units	1,212	9,103	30,444
2010 Renter Occupied Housing Units	1,166	4,959	13,991
2010 Vacant Housing Units	146	1,673	4,324
2021 Total Housing Units	2,590	17,195	53,289
2021 Owner Occupied Housing Units	1,194	9,636	32,638
2021 Renter Occupied Housing Units	1,240	5,928	16,722
2021 Vacant Housing Units	157	1,631	3,928
2026 Total Housing Units	2,629	17,925	55,476
2026 Owner Occupied Housing Units	1,226	10,268	34,586
2026 Renter Occupied Housing Units	1,241	5,941	16,841
2026 Vacant Housing Units	162	1,716	4,049

Currently, 61.2% of the 53,289 housing units in the area are owner occupied; 31.4%, renter occupied; and 7.4% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 48,759 housing units in the area - 62.4% owner occupied, 28.7% renter occupied, and 8.9% vacant. The annual rate of change in housing units since 2010 is 4.03%. Median home value in the area is \$334,691, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 3.48% annually to \$397,136.

**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, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

March 11, 2022



# Business Summary

Oracle & Hardy  
8851 N Oracle Rd, Oro Valley, Arizona, 85704  
Rings: 1, 3, 5 mile radii

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Data for all businesses in area				1 mile		3 miles		5 miles				
Total Businesses:				134		1,422		3,558				
Total Employees:				1,568		14,649		50,859				
Total Residential Population:				4,917		33,033		113,733				
Employee/Residential Population Ratio (per 100 Residents)				32		44		45				
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	2.2%	41	2.6%	25	1.8%	247	1.7%	59	1.7%	507	1.0%
Construction	13	9.7%	70	4.5%	61	4.3%	267	1.8%	178	5.0%	1,007	2.0%
Manufacturing	1	0.7%	5	0.3%	20	1.4%	559	3.8%	53	1.5%	11,086	21.8%
Transportation	3	2.2%	13	0.8%	17	1.2%	82	0.6%	52	1.5%	286	0.6%
Communication	1	0.7%	9	0.6%	11	0.8%	142	1.0%	19	0.5%	182	0.4%
Utility	0	0.0%	0	0.0%	2	0.1%	37	0.3%	5	0.1%	96	0.2%
Wholesale Trade	2	1.5%	11	0.7%	16	1.1%	114	0.8%	41	1.2%	216	0.4%
Retail Trade Summary	19	14.2%	221	14.1%	240	16.9%	3,539	24.2%	685	19.3%	10,260	20.2%
Home Improvement	1	0.7%	1	0.1%	10	0.7%	109	0.7%	33	0.9%	349	0.7%
General Merchandise Stores	0	0.0%	8	0.5%	6	0.4%	367	2.5%	22	0.6%	1,169	2.3%
Food Stores	2	1.5%	22	1.4%	28	2.0%	867	5.9%	66	1.9%	1,689	3.3%
Auto Dealers, Gas Stations, Auto Aftermarket	3	2.2%	27	1.7%	10	0.7%	77	0.5%	27	0.8%	239	0.5%
Apparel & Accessory Stores	0	0.0%	0	0.0%	12	0.8%	57	0.4%	53	1.5%	455	0.9%
Furniture & Home Furnishings	1	0.7%	5	0.3%	19	1.3%	135	0.9%	50	1.4%	536	1.1%
Eating & Drinking Places	5	3.7%	148	9.4%	80	5.6%	1,421	9.7%	224	6.3%	4,370	8.6%
Miscellaneous Retail	7	5.2%	9	0.6%	75	5.3%	506	3.5%	210	5.9%	1,453	2.9%
Finance, Insurance, Real Estate Summary	27	20.1%	278	17.7%	237	16.7%	1,988	13.6%	529	14.9%	4,462	8.8%
Banks, Savings & Lending Institutions	4	3.0%	29	1.8%	46	3.2%	422	2.9%	96	2.7%	1,012	2.0%
Securities Brokers	5	3.7%	14	0.9%	32	2.3%	204	1.4%	81	2.3%	689	1.4%
Insurance Carriers & Agents	5	3.7%	18	1.1%	55	3.9%	184	1.3%	117	3.3%	545	1.1%
Real Estate, Holding, Other Investment Offices	13	9.7%	217	13.8%	104	7.3%	1,178	8.0%	234	6.6%	2,216	4.4%
Services Summary	59	44.0%	916	58.4%	685	48.2%	6,991	47.7%	1,662	46.7%	21,652	42.6%
Hotels & Lodging	0	0.0%	0	0.0%	5	0.4%	761	5.2%	19	0.5%	1,825	3.6%
Automotive Services	4	3.0%	25	1.6%	18	1.3%	119	0.8%	44	1.2%	288	0.6%
Motion Pictures & Amusements	3	2.2%	51	3.3%	31	2.2%	228	1.6%	96	2.7%	867	1.7%
Health Services	13	9.7%	90	5.7%	202	14.2%	1,999	13.6%	526	14.8%	8,586	16.9%
Legal Services	1	0.7%	4	0.3%	40	2.8%	152	1.0%	80	2.2%	423	0.8%
Education Institutions & Libraries	7	5.2%	273	17.4%	26	1.8%	770	5.3%	70	2.0%	2,382	4.7%
Other Services	30	22.4%	473	30.2%	362	25.5%	2,963	20.2%	828	23.3%	7,281	14.3%
Government	0	0.0%	1	0.1%	19	1.3%	621	4.2%	30	0.8%	786	1.5%
Unclassified Establishments	6	4.5%	3	0.2%	90	6.3%	61	0.4%	244	6.9%	321	0.6%
Totals	134	100.0%	1,568	100.0%	1,422	100.0%	14,649	100.0%	3,558	100.0%	50,859	100.0%

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 11, 2022



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	1	0.1%	2	0.0%	5	0.1%	16	0.0%
Mining	0	0.0%	0	0.0%	1	0.1%	4	0.0%	3	0.1%	18	0.0%
Utilities	0	0.0%	0	0.0%	2	0.1%	37	0.3%	3	0.1%	89	0.2%
Construction	13	9.7%	70	4.5%	63	4.4%	287	2.0%	200	5.6%	1,104	2.2%
Manufacturing	1	0.7%	7	0.4%	24	1.7%	599	4.1%	61	1.7%	11,123	21.9%
Wholesale Trade	2	1.5%	11	0.7%	15	1.1%	111	0.8%	39	1.1%	212	0.4%
Retail Trade	14	10.4%	73	4.7%	152	10.7%	2,048	14.0%	445	12.5%	5,755	11.3%
Motor Vehicle & Parts Dealers	3	2.2%	27	1.7%	9	0.6%	72	0.5%	23	0.6%	220	0.4%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%	13	0.9%	99	0.7%	31	0.9%	319	0.6%
Electronics & Appliance Stores	1	0.7%	5	0.3%	5	0.4%	22	0.2%	17	0.5%	205	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.7%	1	0.1%	10	0.7%	109	0.7%	33	0.9%	349	0.7%
Food & Beverage Stores	2	1.5%	22	1.4%	19	1.3%	806	5.5%	49	1.4%	1,560	3.1%
Health & Personal Care Stores	1	0.7%	1	0.1%	28	2.0%	269	1.8%	65	1.8%	587	1.2%
Gasoline Stations	0	0.0%	0	0.0%	1	0.1%	5	0.0%	3	0.1%	19	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%	15	1.1%	71	0.5%	71	2.0%	550	1.1%
Sport Goods, Hobby, Book, & Music Stores	1	0.7%	2	0.1%	10	0.7%	82	0.6%	27	0.8%	269	0.5%
General Merchandise Stores	0	0.0%	8	0.5%	6	0.4%	367	2.5%	22	0.6%	1,169	2.3%
Miscellaneous Store Retailers	4	3.0%	6	0.4%	27	1.9%	146	1.0%	71	2.0%	506	1.0%
Nonstore Retailers	1	0.7%	0	0.0%	9	0.6%	0	0.0%	33	0.9%	3	0.0%
Transportation & Warehousing	1	0.7%	8	0.5%	11	0.8%	60	0.4%	33	0.9%	219	0.4%
Information	2	1.5%	10	0.6%	24	1.7%	214	1.5%	54	1.5%	839	1.6%
Finance & Insurance	14	10.4%	61	3.9%	133	9.4%	810	5.5%	296	8.3%	2,249	4.4%
Central Bank/Credit Intermediation & Related Activities	4	3.0%	29	1.8%	44	3.1%	417	2.8%	92	2.6%	999	2.0%
Securities, Commodity Contracts & Other Financial	5	3.7%	14	0.9%	34	2.4%	209	1.4%	87	2.4%	705	1.4%
Insurance Carriers & Related Activities; Funds, Trusts &	5	3.7%	18	1.1%	55	3.9%	184	1.3%	117	3.3%	545	1.1%
Real Estate, Rental & Leasing	14	10.4%	205	13.1%	109	7.7%	1,156	7.9%	248	7.0%	2,166	4.3%
Professional, Scientific & Tech Services	18	13.4%	387	24.7%	187	13.2%	1,270	8.7%	413	11.6%	3,108	6.1%
Legal Services	2	1.5%	20	1.3%	47	3.3%	198	1.4%	94	2.6%	487	1.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.1%	1	0.0%	4	0.1%	5	0.0%
Administrative & Support & Waste Management & Remediation	7	5.2%	36	2.3%	50	3.5%	302	2.1%	122	3.4%	1,212	2.4%
Educational Services	8	6.0%	281	17.9%	35	2.5%	812	5.5%	96	2.7%	2,463	4.8%
Health Care & Social Assistance	15	11.2%	114	7.3%	246	17.3%	2,670	18.2%	617	17.3%	9,909	19.5%
Arts, Entertainment & Recreation	2	1.5%	42	2.7%	22	1.5%	262	1.8%	59	1.7%	760	1.5%
Accommodation & Food Services	5	3.7%	148	9.4%	87	6.1%	2,197	15.0%	248	7.0%	6,249	12.3%
Accommodation	0	0.0%	0	0.0%	5	0.4%	761	5.2%	19	0.5%	1,825	3.6%
Food Services & Drinking Places	5	3.7%	148	9.4%	82	5.8%	1,437	9.8%	229	6.4%	4,425	8.7%
Other Services (except Public Administration)	13	9.7%	110	7.0%	152	10.7%	1,130	7.7%	340	9.6%	2,265	4.5%
Automotive Repair & Maintenance	3	2.2%	23	1.5%	14	1.0%	106	0.7%	35	1.0%	260	0.5%
Public Administration	0	0.0%	1	0.1%	19	1.3%	615	4.2%	29	0.8%	778	1.5%
Unclassified Establishments	6	4.5%	3	0.2%	90	6.3%	61	0.4%	244	6.9%	321	0.6%
Total	134	100.0%	1,568	100.0%	1,422	100.0%	14,649	100.0%	3,558	100.0%	50,859	100.0%

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

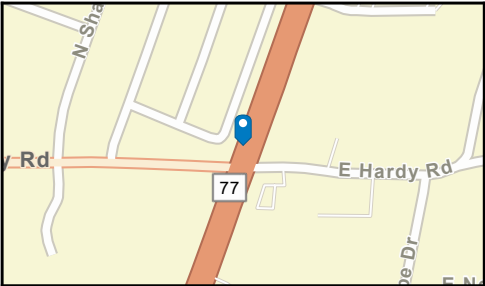
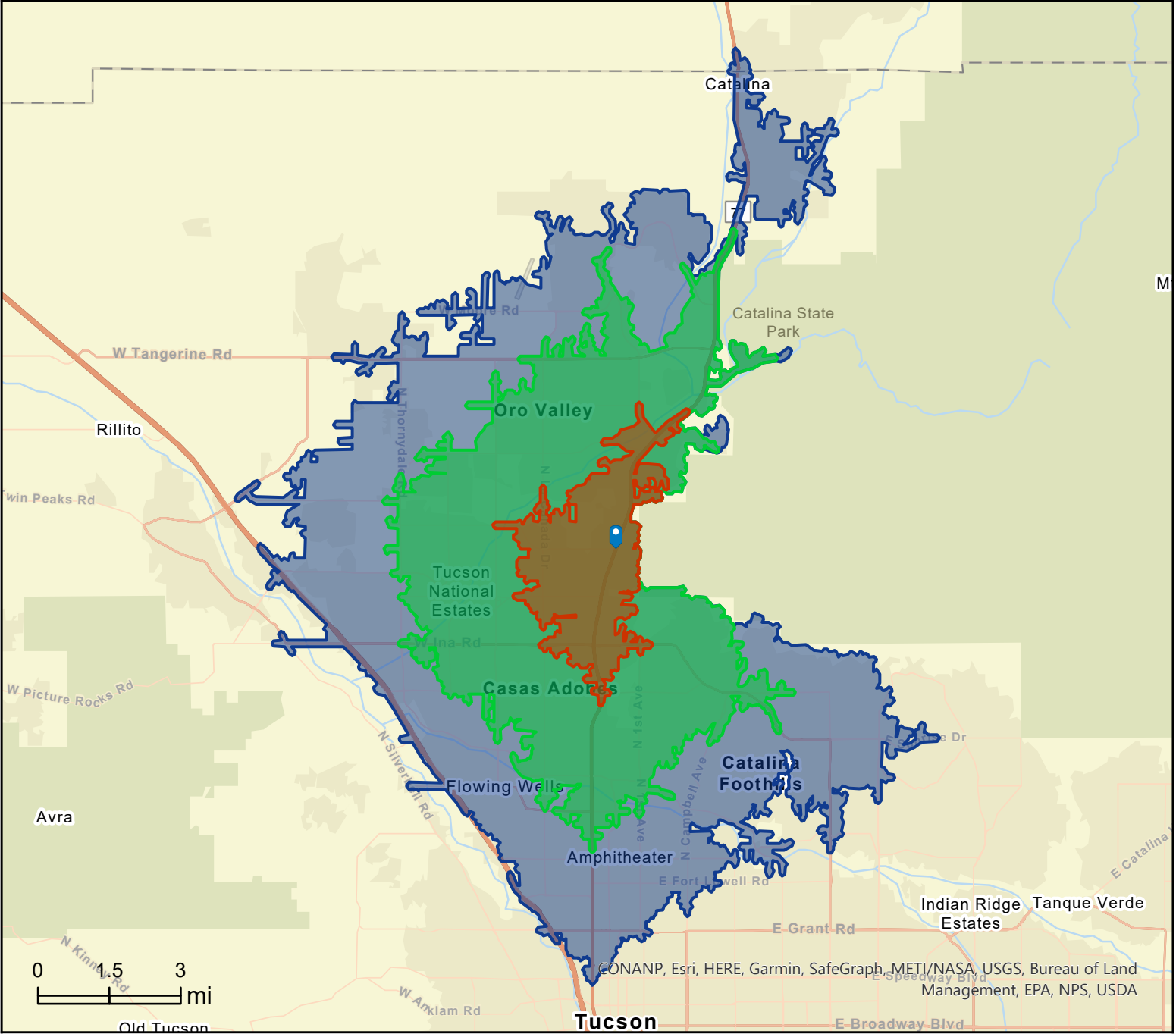
March 11, 2022



# Site Map

Oracle & Hardy 2  
8851 N Oracle Rd, Oro Valley, Arizona, 85704  
Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
Latitude: 32.36665  
Longitude: -110.96958





## Executive Summary

Oracle & Hardy 2  
8851 N Oracle Rd, Oro Valley, Arizona, 85704  
Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
Latitude: 32.36665  
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	5 minutes	10 minutes	15 minutes
<b>Population</b>			
2000 Population	12,099	81,641	204,114
2010 Population	11,965	86,947	218,863
2021 Population	12,500	95,266	239,067
2026 Population	12,752	98,961	248,150
2000-2010 Annual Rate	-0.11%	0.63%	0.70%
2010-2021 Annual Rate	0.39%	0.82%	0.79%
2021-2026 Annual Rate	0.40%	0.76%	0.75%
2021 Male Population	47.0%	47.5%	48.5%
2021 Female Population	53.0%	52.5%	51.5%
2021 Median Age	51.8	49.1	43.1

In the identified area, the current year population is 239,067. In 2010, the Census count in the area was 218,863. The rate of change since 2010 was 0.79% annually. The five-year projection for the population in the area is 248,150 representing a change of 0.75% annually from 2021 to 2026. Currently, the population is 48.5% male and 51.5% female.

### Median Age

The median age in this area is 51.8, compared to U.S. median age of 38.5.

### Race and Ethnicity

2021 White Alone	86.6%	83.4%	77.4%
2021 Black Alone	1.9%	2.2%	3.0%
2021 American Indian/Alaska Native Alone	1.0%	0.9%	1.8%
2021 Asian Alone	2.9%	4.5%	4.2%
2021 Pacific Islander Alone	0.1%	0.1%	0.2%
2021 Other Race	4.2%	5.2%	9.5%
2021 Two or More Races	3.4%	3.7%	4.0%
2021 Hispanic Origin (Any Race)	18.3%	20.4%	29.0%

Persons of Hispanic origin represent 29.0% of the population in the identified area compared to 18.9% 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 64.6 in the identified area, compared to 65.4 for the U.S. as a whole.

### Households

2021 Wealth Index	110	126	102
2000 Households	5,296	34,075	85,694
2010 Households	5,618	38,103	93,577
2021 Total Households	6,007	42,356	102,826
2026 Total Households	6,162	44,114	106,818
2000-2010 Annual Rate	0.59%	1.12%	0.88%
2010-2021 Annual Rate	0.60%	0.95%	0.84%
2021-2026 Annual Rate	0.51%	0.82%	0.76%
2021 Average Household Size	2.04	2.23	2.30

The household count in this area has changed from 93,577 in 2010 to 102,826 in the current year, a change of 0.84% annually. The five-year projection of households is 106,818, a change of 0.76% annually from the current year total. Average household size is currently 2.30, compared to 2.32 in the year 2010. The number of families in the current year is 60,695 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, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

March 11, 2022



## Executive Summary

Oracle & Hardy 2  
8851 N Oracle Rd, Oro Valley, Arizona, 85704  
Drive Time: 5, 10, 15 minute radii

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	5 minutes	10 minutes	15 minutes
<b>Mortgage Income</b>			
2021 Percent of Income for Mortgage	23.7%	19.1%	20.1%
<b>Median Household Income</b>			
2021 Median Household Income	\$65,760	\$73,619	\$58,991
2026 Median Household Income	\$74,244	\$81,135	\$67,779
2021-2026 Annual Rate	2.46%	1.96%	2.82%
<b>Average Household Income</b>			
2021 Average Household Income	\$90,591	\$99,383	\$85,673
2026 Average Household Income	\$102,282	\$112,361	\$97,484
2021-2026 Annual Rate	2.46%	2.49%	2.62%
<b>Per Capita Income</b>			
2021 Per Capita Income	\$42,839	\$44,096	\$36,986
2026 Per Capita Income	\$48,570	\$49,991	\$42,119
2021-2026 Annual Rate	2.54%	2.54%	2.63%
<b>Households by Income</b>			

Current median household income is \$58,991 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$67,779 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$85,673 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$97,484 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$36,986 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$42,119 in five years, compared to \$39,378 for all U.S. households

<b>Housing</b>			
2021 Housing Affordability Index	96	119	112
2000 Total Housing Units	5,794	37,045	94,499
2000 Owner Occupied Housing Units	3,273	24,004	54,737
2000 Renter Occupied Housing Units	2,022	10,072	30,957
2000 Vacant Housing Units	499	2,969	8,805
2010 Total Housing Units	6,146	42,042	105,421
2010 Owner Occupied Housing Units	3,232	25,545	57,577
2010 Renter Occupied Housing Units	2,386	12,558	36,000
2010 Vacant Housing Units	528	3,939	11,844
2021 Total Housing Units	6,547	46,059	114,029
2021 Owner Occupied Housing Units	3,331	27,401	61,918
2021 Renter Occupied Housing Units	2,677	14,955	40,908
2021 Vacant Housing Units	540	3,703	11,203
2026 Total Housing Units	6,730	47,950	118,351
2026 Owner Occupied Housing Units	3,514	29,026	65,691
2026 Renter Occupied Housing Units	2,648	15,089	41,128
2026 Vacant Housing Units	568	3,836	11,533

Currently, 54.3% of the 114,029 housing units in the area are owner occupied; 35.9%, renter occupied; and 9.8% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 105,421 housing units in the area - 54.6% owner occupied, 34.1% renter occupied, and 11.2% vacant. The annual rate of change in housing units since 2010 is 3.55%. Median home value in the area is \$283,148, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 4.80% annually to \$357,987.

**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, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

March 11, 2022



# Business Summary

Oracle & Hardy 2  
8851 N Oracle Rd, Oro Valley, Arizona, 85704  
Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
Latitude: 32.36665  
Longitude: -110.96958

Data for all businesses in area			5 minutes		10 minutes				15 minutes			
Total Businesses:			841		3,396				8,181			
Total Employees:			8,703		44,559				105,527			
Total Residential Population:			12,500		95,266				239,067			
Employee/Residential Population Ratio (per 100 Residents)			70		47				44			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	16	1.9%	160	1.8%	57	1.7%	571	1.3%	163	2.0%	1,802	1.7%
Construction	33	3.9%	152	1.7%	152	4.5%	782	1.8%	543	6.6%	5,113	4.8%
Manufacturing	8	1.0%	70	0.8%	47	1.4%	5,444	12.2%	182	2.2%	14,151	13.4%
Transportation	9	1.1%	56	0.6%	47	1.4%	264	0.6%	152	1.9%	1,302	1.2%
Communication	6	0.7%	108	1.2%	26	0.8%	305	0.7%	80	1.0%	1,380	1.3%
Utility	0	0.0%	0	0.0%	4	0.1%	97	0.2%	15	0.2%	196	0.2%
Wholesale Trade	10	1.2%	89	1.0%	40	1.2%	213	0.5%	188	2.3%	1,585	1.5%
Retail Trade Summary	152	18.1%	2,338	26.9%	746	22.0%	12,672	28.4%	1,797	22.0%	26,583	25.2%
Home Improvement	7	0.8%	78	0.9%	29	0.9%	450	1.0%	100	1.2%	1,503	1.4%
General Merchandise Stores	5	0.6%	282	3.2%	24	0.7%	1,714	3.8%	53	0.6%	2,868	2.7%
Food Stores	17	2.0%	490	5.6%	67	2.0%	1,649	3.7%	166	2.0%	3,375	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	6	0.7%	62	0.7%	44	1.3%	1,218	2.7%	159	1.9%	2,419	2.3%
Apparel & Accessory Stores	8	1.0%	39	0.4%	74	2.2%	832	1.9%	126	1.5%	1,285	1.2%
Furniture & Home Furnishings	13	1.5%	102	1.2%	55	1.6%	619	1.4%	139	1.7%	1,381	1.3%
Eating & Drinking Places	44	5.2%	910	10.5%	226	6.7%	4,403	9.9%	523	6.4%	9,686	9.2%
Miscellaneous Retail	52	6.2%	375	4.3%	226	6.7%	1,787	4.0%	532	6.5%	4,067	3.9%
Finance, Insurance, Real Estate Summary	162	19.3%	1,545	17.8%	473	13.9%	3,966	8.9%	1,005	12.3%	9,817	9.3%
Banks, Savings & Lending Institutions	33	3.9%	305	3.5%	86	2.5%	857	1.9%	179	2.2%	1,812	1.7%
Securities Brokers	22	2.6%	155	1.8%	59	1.7%	405	0.9%	138	1.7%	1,003	1.0%
Insurance Carriers & Agents	36	4.3%	106	1.2%	108	3.2%	441	1.0%	190	2.3%	891	0.8%
Real Estate, Holding, Other Investment Offices	72	8.6%	979	11.2%	220	6.5%	2,264	5.1%	497	6.1%	6,110	5.8%
Services Summary	387	46.0%	4,129	47.4%	1,558	45.9%	19,196	43.1%	3,480	42.5%	41,280	39.1%
Hotels & Lodging	3	0.4%	309	3.6%	16	0.5%	1,180	2.6%	53	0.6%	2,062	2.0%
Automotive Services	14	1.7%	98	1.1%	50	1.5%	394	0.9%	247	3.0%	1,410	1.3%
Motion Pictures & Amusements	17	2.0%	156	1.8%	91	2.7%	891	2.0%	229	2.8%	2,454	2.3%
Health Services	106	12.6%	922	10.6%	500	14.7%	8,056	18.1%	807	9.9%	12,772	12.1%
Legal Services	29	3.4%	109	1.3%	69	2.0%	313	0.7%	166	2.0%	987	0.9%
Education Institutions & Libraries	16	1.9%	523	6.0%	61	1.8%	2,016	4.5%	158	1.9%	6,017	5.7%
Other Services	203	24.1%	2,012	23.1%	770	22.7%	6,347	14.2%	1,822	22.3%	15,578	14.8%
Government	2	0.2%	35	0.4%	28	0.8%	768	1.7%	54	0.7%	1,702	1.6%
Unclassified Establishments	55	6.5%	21	0.2%	218	6.4%	281	0.6%	522	6.4%	617	0.6%
Totals	841	100.0%	8,703	100.0%	3,396	100.0%	44,559	100.0%	8,181	100.0%	105,527	100.0%

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

March 11, 2022



## Business Summary

Oracle & Hardy 2  
8851 N Oracle Rd, Oro Valley, Arizona, 85704  
Drive Time: 5, 10, 15 minute radii

Prepared by Esri  
Latitude: 32.36665  
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.1%	1	0.0%	4	0.1%	15	0.0%	16	0.2%	111	0.1%
Mining	1	0.1%	2	0.0%	2	0.1%	12	0.0%	9	0.1%	78	0.1%
Utilities	0	0.0%	0	0.0%	3	0.1%	94	0.2%	8	0.1%	144	0.1%
Construction	33	3.9%	152	1.7%	171	5.0%	869	2.0%	586	7.2%	5,342	5.1%
Manufacturing	12	1.4%	112	1.3%	54	1.6%	5,479	12.3%	203	2.5%	14,322	13.6%
Wholesale Trade	9	1.1%	87	1.0%	37	1.1%	199	0.4%	179	2.2%	1,532	1.5%
Retail Trade	103	12.2%	1,376	15.8%	503	14.8%	8,130	18.2%	1,234	15.1%	16,584	15.7%
Motor Vehicle & Parts Dealers	6	0.7%	62	0.7%	41	1.2%	1,197	2.7%	147	1.8%	2,361	2.2%
Furniture & Home Furnishings Stores	9	1.1%	79	0.9%	33	1.0%	330	0.7%	82	1.0%	745	0.7%
Electronics & Appliance Stores	3	0.4%	8	0.1%	21	0.6%	282	0.6%	45	0.6%	570	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	7	0.8%	78	0.9%	29	0.9%	450	1.0%	98	1.2%	1,496	1.4%
Food & Beverage Stores	11	1.3%	449	5.2%	48	1.4%	1,519	3.4%	134	1.6%	3,146	3.0%
Health & Personal Care Stores	18	2.1%	195	2.2%	76	2.2%	669	1.5%	145	1.8%	1,475	1.4%
Gasoline Stations	0	0.0%	0	0.0%	3	0.1%	22	0.0%	12	0.1%	58	0.1%
Clothing & Clothing Accessories Stores	10	1.2%	48	0.6%	93	2.7%	963	2.2%	162	2.0%	1,507	1.4%
Sport Goods, Hobby, Book, & Music Stores	8	1.0%	70	0.8%	32	0.9%	347	0.8%	77	0.9%	782	0.7%
General Merchandise Stores	5	0.6%	282	3.2%	24	0.7%	1,714	3.8%	53	0.6%	2,868	2.7%
Miscellaneous Store Retailers	20	2.4%	106	1.2%	71	2.1%	629	1.4%	192	2.3%	1,463	1.4%
Nonstore Retailers	6	0.7%	0	0.0%	32	0.9%	10	0.0%	88	1.1%	112	0.1%
Transportation & Warehousing	6	0.7%	39	0.4%	30	0.9%	192	0.4%	100	1.2%	908	0.9%
Information	11	1.3%	132	1.5%	57	1.7%	602	1.4%	153	1.9%	2,363	2.2%
Finance & Insurance	90	10.7%	566	6.5%	255	7.5%	1,708	3.8%	515	6.3%	3,731	3.5%
Central Bank/Credit Intermediation & Related Activities	31	3.7%	300	3.4%	84	2.5%	852	1.9%	179	2.2%	1,808	1.7%
Securities, Commodity Contracts & Other Financial	23	2.7%	159	1.8%	63	1.9%	415	0.9%	146	1.8%	1,032	1.0%
Insurance Carriers & Related Activities; Funds, Trusts &	36	4.3%	106	1.2%	108	3.2%	441	1.0%	190	2.3%	891	0.8%
Real Estate, Rental & Leasing	73	8.7%	954	11.0%	232	6.8%	2,229	5.0%	572	7.0%	6,103	5.8%
Professional, Scientific & Tech Services	111	13.2%	814	9.4%	368	10.8%	2,641	5.9%	838	10.2%	6,343	6.0%
Legal Services	35	4.2%	149	1.7%	82	2.4%	375	0.8%	191	2.3%	1,101	1.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%	3	0.1%	4	0.0%	11	0.1%	21	0.0%
Administrative & Support & Waste Management & Remediation	26	3.1%	169	1.9%	114	3.4%	1,207	2.7%	327	4.0%	3,461	3.3%
Educational Services	21	2.5%	562	6.5%	88	2.6%	2,093	4.7%	213	2.6%	6,178	5.9%
Health Care & Social Assistance	132	15.7%	1,431	16.4%	583	17.2%	9,251	20.8%	1,001	12.2%	15,804	15.0%
Arts, Entertainment & Recreation	12	1.4%	189	2.2%	57	1.7%	800	1.8%	143	1.7%	2,256	2.1%
Accommodation & Food Services	49	5.8%	1,235	14.2%	249	7.3%	5,648	12.7%	589	7.2%	11,871	11.2%
Accommodation	3	0.4%	309	3.6%	16	0.5%	1,180	2.6%	53	0.6%	2,062	2.0%
Food Services & Drinking Places	46	5.5%	926	10.6%	233	6.9%	4,469	10.0%	537	6.6%	9,810	9.3%
Other Services (except Public Administration)	94	11.2%	827	9.5%	340	10.0%	2,342	5.3%	911	11.1%	6,065	5.7%
Automotive Repair & Maintenance	12	1.4%	91	1.0%	41	1.2%	369	0.8%	209	2.6%	1,293	1.2%
Public Administration	2	0.2%	35	0.4%	27	0.8%	762	1.7%	53	0.6%	1,695	1.6%
Unclassified Establishments	55	6.5%	21	0.2%	218	6.4%	281	0.6%	521	6.4%	615	0.6%
Total	841	100.0%	8,703	100.0%	3,396	100.0%	44,559	100.0%	8,181	100.0%	105,527	100.0%

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

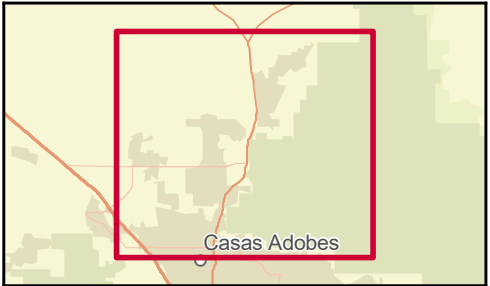
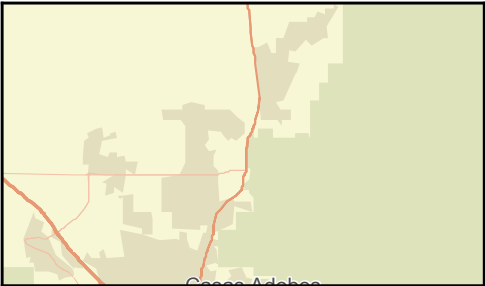
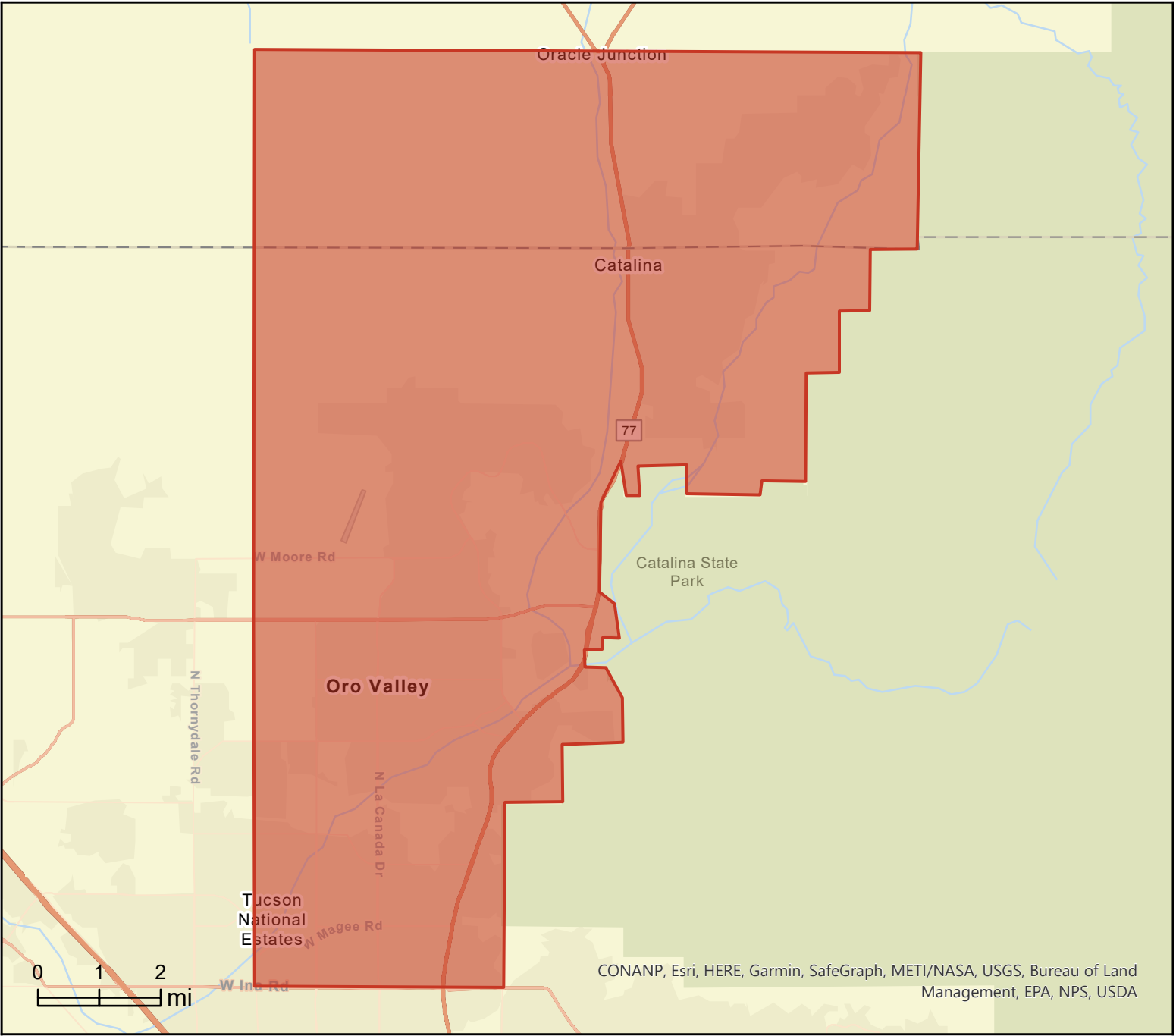
March 11, 2022



# Site Map

Oracle & Hardy 3  
Area: 111.5 square miles

Prepared by Esri



## Executive Summary

Oracle & Hardy  
Area: 111.5 square miles

Prepared by Esri

### Population

2000 Population	60,604
2010 Population	75,617
2021 Population	84,732
2026 Population	89,920
2000-2010 Annual Rate	2.24%
2010-2021 Annual Rate	1.02%
2021-2026 Annual Rate	1.20%
2021 Male Population	47.7%
2021 Female Population	52.3%
2021 Median Age	56.3

In the identified area, the current year population is 84,732. In 2010, the Census count in the area was 75,617. The rate of change since 2010 was 1.02% annually. The five-year projection for the population in the area is 89,920 representing a change of 1.20% annually from 2021 to 2026. Currently, the population is 47.7% male and 52.3% female.

### Median Age

The median age in this area is 56.3, compared to U.S. median age of 38.5.

### Race and Ethnicity

2021 White Alone	86.8%
2021 Black Alone	1.8%
2021 American Indian/Alaska Native Alone	0.7%
2021 Asian Alone	3.4%
2021 Pacific Islander Alone	0.1%
2021 Other Race	4.4%
2021 Two or More Races	2.9%
2021 Hispanic Origin (Any Race)	16.3%

Persons of Hispanic origin represent 16.3% of the population in the identified area compared to 18.9% 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 45.2 in the identified area, compared to 65.4 for the U.S. as a whole.

### Households

2021 Wealth Index	150
2000 Households	25,348
2010 Households	33,388
2021 Total Households	37,791
2026 Total Households	40,267
2000-2010 Annual Rate	2.79%
2010-2021 Annual Rate	1.11%
2021-2026 Annual Rate	1.28%
2021 Average Household Size	2.23

The household count in this area has changed from 33,388 in 2010 to 37,791 in the current year, a change of 1.11% annually. The five-year projection of households is 40,267, a change of 1.28% annually from the current year total. Average household size is currently 2.23, compared to 2.25 in the year 2010. The number of families in the current year is 25,790 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, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

January 27, 2022



## Executive Summary

Oracle & Hardy  
Area: 111.5 square miles

Prepared by Esri

### Mortgage Income

2021 Percent of Income for Mortgage 19.7%

### Median Household Income

2021 Median Household Income \$79,009

2026 Median Household Income \$86,882

2021-2026 Annual Rate 1.92%

### Average Household Income

2021 Average Household Income \$103,813

2026 Average Household Income \$116,863

2021-2026 Annual Rate 2.40%

### Per Capita Income

2021 Per Capita Income \$46,330

2026 Per Capita Income \$52,364

2021-2026 Annual Rate 2.48%

### Households by Income

Current median household income is \$79,009 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$86,882 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$103,813 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$116,863 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$46,330 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$52,364 in five years, compared to \$39,378 for all U.S. households

### Housing

2021 Housing Affordability Index 116

2000 Total Housing Units 28,276

2000 Owner Occupied Housing Units 20,015

2000 Renter Occupied Housing Units 5,333

2000 Vacant Housing Units 2,928

2010 Total Housing Units 37,773

2010 Owner Occupied Housing Units 25,561

2010 Renter Occupied Housing Units 7,827

2010 Vacant Housing Units 4,385

2021 Total Housing Units 42,087

2021 Owner Occupied Housing Units 28,593

2021 Renter Occupied Housing Units 9,197

2021 Vacant Housing Units 4,296

2026 Total Housing Units 44,885

2026 Owner Occupied Housing Units 30,822

2026 Renter Occupied Housing Units 9,444

2026 Vacant Housing Units 4,618

Currently, 67.9% of the 42,087 housing units in the area are owner occupied; 21.9%, renter occupied; and 10.2% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 37,773 housing units in the area - 67.7% owner occupied, 20.7% renter occupied, and 11.6% vacant. The annual rate of change in housing units since 2010 is 4.92%. Median home value in the area is \$370,373, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 2.89% annually to \$427,020.

**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, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

January 27, 2022

# Business Summary

Oracle & Hardy  
Area: 111.5 square miles

Prepared by Esri

## Data for all businesses in area

Total Businesses:	2,047
Total Employees:	33,620
Total Residential Population:	84,732
Employee/Residential Population Ratio (per 100 Residents)	40

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	40	2.0%	353	1.0%
Construction	100	4.9%	487	1.4%
Manufacturing	37	1.8%	11,721	34.9%
Transportation	27	1.3%	114	0.3%
Communication	11	0.5%	152	0.5%
Utility	5	0.2%	56	0.2%
Wholesale Trade	28	1.4%	177	0.5%
Retail Trade Summary	389	19.0%	5,965	17.7%
Home Improvement	21	1.0%	314	0.9%
General Merchandise Stores	14	0.7%	1,061	3.2%
Food Stores	42	2.1%	916	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	16	0.8%	114	0.3%
Apparel & Accessory Stores	14	0.7%	134	0.4%
Furniture & Home Furnishings	33	1.6%	293	0.9%
Eating & Drinking Places	128	6.3%	2,493	7.4%
Miscellaneous Retail	121	5.9%	641	1.9%
Finance, Insurance, Real Estate Summary	268	13.1%	1,862	5.5%
Banks, Savings & Lending Institutions	48	2.3%	382	1.1%
Securities Brokers	35	1.7%	230	0.7%
Insurance Carriers & Agents	72	3.5%	242	0.7%
Real Estate, Holding, Other Investment Offices	113	5.5%	1,008	3.0%
Services Summary	961	46.9%	11,760	35.0%
Hotels & Lodging	15	0.7%	1,496	4.4%
Automotive Services	31	1.5%	182	0.5%
Motion Pictures & Amusements	69	3.4%	1,185	3.5%
Health Services	263	12.8%	3,274	9.7%
Legal Services	35	1.7%	128	0.4%
Education Institutions & Libraries	36	1.8%	1,318	3.9%
Other Services	513	25.1%	4,178	12.4%
Government	28	1.4%	778	2.3%
Unclassified Establishments	151	7.4%	195	0.6%
Totals	2,047	100.0%	33,620	100.0%

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

January 27, 2022



# Business Summary

Oracle & Hardy  
Area: 111.5 square miles

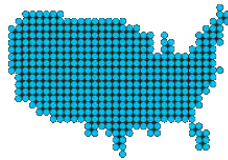
Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.1%	32	0.1%
Mining	2	0.1%	16	0.0%
Utilities	4	0.2%	54	0.2%
Construction	104	5.1%	525	1.6%
Manufacturing	40	2.0%	11,724	34.9%
Wholesale Trade	28	1.4%	177	0.5%
Retail Trade	249	12.2%	3,394	10.1%
Motor Vehicle & Parts Dealers	15	0.7%	109	0.3%
Furniture & Home Furnishings Stores	21	1.0%	127	0.4%
Electronics & Appliance Stores	11	0.5%	165	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	21	1.0%	314	0.9%
Food & Beverage Stores	28	1.4%	825	2.5%
Health & Personal Care Stores	42	2.1%	310	0.9%
Gasoline Stations	1	0.0%	5	0.0%
Clothing & Clothing Accessories Stores	18	0.9%	150	0.4%
Sport Goods, Hobby, Book, & Music Stores	21	1.0%	151	0.4%
General Merchandise Stores	14	0.7%	1,061	3.2%
Miscellaneous Store Retailers	35	1.7%	174	0.5%
Nonstore Retailers	21	1.0%	3	0.0%
Transportation & Warehousing	16	0.8%	65	0.2%
Information	39	1.9%	437	1.3%
Finance & Insurance	156	7.6%	856	2.5%
Central Bank/Credit Intermediation & Related Activities	48	2.3%	383	1.1%
Securities, Commodity Contracts & Other Financial	36	1.8%	231	0.7%
Insurance Carriers & Related Activities; Funds, Trusts &	72	3.5%	242	0.7%
Real Estate, Rental & Leasing	124	6.1%	1,003	3.0%
Professional, Scientific & Tech Services	238	11.6%	1,765	5.2%
Legal Services	41	2.0%	161	0.5%
Management of Companies & Enterprises	3	0.1%	5	0.0%
Administrative & Support & Waste Management & Remediation	69	3.4%	359	1.1%
Educational Services	50	2.4%	1,338	4.0%
Health Care & Social Assistance	305	14.9%	4,038	12.0%
Arts, Entertainment & Recreation	50	2.4%	1,106	3.3%
Accommodation & Food Services	147	7.2%	4,021	12.0%
Accommodation	15	0.7%	1,496	4.4%
Food Services & Drinking Places	132	6.4%	2,525	7.5%
Other Services (except Public Administration)	243	11.9%	1,744	5.2%
Automotive Repair & Maintenance	22	1.1%	152	0.5%
Public Administration	26	1.3%	765	2.3%
Unclassified Establishments	151	7.4%	195	0.6%
Total	2,047	100.0%	33,620	100.0%

**Source:** Copyright 2021 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2021.

**Date Note:** Data on the Business Summary report is calculated using **Esri's Data allocation method** which uses census block groups to allocate business summary data to custom areas.

January 27, 2022



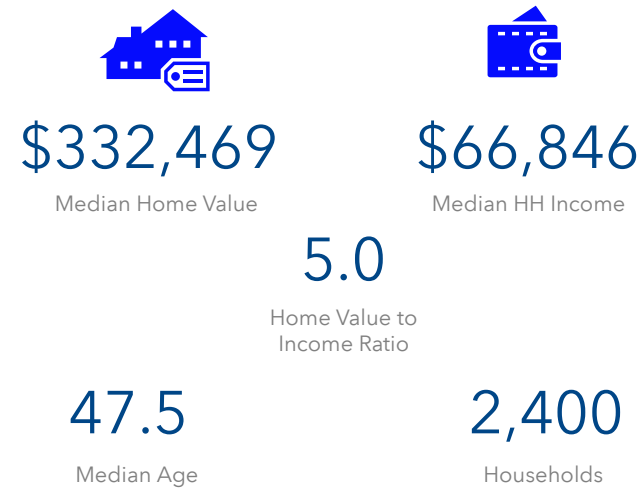
# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

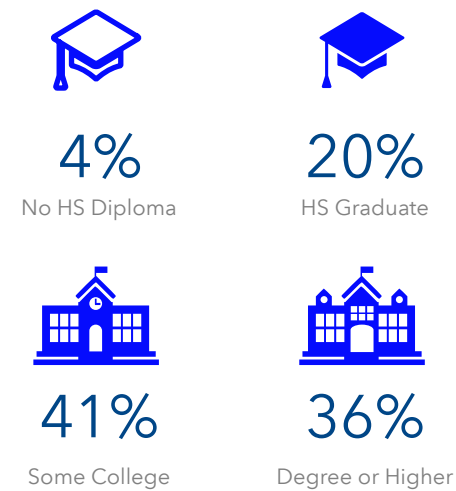
## Tapestry LifeMode

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	12	0.50%	10.00%	5
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	0	0.00%	7.63%	0
GenXurban (L5)	927	38.62%	11.26%	343
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	673	28.04%	10.79%	260
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	789	32.88%	6.16%	534
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0

## Key Facts

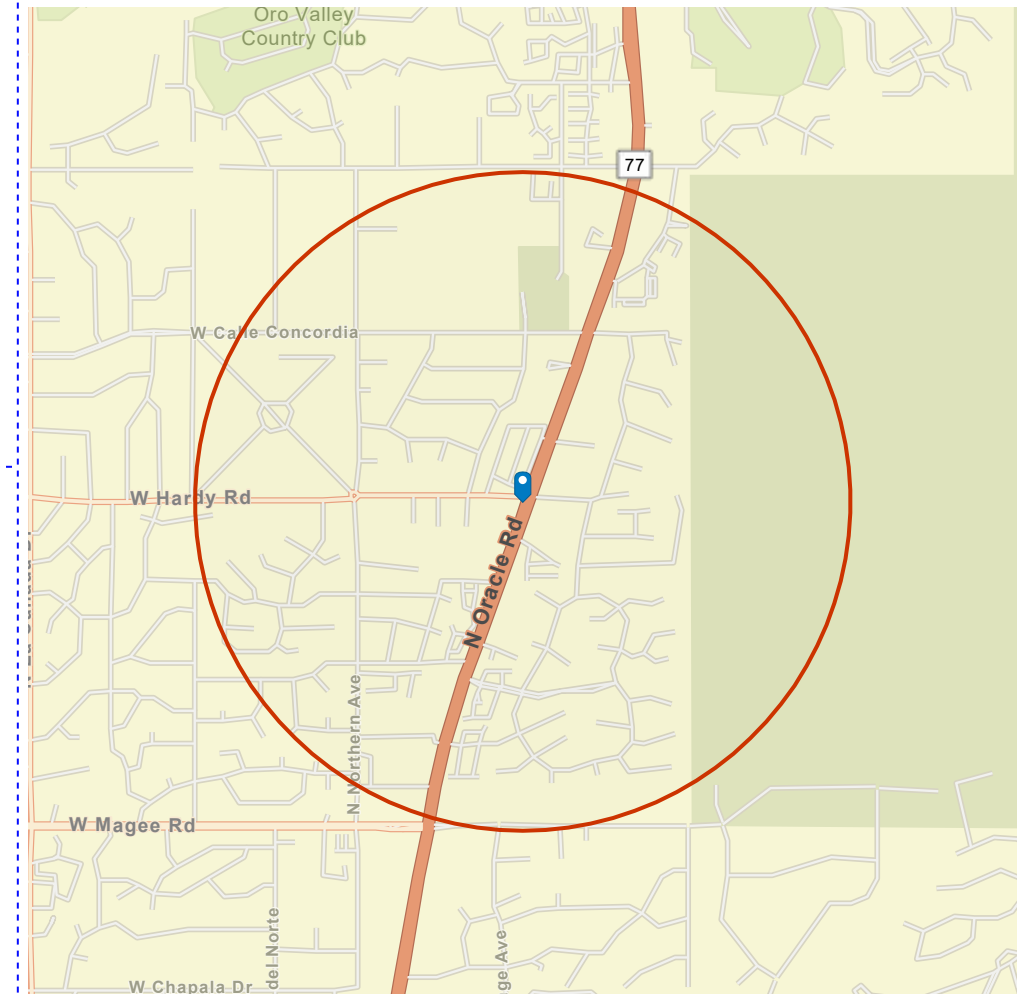


## Education

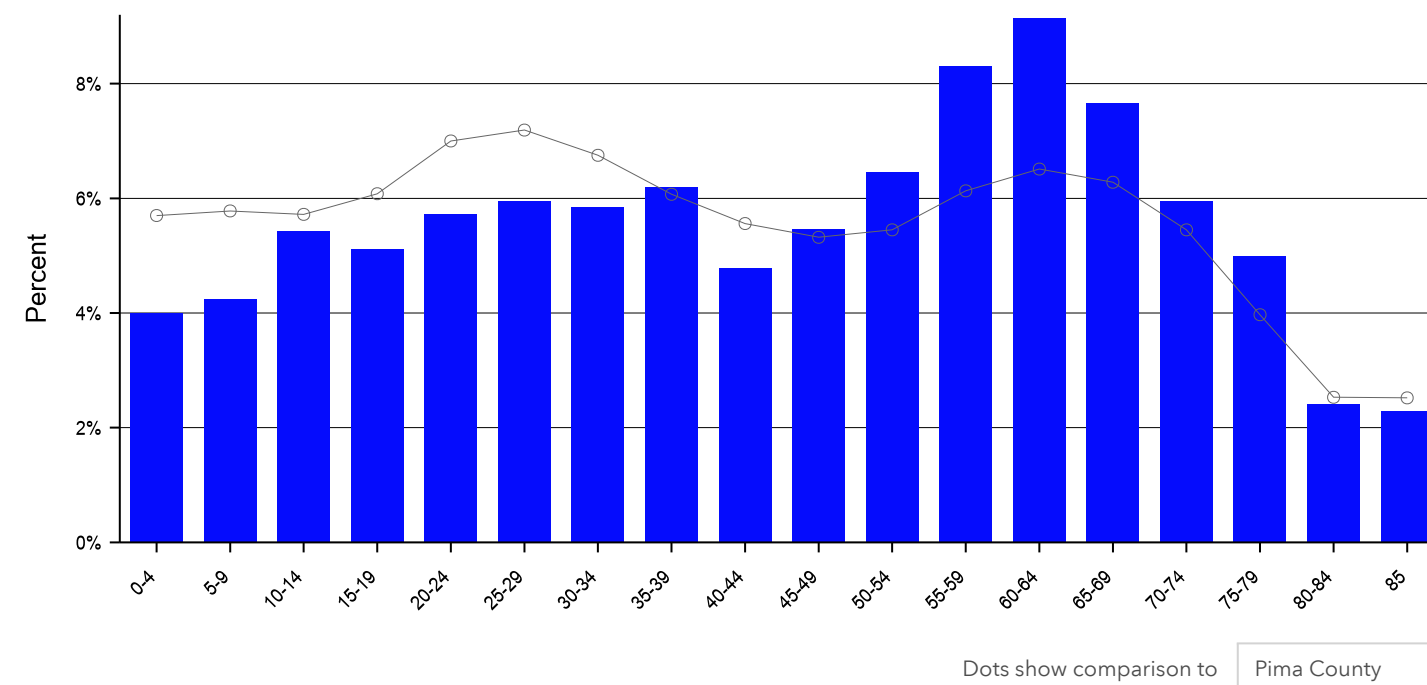


## Oracle & Hardy

Ring of 1 mile



## Age Profile



## Households By Income

The largest group: \$50,000 - \$74,999 (20.1%)

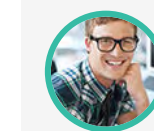
The smallest group: <\$15,000 (5.0%)

Indicator ▲	Value	Diff	
<\$15,000	5.0%	-4.4%	
\$15,000 - \$24,999	5.2%	-3.1%	
\$25,000 - \$34,999	10.2%	+1.3%	
\$35,000 - \$49,999	14.5%	+0.9%	
\$50,000 - \$74,999	20.1%	+2.6%	
\$75,000 - \$99,999	13.1%	-0.9%	
\$100,000 - \$149,999	17.2%	+1.4%	
\$150,000 - \$199,999	5.7%	-0.7%	
\$200,000+	9.0%	+3.0%	

Bars show deviation from

Pima County

## Tapestry Segments

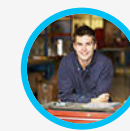


11B

### Young and Restless

789 households

32.9%  
of Households

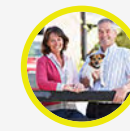


8F

### Old and Newcomers

673 households

28.0%  
of Households



5E

### Midlife Constants

608 households

25.3%  
of Households

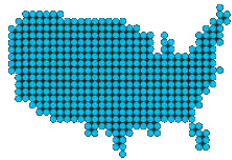


[Source:](#) Esri. The vintage of the data is 2022.

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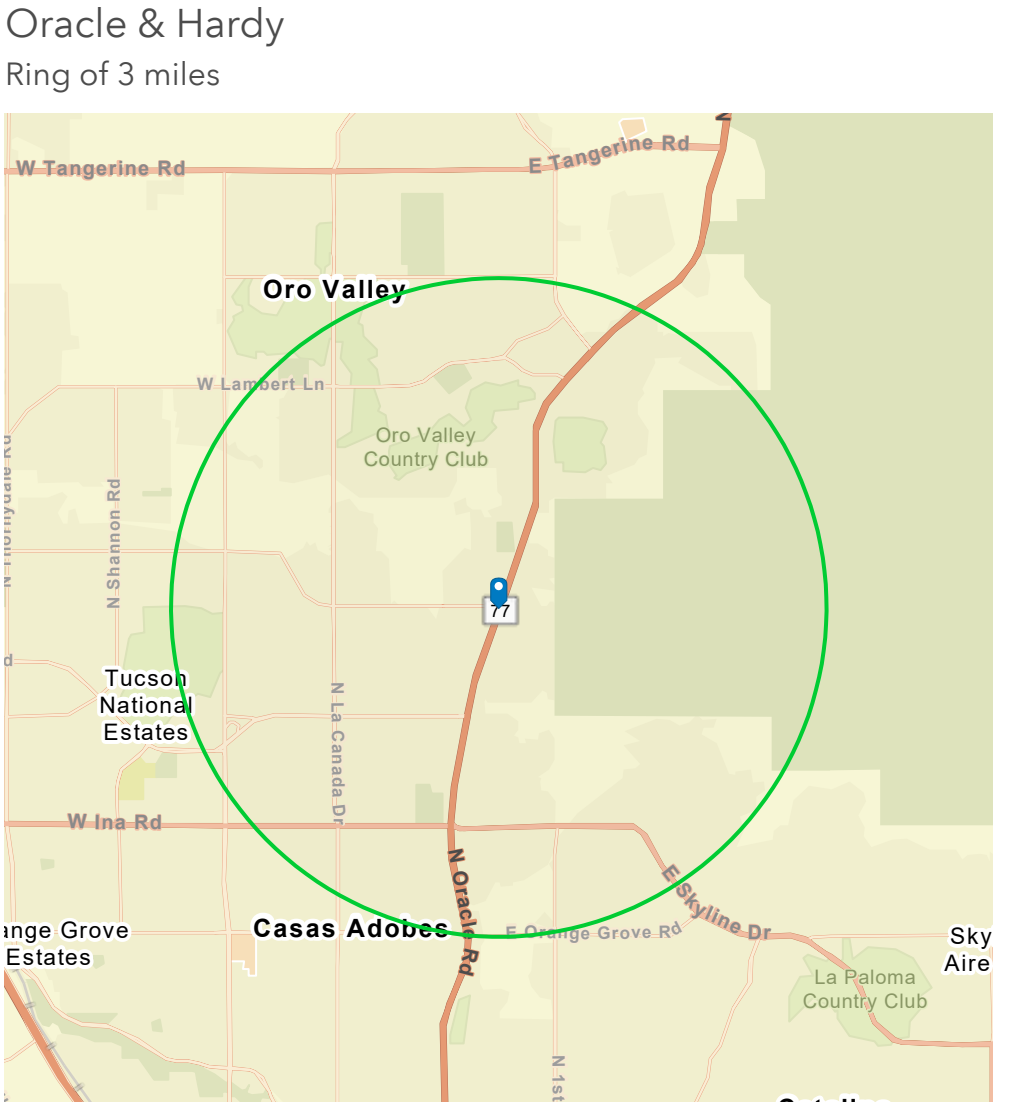
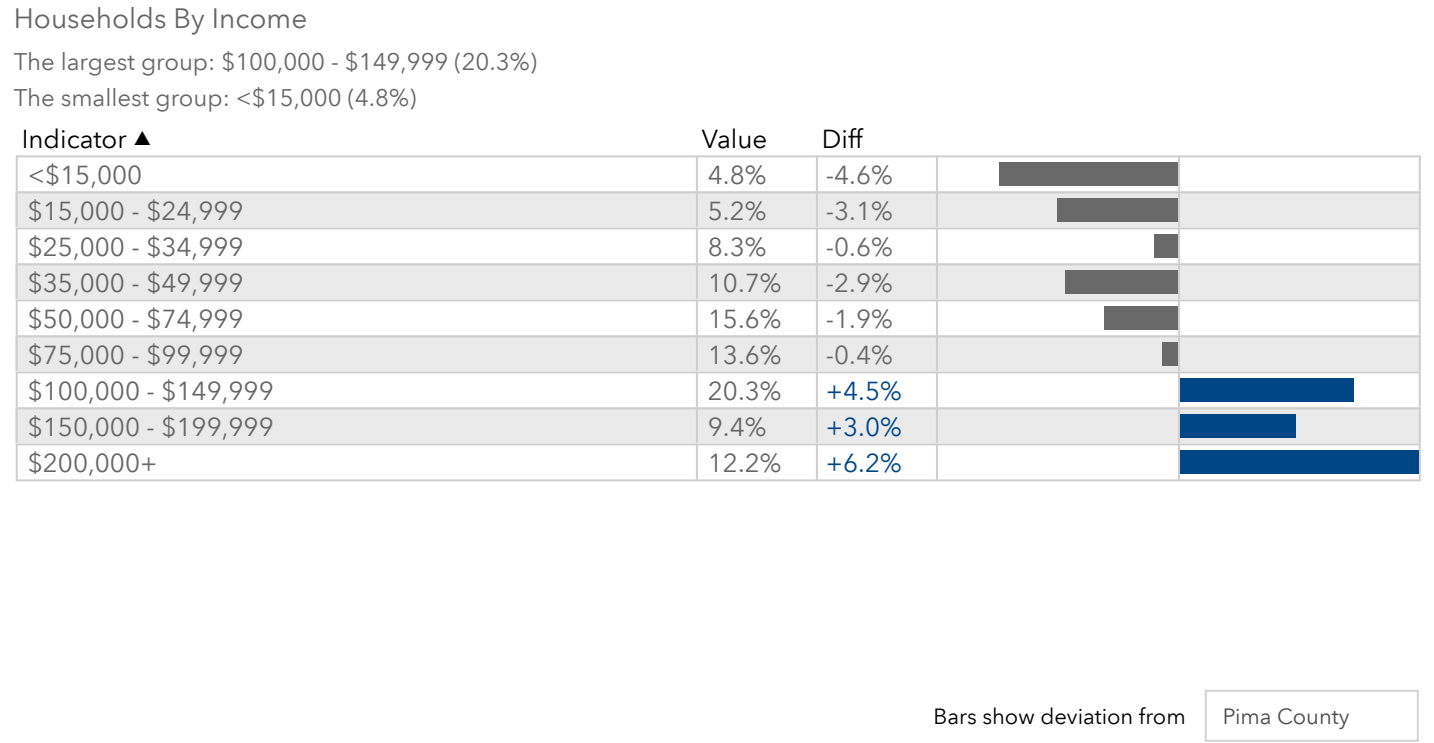
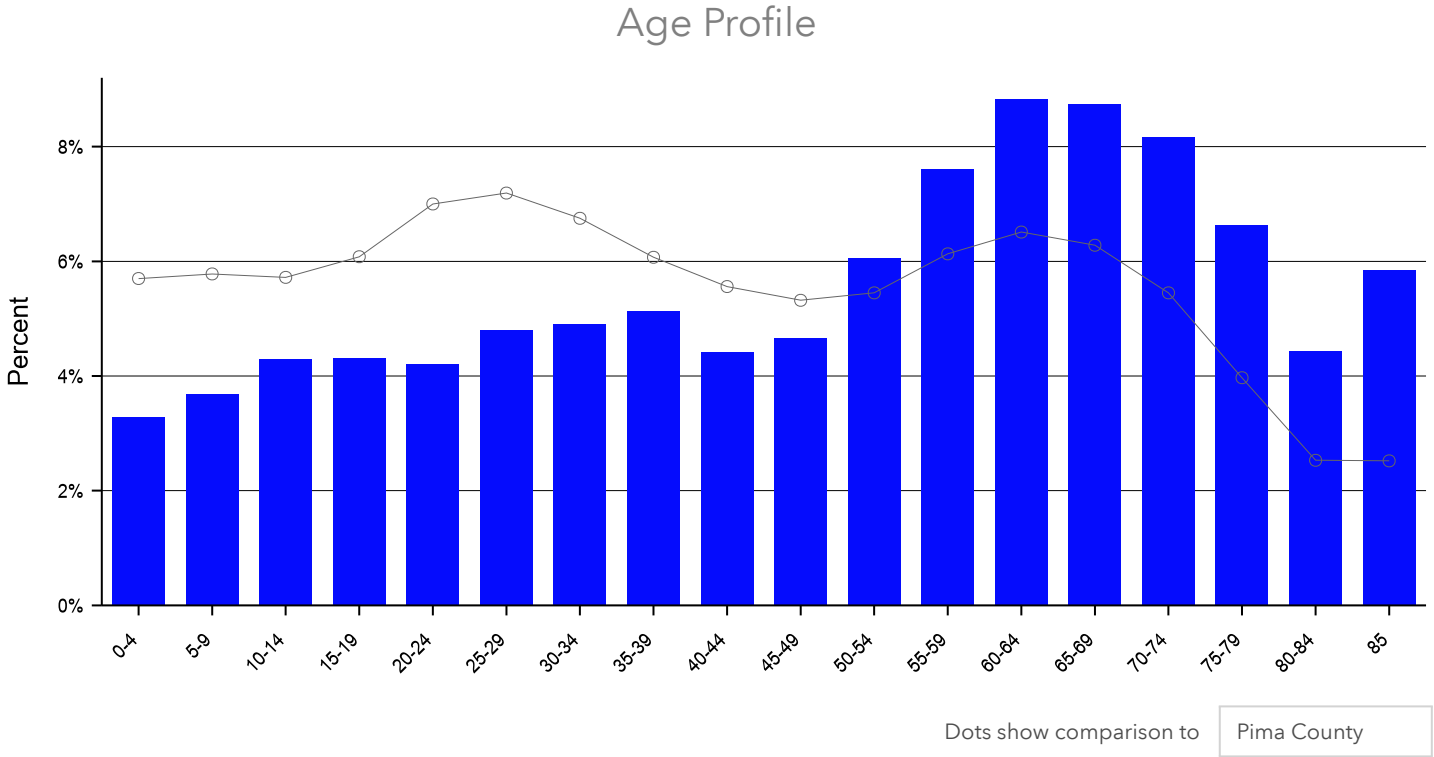
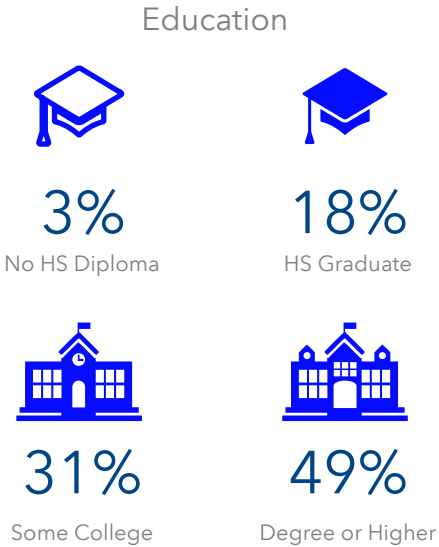
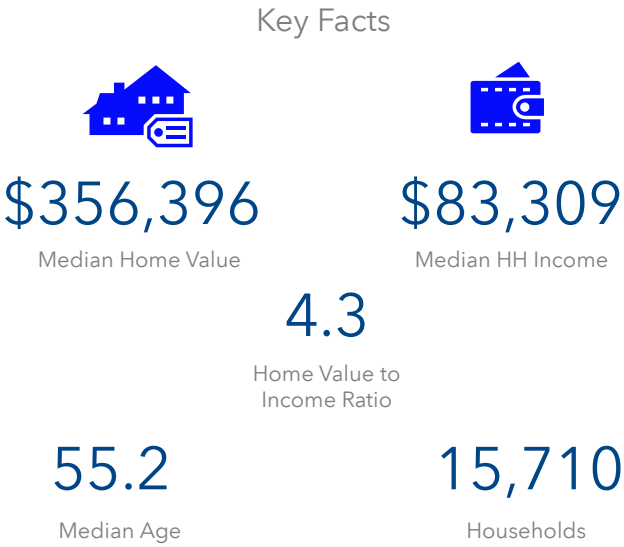


# TAPESTRY SEGMENTATION

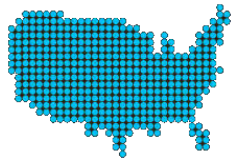
The Fabric of America's Neighborhoods

## Tapestry LifeMode

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	3,613	23.00%	10.00%	230
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	0	0.00%	7.63%	0
GenXurban (L5)	2,824	17.98%	11.26%	160
Cozy Country Living (L6)	1,459	9.29%	12.06%	77
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	884	5.63%	10.79%	52
Senior Styles (L9)	6,032	38.40%	5.80%	662
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	898	5.72%	6.16%	93
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0



<b>1E</b>	<b>Exurbanites</b> 3,613 households	<b>23.0%</b> of Households	▼
<b>9B</b>	<b>Golden Years</b> 3,497 households	<b>22.3%</b> of Households	▼
<b>9E</b>	<b>Retirement Communities</b> 1,705 households	<b>10.9%</b> of Households	▼



# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

## Tapestry LifeMode

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	11,702	23.53%	10.00%	235
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	7,058	14.19%	7.63%	186
GenXurban (L5)	7,791	15.67%	11.26%	139
Cozy Country Living (L6)	1,503	3.02%	12.06%	25
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	8,840	17.78%	10.79%	165
Senior Styles (L9)	10,860	21.84%	5.80%	377
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	1,974	3.97%	6.16%	64
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0

[learn more...](#)

### Key Facts



\$330,929

Median Home Value



\$81,860

Median HH Income

4.0

Home Value to  
Income Ratio

48.8

Median Age

49,729

Households

### Education



4%

No HS Diploma



17%

HS Graduate



32%

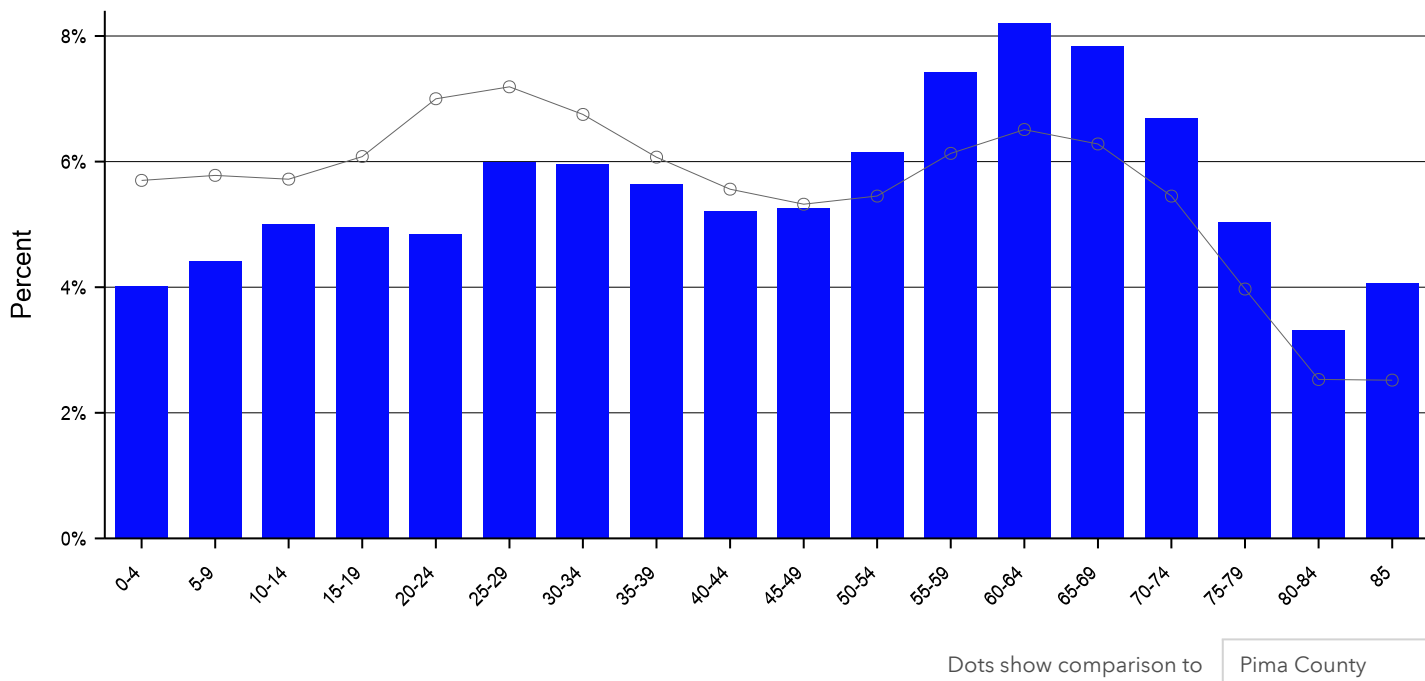
Some College



47%

Degree or Higher

### Age Profile



### Households By Income

The largest group: \$100,000 - \$149,999 (19.7%)

The smallest group: \$15,000 - \$24,999 (4.7%)

Indicator ▲	Value	Diff	
<\$15,000	4.9%	-4.5%	
\$15,000 - \$24,999	4.7%	-3.6%	
\$25,000 - \$34,999	7.4%	-1.5%	
\$35,000 - \$49,999	10.8%	-2.8%	
\$50,000 - \$74,999	17.1%	-0.4%	
\$75,000 - \$99,999	15.0%	+1.0%	
\$100,000 - \$149,999	19.7%	+3.9%	
\$150,000 - \$199,999	9.1%	+2.7%	
\$200,000+	11.3%	+5.3%	

Bars show deviation from

Pima County

### Oracle & Hardy

Ring of 5 miles



### Tapestry Segments

 <b>1E</b>	<b>Exurbanites</b> 8,444 households	<b>17.0%</b> of Households	▼
 <b>4B</b>	<b>Home Improvement</b> 5,606 households	<b>11.3%</b> of Households	▼
 <b>9B</b>	<b>Golden Years</b> 4,632 households	<b>9.3%</b> of Households	▼

[Source:](#) Esri. The vintage of the data is 2022.

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